

Chaffee's Got Heart Community Spotlight: Kaleidoscope Toys

The Chaffee's Got Heart Committee is extremely proud of local businesses and individuals that have gone above and beyond by doing extraordinary things during these uncertain times.

From innovating ways to thrive despite trying circumstances to showering struggling members of our community with generosity to prioritizing the health and safety of our most vulnerable, these businesses and individuals, who have been nominated for this honor by fellow community members, have shown what it really means when we say: **Chaffee's Got HEART.**

Today, we sat down with **Donna Cole, owner of Kaleidoscope Toys**, to find out how the pandemic changed operations at this shop full of unique toys, games, books, arts and crafts, jewelry, candy, and novelties.

How did COVID cause you to innovate or change the way you do business?

When all non-essential businesses were shut down last March, we pivoted to doing phone and online orders for curbside pick-up and delivery. We focused on the safety of our employees and customers with extra cleaning, We focused on stay at home activities to help parents who were having to work from home and teach their kids.

During our busy Christmas season, we had 2 teams that worked different days so if anyone tested positive, the other team would not have had contact and could keep the store open. And during the summer, we had a chain across the doorway to let people know we were serious about limiting the number of people allowed inside to meet regulations.



Why did you decide to go above & beyond to contribute to our community?

My staff and I have been passionate about keeping our community safe - including kids, teachers, pregnant moms, grandparents, health care workers and customers with health issues. We wanted the kids to be able to go to school in person, if they felt comfortable to do so.

Where do you see examples of the idea that 'Chaffee's Got Heart'?

Chaffee's Got Heart is great campaign to remind everyone to keep doing the things that have helped mitigate the spread of the virus in our county. I see Chaffee's Got Heart signs in most businesses that are enforcing compliance. I think so many people in our community have big hearts and have helped support each other and local businesses throughout this past year.

What's your biggest takeaway from 2020?

I've learned that we have a very resilient team that can adapt to changing circumstances and that we have a very supportive customer base that stepped up to help us through a crazy year. I'm reminded every day of how grateful I am to live in this wonderful community. Keep up the good work! We'll get through this together.

Cool Tidbits:

Kaleidoscope toys delivered 100 Easter baskets to various community members to bring some light to at the beginning of the pandemic

They are still asking everyone to follow the same rules as last year:

- Everyone 3 years old and up must wear a mask
- Use hand sanitizer before coming inside
- We limit our small space to no more than 8 people at a time, so you may have to wait outside for a few minutes

They still offer curbside pickup and can deliver toys in the Salida area and still offer private shopping from 10-11am.

You can use your Discovery Pass for \$5 off a \$30 purchase.

Follow us on Facebook or Instagram or sign up for our monthly email newsletter.

Stories of Chaffee County individuals and businesses rising to the challenge abound.

We will be shining a light on those doing extraordinary things for the community throughout the upcoming months. Visit our websites ([Chaffee's Got Heart](#) or [CCPH](#)) or follow us on [Facebook \(@COVID19ChaffeeCounty\)](#) to see more.

Know a potential candidate, or are you one yourself? Send nomination ideas to: health@chaffeecounty.org.