30 November 2009



BUILDING CHILDHOOD BLOCK BY BLOCK

Manitoba Children's Museum
45 Forks Market Road
Winnipeg, Manitoba R3C 4T6
P: 204.924.4000
F: 204.956.2122
www.childrensmuseum.com

Mayor Sam Katz
City Hall
510 Main Street
Winnipeg, MB R3B 1B9

Dear Mayor Katz,

Greetings from the Manitoba Children's Museum!

As you may know, the Federal and Provincial governments have recently committed $5 million towards the Manitoba Children's Museum's $9.5 million Capital Renewal Project goal!

The Manitoba Children's Museum has raised $2.1 million to date in private, corporate, foundation and other government grants. In order to be eligible to receive the full $5 million in government funding, our project construction must be complete by March 31, 2011 and we must raise another $2.4 million! (See accompanying Government of Manitoba media release and confirmation letter from Min. James Moore for details on government announcement.)

With the deadline of March 31, 2011 quickly approaching, we are asking The City of Winnipeg to make a significant contribution to the Manitoba Children's Museum's Capital Renewal Project from your 2010-2011 capital budgets. Time is running out and the Manitoba Children's Museum NEEDS YOUR HELP!

In speaking to you and almost every City Councillor over the past year, we know there is great love for and support of the Manitoba Children's Museum. What we need now is for The City of Winnipeg to demonstrate your commitment to this organization and make a financial investment to the success of our capital project.

Yes, budgets are tight right now and no one knows that more than we do! But our children and the children of Winnipeg are in need now more than ever for a world-class, innovative, safe oasis that *sparks kids' creative learning* and helps them grow into tolerant, accepting, imaginative leaders of tomorrow.

The Manitoba Children's Museum is undertaking an exceptional project to completely change all of our galleries, education rooms and even add-on a new Welcome Centre and entrance. Exceptional projects require exceptional support even in exceptional times! Please consider making an exception in your budget and find a way to support the work of the Manitoba Children's Museum's Capital Renewal Project.

We look forward to sharing our story with you at the December 3, 2009 Executive Policy Committee meeting.

Sincerely,

Diane Doth
Executive Director
Direct 204.924-4001
ddoth@childrensmuseum.com

cc: Mr. Lawrie Pollard, Chair Capital Campaign Cabinet

Manitoba Children's Museum's
Presentation to the City of Winnipeg
Executive Policy Committee
Re: 2010-2011 Capital Budget
December 3, 2009



Request for support from the City of Winnipeg:
The Manitoba Children's Museum would like The City of Winnipeg to give **$100,000 over two years** to support the Manitoba Children's Museum's Capital Renewal Project.

The Need:
Since moving to our current location, over 2.5 million pairs of hands have explored, imagined and discovered the excitement of the Manitoba Children's Museum. It's no wonder that our galleries need to be refreshed and redesigned to give kids and their families an exceptional, hands-on learning opportunity to learn and grow!

Importance of Manitoba Children's Museum to our children:
- *Spark children's creative learning*
- Open children's eyes to new possibilities
- Strengthen children in the community for today and tomorrow
- Provide an environment where families can connect in a meaningful way

Manitoba Children's Museum's Facts:
- On average, 135,000 children and adults visit annually
- 90% of all visitors annually are from Winnipeg and surrounding communities
- Target audience is elementary school age and younger
- Over 20,000 students annually participate in school programs alone
- Over 4,000 inner city children annually receive free school programming through our Free Access Program
- 10,000 free admission, family passes are distributed annually in the Winnipeg Christmas Cheer Board hampers through our Free Access Program
- 10% of all day camp spots and special event tickets are free to inner city children through our Free Access Program
- Open 357 days per year – more than any other museum in Manitoba
- 1,500 families have annual visitor memberships
- Do not receive United Way funding

Free Access Program:
Since incorporation 23 years ago, the Manitoba Children's Museum has provided free access to inner city children and their families. We strongly believe in providing opportunities for **all** children to come to the Children's Museum no matter what their families' financial means.

Capital Renewal Project Goal:
Our Capital Renewal Project Goal is **$9.5 million.**

Project Plans for renewal of the Manitoba Children's Museum include:

- A new Welcome Centre, providing upgraded admission amenities, as well as providing needed safety and security for our youngest visitors and serving as a gathering place;
- 12 innovative, creative, multi-level galleries in a holistic environment, offering open-ended play and discovery opportunities;
- A fully dedicated toddler area to meet the needs of our youngest and most treasured adventurers; and
- A multi-functional Arts & Exhibition Centre for travelling exhibits, special events, performances and rentals along with three educational classrooms for programs and workshops.

Federal and Provincial Government Support:
The Federal and Provincial governments announced on November 13, 2009 that they would invest $5 M to our Capital Renewal Project; $2.5 M from the Federal Cultural Spaces Program; $1.25M from the Federal Infrastructure Fund and; $1.25M from the Provincial Infrastructure Fund.

Other Financial Commitments as of November 30, 2009:
The Manitoba Children's Museum has commitments for $2.1M in corporate, foundation, private and smaller government grants. This includes the $1M matching grant from The Winnipeg Foundation for the Museum's construction and renewal phase.

Donations Still Required to Reach $9.5 Million Goal:
$2.4 Million still to raise

Timeline:
To meet the Federal and Provincial Government Infrastructure Funding deadline, the Manitoba Children's Museum's Capital Renewal Project **must be completed by March 31, 2011**.

Capital Campaign Cabinet:
Campaign Chair: Mr. Lawrie Pollard, Chairman – Pollard Banknote
Cabinet Members:

- Mr. Tony Gauthier – Partner, Craig & Ross (Chair of Board of Directors)
- Mrs. Laurel Repski – VP of HR, Audit & Sustainability – University of Winnipeg (Vice Chair of Board of Directors)
- Mrs. Laura Kwiatkowski – General Manager, Rogers Communications (Past Chair of the Board)
- Mrs. Donna McPherson – Senior Account Manager, Great West Life
- Mr. Glenn Tinley – President & CEO, The Tinley Group
- Mrs. Mary van Eerd-Cook, Self-employed

Staff:

- Mrs. Diane Doth, Executive Director
- Mrs. Janet McLeod, Director of Development/Campaign Director

Manitoba Children's Museum - $9.5 M Capital Renewal Project

Gifts Received/Pledged as of November 30, 2009

Amount
$2,500,000
$1,250,000
$1,250,000
$1,000,000
$500,000
$186,084
$100,000
$50,000
$50,000
$40,000
$40,000
$40,000
$40,000
$25,000
$20,000
$8,826
$5,000
$2,000
$38,200
$11,500
$1,650
$7,158,260

As of November 30, 2009 the Manitoba Children's Museum must raise an additional **$2,341,740** to reach our $9.5 million goal.

November 13, 2009

MANITOBA CHILDREN'S MUSEUM TO BE RENOVATED: CANADA-MANITOBA INVESTMENT WILL HELP TO CREATE JOBS

Winnipeg, Manitoba - A combined investment by the governments of Canada and Manitoba in 12 new innovative galleries at the Manitoba Children's Museum will present a world of experiences, featuring leading-edge technology, that entertain as they educate, Manitoba Premier Greg Selinger and Saint Boniface MP Shelly Glover announced today, along with the museum's Executive Director Diana Doth.

"Investments like this are making Manitoba a better place for our children to play, learn and grow," said Premier Selinger. "We're improving the quality of life and building a better future for Manitoba families."

"The arts and culture sector plays a major role in developing and sustaining the economic future of our communities," said Minister of Canadian Heritage and Official Languages James Moore. "We are proud to invest in projects that not only create more welcoming venues to express culture, but invigorate Canada's economy as well."

"The Manitoba Children's Museum is an attraction that families, including my own, have frequented for many years. Our government is proud to be investing in renovation work at the museum to ensure that Canadian families can continue to enjoy the educational benefits of this interactive and fun centre," said MP Glover.

The funding will support the Manitoba Children's Museum Capital Renewal Project. The museum plans to renew its current gallery and add a 3,500 square foot welcome centre to its current location at The Forks, in the historic Kinsmen Building. Once completed, the renovated space will include an art and exhibition centre, dedicated collections storage room and specialized sound and lighting equipment.

"What thrilling news! Through the contributions from the Government of Canada and the Province of Manitoba, together we can shape the lives and futures of children as they grow to be creative and productive members of our community," said Diane Doth, Executive Director of Manitoba Children's Museum. "Thank you for being a partner in our mission to spark kids' creative learning!"

For over two decades, the Manitoba Children's Museum has been providing an interactive environment that nurtures the power of

imagination and spirit of self-discovery.

Of the overall project costs of $9.5 million, the federal and provincial governments will contribute up to $5 million. The Government of Canada is providing funding of $2.5 million under the Canada Cultural Spaces Fund and an additional $1.25 million through the new Infrastructure Stimulus Fund, announced in Canada's Economic Action Plan. The Province of Manitoba is providing funding of $1.25 million. The remaining amount is being provided through museum donations and fundraising activities.

Canada and Manitoba are working together to create jobs and boost the economy, while making significant investments that help communities improve their infrastructure. Both governments have agreed to work together to ensure that these funds are delivered quickly and efficiently.

The federal government established a new $4 billion Infrastructure Stimulus Fund as part of Canada's Economic Action, which provides funding to provincial, territorial and municipal construction-ready infrastructure rehabilitation projects.

Funding is available for two years for projects that begin during the 2009 and 2010 construction seasons and can be completed before March 31, 2011.

Today's announcement continues the important steps the Province of Manitoba is taking to support economic growth by investing

$1.6 billion this year into infrastructure to stimulate the economy, create jobs, and renew the province's cultural facilities, roads, schools, health facilities and water treatment facilities.

- 30 -

The Government of Manitoba is distributing this news release on behalf of the governments of Canada and Manitoba.

Minister of Canadian Heritage
and Official Languages

Ministre du Patrimoine canadien
et des Langues officielles

Ottawa, Canada K1A 0M5

OCT 2 1 2009

Ms. Diane Doth
Executive Director
Manitoba Children's Museum Inc.
45 Forks Market Road
Winnipeg, Manitoba
R3C 4T6

Dear Ms. Doth:

I would like to inform you that I have approved a contribution up to a maximum of $2,500,000 to Manitoba Children's Museum Inc. under the Canada Cultural Spaces Fund (formerly called Cultural Spaces Canada). The contribution is to defray part of the costs associated with the *"Manitoba Children's Museum Capital Renewal Project"*.

This contribution is subject to the execution of an agreement which sets out the conditions under which the contribution will be released to you. Two (2) originals of the Contribution Agreement will be sent to you in the coming weeks for your signature. Please note that any payment is subject to the appropriation of funds by Parliament and to the budget levels of the Program.

I would like to take this opportunity to wish you every success in your endeavours.

Sincerely,

The Honourable James Moore, P.C., M.P.

Canada

1350 One Lombard Place, Winnipeg Manitoba R3B 0X3 P: 204 944 9474 F: 204 942 2987 E: info@wpgfdn.org www.wpgfdn.org

The Winnipeg Foundation
Established in 1921
Your Centre for Community Philanthropy

January 12, 2007

Diane Doth
Executive Director
Manitoba Children's Museum
45 Forks Market Road
Winnipeg, MB R3C 4T6

Dear Ms. Doth: Diane

Quite a number of years ago, the Manitoba Children's Museum (MCM) first approached The Winnipeg Foundation seeking support for a major capital campaign to enhance your existing facilities. Although we declined your initial request, we have been most interested in your organization. We view the MCM as a valued amenity for children in the city and we are anxious to see you succeed in your goals. Over the past year, we explored the idea that construction of a major signature project, a freshwater exhibit to be specific, might stimulate significant community interest in enhancing the MCM. We thank you for your cooperation in this effort and we are pleased to turn the results of this work over to you for consideration. We are not pursuing this idea further.

As discussed during our meeting of Tuesday, December 19th, 2006; the Board of Directors of The Winnipeg Foundation has approved a three part offering to help the Manitoba Children's Museum with its capital campaign and enhance the Free Access Program targeted at inner city youth.

The Board has approved a grant of $1.6 million for this purpose structured in the following manner:

1. **Capital Campaign Match**
   This part consists of a $1 to $3 match of any monies collected over the next four years to a maximum match of $1 million. (December 14th, 2006 – December 31st, 2010) There are no restrictions on the source of these contributions, but to qualify they must be designated to the capital campaign. If used to its full potential, this would result in a $4 million dollar capital campaign ($3 million raised with a $1 million match from The Winnipeg Foundation).

Chief Executive Officer
Richard L. Frost

Board of Directors
Gregg Hanson FCA, CHAIRMAN
Richard Archer CFA
Richard Bracken
David Cohen
Dr. Catherine L. Cook
Dr. June James
Dr. Romulo Magsino
Madame Justice Deborah McCawley
Susan Millican
Sister Lesley Sacouman SNJM
Eric Stefanson FCA
Mayor Sam Katz

Appointing Board
Lieutenant-Governor of Manitoba
Chief Justice of Manitoba
Chief Justice of the Court of Queen's Bench
Mayor of the City of Winnipeg
Registrar-General of Manitoba

The Winnipeg Foundation
Established in 1921

2. **Agency Endowment Building Match**
   This part consists of a $1 to $3 match to a maximum of $500,000 of any monies deposited to the Manitoba Children's Museum's Endowment Fund over the next six years. (December 14th, 2006 – December 31st, 2012) There are no restrictions on the source of the contributions, but to qualify they must be designated to the endowment fund at The Winnipeg Foundation. If used to its full potential, this would result in a $2 million endowment fund ($1.5 million raised with a $500,000 match from The Winnipeg Foundation).

   An endowment fund this size would generate approximately $100,000 of annual discretionary income to the Museum. Our condition on this offer is that at least 50% of this income be used to augment regular programming for less advantaged communities at the discretion of the MCM board.

   If you have any questions about when the matching amounts are applied to your endowment fund please contact Denise Campbell at 944-9474 ext. 39.

3. **Enhancement of the Free Access Program**
   The final part of this offering is an annual grant of $25,000 for 4 years. (Starting in November 2007 through to November 2011) This amount must go towards enhancing in some way the Free Access program, at your discretion.

Donna Edmundson, Community Grants Administrator, will be responsible for the administration of these three offerings. Our grant allocations are approved annually depending on the anticipated success of your efforts. Actual grant payments are made based on your expenditures. Please feel free to contact her with any questions you may have concerning their details at 944-9474 ext. 41.

Please note: The Board retains the right to rescind grants not accessed within their allotted window of opportunity. In accepting this grant, the Manitoba Children's Museum should be aware that any other grant applications submitted to The Winnipeg Foundation during this period are unlikely to receive support.

The Winnipeg Foundation
Established in 1921

As this grant represents one of The Foundation's largest to a single organization, we request that our Director of Communications, LuAnn Lovlin, be consulted before any announcements or publications are issued.

I wish you much success as you move forward with your capital campaign and all the best in 2007.

Yours sincerely,

Richard L. Frost
Chief Executive Officer

The **Pollard Family** Foundation

3rd Floor, 200 Portage Avenue, Winnipeg MB Canada R3C 3X2

Trustees
Douglas Pollard
Gordon Pollard
John Pollard

Honourary Trustee
Lawrence Pollard

Foundation Officer
Jean Sikomas

Rec'd. Nov. 13/08.

November 7, 2008

Manitoba Childrens Museum
Kinsmen Building
45 Forks Market Road
Winnipeg, Manitoba
R3C 4T6

Attn: Diane Doth

Dear Ms. Doth:

Re: The Pollard Family Foundation

Your letter of July 9, 2008 addressed to Lawrie Pollard been forwarded to me for reply.

I am pleased to advise that at the most recent meeting of the Pollard Family Foundation's Grants Committee, a pledge of $100,000.00 over five years was approved for the Manitoba Children's Museum.

Please advise me when you will be in a position to accept the pledged funds.

Yours truly,

J Sikomas

Jean Sikomas
204-985-3104 Fax: 985-3195