“Survival is insufficient.”

I read that in Emily St. John Mandel’s Station Eleven (coincidentally, a book about a fictional pandemic) and it stuck with me. For every time over the past year that I wanted to take pride in the fact that APCM has survived the pandemic, I also reminded myself that we must do more than continue to exist. We must grow.

As much as the last year has been defined by difficulty, it has also been a time of success. We have hired new staff members, updated exhibits, built new programs, and formed new partnerships. Some of those, like the exhibit upgrades, are highly visible. Others are equally important, but harder to see.

Chief among those is our field trip program. Prior to last year, a field trip simply entailed opening the museum to a school group. Realizing that we must do more than exist, we developed an interactive educational program that uses hands-on learning to teach STEM skills while aligning to 1st Grade State Standards. The program has even been adapted for remote learning.

We also laid the groundwork for a major investment in literacy. Our Literacy Learning Initiative has raised over $15,000 for the design and installation of a new library space, the purchase of new books, and new literacy programming. Of course, raising the money was only the first step. We’ll spend the next year bringing our vision to life.

There’s one other thing we’re looking forward to next year. In 2022, APCM will celebrate its 25th anniversary! While this is a celebration of survival, it will also be a time to look to the future.

Don’t forget to play!

Ray Radigan
Executive Director

We want to welcome Diane Chambers to the Amelia Park Children’s Museum team! Rather, we want to welcome her back to the team. Diane was one of a committed group of volunteers from Westfield who worked tirelessly to bring the museum into existence.

After a successful career in operations and community outreach, Diane has rejoined APCM. This time, she has taken on the role of Development and Finance Manager. As such, she will be instrumental in fundraising efforts as well as overseeing APCM’s accounting needs. We’re so glad to have Diane back on the Children’s Museum team!
We want to extend our deepest 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
• Heka Incorporated
• Westfield Cultural Council
• Westfield G&E & Whip City Fiber

$1,000 - $2,000
• Firtion-Adams Funeral Services
• Roundy, Mike
• Shurtleff Children’s Services, Inc.
• Tin Bridge Brewing LLC
• Westfield Bank

$500 - $1,000
• Advance Mfg. Co., Inc.
• Air Compressor Engineering
• Bank of America
• Bates Fullam Insurance Agency
• C. C. Inc
• City of Westfield
• Ecolab
• Elm Electrical, Inc.
• Industrial Handling Systems, Inc.
• ProAmpac
• Rocky’s Ace Hardware
• Radigan, John & Andrea
• Skyline Beer Company, L.L.C.
• McMahon, Mary Jane
• New England Disposal Technologies
• Park Square Realty
• Shortstop Bar and Grill LLC
• Take Charge Nutrition
• Westfield Police Auxiliary

Up to $1000
• Anderson, Zachary
• Barber, John
• Bodley, Cathy
• Darling, Kristin
• Domus, Inc.
• Dzienglewski, Colleen
• East Mountain Country Club
• Flahive, Joseph
• Kennedy, Jessica
• Kirby, Jeanne
• Lewis, Kristen
• Liquori, Marco
• Lysy, Danuta
• Okhrimenko, Maria
• Rafferty, Stephanie
• Slessler, Denise
• St Jean, Janet
• Wellinger, Melody

$250 - $500
• Betts Plumbing and Heating Supply Inc.
• Bertera Dodge, Chrysler, Jeep Inc.
• Forish Construction
• Flowers By Webster
• Heritage Land Surveying & Engineering, Inc.
• J.M. O’Brien & Company, PC
• Poly-Plating, Inc.
• Radigan, John and Andrea
• Stolpinski, Michael
• WEPCO
• Westfield Feed
• Zero Discharge Technologies

$100 - $250
• Aero Fastener
• Azinheira, David
• Avery, Maureen
• Committee to Elect Don Humason
• Committee to Elect John Velis
• Committee to Elect Michael McCabe
• Dillon Bodley & Associates PC
• Dubuque, Kathy
• Dunkin’ of Westfield
• Gary Rome Hyundai
• Giacometti, Barbara
• Lapier, Dillon & Associates, P. C.
• Latour, Ellen

$50 - $100
• Anderson, Zachary
• Barber, John
• Bodley, Cathy
• Darling, Kristin
• Domus, Inc.
• Dzienglewski, Colleen
• East Mountain Country Club
• Flahive, Joseph
• Kennedy, Jessica
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• Liquori, Marco
• Lysy, Danuta
• Okhrimenko, Maria
• Rafferty, Stephanie
• Slessler, Denise
• St Jean, Janet
• Wellinger, Melody

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 ray@ameliaparkmuseum.org
Highlights from 2021

STEM Exhibit
To support our museum-wide efforts to bolster STEM education, we redesigned our STEM Corner exhibit. The new exhibit, which opened in October, features a number of brand new exhibit elements such as a magnetic wall, rainbow light board, and tabletop construction activities.

From Here to the Stars
As part of Mass STEM week, APCM hosted an outer-space themed event that featured hands-on activities. The day was highlighted by a virtual presentation from Westfield’s own engineer, David Gruel.

Coming Up in 2022

Penguin Plunge
The 18th annual Penguin Plunge will take place on Saturday, January 29th at Hampton Ponds Park in Westfield. Help support our proud plungers. Or, better yet, become one!

Royal Tea Party
With the success of 2019’s Tea Party, APCM was optimistic about expanding the event in 2021. We’ll be sipping iced tea and reveling in our merry world of wonders in May of 2022. The event will be expanded to include additional activities and educational entertainment.

Library Exhibit
We’ll be opening an entirely new Story Corner, filled with many brand new books and comfy places to read them!

Financial Overview

There’s no way to sugarcoat it, fiscal year 2021 (July, 2020 to June 2021) was difficult. The museum was closed for the first five months of the fiscal year. As hard as that was financially, it did keep daily costs low.

Once the museum fully reopened, operating costs went back up. Revenue, though, remained low due to necessary restrictions on capacity, increased cleaning, and visitation hesitation. On top of that, memberships had been extended during the closure, so membership sales were minimal.

On the positive side, federal programs such as PPP and EIDL provided lifelines that were necessary in keeping the doors open.

This illustrated what we already knew: we must continue to shift from earned income to contributed. When I became Executive Director, APCM was relying on admissions, events, memberships, and parties for 90% on income. That decreased to 79% in my first year. Still, when we closed our doors, we lost 79% of our revenue.

Going forward, we have continued to focus on grants and donation support to supplement earned income. As visitors continue to return, and donors continue their support, things are looking up after a hard year.

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We’re Turning 25!
Next 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!

BrewFest
The 4th annual Whip City BrewFest, which supports APCM, will be held June 4, 2020!
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