

2019 IMPACT REPORT



PLAY IS KEY: A LOVE OF LEARNING STARTS HERE

The Children's Museum has long been one of the most popular destinations in Manitoba for children and their caregivers. For nearly 35 years, we have invited young visitors to explore their world through play and to experience different cultures and ways of life through exciting, hands-on learning opportunities.

Play is powerful and universal. Play creates a physical interaction with things both real and imaginary, that stretches children intellectually as well as physically, and ensures they are learning. We aim to foster the natural curiosity children are born with. We provide an environment that helps children develop essential foundational skills by nurturing the power of the imagination and the spirit of self-discovery. We spark creative learning through play, a mission we support and reinforce through our programming, community outreach, galleries, and exhibitions.

Play is transformative. The seeming simplicity of the Children's Museum experience belies the level of detailed research and planning that goes into shaping our galleries, activities, and programming. It's a subtle science based on layering learning content, type of play, and interactive complexity so that children of varying ages (as well as adults!) become so immersed in what they're doing that learning is transformational and takes place without them even realizing it.

Last but not least, play is accessible. We are committed to being a safe and welcoming place for all children and families, and we strive to extend our reach to under-supported communities and to children and families in need through our Access Programs. The efforts of our board, staff, and volunteers, in combination with the generous support of our donors, enabled us this past year to promote more play, to strengthen creative learning experiences for children and families in our community, and to inspire a love of learning in countless children in Manitoba. We are so grateful for your support. Together, we have created a one-of-a-kind place where play has a purpose and a love of learning grows.





FAMILY NIGHT OUT: MADE TO SPARKLE

April 13, 2019

The Children's Museum hosted its second annual Family Night Out fundraising event on Saturday, April 13, 2019. Biodegradable glitter abounded as guests explored the galleries and took part in all things shiny and bright at this sold-out family-friendly fundraising event in support of the Children's Museum.

We sparkled creative learning with event highlights including dazzling cookie-decorating with Sweet Impressions, effervescent science experiments with Let's Talk Science from the University of Manitoba and University of Winnipeg, glitter tattoos and facepainting by Heather's Pretty Parties, iridescent slime-making at our hands-on Slime Station, and the chance to create a ceramic family celebration plate with Brush Fire Ceramic Studio. Guests enjoyed scintillating snacks and beverages courtesy of The Gates On Roblin, embellished complimentary t-shirts, and then took a moment to sparkle and shine in a Souvenir Family Photo courtesy of Pixels and Giggles. The main feature of the evening was the Glitter Bomb Tank – in which family members good-naturedly took turns being bombarded by pounds of glitter confetti in front of all guests.

Family Night Out was made possible with the support of the following: Restoration Team Supporter: Wawanesa Insurance; Professional Cleaning Crew Supporter: Winnipeg Building & Decorating Ltd.; Full Hose-Down Supporters: Quintex Services Ltd. & Relish New Brand Experience; and Swift Scrub Supporters: Ruban Insurance Brokers Inc. & The Hancheruk Family.

TAPESCAPE

On display from May 11 – September 2, 2019

Custom-designed by artist Eric Lennartson, *TapeScape* was the Children's Museum's travelling exhibition of choice for 2019. A unique art installation and an immersive indoor landscape made entirely out of plastic wrap and packing tape stretched over huge metal frames, *TapeScape* offered a hands-on and sensory experience for guests of all ages. Strong enough to handle hundreds of energetic kids every day, the smooth and springy surfaces curved and twisted with guests' movements as they climbed, jumped, and slid their way through the exhibition's many tunnels and corridors. *TotScape*, a toddler-friendly area within the overall exhibition, served the needs of the museum's youngest guests.

Featuring cutting-edge interactive technologies and design elements, *TapeScape's* incredible environment prompted guests to rethink space and practice spatial awareness, and also presented STEAM concepts to museum visitors through *TapeScape*-themed school programs, birthday parties, day camps, special events, and public programming.

Fun Fact: With consideration for our environmental impact, we intentionally repurposed and recycled parts of *TapeScape* after it closed to stock as building materials in Pop m'Art, a gallery where kids "shop" for their supplies to create new works of art – so this unusual environment continued to spark kids' creative learning even when it was over!

Local tour sponsored by Johnston Group, with additional local support from Global Television Winnipeg, Inn At The Forks, Northstar Scaffold, Prairie Public, Steinbach Credit Union, and Toromont CAT.



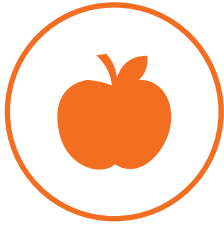


ANNUAL ATTENDANCE

As one of Manitoba's most popular cultural institutions,

152,635 PEOPLE

visited the Children's Museum from January 1 to December 31, 2019.



SCHOOL PROGRAMS & EXPLORATIONS

1,024

School Groups

25,605

School Program Visitors



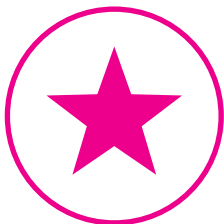
DAY CAMPS

10

Weeks of Day Camp

279

Day Camp Participants



MUSEUM MEMBERSHIP

3,076

Children's Museum Members

35+

Reciprocal Membership Partners



VOLUNTEER PROGRAM

177

Children's Museum Volunteers

4,677

Volunteer Hours Contributed



BIRTHDAY PARTIES

465

Birthday Parties Hosted

10,142

Birthday Party Guests



FACILITY RENTALS

292

Rental Events Hosted

16,575

Facility Rental Guests



SHOP, THE CHILDREN'S MUSEUM GIFT STORE

19,013

Items Sold

\$120,854

Total Annual Sales



FUNDRAISING EVENTS

363

Event Participants

\$9,945

Total Amount Raised

ACCESS PROGRAMS

2

Access Programs offered, including the Free2Play Access Program (with rural transportation subsidies) and the Explore-Abilities Access Program

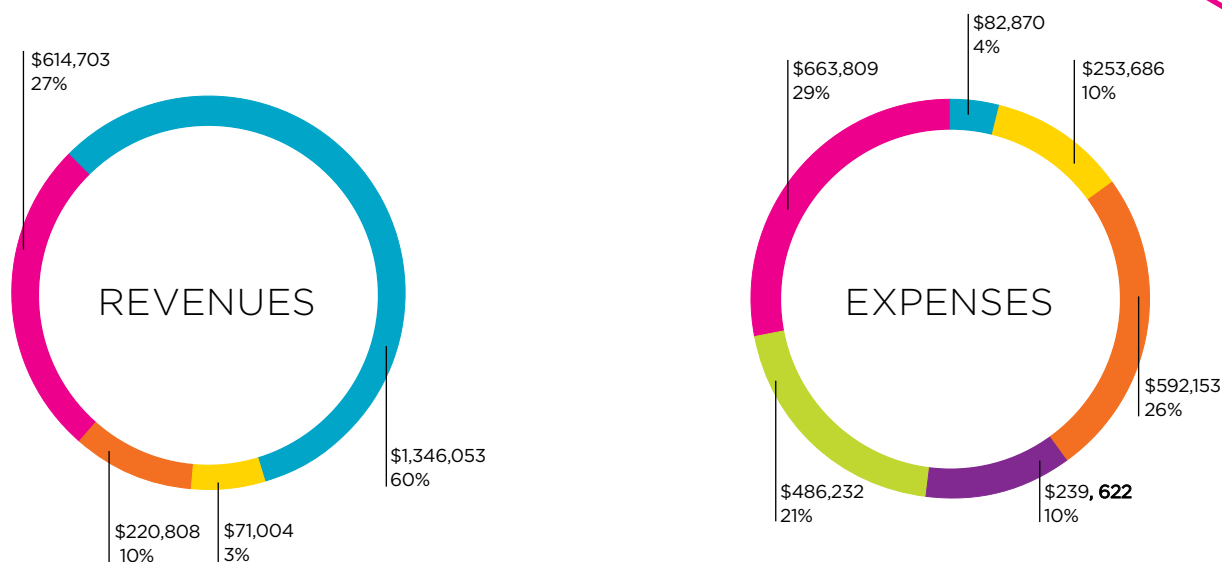
12,299

Guests visited for free through the Free2Play Access Program

418

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
- Programming
- Marketing/Development
- General Operating
- Amortization
- Shop

For those wishing to review the Children's Museum's summarized or complete audited financial statements for 2019, 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



Report of the Independent Auditors on the Summarized Financial Statements

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

Opinion

The summarized financial statements, which comprise the summarized statement of financial position as at December 31, 2019, and the summarized 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, 2019.

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

Summarized Financial Statements

The summarized financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summarized financial statements and the auditors' report thereon, therefore, is not a substitute for reading the audited financial statements and the auditors' 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 June 16, 2020.

Management's Responsibility for the Summarized Financial Statements

Management is responsible for the preparation of the summarized 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 summarized 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 of Financial Statements".

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

Winnipeg, Canada
June 16, 2020

Chartered Professional Accountants

FINANCIAL INFORMATION

Summarized Statement of Operations for the year ended
December 31, 2019

REVENUES

Grants	\$ 220,808
Amortization of deferred contributions	\$ 614,703
Donations/Sponsorships	\$ 71,004
Fundraising Events	\$ 9,945
Admissions	\$ 835,971
Birthday Parties	\$ 105,016
Facility Rentals	\$ 130,259
Memberships	\$ 133,112
Shop	\$ 123,942
Other	\$ 7,808
Total Revenue	\$ 2,252,568

EXPENSES

Building & Maintenance	\$ 253,686
Program	\$ 592,153
Marketing/Development	\$ 239,622
General Operating	\$ 486,232
Amortization	\$ 663,809
Shop	\$ 82,870
Total Expenses	\$ 2,318,372

EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES

Operating Fund	\$ 10,592
Capital Fund	(\$76,396)
Total	(\$65,804)

Summarized Statement of Financial Position December 31, 2019

ASSETS

Cash	\$ 74,117
Receivables	\$ 40,783
Inventories	\$ 37,058
Prepays	\$ 72,401
Capital Assets	\$ 6,398,024
Total	\$ 6,622,383

LIABILITIES AND FUND BALANCES

Payables & Accruals	\$ 99,601
Deferred Contributions	\$ 6,088,544
Long-Term Debt	\$ 643,191
Fund Balances	
Operating	(\$ 43,675)
Capital	(\$ 165,278)
Total	\$ 6,622,383

For those wishing to review the Children's Museum's complete audited financial statements for 2019, 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 2019:

OPERATIONAL SUPPORT

CORPORATE, ORGANIZATION & FOUNDATION DONORS

Birchwood Honda Regent
Canada Life
Carolyn Sifton Foundation Inc.
CWB National Leasing
De Vries Construction & Renovation
GFL Environmental Inc.
Hilary Druxman Design
Johnston Group Inc.
MacDon
Payworks
Quintex Services Ltd.
Ruban Insurance Brokers Inc.
St Vital Centre
Terracon Development Ltd.
The Asper Foundation
The B.A. Goodman, M.E.M. Goodman and
Dorothy Jean Goodman Foundation
The Thomas Sill Foundation Inc.
The Winnipeg Foundation
United Way Winnipeg
Vital Transit Services Ltd.
Wawanesa Insurance

Winnipeg Building & Decorating Ltd.
Winnipeg Goldeyes Field of Dreams
Foundation
YMCA of Greater Toronto

MEDIA SPONSORS

Corus Entertainment Inc. (Global Television
Winnipeg)
Prairie Public Broadcasting

GOVERNMENT SUPPORT

Province of Manitoba
Winnipeg Arts Council

TRIBUTE GIFTS

In Memory of Dante C. Buenaventura
In Honour of Dimitri's Birthday
In Honour of Lindsay's 35th Birthday

INDIVIDUAL DONORS (\$20+)

Anonymous
Barrett DeWiele, Corinne
Bate, Kevin
Blatz, Karlee
Derrough, Murray
Dos Santos, Maja
Doth, Diane
Fergusson, Jack
Findlay, Ian, Jennifer, Bryce & Carys
Hancheruk, Sara & Jason
Hanson, Gregg & Mary
Jackson, Michael
Korenblit, Viktoria Nikita
Porter, Erin
Prier, Kimberley
Ramsay, Kris
Reid, Pat & Bill
Ruest, Andrea & Gaetan
Thongsirimongkhonh, Tousavanh
Wiens, Debra
Zhang, Lu

CAPITAL SUPPORT

CORPORATE, ORGANIZATION & FOUNDATION DONORS

The Winnipeg Foundation

INDIVIDUAL DONORS (\$20+)

Dziedzic McDonald, Lisa
Hancheruk, Sara
Ramsay, Kris
Steindel, Gordon & Katherine Cobor

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 2019 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 Building Cleaning Services Of Canada Ltd.	Flying Squirrel Sports	Prairie Public Broadcasting
A Little Pizza Heaven	Folklorama	Prairie Theatre Exchange
Academy Florist	FortWhyte Alive	Rainbow Stage
Across The Board Café	GFL Environmental Inc.	RCMP - Community Policing Services
Activate / The Real Escape Canada	Golf Dome	Ridgecrest Orthodontics
Activate Sports Ltd.	Green Kids Incorporated	RJW Acres
Anonymous	Holiday Mountain Resort	Royal Manitoba Theatre Centre
Arts Junktion	Inn At The Forks	Shakespeare In The Ruins
Assiniboine Park Zoo	Jellyfish Float	Sly Scarves
Bell MTS Business	Keratin Care	Sobeys (Grant Park)
Blacknot Farms	Kristy's Esthetics	Subway
Bowl Manitoba	Landmark Cinemas (Grant Park)	Teresa Dovey
Brazen Hall	Let's Talk Science (University of Manitoba)	The Keg Steakhouse & Bar
BREWTeas	Let's Talk Science (University of Winnipeg)	The Manitoba Museum
Canada's Royal Winnipeg Ballet	Little Vintage Adventures	The North West Company
Canadian Museum For Human Rights	Manitoba Agricultural Museum	The Old Spaghetti Factory
Centennial Concert Hall	Manitoba Egg Farmers	Théâtre Cercle Molière
Centre For Research In Young People's Texts And Cultures	Manitoba Hydro	Thrifty
Coal And Canary	Manitoba Public Insurance	Toromont CAT
Corus Entertainment Inc. (Global Television)	Manitoba Sustainable Development	Travel Manitoba
Creating Health Chiropractic	Manitoba Theatre For Young People	True North Sports + Entertainment
CWB National Leasing	Mayberry Fine Art	Vital Transit
Dairy Farmers Of Manitoba	Mayor Brian Bowman	Wawanesa Insurance
Dare Foods	McNally Robinson	West End BIZ
Denny's Winnipeg	Neon Cone	Wilderness Supply
De Vries Construction & Renovation	NorthStar Scaffold	Winnipeg Art Gallery
Dimi Gallery	Oak Hammock Marsh	Winnipeg Blue Bombers (Winnipeg Football Club)
Downtown Winnipeg BIZ	Olive Garden (Polo Park)	Winnipeg Folk Festival
Eastside Collision Repairs Ltd.	Osborne Florist	Winnipeg Goldeyes
	Payworks	Winnipeg Jazz Orchestra
	Plum Landing	

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

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: Allie Alsop

Museum Services Manager: Mark Traynor

Visitor Experience Coordinators: Jordan Phillips and
Kayla Sinclair

Education Coordinator: Emilie Bordeleau-Laroche

Sales & Bookings Coordinator: Anneliese Kroeker

Museum Technician: Jasper Hernandez

Admissions Attendants: Katrina Cayer, Jane Hunter,
Kayleigh Hykawy, Suji Kang, Annabelle Magpantay,
Andrea Reed, and Emerson Reotan

Guest Services Interpreters: Jaypee Aguilar, Suji Kang,
Emma Martens, and Riche Ann Valencia

Gallery Attendants: Tim Broughton, Maria Netanya
Hinojosa, Chester Ocampo, Hannah Toews, and Amber
Wiebe

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

Program Interpreters (Level 2): Stephanie Anema,
Camille Antonio, Katrina Cayer, Chloe Heinrichs, Jenna
Latimer, and Hannah Toews

BOARD OF DIRECTORS

BOARD EXECUTIVES

Chair: Maja Dos Santos

Past Chair: Chad Brick

Vice-Chair: Joel Deeley

Treasurer: Joel Murchison

Secretary: Jani Sorensen

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Wendy Guilbault

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Garett Klus

Claire Nimmagadda

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