

EXTENDED TO MAY 17, 2021

Form **990**
(Rev. January 2020)
Department of the Treasury
Internal Revenue Service

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

OMB No. 1545-0047

2019

Open to Public Inspection

Do not enter social security numbers on this form as it may be made public.

Go to www.irs.gov/Form990 for instructions and the latest information.

A For the 2019 calendar year, or tax year beginning JUL 1, 2019 and ending JUN 30, 2020

B Check if applicable: ☐ Address change ☐ Name change ☐ Initial return ☐ Final return/terminated ☐ Amended return ☐ Application pending	C Name of organization CHILDREN'S MUSEUM, INC. DBA THE CHILDREN'S MUSEUM OF HOUSTON Doing business as Number and street (or P.O. box if mail is not delivered to street address) Room/suite 1500 BINZ City or town, state or province, country, and ZIP or foreign postal code HOUSTON, TX 77004-7112		D Employer identification number 74-2178563
	F Name and address of principal officer: TAMMIE J. KAHN 1500 BINZ, HOUSTON, TX 77004		E Telephone number 713-522-1138
	I Tax-exempt status: ☒ 501(c)(3) ☐ 501(c) () (insert no.) ☐ 4947(a)(1) or ☐ 527		G Gross receipts \$ 13,059,431.
	J Website: WWW.CMHOUSTON.ORG		H(a) Is this a group return for subordinates? ☐ Yes ☒ No H(b) Are all subordinates included? ☐ Yes ☐ No If "No," attach a list. (see instructions)
	K Form of organization: ☒ Corporation ☐ Trust ☐ Association ☐ Other		L Year of formation: 1981 M State of legal domicile: TX

Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities: THE MUSEUM TRANSFORMS COMMUNITIES THROUGH INNOVATIVE, CHILD-CENTERED LEARNING		
	2 Check this box ☐ if the organization discontinued its operations or disposed of more than 25% of its net assets.		
	3 Number of voting members of the governing body (Part VI, line 1a)	3	44
	4 Number of independent voting members of the governing body (Part VI, line 1b)	4	44
	5 Total number of individuals employed in calendar year 2019 (Part V, line 2a)	5	360
	6 Total number of volunteers (estimate if necessary)	6	3821
	7a Total unrelated business revenue from Part VIII, column (C), line 12	7a	17,533.
b Net unrelated business taxable income from Form 990-T, line 39	7b	575.	
Revenue	8 Contributions and grants (Part VIII, line 1h)	Prior Year	Current Year
	9 Program service revenue (Part VIII, line 2g)	5,805,063.	6,900,195.
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	4,423,067.	3,162,264.
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	938,085.	514,614.
	12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	675,179.	251,945.
Expenses	13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)	11,841,394.	10,829,018.
	14 Benefits paid to or for members (Part IX, column (A), line 4)	0.	0.
	15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	0.	0.
	16a Professional fundraising fees (Part IX, column (A), line 11e)	6,819,194.	6,677,928.
	b Total fundraising expenses (Part IX, column (D), line 25)	0.	0.
	17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	637,710.	
	18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	5,798,103.	5,183,347.
19 Revenue less expenses. Subtract line 18 from line 12	12,617,297.	11,861,275.	
Net Assets or Fund Balances	20 Total assets (Part X, line 16)	-775,903.	-1,032,257.
	21 Total liabilities (Part X, line 26)	Beginning of Current Year	End of Year
	22 Net assets or fund balances. Subtract line 21 from line 20	38,870,594.	38,067,866.
		1,275,230.	1,122,974.
	37,595,364.	36,944,892.	

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	Signature of officer		Date		
	JANA GUNTER, DIRECTOR OF FINANCE				
Paid Preparer Use Only	Print/Type preparer's name	Preparer's signature	Date	Check if self-employed ☐	PTIN
	ANGELA K ARMSTRONG	ANGELA K ARMSTRONG	03/01/21		P00847658
	Firm's name	Firm's EIN			
	BRIGGS & VESELKA CO., LLP	74-1769118			
	Firm's address	Phone no.			
	NINE GREENWAY PLAZA, SUITE 1700	713-667-9147			
	HOUSTON, TX 77046				

May the IRS discuss this return with the preparer shown above? (see instructions) ☒ Yes ☐ No

Part III Statement of Program Service AccomplishmentsCheck if Schedule O contains a response or note to any line in this Part III ☒ **X****1** Briefly describe the organization's mission:**THE MISSION OF THE CHILDREN'S MUSEUM OF HOUSTON IS TO TRANSFORM COMMUNITIES THROUGH INNOVATIVE, CHILD-CENTERED LEARNING.****2** Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? ☐ Yes ☒ No

If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? ☐ Yes ☒ No

If "Yes," describe these changes on Schedule O.

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.**4a** (Code:) (Expenses \$ **8,530,872.** including grants of \$) (Revenue \$ **3,162,264.**)**THE MUSEUM EMPLOYS CREDENTIALLED EDUCATORS WHO MANAGE THIRTEEN BILINGUAL (ENGLISH/SPANISH) EXHIBIT GALLERIES, AN ON-SITE BRANCH OF THE HOUSTON PUBLIC LIBRARY, AND PROGRAMMING THAT CHANGES WEEKLY. THESE EXHIBITS/PROGRAMS ARE FOCUSED ON THE DEVELOPMENT OF LITERACY AND ENGAGEMENT IN HANDS-ON, INQUIRY-BASED INVESTIGATIONS OF SCIENCE, TECHNOLOGY, ENGINEERING, ARTS/DESIGN AND MATH (I.E., THE STEAM DISCIPLINES). DUE TO THE NOVEL CORONAVIRUS PANDEMIC THAT RESULTED IN THE MARCH 16, 2020 CLOSURE OF THE MUSEUM, YEAR-OVER YEAR COMPARISONS ARE SKEWED. IN FY20, THE MUSEUM SERVED 526,000 VISITORS DOWN 225,000 FROM THE PRIOR YEAR DUE TO THE MANDATED CLOSURE BY GOVERNMENT OFFICIALS. ONE-THIRD OF THE VISITORS RECEIVE FREE ADMISSION VIA WEEKLY FREE FAMILY NIGHTS AND THE OPEN DOORS FREE MUSEUM ADMISSION PASSES****4b** (Code:) (Expenses \$ **926,915.** including grants of \$) (Revenue \$)**COMMUNITY OUTREACH PROGRAMS SERVING LOW-INCOME FAMILIES IN UNDER-RESOURCED NEIGHBORHOODS INCLUDE A) SEVEN PROGRAMS THAT FACILITATE CHILDREN'S ENGAGEMENT IN LITERACY AND STEAM-BASED LEARNING DURING THE OUT-OF-SCHOOL HOURS AND SUMMER MONTHS; AND B) SEVEN PROGRAMS THAT EQUIP PARENTS TO FACILITATE HANDS-ON, EVIDENCE-BASED LEARNING AT HOME USING INEXPENSIVE AND READILY AVAILABLE SUPPLIES THAT CAN BE REPLENISHED AT "DOLLAR" STORES. IN FY20, PRIOR TO MARCH 16, 2020, THESE PROGRAMS ACHIEVED ATTENDANCE OF 317,000 AT 430+ LOCATIONS ACROSS GREATER HOUSTON. ALL PROGRAMING IS PROVIDED FREE OF CHARGE TO PARTICIPANTS IN COLLABORATION WITH PARTNERS THAT INCLUDE TITLE I SCHOOLS, AFTERSCHOOL CENTERS, COMMUNITY CENTERS, HEALTHCARE CLINICS, LOW-INCOME HOUSING APARTMENTS, LIBRARY BRANCHES AND FAITH-BASED ORGANIZATIONS. ON MARCH****4c** (Code:) (Expenses \$ **281,918.** including grants of \$) (Revenue \$ **491,079.**)**VISITOR SERVICES INCLUDING FACILITATION OF EXHIBITS AND PROGRAMS, VOLUNTEERS, SERVICE SUPPORT, AND CONVENIENCES INCLUDING PARKING.****4d** Other program services (Describe on Schedule O.)(Expenses \$ including grants of \$) (Revenue \$ **727.**)**4e** Total program service expenses **9,739,705.**Form **990** (2019)

Part IV Checklist of Required Schedules

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? <i>If "Yes," complete Schedule A</i>	1 X	
2 Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> ?	2 X	
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i>	3	X
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i>	4	X
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? <i>If "Yes," complete Schedule C, Part III</i>	5	X
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i>	6	X
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i>	7	X
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i>	8	X
9 Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV</i>	9	X
10 Did the organization, directly or through a related organization, hold assets in donor-restricted endowments or in quasi endowments? <i>If "Yes," complete Schedule D, Part V</i>	10 X	
11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.		
a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i>	11a X	
b Did the organization report an amount for investments - other securities in Part X, line 12, that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i>	11b	X
c Did the organization report an amount for investments - program related in Part X, line 13, that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII</i>	11c	X
d Did the organization report an amount for other assets in Part X, line 15, that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX</i>	11d	X
e Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i>	11e	X
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X</i>	11f X	
12a Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI and XII</i>	12a X	
b Was the organization included in consolidated, independent audited financial statements for the tax year? <i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional</i>	12b X	
13 Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>	13	X
14a Did the organization maintain an office, employees, or agents outside of the United States?	14a	X
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Parts I and IV</i>	14b	X
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? <i>If "Yes," complete Schedule F, Parts II and IV</i>	15	X
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? <i>If "Yes," complete Schedule F, Parts III and IV</i>	16	X
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I</i>	17	X
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i>	18 X	
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i>	19	X
20a Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>	20a	X
b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?	20b	
21 Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i>	21	X

**CHILDREN'S MUSEUM, INC.
DBA THE CHILDREN'S MUSEUM OF HOUSTON**

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Part IV Checklist of Required Schedules (continued)

	Yes	No
22 Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III	22	X
23 Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete Schedule J	23	X
24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a	24a	X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b	
c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	24c	
d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d	
25a Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I	25a	X
b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I	25b	X
26 Did the organization report any amount on Part X, line 5 or 22, for receivables from or payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons? If "Yes," complete Schedule L, Part II	26	X
27 Did the organization provide a grant or other assistance to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity (including an employee thereof) or family member of any of these persons? If "Yes," complete Schedule L, Part III	27	X
28 Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions, for applicable filing thresholds, conditions, and exceptions):		
a A current or former officer, director, trustee, key employee, creator or founder, or substantial contributor? If "Yes," complete Schedule L, Part IV	28a	X
b A family member of any individual described in line 28a? If "Yes," complete Schedule L, Part IV	28b	X
c A 35% controlled entity of one or more individuals and/or organizations described in lines 28a or 28b? If "Yes," complete Schedule L, Part IV	28c	X
29 Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	29	X
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M	30	X
31 Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I	31	X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II	32	X
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? If "Yes," complete Schedule R, Part I	33	X
34 Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1	34	X
35a Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35a	X
b If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2	35b	X
36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? If "Yes," complete Schedule R, Part V, line 2	36	X
37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI	37	X
38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19?	38	X

Note: All Form 990 filers are required to complete Schedule O

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V ☐

	Yes	No
1a Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable	1a	79
b Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable	1b	1
c Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	1c	X

Part V Statements Regarding Other IRS Filings and Tax Compliance (continued)

		Yes	No
2a Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return	2a 360		
b If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	2b	X	
Note: If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)			
3a Did the organization have unrelated business gross income of \$1,000 or more during the year?	3a	X	
b If "Yes," has it filed a Form 990-T for this year? If "No" to line 3b, provide an explanation on Schedule O	3b	X	
4a At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	4a		X
b If "Yes," enter the name of the foreign country ▶			
See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).			
5a Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a		X
b Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b		X
c If "Yes" to line 5a or 5b, did the organization file Form 8886-T?	5c		
6a Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?	6a		X
b If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?	6b		
7 Organizations that may receive deductible contributions under section 170(c).			
a Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?	7a	X	
b If "Yes," did the organization notify the donor of the value of the goods or services provided?	7b	X	
c Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?	7c		X
d If "Yes," indicate the number of Forms 8282 filed during the year	7d		
e Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7e		X
f Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7f		X
g If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	7g		X
h If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?	7h		X
8 Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?	8		X
9 Sponsoring organizations maintaining donor advised funds.			
a Did the sponsoring organization make any taxable distributions under section 4966?	9a		X
b Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?	9b		X
10 Section 501(c)(7) organizations. Enter:			
a Initiation fees and capital contributions included on Part VIII, line 12	10a		
b Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10b		
11 Section 501(c)(12) organizations. Enter:			
a Gross income from members or shareholders	11a		
b Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)	11b		
12a Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a		
b If "Yes," enter the amount of tax-exempt interest received or accrued during the year	12b		
13 Section 501(c)(29) qualified nonprofit health insurance issuers.			
a Is the organization licensed to issue qualified health plans in more than one state?	13a		
Note: See the instructions for additional information the organization must report on Schedule O.			
b Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans	13b		
c Enter the amount of reserves on hand	13c		
14a Did the organization receive any payments for indoor tanning services during the tax year?	14a		X
b If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation on Schedule O	14b		
15 Is the organization subject to the section 4960 tax on payment(s) of more than \$1,000,000 in remuneration or excess parachute payment(s) during the year?	15		X
If "Yes," see instructions and file Form 4720, Schedule N.			
16 Is the organization an educational institution subject to the section 4968 excise tax on net investment income?	16		X
If "Yes," complete Form 4720, Schedule O.			

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Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes on Schedule O. See instructions.

Check if Schedule O contains a response or note to any line in this Part VI

☒**Section A. Governing Body and Management**

	Yes	No
1a Enter the number of voting members of the governing body at the end of the tax year 1a 44		
If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain on Schedule O.		
b Enter the number of voting members included on line 1a, above, who are independent 1b 44		
2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee? 2		X
3 Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, trustees, or key employees to a management company or other person? 3		X
4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? 4		X
5 Did the organization become aware during the year of a significant diversion of the organization's assets? 5		X
6 Did the organization have members or stockholders? 6		X
7a Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body? 7a		X
b Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body? 7b		X
8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:		
a The governing body? 8a	X	
b Each committee with authority to act on behalf of the governing body? 8b	X	
9 Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses on Schedule O 9		X

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

	Yes	No
10a Did the organization have local chapters, branches, or affiliates? 10a		X
b If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes? 10b		
11a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form? 11a	X	
b Describe in Schedule O the process, if any, used by the organization to review this Form 990.		
12a Did the organization have a written conflict of interest policy? If "No," go to line 13 12a	X	
b Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts? 12b	X	
c Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done 12c	X	
13 Did the organization have a written whistleblower policy? 13	X	
14 Did the organization have a written document retention and destruction policy? 14	X	
15 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?		
a The organization's CEO, Executive Director, or top management official 15a	X	
b Other officers or key employees of the organization 15b	X	
If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions).		
16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year? 16a		X
b If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements? 16b		

Section C. Disclosure

17 List the states with which a copy of this Form 990 is required to be filed ► **NONE**

18 Section 6104 requires an organization to make its Forms 1023 (1024 or 1024-A, if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.
☒ Own website ☒ Another's website ☒ Upon request ☐ Other (explain on Schedule O)

19 Describe on Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.

20 State the name, address, and telephone number of the person who possesses the organization's books and records ►
JANA GUNTER - 713-522-1138
1615 BINZ, HOUSTON, TX 77004

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent ContractorsCheck if Schedule O contains a response or note to any line in this Part VII ☐**Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees****1a** Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations. See instructions for the order in which to list the persons above.

☐ Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) BRAD MORGAN PRESIDENT	2.00	X		X				0.	0.	0.
(2) WILLIAM J. TOOMEY, II PAST PRESIDENT	1.00	X						0.	0.	0.
(3) SAUL SOLOMON TREASURER	2.00	X		X				0.	0.	0.
(4) DR. ROBERT MCCALLISTER SECRETARY	2.00	X		X				0.	0.	0.
(5) JEFFREY SCOFIELD VP OF BOARD ACTIVITIES	1.00	X		X				0.	0.	0.
(6) DR. CATHERINE HORN VP OF EDUCATION	1.00	X		X				0.	0.	0.
(7) WILLIAM GRIFFIN CO-VP OF CONTRIBUTED INCOME	1.00	X		X				0.	0.	0.
(8) SEBASTIEN SOLAR CO-VP OF CONTRIBUTED INCOME	1.00	X		X				0.	0.	0.
(9) SICILY DICKENSON VP OF EARNED INCOME	1.00	X		X				0.	0.	0.
(10) PAMELA JOUBERT DAVIS VP OF OPERATIONS	1.00	X		X				0.	0.	0.
(11) STEVE DANIEL VP OF STRATEGIC PLANNING	1.00	X		X				0.	0.	0.
(12) CHARLENE PATE VP OF SPECIAL INITIATIVES	1.00	X		X				0.	0.	0.
(13) GAIL ADLER LIFETIME MEMBER	1.00	X						0.	0.	0.
(14) ELVA AKIN DIRECTOR	1.00	X						0.	0.	0.
(15) NANCY ALLEN LIFETIME MEMBER	1.00	X						0.	0.	0.
(16) JULIE BROOK ALEXANDER LIFETIME MEMBER	1.00	X						0.	0.	0.
(17) CAROLINE BEAN DIRECTOR	1.00	X						0.	0.	0.

**CHILDREN'S MUSEUM, INC.
DBA THE CHILDREN'S MUSEUM OF HOUSTON**

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Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(18) JEB BOWDEN DIRECTOR	1.00	X						0.	0.	0.
(19) BRADLEY F. BRACEWELL DIRECTOR	1.00	X						0.	0.	0.
(20) GEOFFREY BRACKEN DIRECTOR	1.00	X						0.	0.	0.
(21) DR. KELLY COLEMAN DIRECTOR	1.00	X						0.	0.	0.
(22) GINA GASTON ELIE DIRECTOR	1.00	X						0.	0.	0.
(23) JASON ENDECOTT DIRECTOR	1.00	X						0.	0.	0.
(24) SAM GAINER DIRECTOR	1.00	X						0.	0.	0.
(25) ROB GAUDETTE DIRECTOR	1.00	X						0.	0.	0.
(26) SILAS GIRGIS DIRECTOR	1.00	X						0.	0.	0.
1b Subtotal								0.	0.	0.
c Total from continuation sheets to Part VII, Section A								1,135,641.	0.	120,928.
d Total (add lines 1b and 1c)								1,135,641.	0.	120,928.

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization **8**

	Yes	No
3 Did the organization list any former officer, director, trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual		X
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual	X	
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person		X

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
NONE		

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization **0**

SEE PART VII, SECTION A CONTINUATION SHEETS

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CHILDREN'S MUSEUM, INC.

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Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(27) GLEN GONZALEZ DIRECTOR	1.00	X						0.	0.	0.
(28) HUNT HARPER DIRECTOR	1.00	X						0.	0.	0.
(29) JOHN HUTCHERSON DIRECTOR	1.00	X						0.	0.	0.
(30) MOLLY HACKETT LAFAUCI DIRECTOR	1.00	X						0.	0.	0.
(31) ALLISON LEACH DIRECTOR	1.00	X						0.	0.	0.
(32) RACHEL LEAMAN DIRECTOR	1.00	X						0.	0.	0.
(33) MICHAEL LUECK DIRECTOR	1.00	X						0.	0.	0.
(34) BILLY MCCARTNEY DIRECTOR	1.00	X						0.	0.	0.
(35) RISHMA MOHAMED DIRECTOR	1.00	X						0.	0.	0.
(36) KATHERINE MURPHY DIRECTOR	1.00	X						0.	0.	0.
(37) RON ORAN DIRECTOR	1.00	X						0.	0.	0.
(38) MICHAEL J. PLANK DIRECTOR	1.00	X						0.	0.	0.
(39) DR. KATHRYN RABINOW LIFETIME MEMBER	1.00	X						0.	0.	0.
(40) KELLY SKLAR DIRECTOR	1.00	X						0.	0.	0.
(41) JAMES T. THOMPSON DIRECTOR	1.00	X						0.	0.	0.
(42) CYNTHIA WALKER DIRECTOR	1.00	X						0.	0.	0.
(43) WALTER WEATHERS DIRECTOR	1.00	X						0.	0.	0.
(44) LYNDSEY ZORICH DIRECTOR	1.00	X						0.	0.	0.
(45) TAMMIE J. KAHN EXECUTIVE DIRECTOR	40.00			X				191,234.	0.	41,366.
(46) JANA GUNTER DIRECTOR OF FINANCE	45.00			X				148,363.	0.	11,366.
Total to Part VII, Section A, line 1c										

CHILDREN'S MUSEUM, INC.

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Form 990

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(47) CHERYL MCCALLUM DIRECTOR OF EDUCATION	45.00				X			194,540.	0.	11,366.
(48) TRACY GOLDEN DIRECTOR OF DEVELOPMENT	45.00					X		138,283.	0.	11,366.
(49) KEITH OSTFELD DIRECTOR OF EXHIBIT DEVELOPMENT	45.00					X		129,107.	0.	11,366.
(50) LISA WILLIAMS DIRECTOR OF GALLERY EDUCATION	45.00					X		108,826.	0.	11,366.
(51) HENRY YAU DIRECTOR OF PR AND PROMOTION	45.00					X		113,343.	0.	11,366.
(52) WENDY WRIGHT GRANT WRITER	40.00					X		111,945.	0.	11,366.
Total to Part VII, Section A, line 1c								1,135,641.		120,928.

CHILDREN'S MUSEUM, INC.

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Form 990 (2019)

Part VIII Statement of RevenueCheck if Schedule O contains a response or note to any line in this Part VIII ☐

				(A)	(B)	(C)	(D)
				Total revenue	Related or exempt function revenue	Unrelated business revenue	Revenue excluded from tax under sections 512 - 514
Contributions, Gifts, Grants and Other Similar Amounts	1 a	Federated campaigns	1a				
	b	Membership dues	1b	611,443.			
	c	Fundraising events	1c	1,222,490.			
	d	Related organizations	1d				
	e	Government grants (contributions)	1e	1,038,213.			
	f	All other contributions, gifts, grants, and similar amounts not included above ...	1f	4,028,049.			
	g	Noncash contributions included in lines 1a-1f	1g	\$ 76,250.			
	h	Total. Add lines 1a-1f		6,900,195.			
Program Service Revenue	2 a	ADMISSIONS	Business Code	900099	1,994,068.	1,994,068.	
	b	EDUCATION SERVICE FEES		900099	939,828.	939,828.	
	c	FACILITY RENTAL		532000	184,865.	184,865.	
	d	OTHER PROGRAM INCOME		900099	43,503.	43,503.	
	e						
	f	All other program service revenue					
	g	Total. Add lines 2a-2f		3,162,264.			
	Other Revenue	3	Investment income (including dividends, interest, and other similar amounts)		450,250.		
4		Income from investment of tax-exempt bond proceeds					
5		Royalties					
6 a		Gross rents	(i) Real	643,891.			
b		Less: rental expenses	(ii) Personal	152,811.			
c		Rental income or (loss)		491,080.			
d		Net rental income or (loss)		491,080.	491,080.		
7 a		Gross amount from sales of assets other than inventory	(i) Securities	568,787.			
b		Less: cost or other basis and sales expenses	(ii) Other	493,898.	10,525.		
c		Gain or (loss)		74,889.	-10,525.		
d		Net gain or (loss)		64,364.		12,241.	52,123.
8 a		Gross income from fundraising events (not including \$ 1,222,490. of contributions reported on line 1c). See Part IV, line 18		85,875.			
b		Less: direct expenses		331,044.			
c		Net income or (loss) from fundraising events		-245,169.			-245,169.
9 a	Gross income from gaming activities. See Part IV, line 19						
b	Less: direct expenses						
c	Net income or (loss) from gaming activities						
10 a	Gross sales of inventory, less returns and allowances		1,242,861.				
b	Less: cost of goods sold		1,242,135.				
c	Net income or (loss) from sales of inventory		726.	726.			
Miscellaneous Revenue	11 a	K-1 INCOME	Business Code	523000	5,308.	5,292.	16.
	b						
	c						
	d	All other revenue					
	e	Total. Add lines 11a-11d		5,308.			
	12	Total revenue. See instructions		10,829,018.	3,654,070.	17,533.	257,220.

CHILDREN'S MUSEUM, INC.

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Form 990 (2019)

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX ☐

	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.				
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21				
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	1,011,976.	805,717.	134,849.	71,410.
6 Compensation not included above to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	4,431,213.	3,528,047.	590,477.	312,689.
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)				
9 Other employee benefits	806,382.	645,011.	121,773.	39,598.
10 Payroll taxes	428,357.	340,275.	58,428.	29,654.
11 Fees for services (nonemployees):				
a Management				
b Legal				
c Accounting				
d Lobbying				
e Professional fundraising services. See Part IV, line 17				
f Investment management fees	37,938.		37,938.	
g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Sch O.)	450,040.	283,482.	81,026.	85,532.
12 Advertising and promotion	223,690.		223,690.	
13 Office expenses				
14 Information technology	144,238.	111,157.	20,740.	12,341.
15 Royalties				
16 Occupancy	1,148,523.	1,085,949.	45,346.	17,228.
17 Travel	71,523.	70,914.	412.	197.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings				
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	1,240,012.	1,178,453.	41,705.	19,854.
23 Insurance	238,046.	226,229.	8,006.	3,811.
24 Other expenses. Itemize expenses not covered above (List miscellaneous expenses on line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a EXHIBIT MAINTENANCE	660,194.	621,777.	24,085.	14,332.
b SUPPLIES	591,878.	544,596.	35,721.	11,561.
c PRINTING	139,829.	132,807.	3,854.	3,168.
d GALLERY PROGRAMS	107,488.	82,835.	15,456.	9,197.
e All other expenses	129,948.	82,456.	40,354.	7,138.
25 Total functional expenses. Add lines 1 through 24e	11,861,275.	9,739,705.	1,483,860.	637,710.
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation.				

Check here ☐ if following SOP 98-2 (ASC 958-720)

CHILDREN'S MUSEUM, INC.
DBA THE CHILDREN'S MUSEUM OF HOUSTON

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Part X Balance Sheet

Check if Schedule O contains a response or note to any line in this Part X ☒ **X**

		(A) Beginning of year		(B) End of year	
Assets	1 Cash - non-interest-bearing	859,996.	1	3,318,341.	
	2 Savings and temporary cash investments	1,677,378.	2	1,988,993.	
	3 Pledges and grants receivable, net	779,274.	3	628,151.	
	4 Accounts receivable, net	513,480.	4	161,761.	
	5 Loans and other receivables from any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		5		
	6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), and persons described in section 4958(c)(3)(B)		6		
	7 Notes and loans receivable, net		7		
	8 Inventories for sale or use	219,836.	8	292,130.	
	9 Prepaid expenses and deferred charges	242,246.	9	36,653.	
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	36,645,815.			
	b Less: accumulated depreciation	22,207,163.			
	11 Investments - publicly traded securities	15,115,158.	10c	14,438,652.	
	12 Investments - other securities. See Part IV, line 11	18,951,977.	11	17,173,548.	
	13 Investments - program-related. See Part IV, line 11	511,249.	12	0.	
	14 Intangible assets		13		
	15 Other assets. See Part IV, line 11	0.	14	29,637.	
16 Total assets. Add lines 1 through 15 (must equal line 33)	38,870,594.	15	38,067,866.		
Liabilities	17 Accounts payable and accrued expenses	872,470.	16	264,249.	
	18 Grants payable		17		
	19 Deferred revenue	366,386.	18	739,179.	
	20 Tax-exempt bond liabilities		19		
	21 Escrow or custodial account liability. Complete Part IV of Schedule D		20		
	22 Loans and other payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		21		
	23 Secured mortgages and notes payable to unrelated third parties	0.	22	119,546.	
	24 Unsecured notes and loans payable to unrelated third parties		23		
	25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D	36,374.	24	0.	
	26 Total liabilities. Add lines 17 through 25	1,275,230.	25	1,122,974.	
Net Assets or Fund Balances	Organizations that follow FASB ASC 958, check here ☒ X and complete lines 27, 28, 32, and 33.				
	27 Net assets without donor restrictions	18,587,771.	26	17,190,468.	
	28 Net assets with donor restrictions	19,007,593.	27	19,754,424.	
	Organizations that do not follow FASB ASC 958, check here ☐ and complete lines 29 through 33.				
	29 Capital stock or trust principal, or current funds		28		
	30 Paid-in or capital surplus, or land, building, or equipment fund		29		
	31 Retained earnings, endowment, accumulated income, or other funds		30		
	32 Total net assets or fund balances	37,595,364.	31	36,944,892.	
	33 Total liabilities and net assets/fund balances	38,870,594.	32	38,067,866.	

Form **990** (2019)

CHILDREN'S MUSEUM, INC.
DBA THE CHILDREN'S MUSEUM OF HOUSTON

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Part XI Reconciliation of Net Assets

Check if Schedule O contains a response or note to any line in this Part XI ☒ **X**

1	Total revenue (must equal Part VIII, column (A), line 12)	1	10,829,018.
2	Total expenses (must equal Part IX, column (A), line 25)	2	11,861,275.
3	Revenue less expenses. Subtract line 2 from line 1	3	-1,032,257.
4	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	4	37,595,364.
5	Net unrealized gains (losses) on investments	5	387,093.
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain on Schedule O)	9	-5,308.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 32, column (B))	10	36,944,892.

Part XII Financial Statements and Reporting

Check if Schedule O contains a response or note to any line in this Part XII ☒ **X**

	Yes	No
1 Accounting method used to prepare the Form 990: ☐ Cash ☒ Accrual ☐ Other		
If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.		
2a Were the organization's financial statements compiled or reviewed by an independent accountant?		X
If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both:		
☐ Separate basis ☐ Consolidated basis ☐ Both consolidated and separate basis		
b Were the organization's financial statements audited by an independent accountant?	X	
If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both:		
☐ Separate basis ☒ Consolidated basis ☐ Both consolidated and separate basis		
c If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant?	X	
If the organization changed either its oversight process or selection process during the tax year, explain on Schedule O.		
3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?		X
b If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why on Schedule O and describe any steps taken to undergo such audits		

Form 990 (2019)

SCHEDULE A
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Public Charity Status and Public Support
Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.
▶ Attach to Form 990 or Form 990-EZ.
▶ Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2019

Open to Public
Inspection

Name of the organization **CHILDREN'S MUSEUM, INC.**
DBA THE CHILDREN'S MUSEUM OF HOUSTON Employer identification number **74-2178563**

Part I Reason for Public Charity Status (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 12, check only one box.)

- 1 ☐ A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i).**
- 2 ☐ A school described in **section 170(b)(1)(A)(ii).** (Attach Schedule E (Form 990 or 990-EZ).)
- 3 ☐ A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii).**
- 4 ☐ A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii).** Enter the hospital's name, city, and state: _____
- 5 ☐ An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv).** (Complete Part II.)
- 6 ☐ A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v).**
- 7 ☒ An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi).** (Complete Part II.)
- 8 ☐ A community trust described in **section 170(b)(1)(A)(vi).** (Complete Part II.)
- 9 ☐ An agricultural research organization described in **section 170(b)(1)(A)(ix)** operated in conjunction with a land-grant college or university or a non-land-grant college of agriculture (see instructions). Enter the name, city, and state of the college or university: _____
- 10 ☐ An organization that normally receives: (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions - subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See **section 509(a)(2).** (Complete Part III.)
- 11 ☐ An organization organized and operated exclusively to test for public safety. See **section 509(a)(4).**
- 12 ☐ An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in **section 509(a)(1)** or **section 509(a)(2).** See **section 509(a)(3).** Check the box in lines 12a through 12d that describes the type of supporting organization and complete lines 12e, 12f, and 12g.
- a ☐ **Type I.** A supporting organization operated, supervised, or controlled by its supported organization(s), typically by giving the supported organization(s) the power to regularly appoint or elect a majority of the directors or trustees of the supporting organization. **You must complete Part IV, Sections A and B.**
- b ☐ **Type II.** A supporting organization supervised or controlled in connection with its supported organization(s), by having control or management of the supporting organization vested in the same persons that control or manage the supported organization(s). **You must complete Part IV, Sections A and C.**
- c ☐ **Type III functionally integrated.** A supporting organization operated in connection with, and functionally integrated with, its supported organization(s) (see instructions). **You must complete Part IV, Sections A, D, and E.**
- d ☐ **Type III non-functionally integrated.** A supporting organization operated in connection with its supported organization(s) that is not functionally integrated. The organization generally must satisfy a distribution requirement and an attentiveness requirement (see instructions). **You must complete Part IV, Sections A and D, and Part V.**
- e ☐ Check this box if the organization received a written determination from the IRS that it is a Type I, Type II, Type III functionally integrated, or Type III non-functionally integrated supporting organization.
- f Enter the number of supported organizations
- g Provide the following information about the supported organization(s).

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1-10 above (see instructions))	(iv) Is the organization listed in your governing document?		(v) Amount of monetary support (see instructions)	(vi) Amount of other support (see instructions)
			Yes	No		
Total						

CHILDREN'S MUSEUM, INC.

Schedule A (Form 990 or 990-EZ) 2019 DBA THE CHILDREN'S MUSEUM OF HOUSTON 74-2178563 Page 2

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ▶	(a) 2015	(b) 2016	(c) 2017	(d) 2018	(e) 2019	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	5,737,762.	6,094,114.	5,713,355.	5,779,224.	6,900,195.	30,224,650.
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 Total. Add lines 1 through 3	5,737,762.	6,094,114.	5,713,355.	5,779,224.	6,900,195.	30,224,650.
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						825,930.
6 Public support. Subtract line 5 from line 4.						29,398,720.

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2015	(b) 2016	(c) 2017	(d) 2018	(e) 2019	(f) Total
7 Amounts from line 4	5,737,762.	6,094,114.	5,713,355.	5,779,224.	6,900,195.	30,224,650.
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources	1,051,017.	1,097,101.	1,168,789.	1,359,726.	1,094,141.	5,770,774.
9 Net income from unrelated business activities, whether or not the business is regularly carried on						
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
11 Total support. Add lines 7 through 10						35,995,424.
12 Gross receipts from related activities, etc. (see instructions)					12	29,034,647.
13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here						☐

Section C. Computation of Public Support Percentage

14 Public support percentage for 2019 (line 6, column (f) divided by line 11, column (f))	14	81.67 %
15 Public support percentage from 2018 Schedule A, Part II, line 14	15	81.76 %
16a 33 1/3% support test - 2019. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization		☒
b 33 1/3% support test - 2018. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization		☐
17a 10% -facts-and-circumstances test - 2019. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part VI how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization		☐
b 10% -facts-and-circumstances test - 2018. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part VI how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization		☐
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions		☐

Schedule A (Form 990 or 990-EZ) 2019

CHILDREN'S MUSEUM, INC.

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Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 10 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ►	(a) 2015	(b) 2016	(c) 2017	(d) 2018	(e) 2019	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")						
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						
3 Gross receipts from activities that are not an unrelated trade or business under section 513						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5 The value of services or facilities furnished by a governmental unit to the organization without charge						
6 Total. Add lines 1 through 5						
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
c Add lines 7a and 7b						
8 Public support. (Subtract line 7c from line 6.)						

Section B. Total Support

Calendar year (or fiscal year beginning in) ►	(a) 2015	(b) 2016	(c) 2017	(d) 2018	(e) 2019	(f) Total
9 Amounts from line 6						
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources						
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
c Add lines 10a and 10b						
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
13 Total support. (Add lines 9, 10c, 11, and 12.)						

14 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and **stop here** ☐

Section C. Computation of Public Support Percentage

15 Public support percentage for 2019 (line 8, column (f), divided by line 13, column (f))	15	%
16 Public support percentage from 2018 Schedule A, Part III, line 15	16	%

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2019 (line 10c, column (f), divided by line 13, column (f))	17	%
18 Investment income percentage from 2018 Schedule A, Part III, line 17	18	%

19a 33 1/3% support tests - 2019. If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization ☐

b 33 1/3% support tests - 2018. If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization ☐

20 Private foundation. If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions ☐

Part IV Supporting Organizations

(Complete only if you checked a box in line 12 on Part I. If you checked 12a of Part I, complete Sections A and B. If you checked 12b of Part I, complete Sections A and C. If you checked 12c of Part I, complete Sections A, D, and E. If you checked 12d of Part I, complete Sections A and D, and complete Part V.)

Section A. All Supporting Organizations

	Yes	No
1 Are all of the organization's supported organizations listed by name in the organization's governing documents? If "No," describe in Part VI how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain.		
2 Did the organization have any supported organization that does not have an IRS determination of status under section 509(a)(1) or (2)? If "Yes," explain in Part VI how the organization determined that the supported organization was described in section 509(a)(1) or (2).		
3a Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? If "Yes," answer (b) and (c) below.		
b Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and satisfied the public support tests under section 509(a)(2)? If "Yes," describe in Part VI when and how the organization made the determination.		
c Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? If "Yes," explain in Part VI what controls the organization put in place to ensure such use.		
4a Was any supported organization not organized in the United States ("foreign supported organization")? If "Yes," and if you checked 12a or 12b in Part I, answer (b) and (c) below.		
b Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? If "Yes," describe in Part VI how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations.		
c Did the organization support any foreign supported organization that does not have an IRS determination under sections 501(c)(3) and 509(a)(1) or (2)? If "Yes," explain in Part VI what controls the organization used to ensure that all support to the foreign supported organization was used exclusively for section 170(c)(2)(B) purposes.		
5a Did the organization add, substitute, or remove any supported organizations during the tax year? If "Yes," answer (b) and (c) below (if applicable). Also, provide detail in Part VI , including (i) the names and EIN numbers of the supported organizations added, substituted, or removed; (ii) the reasons for each such action; (iii) the authority under the organization's organizing document authorizing such action; and (iv) how the action was accomplished (such as by amendment to the organizing document).		
b Type I or Type II only. Was any added or substituted supported organization part of a class already designated in the organization's organizing document?		
c Substitutions only. Was the substitution the result of an event beyond the organization's control?		
6 Did the organization provide support (whether in the form of grants or the provision of services or facilities) to anyone other than (i) its supported organizations, (ii) individuals that are part of the charitable class benefited by one or more of its supported organizations, or (iii) other supporting organizations that also support or benefit one or more of the filing organization's supported organizations? If "Yes," provide detail in Part VI .		
7 Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (as defined in section 4958(c)(3)(C)), a family member of a substantial contributor, or a 35% controlled entity with regard to a substantial contributor? If "Yes," complete Part I of Schedule L (Form 990 or 990-EZ).		
8 Did the organization make a loan to a disqualified person (as defined in section 4958) not described in line 7? If "Yes," complete Part I of Schedule L (Form 990 or 990-EZ).		
9a Was the organization controlled directly or indirectly at any time during the tax year by one or more disqualified persons as defined in section 4946 (other than foundation managers and organizations described in section 509(a)(1) or (2))? If "Yes," provide detail in Part VI .		
b Did one or more disqualified persons (as defined in line 9a) hold a controlling interest in any entity in which the supporting organization had an interest? If "Yes," provide detail in Part VI .		
c Did a disqualified person (as defined in line 9a) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? If "Yes," provide detail in Part VI .		
10a Was the organization subject to the excess business holdings rules of section 4943 because of section 4943(f) (regarding certain Type II supporting organizations, and all Type III non-functionally integrated supporting organizations)? If "Yes," answer 10b below.		
b Did the organization have any excess business holdings in the tax year? (Use Schedule C, Form 4720, to determine whether the organization had excess business holdings.)		

Part IV Supporting Organizations (continued)

	Yes	No
11 Has the organization accepted a gift or contribution from any of the following persons?		
a A person who directly or indirectly controls, either alone or together with persons described in (b) and (c) below, the governing body of a supported organization?		
11a		
b A family member of a person described in (a) above?		
11b		
c A 35% controlled entity of a person described in (a) or (b) above? If "Yes" to a, b, or c, provide detail in Part VI .		
11c		

Section B. Type I Supporting Organizations

	Yes	No
1 Did the directors, trustees, or membership of one or more supported organizations have the power to regularly appoint or elect at least a majority of the organization's directors or trustees at all times during the tax year? If "No," describe in Part VI how the supported organization(s) effectively operated, supervised, or controlled the organization's activities. If the organization had more than one supported organization, describe how the powers to appoint and/or remove directors or trustees were allocated among the supported organizations and what conditions or restrictions, if any, applied to such powers during the tax year.		
1		
2 Did the organization operate for the benefit of any supported organization other than the supported organization(s) that operated, supervised, or controlled the supporting organization? If "Yes," explain in Part VI how providing such benefit carried out the purposes of the supported organization(s) that operated, supervised, or controlled the supporting organization.		
2		

Section C. Type II Supporting Organizations

	Yes	No
1 Were a majority of the organization's directors or trustees during the tax year also a majority of the directors or trustees of each of the organization's supported organization(s)? If "No," describe in Part VI how control or management of the supporting organization was vested in the same persons that controlled or managed the supported organization(s).		
1		

Section D. All Type III Supporting Organizations

	Yes	No
1 Did the organization provide to each of its supported organizations, by the last day of the fifth month of the organization's tax year, (i) a written notice describing the type and amount of support provided during the prior tax year, (ii) a copy of the Form 990 that was most recently filed as of the date of notification, and (iii) copies of the organization's governing documents in effect on the date of notification, to the extent not previously provided?		
1		
2 Were any of the organization's officers, directors, or trustees either (i) appointed or elected by the supported organization(s) or (ii) serving on the governing body of a supported organization? If "No," explain in Part VI how the organization maintained a close and continuous working relationship with the supported organization(s).		
2		
3 By reason of the relationship described in (2), did the organization's supported organizations have a significant voice in the organization's investment policies and in directing the use of the organization's income or assets at all times during the tax year? If "Yes," describe in Part VI the role the organization's supported organizations played in this regard.		
3		

Section E. Type III Functionally Integrated Supporting Organizations

1 Check the box next to the method that the organization used to satisfy the Integral Part Test during the year (see instructions).			
a ☐ The organization satisfied the Activities Test. Complete line 2 below.			
b ☐ The organization is the parent of each of its supported organizations. Complete line 3 below.			
c ☐ The organization supported a governmental entity. Describe in Part VI how you supported a government entity (see instructions).			
2 Activities Test. Answer (a) and (b) below.			
a Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? If "Yes," then in Part VI identify those supported organizations and explain how these activities directly furthered their exempt purposes, how the organization was responsive to those supported organizations, and how the organization determined that these activities constituted substantially all of its activities.		Yes	No
2a			
b Did the activities described in (a) constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? If "Yes," explain in Part VI the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.			
2b			
3 Parent of Supported Organizations. Answer (a) and (b) below.			
a Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or trustees of each of the supported organizations? Provide details in Part VI .			
3a			
b Did the organization exercise a substantial degree of direction over the policies, programs, and activities of each of its supported organizations? If "Yes," describe in Part VI the role played by the organization in this regard.			
3b			

CHILDREN'S MUSEUM, INC.

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Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations

- 1 ☐ Check here if the organization satisfied the Integral Part Test as a qualifying trust on Nov. 20, 1970 (explain in Part VI). **See instructions.** All other Type III non-functionally integrated supporting organizations must complete Sections A through E.

Section A - Adjusted Net Income		(A) Prior Year	(B) Current Year (optional)
1	Net short-term capital gain	1	
2	Recoveries of prior-year distributions	2	
3	Other gross income (see instructions)	3	
4	Add lines 1 through 3.	4	
5	Depreciation and depletion	5	
6	Portion of operating expenses paid or incurred for production or collection of gross income or for management, conservation, or maintenance of property held for production of income (see instructions)	6	
7	Other expenses (see instructions)	7	
8	Adjusted Net Income (subtract lines 5, 6, and 7 from line 4)	8	

Section B - Minimum Asset Amount		(A) Prior Year	(B) Current Year (optional)
1	Aggregate fair market value of all non-exempt-use assets (see instructions for short tax year or assets held for part of year):		
a	Average monthly value of securities	1a	
b	Average monthly cash balances	1b	
c	Fair market value of other non-exempt-use assets	1c	
d	Total (add lines 1a, 1b, and 1c)	1d	
e	Discount claimed for blockage or other factors (explain in detail in Part VI):		
2	Acquisition indebtedness applicable to non-exempt-use assets	2	
3	Subtract line 2 from line 1d.	3	
4	Cash deemed held for exempt use. Enter 1-1/2% of line 3 (for greater amount, see instructions).	4	
5	Net value of non-exempt-use assets (subtract line 4 from line 3)	5	
6	Multiply line 5 by .035.	6	
7	Recoveries of prior-year distributions	7	
8	Minimum Asset Amount (add line 7 to line 6)	8	

Section C - Distributable Amount			Current Year
1	Adjusted net income for prior year (from Section A, line 8, Column A)	1	
2	Enter 85% of line 1.	2	
3	Minimum asset amount for prior year (from Section B, line 8, Column A)	3	
4	Enter greater of line 2 or line 3.	4	
5	Income tax imposed in prior year	5	
6	Distributable Amount. Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions).	6	
7	☐ Check here if the current year is the organization's first as a non-functionally integrated Type III supporting organization (see instructions).		

Schedule A (Form 990 or 990-EZ) 2019

CHILDREN'S MUSEUM, INC.

Schedule A (Form 990 or 990-EZ) 2019 DBA THE CHILDREN'S MUSEUM OF HOUSTON 74-2178563 Page 7

Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations (continued)

Section D - Distributions	Current Year
1 Amounts paid to supported organizations to accomplish exempt purposes	
2 Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity	
3 Administrative expenses paid to accomplish exempt purposes of supported organizations	
4 Amounts paid to acquire exempt-use assets	
5 Qualified set-aside amounts (prior IRS approval required)	
6 Other distributions (describe in Part VI). See instructions.	
7 Total annual distributions. Add lines 1 through 6.	
8 Distributions to attentive supported organizations to which the organization is responsive (provide details in Part VI). See instructions.	
9 Distributable amount for 2019 from Section C, line 6	
10 Line 8 amount divided by line 9 amount	

Section E - Distribution Allocations (see instructions)	(i) Excess Distributions	(ii) Underdistributions Pre-2019	(iii) Distributable Amount for 2019
1 Distributable amount for 2019 from Section C, line 6			
2 Underdistributions, if any, for years prior to 2019 (reasonable cause required- explain in Part VI). See instructions.			
3 Excess distributions carryover, if any, to 2019			
a From 2014			
b From 2015			
c From 2016			
d From 2017			
e From 2018			
f Total of lines 3a through e			
g Applied to underdistributions of prior years			
h Applied to 2019 distributable amount			
i Carryover from 2014 not applied (see instructions)			
j Remainder. Subtract lines 3g, 3h, and 3i from 3f.			
4 Distributions for 2019 from Section D, line 7: \$			
a Applied to underdistributions of prior years			
b Applied to 2019 distributable amount			
c Remainder. Subtract lines 4a and 4b from 4.			
5 Remaining underdistributions for years prior to 2019, if any. Subtract lines 3g and 4a from line 2. For result greater than zero, explain in Part VI . See instructions.			
6 Remaining underdistributions for 2019. Subtract lines 3h and 4b from line 1. For result greater than zero, explain in Part VI . See instructions.			
7 Excess distributions carryover to 2020. Add lines 3j and 4c.			
8 Breakdown of line 7:			
a Excess from 2015			
b Excess from 2016			
c Excess from 2017			
d Excess from 2018			
e Excess from 2019			

Schedule A (Form 990 or 990-EZ) 2019

Schedule A (Form 990 or 990-EZ) 2019 **DBA THE CHILDREN'S MUSEUM OF HOUSTON** **74-2178563** Page **8**

Supplemental Information.

Supplemental Information. Provide the explanations required by Part II, line 10; Part II, line 17a or 17b; Part III, line 12; Part IV, Section A, lines 1, 2, 3b, 3c, 4b, 4c, 5a, 6, 9a, 9b, 9c, 11a, 11b, and 11c; Part IV, Section B, lines 1 and 2; Part IV, Section C, line 1; Part IV, Section D, lines 2 and 3; Part IV, Section E, lines 1c, 2a, 2b, 3a, and 3b; Part V, line 1; Part V, Section B, line 1e; Part V, Section D, lines 5, 6, and 8; and Part V, Section E, lines 2, 5, and 6. Also complete this part for any additional information.
(See instructions.)

SCHEDULE D
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Financial Statements

▶ **Complete if the organization answered "Yes" on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.**

▶ **Attach to Form 990.**

▶ **Go to www.irs.gov/Form990 for instructions and the latest information.**

OMB No. 1545-0047

2019

Open to Public Inspection

Name of the organization **CHILDREN'S MUSEUM, INC.
DBA THE CHILDREN'S MUSEUM OF HOUSTON** Employer identification number **74-2178563**

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" on Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year		
2 Aggregate value of contributions to (during year)		
3 Aggregate value of grants from (during year)		
4 Aggregate value at end of year		
5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control?	☐ Yes	☐ No
6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit?	☐ Yes	☐ No

Part II Conservation Easements. Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply).

☐ Preservation of land for public use (for example, recreation or education)	☐ Preservation of a historically important land area
☐ Protection of natural habitat	☐ Preservation of a certified historic structure
☐ Preservation of open space	

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

	Held at the End of the Tax Year
a Total number of conservation easements	2a
b Total acreage restricted by conservation easements	2b
c Number of conservation easements on a certified historic structure included in (a)	2c
d Number of conservation easements included in (c) acquired after 7/25/06, and not on a historic structure listed in the National Register	2d

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ▶

4 Number of states where property subject to conservation easement is located ▶

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds?

☐ Yes ☐ No

6 Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ▶

7 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ▶ \$

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)?

☐ Yes ☐ No

9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

1a If the organization elected, as permitted under FASB ASC 958, not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide in Part XIII the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under FASB ASC 958, to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:

(i) Revenue included on Form 990, Part VIII, line 1

(ii) Assets included in Form 990, Part X

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under FASB ASC 958 relating to these items:

a Revenue included on Form 990, Part VIII, line 1

b Assets included in Form 990, Part X

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule D (Form 990) 2019

CHILDREN'S MUSEUM, INC.

Schedule D (Form 990) 2019

DBA THE CHILDREN'S MUSEUM OF HOUSTON

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Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)

3 Using the organization's acquisition, accession, and other records, check any of the following that make significant use of its collection items (check all that apply):

a ☐ Public exhibitiond ☐ Loan or exchange programb ☐ Scholarly researche ☐ Other _____c ☐ Preservation for future generations

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? ☐ Yes ☐ No

Part IV Escrow and Custodial Arrangements. Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? ☐ Yes ☐ No

b If "Yes," explain the arrangement in Part XIII and complete the following table:

	Amount
c Beginning balance	1c
d Additions during the year	1d
e Distributions during the year	1e
f Ending balance	1f

2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? ☐ Yes ☐ No

b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided on Part XIII ☐

Part V Endowment Funds. Complete if the organization answered "Yes" on Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance	16,878,053.	16,268,724.	15,700,578.	14,141,944.	15,041,015.
b Contributions	10,000.	10,000.	6,910.	250,043.	250,000.
c Net investment earnings, gains, and losses	803,496.	1,098,086.	1,104,890.	1,952,332.	-496,488.
d Grants or scholarships					
e Other expenditures for facilities and programs	518,000.	440,000.	440,000.	550,000.	560,000.
f Administrative expenses	0.	58,757.	103,654.	93,741.	92,583.
g End of year balance	17,173,549.	16,878,053.	16,268,724.	15,700,578.	14,141,944.

2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:

a Board designated or quasi-endowment ☐ .00 %

b Permanent endowment ☐ 57.69 %

c Term endowment ☐ 42.31 %

The percentages on lines 2a, 2b, and 2c should equal 100%.

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

(i) Unrelated organizations

(ii) Related organizations

	Yes	No
3a(i)		X
3a(ii)		X
3b		

b If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R? ☐

4 Describe in Part XIII the intended uses of the organization's endowment funds.

Part VI Land, Buildings, and Equipment.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land		2,977,069.		2,977,069.
b Buildings		5,236,093.	4,843,386.	392,707.
c Leasehold improvements		17,641,663.	7,512,660.	10,129,003.
d Equipment		567,521.	386,135.	181,386.
e Other		10,223,469.	9,464,982.	758,487.
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10c.)				14,438,652.

Schedule D (Form 990) 2019

Part VII Investments - Other Securities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely held equity interests		
(3) Other		
(A)		
(B)		
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
Total. (Col. (b) must equal Form 990, Part X, col. (B) line 12.) ▶		

Part VIII Investments - Program Related.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
Total. (Col. (b) must equal Form 990, Part X, col. (B) line 13.) ▶		

Part IX Other Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1)	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 15.) ▶	

Part X Other Liabilities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Book value
(1) Federal income taxes	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 25.) ▶	

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FASB ASC 740. Check here if the text of the footnote has been provided in Part XIII... ☒

CHILDREN'S MUSEUM, INC.

Schedule D (Form 990) 2019

DBA THE CHILDREN'S MUSEUM OF HOUSTON

74-2178563 Page 4

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return.

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

1	Total revenue, gains, and other support per audited financial statements	1	12,089,356.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:		
a	Net unrealized gains (losses) on investments	2a	387,093.
b	Donated services and use of facilities	2b	
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIII.)	2d	
e	Add lines 2a through 2d	2e	387,093.
3	Subtract line 2e from line 1	3	11,702,263.
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	37,938.
b	Other (Describe in Part XIII.)	4b	-911,183.
c	Add lines 4a and 4b	4c	-873,245.
5	Total revenue. Add lines 3 and 4c . (This must equal Form 990, Part I, line 12.)	5	10,829,018.

Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

1	Total expenses and losses per audited financial statements	1	12,739,828.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:		
a	Donated services and use of facilities	2a	
b	Prior year adjustments	2b	
c	Other losses	2c	
d	Other (Describe in Part XIII.)	2d	916,491.
e	Add lines 2a through 2d	2e	916,491.
3	Subtract line 2e from line 1	3	11,823,337.
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	37,938.
b	Other (Describe in Part XIII.)	4b	
c	Add lines 4a and 4b	4c	37,938.
5	Total expenses. Add lines 3 and 4c . (This must equal Form 990, Part I, line 18.)	5	11,861,275.

Part XIII Supplemental Information.

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

PART X, LINE 2:

THE ORGANIZATION RECORDS CHARGES FOR UNCERTAIN TAX POSITIONS WHEN THEY ARE CONSIDERED PROBABLE. BASED ON THEIR EVALUATION, THE ORGANIZATION HAS CONCLUDED THAT THERE ARE NO SIGNIFICANT UNCERTAIN TAX POSITIONS REQUIRING RECOGNITION IN THE FINANCIAL STATEMENTS.

PART XI, LINE 4B - OTHER ADJUSTMENTS:

COST OF GOODS SOLD - CAFE - REPORTED ON FORM 990, PART

VIII, LN 10B -487,501.

COST OF GOODS SOLD - GIFT SHOP - REPORTED ON FORM 990, PART

VIII, LN 10B -158,673.

COST OF GOODS SOLD - SECRET - REPORTED ON FORM 990, PART

Part XIII Supplemental Information (continued)

VIII, LN 10B -46,357.

DIRECT FUNDRAISING EXPENSES REPORTED ON FORM 990, PART

VIII, LN 8B -71,149.

K-1 INCOME - BLACK STONE MINERALS, LP (COMMON UNITS) 2,652.

K-1 INCOME - BLACK STONE MINERALS, LP (SUBORDINATED UNITS) 2,656.

PARKING LOT EXPENSES REPORTED ON FORM 990, PART VIII, LN 6B -152,812.

ROUNDING 1.

TOTAL TO SCHEDULE D, PART XI, LINE 4B -911,183.

PART XII, LINE 2D - OTHER ADJUSTMENTS:

COST OF GOODS SOLD - CAFE - REPORTED ON FORM 990, PART

VIII, LN 10B 487,501.

COST OF GOODS SOLD - GIFT SHOP - REPORTED ON FORM 990, PART

VIII, LN 10B 158,673.

COST OF GOODS SOLD - SECRET - REPORTED ON FORM 990, PART

VIII, LN 10B 46,357.

DIRECT FUNDRAISING EXPENSES REPORTED ON FORM 990, PART

VIII, LN 8B 71,149.

PARKING LOT EXPENSES REPORTED ON FORM 990, PART VIII, LN 6B 152,812.

ROUNDING -1.

TOTAL TO SCHEDULE D, PART XII, LINE 2D 916,491.

CHILDREN'S MUSEUM, INC.

Schedule G (Form 990 or 990-EZ) 2019 **DBA THE CHILDREN'S MUSEUM OF HOUSTON** **74-2178563** Page **2**

Part II Fundraising Events. Complete if the organization answered "Yes" on Form 990, Part IV, line 18, or reported more than \$15,000 of fundraising event contributions and gross income on Form 990-EZ, lines 1 and 6b. List events with gross receipts greater than \$5,000.

Revenue		(a) Event #1	(b) Event #2	(c) Other events	(d) Total events (add col. (a) through col. (c))	
		ANNUAL GALA	FRIENDS & FAMILIES LUN	1		
		(event type)	(event type)	(total number)		
		1	Gross receipts	1,084,124.	171,791.	52,450.
2	Less: Contributions	1,012,874.	157,166.	52,450.	1,222,490.	
3	Gross income (line 1 minus line 2)	71,250.	14,625.		85,875.	
Direct Expenses	4	Cash prizes				
	5	Noncash prizes				
	6	Rent/facility costs				
	7	Food and beverages	147,835.	19,999.		167,834.
	8	Entertainment	15,700.	0.		15,700.
	9	Other direct expenses	130,926.	14,286.	2,298.	147,510.
	10	Direct expense summary. Add lines 4 through 9 in column (d)				331,044.
	11	Net income summary. Subtract line 10 from line 3, column (d)				-245,169.

Part III Gaming. Complete if the organization answered "Yes" on Form 990, Part IV, line 19, or reported more than \$15,000 on Form 990-EZ, line 6a.

		(a) Bingo	(b) Pull tabs/instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add col. (a) through col. (c))
Revenue	1	Gross revenue			
	2	Cash prizes			
Direct Expenses	3	Noncash prizes			
	4	Rent/facility costs			
	5	Other direct expenses			
	6	Volunteer labor	☐ Yes _____ % ☐ No	☐ Yes _____ % ☐ No	☐ Yes _____ % ☐ No
	7	Direct expense summary. Add lines 2 through 5 in column (d)			
	8	Net gaming income summary. Subtract line 7 from line 1, column (d)			

9 Enter the state(s) in which the organization conducts gaming activities: _____

a Is the organization licensed to conduct gaming activities in each of these states? ☐ Yes ☐ No

b If "No," explain: _____

10a Were any of the organization's gaming licenses revoked, suspended, or terminated during the tax year? ☐ Yes ☐ No

b If "Yes," explain: _____

CHILDREN'S MUSEUM, INC.

Schedule G (Form 990 or 990-EZ) 2019 DBA THE CHILDREN'S MUSEUM OF HOUSTON 74-2178563 Page 3

- 11 Does the organization conduct gaming activities with nonmembers? ☐ Yes ☐ No
- 12 Is the organization a grantor, beneficiary or trustee of a trust, or a member of a partnership or other entity formed to administer charitable gaming? ☐ Yes ☐ No
- 13 Indicate the percentage of gaming activity conducted in:
- | | | |
|-------------------------------|-----|---|
| a The organization's facility | 13a | % |
| b An outside facility | 13b | % |
- 14 Enter the name and address of the person who prepares the organization's gaming/special events books and records:

Name ► _____

Address ► _____

- 15a Does the organization have a contract with a third party from whom the organization receives gaming revenue? ☐ Yes ☐ No

b If "Yes," enter the amount of gaming revenue received by the organization ► \$ _____ and the amount of gaming revenue retained by the third party ► \$ _____

c If "Yes," enter name and address of the third party:

Name ► _____

Address ► _____

- 16 Gaming manager information:

Name ► _____

Gaming manager compensation ► \$ _____

Description of services provided ► _____

☐ Director/officer ☐ Employee ☐ Independent contractor

- 17 Mandatory distributions:

a Is the organization required under state law to make charitable distributions from the gaming proceeds to retain the state gaming license? ☐ Yes ☐ No

b Enter the amount of distributions required under state law to be distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year ► \$ _____

Part IV Supplemental Information. Provide the explanations required by Part I, line 2b, columns (iii) and (v); and Part III, lines 9, 9b, 10b, 15b, 15c, 16, and 17b, as applicable. Also provide any additional information. See instructions.

Part IV	Supplemental Information <i>(continued)</i>
----------------	--

[illegible]

**SCHEDULE J
(Form 990)**

Department of the Treasury
Internal Revenue Service

Compensation Information

For certain Officers, Directors, Trustees, Key Employees, and Highest
Compensated Employees

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 23.

▶ Attach to Form 990.

▶ Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2019

Open to Public
Inspection

Name of the organization

**CHILDREN'S MUSEUM, INC.
DBA THE CHILDREN'S MUSEUM OF HOUSTON**

Employer identification number

74-2178563

Part I Questions Regarding Compensation

1a Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.

- | | |
|--|--|
| ☐ First-class or charter travel | ☐ Housing allowance or residence for personal use |
| ☐ Travel for companions | ☐ Payments for business use of personal residence |
| ☐ Tax indemnification and gross-up payments | ☐ Health or social club dues or initiation fees |
| ☐ Discretionary spending account | ☐ Personal services (such as maid, chauffeur, chef) |

b If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain

2 Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, and officers, including the CEO/Executive Director, regarding the items checked on line 1a?

3 Indicate which, if any, of the following the organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.

- | | |
|---|---|
| ☐ Compensation committee | ☐ Written employment contract |
| ☐ Independent compensation consultant | ☒ Compensation survey or study |
| ☒ Form 990 of other organizations | ☒ Approval by the board or compensation committee |

4 During the year, did any person listed on Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:

a Receive a severance payment or change-of-control payment?

b Participate in, or receive payment from, a supplemental nonqualified retirement plan?

c Participate in, or receive payment from, an equity-based compensation arrangement?

If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.

Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.

5 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:

a The organization?

b Any related organization?

If "Yes" on line 5a or 5b, describe in Part III.

6 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:

a The organization?

b Any related organization?

If "Yes" on line 6a or 6b, describe in Part III.

7 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any nonfixed payments not described on lines 5 and 6? If "Yes," describe in Part III

8 Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III

9 If "Yes" on line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?

Yes No

1b		
2		
4a		X
4b	X	
4c		X
5a		X
5b		X
6a		X
6b		X
7		X
8		X
9		

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule J (Form 990) 2019

CHILDREN'S MUSEUM, INC.

Schedule J (Form 990) 2019

DBA THE CHILDREN'S MUSEUM OF HOUSTON

74-2178563

Page 2

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that aren't listed on Form 990, Part VII.

Note: The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

(A) Name and Title		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column (B) reported as deferred on prior Form 990
		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
(1) TAMMIE J. KAHN EXECUTIVE DIRECTOR	(i)	191,234.	0.	0.	30,000.	11,366.	232,600.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(2) JANA GUNTER DIRECTOR OF FINANCE	(i)	148,363.	0.	0.	0.	11,366.	159,729.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(3) CHERYL MCCALLUM DIRECTOR OF EDUCATION	(i)	194,540.	0.	0.	0.	11,366.	205,906.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							

Schedule J (Form 990) 2019

Part III Supplemental Information

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

PART I, LINE 3:

THE PRESIDENT AND PAST PRESIDENT REVIEW THE PERFORMANCE AND COMPENSATION OF
THE EXECUTIVE DIRECTOR AND FINANCE DIRECTOR ON AN ANNUAL BASIS. SUCH REVIEW
INCLUDES SALARY SURVEYS AND CONSIDERATION OF LIKE POSITIONS IN LIKE
CIRCUMSTANCES WITH OTHER MUSEUMS AND NONPROFIT ORGANIZATIONS. PERFORMANCE
IS JUDGED AGAINST THE STRATEGIC PLAN GOALS.

PART I, LINE 4B:

THE CHILDREN'S MUSEUM INC. HAS A DEFERRED COMPENSATION AGREEMENT WITH
TAMMIE J. KAHN IN WHICH \$30,000 ACCRUES EACH YEAR UNTIL ATTAINMENT OF AGE
65 OR RETIREMENT OF EMPLOYMENT.

SCHEDULE M
(Form 990)

Department of the Treasury
Internal Revenue Service

Noncash Contributions

OMB No. 1545-0047

2019

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Inspection

- ▶ **Complete if the organizations answered "Yes" on Form 990, Part IV, lines 29 or 30.**
▶ **Attach to Form 990.**
▶ **Go to www.irs.gov/Form990 for instructions and the latest information.**

Name of the organization **CHILDREN'S MUSEUM, INC.**
DBA THE CHILDREN'S MUSEUM OF HOUSTON

Employer identification number
74-2178563

Part I **Types of Property**

	(a) Check if applicable	(b) Number of contributions or items contributed	(c) Noncash contribution amounts reported on Form 990, Part VIII, line 1g	(d) Method of determining noncash contribution amounts
1 Art - Works of art				
2 Art - Historical treasures				
3 Art - Fractional interests				
4 Books and publications				
5 Clothing and household goods				
6 Cars and other vehicles				
7 Boats and planes				
8 Intellectual property				
9 Securities - Publicly traded	X	2	20,395.	FAIR MARKET VALUE
10 Securities - Closely held stock				
11 Securities - Partnership, LLC, or trust interests				
12 Securities - Miscellaneous				
13 Qualified conservation contribution - Historic structures				
14 Qualified conservation contribution - Other ...				
15 Real estate - Residential				
16 Real estate - Commercial				
17 Real estate - Other				
18 Collectibles				
19 Food inventory				
20 Drugs and medical supplies				
21 Taxidermy				
22 Historical artifacts				
23 Scientific specimens				
24 Archeological artifacts				
25 Other ▶ (<u>AUCTION ITEMS</u>)	X	33	55,855.	FAIR MARKET VALUE
26 Other ▶ (_____)				
27 Other ▶ (_____)				
28 Other ▶ (_____)				

29 Number of Forms 8283 received by the organization during the tax year for contributions
for which the organization completed Form 8283, Part IV, Donee Acknowledgement **29**

	Yes	No
30a During the year, did the organization receive by contribution any property reported in Part I, lines 1 through 28, that it must hold for at least three years from the date of the initial contribution, and which isn't required to be used for exempt purposes for the entire holding period?		X
b If "Yes," describe the arrangement in Part II.		
31 Does the organization have a gift acceptance policy that requires the review of any nonstandard contributions?		X
32a Does the organization hire or use third parties or related organizations to solicit, process, or sell noncash contributions?		X
b If "Yes," describe in Part II.		
33 If the organization didn't report an amount in column (c) for a type of property for which column (a) is checked, describe in Part II.		

LHA **For Paperwork Reduction Act Notice, see the Instructions for Form 990.**

Schedule M (Form 990) 2019

Part II

Supplemental Information. Provide the information required by Part I, lines 30b, 32b, and 33, and whether the organization is reporting in Part I, column (b), the number of contributions, the number of items received, or a combination of both. Also complete this part for any additional information.

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or 990-EZ.

▶ Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

2019

Open to Public
Inspection

Name of the organization

CHILDREN'S MUSEUM, INC.
DBA THE CHILDREN'S MUSEUM OF HOUSTON

Employer identification number
74-2178563

FORM 990, PART I, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:

BY PROVIDING EVIDENCE-BASED PARENTING, LITERACY AND STEM (SCIENCE,
TECHNOLOGY, ENGINEERING, AND MATHEMATICS) PROGRAMS AND EXHIBITS.

FORM 990, PART I, LINE 1 -

MISSION STATEMENT CONTINUED:

SNAPSHOT OF CMH TODAY -

THE MUSEUM'S MISSION OF TRANSFORMING COMMUNITIES THROUGH INNOVATIVE,
CHILD-CENTERED LEARNING IS ACHIEVED BY ADDRESSING SIX KEY COMMUNITY
NEEDS IDENTIFIED THROUGH COMMUNITY FORUMS THAT INVOLVE 1) FOSTERING THE
DEVELOPMENT OF THE CHILD POPULATION OF THE GREATER HOUSTON AREA; 2)
INCREASING PARENTAL ENGAGEMENT; 3) PROVIDING LEARNING EXPERIENCES THAT
REINFORCE CLASSROOM INSTRUCTION; 4) REDUCING EFFECTS OF POVERTY ON
LEARNING; 5) SERVING A MULTICULTURAL, MULTILINGUAL POPULATION; AND 6)
PROMOTING WORKFORCE READINESS.

THE MUSEUM'S TARGET AUDIENCE IS THE FAMILIES OF CHILDREN AGES BIRTH
THROUGH TWELVE. THESE FAMILIES ARE SERVED AT THE MUSEUM AND THROUGH
COMMUNITY OUTREACH PROGRAMMING FACILITATED AT 430+ LOCATIONS ACROSS
GREATER HOUSTON. MUSEUM ATTENDANCE OF 526,000 VISITORS, OUTREACH
ATTENDANCE OF 317,000 PLUS AN ADDITIONAL 4.0 MILLION SITE VISITS
THROUGH THE MUSEUM'S DIGITAL PLATFORM RESULTED IN 4.8 MILLION IN TOTAL
REACH BY THE MUSEUM IN AN UNPRECEDENTED YEAR DUE TO THE COVID-19
PANDEMIC.

Name of the organization	CHILDREN'S MUSEUM, INC. DBA THE CHILDREN'S MUSEUM OF HOUSTON	Employer identification number 74-2178563
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THE MUSEUM MAINTAINS THE MOST EXTENSIVE FREE ADMISSION PRACTICES OF ALL THE NATION'S CHILDREN'S MUSEUMS. 33% OF MUSEUM VISITORS ARE ADMITTED FREE OF CHARGE AND 100% OF COMMUNITY OUTREACH IS FACILITATED FREE OF CHARGE TO PARTICIPANTS. THIS OUTREACH PRIORITIZES UNDER-RESOURCED, PREDOMINATELY NON-ANGLO NEIGHBORHOODS HAVING THE GREATEST LEVEL OF NEED. WITHIN THE 500 SQUARE MILES INSIDE OF BELTWAY 8, EVERY FAMILY LIVES WITHIN TWO MILES OF A COMMUNITY PARTNER THAT HOSTS THE MUSEUM'S OUTREACH PROGRAMS AND/OR DISTRIBUTES THE MUSEUM'S OPEN DOORS FAMILY ADMISSION PASSES.

ALL EXHIBITS AND PROGRAMS ENGAGE CHILDREN IN HANDS-ON, INQUIRY-BASED ACTIVITIES ALIGNED WITH THE TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS) STANDARDS THAT STRUCTURE SCHOOL EDUCATION IN THE PUBLIC SCHOOL SYSTEMS. PROGRAM DEVELOPMENT IS GUIDED BY THE BUILDING BLOCKS OBJECTIVES CREATED BY THE MUSEUM'S EDUCATORS TO ENSURE STRATEGIC CONNECTIONS WITH THE TEKS AND 21ST CENTURY WORKPLACE SKILLS. ALL PROGRAMMING IS FACILITATED IN BILINGUAL (ENGLISH/SPANISH) FORMATS, WITH TRANSLATION PROVIDED IN ADDITIONAL LANGUAGES AS NEEDED. 55% OF THE MUSEUM'S PUBLIC CONTACT STAFF ARE BILINGUAL.

A MANAGER OF CURRICULUM AND EVALUATION EVALUATES EACH OF THE MUSEUM'S EXHIBITS/PROGRAMS AT LEAST ANNUALLY WITH THE SUPPORT OF A BOARD EVALUATION COMMITTEE CHAIRED BY DR. CATHY HORN, PROFESSOR AND CHAIR OF THE DEPARTMENT OF EDUCATIONAL LEADERSHIP AND POLICY STUDIES AT THE UNIVERSITY OF HOUSTON. METHODS INCLUDE INDEPENDENT EVALUATIONS CONDUCTED BY PHD LEVEL RESEARCHERS AND INTERNAL EVALUATIONS COMPOSED OF PRE/POST-TESTS WITH COMPARISONS TO CONTROL GROUPS; SURVEYS THAT DETERMINE SATISFACTION LEVELS AND QUANTIFY PERCEPTIONS OF

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NEEDS/BENEFITS; AND FOCUS GROUPS THAT GENERATE QUALITATIVE FINDINGS.

THE EVALUATIONS INDICATE A SUCCESS RATE OF 99% SINCE 2010 IN

ACHIEVING/SURPASSING OUTPUT AND OUTCOME GOALS.

THE MUSEUM RANKS AMONG THE BEST CHILDREN'S MUSEUMS NATIONALLY AND INTERNATIONALLY, REGARDLESS OF THE CRITERIA EMPLOYED. IMPACTS ARE CONFIRMED IN THE CITY OF HOUSTON'S CULTURAL ARTS PLAN. A CONSULTANT WHO PREVIOUSLY SERVED AS A STAFF MEMBER OF THE FORD FOUNDATION CONDUCTED COMMUNITY TOWN HALL MEETINGS AND FOCUS GROUPS IN NEIGHBORHOODS ACROSS HOUSTON, FOCUSING ON THOSE WITH HIGH CONCENTRATIONS OF LOW-INCOME FAMILIES, IMMIGRANTS AND NON-ANGLO MINORITIES. THE MUSEUM WAS THE ONLY ORGANIZATION DESCRIBED BY PARTICIPANTS IN EVERY SETTING AS BENEFITTING FAMILIES IN THEIR NEIGHBORHOODS AND MAKING THEM FEEL WELCOME ON-SITE. THE CULTURAL ARTS PLAN PRAISES THE SUCCESS OF THE MUSEUM'S DIVERSITY INITIATIVES, DECLARING THAT THE MUSEUM HAS "MASTERED THE ART OF OUTREACH," WITH VISITORS REPRESENTING THE FULL RANGE OF THE ETHNIC AND SOCIOECONOMIC DEMOGRAPHICS OF THE REGION, AND WITH COMMUNITY-BASED PROGRAMMING PROVING TO BE "EQUALLY AS EFFECTIVE AS THE EXPERIENCES CREATED FOR VISITORS TO THE MUSEUM."

FORM 990, PART VI, LINE 1A -

EXPLANATION OF DELEGATED BROAD AUTHORITY TO COMMITTEE:

THE EXECUTIVE COMMITTEE HAS THE POWERS AND DUTIES TO CONDUCT THE GENERAL MANAGEMENT OF THE AFFAIRS OF THE MUSEUM AS ARE REGULARLY EXERCISED BY SUCH EXECUTIVE COMMITTEES DIRECTORS' OVERALL CONTROL AND DIRECTION. APPOINTMENTS TO THE BOARD OF DIRECTORS AND COMMITTEES AND EXPENDITURES IN EXCESS OF 5% OF THE MUSEUM'S OPERATING BUDGET MUST BE

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RATIFIED BY THE BOARD OF DIRECTORS.

FORM 990, PART III, LINE 4A, PROGRAM SERVICE ACCOMPLISHMENTS:

DISTRIBUTED TO LOW-INCOME FAMILIES BY COMMUNITY-BASED PARTNERS AT
1,060+ LOCATIONS ACROSS GREATER HOUSTON.

FORM 990, PART III, LINE 4B, PROGRAM SERVICE ACCOMPLISHMENTS:

16, THE MUSEUM MOVED FROM AN IN-PERSON OUTREACH PROGRAM TO AN EXCLUSIVE
DIGITAL PLATFORM AND WAS ABLE TO REACH AN ADDITION 4.0 MILLION THROUGH
SITE VISITS. SEE SCHEDULE O.

FORM 990, PART III, LINE 4D, OTHER PROGRAM SERVICES:

THE GIFT SHOP - THE GIFT SHOP SELLS AN ARRAY OF UNIQUE, EDUCATIONAL
TOYS AND GAMES FOR CHILDREN AGES BIRTH TO 12 YEARS OLD. MERCHANDISE
SOLD INCLUDES SIMULATING SCIENCE AND MATH PRODUCTS THAT ARE RELATED TO
THE VISITOR'S EXPERIENCE IN THE MUSEUM. MANY ITEMS ARE USED IN THE
EXHIBITS AND PROGRAMS THROUGHOUT THE MUSEUM. ALL PRODUCTS RELATE TO THE
MUSEUM'S EXHIBITS AND PROGRAMS.

THE CAFE - THE CAFE OFFERS NUTRITIOUS FOODS FOR ANY TIME OF THE DAY SO
VISITORS CAN ENJOY A HEALTHY AND AFFORDABLE MEAL WITHOUT HAVING TO
LEAVE THE MUSEUM.

S.E.C.R.E.T - A FEE BASED INTERACTIVE EXPERIENCE DESIGNED TO TAKE A
CHILD'S (8 AND OVER) MUSEUM EXPERIENCE TO THE NEXT LEVEL. USING
STATE-OF-THE ART TECHNOLOGY, KIDS REPORT TO DUTY AND ARE ASSIGNED A
S.E.C.R.E.T. MISSION. THE MUSEUM COMBINES RADIO FREQUENCY

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IDENTIFICATION (RFID) TECHNOLOGY WITH HANDS-ON EDUCATIONAL ELEMENTS

THAT ENCOURAGE PROBLEM SOLVING, CRITICAL THINKING, DATA ANALYSIS,
PROGRAMMING AND TEAMWORK WHICH HELPS THE VISITOR TO SOLVE PUZZLES,
DISCOVER HIDDEN AGENDAS AND THWART THE VILLAINS' SCHEMES.

EXPENSES \$ 0. INCLUDING GRANTS OF \$ 0. REVENUE \$ 727.

FORM 990, PART III, LINE 4A

PROGRAM SERVICE 4A CONTINUED:

OUTCOMES OF MUSEUM VISITS ARE EVALUATED ANNUALLY WITHIN A PROCESS OF
CONTINUOUS QUALITY IMPROVEMENT. THE SOCIOECONOMIC AND RACIAL/ETHNICS
DEMOGRAPHICS OF MUSEUM VISITORS MIRROR THOSE OF HOUSTON, WITH 48% OF
HISPANIC/LATINO DESCENT, FOLLOWED BY AFRICAN AMERICANS (23%), ANGLOS
(21%), AND ASIAN AMERICANS (7%).

FORM 990, PART III, LINE 4B

PROGRAM SERVICE 4B CONTINUED:

THESE PARTNERSHIPS INCREASE COLLECTIVE IMPACTS WHILE REMOVING BARRIERS
TO PARTICIPATION AND EMPLOYING BEST-PRACTICE APPROACHES THAT ENABLE
CHILDREN OF LOW-INCOME FAMILIES TO DEVELOP ASPIRATIONAL GOALS FOR
SCHOOL COURSEWORK AND CAREERS. ALL PROGRAMS ARE EVALUATED ANNUALLY,
WITH TARGETS SET FOR OUTPUTS AND OUTCOMES.

FORM 990, PART VI, SECTION B, LINE 11B:

THE AUTHORITY TO REVIEW THE FORM 990 IS DELEGATED BY THE BOARD OF DIRECTORS
TO THE FINANCE COMMITTEE. THE FINANCE COMMITTEE AND THE EXECUTIVE COMMITTEE

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REVIEW THE FORM 990 WITH THE EXECUTIVE DIRECTOR AND THE DIRECTOR OF FINANCE PRIOR TO FILING. THE FORM 990 IS MADE AVAILABLE TO THE BOARD OF DIRECTORS PRIOR TO FILING WITH THE IRS.

FORM 990, PART VI, SECTION B, LINE 12C:

BOARD MEMBERS AND KEY EMPLOYEES ARE REQUIRED TO COMPLETE AND SUBMIT A CONFLICT OF INTEREST STATEMENT TO THE EXECUTIVE DIRECTOR ON AN ANNUAL BASIS.

FORM 990, PART VI, SECTION B, LINE 15:

THE PRESIDENT AND PAST PRESIDENT REVIEW THE PERFORMANCE AND COMPENSATION OF THE EXECUTIVE DIRECTOR AND FINANCE DIRECTOR ON AN ANNUAL BASIS. SUCH REVIEW INCLUDES SALARY SURVEYS AND CONSIDERATION OF LIKE POSITIONS IN LIKE CIRCUMSTANCES WITH OTHER MUSEUMS AND NONPROFIT ORGANIZATIONS

FORM 990, PART VI, SECTION C, LINE 19:

GOVERNING DOCUMENTS AND CONFLICT OF INTEREST POLICY ARE NOT AVAILABLE FOR PUBLIC INSPECTION.

FORM 990, PART X, LINES 1, 2, 11 AND 12

BALANCE SHEET PRESENTATION (JUNE 30, 2020 VS JUNE 30, 2019): CHANGES WERE MADE TO HOW THE MUSEUM'S NON-INTEREST BEARING CASH, SAVINGS AND TEMPORARY CASH INVESTMENTS, AND OTHER INVESTMENTS ARE CATEGORIZED ON THE 2019 FORM 990 BALANCE SHEET, LINES 1, 2, AND 11, TO MORE CLOSELY MIRROR PRESENTATION ON THE AUDITED FINANCIAL STATEMENTS WHILE STILL REPORTING IN COMPLIANCE WITH IRS INSTRUCTION. THE DECREASE IN LINE 12 FROM \$511,249 TO \$0 PROPERLY REFLECTS A COMPLETE SALE OF THE MUSEUM'S INTEREST IN A PUBLICLY TRADED PARTNERSHIP AND A PAYOUT OF A DEFERRED

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COMPENSATION FUNDS TO THE EXECUTIVE DIRECTOR.

FORM 990, PART XI, LINE 9, CHANGES IN NET ASSETS:

K-1 INCOME -5,308.

AUDIT OVERSIGHT EXPLANATION

THE OVERSIGHT OF THE AUDIT AND SELECTION PROCESS OF AN INDEPENDENT
AUDITOR HAS NOT CHANGED FROM THE PRIOR YEAR.

SCHEDULE R
(Form 990)

Department of the Treasury
Internal Revenue Service

Related Organizations and Unrelated Partnerships

▶ **Complete if the organization answered "Yes" on Form 990, Part IV, line 33, 34, 35b, 36, or 37.**

▶ **Attach to Form 990.**

▶ **Go to www.irs.gov/Form990 for instructions and the latest information.**

OMB No. 1545-0047

2019

**Open to Public
Inspection**

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DBA THE CHILDREN'S MUSEUM OF HOUSTON

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Part I Identification of Disregarded Entities. Complete if the organization answered "Yes" on Form 990, Part IV, line 33.

(a) Name, address, and EIN (if applicable) of disregarded entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Total income	(e) End-of-year assets	(f) Direct controlling entity

Part II Identification of Related Tax-Exempt Organizations. Complete if the organization answered "Yes" on Form 990, Part IV, line 34, because it had one or more related tax-exempt organizations during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	(f) Direct controlling entity	(g) Section 512(b)(13) controlled entity?	
						Yes	No
FORT BEND CHILDREN'S DISCOVERY CENTER - 46-5472437, 1500 BINZ STREET, HOUSTON, TX 77004	SUPPORT EDUCATIONAL EXHIBITS AND PROGRAMS	TEXAS	501(C)(3)	LINE 12A, I	THE CHILDREN'S MUSEUM OF HOUSTON	X	

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule R (Form 990) 2019

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Part III

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant income (related, unrelated, excluded from tax under sections 512-514)	(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations?		(i) Code V-UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
							Yes	No		Yes	No	

Part IV

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end-of-year assets	(h) Percentage ownership	(i) Section 512(b)(13) controlled entity?	
								Yes	No

Part V Transactions With Related Organizations. Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

Note: Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

	Yes	No
1 During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		
a Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity	1a	X
b Gift, grant, or capital contribution to related organization(s)	1b	X
c Gift, grant, or capital contribution from related organization(s)	1c	X
d Loans or loan guarantees to or for related organization(s)	1d	X
e Loans or loan guarantees by related organization(s)	1e	X
f Dividends from related organization(s)	1f	X
g Sale of assets to related organization(s)	1g	X
h Purchase of assets from related organization(s)	1h	X
i Exchange of assets with related organization(s)	1i	X
j Lease of facilities, equipment, or other assets to related organization(s)	1j	X
k Lease of facilities, equipment, or other assets from related organization(s)	1k	X
l Performance of services or membership or fundraising solicitations for related organization(s)	1l	X
m Performance of services or membership or fundraising solicitations by related organization(s)	1m	X
n Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)	1n	X
o Sharing of paid employees with related organization(s)	1o	X
p Reimbursement paid to related organization(s) for expenses	1p	X
q Reimbursement paid by related organization(s) for expenses	1q	X
r Other transfer of cash or property to related organization(s)	1r	X
s Other transfer of cash or property from related organization(s)	1s	X
2 If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.		

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
(1) FORT BEND CHILDREN'S DISCOVERY CENTER	Q	873,255.FMV	
(2)			
(3)			
(4)			
(5)			
(6)			

DBA THE CHILDREN'S MUSEUM OF HOUSTON

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Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships.

[illegible]

Schedule R (Form 990) 2019

Provide additional information for responses to questions on Schedule R. See instructions.