

# 2018 IMPACT REPORT



## BUILDING BRIGHT FUTURES

Each year, the Children's Museum strives to expand our reach in bold and impactful ways. With blockbuster exhibition *Castle Builder* welcoming more than 65,000 visitors, our inaugural Family Night Out fundraiser selling out to a crowd of enthusiastic guests, and the exciting additions to the Eaton's Fairytale Vignettes expanding the well-loved collection for the first time since 1999, 2018 was a whirlwind year of fun and creative learning at the Children's Museum.

Our successes reflect our commitment to serving our community and set the stage for future growth. We are committed to being a safe and welcoming place for all children and families. From accessible facilities and visitor resources, to expanded services and inclusive events, we are dedicated to capturing imaginations and changing children's lives for the better through transformative learning experiences.

Building bright futures has always been a priority for the Children's Museum. We are focused on delivering innovative and curriculum-linked programming that is dedicated to child development and school readiness for all children. We are more than a place for play; we are a developmentally

rich, diverse, and growing educational community where children thrive. We are grateful to our community, stakeholders, guests, and friends for continuing to support the work we do to ensure the Children's Museum remains a leader in early childhood education and innovative exhibit design. Together, we have created a one-of-a-kind place where play has a purpose, important concepts are learned, and memories are made. We are on a mission to spark kids' creative learning, and we thank you for joining us in this mission.



## FAMILY NIGHT OUT

*April 7, 2018*

The Children's Museum hosted its inaugural Family Night Out fundraising event on Saturday, April 7, 2018. This sold-out event encouraged guests to dress for a mess as they explored the galleries and took part in magnificent messy mania all in support of the Children's Museum.

Sweet Impressions offered chaotic cookie decorating fun, untamed imaginations soared as families created a Wild Art canvas with Artful Owl, and science was a hot mess with slime concoctions, exhilarating experiments, and bold activities led by the University of Manitoba and University of Winnipeg's Let's Talk Science teams. Guests enjoyed the Mess Hall catered by The Gates on Roblin and then captured a souvenir snapshot of their family's experience at the Pixels & Giggles Photo Booth. The highlight of the night was the Ultimate Slime Tank Auction in which the highest bidder chose their favourite family member to be drenched in slime in front of a live audience.

*Family Night Out was made possible with the support of the following: Restoration Team Supporter: The Wawanesa Mutual Insurance Company; Full Hose-Down Supporters: Pal Plastics Ltd. & Quintex Services Ltd.; Swift Scrub Supporters: Ruban Insurance Brokers Inc. & The Hancheruk Family.*



## CASTLE BUILDER

*On display from May 12 - October 21, 2018*

Visitors of all ages were summoned to explore, build, and play in the Children's Museum's 2018 travelling exhibition, *Castle Builder*!

This LEGO®-based exhibition transported guests to a kingdom where they became medieval castle builders, building their own toy castles brick-by-brick. In *Castle Builder*, builders of all ages and skill levels constructed castles, learned about real-world castles and their building secrets, and planned their ideal castle's defenses.

With *Castle Builder*-themed Spring & Summer Day Camps, Birthday Parties, School Programs, special events, and programming, guests were encouraged to explore the inside of the royal castle, test their fortress designs with a catapult, and maybe even spot a dragon during their museum visit.

*Castle Builder was produced by The Children's Museum of Indianapolis. Local tour sponsored by Johnston Group, with additional local support from Len Dubois Trucking Inc., Qualico, Toromont CAT, 103.1 Virgin Radio, Global Winnipeg, and Prairie Public.*



## ADDITIONS TO THE EATON'S FAIRYTALE VIGNETTES

*On display from November 17, 2018 - January 6, 2019*

From once-upon-a-time to happily-ever-after, the Children's Museum has been home to the Eaton's Fairytale Vignettes display since 1999. In 2018, this timeless collection was expanded by a donation of six animatronic woodland characters from the City of Winnipeg.

Inspired by *The Woodland Nutcracker* written by Avril Tyrrell, these six characters were a part of the holiday display in Eaton's last year, and had previously been showcased in the Millennium Library.

Museum guests were excited to spot these new additions being showcased during the Eaton's Fairytale Vignettes this past year.

*Eaton's Fairytale Vignettes Supporting Sponsor: Toromont CAT; Media Sponsors: 103.1 Virgin Radio, Global Winnipeg, and Prairie Public; Exhibit Supporters: Antex Western Ltd. and Terracon Development Ltd.*



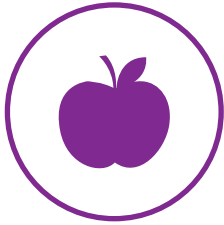


### ANNUAL ATTENDANCE

As one of Manitoba's most popular cultural institutions,

# 150,224 PEOPLE

visited the Children's Museum from January 1 to December 31, 2018.



### SCHOOL PROGRAMS & EXPLORATIONS

# 1,032

School Groups

# 25,803

School Program Visitors



### DAY CAMPS

# 10

Weeks of Day Camp

# 265

Day Camp Participants



### MUSEUM MEMBERSHIP

# 3,372

Children's Museum Members

# 35+

Reciprocal Membership Partners



### VOLUNTEER PROGRAM

# 256

Children's Museum Volunteers

# 4,356

Volunteer Hours Contributed



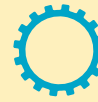
### BIRTHDAY PARTIES

# 448

Birthday Parties Hosted

# 9,307

Birthday Party Guests



### FACILITY RENTALS

# 268

Rental Events Hosted

# 14,065

Facility Rental Guests



### SHOP, THE CHILDREN'S MUSEUM GIFT STORE

# 18,041

Items Sold

# \$118,360

Total Annual Sales



### FUNDRAISING EVENTS

# 368

Event Participants

# \$18,761

Total Amount Raised

### ACCESS PROGRAMS

# 3

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

# 14,229

Guests visited for free through the Free2Play Access Program

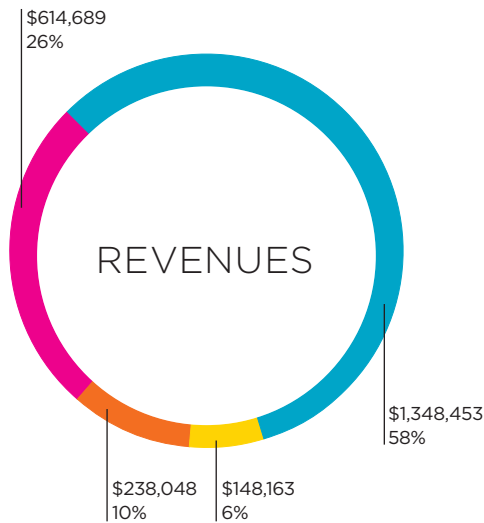
# 1,167

Guests visited for free through the Rural Access Program

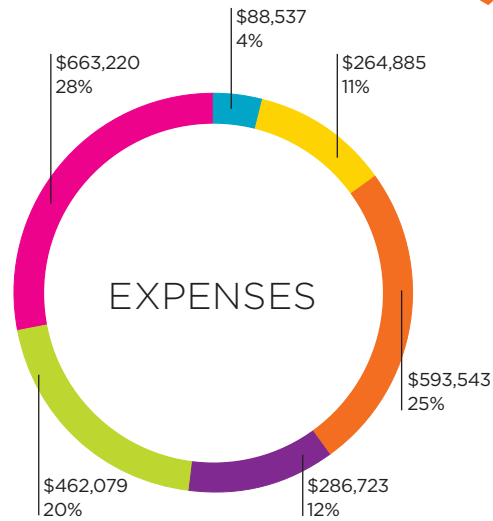
# 531

Guests 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)
- Amortization of Deferred Contributions



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

*For those wishing to review the Children's Museum's summarized or complete audited financial statements for 2018, please contact the Administrative Office at 204.924.4008.*

## Donate Today

Ignite newfound passions, inspire children's dreams, and help children and families make transformative discoveries by supporting 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 (5437)

### 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](http://childrensmuseum.com)







500 - Five Donald Street  
Winnipeg, Manitoba R3L 2T4  
Tel: (204) 284-7060  
Fax: (204) 284-7105  
[www.bookeandpartners.ca](http://www.bookeandpartners.ca)

## Report of the Independent Auditors on the Summary Financial Statements

To the Board of Directors of  
Manitoba Children's Museum Inc.

### *Opinion*

The summary financial statements, which comprise the summary statement of financial position as at December 31, 2018, and the summary statement of operations for the year then ended, are derived from the audited financial statements of Manitoba Children's Museum Inc. for the year ended December 31, 2018.

In our opinion, the accompanying summary financial statements are a fair summary of the audited financial statements, in accordance with Canadian accounting standards for not-for-profit organizations.

### *Summary Financial Statements*

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements and the auditor's report thereon, therefore, is not a substitute for reading the audited financial statements and the auditor's report thereon.

### *The Audited Financial Statements and Our Report Thereon*

We expressed an unmodified audit opinion on the audited financial statements in our report dated May 27, 2019.

### *Management's Responsibility for the Summary Financial Statements*

Management is responsible for the preparation of the summary financial statements in accordance with Canadian accounting standards for not-for-profit organizations.

### *Auditors' Responsibility*

Our responsibility is to express an opinion on whether the summary financial statements are a fair summary of the audited financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements".

A stylized, handwritten signature in blue ink that reads "Booke &amp; Partners".

Winnipeg, Canada  
May 27, 2019

Chartered Professional Accountants

# FINANCIAL INFORMATION



Summarized Statement of Operations for the year ended  
December 31, 2018

## REVENUES

Grants	\$ 238,048
Amortization of deferred contributions	\$ 614,689
Donations/Sponsorships	\$ 148,163
Fundraising Events	\$ 12,991
Admissions	\$ 854,930
Birthday Parties	\$ 104,435
Facility Rentals	\$ 118,226
Memberships	\$ 132,043
Shop	\$ 121,189
Other	\$ 4,639
<b>Total Revenue</b>	<b>\$ 2,349,353</b>

## EXPENSES

Building & Maintenance	\$ 264,885
Program	\$ 593,543
Marketing/Development	\$ 286,723
General Operating	\$ 462,079
Amortization	\$ 663,220
Shop	\$ 88,537
<b>Total Expenses</b>	<b>\$ 2,358,987</b>

## EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES

Operating Fund	\$ 68,182
Capital Fund	(\$ 77,816)
<b>Total</b>	<b>(\$ 9,634)</b>

Summarized Statement of Financial Position December 31, 2018

## ASSETS

Cash	\$ 133,202
Receivables	\$ 111,334
Inventories	\$ 33,001
Prepays	\$ 36,474
Capital Assets	\$ 7,040,140
<b>Total</b>	<b>\$ 7,354,151</b>

## LIABILITIES AND FUND BALANCES

Payables & Accruals	\$ 104,478
Deferred Contributions	\$ 6,697,893
Long-Term Debt	\$ 694,929

## Fund Balances

Operating	\$ 3,067
Capital	(\$ 146,216)
<b>Total</b>	<b>\$ 7,354,151</b>

For those wishing to review the Children's Museum's complete audited financial statements for 2018, please contact the Administrative Office at 204.924.4008.

# FINANCIAL SUPPORTERS

The Children's Museum would like to thank the following for their generous financial support in 2018:

## OPERATIONAL SUPPORT

### CORPORATE, ORGANIZATION & FOUNDATION DONORS

Antex Western Ltd.  
Carolyn Sifton Foundation Inc.  
Cosmopolitan Florists  
CWB National Leasing  
De Vries Construction & Renovation  
Hilary Druxman Design  
Investors Group Inc.  
Johnston Group Inc.  
MacDon Industries Ltd.  
PAL Plastics  
Piston Ring Service  
Quintex Services Ltd.  
Royal Canadian Properties Limited  
Ruban Insurance Brokers Inc.  
Steinbach Credit Union  
TD Canada Trust  
The Asper Foundation  
The B.A. Goodman, M.E.M. Goodman and  
Dorothy Jean Goodman Foundation  
The Ernst Hansch Foundation Inc.  
The Great-West Life Assurance Company

The Thomas Sill Foundation Inc.  
The Winnipeg Foundation – Children of the  
Earth High School Youth in Philanthropy  
(YiP) Committee  
The Winnipeg Foundation – St. Mary's  
Academy Youth in Philanthropy (YiP)  
Committee  
United Way Winnipeg  
Wawanesa Insurance  
Winnipeg Goldeyes Field of Dreams  
Foundation  
YMCA of Greater Toronto

### MEDIA SPONSORS

Bell Media (103.1 Virgin Radio)  
Corus Entertainment Inc. (Global Television  
Winnipeg)  
Prairie Public Broadcasting  
Winnipeg Free Press

### GOVERNMENT SUPPORT

City of Winnipeg  
Province of Manitoba  
Government of Canada  
Winnipeg School Division

### TRIBUTE GIFTS

In Memory of Dante C. Buenaventura  
In Memory of Elizabeth (Betty) Thomson  
In Honour of Lisa Dziedzic's Marriage  
In Honour of Odin Kull  
In Honour of Olivia Anne Moura  
In Honour of Walter & Gordon Tyler

### INDIVIDUAL DONORS (\$20+)

Akimoto, Yasuko  
Anonymous  
Derraugh, Murray  
Findlay, Ian, Jennifer, Bryce & Carys  
Grower, Kenneth  
Hancheruk, Sara  
Hanson, Gregg & Mary  
Klus, Garrett  
Ramsay, Kris  
Reid, Pat & Bill  
Savory, Shannon  
Sweatman, Sally  
Wiens, Debra  
Wong, Jason

## CAPITAL SUPPORT

### CORPORATE, ORGANIZATION & FOUNDATION DONORS

Crosstown Civic Credit Union  
Eastside Collision Repairs Ltd.  
The Winnipeg Foundation

### INDIVIDUAL DONORS (\$20+)

Anonymous  
Dziedzic McDonald, Lisa  
El Harouni, Vera  
Hancheruk, Sara

*Please contact the Development Department at 204.924.4010 if your name was omitted or if there is an error in the above listings.*

# IN-KIND SUPPORTERS

The Children's Museum extends our most sincere thank-you to all of the event participants, sponsors, supporters, staff, and volunteers who helped make 2018 a successful year. With over \$52,000 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 supporters for helping us provide an interactive and creative learning environment for the children of our community:

A. Leader Canada	FortWhyte Alive	Prairie Public Broadcasting
Academy Florist	George W. Shannon Design	Rady Jewish Community Centre
Anonymous	Great Canadian Oil Change	Rainbow Stage
Artists Emporium	Green For Life Environmental	RCMP (Community Policing Services)
Arts Junktion	Jellyfish Float Spa	Rebel Pizza
Assiniboine Credit Union	Jensen Nursery and Garden Centre	Ridgecrest Orthodontics
Beeproject Apiaries	Kristy's Esthetics	RJW Acres
Bell Media Inc. (103.1 Virgin Radio)	Dubois Global Logistics Inc. / Len Dubois	Sobey's on Grant
Bell MTS	Trucking Inc.	Subway
Brazen Hall	Let's Talk Science - University of Manitoba	Teresa Dovey
Canada's Royal Winnipeg Ballet	Let's Talk Science - University of Winnipeg	The Gates On Roblin
Centre for Research in Young People's Texts and Cultures	Linda Gallant	The North West Company
City of Winnipeg	Manitoba Hydro	Thrifty Car Rentals
Corus Entertainment Inc. (Global Television)	Manitoba Museum	Toromont CAT
CWB National Leasing	Manitoba Public Insurance	Travel Manitoba
Dairy Farmers Of Manitoba	Manitoba Sustainable Development (Forestry Branch)	True North Sports + Entertainment
Dare Foods	Manitoba Theatre Centre	VIA Rail
David's Tea	Manitoba Theatre For Young People	Vital Transit Services Ltd.
Denis Labossiere	Nelson River Construction	Wawanesa Insurance
Denny's of Canada	Neon Cone	Wilderness Supply
DeVries Construction & Renovation	Oak Hammock Marsh	Winnipeg Art Gallery
Eastside Collision Repairs Ltd.	Osborne Florist	Winnipeg Blue Bombers
Festival du Voyageur	PAL Plastics	Winnipeg Jazz Orchestra
Flying Squirrel	Payworks	Winnipeg Public Library
		Winnipeg Symphony Orchestra

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# MUSEUM STAFF

## ADMINISTRATIVE DEPARTMENT

**Executive Director:** Sara Hancheruk

**Office Manager:** Vera El Harouni

**Financial Controller:** Kris Ramsay

## MARKETING & DEVELOPMENT DEPARTMENT

**Director of Marketing & Communications:**

Lisa Dziedzic McDonald

**Communications Coordinator:** Kaitlen Loewen

**Development Coordinator:** Sally Sweatman

**Shop Assistant:** Annabelle Magpantay

## VISITOR EXPERIENCE DEPARTMENT

**Director of Education & Exhibits:** Erin McIntyre

**Museum Operations Manager:** Hong McLeod

**Visitor Experience Coordinators:** Jordan Phillips and  
Kayla Sinclair

**Education Coordinator:** Allie Alsop

**Program Coordinator:** Desiree Barber

**Sales & Bookings Coordinator:** Anneliese Kroeker

**Museum Technician:** Jasper Hernandez

**Admissions Attendants:** Katrina Cayer, Janna Dilts,  
Suji Kang, Annabelle Magpantay, Andrea Reed, and  
Emerson Reotan

**Guest Services Interpreters:** Waverley Dovey, Suji  
Kang, Tara Schmidt, Riche Ann Valencia, and  
Dongyi Wang

**Gallery Attendants:** Jaypee Aguilar, Tim Broughton,  
Nisah Khan, and Amber Wiebe

**Program Interpreters (Level 1):** Maria Netanya  
Hinojosa, Isha Khan, Jenna Latimer, Princess Mandap,  
Seamus Palmer, and Heather Werboweski

**Program Interpreters (Level 2):** Camille Antonio, Lasha  
Mackedenski, Tara Schmidt, Savana Theodore-Maraj,  
Brienne Therrien Vielfaure, and Heather Werboweski

# BOARD OF DIRECTORS

## BOARD EXECUTIVES

**Chair:** Chad Brick

**Past Chair:** Gaetan Ruest

**Vice Chair:** Maja Dos Santos

**Treasurer:** Joel Murchison

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