



# THE ERIC CARLE MUSEUM OF PICTURE BOOK ART



## ANNUAL REPORT

**Fiscal Year 2025**

July 1, 2024 – June 30, 2025



# LETTER FROM THE BOARD CHAIR AND EXECUTIVE DIRECTOR

Dear Friends,

As we look back on this past year at The Eric Carle Museum of Picture Book Art, we are filled with gratitude for your steadfast support. Your generosity, enthusiasm, and belief in our mission have made it possible for us to share the beauty and power of picture book art with audiences near and far. Every exhibition, program, and gathering we hosted this year was enriched by your commitment to The Carle.

In Fiscal Year 2025, we expanded our reach and broadened our impact. Highlights include the launch of a new marketing and social media arm; the development of exhibitions such as *Free to Be...You and Me: 50 Years of Stories and Songs*, which explored the intersections of art and history; the growth of adult programming and art workshops; and the creation of new Board committees on scholarship and for Trustees Emeriti. Together, these efforts are connecting us with a wider community of people seeking meaningful, communal experiences that celebrate picture book art.

This moment also marks the beginning of an exciting new chapter. Guided by our newly adopted strategic plan, we are charting a bold course for the Museum's future. Our goals are ambitious: to establish The Carle as a thought leader in the field of picture book art; to expand our visibility so that more families, educators, and artists can discover our work; to deepen our connections with communities; and to grow the family of supporters who make all of this possible.

At the heart of this work is a profound belief: picture book art matters. It plays a vital role in child development, sparking imagination, fostering empathy, and promoting tolerance and understanding across cultures. And its impact extends far beyond childhood. Picture books connect generations, offering adults moments of reflection, joy, and nostalgia while creating shared experiences that strengthen bonds among families and communities. This multigenerational power is what makes picture book art not only timeless but essential.

With your continued partnership, we are confident in our ability to achieve these goals and ensure that picture book art continues to inspire, educate, and delight for generations to come.

Thank you for standing with us as we undertake this important work. We look forward to building The Carle's next chapter together with imagination, creativity, and joy.

With gratitude,

*William Gorth*  
William Gorth

*Jennifer Schantz*  
Jennifer Schantz



**WILLIAM GORTH**

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# ABOUT THE MUSEUM



The Eric Carle Museum of Picture Book Art was co-founded by Eric and Barbara Carle in 2002 to celebrate and elevate the art of the picture book.

We collect, preserve, and exhibit original picture book art and encourage guests of all ages to appreciate and foster the love of picture book art.

Situated on 7.5 acres in Amherst, Massachusetts, The Carle houses a rich and deep collection of art and illuminates its collection through exhibitions, education, programming, and art creation—making it a critical resource for picture book artists and authors, and art-loving communities locally, nationally, and abroad. Since opening its doors 23 years ago, The Carle has welcomed more than one

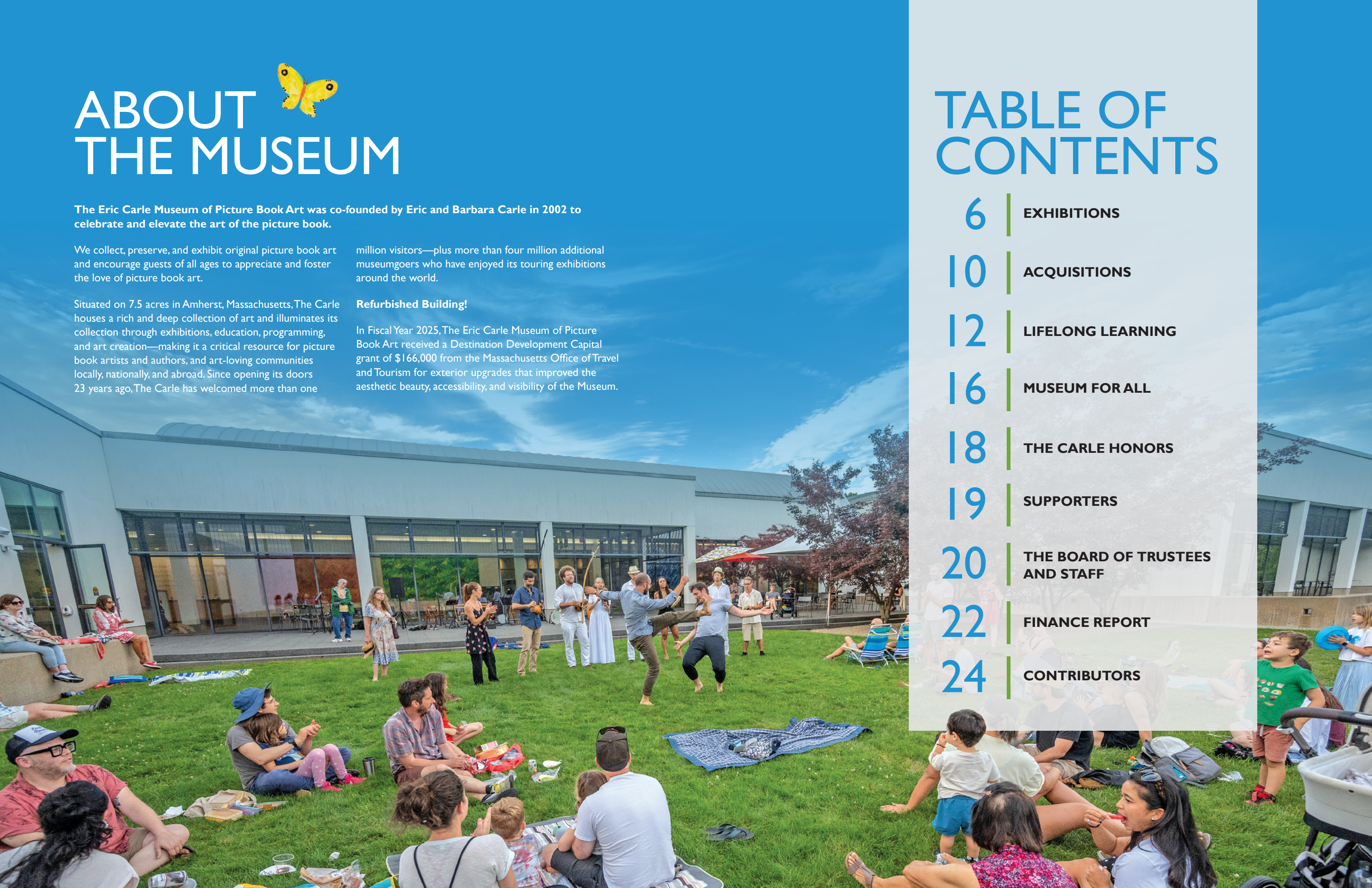
million visitors—plus more than four million additional museumgoers who have enjoyed its touring exhibitions around the world.

**Refurbished Building!**

In Fiscal Year 2025, The Eric Carle Museum of Picture Book Art received a Destination Development Capital grant of \$166,000 from the Massachusetts Office of Travel and Tourism for exterior upgrades that improved the aesthetic beauty, accessibility, and visibility of the Museum.

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# EXHIBITIONS: ART WE SHARE, WORLDS WE CREATE

Among them, *Free to Be...You and Me: A 50th Anniversary Celebration* stood out as a joyful, inclusive tribute to self-expression, empathy, and childhood curiosity—core values that lie at the heart of our mission. The Carle was so grateful to work closely with Marlo Thomas and the Free to Be Foundation to curate this landmark exhibition. *Free to Be* invited visitors of all ages to revisit a cultural touchstone that—like picture books themselves—affirms the power of story to shape identity and imagine a more compassionate world.

Marlo Thomas



Beyond our Amherst home, The Carle continued to share its curatorial vision globally, with traveling exhibitions reaching audiences across the country and around the world. Through this wide-ranging exhibition program, the Museum affirmed its role as an international champion of picture book art and a welcoming space for discovery, dialogue, and delight.



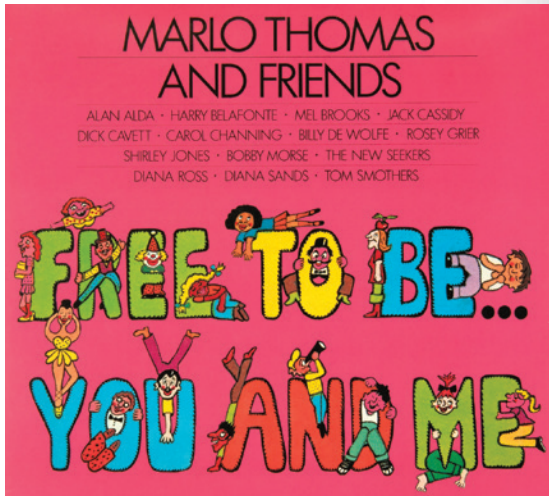
# EXHIBITIONS



**Artful Collaboration: Eric Carle & Ann Beneduce**  
September 7, 2024 – September 7, 2025



**Recent Acquisition: Jerry Pinkney's  
The Lion & the Mouse**  
September 7, 2024 – April 6, 2025



**Free to Be...You and Me:  
50 Years of Stories and Songs**  
November 16, 2024 – April 6, 2025



**Created in Color:  
The Picture Book Art of Raúl Colón**  
January 18 – June 1, 2025



**Open + Shut: Celebrating the Art of Endpapers**  
April 19 – November 9, 2025



**The Art of Grace Lin: Meeting a Friend in  
an Unexpected Place**  
June 14 – December 31, 2025

Image credits on inside back cover

# ACQUISITIONS: NEW FRIENDS AND FRESH DISCOVERIES

The Carle added 300 works to its permanent collection, including art from Mary Azarian, Arthur E. Becher, Jan Brett, Eric Carle, David Christiana, Tomie dePaola, Louise Fitzhugh, Kazuo Iwamura, Juliet Kepes, Jerry Pinkney, Allen Say, Maurice Sendak, Gustaf Tenggren, Chris Van Allsburg, Nura Woodson Ulreich, David Wiesner, Garth Williams, and Milo Kendall Winter, Jr.

The Museum cares for almost 20,000 works of art by more than 400 artists. The art in the permanent collection spans from the late 19th century to the present and consists primarily of works on paper, including significant

holdings by artists Ashley Bryan, Eric Carle, Remy Charlip, Antonio Frasconi, Leo Lionni, Arnold Lobel, Petra Mathers, Alice Bolam Preston, William Steig, Susanne Suba, Simms Taback, and Leonard Weisgard.

This year, The Carle received significant gifts of art from the estate of Barbara Elleman, a longtime supporter, Trustee Emerita, Librarian, and co-founder of the Barbara Elleman Research Library (16 works) and Houghton Mifflin Harcourt (17 artworks).



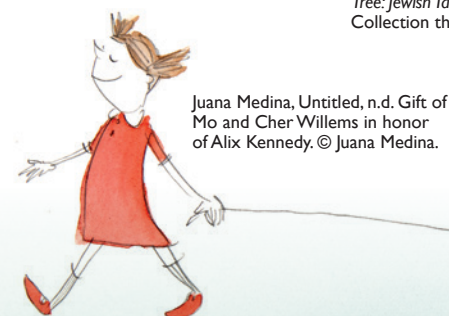
Uri Shulevitz, Illustration for *The Diamond Tree: Jewish Tales from Around the World*. Collection the estate of Uri Shulevitz. © 1991 Uri Shulevitz.



R.W. Alley, *Untitled*, 2023. Gift of the artist in honor of Alix Kennedy. © R.W. Alley.



Gabi Swiatkowska, *Untitled*, n.d. Gift of Jane Bayard Curley. © Gabi Swiatkowska.



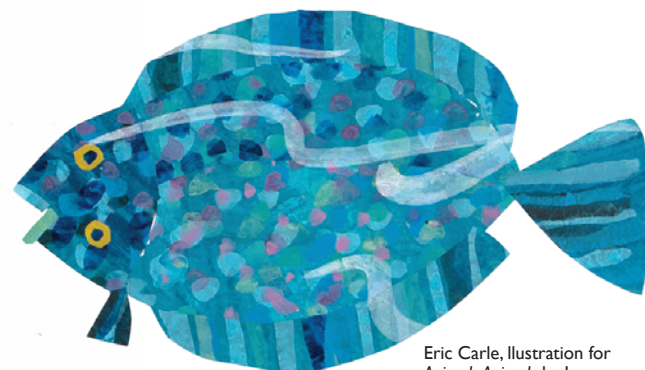
Juana Medina, *Untitled*, n.d. Gift of Mo and Cher Willems in honor of Alix Kennedy. © Juana Medina.



Arnold Lobel, Illustration for *The Random House Book of Mother Goose*. Gift of Adrienne and Adam Lobel (The Estate of Arnold Lobel) © 1986 Arnold Lobel.



Maurice Sendak, Commemorative sketch for *Where the Wild Things Are*, c.1988. Gift of the Estate of Barbara Elleman. © The Estate of Maurice Sendak.



Eric Carle, Illustration for *Animals Animals* by Laura Whipple. Gift of Motoko Inoue and Peter Dellert. © 1989 PRH LLC.



E. B. Lewis, Illustration for *The Bat Boy and His Violin*. Gift of Harriet and Michael Seidman. © 1998 E. B. Lewis.

# LIFELONG LEARNING: GROWING TOGETHER, ALWAYS

## July 2024 – June 2025

Education is at the heart of everything The Carle does. Programs welcome learners of all ages to explore the vibrant world of picture books through engaging, hands-on experiences that spark imagination, foster connection, and inspire discovery. From school and teacher programs to adult workshops, creative aging programs, youth programs, academic partnerships, public programs, Educators' Night, and the Barbara Elleman Research Library's lectures and conversations, The Carle celebrates the power of storytelling, visual literacy, and artistic expression. Each program provides meaningful opportunities to experience the art of picture books while deepening the audience's appreciation for the creative process.

In Fiscal Year 2025, The Carle continued to advance community engagement, scholarship, and the elevation of picture book art through artist residencies and initiatives with local educators.

## Programs

In Fiscal Year 2025, we presented 150 onsite and 11 virtual programs, and welcomed 44 artists and authors, including R.W. Alley, Ashley Belote, Ben Clanton, Raúl Colón, Elisha Cooper, David Covelle, Carrie Finison, Julian Fleisher, Patrick Hulse, Suzanne Kaufman, London Ladd, Grace Lin, C. Alexander London, Juana Martinez-Neal, Roger Mello,

Richard Michelson, Carol Monroe, Andy Chou Musser, James Musyoka, Mary Percival, Astrid Sheckels, Stephanie Seales, Esme Shapiro, Nadia Salomon, Ilan Stavans, Heidi E.Y. Stemple, Traci N. Todd, Audrey Helen Weber, Mary Westgate, and Paul O. Zelinksky.

On October 9, 2024, artist Roger Mello was the keynote speaker for our annual Educators' Night. On May 10, 2025, we held our annual Barbara Elleman Research Library (BERL) Lecture with artist Barbara McClintock.

Close to 6,500 visitors participated in onsite events, including The Carle's Cauldron Bubble Bash, *Free to Be Singalongs*, Groovy Grown-up Singalong and Dance Party, Very Hungry Caterpillar Day, an instrument petting zoo with the Springfield Symphony, and member openings and panel discussions related to exhibitions *Fuzuê! Invention & Imagination in the Art of Roger Mello*, *Artful Collaboration: Eric Carle & Ann Beneduce*, *Recent Acquisition: Jerry Pinkney's The Lion & the Mouse*, *Free to Be...You and Me: 50 Years of Stories and Songs*, *The Art of Grace Lin: Meeting a Friend in an Unexpected Place*, *Created in Color: The Picture Book Art of Raúl Colón*.

The BERL continued its monthly Explore the BERL series, highlighting Tomie dePaola, a book collection of Cirsten Carle, and endpapers in its collection of rare materials.





### The Art Studio

During the fiscal year, the Art Studio launched a series of adult art workshops, including two multigenerational residency workshops with artist Raúl Colón, two Back-to-Basics Workshops with local collage artist Michael Sjostedt of Cut Loose Collage Workshops, and four art studio-led workshops—including Collage Club, Collagraph Creations, Exploring Materials: Mark Making, and Exploring Materials: Paper.

The Art Studio hosted 13 Everyday Art Projects that welcomed visitors of all ages to play, share stories, and make art together. Inspired by the Museum's exhibitions, these workshops encourage learning beyond the galleries, inviting guests to sit, engage, and connect deeply with exhibition themes through a hands-on art making experience. The Art Studio's space and programming are supported by a generous annual sponsorship from Penguin Books for Young Readers.

### Roger Mello Residency

From October 3–15, 2024, internationally acclaimed Brazilian illustrator Roger Mello engaged audiences across Massachusetts and New York during an artist residency. He visited schools, universities, cultural institutions, and even the Brazilian consulate, inspiring learners of all ages. Sites included Fuller Middle School and Harmony Grove Elementary (Framingham, MA); Beacon Hill Books & Café and Simmons University (Boston); UMass Amherst, The Carle, Crocker Farm Elementary (Amherst, MA); and the High School of Art & Design (New York City). We are grateful to the Garcia Family Foundation for supporting this residency.

### Raúl Colón Residency

In conjunction with the exhibition *Created in Color: The Picture Book Art of Raúl Colón*, the artist visited communities in January and April, sharing his artistry and personal journey with children and families. Programs included two multigenerational workshops hosted in the Art Studio, and site visits to local schools, including Crocker Farm Elementary and Wildwood Elementary in Amherst, MA, as well as Mason Square Library and the Hispanic American Library in Springfield, MA.

### Davis Foundation Project: Supporting Early Childhood Educators

The Carle is deeply grateful to The Irene E. and George A. Davis Foundation for supporting its Professional Learning Pathways Initiative. Through professional development workshops, community meetings, and targeted demographic surveys, The Carle worked closely with early childhood educators in Springfield to better understand their needs and interests. These insights are guiding the Museum in developing resources and programming that strengthen and sustain educators' vital work.

### Indigenous Community Forum

The Carle is developing an exhibition celebrating North American Indigenous picture book artists and their contributions to children's literature (with support from a Museums for America grant from the Institute of Museum and Library Services). In early June 2025, we invited members from local and regional Indigenous communities to gather and learn more about the exhibition from guest curator, Dr. Lee Francis IV, Ph.D. (Pueblo of Laguna) aka Dr. IndigiNerd, founder of the Indigenous Imagination Workshop, IndigiPopX, Native Realities, and Red Planet Books and Comics.



# A MUSEUM FOR ALL



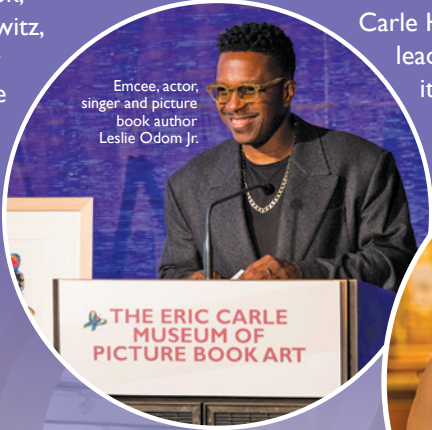
# THE 2024 CARLE HONORS

The 2024 Carle Honors brought together authors, illustrators, publishers, educators, and supporters from around the world to celebrate the transformative power of picture books.

Held in New York City at The New York Historical, this annual fundraising event shined a spotlight on outstanding contributions to the field through five distinguished awards. Uri Shulevitz was the honored Artist for his groundbreaking picture book career; We Need Diverse Books, represented by founder Ellen Oh, was honored as the Angel for advancing equity in children's publishing; KidLit TV, founded by Julie Gribble, was honored as the Bridge for connecting creators and young readers worldwide; and The Horn Book, represented by Elissa Gershowitz, was recognized as Mentor for its essential role in shaping the field of children's literature. In addition, the newly introduced Inspiration Award was presented to Marlo Thomas, celebrating

her enduring impact and the 50th anniversary of *Free to Be...You and Me*. Singer, songwriter, and picture book author Leslie Odom Jr. emceed the event.

In addition to recognizing excellence, the evening generated critical support for The Carle's exhibitions, educational programming, and stewardship of its world-class collection. Guests enjoyed heartfelt tributes, inspiring remarks, and a spirited celebration of the artists and advocates shaping the future of picture books. The 2024 Carle Honors reaffirmed the Museum's role as a national leader in championing picture book art and ensuring its legacy for generations to come.



# SUPPORTERS

This list includes sponsors, ticket buyers, and donors

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Abby and Per Weisgard  
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“The Carle is hands down my favorite museum in the world. Why? Because its mission to celebrate the art of the picture book, to foster a love of reading makes so many people happy!”

—Jane Bayard Curley, supporter



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As of September 2025

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Catherine Keough, *Trinkett Clark Intern*  
Rebekah Rennick, *Collections Intern*  
Bret Silverman, *Alix Zacharias Development Intern*  
David Waxman, *Art Studio Intern*

### Interns Summer 2025

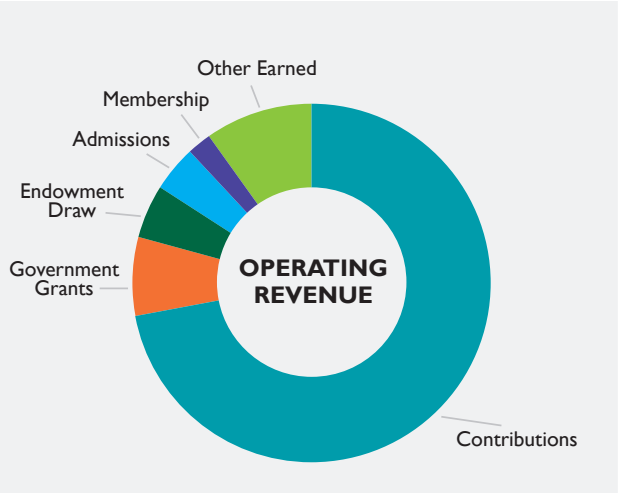
Beatrice Agbi, *Alix Zacharias Administration and Leadership Intern*  
Melanie Cosdon, *Education Intern through Mount Holyoke College/ Career Focused Curriculum Program*  
Eleanor Stolzoff, *Special Trinkett Clark Intern*  
Maire Kettner, *Alix Zacharias Development Intern*

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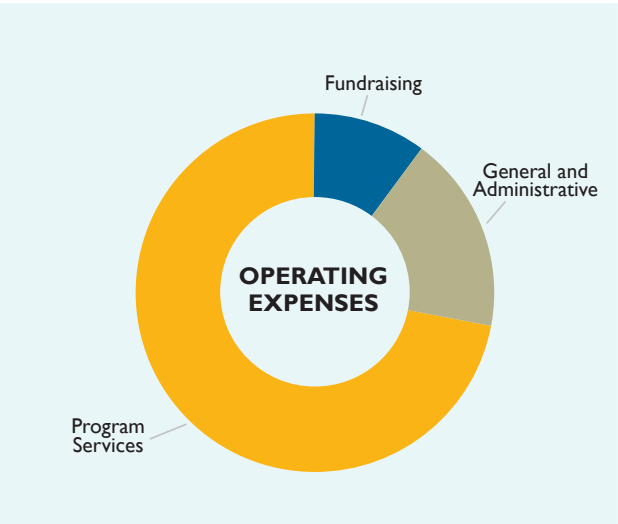


# FINANCE REPORT



### \$5,182,514 OPERATING REVENUE

The largest source of revenue this year was contributions and grants of \$3,737,986, which includes support from The Eric and Barbara Carle Foundation, Massachusetts Cultural Council, and The Institute of Museums and Library Science. Museum Admissions and Membership were \$214,978 and \$112,632, respectively. Operations were also supported by appropriations from our Board-designated and donor-restricted Endowments, totaling \$249,661. The major source of other earned revenue was our Museum shop and Traveling exhibitions which totaled \$497,096.



### \$5,152,660 OPERATING EXPENSES

Program services including exhibitions and collection care, education and programming, and facility maintenance comprised the largest percentage (72%) of our operating expenses. As always, we are disciplined in our spending to achieve a balanced budget.

### \$12,532,097 ENDOWMENT

We started this fiscal year with \$10,453,565 in endowment funds. Not including the contributions received, our endowment generated an investment return of \$1,337,114 — more than five times the amount of our budgeted draw for operations of \$249,991.

### STATEMENT OF FINANCIAL POSITION

Assets		Liabilities	
Cash and Cash Equivalents	\$846,013		\$583,992
Investments	\$12,532,097	Net Assets	
Pledges Receivable	\$150,923	Without Donor Restriction	\$19,049,568
Fixed Assets	\$6,690,909	With Donor Restriction	\$1,231,654
Other	\$645,272		
	<u>\$20,865,214</u>		



# CONTRIBUTORS

July 1, 2024 – June 30, 2025  
An asterisk \* indicates a bequest

**With deep gratitude,** we thank all of our supporters whose generosity and commitment make it possible for The Carle to celebrate picture book art, inspire creativity, and bring the joy of stories to families, educators, and communities everywhere. Donation levels include cumulative giving during FY25 to our membership, business membership, annual fund, and other giving categories except The Carle Honors.

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“Thank you for a wonderful Educators’ Night last Thursday afternoon. Grace Lin was excellent, and I so appreciated the free teaching resources. I always leave this annual event with inspiration.”

—Nancy Craker-Yahman, *educator*

## Donor Spotlight

In June 2025, The Carle learned that it had received two generous gifts to help support the Museum’s day-to-day operations. E.A. Michelson Philanthropy gifted a general operating grant of \$200,000, and the late Barbara Elleman left an estate gift of \$360,000 to support the Museum’s Barbara Elleman Research Library and general operating needs.

E.A. Michelson Philanthropy’s general operating grant continues a relationship with The Carle that began in 2016 with the creative aging program series Create with The Carle!, developed with a grant from the foundation. Barbara Elleman was a Carle trustee emerita, guest curator, and—alongside her husband, Don Elleman—a co-founder of the Barbara Elleman Research Library (BERL).





“Picture book art is precious and deserves a home of its own and an honored place among the arts.”

—Eric Carle



Inside front cover: Simms Taback, Illustration for *Joseph had a Little Overcoat* (Viking). Gift of Simms Taback & Family. © 1977 Simms Taback.

Page 10 – 11: From Grace Lin, Illustration for *Once Upon a Book* by Grace Lin and Kate Messner (Little, Brown Books). Collection of the artist. © 2022 Grace Lin.

Eric Carle and Ann Beneduce, c. 1982. Courtesy of The Eric Carle Museum of Picture Book Art.

Jerry Pinkney, Illustration for *The Lion & the Mouse* (Little, Brown Books). Museum purchase with acquisition funds from The Carle as well as support from Janet and Bill Gorth, Zora and Les Charles, H. Nichols B. Clark, Jane Bayard Curley, Shelley and Jonathan Isaacson, Little, Brown Books for Young Readers, Xeric Foundation, Judee Rainville and Christopher B. Milne, Cathryn Mercier, Josalyn Moran, Leslie and Paul Cooper, Rebecca Miller Goggins and Mark Goggins, Ellen Keiter and Jordi Kern, and Alexandra Kennedy and James Haug. © 2009 Jerry Pinkney.

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