Children's MUSEUM OF THE MAGIC VALLEY

ANNUAL REPORT 2025

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Tiffani Egnor, *Program Coordinator*
Sabrina Mitchell, *Program Assistant*

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Proud Member of ASSOCIATION OF CHILDREN'S MUSEUMS

FOUNDERS' UPDATE

Looking back on 2025, we are grateful for another year of bringing the power of play to children and families across the Magic Valley. As an educational resource that fosters curiosity, creativity, and discovery, we were thrilled to serve 31 schools and strengthen partnerships throughout Southern Idaho!

Through our programs, children imagined, built, and explored, discovering that learning through play is both joyful and meaningful. We also distributed more than 750 STEAM project kits, extending creative learning into homes, classrooms, and communities.

A highlight of the year was Jefferson Elementary's Family STEAM Night in Jerome, where 484 children and adults joined in activities inside and out. Principal Angie Brulotte called it "the perfect night," noting attendance was 200 higher than last year. Moments like this remind us how deeply families value opportunities to learn, create, and connect together.

This year also marked exciting growth for our future as we reached important milestones in our journey toward a permanent children's museum.

- Completed schematic design work for the brick-and-mortar museum
- Kicked off design development, which included a few field trips to Hagerman Fish Hatchery, Idaho School for the Deaf and Blind in Gooding, and into the canyon by Blue Lakes
- Expanded our committees with passionate community members

In every community we visit, we see the the wonder and excitement that happens when children are given space to create, problem-solve, and dream. Together, we are helping build a stronger future for the Magic Valley by investing in children and families today.

Thank you for embracing the vision of the Children's Museum of the Magic Valley and recognizing the value of a place where wonder and curiosity come to life. Your support helps us share our mission to engage children of all ages and abilities in learning through imaginative play and discovery.

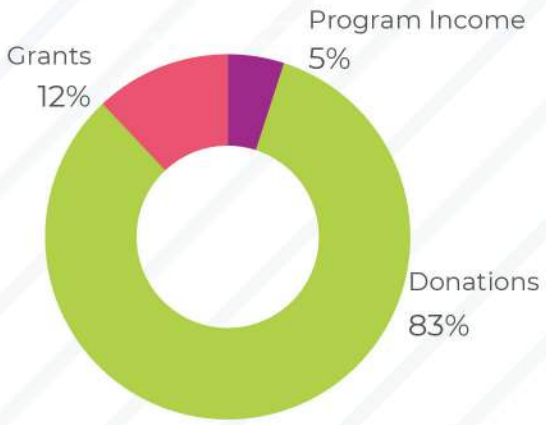
Thank you for dreaming with us!

CMMV Board of Directors

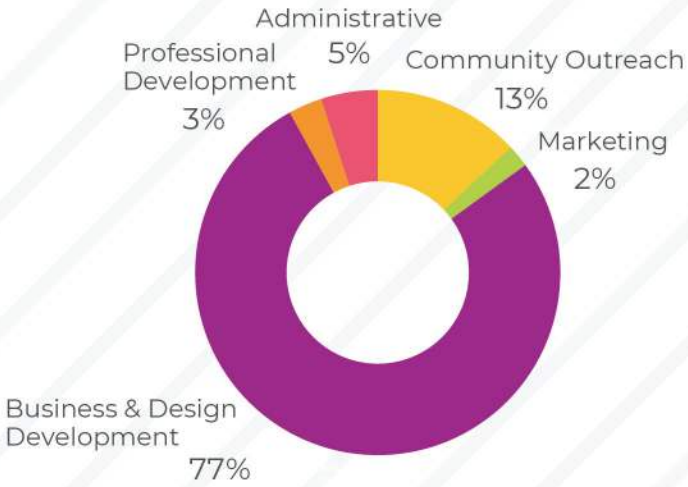
FINANCIAL
STATEMENT

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 for our community.
Donations qualify for a charitable tax deduction and for the Idaho Education Tax Credit. Please consult your tax adviser for details.

Revenue
$450,568



Expenditures
$384,405



The CMMV project team remains committed to our mission, vision, and values, with the goal of creating a space that inspires wonder and curiosity in the children of South Central Idaho. We are dedicated to maintaining fiscal responsibility, fostering collaboration, and ensuring high standards in all aspects of our work.

CMMV ON THE GO!

MOBILE PROGRAMMING

Children imagine, create, dream, explore, and discover with their adults

What an exciting year for *CMMV On the Go!*

- Held programs in 31 schools, 5 libraries and 6 summer camps
- Participated in 19 community events including Cabin Fever Day, Military Family Appreciation Day, Magic Valley Air Show, and our 3rd Annual Play Takeover at 2nd South Market
- Set up exhibits at the Camas County Fair Kids' Night in Fairfield, our first visit to that community
- Finished distributing 1,000 Think, Make, Create STEM activity kits

We loved watching a mother and son team up to build a giant vehicle with the Big Blue Blocks, adding a pig and turtle puppet from the Amazing Animals exhibit as their "driver" and "passenger." Moments like these, when families play side by side, spark connection, resilience, and joy that last long after the event.

With support from the Olive Smith Browning Charitable Trust, and in partnership with Idaho Power, The Making of the Magic Valley program came to life in classrooms across the region. Fourth graders explored how electricity and irrigation shaped the Magic Valley, then rolled up their sleeves, teamed up, and designed their own mini irrigation systems, celebrating each time they got the water flowing just right.

We were honored to receive the Family Programs Community Purple Award from the Twin Falls National Guard Armory and the State Military Division. The award recognized our role in empowering military youth through imaginative, skill-building play.

These playful, hands-on adventures sparked curiosity, built lasting connections, and filled every moment with joy and wonder!

Since launching in 2019, over 46,000 children and their adults have played at CMMV on the Go! events

COMMUNITY IMPACT

TEEN LEADERSHIP PROGRAM

Empowering Future Leaders Through STEAM & Service

This year, CMMV proudly launched the Teen LeaderSHIP Program, engaging 18 high school students in a meaningful blend of leadership development, STEAM education, and community service. Meeting monthly, teens explored and trained on CMMV's mobile STEAM exhibits, built leadership skills, and strengthened connections through hands-on learning and intentional team bonding activities, including climbing, line dancing, and collaborative play.

Four Teen Captains emerged as leaders, helping plan and guide monthly meetings while mentoring their peers. Program participants have begun volunteering at CMMV's Family STEAM Nights, confidently leading exhibits and connecting with younger children and families. A key focus of the program encourages teens to step away from electronics, build real-world relationships, and model positive engagement within the community.

We are inspired by the dedication, creativity, and growth of this outstanding group of young leaders and look forward to watching them continue to thrive as they give back to the Magic Valley.

Special thanks to our generous supporters who made this program possible

- **Domino's**
- **Ridley's Family Markets**

And to

- **West Wood Coffee & Social**
- **Gemstone Climbing Center**
- **Glow Games Family Center**
- **Twin Falls Brickhouse**

for giving our teens a place to learn, connect, and lead!

COMMUNITY IMPACT

MAKING A DIFFERENCE FOR LOCAL CHILDREN

"Play time for military kids is an important coping mechanism. Keeping them active, involved, and staying busy helps them when their service members deploy. The play time, joy, and wonder seen in their faces as they experience things with the Children's Museum are priceless. We enjoy the Children's Museum's presence and participation [in Military Family Day]. The museum partnership is very treasured."

-Sonya Nowland
Military & Family Readiness Specialist,
Idaho National Guard

65 Outreach Events

19 Towns

9,853 children & their adults served

CMMV was honored to receive a $10,000 grant from the Idaho Community Foundation's *$200M Moment* for the South Central Region. We were 1 of only 4 nonprofits across the state selected for this recognition, chosen by community member Greg Pyle.

$200M Moment Celebration
Idaho Community Foundation

$372,686

donated by the community

$67,935

grant funds received

"Education is very important, and children need stimulus beyond just watching technology. CMMV is and will continue to be a great addition to our community!"

-Lisa Paulos, Donor

60 community members serving on the board or committees

2025 DONORS

THANK YOU FOR YOUR TRUST

Donors

2nd South Market
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Allan & Fran Frost
Arnie Wehofer
Ashlee Hawkins
Aspen Grove Family Therapy
Aubrey Nielsen Photography
Bart & Lois Adrian
Bethany & Trevor Bell
Brett & Bekki Madron
Brian & Nicole Ward
Brian Wilson
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Victoria Norris
Wade Thornock
West Wood Coffee & Social

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Daniel & Alannah Dyer
Ben & Cami Elison
Noelle Ferrara
Find & Flourish Creative Designs
Lisa Hymas
Magic Valley Mall
Jake & Jenna Miller
Sabrina Mitchell
Molly Perkes
Southern Idaho Kids Magazine

Grants

First Federal Foundation
Glanbia Nutritionals
Idaho Community Foundation
Idaho National Laboratory
Idaho STEM Ecosystem
J.R. Simplot Company Foundation
St. Luke's Magic Valley Medical Center
The Maurice A. Bowers Trust

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

How do I get involved?

- Contact us if you are interested in helping on a committee:
  - Educational Programs
  - Finance
  - Fundraising
  - Marketing
- Invite your friends to join you in learning more
- Donate - scan QR code for online giving options:

Children's MUSEUM™
OF THE MAGIC VALLEY

P.O. Box 2139 Twin Falls, ID 83303

CMMV staff, board & committee members 2025