

children's  
museum

**2014 ANNUAL REPORT**

JANUARY 1 - DECEMBER 31, 2014





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[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 2014 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* 2014 Annual Toy Inspections.



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



# CHILDHOOD CHANGES

Warm Greetings Friends of the Children's Museum,

Thank you for your desire to learn more about the Children's Museum's successes in 2014. The board, staff, and volunteers are privileged to have supported and facilitated each museum event, program, visit, and experience that you read about in the following pages.

## MESSAGE FROM THE CHAIR

The Children's Museum's successes were intermingled with change in 2014 as we said goodbye to our outgoing Executive Director, Diane Doth. Diane was with the museum for over 16 years, and throughout that time, her contributions were endless. She was tireless, innovative beyond measure, and committed to empowering others to fulfill their potential. Most importantly though, Diane believed in the museum's mission of sparking kids' creative learning, and she brought that mission to life through her leadership.

The belief in the mission of the Children's Museum became the primary unifying value among the board, the staff, and our volunteers during this time of change – and after an extensive search, the Board of Directors appointed a new Executive Director in October. A familiar face within the museum, Sara Hancheruk had been employed with the Children's Museum for over six years in the role of Director of Education and Exhibits before accepting this new position. Sara is passionate about non-traditional educational environments, the role of play in learning, and inspiring others to make time to play every day.

## MESSAGE FROM THE EXECUTIVE DIRECTOR

It was a privilege to accept the role of Executive Director for an organization I'm so passionate about with the most amazing staff and volunteers! The Children's Museum's staff and volunteer teams are experts in play. Their talent and capacity to spark kids' creative learning is beyond compare. Several staff and volunteers have moved to different positions within the museum, and the entire team has thrived throughout these changes. Children's Museum staff infused our traditional programming with new ideas, events, and creative energy that we in turn shared, and will continue to share, with our guests and with our community.

It has been over three years since our rejuvenation and facility changes, and like a child, the Children's Museum will continue to change as it grows. Change is what you make of it – and at times it can be exciting, inspiring, or even a little bit scary. However rest assured that throughout it all, the board, the staff, and our volunteers are committed to the mission of the Children's Museum and to creating opportunities for our youngest guests to play, laugh, learn, and grow!

Sincerely,

**Aileen Najdich**  
Chair, Board of Directors

**Sara Hancheruk**  
Executive Director

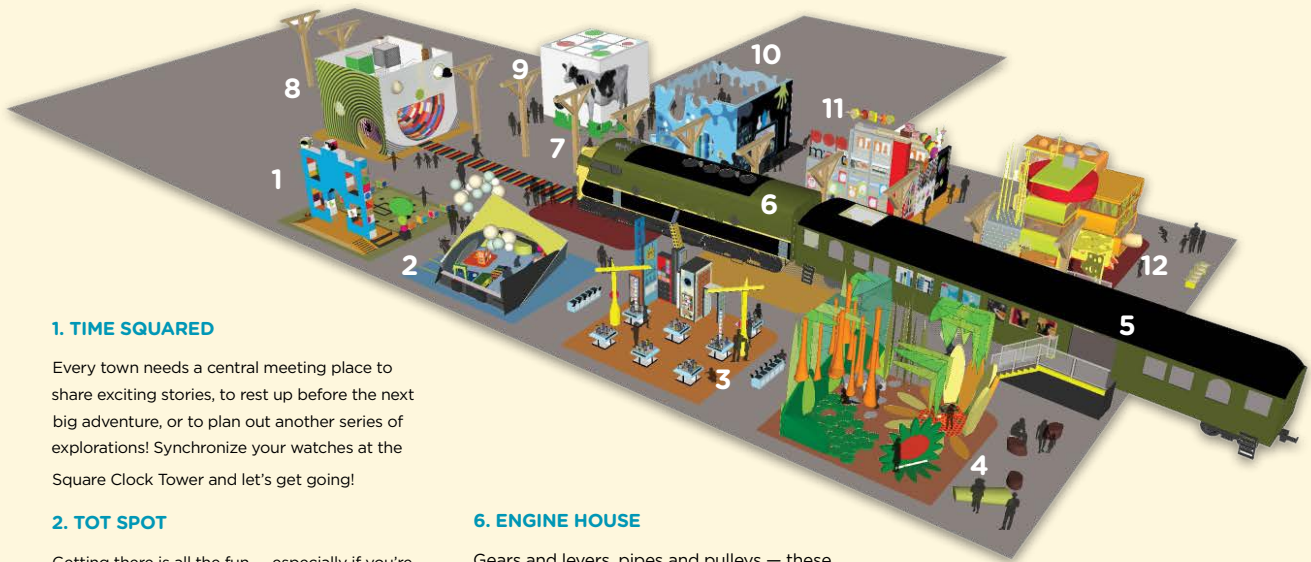
## ANNUAL ATTENDANCE

As one of Manitoba's most popular cultural institutions, 147,540 people visited the Children's Museum from January 1 to December 31, 2014.



# 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!

# EDUCATION & SCHOOL PROGRAMS

## 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 2014 school year, the Children's Museum offered 75 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.

In total, 21,627 visitors – the equivalent of 865 school groups – sparked their creative learning as part of a school program or self-guided museum exploration. Children explored our galleries, successfully allowing them to engage on a level playing field regardless of the knowledge, developmental needs, and interests they brought to the experience.

## SPECIAL SCHOOL EVENTS & PROGRAMMING

At various times throughout the school year we offer special school programs related to our signature events and temporary exhibitions.

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 in connection with Earth Day, and community-themed programs to celebrate Manitoba Day.

We were excited to explore even more areas of the Manitoba curriculum with our students as we added eight temporary school programs to complement our temporary travelling exhibitions - *The Adventures of MR. POTATO HEAD* and *TapeScape*. These programs supported a wide range of curriculum outcomes, including Science, Social Studies, and Visual Arts.

We also participated in the Canadian Association of Science Centre's *Science in the North* education initiative. Entitled *What Can You Tell Me About Science in Canada's North?*, we offered unique public programming opportunities each weekend in November, in addition to creating four new school programs as part of our involvement in this project. These programs supported Science, English Language Arts, and Dramatic Arts curriculum outcomes.

Finally, we piloted four new school programs to complement our upcoming 2015 temporary exhibition, *Hands-On Harley Davidson™*, as part of a new initiative called *Homeschoolers Day*. This specially orchestrated day offered children who are being educated outside of the school system an opportunity to explore the museum and participate in curriculum-connected school programming.

The Children's Museum gratefully acknowledges the support of the following programming and event sponsors:

- **I Love To Read School Programs & I Love To Read Month Events:**  
TD
- **Environmental School Programs & Earth Day Events:**  
Johnson Waste Management
- ***What Can You Tell Me About Science In Canada's North?* School Programs & Weekend Events:**  
The W. Garfield Weston Foundation and the Canadian Association of Science Centres



# FREE2PLAY ACCESS PROGRAM

The Free2Play Access Program has been an important component of our organization since we first opened our doors in 1986. 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 brings under-supported children to the Children's Museum for school visits, day camps, special holiday parties, and after-school clubs free of charge in addition to supplying museum passes and annual memberships through our program partners. The program is open to qualifying\* Winnipeg schools, registered day cares, and select social service organizations.

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 museum programming and special events attendance for Free2Play Access Program participants each year.

In 2014, we are pleased to report that 6696 visitors began sparking their creative learning at the Children's Museum thanks to this meaningful program.

*\*Note: Qualifying schools, registered day cares, and social service organizations 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. Partner organizations in 2014 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
- 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 2014:

- Assiniboine Credit Union
- Cambrian Credit Union
- CIBC Wood Gundy
- Domino's Pizza\*
- First Book Canada's *Banking On Books* Program\*
- Hilary Druxman Design
- Investors Group
- Kehler, Dillon
- Marx, Shane
- Province of Manitoba
- The Great-West Life Assurance Company
- Winnipeg School Division

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



# RURAL ACCESS PROGRAM

The Rural Access Program brings Preschool through Grade 5 students 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. More than 700 rural students from 30 classrooms in four rural school divisions participated for free in the 2013/14 pilot project. The 2014/15 Rural Access Program has reached out to six new school divisions and enrolled over 800 students to-date, as well as offered travel subsidies for increased distances from Winnipeg (up to 224 kilometers).

This program opens up a world of possibilities for the hundreds of rural students who travel to Winnipeg to participate in school programs and play, experiment, and learn at the Children's Museum – all at no charge. Eligible schools are selected annually on a rotational basis, with the number of free class experiences and transport subsidies dependent on the level of funding received from our business, foundation, and individual Rural Access Program supporters. The Children's Museum continues to engage new funding partners, with the intent to broaden the program's outreach and increase the number of qualifying schools and student participants from across the province.

## 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 2014:

### **\$10,000 – \$ 14,999 Level**

- Monsanto

### **\$5,000 – \$9,999 Level**

- MacDon

### **\$1000 – \$4,999 Level**

- Ins Choi Production
- University of Manitoba - Faculty of Agricultural & Food Sciences

### **\$100 – \$999 Level**

- CropLife Canada
- Sweatman, Sally

### **\$99 & Under**

- Stoughton, Shawn



# TEMPORARY EXHIBITIONS



## THE ADVENTURES OF MR. POTATO HEAD

*On display from January 25 to May 11, 2014*

The Children's Museum was thrilled to host *The Adventures of MR. POTATO HEAD* in 2014. In this interactive travelling exhibition, the well-loved MR. POTATO HEAD character led museum visitors on a number of fun and educational expeditions. Guests had a spudtacular time as they met amazing creatures on a jungle safari, helped repair the S.P.U.D. space station, and searched for life on the planet Neptato. They explored the ocean with Jacques Coustato, and joined an archaeological dig to solve the secrets of King Tato's lost vegetable kingdom – all of which provided engaging learning experiences for both children and adults alike.

### Exhibition Sponsors:

National Tour sponsored by Northwest Mutual Foundation with additional support provided by Debra Altshul-Stark and Brian Stark, and the Greater Milwaukee Foundation. Local tour sponsored by The Winnipeg Foundation - Moffat Family Fund, with additional support provided by Dubois Global Logistics Inc., Global Winnipeg, Toromont CAT, Wawanesa Insurance, and 103.1 Virgin Radio.

*The Adventures of MR. POTATO HEAD was created by the Betty Brinn Children's Museum in collaboration with Hasbro. MR. POTATO HEAD is a registered trademark of Hasbro, Inc. and is used with permission. © 2014 Hasbro. All rights reserved.*

## TAPESCAPE

*On display from May 31 to September 1, 2014*

2014 was a banner year for exhibitions at the Children's Museum with the opening of TapeScape – an exhibition never-before-seen in Canada! Custom-designed by artist Eric Lennartson, TapeScape was a unique play environment and creative art installation made entirely out of plastic wrap and packing tape stretched over a huge metal frame. The smooth and springy surface of this interactive indoor landscape curved and twisted with each and every movement, yet was strong enough to handle hundreds of energetic kids every day throughout the summer. Exploring TapeScape's unusual and unpredictable environment absolutely sparked kids' creative learning!

### Supporting Sponsors:

Skyhigh Canada (Division of Skyway Canada Limited), Toromont CAT, and 3M.



## EATON'S FAIRYTALE VIGNETTES

*On display from November 15, 2014 to January 4, 2015*

The Children's Museum was proud to showcase the historic Eaton's Fairytale Vignettes display during the winter months so that guests of all ages could experience this Winnipeg tradition as they celebrated the holiday season. This year we brought in a trained conservator to aid in the repair and maintenance of each of the 15 vignette cases and the respective contents that make up this much-loved display. In total approximately 85 hours of contractor, volunteer, and staff time was devoted to conservation, preparation, decoration, and interpretation of this historic exhibition.

### Supporting Sponsors:

Toromont CAT



# 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, 2014*

We started celebrating literacy at our kick-off with special guests Freeze Frame, the Winnipeg Public Library, and storyteller Leigh-Anne Kehler. The love of reading was apparent in our ever growing caterpillar-themed reading challenge which took over our Welcome Centre through the month of February.

**Event Sponsor: TD**

## Franco-Fun Day

*February 17, 2014*

The Children's Museum's bilingual staff and special guests celebrated French-Canadian culture with a hearty joie de vivre on Louis Riel Day. Performances by Ça Claque, a memorable poutine craft, maple syrup on sticks, and French story times made for a fantastic day!

## Junior JUNOS

*March 29, 2014*

Even the smallest music fans loved walking down the red carpet when we hosted The 2014 JUNO Awards Children's Album of the Year nominee showcase. The event featured live performances by Canada's top acts of the year, including Charlie Hope, Gary Rasberry, Helen Austin, Marie-Claude, and Splash'N Boots. With appearances by special guests the MR. POTATO HEAD character and JUNO Award winner Fred Penner, guests rocked the day away exploring our galleries and building their very own make-and-take instruments!

**Event Partner: JUNO Awards 2014**

## Spring Break Day Camp

*March 31 – April 4, 2014*

Day campers experienced a variety of hands-on activities in our spring break day camp in 2014. Campers took advantage of having our temporary exhibition *The Adventures of MR. POTATO HEAD* with specially themed daily activities including Spud Training, Spud Scientist, Spud Artist, Spud Archeologist and Choose your Own Spud Adventure. Each sold-out day included artistic activities, physical activity, science programming, and more!

## Spring Break Line-Up

*March 31 – April 4, 2014*

This year's Spring Break Line-Up was a whirlwind of fun and activities. Visitors made masterpieces with Art City, conducted experiments with Let's Talk Science teams from the University of Winnipeg and the University of Manitoba, got up close to beautiful birds from Wildlife Haven, stared at slithery snakes and creepy crawlers from Prairie Exotics, and had a blast getting stuck on the Velcro Wall. Daily crafts rounded out the week to make it a Spring Break to remember!

## June Balloon

*June 7, 2014*

The Children's Museum turned twenty-eight years young in 2014 and museum guests helped us blow out our birthday candles and enjoyed a piece of cake at our June Balloon birthday party. Special guests Ça Claque performed and led dance workshops, an outdoor bouncer brought the party outside, 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**





### Summer Day Camp

*July 2 - August 29, 2014*

We sparked creative learning all summer long in our day camps this year! Summer themes included Movin' and Groovin', Art Antics, Be A Scientist, World Adventures, and Dramarama. 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 11 - 15, 2014*

The 11th Annual Kids Festival of the Arts immersed our guests in arts, culture, and creativity! Our visitors were treated to workshops and performances from Suzuki Music Winnipeg, a packing tape art making session with visual artist KC Adams, and bracelet making with SunSense. The Winnipeg Fire Fighters Safety House also stopped by to teach children and families about fire safety. Performances, demonstrations, workshops, and hands-on art stations sparked kids' creative learning.

### Halloween Howl

*October 25, 2014*

We dimmed the lights and strengthened our spirits for the 18th Annual Halloween Howl. Costumed guests trick-or-treated safely at indoor stations in each of our 12 galleries while fang-tastic family entertainment including a live reptile display by Prairie Exotics, real owls from Prairie Wildlife Rehabilitation Centre, mind-boggling magic with Dan the Magic Man, and ghastly experiments by Let's Talk Science had everyone screaming in delight!

### Seniors Holiday Teas

*November 18 - 20, 2014*

Seniors from our community rekindled some fond childhood memories by joining us at one of six special holiday tea sittings in 2014. These nostalgic events included tea and dainties, seasonal music, and an opportunity to revisit a holiday classic - the Eaton's Fairytale Vignettes display from the ninth floor annex of the Eaton's downtown store. Santa Claus even made a surprise appearance - much to the delight of our young-at-heart guests.

### Spaghetti Breakfast With Santa

*December 6, 2014*

139 children of all ages enjoyed this unusual breakfast with Santa! Melt-proof cardboard 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, 2014*

More than 600 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 and Countdown Emcee Jeremy John from CityTV's *Breakfast Television* kept the party moving while magic by Evan Morgan, souvenir family portraits with Ebonie Klassen Photography, and a party blower craft all contributed to this hugely successful annual event!



## WE'RE #1!

The Halloween Howl was recognized as the *Best Halloween Event* by readers of Winnipeg Parent Newsmagazine in 2014.



# FUNDRAISING EVENTS



The Children's Museum introduced several new and exciting events in 2014 - including the *#SeriouslyAdult* event series and *The Brush Off!* *#SeriouslyAdult* is a fundraising event series that features special showcase events designed for an 18+ audience of adults who are young at heart. *The Brush Off!* is a live painting competition in which guests were able to witness the energy and outpouring of creativity of 16 talented local artists as they actively created art, and to place their personal votes which helped determine the *Artist of the Evening*.

## **#SeriouslyAdult - Trivia Night**

May 9, 2014

We celebrated our first *#SeriouslyAdult* event with a sold out crowd of over 175 people who gathered with groups of friends and challenged each other for six rounds of intense trivia questions. Hosted by CityTV's Drew Kozub, categories ranged from Internet Memes to World History and much more, ensuring that every guest had a moment to shine with obscure knowledge. Other event highlights included pizza dinner donated by Panago, Mystery Bags available for purchase, and the coveted Smarty Pants Trophies for the winning team.

## **#SeriouslyAdult - Comedy Night**

September 12, 2014

Special guests Matt Falk and Chris Funk provided side-splitting entertainment to a crowd of 200+ adults at the *#SeriouslyAdult - Comedy Night* event hosted by Big Daddy Tazz. Guests experienced a great night of light-hearted laughs and were treated to Smoke 'N Bob's Hot Dogs in addition to an interactive Balloon Dart Art activity to highlight the upcoming Brush Off event.

## **The Brush Off!**

October 3, 2014

The Children's Museum held the inaugural Brush Off event on October 3, 2014. Emceed by Linda Leja, Canada's only Auctionista, guests were able to experience art take shape as 16 local artists participated in four 30-minute painting rounds. Guests dined on delicious hors d'oeuvres provided by The Gates on Roblin as they explored the museum's galleries and voted on their favorite piece of art that was being created in front of their very eyes! Event highlights included a silent auction showcasing all 37 pieces of art created during the competition along with over 20 other exciting prizes. A live auction featured the final two pieces of art painted at the event, along with additional grand prizes including an Instant Wine Cellar, Dates for a Year, and more - and at the end of the event, Chrissy Sie-Merritt was crowned the *Artist of the Evening* by those in attendance.

## **#SeriouslyAdult - Indie Night**

November 7, 2014

Wrapping up the 2014 *#SeriouslyAdult* series, the Children's Museum hosted a sold out Indie Night event in November. Over 350 guests came out to hear local bands French Press, ATLAAS, and headliners Mise en Scene as they took the stage in our Times Squared gallery. Hands-on carnival activities including Pluck-a-Duck, Jumbo Jenga, and Plinko offered guests the opportunity to win fun prizes, and Boston Pizza's supplied catering kept people fuelled for fun throughout the event.

## **Online Auction**

November 17- 30, 2014

The Children's Museum hosted the 6th Annual Online Auction in November 2014. With more than 175 registered users, we had some wonderful items up for grabs that caused some friendly bidding wars including house and home items, gift certificates to retailers and restaurants, tickets and memberships to local arts and cultural institutions and events, and more!



# ANNUAL DONORS

## OPERATIONAL SUPPORT

The Children's Museum extends a most sincere thank you to all of the donors, sponsors, programming supporters, event participants, staff, and volunteers who helped make 2014 a successful year. With over \$150,000 of in-kind product and service donations made in support of the Children's Museum in the past year, we are very grateful for the commitment of the following individuals, organizations, and businesses for helping us to provide an interactive and creative learning environment for the children of our community:

### Corporate, Organization & Foundation Donors

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### Government Support

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Canadian Academy of Recording Arts and Sciences (CARAS)  
Centre for Research in Young People's Texts and Cultures (CRYTC)  
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CreBive Supplies & Services Inc.

# ANNUAL DONORS

## OPERATIONAL SUPPORT

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 Labossiere, Denis  
 Labossiere, Mario  
 Lake Life  
 Laugh Love Cakes  
 Le Cercle Moliere  
 Let's Talk Science (University of Winnipeg)  
 Linden Ridge Orthodontics

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 Raspberry, Gary  
 Re/Max  
 Relish New Brand Experience  
 Request Networks  
 Royal Canadian Mounted Police  
 Sage Garden Herbs  
 School of Contemporary Dancers  
 Seanster & The Monsters  
 Shaw Media (Global Television Winnipeg)  
 Simmons, Al  
 Skyway Canada Limited  
 Smoke'n Bob's Hot Dogs  
 Sobeys  
 Splash 'n Boots  
 Stampin' Up

Subway Restaurants  
 Suzuki Music Winnipeg  
 T&T Seeds Ltd.  
 Tannic Wine Club  
 Teknion Limited  
 The Forks Trading Company  
 The Gates on Roblin  
 The Keg Steakhouse + Bar  
 The Manitoba Museum  
 The North West Company  
 The Round Table  
 Thiessen Topsoil  
 Thrifty Car Rental  
 Tia Provici Cosmetics  
 Toromont CAT  
 Tredwell's Music Centre Ltd  
 Walt Disney World  
 Winnipeg Football Club (Winnipeg Blue Bombers)  
 Winnipeg Goldeyes  
 Winnipeg Jets True North Foundation  
 Winnipeg Public Library  
 WR Display & Packaging  
[www.leejaylevene.com](http://www.leejaylevene.com)

*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 capital support in 2014:

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

Highland Park Financial Inc.  
Investors Group  
Province of Manitoba  
Richardson Foundation  
TD Bank Financial Group  
The North West Company  
The Winnipeg Foundation - Kozminski Family Fund

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

Ali, Nyala  
Altman, Cheryl  
Ariyo, Hayley  
Buhler, Bonnie & John  
Cecelon, Luke  
Doth, Diane  
Dziedzic, Lisa  
El Harouni, Vera  
Fieden, Michele  
Gittons, Matthew  
Horrox, Krista  
Kulchycki, Loretta  
Mollison, Valerie  
Olford, Jaret  
Pope, Jason

*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 2014, the Children's Museum had an average of 3,221 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
- 2 free Member Guest Passes (\$20 value)
- 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
  - Facility Rentals
  - Spring & Summer Day Camps
- Subscription to the Children's Museum eNews which provides members with updates on special events, contests, discounts and more
- Free access to over 25 Science Centres across Canada. Please refer to the Canadian Association of Science Centres (CASC) Reciprocal Agreement 2014 for a list of participating locations.
- Exclusive offers and discounts from these Children's Museum membership partners\*:
  - Baba's Tall Grass Pantry at The Forks
  - Bayshore Gifts in Glass
  - Domino's Pizza
  - Eye Go Mobile Optical
  - Forks Trading Company
  - FortWhyte Alive
  - Generation Green at The Forks
  - Grass Roots Prairie Kitchen at The Forks
  - McNally Robinson Book Sellers
  - Muddy's BBQ & Crab Shack
  - Oak Hammock Marsh Interpretive Centre
  - Something Special Sterling Silver Jewellery Ltd.
  - Tall Grass Prairie Bakery at The Forks
  - The Manitoba Museum
  - Two Rivers
  - Unique Ireland
  - Winnipeg Art Gallery

*\*Please Note: The businesses and organizations listed above are third-parties and are not affiliated with the Children's Museum. The Children's Museum is not responsible for any promotions, programs, products, or services offered by third-parties, nor does the inclusion of any third-parties in this list imply the Children's Museum's endorsement of their promotions, programs, products, or services.*

## MEMBERS NIGHTS

Our Members Nights were decidedly popular and the Children's Museum hosted two of these exclusive after-hours events in 2014.

### May Members Night

May 1, 2014

Spring began with a bang at this after-hours event featuring *The Adventures of MR. POTATO HEAD* travelling exhibition. Over 300 members and their guests joined us for the chance to meet the MR. POTATO HEAD character, create a Rain Tube at the crafts table, snack on potato chips and bananas at the pop-up canteen, plus enter a draw for a Children's Museum membership.

#### Event Sponsors:

Dubois Global Logistics Inc.  
The Winnipeg Foundation -  
Moffat Family Fund  
Toromont CAT  
Wawanesa Insurance

#### Food Sponsor:

The North West Company

### November Members Night

November 14, 2014

Members and their guests were invited to get a jump on the holiday season with an exclusive sneak peek of our annual Eaton's Fairytale Vignettes display. Attendees explored the galleries, met Royal Winnipeg Ballet dancers, shook paws with Filbert the Bear (of *Nutcracker* fame), crafted their own take-home bear, and entered the draw for *Nutcracker* tickets and a Children's Museum membership.

#### Event Sponsors:

Toromont CAT

# EARNED INCOME

## BIRTHDAY PARTIES

Parties are a piece of cake at the Children's Museum! With ten different birthday party activities to choose from, the Children's Museum hosted 501 parties with a total of 10,671 guests in 2014.

## FACILITY RENTALS

The Children's Museum was the site for 244 functions in 2014 which included meetings, corporate parties, school fundraisers, social events, family celebrations, community group gatherings, and more. These rentals accounted for a total of 5,606 children and 7,067 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 2014, Shop's unique selection of innovative products for children was carefully chosen to complement the Children's Museum's permanent galleries, temporary 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 2014.



### WE'RE EXCELLENT!

Shop was awarded an excellent grade from Project Peacemakers for their *Violence is Not Child's Play* 2014 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 2014, 109 volunteers contributed 6,338 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 also helped ensure that our galleries were always ready to be explored and enjoyed by our guests. We welcomed volunteer teams from Toromont CAT, Investors Group, PricewaterhouseCoopers, and Relish New Brand Experience, as well as student groups from Garden City Collegiate and the University of Manitoba's Faculty of Architecture who helped to facilitate many special events and projects hosted by the Children's Museum throughout the year.

## VOLUNTEER APPRECIATION

In appreciation of our volunteers' contributions, the Children's Museum provides recognition of service hour milestones and exclusive volunteer events, and in 2014 we initiated a new annual bursary draw open to volunteers who contributed over 120 volunteer hours in the past year.

## VOLUNTEER BURSARY RECIPIENT

We were pleased to award the inaugural Volunteer Bursary to Pinaki D. Pinaki is an important member of our Sunday programming volunteer team who has contributed 160 hours of her enthusiasm, energy, and time to the Children's Museum. She especially enjoys encouraging crafty kids to unleash their creativity in Pop m'Art. Pinaki describes the volunteer and staff teams at the Children's Museum as awesome and fun to work with. She is a reliable and committed volunteer and her support of the Children's Museum is acknowledged with appreciation.

In addition to Pinaki D., 12 other volunteers contributed over 120 hours to the Children's Museum in 2014. A huge thank you is extended to Ainsley B., Amber Y., Angela R., Christine K., Janet W., Lee H., Mariana M., Michelle A., Michelle K., Maisie Z., Tyler S., and Zubeir T. for their efforts and support.

**THANK YOU!**  
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.

## FAST FACTS

- 3 volunteers accepted paid positions at the Children's Museum in 2014.
- 12 volunteers had a family member who was also a Children's Museum volunteer.
- 7 volunteers celebrated their 5th anniversary of service.
- 1 volunteer has been an active volunteer since August 2001.
- Service Milestones:
  - 27 volunteers completed their 100th hour of volunteer service
  - 16 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!



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

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

The accompanying summarized financial statements, which comprise the summarized statement of financial position as at December 31, 2014, 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, 2014. We expressed an unmodified audit opinion on those financial statements in our report dated May 27, 2015.

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, therefore, is not a substitute for reading the audited financial statements of the organization.

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

Management is responsible for the preparation of a summary of the audited financial statements on the following basis:

The summarized financial statements include the major totals and subtotals from the related complete financial statements dealing with matters having a pervasive or otherwise significant effect on the summarized financial statements.

### *Auditors' Responsibility*

Our responsibility is to express an opinion on the summarized 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".

### *Opinion*

In our opinion, the summarized financial statements derived from the audited financial statements of Manitoba Children's Museum Inc. for the year ended December 31, 2014 are a fair summary of those statements, on the basis described above.

*Booke & Partners*

Winnipeg, Canada  
May 27, 2015

Chartered Accountants



# FINANCIAL INFORMATION

Summarized Statement of Operations for the year ended  
December 31, 2014

## REVENUES

Grants	\$ 246,791
Amortization of deferred contributions	\$ 648,649
Donations/Sponsorships	\$ 80,017
Fundraising Events	\$ 47,280
Admissions	\$ 815,536
Birthday Parties	\$ 111,203
Exhibit Rentals	\$ 10,200
Facility Rentals	\$ 79,014
Memberships	\$ 128,932
Shop	\$ 53,486
Other	\$ 7,377
<b>Total Revenue</b>	<b>\$ 2,228,485</b>

## EXPENSES

Building & Maintenance	\$ 246,040
Program	\$ 528,206
Marketing/Development	\$ 171,507
General Operating	\$ 481,262
Amortization	\$ 694,586
Shop	\$ 43,308
<b>Total Expenses</b>	<b>\$ 2,164,909</b>

## EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES

Operating Fund	\$ 170,358
Capital Fund	(\$ 106,782)
<b>Total</b>	<b>\$ 63,576</b>

Summarized Statement of Financial Position  
December 31, 2014

## ASSETS

Cash	\$ 234,450
Receivables	\$ 29,471
Inventories	\$ 12,686
Prepays	\$ 8,582
Capital Assets	\$ 9,556,846
Deferred Charges	\$ 1,000
<b>Total</b>	<b>\$ 9,843,035</b>

## LIABILITIES AND FUND BALANCES

Current	\$ 369,076
Deferred Contributions	\$ 8,997,658
Long-Term Debt	\$ 898,341
Fund Balances	
Operating	\$ 17,108
Capital	(\$ 439,148)
<b>Total</b>	<b>\$ 9,843,035</b>

For those wishing to review the Children's Museum's complete audited financial statements for 2014, please contact the Administrative Office at 204.924.4008.

# BOARD OF DIRECTORS & MUSEUM STAFF

## BOARD OF DIRECTORS

### Board Executive

Chair: Aileen Najduch  
Vice-Chair: Gaetan Ruest  
Secretary: Murray Derraugh  
Treasurer: Chad Brick

### Board Members

Karlee Blatz  
Loretta Kulchyski  
Val Mollison  
Joel Murchison  
Richard Olschewski  
Dinis Prazeres  
Hedda Razik  
James Wishart

## MUSEUM STAFF

### Administrative Department

Executive Director: Sara Hancheruk  
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: Erin McIntyre  
Museum Services Manager: Rachelle Tabor  
Museum Services Coordinator: Mario Labossiere  
Program Coordinator: Luke Cecelon  
Sales & Bookings Coordinator: Anneliese Kroeker  
Museum Technician: Fiona Plett  
Volunteer Resources Manager: Lynn Silver

### Admissions Attendants

Christina Ewbank  
Ashley Geradela  
Terra Jentsch  
Gráinne Triccas  
Mickenzie Tyler-West

### Guest Services

Shelley Fast  
Billy Nguyen  
Amber Richard  
Robyn Tarko

### Gallery Attendants

Tim Broughton  
Anetta Los  
Jason Pope  
Jesse Rehbein  
Amber Wiebe

### Program Interpreters (Level 1)

Holly Baetsen  
Carleen Bezdek  
Michele Fieden  
Manisha Jose  
Deepa Joseph  
Cédelynn Lachance  
Riche Ann Valencia  
Emily Warsza

### Program Interpreters (Level 2)

Amanda De Visser  
Holly Baetsen  
Nathalie Daudet  
Cédelynn Lachance



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204.924.4000  
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