Manitoba Children's Museum's
Presentation to the City of Winnipeg Executive Policy Committee
Re: 2009 Preliminary Operating Budget
March 11, 2009

Request for support from the City of Winnipeg:
The Manitoba Children's Museum is requesting $2 million from The City of Winnipeg to help fund the rejuvenation of the Manitoba Children's Museum. This request is based on the level of support received from the City for our $4.1 M capital campaign when we moved to The Forks in 1994. At that time, The City, Province and Federal governments each contributed $1 million or 25% of the goal.

The Need:
Since moving to our current location, over 2 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, 128,000 children and adults visit annually
- Target audience is elementary school age and younger
- Over 20,000 students annually participate in school programs
- 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 to inner city children and their families through the Winnipeg Christmas Cheer Board hampers
- 10% of all day camp spots and special event tickets are free to inner city children
- 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 22 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 Campaign Goal:
Our Capital Campaign has two components. Phase 1 is the redesign and construction phase with a goal of $7.5 million. Phase 2 is the endowment fund phase with a goal of $2 million.

Challenge Grant:
The Winnipeg Foundation gave the Manitoba Children's Museum a fantastic boost to our campaign with a $1.5 million challenge grant. This grant is for two purposes: $1 million is for construction (Phase 1) and $500,000 to create an endowment fund (Phase 2.) The match will be given on a 1:3 ratio. Our deadline to raise at least $3 Million to receive the full $1 million grant for construction is December 31, 2010. The deadline to raise at least $1.5 million for the endowment fund is December 31, 2012.

Government Support:
The Manitoba Children's Museum is seeking financial support from the Federal, Provincial and City Governments to support our $9.5 million campaign. A $2 million request to the Province of Manitoba has been submitted and we have met with all party Caucuses. Federally, we have met with staff of The Office of the Treasury Board and made an official request for $2 million.

Commitments as of March 2009:
Commitments of $2.5 M have been made to date. $1 M committed from corporate, foundation and individual gifts and $1.5 M matching gift from The Winnipeg Foundation.

Timeline:
Secure funding commitments from all levels of government by Dec 31, 2009

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)
- Ms. Irene Jensen - Development Coach, Manitoba Infrastructure & Transportation
- 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

Staff

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