

MANITOBA
Children's Museum



↑
**UNDER
CONSTRUCTION**

2010 ANNUAL REPORT

January 1, 2010 –
December 31, 2010

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OUR PURPOSE

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

BUILDING CHILDHOOD ONE BLOCK AT A TIME:

A BRIGHT, SHINY FUTURE

The dream started at \$3M. A few community leaders challenged us to think bigger, and it quickly became a \$5M dream. Then it was soon \$7.5M as the dream was priced out. With a few delays and rising costs, it became a dream of \$10M and change. And what an amazing, and marvellous dream this is proving to be.

Looking back over 2010, it is astounding to know that over half of the \$10M was spent, positioning us to soon explode back onto the scene as THE BEST children's museum in Canada.

The Museum closed its doors in September to begin demolition. We had a few sad moments as we watched some of our beloved galleries being taken apart. It was hard watching kids and families coming to our doors to find out we were closed. It wasn't soon though until our dreams began rising from the dust and debris. Thanks to many community and government partnerships and support, to a great team of creative staff and consultants, and to the talented construction crews, our new state-of-the-art, interactive galleries, up-to-date building, and planning for adventures unlike any other experienced in the children's museum industry were becoming a reality. We approached the reconstruction of our facilities with our children's future consistently at the forefront of everything we were doing.

We are realizing a facility that reflects an amazing city and its diverse and proud citizens, a place where the next generation can grow together. The excitement is building. Bookings for parties and rentals in the new museum are soaring. And we look forward to the first children returning in 2011.

At the end of 2010, we finished with an anticipated deficit. The good news is that it is smaller than what was projected. We also had raised almost 90% of the goal of our capital campaign thanks to an amazing gift of \$800,000 from Bonnie and John Buhler.

Thank you to all of the people who are making this happen - our board of directors, our capital campaign cabinet, our staff and volunteers, our donors, and all who are cheering for our success. You have been directly responsible for enhancing the community, culture and future of Winnipeg, while leaving an indelible mark on our children.

A bright, shiny future indeed.



Laurel Repski
Board Chair



Diane Doth
Executive Director

“As one of Manitoba's most popular cultural institutions, over 82,500 people visited the Children's Museum from January 1 to September 7, 2010.”



BUILDING FOUNDATION

EDUCATION

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

From January to June 2010, the Children's Museum had 17 educational, hands-on, and, of course, fun programs to choose from. Our Museum to Go programming continued to hit the road as we visited schools in Winnipeg and surrounding areas. This year several temporary programs were added to supplement our summer exhibition called Attack of the Bloodsuckers! In total, 534 school groups - the equivalent of 10,706 children - visited us.

Special School Events

At various times throughout the school year we offered special school programs related to our themed events. This year's special school programming offers included a 100th Day of School Party, I Love to Read programs for the month of February, curriculum-linked programs that explored the history and communities of our province for Manitoba Day, and programs that focused on recycling and our environment for Earth Day.

EVENTS

Mini Mondays

Children's Museum staff and volunteers engaged our preschool visitors with themed crafts, stories, and activities from January to May. Caregivers and their little ones made our Museum a weekly destination as we picked a new gallery each month to explore in depth.

Rogers Movie Nights

Sponsored by Rogers

Visitors at the Museum took a break from the galleries to enjoy Rogers Movie Nights. Popcorn, juice boxes, and appearances from some family favourite characters on the big screen TV kept audiences laughing and having a great time together.

Museum Arts Club

Students were excited to celebrate the arts this year in our after school Arts Club. Knitting and yoga had students using their minds and bodies in new ways. Other students were really movin' and groovin' when they participated in the dance session. The Amazing Arts Club Team did a great job as they performed on stage in our annual dance fundraiser Way Off Broadway. Their skills won them the Powerhouse Team of 2010 award!

Day Camps

Sponsored by St. Vital Centre Kids Club

We sparked creative learning all spring and summer long in our day camps this year! Spring themes included The World's a Stage, MCM Scientists, Art Smart, and Party Around the World. Summer themes included Mission: Space Invasion, Animals, Amphibians, Arachnids, and More, The 5 Senses, and Time Travelling Adventure. Campers needed their energy and enthusiasm for full days of hands-on fun that helped keep their minds and bodies active.



I Love to Read Month

Sponsored by TD Bank Financial Group

Special guests became role models for museum visitors during this wonderful month. Some of our reading friends included HOT103's Ace Burpee and Chrissy Troy who kicked off I Love to Read Month along with Alphabet Soup. PTE's Munscha Meeya performed at our Book-nic Picnic, and a Pajama Party was led by Chris Madden and his balloon creations along with Winnipeg Blue Bombers Doug Brown and Glenn January with team mascots Buzz and Boomer! High school students also demonstrated how fun reading is through their Living Library performances, which made our favourite stories come alive.

Franco-Fun Day

We celebrated the French language for the second year in a row on Louis Riel Day. Bilingual performances by Jacques Chenier had the audience on their feet dancing! Our favourite special treat of maple syrup in snow was enjoyed by many. A Voyageur Family shared stories as visitors made sash bracelets. French stories, movies, and face painting kept us in the spirit all day long.

June Balloon

The Children's Museum turned twenty-four years young in 2010. Mr. Mark performed quite a show and helped us blow out the candles on this wonderful occasion. Birthday crafts, games, activities, and even a bouncer made this a birthday party no one wanted to see end.

Kids Festival of the Arts

In collaboration with our summer exhibition Attack of the Bloodsuckers, the 7th Annual Kids Festival of the Arts explored insects in creative ways. From moving like an insect in yoga and dance to acting like an insect in an improvisation workshop, our special guests were experts in bloodsucking insects and their form of art!

See Ya Later, Alligator! Farewell Party

Sponsored by The Great-West Life Assurance Company

Hundreds of little alligators joined us as we closed our doors with a two-day flurry of fun and festivity. Visitors enjoyed one last nostalgic slide down the giant oak tree, bidding adieu to departing passengers from the vintage train station, the final news broadcast from the TV studio, and digging up classic Museum fun with the much-loved back hoe. The send-off was spectacular with appearances and performances from some of our favourite guests from over the years, such as Chris Madden, Evan Morgan, Jacques Chenier, Alphabet Soup, Avian Welfare, and, of course, the hissing cockroaches. A real alligator and other reptiles visited from Westman Reptile Garden and Winnipeg Reptile. See ya later, alligators!

EXHIBITS

Attack of the Bloodsuckers!

Presented by Off!

This skin-crawling exhibition explored the science of what was biting our Museum visitors! The Mosquito Cockpit put our visitors in charge as they became a mosquito itching for a bite. Tool Time ensured our visitors had the tools they needed to get their blood meals. The Inflatable Tick tried to hug everyone and really grew on a few! However, the live leeches and live mosquitoes got the most attention of all. Adult mosquitoes were frowned upon, but the baby mosquitoes were loved by all as they danced in the water. The live leeches were stared at for minutes at a time as they swam, inched, or hung out. Live feedings were attended by many who couldn't believe how large the leeches got!

Eaton's Santa's Village

Eaton's Santa's Village experienced a renewal in 2010 that will ensure it is with us for many more holidays to come. Individual showcases, a professional cleaning, and conservation measures breathed new life into this work of art. The renewed version hit the road and was showcased in the Manitoba Hydro foyer during the Santa Claus Parade. Eaton's Santa's Village remained on display for the Festival of Trees and Lights. Thousands of people of all ages were able to view this holiday tradition free of charge as they celebrated the holiday season.



BUILDING OPPORTUNITY

FREE2PLAY ACCESS PROGRAM

Our Free2Play Access Program has been an important component of our organization since we first opened our doors twenty-four 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, special events programming, and general explorations. From January to June, nearly 2,200 children began sparking their creative learning at the Children's Museum last year as part of a free school program.

We partner with many organizations such as Alpha House, Aurora Family Therapy Centre, the Family Centre of Winnipeg, the Immigrant & Refugee Community Organization of Manitoba, Immigrant Women's Counselling Centre, Ma Mawi Chi Itata centre, Macdonald Youth Services, Needs Inc., and Welcome Place, among others, to provide free museum passes, memberships and tickets to our special events.

The Free2Play Access Program is generously supported by The Winnipeg Foundation, Investors Group, The Great-West Life Assurance Company Co., CIBC Wood Gundy, Assiniboine Credit Union, and Cambrian Credit Union.

free2play
access
program



“All children deserve a time
and place to be children.”

BUILDING POTENTIAL

FUNDRAISING EVENTS

Dine Around

The 18th Annual Dine Around took place on January 29, 2010. Approximately 180 friends, family, and corporate colleagues attended a cocktail reception at the Museum before kicking off their night of fine dining at one of 23 participating restaurants. The fun part about this event is that guests don't know where they are headed for dinner until the draw at the reception! This event is a long-standing, well-loved, and sold-out fundraiser that raised \$12,529. We are looking forward to bringing this great event back in 2012!

Build for Kids Golf Tournament

Presented by Sobey's

The 14th Annual Build for Kids Golf Tournament was held at Bridges Golf Course on May 26, 2010. The event raised over \$20,000 in net proceeds! Thank you to all 100 participating golfers and congratulations to the winning team Chad Brick, Dan Kostenchuk, Michael Witoski, and Vince Boschman.

Great Friend to Kids Awards

The Children's Museum was proud to present its first ever Great Friend to Kids Awards held on June 3, 2010 at Canwest Centre for Theatre and Film. This celebratory event was a chance for the Children's Museum to recognize people in our community for dedicating themselves to bettering the lives of children. Congratulations to our deserving recipients: Individual Category award recipient Richard L. Frost (CEO, The Winnipeg Foundation), Organization Category award recipient Rossbrook House, and Youth Category award recipient Montana Lehmann.

Online Auction

From October 20 to November 24, 2010 the Children's Museum hosted its second annual Online Auction. After five weeks of watching exciting bidding wars and friendly competition, the Online Auction raised a total of \$10,048! We had some fantastic prizes donated including a FLO-FORM Countertop, Museum antiques, iPods, a ladies mountain bike, and wonderful artwork from St. John's Ravenscourt students! Thank you to web designers RealDecoy for operating the Online Auction for us free of charge.

Way Off Broadway Dance Extravaganza

The 5th Annual Way Off Broadway Dance Extravaganza was held on November 14, 2010 at Pantages Playhouse Theatre. More than 250 dancers in both professional and amateur categories entertained over 450 supporters at an energized afternoon performance. The Children's Museum would like to extend our thanks to this year's participating dance studios and choreographers: Cubanissimo, Flying Monkey Swing, LA Dance Academy, Make Some Noise Dance Company, Maples Academy of Dance, Masterworks Dance Studio, Royal Dance Conservatory, and Studio One. The amateur dance teams received professional training from one of the eight 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 Ace Burpee (Hot 103), Tracy Koga (Shaw TV), and Maureen Scurfield (Winnipeg Free Press). Thank you to our amazing event emcee, Gord Leclerc (CTV Winnipeg), for hosting the show. Congratulations to Thompson Dorfman Sweatman - Called to the Barre who were declared the 2010 Way Off Broadway Dance Champions! Thanks to the amazing fundraising of our participants, net proceeds totaled over \$20,000!



BUILDING POTENTIAL

The Children's Museum extends a most sincere thank you to all of the participants, sponsors, supporters, staff and volunteers who helped make 2010 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.

Fundraising Event Supporters

7-Eleven Food Stores
A Diamond Gallery
A.V. Photography
ACI Manitoba
AGF Investments
Archangel Fireworks
Assiniboine Credit Union
Astral Media
Aurora Family Therapy Centre
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The Forks North Portage Partnership
The Gates on Roblin
The Keg on Garry
The Lobby on York
The Round Table
Thomas Hinds Tobacconist
Thrifty Car Rental - Marion St
Thunder Rapids Fun Park
Vita Health Store - Osborne
Wakshinsky Bros.
West Jet
Winnipeg Art Gallery
Winnipeg Folk Festival
Winnipeg Free Press
Winnipeg Goldeyes
Winnipeg Symphony Orchestra
Woodlands Gallery

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

Individual Donors (\$50 or more)

Bob Adkins
Karen Albrechtsen
Diana Amenयोगbe
Don Baizley
Michelle Baker
Angela Berry
Paul Brett
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Ian White
Diane Wiesenthal
Douglas & Barbara Zawada

Tribute Gifts

In memory of Dante C. Buenaventura

Corporate, Organization & Foundation Donors

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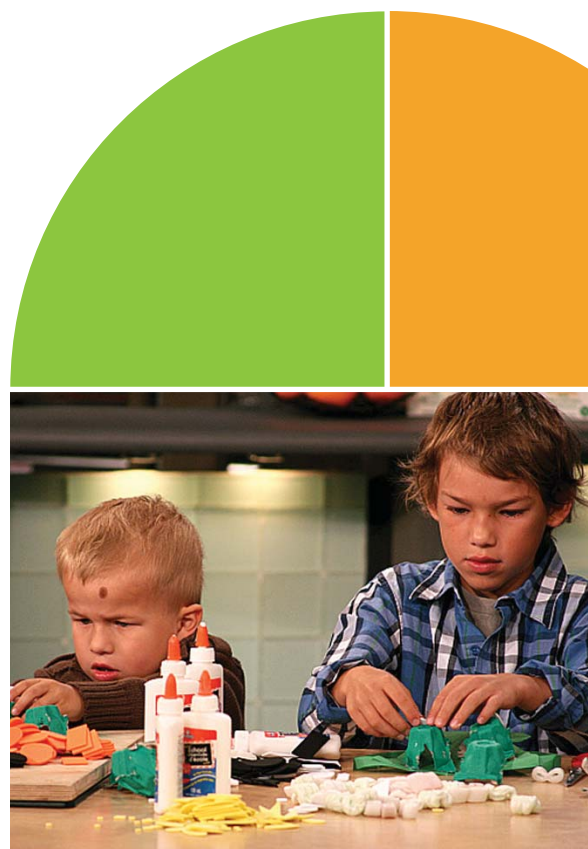
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Winnipeg School Division
Total Wrapture Day Spa

Media Sponsors

HOT103 FM
QX104 FM
Global Winnipeg
Winnipeg Free Press

Government Support

Government of Canada
Province of Manitoba
City of Winnipeg



BUILDING EXCITEMENT

UNDER CONSTRUCTION CAPITAL CAMPAIGN

The Children's Museum has almost completed its \$10M Under Construction Capital Campaign. We have received tremendous support to date and only have \$1M left to raise. We continue to work hard to secure the remaining funds needed to meet our goal.

This renewal project will replace all our galleries, add 50% more galleries, renew and redevelop our educational and performance rooms, and build 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 has been closed since September 2010 and will officially re-open its galleries 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 2010:

Capital Campaign Individual Donors

Alan & Laura Asher
Dean Austin
Kaeleigh Ayre
Jennifer Beall
Sherri-Lynne & Warren Beekenkamp
Bruce & Shelley Bertrand-Meadows
Armeline Bichlbauer
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Elizabeth Tyndall
Debra Urbanik
Mary van Eerd-Cook
David Watt

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Manitoba Community Services Council
Manitoba Hydro
North West Company
Pollard Family Foundation
Province of Manitoba
RBC Foundation
Richardson Foundation
TD Bank Financial Group
Terracon Development
The Thomas Sill Foundation
The Winnipeg Foundation
Winpak Ltd.

EARNED INCOME

BIRTHDAY PARTIES

Parties are a piece of cake at the Children's Museum! With twelve different birthday party themes to choose from, the Children's Museum hosted 371 parties with a total of 7904 guests from January to August 2010.

“The Children's Museum was voted Best Place for a Children's Party eight years in a row by readers of *Winnipeg Parent Newsmagazine*.”

MUSEUM RENTALS

From January to August 2010, the Children's Museum was the site for 79 functions, including meetings, corporate parties, school fundraisers, social events, family celebrations, and community group gatherings.



SHOP – THE CHILDREN'S MUSEUM GIFT 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 2010, we were pleased to offer toys, games, music, puzzles, children's books, science kits, craft materials and activity kits that helped kids learn and encouraged families to play together at home.

SHOP complements our museum services by offering birthday goody bags in a variety of themes, 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 delivery directly to your party room on the day of your event.

Beanstalk, our coffee bar, continued to attract customers with a selection of coffees, teas and luxury flavoured coffees. A cooler filled with a variety of pop, juices and water, and an ice cream freezer featuring nut-free treats were available in SHOP, too.

We continued our school program offerings through the Teachers Rule! Rewards Program, which presented an incentive for teachers who purchased SHOP products for use in their classrooms.

Online SHOP-ers could purchase SHOP products from the comfort of their own home via the Children's Museum's website. Our monthly Top Ten Product List and holiday gifts from SHOP were popular, and were sent to locations across North America to the delight of many children.

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



keep kids learning

“ 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 70% of its operating costs. ”



VOLUNTEERS

An enormous thank you is extended to our volunteers who helped make the Children's Museum come alive in 2010.

In 2010, 191 volunteers contributed 4,302 hours of time to the Children's Museum. Our volunteers were at all museum fundraising events and community activities, active behind the scenes preparing for events and programs, and supported our administration in multiple areas. Volunteers also supported program delivery including Mini Mondays, day camps, school programs and the Arts Club. They enriched the interpretation of our galleries and special exhibitions, and they enhanced programming events, such as the See Ya Later, Alligator! Farewell Parties. Volunteers also ensure a brighter future for the Children's Museum through their leadership on the Board of Directors.

At the end of December 2010, 17 of our current volunteers had completed their 100th volunteer hour, 14 had completed over 200 hours, four had contributed 250 hours, three had contributed 350 hours and one reached the 500th hour milestone of time donated to the Museum.

This year we had the pleasure of welcoming two different Best Buy groups to our volunteer team for the See Ya Later, Alligator! Farewell Parties in September. Their support of our work during Closure Week was greatly appreciated.

We continue to be thankful to our volunteers for their time, expertise and energy. They are indeed making a difference in the lives of children in our community.



BOARD OF DIRECTORS

Laurel Repski	Chair
Chad Brick	Vice Chair
Lindy Choy	Secretary
Kyla Kramps	Treasurer
Tony Gauthier	Past Chair

Wes Burrows
Ed Enns
Glen Gosling
Val Mollison
Glenn Tinley
Troy Westwood
Peggy Yuill

MUSEUM STAFF

Diane Doth	Executive Director
Corinne Antoniuk	Education Coordinator
Joyann Ayre	Shop Manager
Laurin Bonham	Shop Sales Associate
Deborah Buckley	Birthday Party & Gallery Host
Patrick Cameron	Birthday Party & Gallery Host
Luke Cecelon	Guest Services Interpreter
Stéphani Cooney	Shop Sales Associate
Eric Devodder	Controller
Lisa Dziedzic	Director of Marketing & Communications
Kamillah El-Giadaa	Birthday Party & Gallery Host
Ashley Geradela	Admissions Attendant
Alexi Hadder	Birthday Party & Gallery Host
Stéphanie Hamilton	Admissions Attendant
Sara Hancheruk	Director of Education & Exhibits
Anneliese Kroeker	Sales & Bookings Coordinator
Janelle Laffèche	Admissions Attendant
Brittany Magus	Guest Services Interpreter
Janet McLeod	Director of Development
Jesse Miki Guest	Services Interpreter
Alistair Mowat	Guest Services Interpreter
Jaret Olford	Museum Services Manager
Brienne Santos	Program Coordinator
Lynn Silver	Volunteer Resources Manager
Robyn Slade	Admissions Supervisor
Kate Sunabacka	Guest Services Interpreter
Leslie Ventura	Admissions Attendant
Samantha Walters	Birthday Party & Gallery Host
Gordon Wilding	Museum Technician



FINANCIAL INFORMATION

Statement of Financial Position January 1 - December 31, 2010 (Unaudited)

REVENUES

Grants	\$205,777
Amortization of deferred contributions	\$120,765
Donations/Sponsorships	\$100,377
Fundraising Events	\$76,969
Admissions	\$358,784
Birthday Parties	\$59,955
Exhibit Rentals	\$40,750
Facility Rentals	\$8,411
Interest	\$26
Memberships	\$51,162
Shop	\$80,820
Other	\$1,078
Total Revenue	\$1,104,874

EXPENSES

Building	\$192,845
Program	\$262,268
Marketing/Development	\$156,062
General Operating	\$310,962
Amortization	\$161,180
Shop	\$100,768
Total Expenses	\$1,184,085

Change in Net Assets **\$79,211**

Balance Sheet at December 31, 2010

ASSETS

Current	\$16,097
Receivables	\$45,347
Inventories	\$7,094
Interfund Balance	\$0
Prepays	\$7,407
Property/Equipment	\$2,051,118
Total Assets	\$2,127,053

LIABILITIES

Current	\$2,036,312
Fund Balances	
Operating	\$20,413
Capital	\$70,328
Total Liabilities	\$2,127,053

For those wishing to review the Children's Museum's audited financial statements for 2010, please contact the Administrative Office at 204.924.4008





45 Forks Market Road • Winnipeg, MB R3C 4T6 • www.childrensmuseum.com