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.
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.

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, Monteye 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.

### 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**

### 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)**

### 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**
**Financial Information**

- **REVENUES**
  - 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)

- **EXPENSES**
  - Building & Maintenance
  - Programming
  - Marketing/Development
  - General Operating
  - Amortization
  - 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

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, 2017, 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, 2017. We expressed an unmodified audit opinion on those financial statements in our report dated May 29, 2018.

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, 2017 are a fair summary of those statements, on the basis described above.

Winnipeg, Canada
May 29, 2018
Chartered Professional Accountants
### Summarized Statement of Operations for the year ending December 31, 2017

#### REVENUES

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants</td>
<td>$225,923</td>
</tr>
<tr>
<td>Amortization of deferred contributions</td>
<td>$614,695</td>
</tr>
<tr>
<td>Donations/Sponsorships</td>
<td>$94,805</td>
</tr>
<tr>
<td>Fundraising Events</td>
<td>$12,450</td>
</tr>
<tr>
<td>Admissions</td>
<td>$885,063</td>
</tr>
<tr>
<td>Birthday Parties</td>
<td>$126,806</td>
</tr>
<tr>
<td>Facility Rentals</td>
<td>$93,084</td>
</tr>
<tr>
<td>Memberships</td>
<td>$144,160</td>
</tr>
<tr>
<td>Shop</td>
<td>$74,395</td>
</tr>
<tr>
<td>Other</td>
<td>$4,781</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$2,276,162</strong></td>
</tr>
</tbody>
</table>

#### EXPENSES

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building &amp; Maintenance</td>
<td>$238,582</td>
</tr>
<tr>
<td>Program</td>
<td>$559,274</td>
</tr>
<tr>
<td>Marketing/Development</td>
<td>$198,882</td>
</tr>
<tr>
<td>General Operating</td>
<td>$481,795</td>
</tr>
<tr>
<td>Amortization</td>
<td>$660,797</td>
</tr>
<tr>
<td>Shop</td>
<td>$53,724</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$2,193,054</strong></td>
</tr>
</tbody>
</table>

#### EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES

- Operating Fund: $162,581
- Capital Fund: ($79,473)
- **Total Excess (Deficiency)**: $83,108

**Note:** Portions of the surplus are directed towards capital rejuvenations and mortgage

### Summarized Statement of Financial Position December 31, 2017

#### ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$257,935</td>
</tr>
<tr>
<td>Receivables</td>
<td>$48,462</td>
</tr>
<tr>
<td>Inventories</td>
<td>$27,024</td>
</tr>
<tr>
<td>Prepads</td>
<td>$42,372</td>
</tr>
<tr>
<td>Capital Assets</td>
<td>$7,704,088</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$8,079,881</strong></td>
</tr>
</tbody>
</table>

#### LIABILITIES AND FUND BALANCES

- Current: $347,114
- Deferred Contributions: $7,171,105
- Long-Term Debt: $695,177
- **Fund Balances**
  - Operating: $13,277
  - Capital: ($146,792)
  - **Total Fund Balances**: $8,079,881

For those wishing to review the Children's Museum's complete audited financial statements for 2017, please contact the Administrative Office at 204.924.4008.
The Children's Museum would like to thank the following donors for their generous operational and/or capital support in 2017:

**OPERATIONAL SUPPORTERS**

**CORPORATE, ORGANIZATION & FOUNDATION DONORS**

All Charities Campaign
Carolyn Sifton Foundation Inc.
CIBC Children’s Foundation
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
Domino’s Pizza
Domo Gasoline Corporation Ltd.
Hilary Druxman Design
Investors Group Inc.
MacDon Industries Ltd.
Manitoba Hydro
Monteyne Architecture Works Inc.
PayPal
Piston Ring Service
Qualico Development Ltd.
St. Vital Centre
Steinbach Credit Union
TD CanadaTrust
TELUS
The Asper Foundation
The Bertram Austin Goodman, May Easton McLaren Goodman, and Dorothy Jean Goodman Foundation
The Great-West Life Assurance Company
The Winnipeg Foundation
Wawanesa Insurance
YMCA of Greater Toronto

**GOVERNMENT SUPPORT**

City of Winnipeg
Province of Manitoba

**TRIBUTE GIFTS**

In Honour of Dimitri’s Birthday
In Memory of Dante C. Buenaventura
In Memory of Ryan Owen

**INDIVIDUAL DONORS ($20+)**

Akimoto, Yasuko
Anonymous
Blatz, Karlee
Bueckert, Sean & Melanie
Connor, Laurie
Derraugh, Murray
Doth, Diane & Randy Rehbein
Dziedzic, Lisa
Findlay, Ian, Jennifer, Bryce & Carys
Hancheruk, Sara
Hanson, Gregg & Mary
Hayden, Lucas
Mann, Andrea
Ramsay, Kris
Reid, Pat & Bill
Ruest, Paul & Jeannette
Steindel, Gordon & Katherine Cobor
Sweatman, Sally
Thomas, Christine
Watts Stevens, Pat
Wiens, Debra

**CAPITAL SUPPORTERS**

**INDIVIDUAL DONORS ($20+)**

Dziedzic, Lisa
El Harouni, Vera
Hancheruk, Sara

Please contact the Development Department at 204.924.4010 if your name was omitted or to report an error in the above listings.
The Children’s Museum extends a most sincere thank you to all of the event participants, sponsors, supporters, staff, and volunteers who provided nearly $43,000 of in-kind product and service donations in 2017. We are 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
Ami Bakerman
Anonymous
Assiniboine Credit Union
Barb & Clarence Nepinak
Canada Games
Canada’s Royal Winnipeg Ballet
Centre For Research In Young People’s Texts & Cultures
Corus Entertainment Inc. (Global Television)
Dairy Farmers Of Manitoba
Dare Foods
Dartpocalyspe
Denis Labossiere
Denny’s Restaurant
Domino’s Pizza
Fairmont Winnipeg
FortWhyte Alive
George W. Shannon Design
Government of Canada (Canada 150)
Green For Life Environmental Inc.
Kelsey Nordstrom
Kernels Popcorn
Kristy’s Esthetics
Len Dubois Trucking Inc.
Linda Gallant
Lisa Dziedzic
Locher Evers International
Manitoba Hydro
Manitoba Moose (True North Sports + Entertainment)
MTS Business
National Leasing
Neon Cone
North American Lumber
Oak Hammock Marsh
Osborne Florist
Pampered Chef
Payworks
Prairie Public Broadcasting
Royal Canadian Mounted Police (Community Policing Services)
Ridge Crest Orthodontics
Rob Wrigley
Sobeys Grant Park
Canadian Cancer Society (SunSense Program)
T&T Seeds
The Gates On Roblin
The Manitoba Museum
The Northwest Company
Thrifty Car Rental
Toromont CAT
Vera El Harouni
Vickar Auto Group
Vital Transit Services Ltd.
Wawanesa Insurance
Winnipeg Art Gallery
Winnipeg Blue Bombers
Winnipeg Free Press
Winnipeg Goldeyes
Winnipeg Public Library
Winnipeg Symphony Orchestra

Please contact the Development Department at 204.924.4010 if your name was omitted or to report an error in the above listings.
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Vice-Chair: Maja Dos Santos  
Treasurer: Joel Murchison  
Secretary: Chad Brick

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Garett Klus  
Susan Ols  
Poonam Randhawa  
Hedda Razik  
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Office Manager: Vera El Harouni
Financial Controller: Kris Ramsay

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Communications Coordinator: Miriam Betzner Christensen
Development & Membership Coordinator: Sally Sweatman
Shop Assistant: Annabelle Magpantay

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Museum Operations Manager: Hong McLeod
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Education Coordinator: Allie Alsop
Program Coordinator: Desiree Barber
Sales & Bookings Coordinator: Anneliese Kroeker
Museum Technician: Jasper Hernandez
Lead Day Camp Counsellor: Tara Schmidt
Assistant Day Camp Counsellor: Caleigh Bell
Summer Programmer: Emily Nikkel
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Gallery Attendants: Tim Broughton and Amber Wiebe
Program Interpreters (Level 1): Kristen Blatta, Laura Los, Princess Mandap, Seamus Palmer, Monica Ramirez, and Heather Werboweski
Program Interpreters (Level 2): Camille Antonio, Caleigh Bell, Kristen Blatta, Madison Hanson, Emily Nikkel, Tara Schmidt, and Amelia Todd

45 Forks Market Road
Winnipeg, MB R3C 4T6
204.924.4000

childrensmuseum.com

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