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Wells Fargo Foundation Awards \$100,000 Grant to Brooklyn Children's Museum to Support New Culinary Incubator



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Left to right: Krissy Moore, Senior Vice President, Community Relations, Northeast Region, Council Member Rita Joseph, Atiba T. Edwards, President & CEO, Brooklyn Children's Museum, Deputy Borough President Reverend Kim Council Luisa Perez, Vice President, Community Relations, NY. Photo Credit: Mariana Becker

(Brooklyn, NY) – [Brooklyn Children's Museum](#) (BCM) was awarded a \$100K grant by [Wells Fargo](#) Foundation for its new Culinary Residency & Incubator Support Program (CRISP) at the opening celebration of the bank's [new Flatbush branch](#) on September 18.

Since its inception 125 years ago as the world's first children's museum, BCM has been deeply committed to nurturing a culturally and economically vibrant community in which Brooklyn children and families can thrive. Its **Culinary Residency Incubator Support Program (CRISP)** furthers this commitment by providing a pop-up cafe at the Museum for local food entrepreneurs, giving them a platform and resources to connect with BCM visitors as new customers, increase their visibility in the borough, and refine their business model.

BCM's culinary residency began as a pilot program in fall 2022, in response to the challenges many local food vendors faced in the wake of COVID-19. During the pilot phase, BCM hosted pop-up vendors onsite for two to 20 days a month. Now with Wells Fargo Foundation's support, BCM is launching four-month residencies, creating stability for the vendors and allowing them to seed long-term growth.

The funding award waives the monthly fee for resident businesses, purchases essential equipment and supplies so vendors can participate regardless of their financial status, and visually enhances the pop-up cafe to increase visibility. In addition, the grant will support hiring a program administrator and outreach coordinator to connect with and cultivate small businesses in the Museum's local Flatbush and Central Brooklyn community. This funding award also enables the Museum to host resident-led, food-based community workshops, helping entrepreneurs build lasting relationships with their customers.

BCM's CRISP anticipates connecting resident businesses with 15,000 - 20,000 Museum visitors each month (60,000 - 80,000 over the course of their residency).

"We're incredibly grateful to Wells Fargo for generously supporting our Culinary Residency Incubator Support Program and for believing in our vision for BCM as a cultural and economic hub for Brooklyn families," said **Atiba T. Edwards, President and CEO of Brooklyn Children's Museum**. "This funding will amplify our impact by giving our resident small businesses the resources they need to thrive and enrich our borough, and in turn, these exciting culinary residencies will further drive visitorship to BCM."

About Brooklyn Children's Museum

Inspired by the energy and diversity of our borough, Brooklyn Children's Museum creates experiences that ignite curiosity, celebrate identity and cultivate joyful learning. Founded in 1899 as the world's first children's museum, Brooklyn Children's Museum is New York City's largest cultural institution designed especially for families. Proudly based in Crown Heights, Brooklyn, BCM serves 300,000 children and caregivers annually with exhibits and programs grounded in visual arts, music and performance, natural science, and world cultures. For more information, visit: www.brooklynkids.org.

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