Cable Natural History Museum
Connecting people to Northwoods nature through educational experiences that inspire wonder, discovery, and responsibility.

2016 ANNUAL REPORT ... by the numbers

For me, and perhaps anyone involved with the Museum over the years, I think of 2016 as a year of reflection. Together we have accomplished so much. Through difficult times, supporters kept us strong because of their belief in the value of our Museum. Now, thanks to the generous gift from the Mary Griggs Burke Foundation, and thoughtful financial plan put in place by our Finance Committee and Board of Directors, we are graced with a more comfortable time.

The outstanding achievement for the year was receiving accreditation by the American Alliance of Museums, a long-term goal that has been part of our strategic plan for 35 years.

Our fundraising events continue to provide great entertainment for the area and significant income for the Museum. Reflecting on the past and going back to our roots, the 2017 Benefactor’s Dinner will be held at Forest Lodge in June.

And then our terrific staff and volunteers...we celebrate Emily’s success with Natural Connections; Haley’s determination in educating the public on raptors; Deb and Leslie keep the ship afloat, and our new Curator, Kaylee, recently joined the staff. Of course our volunteers are simply the best!

As we approach our 50th Anniversary, please reflect with me on the wonder of our Museum and all that it provides for our community.

Best Regards,  
Anne Miller  
Board Chair

HERE’S WHAT OUR MEMBERS HELPED US ACCOMPLISH IN 2016

WE MADE OVER 17,500 CONNECTIONS
museum visits 8700, program participation 4500, museummobile kids 3478, field trip folks 550, event attendance 326

Our 3 EDUCATION RAPTORS worked over 200 hours and 71 programs


ACHIEVED NATIONAL ACCREDITATION!
ONLY 3% OF MUSEUMS IN THE NATION ARE ACCREDITED!

ENDOWMENT to hire 1 full-time CURATOR

www.cablemuseum.org
Exploration & Natural Play

Natural Play Area

2 new components installed

Exploration & Natural Play... its not just for the kiddos!

Wild Edibles Walk!
**SIGNATURE PROGRAMS**

- **110 kids enjoyed**
  - Junior Naturalist Programs

- **MuseumMobile**
  - Taught 3478 students in ELEVEN schools

- **Forest Lab Intermediate Program (FLIP)**

- **Our biennial PLANT SALE**
  - Increased more than 25% in revenue.

- **Joseph Jenkins Lecture Series**

**Collections**

- We have a total of 3738 objects in our collections:
  - 1612 animals, 69 archaeology, 184 art/literature, 503 geology, 38 miscellaneous!

**Adult Naturalist Programs**

- 1 new behavior learned by Aldo target training

**Museum Mobile Revenue**

- Increased 50% and 3 new schools joined!

**Junior Naturalists visit Cable Community Farm!**

**What was on the menu for our raptors in 2016?**

- 104 rats, 520 mice, 156 quail, 468 chicks!

**Raptor Programs**

- Great attendance!
  - Total 2085
  - 496 at museum 1589 outreach

www.cablemuseum.org
We sold 500 Natural Connections books, 150 journals, and gave 2 slideshows on the book.

Summer Benefit
Glitz, Glamour & Gangsters!
netted $32,373

CNHM GOLF CLASSIC
Golfers increased from 42 to 48 and netted $9426

$73K Amount paid on our loan reducing our mortgage by 27%

Fundraisers:
We raised $106,900 during the 6 events

ADDENDA

Benefactor’s Circle survived one torrential thunderstorm with 60 attendees

1 new fundraiser
Force for Nature saw 8 teams compete at Trivia!

ADMISSIONS & DONATION BOX
$10,550.48

NUMBER OF BUSINESS MEMBERS INCREASED 14% FROM 38 TO 44
THANK YOU MEMBERS & DONORS!

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Cable Natural History Museum Is Now Accredited!
What it means to be accredited by the American Alliance of Museums...

High Professional Standards
Increased level of professionalism through self study and education

Credibility & Accountability
National recognition of a commitment to excellence and highest professional standards

Continuous Improvement
The Museum will achieve reaccreditation every 10 years

Clearer Sense of Purpose
Understanding our strengths, goals and mission

Leverage and Support
Access to grants, traveling exhibits and collections

Sustainability and a Stronger Institution
Sustained organizational development through education on best practices & standards

FUN FACTS:
• Only 1,000 of 35,000 museums in the U.S. are accredited.
• CNHM is one of 3% museums accredited in the U.S.
• CNHM is one of 20 accredited museums in Wisconsin.
• CNHM is the only accredited museum in WI north of Eau Claire.
• CNHM is a member of The American Alliance of Museums (AAM) the foundation that unites the museum field.
• The AAM’s accreditation program is the field’s primary vehicle for quality assurance, self-regulation and public accountability.
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Treeland Resorts
Whispering Pines Gift & Gallery
Williamson Chiropractic
Winter Greenhouse
Woodland Developments & Realty
Xcel Energy
The endowment gift is not reflected in the overall numbers.

Increase in most revenue categories and overall: 12%.

650 average number of members has remained the same but member dollars: 13% from 2015.

We reached our year end goal of getting the mortgage under $200K.

Expenses: 4% due to completion of grants & accreditation projects.

Two Year Revenue Comparison

2016 Revenue

- Contributions: $186,239
- Memberships: $66,938
- Fundraisers: $106,912
- Exhibits/Programs: $49,255
- Museum Shop: $25,321
- Misc. Income: $33,473
- Total: $468,139

2016 Expenses

- Operating: $315,348
- Exhibits/Programs: $24,947
- Interest & Fees: $10,732
- Fundraising: $20,372
- Plant Expenses: $75,809
- Total: $447,209

Endowment Gift of 3.5 Million from Mary Griggs Burke Foundation invested for our perpetuity.

Increase in most revenue categories and overall: 4% due to completion of grants & accreditation projects.

We reached our year end goal of getting the mortgage under $200K.

Expenses: 4% due to completion of grants & accreditation projects.

Two Year Revenue Comparison
Cable Natural History Museum

Very Important Volunteers

Anne Miller, Chair
Marsha Besch, Vice Chair
Tom Johnson, Treasurer
Stacey McKinney, Secretary

Elizabeth Aase, Patty Anderson, Joe Brady, Ron Caple, Jack Carlson, John Hand, Bill Hannaford, Larry Hanson, Kathi Jensen, Liz Johnson, Ed Johnston, Tom Matthiae, Pris Nei, Carolyn Owen, Deb Pyne

Board of Directors

www.cablemuseum.org

Museum Staff

Deb Nelson
Museum Director

Leslie Strapon
Assistant Director

Emily Stone
Naturalist/Education Director

Haley Appleman
Naturalist

Jane Weber
MuseumMobile Educator

John Kudlas
Collections Monitor

Jayme Morey
Live Collections Assistant

Sue Thurn
Summer Teacher/Naturalist

Beda McKinney
Volunteer Coordinator

Mimi Crandall
Shop Manager

Mollie Kreb & Julie Stratton
Summer Naturalist Interns

Thank you
Chris Lindsey & Ed Johnston
for making our Little Free Nature Library!