

London Children's Museum

IMPACT REPORT

2022-2023

Letter from our Executive Director

For over 45 years, the London Children's Museum has worked to serve children by providing powerful play experiences. Because when children play, learning happens! Play-based learning is essential to every child's healthy social, emotional, cognitive, and physical development. It is how they gain confidence, build resilience, refine critical thinking, and develop problem solving skills. Most importantly, play allows children and families to share in the inherent joy of learning!

The London Children's Museum's mission has remained unchanged over our decades-long history. However, the last twelve months has been a time of exciting and bittersweet transitions; of both meaningful firsts and sentimental lasts. October marks my first anniversary as Executive Director of the London Children's Museum. I consider it an incredible honour to continue serving this organization's mission and the children and families in our community.

This month also signifies the beginning of our last year at 21 Wharnccliffe Road South. This building has been our beloved home for over forty years. I know our members, visitors, staff, volunteers, and community members look forward to celebrating the years of learning and laughter that have filled this space. Over the next year, we will commemorate our time here with opportunities for the community to share their stories, memories, and experiences of 21 Wharnccliffe Road South.

Our biggest adventure lies just ahead - at our new home, 100 Kellogg Lane. I am thrilled to share that we are in the third and final construction phase of the project, which includes base build, exhibit fabrication, and exhibit installation. The London Children's Museum is well into a \$23 million fundraising campaign, with just over \$18 million raised to-date. A \$5 million Community Phase of the campaign will complete our journey to our new home and make our community's vision for a new London Children's Museum a reality.

The London Children's Museum is needed now more than ever. The challenges of the last few years have put families under significant stress and financial pressures, leaving fewer opportunities for children to simply play and be children. The London Children's Museum has an important role to play in ensuring children have access to learning opportunities that support their healthy growth and development. Our future home at 100 Kellogg will help us do just that – meet the critical needs of even more children and families.

We are thankful to every supporter who has helped us along this journey. Your belief in our mission will allow children to access powerful play experiences for generations to come.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kate Ledgley', with a stylized, flowing script.

Kate Ledgley, Executive Director

About Us

Play is essential to every child's healthy growth and development. It is how they indulge their curiosity, develop problem solving skills, and build resilience. It is also how they learn about themselves and the world around them. Simply put - *play matters!*

Mission

The London Children's Museum curates powerful play experiences through immersive environments, authentic materials, and meaningful relationships. As a champion for children, we advocate for their unique perspectives, contributions, and ways of learning.

Vision

A community where children's voices are honoured, play is valued, and lives are transformed by a love of learning.

Values

Listen Closely

We listen to our community and prioritize children's voices as the primary consideration in our decision making.

Be Awesome

We acknowledge the innate strength, competence, and capability of each person. We value diverse perspectives and encourage people to be their authentic selves.

Stay Curious

We encourage wonder, discovery, and creativity, empowering individuals to take charge of their own learning.

Be Helpful

We recognize and respond to the needs of those around us, both inside our walls and out in our community.

Include Everyone

We ensure equitable access to play through collaboration with community partners, and the continuous evaluation of our programs, services, and structures. We foster a sense of belonging by building a welcoming and inclusive environment for all ages.

Dream Big

We celebrate innovative ideas, risk-taking, and continuous growth. We challenge ourselves and others to reimagine possibilities.

Have Fun

We share in the inherent joy of play.

2022-2023

at the London Children's Museum

Visitors

107,000

Total number of children and caregivers served through exhibits, programs, field trips, day camps, outreaches, and more!

Exhibits

8 Exhibits | 6 Installations

Interactive exhibits offer engaging learning experiences for children age 0-9 and their caregivers.

Support provided by Canada Life and Canadian Space Agency.

STEAM

15,600 Participants

STEAM programs encourage visitors to develop critical thinking skills, while exploring Science, Technology, Engineering, Art, and Math.

Support provided by 3M Canada.

Collections

7,000 Artifacts

Authentic objects and artifacts offer children a look into the past and spark questions about the future.

Education Programs

In the Classroom

8,471 students reached in their classrooms

7,624 students participated in subsidized programs

Education Programs bring hands-on learning directly to students in their classrooms.

Subsidized In-Class Education Programs provided by the Thames Valley District School Board and the London District Catholic School Board.

At the Museum

3,128 students participated in on-site field trips

136 interactive programs delivered

Education Programs at the London Children's Museum provide students with immersive, play-based learning experiences.

Subsidized On-Site Education Programs made possible by the Johansen-Larsen Foundation.



2022-2023

at the London Children's Museum

Early Years

4,160 Early Learners

Early Years programs offer a safe and secure space where early learners develop essential social, emotional, physical, and cognitive skills.

Day Camps

1,153 Campers

43 Subsidies Provided

Each unforgettable day camp includes hands-on activities designed to engage children's minds, muscles, and imaginations.

Camp subsidies made possible by Susanne and Marty Thrasher and generous supporters.

Outreach

2,737 Community Members

132 Outreaches

Outreaches bring play-based learning from the London Children's Museum to community members throughout the region.

Learning Garden

18 Engaging Programs

From planning and planting to pruning and harvesting, the Learning Garden invites visitors to explore the outdoors.

Support provided by TD Friends of the Environment Foundation.



"Our students are learning about dinosaurs and fossils and this was a great way to end the program by seeing actual bones and learning about their habitats. Our students don't get many opportunities to go out into the community or participate in community activities and programs. This program has given them a great opportunity to learn and grow."

Teacher, Education
Program Subsidy Recipient





2022-2023

at the London Children's Museum

Special Events

1,566 Visitors Celebrated

Annual events like BOOseum and New Year's Family Celebration help families make meaningful and lasting memories.

Thank you to all of our event sponsors!

Volunteers

42 Volunteers contributed 1,525 Hours

London Children's Museum volunteers are very special people who provide powerful learning experiences to our visitors.

Youth Council

12 Members 13 Leadership Opportunities

Youth Council members gain valuable volunteer experience while supporting events, providing feedback, and setting their own goals!

Support provided by Canada Life.



"It is very inspiring when kids are shown something that seems so complex in a tangible manner, at their level of learning. We have been coming to the museum since my oldest was a toddler, and my husband also came to the museum as a kid and has great memories. I think the museum is so magical for children. It makes me happy to see that our community fosters early learning. I hope the museum continues to inspire children for generations to come."

London Children's Museum Member





Access to Play

The London Children's Museum is committed to creating equitable access to play. We understand that every child, regardless of economic circumstance, deserves access to extraordinary hands-on learning experiences. Through our robust subsidy program, we provide subsidized access to our programs and services.

19,039

visitors received free admission

9,422

children and their grown-ups played during TD Free Family Fun Night

270

families provided with subsidized memberships and unlimited play

377

visitors supported during Sensory Friendly Evenings

294

attendees from 12 community organizations provided with a free evening of play and learning

1,640

newcomers provided with free admission and community-based learning experiences

Thank you to our donors for supporting equitable Access to Play!

City of London, TD, Westminster College Foundation, EllisDon, CIBC Foundation, Dr. Robert and Joan Boyce, S.M. Blair Family Foundation, and Intact Insurance Company

"My child has loved the London Children's Museum since he was a toddler and we have been avid members ever since. As a working single mother, I was worried about how I would afford day camp. I'm so thankful - the camp subsidy allowed my son to have a wonderful active summer in a place that he loved."

Day Camp Subsidy Recipient



"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



Staff Team 2022-2023

Ammar Alzureiqi
Victoria Austin
Daniela Beckett
Eva Bortolussi
Tashi Broadbent
Hailey Brooks
Rowan Brunet
Kaylee Cabrera
Jessie Collins
Amanda Conlon
Lauren Daniel
Jeremy Davey
Jocelyn Douglas
Vanessa Eastmure
Tyler English
Jamie Fenton

Mitchell Gregory
Jessica Guitard
Nicole Hibbs
Karissa Hill
Nathan Holbert
Kate Ledgley
Quinnesha Leslie
Erika Lorenz
Inaara Manji
Celine Medeiros
Emma Morine
Andrew Moore
Erica Morrison
Abby Natterer
Kate Newell
Mira Noordermeer

Andera Novak
Breanna Peesker
Noah Phibbs
Jenn Power
Nicole Puchala
James Richards
Kyla Roesner
Andy Romanchik
Leila Russell Brown
Jacinta Silveira-Wojtowicz
Mallory Springer
Lindsay Sutton
Anita Tran
Christine Walker

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Kate Ledgley | **Executive Director**





Financial Highlights



2023 Total Revenue:
\$1.83M

- 58%**
Earned Revenue
- 42%**
Contributed Revenue

Fiscal Year Ending August 31, 2023



We've been on a big journey.

One that took us to a place long ago, to the Arctic, through caves, into outer space, and back to the street where we live.

And really, our journey is just getting started. ***Because we're planning for our biggest adventure yet.***

It's time for us to head for home. Our new home at **100 Kellogg Lane**.

This state-of-the-art educational and cultural destination will occupy 36,000 square feet on the fourth floor of 100 Kellogg, London's historic Kellogg's cereal factory. It is centrally located, easily accessible, and has an open concept layout, 21-foot ceilings, ample parking, and an outdoor rooftop space. It will provide more interactive play, innovative exhibits, and shared spaces where children and families can learn and grow.

We thought long and hard about what we wanted and you helped us do that. The new London Children's Museum is the result of input from over **500 children, families, and community members**. Years of thoughtful consultations, workshops, surveys, interviews, dream camps, and in-depth conversations have informed every step of the planning and design process. From the floor plan to exhibit themes, the new London Children's Museum is a ***museum designed for children, by children.***

Our Journey Home

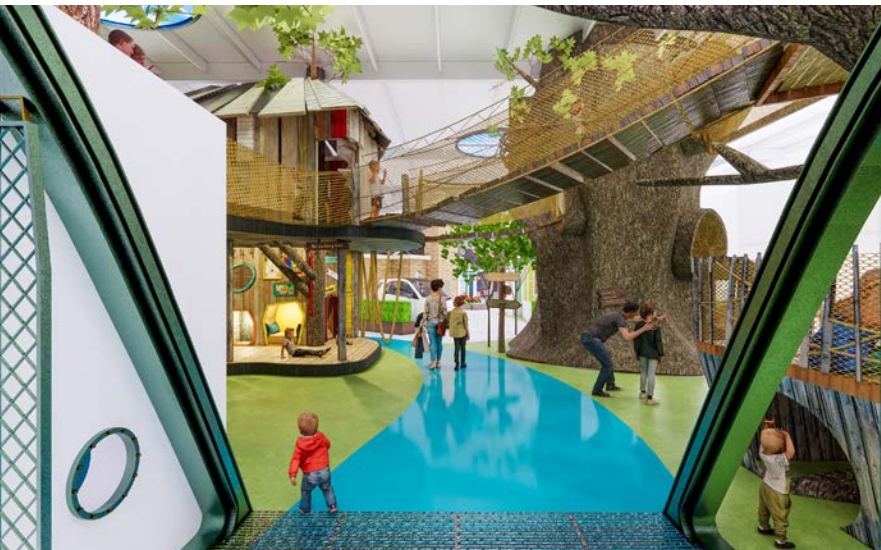
The London Children's Museum is entering the third and final construction phase of the project, which includes the base build and exhibit fabrication and installation. This final phase is expected to be completed in Fall 2024.

Our new space allows us to roam more freely, have new experiences through interactive exhibits, and make sure all families can share in these important moments. It will be a place where we celebrate childhood, where curiosity can grow into confidence, and where we capture more memories with our families.

So let's complete this journey the way we started it – *together*.

Join the journey.

londonchildrensmuseum.ca/our-future-home



Thank You To Our Donors

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A photograph of two children, a boy and a girl, standing in a museum exhibit. They are both wearing white protective suits and are looking at a small object in the boy's hands. The background is dark with some blue and green lighting. The text 'Children's MUSEUM' is overlaid on the right side of the image.

Children's MUSEUM

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