

Measurable Results.® – **Madison Children's Museum**

One of the things we love about SVA is that we take play really seriously and they come along with us on that journey. They do the real business work that's needed so that the work of play that children need to do can also happen. We love that partnership.

I'm Debbie Gilpin, the president and CEO of Madison Children's Museum. The mission of Madison Children's Museum is to connect children to themselves and the world beyond through discovery play. Kids come from all over the state and around the country to interact with each other, to play with our exhibits and to connect with their families. One of the most fun parts about having a children's museum like this one is that adults love to play. Adults come here - they come for weddings and anniversaries, business parties and all of this is something that our accounting firms have always looked at and wanted to evaluate what that meant in terms of tax return. Madison Children's Museum has a foundation and a corporation. It's a complex situation. One of the parts of having a double-entity organization is that we have a major fundraiser, and managing the resources that come in because of that fundraiser is a complex relationship with American Girl benefit sale and the American Girl fund for children, which is a Community Foundation fund.

As we looked around for who could help us be the best managers of that revenue, of that contribution that people make toward our community, SVA stood out to us as an entity that could help us navigate those waters to be sure that the accountability is there and the funds are all going in the right places and we're being as resourceful as we can be. We are fortunate to have a terrific board. This board is really interested and participates in the financial life of the museum. SVA connects with them, presents our details to them, and helps them know what they need to know so they can make the best decisions. We also have a new market tax credit which is an incredible benefit to the museum over the years, but it's a complex situation. SVA was able to help us wade through all those different factors to make sure they're communicating with each other, they're being leveraged for greater resources and that we're managing them to everyone's expectations. As a nonprofit, it's really important that we find great partners. We're a community entity and we were thrilled that SVA could bring to us the kind of support and structure that helps us do our best work.