

2020 IMPACT REPORT

STRENGTH & RESILIENCY IN CHANGE

The year 2020 was filled with sudden and abrupt changes everywhere, as the COVID-19 pandemic spread rapidly to impact nearly every individual and every business sector across the globe. Within our province and our communities, Code Red State of Emergency public health orders had unprecedented and profound effects on us, our friends and families, our supporters, and each of our beloved guests directly and without discretion as schools and businesses closed, WFH became a revolutionary state of work/life balance, physical distancing evolved from a hitherto unknown to colloquial term, and face masks obscured the normally-smiling faces of nearly everyone living in “Friendly Manitoba.”

Faced with closing our doors to the public, many difficult decisions were made to safeguard our organization – both for its immediate survival and in planning for its future recovery and sustainability. Despite engaging every single cost saving opportunity available, 100% of our staff team accepted either layoffs or cuts to their hours, and the small group who remained willingly added extra operational needs to their ongoing job responsibilities. Our Board of Directors revised our strategic plan to better address planning for future unknowns in all areas of our work, and its fundraising committee has worked hard to raise funds alongside their future goal to increase reserves.

Though it has certainly been a challenging year for all, rather than feeling overwhelmed by loss for everything that we have collectively missed, we are instead overwhelmed with gratitude for all the various supports that presented themselves amid the crisis, helping to strengthen our position and ensuring our survival during the numerous pandemic-related closures. Thank you to each and every one of our supporters – including our donors, staff, board, volunteers, partners, and guests. You believed in us and helped us to fulfill our mission and we are looking forward to reengaging imaginations, reactivating the spirit of self-discovery, and sparking creative learning anew when we are finally able to reopen our doors safely to you all.





SHOP ONLINE

Launched May 1, 2020

The COVID-19 pandemic triggered a digital turning point for the Children's Museum, as it launched Shop Online - an online version of Shop, the Children's Museum gift store, on e-commerce platform Shopify. With the brick-and-mortar version of Shop closed due to pandemic health orders, a small and dedicated team of museum staff worked quickly to mobilize the new online storefront which opened May 1, 2020. Devoted to keeping kids learning, Shop's unique selection of innovative products for children is carefully chosen to complement the Children's Museum's permanent galleries, travelling exhibitions, and special events and programs. Featuring educational toys, games, science products, craft kits, and more to help spark the imaginations of kids and their caregivers, new items were added regularly to Shop Online throughout the year.



WILD KRATTS®: OCEAN ADVENTURE!

On display from August 7 - September 6, 2020

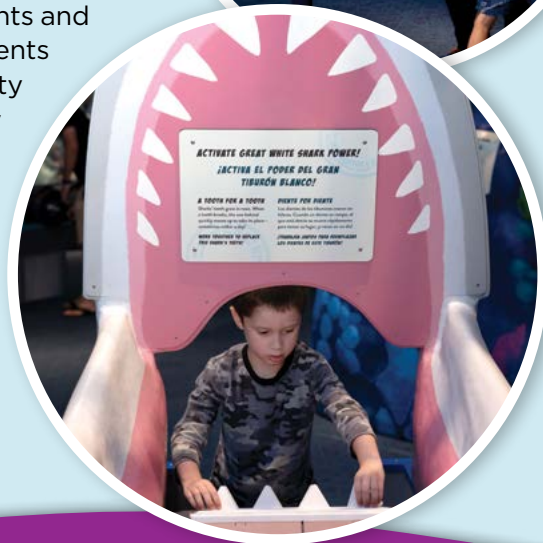
The Children's Museum was pleased to re-open mid-summer and host *Wild Kratts®: Ocean Adventure!* - a travelling exhibition based on the popular PBS Kids' series, *Wild Kratts®*.

This exciting exhibition encouraged visitors to explore ocean habitats, meet fascinating creatures, and use the powers of science and teamwork to solve problems, help marine animals, and foil the villains' nefarious plans. *Wild Kratts®: Ocean Adventure!* transported guests to the *Wild Kratts®* world, immersing them in interactive explorations of ocean habitats and the animals within them.

In response to pandemic health and safety guidelines, the exhibition floor plan was revised to meet appropriate physical distancing requirements and robust cleaning protocols were effected to sanitize exhibit components between uses. Despite an abbreviated presentation period and facility capacity limitations, over 800 museum guests had the opportunity to join the *Wild Kratts®* team in this travelling exhibition.

Local tour sponsored by Johnston Group, with additional local support from Len Dubois Trucking and Toromont CAT.

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ANNUAL ATTENDANCE

As one of Manitoba's most popular cultural institutions

27,527 PEOPLE

VISITED THE CHILDREN'S MUSEUM FROM JANUARY 1 TO DECEMBER 31, 2020.



SCHOOL PROGRAMS & EXPLORATIONS

143

School Groups

3,675

School Program Visitors



MUSEUM MEMBERSHIP

2,512

Children's Museum Members

35+

Reciprocal Membership Partners



VOLUNTEER PROGRAM

96

Children's Museum Volunteers

1,104

Volunteer Hours Contributed



BIRTHDAY PARTIES

128

Birthday Parties Hosted

2,716

Birthday Party Guests



FACILITY RENTALS

55

Rental Events Hosted

1,629

Facility Rental Guests



SHOP, THE CHILDREN'S MUSEUM GIFT STORE

4,055

Items Sold

\$20,847

Total Annual Sales

ACCESS PROGRAMS

2

Access Programs offered, including the Free2Play Access Program (with rural transportation subsidies) and the Explore-Abilities Access Program

2,306

Guests visited for free through the Free2Play Access Program

63

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

SPECIAL NOTE

All 2020 statistics reported were significantly impacted by museum closures, capacity restrictions, and/or reduced operating hours due to public health orders relating to the COVID-19 pandemic. Actual hours of operation for 2020 were as follows:

January 1 - March 15, 2020

Sunday - Thursday from 9:30AM - 4:30PM
Friday & Saturday from 9:30AM - 6:00PM

March 16 - August 6, 2020

Closed Due To Public Health Orders

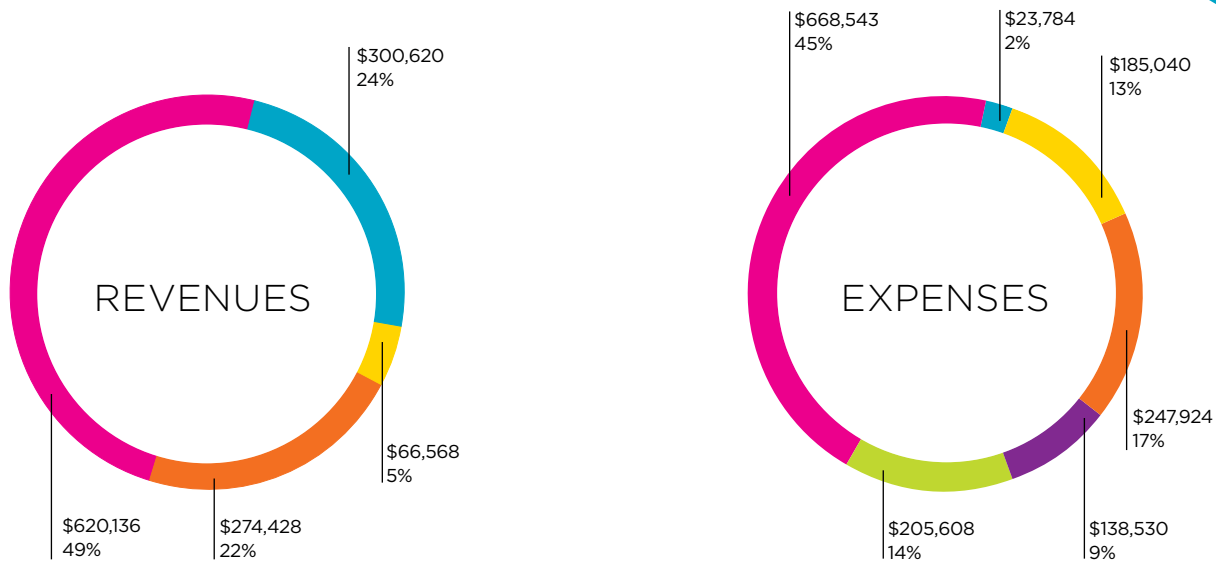
August 7 - November 1, 2020

Friday, Saturday & Sunday
9:30AM - 12:30PM & 1:30PM - 4:30PM
(Closed Monday - Thursday)

November 2 - December 31, 2020

Closed Due To Public Health Orders

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)
- Amortization of Deferred Contributions

- 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 2020, please contact the Administrative Office at 204.924.4008.

Donate Today

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





200 - 900 Lorimer Boulevard
Winnipeg, Manitoba R3P 2V4
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.

Opinion

The accompanying summarized financial statements, which comprise the summarized statement of financial position as at December 31, 2020, and the summarized statement of operations for the year then ended, and related note, are derived from the audited financial statements of Manitoba Children's Museum Inc. for the year ended December 31, 2020.

In our opinion, the accompanying summarized financial statements are a fair summary of the audited financial statements, on the basis described in Note 1.

Summarized Financial Statements

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 and the auditors' report thereon, therefore, is not a substitute for reading the audited financial statements and the auditors' 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 June 9, 2021.

Management's Responsibility for the Summarized Financial Statements

Management is responsible for the preparation of the summarized financial statements on the basis described in Note 1.

Auditors' Responsibility

Our responsibility is to express an opinion on whether the summarized 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 of Financial Statements".

A handwritten signature in blue ink that reads "Booke & Partners".

Winnipeg, Canada
June 9, 2021

Chartered Professional Accountants

Manitoba Children's Museum Inc.
Note to the Summarized Financial Statements
December 31, 2020

1. Basis of preparation

The summarized financial statements have been prepared from the audited financial statements for the year ended December 31, 2020 on the following basis:

a) 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.

The complete financial statements, including notes to the financial statements and the independent auditors' report, are available upon request by contacting the Organization's office.

FINANCIAL INFORMATION

Summarized Statement of Operations for the year ended
December 31, 2020

REVENUES

Grants	\$ 274,428
Amortization of deferred contributions	\$ 620,136
Donations/Sponsorships	\$ 66,568
Fundraising Events	\$ 30
Admissions	\$ 142,983
Birthday Parties	\$ 26,514
Facility Rentals	\$ 10,202
Memberships	\$ 34,934
Shop	\$ 20,847
Other	\$ 65,110
Total Revenue	\$ 1,261,752

EXPENSES

Building & Maintenance	\$ 185,040
Program	\$ 247,924
Marketing/Development	\$ 138,530
General Operating	\$ 205,608
Amortization	\$ 668,543
Shop	\$ 23,784
Total Expenses	\$ 1,469,429

EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES

Operating Fund	(\$ 139,316)
Capital Fund	(\$ 68,361)
Total	(\$ 207,677)

Summarized Statement of Financial Position December 31, 2020

ASSETS

Cash	\$ 240,709
Receivables	\$ 30,333
Inventories	\$ 28,202
Prepays	\$ 4,242
Capital Assets	\$ 5,746,407
Total	\$ 6,049,893

LIABILITIES AND FUND BALANCES

Payables & Accruals	\$ 145,258
Deferred Contributions	\$ 5,625,978
Long-Term Debt	\$ 695,287
Fund Balances	
Operating	(\$ 154,195)
Capital	(\$ 262,435)
Total	\$ 6,049,893

For those wishing to review the Children's Museum's complete audited financial statements for 2020, please contact the Administrative Office at 204.924.4008.

SUPPORTERS

The Children's Museum extends our most sincere thank-you to all of our 2020 sponsors, supporters, staff, and volunteers. With the effects of the COVID-19 pandemic impacting all areas of our community, we gratefully acknowledge both the generous financial support as well as the in-kind product and service donations made to the Children's Museum in the past year. Thanks to the commitment of the following supporters, we have been able to create opportunities from the challenges we have experienced, and we thank you for helping us to provide an interactive and creative learning environment for the children of our community.

OPERATIONAL SUPPORT

CORPORATE, ORGANIZATION & FOUNDATION DONORS

Assiniboine Credit Union
Hilary Druxman Design
IG Wealth Management
Johnston Group Inc.
Maple Leaf Construction
Ruban Insurance Brokers Inc.
TD CanadaTrust
Terracon Development Ltd.
The Asper Foundation
The B.A. Goodman, M.E.M. Goodman and
Dorothy Jean Goodman Foundation
The Winnipeg Foundation
Trottier Family Foundation
Wawanesa Insurance

GOVERNMENT SUPPORT

Government of Canada
Government of Manitoba
Manitoba Arts Council
Winnipeg Arts Council
Winnipeg School Division

TRIBUTE GIFTS

In Memory of Daryl Sangster
In Honour of Beau, Conrad &
Sophia Sweatman
In Honour of Quinn
In Honour of Ryder, Easton & Knox
In Honour of the Children's Museum Staff

INDIVIDUAL DONORS (\$20+)

Anonymous
Charron, Andrea
Derraugh, Murray
Doth, Diane
Dovey, Teresa
Ghuman, Jenna
Johnson, Pauline
Liu, Dennis
McArton, Carol
Cobor, Katherine & Gordon Steindel
Crozier, Alison
Duval, John
Fieden, Michele
Findlay, Ian, Jennifer, Bryce & Carys
Hancheruk, Sara & Jason
Hanson, Gregg & Mary
Klus, Garrett
Lamoureux, Robert
McLaughlin, Aveeve & Sam
Nimmagadda, Claire
Popadynetz, Ted
Ramsay, Kris
Reid, Pat & Bill
Ruest, Gaetan
Stevens, Patricia
Waldron, Gloria
Wiens, Debra

CAPITAL SUPPORT

CORPORATE, ORGANIZATION & FOUNDATION DONORS

Jewish Foundation of Manitoba

INDIVIDUAL DONORS (\$20+)

Dziedzic McDonald, Lisa
Hancheruk, Sara

IN-KIND SUPPORT

A Little Pizza Heaven
Canadian Red Cross
Dubois Global Logistics Inc.
George W. Shannon Design
GFL Environmental
Payworks
ProTELEC
TD CanadaTrust
Toromont CAT
Vital Transit Services Ltd.

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

Development Coordinator: Sally Sweatman

MARKETING DEPARTMENT

Director of Marketing & Communications:

Lisa Dziedzic McDonald

Communications Coordinator: Laura Friesen

Shop Assistant: Annabelle Magpantay

VISITOR EXPERIENCE DEPARTMENT

Director of Education & Exhibits: Allie Alsop

Museum Services Manager: Shane Geschiere

Sales & Bookings Coordinator: Anneliese Kroeker

Museum Technician: Jasper Hernandez

Admissions Attendants: Katrina Cayer, Jane Hunter, Annabelle Magpantay, Andrea Reed, and Emerson Reotan

Guest Services Interpreters: Jaypee Aguilar, Janela Malig, and Riche Ann Valencia

Gallery Attendants: Tim Broughton, Chester Ocampo, and Amber Wiebe

Program Interpreters (Level 1): Princess Mandap and Isabella Mignot

Program Interpreters (Level 2): Camille Antonio, Katrina Cayer, and Chloe Heinrichs



BOARD OF DIRECTORS

2020 - 2021

BOARD EXECUTIVES

Chair: Maja Dos Santos

Vice-Chair: Joel Deeley

Treasurer: Garrett Klus

Secretary: Jani Sorensen

BOARD MEMBERS

Françoise Cassidy

Alison Crozier

Wendy Guilbault

Richard Jones

Claire Nimmagadda

Susan Ols

Steven SaperSilver

Krista Scherpenzeel

Eric Vallance