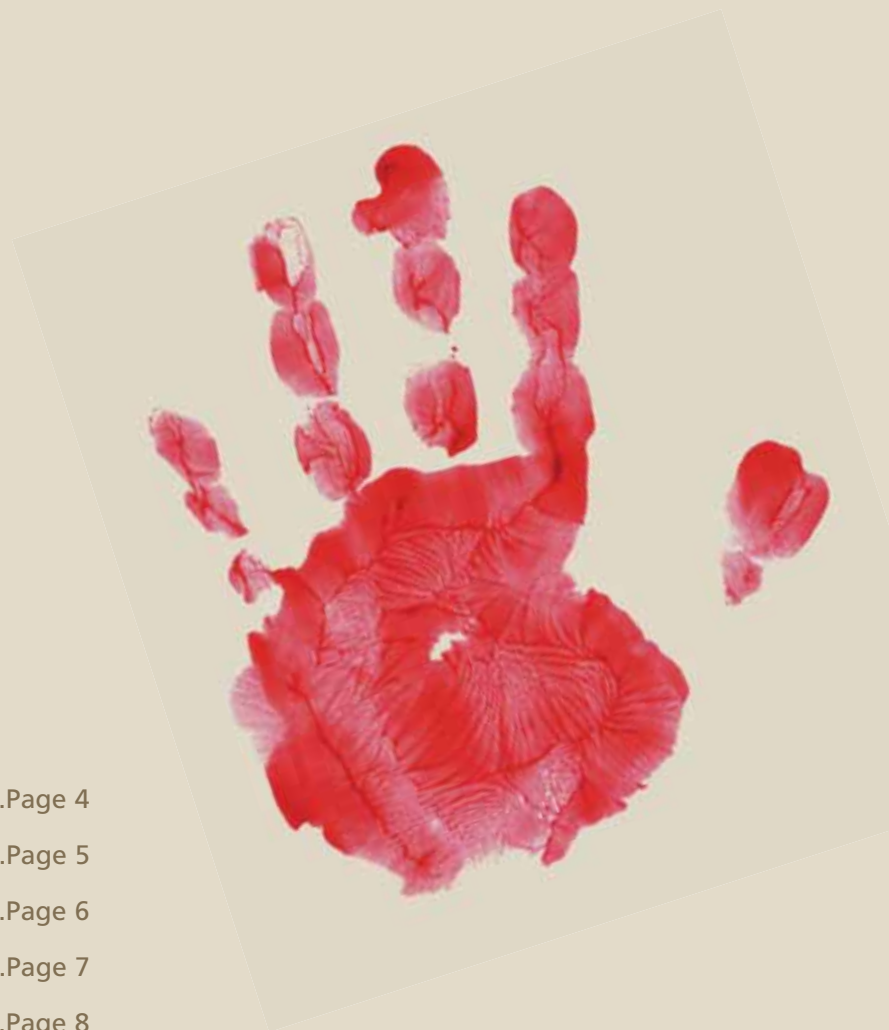




The KidZone Museum
Celebrating Fifteen Years
of Community Service
1992-2007





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“When I approach a child,
he inspires in me two sentiments:
tenderness for what he is, and respect
for what he may become.”

— *Louis Pasteur*



Dear Neighbor,

For fifteen years, the KidZone Museum, which was originally founded as the Sierra Nevada Children’s Museum, has operated as a non-profit children’s museum serving locals and visitors from Truckee, Lake Tahoe, and Nevada. We bring children, families, and communities together in a creative learning environment.

Our goal, to foster the healthy development of children, has been accomplished through innovative exhibits and programs that encourage children to explore, discover, and learn through play. Our child-centered activities drive our exhibits, programs, and camps.

Through play, we foster the relationship between parent and child in the learning experience. Annually, 17,000 visitors find that the KidZone Museum is a perfect place for children to crawl, climb, create messy art, discover hands-on science, explore history and culture, make friends, and learn to love reading in a captivating environment.

Our popularity as a beloved community-focused organization has put the KidZone Museum at a crossroads.

Our “tent” facility in Truckee is filled to the brim accommodating the growing visitation of families and social service groups. We need a larger facility to expand our programs, broaden our audience, and continue to be a center for excellence in early childhood education for our pre-school and school-age children. We invite you to join us as we begin to identify various opportunities in our community.

The continuation of an innovative children’s museum in our region will serve our local families, our vacation homeowners, our seasonal visitors, and our region’s revitalization efforts. We hope you enjoy reading about our history, philosophy, programs, founders, volunteers, and accomplishments as well as the many supporters, community partners, and families who created the foundation upon which we stand.

Thank you for your participation in our past success, and we look forward to your support for our future endeavors,

Lisa Petrucci

Lisa Petrucci,
President, Board of Directors

Carol Meagher

Carol Meagher,
Executive Director

“Born from the spirit of collaboration, the KidZone Museum continues to be a catalyst for bringing families, educators, and local businesses together to engage and strengthen our community.”

– Dennis Williams, TTUSD Superintendent of Schools



History

The KidZone Museum, which began as the Sierra Nevada Children’s Museum (SNCM) in a Truckee store front, was founded by a grassroots coalition of community members, parents, and educators. This group was inspired to address a local need for hands-on education for children especially during our snowy winter months. The SNCM opened its doors next to the 7-Eleven store on Donner Pass Road in Truckee in 1992. The founders of SNCM and KidZone Museum were dedicated individuals focused on supporting the needs of families within our community.



Chosen as Non-Profit of the Year 2003 by the Truckee Donner Chamber of Commerce

KidZone Museum Mission

Our mission is to inspire the life-long love of learning by engaging the minds, muscles, and imaginations of our children.

We strive to accomplish our mission by:

- Offering hands-on interactive experiences that activate curiosity,
- Providing multi-dimensional educational experiences,
- Investing in the healthy development of our children, and
- Serving as a community mainstay for families.



Sierra Nevada Children’s Museum

Founders

- Susan Ray
- Judy Thomas

Partners

- Michele Franke
- Steve Gross
- Mary Hetherington
- Hillary Humphreys
- Rich Welsch
- Barb Wilkinson

KidZone Museum Founding Partners

- Community Collaborative of Tahoe Truckee
- First Five Nevada County
- First Five Placer County
- Tahoe Truckee Unified School District
- Truckee Donner Recreation and Park District
- Truckee Donner Public Utilities District
- Truckee Family Club
- Truckee Tahoe Community Foundation

Brain Power – The Philosophy Behind Our Exhibits and Programs

Power of Play

Young children learn about the world around them through play. Play gives children opportunities to express ideas and emotions, interact with others, take on new roles, and solve problems. Play is important for social, emotional, and cognitive development.

Pretending helps children grow and learn by expressing new ideas and trying out new skills. As they pretend to be different people or animals, children must take another's perspective. This provides intellectual and creative challenge and helps children develop feelings of empathy.

Through play, children make sense of their world. A child who might be afraid of sleeping in a dark tent or close to “wild” animals can experience what happens on a camping trip, create his or her own story about it, and feel a sense of control.

Children practice social skills through play. They must communicate, balance power and control, and negotiate and resolve conflicts. Children often rise above their average behavior and may operate at more advanced cognitive levels than they do in non-pretend situations.

Children develop readiness skills for school that include language acquisition and staying on task for an extended length of time. Children talk as they play — to themselves, other children, and adults. They often use vocabulary and language that mimic adult speech. They learn new words and concepts and use them in different contexts.

Our exhibits give children the chance to try a rich new scenario for imaginative play that they might not try at home. They can break out of the tried-and-true “house” or “superhero” play and try on new roles. Our exhibits inspire different kinds of imaginative play or stories and help children develop scientific thinking skills such as observing, comparing, sorting, describing, matching, and wondering.

– Brooke Landis, KidZone Early Childhood Educator



“Research shows that a child's brain develops most dramatically during the early years of life.”

– First Five California



Art, Culture, Science & Environmental Camps

Batik Peak Art Camp 2007

Art Jam Camp 2006

Watershed Nature Camp 2005

Poetry and Art Camp 2006

Exhibits

The KidZone Museum builds exhibits designed for children up to age 7 that engage a child's curiosity with an array of repeat play activities. Featured exhibits change periodically and always include educational elements that focus on the healthy development of children. With each exhibit, we think about how children will be able to utilize their social, physical, and cognitive skills.

Volunteers spend extensive amounts of time researching and planning each exhibit. Local businesses and tradespeople contribute materials and expertise. Sections of exhibits are shared among children's museums in nearby areas.

Space Zone 2007 Children can travel on a rocket ship; create constellations and creatures; conduct research experiments; and visit astronaut sleeping and eating quarters.

A View from Space 2007 On display at UC Davis Tahoe Environmental Research Center, this exhibit, from our OMSI partners, explains what satellites in space tell us about the planet earth.

Sierra Settlers 2006 Children experience life in the 1800s by packing the covered wagon; panning for gold in the stream; cooking food in the settlers' cabin; trading at the Chinese Herb Shop; and caring for the babies in the Washoe dwelling.

Camp KidZone 2005 Children and families learn about our local environment by visiting the Ranger's Nature Center to explore the bugs, birds, and other wild animals; visit a campsite; have a singalong with friends by the campfire; fish from the row boat; and visit a cave to find out who lives there.

Baby Zone 2004 A permanent exhibit which allows babies to practice crawling, sitting, exploring, and visiting with other babies. The stimulation for babies is wonderful for their development, and the area is a great way for new parents to meet.

Jungle Gym 2002 A permanent exhibit which provides an area for much-needed gross motor skill development, especially during long winter months.



“Play is the way for children to learn who they are, how the world works, solve problems and to express feelings. Yes, play is the real work of childhood and for young people today. . . .”

– Fred Rogers



Our Vision for the Future – An Expanded Home

Our vision is to broaden our reach and extend our programs to more children and their families in our region. We envision a new 15,000 square-foot facility with the following program expansion.

Playing: A rich array of permanent and regularly-changing exhibits, for early learners and school-age children, that invite children to lead with their imaginations, explore without limitation, and learn through hands-on discovery.

Learning: A large environment with an outdoor area where children can experience and learn about nature. An environment that inspires children to learn – with family-centered, child-driven programs and expanded partnerships with schools, educators, local non-profit groups and other museums. Professional workshops will be offered for the important adults in children's lives.

Connecting: A larger center for community engagement that includes a dynamic network of partners that enable the KidZone Museum to eliminate barriers to learning, and create a community that embraces children and their families. A theater for cultural and educational events for local and visiting families.

Sustaining: A museum educational store and café will increase our operating income enabling us to remain a steadfast community benefit. Our new facility will give us the visibility to attract new patrons, partners and donors – securing our future in the community.



“KidZone is a valued member of OMSI’s Small Museum Research Collaborative (SMRC) on both our NASA and NIH funded exhibit projects. A larger KidZone facility serving school-age children will expand our opportunities to collaborate on future SMRC projects.”

– Victoria Coats, Exhibit R&D Manager,
Oregon Museum of Science and Industry

People Power

Volunteers

In the early days, the KidZone Museum was completely run by volunteers. Dedicated folks cleaned the Museum, worked the front desk, and created exhibits. Even though we now have regular staff, we still rely heavily on volunteer support. Currently, we have three volunteer committees dedicated to strengthening the organization: the Exhibits Committee, the Museum Guild, and the Treasure Chest Committee. Because of these committees we have state-of-the-art exhibits, successful fundraisers, and a new source of revenue that will help sustain the Museum's future. Volunteers are the Museum's core.

Officers and Directors

The officers and directors of the KidZone Museum are a committed group of volunteers. Board members are parents with skills in business, finance, child development, marketing, sales, grant writing, and running non-profit and for-profit entities. Our Advisory Board offers the KidZone a wealth of knowledge and advice.

We wish to thank our recent Board members Kimberly Bullock, Ernie Dambach, Kristi Darzynkiewicz, Lizbeth Doving, Leslie Saxe, and Rose Weskamp for their dedication and hard work for the past few years. These volunteers build exhibits, lead fund raisers, and built the Treasure Chest store.

Kidzone Museum

Carol Meagher, Executive Director

Kellie Cutler, Assistant Director

Board of Directors

Lisa Petrucci, President

Dan Dickerman

Alison Elder

David Griffith

Lisa McPherson

Kara Palamaras

Jennifer Standteiner

Kelly Thayer

Katrina Veit



Advisory Board

Phebe Bell, Truckee Tahoe Community Foundation, Program Officer

Dianne Fix, Church of the Mountains Preschool Director

Steve Gross, Esq., Law Offices of Porter Simon, Partner

Katherine Hayes-Rodriguez, American Disabilities Act Consultant

Hank Lewis, Workforce Housing

Joel Nathanson, Wells Fargo, Assistant VP, Enterprise Marketing/Social Media

Perry Norris, Truckee Donner Land Trust, Executive Director

Lauren O'Brien, Streamline Consulting Group, Principal

Spin Shaffer, Tahoe Forest Hospital, IT, Senior Network Administrator

Brinn Wellise, Switchback Public Relations + Marketing, Inc., President

Annual Volunteer Value = 7,000 hours = \$126,000



Museum Guild

The Museum Guild's role is to promote, advocate, and support the mission of the KidZone Museum by organizing and publicizing events, promoting the Museum through community activities, maintaining an energetic volunteer base, and having a great time with community members!

Recently the Guild hosted our first annual Texas Hold'Em competition. It was a huge success, generating \$36,000 in gross revenue, and providing a great time for the 180 people who packed the house. The highlights of the evening, other than the gambling, were the mechanical bull and the line dancing! Success was due to the steadfast dedication of Beth Pascalli-Hirsh, the Guild President, and event co-chairs, Amy Easterbrook and Ashley Banovich.

The Museum Guild also hosts our Dragonfly Dinner which generates \$6,000 annually for the Museum. The KidZone is grateful to Dragonfly owners, Phebe Bell (who led the move and construction of our current facility) and Chef Billy McCullough for hosting this fundraiser for the past five years.

In 2007, the KidZone Museum published its first CD, Tahoe Locals, featuring local artists as a fundraiser.

Community members are welcome to join the Guild. We encourage grandparents, parents, and other community members who want to support a beloved public benefit that is dedicated to the health and well-being of children and families.



"The best way to find yourself, is to lose yourself in the service of others."

— Gandhi.

“For years the KidZone Museum has provided a safe place for our children and mothers to play and learn together.”

– Karen Edwards, Tahoe Women’s Services



Community Engagement

The KidZone Museum had 17,000 visitors in 2006/07, but we do not stand alone in our community service. Many people in our community join together to provide enriching programs and services for local families. Our list of partners shows just how many organizations work together to enrich the lives of the children in our community. Together we work hard, opening our doors to a diverse population.

We offer free and sliding-scale memberships, class scholarships, and discount dollar days. For the past four years, one of our programs, Club Amiguitos, has focused on building friendships in a multi-cultural community. Together, Latino and Anglo preschool children learn Spanish and English through books, art and play.

The many social service agencies in our area use the KidZone Museum for outreach, programs, and client visitations. Together, we work through the Community Collaborative of Tahoe Truckee to discuss community needs and projects to make our region a better place in which to live.



Awarded Institute of Museum and Library Services grant for community outreach – 2007

Community Programs

Club Amiguitos
Dollar Days
Halloween Carnival
Holiday Cultural Fair
Hands-on Science in the Schools
Pioneer Days
Washoe Days

Social Service Partners

Community Collaborative of Tahoe Truckee
Early Learning Center, Truckee
North Lake Tahoe Family Resource Center
Project MANA, Hunger Relief Agency
Sierra Teen Education and Parenting Program
Sierra Nevada Children’s Services
Tahoe Mother’s Club
Tahoe Women’s Services
Truckee Family Club
Truckee Family Resource Center

Green Power

Treasure Chest – children's thrift store

In the spirit of supporting the community and its children, helping the environment, and deriving an ongoing revenue stream for the museum, the KidZone Museum founded the Treasure Chest in 2006. The Treasure Chest provides a local trading post where children's clothes and gear can be recycled to get a full life and where parents can re-stock without going broke.

One of the most compelling aspects of the KidZone Treasure Chest is the number of ways in which our endeavor contributes to the good of the community and of the environment. Since opening our doors in February 2006, the Treasure Chest has recycled over 100,000 items. In addition to the obvious reuse of products through second-hand item sales, all unsold or well-used clothing are donated to the Salvation Army in Reno, old blankets and plush toys go to the Humane Society, and toys are distributed to the Truckee Police Department. To protect the environment, the Treasure Chest also recycles voluminous quantities of batteries from donated toys and books.



Awarded a grant for Children's Museum Universal Design Assessment by the Center for Creative Play to increase our accessibility to all children – 2007



"The Watershed Camp at the KidZone is a great partnership with all educators. It integrates hands-on learning with our environment while building leadership skills and self esteem."

– Perry Norris, Truckee Donner Land Trust



Sustaining Our Legacy

Like our desire to sustain and educate our children through programs about our environment, we must look for ways to sustain our mission to serve children and families at the KidZone Museum. Steadfast support from local counties, foundations, and benefactors has allowed us to excel. While major donations sustain us, gifts-in-kind provide us with exhibits and programs. Yet, like any non-profit in today's times, money is always in short supply. Our goal is to create a more sustainable future by expanding our network of founders, donors, and grantors, and to create an endowment.

KidZone Museum Endowment Fund will secure our service to families for future years to come. An endowment will allow us to better serve children in our area from all socio-economic levels. Endowment funding and a new facility will help us increase our sustainability.

“Think of giving not as a duty but as a privilege.”

– John D. Rockefeller

An **Endowment**, along with our existing Benefactors Board, will allow us to serve our growing visitation of 17,000 children and families a year.

Members of our **Benefactors Board** donate \$5,000 or more annually, providing us with core operating and program funding essential to our survival. Many of our benefactors donate over many years.



Benefactors Board



Chintu Gudiya Foundation

“We support organizations worldwide that integrate work with children and the environment. When we first visited the KidZone, we thought what a brilliant and affordable idea for the cold harsh Truckee winter!”

— Donald Lobo and Mari Tilos



“We live in Truckee so that we can enjoy the beautiful open spaces and places that enrich our lives and the lives of our children. We have supported the KidZone for the past five years and have spent many hours in the Museum on winter days with friends and family enjoying what the Museum has to offer.”

— Billy McCullough and Phebe Bell



“The first five years of brain development are critical for young children. The KidZone is an ideal place for young children to play in the winter and develop their gross motor skills. We support Club Amiguitos, which is a program that encourages friendships and learning of children from different countries.”

— Bonnie Taylor, Interim Executive Director



“The First 5 Commission searches for opportunities to invest in programs that will achieve the goal of optimal brain development and strong families. By supporting the KidZone our joint goals for young children are a direct match.”

— Don Ferretti, Director



The Gardners, who visit the KidZone often with their three boys, are interested in helping the long-term sustainability of the Museum so they helped fund the start-up of the Treasure Chest – the KidZone children’s thrift store, which is filled with items for children.



Guidry Foundation

The Guidry Foundation provided major funding to the KidZone Museum for four years. The Guidrys believed that the KidZone was something the community needed and was a valuable educational tool. We are forever grateful for their support and confidence.



Hallador Legacy Fund at the Parasol Foundation

Hallador Legacy Fund awarded the Museum funds to strengthen and enrich our environmental education programs for children. This will help us achieve our goal to be a regional leader in natural science education for children.



The Foundation, supported by residents of the Lahontan community, has been a benefactor of the KidZone for three years. This support allows the KidZone to host local social service groups and to offer community programs such as Dollar Day.



Roxie Archie & Azad McIver Bequest

Roxie, Azad, and Dick Joseph, longtime philanthropic residents of Truckee, helped many children-oriented organizations by donating large parcels of land to the school district, Tahoe Forest Hospital, the Town of Truckee and McIver Rodeo. We are proud to be a recipient of the bequest of this influential family.



“The Sierra Sun newspaper agrees the KidZone Museum is a community treasure that everyone should know about! By getting the KidZone message and events out to the public, we help ensure that everyone can see what an enriching and fun experience the KidZone is for children.”

— Jody Poe, Publisher



“The Tahoe Mountain Resorts Foundation has been benefactors of the KidZone Museum for three years because we take great pride in supporting non-profit organizations that benefit children and families in our community.”

— Neil Cunningham, TMRF Executive Director



“The best way to solve our society’s ‘science education problem’ is to awaken our children’s natural curiosity about the world. I believe the KidZone Museum has been a great help to parents looking for ways in which to encourage their children’s interest in the way things work.”

— Fred Teichert, Executive Director



Thomas J. Long Foundation

“As an investor in the educational opportunities for youth in the Truckee/Tahoe region, we provided major funding for the UC Davis Tahoe Environmental Research Center and provided funds to begin science, art, and camp programs at the KidZone Museum.”

— Robert Coakley, Executive Director



“Truckee Tahoe Community Foundation supports the operations of the KidZone because of its work in early child development. Young children who come to the museum to play also develop skills which help them to become more successful in school and life.”

— Lisa Dobey, President



“For over 40 years, Western Nevada Supply has strived to make a difference in the lives of people in the communities we serve. Our team members are pleased to support the KidZone Museum, where their children play and learn. It is our pleasure to share in the opportunity to help an organization that does so much for the region’s families.”

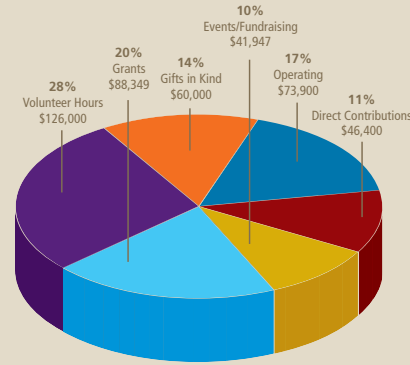
— The Blue Team at Western Nevada Supply

Major Gift-In-Kind Donors

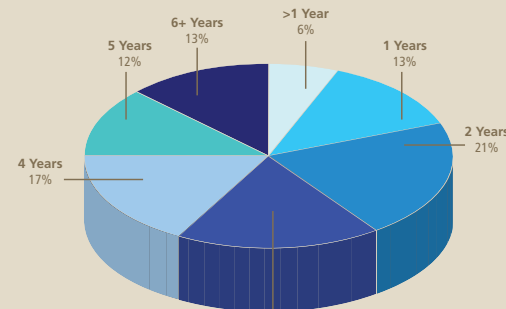
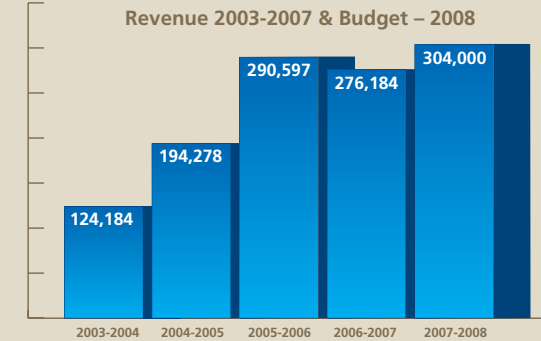
The KidZone requires gifts-in-kind and volunteer support to operate. We are fortunate to have close to \$60,000 of in-kind gifts a year. People donate their skills and materials to build exhibits, take down walls, replace doors, add rooms, maintain our website, fix our database and computers, and provide services for graphic design, printing, marketing, and signs.



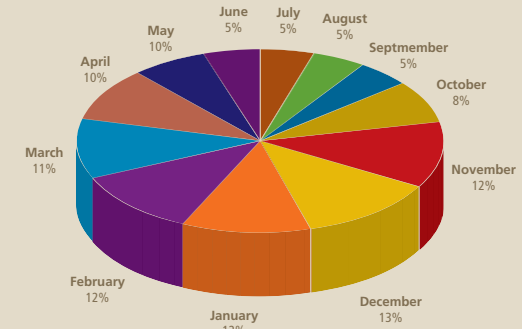
Who We Serve



2006-07 Revenue and Volunteer Donation and Gifts in Kind



Age of Children Who Visit Kidzone 2006-07

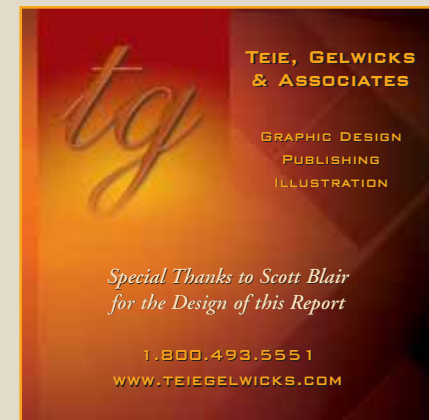


Total Visits Fiscal Year 2006-07 17,265 And When We are Visited Most



We simply do not have enough room in this report to thank everyone who has helped us over the years. Please see our Donor List for 2006/07 and our periodic newsletters for others who have provided us with monetary and gift-in-kind donations.

Thank You to Our Report Sponsors



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KidZone Museum is a non-profit 501(c)(3) organization - Donations are tax deductible.