

A young girl with her hands covered in colorful paint (blue, green, red, yellow) is smiling and looking upwards. She is wearing a light blue long-sleeved shirt and a pink wristband. The background is a white wall covered in various colorful paint splatters and handprints. Above her, there is a large white scalloped-edged shape containing the museum's logo and text. The top of the page features a blue background with a rainbow, stars, a balloon, and gears.

cm

children's
museum

2015 ANNUAL REPORT

JANUARY 1 - DECEMBER 31, 2015



children's
museum

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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 2015 categories:

- Best Museum
- Best Place to Take Your Kids on a Crummy Day
- Best Halloween Event (for Halloween Howl)

TABLE OF CONTENTS

Awards & Distinctions	3
Introduction	5
Permanent Galleries.....	6
Education & School Programs	7
Access Programs:	
• Free2Play Access Program	8
• Rural Access Program	9
• Explore-Abilities Access Program.....	10
Temporary Exhibitions.....	11
Programming & Outreach Events.....	12
Fundraising Events	15
Annual Supporters:	
• In-Kind Support	16
• Operational Support	17
• Capital Support	18
Museum Membership	19
Earned Income:	
• Birthday Parties	20
• Facility Rentals.....	20
• Shop.....	20
Volunteer Program	21
Financial Information.....	22
Board of Directors.....	24
Museum Staff	24

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



PARTNERS IN PLAY



Dear Friends, or should we say *Partners In Play*, of the Children's Museum,

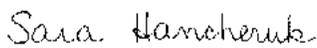
Warm greetings!

The Children's Museum was open 359 days during this past year. That's a lot of exploration time for our young visitors to investigate, discover, and make conclusions about the world around them! The children who felt successful each visit as they had an "a-ha!" moment were too numerous to count, but the gift of learning was generously shared with their accompanying *Partner(s) In Play*. These *Partners In Play* may have been parents, guardians, caregivers, aunts, uncles, grandparents, cousins, or friends - the list goes on, but these partners were engaged in the learning experience that occurred during their visit. *Partners In Play* prompts within each gallery and ideas about ways to play listed on our website gave *Partners In Play* over 100+ things to do at the Children's Museum during each visit this year!

Providing children access to the Children's Museum and creating equal opportunities for children to explore and experience that "a-ha!" moment are among our highest priorities. The introduction of our Explore-Abilities Access Program in 2015 extended the opportunity to experience the Children's Museum to children with Autism Spectrum Disorders and sensory processing differences, some of whom had never been here before. Thanks to the insight and expertise of several *Partners In Play* during the program's development, an adapted museum experience featuring dimmed lighting, lowered volumes, quiet spaces, social narratives, a smaller guest capacity, and specialized equipment including ear defenders and sunglasses were provided to support our guests. Children and their *Partners In Play* were able to explore our space comfortably and with confidence, which, in many instances, successfully extended into our regular operating hours.

Thank you to the *Partners In Play* who chose to explore the Children's Museum in 2015; we were happy to have you visit us. Thank you also to the *Partners In Play* who supported visitation to the Children's Museum with products, services, or in-kind support; we can't do what we do without you. Whether you visited us, supported us, or both - we thank you for being our *Partner In Play* in offering the highest quality creative learning experience possible and we look forward to partnering with you once again next year!

Sincerely,

Gaetan Ruest
Chair, Board of Directors

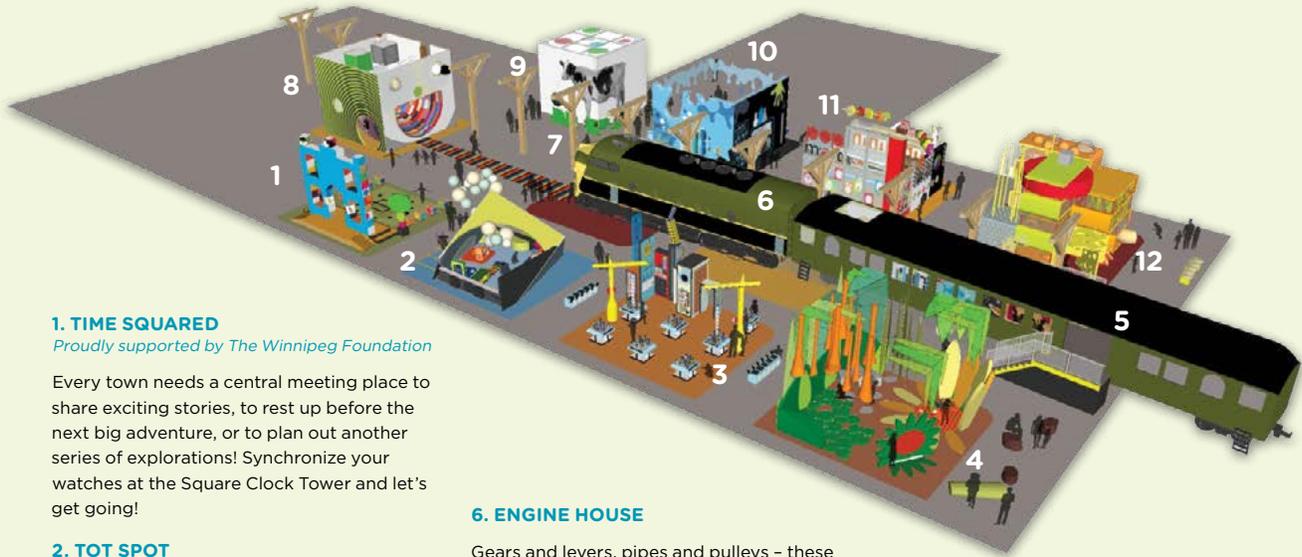
Sara Hancheruk
Executive Director

ANNUAL ATTENDANCE

As one of Manitoba's most popular cultural institutions, 148,494 people visited the Children's Museum from January 1 to December 31, 2015.

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

Proudly supported by The Winnipeg Foundation

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 if you're under 2, come on through 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

Proudly supported by Investors Group

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

Proudly supported by FLOFORM Countertops

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

Proudly supported by Dairy Farmers of Manitoba

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

Proudly supported by the Richardson Foundation

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 registered 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 & EXPLORATIONS

For the 2015 school year, the Children's Museum offered over 60 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, 23,162 visitors – the equivalent of 926 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 also offered four new school programs to enhance the understanding of our temporary travelling exhibition, *Hands-on Harley Davidson™*. These programs explored colours, simple machines, and motion and supported a wide range of curriculum outcomes including Science, Mathematics, and Arts Education.

SCHOOL PROGRAM & EVENT SUPPORTERS

The Children's Museum gratefully acknowledges the support of the following program and event supporters:

- **I Love To Read School Programs & I Love To Read Month Events:**
TD
- **Environmental School Programs & Earth Day Events:**
Johnson Waste Management
- **Hands-on Harley Davidson™ School Programs:**
The Winnipeg Foundation, CIBC Wood Gundy, Harley-Davidson Winnipeg, Len Dubois Trucking Inc., and Toromont CAT

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 2015, we are pleased to report that 9,113 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 2015 included:

- Alpha House Inc.
- Aurora Family Therapy Centre
- Big Brothers Big Sisters of Winnipeg
- Community Respite Service
- Family Dynamics
- Healthy Start for Mom & Me
- 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.
- 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 2015:

- Assiniboine Credit Union
- Cambrian Credit Union
- Carolyn Sifton Foundation
- Crosstown Civic Credit Union
- Domino's Pizza*
- Hilary Druxman Design
- Investors Group
- The Great-West Life Assurance Company
- The Winnipeg Foundation
- Vital Transit Services Ltd*
- Walder, Sheree
- Winnipeg School Division

*(*Denotes in-kind product or service support)*

NEW IN 2015!

To oversee the administrative needs of our Access Programs, the part-time role of Access Coordinator was added to our part-time Volunteer Coordinator's position in 2015. This new full-time position not only provides support to our Volunteer Team and manages outreach events, it also serves as a dedicated contact representative for all of our various Free2Play, Rural, and Explore-Abilities Access Program partners.

RURAL ACCESS PROGRAM

Maximizing participation of under-supported populations is an important consideration as the Children's Museum continues to communicate with the community to ensure our accessibility is global, and that the needs of all children are being met. That includes children living in rural areas of Manitoba.

Now in its third year, our Rural Access Program removes financial barriers by bringing 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 to qualifying schools.

At the end of the 2015/16 school year, over 1,100 rural elementary students will have enrolled in one of our 60+ school programs. Some of these students and their caregivers will have undertaken a round trip of up to 600-kilometres to and from Winnipeg for their Children's Museum adventure!

ELIGIBLE SCHOOL DIVISIONS

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 welcome new and renewing funding partners each school year, so that we may maintain program growth and reach out to an increasing number of participants from Manitoba's rural communities.

Eligible school divisions for 2015/16 included:

- Borderlands School Division
- Division Scolaire Franco-Manitobaine*
- Evergreen School Division
- Flin Flon School Division*
- Interlake School Division*
- Kelsey School Division*
- Lakeshore School Division
- Mountain View School Division*
- Portage la Prairie School Division
- Red River Valley School Division
- Swan Valley School Division*
- Turtle River School Division*
- Western School Division

(*Denotes new school divisions added in 2015)

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 2015:

\$10,000 - \$14,999 Level

- Monsanto

\$5,000 - \$9,999 Level

- MacDon

\$1000 - \$4,999 Level

- Piston Ring Service

\$100 - \$999 Level

- CropLife Canada
- Sweatman, Sally



EXPLORE-ABILITIES ACCESS PROGRAM

In 2015, the Children's Museum introduced a new program towards improving access for children of all abilities – the Explore-Abilities Access Program. This multi-faceted program aims at ensuring that children, regardless of their physical and/or cognitive abilities, can participate in the life-enriching, creative experiences the Children's Museum has to offer.

The first phase of this pilot program was created in 2015 and specifically designed for children with Autism Spectrum Disorders (ASD) and sensory processing differences. It involved extensive training of all museum staff, the introduction of permanent guest service resources, and our first Explore-Abilities Morning event.

All guests now have access on a regular basis upon request to wheelchairs, sunglasses, fidget toys, and ear defenders, as well as the access to a designated quiet zone apart from the galleries. Resources have also been dedicated to developing social narratives of the museum experience and our galleries that will help our visitors in preparing for their visit to the Children's Museum. Once finalized, these social narratives will be available on our website as well as upon request onsite.

The Explore-Abilities Morning implemented a sensory-friendly museum experience designed for children with Autism Spectrum Disorders and sensory processing differences to have fun and enjoy interactive, hands-on learning in a safe and accessible facility. Developed in conjunction with experts from the Autism Learning Centre, Autism Manitoba, and On The Spectrum Therapy Services, this pilot event featured light and sound reductions in museum galleries, extra visual signage for safety, a less crowded environment, in addition to the specialized resources that are offered at all times. Registered guests from community partners provided feedback in exchange for complimentary admission to this event in an effort to measure the pilot program's success and improve future Explore-Abilities events.

PROGRAM SUPPORTERS

The 2015 pilot of the Explore-Abilities Access Program was made possible by the following:

- Jewish Foundation of Manitoba



TEMPORARY EXHIBITIONS

HANDS-ON HARLEY-DAVIDSON™

On display from May 23 to September 7, 2015

It was a wild ride as, with great pleasure, we hosted the *Hands-On Harley-Davidson™* exhibition in 2015. This educational travelling exhibition developed by the Betty Brinn Children's Museum illustrated science, technology, engineering, and math (STEM) concepts through a one-of-a-kind visitor experience that let kids Dream It! Build It! ... and Ride It! Guests rode and customized motorcycles and explored the concepts of motion with tracks, ramps, loops, and more!

Exhibition Sponsors:

National Tour sponsored by Harley-Davidson Motor Company. Local tour sponsored by The Winnipeg Foundation, with additional support provided by CIBC Wood Gundy, Global Winnipeg, Harley-Davidson Winnipeg, Len Dubois Trucking Inc., Prairie Public Broadcasting, Toromont CAT, and 103.1 Virgin Radio.

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EATON'S FAIRYTALE VIGNETTES

On display from November 14, 2015 to January 3, 2016

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, a trained conservator aided in the repair and maintenance of each of the 15 vignette cases and the respective contents that make up this much-loved display, which included the replacement of the bird in the *Emperor and the Nightingale* vignette and the reinstallation of its mechanics.

Guests interacted with the vignettes in a cozy atmosphere surrounded by holiday decor and music. This year, guests were offered guided tours of the exhibition hosted by one of the Children Museum's Program Interpreters, and special accommodations were made to open these facilitated tours to adults without children in order to provide the opportunity for all Winnipeggers to access these historical vignettes and share in their stories.

Supporting Sponsors:

Global Winnipeg, Prairie Public Broadcasting, Toromont CAT, and 103.1 Virgin Radio.



PROGRAMMING & OUTREACH EVENTS



Mini Mondays

Mondays from September through April

Children's Museum staff and volunteers engaged our preschool visitors with age-appropriate themed art, stories, interactive activities, and even a special visit from Santa in December. 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, 2015

We started celebrating literacy at our kick-off with special guests Freeze Frame, the Winnipeg Public Library, and storyteller Leigh-Anne Kehler. Every weekend of February, children enjoyed lively story times and creative crafts inspired by popular books. 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 16, 2015

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 Jacques Chenier and the Centre Culturel Franco-Manitobain dancers, a colourful *ceinture fléchée* craft, encounters with the Voyageur Family, maple syrup on sticks, and French story times made for a fantastic day!

Spring Break Day Camp

March 30 – April 2, 2015

Day campers experienced a variety of hands-on activities in our spring break day camp in 2015. Campers enjoyed engaging activities related to our temporary exhibition *Hands-On Harley-Davidson™* with special daily themes including Red Light, Green Light!, Formula 1 Science, On Your Mark, Get Set, Create!, and Machine Mania. Each sold-out day included artistic activities, physical activity, science programming, games, and more!

Spring Break Line-Up

March 30 – April 4, 2015

This year's Spring Break Line-Up was a whirlwind of fun and activities. Visitors made a collaborative motorcycle masterpiece with artist Michael Boss, created elaborate stained glass art with Julia Dennis, and engaged in interactive vehicle-themed activities with Gymboree. They also explored science by conducting experiments with Let's Talk Science teams from the University of Winnipeg and the University of Manitoba, and getting up close and personal with real reptiles from Prairie Exotics.

June Balloon

June 6, 2015

The Children's Museum turned twenty-nine years young in 2015 and museum guests helped us blow out our birthday candles then enjoyed a piece of cake at our June Balloon event. Performer Jacques Chénier entertained the crowd and parachute games kept our guests active, while balloon crafts and a special goodie bag for kids made this a birthday party to remember!

Summer Day Camp

July 6 – September 4, 2015

We sparked creative learning all summer long in our day camps this year! Summer themes included Start Your Engine!, Hands-on Design, Formula 1 Science, Mighty Mechanics, and My Pet Motorcycle. 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 – 14, 2015

The 12th Annual Kids Festival Of The Arts was all about imagination and creativity! Our free hands-on art station immersed guests in arts and culture as they were treated to a collaborative art workshop by Graffiti Gallery as well as motorcycle-inspired art and an obstacle course. The Winnipeg Fire Fighters Safety House also stopped by to teach children and families about fire safety.

WE'RE #1!

The Halloween Howl was recognized as the *Best Halloween Event* by readers of *Winnipeg Parent Newsmagazine* in 2015.

Manyfest

September 12 & 13, 2015

The Children's Museum offered outreach programming at the Downtown Winnipeg BIZ's 2015 Manyfest. With an active transportation obstacle course and a marathon badge sticker craft, our Broadway festival station welcomed over 800 guests throughout the weekend!

Culture Days

September 25 - 27, 2015

345 guests enjoyed this weekend of free programming in front of the Children's Museum. Visitors to The Forks contributed to our collaborative craft, a giant glow-in-the-dark Children's Museum logo, which was on display onsite all weekend as well as during our Halloween Howl event!

Mini Nuit Blanche

September 26, 2015

The Children's Museum launched its first ever Mini Nuit Blanche in 2015. The night offered hands-on fun in the galleries, a not-so-mini collaborative art project, and a special performance by Seanster and The Monsters - all free of charge! 245 guests got to spark their creative learning after dark, in an event accessible to all.

Halloween Howl

October 24, 2015

We dimmed the lights and donned our costumes for the 19th Annual Halloween Howl. 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, performances by fan-favourite Al Simmons, and surprising experiments by Let's Talk Science had everyone screaming in delight! Guests could even capture the spirit of the evening by snapping a free souvenir photo at the Pixels & Giggles photo booth.



Seniors Holiday Teas

November 17 - 19, 2015

Over 200 seniors from our community rekindled some fond childhood memories by joining us at one of six special holiday tea sittings in 2015. 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.

Event Sponsor: Sobey's

Spaghetti Breakfast With Santa

December 5, 2015

150 children of all ages enjoyed this unusual breakfast with Santa! Melt-proof cardboard snowman crafts, live music from guitar player Jonas Cornelson, 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, 2015

More than 900 guests attended this family-friendly New Year's Eve event. Tasty Domino's Pizza hors d'oeuvres and bubbly ginger ale 'toasts' 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. Families showed off their elegant attire with souvenir family portraits by David Lipnowski Photography, and a music shaker craft all contributed to this hugely successful annual event!



FUNDRAISING EVENTS



The Children's Museum hosted several exciting events in 2015 - including the *#SeriouslyAdult* event series, *The Brush Off!*, and our perennial *Online Auction*. As a registered non-profit children's charity (#10348 0943 RR0001), we rely on earned revenue, including donations received through our fundraising events, to cover approximately 86% of our annual operating costs.

#SeriouslyAdult - Trivia Night

February 27, 2015

We continued the fun of *#SeriouslyAdult* event series with a sold out crowd of over 170 people who gathered with groups of friends and challenged each other for six rounds of intense trivia questions. Hosted by Drew Kozub (Live Eye Host of *Wheeler in the Morning*), categories ranged from Superheroes to Current Events and much more, ensuring that every guest had a moment to shine with obscure knowledge. Other event highlights included pizza dinner sponsored by Boston Pizza, an Egg Toss game that promoted our upcoming *Brush Off!* event, and the coveted Smarty Pants Trophies for the winning team.

#SeriouslyAdult - Friendly Feud

June 19, 2015

Nearly 200 guests tried to name the top answers in this "Survery Says!"-style, friendly competition. Hosted by 99.9 BOB FM's Heather Prosak, round challenges covered 'Name A Famous Queen (Real or Fiction)' to 'Name a Reason Why Someone Would Get Sweaty,' and everything in between! Other highlights included pizza sponsored by Boston Pizza and our gameshow-style activities like Plinko, Spin2Win, and Punch-A-Bunch where guests tried to win prizes like a \$100 Visa Gift Card!

#SeriouslyAdult - Murder Mystery

October 16, 2015

Wrapping up our 2015 *#SeriouslyAdult* series, the Children's Museum hosted a sold out Murder Mystery event in October. Over 325 guests witnessed the events of a staged murder unfold and worked with the detective to review evidence to catch a killer. Other highlights included a mystery Balloon Pop Game to win fun prizes from sweet treats to a \$50 Visa Gift Card, and delicious pizza supplied by Boston Pizza.

The Brush Off!

April 17, 2015

Emceed by Linda Leja, Canada's only Auctionista, guests at *The Brush Off!* 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 experienced the museum's galleries and voted on their favorite piece of art that was being created in front of their own very eyes! Event highlights included a silent auction showcasing all 39 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, In-Home Catering Package courtesy of The Gates, and more - and at the end of the event, Zephyra Vun was crowned *Artist of the Evening* by those in attendance.

Online Auction

November 1 - 15, 2015

The Children's Museum hosted the 7th Annual Online Auction in November 2015. 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, event tickets and memberships to local arts and cultural institutions and events, and more!



IN-KIND SUPPORT

The Children's Museum extends a most sincere thank you to all of the event participants, sponsors, supporters, staff, and volunteers who helped make 2015 a successful year. With over \$137,000 of in-kind product and service donations made in support of the Children's Museum in the past year, we are so very grateful for the commitment of the following supporters for helping us provide an interactive and creative learning environment for the children of our community:

Academy Florist	Gary Rasberry	Murray Derraugh
Anonymous	Generation Green	Oak Hammock Marsh Interpretive Centre
Arts Junktion	George W. Shannon Design	On The Spectrum Therapy Services
Ashton Gallery	Glenn Zaretski	Palliser Furniture
Assiniboine Credit Union	Global Television	Paws & Play
Assiniboine Park & Zoo	Grace Café	Payworks
Assiniboine Park Conservancy	Grand Prix Amusement Park	Prairie Public Broadcasting
Autism Learning Centre	Guardians of the Children	Rainbow Stage
Autism Manitoba	Gymboree	RBC Convention Centre
Bailey's Restaurant and Lounge	Harley-Davidson Winnipeg	Request Networks
Barley Brothers	Hedda Razik	Richard Olschewski
Bell Media (103.1 Virgin Radio)	Hilary Druzman	Ridge Crest Orthodontics
Berns & Black Salon & Spa	Homer's Restaurant	Royal Canadian Mounted Police
Bill Knight Flooring & Carpets	Human Bean	Stampin' Up
Black Box Tie	Inn at The Forks	Starbucks
Boston Pizza	Jamberry	Subway
Brushfire Studio	Jellyfish Float Spa	Superb Entertainment
Camerata Nova	Joel Murchison	Sweet Impressions
Canada's Royal Winnipeg Ballet	Johnson Waste Management	Tall Grass Prairie Bread Company
Canadian Museum for Human Rights	Jonas Cornelson	The Cornerstone Bar & Restaurant
Candian Centre for Child Protection	Kathleen Hornshaw	The Elkhorn Resort, Spa & Conference Centre
Celebrations Dinner Theatre	Keith Levit Photography	The Gates on Roblin
Centre for Research in Young People's Texts and Cultures (CRYTC)	Kelly Bik Photography	The Golf Dome
Chad Brick	Kristy's Esthetics	The Grove Pub & Restaurant
Commtech Office Solutions	Lakeview Group of Companies	The Keg Steakhouse + Bar
Confusion Corner Bar & Grill	Len Dubois Trucking Inc.	The UPS Store
Crescent Multi Foods	Let's Talk Science (University of Manitoba)	Thiessen Topsoil
Dairy Farmers of Manitoba	Let's Talk Science (University of Winnipeg)	Thrifty Car Rental
Dare Foods	Linda Leja	Tibert le Voyageur
Deer + Almond	Lisa Dziedzic	Toromont CAT
Delta Winnipeg Hotel	Loretta Kulchycki	True North Sports & Entertainment Limited
Denny's of Canada	Lovey's BBQ	Vera El Harouni
Direct Data	Manitoba Hydro	VIA Rail Canada
Disney World	Manitoba Liquor & Lotteries	Wayne Arthur Gallery
Dixie Beats	Manitoba Museum	Westland Construction LTD
Domino's Pizza	Manitoba Opera	winecollective.ca
Dr. Hook	Manitoba Public Insurance	Winnipeg Art Gallery
Dry Cold Productions	Manitoba Theatre For Young People	Winnipeg Folk Festival
Dubois Global Logistics Inc.	Mariaggi's Winnipeg Theme Suite Hotel & Spa	Winnipeg Fringe Theatre Festival
Earls Kitchen + Bar	Masterworks Dance Studio	Winnipeg Harley-Davidson
Ebonie Klassen Photography	McDonald's	Winnipeg Jets Store
Famous Dave's Barbeque Restaurant	McNally Robinson Booksellers	Winnipeg Symphony Orchestra
Fenton's Wine Merchants	Missing Pieces	Winnpeg Blue Bombers
Festival du Voyageur	Molson Coors Canada	Winspire
Folklorama	Mosienko Lanes	WOW! Hospitality
FortWhyte Alive & Nature Shop	MTS Inc.	Zealous Medi Spa
Games Workshop	MTS Future First	

OPERATIONAL SUPPORT

The Children's Museum would like to thank the following for their generous operational support in 2015:

Corporate, Organization & Foundation Donors

Acxsys Corporation
All Weather Exteriors
Amalgamated Drywall
Assiniboine Credit Union
Association of Manitoba Museums
Cambrian Credit Union
Carolyn Sifton Foundation
CropLife Canada
Crosstown Civic Credit Union
David Lipnowski Photography
Domino's Pizza - DPZ Holdings LTD
Domo Gasoline Corporation Ltd.
Emergent BioSolutions
Entegra Credit Union
Harley-Davidson Winnipeg
Hilary Druxman Design
Investors Group
Jewish Foundation of Manitoba
Johnson Controls Inc.
Johnston Group Inc.
MacDon
Monsanto Canada Inc.
National Leasing
PayPal
Piston Ring Service
Prairie Exotics
PricewaterhouseCoopers LLP
Regent Construction Inc.
Request Networks
TD CanadaTrust
Terracon Development Ltd.
The Great-West Life Assurance Company
The Reading Council of Greater Winnipeg
The Winnipeg Foundation
Toboggan Design
Wawanesa Insurance

Media Sponsors

Bell Media (103.1 Virgin Radio)
Prairie Public Broadcasting
Shaw Media (Global Television Winnipeg)

Government Support

City of Winnipeg
Government of Canada
Province of Manitoba
Government of Manitoba - All Charities Campaign
Winnipeg School Division

Individual Donors (\$20+)

Anonymous
Avanthay, Marie-Paule
Broughton, Timothy
Buenaventura, Mely (In memory of Dante C. Buenaventura)
Cecelon, Luke
Chapman, Ernie
Chornenki, Richard
Derraugh, Murray
Dokken, Agnes
Doth, Diane
Dziedzic, Lisa
El Harouni, Vera
Ewbank, Christina
Fast, Shelly
Ferris, Shawna
Fieden, Michele
Findlay, Ian
Geradela, Ashley
Grower, Kenneth
Hancheruk, Sara & Jason
Jentsch, Terra
Kramps, Kyla
Kupca, Katarina
Labossiere, Mario
Lachance, Cédelyne
Los, Anetta
McCreath, Melanie
McIntyre, Erin
Najduch, Aileen
Nguyen, Billy
Plett, Fiona
Ramsay, Kris
Rehbein, Jesse
Rehbein, Randy
Reid, Bill & Pat
Silver, Lynn
Sutkiewicz, Daniel
Sweatman, Sally
Tabor, Laura
Tabor, Rachelle
Tarko, Robyn
Triccas, Gráinne
Tyler-West, Mickenzie
Walder, Sheree
Wiebe, Amber
Zaretski, Glenn



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

CAPITAL SUPPORT

The Children's Museum would like to thank the following for their generous capital support in 2015:

Corporate, Organization & Foundation Donors

Investors Group
The North West Company
The Winnipeg Foundation -
Kozminski Family Fund

Individual Donors (\$20+)

Baetsen, Peter
Dziedzic, Lisa
El Harouni, Vera
Hancheruk, Sara & Jason
Mitchell, Matt

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 2015, the Children's Museum had an average of 3,628 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
- One free Member Guest Pass (\$11 value)
- Exclusive invitations and pre-sale offers for special events including Members events 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 2015 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
 - Canada's Royal Winnipeg Ballet (RWB)
 - Canadian Museum for Human Rights
 - Domino's Pizza
 - Eye Go Mobile Optical
 - Forks Trading Company
 - FortWhyte Alive
 - Generation Green at The Forks
 - Grass Roots Prairie Kitchen at The Forks
 - Manitoba Theatre for Young People (MTYP)
 - 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 EVENTS

Our Members Events were decidedly popular and the Children's Museum hosted three of these exclusive events in 2015.

April Members Morning

Nearly 90 attendees took advantage of early-bird access to the galleries at our newly launched morning members appreciation event. Members and their guests were invited to join us one hour before our doors opened to the general public for exclusive exploration of the galleries plus a complimentary bite-size cupcake and morning beverage in the Lunch Box eating area. Attendees were then welcome to extend their experience by continuing their Children's Museum visit once our regular hours began at 9:30AM.

Event Sponsor: Sweet Impressions

June Members Night

Members (and up to two guests per member) were invited to this exclusive event featuring the *Hands-On Harley-Davidson™* travelling exhibition. In addition to special after-hours access to our galleries, the 100+ attendees had the opportunity to enter the draw for a

Children's Museum membership and to create their own motorcycle helmet craft to fit their riding style. Vroom!

Event Sponsors:

The Winnipeg Foundation
CIBC Wood Gundy
Harley-Davidson Winnipeg
Len Dubois Trucking Inc.
Toromont CAT

November Members Night

Members and their guests were treated to an after-hours sneak peek of the Eaton's Fairytale Vignettes display, a meet & greet with Royal Winnipeg Ballet dancers and RWB mascot Filbert, plus an offering of goodies and a hot beverage service. The 330+ attendees also had a chance to craft a take-home snow globe, and enter the draw for Nutcracker tickets and a Children's Museum membership.

Event Sponsor: 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 535 parties with a total of 11,020 guests in 2015.

FACILITY RENTALS

The Children's Museum was the site for 211 functions in 2015 which included meetings, corporate parties, school fundraisers, social events, family celebrations, community group gatherings, and more. These rentals accounted for a total of 11,984 visitors to the Children's Museum.



shop

THE CHILDREN'S MUSEUM STORE

Shop at the Children's Museum is a museum store devoted to keeping kids learning. In 2015, 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.

Driven by the belief that the Children's Museum experience does not need to end when a child leaves the museum, Shop products cater to children ages 1-9, and as well as items for adults and caregivers designed to help them inspire kids' creative learning on their own. We look for high-quality, educational toys - many of which do not rely on batteries to entertain and educate children.

We'd like to thank all our Shop-pers for their support and enthusiasm this past year, and we look forward to seeing you again soon!

VOLUNTEER PROGRAM

In 2015, 110 volunteers contributed 5,200 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 Club. 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, Winnipeg School Division, Garden City Collegiate, and the United Way who helped facilitate many special events and projects hosted by the Children's Museum throughout the year.

Volunteer Program Supporter: PayWorks

VOLUNTEER APPRECIATION

In appreciation of our volunteers' contributions, the Children's Museum provides recognition of service hour milestones and exclusive volunteer events. 2015 marked our second 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 2015 Volunteer Bursary to Julie V.! Julie is an important member of our Sunday programming and Day Camp volunteer team who has contributed over 150 hours of her enthusiasm, energy, and time to the Children's Museum. She especially enjoys interacting with children and their families at the Birthday Party Check-In Desk and engaging children while they're having fun in the galleries. Julie's favoUrte museum gallery is Lasagna Lookout. She is a reliable and committed volunteer and her support of the Children's Museum is acknowledged with appreciation.

In addition to Julie V., 6 other volunteers contributed over 120 hours to the Children's Museum in 2015. A huge thank you is extended to Bennet F., Christine K., Michelle A., Sophie Z., Tyler S., and Zubeir T. for their efforts and support.

FAST FACTS

- 2 volunteers accepted paid positions at the Children's Museum in 2015.
- 8 volunteers celebrated their third anniversary of service.
- 1 volunteer has been an active volunteer since August 2001.
- Service Milestones:
 - 11 volunteers completed their 100th hour of volunteer service
 - 6 volunteers completed their 200th hour of volunteer service
 - 4 volunteers completed their 300th hour of volunteer service
 - 1 volunteer contributed more than 1995 hours of service to the Children's Museum!

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.





500 - Five Donald Street
Winnipeg, Manitoba R3L 2T4
Tel: (204) 284-7060
Fax: (204) 284-7105
www.bookeandpartners.ca

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, 2015, 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, 2015. We expressed an unmodified audit opinion on those financial statements in our report dated May 31, 2016.

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, 2015 are a fair summary of those statements, on the basis described above.

Winnipeg, Canada
May 31, 2016

Chartered Professional Accountants

FINANCIAL INFORMATION

Summarized Statement of Operations for the year ended
December 31, 2015

REVENUES

Grants	\$ 237,571
Amortization of deferred contributions	\$ 616,388
Donations/Sponsorships	\$ 96,247
Fundraising Events	\$ 41,164
Admissions	\$ 826,038
Birthday Parties	\$ 115,078
Facility Rentals	\$ 85,706
Memberships	\$ 153,746
Shop	\$ 59,076
Other	\$ 9,128
Total Revenue	\$ 2,240,142

EXPENSES

Building & Maintenance	\$ 244,987
Program	\$ 504,146
Marketing/Development	\$ 176,209
General Operating	\$ 444,567
Amortization	\$ 666,271
Shop	\$ 45,323
Total Expenses	\$ 2,081,503

EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES

Operating Fund	\$ 250,225
Capital Fund	(\$ 91,586)
Total	\$ 158,639

Summarized Statement of Financial Position
December 31, 2015

ASSETS

Cash	\$ 393,420
Receivables	\$ 18,171
Inventories	\$ 18,171
Prepays	\$ 13,844
Capital Assets	\$ 8,896,270
Deferred Charges	\$ -
Total	\$ 9,339,876

LIABILITIES AND FUND BALANCES

Current	\$ 368,684
Deferred Contributions	\$ 8,385,543
Long-Term Debt	\$ 849,050
Fund Balances	
Operating	\$ 172,306
Capital	(\$ 435,707)
Total	\$ 9,339,876

For those wishing to review the Children's Museum's complete audited financial statements for 2015, please contact the Administrative Office at 204.924.4008.

BOARD OF DIRECTORS & MUSEUM STAFF



BOARD OF DIRECTORS

Board Executives

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

Board Members

Joel Deeley
Wendy Guilbault
Joel Murchison
Richard Olschewski
Dinis Prazeres
Hedda Razik
James Wishart

MUSEUM STAFF

Administrative Department

Executive Director: Sara Hancheruk
Office Manager: Vera El Harouni
Financial Controller: Kris Ramsay

Marketing & Development Department

Director of Marketing & Communications: Lisa Dziedzic
Development & Membership Coordinator: Sally Sweatman
Shop Assistant: Christina Ewbank

Visitor Experience Department

Director of Education & Exhibits: Anaïs Biernat
Museum Services Manager: Patrick Murphy
Volunteer & Access Coordinator: Mario Labossiere
Program Coordinator: Hong McLeod
Education Coordinator: Allison Alsop
Sales & Bookings Coordinator: Anneliese Kroeker
Museum Technician: Fiona Plett

Admissions Attendants

Carleen Bezdek
Lauren Dietterle
Christina Ewbank
Anetta Los
Annabelle Magpantay
Jordan Phillips
Alana Smith
Mickenzie Tyler-West
Daniela Wenger

Program Interpreters (Level 1)

Jade Ferens
Ricel Gelera
Cédelynne Lachance
Paolina Morgante
Ashleigh Natividad
Sarah Steidl
Riche Ann Valencia
Michelle Zhao

Guest Services

Denz Ocampo
Jordan Phillips
Kayla Sinclair

Program Interpreters (Level 2)

Holly Baetsen
Luke Cecelon
Mickenzie Tyler-West

Gallery Attendants

Tim Broughton
Lee Hristienko
Riche-Ann Valencia
Amber Wiebe



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childrensmuseum.com

