The Way Out West

THE CAMPAIGN TO TELL EAST IDAHO'S STORY RIGHT ... AND RIGHT NOW
The world has discovered Idaho...
And yet the draw — the very thing that brings the world here — is that so much of it remains undiscovered.
Idahoans are living inside one of the defining stories of our time. The world is watching.
Idaho’s population growth continues to lead the nation, and it’s not because we’re having more babies. Around three-quarters of the boom is due to in-migration from other states, according to the U.S. Census Bureau. People are choosing Idaho and the region, and for the same reason they always have: opportunity.

Each era presents opportunity in its own way. In the 19th century, settlers arrived in search of adventure, a good living, and a blank slate on which to chart a new course. Our newest Idahoans come because technology has made it easier to work, live, and raise families in pristine and affordable places. The times change, but our innately human search for home does not.

The way out west — here — is an enduring American story. It’s a story of resources and resourcefulness, individualism and collectivism. It’s a story of migration, transformation, and the common threads that bind us together. This story is what makes Idaho — Idaho.

And who will tell that still-unfolding story to our neighbors and to the world ... the story of the last unspoiled place that we call home?

Who will tell the real story, the twisting story, the surprising story ... the one that weaves together social, cultural, scientific, political, historic, and artistic threads?

It’s your story too. And with your help, we can tell it together.
OUR GOAL:
To deliver world-class learning in East Idaho, about East Idaho

(with *The Way Out West* exhibit as our centerpiece for years to come)

We believe — and hope you’ll agree:

*The Museum of Idaho is in exactly the right place...* Right downtown in Idaho Falls, the cultural and economic hub of a large region. The city sees more than one million travelers each year — many of them in Idaho for the first time.

*...With the right people...* Our veteran team of researchers, educators, and specialists has been working on these questions and stories and artifacts for years. (We invite you to take a tour and meet them.)

*...And the right partnerships...* You can’t tell a story this big by yourself.

We are eager collaborators. In preparing to tell the region’s story, we have sought the wisdom of academics, historians, scientists, and all stripes of subject-matter and technical experts. We have also discovered compelling stories and artifacts from diverse and underrepresented communities all over East Idaho, thanks in part to hitting the road and holding meetings in towns from Ashton to Burley to Salmon.
Allied with the Shoshone-Bannock tribes, we seek to celebrate their cultures, languages, and traditions by inviting their voices into this exhibit. These earliest residents of Idaho have adapted and thrived in one of the planet’s most challenging environments for thousands of years.

Finally, our stellar reputation from past collaborations with NASA, the Museum of Fine Arts in Boston, and other respected institutions, has allowed us to draw upon a global community of knowledge and expertise.

...To take on the urgent and demanding task of doing justice to our region and telling its story in a way that resonates with fifth-generation Idaho pioneers, newcomers, and the world beyond.
**A SHORT RECENT HISTORY OF THE MUSEUM AND ITS TRAJECTORY**

**2003:** The Bonneville Museum becomes the Museum of Idaho (MOI), tripling in size and adding traveling exhibits (starting with *A T. Rex named SUE*, the largest such dinosaur ever discovered).

**2008:** The Maeck Family Foundation Education Center opens, allowing the museum to offer more STEM programming, especially for kids.

**2011:** MOI makes Idaho Falls the world’s smallest city ever to house the renowned *BODIES... The Exhibition*.

**2012:** MOI receives its one-millionth visitor since the opening in 2003.

**2013:** With an eye toward future sustainability, MOI launches a capital campaign to raise funds for another expansion to house growing collections and programs.

**2017:** MOI completes the capital campaign, having raised more than $4 million, including a $500,000 grant from the National Endowment for the Humanities.

**2017:** MOI serves as one of four NASA observation sites for the total solar eclipse. NASA later praises MOI’s eclipse programming as the best in the country.

**2018:** Private donors give more than 80,000 artifacts from the Wasden Archaeological Site to MOI, who initiates research into potentially significant new findings.

**2018:** Construction begins on the expansion to increase and improve the space for Idaho exhibits, traveling exhibits, and educational programs, among other things.

**2019:** A bigger and better traveling exhibit hall and education center will open to the public in September.

**MAJOR PROJECTS** currently underway include the planned transformation of a nearby building into a collections and research center, the introduction of guided tours abroad, and of course, the development of *The Way Out West*. 
We need you with us on this journey.
Dear proud Idahoans,

HERE’S THE THING:

The Museum cannot give our region the story it deserves without your help.
Every gift makes a difference.

We are a 501(c)3 nonprofit and receive almost no government funding. Meanwhile, admissions, grants, and other earned revenue cover only a fraction of annual operations, exhibit costs, and programming.

Your donations and sponsorships make up the balance. The success of *The Way Out West* is 100% dependent on those funds. This is only possible through your generous support. (PS: thank you.)

Major gifts and sponsorships, of course, go further. These can come with naming opportunities and can leverage additional community support through matching gift appeals, which can be anonymous or in your name.
Here’s our promise: the Museum of Idaho will tell the world’s *biggest* and *most balanced* story about our region, convey a diversity of voices, and offer a range of exciting and enlightening experiences for learners of all ages and all types.

**Thanks to you:** who want East Idaho’s story accurately recorded and deeply told.

**Thanks to you:** proud Idahoans who love and believe in this land.

**Thanks to you:** the museum’s dependable, caring, and visionary supporters, who have made everything else possible so far.
The Way Out West

Your gift is a story about you ... and what you truly value.