

2017 IMPACT REPORT



PROMOTING INCLUSION & RESPECT

In 2017 the Children's Museum formalized mutually-respectful partnerships with First Nations, Métis, and Inuit organizations, groups, and individuals. As original signatories to Winnipeg's Indigenous Accord, the Children's Museum is committed to promoting deeper intercultural understanding, increased empathy, and mutual respect within our community.

Guided by the knowledge and experience of Elders in the community, the museum created six provincial curriculum-connected school programs entitled *Teepees, The Land, And Us*.

In recognition of Canada's 150th anniversary, the Children's Museum was also pleased to offer a special program called *Celebrating Indigenous Culture*, in addition to hosting our first ever Indigenous Day event.

We look forward to continuing to offer opportunities for children, families, schools, and daycares to be exposed to and engaged with Indigenous cultural traditions, languages, and practices as we journey together towards reconciliation in the upcoming years.

To learn more about these exciting events and other special events and programming held in 2017, please see childrensmuseum.com.



*Children's Museum Executive Director
Sara Hancheruk signs the Winnipeg
Indigenous Accord on June 20, 2017*



RUN! JUMP! FLY! ADVENTURES IN ACTION™

May 27 – September 17, 2017

In Summer 2017, the Children's Museum hosted *Run! Jump! Fly! Adventures In Action™* – a travelling exhibition showcasing action-packed fun for all! This heart-pumping exhibition invited museum guests to explore action-adventure scenes where they could jump into Action Star Training. Adventure Scenes included Surf & Snow Boarding, Kung Fu Forest, Climbing Canyon, and Flycycle Sky. An Action Star Training Centre with Yoga Station, Strength Centre, and Dance Club were also part of the experience. Highlighting physical activity, *Run! Jump! Fly! Adventures In Action™* stimulated guests' bodies and minds while simultaneously boosting physical development, promoting a healthy lifestyle, and activating cognitive development.

Run! Jump! Fly! Adventures In Action™ was developed by the Minnesota Children's Museum in partnership with the Youth Museum Exhibit Collaborative. Local tour sponsored by Johnston Group, with additional local support from CIBC Wood Gundy, Global Television Winnipeg, Len Dubois Trucking Inc., Prairie Public, and Toromont CAT.



CELEBRATING INDIGENOUS CULTURE

Spring – Winter 2017

In recognition of Canada's 150th anniversary and through the support of local partners, the Children's Museum was pleased to offer a pilot program to Manitoba schools called *Celebrating Indigenous Culture* which featured our new *Teepees, The Land, And Us* school program free of charge. These school programs incorporate traditional Indigenous teachings about the connection between human beings and the natural world, demonstrate pictograph story rock painting, and culminate with every student participating in the construction of a teepee and a storytelling session inside.

Celebrating Indigenous Culture also included an Indigenous arts-themed session of our Free2Play Access Program Arts Club in Spring 2017. Facilitated in partnership with Art City and with instruction provided by Indigenous artist Elder Val Vint, this Arts Club offered participants the opportunity to learn traditional Indigenous folktales and create art works using both contemporary and traditional mediums. The art works created were then showcased to museum guests for several weeks in our Pop m'Art gallery.

(Top) Students prepare for a storytelling session inside a teepee constructed during their "Teepees, The Land, And Us" school program.

(Bottom) Children's Museum guests took part in an interactive drumming workshop facilitated by the Summer Bear Dance Troupe at the museum's inaugural Indigenous Day event.

This initiative was made possible by the Community Fund for Canada's 150th (a collaboration between The Winnipeg Foundation, the Government of Canada, and extraordinary leaders from coast to coast to coast). Additional support provided by The Asper Foundation, Monteyne Architecture Works Inc., Wawanesa Insurance, Diane Doth and Randy Rehbein, and Kris Ramsay.

INDIGENOUS DAY

June 21, 2017

The Children's Museum hosted its first ever Indigenous Day event on June 17, 2017. Over 700 guests joined us for a hoop dance and drumming performance and workshop, courtesy of performers from Summer Bear Dance Troupe. Later, museum staff and guests collaborated to build an indoor teepee in our Time Squared gallery.



Hoop Dancer Rylee Sandberg performs at the Children's Museum's Indigenous Day event on June 21, 2017.



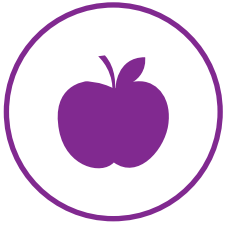


ANNUAL ATTENDANCE

As one of Manitoba's most popular cultural institutions,

151,654 PEOPLE

visited the Children's Museum from January 1 to December 31, 2017



SCHOOL PROGRAMS

1,097

School Groups

27,436

School Program Visitors



DAY CAMPS

10

Weeks of Day Camp

220

Day Camp Participants



MUSEUM MEMBERSHIP

3,284

Children's Museum Members

40+

Reciprocal Membership Partners



VOLUNTEER PROGRAM

153

Children's Museum Volunteers

5,166

Volunteer Hours Contributed



BIRTHDAY PARTIES

559

Birthday Parties Hosted

12,677

Birthday Party Guests



FACILITY RENTALS

239

Rental Events Hosted

12,697

Facility Rental Guests



SHOP (MUSEUM STORE)

15,239

Items Sold

\$74,395

Total Annual Sales



FUNDRAISING EVENTS

646

Event Participants

\$12,450

Total Amount Raised

ACCESS PROGRAMS

3

Types of Access Programs offered, including the Free2Play Access Program, the Rural Access Program, and the Explore-Abilities Access Program

9,107

Guests visited for free through the Free2Play Access Program

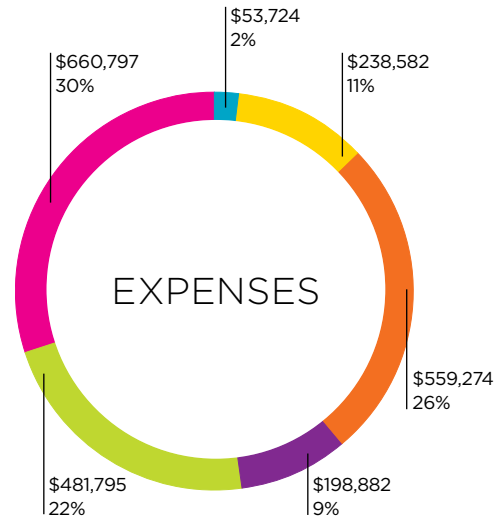
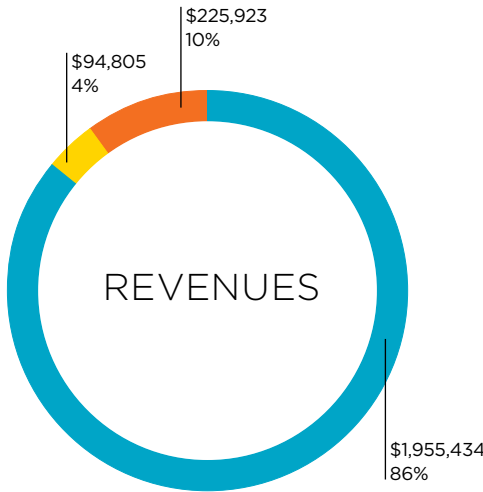
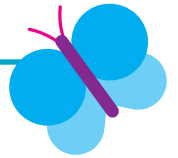
1,454

Guests visited for free through the Rural Access Program

167

Guests attended Explore-Abilities Events (designed for children with Autism Spectrum Disorders and sensory processing differences)

Financial Information



- Earned Revenue (includes Admissions, Memberships, Shop Sales, Birthday Parties, Events, and Facility Rentals)
- Private Funding (includes Sponsorships, Foundation Support, and Individual Donations)
- Public Funding (includes grants from Municipal, Provincial, and Federal levels of government)

- Building & Maintenance
- General Operating
- Programming
- Amortization
- Marketing/Development
- Shop

For those wishing to review the Children's Museum's summarized or complete audited financial statements for 2017, please contact the Administrative Office at 204.924.4008.

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 2017 categories:

- Best Place For Children's Birthday Party
- Best Place To Take Your Kids On A Crummy Day

Ignite newfound passions, inspire children's dreams, and help children and families make transformative discoveries by supporting the Children's Museum. Both cash and in-kind donations are gratefully welcome. We offer the following ways to give:

BY PHONE:

Call 204.956.KIDS

BY MAIL OR FAX:

Complete and return the Donation Form (PDF) to:
 Children's Museum,
 45 Forks Market Road
 Winnipeg, MB R3C 4T6
 Fax: 204.956.2122

IN PERSON:

Visit our Admissions Desk to make your donation in person

ONLINE:

We accept all major credit cards, Interac Online, PayPal transfers, and monthly giving options through CanadaHelps via childrensmuseum.com

