



Children's  
**MUSEUM**

OF THE MAGIC VALLEY

**ANNUAL REPORT**

**2 0 2 3**



# FOUNDERS' UPDATE


## BOARD OF DIRECTORS

Bethany Bell, *President (outgoing)*  
Tennille Adams, *Vice President*  
Judi Baxter, *Secretary*  
Jeremy Gooding, *Treasurer*  
J'Dee Adams (2024)  
Ervin Covcic (*outgoing*)  
Lisa Hymas  
Gabriela Pena (2024)  
Lisa Smallwood  
Paula Weeks  
Diane Van Engelen (*outgoing*)  
Dr. Michael Whitehead

## PART-TIME STAFF


Chris Kun, *Outreach Coordinator*  
Michelle Reinke, *Educator Assistant*  
Ashlie Pierre, *STEAM Assistant (outgoing)*  
Sabrina Mitchell, *STEAM Assistant (incoming)*


## CONTACT INFO

 (208) 536-3455

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

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

 @ChildrensMuseumMagicValley

 @childrensmuseummagicvalley

 <https://www.linkedin.com/company/cmmv>

Proud Member of  
ASSOCIATION OF  
CHILDREN'S  
MUSEUMS



As we look back on 2023, we are most proud of the kids we have had the privilege to serve. Almost 10,000 people, young and young-at-heart, discovered what it means to learn through play. We have seen creativity, resilience, and problem solving such as the grade-schooler who had been dreaming about new ways to engineer the Rigamajig, the reluctant toddler who dared to get messy at the art easels, and the dad who built with the big blue blocks alongside his kids.

In the iconography of CMMV, we have what we call the “dream ship.” It represents the unlimited potential of the children here in South Central Idaho. As an educational resource that fosters creativity and lifelong curiosity, we are symbolically the fire to their hot air balloon. We are honored and humbled to play our small part and to partner with area elementary schools, the Boys and Girls Club, area libraries, Herrett Center for Arts & Science, Lincoln County Youth Center, and E-Street Community Center. Together, we are teaching our children that greatness is inside them, that they are supported right where they live, and that play grows their minds and their muscles!

Our impact is made possible through program grants which allow us to grow, stretch, and flourish. Thank you, Magic Valley, for catching the vision of the Children’s Museum of the Magic Valley and recognizing that we need a gathering place that builds wonder and curiosity. Thank you for helping us spread our mission of engaging children of all ages and abilities in learning through imaginative play and discovery. When our kids thrive, so does our community!

Sincere Thanks!

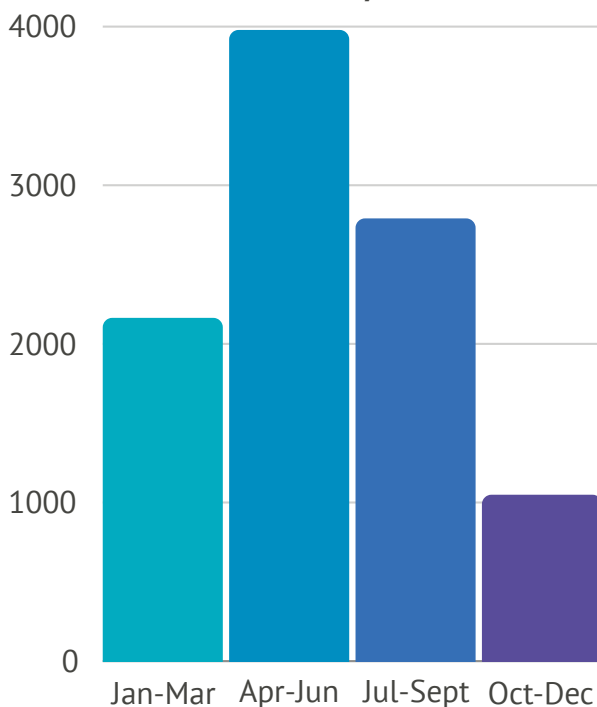
CMMV Board of Directors

# FINANCIAL STATEMENT

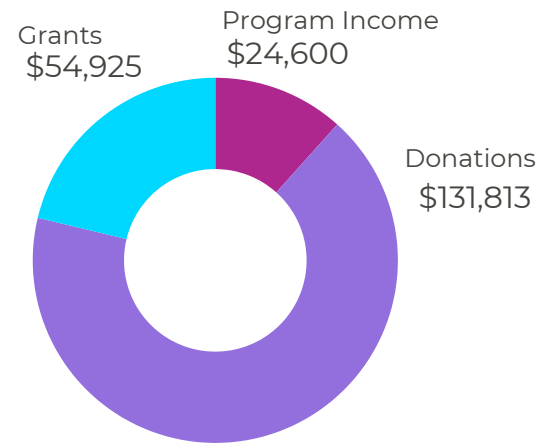


CMMV is a 501(c)(3) non-profit organization. CMMV provides hands-on learning opportunities for children and families in the Magic Valley. Our programs encourage exploration, cooperation, and discovery through play. We seek to establish a permanent, first-class children's museum in Twin Falls, Idaho.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

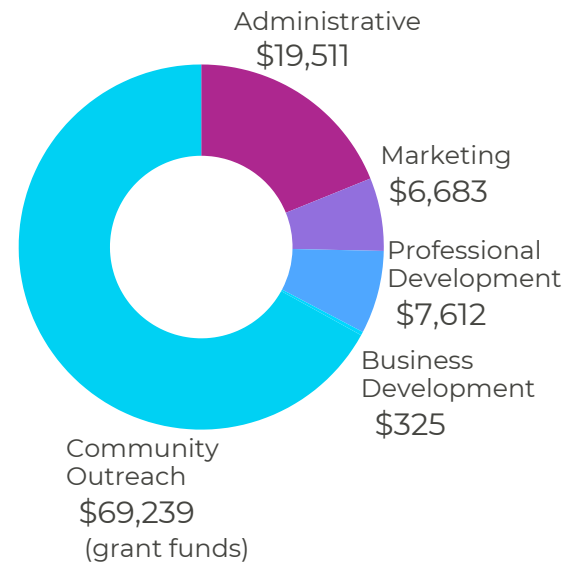
## CHILDREN & THEIR ADULTS IMPACTED BY MOBILE PROGRAMMING IN 2023: 9,983



## Revenue \$211,338



## Expenditures \$103,370



# CMMV >> ON THE GO!

**As children experience the power of play, they become artists, engineers, makers, designers, builders, and scientists ready to take on the world!**

Maria Montessori said, "Children learn best by doing." From parent surveys at events, approximately 80% list "opportunities/places to go" as the top barrier to participating in educational play. Thanks to many community partners, we have continued to expand opportunities for children to learn through collaborative play in South Central Idaho.

This year, almost 10,000 children and their adults participated in Family STEAM Nights (Science, Technology, Engineering, Art and Math) and after-school events in Twin Falls, Kimberly, Filer, Buhl, Hagerman, Wendell, Jerome, Shoshone, Richfield, Burley, Malta, Rupert, Declo, Paul, Oakley and even Mountain Home!

It was a busy summer! Grant funds provided for the purchase of a pre-owned cargo van enabling us to reach more children in rural areas. We collaborated with public libraries and summer lunch programs and held pop-up events where children made instruments, rockets, flashlights or emergency shelters. They loved tinkering and creating something new with everyday items that made noise or light, flew in the air, or protected them from rain! It was inspiring to see their faces light up when things finally worked for them, and they got to take their creations home.

At the Wendell Public Library, one girl made four different instruments as she kept coming up with new ideas. Parents loved the open-ended projects and that children could get messy! We also participated in summer camps and other community events, including our very own "Day of Play" at 2nd South Market and the Annular Solar Eclipse event.

*Since launching in 2019, 24,825 children and their adults have played at CMMV On the Go! events!*



# MOBILE EXHIBITS

CREATE LIFE-LONG LEARNING



Take a closer look at four of our most popular exhibits!



## Art & Story Exploration



- Painting with watercolors & tempera
- Acting out fairy tales with hand puppets and felt story boards
- Coloring together on a giant poster



## Animal Habitat



- Exploring North American animal habitats
- Playing with handmade felted wool playmats
- Handling authentic pelts and a resin alligator skull
- Matching animals to their habitats



## What Can You Rigamajig?



- Engineering creations with wooden planks, nuts, bolts, wheels and gears



## Imagination Playground



- Building with bricks, cylinders, chutes, and channels to engineer larger-than-life creations



## Types of Play

- |              |               |
|--------------|---------------|
| Visual arts  | Pretend       |
| Spoken word  | Educational   |
| Open-ended   | Collaborative |
| Manipulative | Full-body     |



## Skills Practiced

- |                           |                 |
|---------------------------|-----------------|
| Creative problem solving  | Self-expression |
| Gross motor skills        | Cooperation     |
| Visual-spatial processing | Communication   |
| Hand-eye coordination     | Social skills   |
| Empathy building          | Listening       |
| Perspective-taking        | Confidence      |

# 2023 DONORS

THANK YOU FOR YOUR TRUST.



## Donors

TJ & Tennille Adams  
J'Dee Adams  
Bart & Lois Adrian  
Jeanne Alban  
Leslie Barlow  
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Sheryl VerWey  
Deck & Susan Waters  
Carl & Paula Weeks  
Maureen Williams  
Wills Toyota  
Wright Physical Therapy

## Grants & Foundations

Idaho National Laboratories  
Idaho Out-of-School Network  
Idaho STEM Action Center  
John and Betty Pastoor Charitable Trust  
Mitch & Linda Watkins Family Foundation

## In-Kind Donors

2nd South Market  
TJ Adams  
Tom & Cheri Aiello  
Jeanne Meyer  
Petro's Service Station  
Southern Idaho Kids Magazine

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



**\$54,925**  
grant funds received



**85**  
Outreach  
Events



**9,983**  
children & their  
adults served



**\$131,813**  
donated by the community



**1,935**  
volunteer hours by  
CMMV board members

We are excited to share that Bethany Bell has stepped off the board and is now the part-time Development Director for CMMV. She will spearhead fundraising, community engagement and strategic partnerships.



#### FAQ: How do I get involved?

- Contact us if you are interested in helping with any of the following committees:
  - Educational Programs
  - Finance
  - Fundraising
  - Marketing
- Share our dream with your friends
- Donate - scan QR code for online giving options

We are pleased to announce our partnership with The Blueprint Collaborative as our trusted capital campaign consulting team, led by Magic Valley native Gretchen Kelley Bietz. This company's expertise will guide us through strategic planning, donor engagement, and fundraising initiatives.



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

P.O. Box 2139 Twin Falls, ID 83303



Photo by Kerriane Burch