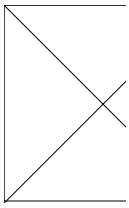
Children's Museum's
Presentation to the City of Winnipeg
Executive Policy Committee
March 14, 2011



Request for support from the City of Winnipeg
The Children's Museum's volunteer board and capital campaign cabinet along with museum staff continue in their unwavering efforts to raise the funds required to rejuvenate the museum. We invite the City of Winnipeg to further fund this venture through an additional $275,000 gift.

The Need
Since moving to our current location, over 2.5 million pairs of hands have explored, imagined and discovered the excitement of the Children's Museum. It's no wonder our galleries need to be replaced along with major parts of our infrastructure to give kids and their families an exceptional, safe, hands-on learning opportunity.

The need for safe and enriching experiences in the arts and recreation, and for families to play and grow together is enormous in our community. It is especially so for those families of limited financial means. As we expand our facility, we expand our organization and the opportunities we can offer. We are committed to increasing our outreach, making additional free access available to Winnipeg's children and families most in need.

We are planning for an increase in tourism in Winnipeg and at The Forks with the opening of the Canadian Museum for Human Rights. Through this capital campaign, we will be a shining example of what Winnipeg has to offer.

Importance of Manitoba Children's Museum to our Children
- Offering a level playing field for all children regardless of their life's circumstances
- *Sparking children's creative learning* by opening their eyes to new possibilities
- Strengthening children to be responsible citizens
- Providing an environment where families, including families from the inner-city, connect in meaningful ways

Manitoba Children's Museum's Facts
- Anticipate 200,000+ children and adults visit annually on re-opening
- Target audience is elementary school age and younger
- Historically 20,000 students annually participate in school programs, 25% are children from low-income areas of Winnipeg are given free admission through our ***Free to Play Access Program***
- 10,000 free Family Passes are distributed annually to inner city children and their families through the Winnipeg Christmas Cheer Board hampers enabling up to 60,000 people to visit for free
- 10% of 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

Free to Play Access Program
Since incorporation 25 years ago, the Children's Museum has provided free access to children and families of low income. We strongly believe in providing opportunities for **all** children to visit the Children's Museum .

Capital Campaign Goal
Our Capital Campaign is $10M. To date, there remains approximately $1.3M to be raised to reach this goal for our Grand Opening on June 4, 2011.

Commitments as of March 2011
Commitments of $8.7M

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

Honorary Chairs – Mr. Len Cariou, Ms Susan Auch

Cabinet Members

- Mrs. Laurel Repski – VP of HR, Audit & Sustainability – University of Winnipeg (Chair of Board of Directors)
- Mr. Chad Brick – President and Owner Eastside Group of Companies (Vice Chair of Board of Directors)
- Mrs. Laura Kwiatkowski – General Manager, Rogers Communications (Past Chair of the Board)
- Ms. Mary van Eerd-Cook
- Mr. Jim Trann – Senior Account Executive, Len Dubois Trucking

free2play access program

ABOUT THE PROGRAM

The **Free2Play Access Program** brings children from the inner city to the Children's Museum for school visits, day camps, special holiday parties and after-school clubs FREE OF CHARGE!

The **Free2Play Access Program** is open to qualifying Winnipeg schools, registered daycares, and select social service organizations.

Current partner organizations include:

- Alpha House
- Aurora Family Therapy Centre
- Family Centre of Winnipeg
- Immigrant & Refugee Community Organization of Manitoba (IRCOM)
- Ma Mawi Wi Chi Itata Centre
- Macdonald Youth Services
- Manitoba Interfaith Immigration Council (Welcome Place)
- Needs Inc.
- Winnipeg Christmas Cheer Board

WHAT'S INCLUDED?



a) School Programs and Explorations

The Children's Museum offers one free visit per year to every class in qualifying Winnipeg schools, registered daycares, and select social service organizations. If you are an instructor in a qualifying Winnipeg school and are interested in booking a free school program or general museum exploration, please contact the Sales & Bookings Coordinator at (204) 924-4004 to learn more.

b) After-School Clubs

Open to students in Grades 4 and 5 in qualifying Winnipeg schools, the Children's Museum's After-School Clubs are free programs that run in five-week sessions six times throughout the year. With the guided support of guest instructors, our After-School Clubs teach kids new skills and provide them with fun and exciting ways to express their creativity! *(continued...)*

After-School Club participants are also provided with a free family membership to ensure that the student and his/her family are able to continue enjoying the Children's Museum long after the After-School Club experience is complete.

c) Events & Day Camps

At least 10% of tickets to special museum events including the Halloween Howl and Spaghetti Breakfast with Santa are provided to children in our **Free2Play Access Program** and their families to attend free of charge. The Children's Museum works closely with schools and partner organizations to give over 25 children a year a week-long experience in one of the museum's Kids Explore Day Camps free of charge.

d) Museum Passes and Memberships

The Children's Museum regularly donates free daily admission passes and family memberships to partner organizations in an effort to promote positive family relationships.

DID YOU KNOW?

Our **Free2Play Access Program** is growing and constantly evolving to meet the changing needs of our community.

- Each year, approximately 5,000 students visit the Children's Museum with their school for free as part of our **Free2Play Access Program!**
- There are over 60 qualifying Winnipeg schools and daycares and 10 organizations currently eligible to participate in our **Free2Play Access Program.**
- We have added additional After-School Program sessions to meet the growing demand for these valuable types of community support programs. We also hope to expand our After-School Programs to include Science and Math Clubs in the future!

ADDITIONAL INFORMATION

If you are interested in learning more about the Children's Museum's **Free2Play Access Program**, please contact Corinne at (204) 924-4006 or visit www.childrensmuseum.com today.

MANITOBA
Children's Museum
www.childrensmuseum.com









Lasagna Lookout







Pop m'Art



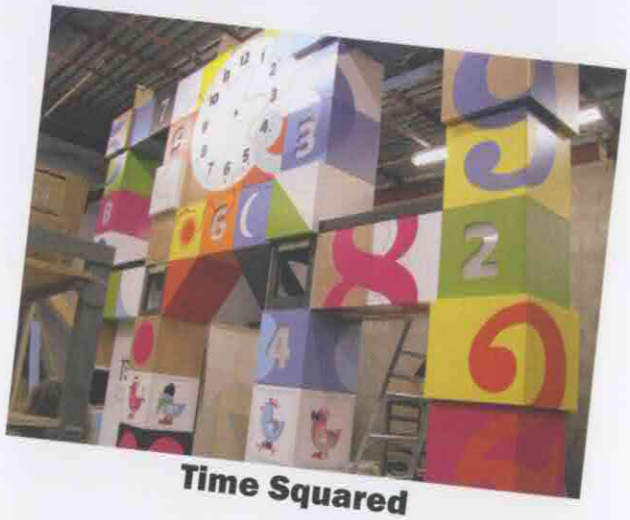




Buhler Welcome Centre

Construction Progress

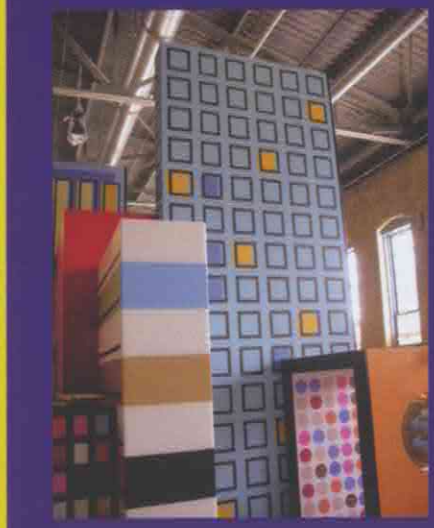
We've been busy! See more construction images at: www.childrensmuseum.com



Time Squared

MANITOBA
Children's Museum

Sparking Kids' Creative Learning







Tumble Zone







Tot Spot

Background Information

The *Under Construction Capital Campaign* is the first large-scale renovation of the Children's Museum since its move to The Forks in 1994. The campaign will help the museum pursue its plans to renovate and expand through the development of 12 new galleries, an Arts & Exhibition Centre, and the Buhler Welcome Centre addition.

Of the $10 million campaign funds, $8.7 million has been raised to-date, including a federal and provincial infrastructure contribution of $5 million towards the project. The museum is looking to the community for financial support to reach their goal.

The Children's Museum is currently closed for construction and will re-open to the public on Saturday, June 4, 2011 which coincides with the museum's twenty-fifth anniversary.