



Kids' Museum St. Louis

Annual Report 2020

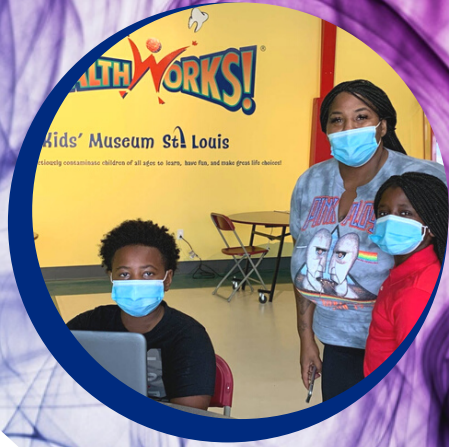


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Our Mission

We excite and inspire kids with the knowledge and tools to lead healthier lives

Our Purpose

Make health fun and accessible so that kids can live healthier lives

Our Vision

We envision a community where kids are healthy and thriving

Our Core Values

Health. Period. Good health is the foundation for all we do.

Fun! We're passionate about infusing play, fun, and hands-on learning into all of our exhibits and programming in order to reach kids in the way they learn best.

Creativity. We bring creativity and imagination to everything we do in order to reach all kinds of learners in engaging, innovative ways.

Inclusivity. We reduce barriers so that everyone can have access to achieving good health.

A Couple of Introductions...

Though these faces are not new to HealthWorks!, their new roles certainly are. In November 2020, Dr. Kourtenay Green and Ashley Allen rose up to the roles of co-Executive Directors.

Dr. Kourtenay Green, often lovingly referred to as “Doc Green,” began as a Lead Health Educator for HealthWorks! in 2016, shortly after the move from the Dental Health Theatre on Laclede’s Landing. She was later the Community Outreach and Partnerships Coordinator for the children’s museum. Dr. Green holds a Bachelor of Science from Jackson State University in Biology and a Doctorate of Dental Surgery from the University of Missouri Kansas City School of Dentistry.

Like Doc Green, Ashley also joined the HealthWorks! team in the role of Lead Health Educator. Just shy of a year with the organization, Ashley took on the responsibility of Operations Coordinator. Ashley holds a Bachelor of Science from Southeast Missouri State University in Biomedical Sciences and acts as an advocate for informal education for children in the community. She is currently pursuing a Masters degree in Museum Studies and a Graduate Certificate in Nonprofit Management online from Johns Hopkins University–AAP. Ashley has worked in children’s museums since 2017.

As co-Executive Directors, the duo works cohesively by leveraging the unique talents of each individual. Dr. Green acts as the Executive Director of Programming, while Ashley has taken on the Executive Director of Operations role. Here is a quick word from each of our new directors:

Greetings HealthWorks! Friends, Families, and Supporters

I would like to introduce myself as the new co-

Executive Director of HealthWorks! Kids’ Museum St. Louis. During the last 4 years, I have served HealthWorks! as a Lead Health Educator and the Community Outreach and Partnership Coordinator. While both roles were rewarding, I am most honored to share in this new leadership role alongside the very talented, resourceful, and intelligent Mrs. Ashley Allen.

With many years of experience in dentistry, health education, and non profit management, It has been a delight to have the opportunity to combine all of my passions at HealthWorks! As a St. Louis native, I have a strong love for St. Louis and it’s surrounding areas. I am committed to be a leader that uplifts the spirit of my hometown while furthering the changes needed to promote a stronger, healthier future for children and families of the region.

For me, like many, 2020 has been a difficult year personally and professionally but my love for HealthWorks! and my belief in its importance is unwavered. I strongly believe that adequate education and good health are driving forces that allow children to reach their full potential. HealthWorks! affords me the opportunity to be creative and progressive in the delivery of a unique blend of informal health education. My goal is to ensure that health education is accessible to ALL children. I want to reach them where they are, whether it’s in the museum, in their classrooms, at a community event, or even in their homes. I encourage you to stand with me to ensure the prevention program at HealthWorks! is sustainable for many years to come.

Sincerely,

Dr. Kourtenay Green

Dear HealthWorks! Friends,

Allow me to introduce myself! My name is Ashley and I, along with Dr. Kourtenay Green, am the new co-Executive Director and Director of Operations for HealthWorks! Kids' Museum St. Louis. I have previously held the positions of Lead Health Educator and Operations Coordinator for the museum. Prior to joining the HealthWorks! team, I was a supervisor at Discovery Playhouse in Cape Girardeau, MO. My educational background is in Biomedical Sciences, Museum Studies, and Nonprofit Management.

On a personal note, I have been going through many changes over the past year or so. I am recently married, just bought my first home, and will soon be a mom for the first time. Doing all of this in the midst of the conditions we've seen in 2020 has taught me so much about how to be adaptable, and I will carry that knowledge forward with me as I begin this new role in the region.

Please allow me the honor of thanking you for allowing me to join your community! Despite the unfortunate circumstances that have placed me in this role, I accept this challenge and will fight to keep HealthWorks! as a present and impactful pillar to the children in and around St. Louis.

My face may seem unfamiliar to many of you, but I have long been a presence in the background, helping to advance HealthWorks! forward in any way that I can. While I am still adjusting to life in the St. Louis area, I am excited for the opportunities I have to make an impact in the region, and getting to know those of you that care as much as I do about the health of our community.

I consider myself to be an advocate for informal education in children. My role in this world is to empower children to take ownership of the

learning process, creating a sense of curiosity and wonder that lasts a lifetime. HealthWorks! grants me the chance to make that role even more impactful by applying it to the wellbeing of children, so that our youth will not only be empowered by their own curiosity but enabled to meet their full potential as the healthiest version of themselves.

Know that HealthWorks! is making changes that will make a much larger difference than just survival. I will fight each day to ensure that HealthWorks! is in a position to thrive and will continue to grow into everything that it can be. I can only hope and do ask that you will join me in this fight. Together we are stronger, and I truly believe that with your help, HealthWorks! can be the resource that St. Louis needs to enable our children to be as healthy and thriving as possible.

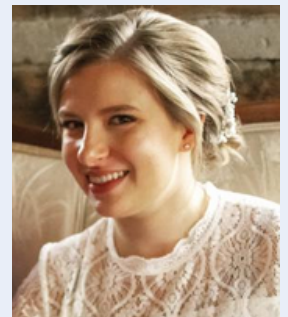
I look forward to what we can do together!

Thanks!

Ashley Allen



Dr. Kourtenay
Green, DMD



Ashley Allen

...And a Farewell

Shannon Laine leaves these words upon her exit:

Hello friends, supporters, and investors -

Let's talk about resilience. Our team has spent 2020 assessing our areas of greatest impact, and aggressively planning for the future. We've challenged ourselves to focus on the highest priorities, ask the hardest questions, and to balance agility with long-term outlook. It's with deep passion, conviction, and of course - mixed emotions that I announce that later this month I will be exiting as HealthWorks! CEO. This move supports a sustainable pivot of our resources and will help us achieve our long-term vision for a healthier region.

We have the people and the plan to thrive. After building this organization for the past 13 years, I am confident this is the right move for our future. I've mentored two amazing leaders whose combined vision and skills will lead us to the next level of impact, and who will serve as co-Executive Directors through this important transition. Dr. Kourtenay Green, Director of Programs, is an accomplished dentist who has brought deep programming expertise and community relationships to our team. Ashley Allen, Director of Operations, brings a wealth of knowledge and innovation to our on site and virtual offerings. These two have converted our resources to virtual offerings to be sure we didn't miss a beat through the pandemic, and have given us a strong foundation for advancing health education in the Region in more accessible ways for years to come.

Please join me in supporting these two fine leaders on the front line! I'm delighted to remain a close advisor for the next few months to ensure a smooth transition. As I do, **I want to ask you as supporters, donors and clients, to do the same, and rally around HealthWorks! like never**

before as we move toward our big vision for a healthier region.

Our Board Chair, Chris Clauss asked that I publish this short note from her as well:

"Shannon has been a catalyst for transforming health education in the region. Her years of hard work and dedication have created an organization positioned for great impact and effectiveness. Most recently, Shannon has gracefully led her team through a successful transition into virtual programming which will be scaled for use by school districts, municipalities, educators and families to promote whole health education and disease prevention, in addition to all the museum currently offers. Though we hate to see her go after such a great ride, we are confident this is the right organizational decision and grateful for her dedication. We wish her the best and are excited to see her continued impact in the region."

~Chris Clauss

Healthworks! Kids' Museum, Board Chair

As I begin this transition, I am excited to share the knowledge and skills I have developed while CEO at HealthWorks! with other emerging leaders in our community. I believe everyone has potential and I want to help others realize their potential and believe I can do so through the creation of my consulting company, Emerge Brighter, LLC. As I move on to coach and mentor others, I am confident in the decision we have made for HealthWorks! and that I'm leaving the organization in very capable hands. I'm thankful for your past support and for your continued support in ensuring a big, resilient, and impactful future.

Stay tuned for more on the results of our planning, pivoting, and impact.

With sincere gratitude,

Shannon

We sincerely thank everyone that made a contribution to HealthWorks! Kids' Museum St. Louis in 2020

Ashley Allen	Carla Feuer	Jay Moore
Anonymous	Debra Fink	Michael O'Connell
Anonymous	Christina Friederich	Jane Otto
Anonymous	Greg Frimel	Party Animals Mobile
Anonymous	Mary Gaertner	Charles Poeschl
Erica Bakota	Mary Gan	Kimberly Rappold
Tom and Cindy Bander	Julie Goetten	Anita Reznicek
Joan Baraba	Elaine Gojmeric	Edward Rothweil
Cheryl Barnett	George Grant	Sheri Rumpsa
Bayer Fund	Greater St. Louis	Mary Sandowski Brown
James Belcher	Dental Society	Megan Sardone
Kellie Bishop	Monica Green	Scott Sasajima
Stephanie Borsis	Kourtenay Green	Brian Schlueter
Yollette Brown	Joe Grimaud	Anna Schowalter
Robert Butler	Zora Hanko	Karen Schrader
Kristin Campbell	Aaron Harris	Mary Scuh
Jen Casper	Dawn Hewitt	Jonathan Shanker
Jerry and Pamela Castellano	Craig Hollander	Michael Smock
Ashley Cheatham	Kendra Holmes	Cheryl Smock
Lee and Chris Clauss	Cattrina Hopper	Katrina Sommer
Charley Clay	Jefferson Foundation	St. Louis Children's Hospital
Maurie Cofman	Marcy Johnson	St. Louis Community Foundation
Commerce Bancshares	Stephanie Keil	Chris Strub
Foundation	Whitney Kelly	Barbara Summers
H Cooke III	Catherine Kimani	John Tabash
James Cornbleet	Paula Korman	Brent and Leslie Taylor
Kevin Croke	Shannon Laine	Andrew Theising
Dana Brown Charitable Trust	Jennifer Laupp	Debby Thouvenot Muessenfechter
Adam and Jennifer Decota	Lynn LeClair	TheTrio Foundation of St. Louis
Jill Delston	Jacob Lippert	Carl Uhlig
Delta Dental of Missouri	Tim Long	Laura Vandiver
Joanna Devereaux	Elizabeth Mangos	Candace Wakefield
Dewey's Pizza	Marsha Marden	Joel and Esther Weltman
Michael Dietrich	Lori Markson	Michelle Weltman
Terrance and Barbara Donohue	Stacey Mason	Lenneth and Mary Jo Williams
Darrell Drissell	Clint Matthews	Tracy Williams
Debra Eisele	Steve McCandless	Patrick Wilson
Esse Health Foundation	Timothy McDonnell	Steven Wisniewksi
Sara Facchin	Jill McDonough	Marilyn Woerner
Vincent Fallert	Marisa Mendez	Carolynn Wolff
Mark Fernandez	Nancy Miller	Janice Woodcock
		YouthBridge Community Foundation

2020 Highlights

21,111

Visitor Experiences
virtually and in person

Hosted free Tiny
Smiles Dental
Clinic for children
under 4

Held 4 Virtual
Events

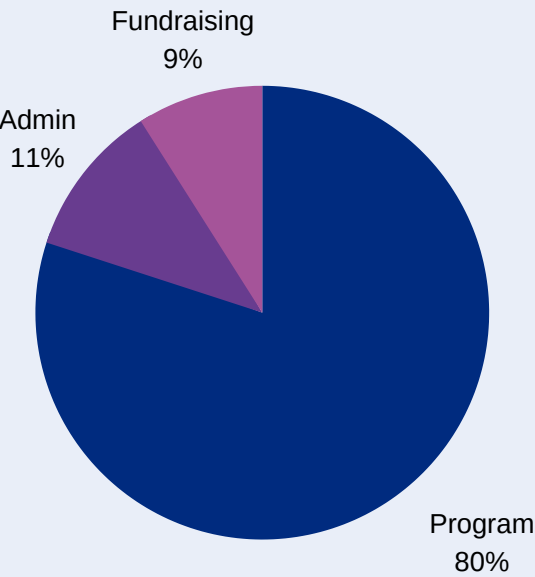
Continued scholarship
program to offer free
field trips to
underprivileged
students

Introduced 2 new
Socially Distanced
shows: Doc in the
House & Escape the
Germs

Launched new
website with our
Virtual Classroom
and Community
Guide

Donated teddy bears to
children at St. Louis
Children's Hospital in
partnership with Party
Animals Mobile

Financials



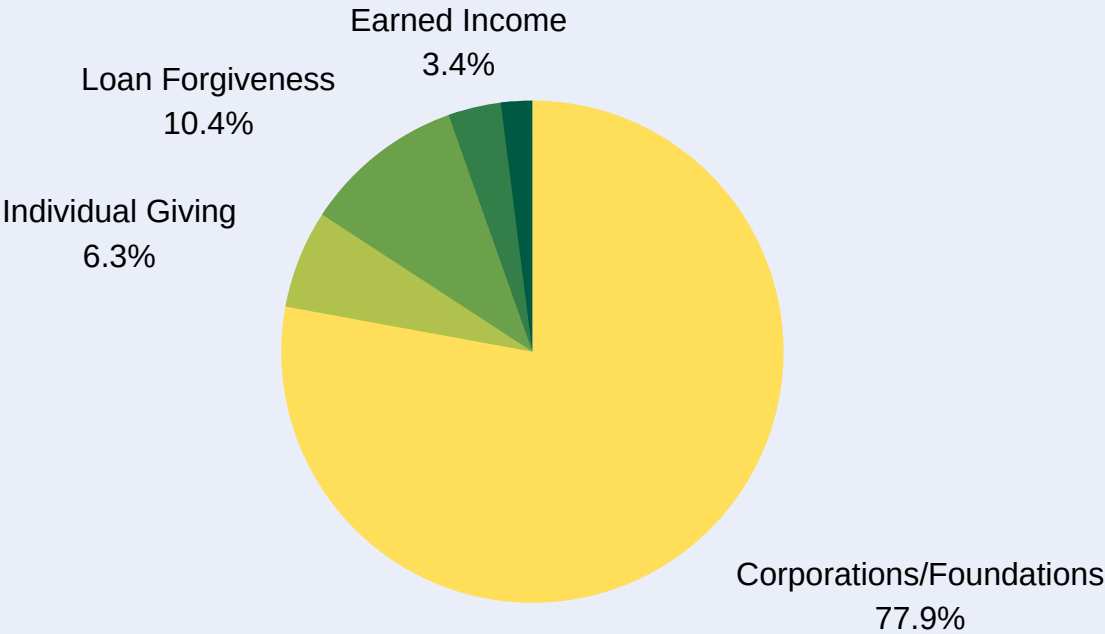
Expenditure Distribution

Statement of Activity

Revenue	
Corporations.....	\$250,081
Individual Donors.....	\$23,176
Grant Income.....	\$85,405
Investment Income.....	\$483
Special Event Income.....	\$4,056
Earned Income.....	\$14,641
PPP Loan Forgiveness.....	\$44,740
Miscellaneous Income.....	\$8,205
Total.....	\$430,787

Expenditures	
Program.....	\$455,473
Management and General.....	\$62,442
Fundraising.....	\$49,437
Total.....	\$567,352

Revenue Distribution



Staff & Board Members

Staff

Shannon Laine, President & CEO
Dr. Kourtenay Green, Community Outreach & Volunteer Coordinator
Ashley Allen, Operations Coordinator & Lead Health Educator

Health Educators

Maura Cummings
Keilya Kasprzyk
Stephen Kuppinger
Jennifer Lunceford
Stacey Mason

Azzah Nasraddin
Skylar Sikes
Kayla Tucker
Hannah Winson
Barbara Wnek

Board of Directors

Officers

Christena Clauss, Chair
Dr. Craig Hollander, Vice Chair
Edward Rothweil, Treasurer
Michelle Weltman, Secretary

Directors

Dr. Mark Fernandez	Dr. Kendra Holmes	Laura Vandiver
Dr. Thomas Flavin	Ginger Nicol	Tracy Williams
Dr. Zora Hanko	Dr. Charles Poeschl	Steven Wisniewski
Aaron Harris	Anita Reznicek	Joanne Parrott, Honorary Life Member

In Memoriam



Freda Hill

Freda I. Hill graduated from Harris Stowe Teachers College in 1974. She taught for the St Louis Public School System for approximately 40 years. She began her career as one of the First Black teachers at Buder School. An excellent teacher, she spent most of her years teaching Gifted Science in the Magnet Schools and finishing her career teaching 19 years at Compton Drew Middle School. She always loved to teach and watch children learn from hands-on experiences. It was the wish of her only daughter and her grandson to honor her memory by donating to HealthWorks! Kids' Museum St. Louis to continue her legacy and to inspire kids to live healthier lives.



Joanne Parrott

Mrs. Joanne Parrott earned her nursing degree from Washington University School of Nursing. While attending nursing school, she met Dr. Roger Parrott and helped him establish his pediatric dentistry practice. Roger and Joanne embraced all aspects of dentistry. They participated in and led dental organizations, did community education programs, and looked for ways to teach healthy preventative habits. Mrs. Parrott, with the help of others, established the programs, and recruited and organized the staff and volunteers. Her dedication to dentistry was ingrained. Roger and Joanne were world travelers and Joanne always looked for helpful props, tools, and interesting items to continue the mission of promoting the importance of good oral health. Mrs. Parrott was a founding board member of the Dental Health Theatre on Laclede's Landing and supported it throughout the transformations that would come. Mrs. Joanne Parrott passed away on July 29, 2020. The dental profession and HealthWorks! have lost a great supporter

"My son (3 years old) has an amazing time! Even for his age the guide, Miss Stacey, kept his attention and responded so genuinely to his questions. He learned so many practical things that he is still talking about, from healthy foods to how to brush good teeth to the color of his urine (yup!)!"

--Jake H., Guest, July 2020

