

# 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](http://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.



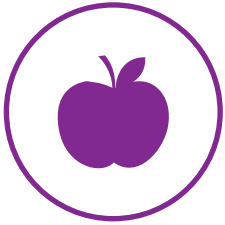


### ANNUAL ATTENDANCE

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

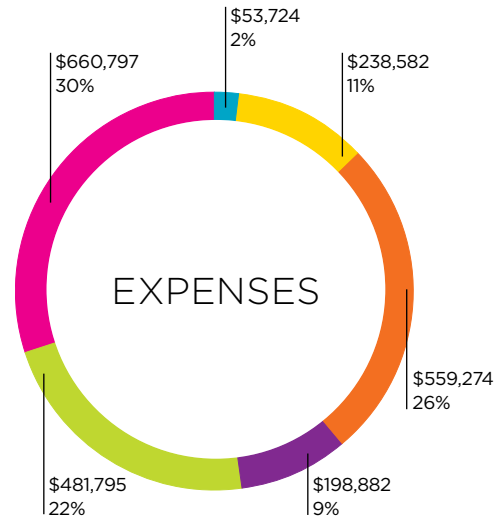
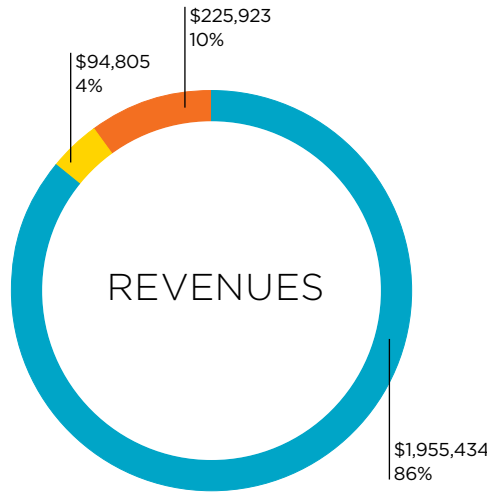
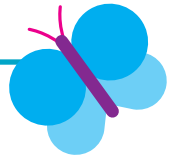
# 1,454

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](http://childrensmuseum.com)





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

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## 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, 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.

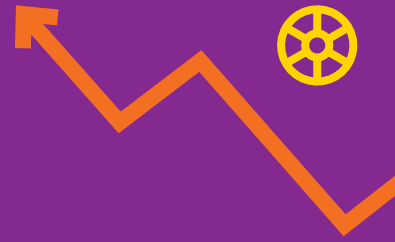
A handwritten signature in blue ink that reads "Booke &amp; Partners". The signature is written in a cursive, flowing style.

Winnipeg, Canada  
May 29, 2018

Chartered Professional Accountants



# FINANCIAL INFORMATION



## Summarized Statement of Operations for the year ending December 31, 2017

### REVENUES

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

### EXPENSES

Building & Maintenance	\$ 238,582
Program	\$ 559,274
Marketing/Development	\$ 198,882
General Operating	\$ 481,795
Amortization	\$ 660,797
Shop	\$ 53,724
<b>Total Expenses</b>	<b>\$ 2,193,054</b>

### EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES

Operating Fund	\$ 162,581
Capital Fund	(\$ 79,473)
<b>Total</b>	<b>\$ 83,108</b>

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

## Summarized Statement of Financial Position December 31, 2017

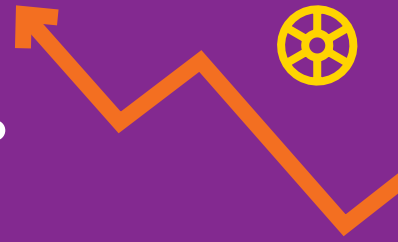
### ASSETS

Cash	\$ 257,935
Receivables	\$ 48,462
Inventories	\$ 27,024
Prepays	\$ 42,372
Capital Assets	\$ 7,704,088
<b>Total</b>	<b>\$ 8,079,881</b>

### LIABILITIES AND FUND BALANCES

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

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 Druzman 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.

# IN-KIND SUPPORTERS

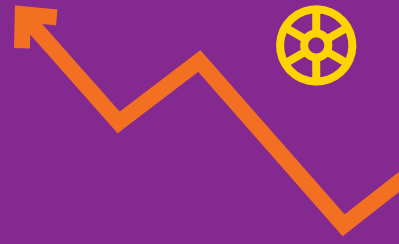


The Children's Museum extends a most sincere thank you to all of the event participants, sponsors, supporters, staff, and volunteers who provided nearly \$43,000 of in-kind product and service donations in 2017. We are very grateful for the commitment of the following supporters for helping us provide an interactive and creative learning environment for the children of our community:

Academy Florist	Green For Life Environmental Inc.	Ridge Crest Orthodontics
Ami Bakerman	Kelsey Nordstrom	Rob Wrigley
Anonymous	Kernels Popcorn	Sobeys Grant Park
Assiniboine Credit Union	Kristy's Esthetics	Canadian Cancer Society (SunSense Program)
Barb & Clarence Nepinak	Len Dubois Trucking Inc.	T&T Seeds
Canada Games	Linda Gallant	The Gates On Roblin
Canada's Royal Winnipeg Ballet	Lisa Dziedzic	The Manitoba Museum
Centre For Research In Young People's Texts & Cultures	Locher Evers International	The Northwest Company
Corus Entertainment Inc. (Global Television)	Manitoba Hydro	Thrifty Car Rental
Dairy Farmers Of Manitoba	Manitoba Moose (True North Sports + Entertainment)	Toromont CAT
Dare Foods	MTS Business	Vera El Harouni
Dartpocalyspe	National Leasing	Vickar Auto Group
Denis Labossiere	Neon Cone	Vital Transit Services Ltd.
Denny's Restaurant	North American Lumber	Wawanesa Insurance
Domino's Pizza	Oak Hammock Marsh	Winnipeg Art Gallery
Fairmont Winnipeg	Osborne Florist	Winnipeg Blue Bombers
FortWhyte Alive	Pampered Chef	Winnipeg Free Press
George W. Shannon Design	Payworks	Winnipeg Goldeyes
Government of Canada (Canada 150)	Prairie Public Broadcasting	Winnipeg Public Library
	Royal Canadian Mounted Police (Community Policing Services)	Winnipeg Symphony Orchestra

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## BOARD EXECUTIVES

**Chair:** Gaetan Ruest

**Vice-Chair:** Maja Dos Santos

**Treasurer:** Joel Murchison

**Secretary:** Chad Brick

## BOARD MEMBERS

Françoise Cassidy

Joel Deeley

Wendy Guilbault

Garett Klus

Susan Ols

Poonam Randhawa

Hedda Razik

Jani Sorensen



## ADMINISTRATIVE DEPARTMENT

**Executive Director:** Sara Hancheruk

**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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**Director of Education & Exhibits:** Erin McIntyre

**Museum Operations Manager:** Hong McLeod

**Visitor Experience Coordinators:** Jordan Phillips  
and Kayla Sinclair

**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

**Admissions Attendants:** Johanna De Haan-Ward,  
Maricar Gotiongco, Annabelle Magpantay, Andrea  
Reed, Emerson Reotan, Mickenzie Tyler-West, and  
Daniela Wenger

**Guest Services Interpreters:** Tayler Delaquis, Waverley  
Dovey, Suji Kang, and Riche Ann Valencia

**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