



CHILDREN'S FAIRYLAND

Unlocking a child's  
imagination, creativity,  
& desire to learn.

COMMUNITY IMPACT REPORT



# 2015 Key Facts



Children's Fairyland has been a Bay Area treasure since opening in 1950.

- 220,000 Visitors annually
- 16,000 Free or reduced admissions
- 2,500 Volunteer hours annually
- 4,000 Family memberships
- 23<sup>rd</sup> Most popular Bay Area tourist attraction

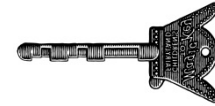
(2014 SF Business Times)



**An Oakland Treasure on the Shores of Lake Merritt**



# Oakland Impact

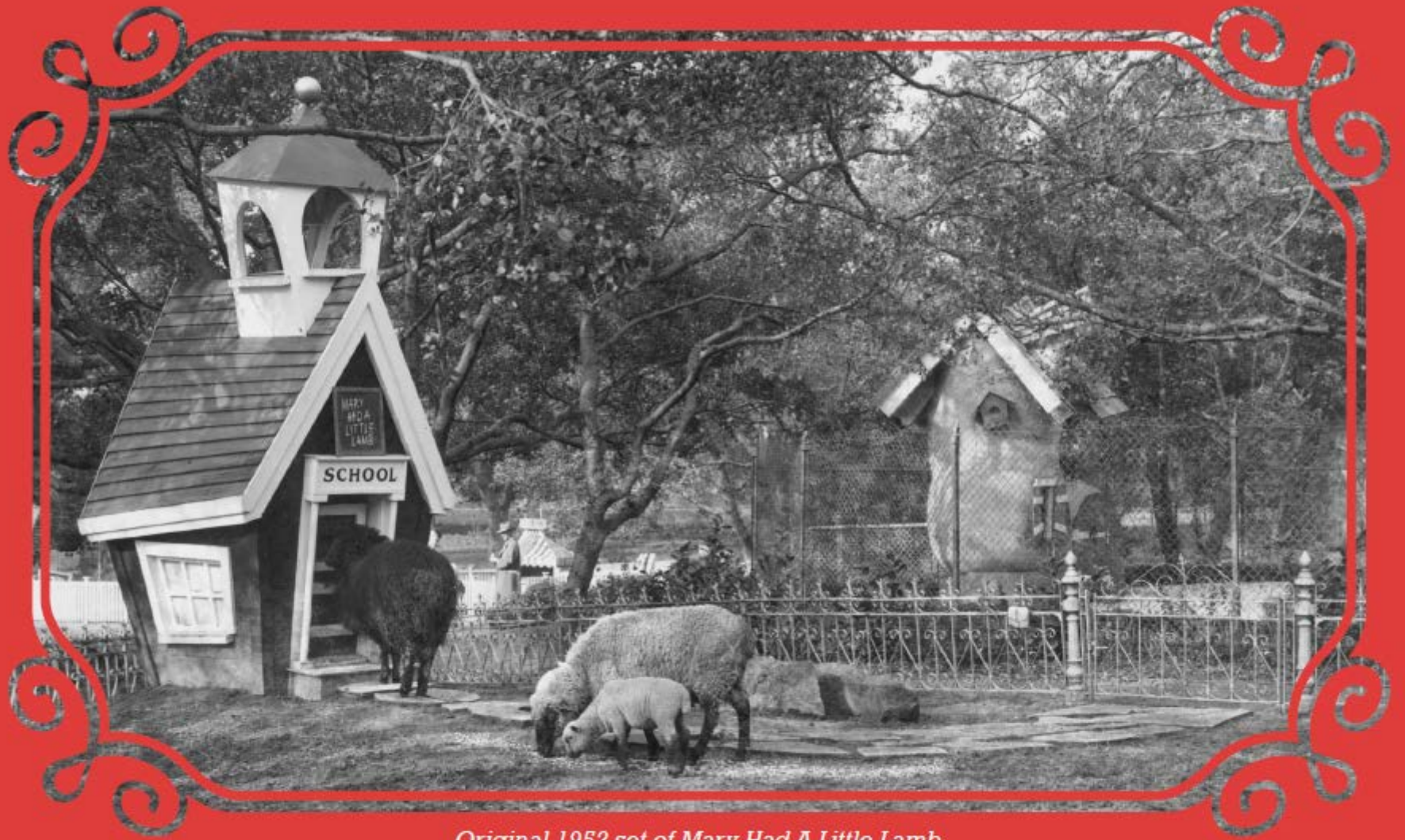


**65 Year's of Providing Employment and Enrichment to  
our City's Residents**

- Subsidized/Free Oakland field trips admissions: 8,739
- Subsidized/Free Oakland field trips value: \$73,210
- Free Oakland Field trip Magic Keys value: \$4,254
- Roundtrip School bus to and from Fairyland: \$23,685
- Employee salaries and benefits: \$1,705,000
- Head Start Day for every City of Oakland Head Start child and their family; 2,071 attended in 2015
- \$5,000 in Summer Camp Scholarships

**An Oakland Treasure on the Shores of Lake Merritt**





*Original 1952 set of Mary Had A Little Lamb*

**Fairyland's Pillars of Education: Literacy, Science, Creativity, and Social/Emotional**



# Education Programs



Each of these programs addresses one or more of Fairyland's four pillars of education: Literacy, Science, Creativity, and Social/Emotional.

**Science Alive!** – Hands-on Next Generation Science Standards aligned curriculum for kindergarten students from underserved Oakland Schools.

**Toddler Storytime** – Fairyland's librarian-trained Storytime volunteers combine reading aloud with singing and movement to promote early literacy and family engagement.

**Junior Animal Caretakers** – Children in foster care ages 8-12 spend one-on-one time learning to care for our farm animals and reflecting on their experiences.

**Horticulture Therapy** – Children with autism or other special needs partake in a free Horticulture Therapy session focused on the five senses.

**Fairyland Friends** – Through mediated play, first graders with behavioral or social/emotional challenges learn how to resolve conflict and create healthy friendships.