



children's
museum

2012 ANNUAL REPORT

JANUARY 1, 2012 -
DECEMBER 31, 2012





45 Forks Market Road
Winnipeg, Manitoba R3C 4T6
204.924.4000
childrensmuseum.com

AWARDS & DISTINCTIONS



Manitoba Star Attraction

The Children's Museum is a Manitoba Star Attraction.

Winnipeg Parent Newsmagazine Readers' Choice Awards Winner

The Children's Museum was voted *Best Museum* and *Best Place to Take Your Child on a Crummy Day* by readers of Winnipeg Parent Newsmagazine in 2012.

Project Peacemakers – Excellent Grade Recipient

Shop, the Children's Museum gift store, was awarded an excellent grade from Project Peacemakers for their Violence is Not Child's Play 2012 Annual Toy Inspections.



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OUR PURPOSE

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



2012 A YEAR OF TRANSFORMATION

Dear Friends,

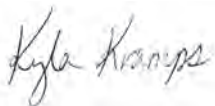
The excitement of totally transforming our galleries and building in 2011 was a grand experience, even on track for being the ultimate adventure the Children's Museum would offer for many years to come. However, 2012 clearly demonstrated that the transformation continues, that the ultimate adventure had only just begun. With every visit, by every child, their lives, their families, and our community were being transformed. The new, hands-on experiences that had been created were providing a multitude of opportunities for fun through child-centered learning and development.

The excitement of sparking kids' creative learning flourished. Every one of the 357 days that we were open in 2012, one could watch, hear, and feel sparks igniting as children burst into the museum, leading the way, sometimes dragging their adults, oftentimes running off ahead of them. These children were transformed into builders, scientists, actors, farmers, authors, artists, chefs, and engineers. They climbed, crawled, jumped, contemplated, created, tested, constructed, and deconstructed. They learned through play – the transforming 'work' of childhood.

We are pleased to present our 2012 Annual Report that outlines how the Children's Museum nurtured child development, augmented and strengthened classroom instruction, enhanced the involvement of caregivers in the lives of their children, and helped to lessen the effects of child poverty on learning.

We are a special place in our community - a special place reserved for children and for those who care for them – be it their families, schools, daycares, grandparents, caregivers, and guardians. We are a special place that transforms and strengthens the relationship of children with both their environment and with the people in their lives.

Thank you for helping make possible the transformation of children and of our community.



Kyla Kramps
Chair, Board of Directors



Diane Doth
Executive Director



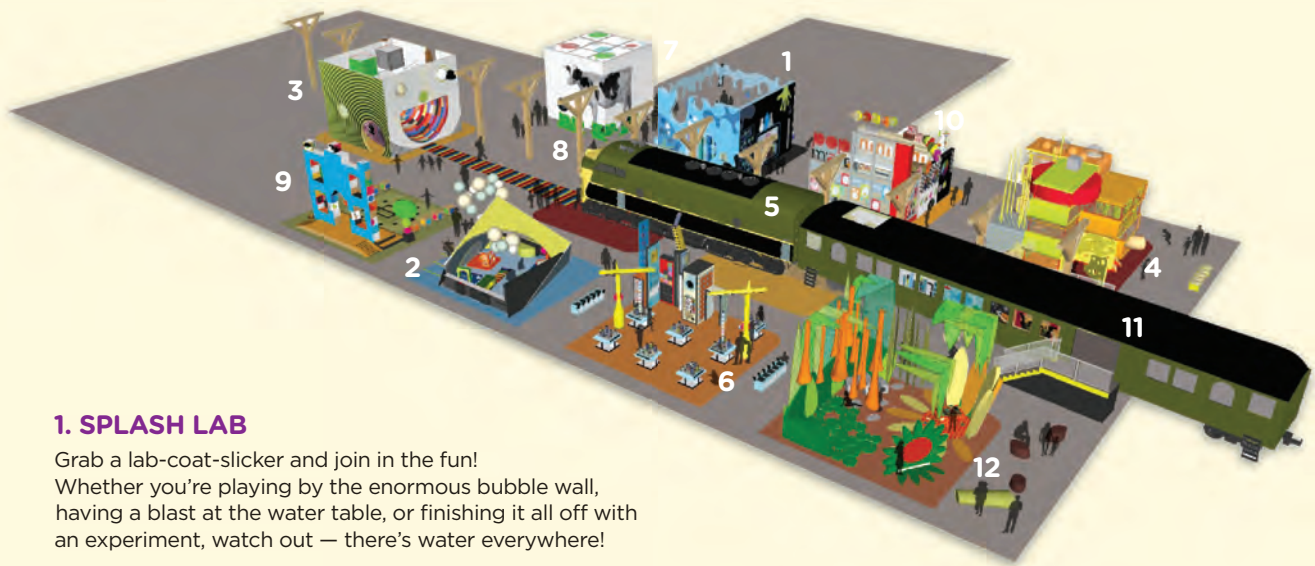
Annual
Attendance

ANNUAL ATTENDANCE

As one of Manitoba's most popular cultural institutions, 145,350 people visited the Children's Museum from January 1 to December 31, 2012.

PERMANENT GALLERIES

The Children's Museum has 12 permanent galleries that present a world of possibilities for children and caregivers who enjoy visiting the museum. Unlike the no-touch exhibits at other museums, our galleries are always ready for hands-on, interactive fun! The latest innovations in education come together with creative environments designed 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! With this lasagna, you can climb through and take a different path each time, and always end up at the top. 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?

Each gallery has special Partners in Play prompts that are designed to help caregivers engage their children and enhance their children's learning. Keep an eye out for these prompts the next time you're onsite - they're a great way to supplement your Children's Museum experience and learn what children can and should be doing as active learners.

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, galleries, and exhibits. We help children develop essential foundational skills in an environment where families play, laugh, learn, and grow together.

SCHOOL PROGRAMS

For the 2012 school year, the Children's Museum offered 55 educational, hands-on, and, of course, fun school 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 48 that were offered in 2011. In total, 23,401 visitors - the equivalent of 997 school groups - sparked their creative learning as part of a school program. Children engaged in our programming and explored our galleries on a level playing field regardless of the knowledge, developmental needs, and interests they brought to the experience.

SPECIAL SCHOOL EVENTS

At various times throughout the school year we offered special school programs related to our signature events. This year's special school programming included a 100th Day of School Party, I Love To Read literacy programs for the month of February, curriculum-linked programs that explored recycling and our environment for Earth Day, and programs related to our temporary exhibition, Impossible Animals.

FREE2PLAY ACCESS PROGRAM

The Free2Play Access Program has been an important component of our organization since we first opened our doors twenty-seven years ago. The Children's Museum is committed to ensuring that children and their families, regardless of their financial circumstances, can participate in the life-enriching, creative experiences we offer. The Free2Play Access Program provides these opportunities through our school programs, Arts Club, day camps, special events programming, individual museum visits, and group explorations.

While the actual number of eligible participants in the Free2Play Access Program is contingent upon funding received through donations from foundations, corporations and individuals, the Children's Museum strives to reserve 10% of all museum programming and special events attendance for Free2Play Access Program participants each year. In 2012, we are pleased to report that 4,130 children began sparking their creative learning at the Children's Museum thanks to this meaningful program.

Eligible Schools

The following Winnipeg schools were eligible to receive one free school program or museum exploration in 2012 for each Preschool to Grade 5 classroom in their school through the Free2Play Access Program:

Belmont School	École Lansdowne	River Elm School
Brooklands School	École Laura Second School	Riverview School
Carpathia School	Lavallee School	Robertson School
Cecil Rhodes School	École La Vérendrye	Rockwood School
Champlain School	Lord Nelson School	École Romeo-Dallaire
Clifton School	Lord Roberts Community School	École Sacre Coeur
David Livingstone School	Lord Selkirk School	Salisbury Morse Place School
Donwood School	Lord Wolseley Elementary School	Sargent Park School
Dufferin School	Luxton School	Shaughnessy Park School
Earl Grey School	Machray School	Sherwood School
Faraday School	Margaret Park School	Sister MacNamara School
Fort Rouge School	École Margaret-Underhill	Springfield Heights School
Garden Grove School	Marion School	Stanley Knowles School
George V School	Meadows West School	Stevenson-Britannia School
Gladstone School	Mulvey School	Strathcona School
Glenelm School	Niji Mahkwa School	Tyndall Park Community School
Greenway School	Norquay School	École Varennes
Hampstead School	Polson School	Victoria Albert School
Harrow School	Pinkham School	Victor Mager School
École Henri-Bergeron	Prairie Rose School	Victory School
Inkster School	École Precieux-Sang	Wellington School
Isaac Brock School	Prince Edward School	Weston School
J.B. Mitchell School	Principal Sparling Elementary School	Westview School
John M. King School	Princess Margaret School	William Whyte School
Kent Road School	École Provencher	Wolseley School
King Edwards Community School	Ralph Brown School	

Note: Qualifying schools must serve elementary age children and are selected geographically based on the lowest income areas* identified in the city of Winnipeg. (*according to StatsCanada census information)

Eligible Organizations

In addition to the above listed schools, we also partner with eligible daycares and social service organizations to provide free museum admission passes, memberships, day camp registrations, and tickets to our special events.

Eligible organizations in 2012 included:

- Alpha House Inc.
- Aurora Family Therapy Centre (University of Winnipeg)
- Big Brothers Big Sisters of Winnipeg
- Community Respite Service
- Immigrant & Refugee Community Organization of Manitoba (IRCOM)
- Immigrant Women's Counselling Services
- Ma Mawi Wi Chi Itata Centre
- Manitoba Interfaith Immigration Council Inc. (Welcome Place)
- Macdonald Youth Services
- N.E.E.D.S. Inc.
- Osborne House
- Spence Neighbourhood Association Building Belonging Program
- The Family Centre of Winnipeg
- West Broadway Youth Outreach
- Winnipeg Christmas Cheer Board

Program Supporters

The Free2Play Access Program is funded through donations from foundations, corporations, and individuals.

The following individuals and/or organizations supported the Free2Play Access Program in 2012:

- Assiniboine Credit Union
- Cambrian Credit Union
- Domino's Pizza*
- Investors Group
- Masterworks Dance Studio*
- The Great-West Life Assurance Company
- The Province of Manitoba
- Wendy MacDonald
- James Thomson
- Winnipeg School Division

* denotes in-kind product or service support



Learn how you can support the Free2Play Access Program - call the Development Department at (204) 924-4010 today.

TEMPORARY EXHIBITIONS

IMPOSSIBLE ANIMALS

On display from June 8 to September 3, 2012

This interactive and immersive technology exhibition helped visitors discover the characteristics of living things firsthand as they explored the who, what, where, and why of the one-of-a-kind creatures they created. Guests mixed and matched their own unique animals and gave life to an imaginary world where sharks flew, bees hopped, and more. Seem impossible? Not at all, thanks to the Impossible Animals exhibition!

Technology Sponsor: Po-Mo



EATON'S FAIRYTALE VIGNETTES

On display from November 17, 2012 to January 6, 2013

The Children's Museum was proud to showcase the historic Eaton's Fairytale Vignettes display so that guests of all ages could experience this Winnipeg tradition as they celebrated the holiday season. Over 80 staff and volunteer hours were invested to hand-clean each of the 15 vignette cases and their contents, as well as to decorate all the holiday trees that make up this much-loved exhibition. Most exciting of all was the opportunity we had to preserve the spirit of the original display by exhibiting a vignette in the window of the Buhler Welcome Centre - just as the Eaton's downtown store did so many years ago!

PROGRAMMING EVENTS

Mini Mondays

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

Arts Clubs

Students were excited to celebrate the arts this year in our after-school Arts Clubs. Our animation session had students recording and editing their own claymation videos. Other students were really movin' and groovin' when they participated in the dance session and the Arts Club Kids Azonto Dance was performed live at the Children's Museum for family and friends!

I Love To Read Month

February 1 – 28, 2012

Special guests became role models for museum visitors during this wonderful month dedicated to celebrating literacy. Our guests included Leigh-Anne Kehler, The Story Fairy, Nicole Petroski, and musical group Seanster and the Monsters. Visitors illustrated their favourite books with Al Sideen and showed us they loved to read, sharing the books they've read in our caterpillar-themed reading challenge.

Event Sponsor: TD

Franco-Fun Day

February 20, 2012

The Children's Museum's bilingual staff and friends celebrated French-Canadian culture with a hearty joie de vivre on Louis Riel Day. A poutine craft, real maple-syrup-in-snow treats, French storytelling by the Voyageur Family, and musical performances by special guest Damien Lussier made this Franco-Fun Day a truly memorable event.

Spring Break Day Camp

March 26 – 30, 2012

Day campers experienced a variety of hands-on activities in our spring break day camp in 2012. Daily themes included Make It Move, Wacky Science, Animal Antics, Art Smart, and Get Musical. Campers experienced the arts and sciences as they created their own noodle race tracks, built terrariums, and experimented with their own catapult creations. They also became art detectives as they visited the Winnipeg Art Gallery on the week's field trip!

Spring Break Line-Up

March 26 – 31, 2012

This year's Spring Break Line-Up was a whirlwind of fun and activities as Children's Museum guests participated in magic shows with Ryan Price, improv workshops with RobYn Slade, and a reptile exhibit from Prairie Exotics. Kids and their families also go to experience hands-on taiko drumming with Phoebe Man, classical music with the University of Manitoba, and a number of creative projects with Art City.





June Balloon

June 2, 2012

The Children's Museum turned twenty-six years young in 2012 and museum guests helped us blow out our birthday candles and enjoyed a piece of cake at our June Balloon birthday party. Special guest Jake Chenier delighted everyone at this wonderful event, and special birthday-themed crafts, games, and activities made this a birthday party no one wanted to see end!

Summer Day Camp

July 2 - August 31, 2012

We sparked creative learning all summer long in our day camps this year! Summer themes included Space Invasion, Adventures in Art, Weird Science, Musical Mania, and Get Moving. Campers' enthusiasm and energy levels were high during these full days of safe, hands-on fun. Engaging activities helped keep campers' minds and bodies active while also preventing summer learning loss.

Kids Festival of the Arts

August 14 - 17, 2012

The 9th Annual Kids Festival of the Arts immersed our guests in arts and culture as we highlighted our temporary exhibition, Impossible Animals, by exploring art related to living things. Our artistically gifted guests included Karen Cornelius, Kate Ferris, Jay Stoller, and the Graffiti Gallery. Performances, demonstrations, workshops, and hands-on art stations sparked kids' creative learning.



Halloween Howl

October 27, 2012

We dimmed the lights and strengthened our spirits for the 16th Annual Halloween Howl. Costumed guests trick-or-treated safely at indoor stations in each of our 12 galleries while fangtastic family entertainment including a live reptile display by Prairie Exotics, real owls from Prairie Wildlife Rehabilitation, musical fun with Seanster and the Monsters, interactive magic with Evan Morgan, ghastly experiments by Let's Talk Science, and even a spooktacular Halloween Slime activity had everyone screaming in delight!

Spaghetti Breakfast with Santa

December 1, 2012

More than 150 children of all ages enjoyed this unusual breakfast with Santa which included spaghetti, garlic bread, and mandarin oranges. Marshmallow snowman crafts, and of course Santa himself helped us get into the festive mood at this well-loved seasonal event!

Event Sponsor: Denny's Restaurant

Tops Hats and Tiaras

December 31, 2012

More than 1000 guests attended this family-friendly New Year's Eve event. Tasty Domino's Pizza hors d'oeuvres added a festive flavour to the afternoon, 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. Bubbly ginger ale flowed abundantly as Countdown Emcees Jeremy John and Drew Kozub from CityTV's Breakfast Television toasted the New Year, while loud and colourful noise makers, magic by Evan Morgan, reptiles from Prairie Exotics, and fun balloon games all contributed to this hugely successful annual event!

FUNDRAISING EVENTS

Dine Around

January 27, 2012

The Children's Museum hosted over 150 guests for the 19th Annual Dine Around in 2012. Registering for a four-course meal in either a Classic or Casual dining category, guests began their evenings at the Children's Museum with a cocktail reception catered by The Gates on Roblin, where they had the chance to take part in fundraising activities with great prizes (including the WestJet Draw for a trip for two anywhere WestJet flies!) before participating in the highly anticipated restaurant draw, followed by a night on the town at one of our Dine Around restaurants. This event would not have been possible without the restaurants' generous donations and gracious hospitality to our guests. A heartfelt thank-you also goes out to all our event participants, prize donors, and reception sponsors. Collectively, we raised almost \$10,000 in support of the Children's Museum's galleries and special programming.

Build For Kids Golf Tournament

May 30, 2012

Over 60 golfers and volunteers took to the links at Bridges Golf Course on May 30, 2012 and enjoyed a great day of fun and golf at the 16th Annual Build For Kids Golf Tournament. This light-hearted Texas Scramble charity tournament filled with contests and exciting special features raised over \$18,000 in support of the Children's Museum's educational programming and services for kids and families in our community. Thank you to all our event sponsors, food and prize donors, participants, and volunteers for your amazing support!

Great Friend To Kids Awards

September 26, 2012

The Children's Museum was proud to present the 3rd Annual Great Friend to Kids Awards on September 26, 2012. This inspiring awards ceremony recognizes local individuals, young achievers, corporations, and not-for-profit organizations for their contributions to enriching the lives of children in our community. Congratulations to our deserving recipients whose work is an inspiration to us all: Kevin Chief, Minister of Children and Youth Opportunities (Individual Category), Larry McIntosh for his work with Peak of the Market (Individual Representing A Not-For-Profit Organization Category), Yasmin Banares (Youth Category), and N.E.E.D.S. Inc. (Organization Category).

Cube Your Enthusiasm

October 4, 2012

The Children's Museum held the 2nd Annual Cube Your Enthusiasm event hosted by Bonnie and John Buhler on October 4, 2012. With over 150 guests in attendance, event highlights included gallery-themed tapas cuisine provided by The Gates on Roblin, colourful cake pops, musical entertainment, and exciting fundraising games — which featured a chance to win a trip to Mexico and other amazing prizes! Event emcee CJOB's Richard Cloutier encouraged guests to be kids again while guest speaker Kevin Chief (Point Douglas MLA, Minister of Children and Youth Opportunities) spoke to the importance of the Children's Museum in the lives of Winnipeg residents. The event also celebrated the unveiling of the 'Circle of Life' necklace created by Hilary Druxman, a philanthropy project in support of the museum.

Online Auction

November 3 - 24, 2012

From November 3 to 24, 2012 the Children's Museum hosted its 4th Annual Online Auction. After weeks of bidding wars and friendly competition, the auction raised over \$5000. We had some wonderful items up for bids including sporting event tickets and autographed memorabilia, electronics, household appliances, local restaurant and hotel gift certificates, tickets and memberships to local arts and cultural institutions and events, antiques and collectibles, and more! Thank you to Relish New Brand Experience for their hard work in designing and servicing our online auction site.



EVENT SUPPORTERS

The Children's Museum extends a most sincere thank you to all of the event participants, sponsors, supporters, staff, and volunteers who helped make 2012 a successful fundraising year. With over \$275,000 of in-kind product and service donations made in support of the Children's Museum in the past year, we are so very grateful for the commitment of the following donors for helping us provide an interactive and creative learning environment for the children of our community:

Aaron Burnett	Fenton's Wine Merchants	Old Spaghetti Factory
Academy Massage Therapy	Fort Whyte Alive	On The Edge Glass Studio
Al Simmons	Fountain Tire	Paper Gallery
Alphabet Soup	Freeze Frame	Peasant Cookery
Amir Amiri & Richard Moody	Frontier College	Planet Mobility
Arts Junktion	Fude Inspired Cuisine & Wine Bar	PO-MO
Assiniboine Credit Union	Gasthaus Gutenberger	Pollard Lawrie
Assiniboine Park Conservancy	GJ Andrews Food & Wine Shoppe	Prairie Exotics
Astral Media	Global Television	Prairie Theatre Exchange
Auch Susan	Goodlife Fitness	PricewaterhouseCoopers
Bailey's Prime Dining	Gourmet Coffee	Rainbow Stage
Battery Man	GroupBook (Unigraphics)	Re/Max
BMO	Hancheruk Sara	Rehbein, Randy
Bonefide Carpentry	Have Your Cake and Eat It Too	Relish New Brand Experience
Booke & Partners	Heartland Paintball	Request Networks
Boom Done Next	Hilary Druzman	Royal Winnipeg Ballet
Boston Pizza	Hilton Winnipeg Airport Suites	Ruban Insurance Brokers Inc.
Brian Reimer Audio	Holiday Inn Airport West	Rumors
Bridges Golf Course	Hy's Steakhouse	Seanster and The Monsters
Buhler Bonnie	Image Fitness	Sobeys Grant Park
Bühler Furniture	IMAX	St. Boniface Golf Club
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Canada Wrap	Keith Levit Photography	Tall Grass Prairie Bread Company
Canadian Cancer Society	Kobe Entertainment	Terrace Fifty-Five Food and Wine
Canadian Centre for Child Protection	Kramps Kyla	The Current Restaurant
Children's Rehabilitation Foundation	Kristy's Esthetics	The Gates on Roblin
CHOP	Lake Life	The Keg
City TV	Lash Love	The Meadows at East St. Paul Golf Club
Civita	Latter Ann	The Nature Shop (Fort Whyte Alive)
Coca-Cola	Let's Talk Science	The Original Pancake House
Commtech Office Solutions	Lord Roberts Community Centre	Thrifty Car Rentals
Computer Boulevard	Loveable Creations	Thunder Rapids Fun Park
Coronation Bowling	Manitoba Opera	Toromont CAT
CRYTC	Manitoba Public Insurance	True North Sports & Entertainment Ltd.
Culligan Water	Manitoba Theatre Centre	Two Rivers Chiropractic Centre
Cynthia Gyles Design	Manitoba Theatre for Young People	VitaHealth
Daltons Restaurant	Masterworks Dance Studio	Wellness Institute
Danny's Whole Hog	McDiarmid Flowers	West End Cultural Centre
Dare	McDonalds Restaurants of Canada Limited	WestJet
Denny's Restaurant	MLCC	Winnipeg Art Gallery
Deseo Bistro	Molson Coors Canada	Winnipeg Blue Bombers
Devine Cakes	Mona Lisa Ristorante Italiano	Winnipeg Folk Festival
Diamond Gallery	Mondetta Foundation	Winnipeg Free Press
Domino's Pizza	Mood Disorders Association of Manitoba	Winnipeg Goldeyes Baseball Club
Dry Cold Productions	MTS Allstream	Winnipeg Symphony Orchestra
Earl's Restaurant	Muddy Waters Smokehouse	Witoski, Chris of Investors Group
Ebonie Klassen Photography	Mutkut	Wow! Hospitality
Essentique Spa Salon	Naleway Catering	www.leejaylevene.com
Evan Morgan	Nicole Petroski	Yoga Centre Winnipeg
Fabutan	Old Dutch Foods	

ANNUAL DONORS OPERATIONAL SUPPORT

The Children's Museum would like to thank the following for their generous operational support in 2012:

Corporate, Organization & Foundation Donors

All Charities Campaign -
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CIBC - Empress Branch
CIBC Wood Gundy
Crosstown Credit Union
Domino's Pizza - CYCS Holdings
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Government of Canada
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Shepherd Kelvin
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Skromeda Randal
Steeves Gord
Sweatman Sally
Tucker Cory
Wasilewski Barb
Wasilewski Irene

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



ANNUAL DONORS CAPITAL SUPPORT

The Children's Museum would like to thank the following for their generous support of our ongoing Under Construction Capital Campaign in 2012:

Corporate, Organization, Foundation & Government Donors

Antex Western Ltd.
City of Winnipeg
Dairy Farmers of Manitoba
Derraugh Consulting Inc.
Dick & Elaine Archer Family Fund at The Winnipeg Foundation
Ernst Hansch Foundation Inc
Fabris-Milano Group
Investors Group
Kozminski Family Fund at The Winnipeg Foundation
Lawton Partners
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Maxim Truck and Trailer
Richardson Foundation Inc.
Sobeys St. Anne's Staff
TD Bank Financial Group
The Asper Foundation

Individual Donors (\$20+)

Brandt Monique
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Hanson Gregg & Mary
Kramps Kyla
McIntosh Craig
Millitaire Richard
Olford Jaret
Sweatman Sally
Zoppa Anne

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



EARNED INCOME

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 458 parties with a total of 12,107 guests in 2012.

FACILITY RENTALS

The Children's Museum was the site for 107 functions in 2012 which included meetings, corporate parties, school fundraisers, social events, family celebrations, community group gatherings, and more. These rentals accounted for a total of 2,939 children and 4,512 adult visitors to the Children's Museum.



SHOP – THE CHILDREN'S MUSEUM GIFT STORE

Shop at the Children's Museum is a museum store devoted to keeping kids learning. In 2012, Shop's unique selection of innovative products for children was carefully chosen to complement the Children's Museum's permanent galleries, travelling exhibitions, and special events and programs. Shop was a great place for guests to pick up a souvenir of their museum experience, to grab snacks and beverages during a museum visit, to find that special gift, or even to purchase goodie bags for birthdays or special events.

Driven by the belief that the Children's Museum experience does not need to end when a child leaves the museum, Shop products cater to children ages 1-9, and in 2012 we expanded our product range to include giftware for newborns as well as items for adults and caregivers designed to help them inspire kids' creative learning on their own. We look for high-quality, educational toys — many of which do not rely on batteries to entertain and educate children. This past year we also expanded our selection of retro toys to meet the high demand for nostalgia items being made by many caregivers. Reminders of simpler times, we began to sell marble games, humming tin tops, wooden trapeze toys, classic metal kazoo's, bluesband harmonicas, wind-up spaceships, wooden train whistles, Original Silly Putty eggs, marble kaleidoscopes, diecast mini locomotives, and more as part of this enduring product section.

We'd like to thank all our Shop-pers for their support and enthusiasm this past year, and we look forward to seeing you again soon!



shop

Keep Kids Learning

DID YOU KNOW?

As a registered non-profit children's charity, the Children's Museum relies on earned revenue to cover approximately 86% of its operating costs. A portion of the sales from every purchase made at Shop is used to run special museum events and programming, including educational school programs and the Free2Play Access Program (which brings underprivileged children to the Children's Museum for school visits, day camps, special holiday parties, and after-school clubs free of charge).

VOLUNTEERS

We would like to extend a huge thank you to our volunteer team for their ongoing and enthusiastic support of the Children's Museum. The leadership provided by our volunteer Board of Directors helped shape a successful year. Program volunteers supported our diverse schedule of events and programs and were active behind-the-scenes, providing invaluable assistance with program delivery for the museum's Mini Mondays, spring and summer day camps, weekday school programs, and evening arts clubs sessions. Corporate and student volunteer teams from Toromont CAT, Boom Done Next, PricewaterhouseCoopers, and the Practical Nursing Program at CDI College supported numerous special museum events. Visitor experience volunteers enhanced the interpretation of our galleries and encouraged guests' exploration. In 2012, 123 volunteers contributed 5,910 hours to the Children's Museum.



FAST FACTS

- Between June 2011 and December 2012, 14 volunteers have accepted paid positions at the Children's Museum.
- At the end of December 2012, 15 of our current volunteers have a family member who was or is also a Children's Museum volunteer.
- At the end of December 2012, 12 of our current volunteers had completed their 100th volunteer hour, 9 had completed their 200th hour, 7 had contributed 300 volunteer hours, and one volunteer had contributed more than 800 hours to the Children's Museum.

We gratefully acknowledge our volunteers for the time, enthusiasm, and experience they bring to the Children's Museum. 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

Kyla Kramps **Chair**
Peggy Yuill **Vice-Chair**
Murray Derraugh **Secretary**
Glen Gosling **Treasurer**

Susan Auch
Karlee Blatz
Carla Pelletier Gray
Val Mollison
Aileen Najduch
Richard Olschewski
Hedda Razik
Gaetan Ruest

MUSEUM STAFF

Administrative Department

Executive Director: Diane Doth
Office Manager: Vera El Harouni
Controller: Marie-Paule Avanthay
Administrative Assistant: Laura Friesen

Marketing & Development Department

Director of Marketing & Communications: Lisa Dziedzic
Development & Membership Coordinator: Sally Sweatman

Visitor Experience Department

Director of Education & Exhibits: Sara Hancheruk (on leave)
Education Coordinator: Heather Armstrong
Program Coordinator: Luke Cecelon
Museum Technicians: Simon Hon & Fiona Plett
Volunteer Resources Manager: Lynn Silver
Museum Services Manager: Jaret Olford
Sales & Bookings Coordinator: Anneliese Kroeker (on leave)
Admissions Supervisor: Rachelle Tabor

Admissions Attendants

Christina Ewbank
Ashley Geradela
Shay Laplante
Claire Templin

Guest Services

Bryce Creasy
Alexi Hadder
Mario Labossiere

Gallery Attendants

Tim Broughton
Jason Pope



FINANCIAL INFORMATION

Audited Statement of Financial Position January 1 – December 31, 2012

REVENUES

Grants	\$ 236,171
Amortization of deferred contributions	\$ 672,665
Donations/Sponsorships	\$ 73,492
Fundraising Events	\$ 51,109
Admissions	\$ 817,841
Birthday Parties	\$ 131,854
Exhibit Rentals	\$ 16,320
Facility Rentals	\$ 44,706
Interest	\$ 51
Memberships	\$ 143,042
Shop	\$ 45,780
Other	\$ 292
Total Revenue	\$ 2,233,323

EXPENSES

Building & Maintenance	\$ 249,205
Program	\$ 518,891
Marketing/Development	\$ 174,249
General Operating	\$ 532,040
Amortization	\$ 751,221
Shop	\$ 47,171
Total Expenses	\$2,272,777

CHANGE IN NET ASSETS

Operating Fund	\$ 34,049
Capital Fund	(\$73,503)
Total Change in Net Assets	(\$39,454)

Balance Sheet at December 31, 2012

ASSETS

Cash	\$ 122,053
Receivables	\$ 577,953
Inventories	\$ 11,299
Prepays	\$ 11,055
Capital Assets	\$ 10,860,074
Deferred Charges	\$ 5,283
Total Assets	\$ 11,587,717

LIABILITIES

Current	\$ 1,029,063
Deferred Contributions	\$ 10,114,030
Long-Term Debt	\$ 967,734
Fund Balances	
Operating	(\$162,849)
Capital	(\$360,261)
Total Liabilities	\$11,587,717

For those wishing to review the Children's Museum's complete audited financial statements for 2012, please contact the Administrative Office at 204.924.4008



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