



## 2008 ANNUAL REPORT

January 1, 2008 to December 31, 2008



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## OUR PURPOSE

The Manitoba Children's Museum exists so children have a place that sparks their creative learning.

# LETTER FROM THE CHAIR AND EXECUTIVE DIRECTOR

Dear Friends of the Manitoba Children's Museum,

As a friend of the Manitoba Children's Museum, you have seen us **sparking kids' creative learning experiences**, experiences that they will carry with them for a lifetime. We are confident that we are building creative problem solvers who will one day become our community leaders, solving critical issues that our current generation has not been able to resolve. We are also confident that we are positively impacting the lives of children and their families in powerful ways.

This report highlights many of the ways MCM sparked kids' creative learning during the past year. It describes some of the "tools" we offered through creating extraordinary learning experiences, which transform children, families and community.

As we plan for the future, we are incredibly excited. Our partnerships are strong and expanding. Our financial position is great. Our leadership is committed and talented. Our mission, to spark creative learning in children, is part of every child's experience at MCM. Our passion has always been to create a level playing field for children of every socio-economic background, ensuring access for children regardless of their circumstances.

To continue to achieve this mission, we must be relevant to the children of today and tomorrow. The Manitoba Children's Museum is desperately in need of a major overhaul. Volunteer leaders, along with staff, have been hard at work over a number of years to lay the foundation to make this happen. The Manitoba Children's Museum is launching a \$9.5M Capital Campaign to explode back onto the scene as THE BEST children's museum in Canada, creating an adventure for our children unlike any other experienced in the children's museum industry.

Sparking kids' creative learning is a responsibility that requires the commitment of our community. We are successful due to the incredible support of our visitors, partners, donors, members, volunteers and staff. As we conclude our twenty-second year, we again are witnessing that spark being passed on to new generations.

We thank you for your continued support.



Tony Gauthier  
Board Chair



Diane Doth  
Executive Director

# OUR TEAM

## Board of Directors

Chair            Tony Gauthier  
Vice Chair      Laurel Repski  
Secretary        Lindy Choy  
Treasurer        Brian Clark

Chad Brick  
Wes Burrows  
Brita Chell  
Ed Enns  
Kyla Gibson  
Glen Gosling  
Rene Nicholson  
Peggy Yuill

## Current Staff

Diane Doth  
  
Paul Aubin  
Joy Ayre  
Kaeleigh Ayre  
Luke Cecelon  
Eric Devodder  
Emily Doerr  
Lisa Dyck  
Lisa Dziedzic  
Rory Ellis  
Bailey Englot  
Corinne Gueret  
Alexi Hadder  
Stéphanie Hamilton  
Sara Hancheruk  
Erin Kangas  
Anneliese Kroeker  
Brittany Magus  
Doug McDill  
Erin McIntyre  
Pam McKenzie  
Michelle McLarty  
Janet McLeod  
Joëlle Michaud  
Alistair Mowat  
Jaret Olford  
Mike Pawliuk  
Alice Sherwin  
Lynn Silver  
Robyn Slade  
Bridget Stewart  
Kelly Van Caeyzeele  
Leslie Ventura  
Samantha Walters

Executive Director  
  
Museum Technician  
SHOP Assistant Manager  
SHOP Sales Associate  
Guest Services Interpreter  
Controller  
Admissions Attendant  
Executive Assistant  
Director of Marketing and Communications  
Guest Services Interpreter  
Admissions Attendant  
Education Coordinator  
Birthday Party/Gallery Host  
Admissions Attendant  
Director of Education and Exhibits  
Fundraising Coordinator  
Sales and Bookings Coordinator  
Birthday Party/Gallery Host  
SHOP Sales Associate  
Program Coordinator  
SHOP Manager  
SHOP Sales Associate  
Director of Development  
SHOP Sales Associate  
Guest Services Interpreter  
Museum Services Manager  
Guest Services Interpreter  
Birthday Party/Gallery Host  
Volunteer Resources Manager  
Admissions Supervisor  
Birthday Party/Gallery Host  
Guest Services Interpreter  
Admissions Attendant  
Birthday Party/Gallery Host

# SHOP

Since the Manitoba Children's Museum's SHOP opened in 2007, we have kept kids learning!

The museum is driven by the belief that our community needs a safe place where kids and families can play together. We are excited that SHOP offers toys, games, puzzles, children's books, science kits, craft materials and activity kits that help kids learn and encourage families to play together at home.

In addition to products that promote learning and family fun, SHOP offers museum visitors ways to remember their adventures at the Children's Museum, including t-shirts and other themed products linked to our galleries.

A portion of the sales from every purchase made at SHOP goes directly back into the museum! As a non-profit, charitable organization, the Manitoba Children's Museum relies on earned revenue to cover approximately 70% of its operating costs.

We look forward to your visits to our Manitoba Children's Museum SHOP!



# EDUCATION AND EXHIBITS

The Manitoba Children's Museum is a non-profit organization that provides an environment that nurtures the power of imagination and the spirit of self-discovery. We seek to spark creative learning through play, a vision we support through our programming, community outreach, and exhibits. We help children develop essential foundational skills in an environment where families play, laugh, learn, and grow together.

## School Programs

In 2008, the Manitoba Children's Museum offered 18 educational programs to choose from. Our Museum to Go initiative continued to be popular as the number of school programs we were doing on the road increased. This year, some of our programs were put under construction to ensure they met curriculum objectives even more effectively. Our most popular program, Paper, Trees and Me, was not only brought up to date, but was also made environmentally-friendly! In total, 635 school groups with 15,179 students visited MCM.

## Mini Mondays

From September to May, preschoolers took over MCM to participate in themed activities and crafts on this special day of the week. Little ones were also treated to storytelling and face painting, which were provided by MCM volunteers.



## Wonderful Weekends

Weekends were wonderful this year as children used recycled materials to make one-of-a-kind creations at our Creation Station. Themed crafts, activities, story time, face painting, t-shirt spinning, and of course, cotton candy ensured everyone was having a great time on these action-packed weekends!

**As one of Manitoba's most popular cultural institutions, over 123,000 people visited the Manitoba Children's Museum in 2008.**

# EDUCATION AND EXHIBITS

## Rogers Movie Nights

The big screen TV was the place to be each Saturday as we continued our Rogers Movie Nights. It was impossible to miss these family movie favourites as we relocated to our foyer.

*Sponsored by Rogers*

## Museum Arts Club

The MCM Arts Club is becoming a staple in our community, evident by the fact that it is requested and eagerly awaited by teachers and students alike. This year, students' lives were enhanced as they learned about yoga, photography and dance. Arts Club members also got to showcase their newly acquired dance skills as they helped to make our Way Off Broadway fundraiser a success.

## Day Camps

Spring and summer holidays were made special this year for those children attending our Day Camps. MCM offered some much-loved themes, such as Space, Olympics, and Arts, but also introduced some new hands-on fun with our geology and multicultural themes. Many children, including our Access students, were able to keep their creative energy alive through exciting activities each day!



## I Love to Read Month

Between the grand opening of our traveling exhibit, Much More Munsch, and listening to Hot 103's Ace Burpee read at our kick-off party, you couldn't put a book down at MCM. France Adams told stories to us in both English and French while Bill 'n Jay and Cool Beans entertained us all. We gave children lots of reasons to believe that reading is fun!

*Sponsored by TD Bank Financial Group*

## Much More Munsch Exhibit

Our visitors were clang-clanging and rattle-bing-banging with our traveling exhibit based on books by celebrated children's author, Robert Munsch. This bilingual exhibit encouraged children of all ages to explore Munsch's world and discover their own creative abilities. Whether our visitors were stomping up to Mortimer's room or trying on Thomas's snowsuit, it was fiction, it was fun, it was fantastic!

*Much More Munsch is presented by Friesens and generously supported by the RBC Foundation, Premiere Van Lines, The Department of Canadian Heritage and The Winnipeg Foundation*



# EDUCATION AND EXHIBITS

## Manitoba Book Week

Manitoba authors, Linda Ducharme, Demetra Hajidiacos, and France Adams joined us as guest presenters during this special week. From storytelling to theatre workshops to the books they wrote themselves, there were many reasons for our school-age children to celebrate this home-grown talent.

*Coordinated with the Association of Manitoba Book Publishers*

## Crystals to Gems

This traveling exhibit from the Canadian Museum of Nature “rocked” our world as our visitors got the opportunity to explore the captivating world of crystals and gemstones. Children of all ages played “rock” music on our new drill core xylophone, and those who were especially lucky beat the rush when they tried panning for gold.

*Presented by Hudbay Minerals Inc. Panning for gold support provided by The Government of Manitoba*



## Kids Festival of the Arts

We were proud to present our 5th Annual Kids Festival of the Arts this year with the theme ART ROCKS! In collaboration with our summer’s traveling exhibit, Crystals to Gems, we looked at creative ways to explore the world of crystals, rocks and minerals through various art forms and activities. Children had a rock-tastic time creating pebble pets, painting with crystal paint, and making their own rock candy.

## Halloween Howl

All sorts of costumed creatures came to experience this year’s theme, Magic and Moonlight. Robin Chestnut (Canadian Juggling Champion), hissing cockroaches, slime with Let’s Talk Science, and magic wands were just some of the fun things conjured up for children of all ages. A new snack option of fresh fruit was well-received and enjoyed by everyone. With Halloween decorations transforming the museum and pumpkins lining the path, it was easy to get into the spooky spirit at this party.



*Sponsored by Great-West Life*

## Eaton’s Santa’s Village

November was a special time of year again as we re-opened Santa’s Village for the holiday season. This old, well-loved destination was made new again with new decorations, a new chair for Santa, and a new letter writing station in the gallery.



## Spaghetti Breakfast with Santa

This non-traditional breakfast sold out again! Sponsored by WOW! Hospitality and The Old Spaghetti Factory, this messy breakfast with Mr. Claus drew more than 130 children of all ages. A choir singing on the way in, Santa at the door, festive crafts and face painting helped us all get into the mood of the season!

*Sponsored by WOW! Hospitality Concepts*



# FREE ACCESS PROGRAM

## Access for All Children

Our Free Access Program has been an important component of our organization since we first opened our doors 22 years ago. The Manitoba Children's Museum ensures that children and their families, regardless of their financial circumstances, can participate in the life-enriching, creative experiences we offer.

MCM's Free Access Program provides these opportunities through our school programs, Arts Club, special programming, and general explorations. Over 4,000 children began sparking their creative learning at MCM last year as part of a free school program.

We partner with many organizations such as The Winnipeg Cheer Board, Family Centre of Winnipeg and the Immigrant & Refugee Community Organization of Manitoba among others to provide free museum passes, memberships and tickets to our events.

The Free Access Program is generously supported by The Winnipeg Foundation, Investors Group, The Great-West Life Assurance Company Co., Sobeys, E.H. Price and Cambrian Credit Union.



## Access Month

November 2008 marked the first ever Access Month! The Manitoba Children's Museum and Sobeys Northdale, Grant Park and St. Anne's were the outlets for the campaign promotion. For the month of November, visitors to the museum, as well as customers at these participating Sobeys, were asked to support the Free Access Program. A huge thanks to the three Sobeys stores for their generous support. In total, Access Month raised just over \$2,000!



# GIVING

People give because they have a dream, a hope, a vision beyond themselves. Nowhere is this vision more important than when we talk about children. We have witnessed this vision in our community, and we know it includes children not only having their basic needs met, but also having a life of opportunities and growth, of dreams and self-discovery.

The Manitoba Children's Museum extends a very deep thank you to all of the participants, sponsors, supporters, staff and volunteers who helped make 2008 an outstanding fundraising year! We are so grateful for your commitment to helping us provide an interactive and creative learning environment for the children of our community.

## FUNDRAISING

### Dine Around

The 16th Annual Dine Around was held on January 18, and over 200 people participated in this sold-out event! The evening began at the Manitoba Children's Museum with the cocktail reception (generously provided by The Hotel Fort Garry, Molson Breweries and Kenaston Wine Market), auction and restaurant draw. After each party had drawn their restaurant, they set out for a night of dining and fellowship at one of the 26 participating restaurants. Despite the cold weather, the results were HOT! The 16th Annual Dine Around raised \$15,000!

### Rogers Build For Kids Golf Tournament

Our 12th Annual Rogers Build for Kids Golf Tournament took place at Bridges Golf Course on June 3. The rainy weather was held at bay and 102 golfers had a great time! The event raised over \$22,000 in net proceeds! Congratulations to the winning team from Rogers Communications - Laura Kwiatkowski, Greg Gorchynski, Colin Bartlett, and Tim Prokipchuck managed an amazing low score of 64!



### Way Off Broadway

On November 16, we held the 3rd Annual Way Off Broadway Dance Extravaganza at Pantages Playhouse Theatre. More than 250 dancers in both professional and amateur categories entertained over 400 supporters at the afternoon performance led by emcees, Eva Kovacs and Laurie Mustard. All amateur dance teams received professional training from one of the seven sponsoring dance schools in the weeks prior to the show. Celebrity judges, Ace Burpee, Andrea Slobodian, and Alison Mayes, determined the Pelo Loco Banditas to be the 2008 Champions - congratulations! Thanks to the amazing fundraising of our participants - net proceeds totalled over \$26,500!

# SUPPORTERS

Thank you to all of the generous supporters of Dine Around, Rogers Build for Kids Golf Tournament, Way Off Broadway Dance Extravaganza and Access Month. Your amazing support is most appreciated!

529 Wellington  
7-11 Stores  
A Diamond Gallery  
Academy Uptown Bowling  
Aikins, MacAuley & Thorvaldson  
Archangel Fireworks  
Bailey's Prime Dining  
Billabong Bar & Bistro  
Bistro 7 1/4  
B-Bel Inc.  
Bernard Lofchick  
BCG Communications  
Birchwood Pontiac Buick GMC  
BMO Investor Line  
Boeing Canada Technology  
Boston Pizza  
Bridges Golf Course  
Burger King  
Buttercup Beauty Bar  
CAA Manitoba  
Caddy Shed Golf Stores  
Canada Wrap  
Canadian Tire - Southdale  
CanadInns  
CancerCare Manitoba  
Carlson Wagonlit Travel  
Chocolaterie Bernard Callebaut -  
Academy  
Chris Witoski  
Cineplex Entertainment  
Cirque du Soleil  
Coca-Cola Bottling Co.

Computer Boulevard  
Coyote's Night Club  
Craig & Ross  
Creative Door Services  
Culligan Water  
Curves  
Dare Foods  
Desilets Insurance Brokers Ltd.  
Earl's on Main  
Easter Seals/SMD  
Eastside Collision  
Elie Grocery Store  
Enterprise Rent-A-Car  
Essentique Salon & Spa  
Eyelet Dove Lingerie & Swimwear  
Fabutan  
Feasey Chiropractic  
First Choice Courier  
Fort Garry Brewing Company  
Fort Whyte Alive  
Fude Inspired Cuisine & Wine Bar  
Gasthaus Gutenberger  
Gemini Fashions  
Gillis Service Garage Ltd.  
Golf Dome  
Golf Town  
Hanford Drewitt  
Harry Ross' s Area Rug Store  
Hilton Suites - Winnipeg Airport  
Holiday Inn - Downtown  
Holiday Inn - Airport West  
Home Depot

Hotel Fort Garry  
Hu's on First  
IMAX  
Inn at the Forks  
Institute of Dance of Manitoba  
Investors Group  
Journey's Travel & Leisure Supercentre  
Kelly Ukrainec  
Ken Palson Enterprises Ltd.  
Kenaston Wine Market  
Krista Ringland  
L.A. Dance Academy  
Lawrie Pollard  
Lawson Sales  
Leader Building Cleaning Services  
Leisure Days RV Centre  
Lonestar Mercedes  
Lululemon Athletica  
Mac's Convenience Store  
Manitoba Liquor Control Commission  
Manitoba Moose  
Manitoba Museum  
Manitoba Pork Council  
Manitoba Public Insurance  
Manitoba Theatre For Young People  
Mariaggi's Theme Suite Hotel  
Mavro Esthetics  
McDonald's Restaurants  
Mephisto Shoes  
Mercer Human Resources Service  
MMM Group Ltd.  
Moksha Yoga

# SUPPORTERS (CONTINUED)

Mona Lisa Ristorante Italiano  
Monticchio Ristorante Italiano  
Naleway Foods Ltd.  
Nicolino's  
Old Dutch Foods  
Old Navy  
Olympia Cycle & Ski - St. Mary's  
On the Edge Glass Studio  
Paddlewheel River Boats  
Palliser Furniture  
Pasta la Vista on Kenaston  
Pasta la Vista Downtown  
Pelo Loco Spa & Salon  
Petals West  
Please Mum - St. Vital  
Prairie Theatre Exchange  
Premier Chiropractic  
Pretty Woman  
Quality Vending  
Rainbow Stage  
RBC Downtown Business Banking  
Red Photo Co.  
Relish Design Studio  
Request Networks  
Rogers Communications  
Rogers Leadership Consulting  
Royal Dance at the Forks  
Royal Dance Conservatory  
Rumor's Comedy Club  
Sets Hair Salon  
Shapes Fitness Centre - Regent  
Shelmerdine Garden Centre  
Shooters Family Golf Centre  
Silver City - Polo Park  
Southwood Dental Centre  
Sobeys - Grant Park  
Sobeys - Northdale  
Sobeys - St. Anne's  
Sobeys West

St. Vital Centre  
Starbucks - Charleswood  
Starman Agencies  
Stonehaven Group of Companies  
Studio 448  
Studio One School of Performing Arts  
Studio Publications  
Sydney's at the Forks  
Taillieu Construction  
Tavern in the Park  
Team Skyline  
The Blaze Bistro  
The Chamois  
The Current  
The Forks North Portage Partnership  
The Gates on Roblin  
The Keg Steakhouse on Garry  
The Please Mum Foundation/Tides  
Canada Foundation  
The Round Table  
Thomas Hinds Tobacconist  
Thompson Dorfman Sweatman  
Thunder Rapids Amusement Park  
Tim Horton's  
Tre Visi  
Vesuvio  
Vicky Yeung of Flying Monkey Swing  
Vita Health - Osborne  
Wakshinsky Bros. Ltd.  
Winnipeg Airports Authority  
Winnipeg Blue Bombers  
Winnipeg Folk Festival  
Winnipeg Men Magazine  
Winnipeg Women Magazine  
Winnipeg Sun  
Winnipeg Symphony Orchestra  
WOW! Hospitality Concepts  
Zoological Society of Manitoba

## Corporate, Organization & Foundation Donors

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CIBC  
Domino's Pizza  
Domo Gasoline Corp.  
Dr. Norman Silver Medical Corp.  
E.H. Price Ltd.  
Friesens Corp.  
HudBay Minerals  
Investors Group  
J.D. Transport  
Magdaragat Phillipines  
Manitoba Community Services Council  
Manitoba Lotteries Corp.  
Piston Ring Service  
Premiere Van Lines  
RBC Foundation  
Rogers Communications  
Rotary Club of Fort Garry  
Seven Oaks Paraprofessional Assoc.  
TD Bank Financial Group  
Terracon Development Ltd.  
The Forks North Portage Partnership  
The Great-West Life Assurance Co.  
The Winnipeg Foundation  
Toromont CAT  
Total Print & Communications  
TransX  
Wardrop Engineering  
Wareham and Crowe Electric Inc.  
Wawanesa Mutual Insurance Co.  
Winnipeg School Division

# SUPPORTERS (CONTINUED)

## Media Sponsors

HOT 103 FM  
Global Winnipeg  
QX 104.1 FM  
Winnipeg Free Press

## Tribute Gifts

In Memory of Mariann Chornenki  
In Memory of Patricia Drouet  
In Memory of Dante C. Buenaventura

## Government Support

Government of Canada  
Province of Manitoba  
City of Winnipeg

## Individual Donors (\$50 or more)

Bob Adkins  
Kirsten Albo  
Brian Bailey  
Leonard Baron  
Dave Bedard  
Carl Berryman  
Karlee Blatz  
Paul Brett  
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Dave & Brita Chell  
Dan Connon  
Chris Cox  
Richard Chornenki  
Mary Betty Dahl  
Eric & Linda Devodder  
Rita & Jeff Doerr  
Diane Doth & Randy Rehbein  
Hugh Eaglesham  
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Joanna Tongol  
Lynda Troup  
Leanne & Denis Tsai  
Jim & Shirley Wasson  
Ian White  
David & Sandra Williamson

# CAPITAL CAMPAIGN SUPPORTERS



## Corporate, Organization & Foundation Donors

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Eastside Collision Repairs  
Eastside Heavy Truck Repairs  
Eastside Industrial Coatings and Composite  
FloForm Industries  
Rogers Communications  
Special Moments Photography  
The Great-West Life Assurance Co.  
The Pollard Family Foundation  
The Winnipeg Foundation

## Individual Donors

Chad Brick  
Lindy Choy  
Eric & Linda Devodder  
Diane Doth & Randy Rehbein  
Tony Gauthier  
Laura Kwiatkowski  
Janet & Larry McLeod  
Jaret Olford  
Laurel Repski  
Farshid Tashakor



# VOLUNTEERS

An enormous thank you to our volunteers who gave their time, expertise and energy to make MCM come alive in 2008.

In 2008, MCM's 265 volunteers contributed 6,919 hours. At all of MCM's fundraising events and community activities, our volunteers were active behind the scenes, preparing for events and programs and supporting our administration. They also supported program delivery, including Mini Mondays, Day Camps, movie nights, school programs and the Arts Club. In addition to enriching the interpretation of our galleries and special exhibits, they enhanced programming events, such as Halloween Howl and Spaghetti Breakfast with Santa. Volunteers also ensure a brighter future for MCM through their leadership on the Board of Directors.

At the end of 2008, 13 of our current volunteers had completed their 100th volunteer hour and 12 had reached the 200th hour milestone.

This year we had the pleasure to welcome two different Price Waterhouse Cooper groups to our volunteer team. One team supported our efforts during Closure Week and the other helped us prepare Santa's Village for the holiday season.

A sincere and heartfelt thank-you goes out to all of our volunteers!



# BIRTHDAYS AND MUSEUM RENTALS

## Birthday Parties

Parties are great successes at the museum. MCM hosted 571 parties for more than 11,400 guests in 2008.



## Rentals

In 2008, the Manitoba Children's Museum was the site for 108 functions, including meetings, corporate parties, school fundraisers, social events, family celebrations, and community group gatherings.





# FINANCIAL INFORMATION

Statement of Financial Position January 1 – December 31, 2008 (Unaudited)

## REVENUES

Grants	\$219,617
Amortization of deferred contributions	\$124,062
Donations/Sponsorships	\$108,079
Fundraising Events	\$96,230
Admissions	\$459,920
Birthday Parties	\$94,325
Exhibit Rentals	\$10,000
Facility Rentals	\$50,693
Interest	\$328
Memberships	\$94,088
Shop	\$160,437
Other	\$514
Total Revenue	\$1,418,293

## EXPENSES

Building	\$261,403
Program	\$306,877
Marketing/Development	\$203,921
General Operating	\$319,641
Amortization	\$154,482
Shop	\$143,647
Total Expenses	\$1,389,961
Change in Net Assets	\$28,332

## Balance Sheet at December 31, 2008

### ASSETS

Current	
Cash	\$10,918
Receivables	\$41,023
Inventories	\$44,694
Interfund Balance	\$114,337
Prepays	\$11,045
Property/Equipment	\$2,353,454
Total Assets	\$2,575,471

### LIABILITIES

Current	\$2,453,117
Fund Balances	
Operating	\$16,246
Capital	\$106,108
Total Liabilities	\$2,575,471

For those wishing to review MCM's audited financial statements for 2008, please contact the Administrative Office at 204-924-4008.



Printing Courtesy of Total Printing Services

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Children's Museum



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