2019 Annual Report

Message from 2019 Board of Directors

Mandy Volpe, Executive Director

2019 was one for the record books! INK welcomed over 78,000 guests after reopening in February, following the devastating flood that wreaked the museum. Community volunteers and INK Member families worked many hours assisting in the repair and renovation for the new INK experience.

339 School groups visited INK, and staff and volunteers helped to honor numerous birthdays at the museum. Memberships have grown significantly during 2019, culminating in December, when we had 78 new memberships added in that month alone! In 2019, at the suggestion of Board Member, Bill Wittel, INK began consulting with the geriatric community to offer memory care field trips for adults suffering from Dementia. This pilot program has allowed us to welcome new guests while remaining true to our mission of being a museum for hands on learning for all ages. We have seen the memory care participants experience sparks of joy in their recollection of younger days, groove with music, and pause to reflect positively on their past.

Another new experience for INK in 2019 was the introduction of after-hours “Special Event” activities. We held our first ever Adult only event following Halloween, and in December we had an opportunity for children to visit with Santa, while parents had an opportunity to shop for special Christmas gifts in our gift shop. During 2019 we also had several opportunities to promote INK by having a display at several community events throughout the greater Hall county area. Numerous visitors took information and INK coupons at these events and they followed up with visits to INK following those experiences.

Plans for 2020 are well underway to include a revamped homeschool program offering curriculum once a month to the families who visit for alternative education. Additional special after-hours events are also in the planning stages for 2020.

2019 Board of Directors

Alan Wayne, Board Chair
Sheri Hooper
Mandy Volpe
Tony Shewbert
Chad Black
Katie Simmons
Richard Riley
Brock Peyer
David Stewart
John Breakfield
Mary Whitfield
Stacey Dickson
Kevin Gohman
Bill Wittel

2019 INK Staff

Mandy Volpe
Charlie Bramwell
Jenny Staley
Cortney Murray
Kay Harville
Margaret Hightower
Cherry Finn
Sherry Farhy
Kelsey Biernath
Elizabeth Hooker
Hailey Tanner
Emili Minor
Paola Avila
Jasmine Reyes
Melissa Guerrero
Madi Westmoreland
Madelyn Nash
Jason Montes
Cristina Mosqueda-Gonzalez
Jessica Wucinski

INK Museum Highlights in 2019

Mascot: Introduced new mascot: Squirt (turtle)

Programming: Created new programming to reach “children of all ages.” INK began welcoming field trips from memory care facilities to spark joy for patients who have Dementia.

Exhibit Sponsors: ZF Industries, Pinnacle Bank, and Northeast Georgia Health Systems.

Programming Sponsors: Boost Mobile; RMS Associates; Walmart; Turner, Wood and Smith; Alexander, Almand & Bangs; Ralph & Mary Cleveland Foundation; Roy C. Moore Foundation; Peach State Federal Credit Union; and Electronic Sales Company.
**Fiscal Responsibility**

**2019 Income**
Total: $586,064.51

**2019 Expenses**
Total: $533,240.14

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**This Past Year at INK**

**FAMILIES**
- 14,124 students benefited from educational hands-on learning at INK during field trips
- 596 member families

**COMMUNITY**
- 4473 hours volunteered by community members by 637 volunteers
- 901 children hosted from local non-profit community partners
- 8,460 educational gifts purchased from INK gift shop to provide hands-on learning at home

**OUTREACH**
- 78,000 people visited the museum
- 1,363 people visited free of charge
- 1,565 visitors toured the INK Neighborhood
- 9,754 followers on Facebook
- 1,050 children served through outreach at community events

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**Education**
$84,197.67

**Gift Shop**
$83,370.75

**Birthday Parties**
$74,523.83

**Grants**
$12,000

**Admission + Dues**
$307,699.74