



# 2011 ANNUAL REPORT

January 1, 2011 – December 31, 2011



children's  
museum



## ***DID YOU KNOW?***

I am the Children's Museum's new logo. I am timeless and amusing – I represent this established institution and I express the museum's cheerful personality. At first sight, my letter m represents two key qualities: the nature of our space, a Museum, and our location, Manitoba. At second glance, my m is a beaming child's face, representing our most treasured audience. Like a child, my character is often expressed by my mood. Please get to know me – I look forward to welcoming you to the Children's Museum soon!

## **AWARDS & DISTINCTIONS**

### **Manitoba Star Attraction**

The Children's Museum is a Manitoba Star Attraction.

### **Winnipeg Parent Newsmagazine Readers' Choice Award Winner**

The Children's Museum was voted 'Best Place to Take Your Child on a Crummy Day' by readers of Winnipeg Parent Newsmagazine in 2011.

### **Project Peacemakers – Excellent Grade Recipient**

Shop, the Children's Museum gift store, has routinely received an excellent grade from Project Peacemakers for their 'Violence is Not Child's Play' annual toy inspections.

### **International Reading Association 'Celebrate Literacy Award' Winner**

The Children's Museum was recognized as an International Reading Association 'Celebrate Literacy Award' Winner by the Reading Council of Greater Winnipeg in 2011.

### **Where Magazine's 'Top Summer Attraction'**

The Children's Museum was proudly featured in the July/August issue of Where Magazine as one of Canada's Top Ten Attractions for Summer 2011.

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## **OUR PURPOSE:**

The Children’s Museum exists to spark kids’ creative learning.



# A YEAR OF RESPONSE

Dear Friends,

2011 was a year of response for the Manitoba Children's Museum. It brought the culmination of the Museum's enormous investment both in our physical assets – our galleries and building, and in our service to our guests, members, and in turn, our community.

**We Responded to Our Community** – We heard you when you identified the need to renew our galleries and to make our facility safer for the kids in our community. We responded when we re-opened our doors on June 4 to completely re-invented galleries and the new Buhler Welcome Centre. The response is nearly complete!

**We Responded to Our Kids** – After being closed for nine months, *The Kids Are Back!* Their enthusiasm and excitement vibrates throughout our 12 new galleries. It's fantastic to see the looks of awe on their faces when they see what lies ahead. The response was bang on with the kids.

**We Responded to Our Capital Campaign Budget** – We set a Capital Campaign goal of \$10M and our construction has come in on budget. We responded to cost increases and unanticipated expenses by making adjustments, putting some things on hold, and often being quite creative in our decisions. 2011 saw us achieving just over \$9M toward our goal. Individuals, businesses, foundations, and the three levels of government have all been generous in donating gifts of money, services, and materials, while many also continued to donate to our general operations. Why? They responded because they care deeply about the well-being of the children and families of our community. We need our community to continue with us on this journey as we stretch to meet our remaining \$875,000 goal.

**We Responded to Our Partners** - The Children's Museum continued with an unwavering commitment to enable all children and families, regardless of their economic means, to experience our galleries and programs. During our closure in 2011, staff members were hard at work building additional partnerships with businesses, schools, and other not-for-profit organizations. We heard their sincere requests that we continue to respond to the needs of children and families in low-income areas to fully engage in all our community has to offer. In response, we expanded our Free2Play Access Program.

2011 was an incredible year for the Children's Museum, made possible because of our incredible community of supporters. We are grateful for the support of our donors, partners, guests, the Board of Directors, staff, and volunteers. We look forward to your partnership again this year as we dream and plan for the future.



**Chad Brick**  
Chair, Board of Directors



**Diane Doth**  
Executive Director

## DID YOU KNOW?

As one of Manitoba's most popular cultural institutions, 167,561 people visited the Children's Museum from June 4, 2011 to May 31, 2012.

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# RESPONDING TO OUR COMMUNITY... GALLERIES



## 12 NEW GALLERIES

As a result of the Capital Campaign, we've doubled our number of galleries, going from the six galleries we had in the old museum space to twelve bilingual, brand new and exciting galleries that spark kids' creative learning. These twelve new galleries present a world of possibilities for children and caregivers who enjoy visiting the Children's Museum. Unlike the no-touch exhibits at other museums, our galleries are always ready for hands-on fun! The latest innovations in education come together with creative environments to provide a powerful learning experience that entertains as it educates.

### 1. SPLASH LAB

Grab a lab-coat-slicker and join in the fun! Whether you're playing by the enormous bubble wall, having a blast at the water table, or finishing it all off with an experiment, watch out — there's water everywhere!

### 2. TOT SPOT

Getting there is all the fun — especially if you're the littlest museum visitor. Tots ride, walk, or crawl their way over bridges and through a tunnel. So park your stroller at the Stroller Park and explore this miniature version of the Children's Museum!

### 3. ILLUSION TUNNEL

What's real? What's not? How is what you see different from what really is? Can the train rumble down the line into the tunnel? Using forced perspective, you're drawn into this giant slide to test your perceptions.

### 4. LASAGNA LOOKOUT

Ever play with your food? Well this food plays with you! Lasagna you can climb through and take a different path each time, always ending up on top at the Lasagna Lookout. Check out the Rigatoni Roller and Spaghetti Forest, or take a break on the Ravioli Pillows!

### 5. ENGINE HOUSE

Gears and levers, pipes and pulleys — these are the parts that help make a real train run. At the Engine House you get to see the insides of an actual train engine and conduct a little locomotive action of your own!

### 6. TUMBLE ZONE

Is this a builder's fantasy, an ambitious urban planning project, or a game? Inside are all the things you need to create your own unique cityscape using strange and unusual pieces that replace traditional building blocks.

### 7. MILK MACHINE

Can you see what a cow sees? Can you hear what a cow hears? Of course you can, if you're at the Cow Controls in the Milk Machine! When you enter this GIANT cow cube, you're going to have a "dairy" good time.

### 8. JUNCTION 9161

Junction 9161 is all about the train — the powerful locomotive that forms the spine of the museum experience! Standing inside or out, you can explore the enormity of this great machine.

### 9. TIME SQUARED

Every town needs a central meeting place to share exciting stories, to rest up before the next big adventure, or to plan out another series of explorations! Synchronize your watches at the Square Clock Tower and let's get going!

### 10. POP M'ART

This is no ordinary grocery store, and it sure isn't an art exhibit. So what is it? It's Pop m'Art — where kids "shop" for their supplies and create works of art! The stock is always changing, the creations transforming - this space IS art, but on the largest scale.

### 11. STORY LINE

"Are we there yet?" won't be heard as visitors ride the train on the literacy-based Story Line. Six destinations transport visitors anywhere imaginable — from outer space to deep beneath the sea, Story Line explores it all!

### 12. MELLOW MARSH

Bug-sized visitors walk under the giant leaves to admire the flowers in this "organic" cube. But these flowers are for more than looking at. The pin screen and art machine flowers are for touching and leaving your mark!

## DID YOU KNOW?

We introduced a dedicated gallery, Tot Spot, for infants and toddlers and their caregivers. We have also ensured that within each of our new galleries, there were components to engage even our youngest visitors, allowing the whole family to stay together and enjoy all the other galleries.

# RESPONDING TO OUR COMMUNITY... EDUCATION & EXHIBITS

## EDUCATIONAL PHILOSOPHY

The Children's Museum is a non-profit organization that provides an environment that nurtures the power of the 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

For the 2011 school year, the Children's Museum offered 48 educational, hands-on, and, of course, fun programs that reinforced and supplemented classroom instruction. We were excited to explore new areas of the Manitoba curriculum with our students as we increased our school programs from the 17 that were offered in 2010. In total, 697 school groups - the equivalent of 14,211 children - visited us. Children engaged in our galleries on a level playing field regardless of knowledge, developmental needs, and interests they bring to the experience!

## DID YOU KNOW?

Each gallery has special "Partners in Play" prompts that are designed to help caregivers engage their children and enhance their children's learning. They are a great way to enhance the Children's Museum experience and learn what children can do and should be doing, as active learners.

## EATON'S FAIRYTALE VIGNETTES

The Children's Museum was excited to welcome back Eaton's Fairytale Vignettes so guests of all ages were able to view this holiday tradition free of charge as they celebrated the holiday season. Over 70 staff and volunteer hours were invested to hand-clean each vignette and its contents as well as to decorate each tree. Most exciting was being able to exhibit a vignette in the window of the Buhler Welcome Centre just as Eaton's did so many years ago!



# RESPONDING TO OUR COMMUNITY... PROGRAMMING EVENTS

## MINI MONDAYS

Children's Museum staff and volunteers engaged our preschool visitors with themed crafts, stories, and activities. Caregivers and their little ones made our Museum a weekly destination as we picked a new theme each month to explore hands-on!



## MUSEUM ARTS CLUB

Students were excited to celebrate the arts this year in our after school Arts Club. Our magic session had students being tricky in all the right ways. Other students were really movin' and groovin' when they participated in the dance session.

The Arts Club Kids 'Proud to be Canadian' Team did a great job as they performed on stage in our annual dance fundraiser, Way Off Broadway. Their skills won them the Most Enthusiastic Performance and Powerhouse Awards of 2011!

## JUNE BALLOON

The Children's Museum turned twenty-five years young in 2011 and also re-opened its doors after a major rejuvenation. A parade led by bagpipes welcomed our guests into the newly renovated space as staff provided a standing ovation to the visitors we missed so much. Jake Chenier performed quite a show and helped us blow out the candles on this wonderful occasion. Birthday crafts, games, and activities made this a birthday party no one wanted to see end.



## SUMMER DAY CAMP

We sparked creative learning all summer long in our day camps this year! Summer themes included Artful Antics, Movin' & Groovin', Eureka!, and Museum Mayhem. Campers needed their energy and enthusiasm for full days of safe, hands-on fun that helped keep their minds and bodies active to prevent summer learning loss.

## KIDS FESTIVAL OF THE ARTS

*Sponsored by St. Vital Centre*

The 8th Annual Kids Festival of the Arts immersed our guests in arts and culture as we highlighted our 12 new galleries. Our artistically-gifted guests included Sue Proctor, Graffiti Gallery Programming, Jay Stoller, and Ofield Williams. Performances, demonstrations, workshops, and a hands-on arts station sparked kids' creative learning.



# RESPONDING TO OUR COMMUNITY... PROGRAMMING EVENTS

## STORIES IN SEPTEMBER

*Sponsored by TD Bank Financial Group*

Special guests became role models for museum visitors during this wonderful month. Some of our reading friends included Kate Ferris, Laurie Block, Leigh-Anne Kehler, and Cindy Robin-the Story Fairy. New this year was the addition of Fem Fest presenting Tyler White's *Bear and Blue's Adventures through the Whispering Woods*. Activities that complimented the stories, such as making tambourines, puppets, masks, and hats helped make the stories come alive!

## HALLOWEEN HOWL

*Sponsored by The Great-West Life Assurance Company*

The galleries were BOO-tified and the activities created some spooky entertainment for the 15<sup>th</sup> Annual Halloween Howl! The lights went out and the Museum glowed as the glow in the dark performers from WildFire Productions came to life on stage. Outrageous spiders, a prisoner on the loose, animals from Prairie Wildlife Rehabilitation, and scary science experiments helped our guests become part of the Halloween tale.

## SPAGHETTI BREAKFAST WITH SANTA

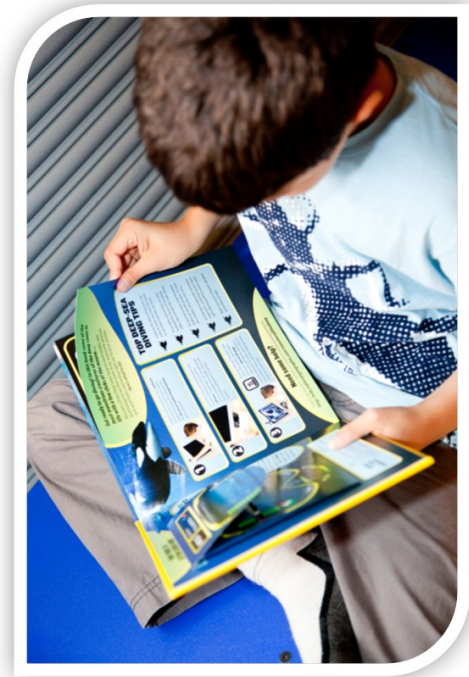
*Sponsored by Pizza Hotline*

More than 150 children of all ages enjoyed this messy breakfast with Santa. Spaghetti, garlic bread, and mandarin oranges filled up everyone, even Santa! Holiday songs with guitar accompaniment, crafts, and of course Santa himself helped us get into the festive mood this season!

## TOPS HATS AND TIARAS FAMILY NEW YEAR'S EVE EVENT

*Sponsored by Lawton Partners*

More than 900 guests attended this special New Year's Eve event for the second year. Bubbly ginger ale toasts abounded, while children dressed up for an "afternoon out on the town" adorned with free top hats and tiaras, rang in the New Year at noon to the musical jazz-funk stylings of The Solutions and a huge balloon drop. Noise makers, reptiles from Prairie Exotics, and balloon games contributed to this hugely successful annual event!



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# RESPONDING TO OUR COMMUNITY... FREE2PLAY ACCESS PROGRAM

Our Free2Play Access Program has been an important component of our organization since we first opened our doors twenty-five years ago. The Children’s Museum ensures that children and their families, regardless of their financial circumstances, can participate in the life-enriching, creative experiences we offer. The Children’s Museum’s Free2Play Access Program provides these opportunities through our school programs, Arts Club, day camps, special events programming, and general explorations.

Since re-opening, the Children’s Museum has received more requests than ever from eligible Free2Play Access Program schools, daycares, and organizations to visit the Museum for free, and new requests have been on the rise. From June to December, 2364 children began sparking their creative learning at the Children’s Museum as part of a free school program or self-guided exploration.

## ELIGIBLE SCHOOLS

Brock Corydon	Machray	Harrow	Rockwood
Carpathia	Marie Anne Gabourey	Hastings	Sacre-Coeur
Cecil Rhodes	Meadows West	Inkster	Sargent Park
Champlain	Montrose	Isaac Brock	Shaughnessy Park
Clifton	Mulvey	J.B. Mitchell	Sister MacNamara
David Livingstone	Niji Mahkwa	John M. King	Stanley Knowles
Dufferin	Norquay	Kent Road	Strathcona
Earl Grey	Pinkham	King Edward	Tyndall Park
Faraday	Prairie Rose	Lansdowne	Victor Mager
Fort Rouge	Principal Sparling	Laura Secord	Victoria-Albert
Garden Grove	Queenston	Lavallee	Wellington
George V	Ralph Brown	LaVérendrye	Weston
Gladstone	River Elm	Lord Nelson	William Whyte
Glenelm	Riverview	Lord Roberts	Wolseley
Greenway	Robert H. Smith	Lord Selkirk	
Grosvenor	Robertson	Luxton	

## ELIGIBLE ORGANIZATIONS

In addition to the above listed schools, we also partner with many social service organizations including Alpha House, Aurora Family Therapy Centre, the Family Centre of Winnipeg, the Immigrant & Refugee Community Organization of Manitoba (IRCOM), Immigrant Women’s Counselling Centre, Ma Mawi Chi Itata Centre, Macdonald Youth Services, Needs Inc., Spence Neighbourhood Association *Building Belonging Program*, Welcome Place, West Broadway Youth Outreach, and the Winnipeg Christmas Cheer Board to provide free museum admission passes, memberships, and tickets to our special events.

## PROGRAM SUPPORTERS

The Free2Play Access Program is generously supported by the following organizations:

- Cambrian Credit Union
- Investors Group
- Rogers Communications
- The Great-West Life Assurance Company Co.
- The Winnipeg Foundation
- Winnipeg School Division

## DID YOU KNOW?

All children deserve a time and place to be children. For over 25 years, the Children’s Museum has been providing free museum access to underprivileged children in our community.

# RESPONDING TO OUR COMMUNITY... FUNDRAISING EVENTS

## BUILD FOR KIDS GOLF TOURNAMENT

The 15<sup>th</sup> Annual Build for Kids Golf Tournament was held at Bridges Golf Course on May 17, 2011. This light-hearted Texas Scramble charity tournament filled with contests and exciting special features raised over \$20,000 in support of the Children's Museum. Thank you to all 92 participating golfers and congratulations to the winning team: Tony Gauthier, Richard Oleschewski, Karen Godfrey, and Mike.

## CUBE YOUR ENTHUSIASM

On June 2, 2011, the Children's Museum held its inaugural Cube Your Enthusiasm event hosted by Bonnie and John Buhler. We had over 250 guests in attendance enjoying food, entertainment, and unique fundraising games. Highlights included exhibit-themed, tapas-style food, an elegant ice sculpture, brightly coloured cake pops, entertainment by musician Leonard Shaw and magician Evan Morgan, and hands-on, interactive fundraising games. We had some wonderful prizes including a brand new scooter, which helped us to raise over \$21,000 at this event. A special thank you goes out to Bonnie and John Buhler, hosts of the evening. They generously made a gift of \$800,000 to the Children's Museum to support the construction of our new signature admissions building, named the Buhler Welcome Center.

## GREAT FRIEND TO KIDS AWARDS

The Children's Museum was proud to present the 2<sup>nd</sup> Annual Great Friend to Kids Awards on September 28, 2011. These awards honour local individuals and organizations that have made outstanding contributions to enriching the lives of children. Congratulations to our deserving recipients whose work in our community is an inspiration to us all: Wanda Koop (Individual Category), Abdikheir Ahmed (Individual Representing A Not-For-Profit Organization Category), Carly Welham (Youth Category), and West Broadway Youth Outreach (Organization Category).



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# RESPONDING TO OUR COMMUNITY... FUNDRAISING EVENTS

## ONLINE AUCTION

From November 3 to November 24, 2011 the Children's Museum hosted its 3<sup>rd</sup> Annual Online Auction. After weeks of watching bidding wars and friendly competition, the auction raised over \$8000. We had some great prizes including: Winnipeg Jets tickets, a Blackberry Torch Smartphone and service package, local restaurant and hotel gift certificates, a Winnipeg Goldeyes autographed team baseball bat, a Winnipeg Blue Bombers jersey, tickets and memberships to local arts and cultural institutions and events, museum antiques, and more. Thank you to Relish Design Studio for their hard work in designing and servicing our online auction site.

## WAY OFF BROADWAY DANCE EXTRAVAGANZA

The 6<sup>th</sup> Annual Way Off Broadway Dance Extravaganza was held on November 20, 2011 at Pantages Playhouse Theatre. More than 200 dancers in both professional and amateur categories entertained over 300 supporters at an energized afternoon performance. The amateur teams received professional training from one of the five sponsoring dance schools and instructors in the weeks prior to the show. They then competed for the title of Way Off Broadway Dance Champions determined by celebrity judges Bubba B (HOT103), Tracy Koga (Shaw TV), and Heather Steele (Global Television) – under the guidance of our enthusiastic event emcees, CityTV's Jeremy John and Drew Kozub. Congratulations to Sobey's Mod Squad who were declared the 2011 Way Off Broadway Dance Champions. Thank you to our dedicated participants who fundraised over \$17,000 in support of the Children's Museum!



# RESPONDING TO OUR SUPPORTERS... EVENT SUPPORTERS

The Children's Museum extends a most sincere thank you to all of the participants, sponsors, supporters, staff, and volunteers who helped make 2011 an amazing 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.

AGF Investment  
 Al Simmons  
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 Thunder Rapids Fun Park  
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 Management  
 Wesman Athletics  
 Winnipeg Art Gallery  
 Winnipeg Blue Bombers  
 Winnipeg Folk Fest  
 Winnipeg Free Press  
 Winnipeg Goldeyes  
 Winpark Dorchester Properties  
 WOW! Hospitality

Please call the Development Department at 204.924.4005 if your name was omitted or if there is an error in the above listing.



# RESPONDING TO OUR SUPPORTERS... ANNUAL DONORS

The Children's Museum would like to thank the following for their generous operational support:

## CORPORATE, ORGANIZATION & FOUNDATION DONORS

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CIBC Children's Miracle Foundation  
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In Memory of Dante C. Buenaventura  
In Memory of Mariann Chornenki

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Please call the Development Department at 204.924.4010 if your name was omitted or if there is an error in the above listing.

# RESPONDING TO OUR SUPPORTERS... CAPITAL CAMPAIGN DONORS

The Children's Museum has nearly completed its \$10M Capital Campaign. We have received tremendous support to date and only have \$875,000 left to raise. We continue to work hard to secure the remaining funds needed to meet our goal.

This \$10M Capital Campaign project includes the replacement and redevelopment of all our museum galleries, the renewal of our educational and performance rooms, and the construction of an addition – the Buhler Welcome Centre - intended not only to provide many amenities to our guests, but more importantly, to provide much needed safety and security measures for our youngest visitors. The Children's Museum officially re-opened to the public on June 4, 2011.

The Children's Museum would like to thank the following donors for their generous support of the Under Construction Capital Campaign in 2011:

## CAPITAL CAMPAIGN INDIVIDUAL DONORS

Glenn Allard  
Jan & Marcel Ayotte  
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Rosa & Robert Bajan  
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Tony Gauthier  
Robyn Gertenstein  
Raymond & Shelagh Girouard  
Sharon & Jonathan Goldenberg  
Glen Gosling  
Derrick & Dana Gottfried  
Daniel & Catherine Gudmundson  
Laurie Gydé  
Sara & Jason Hancheruk  
Gregg & Mary Hanson  
Jessica Hanson

Kerry Hendry  
Yude M. Henteleff  
Kurt Hibchen  
Harry & Florence Hill  
Dan Hurley  
Sandra Jacques  
Don & Sandi Janzen  
Danielle Jobb  
Richard & Irene Kerluck  
Ronald Kibbins  
Agatha Klassen  
Sandy Kluka  
Dan Kostenchuk  
Robert Kozminski  
Kyla Kramps  
Barry Kryschuk  
Jason Laramée  
Connie Tam-Fung Lee  
Song Liu  
David Lyons  
Heather MacIver  
Kelly & Jacqueline Martinussen  
Bruce McDougall  
Craig McIntosh  
Richard Militaire  
Bobbi Mills  
Lindsay & Dave Moisey  
Valerie Mollison  
Grant & Orelund Montgomery  
Sandra Oh  
Sandra Ott  
Alfred & Bernice Otto  
Buddy & Marlene Parnell  
Heather Paterson  
Carla Pelletier  
Calvin & Jennifer Polet  
Jay R. Pyne  
Steven Raber  
Nalini Reddy  
Laurel Repski  
Mike Routledge  
Deborah & Mendel Schnitzer  
Graeme Sifton  
Sean Tsuyuki

Leanne Van Amstel  
Mary Van Eerd-Cook  
Sarina Van Leeuwen  
Leanne Vanamstel  
Rommel Verga  
Stephen Watson  
Jennifer Werhun

## CAPITAL CAMPAIGN CORPORATE, ORGANIZATION, FOUNDATION & GOVERNMENT DONORS

Caravan Cleaners  
CFL Custom Financing & Leasing Corp.  
Crosstown Credit Union  
City of Winnipeg  
Custom Works Construction  
Dairy Farmers of Manitoba  
Eastside Collision Repairs  
Ebonie Klassen Photography  
Ernst Hansch Foundation Inc  
FLOFORM Countertops  
Frantic Films  
Government of Canada  
Investors Group Inc.  
Manitoba Community Services Council Inc.  
Manitoba Hydro  
Maxim Truck and Trailer  
MTS Allstream Inc.  
National Leasing Group Inc.  
Neptune Properties Inc.  
Olschewski Feuer Davie  
Qualico Development Ltd.  
Province of Manitoba  
RBC Foundation  
Richardson Foundation Inc.  
Royal Canadian Properties Limited  
Ruban Insurance Brokers Inc.  
TD Bank Financial Group  
The Forks Renewal Corporation  
The North West Company  
The Pollard Family Foundation  
The Thomas Sill Foundation Inc.  
The Winnipeg Foundation  
Travel Connections  
Wawanesa Insurance

Please call the Development Department at 204.924.4010 if your name was omitted or if there is an error in the above listing.



# RESPONDING TO OUR BUDGET... EARNED INCOME

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## BIRTHDAY PARTIES

Parties are a piece of cake at the Children's Museum! With eight different birthday party activities to choose from, the Children's Museum hosted 340 parties with a total of 7532 guests from June to December 2011.



## MUSEUM RENTALS

From June to December 2011, the Children's Museum was the site for 111 functions, including meetings, corporate parties, school fundraisers, social events, family celebrations, and community group gatherings. These rentals accounted for a total of 3062 children and 5204 adult visitors to the Children's Museum.



# RESPONDING TO OUR BUDGET... SHOP

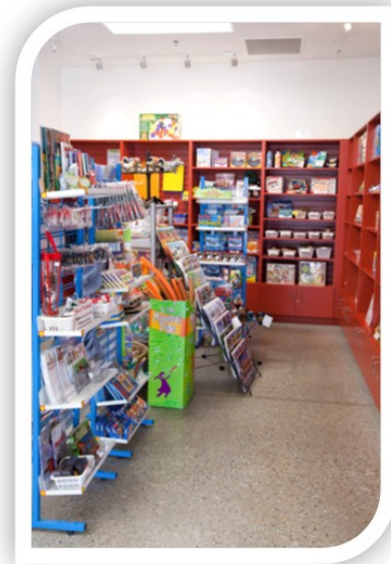
Since the Children's Museum's SHOP opened in 2007, we have kept kids learning! The Children's Museum is driven by the belief that our community needs a safe place where kids and families can play together. In 2011, we were pleased to offer toys, games, music, puzzles, children's books, science kits, craft materials and activity kits that related to our 12 new galleries and that helped spark kids' creative learning while also encouraging families to play together at home.

SHOP complements our museum services by offering birthday goodie bags for several age groups, as well as by supplying gifts for corporate parties. We offered full gift service, including: product selection, gift wrapping and custom labelling, product storage, and gift delivery on the day of the event.

With the renovations to the Children's Museum, there have been numerous changes to SHOP – the most significant of which has been the streamlining of our customer services by integrating SHOP sales into our Admissions department, thereby eliminating the need for a separately staffed service desk. We have also expanded our museum membership benefits to include a 10% discount on all merchandise in Shop – much to our members' delight.

Beanstalk, our coffee bar, continued to attract customers with a selection of coffees, teas, and luxury flavoured coffees. SHOP also offers two coolers - one filled with a variety of pop, juices, and water, and the other supplying white and chocolate milk, dairy snack products (cheese, yogurt, and pudding), fruit cups, and fresh vegetable snacks. On our shelves we also provide several snack choices, such as: cookies, cheese and breadsticks, chips, raisins, granola bars, candy sticks, fruit chews, and more.

We thank you for your support this past year, and look forward to your future visits to SHOP!



## ***DID YOU KNOW?***

A portion of the sales from every purchase made at SHOP goes directly back into the Museum. As a non-profit, charitable organization, the Children's Museum relies on earned revenue to cover approximately 82% of its operating costs.



# RESPONDING TO OUR SUPPORTERS... VOLUNTEERS

Thank you to our volunteer team for the enthusiastic support of our 2011 transition to the renewed Children's Museum.

From our re-opening through to the end of 2011, 113 volunteers contributed 2,622 hours to the Children's Museum. Volunteers supported our diverse schedule of events and programs by being active behind the scenes supporting staff in multiple ways. Volunteers lent invaluable support to program delivery including Mini Monday, day camp, school programs, and Arts Club sessions. Volunteers enhanced interpretation of our new galleries and encouraged guests' exploration. In 2011, corporate volunteer teams from Best Buy, PriceWaterhouseCoopers, Toromont CAT, and Boom Done Next supported museum events.

At the end of December 2011, 14 of our current volunteers have a family member who was or is also a Children's Museum volunteer. At the end of December 2011, 13 of our current volunteers had completed their 100<sup>th</sup> volunteer hour, 10 had completed their 200<sup>th</sup> hour, 6 had contributed 300 hours, and one had contributed over 500 hours to the Children's Museum. 10 of our active volunteers celebrated their fourth anniversary and one volunteer had been an active and reliable volunteer since August 2001.

We thankfully acknowledge our volunteers for their time, enthusiasm, and experience. They are indeed making a difference in the lives of children in our community by helping us to spark kids' creative learning.

## ***THANK YOU!***

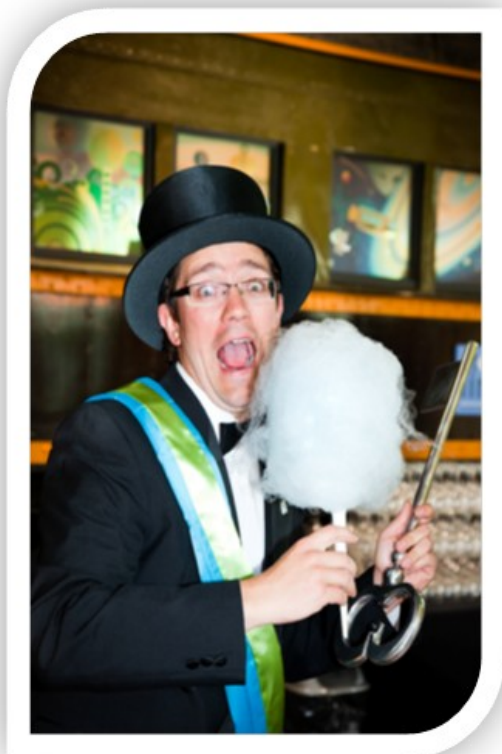


# BOARD OF DIRECTORS & MUSEUM STAFF

## BOARD OF DIRECTORS

Chad Brick – Chair  
Kyla Kramps – Vice Chair  
Peggy Yuill – Secretary  
Dan Kostenchuk – Treasurer

Susan Auch (January 2012)  
Karlee Blatz  
Wes Burrows  
Murray Derraugh  
Glen Gosling  
Val Mollison  
Aileen Najduch  
Richard Olschewski



## MUSEUM STAFF

**Administrative Department**  
Executive Director: Diane Doth  
Office Manager: Vera El Harouni  
Controller: Sandie Brennenstuhl

**Marketing & Development Department**  
Director of Marketing & Communications: Lisa Dzedzic  
Fundraising Event Coordinator: Meg Gifford  
Development & Membership Coordinator: Sally Sweatman  
Shop Inventory Manager: Joy Ayre

**Visitor Experience Department**  
Director of Education & Exhibits: Sara Hancheruk  
Education Coordinator: Corinne Antoniuk  
Education Coordinator: Heather Armstrong  
Program Coordinator: Luke Cecelon  
Museum Technician: Simon Hon  
Volunteer Resources Manager: Lynn Silver  
Museum Services Manager: Jaret Olford  
Sales & Bookings Coordinator: Anneliese Kroeker  
Admissions Supervisor: Rachelle Tabor

**Admissions Attendants**  
Amy Dorwart  
Ashley Geradela  
RobYn Slade

**Guest Services**  
Shelley Fast  
Kari Giavedoni  
Alexi Hadder  
Tyler Morrison  
Vicki Rutkowski

**Gallery Attendants**  
Tim Broughton  
Sandra Choi  
Tristen Foy  
Jason Pope

**Program Interpreters**  
Ashley Bart  
Patrick Cameron  
Paige Chadsey  
Bryce Creasy  
Noreen Khan  
Romana Suchy  
Claire Templin



# RESPONDING TO OUR BUDGET... FINANCIAL INFORMATION

## Statement of Financial Position January 1 - December 31, 2011 (Unaudited)

### REVENUES

Grants	\$232,908
Donations/Sponsorships	\$71,947
Fundraising Events	\$62,748
Admissions	\$726,290
Birthday Parties	\$62,246
Exhibit Rentals	\$15,922
Facility Rentals	\$43,676
Interest	\$4
Memberships	\$51,508
Shop	\$14,712
Other	\$5,689
<b>Total Revenue</b>	<b>\$1,287,650</b>

### EXPENSES

Building	\$226,720
Program	\$387,376
Marketing/Development	\$221,019
General Operating	\$395,972
Shop	\$38,263
<b>Total Expenses</b>	<b>\$1,269,350</b>

### CHANGE IN NET ASSETS

Operating Fund	\$18,300
Capital Fund	\$278,021
<b>Total Change in Net Assets</b>	<b>\$259,721</b>

### Balance Sheet at December 31, 2011

### ASSETS

Cash	\$12,857
Receivables	\$1,107,419
Inventories	\$10,217
Prepays	\$28,640
Capital Assets	\$11,501,596
Deferred Charges	\$7,424
<b>Total Assets</b>	<b>\$12,668,153</b>

### LIABILITIES

Current	\$2,669,725
Deferred Contributions	\$10,482,084
<b>Fund Balances</b>	
Operating	\$196,898
Capital	\$286,758
<b>Total Liabilities</b>	<b>\$12,668,153</b>

For those wishing to review the Children's Museum's audited financial statements for 2011, please contact the Administrative Office at 204.924.4008.



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