



**GREAT RIVER  
CHILDREN'S  
MUSEUM**

# Opening Worlds

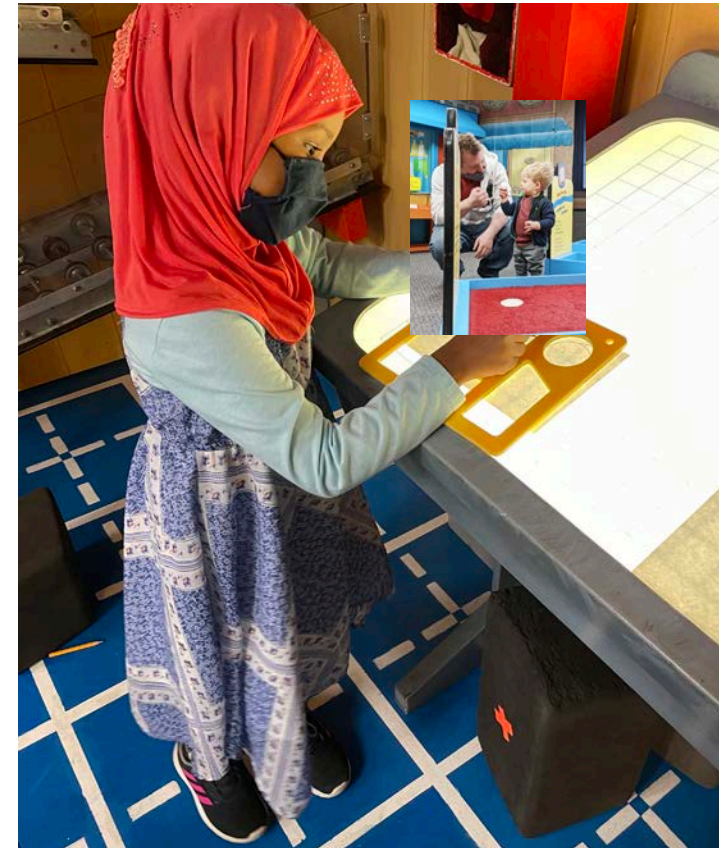
2021 Annual Report



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**CONNECTION CANDIDS!** 3 traveling exhibits, 17 community events, summer and virtual camps, Halloween Tubes & Treats. Despite varying levels of COVID-19 safety protocols, Great River Children's Museum was able to inspire and delight more than 2,000 community members in 2021.



# THE WOW FACTOR



**Cassie Miles**  
Executive Director

Photo credit:  
Joanna Mae Photography

One of my favorite volunteer experiences was working school field trip days for GREAT Theatre performances at the Paramount. For many of the kids who attended, it was the first time they had stepped foot in a large theater.

Their eyes were captivated by the curved balconies, gold accents, and jeweled light pendants.

“Is this a castle?” I was often asked.

For the kids, the theater experience was so much more than they expected.

Now, as Executive Director of Great River Children’s Museum, my dream is to help create an awe-inspiring space where kids walk in the door, their eyes grow wide, and they can’t help but exclaim, “Wow! This. Is. SO COOL!”

As you’ll see in these pages, we are well on our way to exceeding expectations.

Renderings of our core exhibits – like the soaring, three-story Climber to the Clouds – already delight those who see them. The surprises will continue to unfold as we finalize details of every nook and cranny in our 25,000-square-foot facility and ultimately build the exhibits.

Our Program and Outreach Manager, Kylie Conover, and so many volunteers have given their time and talents to engage with curious kiddos and families during the pandemic. We’ve been fortunate to host two traveling exhibits, attend 17 community outreach events, and pilot some camp programs. Despite the various shutdowns and

other safety protocols that we’ve all endured because of COVID-19, our outreach allowed us to connect with more than 2,000 people.

Finally, you’ll read the names and stories of individuals and organizations who’ve come forward and shared their gifts because they embrace the vision. Their donations have allowed us to begin demolition and move beyond the planning and conceptualization phases into exhibit design as well as to keep the lights and heat on in our existing space. Thanks to them, we are one third of the way to our \$12 million goal.

When I’m out raising funds for the museum, I get many of the same questions. The big question always is “When is the museum going to open?” This points directly to the demand that we are so eager to meet. People are delighted about this exciting, new project for families in our region. We all are wanting and needing this. Yes, the museum will provide an economic boost and revitalize downtown as kids and their caregivers come to explore. But more importantly, the Great River Children’s Museum experience will be a space that will strengthen and energize relationships with family, friends, and our larger community.

This year has been an eye opener for me in that the simplest of conversations can turn into exciting outcomes, including gifts, volunteer hours, and partnerships.

I’m grateful to be entrusted with this project, to steward the vision that so many others have dreamed about for so long.

And I look forward to opening our doors and Opening Worlds for Central Minnesota.

Rest assured. It. Will. Be. SO COOL!

# YEAR IN REVIEW BY THE NUMBERS

**\$3.9 MILLION**  
Capital campaign commitments en route to our goal of **\$12 million**

**2,100**  
People reached through 3 traveling exhibits, 17 community outreach events



**75**  
Volunteers logged more than **2,000 hours** at community outreach events, traveling exhibits, demo days, and fund raising

**Give to the Max**  
Whoop! Whoop! Social media fans stepped up to give more than \$9,000 to unlock a generous **\$10,000 MATCH**

**1,000+** E-newsletter subscribers



**21 TONS** Recycled and salvaged materials from internal demolition. WACOSA, St. Cloud HRA, Tri-Valley Opportunity Council, Inc. and others have picked up materials to be salvaged. Thank you to these organizations for helping in our efforts to be as sustainable and environmentally friendly as we can!

Demo Days officially began December 13 as partner and donor **BCI Construction** began gutting our **25,000** square foot space

**THE GIFT THAT KEEPS GIVING!**  
On June 30, 2021, the Coborn Family Foundation announced a **\$1 MILLION DOLLAR PLEDGE** to Great River Children’s Museum for exhibit sponsorship to commemorate the company’s 100-year anniversary celebration.



# AMAZING PEOPLE, AMAZING RESULTS



**Glen Palm**  
Chair of the Board

The dream of a children's museum in St. Cloud began to take shape prior to my retirement from St. Cloud State University in 2014. I had shared this idea with my good friend Greg Reigstad. We had both raised our children in St. Cloud and as new retirees decided this was a dream worth pursuing and a way to give back to our community.

We created Great River Children's Exploratorium as a 501(3)c to create a children's museum in Central Minnesota. Looking back today in 2022, I am amazed at the progress made in establishing the now renamed Great River Children's Museum (GRCM).

A major step in our journey occurred in 2018, when we were approached by Liberty Bank about the possible donation of their downtown building. Both the location and size matched the requirements that we identified in our research on children's museums in similar sized midwestern communities.

From there, we worked with a museum consultant for ten months and came up with a master plan to narrow our focus and set a capital campaign fundraising goal. We had a logo developed, applied for and received grants to support community engagement in museum planning and the development of exhibits.

While the COVID-19 pandemic slowed us down the last 18 months, I'm optimistic about where we are. The current plans for Great River Children's Museum are even larger in scope than I had imagined and have put us on track to become the second largest children's museum in Minnesota.

Watching this project evolve has been exciting. I am both amazed and grateful for all the people who have invested time and energy to move the museum forward during 2021.

We've taken big steps this past year under the leadership of Execu-

tive Director Cassie Miles, who joined us in July 2020. We added a second staff member, Kylie Conover, in March 2021 as Program and Outreach Manager. She brings museum experience and knowledge to GRCM. Jessica Krull also joined our staff as a student intern. She has been a great asset to our social media presence and has continued in this role as a part-time staff member when she graduated.

We have been assisted by 70+ volunteers over the last year who provided support for our visiting exhibits, committee work, and various other tasks. I would like to thank three of our most dedicated volunteers who have put in countless hours moving GRCM forward in critical ways in 2021.

David Mohs has been with GRCM since 2019 and knows more about our building than anybody and has managed the energy resource use in ways that have minimized our operational costs. He has also coordinated the salvaging and recycling of materials from our building during the last 6 months that has led to more than 42,000 pounds of materials from the building being reused or repurposed in some way. This has saved us from filling landfills (21+ tons) and brought in some revenue from recycling.

Vince Miles has led the Exhibits Committee through a collaborative process with our exhibit design contractors and engaged community members in reviewing and providing input on exhibit plans. In addition, he has assisted in setting up and tearing down various traveling exhibits during the last year.

Then there's Linda McNelly, a retired parent educator who has volunteered her time and talents to grant writing and reporting, hosting guests for the Curious George traveling exhibit, and serving on our exhibits committee and facilities committee.

Our hard-working Board of Directors brings a range of backgrounds and areas of expertise that contribute to the development of the museum.

I am in awe of our Executive Director, Cassie Miles, and her amazing capacity to juggle all of the demands of starting a new children's museum and guiding GRCM towards making the dream come true.

# 2021 GRCM BOARD OF DIRECTORS



**Jill Amsberry**  
Board Member



**Becky Coborn**  
Board Member,  
Capital Campaign  
Chair,  
Exhibits Committee,  
Facilities Committee,



**Jane Ellison**  
Board Member,  
Engagement &  
Programming  
Committee



**Heidi L. Everett**  
Board Member,  
Marketing & Fund  
Development  
Committee Chair



**Tom Grones**  
Board Member,  
Facilities Committee



**Buddy King**  
Board Vice Chair,  
Engagement &  
Programming  
Committee



**Sara McKeever**  
Board Member,  
Engagement &  
Programming,  
Marketing & Fund  
Development  
Committees



**Vince Miles**  
Board Member,  
Exhibits Committee  
Chair, Facilities,  
Marketing & Fund  
Development  
Committees



**Jennifer Mueller**  
Board Member  
Personnel Committee



**Greg Reigstad**  
Treasurer,  
Finance Committee  
Chair



**Monica Sequra-Schwartz**  
Secretary,  
Personnel Committee  
Chair,  
Cultural Inclusion  
Chair



**Jerry VonKorff**  
Board Member,  
Exhibits Committee

# SNAPSHOT OF AUDITED FINANCIALS

## FROM JANUARY 1 THROUGH DECEMBER 31, 2021

For brevity, the financial information presented here is from our audited financial statements completed by BerganKDV. This excerpted information does not include the statement of cash flows and footnotes that provide a detailed picture of Great River Children's Museum's financial position. A complete report of the independent auditors is available upon request.

### Statement of Financial Position December 31, 2021

#### Assets

##### Current assets

Cash and cash equivalents	\$110,682
Contributions receivable	\$553,000
Grants receivable	\$23,000
Prepaid expenses	\$8,825

Cash restricted to capital campaign	\$798,130
Contributions receivable, net	\$1,469,220
Property and equipment, net	\$1,740,441

**Total assets** **\$4,703,298**

#### Liabilities

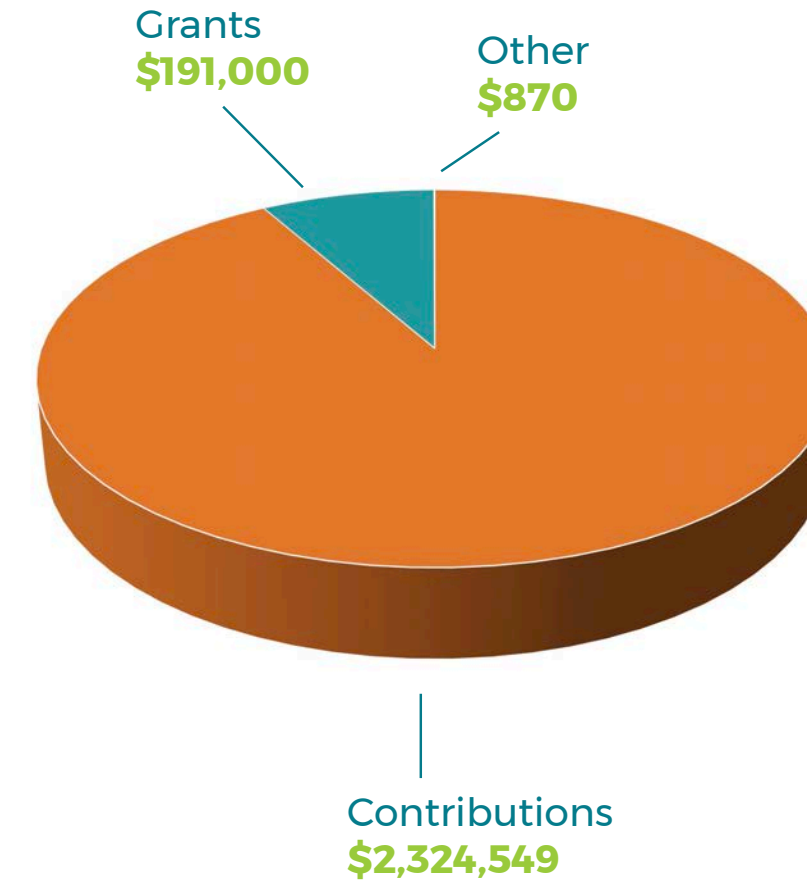
**\$107,927**

#### Net assets

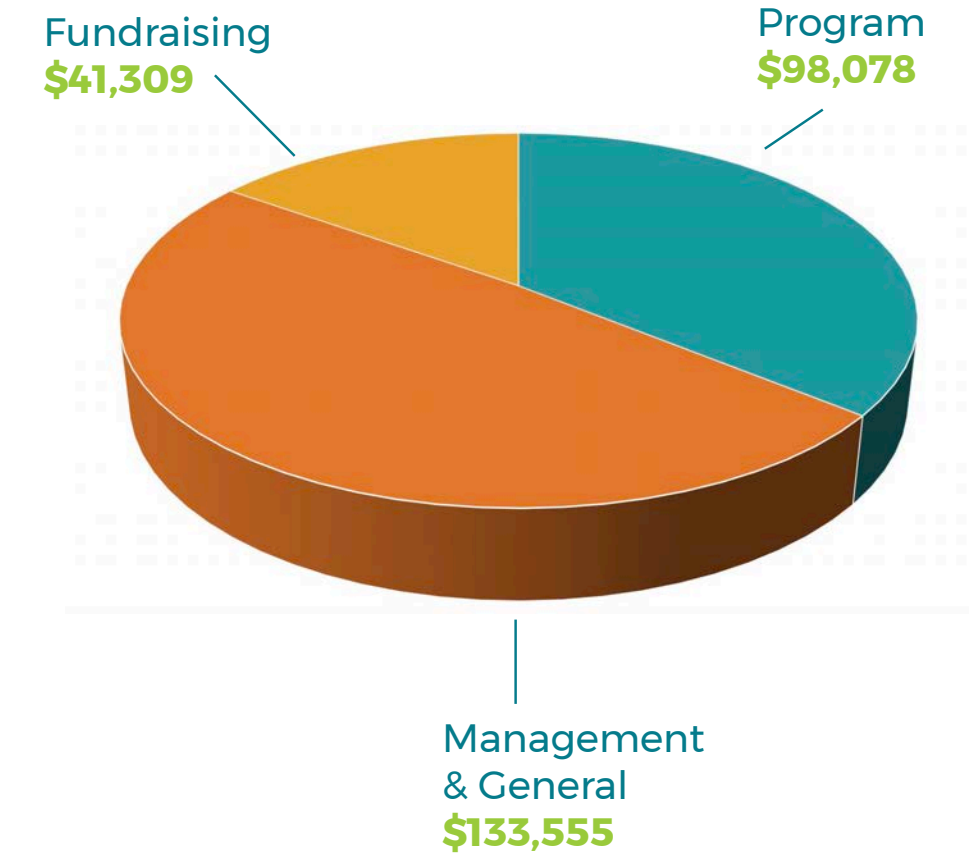
Without donor restrictions	\$1,532,561
With donor restrictions	\$3,062,810

**Total net assets** **\$4,595,371**

### Public Support & Revenue \$2,324,549



### Operating Expenses \$272,942



# HONOR ROLL

The Great River Children's Museum team is grateful for the support of those who share our vision. This is our first Annual Report, and we'd like to recognize everyone who has pledged or given since we began our fundraising through December 31, 2021.

## Legacy Circle \$1,000,000+

Barbara & Rollie Anderson  
Coborn Family Foundation  
Liberty Bank (building donation)

## Memory Makers \$100,000 to \$499,999

BCI Construction\*  
Bremer Bank  
Capital One N.A.  
Don Helgeson & Sue Shepard  
Mike & Karel Helgeson  
Minnesota Humanities Center (Legacy)  
Sysco  
Todd Zaun & Family

## Adventure Guide \$50,000 to \$99,999

Bob Neitzke  
Charles Ehlen  
Glen Palm & Jane Ellison  
Microbiologics

## Creators Club \$10,000 to \$49,999

Anonymous  
Central Minnesota Community Foundation  
David Mohs\*  
Dick and Mimi Bitzan Family Fund  
Donna Kuhl  
Dorothy Gorecki  
Elizabeth Brunsvold  
Farmers & Merchants State Bank of Pierz  
Granite Charitable Great River Children's  
Museum Fund  
Greg and Jan Reigstad  
Louise Muggli  
Morgan Family Foundation  
Bob & Penny White  
Robert Keck  
Scheel's  
St. Cloud Ear, Nose, and Throat (ENT) Clinic  
Theodore Truitt  
US Bank

## Great River Supporters \$1,000 to \$9,999

Anonymous  
Benevity  
Clyde Lewandowski  
David Noack  
Deb Campbell  
DLMC Foundation  
Erickson Electric\*  
Jerry Von Korff  
Heidi Everett and Emil Towner  
Jami Bestgen  
Janet and Tim Wensman Family Fund  
Jill Amsberry  
Jim McNelly\*  
Katherine Hlavac  
Larry Campbell  
Linda McNelly  
Mónica Segura-Schwartz  
Nicholas Reuter  
Nurturing Possibilities  
Optimist Club 35131 Saint Cloud  
Paul Wenner  
Rinke Noonan  
Sandra Reese  
Stephen Cragle  
Steven Vincent  
Thomas Lanz  
Vincent & Cassandra Miles  
Initiative Foundation  
Western Pacific Distributors, Inc.

## Partners in Play Up to \$999

Alexandra Vetrovsky  
Alison Ward  
All Saints Academy  
All State Traffic Control  
Amanda Johnson  
Anne Leonard  
Annette Gill  
Anonymous  
Aric Putnam  
Becca & Ben Gill  
Becky Coborn  
Ben Walz  
Beth Thieschafer  
Bill Erickson  
Bob Caddy  
Bonita Benschoter  
Brian Cash  
Brianna McDonald  
Bridget Reigstad  
Bruce Broman  
Bryce Zabinski  
Buddy King  
Carie Essig  
Chad Marolf  
Chelsea Kilanowski  
Chevy's Pit LLC  
Chris LeDuc  
Christine Gould  
Christine Metz  
Coborn's  
Crystal Rangel  
Cynthia Beckman  
Dan McAnally  
Darin Seaman  
David Laliberte  
Deborah Ferrell  
Debra Carlson  
Delisa Green  
Diana Cook  
Diane Larson  
Don Fortner

Dustin Vaverek  
Ellen Kearns  
Emily Fischer  
Erin Bitzan & Eamon Walsh  
Florence Orionzi  
Gearbox Functional Creative  
Give to the Max (MightyCause)  
Heather Allen  
Heather Concannon  
Home School Association  
Hour Glass Cleaners  
Impact Minnesota  
inktothepeople.com LLC  
Jan Sorell  
Janet Ross  
Janet Tilstra  
Jayne & Tommy Balicky  
Dr. Jennifer Mueller  
Jennifer Thompson  
Jennifer Wonsever  
Jessica Krull  
Jessica Zack  
Jim Davis  
John Benschoter  
John Miller  
John Peck  
John Wertz  
Jonathan Skaalerud  
Joshua Johnson  
Jovana Marinovic  
Julie Busta  
Julie Johnson  
Karen Cash  
Kari McDermid  
Karlee Olson  
Kelli Mrozek  
Kelly Gully  
Kendra Norton Dando  
Kerri Zenner  
Kim Koepf  
Kyle Chapman

Laraway Financial Advisors, Inc.  
Laura & Wes Schoenherr  
Laurel Merten  
Laurie Tritabaugh  
Linda Allen  
Linda Henrichs  
Lindsey Kramer  
Lisa Schleicher  
Lisa Schreifels  
Liz Stunek  
Louise Goetz  
Lucille Bauer  
Lucy Lang  
Lynn Conklin  
Lynn Miller  
Marge Bates  
Marie Ellis  
Mark & Jo Eichler  
Mark Johnson  
Martha Ewing  
Martha Hoodecheck  
Mary Dwyer  
Mary Lou Lenz  
Mary Ness  
Mary Pierce-Slocum  
Matthew & Lyndsie Erlandson  
Matthew Luczak  
Melissa Fagerness  
Melissa Woods  
Michael Bauer  
Mike Tucker  
Moms Club of Sartell/Sauk Rapids  
Natasha Chapman  
Nick Wells  
Nicki Stemper  
Nicole Reuter  
Paige Christensen  
Patrick Henry  
Patty Murn  
Peter Johnson  
Pierz School District 484

Rachel Wocken  
Robert Thienes  
Ronald McKeever  
Rose Kunkel  
Rotary Club Great River (Sauk  
Rapids-Sartell)  
Roxanne Boelter  
Saint Mary's Cathedral  
Sam Calvert  
Sandra Hansen  
Sara & Darren McKeever  
Sara Mohs  
Sarah Young  
SCAREAM (St. Cloud Area Retired  
Educators Association of Minnesota)  
Scott Rand  
Shane Zabinski  
Shannon Vadnie  
Sheldon Ehlenberg  
Stasia Mock  
Stearns County Soil & Water  
Conservation District  
Steve Saupe  
Steve Lanz  
Stuart Rothenberg  
Supported International  
Parenting, LLC  
Susan Severt  
Tara Brown  
Anonymous Crypto Donor  
Tiffany Stang  
Tommy Vongkhamdy  
Tony Jarousek: Allstate Insurance  
Tracie Linden  
Warren Bradbury  
Wendy Wiehoff  
Whitney Orn  
Willie Swanson

\* Denotes in-kind contribution

Thank you!

# MUSEUM & EXHIBITS TAKE SHAPE

What has morphed from a chicken hatchery to bank to athletic club, ultimately will transform into Great River Children's Museum. Exhibit design schematics show the shape of things to come.

On July 20, 2021, our exhibit designers shared their vision with museum board members and volunteers as well as our construction partner BCI Construction.

Split Rock Studios and Haizlip Studios both have decades experience designing children's museums, and they spent hours in spring 2021 walking the halls of the 25,000-square-foot building generously donated by Liberty Bank in downtown St. Cloud. Team members lifted ceiling tiles, peeked under flooring, marveled at the racquet-ball-court-turned conference room, navigated awkward floor transitions between building additions and utility spaces trying to envision what the future visitor experience could be at Great River Children's Museum.

So the exhibit design team spent a few months reimagining every inch of the space from top to bottom, side to side, inside and out to reconfigure it and to propose an "amazing communal space where everybody is dialed in. The heart of the museum," designer Reb Haizlip said.

The initial design schematics celebrated the diversity and richness of experiences in Central Minnesota, from the ever-chang-

ing marketplace with its unique foods, textiles and spices to the many meandering ways in which kiddos can engage, explore and understand water as a habitat, recreational platform, energy source, sacred element, and essential piece of commerce.

Climber to the Clouds will be the centerpiece of the museum. This multi-story, interactive climbing structure is forecasted to create a flurry of physical and intellectual activities for thrill seekers, storm chasers, and weather enthusiasts alike with its awe-inspiring heights, colors, and sound.

Everyday Engineering will provide ample space for little ones and to harness the wind, shed some light on solar power circuits, build bridges, and work with water as an energy source.

The Headwaters exhibit (shown at right) will showcase the magical experiences in Minnesota and include trees, a tree house, rope bridge, and campsite. This space will play with light and sound, including the loons calling, wind blowing through trees, the crackle of a campfire, and northern lights. The large tent will be ideal for reading books by day and telling stories with shadow puppets as night falls. Stepping stones will invite kiddos to cross the headwaters of the Mississippi, and a canoe will inspire new adventures downstream.

The descriptions don't do justice to the many delightful details soon to follow for real.



This work is funded in part with money from the Arts and Cultural Heritage Fund created with the vote of the people of Minnesota on November 4, 2008.



**REEL IN THE FUN!** From telling stories by the campfire to hopping across stones in the mighty Mississippi headwaters, nature lovers and outdoor explorers will immerse themselves in a true Minnesota experience with the sights and sounds of our Headwaters exhibit. For exhibit sponsorship, contact Great River Children's Museum.

# FORECAST: CLOUDY WITH A CHANCE OF AWESOME

“We’re pleased to support Great River Children’s Museum, where families can come together and be strengthened as they experience the joy of play together,”

**Emily Coborn**

President, Coborn Family Foundation  
Vice President of Operations, Coborn’s, Inc.



Kids will soon have their head in the clouds (their hands and feet and whole self, too!).

Higher and higher, kiddos will climb above cityscapes and rivers in Climber to the Clouds, an exhibit sponsored by Coborn’s Family Foundation.

Climber to the Clouds will be the heart of the museum, awing visitors as they enter the soaring atrium.

Scattered throughout Climber are physical play features to scurry over, under, and around. Cranks and buttons invite explorers to interact and learn about weather systems and even to create their own rain, thunder, wind, and rainbows.

Passersby also will be captivated by the illuminated, three-story, cloud-filled sky visible to the outside.

Great River Children’s Museum would like to thank Coborn’s Family Foundation for sponsoring this exhibit.

On June 30, 2021, the Coborn Family Foundation announced a \$1 million dollar pledge to Great River Children’s Museum for exhibit sponsorship to commemorate the company’s 100-year anniversary celebration.

“We’re pleased to support Great River Children’s Museum, where families can come together and be strengthened as they experience the joy of play together,” said Emily Coborn, president of the Coborn Family Foundation and vice president of operations for Coborn’s, Inc’s eastern region. “We are thankful to the Central Minnesota community for the 100 years of support it has provided to Coborn’s, Inc., and we are pleased to give back to Central Minnesota families through this gift,” she said.



# AND WE'RE ROLLING, ROLLING, ROLLING WITH THE RIVER

Kiddos will set a course for adventure as they head downstream on the Great Big River.

At the Great Big River, museum visitors will hear and read stories about relationships with the river throughout history. A massive water table flows with ample space for boat races, movement of goods, building locks, dams, and more.

Humans aren't the only ones who live along the banks of the Mighty Mississippi. Families will get "deep in the weeds" to learn about critical habitats and the critters who call the river home. With rapids, beaver dams, and a water wheel, rest assured, kiddos will get wet! What fun!

## **\$1 million Anderson gift drives museum closer to Opening Doors and Opening Worlds**

Great River Children's Museum would like to thank Barbara and Rollie Anderson for sponsoring this exhibit.

"We've always said family is the most important thing," Rollie explained. "Great River Children's Museum will be a welcome addition to Central Minnesota as a space for families to explore, discover and learn together, and we're proud to be a part of its development."

The Andersons have a deep history of strengthening families in our region through their work with Early Childhood Family Education, service, community engagement, and history of generosity with Boys and Girls Clubs of Central Minnesota, CentraCare, and Central Minnesota Habitat for Humanity, to name a few.

Sponsorship of the Great Big River exhibit is particularly meaningful. Museum goers will learn about the importance of water

as habitat, a means of transportation for commerce as well as a lifeline for communities.

For Barbara and Rollie, their family-owned company, Anderson Trucking Service (ATS), played a key role helping millions of Puerto Rico residents who were devastated by Hurricane Maria in 2017. ATS has been doing business in Puerto Rico since 1995 and helped the U.S. Army Corps of Engineers with generators and pumps to save a dam from breaking, the U.S. Coast Guard with providing potable water to residents, and relief agencies with delivery of cargo, including shower and laundry trailers, traffic lights, generators, fuel, 28,000 telephone and utility poles, 60,000 miles of cable, transformers, bucket trucks, portable cellular towers, and the list goes on.

"We're honored to deepen the sense of community in our region by sharing our wonderful heritage and history of life along the river with families," Barbara said. "Great River Children's Museum will deliver on the importance of children having an opportunity for hands-on learning experiences."



**GO WITH THE FLOW!**  
Barbara and Rollie Anderson  
are sponsors of the  
Great Big River exhibit.



# FROM POULTRY TO PLAY, FAMILY CONNECTION CONTINUES

Much like the building that will house it, Great River Children's Museum's temporary gallery will be an ever-changing space for community connection.

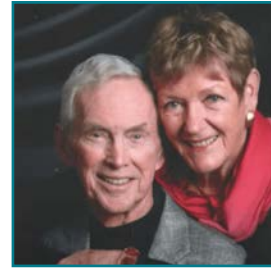
Don Helgeson and Sue Shepard announced a leadership gift to sponsor the temporary gallery, our space for traveling exhibits, expanded programming, and innumerable projects and works of art from around Central Minnesota to be shared.

The gallery is an important feature of the future children's museum, and it's especially important to Don and Sue.

Our building in downtown St. Cloud has been everything from a chicken hatchery to an athletic center. The one constant has been the Helgeson family's connection.

The building began as Jack Frost Hatchery and Liberty Loan and Thrift founded in 1934 by Don's father, Elmer "Mike" Helgeson. Mike wanted to help the farmers in the area by creating finance solutions. This would allow farmers to purchase chicks on installment payment plans. At the time, it was a revolutionary way of doing business, and it proved to be successful. By 1939, Liberty Loan and Thrift expanded to begin financing cars and farm machinery.

Before his graduation in 1950 from what was then known as St. Cloud State Teachers College, Don decided that he would like to take over his father's hatchery. He switched his focus and completed courses relating to farming and animals, specifically poultry.



Don Helgeson and Sue Shepard

Don became a manager at the hatchery and was given opportunities to make important decisions. It was upon his suggestion that his father bought a farm near Mille Lacs Lake to start breeding chickens, feeding their own supply line.

By the 1970's, Don and his brother Jerry were partners and co-owners of the hatchery and loan business, and their hard work saw the business evolve and the facility become a multi-purpose space.

In 1993, Don's son, Michael "Mike" Helgeson, became CEO of the family business.

In 2018, Liberty Bank moved to a new location and donated the downtown headquarters to Great River Children's Museum for the benefit of the entire Central Minnesota community.

Mike and his wife, Karel Helgeson, have served on the GRCM Board and committees of Great River Children's Museum, and so it goes that the building remains a part of the wonderful Helgeson family legacy.

In his recently released book, Gratitude, Don wrote, "The Liberty building represents our family's legacy and passions intersecting: the chicken business, banking business, appreciation and support for the arts, and giving back to the community."

Don passed away in April 2022 before seeing Great River Children's Museum open its doors, but his love of lifelong learning and adventure will live on in every future visitor who seeks new discoveries in every exhibit.

**AN "EGGSTRAORDINARY" TRANSFORMATION!** The future home of Great River Children's Museum started as an egg hatchery and loan and trust in 1934. In 2018, Liberty Bank donated this 25,000-square-foot bank to the children's museum.





## OUR MISSION

To shine a bright light on the **power of play to spark** children's learning, **strengthen** families, and **build** community connections.

Its dynamic, interactive environments and experiences are a **gateway to the world** and its people for children and families of all backgrounds.



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Saint Cloud, MN 56301

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