Children's
MUSEUM
OF THE MAGIC VALLEY
ANNUAL REPORT
2022

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Michelle Reinke, *Educator Assistant*

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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

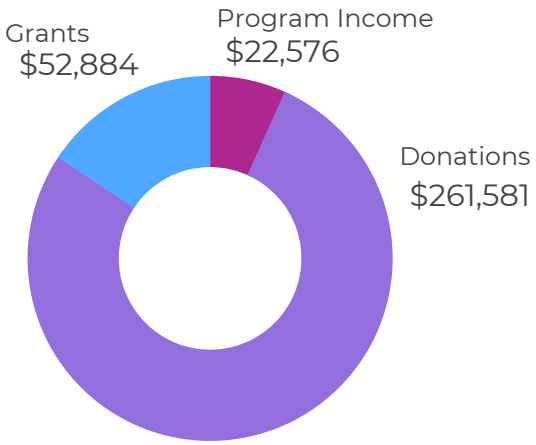
FINANCIAL

STATEMENT

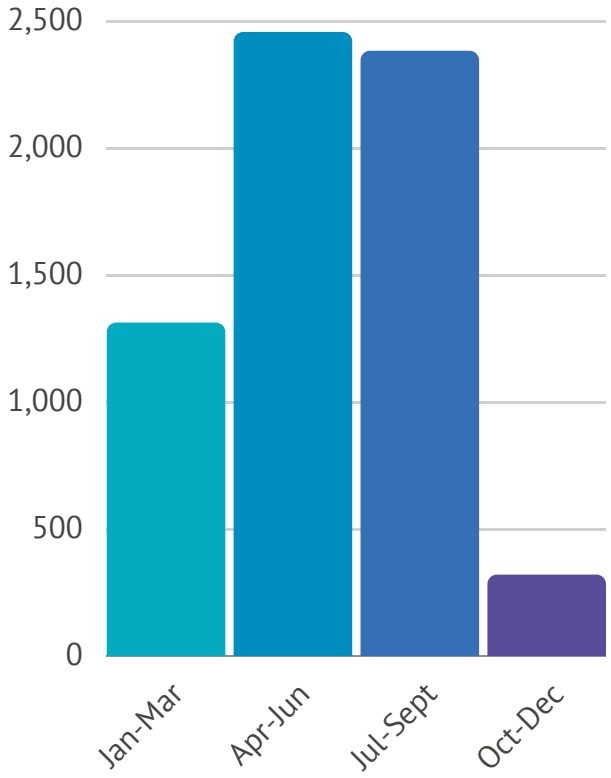
CMMV is a 501(c)(3) non-profit organization. CMMV provides hands-on learning opportunities for children and families in the Magic Valley. Our programs encourage exploration, cooperation, and discovery through play. We seek to establish a permanent, first-class children's museum in Twin Falls, Idaho.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

Revenue

$337,042

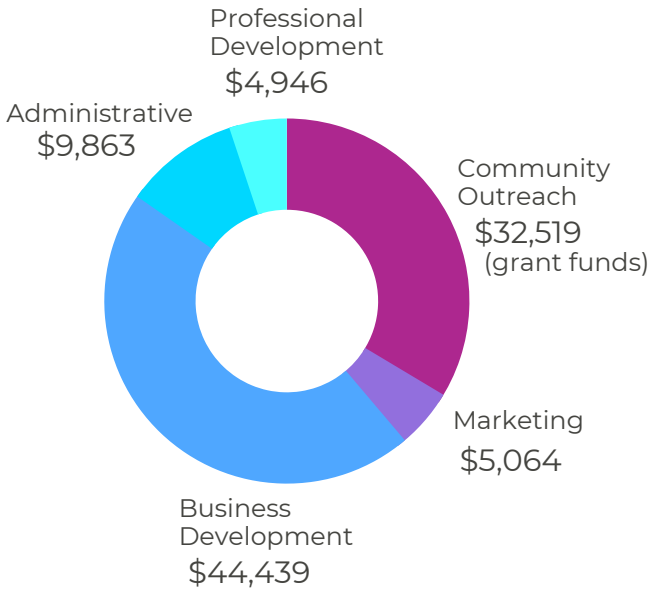


CHILDREN & THEIR ADULTS IMPACTED BY OUTREACH IN 2022: 6,453



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.

"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

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.

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.

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Idaho Out-of-School Network
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Petro's Service Station
Southern Idaho Kids Magazine
Tom Wangaman
WestRock

If there are any errors or omissions, please notify us and accept our apology.

$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™
OF THE MAGIC VALLEY

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