



Full
STRAM
Ahead!



Relying less on screens and more on curiosity, creativity and imagination, **kidSTREAM** will propel children toward reaching their full potential.





kidSTREAM provides an engaging, imaginative physical environment where kids explore, play, and discover. Loose parts and active learning open and stretch young minds



and bodies. Intentionally designed for children to take the lead in their own learning, **kidSTREAM** exhibits and programming will inspire and empower kids to become:



**CRITICAL THINKERS,
INNOVATORS AND
LIFELONG LEARNERS.**

STREAM



SCIENCE TECHNOLOGY READING

“WHAT HAPPENS IF I DO THIS?”

Children will learn while engaging in open-ended, self-directed discovery and play. Interactive exhibits provide opportunity for children to engage in the scientific method — even before they can define the scientific method. Testing limits and “beneficial risk” will stretch children developing their critical thinking, creativity and problem-solving skills while encouraging teamwork and collaboration.

EXPERIENCE IS THE MOST POWERFUL TEACHER

At **kidSTREAM**, children use their minds, hands, eyes and all their senses. Here they become fully engaged in hands-on art, math, science and engineering experiences in environments designed just for them. Rotating exhibits and mission focused programming will offer fresh and new experiences each visit.

Every learning gallery, exhibit and program will have **STREAM** at the core of the experience on an extraordinary, 2-acre indoor/outdoor campus that celebrates the unique attributes of Ventura County—its long history, diverse culture, topography, and industries.

THE SPARK OF INSPIRATION & EMPOWERMENT



ENGINEERING **A**RT **M**ATH

30,000+ SF

LEARNING LABS AND INTERACTIVE EXHIBITS:

Outdoor Exhibits:

- ~ Agriculture play exhibit
- ~ Geometric Art exhibits
- ~ Treehouse exhibits.
- ~ Fort Building exhibits
- ~ Hedge Maze exhibit
- ~ Beach themed exhibit
- ~ Pygmy Mammoth dig site
- ~ Amphitheater for live performances
- ~ Pacific Ocean themed exhibits

Indoor Exhibits:

- ~ Temporary exhibit space
- ~ 3-year-old and below exhibit
- ~ Building exhibit
- ~ Air & Earth themed gallery
- ~ Air & Earth themed gallery
- ~ Maker Space
- ~ Mars Settlement exhibit
- ~ Space themed Sensory Room
- ~ Ag literacy exhibit

A photograph of children playing with water guns in a museum exhibit. A young girl in the foreground is smiling and holding a purple water gun. Behind her, another child is holding a pink water gun. The background shows other children and adults in a brightly lit, outdoor-like museum setting. A large, stylized graphic of a fish is overlaid on the image, partially obscuring the children.

HANDS-ON LEARNING FOR ALL HANDS

“In a children’s museum, walls of economic and social differentiation are brought down. A diverse cross-section of children will explore, play and discover together, side-by-side.

Aspiration is contagious.”

Jamshid Damooei, Ph.D., Chair, Cal Lutheran, Department of Economics, Finance & Accounting

Social equity and access for all children are fundamental to **kidSTREAM**. Too often experiential learning is available only to families of means, who can take their children to museums, field trips, specialty camps and classes. Because early STREAM learning opportunities can change a child’s life trajectory, **kidSTREAM is committed to access for all children, regardless of socioeconomic, physical, developmental and emotional ability.**



FAMILIES LEARNING TOGETHER

All of the discoveries and adventures at **kidSTREAM** are meant for children and their parents, grandparents or caregivers to experience together. When family members get lost in the present moment digging for pygmy mammoth fossils, interacting with shadow and light together, or ascending to new heights in the climber, those moments create priceless memories that will last a lifetime.



GOOD FOR BUSINESS & GOOD FOR THE COMMUNITY

A Great Investment

Market and Impact Studies project:

- ~ 149,000 annual visitors
- ~ Solid return on investment
- ~ Sustained boost to regional economy
- ~ 45 new jobs
- ~ Major tourism draw

21st Century Workforce Development

kidSTREAM is readiness. Beyond supporting school performance and social development, **kidSTREAM** prepares our children to become capable and competitive in the workforce. By reinforcing our schools' curricula and 21st Century Learning Initiatives, **kidSTREAM** helps students learn and master critical thinking skills so they can navigate the fast-changing landscape shaped by automation, robotics, artificial intelligence, globalization and collaboration.



“**kidSTREAM** is a bright new light for the region’s residents, businesses, and economy.”

Bruce Stenslie, CEO, Economic Development Collaborative Ventura County & kidSTREAM Advisor

200,000

Reasons Ventura County Needs **kidSTREAM**

Ventura County is home to the largest population of school age children without a local children’s museum in Southern California. Most of those children live within a 30-minute drive of **kidSTREAM**. Our children deserve their own space designed to reflect the best of Ventura County.



“I’d love to stay in town for children’s activities like this. It’s so stimulating for them, and it’s such a dire need.”

Eunha Cho, DDS - Camarillo Childrens Dental Group & kidSTREAM Advisor

INVESTMENT AND IMPACT

Because of your generous support, the children and families of Ventura County will enjoy a world-class, sustainable, hands-on, minds-on learning lab delivering educational equity, academic readiness, 21st century skill development, and STEM career excitement.

Helping to launch and build a children's museum in Ventura County is the opportunity of a lifetime—it's a legacy gift that will transform our community and impact children for generations.





kidSTREAM Phase II *Full STREAM Ahead!* Capital Campaign Executive Summary

Ventura County is home to the largest population of school age children without a local children's museum in Southern California. **kidSTREAM** will launch and build a world-class children's museum that will transform our community and impact children for generations. This is a legacy project that will educate and inspire but we need your help.

Our **Phase II** plan will allow **kidSTREAM** to open and operate a children's museum for our children, grandchildren, friends, neighbors, and future leaders. The **\$2,500,000 Phase II *Full STREAM Ahead!* Capital Campaign** incorporates advice given by community leadership and implements exhibit concepts provided by the children of our community. Campaign goals include:

- **Opening and operating** a world-class children's museum in 2023
- Working with local contractors to **build 19,000 square feet of outdoor educational exhibits and 11,000 square feet of indoor space**
- **Designing and creating our programs and services** that benefit children and their caregivers
- Developing the museum infrastructure needed to operate a **sustainable business**
- **Expanding and strengthening our community partnerships** to maximize impact
- **Developing leaders** to improve our community, region, and world

The **Phase II *Full STREAM Ahead!* Capital Campaign** will be soliciting donations from individuals, organizations, small businesses, large corporations, and private foundations. Campaign contributions are tax deductible, and all contributions of \$500 or more will be recognized at the museum. **Donors who give \$25,000 or more** will be permanently recognized as **Phase II Founders**. Those who give to the Campaign may choose to remain anonymous, and may make gifts in honor or memory of individuals or in recognition of events or accomplishments. There will also be naming opportunities for donors gifting \$10,000 or more. Gifts can be cash, check, stock, IRA distributions, online giving, or appreciated property. Employers may offer payroll deduction or matching gifts.

Contact our Executive Director Michael Shanklin today at michael.shanklin@kidstream.org or 661-289-1369 to find out how you can change the life of a child.



**STRATEGIC PLAN
2020-2023**



MISSION

kidSTREAM will provide an engaging environment where kids explore, play, and discover.

kidSTREAM inspires and empowers kids to become critical thinkers, innovators, and life-long learners.



VALUES

Underlined by the six pillars of Science, Technology, Reading, Engineering, Arts, and Math, **kidSTREAM** holds fast to the following values:

CHILDREN—**kidSTREAM** is a child-led environment; their sense of wonder of the world around them is the underlying inspiration for **kidSTREAM**.

FAMILY—While the environment of **kidSTREAM** is child-led, we believe that caregiver education is equally important for the child's development. As we develop our space and programming, we will strive to create an environment that is appealing and respectful to both the child and the adults who support the child.

PLAY—**kidSTREAM** believes that play is the highest form of research and an essential component for healthy childhood development.

LEARNING—**kidSTREAM's** learning philosophies are underlined by loose parts and active imaginations. We encourage wonder, questions, exploration, and invention. **kidSTREAM** strives to provide opportunities for this open-ended learning experience.

COMMUNITY—Parents, teachers, and caregivers find support for their vital roles within **kidSTREAM**, and the whole community finds meaningful reflections of itself. Social and collaborative play are immediate opportunities to strengthen the local community.

DIVERSITY, EQUITY, ACCESS, AND INCLUSION—**kidSTREAM** is committed to building a foundation of access, opportunity and success for children between birth and 8 years of age. To make this vision a reality, we seek to identify and remove systemic barriers and replace them with pathways to opportunity.

SUSTAINABILITY—Embedded within the logo of **kidSTREAM** is the triple bottom line of community, ecological, and economic sustainability. Our goal is to create a sustainable environment as we inspire the 21st century's workforce of scientists, technicians, writers, engineers, artists and mathematicians.



STRATEGIC PLANNING PRIORITY OVERVIEW

The **kidSTREAM** Board and executive staff created a Strategic Planning Task Force to establish the museum's planning priorities as a guide for our immediate focus.

OPENING THE MUSEUM—We must keep our focus on opening the museum as a high-quality experience.

FINANCIAL SUSTAINABILITY—We should ensure the museum has the resources we need and be good stewards of what we have.

COMMUNITY PARTNERSHIPS—We will strive to connect with key community partners to further our mission.

PROGRAMS & EXHIBITS—We will create fun, engaging, and accessible programs and exhibits with educational and research-based standards to increase impact and leverage community partnerships.

LEADERSHIP—We should model best nonprofit practices and foster an environment that encourages leadership throughout the organization.

STRATEGIC PLANNING PRIORITY DETAILS

OPENING THE MUSEUM—We will develop an opening plan that aligns with our mission, vision, and values.

- Buildout the facilities
- Create a marketing and PR strategic plan
- Establish relationships with civic entities to ensure our compliance and develop beneficial alliances
- Prepare for all aspects of museum operations

FINANCIAL SUSTAINABILITY—In order for **kidSTREAM** to achieve our mission and vision, we must create a transparent and solid financial environment that follows best practices to ensure financial security.

- Build and cultivate a culture of philanthropy
- Plan and launch the phase II capital campaign
- Identify and incorporate best financial policies and procedures
- Create a diversified revenue stream

COMMUNITY PARTNERSHIPS—This is the best way to meet recognized needs for our community that extend beyond our resources or skill set. The needs come in many forms, and we are not always the best to meet them. We do want to be the common denominator for issues that align with our mission.

- Identify and help solve community needs
- Identify and help solve the needs of children in the areas of education, access, advocacy, wellness, and the foster system
- Build community through engagement

PROGRAMS AND EXHIBITS—Our programs plan will include both exhibits and educational classes. We will place quality before quantity as we seek experiences that reflect our community.

- Create an excellent guest experience
- Establish mutually beneficial educational partnerships
- Connect our learning experience to local, regional, and national educational standards
- Create an experience that is accessible for all

LEADERSHIP—kidSTREAM has the opportunity to become a community leader and set the example for others to follow.

- Create a culture where the board exemplifies **kidSTREAM's** mission, vision, and values
 - Establish kidSTREAM as an exemplary nonprofit for others to follow
 - Include leadership education as part of our **kidSTREAM's** core curricula
 - Advocate for mission-aligned children's issues and educational opportunities
 - Invest in our staff and volunteers with leadership opportunities and education
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Full **STREAM** Ahead!

“More than ever, we need students who are excited about pursuing STEM-related careers, and I know **kidSTREAM** will help light that spark for many Ventura County Children.”

Stanley C. Mantooth, *Ventura County Superintendent of Schools & kidSTREAM Advisor*



kidSTREAM
Children's Museum in Ventura County

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