



The Guild Members Haunt and Help

Since 1933, The Children's Museum Guild has supported and promoted the museum. In the early years, the Guild's main function was to assist the museum during a busy growth period and to help meet the demand for additional adult volunteers.

In 1946, the Guild broadened its goals to include raising money for the museum. The Guild's early fundraisers included events such as dances and fashion shows. These

making it the longest continually operated haunted house in the nation. Plans are now underway for the Guild's 56th annual Haunted House: *Hotel of Spells*, where an anticipated 65,000 visitors will have the choice of touring with the lights on or off.

Through the Haunted House and other efforts, Guild members collectively contribute more than 36,000 volunteer hours each year and the Guild has raised \$13.1 million for the museum; however, fundraising is not the only focus. Guild members have assisted in nearly every area of the museum's growth and development.



Haunted House, Black Hat Bash, Sports Spooktacular, and Track-and-Treat

Active Guild members serve on one of several Haunted House committees, which are responsible for every aspect of the Haunted House, including designing and building the house, creating costumes, coordinating publicity and marketing, selling sponsorships, and staffing special events such as Feast with the Witches.

were precursors to the longest-running and most lucrative Guild fundraiser, the annual Haunted House. The first Haunted House, built in 1964, was a tremendous success with 26,000 visitors. The Guild has continued this rich tradition, and in 2010 the Haunted House was cited as one of the Top 10 in the nation by Rand McNally.

In 2013 the Guild celebrated the 50th anniversary of the Haunted House,

In addition to the Haunted House, in 2012 the Guild introduced the city's best family-friendly Halloween Party, the Black Hat Bash. They followed in 2018 with the "tweens" fun night Sports Spooktacular, and in 2019 with Track-and-Treat, a fun family morning trick-or-treating around the track in the *Riley Children's Health Sports Legends Experience*®. Proceeds from all events benefit The Children's Museum.



Community Outreach

The Community Outreach teams make monthly visits to Indianapolis community centers to bring a little of The Children's Museum to children ages 3 to 12.

Reach for the Stars

The Guild coordinates and funds this scholarship program for museum youth volunteers. Interested youths apply and are interviewed by a panel of judges.

Strategic Planning

Composed of active and associate Guild members, the strategic planning committee works on future planning and evaluates ideas for possible fundraisers.

Exhibit Assistance

The Guild contributes and implements special programming to enhance traveling exhibits, adding activities for museum visitors.

Museum Research and Data Collection

This committee assists museum staff by collecting and documenting observational data in the museum's exhibits. The data is used to establish the basis for making changes in exhibits, addressing visitor flow, and strategic location of staff members within galleries.

Children's Literacy Outreach

This group of Guild members also volunteers with Children's Museum literacy programming, including the museum's annual StarPoint Summer Camp. The curriculum-based, six-week summer camp for children ages 6 to 12 gives committee members face-to-face interaction with children and the opportunity to make reading exciting for the participants.

Power of Children Awards and Symposium

The museum's annual Power of Children Awards (POCA) recognize extraordinary youths nationwide who are making a difference. The award winners, along with winners from prior years, also help lead a POCA Symposium for philanthropically minded students. The Guild collaborates with museum staff on the Symposium, marketing it to area schools and maintaining contact with participants.

infoZone

This special branch of the Indianapolis Public Library is located inside The Children's Museum. Active Guild members facilitate infoZone story hours and workshops and interact with young visitors as they explore books and computers.