

2023 IMPACT REPORT

THE MANY GIFTS OF THE CHILDREN'S MUSEUM

It feels noteworthy to reflect on 2023 as the year we were fully open for regular operating hours. It took almost three long years to reach this point.

What a gift to once again see connection, hear laughter, and experience engagement every single day. To say that these are some of the best parts of our work is an understatement!

In reality, there are so many best parts of our work that we would never be able to share them all - and how lucky is that? However, the following words help describe how gifted this work makes us feel:

- Inspired
- Joyful
- Impacted
- Fulfilled
- Appreciative
- Accepting
- Understanding
- Fortunate
- Curious
- Excited
- Thankful
- Hopeful

...but the best gift of all is that during all of the closures and our first regular operating year, we heard over and over again how important we are to you, to Winnipeg, and to Manitoba.

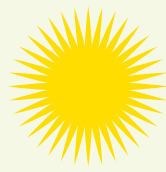
Thank you for that - but also know that all these gifts are only possible because of you.

You know that when children play they are learning, solving problems, and developing their sense of self. You know that together you share feelings of belonging, success, and happiness. Most importantly, you know you enjoy your time at the Children's Museum.

We are here for you just as much as you are here for us, which is why we are so thankful for the gifts of financial support, in-kind goods and services, words of encouragement, support, and feedback. Our donors, board of directors, staff, volunteers, partners, and guests are truly the best!

Here's to the gift of another year in connecting with the children in this wonderful community, exploring possibilities together, and making memories!





GENACTION SCHOOL PROGRAMS

In 2021, the Children's Museum became a proud partner of GenAction - a national initiative designed to inspire youth to become innovative leaders in climate action now and into the future. In 2022, we launched two new GenAction school programs, and in 2023, they really took off. *Climate Heroes* (for Nursery - Grade 2 students) and *Climate Champions* (for Grades 3-5 students) are station-based programs with hands-on activities where students can learn about what climate change is, explore alternative sources of energy, and discover the ways that they can help fight climate change in their own homes. Best of all, thanks to our GenAction supporters, these programs were offered for free to all 1,573 students who participated in them in 2023.

GenAction Supporters:

Government of Canada, TELUS, and
Winnipeg Goldeyes Field of Dreams Foundation



A·MAZE·D
THE PUZZLING WORLD OF DAVE PHILLIPS

A-MAZE-D: THE PUZZLING WORLD OF DAVE PHILLIPS

After a brief hiatus from travelling exhibitions, the Children's Museum was pleased to host *A-MAZE-D: The Puzzling World of Dave Phillips* from June 17 to September 23, 2023. This colourful and puzzling experience was custom-designed for the Children's Museum and featured a 1,500 square foot maze created entirely out of cardboard boxes, tape, and paint. On display for the first time in Canada, *A-MAZE-D* provided opportunities for children to problem solve, think creatively, and explore while learning about math, science, and art. Additional programming including cardboard painting and mazes activities, along with a related book nook and birthday party theme were added to further enhance the experience.

Exhibition Supporters:

Johnston Group, Len Dubois Trucking Inc.,
and Toromont CAT





ANNUAL ATTENDANCE

As one of Manitoba's most popular cultural institutions,

139,136 PEOPLE

visited the Children's Museum from January 1 to December 31, 2023.



SCHOOL PROGRAMS & EXPLORATIONS

591

School Groups

14,784

School Program Visitors



DAY CAMPS

10

Weeks of Day Camp

272

Day Camp Participants



MUSEUM MEMBERSHIP

3,078

Children's Museum Members

35+

Reciprocal Membership Partners



VOLUNTEER PROGRAM

136

Children's Museum Volunteers

2,868

Volunteer Hours Contributed



BIRTHDAY PARTIES

489

Birthday Parties Hosted

11,518

Birthday Party Guests



FACILITY RENTALS

84

Rental Events Hosted

7,034

Facility Rental Guests



SHOP, THE CHILDREN'S MUSEUM GIFT STORE

17,429

Items Sold

\$96,346

Total Annual Sales



FUNDRAISING EVENTS

119

Event Participants

\$8,275

Total Amount Raised

ACCESS PROGRAMS

2

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

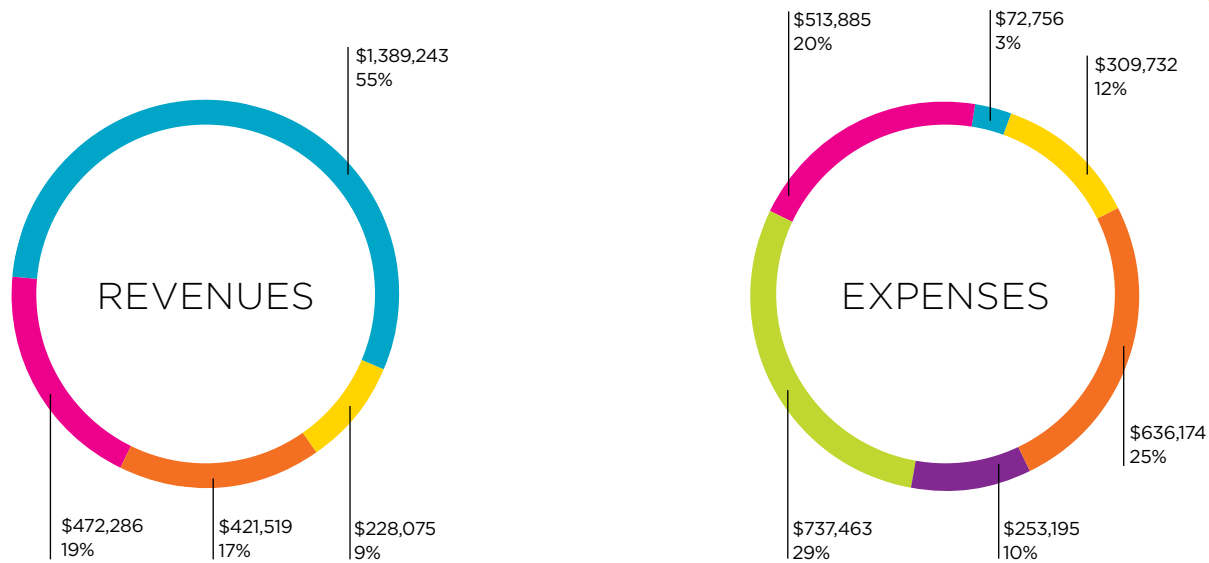
3,130

Guests visited for free through the Free2Play Access Program

355

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)
- 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 2023, 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:

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

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





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, 2023, 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, 2023.

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 27, 2024.

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 27, 2024

Chartered Professional Accountants

FINANCIAL INFORMATION

Summarized Statement of Operations for the year ended
December 31, 2023

REVENUES

Grants	\$	421,519
Amortization of Deferred Contributions	\$	472,286
Donations / Sponsorships	\$	228,075
Fundraising Events	\$	4,962
Admissions	\$	936,480
Birthday Parties	\$	137,761
Facility Rentals	\$	103,051
Memberships	\$	105,190
Shop	\$	96,346
Other	\$	5,453
TOTAL REVENUE	\$	2,511,123

EXPENSES

Building & Maintenance	\$	309,732
Program	\$	636,174
Marketing/Development	\$	253,195
General Operating	\$	737,463
Amortization	\$	513,885
Shop	\$	72,766
TOTAL EXPENSES	\$	2,523,215

EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES

Operating Fund	\$	49,453
Capital Fund	\$	(61,545)
TOTAL	\$	(12,092)

Summarized Statement of Financial Position December 31, 2023

ASSETS

Cash	\$	671,726
Receivables	\$	78,960
Inventories	\$	41,082
Prepays	\$	22,854
Capital Assets	\$	4,404,115
TOTAL	\$	5,218,737

LIABILITIES AND FUND BALANCES

Payables & Accruals	\$	211,646
Deferred Contributions	\$	4,480,702
Long-Term Debt	\$	540,512
Fund Balances		
Operating	\$	(45,145)
Capital	\$	31,022
Total	\$	5,218,737

For those wishing to review the Children's Museum's complete audited financial statements for 2023, please contact the Administrative Office at 204.924.4008.



SUPPORTERS

The Children's Museum extends our most sincere thank-you to all of our 2023 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

Antex Western Ltd.
Assiniboine Credit Union
Barbara (Mitchell) McNeil
Canadian Association of Sciences Centres (CASC)
Credit Union Central of Manitoba
Domo Gasoline Corporation Ltd.
Efficiency Manitoba
Hilary Druxman Design
Johnston Group
Maple Leaf Construction
Ruban Insurance Brokers Inc.
TELUS Friendly Future Foundation
Terracon Development
The Asper Foundation
The B.A. Goodman, M.E.M. Goodman and Dorothy Jean Goodman Foundation
The S.M. Blair Family Foundation
The Winnipeg Foundation
The Winnipeg Foundation - Gregg and Mary Hanson Family Fund
Toboggan Design
Wareham & Crowe Electric Ltd
Winnipeg Building & Decorating Ltd.
Winnipeg Goldeyes Field of Dreams Foundation
YMCA of Greater Toronto

GOVERNMENT SUPPORT

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 Theo Reid
In Honour of Wednesday Desender

INDIVIDUAL DONORS (\$20+)

Anonymous
Blatz, Karlee
Crozier, Alison
Doth, Diane
Findlay, Ian
Ghasemi, Shaghayegh
Greenwald, Carla
Hancheruk, Sara & Jason
Humble, Jennifer
McArton, Carol
McGarva-Cohen, Linda
Reid, Pat & Bill
Restall, Sheilah
San Pedro, Janice
Silver, Lynn
Sweatman, Sally & Family
Symaka, Ryan
Tyndall, Hilda
Wall, Elise

CAPITAL SUPPORT

CORPORATE, ORGANIZATION & FOUNDATION DONORS

Dairy Farmers of Manitoba
Jewish Foundation of Manitoba
Manitoba Chambers of Commerce
The Winnipeg Foundation

GOVERNMENT SUPPORT

Province of Manitoba

INDIVIDUAL DONORS (\$20+)

Hancheruk, Sara
Manzanilla, Johsa
McDonald, Lisa
Sweatman, Sally & Family

Please contact the Development Department at 204.924.4010 if your name was omitted or if there is an error in this listing.

SUPPORTERS

IN-KIND SUPPORT

4Imprint
 680 CJOB
 A Little Pizza Heaven
 Al Simmons
 Anonymous
 Artful Owl
 Arts Junktion
 Assiniboine Park Conservancy
 Beaches Sugar Shack
 Black History Manitoba
 Brazen Hall
 Canadian Minor STEAM Association
 Canadian Museum for Human Rights
 Corus Entertainment
 Dairy Farmers of Manitoba
 Dare Foods
 Diamond Athletic Medical Supplies Inc.
 Downtown Winnipeg BIZ
 Ducks Unlimited Canada
 Ensemble folklorique de la
 Rivière-Rouge
 FortWhyte Alive
 Gabrielle Touchette Photography
 George W. Shannon Design
 GFL Environmental Inc.
 Global Television
 Graffiti Art Programming
 Habitat For Humanity Manitoba
 Inn at The Forks
 Jenna Rae Cakes
 Jensen Nursery and Garden Centre
 Jordan Phillips
 Keith Levitt Photography
 Kemel Cartons
 Kristy's Esthetics
 Lisa McDonald
 Louis Riel Institute
 Manitoba Chamber Orchestra
 Manitoba Conservatory of Music & Arts
 Manitoba Hydro
 Manitoba Opera
 Manitoba Public Insurance
 Manitoba Theatre for Young People
 McDonald's
 McNally Robinson Booksellers
 Old Dutch Foods
 Parks Canada
 Payworks
 Prairie Climate Centre
 Prairie Theatre Exchange
 Real Canadian Superstore (Bison
 Location)
 Real Canadian Superstore (Gateway
 Location)
 Real Canadian Superstore (St. Anne's
 Location)
 Relish New Brand Experience
 Royal Manitoba Theatre Centre
 Royal Winnipeg Ballet
 Shakespeare In The Ruins
 Sly Scarves & Apparel
 Sobeys's (Grant Park Location)
 St. Vital Centre
 Sunshine House Inc.
 Tall Grass Prairie Bread Company
 Tasha Spillet
 Teecka's Boutique
 The Forks
 The Keg
 The Manitoba Museum
 The North West Company
 The Old Spaghetti Factory
 The Original Pancake House
 Thirty-One Gifts
 Toromont CAT
 Travel Manitoba
 Vital Transit Services Ltd.
 WestJet
 Wildlife Haven
 Winnipeg Blue Bombers
 Winnipeg Folk Festival
 Winnipeg Fringe Theatre Festival
 Winnipeg School Division

Please contact the Development Department at 204.924.4010 if your name was omitted or if there is an error in this listing.

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: Morgan Blanco

Museum Technicians: Jeff Guner & Jasper Hernandez

Lead Guest Services Interpreter: Zac Code

Admissions Attendants: Kyla Abdullah, Tanatswa Kopera, Annabelle Magpantay, Gelan Magpantay, Emmanuel Olorunfemi, Andrea Reed, Emerson Reotan, Francheska Reyes, Behin Safakhah, Chris Tse, Arielle Valencia, and Steph Verreault

Guest Services Interpreters: Grace Carey, Veronica Duong, Rowan Lundy, Bashiru Salifu, Chris Tse, and Zubeir Ture

Gallery Attendants: Kyla Abdullah, Regina Badibe, Jonathan Baetsen, Majo Barawid, Tim Broughton, Jacek Garbowicz, Hayden King, and Amber Wiebe

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

Program Interpreters (Level 2): Shing Cheong Lo, Jo Korving, Martha Magaji, Diwan Oulai, Carolina Rangel, Brenna Shaw, Arielle Valencia, and Oilin Wong

BOARD OF DIRECTORS

2023-2024

BOARD EXECUTIVES

Chair: Adam Hanson

Vice Chair: Greg Johnson

Treasurer: Eric Vallance

Secretary: Whitney Morrison

BOARD MEMBERS

Kathrine Basarab

Alison Crozier

Richard Jones

Sheilah Lee Restall

Claire Nimmagadda

Steven SaperSilver

Yaza Shapata

Jason Travis