Mission

The Carousel of Happiness is a 501c3 nonprofit dedicated to inspiring happiness, well-being, and service to others through stories and experiences.

www.carouselofhappiness.org
2019 was truly a remarkable year. Despite a 20 to 25 percent decline in visitors due to highway reconstruction in Boulder Canyon, we continued to grow our revenues, markedly improving our financial sustainability while increasing outreach to our community.

Raising the ride price was a difficult decision, but it proved to be absolutely necessary. Increased ticket revenue and individual donations are helping to build a stronger future for our beloved Carousel of Happiness. The new ticket price is still quite low, and it also has put us in a better position to weather the pandemic of 2020.

Donors are the foundation of any nonprofit, and we would not be where we are now without your support. You have inspired us to reach greater heights through your own commitment to “Keep the Carousel Turning” for all whose lives are made better for it.

For young and old, families and friends, and all the special group visitors that warm our hearts whenever they visit, we thank you so very much.

Carol Rowe, President of the Board
Jennifer MacGregor, Treasurer
Spafford Ackerly, Secretary

Board of Directors, Staff & Volunteers
Financial Highlights 2019

Revenues = $258,288

- Tickets: $152,221 (59%)
- Donations: $58,392 (23%)
- Store Net: $45,931 (18%)
- Other: $1,744 (1%)

Expenses = $230,863

- Programs: $177,181 (77%)
- Management & General: $28,636 (12%)
- Fundraising: $25,046 (11%)
Highlights from the Year

We took a number of steps to improve the Carousel’s long-term sustainability in 2019. In April, we increased the ride price to $2, the first price increase in nine years, which is helping to keep us on pace with inflation and preserve the Carousel into the future.

We also established a long-term preservation reserve funded with 25 percent of our ticket proceeds for the year. By year’s end, we had set aside $38,055 in contingency funds for major repairs or other significant preservation needs.

And, we created a part-time outreach position to improve constituent relations and help raise more private support to keep the carousel turning. Together, these actions will help us bring smiles to visitor faces for many years to come.
The Carousel serves many people with disabilities, senior living and school groups in addition to the general public. Some of the groups that visited the Carousel in 2019 were:

- Acting Up Seminars
- BCYC Forestry
- Boulder Parks & Rec
- Boy Scouts Troop 2
- Boy Scouts Troop 321
- Breakfast Club Front Range
- Clear Creek Community Center
- Clear Creek Library
- Covenant Village
- Denver Parks & Rec
- Duncan Park Church Camp
- Eastern Star of Golden
- Evergreen Parks & Rec
- Fruita Welcome Center
- Gilpin County Youth Group
- Idaho Springs Rec Center - Kids Korner
- Longmont Senior Center
- Manor Care - Boulder
- Nederland Elementary School
- Out & About
- Parker Personal Care
- Shiloh House
- South Suburban Parks & Rec
- Stellar Care
- Sunrise Flatirons
- The Inn Between
- YMCA Denver
- YMCA Northern Colorado
Thank you to our generous donors!

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Anonymous (28)

Please accept our apologies for any errors or omissions.
Thank you for your support in 2019!

2,000+ volunteer hours
87,047 ride tickets sold
28 special groups served
969 free rides donated