



Glazer
Children's
Museum

WHO WE ARE

WHAT WE DO

WAYS TO GIVE

playBOOK

Glazer Children's Museum
Play Programs & More
GLAZERMUSEUM.ORG

Glazer Children's Museum

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Social Responsibility Initiative

Our Social Responsibility Initiative provides financial access programs for families who need support and inclusive and accessible programs for children and families with disabilities. Diversity, Equity, Access, and Inclusion are major priorities and GCM relies on generous contributions from individuals, corporations, and foundations to make these programs a reality.

Programs included in our Social Responsibility Initiative will be designated with a heart icon.

Play inspires imagination and discovery. At the **Glazer Children's Museum**, we create and foster playful opportunities for families to learn and connect. Through play, new connections form in the brain, leading a child to develop cognitively, socially, physically, and emotionally. Play allows children to fail and succeed in supportive and low-risk environments. Play builds skills like resilience, creative problem solving, collaboration, communication, sharing, and compromise. Play is foundational for all children. **Play is learning.**

The Glazer Children's Museum **brings play** to the families in our community through interactive exhibits, engaging and inclusive programs, and community outreach. Our physical museum spaces inspire child-led play, where kids are in the driver's seat and help lead their adults on a play journey. Our thoughtfully curated exhibits encourage imaginative play, where children can think creatively and explore the world around them. GCM's Family Play Projects invite collaboration and family bonding. And our focus on equity and inclusion reduces barriers so that every child has access to play.

Our admissions support only half of what we do. As a non-profit organization, GCM is community funded by donors just like you. If you believe as strongly as we do in the power of play, now is the time to join us in our mission. We invite you to contribute a gift to the Glazer Children's Museum and help us keep the play going for future generations!

Sarah Cole
President & CEO





MISSION

The mission of the Glazer Children's Museum is to create a learning laboratory where children play, discover, and connect with the world around them to develop as **lifelong learners and leaders**.

HISTORY

The Glazer Children's Museum's history dates back to the 1965 opening of Safety Village in Lowry Park and has grown over the years, just like the children we serve. Since the opening of our building in 2010, GCM has been a landmark in Downtown Tampa along the beautiful Tampa Riverwalk.

Over the years, GCM has become an integral part of the cultural corridor of museums, libraries, theaters, and performing arts centers in Tampa Bay. Children who play at the Glazer Children's Museum grow up to be lifelong patrons of arts and culture.



Best children's museum
in the Tampa Bay area!

- SEAN

Glazer Children's Museum

1965

Safety Village, a mini city aimed to teach children about safety, opens in Lowry Park



2022

GCM measures record-breaking participation in our Family Play Projects

let's
play.

1987

The Children's Museum of Tampa officially opens at Floriland Mall



2021

GCM launches GCM@Home in response to the COVID pandemic



1990

The museum finds a new home at Safety Village, re-named Kid City



2020

GCM celebrates 10 years of play in Downtown Tampa



2006

GCM kicks off a Capital Campaign for a new building in Downtown Tampa



2019

GCM joins Museums for All and welcomes its 2 millionth visitor



2010

Glazer Children's Museum opens at Curtis Hixon Waterfront Park



2018

GCM launches Learn & Play Tampa Bay and Autism Affirming Camps



2011

GCM launches Sunshine Sunday for families with disabilities



2016

GCM introduces the Social Responsibility Initiative



OUR STORY IN NUMBERS

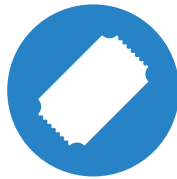
**Based on annual averages*



228,407 Smiling Faces
walked through the
museum's doors



165,140 Followers
On Email &
Social Media



29,090 Visitors
welcomed through free
or reduced admission



8,266 Families
played in a Learn
& Play TB session



27,189 Curious Learners
visited the Museum
on a Field Trip



45 Team Members
worked to brighten
your day with play



**5,000 Title 1
School Students**
visited GCM through
a scholarship



**1,835 Hours
of Service**
donated by our
generous volunteers



494 Eager Campers
explored new things
at Camp Imagination



52 Playful Kiddos
enrolled in a camp
through a scholarship



OUR EXHIBITS

Art Smart

Express yourself through
dance, music, and color

Central Bank

Learn the value of money
and pay for supplies

Farm

Learn where our food comes
from, plant veggies, and
care for farm animals

Firehouse

Slide down the fire pole and
race to the rescue in the fire truck

Hospital

Explore the roles of medical
workers, try out the CT Scanner,
and drive an ambulance

Ice Cream Parlor

Scoop your favorite pretend flavors

KidsPort

Splash in this interactive water
table inspired by Port Tampa Bay

Light Cloud

Play around with light and sound

Ocean Sandbox

Move and shape the sand to
sculpt the ocean's topography

Pizza Place

Cook up something delicious
with cheese on top

Publix

Create your shopping list, make
a deli sandwich, or play cashier

Tugboat Tots

Toddlers explore nautical
themes on hands and knees
or cozy up with a book

Twinkle Stars Theater

Choose your costume
and put on a show

Vet Clinic

Examine x-rays, play groomer,
and care for four-legged friends

Water's Journey

Climb your way through the
lifecycle of a drop of water

“

11 out of 10!

Bring your littles
here and watch
them blossom.

- NICHOLAS

WHO WE ARE



FAMILY PROGRAMS

Family Play Project

During each visit to the Glazer Children’s Museum, families can enjoy GCM curated projects designed to encourage families to learn and play together. The Family Play Project was created in response to a trend we observed as stay-at-home orders were lifted and families returned to the Museum. We noticed families interacting and playing together in a more meaningful way than we had previously seen – with caregivers staying engaged rather than passively watching. From this opportunity we created our monthly Family Play Projects, designed to deepen family connections through art, literacy, STEM, and movement. Since we have provided a dedicated space for family play, we have found that over 90% of caregivers believe their children learned something new about themselves or the world around them, 83% of caregivers believe they learned something new about their children or the world, and 95% had fun in the Family Play Space.

Daily Storytime

During any visit to GCM, guests can gather around for a cozy storytime led by GCM Playologists, local authors, and other special guests.

Camp Imagination

At Camp Imagination, little learners imagine, discover, and connect to the world around them. Camp Imagination provides creative and playful enrichment for children ages 5-10 during school breaks and throughout the summer. With imaginative weekly themes, there’s a camp for every kid. These cross-curricular camps combine art, humanities, science, math, and social learning opportunities to spark the curiosity and creativity of our campers. We believe that every child deserves the opportunity to participate in Camp Imagination. Learn about need-based Camp Scholarships and our inclusive Autism Affirming Camps on Pages 10-11.

Membership

Families can enjoy a full year of imagination and discovery with a GCM Membership! Memberships include unlimited play all year, invitations to exclusive member events, and discounts on camp, birthday parties, and Creativity Café, among other perks throughout the year.

Birthday Parties

Kiddos can celebrate their big day with their friends at GCM with a private celebration in our party room and a day full of museum play.

SCHOOL PROGRAMS

Field Trips

Classroom lessons come to life at GCM! Public schools, private schools, and home school groups use GCM Field Trips to complement classroom learning. GCM Field Trips link brain-building play with Florida State standards and include student-led exploration. We are proud to offer field trip scholarships to Title 1 Schools in Hillsborough County, Pinellas County, and Polk County to ensure the museum can serve as a resource for all students in our community. Learn more about Title 1 Schools Scholarships on Page 11. For classes who can’t visit in person, Team GCM has created digital options to transform a school classroom into a GCM Cl@ssroom, learn more on Page 12.

♥ If/Then Collection

In 2021, Glazer Children’s Museum received the IF/THEN Gender Equity Grant to create content that promotes equity in STEM, including equitable gender representation. Team GCM Educators have created 3 digital GCM Cl@ssroom field trips for grades PreK-4 that emphasize the idea that everyone is a scientist! These field trips are standards-aligned lessons that incorporate IF/THEN Collection resources, include multiple videos created by Team GCM Educators, and are 100% free to educators.

Educator Training

Our talented staff of certified teachers offer training for Early Childcare Providers and Elementary School Educators on implementing play-based learning in the classroom. Our training events are offered at GCM and on-site at schools.

Teen Play Leaders

This volunteer program inspires, trains, and engages teens to prepare them for future careers in museums and education. Teen Play Leaders gain experience greeting guests and answering questions on the museum floor, playing with groups and families, assisting with the preparation and delivery of educational programs, and resetting and caring for exhibits. This program is often the first job for students and gives them a vital opportunity to prepare for the world of work and collaboration.



“

Abundant fun
for children!

- MRIDUTA

AUTISM AFFIRMING PROGRAMS

We believe that every child deserves a fun, safe, and inclusive space for imagination and discovery. GCM is proud to be certified as an **Autism-Friendly Business** by the Center for Autism & Related Disabilities at the University of South Florida and honored as the 2019 Employer of the Year from the Mayor’s Alliance for Persons with Disabilities. Our thoughtfully curated sensory-friendly events offer special tools and community resources, like our monthly Sunshine Sunday program and sensory-friendly versions of our most popular seasonal events.

♥ Sunshine Sunday

Sunshine Sunday is a special monthly event for children with disabilities and their caregivers. Families have the opportunity to explore the Museum with lights and sounds turned down, with access to sensory adapted tools, special programs, and community resource providers. Seven community providers regularly attend, including Center for Autism & Related Disabilities, the City of Tampa ADA, YMCA Mobile Swim, Paws for Friendship, and Gigi’s Playhouse. These organizations donate on average a total of 210 hours annually. Funding for this program is generously donated by the Watkins Family Foundation.

♥ Autism Affirming Camps

GCM is particularly proud to offer Autism Affirming weeks at Camp Imagination, allowing children with autism to participate in our camps in a fully inclusive way. Our Autism Affirming camp weeks offer professional behavioral support staff, a quiet space for campers who need a break, sensory tools, a Camp Social Story, and an optional orientation the week prior so campers will know exactly what to expect.

♥ Adaptability Boxes

Adaptability Boxes are available for families at Guest Services. These boxes include tools like weighted vests, fidget toys, noise-canceling headphones, and more.

♥ Sensory-Friendly Events

We want all of our guests to enjoy our festive seasonal celebrations, so each year we host a sensory-friendly version of our beloved Birthday Bash event as well as a sensory-friendly trick-or-treating event in October.



FINANCIAL ACCESS PROGRAMS

GCM’s **Financial Access Programs** provide families and schools in need of financial assistance with access to free or discounted museum admission, field trips, and camps.

♥ Free Tuesday

GCM’s Free Tuesdays are on the first Tuesday of every month, with free museum admission from 10am-5pm. During this event, we connect families with community organizations and free resources. On average, 15-20 partner organizations, ranging from Feeding Tampa Bay to St. Joseph’s Children’s Hospital & Safety Center, donate their time to participate in this monthly event. Partner organizations donate close to 500 hours annually, providing resources to over 13,000 guests. Funding for this program is generously provided by the Children’s Board of Hillsborough County.

♥ Museums for All

Glazer Children’s Museum is proud to offer \$3 admission for EBT, SNAP, and WIC Card holders plus three guests through Museums for All. Museums for All is a signature access program of the Institute of Museum and Library Services, administered by the Association of Children’s Museums to encourage people of all backgrounds to visit museums regularly and build lifelong museum-going habits. Similar free and reduced admission is available to eligible members of the public at more than 500 museums across the country. Museums for All is part of the Glazer Children’s Museum’s commitment to seek, include, and welcome all audiences.

♥ Title 1 School Scholarships

We are proud to offer field trip scholarships to Title 1 Schools in Hillsborough County, Pinellas County, and Polk County to ensure the Museum can serve as a resource for all students in our community. Close to 5,000 Title 1 students per year visit the Museum for free.

♥ Camp Scholarships

We believe every child deserves the opportunity to play at GCM. We proudly offer a limited number of camp scholarships based on financial need.

♥ Ticket Donations




GCM is proud to support other non-profits within our community in their own fundraising efforts. The Museum donates an average of 6,000 admission tickets annually to other non-profits around Tampa Bay for their auctions and raffles.

♥ Community Helpers Discount

GCM proudly offers \$2 off admission for active military, first responders, educators, and seniors.



The mission of GCM extends far beyond the walls of the Museum. Through **Pop Up Play**, GCM’s suite of community outreach programs, we meet families where they need us — in their local neighborhoods. We strive to serve under-resourced communities by offering free play-based experiences near them.

-  **Learn & Play Tampa Bay**
With a mission for making play equitable, Learn & Play Tampa Bay is a fully bilingual play-based community outreach program designed for children ages 0-5 and their caregivers living in under-resourced communities. Learn & Play offers 90 minute sessions twice a week at sites across Hillsborough County at no cost to families. This program focuses on early childhood development, social interaction, and deepening the family connection through educational stations, bilingual circle time, thematic crafts and songs, and introduction to early literacy and math. Learn & Play is the only school readiness focused caregiver class which engages multi-age groups of children at various developmental stages in one place, with trained early learning staff modeling play-based learning for the adults. Learn & Play @Home provides virtual access for medically fragile children and families with transportation barriers, learn more below. Funding for this program is generously provided by the Children’s Board of Hillsborough County.
-  **Satellite Exhibit in Plant City**
The Glazer Children’s Museum is proud to supply a free and accessible mini-museum, located within the Children Board Family Resource Center in Plant City. Children’s Board Family Resource Centers offer programs and services emphasizing child development, self-sufficiency, and health and safety. With a rotating schedule of hands-on playful exhibits, there is something new for the families of Plant City to experience with each visit. Funding for this exhibit is generously provided by the Children’s Board of Hillsborough County.
-  **Team GCM Outreach**
You can find Team GCM inspiring play out in our community at local festivals and events. From *Boom by the Bay* to *Bark in the Park*, GCM is there to brighten your day with some Pop Up Play!

GCM@Home
GCM@Home is a digital platform for families to learn and play from home. Originally created in response to the pandemic, GCM@Home now serves as an extension of the play experience within the museum. Families who enjoy a day of play at GCM can continue their exploration through our online activities, and those unable to visit in-person can experience GCM’s play-based learning online. Since it’s humble beginning, GCM@Home has gained followers from around the world and was short-listed for the international Kids in Museums award.

Learn & Play@Home
Also initially created in response to the pandemic, Learn & Play@Home has since become a valuable tool for increasing the community’s access to GCM’s teachers and curriculum. Specifically designed for little learners aged 5 and under, Learn & Play@Home offers both play-based videos and weekly live-facilitated sessions. The objectives of this program are to provide free, accessible bilingual play opportunities for children under 5 and their caregivers who are unable to attend in-person sessions due to health-related factors and to provide resources and play techniques for caregivers at home.

Zigazoo
Zigazoo is a social media app designed for children to safely engage with and create playful and educational content. GCM’s Zigazoo channel launched in Fall 2020 and has quickly grown into one of our most expansive platforms with over 68,000 subscribers worldwide.

GCM Cl@ssroom
For school groups who can’t visit in person, Team GCM has created digital options to transform a school classroom into a GCM Cl@ssroom. This online platform offers standards-based, literacy, art, and STEM-focused digital Think Studios for grades PreK-4.

Let’s Talk Play
Glazer Children’s Museum is proud to host Let’s Talk Play — an annual educational breakfast on the importance of play for caregivers, business leaders, educators, and the whole community. Each year, we take a deep dive into a new subject — from Playful Brain Building to Healing and Resiliency through Play — featuring a keynote address by a subject matter expert, a fireside chat with GCM educators, and a powerful testimonial from a family who has been directly impacted by the Glazer Children’s Museum. This event raises funds for GCM’s Social Responsibility Initiative with the goal of removing barriers to play for all children in our community.

Imagination, a Gala to Benefit GCM
Every year, the Glazer Children’s Museum tries to top itself by planning an even more whimsical and creative gala than the previous year. With a new intriguing theme each year and surprises around every corner, Imagination is a truly unique event that leaves a lasting impression on our guests. From decadent food and creative cocktails to an exciting auction and games of chance, there is always something new to experience. Imagination is the largest single fundraiser for GCM, raising unrestricted funds to help provide exceptional experiences for families. The funds raised at Imagination support free and reduced cost visits, camp and field trip scholarships, daily programming, and exhibit experiences.

Evening of Play
Adults get to play like kids again at Evening of Play, an adults-only fundraising event benefiting GCM. At Evening of Play, our grown-up guests experience the Museum’s play-based approach first-hand and are reminded that you’re never too old to play. Guests climb and explore in our exhibits, play classic childhood games with a grown-up twist, and enjoy delicious bites and libations all in support of their favorite non-profit children’s museum.

Birthday Bash
Every year, GCM invites the community to celebrate the Museum’s birthday with a free party in the park. With another year of play and discovery comes another Birthday Bash, packed with special guests, live performances, kid vendors, games, and more. Bring your friends, family, and little party animals to enjoy our celebration of another year of play!

Gingerbread Village
At GCM, we celebrate the holiday season with a gingerbread-inspired winter wonderland. In Gingerbread Village, families build gingerbread houses made out of recycled materials like cardboard, pipe cleaners, bottle caps, and more. The finished builds are added to our growing village on display. Local architecture and building firms join in the fun with a friendly competition of their own. They make professional builds that go on display in the museum lobby for our guests to vote on a winner.

Downtown Countdown
It’s a GCM tradition to ring in the New Year all day long on December 31, so that kids of all ages and abilities can be included in the celebration. The event features hourly countdowns with festive confetti and balloon drops, dance parties, special craft activities, and cool science demos.

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I don't really know how to express how grateful I am that there are opportunities for kids that just need a little extra attention.

- BECKY

Donate Now



The Glazer Children’s Museum provides a safe, fun, and inclusive environment where all children can learn through play. As a **community funded 501(c)(3) non-profit organization**, we rely on generous contributions from donors like you to keep the play going. From sponsoring one of our exhibits, events, or programs, to giving a monthly sustaining donation, there are many ways to support the Glazer Children’s Museum and the children we serve.

Visit GlazerMuseum.org/WaystoGive
Email giving@glazermuseum.org



Corporate Giving

Align your brand with GCM to show families throughout Tampa Bay that your company values play. Allow us to customize a partnership that reflects both our missions and gives you and your team the opportunity to give back with your skills, time, services, and contributions. Opportunities range from single-day event sponsorships to long-term exhibit sponsorships. If there is a topic you are particularly passionate about, there are custom opportunities to partner with GCM as we curate new exhibits to be added to our collection.

- ▶ Sponsor an **Exhibit**
- ▶ Underwrite an **Event**
- ▶ Invest in a **Program**



Individual Giving

There are so many ways to support the children and families of Tampa Bay. We invite you to make a gift to Glazer Children’s Museum on behalf of your family or someone you love. Or consider joining our Imagination Society, a group of GCM philanthropists, by making a sustaining gift of \$1,000 or more. Every gift, big or small, impacts the Museum and the children we serve.

- ▶ Give a **One-Time Donation**
- ▶ Commit to a **Monthly Gift**
- ▶ Join **Imagination Society**
- ▶ Leave a legacy for generations with a **Transformational Gift**

We do not sell or trade the information of our donors. All donations are tax-deductible to the extent allowable by law. Tax ID 59-2637851 Registration #CH20272. A copy of the official registration and financial information may be obtained from the division of consumer services by calling 8004357352 within the state. Registration does not imply endorsement, approval, or recommendation by the state. Please note the Museum is incorporated under the name The Children’s Museum of Tampa Inc. and operates under the name Glazer Children’s Museum.



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If you have children please take them to this Museum! So much fun to be had! They will love it!

- SHEILA



Glazer Children's Museum

110 W Gasparilla Plaza
Tampa, FL 33602



Follow @glazerchildrensmuseum
Visit GlazerMuseum.org/waystogive
Email giving@glazermuseum.org

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Our son has special needs and having a safe environment for him to play is really important for development. Places like GCM provide those opportunities.

- CRAIG



Special thanks to our partners:



**Hillsborough
County Florida**



**Children's Board
HILLSBOROUGH COUNTY**
www.ChildrensBoard.org