



ANNUAL REPORT 2021

Children's Museum of Montana

Email: sherrie.cmom@gmail.com

Website: childrensmuseumofmontana.org

Tel: (406) 452-6661

22 Railroad Square

Great Falls, MT 59401

TABLE OF CONTENTS

Year in Review	3
Strategic Highlights	3
Financial Highlights	5
Operating Highlights	7
Looking Ahead	9
FINANCIAL SUMMARY	13
FINANCIAL STATEMENTS	14
Statement of Financial Position	141
Statement of Comprehensive Income (Profits and Losses)	142

YEAR IN REVIEW

Strategic Highlights

With restrictions lifted, we opened for general admission and play in March. For the first time in 20 years, we also had increased our admissions prices, yet we were pleasantly surprised by the community's accepting of this increase. This was such a successful year for us and it seemed to start from the very beginning and continue throughout. We will touch on just a few of the great changes.

Education, Exhibits, and Collaborations

- Our STEAM (science, technology, engineering, arts, and math) camp resumed with great success. We had our very best year of camps ever! Our campers kept coming back for more through the 11 weeks offered. The parent surveys reported that the children continued to share what they learned even through vacation trips with the family. Part of the success was in thanks to both the **Dennis and Phyllis Washington Foundation** and the **Herb Waltermeyer Foundation** for funding this program.

The exhibits we opened this year include the new:

- Zoo - our first toddler section on the second floor. It's been on the list of requests from parents and we are so happy with how beautifully it turned out. The **Curative Art Collective of the Paris Gibson Museum of Art** painted a gorgeous mural to help the children imagine being submerged into this wildlife theme.
- Café - it was synchronicity that brought us the café. The same week the staff had started planning it, **Morning Light Coffee Roasters** called and asked if we would be willing to work with them to add a coffee shop café for the kids. They sponsored the exhibit and we reused retired exhibit materials and pulled it together with the help a special volunteer that has helped build a couple exhibits within the museum! It is fun exhibit for the kids to practice their world class customer service and work experience.
- Sheriff's office - It has been proven that the more children experience positive interactions with our law enforcement, the more likely they will support their efforts to protect us as they mature. We asked the **Cascade County Deputy Sheriff's**

Association if they would be interested in sponsoring this exhibit and they enthusiastically agreed. It was amazing to see the fun that sparked the day of the grand opening for the children at the museum to meet and play with real deputies. It was magical, one of our young deaf guests even found that he could feel the horns and sirens of the deputy patrol cars. The Sheriff's office is a favorite exhibit still at this time.

Our collaborations this year were deepened in existing relationships and new ones created. **Benchmark Human Services** is contracted with the State of Montana to offer and complete toddler screenings. In the past there has been a problem with different facilities used within the community. As a member, Benchmark HS uses our facility for therapy and training, and now they hold their big annual screening here. It was awesome to turn many of the exhibits into screening areas, such as the doctor screening that happened in our little clinic, the dentist in our little dentist office, and even the audiologist was here.

We have had the absolute pleasure to have **Conservatory ASL Northwest (CAN)** do some play and sign days at the museum. Creating this inclusivity for the deaf and hard of hearing community within the museum is imperative. We will continue to add more American Sign Language (ASL) in exhibits and signage throughout the museum in order to one day fully inclusive for the deaf and hard of hearing community and encourage all of the community to do the same.

We really enjoyed having the **Head Start** recruiting days here also. Again, they were already members of the museum, now we are enjoying more joint activities. They are a wonderful group of educators that do so much for our community.

The newest addition to our museum family is **Child Bridge**. It was a blessing the day we were introduced to Child Bridge and we have found ways to help each other ever since. Currently they are members of the museum and enjoy sharing our wonderful facility with all of their members. We also collaborate on their foster parent training and events.

We have enjoyed scavenger hunts and activities with many more organizations and businesses. It really does take a village to raise a child and the more we work together the more our children will have the support they need to grow to their full potential and lead our country.

Financial Highlights

Our fiscal year ends July 30, 2021, and our financials attached are both last fiscal year and current year to date so we will give highlights for both.

Sponsors and grants

The Children's Museum of Montana (CMOMT) has been granted some second third cycle grants, and we have had the pleasure of first-time grants that are crucial to our success. A very big thank you to the **Herb Waltermeyer Foundation** for both the above-mentioned camp grant 2020 and the general operations grant of 2021. These funds are very important to sustaining this community asset for the children.

The **Dennis and Phyllis Washington Foundation** have awarded us funding for the 3rd year in a row to support our educational camps. Their impact has been felt by hundreds of families and offered scholarships to many.

Along with being one of our longest most dedicated sponsors for annual Chocolat Noir, the **Uptown Optimist** also funded a large contribution to our Capital Campaign towards our new museum. They continue to support our museum knowing that we make a large impact on families and children every day. Thank you, Uptown Optimist, for staying true to your commitment that we are here for our great grandchildren!

Within this little more than a year, we have felt the generosity of many community supporters and we feel it is important to share our gratitude with everyone.

2020

Grand Foundation Sponsors

Uptown Optimists

StaRadio

Cherry Creek Media

Circle of Friends Sponsors

Mountain Tire Company

Montana Credit Union

Friends of the Museum Sponsors

Wendy's	Kiwanis Club
Schwartzbauer Foundation	Rhett Hulett
State Farm - Greg Franczyk	Sletten Construction
D or L Swanson	Cascade County Tavern Assoc.
JCCS	Richard & Paula Roof
Alexander Blewett	Century 21 Northwest Realty
Lisa & Scott Shull	VFW Post 1087
E M Brown	VFW Post 1087 Auxiliary
Ryerson Family	Nidros Family

A Big Shout Out to our 2021 Sponsors!!!

Grand Foundation Sponsors

DA Davidson

Circle of Givers

Marshall Orthodontics	Schwartzbauer Family Foundation
StaRadio	Cherry Creek Media

Friends of Museum

Cascade County Deputy Sheriff's Assoc.	Allstate Insurance
Great Apple Falls, Inc. A&E	Benski Towing and Recovery
Eagle Beverage	Montana Credit Union
US Bank	Lewis Family
Vision Net	JCCS
Anderson Zurmuehlen CPA's	Pasta Montana
Stockman Bank	JR League

There is still time to add your names to this list! We need Sponsors for Chocolat Noir 2022; it will be a great night of food, music, and lots of fun. We have more new auction items than

ever before! *The Big Sky Brothers* band will be playing for us, and the prime rib is always the best!

Operating Highlights

I will share the museums staff highlights yet want to start with a Thank you to our hundreds of volunteers and thousands of hours of love and hard work that have been put into this museum. We truly could not do all that we do without you! In 2021 we had 145 volunteers give over 1,315 hours. These volunteers helped with everything from support at fundraisers and upgrading lighting, to helping us keep the museum clean and beautiful. Thank you all!

We celebrate the fact that we won the “Nonprofit of the Year 2021” from the Great Falls Area Chamber of Commerce.

Our work within our administrative capacity and general operations is apparent also in our newest level of transparency seal from GoldStar “Platinum Level”.

GoldStar is used by most major funders nationally for quick reference into a nonprofit’s capacity and transparency.

<https://www.guidestar.org/profile/84-1370101>



“It’s not hard to make decisions when you know what your values are.” Roy Disney

Let’s look at a couple of our main classes of revenue and operations for 20-21.

Chocolat Noir is by far our largest fundraising efforts and was 22% of our annual gross profits for the year.

In 20-21 it was a virtual event that may not be a popular platform for guests and sponsors, yet it was successful in sustaining our revenue through the end of the pandemic. We were pleasantly surprised by the showing of support and donations from outside our area demographics as far as California to the Midwest. Marketing value for sponsors and donors was at an all-time high with a virtual event.

Note that the cash value for the event was low, yet because the costs were lower also, we had a good net income from the event. Wages are direct hours worked solely on the preparation and close out of the event. Marketing was all in-kind contributions, and we are very thankful for the support!

Children's Museum of Montana, Inc
Statement of Activity by Class
 July 2020 - June 2021

	Chocolat Noir
Revenue	
Contributions	
Business/Organization Contributions	4,900.00
Foundation/Grant Contributions	3,000.00
Fundraising Income	20,180.10
Individual Contributions	193.50
Total Contributions	\$ 28,273.60
In Kind Contributions	16,300.00
Total Revenue	\$ 44,573.60
Gross Profit	\$ 44,573.60
Expenditures	
Marketing/Advertising	16,300.00
Office Equipment/Software	2,095.00
Office Supplies	35.99
Payroll Expenses	
5840 Wages	10,053.00
Total Payroll Expenses	\$ 10,053.00
Service Fees	
Credit Card Process fees	674.34
Total Service Fees	\$ 674.34
Shipping & Postage	770.00
Supplies	1,518.88
Total Expenditures	\$ 31,447.21
Net Operating Revenue	\$ 13,126.39
Net Revenue	\$ 13,126.39

For our regular operations we are so thankful for the support and use of the museum. Our memberships both family and organizational are at an all-time high. We had our most successful science camps ever the summer of 2021.

We attribute our success to our core values: Quality, Integrity, and World Class Customer Service.

- **Quality** is our goal and focus on every stage of the museum from cleaning to creating exhibits. We want quality to be everyone's first thought of us when they are greeted to when they post their fun family pictures!
- **Integrity** is our creed, each of us, both personally and professionally. We do what we say we will. We do our homework and create true educational opportunities every possible step of the way. We value our community and want to work with everyone to help the children develop into their full potential, every child.
- **World Class Customer Service** is not just a motto, it is our day to day. Not only should locals receive this kind of service, we have travelers from around the world stop in to see our museum and each of them need to leave feeling like their visit with us was worth the trip! We will continue to work on being a destination museum and see that this will transition perfectly to the new world class museum we build.

General operations include our admissions, memberships, birthday party rentals, coffee shop, and camps. These together are 68% of our annual gross profits. We have miscellaneous events and our capital campaign that brought in the last 12%.

We have just over 10% increase in our general operations above years prior to the pandemic and are enjoying this success rate. We plan to continue with our operations focused on our core values to see this rise in use of the facilities and all we have to offer continue for years to come.

Looking Ahead

Capital Campaign

November 2023 is coming fast. 2022 is the time to get our needed \$1 million local dollars. We have enthusiastic foundations willing to help us move and create a World Class children's museum. We will be encouraging our business leaders, our governmental leaders, and those individuals able to help get us to the goal and fast.

The City of Great Falls must take their building back and so we will be moving. The perfect site is the Pacific Steel warehouse that is for sale at 1401 3rd St NW here in town. We are the Children’s Museum of *Montana* and as the state’s representative, we take great pride in making our museum the best reflection of Montana available. The warehouse has the room, the strong structure, and a good location to pull in more tourists for our community and summer fair. We have brand new beautiful motels right on the river near there while making public transportation simple.

We have studied the research and market trends, average costs, and worked with the SBA to create our strategic plan with the museum to make sure we are sustainable. From the marketing to the revenue streams, we are ready to fulfill the community needs brought to us by supporters, including: childcare, skills labs, parkour, and more!

Here is a snapshot of the total funds and expenses to date.

Children's Museum of Montana, Inc
Statement of Activity by Class
All Dates

	Capital Campaign
Revenue	
Contributions	
Business/Organization Contributions	6,070.00
Fundraising Income	13,000.86
Individual Contributions	8,795.42
Total Contributions	\$ 27,866.28
In Kind Contributions	16,743.00
Total Campaign Revenue	\$ 44,609.28
Gross	\$ 44,609.28
Expenditures	
Office Equipment/Software	55.60
Printing	710.00
Professional Fees	26,059.33
Shipping & Postage	500.00
Supplies	760.90
Total Expenditures	\$ 28,085.83
Net Campaign Revenue	\$ 16,523.45
Net Revenue	\$ 16,523.45

Note: there is approximately \$16,000 more of in-kind architectural services to date not reported yet.

We are working with the Treacy Foundation, Herb Waltermeyer Foundation, Murdochs, and Kellogg Foundation for the majority of the funds needed to build our museum. We need the locals to invest as much as they can in order to show our support for this new facility.

We need Your help now!

CMOMT has submitted a formal request to the Cascade County Commissioners asking them to use some of the local ARPA money towards this facility and we will submit the same request to the city before end of year.

Great Falls needs the increase in quality jobs and tourism money; so let's all gather every idea, fundraiser, and tax deductible donation and make it a reality!

Programming

In the new year 2022, CMOMT is planning to open an afterschool program that will be called Whizzard Academy. A place for students to get help with their homework and then have fun science exploration projects, experiments, and crafts that inspire! We are working with the State of Montana on the initial funding and look forward to helping each child grow to their own potential.

Exhibits

The new year will start out with three new exhibits and an upgrade.

The Woolly Mammoth bones and dinosaur dig - community leaders, **Gary Zadick and Larry Houck** chose the Children's Museum of Montana to receive their generosity and help us create a fun and exciting new exhibit with real mammoth bones that Larry dredged right of the Big Mo here in Great Falls. They are extraordinary and the exhibit is well under way!

The Montana Habitat exhibit - comes to us from the generosity of the **Lewis Family and in memorial of Michael Lewis**. Michael was an avid hunter and loved to help the young in our community. We are very proud to receive the gift from the family of cash and mounts to create this extraordinary exhibit.

The Sahara Habitat exhibit - also in memorial of **Michael Lewis**. We excited to offer the kids a little escape to an entirely new world to most of them and visit Africa! The exhibit will of

topographical maps, pictures, mounts and more. This safari wonderland is also a gift from the **Lewis Family**. Ophelia Easton is painting a beautiful mural for this new exhibit!

The Enchanted Forest - this new exhibit is without a sponsor yet. Let us know if you are interested in being this hero! Two amazing artists, Ashleigh McCann and Rachel Lahaderne, offered to update our murals and felt the treehouse could upgrade into a beautiful, enchanted forest. Putting on our creative thinking caps, we envision a May Pole ribbon dance as the centerpiece for the new mural. Hands on and beautiful, it will be another opportunity for the kids to visit something new and yet honor something old.

Parkour - Last but not least is our parkour area upgrade - the space it currently sets is a bit small for so much activity and will be better suited for the safari habitat exhibit. We are looking for a sponsor that truly appreciates how important it is for the kids to practice climbing, balance, and physical activity to help us buy a few mats!

It is exciting times at the Children's Museum of Montana and we look forward to 2022 and seeing you all at Chocolat Noir February 12, 2022!!

Sherrie Neff
Executive Director
December 2021

FINANCIAL SUMMARY

Financially the museum is stronger than it has ever been. I attribute this to many factors but will lead with my strongest asset; my staff. The staff at the museum have hearts of lions and creativity that never stops. They believe in our mission and live by our core values.

The next factor is our sponsors and donors. You have given us the power to create and the guests are loving the results!

Our volunteers give the special one of kind love to our walls and our exhibits, and their special spark helps keep our guests coming back for more!

Finally, our connections and collaborations with family and youth organizations keeps us grounded and experiencing what the families and children need.



Our financial statements speak for themselves in the next section. If you ever have any questions or concerns as a community member that we serve, please feel free to reach out to me at the museum.

FINANCIAL STATEMENTS

We believe our integrity is important at every level of our business and especially reporting and recording our financials. Thank you, Julia, for being that extra set of eyes helping make sure we are doing the absolute best within our administration and accounting. Our auditors JCCS have been instrumental through the years to keep the museum's accounting in order and our Accounting Technician Shelly is a Superwoman keeping track for all of us!!!

Financials prepared by Julia Doney of Doney Accounting Services, LLC.

Statement of Financial Position

- Liabilities
- Statement of Financial Position
- Ownership Equity

Statement of Comprehensive Income (Profits and Losses)

- Income
- Expenses
- Profits

Children's Museum of Montana, Inc Statement of Financial Position

As of November 30, 2021

	As of Nov 30, 2021	As of Nov 30, 2020 (PY)
ASSETS		
Current Assets		
Bank Accounts		
MFCU 49213 (RESTRICTED CHECKING)	17,656.00	1,068.77
MFCU 6755	80,731.48	23,161.24
MFCU Savings 6755	720.42	720.28
SAVINGS MFCU 49213	71.75	16,687.50
Till Cash	150.00	325.00
Total Bank Accounts	\$ 99,329.65	\$ 41,962.79
Accounts Receivable	0.00	833.33
Total Accounts Receivable	\$ 0.00	\$ 833.33
Other Current Assets		
PREPAID INSURANCE	2,282.64	2,114.00
Total Other Current Assets	\$ 2,282.64	\$ 2,114.00
Total Current Assets	\$ 101,612.29	\$ 44,910.12
Fixed Assets		
Accumulated Depreciation	-154,232.90	-148,332.98
Building	9,316.33	9,316.33
Fixed Assets	52,096.85	52,096.85
Leasehold Improvements	179,373.03	179,373.03
Long-term exhibits	47,405.19	47,405.19
Total Fixed Assets	\$ 133,958.50	\$ 139,858.42
TOTAL ASSETS	\$ 235,570.79	\$ 184,768.54
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable	272.00	157.66
Total Accounts Payable	\$ 272.00	\$ 157.66
Other Current Liabilities		
MT Income Tax	421.00	393.00
MT Unemployment Tax	170.81	204.43
Total Payroll Liabilities	\$ 591.81	\$ 597.43
Total Other Current Liabilities	\$ 591.81	\$ 597.43
Total Current Liabilities	\$ 863.81	\$ 755.09
Long-Term Liabilities		
3601151977 ELD SBA	5,000.00	5,000.00
Total Long-Term Liabilities	\$ 5,000.00	\$ 5,000.00
Total Liabilities	\$ 5,863.81	\$ 5,755.09
Equity		
Restricted Net Assets		
Building Fund	16,383.28	14,714.17
EXHIBITS	-193.09	1,000.00
SCHOLARSHIPS	50.00	580.00
Total Restricted Net Assets	\$ 16,240.19	\$ 16,686.27
Unrestricted Net Assets	182,752.12	174,277.07
Net Revenue	30,714.67	-11,949.89
Total Equity	\$ 229,706.98	\$ 179,013.45
TOTAL LIABILITIES AND EQUITY	\$ 235,570.79	\$ 184,768.54
		
Prepared by Doney Accounting Services, LLC.		

Children's Museum of Montana, Inc
Statement of Activity

July - November, 2021

	Jul - Nov, 2021	Jul - Nov, 2020 (PY)
Revenue		
Contributions		
Business/Organization Contributions	14,840.00	2,506.39
Foundation/Grant Contributions	20,000.00	22,625.00
Fundraising Income	3,671.70	4,023.28
Individual Contributions	814.99	
Total Contributions	\$ 39,326.69	\$ 29,154.67
Program Income	69,079.04	18,127.12
Sales	765.08	
Total Revenue	\$ 109,170.81	\$ 47,281.79
Gross Profit	\$ 109,170.81	\$ 47,281.79
Expenditures		
Accounting/Payroll Services	688.80	547.00
Contract Labor	570.00	248.00
Depreciation Expense	2,458.30	2,458.98
Dues and Subscriptions	837.88	489.89
Insurance	3,098.35	2,642.50
Interest Paid	22.00	
Licenses and Permits	707.43	60.00
Maintenance/Repair	1,039.54	408.60
Marketing/Advertising	262.69	2.92
Meals	136.20	80.98
Office Equipment/Software	1,023.00	2,907.87
Office Supplies	415.21	217.38
Payroll Expenses	-6,105.93	160.94
5840 Wages	51,777.63	36,970.02
Taxes	4,541.33	3,949.06
Total Payroll Expenses	\$ 50,213.03	\$ 41,080.02
Professional Fees	355.00	130.00
Purchases	557.76	
Rental	750.00	
Service Fees		
Credit Card Process fees	1,552.77	848.37
Total Service Fees	\$ 1,552.77	\$ 848.37
Shipping & Postage	357.05	715.00
Staff/Board Incentives	145.97	
Supplies	5,568.94	3,397.58
Training/Conference Reg	149.00	
Utilities		
Electric	2,837.00	2,660.00
Gas	1,092.00	1,370.00
Telephone/Internet	2,517.22	1,850.64
Water	1,101.05	783.47
Total Utilities	\$ 7,547.27	\$ 6,664.11
Total Expenditures	\$ 78,456.19	\$ 62,899.20
Net Operating Revenue	\$ 30,714.62	-\$ 15,617.41
DEBT FORGIVENESS INCOME		3,665.99
Interest Income	0.05	1.53
Total Other Revenue	\$ 0.05	\$ 3,667.52
Net Other Revenue	\$ 0.05	\$ 3,667.52
Net Revenue	\$ 30,714.67	-\$ 11,949.89



Prepared by Doney Accounting Services, LLC.