

Media Release



Manitoba Children's Museum - Kinsmen Building - 45 Forks Market Road - Winnipeg, MB R3C 4T6
Ph: 924-4000 - Fax: 956-2122

For Immediate Release

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The Winnipeg Foundation Commits \$1.6 Million to the Manitoba Children's Museum



Winnipeg, MB – Richard Frost, CEO of The Winnipeg Foundation announced today a financial commitment of \$1.6 million to the Manitoba Children's Museum.

The investment is a three-part offering to help the Manitoba Children's Museum grow its Free Access Program, build an endowment fund and pursue its dreams for a Capital Campaign.

- \$100,000 is designated to enhance the Free Access Program
- \$500,000 is a \$1 to \$3 match. This challenge gift is designated to building an endowment fund.
- \$1,000,000 is a \$1 to \$3 match. This challenge gift is designated to a Capital Campaign.

Free Access Program

The Winnipeg Foundation has always recognized that the Manitoba Children's Museum plays an important role in the community. The museum's mandate is the belief that all children have great potential. It is the museum's responsibility to provide a safe, barrier-free environment where hands-on learning takes place. The Free Access Program provides free admission, school programming, Arts Club and Spring and Summer day camp enrollment for less advantaged children. The museum is proud that kids in the Free Access Program represent 10% of overall participation in museum programming. However, the need is far greater. The Winnipeg Foundation's gift reflects the vision it shares with the museum to enhance Free Access offerings.

Endowment

The Manitoba Children's Museum receives 24% of its operating revenue from the three levels of government through the department of Canadian Heritage, The Province of Manitoba's department of Culture, Heritage and Tourism-Arts Branch, the City of Winnipeg and the Winnipeg Arts Council. The museum receives 13% of its operating revenue through donations and sponsorships. A significant amount of the museum's resources are dedicated to achieving the remaining 63% of its operating costs through earned revenue. The Winnipeg Foundation's gift to build an endowment fund represents a major step forward in ensuring the museum's sustainability and infusing discretionary income into additional programming for less advantaged communities.

Capital Campaign

The Manitoba Children's Museum first opened its doors in 1986 in a 4,000 sq. ft space in a warehouse building. In its first year, the museum welcomed 65,000 visitors. More than 500 families became members and over 800 school groups, nurseries and daycares engaged in hands-on learning in the museum's galleries. Twenty years later, the museum offers a 28,400 sq.ft facility that welcomes 120,000 visitors and 17,200 children through schools, nurseries and daycares annually. The museum now has 1600 member families. All of these numbers continue to grow. The Winnipeg Foundation's gift toward a Capital Campaign gives the Manitoba Children's Museum the confidence to go forward to pursue its dreams to see a Capital Campaign in its future.

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Diane Doth, Executive Director of the Manitoba Children's Museum praised The Winnipeg Foundation for its investment in the museum and the community. "After 20 years of unwavering support, The Winnipeg Foundation believes this organization is reaching new heights and is taking the lead by calling on the community to join them in investing in our dreams."

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A respect for and belief in the potential of all children is the vision of the Manitoba Children's Museum. As a registered children's charity, the Museum provides an environment which nurtures the power of the imagination and the spirit of exploration and self-discovery.