We want to extend a special thank you to outgoing Board President Mike Roundy. During his tenure as President, Mike’s steady leadership and thorough oversight have been an absolute necessity. Mike oversaw an organizational change in leadership, guided the museum through the unexpected pandemic-related closure, and organized the Whip City BrewFest to benefit APCM. But Mike’s involvement goes beyond these highlights. Whenever an extra volunteer was needed, whenever there was an early morning or late night facilities problem, whenever anyone needed advice on a procedural matter, Mike was always there. Thank you for all you have done!
In February of 2020 I sat down with the Board of Directors to begin the process of envisioning the future of Amelia Park Children’s Museum. Six weeks later, we closed our building. Needless to say, long-range planning didn’t happen. All of a sudden, we were in survival mode.

Rather than dwell on the difficulties of the past several months, I want to focus on two things they’ve taught me. First, stay positive. There have been more than a few highlights that could easily get lost in the gloom of this year. Some are tangible, like our newly redesigned art studio. Some are financial, like a stronger focus on support from local partners, individual donors, and granting organizations. Some are operational, like the additions of an Education Manager and an Operations Manager. And some are personal. None of us signed up for this. But when things got dire, the APCM team stepped up to save the organization.

The second thing I’ve learned is that there will always be circumstances beyond our control. Still, APCM will continue to be responsive to the needs of our community. That may mean expanding reduced cost admission through the $2 Thursdays access program. It may mean supplementing in-school learning by aligning our programs to state standards. Or, it might mean closing our doors to protect the health and safety of visitors and staff.

As we welcome back visitors for the first time since mid-March, I’m under no allusions that things are back to normal. Even so, I know that Amelia Park Children’s Museum had, has, and will continue to have, a vital role in this community and a place in the imaginations of children young and old.

Don’t forget to play!

Ray Radigan
Executive Director
The People Who Made it Happen

We want to extend our deep gratitude to the individuals and businesses listed below. It’s thanks to their support that APCM is able to be a leader in learning through play. Their generous support enables us to continue to serve the community and grow our exhibits, events, and educational offerings year-round. Thank you!

$2,000 +
• Barry, Rick
• Highland Street Foundation
• Forish Construction
• NISE Network
• Reminder Publishing
• Westfield Cultural Council
• Westfield G&E & Whip City Fiber

$1,000 - $2,000
• Bertera Dodge, Chrysler, Jeep, Ram
• Betts Plumbing and Heating Supply Inc.
• Columbia Manufacturing
• Eversource
• Jerome’s Party Plus
• R. Levesque Associates
• Roundy, Mike
• Shurtleff Children’s Services, Inc.
• Westfield Bank

$500 - $1,000
• Advance Mfg. Co., Inc.
• Aero Fastener Co. Inc
• Air Compressor Engineering
• DIY Mobil Box

$250 - $500
• City of Westfield
• Flowers By Webster
• New Horizons Bikes
• Pagliuca, Jay
• ProAmpac
• Radigan, John and Andrea
• Roache, Neal
• The Home Depot
• WEPCO

$100 - $250
• Avery, Maureen
• Cropper, Susan
• Dubuque, Kathy
• Dunkin’ of Westfield
• Giacometti, Barbara
• Uliana, Tim
• Westfield Fire Local 1111
• Westfield Police Auxiliary

• All others who generously volunteer their time and financial support!
Not on the list? APCM is always looking for energetic volunteers and supportive donors to help us bring the museum to life for our community. Please let us know if you want to be involved, by contacting Executive Director, Ray Radigan at 413-572-4014 or fun@ameliaparkmuseum.org
The last quarter of fiscal year 2020 (April - June) reversed what had been a very positive trend for APCM financially. Overall, revenue increased during the first three quarters of FY20 as compared to the previous year. This helped provide a financial buffer for APCM when the building was closed in mid-March.

Among the positive financial notes of FY20 was that the loan taken to finance construction of APCM’s building in 2007 was paid in full as of December, 2019. Retiring this debt has lifted a financial strain on APCM that has lasted more than a decade.

Another positive trend has been the slow-but-steady shift from earned to contributed revenue. This has come with a strong emphasis on diversifying APCM’s income sources. The necessity to rely less on admission, membership, and events has only been reinforced by the closure.

As APCM enters FY21, the effort to supplement the organization’s traditional revenue sources with grants, donations, and sponsorships is continuing to expand. The generous support of donors, members, and sponsors make this work, and all that APCM does, possible. Thank you!
**Highlights from 2020**

**First Night**
After the success of the Westfield 350 celebration on New Year’s Eve, 2018, we were proud to open our door again to the community for free. With hundreds of people joining us, it was the perfect way to ring in the new year!

**Penguin Plunge**
Our 16th annual Penguin Plunge brought the community together at Hampton Ponds State Park for an afternoon of food, fun, and freezing water. Kuddos to all who braved the cold and took a dip!

**New Staff**
APCM is proud to announce that we have created the new positions of Operations and Education Managers. Our new Education Manager is Bridget Leahy. Bridget is a graduate of Clark University where she double majored in Art and Art History and was a member of the International Honors Society for History. She has worked as a Public Program Facilitator at the New England Air Museum in Windsor Locks, CT, where she developed and implemented programming for children and families. She has completed internships at Springfield Museums and the Worcester Art Museum.

**Art Studio**
Thanks to funding from the Westfield Cultural Council and Shurtleff Children’s Services, Inc. as well as support from Columbia Manufacturing, APCM has redesigned its art studio. The new space will better accommodate children and families. It will allow APCM to expand its art programming and to have art-making available to visitors on a drop-in basis.

**APCM Online**
When the pandemic forced APCM to shut its doors, we immediately adapted our in-person programming to be available online. APCM staff and volunteers have developed and shared over 50 art, STEM, and literacy videos. These have allowed APCM to continue fulfilling its mission while the building is closed. They’ve also helped expand APCM’s audience by bringing educational content to viewers several times a week.
**Penguin Plunge**
The 17th annual Penguin Plunge will take place on Saturday, January 30th at Hampton Ponds Park in Westfield. Help support our proud plungers. Or, better yet, become one!

**Tea Party**
With the success of 2019’s Tea Party, APCM was optimistic about expanding the event in 2020. However, with the building closed, the Tea Party had to be canceled. We’re hopeful that we will be able to sip iced tea and revel in our merry world of wonders in May of 2021. We will be expanding the event to include additional activities and educational entertainment. Become a part of the biggest event in the museum all year.

**Expanded Access**
APCM takes pride in being responsive to the needs of the community. When we instituted the $2 Thursdays reduced-cost admission program, we saw a significant increase in visitation during discount times. Due to the increased financial strain in the community and beyond, APCM plans to expand the program to cover all hours of operation on Thursdays.

**Exhibits Upgrades**
Exhibits throughout APCM are ready to be upgraded. Plans are already developed to improve many of them. APCM is currently seeking financial support to make these upgrades a reality. If you would like to support this mission and give directly to APCM’s exhibits, please contact Ray Radigan at (413) 572-4014 or apcm.ray@gmail.com.

**Field Trips**
With a new Education Manager, APCM now has the expertise necessary to overhaul the field trip program. Newly designed field trips will provide learning experiences that align with state educational standards while still remaining as fun as ever. Working in partnership with experienced educators, APCM hopes to launch the new program in the fall of 2021.

**We’re Turning 25!**
This year, on October 8, APCM will celebrate 25 years of providing fun hands-on learning for children and caregivers throughout Westfield and the region. We’ve come a long way from our humble beginnings on Elm St. And we’re not done growing yet!
With your help, we can continue our mission of encouraging and inspiring children’s imaginations and help them learn about the world around them.

ameliaparkmuseum.org/support-apcm