Children's MUSEUM OF THE MAGIC VALLEY

ANNUAL REPORT 2023

BOARD OF DIRECTORS

Bethany Bell, *President (outgoing)*
Tennille Adams, *Vice President*
Judi Baxter, *Secretary*
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Ervina 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
www.cmmv.org
@ChildrensMuseumMagicValley
@childrensmuseummagicvalley
https://www.linkedin.com/company/cmmv

Proud Member of ASSOCIATION OF CHILDREN'S MUSEUMS

FOUNDERS' UPDATE

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!

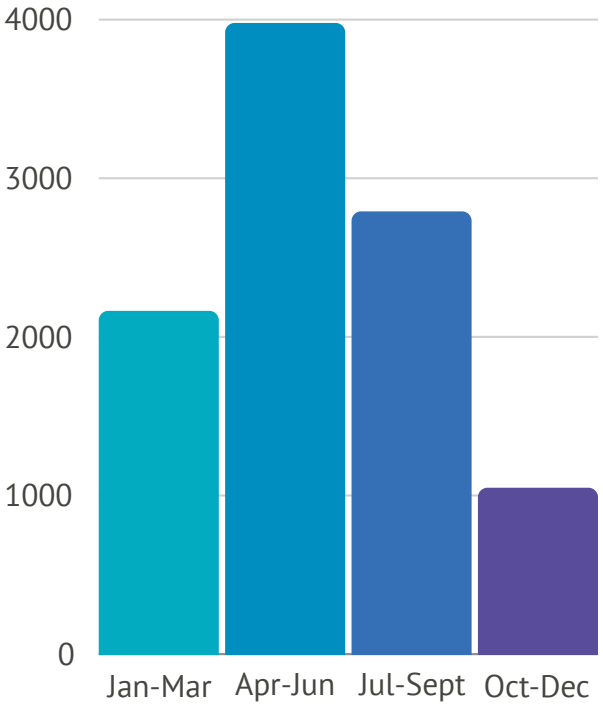
CMMV Board of Directors

FINANCIAL

STATEMENT

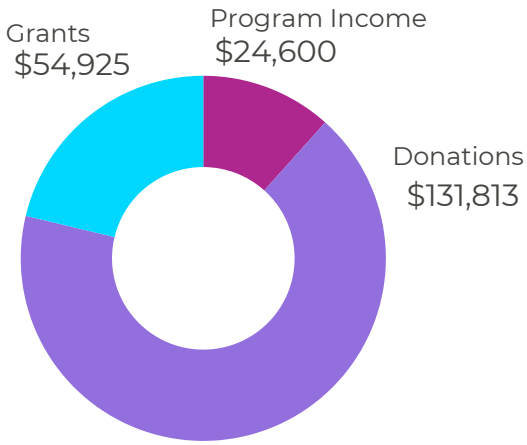
CMMV is a 501(c)(3) non-profit organization. CMMV provides hands-on learning opportunities for children and families in the Magic Valley. Our programs encourage exploration, cooperation, and discovery through play. We seek to establish a permanent, first-class children's museum in Twin Falls, Idaho. *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



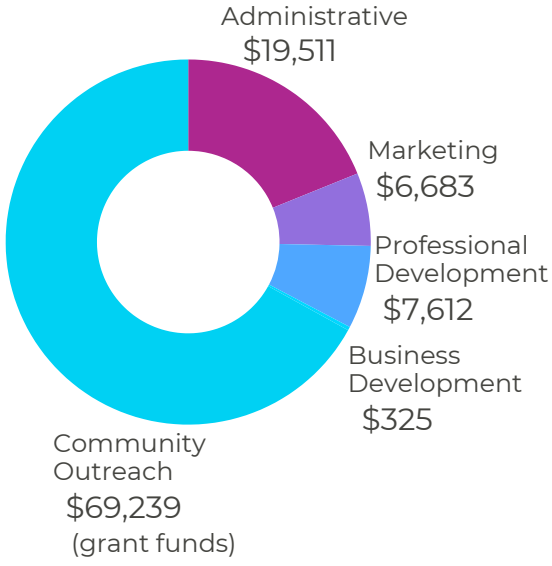
Revenue

$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
Spoken word
Open-ended
Manipulative

Pretend
Educational
Collaborative
Full-body

Skills Practiced

Creative problem solving
Gross motor skills
Visual-spatial processing
Hand-eye coordination
Empathy building
Perspective-taking

Self-expression
Cooperation
Communication
Social skills
Listening
Confidence

2023 DONORS

THANK YOU FOR YOUR TRUST.

Donors

TJ & Tennille Adams
J'Dee Adams
Bart & Lois Adrian
Jeanne Alban
Leslie Barlow
Robert & Frances Barton
Judi Baxter
Mark Bell
Trevor & Bethany Bell
Francis Best
Beta Sigma Phi Laureat Alpha Zeta Chapter
Dennis Bowyer
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Linda Brugger
Elaine Bryant
Melissa Crane
Kim Dahlquist
Jay & Sandra Dodds
Sharon Dowdle
Curtis & Mardo Eaton
Fred & Alice Elwood
Al & Fran Frost
Carol Frost
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Joe & Lisa Hymas
Idaho Power Company
Jacksons Food Stores
Jengi James
Raymond James
Dick & Cindy Jardine
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Diane Van Engelen
Jeanne Verilone
Pegan Venzon-Cook
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™
OF THE MAGIC VALLEY

P.O. Box 2139 Twin Falls, ID 83303

Photo by Kerrianne Burch