



Children's
MUSEUM



Join the journey

Our Case for Support



For over 45 years, the London Children's Museum has changed the lives of children, each and every day.

We've been on a big journey. As Canada's first children's museum, millions of visitors have journeyed through the caves, to the Arctic, into outer space, and back to the street where we live. Together, we used our imaginations, we played, and we dreamed big.

And now, we're planning our biggest adventure yet. It's time to continue the journey, to our new home, at 100 Kellogg Lane.

case for support ★ join the journey

Children need us now more than ever.

We've witnessed many societal changes since we opened, but over the last few years, the challenges that families are facing have grown significantly – heightened stress, increased financial pressures, and fewer opportunities to simply play. **That means children need meaningful learning opportunities more than ever before.**

At the London Children's Museum, children become directors of their own learning and discover their individual interests. They are able to explore at their own pace in an open and welcoming space that celebrates their unique ideas. By building shared experiences, exploring different perspectives, and making new friends, **children grow their confidence and resilience.**

Our new home at 100 Kellogg is essential to ensuring all children have access to interactive play, innovative exhibits, and shared space where they can learn and grow for years to come.



The power of play.

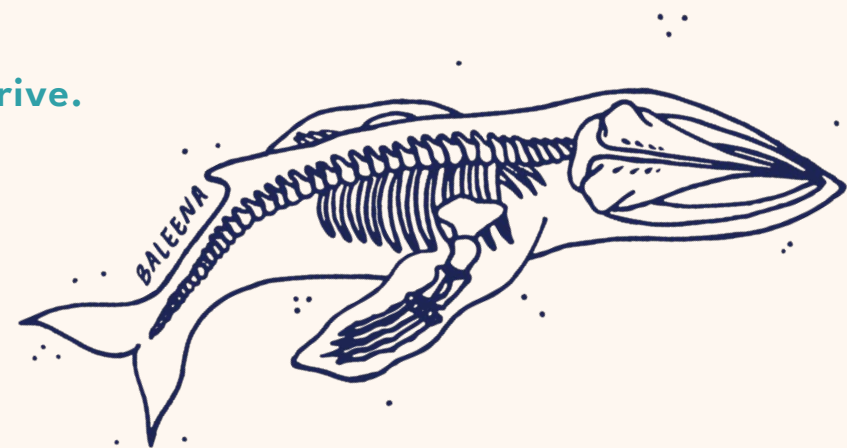
The London Children's Museum's mission is to curate **powerful play experiences** through immersive environments, authentic materials, and meaningful relationships.

It's because we understand that **when children play, learning happens.**

Through hands-on learning experiences, the London Children's Museum:

- Encourages children's healthy social, emotional, cognitive, and physical growth
- Nurtures curiosity, creativity, experimentation, and innovation
- Promotes development of critical thinking and problem-solving skills
- Cultivates interest in science, technology, art, history, culture, and nature
- Encourages friends, families, and community members to learn alongside one another by promoting empathy, inclusion and a sense of belonging

We know that when our community creates a safe place to play, we all thrive.



2022-2023 at the London Children's Museum:

107,000

visitors with meaningful learning experiences

405

education programs delivered to **8,500 students** in classrooms

08

interactive and engaging exhibits housed

150

education programs provided to **4,500 students** on-site

7,000

artifacts cared for in our permanent collection

270

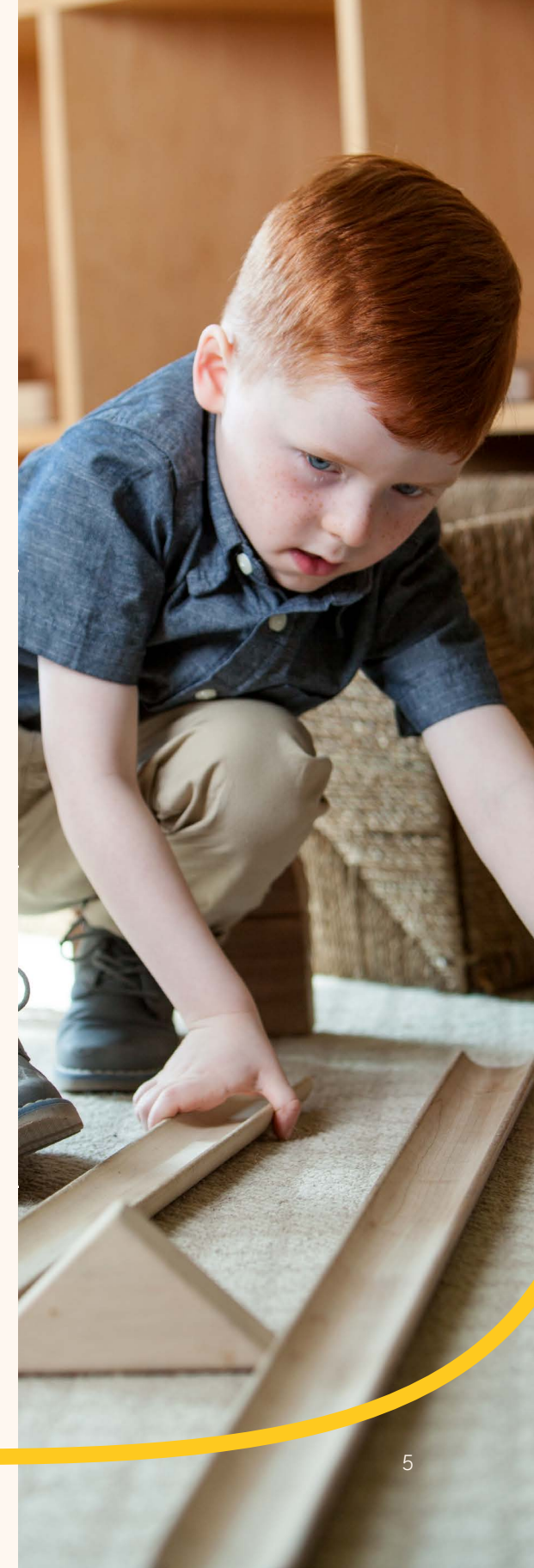
families supported with subsidized memberships and day camps

103

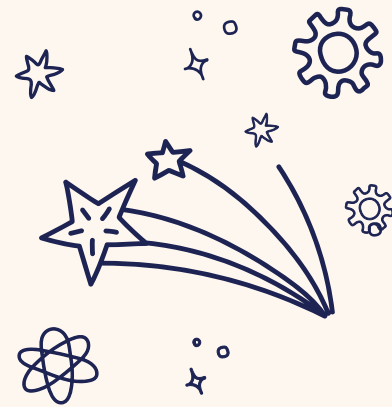
community outreaches

12

sensory friendly evenings



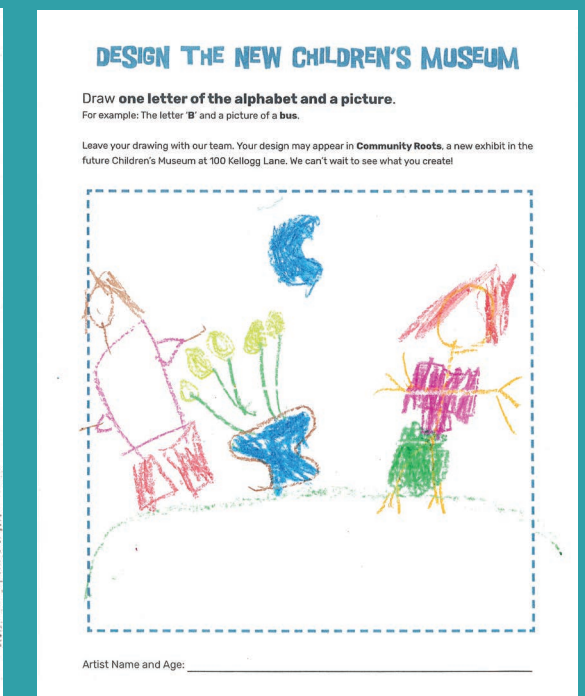
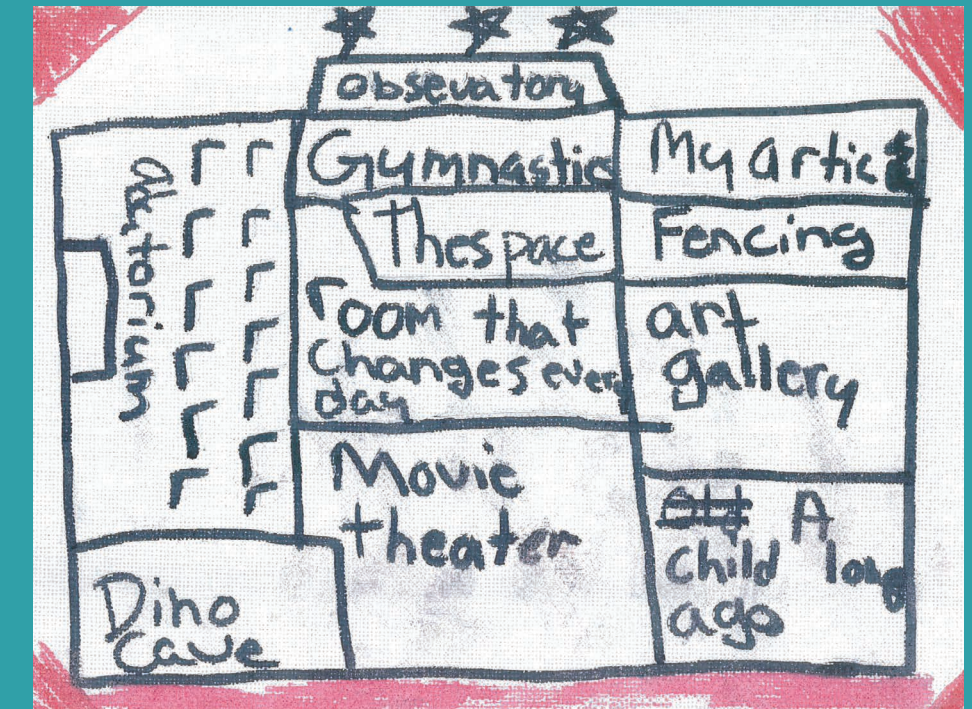
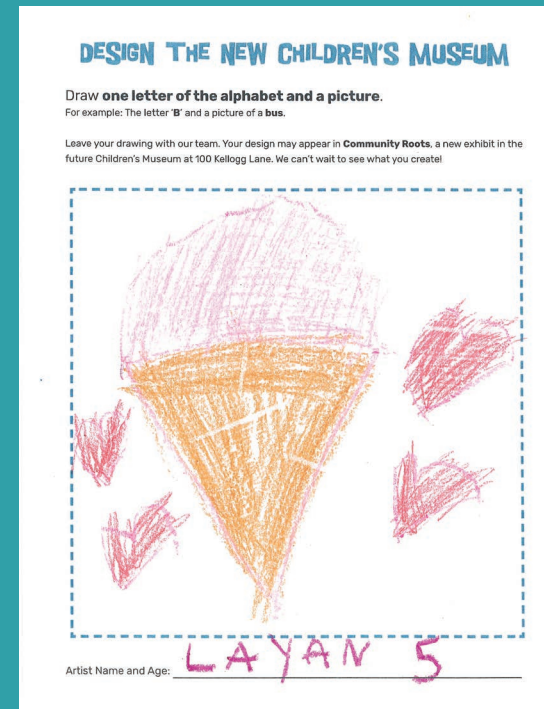
The new London Children's Museum is designed for children, by children.



A state-of-the-art educational and cultural centre unique to Southwestern Ontario, our new space allows visitors to roam more freely, have experiences through interactive exhibits, and share important moments together.

We thought long and hard about what we wanted and you helped us do that. Our new space is the result of input from over 500 of us, our families, and community members. From the floor plan to the exhibit themes, our new space is a museum **designed for children, by children.**

It'll be a place where childhoods are celebrated, where curiosity can grow into confidence, and where we can capture more memories with our families.



About the new London Children's Museum...

Growing Attendance

In the five years prior to the COVID-19 pandemic, London Children's Museum attendance grew 25%, reaching nearly 90,000 individuals annually. The new London Children's Museum will engage **more than 145,000 visitors annually**.

More Square Footage

With over 36,000 sq ft of open concept space, the new London Children's Museum will **nearly double exhibit square footage compared to the current museum**. An expanded 1,300 sq ft collections room will support the care and display of over 7,000 artifacts.

Innovative Exhibits

Thoughtfully and intentionally designed, our eight new immersive exhibits reflect the principles of play-based, child-centred learning. **Incorporating diverse voices and perspectives**, these exhibits weave a story of the community's river, forest, industry, and agriculture.

Inclusion & Accessibility

Designed in consultation with visitors, partner organizations, and accessibility specialists, the new museum will feature an accessible treehouse, dig pit, water table, and customizable lighting **to ensure exhibits are available to all visitors**. Quiet spaces, feeding areas, and accessible washrooms allow families to participate in a space designed specifically for them.

case for support ★ join the journey

Financial Accessibility

1 in 4 children in London live in poverty. Our robust subsidy program provides hundreds of families with access to memberships, admissions, and day camps. Free programming will continue in our new home, including Free Family Fun Nights, Partner Nights, and Sensory Friendly Evenings.

Expanded Audience

Children aged 9-12 have been challenged with increased social isolation and screen time, resulting in stress, anxiety, and decreased self-regulation. **New exhibits and programs will engage older children** in hands-on science, technology, and arts, allowing them to indulge their interests and build real world skills in a community setting.

Working Towards Equity

The London Children's Museum **has a critical role to play** in addressing economic inequities, racial injustice, and calls for Truth & Reconciliation. Every child deserves access to safe, engaging, and culturally relevant educational experiences. Through community curators, organizational partnerships, and innovators-in-residence, the new London Children's Museum will celebrate numerous ways of knowing and being.



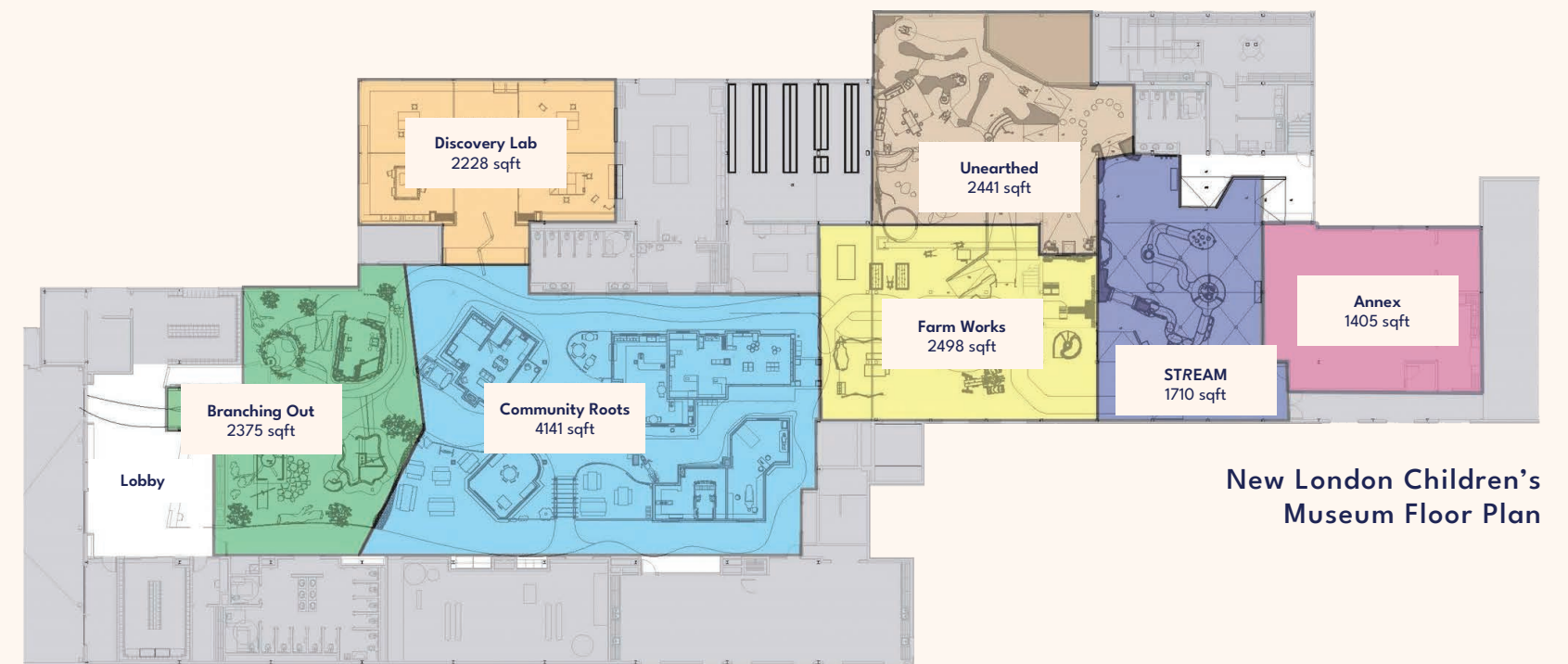
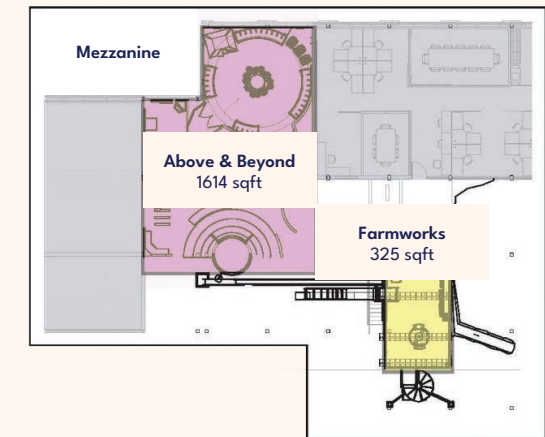
66

I find myself teary-eyed and speechless with gratitude at the London Children's Museum. My goals of increasing both of my speech-delayed children's language, social, and physical skills have been a complete success this year. At the London Children's Museum, they are safe to run and explore exhibits and activities. They have gained many insights through the hands-on resources they encounter. I continue to seek experiences that create resilience and confidence while keeping their hearts and minds open, curious and awe-filled.

London Children's Museum Member

A place to learn, play, and grow - together.

Our new home at 100 Kellogg will feature dynamic new exhibits that align with the needs and interests of today's children and families. By allowing children to explore and learn about science, technology, art, history, culture, nature, and much more, we're igniting their wonder and curiosity about the world around them.



New London Children's Museum Floor Plan



exhibit 1
Branching Out

A treehouse village in a forest full of dancing light and wildlife hideaways encourages visitors to climb, crawl, balance, and explore. Through multi-level and accessible treehouses, children discover big-body movement, natural exploration, and artifact surprises. With opportunities to layer in Indigenous teachings through community partnerships and special guests, **Branching Out** expresses the interconnectedness of living things.

DESIGN A TREEHOUSE
 Help us design a treehouse for the NEW Children's Museum at 100 Kellogg Lane.

Show us the INSIDE of your treehouse!
 Describe your treehouse. *Its the BEST treehouse ever! And you should make it and add even more to it! From: Emm all*

We would love to see your design! Leave your drawing in the box provided.



DESIGN NOTES

add in bridges, rope ladders, pillows for comfort, tunnels, seating, and a big slide



DESIGN A TREEHOUSE
 Help us design a treehouse for the NEW Children's Museum at 100 Kellogg Lane.

Show us the OUTSIDE of your treehouse!
 Describe your treehouse. *it is long there is a slide it has a door*

We would love to see your design! Leave your drawing in the box provided.





exhibit 2

Discovery Lab

An interdisciplinary space designed for visitors to take part in STEAM-based creativity through tinkering, making, crafting, designing, experimenting, and hacking. Visitors engage in self-directed making, collaborative projects, and staff-facilitated workshops. This gallery includes tools and materials that **allow visitors to build on their skills, take risks, and follow their creative instincts.**



exhibit 3

Farm Works

A Farm and Factory tell the story of the region's manufacturing, industrial, and agricultural history, helping visitors **make connections about how food is produced, processed, and sold.** On the ground floor, visitors explore a farm environment, interact with farm animals, investigate large farm equipment, discover a corn field, and plant and harvest produce. On the upper level, chutes, pulleys, and gears work together to keep the factory running.



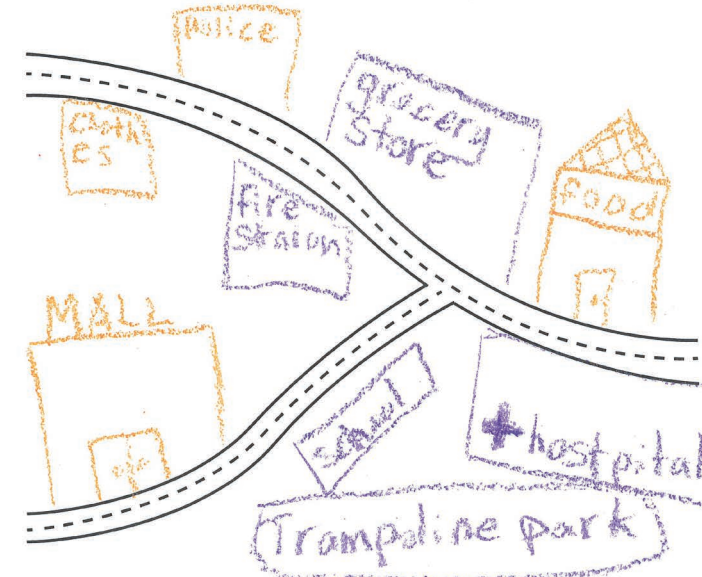
exhibit 4

Community Roots

This child-sized town allows visitors to take on roles of vital community members. Familiar community spaces such as a Neighbourhood Market, Restaurant, Rescue Headquarters, Wellness Centre, School, and Home present opportunities for imaginative and collaborative play. **Local culture and history come to life in the buildings inspired by London's architecture, street art, and spaces designed for communal gathering and storytelling.**

WHAT DO YOU SEE IN YOUR COMMUNITY?

Help us design **Community Roots**, a new exhibit for the future **Children's Museum at 100 Kellogg Lane**. What buildings do you see in your community? What places do you visit? We would love to see your design! Leave your drawing in the box provided.



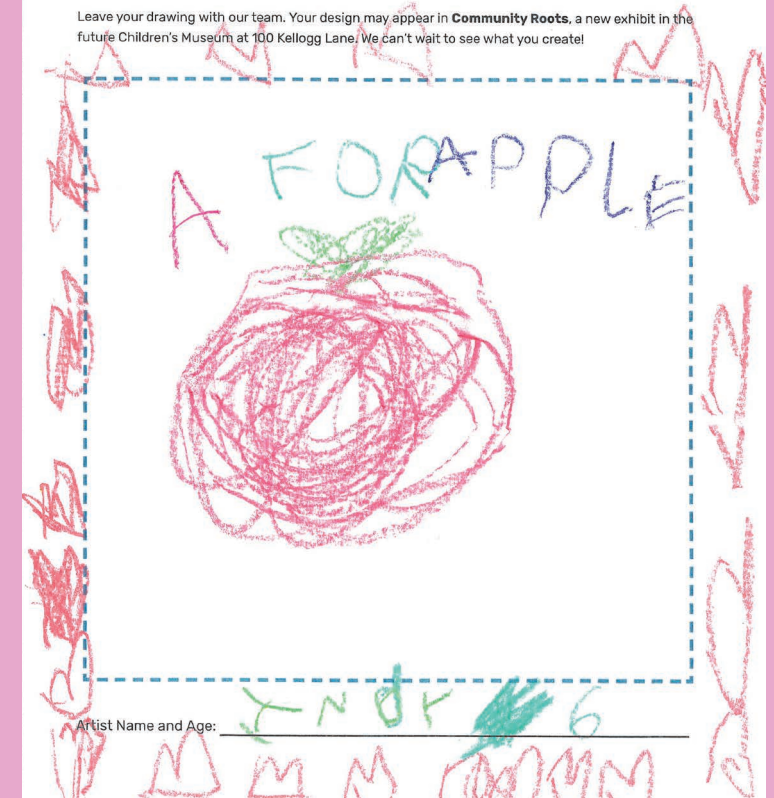
Caregivers, work with your child to describe and label their community.



DESIGN THE NEW CHILDREN'S MUSEUM

Draw **one letter of the alphabet** and a **picture**.
For example: The letter 'B' and a picture of a **bus**.

Leave your drawing with our team. Your design may appear in **Community Roots**, a new exhibit in the future Children's Museum at 100 Kellogg Lane! We can't wait to see what you create!



Artist Name and Age: YNDK 6

DESIGN CONSIDERATIONS

fire station, market or grocery store, schools, places to eat (ice cream!), a pet house, a dragon area, a human's house, library

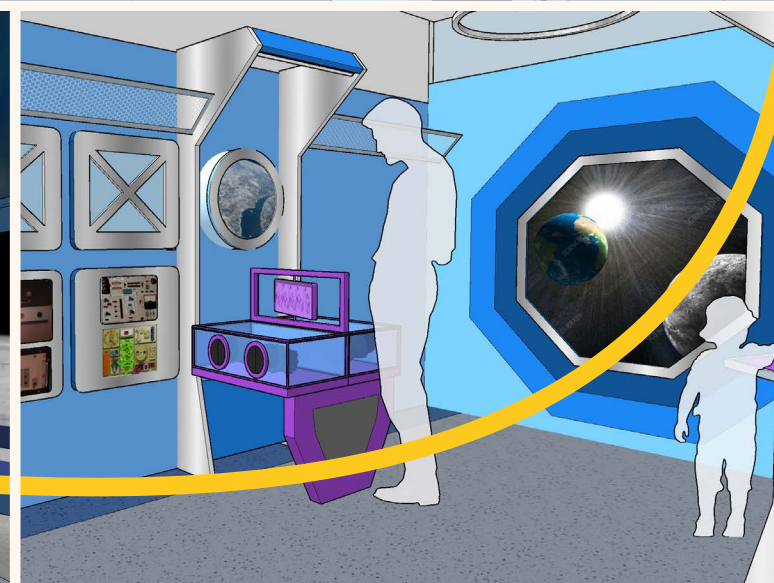
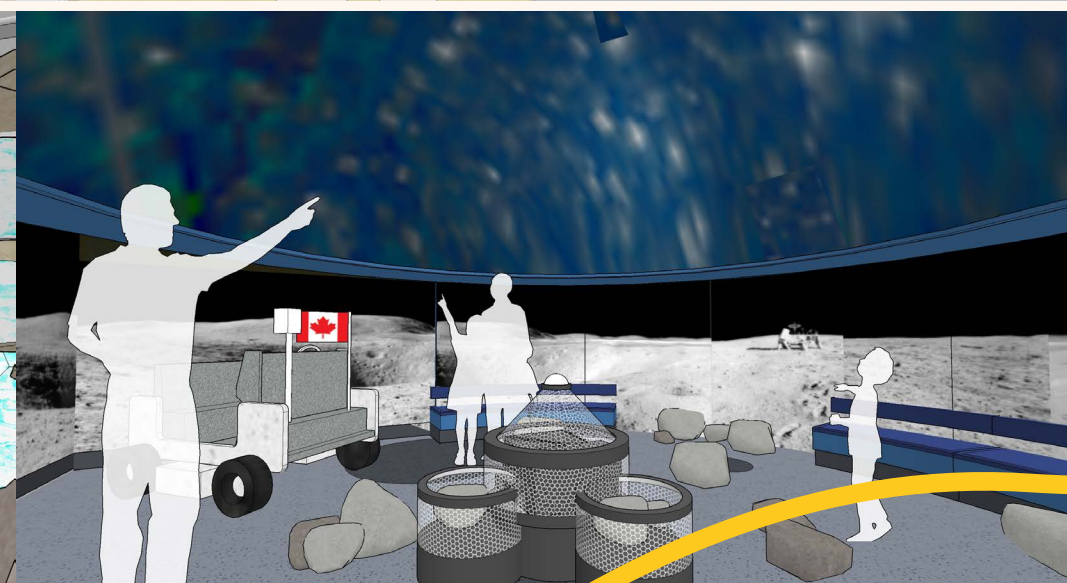


exhibit 5

Unearthed

Visitors explore the world of dinosaurs by uncovering bones, rocks, and minerals before taking objects into the field lab for further research and investigation. **An accessible Dig Pit encourages visitors to indulge their senses, while a fully outfitted Dig Lab generates new answers and ideas.** Deeper into the exhibit, children discover an immense cave system where they practice spelunking, find mineral deposits, discover cave ecosystems, and explore an ice cave.

exhibit 6

Above & Beyond

From Earth to outer space and back again, **children let their curiosity soar to the outer reaches of the universe** in this exhibit. Visitors investigate the principles of astronomy, become astronauts, and blast off to the International Space Station. A digital planetarium invites children to explore the galaxy, fostering curiosity about stars, planets, and constellations.

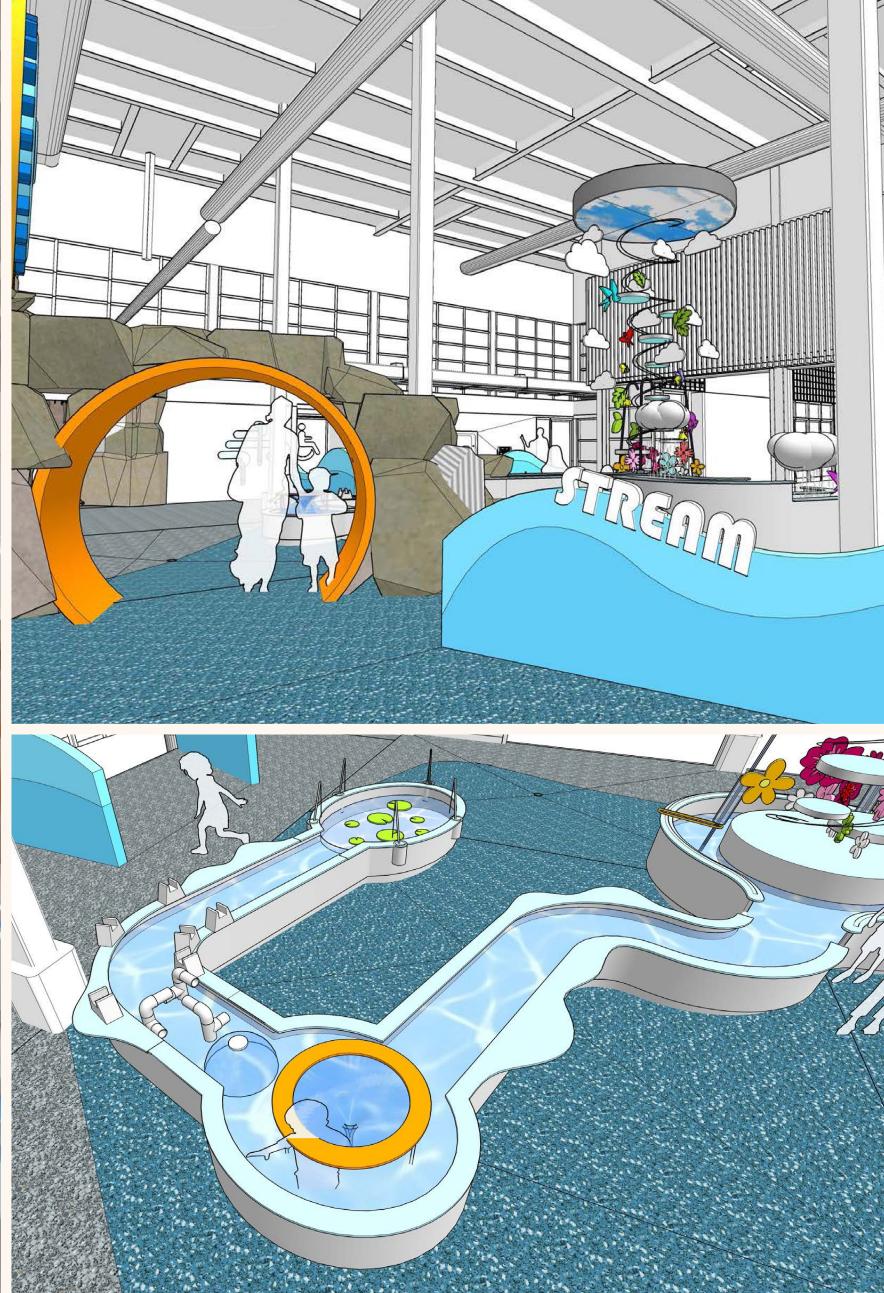


exhibit 7

STREAM

Taking inspiration from the Thames River (Deshkan Ziibi, Antler River), **STREAM** is an exploration of water physics and life on the water. The river emerges from a rock bed high overhead, making its way down a waterfall and over an aqueduct to fill a 21-meter-long water table. Visitors investigate wildlife, flood plains, and bridges. With opportunities to layer in Indigenous teachings about our precious waterways, **STREAM** allows children to become stewards of the environment.

exhibit 8

The Annex

As a flexible, fresh, open space, The Annex functions as **an event venue and home for temporary exhibits**. The Annex acts as a community gathering spot where the culture, arts, and heritage of London and the surrounding area can be celebrated.

It's time to head home. So we can all learn and play.

Our state-of-the-art educational and cultural destination at **100 Kellogg** will allow visitors to explore a space designed to support their wonder and curiosity.

A **\$23 million campaign** will support the construction of eight immersive and interactive galleries that encourage children's healthy social, emotional, cognitive, and physical growth. With \$18 million already secured from our generous donors, we need your help in raising the final \$5 million to reach our goal.

With 21 foot ceilings and 36,000 square feet of centrally located, accessible space to play, the possibilities for learning and development are endless.

To make the dream of curiosity, discovery, and learning a reality, **our community needs you to join the journey.**

Keeping up with our growing community

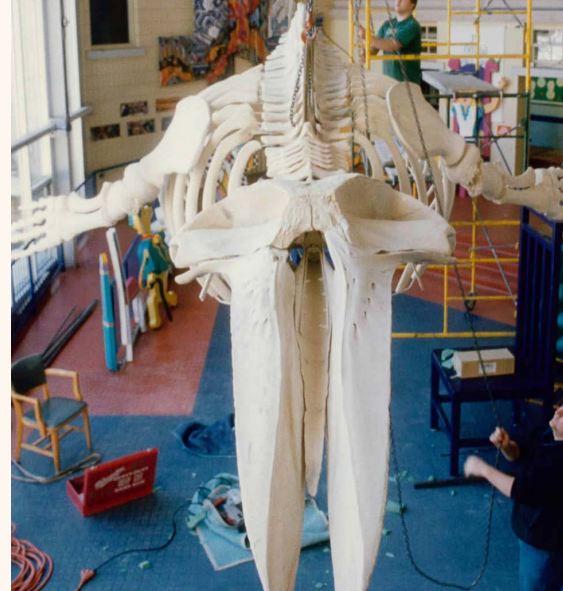
More than 45 years ago, with the support of forward-thinking educators and tenacious community members, our founder Carol Johnston called on our community to help build Canada's first children's museum here in London, Ontario.

While decades of visitors, staff, and volunteers can speak to the endless laughter and learning that have filled its walls, after hosting over 3 millions visitors and more than 45 years of play, our beloved building on Wharncliffe Rd no longer meets the needs of our growing community.

case for support ★ join the journey

The age, structure, and maintenance needs of our current space inhibit our ability to create new, dynamic and accessible content that aligns with the needs and interests of today's children and families.

That's why our new home at 100 Kellogg is **vitaly important**. We must continue evolving and growing – just like our children – to serve our changing community.



After a visit with our dear friends in Boston and a visit to the Children's Museum there, my path became clear! My Dream! With the help of all my family and friends, the germ of an idea of a children's museum for London was born... Now, a new plan is afoot. The London Children's Museum will be moving to 100 Kellogg. With such interesting spaces and thoughtful exhibits, I am sure it will be a resounding success! Hallelujah and Bon Voyage!

Carol Johnston, London Children's Museum Founder
Excerpt from her self-authored obituary



When you give to the London Children's Museum, you give more than the gift of play.

You enable community impact, including:

- Contributing **\$6.4 million annually** to the local economy
- Becoming a desirable destination for **58,000 annual tourists**
- Making London an **ideal place for families** to live and grow
- Generating **meaningful employment**, volunteer and cooperative education opportunities
- Extending classroom learning through **field trips, education programs and day camps**
- Supporting the **revitalization of London's Old East Village**
- Supplying **59% more families** with access to subsidy programs, memberships and free admissions



66

Charitable donations to the London Children's Museum are a lasting and meaningful investment. By supporting the new London Children's Museum, we are supporting new opportunities for children to fall in love with learning.

Bill Tucker, Campaign Co-Chair, London Children's Museum

Join the Journey



With a donation today to help bring us home.

With a donation today, you'll help us complete our journey. Funds raised go towards bringing this wondrous new place to life, including brand new exhibits that encourage children's healthy social, emotional, cognitive, and physical growth. Each gift to this vital hub of playing, learning, and discovery:

- Is a lasting and meaningful investment in children and their futures
- Provides children with memorable learning experiences
- Promotes children's positive cognitive, social, emotional, and physical development
- Removes barriers for children in under-served communities
- Shapes positive family interactions
- Contributes to a thriving and distinct local community

Thank you for your consideration of this important project that will make London an incredible place for children and families to live and grow.

We extend our **heartfelt gratitude** to all our donors for their unwavering support of the London Children's Museum. **Your belief in our mission will allow children to access meaningful learning experiences for generations to come.**

To personalize your giving opportunity, connect with Christine Walker, Director of Development christine@londonchildrensmuseum.ca | 519.434.5726 ext. 227

londonchildrensmuseum.ca/our-future-home



Children's MUSEUM

519-434-5726 | londonchildrensmuseum.ca/our-future-home

21 Wharncliffe Rd S, London, ON N6J 4G5

Charitable Registration No. 10808 7263 RR0001



@ldnchildmuseum



@londonchildrensmuseum