



Celebrating 30 Years of Creative Learning

2016 marked the Children's Museum's 30th Anniversary. Since we opened our doors 30 years ago, the generosity of individuals, businesses, and organizations in our community has helped shape what we are today – which is one of Winnipeg's most popular arts and cultural institutions and the leading advocates for play-based creative learning. During the past 30 years, the Children's Museum has played an important role first in the revitalization of the Exchange District as a lively centre of culture and history and, since 1994, in the popularity of The Forks as Manitoba's top tourist attraction and gathering place.

The Children's Museum continues to meet and enhance the social needs of our community by offering a wide range of educational programs and services with a focus on early learning – and we actively engage with our communities and are responsive to its needs. To honour this important milestone, we hosted a number of 30th Anniversary events to celebrate with our various audiences throughout the year.

To learn more about these exciting events and other special events and programming held in 2016, please see childrensmuseum.com.



GOVERNMENT HOUSE ANNIVERSARY EVENT

May 17, 2016

Approximately 150 friends of the Children's Museum had the pleasure to be hosted by the Honourable Janice Filmon, C.M., O.M., Lieutenant Governor of Manitoba, at Government House for a 30th Anniversary Event in May. Guests included museum founders, board members, volunteers, staff, donors, and other community dignitaries – and featured remarks by museum founder Linda Isitt, current Executive Director Sara Hancheruk, Board Vice-Chair Karlee Blatz, participants of the museum's Free2Play Access Program (a program that brings under-supported children to the Children's Museum for school visits, day camps, special holiday parties, and after-school clubs free of charge), 10+ year volunteer Michelle Augert, and the Honourable Janice Filmon. Part of the event program also included the public release of a 30th Anniversary storybook-style video which included a background soundtrack written and performed by Fred Penner in 1994 for the opening of the Children's Museum at The Forks.



KIDS CELEBRATE!

On display from May 21 – September 5, 2016

Children's Museum guests celebrated birthdays, anniversaries, and special holidays that highlighted cultural diversity in Canada in *Kids Celebrate!* – an educational travelling exhibition produced by the Canadian Museum of History. *Kids Celebrate!* plunged guests into 12 celebrations that bring families together throughout the seasons in Canada's many cultural communities – and with calendars in hand, visitors discovered the dances, foods, decorations, and costumes that make each of these holidays memorable for young and old alike. Through creative activities, roleplaying, and interactive challenges, guests explored the lively traditions that build ties between generations while helping to pass down collective values.

Local tour sponsored by Johnston Group. Local support provided by Len Dubois Trucking Inc., Toromont CAT, Prairie Public, 103.1 Virgin Radio, and Global Television Winnipeg.



JUNE BALLOON

June 4, 2016

The Children's Museum turned thirty years young and museum guests helped us blow out our birthday candles then enjoyed a piece of cake at our June Balloon event. Performer Jacques Chénier entertained the crowd and birthday-themed games kept our guests active, while party crafts and a special goodie bag for kids made this a birthday party to remember!



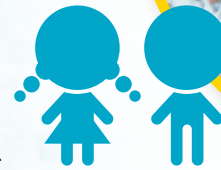
Left-brained?
Find some quick stats here!

ANNUAL ATTENDANCE

As one of Manitoba's most popular cultural institutions,

149,909 PEOPLE

visited the Children's Museum from January 1 to December 31, 2016.



SCHOOL PROGRAMS

848

School Groups visited
the Children's Museum

21,206

Total number of school
visitors

BIRTHDAY PARTIES

568

Birthday parties
hosted

12,972

Total number of
birthday guests

DAY CAMPS

10

Weeks of Day
Camp offered

250+

Number of Day
Camp participants

FACILITY RENTALS

215

Rental events
hosted

10,594

Total number
of rental guests

MUSEUM MEMBERSHIP

3,628

Children's Museum
members

40+

Reciprocal membership
partners

SHOP (MUSEUM STORE)

14,070

Items sold

\$63,567

Total annual sales

VOLUNTEER PROGRAM

217

Children's Museum
volunteers

5,653

Total volunteer hours
contributed

FUNDRAISING EVENTS

749

Total number of
fundraising event
participants

\$27,966

Total amount
raised by
fundraising events

ACCESS PROGRAMS

3

Types of Access Programs
offered, including the
Free2Play Access Program,
the Rural Access Program,
and the Explore-Abilities
Access Program

7,983

Total number of guests
who visited for free
through the Free2Play
Access Program

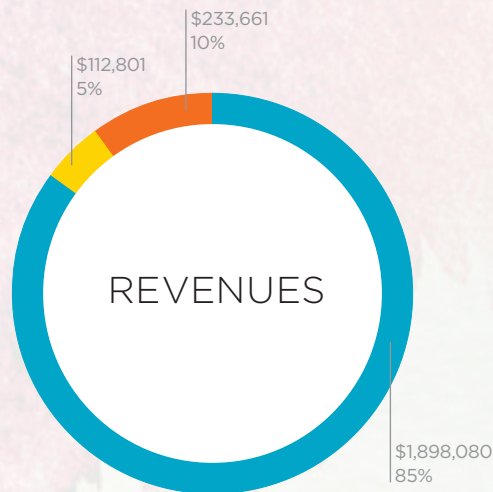
1,183

Total number of guests
who visited for free through
the Rural Access Program

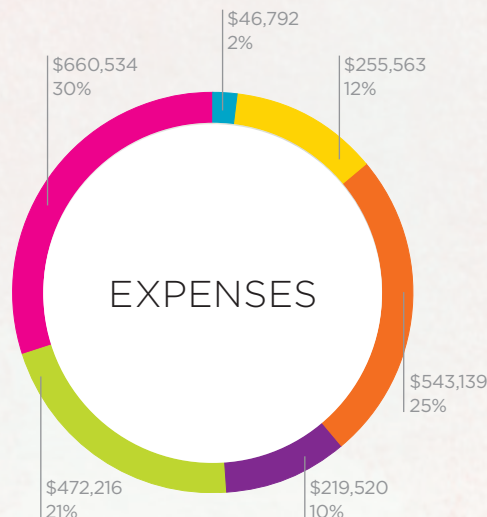
104

Total number of guests
who attended Explore-
Abilities Events (designed
for children with Autism
Spectrum Disorders
and sensory processing
differences)

Financial Information



- Earned Revenue (includes Admissions, Memberships, Shop Sales, Birthday Parties, Events, and Facility Rentals)
- Private Funding (includes Sponsorships, Foundation Support, and Individual Donations)
- Public Funding (includes grants from Municipal, Provincial, and Federal levels of government)



- Building & Maintenance
- General Operating
- Programming
- Amortization
- Marketing/Development
- Shop

For those wishing to review the Children's Museum's summarized or complete audited financial statements for 2016, please contact the Administrative Office at 204.924.4008.

Manitoba Star Attraction

The Children's Museum is a Manitoba Star Attraction



Winnipeg Parent Newsmagazine Readers' Choice Awards Winner



The Children's Museum was recognized as #1 by readers of Winnipeg Parent Newsmagazine in the following 2016 categories:

- Best Place For Children's Birthday Party
- Best Museum
- Best Halloween Event (for Halloween Howl)
- Best Place To Take Your Kids On A Crummy Day

Ignite newfound passions, inspire children's dreams, and help children and families make transformative discoveries by making a gift to the Children's Museum. Both cash and in-kind donations are gratefully welcome. We offer the following ways to give:

BY PHONE:

Call (204) 956-KIDS

BY MAIL OR FAX:

Complete and return the Donation Form (PDF) to:
Children's Museum,
45 Forks Market Road
Winnipeg, MB R3C 4T6
Fax: (204) 956-2122

IN PERSON:

Visit our Admissions Desk to make your donation in person

ONLINE:

We accept all major credit cards, Interac Online, PayPal transfers, and monthly giving options through CanadaHelps via childrensmuseum.com