

This year, our Mississippi Children's Museum (MCM) will turn 10 years old, and I almost can't believe that it's been a decade since we opened our doors. It feels similar to how time travels when you're raising children – the days can be long but the years are so very short.

Although we opened in 2010, the dream of MCM began much earlier. In 1994, the idea of the museum was born; and in 2003, the Mississippi Children's Museum became a Signature Project of the Junior League of Jackson.

As I think back on years passed and all of the people who have played a critically important role in supporting and advocating for the mission of MCM, I feel overwhelmed with happiness and gratitude. Our loyal members, generous donors, MCM Partners, governing board, dedicated staff, and gracious volunteers have worked tirelessly to give the children of Mississippi the magical place and inventive statewide outreach services they deserve. As

we look toward the future, MCM is more committed than ever to providing Mississippi children with access to quality experiences through innovative exhibits, engaging programs, and interactive special events. It is undeniable that we would not be able to serve the children, families, and educators of our state in such an expansive and meaningful way were it not for all of you.

We have grown up together throughout the course of the museum's life, and I am truly inspired each day by the passion, creativity, generosity, and joy each member of our community provides to this special place. If the past ten years are any indication as to what the next ten will bring, we're in for another decade of some serious fun!



Susan Garrard, Mississippi Children's Museum President/CEO

Juan Janard

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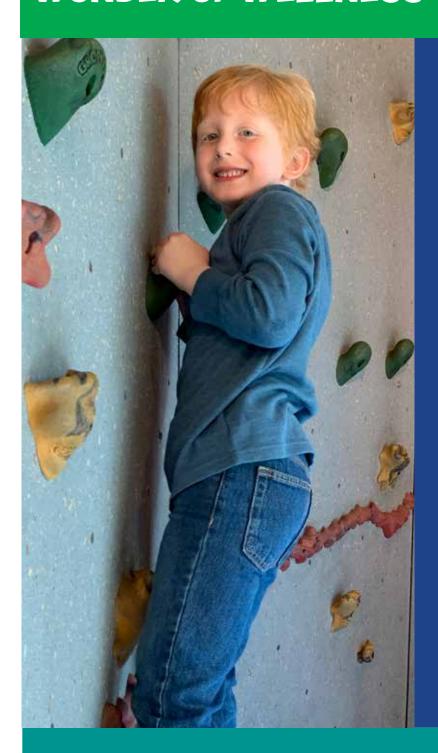






• • • IMLS Community Catalyst: • • • •

WONDER OF WELLNESS



In late 2018, MCM was awarded a Community Catalyst grant from the Institute of Museum and Library Services (IMLS) to design a community health program for children and their caregivers, which we now call the Wonder of Wellness!

MCM is hosting planning meetings with community and state partners from medical, social, and emotional health fields and childhood development organizations. The new program will increase health education for children in Jackson and develop a replicable curriculum for other communities throughout the state.

This spring, the plans for Wonder of Wellness will come to life when the group conducts a six-week series of educational presentations for children and their families in the Jackson community. The central focus of the curriculum is how the human brain impacts all aspects of our lives – from how we feel emotionally to how we feel physically. Each week's Wonder of Wellness session will address a specific aspect of brain health and overall wellness, such as: nutrition, social and emotional health, and healthy activities like gardening!

"The Wonder of Wellness program is designed to teach children and their caregivers about the impact that physical activity, healthy eating, and even emotional health can have on their bodies," shared Monique Ealey, MCM Director of Programs and Education. "MCM is working with community partners to create a brand-new health program that can be offered to children in Jackson and across the state."







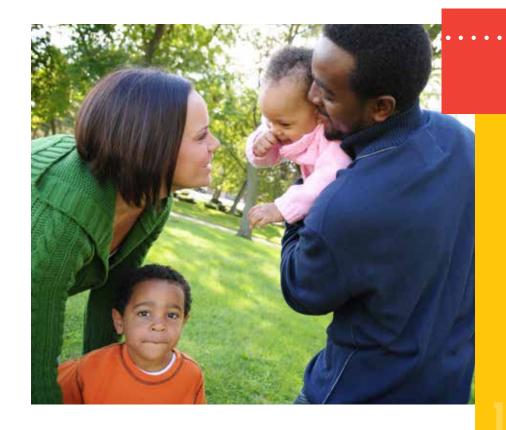
WONDER OF WELLNESS ... PARTNERS ...

The goal of the IMLS Community Catalyst grant is to encourage museums and libraries to act as centers of learning and catalysts of community change, while connecting people with programs, services, collections, information, and new ideas in the arts, sciences, and humanities.

MCM is thrilled to be collaborating with the following organizations that have such a significant impact on the wellness of our community:

- Blue Cross Blue Shield of Mississippi Foundation
- Be Undefeated Therapeutic Solutions
- Children's of Mississippi
- Jackson State University Department of Public Health
- Methodist Children's Home
- Mississippi State Department of Health
- Mississippi Center for Advanced Medicine
- Significant Developments
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- St. Dominic's Hospital
- The Partnership for a Healthy Mississippi
- University of Mississippi Medical Center







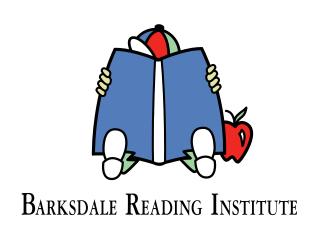
TALK FROM THE START!

TALK from the START! Growing Mississippi Readers is a statewide campaign seeking to raise public awareness about the importance of talking to and with children from birth in order to boost early language development and literacy in our youngest Mississippians. It may sound simple, but research has proven that simply talking to and with children throughout the day gives them a strong foundation for early literacy, which can make the difference between a good reader and a struggling reader. This is remarkable yet little known information, and this campaign is looking to change that!

In a state where 25% of third grade students and between 15% and 30% of adults struggle to read, the people of Mississippi deserve to be aware of this simple yet profound way they can potentially impact the trajectory of children's development, education, and lives. Though the literacy crisis we face is formidable, Mississippi has made great strides over the last decade and the ground is fertile for progress. This campaign's goal is to rally communities around the idea that talking from the start can and will have a broad and positive impact for generations of Mississippians to come.

The TALK from the START! Campaign and its trusty mascot, Rocky the Reader, are planning for an exciting spring of pilot events and community outreach. Be on the lookout for an official, statewide campaign launch in 2020; and in the meantime, check out the campaign's website at www.talkfromthestart.org and follow @talkfromthestart on social media to learn more.

-- TALK FROM THE START! FOUNDERS ----







Throughout the last decade, BRI and MCM have partnered on a number of projects to promote and advance early childhood literacy in Mississippi. Our campaign project teams have been collaborating and meeting bi-monthly since June 2019, each team member bringing to the table a variety of experiences and expertise in the fields of education, development, marketing, and design that complement the activities and goals of the campaign.

We believe TALK from the START! is a good example of how two well-established, Mississippi-based organizations can join forces to maintain the strong momentum Mississippi is achieving relative to improved literacy outcomes through a multi-generational approach.

TAKE A PEEK INSIDE THE MIND OF A CHILD AT THIS FAMILY LEARNING SERIES!

MCM, in partnership with the Junior League of Jackson and Center for the Advancement of Youth (CAY) at the University of Mississippi Medical Center, is currently in the second year of providing a series of community presentations called, Play. Eat. Learn.

The Play. Eat. Learn. series, which also provides dinner at no charge and play-time for children and families, is the perfect way for parents, caregivers, and educators to take a sneak peek inside the minds of their children. While parents attend the educational program, children are invited to explore and play throughout the museum with supervision provided by members of the Junior League of Jackson and MCM staff.

Each presentation is unique and moderated by local, pediatric experts to provide parents and caregivers with information regarding a wide range of topics relating to children's health and development. For example, Medical Director of CAY, Dr. Susan Buttross, MD, FAAP, moderated a Play. Eat. Learn. dinner in the spring of 2019 on children's sensory needs and the importance of play. The following from Dr. Buttross is the type of eye-opening information you may learn at a Play. Eat. Learn. presentation: "Research shows that children learn best from personal interactions and child-led free play. Both are critical for healthy brain development. Just five minutes a day playing what your child wants to play can encourage exploration,

creativity, problem-solving, and interactions with others. Amazingly, play can also help children become more calm, focused, and cooperative – all skills that are valuable both inside and outside the classroom! The Mississippi Children's Museum is a treasure trove of exciting ways to play and learn for children, and opportunities abound for interaction with others to support their social and emotional development."

MCM, CAY, the Junior League of Jackson, and St. Andrews Episcopal School are gearing up for a fun and informative spring series of Play. Eat. Learn. with a group of incredible, local field experts. Mark your calendars to hear from the following presenters:

On the Move! Motor Skills & Milestones
Jessica K. Smith, OT
Tuesday, February 25 • 5:30 - 7:15 pm

Tricks of the Trade: Top 5 Behavior
Tips from the Experts
Susan Buttross, MD, David Elkin, PhD
Tuesday, April 28 • 5:30 - 7:15 pm

PLANTING THE SEEDS TO READ - SPRING SESSIONS



At MCM, we believe literacy is fundamental to a child's educational development. Because of this, improving childhood literacy has been one of the cornerstones of our educational mission and the goal behind one of our longest running and most successful programs, Planting the Seeds to Read — MCM's family literacy program.

The Planting the Seeds to Read program runs from 5:15 p.m. until 7:30 p.m. every Thursday for seven weeks. Each week, families are served a healthy dinner, take part in a small group storytelling session, and children participate in a hands-on literacy activity with museum staff. As part of the program, parents also learn about how to help their children be successful in school, how to save for college, and resources available to them through their school district and the Jackson area.

Due to the immeasurable success of the program and amazing donor support, MCM is adding five additional sessions this spring! These sessions will also include a healthy meal, as well as reading and financial literacy activities for children and caregivers that can be catered to the ongoing needs of the participating families. This continuation of the project will allow MCM to track student progress and academic growth throughout the course of the full school year.

Connecting families to community resources that will enable them to thrive in both academic and non-academic settings is and will continue to be a leading priority in MCM's overarching mission.





Did you know that MCM is responsible for generating a substantial level of economic activity for our community and state due to annual spending by the museum and visitors? It's true!

In 2018, MCM partnered with Dr. Alan Barefield from the Department of Agricultural Economics at Mississippi State University to conduct a study helping us understand the true economic effect our museum creates in our state.

Dr. Barefield's report estimates the economic effect of the museum's operations and visitor spending for its facilities in Jackson and projections for future expansion in Meridian. For the fiscal year 2018, the report shows that the total value added from both MCM and MCM-Meridian in the categories of expenditures, visitor spending, and capital improvements was over \$35,000,000.00. One of the most exciting takeaways from the report was realizing how the level of the annual economic activity associated with MCM will increase with the construction and operation of our new satellite museum in Meridian!

"This study is a refreshing reminder of how much impact MCM has on our great state – not only the intangible benefits realized by the thousands of children who learn and grow with us, but also the tangible economic benefits shared throughout the entire community," said MCM Board Chair, John Fletcher. "That impact will grow exponentially as we complete the Meridian facility and continue expanding our services and relationships throughout Mississippi. We are all very proud of MCM, its leadership team, and its countless volunteers."



For a special glimpse into the impact that we continue to make across the state, scan this code with your smartphone camera and you will be able to view a video that showcases the museum!

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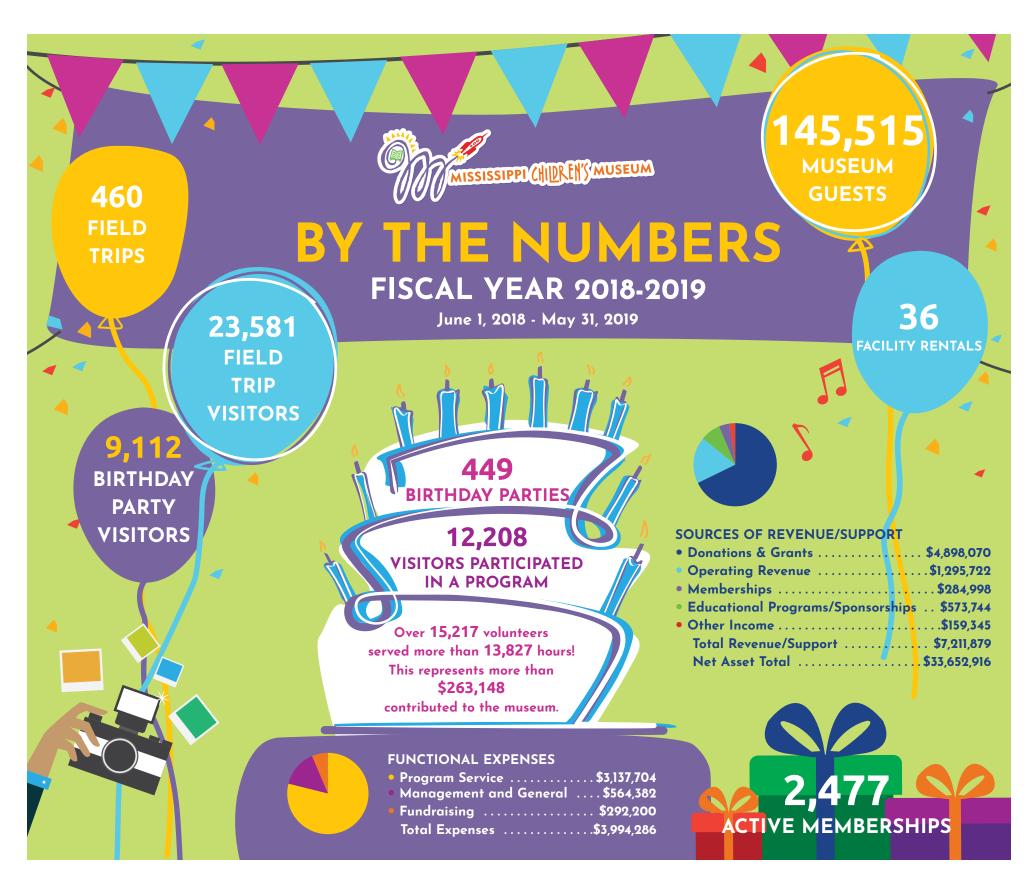
Memorials & Celebrations

In Memory of Robert D. Haskins
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Susan Garrard
Emily Hoff
Sarah Skelton
Cynthia Till

In Memory of Gregory Kennedy

Susan Branson Susan Garrard Emily Hoff Sarah Skelton Cynthia Till

In Celebration of Mrs. Patsy Reiss Patti Reiss



JOIN US FOR THESE UPCOMING SPRING EVENTS



DR. SEUSS' SILLY BIRTHDAY CELEBRATION

February 29, 10:00 am - 3:00 pm

You're invited to join us for a Seuss-inspired fantastic, fun day at MCM for Dr. Seuss' Silly Birthday Celebration!

This is one of MCM's favorite days of the year when guests from across the region visit to celebrate Dr. Seuss. You'll get messy with ooey-gooey oobleck, explore the museum on a Seuss-themed scavenger hunt, create your own Thing 1 or Thing 2 mask, and participate in many more creative activities! Start your day off with a Members-only Green Eggs and Ham Breakfast at 8:30 am! Readings of everyone's favorite Dr. Seuss books will be enjoyed throughout the day.



NASA DAY March 7, 10:00 am - 2:00 pm

Count down to NASA Day at MCM with the John C. Stennis Space Center!

At MCM, we love all things space – from rockets to astronauts to space food. On NASA Day, real life astronauts and rocket scientists from Mississippi's very own John C. Stennis Space Center will come to teach guests all about what it's like to go to space, be an astronaut, and work at a space center. Bring your aspiring astronauts to NASA Day on Saturday, March 7 for a special day of activities that will be out of this world!



MAGIC MONDAYS

Mondays, 9:00 am - 5:00 pm

Start your week with fun!

Did you know that MCM is open for special, holiday Mondays from 9am – 5pm for extra hours of inspiration and fun? Magic Monday is the perfect solution to a Monday off from school. Each of these special days includes regular museum programming, as well as a special Food Lab program where guests learn about making delicious and nutritious food and snacks.

Mark your calendar for MCM's upcoming Magic Mondays:

Monday, Feb 17
 Monday, March 9
 Monday, April 13



BUNNIES AND BUTTERFLIES

April 11, 10:00 am - 2:00 pm

Spring is right around the corner, and everyone at MCM is already excited for our annual Bunnies and Butterflies spring event!

Bunnies and Butterflies is the perfect way to welcome the warm, sunny weather of the new season. At this event, guests will learn to plant their own garden, play with real-life bunnies, learn about our insect friends, have faces painted, create unique costumes of bunny ears or butterfly wings, and so much more. This is an event you definitely won't want to miss, so visit us on Saturday, April 11 to help us celebrate spring!



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CONSTRUCTION UPDATE

After an exciting groundbreaking ceremony in October, construction of MCM's new satellite museum in Meridian is officially underway!

One of the most essential and primary tasks currently in progress is the laying of the museum's foundation. Within construction industry circles, it is always said that the foundation of a building or structure is of the utmost importance; and according to Liz Wilson, Executive Director of MCM-Meridian, there has been an incredible amount of detail that has gone into ensuring the museum's foundation is excellent. The dirt has been tested, the beams poured with concrete, the electrical conduits and plumbing installed, and finally, the foundation slab has been poured. By the spring of 2020, Wilson anticipates that the exterior shell of the museum will be well underway.

"Things are really moving along! It is only apropos that the best way to articulate the excitement of commencing construction is an overwhelming childlike joy and wonder. Christmas definitely came early for MCM-Meridian and our entire community," said Wilson. "It is fascinating to watch the expertise of our local community industries working in tandem to create something so magical."

Construction of MCM-Meridian is right on schedule. For more information on how to get involved with bringing this one-of-a-kind museum and educational resource to life, please visit: www.mcmmeridian.org.



) /mcmmeridian



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mcmmeridian.org

601.207.5322 meridian@mcm.ms

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The MAX Courtyard



Downtown Meridian



Maker Faire Meridian, 10am - 5pm, Soule' Steam Feed Works, 1808 4th St.

* Holiday Honorariums





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(list updated through December 31, 2019)

* denotes an in-kind donation

If you wish to change your recognition, please contact us at meridian@mcm.ms.

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MCM-Meridian is grateful for the generous support of our 475+ donors!



Lauren and Ben Hill

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25,000 square foot building

9,500 square feet interior exhibit space

25,000 square feet exterior exhibits

51,500 estimated visitors per year

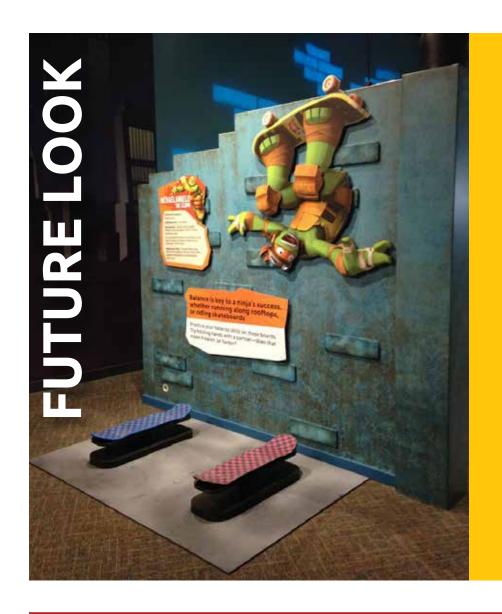
\$2.7M annual operating economic effect

\$17M campaign budget



Construction is underway!

Scan the QR code with your smartphone camera for a sneak peak.



Teenage Mutant Ninja Turtles: Secrets of the Sewer!

Mark your calendars! In the summer of 2020, MCM is excited to bring our community another extraordinary visiting exhibit, Nickelodeon's Teenage Mutant Ninja Turtles: Secrets of the Sewer!

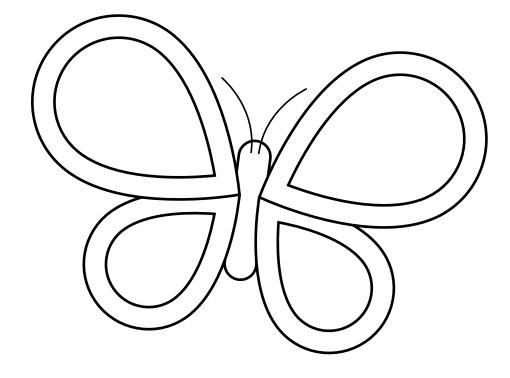
For 30 years, the TMNT have taught generations of fans that being part of a team lets us discover and exercise our own hidden strengths and those of our teammates, helping us to achieve more together than we can on our own. The four funny "heroes in a half-shell" share life lessons and team-building skills with their crime-fighting tactics.

At MCM, families will be transported to the underground home of the crime-fighting heroes to see what really happens in their secret hideaway. Through team-building challenges, collaborative games, and mind-teasing puzzles, families and friends learn skills to help them successfully work together.

MCM will host a Members Only Preview Party on Friday, May 22, and the exhibit will open to the public beginning May 23. Summer 2020 at MCM is going to be one you won't want to miss!

CM • TO • GO Have fun learning everywhere you go!

DECORATE THE BUTTERFLY



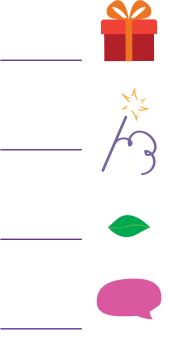
DID YOU KNOW?

Butterflies change from crawling caterpillars into winged beauties. This process is called metamorphosis, which comes from the Latin words for "changing shape."

Adult butterflies have large wings with different colored patterns. Besides using them to fly away from threats or things that are trying to harm them, butterflies colorful wings provide camouflage in their surroundings.

SEEK & FIND

Can you find the items pictured below? Search the Playbook and write the page numbers in the blanks.



WHO MADE THESE TRACKS?

Match the name of the animal to its track.



Duck

Child

Bear

Deer









Dog Frog



MCM SPRING 2020 CALENDAR

Please note that these dates and events are subject to change. Visit mschildrensmuseum.org for an up-to-date schedule.



Ignite the Night: 10 Years of Fun! (ticketed event) 7:00 - 11:00 pm



Members-Only Pancake Breakfast 9:00 - 11:00 am



Magic Monday Museum open 9:00 am - 5:00 pm



Play. Eat. Learn. On the Move! Motor Skills & Milestones 5:30 - 7:15 pm



Dr. Seuss' Silly Birthday Celebration 10:00 am - 3:00 pm



NASA Day 10:00 am - 2:00 pm



Visiting Artist Michele Campbell

and 21st Workshops 11:00 am - 1:00 pm



Magic Monday Museum open 9:00 am - 5:00 pm



March Makers **Spring Break Camp** thru 13th 7:30 am - 5:00 pm

events at MCM March 9-13!

Check our web site for specific Week of Wonder SPRING BREAK



Visiting Artist: Go **Long Productions**

Workshops 11:00 am - 1:00 pm



Bunnies & **Butterflies** 10:00 am - 2:00 pm



Magic Monday Museum open 9:00 am - 5:00 pm



Harry Potter Day 10:00 am - 2:00 pm



Play. Eat. Learn. Tricks of the Trade: **Top 5 Behavior Tips** from the Experts 5:30 - 7:15 pm



and 23rd

Visiting Artist: **Richelle Putnam** Workshops

11:00 am - 1:00 pm



Teenage Mutant Ninja Turtles™ Members-Only **Preview Party**

5:30 pm - 7:30 pm





Opens! Open daily through Labor Day









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'E TAKE FUN SERIOUSLY