



FISCAL YEAR  
**2025**  
ANNUAL REPORT



360 Promenade Place | Las Vegas, NV 89106 | (702) 382-3445

[discoverykidslv.org](http://discoverykidslv.org) | [@discoverylv](https://@discoverylv)

# Letter from the CEO



Dear Friends and Supporters,

As I reflect on Fiscal Year 2025, I am filled with deep gratitude and pride—for our dedicated staff, our passionate volunteers, our generous donors, and the many community partners who make DISCOVERY Children's Museum a place where curiosity thrives, and every child feels they belong.

This past year was one of meaningful growth, creative energy, and collective impact. Together, we welcomed more than 235,000 visitors through our doors and extended our reach far beyond our walls—into schools, neighborhoods, and community spaces across Southern Nevada. Through hands-on exhibits, outreach programs, and unforgettable learning experiences, we continued to ignite a love of learning in children of all ages and backgrounds.

At the heart of our work is a belief in the power of play—play that inspires exploration, builds confidence, and opens pathways to lifelong learning. In FY25, that belief came to life in exciting ways: from the reimagined Water World gallery highlighting local water conservation and sustainability, to expanded community collaborations, cultural programs, and free outreach through DISCOVERY on Wheels, which served thousands of students at no cost to schools and families.

Our success would not be possible without the extraordinary support of our community. Philanthropic partners, foundations, corporate sponsors, and individual donors stood beside us this year, ensuring that DISCOVERY remains accessible, inclusive, and impactful. Their generosity fuels our ability to provide admission subsidies, enrich educational programming, and maintain a welcoming space where children can learn through wonder and discovery.

FY25 also marked a strong year of connection and celebration—from signature fundraising events like the Magic of DISCOVERY Gala, Royal Tea, and Annual Golf Classic, to member experiences and special events that brought families together through joy, creativity, and shared purpose. Each moment reflected the collective belief that investing in children is an investment in our community's future.

As we look ahead, we remain focused on strengthening our mission, deepening our impact, and expanding access to high-quality, play-based learning experiences. The year to come holds exciting opportunities, and we are energized by the momentum we have built together.

Thank you for believing in DISCOVERY Children's Museum and for being part of our story. Because of you, thousands of children each year are empowered to imagine, explore, and discover what is possible.

With Warm Regards,

A handwritten signature in black ink that reads "Melissa D. Kaiser".

Melissa D. Kaiser  
CEO



## FY 2025 ATTENDANCE STATS

**TOTAL VISITORS 235,419**

**TOTAL MFA  
(MUSEUMS FOR ALL)**  
**49,391**

**TOTAL MILITARY**  
**6,172**

**TOTAL LIBRARY**  
**8,046**



## Revenue

In-Kind Donations	\$31,292
Program Revenue	\$139,541
Investment Income	\$267,010
Membership Dues	\$504,553
Ancillary Revenue	\$513,104
Special Events	\$756,540
Admissions	\$1,958,203
Contributions	\$1,743,903
	<b>\$5,914,146</b>

## Expenses

Fundraising	\$932,965
Management/General	\$1,447,204
Program Services	\$4,684,556
	<b>\$7,064,725</b>

Net realized and unrealized	\$710,053
Net Loss	<b>(\$440,526)</b>



At DISCOVERY Children's Museum membership is more than just 12 months of free admission—it's a year of discovery, connection, and unforgettable experiences. Members enjoy exclusive events, special discounts on workshops, camps, and the DISCOVERY Store, plus admission benefits at museums nationwide. Membership also means being part of a vibrant community that values curiosity, creativity, and play—while helping support our mission to inspire every child's lifelong love of learning.

## FY 2025 MEMBER EVENTS



### 4th Annual LEGO® Competition

August 25, 2024

The Museum proudly hosted its 4th Annual LEGO® Competition, welcoming 20 young builders selected at random to showcase their creativity. Participants competed in two age categories, 6–8 and 9–11, with prizes awarded to first, second, and third place winners in each group. Families enjoyed a day of imagination and friendly competition, complete with a complimentary lunch provided for participants and their adult helpers.



### Slightly Spooky Member Morning

October 20, 2024

For the first time, DISCOVERY hosted a Halloween-themed member morning filled with festive fun. Families enjoyed free seasonal crafts, engaging activities, and themed story time. Members also had the option to add a spooky slime-making experience, which was a favorite highlight of the morning.



### Noon Year's Eve

December 31, 2024

Our annual Noon Year's Eve celebration drew members and general admission guests together for a joyful send-off to 2024. The event featured exclusive Museum playtime, themed crafts, a high-energy dance party, and the much-anticipated countdown to noon complete with a balloon drop. To keep the celebration lively, light snacks and bottled water were offered to attendees.



### Member Preview: Water World

March 9, 2025

Members were treated to an exclusive first look at our newly renovated Water World exhibit. This special preview allowed families to explore the interactive space before it opened to the general public, giving them a unique opportunity to dive into the experience ahead of the crowd.



### Gabby's Dollhouse Member Morning

April 13, 2025

In partnership with the Association of Children's Museums (ACM) and DreamWorks Productions, the Museum joined in two days of MEOWseum Discovery Days featuring Gabby's Dollhouse. Guests enjoyed themed crafts and a memorable meet-and-greet with Gabby herself, all included with admission. As an added perk, members were invited to a private morning session, giving them exclusive early access to the festivities.



### Annual Ice Cream Social

June 7, 2025

Our annual Ice Cream Social brought families together for a sweet summer celebration. Sponsored by Walmart and Blue Bell, members enjoyed complimentary ice cream along with themed crafts and activities. An optional DIY Ice Cream Magnet craft added a creative twist, making the night as memorable as it was delicious.

DISCOVERY on Wheels: House Calls program continues to serve Clark County students within the Las Vegas valley and beyond. The program offers lessons FREE of charge for schools and community organizations. Smile Squad Kid's Dentistry & Braces continues to be an active sponsor of the Bright Smiles, Clean Bodies program, providing thousands of students with free dental care kits to take home after participating in the lesson.

Among the many new community organizations that took advantage of our program, DISCOVERY on Wheels also began facilitating visits for clients at Project Redirect this year. Project Redirect is a center committed to enhancing the lives of individuals with disabilities through a range of person-centered services.

DISCOVERY on Wheels: House Calls continue to serve during the summer months as well, reaching children at Community Recreation Centers, Learning Academies, and various childcare facilities.

## QUICK STATS:

### Clark County School District

- 85 CCSD Schools/Sites
- 45 Title 1 Classified Schools
- 136 Total Visits
- 9,335 Students Served

### Community Organizations

- 29 Community-based Organizations and Private Institutions
- 44 Total visits
- 1448 Students Served

### Final Numbers

- 180 total visits (including sites with multiple bookings)
- 10,783 Total Students Served

## COMMUNITY OUTREACH

The DISCOVERY Community Outreach team participated in over 80 community events! Family-Four Packs of complimentary passes, gift memberships, and gift baskets were donated in-kind as a contribution to support our community partners. Public attendees were able to gain access to these gifts by participating in outreach booth raffles. This year the DISCOVERY Outreach contributions were valued at over \$6,500.

### Total Community Outreach

- 16,256 Visitors

### Total In-Kind Donations

- \$6,725 Ticket Value



DISCOVERY's Volunteer Services & YouthWorks programs engage teens and adults in meaningful service that supports hands-on learning experiences for children and families. Participants build valuable workplace and leadership skills while playing a vital role in advancing DISCOVERY's mission across Southern Nevada.

## FY 2025 STATISTICS

### Active Teen Volunteers: 500

- Applied in FY2025: 395



### Active Adult Volunteers: 65

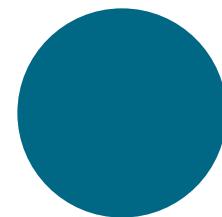
- Applied in FY2025: 40

### WEX Partners: 18

- Teens: 8
- Adults: 10

### YouthWorks Interns: 30

- Most Active at Once: 18
- Graduated: 8
- Promoted to Presenter 1: 2



### Groups: 70

- Corporate: 30
- Community: 12
- School: 28



## COMMUNITY COLLABORATIONS

### **VEX IQ Robotics Competition | November 2, 2024**

Total Attendance: 200 visitors

### **“Music Tells the Story” Cultural Collaboration | October 2 – 4, 2024**

Total Attendance: 547 students and chaperones

### **REC Foundation Aerial Drone Competition | January 11, 2025**

Total Attendance: 100 visitors

### **“The Pa’akai We Bring” Cultural Collaboration | January 14 – 17, 2025**

Total Attendance: 591 students and chaperones

### **REC Foundation Aerial Drone Competition | February 8, 2025**

Total Attendance: 200 visitors

## NEW QUARTERLY PROGRAMS

### **Going Geothermal | June 29 – October 4, 2024**

Total Attendance: 1,000 visitors

### **Helpful Hydroelectricity | October 5, 2024 – January 3, 2025**

Total Attendance: 700 visitors

### **Dare to Dance | January 4 – April 4, 2025**

Total Attendance: 1,200 visitors

### **Amazing AI | April 5 – July 4, 2025**

Total Attendance: 600

## ONGOING PROGRAMS

### **Intergenerational Interludes | July 2024 – June 2025**

### **Toddler Tales | July 2024 – June 2025**

Total Attendance: 1510 children, 2156 adults

## NEW EXHIBIT

### **Water World | Opened Thursday, March 13, 2025**

DISCOVERY Children's Museum opened its reimagined Water World gallery, exploring the Southern Nevada water cycle and highlighting the region's leadership in water conservation through hands-on, open-ended play.

Visitors can build dams, direct water flow, launch balls through a Las Vegas-themed track, feed a vortex, construct water treatment pipelines, and fish in Lake Mead, alongside features like a kinetic ecosystem sculpture and desert-adapted landscape interactive.

Water World emphasizes individual action in protecting shared resources and showcases local conservation efforts, while an upgraded filtration system saves more than 4,500 gallons of water each month.



## SPECIAL EVENTS

### **Flood Safety Event | Saturday, July 13, 2024**

Total Attendance: 1,437 visitors

### **Superhero Day | Saturday, July 27, 2024**

Total Attendance: 1,495 visitors

### **PNC Art Day | Saturday, August 17, 2024**

Total Attendance: 1,178 visitors

### **Happiest Day on Earth Celebration | Saturday, August 31, 2024**

Total Attendance: 1,842 visitors

### **Grandparents' Day Celebration | Sunday, September 8, 2024**

Total Attendance: 814 visitors

### **Grito Ceremony | Saturday, September 14 & 15, 2024**

Total Attendance: 1,832 visitors

### **Worldwide Day of Play | Saturday, September 28, 2024**

Total Attendance: 945 visitors

### **National Chemistry Week Celebration | Sunday, October 20, 2024**

Total Attendance: 635 visitors

### **Nevada Day | Friday, October 25, 2024**

Total Attendance: 803 visitors

### **First Responders Day Celebration | Saturday, October 26, 2024**

Total Attendance: 675 visitors

### **Girl Powered STEM Event | Sunday, October 26, 2024**

Total Attendance: 149 visitors

### **F1 Day | November 23, 2024**

Total Attendance: 920 visitors

### **Astronomy Day | Saturday, December 8, 2024**

Total Attendance: 514 visitors

### **Galaxy Far Away Day | Saturday, January 4, 2025**

Total Attendance: 1,320 visitors

### **Presidents' Day Celebration | Monday, February 17, 2025**

Total Attendance: 1,165 visitors

### **Wizard Week Spring Break | March 15 – 21, 2025**

Total Attendance: 9,167 visitors

### **Earth Hour Celebration | Saturday, March 22, 2025**

Total Attendance: 1,358 visitors

### **National Doctors' Day | Sunday, March 30, 2025**

Total Attendance: 984 visitors

### **Gabby's Dollhouse MEOWseum Discovery Days | April 12 – 13, 2025**

Total Attendance: 3,480 visitors

### **Dinosaur Day | Saturday, May 31, 2025**

Total Attendance: 1,713 visitors



## ART & CULTURAL WORKSHOPS

**Grants for Art Projects – Additional Workshops | July – December 2024**  
Total Attendance: 501 visitors

**Art Appreciation Month | August 2024**  
Total Attendance: 299 visitors

**Hispanic Heritage Month | September - October 2024**  
Total Attendance: 412 visitors

## YOUTHWORKS CAREER SPEAKERS & EXTERNSHIPS

**Cybersecurity Seminar: July 13, 2024**

**Republic Services Southern Nevada Recycling Center Tour: July 25, 2024**

**Professional Networking & Collaboration: August 18, 2024**

**Career Talk on Commercial Banking: January 19, 2025**

**Creative Writing Workshop: February 1 – 2, 2025**

**Career Talk on Marketing: March 23, 2025**

**Career Talk on Banking: April 27, 2025**

**Career Talk on the AirForce and Computer Systems: May 11, 2025**

**Career Talk on NV Energy: May 11, 2025**

**Women's History Month | March 2025**

Total Attendance: 30 visitors

**Wells Fargo Grant STEM Speakers | April – June 2024**

Total Participants: 856 visitors

**Earth Hour Workshops | March 2025**

Total Attendance: 100 visitors

**Earth Day Workshop | April 2025**

Total Attendance: 33 visitors

**Cinco De Mayo Workshop | May 2025**

Total Attendance: 30 visitors

**Interactive Read Aloud, Dance Workshop and Book Signing | May 2025**

Total Attendance: 56 visitors

**National Dinosaur Day Workshop | June 2025**

Total Attendance: 984 visitors

**World Oceans Day Workshop | June 2025**

Total Attendance: 60 visitors

## PROFESSIONAL DEVELOPMENT OFFERINGS

**CCSD Community Meet-Up | Wednesday, November 7, 2024**  
Total Attendance: 69 educators

**2024 Nevada Museums Association Conference | October 16 – 18, 2024**  
Total Attendance: 55 participants

**2025 Early Learning Institute Conference | February 19, 2025**  
Total Attendance: 301 participants

**Association of Children's Museums Conference | May 15, 2025**  
Total Attendance: 150 participants



## Magic of DISCOVERY Gala

### Soirée Spectaculaire

**Saturday, October 5, 2024**

On Saturday, October 5, 2024, the Magic of DISCOVERY Gala: Soirée Spectaculaire transformed Zouk Nightclub at Resorts World Las Vegas into a dazzling celebration of wonder and generosity. More than 300 guests came together to wine, dine, and bid on exciting auction packages, all in honor of the Olympia Companies Charitable Foundation, recipient of the 2024 Great Friend to Kids Award.

Thanks to the extraordinary support of our guests, sponsors, and community partners, the evening raised over \$454,000 in support of DISCOVERY Children's Museum. These funds will help us continue to ignite curiosity and inspire lifelong learning for more than 250,000 children across Southern Nevada each year.



## 11th Annual Golf Classic

**Monday, May 12, 2025**

On Monday, May 12, 2025, DISCOVERY Children's Museum returned to Reflection Bay Golf Club for an un-fore-gettable day on the green at the 11th Annual Golf Classic. The event brought together 144 golfers for a day filled with connection, camaraderie, and community spirit—all in support of a great cause.

Participants enjoyed friendly competition, exciting raffles, and on-the-green challenges, culminating in a lively awards luncheon at the clubhouse.

Thanks to the incredible generosity of our players, sponsors, and supporters, the event raised over \$110,000 for DISCOVERY's Admission Subsidies Programs, which provide free or significantly reduced admission for underserved Clark County elementary students and their families. Because of this continued support, thousands of children will have the chance to explore, learn, and grow through the power of hands-on play at DISCOVERY Children's Museum.



## Royal Tea

## Circus Extravaganza

### Sunday, April 6, 2025

DISCOVERY Children's Museum rolled out the big top for its beloved Royal Tea fundraiser, welcoming more than 500 guests to the stunning Durango Casino & Resort for an enchanting afternoon of family fun. This year's "Circus Extravaganza" theme brought the magic of the circus to life with laughter, connection, and community spirit filling the room. Guests enjoyed a delightful afternoon of sweet treats, whimsical entertainment, and interactive activities for children, while the silent auction and raffle added extra excitement with unique experiences and family-friendly prizes.

Thanks to the incredible generosity of our attendees, sponsors, and partners, the event raised a record-breaking \$282,000 in support of DISCOVERY Children's Museum's mission to inspire curiosity, creativity, and lifelong learning. These vital funds help provide hands-on educational experiences to more than 250,000 children and families each year—keeping the wonder of learning alive for generations to come.



# Annual Fund Donors

## DREAMERS- (\$100,000+)

- Gene Haas Foundation
- Institute of Museum and Library Services
- Olympia Companies Charitable Foundation

## INNOVATORS- \$50,000+

- Nevada Department of Education
- PNC Bank
- Wells Fargo Foundation

## CREATORS- \$25,000+

- Amir Neshat
- Brenden Mann Foundation
- Canarelli Family Foundation
- Clark County Department of Aviation
- Findlay Subaru of Las Vegas
- Fontainebleau Las Vegas
- Glen W. Bailey Foundation
- Intermountain Health
- MOSER Architecture Studio
- MSG Sphere Entertainment Company
- National Endowment of the Arts
- Nevada National Security Sites
- NV Energy Foundation
- Smile Squad Kids Dentistry & Braces
- The Las Vegas Raiders
- The Tony and Renee Marlon Charitable Foundation
- United Way of Southern Nevada

## BUILDERS- \$10,000+

- Andrew Family Foundation
- Aristocrat Technologies, Inc.
- Avini Health
- Caesars Entertainment
- Catherine & Todd Lefkowitz
- Claire & Neil Roth
- Clark County Regional Flood Control District
- CORDIA
- CSAA Insurance Services, Inc.
- E&J Gallo Winery
- Elaine P. Wynn Family Foundation
- Fifth Generation, Inc. (Tito's Vodka)
- Green Valley Grocery
- Jennifer Weissman & Joseph Woodward
- Jill & Troy Moser
- John Cochener
- Judy & Ed Cebulko
- Mr. Beast
- Nevada Commission on Tourism (Travel Nevada)
- New York Life Insurance Company
- Northern Trust Bank
- PLUSH
- South Point Hotel, Casino & Spa
- Southwest Gas Corporation
- US Bank Foundation
- Wynn Resorts

## THINKERS- \$5,000+

- Aldo Madrigano
- Bacardi USA Patron
- Barbara & Bruce Woollen
- Bravo Tickets
- Brownstein Hyatt Farber & Schreck, LLP

## THINKERS- \$5,000+ CONT.

- Candace & Blake Sartini
- Carrie & Phil Cooper
- Courtney & Danny Wadhams
- Delise Sartini
- Dena duBoef
- Denise Cashman
- Eight Cigar Lounge
- Emily & Boyd Nelson
- Enterprise Bank & Trust
- EY
- Findlay Toyota
- Flowing Tide Pub
- Golden Entertainment
- Kelley Nemiro
- Klai Juba Wald Architects
- Kyle Bonnici
- Las Vegas Sands Corporation
- Lindsey & Sean Lanni
- MGM Resorts International
- M Resort
- Nevada State Treasurer's Office
- Penn Entertainment
- Remy Cointreau
- Sire Spirits
- Southwest Airlines
- Southern Nevada Health District
- Speedway Children's Charities
- Stanley W. Ekstrom Foundation
- Station Casinos, LLC
- The Bar
- The Howard Hughes Corporation
- The Lauren Elizabeth Foundation
- Top Rank, Inc.
- Victoria Fertitta

## COLLABORATORS- \$2,500+

- Adrienne Burke
- Amy & Brian Timperley
- Angela & Jason Gregorec
- Ashley Levin
- Bank of Nevada
- Belinda & Alton Englman
- Carolyn & Oscar Goodman
- Coreprime
- Cox Charities
- Danielle Caswell
- David Tuttleman
- Debbie Ackerman
- Dina Romaya-Ladah
- FEA Consulting Engineers
- Heidi & Dave Thornhill
- Jacqueline Roberts
- Jaime Rexing
- Jillian Kester
- Kaptyn
- Kyle Stockton
- Krystal Galindo
- Linda Bonnici
- Marsha & Dave Padgett
- Megan & Brian Farnsworth
- Megan Yoon
- Nevada Arts Council
- Nevada Beverage Company
- Nevada Mining Association
- Paul Powell Law Firm

## COLLABORATORS- \$2,500+ CONT.

- Rebecca & Chris Miltenberger
- Sarah Ball
- Sandra & Mark Tratos
- Shameeda Abdul-Mumin
- SmileOn Dentistry
- Stacie Truesell-Michaels
- Steelman Partners
- Sun Cruiser Iced Tea Vodka
- The Korte Company
- Verizon Foundation
- Wendy Hornbuckle

## EXPLORERS- \$1,000+

- Amy & Marc Badain
- Anna Berg
- Ashley Eddy
- AWG Ambassador
- Black & Wadhams
- Breakthrough Beverage Nevada
- Brown Forman Terremana
- Carrie Maddux
- CBRE: Commercial Real Estate Services
- Chelsea Lankowsky
- Christopher Carraher
- Courtney Forgey
- Danielle Britton
- Dawn Mack
- David Gravatt
- Dee Dee & Michael Cruz
- Diageo
- Dulcinea Rongavilla
- Duy Nguyen
- Edrington Group
- Fine Entertainment Management, LLC
- Greg Wilken
- Greenberg Traurig
- HCA Far West Division
- Heineken
- Henderson Masonry
- Ida & John Haremza
- Interblock USA
- Jaime Irving
- Jason Cheney
- Jayne Pietrangelo
- Jeff Mochal
- Jeffrey Miracle
- Jenna Adams
- Jennifer Wang
- Jhone Ebert
- Jodi & Glenn Counts
- John Hester
- Johnson Brothers
- Katie Hall
- Kate & RJ Melman
- Kathy Black
- Kenneth Nogle
- Konami Gaming, Inc.
- Laura Guanci
- Lauren Reynolds
- Leon Yang
- Lesley Kypreos
- Marisa Wise
- Michelle Stuhmer

## EXPLORERS- \$1,000+ CONT.

- MidFirst Bank
- Mohave Skin
- Morgan & Suken Shah
- Nicholas Steele
- Patty Rasmussen
- Penta Cares Foundation
- R&R Partners Foundation
- Richard Camarota
- Rose McKinney-James
- Sarah Schroeder
- Shawn Cardinal
- Sierra Consulting Structural Engineers
- Sierra Nevada Brewing
- SISU Healthcare Solutions
- Southern Highlands Golf Club
- SQUEEZ Marketing & Communications
- Tammy Graham
- Taylor & Craig Borsari
- The Tito & Sandra Tiberti Foundation
- Touro University
- Walmart #6382
- Wells Cargo
- Western Commercial Services



THANK YOU!



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