

habitatot

CHILDREN'S MUSEUM



The New Place to Grow Campaign

With your help, Habitatot's new home will impact thousands more families each year.



Who We Serve

Since 1998, Habitot Children's Museum has welcomed nearly 1.4 million visitors from the Bay Area and beyond—55,000 people annually. As the only museum in the East Bay for young children ages 0-5, it has become a favorite destination for families with young children because it fosters curiosity, creativity, and confidence during children's critical first years of life.

According to a report from First 5 California, **56 percent of incoming kindergartners** in Alameda County arrive in the classroom without basic academic and social skills such as being able to express themselves, being able to listen, getting along with others and coping with adversity.

Habitot exists in the face of those stark reports, as a place where all children have a chance to gain these critical developmental skills.

Over its 21 year history, Habitot has become a vital resource for many families and service agencies in Alameda County.



For children

Interactive exhibits, educational classes, multicultural events, and performances.



For parents

Classes and clinics, a Family Resource Center, our year-round Early Child Safety Campaign, and a Toy Lending Library. At Habitot, parents have opportunities to strengthen their connection with their children, meet other parents, and acquire the tools needed to help their children learn.

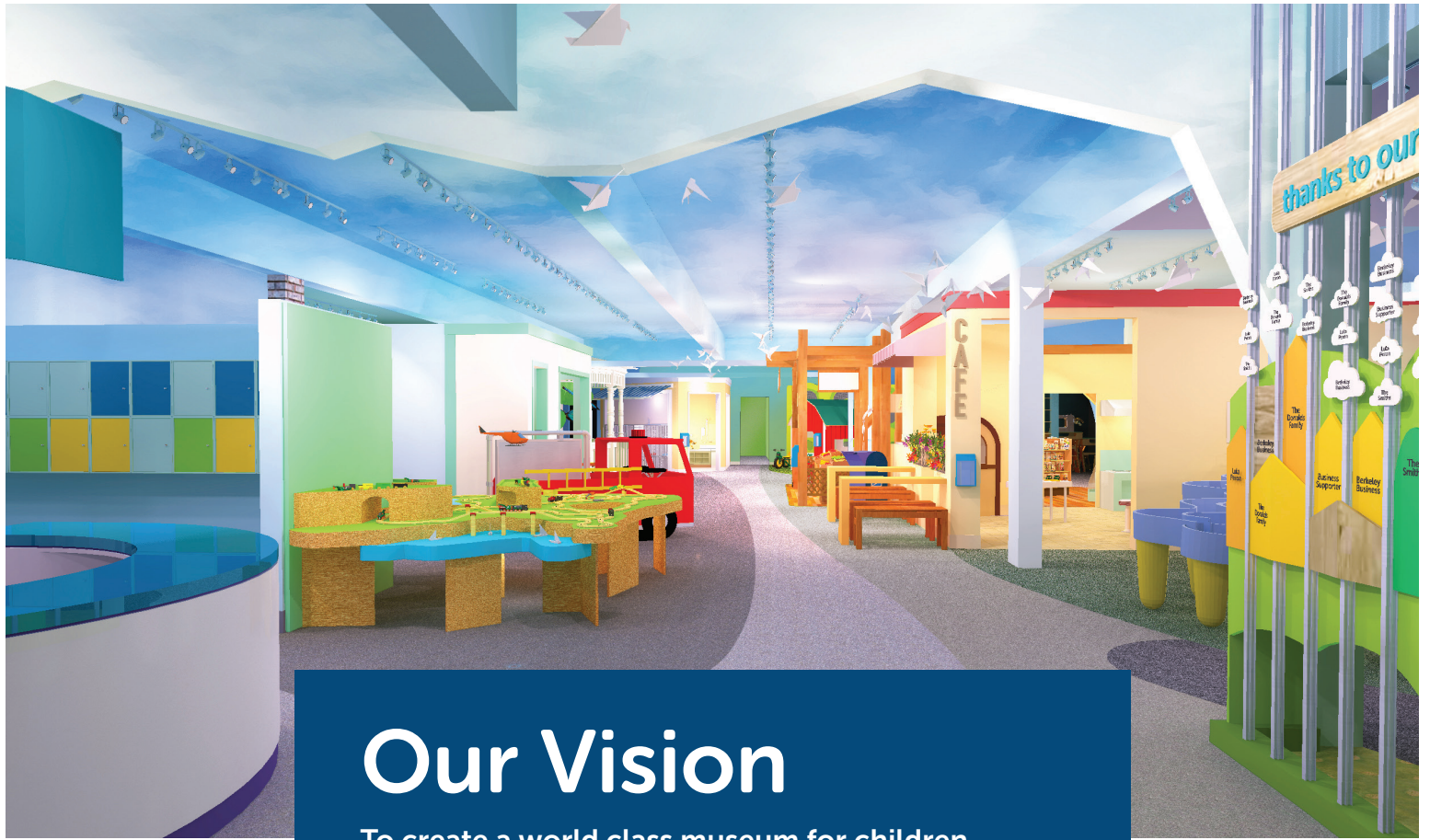


For the community

Habitot includes over 8,000 families facing challenges through free admission and memberships, scholarships, and special programs that remove financial barriers so all families can visit. No one is turned away at Habitot!

We provide special programming for:

- Children with special needs and their families
- Foster/adoptive/kinship care families
- Teen parent families
- Families without homes
- Low-income families
- Formerly incarcerated parents
- LGBTQ families



Our Vision

To create a world class museum for children ages three months to eight years.

A place where imaginations grow, children become creative thinkers and parents are supported and encouraged as their children's first teachers.





Learning Through Play

Through hands-on exhibits like the grocery store and rocket ship, children learn early science and math concepts, financial literacy, and social and physical skills. More than anything children gain self-confidence.



Engaging the Whole Community

Older children can chart their own missions throughout the museum. Families with challenges find welcome and inclusion. Parents and caregivers get the support they need.

A Museum for 21st Century Learners

- 11,000 sq ft of indoor space and 3,600 sq ft of outdoor space.
- A interconnected Little Town including a grocery store, vet clinic, medical center, firehouse and more!
- A forest-themed 18 foot indoor climbing structure that builds physical skills and confidence.
- An Imagination Zone with an expanded art studio for all ages.
- A maker space and STEM-enriched Rocket Ship/ Mission Control exhibit.
- Increased accessibility and longer hours.



Honorary Committee*

Thank you to our honorary committee members for their early support of the New Place to Grow Campaign!

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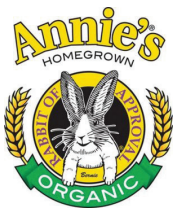
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Campaign Goals

Habitot's \$10-million multi-year campaign relies on community support to make a child's earliest years count. **In order to reach our goal we are asking you to make a significant gift towards the future of the Museum.**

\$1.5M
Already raised

\$1.5M
To complete
renovations and
move in

\$7M
To purchase building

To see how your family or company can make an impact, please contact Habitot's Executive Director, Gina Moreland at gina@habitot.org, or visit us online at:

www.habitotsnewplacetogrow.squarespace.com

Gifts to the *New Place to Grow* Campaign can be made over three-years via:

- Checks
- Credit Card
- Gifts of Stock and Other Assets
- Matching Gifts
- Wire Transfers
- Donor Advised Funds
- Grants from Family Foundations



Our Mission

Helping parents
and caregivers raise
curious, creative, and
confident children.

habitot

CHILDREN'S MUSEUM

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Design: UrbanBirdDesign.com