



# Children's MUSEUM

OF THE MAGIC VALLEY

**ANNUAL REPORT**

**2 0 2 2**






## BOARD OF DIRECTORS

Bethany Bell, *President*  
Tennille Adams, *Vice President*  
Judi Baxter, *Secretary*  
Jeremy Gooding, *Treasurer*  
Lisa Hymas  
Paula Weeks  
Diane Van Engelen  
Chris Kun  
Dr. Michael Whitehead  
Dr. Evin Fox  
Ervina Covcic

## PART-TIME STAFF

Ashlie Pierre, *STEAM Assistant*  
Michelle Reinke, *Educator Assistant*


## CONTACT INFO


 (208) 536-3455

 [info@cmmv.org](mailto:info@cmmv.org)

 [www.cmmv.org](http://www.cmmv.org)

 @ChildrensMuseumMV

 @childrensmuseummagicvalley

 <https://www.linkedin.com/company/children-s-museum-of-the-magic-valley>

Proud Member of  
ASSOCIATION OF  
CHILDREN'S  
MUSEUMS



# FOUNDERS' UPDATE

The year brought new exhibits & programming as we expanded our CMMV On the Go! Outreach program. We added educator-led STEAM activities as an option for after-school programs and community summer camps, along with our Family STEAM Nights. We are grateful to community partners who have supported us with grant funds that allowed us to create and implement such an incredible outreach program! We have been able to serve the families of the Magic Valley with hands-on learning through play while we continue to work on the dream of a Children's Museum in downtown Twin Falls.

While we were eager to continue with our schematic design this year, we decided to pause the design process to focus on our fundraising efforts. We wanted to honor our core values to be fiscally responsible and to "do it right." Our goal is to create the flagship children's museum for Idaho, and we don't want to cut corners just to get it done.

The board continues to volunteer countless hours toward moving the children's museum forward. We have met with many community partners and leaders who offer their support and praise on our work so far. We are honored to continue this journey to provide a place for the children and their adults of the Magic Valley to make discoveries and explore their dreams.

We are thankful to the community for your continued support!

CMMV Board of Directors

# FINANCIAL

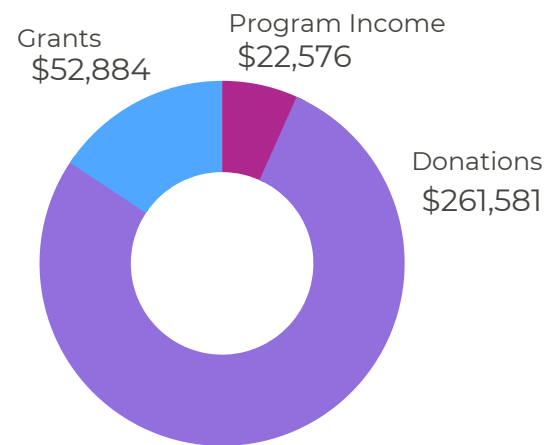
## STATEMENT



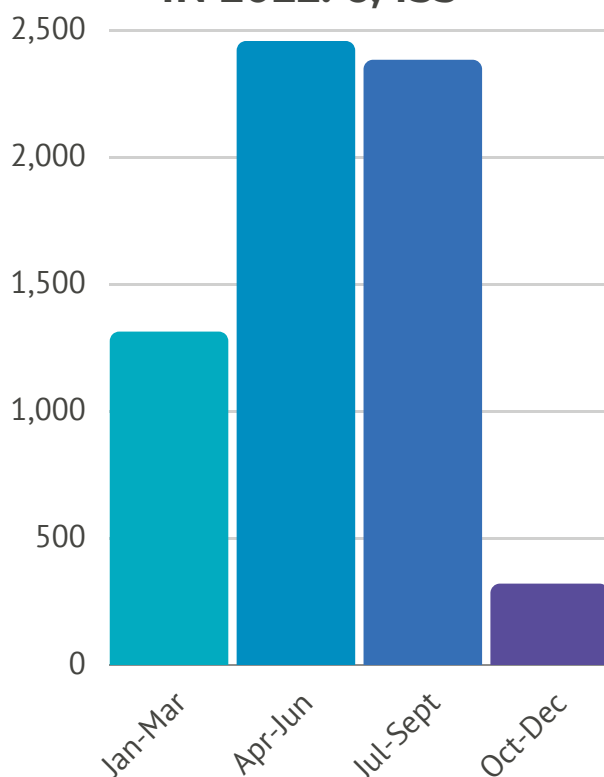
CMMV is a 501(c)(3) non-profit organization. CMMV provides hands-on learning opportunities for children and families in the Magic Valley. Our programs encourage exploration, cooperation, and discovery through play. We seek to establish a permanent, first-class children's museum in Twin Falls, Idaho. *Donations qualify for a charitable tax deduction and for the Idaho Education Tax Credit. Please consult your tax adviser for details.*

### Revenue

#### \$337,042

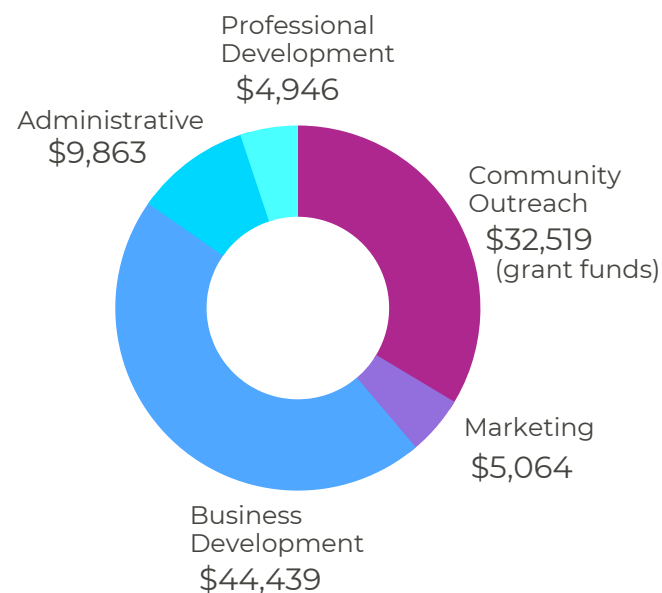


### CHILDREN & THEIR ADULTS IMPACTED BY OUTREACH IN 2022: 6,453



### Expenditures

#### \$96,833



# CMMV >> ON THE GO!

**Artists, engineers, makers, designers, builders, coders, scientists, and book worms experience the power of collaborative play!**

The Children's Museum serves the Magic Valley through the outreach program while we raise funds to build a brick and mortar museum. This year, we held 15 Family STEAM Nights at elementary schools in Twin Falls, Jerome, Kimberly, Declo, Gooding, Burley, Wendell and Mountain Home. These hands-on events allow families to learn and play together.

It was a busy summer with 36 events in 13 weeks, serving just over 2,000 children! We partnered with Twin Falls, Jerome & Hansen School Districts, CSI Herrett Center, SPARK After-School Program, Boys & Girls Clubs of Magic Valley, E-Street Community Center, Jerome Chamber of Commerce, Idaho National Guard, and Orton Botanical Garden to assist with summer schools, camps, and community activities.

*"While my son was playing with the foam blocks, his 'aha' moment came when he realized they connect together in more than one way, and he could build something outside of just traditional 'stacking.'"*

-Anonymous parent survey response

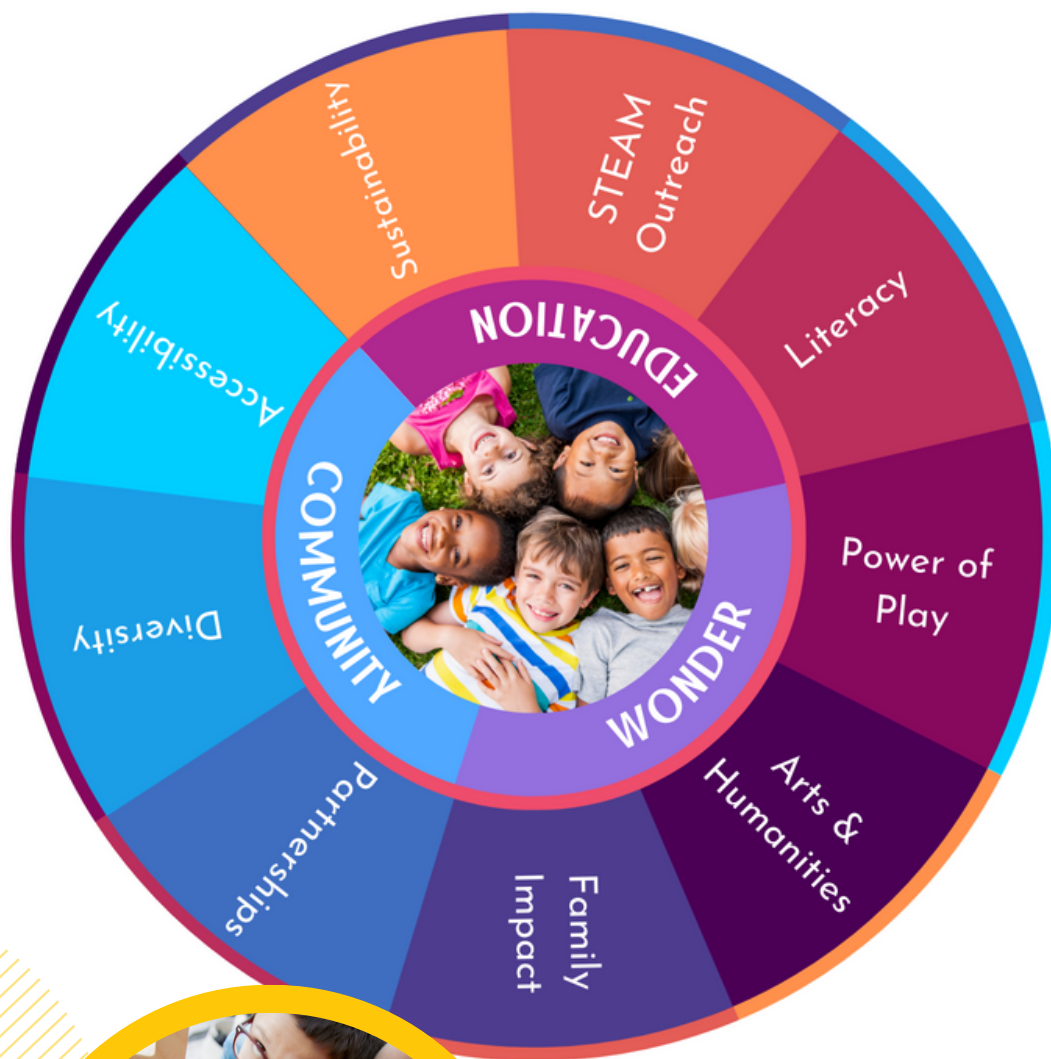
This summer, we debuted two new exhibits: Healthy You Obstacle Course and Bubbles & Splash and they both proved very popular.

Since launching in 2019, we've had 15,191 children and their adults play at CMMV! We've been at 127 events in 15 towns, thanks to \$148,945 in educational outreach grants!



# COMMUNITY IMPACT

LIFE-LONG LEARNING



## Why we need a children's museum

75% of parents surveyed said their biggest barrier to educational play was "places to go." CMMV can fill that gap and more. Take a look at the interactive wheel on our website to see the many ways CMMV is impacting the community.

*"The Children's Museum provided an evening for our school that allowed students to explore and learn in so many different ways. There was something for everyone! It was a great event for our school's families as well as a fun night for our staff."*

-Brittney Delaplain  
Teacher at North Elementary in Mountain Home



*"Students from 2 years to 45 were engrossed in hands-on experiences as a family. The ability for the mobile unit to reach out to our students, many who would otherwise not be exposed to these experiences, is priceless."*

-Kim Lickley, Federal Program Director  
Jerome School District



# 2022 DONORS

THANK YOU FOR YOUR TRUST.



## Donors

TJ & Tennille Adams  
Barton & Lois Adrian  
Agropur  
Blake & Sheryl Alder  
Haylie Anderson  
Leonard & Alice Anderson  
Rudy & Sami Ashenbrener  
Balanced Rock Insurance Agency  
Judi Baxter  
Larry Baxter  
Mark Bell  
Trevor & Bethany Bell  
Lori Bergsma  
Robert & Dana Blake  
Dennis Bowyer  
Kevin & Irene Bradshaw  
Linda Brugger  
Kevin & Jan Brumbach  
Dr. Darren & Valerie Coleman  
Pegan Cook  
Ervin Covic  
Dr. Mark & Hillary Crandall  
Melonie Cutler  
Kim Dahlquist  
Sharon Dowdle  
Dr. Jim & Carly Dunn  
Jeff & Evin Fox  
Al & Fran Frost  
Carol Frost  
Jordan Gentry  
Laurie Geren  
Ronald & Barbara Hardy  
Hudson & Co  
Dr. Joe & Lisa Hymas  
Idaho British Car Club  
Dr. Brian Johnson  
Bob & Arlene Jones  
Bill & Donna Kyle  
Robert & Janet Lobb  
John & Kathleen MacMillian  
Brett & Bekki Madron  
Jennifer Marshall  
Dave & Shelly McAlindin  
Robert & Kathi Meyers  
Modern Woodman  
LaMar & Rosalie Orton  
Pioneer Federal Credit Union  
Plant Therapy  
Greg & Bobbi Pyle  
Jim Ricks

Dale Riedesel  
Rinard Media  
Dr. Ken & Heidi Romney  
Rotary Club of Twin Falls  
Dr. Chris & Anna Scholes  
Dr. Jason & Meghan Scoresby  
Bob & Robin Seastrom  
Dr. John & Linda Shuss  
Eric & Lisa Smallwood  
Snake River Pool & Spa  
Summit Dental Care  
TitleFact, Inc  
Diane Van Engelen  
Jeanne Verilone  
Sheryl VerWey  
Deck & Susan Waters  
Carl & Paula Weeks  
Welch, Allan & Associates  
Dr. Michael & Jessica Whitehead  
Maureen Williams  
Linda Wright Hartgen

## Foundations & Grants

Allstate Foundation  
Idaho Community Foundation  
Idaho Out-of-School Network  
Idaho STEM Action Center  
John & Betty Pastoor Charitable Trust  
Kissler Family Foundation  
Mitch & Linda Watkins Family Foundation  
Root Family Foundation  
Samuel R Young Foundation  
St. Luke's Magic Valley Medical Center  
United Way of South Central Idaho  
Women's Giving Connection of Southern Idaho

## In-Kind Donors

Tom & Cheri Aiello  
Black Dragon Games  
Kerrienne Burch  
Vee Cee  
Embrace Photography  
Hagerman Canyon Farms  
Ivan Hardcastle  
Michael & Sally Hogue  
Lytle Signs  
Petro's Service Station  
Southern Idaho Kids Magazine  
Tom Wangaman  
WestRock



**\$52,884**  
grant funds received



**68**  
Outreach  
Events



**6,453**  
children & their  
adults served



**\$261,581**  
donated by the community



**2,134**  
volunteer hours by  
CMMV board members

CMMV On the Go! continues to grow! Educator Chris Kun stepped off the board to take on a new role as Outreach Coordinator. This part-time position will develop the education program, provide opportunities for more students, and help kids in outlying areas access CMMV programming,



#### FAQ: Why do we have an outreach program?

We knew it would take time to build a children's museum and wanted to make an impact as soon as we were able, and will continue even after we open our doors. The outreach program is 100% funded through generous grants.

Creating lasting partnerships is a critical component of the CMMV On the Go! Outreach Program.

This year we collaborated with the E-Street Community Center, Boys & Girls Club Magic Valley, Lincoln Youth Center, Herrett Center of Arts & Science, SPARK Afterschool, Twin Falls Zoology Center, many area elementary schools, and many local businesses.



Children's  
**MUSEUM**<sup>™</sup>  
OF THE MAGIC VALLEY

P.O. Box 2139 Twin Falls, ID 83303



Children's  
**MUSEUM**  
OF THE MAGIC VALLEY

