

REEMERGENCE: A CAUTIOUS RETURN TO NORMALITY

Closed. We were tired, sad, frustrated, but somehow still optimistic as we kicked-off 2022 closed due to the pandemic once again.

However, this closure felt different in that, collectively, we all knew what we needed to do. In our shortest pandemic-related closure to-date, we reopened in less than six weeks; ready, willing, and enthusiastic to reemerge as one of Manitoba's most popular destinations for children and their caregivers.

We spent this closure planning, connecting, listening, and learning so that when we opened our doors once again in February 2022 we were already hard at work on the programming you value in addition to new programming such as our first ever Truth & Reconciliation event and GenAction climate action-themed school programs; reemerging as a leader in child-friendly programming that is just as meaningful as it is fun.

We were thrilled at how quickly children and their caregivers returned to visit, play, connect, celebrate, and learn! So much so, that a few months after re-opening we scaled up to being open 7 days a week, just as we were pre-pandemic. As people reemerged to do what they enjoyed most once again, our services reemerged in response.

Reemerge means to reappear, come back, or come into sight again – and these words have never felt more true. We have our sights set high as we work on several behind-the-scenes projects that will increase our efficiencies, revisit deferred maintenance to freshen up our indoor and outdoor spaces, and most importantly, continue to connect with you. After several difficult years, this reemergence requires us to listen closely to best meet your needs and wants – and we could not be more excited to do so.

A big thank you to our supporters who ensured our reemergence was always possible. To our donors, board of directors, staff, volunteers, partners, and guests – your visits, donations, words of affirmation, and thoughtful suggestions have been integral to our recovery and success.

The future is bright for the Children's Museum and even brighter for our community's children with their endless opportunities, hopes, and dreams. We are privileged to reemerge as a continued part of your field trips, celebrations, weekend plans, summer vacations, and most importantly your memories!





FAMILY NIGHT OUT: BUBBLE BLAST

After a two-year hiatus due to the COVID-19 pandemic, we held our annual family-friendly fundraiser, Family Night Out, on September 24, 2022. Eager guests joined us for *Bubble Blast*, an evening filled with all things round and pop-able. Families were welcomed with a cascade of bubbles, popped across a bubble-wrap-red carpet, and searched for prizes in a giant pit filled with bubble-like balls. Special guests included Graffiti Art Programming who facilitated a bubble-shaped wall hanging family craft, Sweet Impressions who helped create tasty bubble-shaped cookies, Panda Tea who supplied delicious bubble teas, and Pixels & Giggles who helped capture the moment with souvenir family photos. Fundraising activities included Minute-to-Win-It Games and a Rainbow Auction with an impressive array of items donated by our many community partners.

NATIONAL DAY FOR TRUTH & RECONCILIATION

On September 30, 2022, we opened our doors and offered complimentary admission to all guests for our inaugural National Day For Truth & Reconciliation event. More than 800 guests joined us as we provided age-appropriate opportunities for education and reflection. With the partnership of Louis Riel Institute, guests expanded their cultural knowledge, sang songs, and made Métis paper vests and moccasins throughout the day. Elder Barb Nepinak led two storytelling sessions about her childhood and the impact of residential schools on her life. We also supplied orange shirts from Dreamcatcher Promotions to all our staff to wear while working and/or out in the community. We look forward to continuing to acknowledge this important day in the years to come.





ANNUAL ATTENDANCE

As one of Manitoba's most popular cultural institutions,

111,903 PEOPLE

VISITED THE CHILDREN'S MUSEUM FROM JANUARY 1 TO DECEMBER 31, 2022.



SCHOOL PROGRAMS & EXPLORATIONS

384

School Groups

12,352

School Program Visitors



DAY CAMPS

9

Weeks of Day Camp

154

Day Camp Participants



MUSEUM MEMBERSHIP

3,021

Children's Museum Members

35+

Reciprocal Membership Partners



VOLUNTEER PROGRAM

107

Children's Museum Volunteers

1,844

Volunteer Hours Contributed

ACCESS PROGRAMS

2

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

2,383

Guests visited for free through the Free2Play Access Program

184

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



BIRTHDAY PARTIES

314

Birthday Parties Hosted

5,897

Birthday Party Guests



FACILITY RENTALS

38

Rental Events Hosted

3,173

Facility Rental Guests



SHOP, THE CHILDREN'S MUSEUM GIFT STORE

12,693

Items Sold

\$93,678

Total Annual Sales



FUNDRAISING EVENTS

124

Event Participants

\$8,863

Total Amount Raised

SPECIAL NOTE

2022 statistics reported were impacted by museum closures and/or reduced operating hours relating to the COVID-19 pandemic. Actual hours of operation for 2022 were as follows:

Jan 1 - Feb 6

CLOSED DUE TO COVID-19

Feb 7 - Apr 19

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

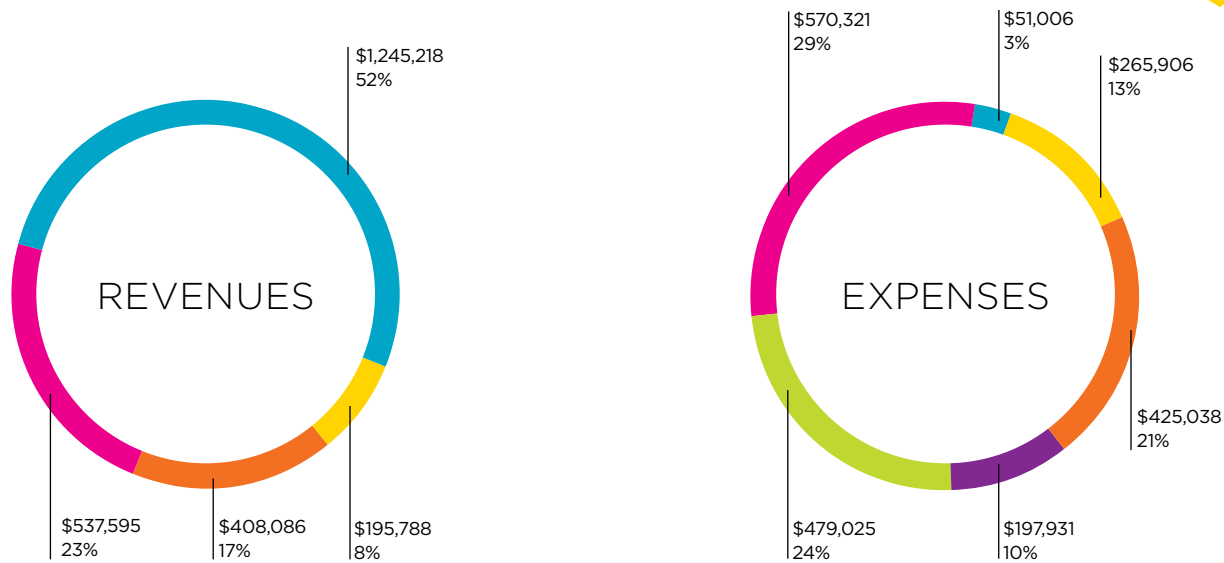
Apr 7 - May 30

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

May 31 - Dec 31

Daily
9:30AM - 4:30PM

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
- General Operating
- Programming
- Amortization
- Marketing/Development
- Shop

For those wishing to review the Children's Museum's summarized or complete audited financial statements for 2022, 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:

Complete and return the Donation Form (PDF) to:
 Children's Museum
 45 Forks Market Road
 Winnipeg, MB R3C 4T6

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, 2022, 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, 2022.

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 29, 2023.

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

Winnipeg, Canada
May 29, 2023

Chartered Professional Accountants

FINANCIAL INFORMATION

Summarized Statement of Operations for the year ended
December 31, 2022

REVENUES

| | |
|--|---------------------|
| Grants | \$ 408,086 |
| Amortization of Deferred Contributions | \$ 537,595 |
| Donations/Sponsorships | \$ 195,788 |
| Fundraising Events | \$ 9,416 |
| Admissions | \$ 892,994 |
| Birthday Parties | \$ 77,875 |
| Facility Rentals | \$ 32,768 |
| Memberships | \$ 133,345 |
| Shop | \$ 93,678 |
| Other | \$ 5,142 |
| TOTAL REVENUE | \$ 2,386,687 |

EXPENSES

| | |
|------------------------|---------------------|
| Building & Maintenance | \$ 265,906 |
| Program | \$ 425,038 |
| Marketing/Development | \$ 197,931 |
| General Operating | \$ 479,025 |
| Amortization | \$ 570,321 |
| Shop | \$ 51,006 |
| TOTAL EXPENSES | \$ 1,989,227 |

EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES

| | |
|----------------|-------------------|
| Operating Fund | \$ 449,072 |
| Capital Fund | \$ (51,612) |
| TOTAL | \$ 397,460 |

Summarized Statement of Financial Position December 31, 2022

ASSETS

| | |
|----------------|---------------------|
| Cash | \$ 946,300 |
| Receivables | \$ 20,145 |
| Inventories | \$ 35,824 |
| Prepays | \$ 6,603 |
| Capital Assets | \$ 4,707,148 |
| TOTAL | \$ 5,716,020 |

LIABILITIES AND FUND BALANCES

| | |
|------------------------|---------------------|
| Payables & Accruals | \$ 153,376 |
| Deferred Contributions | \$ 4,951,609 |
| Long-Term Debt | \$ 613,066 |
| Fund Balances | |
| Operating | \$ 168,754 |
| Capital | \$ (170,785) |
| Total | \$ 5,716,020 |

For those wishing to review the Children's Museum's complete audited financial statements for 2022, please contact the Administrative Office at 204.924.4008.

SUPPORTERS

The Children's Museum extends our most sincere thank-you to all of our 2022 sponsors, supporters, staff, and volunteers. 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. We thank the following supporters for helping us to provide an interactive and creative learning environment for the children of our community.

OPERATIONAL SUPPORT

CORPORATE, ORGANIZATION & FOUNDATION DONORS

Anonymous
Canadian Association of Science Centres (CASC)
Credit Union Central of Manitoba
Domo Gasoline Corporation Ltd.
Efficiency Manitoba
Hilary Druxman Design
Jenna Rae Cakes
Johnston Group Inc.
PayPal Charitable Giving Fund
Ruban Insurance Brokers Inc.
TD CanadaTrust
The Asper Foundation
The B.A. Goodman, M.E.M. Goodman and Dorothy Jean Goodman Foundation
The Winnipeg Foundation - Gregg and Mary Hanson Family Fund
Wawanesa Insurance
Winnipeg Building & Decorating Ltd.

GOVERNMENT SUPPORT

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

TRIBUTE GIFTS

In Honour of Alison Crozier
In Honour of Maja Dos Santos
In Memory of Dante C. Buenaventura
In Memory of Ginette Bedard

INDIVIDUAL DONORS (\$20+)

Adams, Patricia
Anonymous
Carrier, Laurent
Chughtai, Zuhaib
Crozier, Alison & Family
Derraugh, Murray
Dos Santos, Maja
Eisbrenner, Jane
Findlay, Ian
Hancheruk, Sara & Jason
Kehler, Chyanne
Lacap, Paul
Lundquist, Kai
McArton, Carol & Barry
Morrison, Whitney
Ols, Susan
Ramsay, Kris
Rawal, Prem
Reddy, Nalini
Reid, Pat & Bill
Sweatman, Beau, Conrad, Sophia & Sally
van der Breggen, Ahmad

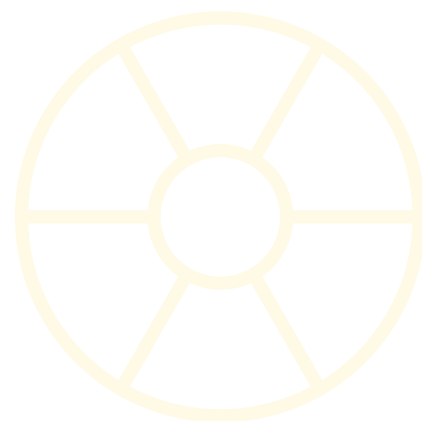
CAPITAL SUPPORT

CORPORATE, ORGANIZATION & FOUNDATION DONORS

Dairy Farmers of Manitoba
Don Mokriy Law Corporation
The Winnipeg Foundation

INDIVIDUAL DONORS (\$20+)

Dziedzic McDonald, Lisa
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.

IN-KIND SUPPORT

A Little Pizza Heaven
A Maze in Corn
Across the Board Café
Activate Games
Anonymous
Assiniboine Park Conservancy
Assiniboine Park Zoo
Bling My Lawn
Boston Pizza
Brazen Hall
BREWTeas
Canadian Museum For Human Rights
Canadian Red Cross
CF Polo Park
Dairy Farmers of Manitoba
Dalnavert Museum & Visitors' Centre
Dare Foods
Denny's Winnipeg
Dimi Gallery
Eastside Collision
Flying Squirrel
Folklorama
FortWhyte Alive
George W. Shannon Design
GLF Environmental Inc.
Global Television
Golf Dome
HD Supply
Health Canada
High Tea Bakery
Inn At The Forks
Jenna Rae Cakes

Jensen Nursery & Garden Centre
Keith Levit Photography
Kemel Cartons
Kristy's Esthetics
Lisa Dziedzic McDonald
Manitoba Agricultural Museum
Manitoba Centennial Centre
Manitoba Chamber Orchestra
Manitoba Egg Farmers
Manitoba Hydro
Manitoba Opera
Manitoba Public Insurance
Manitoba Theatre for Young People
Mariaggi's Theme Suite Hotel & Spa
Mark Brickwood
Mayberry Fine Art
McNally Robinson Booksellers
Oak Hammock Marsh Interpretive Centre
Old Spaghetti Factory
Outlet Collection Winnipeg
Panda Tea
Payworks
Peg City Car Co-Op
Praire Climate Centre
Prairie Exotics
Prairie Theatre Exchange
RCMP Community Policing Services
Royal Manitoba Theatre Centre
Scientists in School
Tall Grass Prairie Bread Company
The Forks

The Keg
The North West Company
The Original Pancake House
The Real Escape
Toad Hall Toys
Toromont CAT
Travel Manitoba
Vital Transit Service
Winnipeg Art Gallery
Winnipeg Fringe Theatre Festival
Winnipeg Goldeyes
Winnipeg Jazz Orchestra
Winnipeg Jewish Theatre
Wise Kid-Netic Energy
Zealous Medi Spa

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: Kristen McCowan

Sales & Bookings Coordinator: Anneliese Kroeker

Education Coordinator: Jessie Sopher

Program Coordinator: Meghan Hayward

Museum Technicians: Jeff Guner & Jasper Hernandez

Admissions Attendants: Tanatswa Kopera, Annabelle Magpantay, Gelan Magpantay, Emmanuel Olorunfemi, Andrea Reed, Emerson Reotan, Behin Safakhah, Chris Tse, and Arielle Valencia

Guest Services Interpreters: Grace Carey, Rowan Lundy, Alex Midford, April Swaffer, and Zubeir Ture

Gallery Attendants: Kyla Abdullah, Jonathan Baetsen, Tim Broughton, Jacek Garbowicz, Hayden King, Shing Cheong Lo, and Amber Wiebe

Program Interpreters (Level 1): Chistan Abdullah, Jo Korving, Rowan Lundy, Asher Pratt, Brenna Shaw, and Arielle Valencia

Program Interpreters (Level 2): Poppy Ghasemi, Shing Cheong Lo, Brenna Shaw, Noah Sparrow, Arielle Valencia, and Oilin Wong

2022-2023

BOARD EXECUTIVES

Chair: Garrett Klus

Vice Chair: Alison Crozier

Treasurer: Eric Vallance

Secretary: Adam Hanson

BOARD MEMBERS

Françoise Cassidy

Greg Johnson

Richard Jones

Paul Lacap

Whitney Morrison

Claire Nimmagadda

Susan Ols

Steven SaperSilver

Yaza Shapata