Each year, the Children’s Museum strives to expand our reach in bold and impactful ways. With blockbuster exhibition *Castle Builder* welcoming more than 65,000 visitors, our inaugural Family Night Out fundraiser selling out to a crowd of enthusiastic guests, and the exciting additions to the Eaton’s Fairytale Vignettes expanding the well-loved collection for the first time since 1999, 2018 was a whirlwind year of fun and creative learning at the Children’s Museum.

Our successes reflect our commitment to serving our community and set the stage for future growth. We are committed to being a safe and welcoming place for all children and families. From accessible facilities and visitor resources, to expanded services and inclusive events, we are dedicated to capturing imaginations and changing children’s lives for the better through transformative learning experiences.

Building bright futures has always been a priority for the Children’s Museum. We are focused on delivering innovative and curriculum-linked programming that is dedicated to child development and school readiness for all children. We are more than a place for play; we are a developmentally rich, diverse, and growing educational community where children thrive. We are grateful to our community, stakeholders, guests, and friends for continuing to support the work we do to ensure the Children’s Museum remains a leader in early childhood education and innovative exhibit design. Together, we have created a one-of-a-kind place where play has a purpose, important concepts are learned, and memories are made. We are on a mission to spark kids’ creative learning, and we thank you for joining us in this mission.
FAMILY NIGHT OUT
April 7, 2018

The Children’s Museum hosted its inaugural Family Night Out fundraising event on Saturday, April 7, 2018. This sold-out event encouraged guests to dress for a mess as they explored the galleries and took part in magnificent messy mania all in support of the Children’s Museum.

Sweet Impressions offered chaotic cookie decorating fun, untamed imaginations soared as families created a Wild Art canvas with Artful Owl, and science was a hot mess with slime concoctions, exhilarating experiments, and bold activities led by the University of Manitoba and University of Winnipeg’s Let’s Talk Science teams. Guests enjoyed the Mess Hall catered by The Gates on Roblin and then captured a souvenir snapshot of their family’s experience at the Pixels & Giggles Photo Booth. The highlight of the night was the Ultimate Slime Tank Auction in which the highest bidder chose their favourite family member to be drenched in slime in front of a live audience.

CASTLE BUILDER
On display from May 12 – October 21, 2018

Visitors of all ages were summoned to explore, build, and play in the Children’s Museum’s 2018 travelling exhibition, Castle Builder!

This LEGO®-based exhibition transported guests to a kingdom where they became medieval castle builders, building their own toy castles brick-by-brick. In Castle Builder, builders of all ages and skill levels constructed castles, learned about real-world castles and their building secrets, and planned their ideal castle’s defenses.

With Castle Builder-themed Spring & Summer Day Camps, Birthday Parties, School Programs, special events, and programming, guests were encouraged to explore the inside of the royal castle, test their fortress designs with a catapult, and maybe even spot a dragon during their museum visit.

CASTLE BUILDER was produced by The Children’s Museum of Indianapolis. Local tour sponsored by Johnston Group, with additional local support from Len Dubois Trucking Inc., Qualico, Toromont CAT, 103.1 Virgin Radio, Global Winnipeg, and Prairie Public.

ADDITIONS TO THE EATON’S FAIRYTALE VIGNETTES
On display from November 17, 2018 – January 6, 2019

From once-upon-a-time to happily-ever-after, the Children’s Museum has been home to the Eaton’s Fairytale Vignettes display since 1999. In 2018, this timeless collection was expanded by a donation of six animatronic woodland characters from the City of Winnipeg.

Inspired by The Woodland Nutcracker written by Avril Tyrrell, these six characters were a part of the holiday display in Eaton’s last year, and had previously been showcased in the Millennium Library.

Museum guests were excited to spot these new additions being showcased during the Eaton’s Fairytale Vignettes this past year.

Eaton’s Fairytale Vignettes Supporting Sponsor: Toromont CAT; Media Sponsors: 103.1 Virgin Radio, Global Winnipeg, and Prairie Public; Exhibit Supporters: Antex Western Ltd. and Terracon Development Ltd.
As one of Manitoba’s most popular cultural institutions, 150,224 PEOPLE visited the Children’s Museum from January 1 to December 31, 2018.

### ANNUAL ATTENDANCE

<table>
<thead>
<tr>
<th>School Programs &amp; Explorations</th>
<th>Muuseum Membership</th>
<th>Volunteer Program</th>
<th>Access Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,032 School Groups</td>
<td>3,372 Children’s Museum Members</td>
<td>256 Children’s Museum Volunteers</td>
<td>3 Types of Access Programs offered, including the Free2Play Access Program, the Rural Access Program, and the Explore-Abilities Access Program</td>
</tr>
<tr>
<td>25,803 School Program Visitors</td>
<td>35+ Reciprocal Membership Partners</td>
<td>4,356 Volunteer Hours Contributed</td>
<td>14,229 Guests visited for free through the Free2Play Access Program</td>
</tr>
<tr>
<td>10 Weeks of Day Camp</td>
<td></td>
<td></td>
<td>1,167 Guests visited for free through the Rural Access Program</td>
</tr>
<tr>
<td>265 Day Camp Participants</td>
<td></td>
<td></td>
<td>531 Guests attended Explore-Abilities Events (designed for children with Autism Spectrum Disorders and sensory processing differences)</td>
</tr>
</tbody>
</table>

### BIRTHDAY PARTIES

<table>
<thead>
<tr>
<th>Birthday Parties Hosted</th>
<th>Birthday Party Guests</th>
</tr>
</thead>
<tbody>
<tr>
<td>448</td>
<td>9,307</td>
</tr>
</tbody>
</table>

### DAY CAMPS

<table>
<thead>
<tr>
<th>Rental Events Hosted</th>
<th>Facility Rental Guests</th>
</tr>
</thead>
<tbody>
<tr>
<td>268</td>
<td>14,065</td>
</tr>
</tbody>
</table>

### MUSEUM MEMBERSHIP

<table>
<thead>
<tr>
<th>Children’s Museum Members</th>
<th>Reciprocal Membership Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,372</td>
<td>35+</td>
</tr>
</tbody>
</table>

### VOLUNTEER PROGRAM

<table>
<thead>
<tr>
<th>Children’s Museum Volunteers</th>
<th>Volunteer Hours Contributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>256</td>
<td>4,356</td>
</tr>
</tbody>
</table>

### SHOP, THE CHILDREN’S MUSEUM GIFT STORE

<table>
<thead>
<tr>
<th>Items Sold</th>
<th>Total Annual Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>18,041</td>
<td>$118,360</td>
</tr>
</tbody>
</table>

### FUNDRAISING EVENTS

<table>
<thead>
<tr>
<th>Event Participants</th>
<th>Total Amount Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>368</td>
<td>$18,761</td>
</tr>
</tbody>
</table>
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 (5437)

**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

For those wishing to review the Children's Museum’s summarized or complete audited financial statements for 2018, please contact the Administrative Office at 204.924.4008.

To the Board of Directors of
Manitoba Children's Museum Inc.

Opinion
The summary financial statements, which comprise the summary statement of financial position as at December 31, 2018, and the summary 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, 2018.

In our opinion, the accompanying summary financial statements are a fair summary of the audited financial statements, in accordance with Canadian accounting standards for not-for-profit organizations.

Summary Financial Statements
The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements and the auditor's report thereon, therefore, is not a substitute for reading the audited financial statements and the auditor's report thereon.

The Audited Financial Statements and Our Report Thereon
We expressed an unmodified audit opinion on the audited financial statements in our report dated May 27, 2019.

Management's Responsibility for the Summary Financial Statements
Management is responsible for the preparation of the summary financial statements in accordance with Canadian accounting standards for not-for-profit organizations.

Auditors' Responsibility
Our responsibility is to express an opinion on whether the summary financial statements are a fair summary of the audited financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements".

Winnipeg, Canada
May 27, 2019
Chartered Professional Accountants
<table>
<thead>
<tr>
<th>REVENUES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants</td>
<td>$ 238,048</td>
</tr>
<tr>
<td>Amortization of deferred contributions</td>
<td>$ 614,689</td>
</tr>
<tr>
<td>Donations/Sponsorships</td>
<td>$ 148,163</td>
</tr>
<tr>
<td>Fundraising Events</td>
<td>$ 12,991</td>
</tr>
<tr>
<td>Admissions</td>
<td>$ 854,930</td>
</tr>
<tr>
<td>Birthday Parties</td>
<td>$ 104,435</td>
</tr>
<tr>
<td>Facility Rentals</td>
<td>$ 118,226</td>
</tr>
<tr>
<td>Memberships</td>
<td>$ 132,043</td>
</tr>
<tr>
<td>Shop</td>
<td>$ 121,189</td>
</tr>
<tr>
<td>Other</td>
<td>$ 4,639</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$ 2,349,353</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Building &amp; Maintenance</td>
<td>$ 264,885</td>
</tr>
<tr>
<td>Program</td>
<td>$ 593,543</td>
</tr>
<tr>
<td>Marketing/Development</td>
<td>$ 286,723</td>
</tr>
<tr>
<td>General Operating</td>
<td>$ 462,079</td>
</tr>
<tr>
<td>Amortization</td>
<td>$ 663,220</td>
</tr>
<tr>
<td>Shop</td>
<td>$ 88,537</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$ 2,358,987</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating Fund</td>
<td>$ 68,182</td>
</tr>
<tr>
<td>Capital Fund</td>
<td>($ 77,816)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>($ 9,634)</strong></td>
</tr>
</tbody>
</table>

Summarized Statement of Financial Position December 31, 2018

<table>
<thead>
<tr>
<th>ASSETS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$ 133,202</td>
</tr>
<tr>
<td>Receivables</td>
<td>$ 111,334</td>
</tr>
<tr>
<td>Inventories</td>
<td>$ 33,001</td>
</tr>
<tr>
<td>Prepaids</td>
<td>$ 36,474</td>
</tr>
<tr>
<td>Capital Assets</td>
<td>$ 7,040,140</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$ 7,354,151</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES AND FUND BALANCES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Payables &amp; Accruals</td>
<td>$ 104,478</td>
</tr>
<tr>
<td>Deferred Contributions</td>
<td>$ 6,697,893</td>
</tr>
<tr>
<td>Long-Term Debt</td>
<td>$ 694,929</td>
</tr>
</tbody>
</table>

**Fund Balances**

| Operating                                     | $ 3,067 |
| Capital                                       | ($ 146,216) |
| **Total**                                     | **($ 143,149)** |

For those wishing to review the Children’s Museum’s complete audited financial statements for 2018, please contact the Administrative Office at 204.924.4008.
The Children’s Museum would like to thank the following for their generous financial support in 2018:

**OPERATIONAL SUPPORT**

**CORPORATE, ORGANIZATION & FOUNDATION DONORS**
- Antex Western Ltd.
- Carolyn Sifton Foundation Inc.
- Cosmopolitan Florists
- CWB National Leasing
- De Vries Construction & Renovation
- Hilary Druzman Design
- Investors Group Inc.
- Johnston Group Inc.
- MacDon Industries Ltd.
- PAL Plastics
- Piston Ring Service
- Quintex Services Ltd.
- Royal Canadian Properties Limited
- Ruban Insurance Brokers Inc.
- Steinbach Credit Union
- TD Canada Trust
- The Asper Foundation
- The B.A. Goodman, M.E.M. Goodman and Dorothy Jean Goodman Foundation
- The Ernst Hansch Foundation Inc.
- The Great-West Life Assurance Company
- The Thomas Sill Foundation Inc.
- The Winnipeg Foundation – Children of the Earth High School Youth in Philanthropy (YIP) Committee
- The Winnipeg Foundation – St. Mary’s Academy Youth in Philanthropy (YIP) Committee
- United Way Winnipeg
- Wawanesa Insurance
- Winnipeg Goldeyes Field of Dreams Foundation
- YMCA of Greater Toronto

**TRIBUTE GIFTS**
- In Memory of Dante C. Buenaventura
- In Memory of Elizabeth (Betty) Thomson
- In Honour of Lisa Dziedzic’s Marriage
- In Honour of Odin Kull
- In Honour of Olivia Anne Moura
- In Honour of Walter & Gordon Tyler

**INDIVIDUAL DONORS ($20+)**
- Akimoto, Yasuko
- Anonymous
- Derraugh, Murray
- Findlay, Ian, Jennifer, Bryce & Carys
- Grower, Kenneth
- Hancheruk, Sara
- Hanson, Gregg & Mary
- Klus, Garrett
- Ramsay, Krist
- Reid, Pat & Bill
- Savory, Shannon
- Sweatman, Sally
- Wiens, Debra
- Wong, Jason

**MEDIA SPONSORS**
- Bell Media (103.1 Virgin Radio)
- Corus Entertainment Inc. (Global Television Winnipeg)
- Prairie Public Broadcasting
- Winnipeg Free Press

**GOVERNMENT SUPPORT**
- City of Winnipeg
- Province of Manitoba
- Government of Canada
- Winnipeg School Division

**CAPITAL SUPPORT**

**CORPORATE, ORGANIZATION & FOUNDATION DONORS**
- Crosstown Civic Credit Union
- Eastside Collision Repairs Ltd.
- The Winnipeg Foundation

**INDIVIDUAL DONORS ($20+)**
- Anonymous
- Dziedzic McDonald, Lisa
- El Harouni, Vera
- Hancheruk, Sara

Please contact the Development Department at 204.924.4010 if your name was omitted or if there is an error in the above listings.
The Children’s Museum extends our most sincere thank-you to all of the event participants, sponsors, supporters, staff, and volunteers who helped make 2018 a successful year. With over $52,000 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:

A. Leader Canada
Academy Florist
Anonymous
Artists Emporium
Arts Junktion
Assiniboine Credit Union
Beeproject Apiaries
Bell Media Inc. (103.1 Virgin Radio)
Bell MTS
Brazen Hall
Canada’s Royal Winnipeg Ballet
Centre for Research in Young People’s Texts and Cultures
City of Winnipeg
Corus Entertainment Inc. (Global Television)
CWB National Leasing
Dairy Farmers Of Manitoba
Dare Foods
David’s Tea
Denis Labossiere
Denny’s of Canada
DeVries Construction & Renovation
Eastside Collision Repairs Ltd.
Festival du Voyageur
Flying Squirrel
FortWhyte Alive
George W. Shannon Design
Great Canadian Oil Change
Green For Life Environmental
Jellyfish Float Spa
Jensen Nursery and Garden Centre
Kristy’s Esthetics
Dubois Global Logistics Inc. / Len Dubois Trucking Inc.
Let’s Talk Science – University of Manitoba
Let’s Talk Science – University of Winnipeg
Linda Gallant
Manitoba Hydro
Manitoba Museum
Manitoba Public Insurance
Manitoba Sustainable Development (Forestry Branch)
Manitoba Theatre Centre
Manitoba Theatre For Young People
Nelson River Construction
Neon Cone
Oak Hammock Marsh
Osborne Florist
PAL Plastics
Payworks
Prairie Public Broadcasting
Rady Jewish Community Centre
Rainbow Stage
RCMP (Community Policing Services)
Rebel Pizza
Ridgecrest Orthodontics
RJW Acres
Sobey’s on Grant
Subway
Teresa Dovey
The Gates On Roblin
The North West Company
Thrifty Car Rentals
Toromont CAT
Travel Manitoba
True North Sports + Entertainment
VIA Rail
Vital Transit Services Ltd.
Wawanesa Insurance
Wilderness Supply
Winnipeg Art Gallery
Winnipeg Blue Bombers
Winnipeg Jazz Orchestra
Winnipeg Public Library
Winnipeg Symphony Orchestra

Please contact the Development Department at 204.924.4010 if your name was omitted or if there is an error in the above listings.
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 McDonald
Communications Coordinator: Kaitlen Loewen
Development 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
Admissions Attendants: Katrina Cayer, Janna Dilts, Suji Kang, Annabelle Magpantay, Andrea Reed, and Emerson Reotan
Guest Services Interpreters: Waverley Dovey, Suji Kang, Tara Schmidt, Riche Ann Valencia, and Dongyi Wang
Gallery Attendants: Jaypee Aguilar, Tim Broughton, Nisah Khan, and Amber Wiebe
Program Interpreters (Level 1): Maria Netanya Hinojosa, Isha Khan, Jenna Latimer, Princess Mandap, Seamus Palmer, and Heather Werboweski
Program Interpreters (Level 2): Camille Antonio, Lasha Mackedenski, Tara Schmidt, Savana Theodore-Maraj, Brianne Therrien Vielfaure, and Heather Werboweski
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