Once Upon a Time

there was a castle. It was outside the City, in a beautiful place with a lovely garden and many trees. It was known as the Cloisters, and it was the home of the Baltimore Children’s Museum. It was a happy place, always ringing with the sound of laughter and the voices of little boys and girls.

Many people visited with their children, and they told other people who brought their children. One day, the kind people who ran the museum realized their castle was too small. They also knew that there were many boys and girls who lived in the City and could not visit because they were too far away. It was time to look for a new home. They talked to their friends and looked at many places.

In the City there was another castle of a sort. It was large, built on the banks of the Jones Falls, of strong bricks with big doors and windows and a huge gallery. It had been part of the City’s Centre Market and, because it was near the waterfront, it had become a place where the fishermen brought their catch. People from all over the City came to buy fish for themselves or to sell in the nearby markets. For many years the Fish Market, as it was called, had been a bustling place, with much coming and going.

But time had passed, the City had changed, and people found other markets to visit. Many of the buildings nearby had been destroyed or torn down, until the Fish Market was the only original building left of the old Centre Market.

The Fish Market sat, empty and sad, for a long time. People tried to think of something to do with the building, but none of their ideas lasted very long.
When the people from the children’s museum saw the old Fish Market, they knew this was the place. With the help of some very special champions and the Mayor of the City, the Baltimore Children’s Museum moved into the Fish Market and became Port Discovery.

Now there was plenty of room and people from all over found it easy to visit. Inside were fantastic exhibits and wonderful people who helped children explore science, art and culture, literature, history, math, and much more all in the way children learn best... by doing.

This year Port Discovery celebrated a very special birthday! For 15 years the Museum has opened its doors to children, parents, and teachers from around the world. Turn the page to read our stories about how Port Discovery is making a difference for our guests...

Our Mission:
To connect purposeful play and learning within our walls and beyond.
Dear Stakeholders,

Is it just a fun place to spend a rainy day or is it a place that engages young minds and nurtures them as they become happy, active citizens of the global world? Port Discovery Children’s Museum is all of this and more. This year Port Discovery continued to be one of Maryland’s best places for kids and the adults in their lives as it welcomed 267,000 visitors.

Over the past year, we’ve made great strides in several key areas. A long held dream to increase our outreach in the community became a reality as we expanded our Museum on the Road programs for those who, for physical, economic, or geographic reasons, might not be able to visit the Museum. We also set out to enhance our program evaluation and are now working with Towson University, University of Maryland, and others to do just that. Finally, we completed the final phase of our HVAC replacement project, as well as re-painting and re-carpeting many areas of the Museum – making Port Discovery more comfortable, safe, and cheery for our visitors.

In 2013 we also laid the groundwork for continuing improvements, initiating two major projects: a new Strategic Planning Initiative to guide our vision over the next decade and a Capital Projects Plan detailing necessary efforts to preserve and protect our historic building and to refurbish the interior.

The Museum has captured and held top rankings from organizations that measure such things. Most recently, for instance, the Museum was awarded the TripAdvisor Certificate of Excellence for ranking in the top 10% worldwide for positive traveler feedback and was included among the “10 Best Children’s Museums in the U.S.” by Grandparents.com.

While being recognized as a top-rated, world-class museum is great, it is being part of a vibrant and growing community that is most satisfying. And knowing that we are making a difference in that community is our highest reward.

As you will see in the coming pages, Port Discovery is not just a great place for kids. This Museum is a true asset for children, parents, and educators throughout our community, and an important part of the cultural fabric of our community. We hope you’ll stop in and visit us soon.

Regards,

Dennis Rasmussen  
Board Chair

Bryn Parchman  
President & CEO
At Port Discovery, children are the heroes of their own stories. Whether it’s finding a missing Princess, becoming a Wizard of science, or discovering the secret of the Pharaoh’s tomb, every child is challenged to learn a little more, do a little more, be a little more. They do this not because of the rich cognitive, social, emotional, and physical benefits research shows they will reap. They do this because it is fun. And here at Port Discovery, they do it in a very special place where all children can imagine without limits, explore without fear, learn with joy, and triumph over themselves and the world.

Celebrating Milestones - 15 Years and Going Strong!

Cited as the children’s museum to watch in the future by the New York Times: 1998

Launched Discovery Days for children with special needs: 2001

Named one of the “Top 5” children’s museums in the country by Child Magazine: 2002

Recognized by “Reading is Fundamental” as an outstanding literacy model and featured on PBS for its ArtVentures after-school program: 2003

Hosted the first annual Countdown to Kindergarten event, a city-wide initiative that focuses on school readiness skills: 2004

Marked the 100th anniversary of our historic Fish Market home: 2007

Received the Promising Practice Replication Award for its programming for children with special needs: 2010

Recognized nationally as a Good to Grow! museum for its robust Healthy Families/Healthy Communities initiative: 2011

Celebrated its 15th birthday: 2013

Over 3.8 Million Served!
Some children are just not able to visit the Museum – for one reason or another. But that doesn’t mean they have to miss out! When children can’t come to us, we meet them wherever they are with programs that inspire imagination, exploration, and connection with the fascinating worlds of yesterday, today, and tomorrow.

Extending Our Reach

Museum on the Road
This new outreach program lets us take our programs where they have never gone before. Schools challenged by transportation costs or other issues can now arrange for Port Discovery to come to them. In 2013 a pilot program in partnership with Child First Authority allowed development and implementation of off-site after-school enrichment programming for 360 children. Art, music, and STEM programs are now offered for young learners from pre-K through 5th grade.

Kick It Up! on the Road
Thanks to funding for a new van from UnitedHealthcare, this new program takes Sidewalk Games and the Museum’s SNUG play program on the road to community events. SNUG is a system of large-scale, manipulative loose-play elements that children can use to create a dynamic and exciting play space where they can actively have fun, explore, and learn.

Hospi-Diddles
Now in its third year, this art-based program travels monthly to University of Maryland Children’s Hospital. Not only do participating children experience the joy of learning through play, but the program helps to relieve stress and anxiety by engaging them in creative activities during their hospital stay.
During my Hospi-Diddles visits to the University of Maryland Children’s Hospital, I have had the opportunity to perform for many children who were unable to leave their beds due to an illness or accident.

On one occasion, I visited a child who was recovering from a serious infectious illness. Everyone who came into his room was required to wear a gown, a mask, shoe covers, and gloves. All of my gear had to be cleaned before and after my visit.

Even with these physical barriers, the child – who was at first very shy and apparently in some discomfort – became animated within just a few minutes and seemed to let his pain go as we played music together. I call this a “Willy Wonka” moment. The child’s face lit up with a huge smile.

Afterwards, while I was preparing to leave the hospital, one of the boy’s parents came out to thank me. It seems that this child had been in the hospital for over a month and was struggling emotionally after being confined to bed for such a long time. The parent told me that this was the first time the child had smiled in weeks.

- Daveed Korup, Performing Arts Specialist

Art a la Cart
This art-based program, in its second year, took playful learning experiences to inclusive classrooms at Battle Grove Elementary School. With a creative mixture of stories and music, this program is the perfect introduction to the arts for all young children.

Under the Dome
Debuting in 2013 at the Robinson Nature Center in Howard County, this multi-disciplinary, arts-integrated program combines music, movement, singing, and stories to foster confidence, group play dynamics, active listening, motor skill development, and positive family interactions. Inside and around the welcoming environment of a yurt (a round, tent-like portable dwelling), children and families experience the wonders of Kamishibai (Japanese Paper Drama), drum games, Gesundheit Theater Haiku, Whack-a-Boom Orchestra, and World Rhythm Drum Circus.
Many hands make light work, and working together helps all of us enrich our offerings and build on our accomplishments. In 2013, our friends throughout the community helped us:

**Expand Learning Opportunities**

Funding from the Nanoscale Informal Science Education (NISE) Network allowed Port Discovery to partner with the University of Maryland’s Materials Research Science and Engineering Center (MRSEC) to design and fabricate new Nano exhibit elements and conduct demonstrations focusing on nanotechnology in society. How Do You Nan-know? explores the implications of nanotechnology on society and encourages visitors to think about how they make purchasing decisions.

The Towson University Dance Department introduced *Moving to Learn*, a program for our guided school groups. Twice a month, students from the Developmental Movement class visited Port Discovery to teach children ages 1-6 about early science and math concepts through dance.

Our new *ArtWay* program invited local emerging artists to bring their vision to Port Discovery. Artist Jenna Boyles created and installed an interactive art experience for children in the Museum’s orientation area and conducted art programs in our *StudioWorkshop*.

Make Studio, a local art studio for artists with disabilities, partnered with Port Discovery on *Family Exploration Days* to facilitate art activities for children with disabilities.
A colleague from another university made the following statement to a group of scientists and engineers: “The University of Maryland MRSEC’s partnership with Port Discovery Children’s Museum is outstanding and is a model for success.”

I wanted to share that comment because it is true. The outcomes of the partnership have truly exceeded our expectations and Port Discovery’s dedication to helping children and families understand science and technology is inspiring. The knowledge and energy that Nora Moynihan and Sarah Zimmerman bring to the project is key to the achievement of a cultural institution and an academic institution working together on shared goals.

- Donna Hammer
University of Maryland
Materials Research Science and Engineering Center
Associate Director & Director of Education and Outreach Programs

Update Exhibits

The National Federation of the Blind is partnering with Port Discovery to update exhibits and programs to address the needs of the visually impaired.

Enhance Parent Education

Child development experts from the Kennedy Krieger Institute conducted monthly *Talking about Tots* discussions, helping parents understand and appreciate the development and needs of their young children.

Bike MD sponsored a League of American Bicyclist certification and safety workshop for adults.

Connect with the Community

Social media helps us stay connected with families and educators in our community and with visitors from out of town. This year, Port Discovery’s Twitter followers went up 15% and Facebook friends went up 35%.
It’s so important to us to keep Port Discovery accessible for all. We work with a variety of advocacy groups to support our community with access programs, such as:

**Special Needs Programming**
*Discovery Days, Discover ME Days, Be a Part of the Art Days,* and *PortAbility Days* support families and schools with children of differing abilities. On select Sundays, the Museum opened one hour early exclusively for families with children with disabilities.

**Military Appreciation**
Our *Salute the Troops* provides free admission to active, reserve, and veteran military personnel from Veteran’s Day through January 1 and reduced admission to military personnel and their family members the rest of the year. Thanks to a special gift, in 2013 free admissions were extended into the spring season.

**Mayor’s Attendance Campaign**
Port Discovery partnered with the Mayor and Baltimore City Schools for this inaugural competition aimed at increasing school attendance among city pre-K and kindergarten students. The winning classes from Westside Elementary received a free visit to Port Discovery on October 2.

**Internships**
Working at Port Discovery gives students the opportunity to experience a learning lab environment where they can learn and enhance their skills.

**School Access**
Students and teachers receive free or reduced admissions.

**Family Access**
For those in need, the Museum continues to work with partners throughout the State to help bring the joy of learning through play to those who could not otherwise afford to attend. Partners include organizations like Casey Cares Foundation, Dr. Bob’s Place, and Ronald McDonald House.
My son stood in the lobby of Port Discovery, wailing. Max has cerebral palsy and sensory issues, and is often unnerved when he’s someplace new. My husband and I knew what to do: stand our ground. I’d read up on Port Discovery before our visit to Baltimore, and I had a feeling Max would love it if he could just get used to it.

Max kept crying as Dave and I practically dragged him inside, people looking at us like we were torturing him. And then: Max spotted the grocery store exhibit and the big play car. The tears stopped and, soon enough, he was shopping like a pro and pretending to drive. After that he was hooked – zooming all over the place and peeking, prodding, touching, trying, exploring.

We’d never seen him feel so comfortable in a children’s museum before (and boy have we tried). Something downright miraculous happened in the Wonders of Water exhibit. Max has issues with using his hands, because of the cerebral palsy. But he grabbed a spigot and stared aiming water at musical instruments, with a huge grin on his face the entire time. His aim was impressive, let alone the fact that he was managing to squeeze the trigger and keep the stream of water going. I think he would have happily stayed there all day, if we had let him. I had some waterworks of my own coming out of my eyes as I stood there, watching him.

- Ellen Seidman
Blogger at LoveThatMax.com
With a Wizard of Oz theme, **Play It Forward** encouraged guests to click their heels and enter a world of play. A rainbow of Oz-themed activities helped guests explore the connection between purposeful play and learning, followed by a wonderful dinner and program. This year’s event celebrated the Museum’s 15th birthday and honored Dana and Scott Plank as the recipients of the 2013 Great Friend to Kids award.

Presented nationally by the Association of Children’s Museums and locally by children’s museums throughout the country, the Great Friend to Kids award recognizes outstanding commitment and dedication to strengthening education and advancing the interests of children. The Museum was proud to present the Great Friend to Kids award to Dana and Scott Plank who, through the J.S. Plank and D. M. DiCarlo Family Foundation, benefit children from economically-challenged communities throughout the Greater Baltimore region.

This year’s guest speaker, Matthew Jeffers, spoke of his experiences at Port Discovery as a child and the impact those visits had. As a Towson University student, his email to the Ravens helped inspire coach John Harbaugh, the team, and the city during the legendary Super Bowl XLVII season. Today, Matthew is an actor and motivational speaker whose message – “The only disability in life is a bad attitude!” – continues to inspire us.
In 2013, Port Discovery was one of many children’s museums across the nation participating in the Association of Children’s Museums Reimagining Children’s Museums Project (RCM). Begun in spring 2012, RCM is a three-year exploration of what it means to experience a children’s museum in the 21st century.

The project has brought together children’s museum leaders and thought leaders from the worlds of design, philanthropy, education, and technology to talk about the future of children’s museums in a conversation designed to inspire—indeed propel—children’s museums to dramatically re-imagine their roles for the future.

Re-imagining Port Discovery

Physical improvements such as new paint, carpeting, and HVAC system have:
- improved energy and operational efficiency
- made the Museum more inviting for visitors.

A new capitalization plan has identified additional improvements to:
- restore and preserve our historic Fish Market home
- create new, relevant exhibits.

Our new Strategic Plan, begun in 2013, will:
- define the public value of Port Discovery and how we can best serve our community
- outline strategic priorities and identify key actions to achieve our strategic vision.

We look forward to sharing our progress with you!
By the Numbers

Special Constituencies Served

Students and Educators Served – 33,068
  Free Admissions – 8,052
  Reduced Admissions – 25,061

Discovery Day/Discover Me Day – 4,600
  Free Admissions – 1,396
  Reduced Admissions – 1,408

Countdown to Kindergarten – 2,233
  Free Admissions – 1,238

Target Family Fun Night – 10,607
  Free Admissions – 924
  Reduced Admissions – 9,514

Wonderful Wednesday – 11,722
  Free Admissions – 2,075
  Reduced Admissions – 4,035

Littles Day – 15,354
  Free Admissions – 1,924
  Reduced Admissions – 159

Community Outreach Programs – 2,950

Total Attendance – 267,000
### Summary Financial Information*

*The information above is presented in summary format. Audited financial statements are available upon request.

#### Statements of Activities

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
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</thead>
<tbody>
<tr>
<td><strong>Support &amp; Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Admissions, Memberships, &amp; Programs</td>
<td>$2,440,476</td>
<td>$2,403,331</td>
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<tr>
<td>Contributions &amp; Grants - Operations</td>
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<td>1,093,553</td>
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<tr>
<td>Contributions &amp; Grants - Capital Expenditures</td>
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<td>Other Earned Income</td>
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<td><strong>Total Support &amp; Revenue</strong></td>
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<td><strong>Expenses</strong></td>
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<td>Program Services</td>
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<td>Administration</td>
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<td>Marketing</td>
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<td>Fundraising</td>
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<td><strong>Total Expenses</strong></td>
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<td><strong>Change in Net Assets</strong></td>
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#### Statements of Financial Position

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<tr>
<td><strong>Assets</strong></td>
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<td>Cash &amp; Investments</td>
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<td>Other Current Assets</td>
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<td>Property &amp; Equipment</td>
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<td>Restricted Cash &amp; Investments</td>
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<td>Other Assets</td>
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<td><strong>Total Assets</strong></td>
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<td>$14,361,644</td>
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<tr>
<td><strong>Liabilities</strong></td>
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<tr>
<td>Accounts Payable &amp; Accrued Expenses</td>
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<td>Deferred Revenue</td>
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<td>37,987</td>
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<td>Notes Payable, Non-current</td>
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<td>Other Non-current Liabilities</td>
<td>10,601</td>
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<td><strong>Total Liabilities</strong></td>
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<td><strong>Net Assets</strong></td>
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<tr>
<td>Unrestricted</td>
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<td>Temporarily Restricted</td>
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<td>Permanently Restricted</td>
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<td><strong>Total Net Assets</strong></td>
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<td><strong>Total Liabilities &amp; Net Assets</strong></td>
<td>$14,152,522</td>
<td>$14,361,644</td>
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*The information above is presented in summary format. Audited financial statements are available upon request.*
Thank you for your support!

Government

$1,000,000
State of Maryland

$100,000 - 200,000
City of Baltimore

$50,000-$99,999
The Citizens of Baltimore County
Maryland State Department of Education

$10,000-$14,999
Howard County Government and the Howard County Arts Council

Corporate, Foundation & Individual

Trailblazer
$50,000-$99,999
J.S. Plank and D.M. DiCarlo Family Foundation, Inc.
Sylvan/Laureate Foundation Target
United Healthcare

Creative Thinker
$25,000-$49,999
Allegis Group Foundation, Inc.
Constellation - An Exelon Company
The Cupid Foundation, Inc.
McCormick & Co., Inc.
Joseph & Harvey Meyerhoff Family Charitable Funds
Mr. George A. Roche

Museum Explorer
$15,000-$24,999
CVS Caremark Charitable Trust
DLA Piper LLP
M&T Bank
Maryland Grain Producers Utilization Board
Mr. Dennis F. Rasmussen
Mr. Gordon Stetz
Toy Industry Foundation

Imagination Builder
$10,000-$14,999
Bank of America
CITI
Ernst & Young LLP
The LaVerna Hahn Charitable Trust
Mr. Robert Meyerhoff and Ms. Rheda Becker
The Orokawa Foundation
Ms. Jayne Plank
Radcliffe Jewelers
Mr. and Mrs. Mayo A. Shattuck III
T. Rowe Price Foundation, Inc.
University of Maryland, Baltimore
Xerox Foundation

Discovery Maker
$5,000-$9,999
BB&T
Mr. and Mrs. Eric Becker
Mr. Stephen A. Burch and Ms. Nora J. Linstrom
Capital Funding Group
Mrs. Renee Christoff
E.C. Wareheim Foundation
The Harry L. Gladding Foundation
Goldsmith Family Foundation
Mr. and Mrs. John Harbaugh
John J. Leidy Foundation, Inc.
Mr. Aris Melissaratos
Anthony O’Brien
P&G Fund of Greater Cincinnati
PricewaterhouseCoopers
Mr. Dennis F. Rasmussen
Royal Farms
John and Nancy Sasser
Mr. and Mrs. J.M. Schapiro

Play Partner
$1,000-$4,999
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Banfield Pet Hospital
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Mr. John Boender
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Monica Brandes and George F. Jones
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Coldwell Banker Timonium College Saving Plans of Maryland
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Mr. and Mrs. Felix Dawson
Mr. and Mrs. Anthony W. Deering
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Educate, Inc.
Flavor & Fragrance Specialties, Inc.
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Mr. and Mrs. Harold F. Graul, Jr.
H&S Bakery, Inc.
Mr. and Mrs. John S. Halaby
Happy Family Brands
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Legg Mason, Inc.
Mrs. Jennifer Litchman
Ms. Susan Magsamen
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Singleton B. McAllister
Miles & Stockbridge P.C.
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Municipal Employees Credit Union of Baltimore, Inc.
Mr. and Mrs. Charles J. Nabit
Nanoscale Informal Science Education Network
Northrop Grumman Corporation
Bryn and Todd Parchman
Ms. Teresa Payne-Nunn
PNC Bank
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PricewaterhouseCoopers LLP
The Ritz-Carlton Residences, Inner Harbor, Baltimore
Mr. Nicholas A. Samios
Richard and Janice Shafer
Mr. and Mrs. Joseph Shapiro
Mr. and Mrs. Stuart Stainman
Ms. Janet Marie Smith and Mr. F. Barton Harvey, III
Mr. and Mrs. Stephen Spinelli
Susquehanna Bank
Mr. and Mrs. Harry Thomasian
Towson Town Center
Towson University
Vorbeck Materials
VSA – The International Organization on Arts and Disability
Wegmans
White Marsh Mall
Corporate Members

2HB Incorporated
Armada Hoffler
Atapco, Inc.
Baltimore County Chamber of Commerce
Baltimore-Washington Corridor Chamber
Bay View Home Care
BB&T
Bozzuto Group
CITI
Classic Catering
Constellation – An Exelon Company
Corporate Office Properties Trust
Ernst & Young
Forecast Strategic Advisors
Gordon Feinblatt
Gross Mendelsohn & Associates
Hamilton Bank
Legg Mason, Inc.
McCormick & Co., Inc.
MECU
Miles & Stockbridge
Moore & Van Allen, PLLC
PNC Bank
PricewaterhouseCoopers
Stifel Nicolaus
T. Rowe Price
Under Armour

Matching Gifts

Alliant Energy
Baltimore Community Foundation
Bank of America
Constellation - An Exelon Company
Jack Kent Cooke Foundation
McCormick & Co., Inc.
T. Rowe Price Foundation, Inc.

In-kind Gifts

Astro Events
Bailes de Mi Tierra
Ballard Spahr, LLP
Blue Sky Puppet Theater
Contract Specialists, Inc.
Eric Energy
Bubbles the Clown
Get Rooted and Grow
Healthcare Access of Maryland, Inc.
Here Comes Trouble
NISE Network
Pam The Kindersinger
PF Changs
Wildlife Adventures
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Susan Magsamen
Founder & CEO, Curiosityville

Singleton B. McAllister
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Segrid Pearson
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Magan Ruthke
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Self Employed/Technical Trader

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Travelstead Transportation Group

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Baltimore City Public Schools

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American Heart Association

Tracy M. King M.D., M.P.H.
Asst. Professor of Pediatrics
Johns Hopkins School of Medicine

Jessica Kohnen, Executive Director
Evergreen Health Cooperative

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Center for Autism and Related Disorders
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Yvette Roocks, M.D., Vice Chair/Program Director
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University of Maryland

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Office of Population Health Improvement
MD Department of Health and Mental Hygiene

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Baltimore City Health Department

Tracy M. King M.D., M.P.H.
Asst. Professor of Pediatrics
Johns Hopkins School of Medicine

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University of Maryland Medical Center
Have you enjoyed learning more about Port Discovery and reading some of our stories? We hope so. And we hope you will come for a visit soon. A children’s museum is a happy place – when it is filled with children. Climbing, building, splashing, digging, dancing, singing, pretending, creating, exploring, learning… that’s what we’re all about!

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As an independent, 501(c)(3) non-profit institution, Port Discovery Children’s Museum relies on the generosity of donors to fulfill its mission to connect purposeful play and learning within our walls and beyond.

Caring donors can make tax-deductible donations to support our play-based educational exhibits and programs.

Port Discovery Children’s Museum
35 Market Place, Baltimore, MD 21202
410.864.2672
development@portdiscovery.org
portdiscovery.org