

children's  
museum

**2013 ANNUAL REPORT**

JANUARY 1 - DECEMBER 31, 2013





45 Forks Market Road  
Winnipeg, MB R3C 4T6  
204.924.4000  
[childrensmuseum.com](http://childrensmuseum.com)



## AWARDS & DISTINCTIONS

### Manitoba Star Attraction

The Children's Museum is a Manitoba Star Attraction.

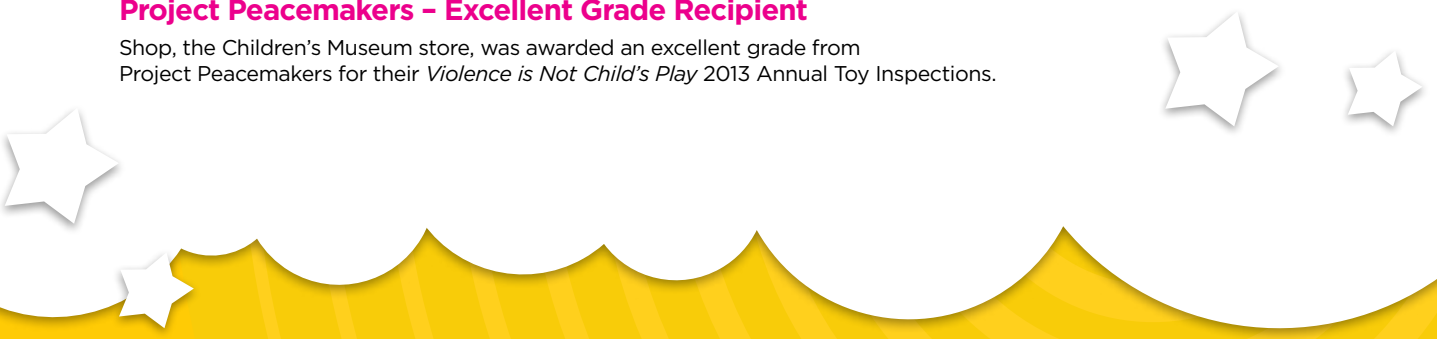
### Winnipeg Parent Newsmagazine Readers' Choice Awards Winner

The Children's Museum was recognized as #1 by readers of Winnipeg Parent Newsmagazine in the following 2013 categories:

- Best Place for Children's Birthday Party
- Best Place to Take Your Kids on a Crummy Day
- Best Halloween Event (for Halloween Howl)

### Project Peacemakers - Excellent Grade Recipient

Shop, the Children's Museum store, was awarded an excellent grade from Project Peacemakers for their *Violence is Not Child's Play* 2013 Annual Toy Inspections.



# TABLE OF CONTENTS

Awards & Distinctions .....3

Introduction .....5

Permanent Galleries.....6

Education.....7

Free2Play Access Program.....8

Rural Access Program.....9

Temporary Exhibitions.....10

Programming Events.....11

Fundraising Events.....13

Event Supporters.....14

Annual Donors.....15

Capital Campaign Donors.....16

Museum Membership.....17

Birthday Parties.....18

Facility Rentals .....18

Shop .....18

Volunteer Program .....19

Board of Directors.....20

Museum Staff .....20

Financial Information.....21

**OUR PURPOSE**

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



# ENCOURAGING BIG DREAMING



Dear Friends,

When was the last time you dreamed big – and by big, we mean really, REALLY BIG like children do? Did you dream about unhindered possibilities, about unlimited success, about ‘perfect’ outcomes? Or was your dream dulled and made rather lackluster by huge doses of reality – or worse, was it stalled entirely by insurmountable restrictions and limitations you had no hope of overcoming?

Teenager Adora Svitak had the opportunity a few years back to deliver a TED talk. Many of her words echo what we at the Children’s Museum know to be true, and they also summarize what we work to make happen on a daily basis.

In Adora’s words:

- “Kids believe in the possibilities”
- “Kids dream about perfection”
- “Adults often underestimate kids abilities”
- Adults should “(t)rust children” and “(e)xpect more from us”
- “Adults should learn from kids”
- It’s “imperative to create opportunities for kids”

She continues by telling her adult audience that in their relationships with kids, they should encourage big dreaming. The board, staff, and volunteers at the Children’s Museum trust children, we listen to them, and we learn from them. We have big dreams for the children in our community. We are pleased to present the 2013 Annual Report which shares many of our activities, programs, events, and exhibitions which have grown from our own dreams and from those who dreamed before us.

The Children’s Museum is a gift to our community - to our children, families, schools, daycares, caregivers, and even to those individuals who have never had direct contact with us. By encouraging big dreaming, we are creating opportunities for kids and encouraging a community that is alive, transformative, and filled with hope and possibility. We are grateful for our ability to welcome over 10,000 children and their adults in our community who are underserved. In 2013 over 15,000 hours were spent in our museum as they explored our galleries, participated in our special events, and attended arts clubs and day camps.

This Annual Report is a snapshot of the experiences we offered our community in 2013. Come and play. Learn from kids. Learn about yourself. Create opportunities for children and for our community. Encourage (and dream!) Big Dreams!

**Aileen Najdich**  
Chair, Board of Directors

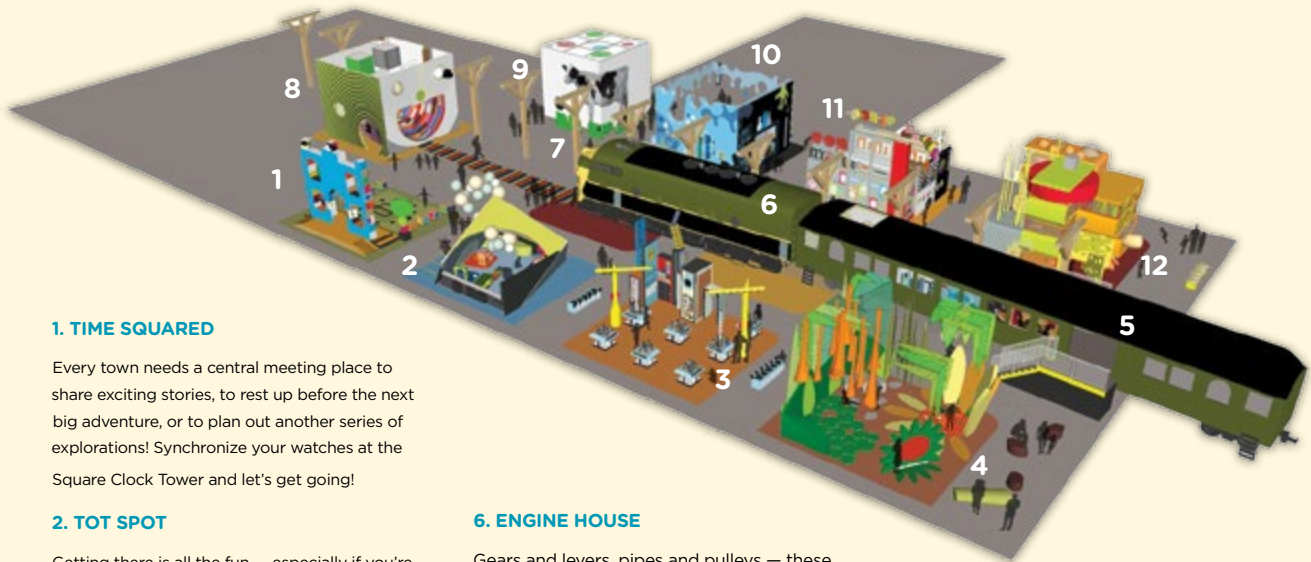
**Diane Doth**  
Executive Director

## ANNUAL ATTENDANCE

As one of Manitoba’s most popular cultural institutions, 136,525 people visited the Children’s Museum from January 1 to December 31, 2013.

# 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 more traditional 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. 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!

## 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. 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.

## 4. 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!

## 5. 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!

## 6. 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!

## 7. 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.

## 8. 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.

## 9. 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.

## 10. 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!

## 11. 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.

## 12. 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!

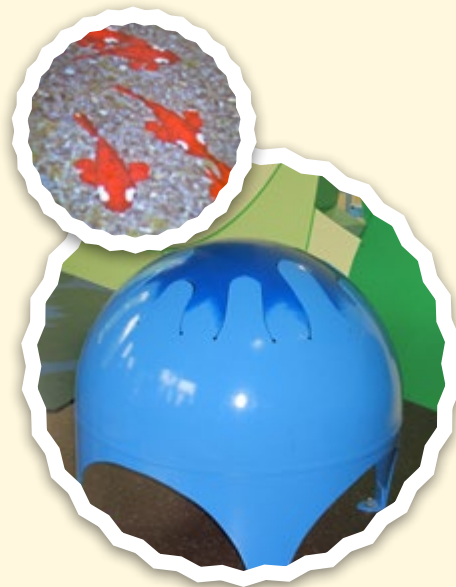
## NEW IN 2013!

### ILLUSION TUNNEL • INTERACTIVE FLOOR PROJECTOR

We were excited to add an interactive floor projector to Illusion Tunnel this year - and those who experienced our Impossible Animals exhibition in 2012 may recognize the immersive technology that powers this exhibit. A dynamic scene is projected onto the floor where the actions of our guests influence what happens next within that scene - for example, our guests can play hockey or soccer, wrangle greedy gators or catch koi fish in a pond, or even uncover hidden items and more within these interactive scenes!

### MELLOW MARSH • TURTLE DRUM

This year, ongoing repairs and costly maintenance issues forced our well-loved bug xylophone into retirement. It was replaced with an equally wonderful new steel drum that engages our guests in using their sense of touch and hearing to create unique rhythms and sounds. Visitors have loved commenting on its signature shape, which is strongly reminiscent of a turtle which one might encounter in natural marsh settings.



# 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 2013 school year, the Children's Museum offered 55 educational, hands-on, and, of course, fun school programs that reinforced and supplemented classroom instruction. All of our educational programs are offered in English, French, Basic French, or Immersion. We were excited to explore even more areas of the Manitoba curriculum with our students as we added two temporary school programs, which supported English Language Arts learning outcomes, to compliment our temporary exhibition, Much More Munsch.

In total, 22,907 visitors - the equivalent of 916 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 building a balloon tree during the 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, Much More Munsch.

# FREE2PLAY ACCESS PROGRAM

The Free2Play Access Program has been an important component of our organization since we first opened our doors twenty-eight 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.

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 2013, we are pleased to report that 9,850 visitors began sparking their creative learning at the Children's Museum thanks to this meaningful program.

## PROGRAM INFORMATION

### School Programs and Explorations

The Children's Museum offers one free visit per year to every class in qualifying Winnipeg schools\*, registered day-cares, and select social service organizations.

### After-School Clubs

Open to students in Grades 4 and 5 in qualifying Winnipeg schools\*, the Children's Museum's After-School Clubs are free programs that run in five-week sessions six times throughout the year. With the guided support of guest instructors, our After-School Clubs teach kids new skills and provide them with fun and exciting ways to express their creativity! After-School Club participants are also provided with free family passes to ensure that the student and his/her family are able to continue enjoying the Children's Museum long after the After-School Club experience is complete.

### Events & Day Camps

At least 10% of tickets to special museum events including the Halloween Howl and Spaghetti Breakfast With Santa are provided to children in our Free2Play Access Program and their families to attend free of charge. The Children's Museum also worked closely with schools and partner organizations to give 30 children a week-long experience in one of the museum's Day Camps free of charge in 2013.

### Museum Passes and Memberships

The Children's Museum routinely donates free daily admission passes and annual memberships to partner organizations for distribution to their clients in an effort to promote positive family relationships.

*\*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 2011 census information.*

## PROGRAM PARTNERS

The Children's Museum partners with eligible social service organizations to provide free museum visits and services through the Free2Play Access Program. Eligible partner organizations in 2013 included:

- Alpha House Inc.
- Aurora Family Therapy Centre
- Big Brothers Big Sisters of Winnipeg
- Community Respite Service
- Family Dynamics
- Immigrant & Refugee Community Organization of Manitoba (IRCOM)
- Immigrant Women's Counselling Services
- Ma Mawi Wi Chi Itata Centre
- Macdonald Youth Services
- Manitoba Interfaith Immigration Council Inc. (Welcome Place)
- N.E.E.D.S. Inc.
- Osborne House
- Spence Neighbourhood Association *Building Belonging Program*
- 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 2013:

- Assiniboine Credit Union
- Cambrian Credit Union
- Councillor Ross Eadie, Mynarski Ward
- Domino's Pizza\*
- Investors Group
- James Thomson
- Masterworks Dance Studio\*
- Qualico
- The Great-West Life Assurance Company
- The Province of Manitoba
- The Winnipeg Foundation – Moffat Family Fund
- The Winnipeg Foundation – Youth in Philanthropy
- Shaftesbury High School Youth Advisory
- Winnipeg School Division
- Wendy MacDonald

(\*denotes in-kind product or service support)

**NEW IN 2013!**

## RURAL ACCESS PROGRAM

The Children's Museum was pleased to announce the launch of a pilot version of the new Rural Access Program to limited school divisions in Manitoba in the 2013-2014 school year.

The Rural Access Program brings grades N-5 children from rural Manitoba schools to the Children's Museum for school programs free of charge. Recognizing the costs of transportation from rural communities coming to Winnipeg, a transportation subsidy may also be available through this program. The Rural Access Program is open to qualifying Manitoba schools in rural communities 40 km or further from Winnipeg.

During the 2013-2014 school year, the Rural Access Program was piloted in the following four rural Manitoba school divisions: Evergreen School Division, Lakeshore School Division, Red River Valley School Division, and Western School Division.

We look forward to reporting more detailed participation information in our 2014 Annual Report!

## PROGRAM SUPPORTERS

The Rural Access Program is funded through donations from foundations, corporations, and individuals. The following individuals and/or organizations supported the Rural Access Program in 2013:

### \$10,000 – \$ 14,999 Level

- Monsanto

### \$1000 – \$4,999 Level

- Bruce D. Campbell Farm and Food Discovery Centre\*
- Burns Paddock
- University of Manitoba Faculty of Agricultural and Food Sciences

### \$100 – \$999 Level

- CropLife Canada
- Sally Sweatman

(\*denotes in-kind product or service support)



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

# TEMPORARY EXHIBITIONS

## MUCH MORE MUNSCH

*On display from May 1 to September 2, 2013*

Our visitors were clang-clanging, and rattle-bing-banging with Much Much Munsch - our interactive temporary exhibition based on the books of celebrated children's author Robert Munsch. This bilingual exhibition encouraged children of all ages to explore Munsch's world and discover their own creative abilities. Whether our visitors were stomping up to Mortimer's room or trying on Thomas' snowsuit it was fiction, it was fun, and it was fantastic!

**Presenting Sponsor:**

Qualico

**Supporting Sponsors:**

Dubois Global Logistics Inc. and Toromont CAT



## EATON'S FAIRYTALE VIGNETTES

*On display from November 16, 2013 to January 5, 2014*

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 in their storefront window so many years ago!

# PROGRAMMING EVENTS

## Mini Mondays

*Mondays from September through April*

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!

## I Love To Read Month

*February 1 – 28, 2013*

We started celebrating literacy at our kick-off with a special performance of *Magical Mystery Munsch* by Prairie Theatre Exchange and special guest Freeze Frame during our kick-off. Guests learned about illustrations with Al Sideen and our smallest visitors were part of the fun with Baby Suzuki. The love of reading was apparent in our ever growing caterpillar-themed reading challenge.

**Event Sponsor: TD**

## Franco-Fun Day

*February 18, 2013*

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, and music and dancing with performances by Suzuki Fiddlers, Marie-Josée Clements, and Le Centre Culturel Franco-Manitobain made this Franco-Fun Day a truly memorable event. Our smallest visitors even enjoyed a special workshop with Baby Suzuki.

## Spring Break Day Camp

*March 25 – 28, 2013*

Day campers experienced a variety of hands-on activities in our spring break day camp in 2013. Daily themes included Get Active!, Super Science, Art Smart, and Dramarama. Campers experienced the arts and sciences as they created their own clothespin catapults, character feet, and experimented with moonsand. They also became super at science as Let's Talk Science facilitated a special workshop!

## Spring Break Line-Up

*March 25 – 30, 2013*

This year's Spring Break Line-Up was a whirlwind of fun and activities as Children's Museum guests participated in science experiments with Let's Talk Science and enjoyed theatrical story times and workshops with Samantha Walters. Raptors from Wildlife Haven and reptiles from Prairie Exotics kept us thinking about the habitats we should create with Art City.

## June Balloon

*June 1, 2013*

The Children's Museum turned twenty-seven years young in 2013 and museum guests helped us blow out our birthday candles and enjoyed a piece of cake at our June Balloon birthday party. Special guest Jacques Chenier delighted everyone at this wonderful event and special birthday-themed crafts made this a birthday party no one wanted to see end! A special bean growing kit goodie bag made the party complete.

**Event Sponsor: Thiessen Topsoil**





## WE'RE #1!

The Halloween Howl was recognized as the *Best Halloween Event* by readers of Winnipeg Parent Newsmagazine in 2013.

### Summer Day Camp

*July 2 - August 30, 2013*

We sparked creative learning all summer long in our day camps this year! Summer themes included Move Your Feet, Be Artistic, Wacky Science, Culture Club, and Animal Adventures. 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 13 - 16, 2013*

The 10th Annual Kids Festival of the Arts immersed our guests in arts, culture, and creativity! Our artistically gifted guests included Manitoba Theatre for Young People, Suzuki Music Winnipeg, Masterworks Studio, and Winnipeg Art Gallery. Performances, demonstrations, workshops, and hands-on art stations sparked kids' creative learning.

### Halloween Howl

*October 26, 2013*

We dimmed the lights and strengthened our spirits for the 17th 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 ghost puppet had everyone screaming in delight!

### Spaghetti Breakfast With Santa

*December 7, 2013*

More than 130 children of all ages enjoyed this unusual breakfast with Santa which included spaghetti, tomato sauce or maple syrup and sprinkles, and buns. Marshmallow snowman crafts, music from a live guitar player 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 880 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 jazzfunk 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 colourful party blowers, magic by Evan Morgan, reptiles from Prairie Exotics, red carpet family portraits with Ebonie Klassen, science experiments with Let's Talk Science, and fun balloon games all contributed to this hugely successful annual event!



# FUNDRAISING EVENTS

## Cube Your Enthusiasm

October 3, 2013

The Children's Museum held the 3rd Annual Cube Your Enthusiasm event hosted by Bonnie and John Buhler on October 3, 2013. With over 100 guests in attendance, event highlights included carnival-themed cuisine provided by Bergmann's On Lombard, colourful candy apple takeaways, musical entertainment by Mardi Mince, an exciting Cake Auction, and a grand prize raffle which featured a chance to win an all-inclusive trip for two to Las Vegas! Event emcee Al Simmons encouraged guests to be kids again and engage in many of the exciting fundraising games including Mini Golf, Milk Carton Mayhem, Racing Recyclables, Optical Illusion Ball Toss, Pluck-a-Duck, Jumbo Jenga, and the favourite of the evening - Spaghetti & Meatballs Plyunko! The Children's Museum also presented a 2013 Great Friend to Kids Award in the Community Leaders Category to the Order of Sons of Italy Garibaldi Lodge Inc. for the organization's contributions to enriching the lives of children in our community.



*Children's Museum Board Member Peggy Yuill presents a Great Friend to Kids Award to Tat-Liang Fabio Cheam, Chair of the Order of Sons of Italy, Garibaldi Lodge Inc.*

## Online Auction

November 1- 30, 2013

The Children's Museum hosted the 5th Annual Online Auction in November 2013. With over 150 items available and more than 275 registered users, 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.



*Al Simmons' one-man, multi-prop, music-filled, off-the-wall performance at Cube Your Enthusiasm delighted all guests in attendance.*

# 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 2013 a successful fundraising year. With over \$163,000 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  
Academy Florist (Marion)  
Al Simmons  
All About Cakes  
Alphabet Soup  
Assiniboine Credit Union  
Assiniboine Park Conservancy  
Battlefield CAT  
Bergmann's on Lombard  
Bismark Travel  
Bonnie Buhler  
Boom Done Next  
Bruce D. Campbell Farm & Food Discovery Centre  
Buccacino's Cucina Italiana  
Build-A-Bear Workshop  
Cabela's Retail Canada  
Café Ce Soir  
Cakes by Caroline  
Camerata Nova  
Canadian Centre for Child Protection  
Celebrations Dinner Theatre  
Centre for Research in Young People's Texts and Cultures (CRYTC)  
Children's Rehabilitation Foundation  
Chocolate Zen  
Chris Witoski, Investors Group  
Cineplex Entertainment  
Cocoa Beans Bake Shop  
Commtech Office Solutions  
Crescent Multi Foods  
Cynthia Gyles Design  
Dairy Farmers of Manitoba  
Danny's Whole Hog  
Dare Foods  
David's Tea  
Denny's  
Domino's Pizza  
Dry Cold Productions

Dubois Global Logistics  
Ebonie Klassen Photography  
Farmery Estate Brewery  
Fenton's Wine Merchants  
FortWhyte Alive  
Freeze Frame  
Fude Inspired Cuisine & Wine Bar  
G. J. Andrews Food & Wine Shoppe  
Global Television Winnipeg  
Heartland Paintball  
Hilary Druzman  
Hilton Suites Winnipeg Airport  
Holiday Inn Airport West  
Inn at The Forks  
Investors Group  
Jake Chenier  
Johnson Waste Management  
Keith Levit Photography  
Kristy's Esthetics  
L.A. Sugaring  
Let's Talk Science (University of Manitoba)  
Let's Talk Science (University of Winnipeg)  
Lilac Bakery  
Linden Ridge Orthodontics  
Lisa Dziedzic  
Manitoba Film & Music  
Manitoba Hydro  
Manitoba Opera  
Manitoba Theatre Centre  
Manitoba Theatre For Young People  
Masterworks Dance Studio  
Mayberry Fine Art  
McDonalds Restaurants of Canada  
McNally Robinson Booksellers  
Midland Commercial Sales and Service  
MLCC  
Molson Coors Canada  
Mondetta Clothing  
Manitoba Public Insurance

MTS Inc.  
Old Spaghetti Factory  
PO-MO Inc.  
Prairie Theatre Exchange  
Prairie Wildlife Rehabilitation Centre  
Rainbow Stage  
Royal Canadian Mounted Police  
Relish New Brand Experience  
Request Networks  
Riverstone Spa  
Roll Cake Bakery & Dessert  
Royal Winnipeg Ballet  
Seanster and The Monsters  
Shapes Co-Ed Fitness Centres  
Shoppers Drug Mart - Roslyn & Osborne  
Sobeys  
St. Boniface Golf Club  
Stump Busters Tree Service  
Sugar Blooms and Cakes by Genevieve  
Suzuki Music Winnipeg  
Sweet C Bakery  
T&T Seeds  
Tall Grass Prairie Bread Company  
The Meadows at East St. Paul Golf Club  
The Sweet Life by Jaxx  
The Winnipeg Foundation  
Thiessen Topsoil  
Thrifty Car Rentals  
Toad Hall Toys  
Toromont CAT  
Wellness Institute  
Western Canada Aviation Museum  
Winnipeg Art Gallery  
Winnipeg Blue Bombers Football Club  
Winnipeg Folk Festival  
Winnipeg Goldeyes  
Winnipeg Jets  
Winnipeg Public Library  
[www.leejaylevene.com](http://www.leejaylevene.com)



# ANNUAL DONORS OPERATIONAL SUPPORT

The Children's Museum would like to thank the following for their generous operational support in 2013:

## Corporate, Organization & Foundation Donors

Assiniboine Credit Union  
Cambrian Credit Union  
Coghlan's Ltd.  
CropLife Canada  
Domino's Pizza - CYCS Holdings  
Ebonie Klassen Photography  
Hilary Druxman Jewelry Design  
Investors Group  
Johnson Waste Management  
La Fédération de la jeunesse canadienne-française  
Mac's Convenience Store  
Monsanto Canada Inc.  
North Portage Development Corp.  
On The Edge Glass Studio  
Prairie Exotics  
PricewaterhouseCoopers LLP  
Qualico Development Ltd.  
Relish New Brand Experience  
Request Networks  
The Forks Renewal Corporation  
The Great- West Life Assurance Company  
The Winnipeg Foundation  
Toboggan Design  
Toronto Dominion Bank  
Wawanesa Insurance  
YMCA of Greater Toronto

## Media Sponsors

Bell Media (103.1 Virgin Radio)  
Shaw Media (Global Television Winnipeg)  
Winnipeg Free Press

## Government Support

All Charities Campaign - Government of Manitoba  
Government of Canada  
Province of Manitoba  
The City of Winnipeg  
The City of Winnipeg - Fort Rouge-East Fort Garry Ward  
The City of Winnipeg - Mynarski Ward  
The City of Winnipeg - St. Norbert Ward  
Winnipeg School Division

## Individual Donors (\$20+)

Adkin, Tammy  
Amies, Darin  
Batsch, Sharron  
Beaudry, Nicole  
Buenaventura, Mely  
Burbank, Jaime  
Doth, Diane & Randy Rehbein  
Fiebelkorn, Nancy  
Friesen, Laura  
Frovich, Ellen  
Johnston, Carman  
Kwiatkowski, Laura  
Lute Storey, Debby  
McLure, Carolynne  
Mollison, Valerie  
Morgan, Evan  
Paddock, Burns J.  
Piotrowski, Andrea  
Raber, Steven  
Reddy, Nalini  
Reid, Bill and Pat  
Simon, Phil  
Sweatman, Sally Alexandra  
Wasilewski, Irene  
Weisenthal, Diane

*Please contact 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 2013:

## **Corporate, Organization, Foundation & Government Donors**

Blue Chip Leasing Corporation  
 BoomDoneNext  
 Derragh Consulting Inc.  
 Ernst Hansch Foundation Inc  
 Government of Canada  
 Hot Shots Plumbing & Heating  
 Investors Group  
 John & Bonnie Buhler Foundation, Inc.  
 Manitoba Community Services Council Inc.  
 Manitoba Hydro  
 Maxim Truck and Trailer  
 Neptune Properties Inc.  
 Order of Sons of Italy  
 Price Industries Limited  
 Relish New Brand Experience  
 Request Networks  
 Richardson Foundation Inc.  
 Ruban Insurance Brokers Inc.  
 TD Bank Financial Group  
 The Asper Foundation  
 The City of Winnipeg  
 The City of Winnipeg - St. James-Brooklands Ward  
 The Forks Renewal Corporation  
 The North West Company  
 The Thomas Sill Foundation Inc.  
 The Winnipeg Foundation  
 The Winnipeg Foundation - Craig McIntosh and Lorraine Beck Fund

## **Individual Donors (\$20+)**

Bertrand-Meadows, Bruce  
 Burrows, Wesley  
 Chornenki, Richard  
 Clearwater, Karen  
 Derragh, Murray  
 Doth, Diane & Randy Rehbein  
 Dziedzic, Lisa  
 Findlay, Ian  
 Hancheruk, Sara & Jason  
 Herd, Bernice  
 Hill, Harry & Florence  
 Horn, Jolie-Anne & Brent  
 Kerluck, Richard & Irene  
 Kopetsky/Kearns, Lauree & Bill  
 Kramps, Kyla  
 Lichkowski, Andrea  
 Melegrito, Marie Genica  
 Monteyne, Tom  
 Olford, Jaret  
 Pope, Jason  
 Sayapheth, Katty  
 Shack, Diane  
 Silver, Spencer & Lynn  
 Siwak, Kim  
 Troup, Lynda  
 Ukrainec, Kelly  
 Wishart, James

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



# MUSEUM MEMBERSHIP

In 2013, the Children's Museum had an average of 3,125 child and adult members each month.

## MEMBER BENEFITS & REWARDS

Children's Museum members received many special benefits and rewards, including:

- One year of unlimited museum admission
- Exclusive invitations and pre-sale offers for special events including Members Nights and other museum services
- 10% discount on Children's Museum services including: SHOP Items, Birthday Parties, Museum Rentals, and Spring & Summer Day Camps
- Subscription to the Children's Museum eNews which provides members with monthly updates on special events, contests, discounts and more
- Exclusive offers and discounts from these Children's Museum membership partners:
  - A \$10 Domino's Pizza gift certificate
  - 10% off the price of annual membership at Fort Whyte Alive
  - A voucher for a McNally Robinson Reader Reward Card for only \$10 (regular price \$25)
  - 10% off the price of annual membership at Oak Hammock Marsh
  - 10% off the price of annual membership at The Manitoba Museum
  - \$5 off the price of an annual membership or \$1 off the price of one admission per visit at the Winnipeg Art Gallery
  - \$20 off one Suzuki Music Winnipeg group class registration (January – April 2014 session)
  - Up to \$11 off the purchase of one ticket for the Royal Winnipeg Ballet's 2013/14 Nutcracker
  - Free access to over 25 Science Centres across Canada (refer to the Canadian Association of Science Centres' Reciprocal Agreement 2013 for a complete list of participating locations)

## MEMBERS NIGHTS

Our Members Nights were decidedly popular and the Children's Museum hosted two of these exclusive after-hours events in 2013.

### February Members Night

*February 7, 2013*

At the February Members Night, Children's Museum members and their guests explored the galleries, caught our pop-up Freeze Frame International Film Festival for Kids of All Ages in the Great Hall, created their own animations at the Freeze Frame Animation Station, and visited the Winnipeg Public Library booth where they could get a library card and check out books. Attendees also gathered around Time Squared for Robert Munsch storytelling courtesy of McNally Robinson Booksellers and ventured outdoors into the courtyard area for the Freeze Frame Snow Screening and FortWhyte Alive snowshoe clinic.

### November Members Night

*November 15, 2013*

Children's Museum members and their guests got a jump on the holiday season at the November Members Night sneak peek of our Eaton's Fairytale Vignettes Display. Activities included exploration of the galleries, Time Squared performances by the young students of Suzuki Music Winnipeg, plus an opportunity to meet a Royal Winnipeg Ballet dancer and high-five Filbert the Bear (of RWB Nutcracker fame). As well, visitors stopped in at the RWB crafts tables and tried out the tactile Touch Box at the FortWhyte Alive display. The 300+ attendees had an opportunity to swing by a special pop-up VIP Lounge for complimentary snacks and refreshments.

Pizza snacks were generously provided at both Members Night events by Domino's Pizza.

# EARNED INCOME

## BIRTHDAY PARTIES

Parties are a piece of cake at the Children's Museum! With nine different birthday party activities to choose from, the Children's Museum hosted 526 parties with a total of 11,395 guests in 2013.

## FACILITY RENTALS

The Children's Museum was the site for 185 functions in 2013 which included meetings, corporate parties, school fundraisers, social events, family celebrations, community group gatherings, and more. These rentals accounted for a total of 6,313 children and 7,321 adult visitors to the Children's Museum.



## THE CHILDREN'S MUSEUM STORE

Shop at the Children's Museum is a museum store devoted to keeping kids learning. In 2013, 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.

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 under-supported children to the Children's Museum for school visits, day camps, special holiday parties, and after-school clubs free of charge).

Shop was a great place for guests to pick up a souvenir of their museum experience, to grab snacks, sandwiches, and beverages during a museum visit, to find that special gift, or even to purchase goodie bags for birthdays or special events.

### WE'RE #1!

The Children's Museum was recognized as the *Best Place for Children's Birthday Parties* by readers of Winnipeg Parent Newsmagazine in 2013.



### WE'RE EXCELLENT!

Shop was awarded an excellent grade from Project Peacemakers for their *Violence is Not Child's Play* 2013 Annual Toy Inspections.

# VOLUNTEER PROGRAM

We would like to extend a huge thank you to our volunteer team for their ongoing and enthusiastic support of the Children's Museum. In 2013, 111 volunteers contributed 6,112 hours to the Children's Museum. Throughout the year, volunteers supported virtually all aspects of behind-the-scenes museum operations. The leadership provided by our volunteer Board of Directors helped shape a successful year. Volunteers were active in lending invaluable support to program delivery for our Mini Mondays, day camps, school programs, and arts clubs. Volunteers helped ensure that our galleries were always ready to be explored and enjoyed by our guests, and volunteer teams from Toromont CAT, PricewaterhouseCoopers, and Garden City Collegiate helped facilitate many special events hosted by the Children's Museum.

## FAST FACTS

- 4 volunteers accepted paid positions at the Children's Museum in 2013.
- 13 volunteers had a family member who was also a Children's Museum volunteer.
- 10 volunteers celebrated their 5th anniversary of service.
- 1 volunteer has been an active volunteer since August 2001.
- Service Milestones:
  - 24 volunteers completed their 100th hour of volunteer service
  - 10 volunteers completed their 200th hour of volunteer service
  - 6 volunteers completed their 300th hour of volunteer service
  - 1 volunteer contributed more than 1100 hours of service to the Children's Museum!

We gratefully acknowledge our volunteers for the time, enthusiasm, and experience they bring to the Children's Museum. Every day, our volunteers help us spark kids' creative learning.

# THANK YOU!



# BOARD OF DIRECTORS & MUSEUM STAFF

## BOARD OF DIRECTORS

### Board Executive

Chair: Aileen Najduch

Vice-Chair: Gaetan Ruest

Secretary: Murray Derraugh

Treasurer: Carla Pelletier Gray

### Board Members

Karlee Blatz

Chad Brick

Loretta Kulchycki

Val Mollison

Richard Olschewski

Dinis Prazeres

Hedda Razik

James Wishart

Peggy Yuill

## MUSEUM STAFF

### Administrative Department

Executive Director: Diane Doth

Office Manager: Vera El Harouni

Controller: Marie-Paule Avanthay

### Marketing & Development Department

Director of Marketing & Communications: Lisa Dziedzic

Development & Membership Coordinator: Sally Sweatman

Fundraising Events Coordinator: Rachelle Tabor

### Visitor Experience Department

Director of Education & Exhibits: Sara Hancheruk

Education Coordinator: Heather Armstrong

Program Coordinator: Luke Cecelon

Museum Technicians: Simon Hon & Fiona Plett

Volunteer Resources Manager: Lynn Silver

Museum Services Manager: Jaret Olford

Guest Services Coordinator: Mario Labossiere

Sales & Bookings Coordinator: Anneliese Kroeker

Admissions Coordinator: Rachelle Tabor

### Admissions Attendants

Christina Ewbank

Ashley Geradela

Katie Szmaglik

Claire Templin

### Guest Services

Bryce Creasy

Alexi Hadder

Billy Nguyen

### Gallery Attendants

Tim Broughton

Anetta Los

Jason Pope

### Program Interpreters

Holly Baetsen

Sandra Choi

Amanda De Visser

Michele Fieden

Deepa Joseph

Noreen Khan

Cédelynn Lachance

Kate Parkinson

Romana Suchy

Chase Rivera



# FINANCIAL INFORMATION

**Audited Statement of Financial Position January 1 – December 31, 2013**

## REVENUES

Grants	\$ 237,537
Amortization of deferred contributions	\$ 684,669
Donations/Sponsorships	\$ 92,413
Fundraising Events	\$ 15,679
Admissions	\$ 727,614
Birthday Parties	\$ 113,345
Exhibit Rentals	\$ 4,737
Facility Rentals	\$ 53,954
Interest	\$ 51
Memberships	\$ 121,179
Shop	\$ 48,965
Other	\$ 13,580
<b>Total Revenue</b>	<b>\$ 2,113,672</b>

## EXPENSES

Building & Maintenance	\$ 237,204
Program	\$ 409,929
Marketing/Development	\$ 141,229
General Operating	\$ 498,344
Amortization	\$ 747,307
Shop	\$ 42,165
<b>Total Expenses</b>	<b>\$ 2,076,178</b>

## CHANGE IN NET ASSETS

Operating Fund	\$ 85,774
Capital Fund	(\$ -48,280)
<b>Total Change in Net Assets</b>	<b>(\$ 37,494)</b>

Balance Sheet at December 31, 2013

## ASSETS

Cash	\$ 38,876
Receivables	\$ 322,292
Inventories	\$ 9,449
Prepays	\$ 57,837
Capital Assets	\$ 10,226,634
Deferred Charges	\$ 3,141
<b>Total Assets</b>	<b>\$ 10,658,229</b>

## LIABILITIES

Current	\$ 559,060
Deferred Contributions	\$ 9,639,730
Long-Term Debt	\$ 945,055
Fund Balances	
Operating	(\$ 77,075)
Capital	(\$ 408,541)
<b>Total Liabilities</b>	<b>\$ 10,658,229</b>

*For those wishing to review the Children's Museum's complete audited financial statements for 2013, please contact the Administrative Office at 204.924.4008.*



45 Forks Market Road  
Winnipeg, MB R3C 4T6  
204.924.4000  
[childrensmuseum.com](http://childrensmuseum.com)