

2021 IMPACT REPORT

HANDS-ON LEARNING: MORE IMPORTANT NOW THAN EVER BEFORE

The year 2021 was spent immersed in a new language as words and phrases such as test positivity rates, droplets, variants, fundamentals, public health orders, masks, rapid tests, and vaccination became part of every conversation and influenced operating decisions. We learned to ride the waves as we opened and closed three times over the course of the year. Our exhibits, galleries, and welcoming spaces were always ready for children to return to with those that love or care for them. Our team spent more than half the year working at home, in a building that was way too quiet, or a combination of both as we ensured one of Manitoba's most-loved destinations would continue to withstand the significant impacts of COVID.

Each and every closure and subsequent reopening provided the opportunity to revisit what we do and how we do it to determine if hands-on creative learning was still the best path forward. 2021 allowed us to reaffirm and commit to what the Children's Museum does best — creating powerful and interactive learning experiences that educate as they entertain. We believe, now more than ever, in the need for those under 10 to engage all their senses — especially touch, to collaborate with one another, and to celebrate success in a safe space made just for them.

This important work only continues because of you! Thank you to our donors, board of directors, staff, volunteers, partners, and guests — you visit, donate, and advocate for the impact we make on children's lives. You join us in the privilege of ensuring a visit to the Children's Museum is part of cherished memories today and in the future.

The Children's Museum is prepared to embrace learning to live with COVID and continuing to navigate how to best provide the most safe, accessible, inclusive, and (of course) fun experiences possible!





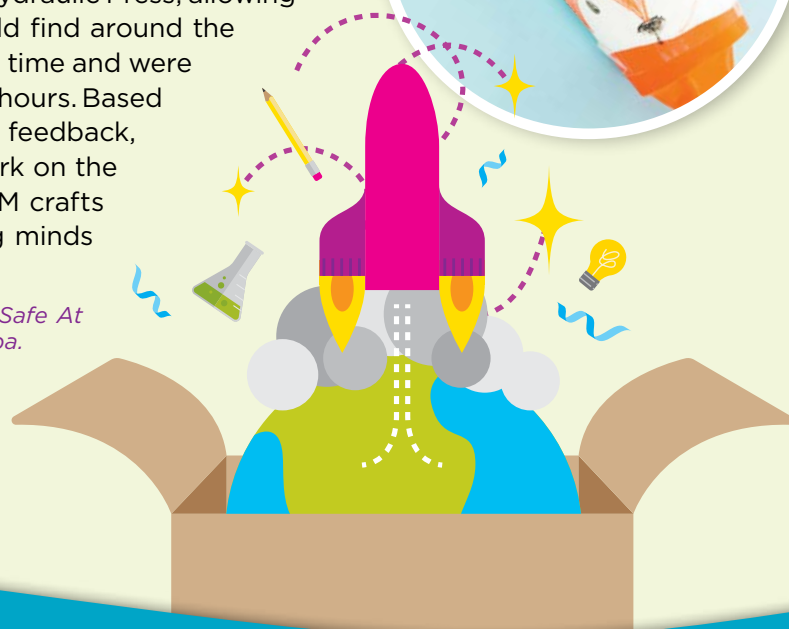
MUSEUM TO GO

As the pandemic continued into 2021, we wanted to provide students and teachers with a hands-on field trip experience — even if they couldn't visit the museum in person. Museum To Go answered this need. *Paper, Trees & Me*, one of our most popular school programs, was re-packaged into travelling kits with all the materials and supplies necessary for teachers to facilitate the program's activities in either French or English from the safety and comfort of their own classroom. Museum To Go kits were rented by the week and were delivered directly to schools. Upon their return to the museum, kits were deep-cleaned, sanitized, and restocked before they were delivered to the next school. With booking demands for these kits exceeding their availability, the success of this program has allowed us to develop a new Museum To Go kit for our *Materials In Motion* school program which will be available for circulation in the 2022-2023 school year.

SPARK BOX

We believe that children benefit most from interactive, hands-on learning experiences. As such, we wanted to provide an opportunity for kids to spark their creative learning while they were at home. Rather than moving to online programming, the museum took a much more hands-on approach by creating Spark Box — an interactive kit containing all the materials and supplies to create 5 engaging activities. Better still, Spark Box was aimed at families with multiple children, so each kit contained enough materials for two children to complete all the activities — no sharing required! The first Spark Box contained such activities as the explosive Stix-o-Blast, colourful Pom Pom Popper, and the signature activity, the Hydraulic Press, allowing children to squish any number of items they could find around the house. Spark Boxes were offered free for a limited time and were so popular that all boxes were spoken for within 48 hours. Based on the overwhelming success and positive user feedback, our team of early-years educators are hard at work on the next Spark Box — packed full of hands-on STEAM crafts and seasonal activities designed to inspire young minds from the comfort of their own homes.

This project was made possible with the support of the Safe At Home Manitoba program from the Government of Manitoba.





ANNUAL ATTENDANCE

As one of Manitoba's most popular cultural institutions

22,674 PEOPLE

VISITED THE CHILDREN'S MUSEUM FROM
JANUARY 1 TO DECEMBER 31, 2021.



SCHOOL PROGRAMS & EXPLORATIONS

40

School Groups

922

School Program Visitors



DAY CAMPS

9

Weeks of Day Camp

141

Day Camp Participants



MUSEUM MEMBERSHIP

3,319

Children's Museum
Members

35+

Reciprocal Membership
Partners



VOLUNTEER PROGRAM

101

Children's Museum
Volunteers

1,392

Volunteer Hours
Contributed

ACCESS PROGRAMS

2

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

244

Guests visited for free through the Free2Play Access Program

76

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



BIRTHDAY PARTIES

85

Birthday Parties
Hosted

1,556

Birthday Party
Guests



FACILITY RENTALS

2

Rental Events
Hosted

50

Facility Rental
Guests



SHOP, THE CHILDREN'S MUSEUM GIFT STORE

3,687

Items Sold

\$25,052

Total Annual Sales

SPECIAL NOTE

All 2021 statistics reported were significantly impacted by museum closures and/or reduced operating hours due public health orders relating to the COVID-19 pandemic. Actual hours of operation for 2021 were as follows:

Jan 1 – Apr 8
CLOSED

Apr 9 – May 8
Friday, Saturday & Sunday
9:30AM – 12:30PM & 1:30PM – 4:30PM
(Closed Monday - Thursday)

May 9 – Aug 6
CLOSED

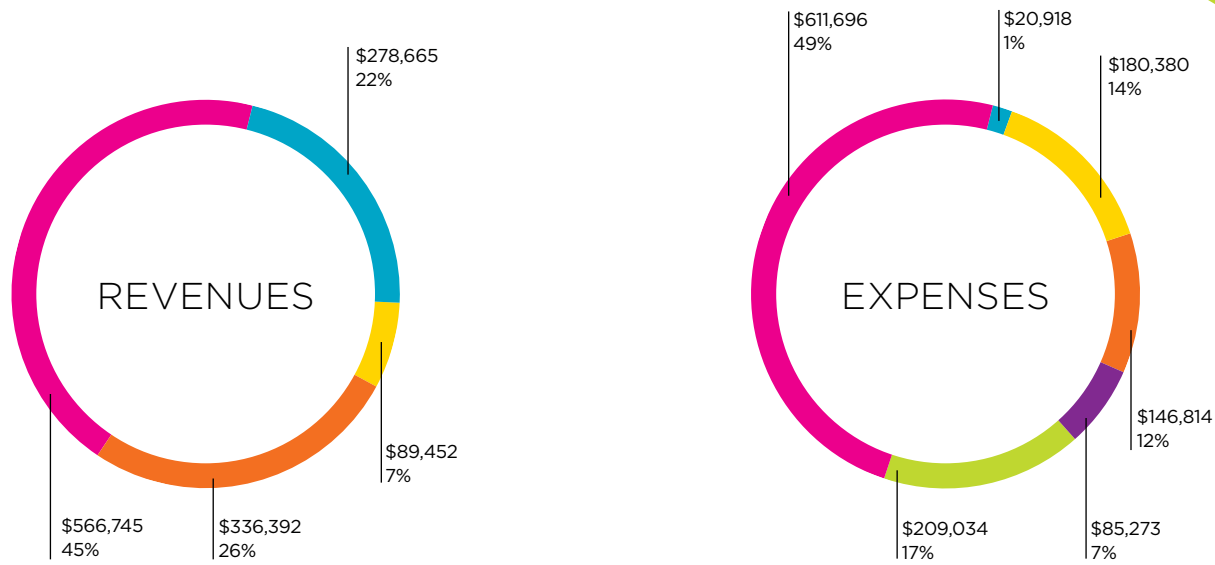
Aug 7 – Sep 15
Friday, Saturday & Sunday
9:30AM – 4:30PM
(Closed Monday - Thursday)

Sep 16 – Oct 31
Thursday, Friday, Saturday & Sunday
9:30AM – 4:30PM
(Closed Monday - Wednesday)

Nov 1 – Dec 23
Monday, Thursday, Friday, Saturday & Sunday
9:30AM – 4:30PM
(Closed Tuesday & Wednesday)

Dec 24 – Dec 31
CLOSED

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 2021, 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



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, 2021, 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, 2021.

In our opinion, the summarized financial statements are a fair summary of the audited financial statements, on the basis described in the *Management's Responsibility for the Summarized Financial Statements* section of our report.

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 May 24, 2022.

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 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 Financial Statements".

A stylized, handwritten signature of "Booke & Partners" in blue ink, located in the bottom right corner of the page.

FINANCIAL INFORMATION

Summarized Statement of Operations for the year ended
December 31, 2021

REVENUES

Grants	\$ 336,392
Amortization of deferred contributions	\$ 566,745
Donations/Sponsorships	\$ 89,452
Fundraising Events	\$ 0
Admissions	\$ 203,857
Birthday Parties	\$ 18,069
Facility Rentals	\$ 925
Memberships	\$ 29,397
Shop	\$ 25,052
Other	\$ 1,365
Total Revenue	\$ 1,271,254

EXPENSES

Building & Maintenance	\$ 180,380
Program	\$ 146,814
Marketing/Development	\$ 85,273
General Operating	\$ 209,034
Amortization	\$ 611,696
Shop	\$ 20,918
Total Expenses	\$ 1,254,115

EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES

Operating Fund	\$ 69,936
Capital Fund	(\$ 52,797)
Total	\$ 17,139

Summarized Statement of Financial Position December 31, 2021

ASSETS

Cash	\$ 328,358
Receivables	\$ 92,215
Inventories	\$ 30,826
Prepays	\$ 5,926
Capital Assets	\$ 5,192,546
Total	\$ 5,649,871

LIABILITIES AND FUND BALANCES

Payables & Accruals	\$ 173,372
Deferred Contributions	\$ 5,234,243
Long-Term Debt	\$ 641,747
Fund Balances	
Operating	(\$ 147,828)
Capital	(\$ 251,663)
Total	\$ 5,649,871

For those wishing to review the Children's Museum's complete audited financial statements for 2021, please contact the Administrative Office at 204.924.4008.

SUPPORTERS

The Children's Museum extends our most sincere thank-you to all of our 2021 sponsors, supporters, staff, and volunteers. With the effects of the COVID-19 pandemic continuing to impact 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

Credit Union Central of Manitoba
CWB National Leasing
Dillon Consulting Limited
Domo Gasoline Corporation Ltd.
Hilary Druxman Design
Kelly D. Ukrainech Chartered Accountant Inc.
Maple Leaf Construction
TD CanadaTrust
TELUS Friendly Future Foundation
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

City of Winnipeg
Government of Canada
Manitoba Arts Council
Province of Manitoba
Winnipeg Arts Council

TRIBUTE GIFTS

In Honour of Alison Crozier
In Honour of Lornie
In Honour of the Children's Museum Staff
In Honour of Wawanesa Information Services Leadership
In Honour of Zoya & Arya
In Memory of Christopher Muise
In Memory of Dante C. Buenaventura
In Memory of Daryl Sangster

INDIVIDUAL DONORS (\$20+)

Aguilar, Lualhati
Anonymous
Claire, Kiran
Crozier, Alison
Derraugh, Murray
Doth, Diane
Dunne, Ian & Ashley
Findlay, Ian
Hancheruk, Sara & Jason
Hanson, Gregg & Mary
Kustra, Kenneth
Moffatt, Dana
Porth, Regina
Ramsay, Kris
Silver, Lynn
Sweatman, Beau, Conrad, Sophia & Sally
Templeton, Paul

CAPITAL SUPPORT

CORPORATE, ORGANIZATION & FOUNDATION DONORS

Assiniboine Credit Union
The Winnipeg Foundation

GOVERNMENT SUPPORT

Province of Manitoba

INDIVIDUAL DONORS (\$20+)

Backman, Patti
Dziedzic McDonald, Lisa
Hancheruk, Sara

IN-KIND SUPPORT

A Little Pizza Heaven
Avenir IT
Callia
George W. Shannon Design
GFL Environmental
Global Television
Lysol Canada
Payworks
The Forks
The Governance Guru
Toromont CAT
Travel Manitoba
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: Carla Luis

Development Coordinator: Sally Sweatman

MARKETING DEPARTMENT

Director of Marketing & Communications:
Lisa Dziedzic McDonald

Communications Coordinator: Gabrielle Wildes

Shop Assistant: Annabelle Magpantay

VISITOR EXPERIENCE DEPARTMENT

Director of Education & Exhibits: Andrea Brickwood

Museum Services Manager: Sophie Guillas

Sales & Bookings Coordinator: Anneliese Kroeker

Education Coordinator: Jessie Sopher

Museum Technician: Jasper Hernandez

Admissions Attendants: Sara Grimes, Jane Hunter, Samantha Machado, Annabelle Magpantay, Gelan Magpantay, Andrea Reed, and Emerson Reotan

Guest Services Interpreters: Carla Dizon, Jane Hunter, Rowan Lundy, Noah Sparrow, and Zubeir Ture

Gallery Attendants: Kyla Abdullah, Tim Broughton, Ida Bruyere, Hayden King, Gelan Magpantay, Princess Mandap, and Amber Wiebe

Program Interpreters (Level 1): Syd Caldwell, Chloe Cayer, Siwei Du, Rowan Lundy, and Princess Mandap

Program Interpreters (Level 2): Camille Antonio, Syd Caldwell, Behin Safakhah, Noah Sparrow, and Arielle Valencia



BOARD OF DIRECTORS

2021-2022

BOARD EXECUTIVES

Chair: Garrett Klus

Vice-Chair: Alison Crozier

Treasurer: Eric Vallance

Secretary: Jani Sorensen

BOARD MEMBERS

Françoise Cassidy

Maja Dos Santos

Adam Hanson

Richard Jones

Paul Lacap

Claire Nimmagadda

Susan Ols

Steven SaperSilver