



MANITOBA
Children's
Museum



2007 ANNUAL REPORT

January 1, 2007 to December 31, 2007



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OUR PURPOSE

The Manitoba Children's Museum exists so children have a place that sparks their learning.



Front Cover: Four-year-old Jude from Winnipeg, Manitoba. Instead of presents, Jude asked his friends for donations to his favourite place, the Manitoba Children's Museum. Jude proudly presented MCM with a cheque, becoming MCM's youngest philanthropist.

2007

Letter from the Chair and Executive Director

Dear Friends of the Manitoba Children's Museum,

The Manitoba Children's Museum came of age in 2007 as we celebrated our 21st birthday. Being confident in our ability to provide excellent core programming, and having strong leadership and fiscal strength in our operations, MCM stepped forward to undertake three ventures that will strengthen our future.

Much More Munsch Travelling Exhibit

Thanks to a grant from the Museum Assistance Program of Canadian Heritage, MCM became a joint owner, with the London Regional Children's Museum, of a travelling exhibit, Much More Munsch. This exhibit's world inaugural tour began in London, Ontario in 2007 and moved to Winnipeg where it is currently being exhibited at MCM. There are over 350 children's museums in North America and fewer than 10% are in a position to entertain such an adventure. We are indeed proud of this accomplishment.

Policy Governance ©

Thanks to another grant from Canadian Heritage, MCM has adopted a formal governance structure for the Board of Directors. This Policy Governance© model enables MCM to be future focused while ensuring excellent, ongoing organizational practices.

SHOP The Manitoba Children's Museum

Thanks to the hard work of MCM staff and the leadership of the Board of Directors, in July MCM opened its own gift/toy store, SHOP The Manitoba Children's Museum. Within the first six months of operating, SHOP received an excellent rating from Project Peacemakers, the only toy store in Winnipeg to receive such.

The Manitoba Children's Museum will continue to provide great experiences for the children of our community. We thank all who were on this journey with us in 2007 and welcome you back along with new supporters to venture forward with us into what we are confident will be a great future.



Tony Gauthier
Board Chair



Diane Doth
Executive Director

Access for All Children

Our free Access Program has been an important component of our organization since we first opened our doors 21 years ago. The Manitoba Children's Museum ensures that children and their families, regardless of their financial circumstances, can participate in the life-enriching, creative experiences we offer. MCM's Access Program includes school programs; our partnership with the Winnipeg Cheer Board; day camps; MCM's Arts Club; special programming; museum passes/membership; and general explorations. In 2007, over 4,000 children experienced opportunities at MCM free of charge.



SHOP

The Manitoba Children's Museum is proud to have opened its own brand new Shop in 2007, where our members, visitors and friends can find the things they've been asking for...and so much more!

At Shop, we keep kids learning! The museum is driven by a belief that our community needs a safe place where kids and families can play together. We are excited that Shop offers toys, games, puzzles and activity kits that help kids learn and encourage families to play together at home. Shop also offers t-shirts and other themed products linked to our galleries that extends the museum experience long after families visit.

A portion of the sales from every purchase made at Shop goes directly back into the museum! As a non-profit, charitable organization, the Manitoba Children's Museum relies on earned revenue to cover approximately 70% of its operating costs.

We look forward to your visits to our brand new Shop.

2007

Our Team

Board of Directors

Chair - Tony Gauthier
Vice Chair - Laurel Repski
Secretary - Jane Olszewski
Treasurer - Brian Clark

Chad Brick
Wes Burrows
Brita Chell
Lindy Choy
Ed Enns
Rene Nicholson
Natalie Piquelmal

Current Staff

Diane Doth
Joy Ayre
Kaeleigh Ayre
Jen Bouskill
Luke Cecelon
Joel Deeley
Eric Devodder
Lisa Dyck
Rory Ellis
Jayme Gerbrandt
Corinne Gueret
Sara Hancheruk
Ashley Hoepfner
Erin Kangas
Anneliese Kroeker
Brittany Magus
Doug McDill
Erin McIntyre
Pam McKenzie
Michelle McLarty
Janet McLeod
Alistair Mowat
Jaret Olford
Mike Pawliuk
Alice Sherwin
Lynn Silver
Robyn Slade
Bridget Stewart
Farshid Tashakor
Kelly Van Caeyzele
Leslie Ventura

Executive Director
SHOP Assistant Manager
SHOP Attendant
Gallery Host
Guest Services
Program Coordinator
Controller
Executive Assistant
Gallery Host
Admissions Attendant
Education Coordinator
Director of Education and Exhibits
Bilingual Guest Services Interpreter
Fundraising Coordinator
Sales and Bookings Coordinator
Gallery Host
SHOP Attendant
Gallery Host
SHOP Manager
SHOP Attendant
Director of Development
Guest Services
Guest Services Manager
Guest Services /Admissions
Gallery Host
Volunteer Resources Manager
Admissions Supervisor
Gallery Host
Operations Technician
Guest Services
Admissions Attendant

Education and Exhibits



The Manitoba Children's Museum is a cultural institution committed to serving the needs and interests of children by providing programs, exhibits and events that stimulate curiosity and motivate learning. Through our programs and exhibits we help children develop essential foundational skills in an environment where families plan and connect in meaningful ways.



School Programs

In 2007, the Manitoba Children's Museum offered 19 different educational programs. A new program, Environmental Explorers supported our Incredible Insects temporary exhibit and Our Community was developed in response to provincial curriculum changes. Due to the success of our grade 3 & 4 Respect! program a Respect! program was introduced for grades 1 & 2. Nature's Construction went under construction building stronger links to the provincial curriculum. In total, 657 school groups with 12,786 students visited MCM. Museum to Go continued on the road visiting schools across Manitoba.

Mini Mondays

From September to May there was no stopping preschoolers from participating with great enthusiasm in Mini Monday activities. These Mondays are reserved as a special time for our youngest visitors.

Wonderful Weekends

The Creation Station remained a popular destination for children in 2007. Using recycled materials in unique creations, kids made old things new again. Children also enjoyed special activities include Let's Talk Science, face painting, t-shirt spinning, and of course eating cotton candy.



126,808 kids of all ages visited the Manitoba Children's Museum in 2007. 15% of them came with school or daycare groups.

Education and Exhibits



Rogers Movie Nights

Families enjoy coming on Saturdays for Rogers Movie Nights to watch newer released movies on a big screen TV. We were more than happy to increase the number of Disney movies shown as we celebrated our eleventh year of Rogers Movie Nights.

Thanks to Rogers sponsorship, movie night is free with museum admission.

Museum Arts Club

Workshops in pottery, sketching, hip hop dancing, drumming and stomping were enjoyed by over 100 children through MCM's free Access Program. The hip hop dance group performed on stage at Pantages Playhouse for MCM's fundraising event, Way Off Broadway.

Day Camps

Spring break and summer holidays were enjoyed by school-aged children enrolled in our day camps. MCM camps focused on the environment, geology, bugs, arts, and physical adventures through hands-on fun. Children, including free access students, were able to keep their brains working hard through exciting daily activities.

I Love to Read Month

Reading has never been more fun than during our kick off party with Hot 103's Ace Burpee, Chrissy Troy, and performer Jacques Chenier. Guest readers including Winnipeg Blue Bomber Mike Abou-Mechrek, MLA Erin Selby, City TV's Adrian Silver, Global TV's Kate Stutsman and The Story Fairy (Cindy Robin) reminded us why reading is so enjoyable.

Sponsored by TD Bank Financial Group

Lego Ocean Adventure

MCM was the last port of call for this exciting exhibit. This imaginary underwater adventure proved so popular that its visit was extended for three extra months! Children learned how to live underwater, research ocean animals from a submarine and build their own underwater Rover.

Sponsored by TransX, Panasonic, and Advance Electronics

Manitoba Book Week

Through another reading adventure, young authors made Manitoba Book Week come alive. Authors Rae Bridgman, James Durham, and Jake McDonald shared their stories as Comedium Improv acted out their own endings! Deborah Delaronde had her story come to life with fiddler Sierra Noble.

Coordinated with the Association of Manitoba Book Publishers



Incredible Insects Presented by OFF!

Insects are incredible as proven by this popular exhibit. Whether looking at the world through a bug's eye or learning new bug facts, this exhibit was an up-close look at the world of insects. *Incredible Insects* was created in collaboration with the City of Winnipeg Community Services Department-Insect Control Branch and the Department of Entomology at the University of Manitoba.

Sponsored by SC Johnson Canada, Abell Pest Control, The Gail Asper Family Foundation

Kids Festival of the Arts

The 4th annual *Kids Festival of the Arts* offered an environmental theme in support of our *Incredible Insects* exhibit. Children learned about cleaning up the ocean, created crafts with recycled paper, and made earth pins.



Halloween Howl

It was a Jungle Boo-gie at MCM's 12th Halloween Howl. The museum was turned into a rainforest jungle with a real waterfall. Kids enjoyed drumming and dancing with Coffieman and a magnificent Glow-in-the-Dark Light Show.

Sponsored by Great West Life

Eaton's Santa's Village

November is when everyone looks forward to the opening of Eaton's Santa's Village. A special government grant from Young Canada Works in Heritage Organizations enabled a much needed cataloging of these artifacts.

Spaghetti Breakfast with Santa

This non-traditional event has become a tradition! The 2007 *Spaghetti Breakfast with Santa* was a sell out thanks to the best spaghetti in Winnipeg from The Old Spaghetti Factory.

Sponsored by WOW! Hospitality Concepts

Senior's Tea with Santa

150 Winnipeg seniors enjoyed one of three teas and visits to Eaton's Santa's Village. This event was expanded to include a special tea for grandparents and grandchildren, a memorable day for all.

2007

Giving

People give because they have a dream, a hope, a vision beyond themselves. Nowhere is this vision more important than when we talk about children. We have witnessed this vision in our community. We know it includes children not only having their basic needs met but also having a life of opportunities and growth, of dreams and self-discovery.

In 2007, children in our community were given opportunities through the giving of others to MCM. A sincere thank you to donors, participants, sponsors, supporters and volunteers who made 2007 an outstanding year. We are grateful for your commitment.

Fundraising

MCM welcomed the year with its 15th Annual Dine Around held January 19th. The evening began at the Manitoba Children's Museum with a reception, auction and restaurant draw. After the draw, 200 people set out for a night of dining and fellowship at one of Winnipeg's 23 participating restaurants.

The 11th Annual Rogers Build for Kids Golf Tournament was held at Bridges Golf Course on June 6th. Despite a day of rain, golfers braved the weather and raised over \$33,000! Congratulations to this year's tournament winners: Peter Posillipo, Roger Miller, Todd Border and Mike Dobush.

The 2nd Annual Way Off Broadway Dance Extravaganza was held on November 3rd. Over 240 amateur and professional dancers entertained a captive audience at Pantages Playhouse Theatre. This event raised over \$24,000! Amateur dance teams were given professional training from sponsoring dance schools. Celebrity judges, Ace Burpee, Caroline Hunter and Tracey Koga awarded the Puff Wheaties from the Canadian Wheat Board the Way Off Broadway Dance Champion Award for the second year in a row - congratulations!



Supporters

Thank you to all of the supporters of Dine Around, Rogers Build for Kids Golf Tournament, Way off Broadway Dance Extravaganza and the MCM's special programs and exhibits.

529 Wellington
7-11 Stores
Academy Uptown Bowling
Agricore United
Area Rug Store
Bailey's Prime Dining
Billabong Bar & Bistro
Bistro 7 1/4
B-Bel Inc.
BCG Communications
Bieber Securities
Birchwood Pontiac Buick GMC
Boeing Canada Technology
Boston Pizza
Bridges Golf Course
Caddy Shed Golf Store
City Looks
Coca-Cola Bottling Co.
Concord National
Coyote's Nite Club
Culligan
Curves
Dalton's Steak & Seafood
Dance Plus
Dare Foods
Earl's Downtown
Elite Flooring
Enterprise Rent-A-Car
Fabutan
Fitness Edge
Fort Garry Brewery
Fude Inspired Cuisine & Wine Bar
Gasthaus Gutenberg
Golf Town
Hershey Canada
Hotel Fort Garry
Hu's on First
Inn at the Forks
Investors Group
Journey's Travel & Leisure Supercentre

Ken Palson Enterprises Ltd.
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L.A. Dance Academy
Lululemon Athletica
Mac's Convenience Store
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Manitoba Hydro
Manitoba Lotteries
Manitoba Moose
Manitoba Museum
Manitoba Pork
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McDonald's Restaurants
Mercer Human Resources
Mona Lisa Ristorante Italiano
Monticchio Ristorante Italiano
Naleway Foods Ltd.
Nicolino's
Old Navy
On the Edge Glass Studio
Pasta la Vista on Kenaston
Pasta la Vista Downtown
Pattison Outdoor Signs
Pelo Loco Spa & Salon
Petals West
Quality Vending
RBC Downtown Business Banking
Relish Design Studio
Rising Star Dance Academy
Rogers Communications
Royal Dance at the Forks
Royal Dance Conservatory
Sets Hair Salon
Shapes Fitness Centre
Shoppers Drug Mart - Portage Place
Shoppers Drug Mart - Tuxedo
Silver City
Shooters Family Golf Centre
Southwood Dental Centre

Sobeys on St. Anne's
St. Vital Centre
Sydney's at the Forks
Studio One School of Performing Arts
Studio Publications
Subway Restaurants
Taillieu Construction
Talbot Marketing
Tan FX Sun Tanning Studios
Tavern in the Park
The Blaze Bistro
The Current
The Forks North Portage Partnership
The Gates on Roblin
The Keg Steakhouse on Garry
The Round Table
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Thunder Rapids Amusement Park
Tre Visi
University of Winnipeg
Variety The Children's Charity
Vesuvio
Wakshinsky Bros. Ltd.
Winnipeg Airports Authority
Winnipeg Blue Bombers
Winnipeg Convention Centre
Winnipeg Folk Festival
Winnipeg Symphony Orchestra
WOW! Hospitality Concepts

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The Gail Asper Family Foundation
The Great-West Life Assurance Co.
The Winnipeg Foundation
Thomas Sill Foundation
Toromont CAT
TransX
Wardrop Engineering
Wawanesa Mutual Insurance Co.
Winnipeg School Division

Tribute Gifts

In Memory of Rosemary Avery Foran by Rosemary Avery
In Memory of Dante C. Buenaventura by Mely Buenaventura

Government Support

Government of Canada
Province of Manitoba
City of Winnipeg
Winnipeg Arts Council

Individual Donors

\$50 or more

Nancy Adkins	Robin Kersey
Iris Allen	Denis Labossiere
Deanna Allen	Bernard Lofchick
Greg Arason	Colin MacArthur
Lloyd Axworthy	Ken Maclean
Debbie Baker	John Martens
Bill Balan	Kathy McIlroy
Leo Boiteau	J. McLandress
Murray Cameron	Sanora McLennan
Leonard Cariou	Janet & Larry McLeod
Claude Chapman	Albina Moran
Dave & Brita Chell	Rene Nicholson
Richard & Mariann Chornenki	Mel & Helen Orestes
Radna Curpen	Shawna Pachal
Marc Derkach	Graham Paul
Eric & Linda Devodder	Kerry Pedrick
Quinton Didyk	David Provencher
Emily Doerr	Brian Repski
Rita Doerr	Laurel Repski
Diane Doth & Randy Rehbein	Robert Roddick
Dennis Fenske	Lynn Silver
Kelly Fraser-Hunt	Cynthia Smith
James Freedy	Dayna Spiring
Tony Gauthier	Wynn Sweatman
Valerie Gilroy	Farshid Tashakor
Martin Gueret	J.M. Trainor
Diane Gueret	Eric & Anne Walli
Ernie Hobbs	Diane Weisenthal
Heinz Isbach	Janelle Whitley
Effie Isford	Orval Wohlgemuth
Leilani Kagan	

2007

Capital Campaign Supporters

Individual Donors

Rosemarie Armstrong
Colleen Bilyk
Dave & Brita Chell
Lindy Choy
Brian Clark
Eric & Linda Devodder
Chris & Dawn Dumontier
Tony Gauthier
Kyla Gibson
Laura Kwiatkowski
Janet & Larry McLeod
Kim & Dorian Morphy
Jaret Olford
Doug & Jane Olshewski
Steven Raber
Barb Wasilewski
Chad & Lindsay Stott
Jude Zeglinski

Corporate, Organization & Foundation Donors

Derragh Consulting Inc.
Downtown Winnipeg BIZ
FloForm Industries
Investors Group
The Great-West Life Assurance Co.
The Winnipeg Foundation

Tribute Gifts

In Honour of Bert & Jean Polet by Calvin &
Jennifer Polet

Downtown Alive! Block Party

The Downtown Winnipeg BIZ held their annual gala at the Manitoba Children's Museum on February 3, 2007 in support of our "Under Construction" Capital Campaign. The entire museum was transformed into a 70's disco and over 350 guests grooved the night away. A special thank you to the Downtown Winnipeg BIZ, the event committee and sponsors for making the night a great success. We are truly grateful for your donation of \$8,826 to help revitalize the museum!

2007

Volunteers

An enormous thank you to our volunteers who gave of their time, expertise and energy to make MCM come alive in 2007.

In 2007 MCM's 231 volunteers contributed 7,586 hours. At all MCM's fundraising events and community activities, our volunteers were there. Volunteers were active behind the scenes preparing for events and programs and supporting our administration. Volunteers also supported program delivery including Mini Mondays, day camps, school programs and the Arts Club. They enriched the interpretation of our galleries and special exhibits. They enhanced programming events such as Halloween Howl and Spaghetti Breakfast with Santa. Volunteers also ensure a brighter future for MCM through their leadership on the Board of Directors.

At the end of 2007, 105 of our current volunteers had completed their 40th volunteer hour and 13 had reached the 200th hour milestone.

We continue to be thankful to our volunteers for their time, expertise and energy. They are indeed making a difference in the lives of children in our community.



Financials

Statement of Financial Position January 1 – December 31, 2007 (Unaudited)

Revenues

Grants	\$222,651
Amortization of deferred contributions	\$127,085
Donations/Sponsorships	\$112,284
Fundraising Events	\$81,779
Admissions	\$489,558
Birthday Parties	\$90,510
Facility Rentals	\$40,010
Interest	\$822
Memberships	\$96,503
Shop	\$57,730
Other	\$20,711
Total Revenue	\$1,339,643

Expenses

Building	\$279,192
Program	\$367,554
Marketing/Development	\$158,614
General Operating	\$339,608
Amortization	\$149,783
Total Expenses	\$1,294,751
Change in Net Assets	\$44,892

Balance Sheet

at December 31, 2007

Assets

Current	
Receivables	\$36,508
Inventories	\$42,640
Interfund Balance	\$38,173
Prepays	\$19,807
Property/Equipment	\$2,454,070
Total Assets	\$2,591,198

Liabilities

Current	\$2,497,191
Fund Balances	
Operating	\$(13,656)
Capital	\$107,707
Total Liabilities	\$2,591,198

For those wishing to review MCM's audited financial statements for 2007, please contact the Administrative Office at 204-924-4008.