



Impact Report 2024–2025

Celebrating a landmark year of play, discovery, and community.

September 1, 2024 - August 31, 2025

London
**Children's
Museum**



Recognizing Indigenous Land, Knowledge, and Pedagogy

The London Children's Museum is a settler organization located on the traditional territories of the Anishinaabeg, Haudenosaunee, Lunaapeewak, and Attawandaron Peoples. We recognize the unbroken presence of the Chippewas of the Thames First Nation, Oneida Nation of the Thames, Munsee-Delaware Nation, and an urban Indigenous population who continue to steward and care for this land.

As a museum dedicated to hands-on, immersive learning, we acknowledge that Indigenous Peoples are the original teachers of these approaches. Indigenous pedagogy, rooted in land-based, experiential ways of knowing, honours children as whole beings with mental, emotional, spiritual, and physical dimensions. **These teachings remind us that learning is not an individual pursuit, but a lifelong, collective process, nurtured in communion with all living things.**

Learning is experiential. Learning is observational. Learning is relational. This pedagogy shapes how we understand curiosity, discovery, and our interconnectedness with the world around us.

We recognize Indigenous brilliance: the deep knowledge systems, creativity, and innovation that have shaped this land. As both a museum and educational institution, the London Children's Museum has benefited from First Nation and Inuit traditional knowledge and material culture. From physical artifacts to knowledge and practice, we recognize the many ways Indigenous excellence has informed exhibits and programs over our organization's 48-year history.

We loudly affirm that **Every Child Matters**. We honour the Anishinaabe teaching of mino-bimaadiziwin (the Good Life), as one of the many Indigenous ways of knowing and being that reminds us that every child is sacred, unique, and entitled to a life of balance, holistic health, and purpose.

The London Children's Museum is committed to walking this journey in partnership with Indigenous communities, amplifying Indigenous voices in our programs, and ensuring that generations of families learn in ways that reflect the land, stories, and wisdom of the First Peoples of Turtle Island.





About Us

Our 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.

Our Vision

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

Our 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.

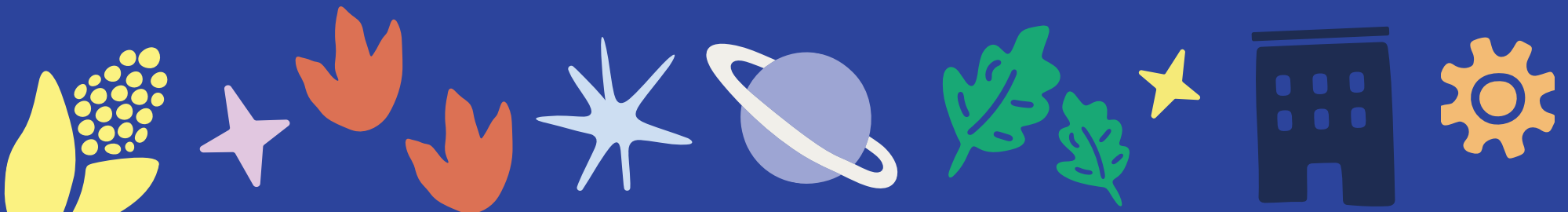
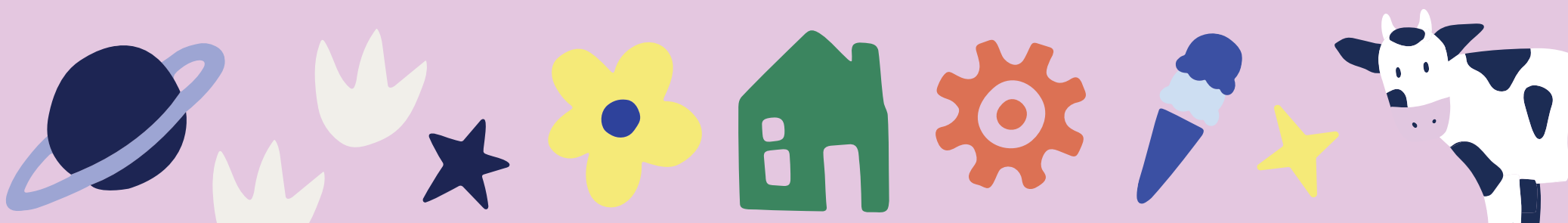




Table of Contents

06	Introduction
08	Our Journey Home
11	Capital Campaign Update
14	Power of Play
18	Strategic Plan In Action
18	<i>Priority 1</i>
20	<i>Priority 2</i>
23	<i>Priority 3</i>
25	Donor Thank You
31	Leadership & Team



Welcome *from the Executive Director & Board Chair*



*Kate Ledgley,
Executive Director*



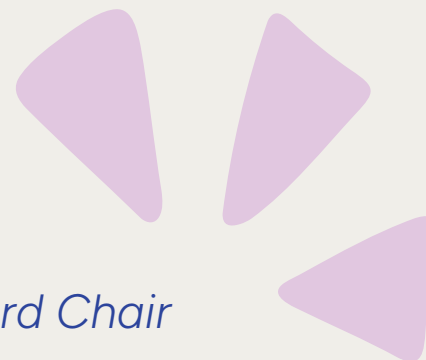
*Emily Fairhurst,
Board Chair*

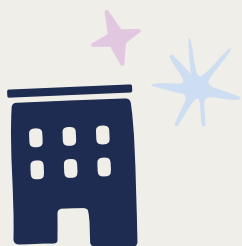
This past year has been a landmark chapter in the 48-year history of the London Children's Museum, as we completed our **long-awaited journey home to 100 Kellogg Lane**. This incredible project was completed alongside our treasured community members: the friends, visitors, donors, staff, board members, construction managers, architects, engineers, exhibit designers and fabricators, skilled tradespeople, artists, and countless professionals whose commitment made this new home possible.

This year, unlike any other, was filled with milestones. In November 2024, we said farewell to our longtime home at 21 Wharnccliffe Road. Once Riverview Public School, it had been our home since 1982. We continue to honour this space, which lives on in the hearts of more than three million visitors.

By December, we welcomed donors and members to preview our new home at 100 Kellogg Lane. Though the closure was brief, the move reflected more than a decade of preparation and hard work. Thanks to our team's commitment, children continued to play and learn with minimal interruption.

In January 2025, we **officially cut the ribbon and opened our doors** to the wider community. The next few months were a whirlwind for staff and our many visitors! **This year, we welcomed an unprecedented 202,000 visitors**, far surpassing our projections and filling our new home with memories, joy, and deep learning.





It was the community that made this journey possible. When we hosted consultations, you came forward to share your ideas. When we invited children to imagine the new space, you lent their voices to the vision. When we put out an urgent appeal last fall to help us open our doors on time, you responded with extraordinary generosity.

Because of you, families poured through our doors at 100 Kellogg Lane to explore, discover, and play together.

As we look ahead to the coming year, we are launching a **new strategic plan**. We pledge to continue listening to the community. **Your needs, your ideas, and your hopes will continue to shape this space.**

After all, this is *your* museum. Throughout this journey, our vision remains the same: to create a space where every child can explore, discover, and experience the joyful power of play. **Families need this now more than ever.**

We are thankful to everyone who has joined us on this journey. Together, we will continue to shape a space where curiosity, play, and discovery flourish for generations to come. Your support has carried us through a pivotal chapter in our story, and together, we will write the next one.

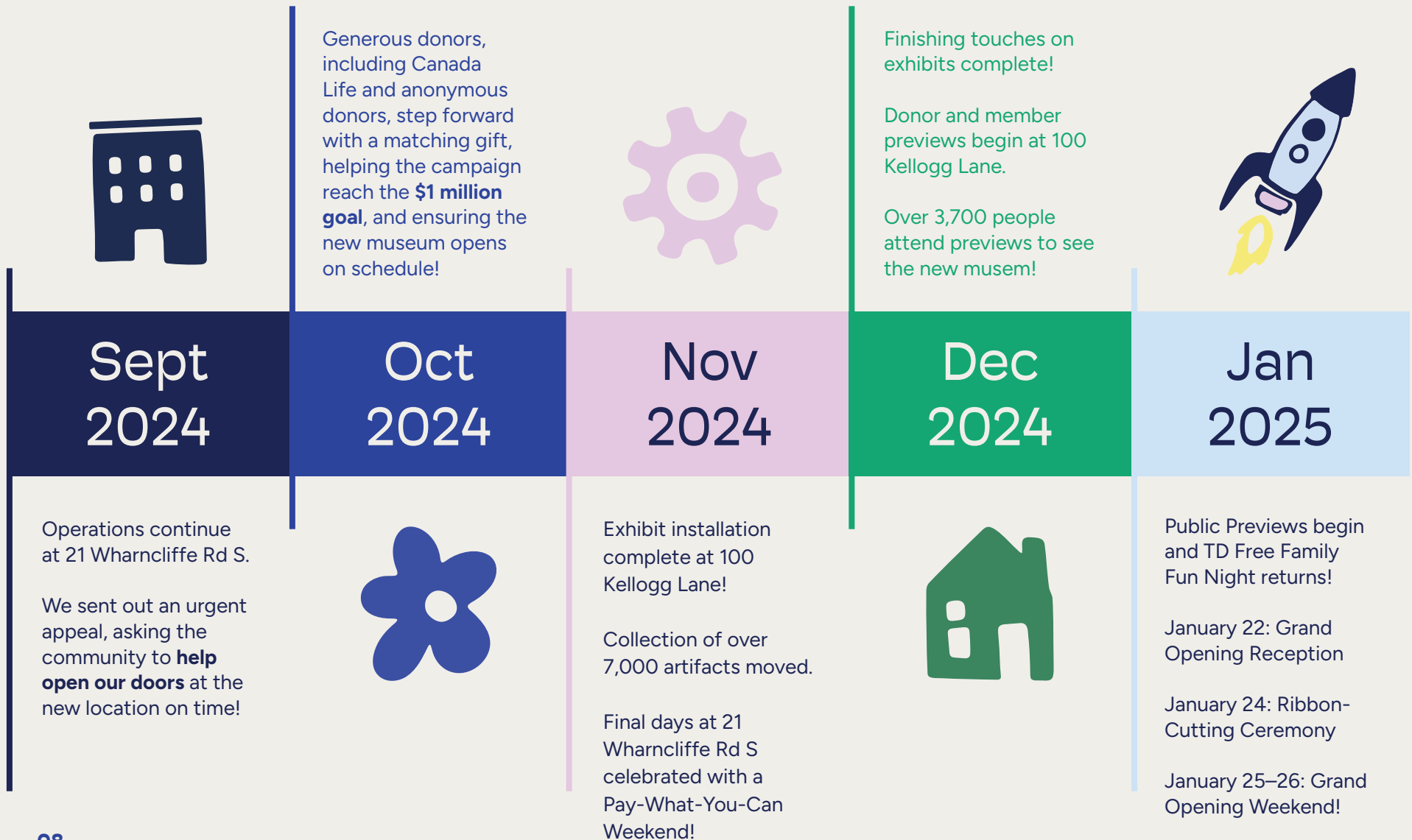


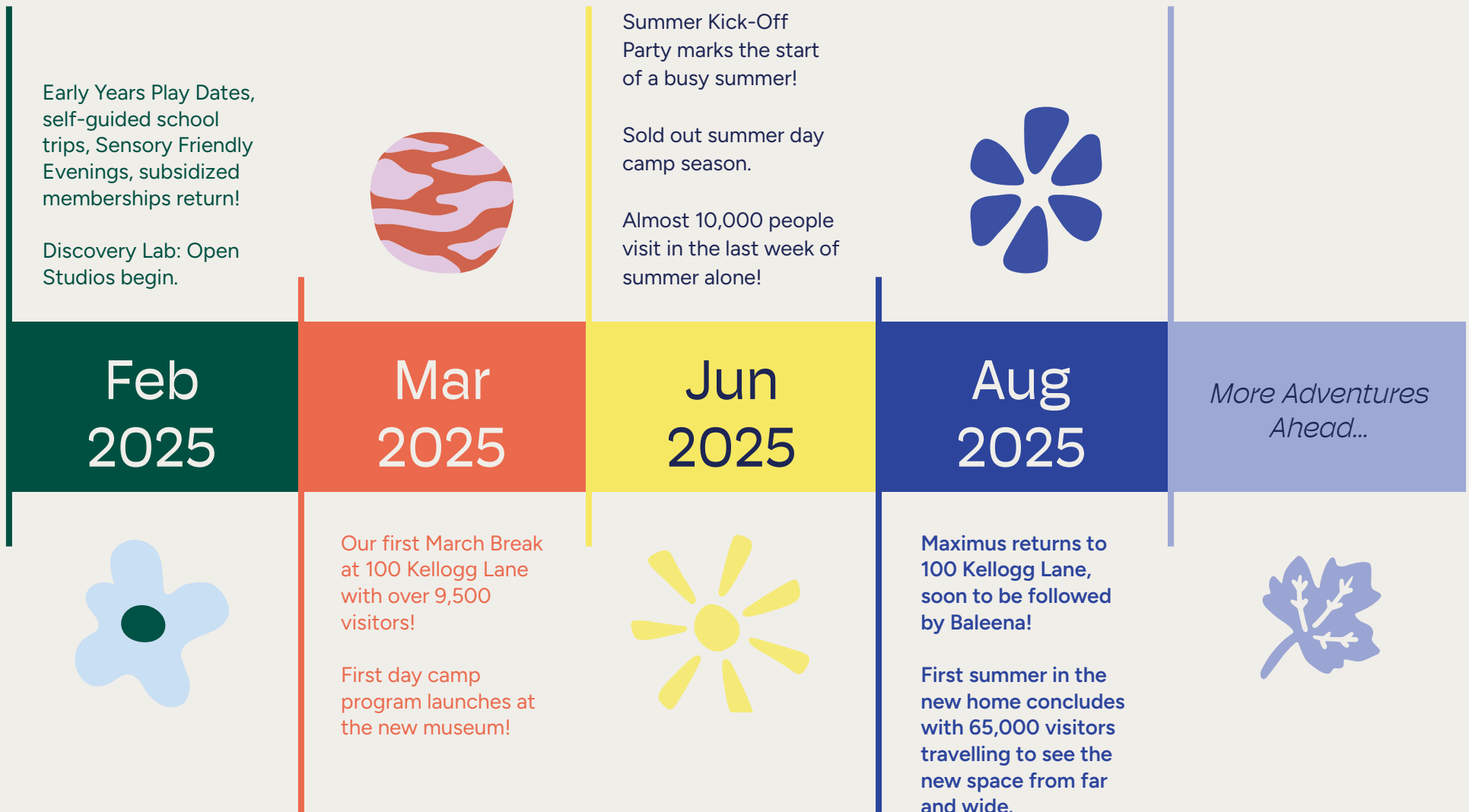
Gratefully,

Kate Ledgley,
Executive Director

Emily Fairhurst,
Board Chair

Our Journey Home *Key Milestones*







*“May the joyful
noise of children
continue to fill
every corner of this
inspiring place.”*

– Anonymous Donor



Campaign Update

Our journey to 100 Kellogg Lane began over a decade ago. Though our longtime home at 21 Wharncliffe Rd S was beloved, the building could no longer support the needs of today's families. A new home was needed, one that could offer **hands-on, innovative programs and exhibits, designed for a new generation of learners.**

In 2018, the London Children's Museum secured a new location at **100 Kellogg Lane**, a site that met every need identified by our community. Centrally located, accessible, and rich in history, this arts and entertainment destination offered 21-foot ceilings, a single-level open-concept floor plan, and room to grow.

Working with museum master planners at Gyroscope Inc., we spent a year consulting with families, educators, accessibility advocates, and community partners about what the new London Children's Museum needed to be. From those conversations emerged **Wonderroots and Creative Shoots**, a conceptual framework that celebrates this organization's deep history, while fostering creative growth.

Over several years, this vision was realized through the efforts of our **remarkable design and construction partners:** michael + clark construction, Cornerstone Architecture, Vanderwesten and Rutherford Associates Inc., Reich + Petch Design International, SKOLNICK Architecture + Design Partnership, kubik maltbie, Boss Display, Rockscapes of Canada, and many others.

Despite delays and rising costs during the pandemic, our team and community rose to the challenge. Today, the new London Children's Museum stands as a \$23 million community-built project. With only **\$2 million remaining** to complete the campaign and naming opportunities still available, we are confident this final goal will be reached.

We would like to extend a special thank you to our friends and partners at 100 Kellogg Lane, visionary leaders, Martha Leach and Paul McLaughlin.

Together, we have built something extraordinary, a space designed by and for children, where everyone can explore, learn, and belong.

This project is funded in part by the City of London, Ontario Trillium Foundation, Government of Canada through the Department of Canadian Heritage, Government of Canada Museums Assistance Program, Government of Canada through the Federal Economic Development Agency for Southern Ontario (FedDev Ontario), and Canadian Space Agency.





Thank You, Amanda Conlon

The London Children's Museum extends its heartfelt thanks to Amanda Conlon for her decades of service and remarkable leadership.

Amanda began her career at the London Children's Museum in 2003, ultimately serving as Executive Director for nine years and leading with care and vision until 2022. Even after her tenure as Executive Director ended, Amanda continued to support the capital campaign, helping guide the project through critical stages of planning and development. Her vision, commitment, and compassion helped lay the foundation for the new London Children's Museum at 100 Kellogg Lane.

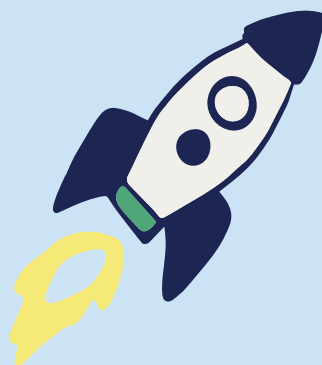
Amanda's close relationship with our late founder, Carol Johnston, shaped both the museum's enduring legacy and its bright future. Together, they shared a belief in the power of play and the potential of every child.

Thank you, Amanda, for your years of passion and dedication!



"The museum is amazing with lots to learn about and nice staff who help explain how things work. But most of all, I like the microscope."

- Massimo, age 11



Power of Play, by the Numbers

Each number tells a story. Together, they paint a picture of a year filled with play, discovery, and community connection. From record-breaking attendance to hands-on learning experiences, **your support made this incredible year possible!**

OUR VISITORS



212,857 Total Visitors

Served through exhibits, programs, field trips, day camps, outreaches, and more, over the course of the year.



191,400 Visitors

Experienced the power of play since opening our doors at 100 Kellogg Lane, up from 78,845 in the same period last year.



12,974 Members

Joined our community in our new home, grown from 3,186 at 21 Wharnccliffe Rd S.



6,068 On-Site Students

Visited the London Children's Museum on a field trip with their class.



9,214 In-Class Students

Experienced the museum right in their classroom with a visit from a London Children's Museum educator.



372 Birthday Parties

Celebrated with friends and family, making cherished lifelong memories.



1,013 Day Campers

Experienced hands-on learning, developed new friendships, and made new discoveries.

EXHIBITS & PROGRAMS



8 New Exhibits

Custom-built to inspire wonder through immersive, experiential learning.



8,000+ Artifacts

In temporary and permanent collections, curated to support hands-on learning.



2,500 Early Learners

Participated in Early Years Play Dates, developing social, emotional, physical, and cognitive skills.



30,000 Discovery Lab

Attendees unleashed STEAM-based creativity through open-ended making.

ACCESS TO PLAY



330 Subsidized Memberships

Provided to families facing financial barriers.



12,262 TD Free Family Fun Night Attendees

Celebrated a free evening of joyful learning!



959 Sensory Friendly Evening Attendees

Enjoyed a quieter museum experience.



38 Campers

Provided with a fully subsidized week of summer day camp.

ECONOMIC IMPACT



70 Jobs Supported

Including both full-time and part-time roles, plus 30 newly hired staff.



70,800 Tourists

Welcomed from across Canada and beyond, contributing to London's economy through spending on restaurants, hotels, and local attractions.



101 Volunteers

Building skills, confidence, work experience, and community through their valuable contributions.



20+ Internships

Provided hands-on experience and mentorship in education, communications, museum operations, and more!



\$12.4 Million Contributed

Estimated impact on the local economy through tourism and both direct and indirect expenditures.



60+ Businesses Supported

Including tradespeople, contractors, fabricators, and artists who all contributed their skills and creativity, helping bring the new museum to life.



\$15.6 Million Future Impact

According to the Conference Board of Canada, every \$1 invested in early childhood development yields \$6 in economic benefits.





“Play is essential for healthy child development. Infants start to play in their first months of life, interacting with caregivers through simple games of turntaking, smiling, and mimicking sounds that support bonding and trust within the beginnings of nurturing, loving relationships. As we age, play teaches us how to manage our emotions, practice self-regulation, and interact productively with other people. Play supports children’s physical development and reduces stress. Not only is play enjoyable and beneficial in childhood, but exposure to play in one’s early years has long-term impacts on wellbeing and behavioral outcomes...Child development experts agree that play is necessary for children’s thriving.”

- Association of Children’s Museums

Todd, K. T. (2023, July 17). Information brief: The power of play in children’s museums and elsewhere. Association of Children’s Museums.



Strategic Plan in Action



Priority 1: We commit to equity, accessibility, and inclusion.

For nearly 50 years, the London Children's Museum has worked to remove barriers and make play-based learning **accessible to every child and family**.

When planning our new home at 100 Kellogg Lane, we asked our community what mattered most. Families, educators, and community advocates told us the same thing: **accessibility comes first**.

Their voices guided our design. The new museum is built on a single, open-concept level to support full mobility and ease of movement. Wide corridors, automatic doors, step-free transitions, and barrier-free washrooms work to create a space that feels easy, safe, and dignified.

Community feedback shaped exhibit design. In Unearthed, an accessible dig pit was built into the heart of the exhibit.

In Community Roots, houses were sized to accommodate child-sized mobility devices. Lighting and audio levels were designed to be adjustable, allowing us to tailor the environment for Sensory Friendly Evenings.

Families also shared a need for quiet and care-focused spaces. New infant care and quiet rooms provide private spaces for feeding, prayer, meditation, or simply catching one's breath.

We're so grateful to every community member who contributed to this space.

Together, we have created a place where every child, caregiver, and educator can explore, learn, and play with a sense of belonging.





Community Voices

Priority 1: We commit to equity, accessibility, and inclusion.

*"Yesterday, I visited your museum with both of my children - we had driven in from Toronto just for the day - and I found myself crying in a bathroom stall. Not out of frustration or helplessness, but out of sheer **gratitude**. Because for the first time in a very long time, someone truly got it right.*

*As a mother to two amazing kids - including my incredible son Ashton, who has complex needs - I've grown used to navigating spaces that simply weren't designed with families like mine in mind. But yesterday was different. **Our visit to the London Children's Museum left me feeling seen, supported, and deeply moved.***

*I'm also a child psychologist, and I want you to know how profoundly meaningful it was to witness your thoughtful approach to accessibility and inclusion. This wasn't just about checking boxes - it was clear that **every detail was created with intention, empathy, and a deep understanding of what many children and families truly need.***

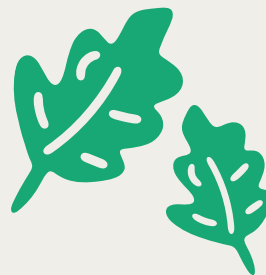
From private and accessible stalls to child and adult change tables in the Companion Aide Stall - every element told a story of dignity and respect. Your non-gendered washrooms honoured all bodies and identities. The absence of automatic hand dryers - something that can be overwhelming for kids with sensory sensitivities - was such a gift. For once, I didn't have to change my growing child on a bathroom floor or navigate spaces that overlook the realities of disability. Ashton had a quiet, respectful, inclusive space. And I wept with gratitude.

And then we found the quiet room - a low-sensory sanctuary where Ashton could pause, reset, and regulate. So could I. That room wasn't just helpful. It was healing.

Thank you for creating more than just a museum. You created a space that quietly and powerfully said, 'You belong here. Ashton belongs here.' And we felt that. Truly."

- Marie & Ashton





Strategic Plan in Action

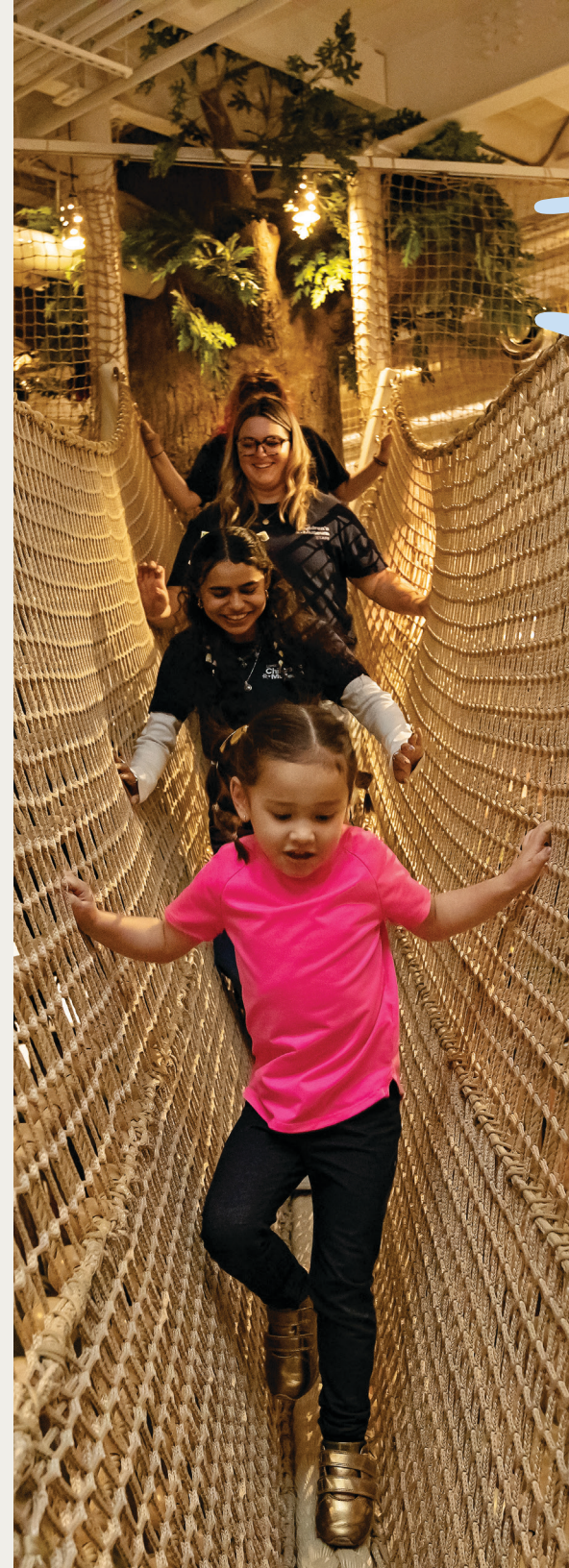
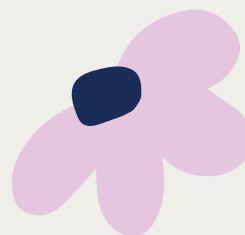
Priority 2: Through advocacy and awareness, we influence the way the community views, values, and respects children and play.

At the London Children's Museum, we believe that when we truly listen to children, communities grow stronger.

In May 2025, Executive Director Kate Ledgley travelled to Albuquerque, New Mexico, to participate in the Association of Children's Museums' annual conference, presenting alongside peers from across North America. The session, Transforming Spaces: The Journey of Renovating and Building a Children's Museum, explored **how children's voices can shape inclusive cultural spaces**.

Kate shared what our community taught us throughout our ten-year journey: **Children are insightful contributors, families want to be partners in the process, and community spaces can be designed alongside the people they serve**. She highlighted how **more than 500 children and families** influenced decisions at every stage of the museum design process.

The London Children's Museum will continue this work by **listening closely, cultivating meaningful relationships, and sharing what we learn** so that more children and communities can benefit from spaces designed to meet their needs.



Community Voices



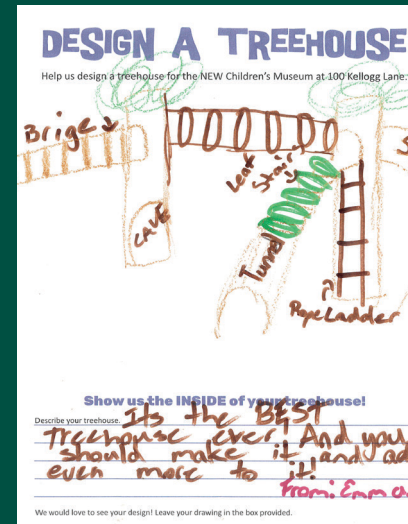
Priority 2: Through advocacy and awareness, we influence the way the community views, values, and respects children and play.

When designing the new London Children's Museum, **we turned to the experts: children.** Through drawings, conversations, workshops, and feedback stations, **more than 500 children, caregivers, and community members helped shape the kind of museum they wanted to belong to.**

We asked children to imagine a treehouse for our Branching Out exhibit and share what it should feel like, sound like, and look like. In Community Roots, we asked, "What do you see in your community?". When exploring exhibit themes, we invited children to tell us what they love and what they are curious about.

Their ideas, ranging from big and whimsical to practical and profound, influenced everything from the floor plan to exhibit choices and even colour choices. **What you see in our galleries today is not just a design decision, but a collection of community voices brought to life.**

These examples, and many more throughout the museum, are reminders that when we listen to children, **we build spaces where everyone belongs.**





“Listening to children isn’t just about engagement; it’s about recognizing that their thoughts and ideas have value. When we design spaces with children and not for them, we send the powerful message that they matter.” - Kate Ledgley, Executive Director

Strategic Plan in Action

Priority 3: We are a responsible and sustainable organization.

As a registered charity, the London Children's Museum is deeply committed to being a responsible steward of the resources entrusted to us. Our long-term sustainability depends on transparency, accountability, and thoughtful decision-making that supports children, families, and our financial future.

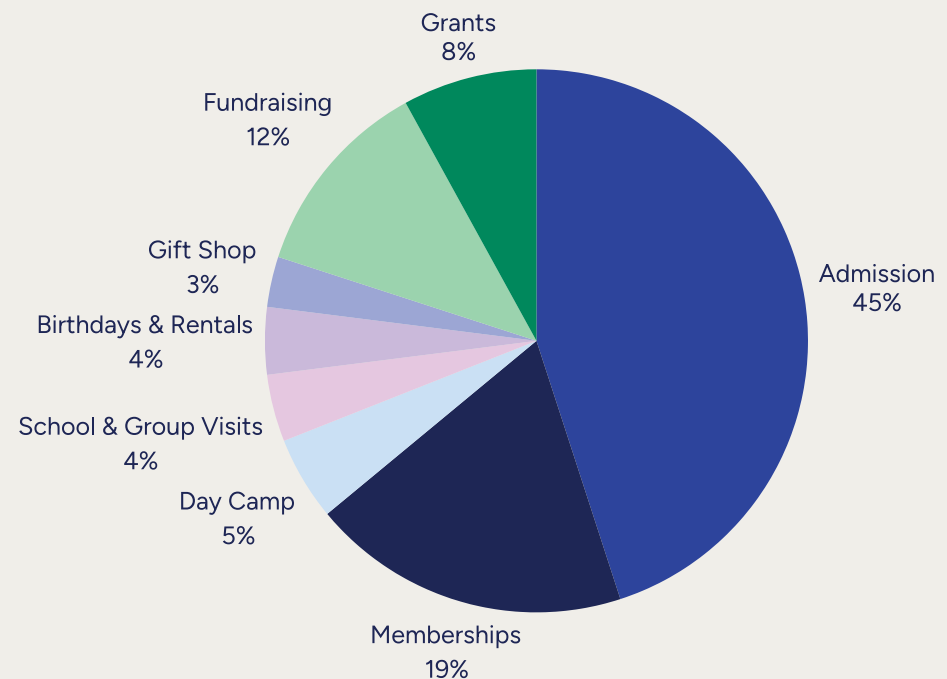
We rely on the generosity of donors, grantors, and sponsors to sustain our mission. At the same time, we continue to grow as a social enterprise, building diverse and reliable revenue streams that reduce risk and strengthen our resilience year after year.

We believe a thriving community is built on connection, collaboration, and shared responsibility *with children at the center.*

This has been a landmark year for the London Children's Museum. This financial snapshot reflects our progress and commitment to sustainability.

Audited financial statements are available through the Canada Revenue Agency or directly upon request.

Financial Snapshot: F2025



Total Earned Revenue: \$2,856,097

Total Contributed Revenue: \$701,108



"Our students don't often have the opportunity to do things outside of their neighbourhood. We can't expect some of our families to pay for field trips. This subsidized education program gives our kiddos a chance to try something new in the comfort of our classroom. Parents are appreciative of this too! The experience today has contributed to our learning and given the students a hands-on way to remember some important parts of curriculum."

- TVDSB Teacher, Gr 4



Journey Home *Capital Campaign Donors*

The London Children's Museum at 100 Kellogg Lane results from more than a decade of dreaming, planning, and building.

Thank you to every donor who believed in this vision and made it a reality for generations of children to come. The following recognizes those who contributed financially or in-kind to the new London Children's Museum capital project from 2015 to 2025.*

3M

Erin Ackles-Pennington

Allan and Susan Edwards Family Fund

Antonio Cogliano Medicine Professional Corporation

Jeff Armour

Artcal Graphics & Printing

David and Marian Atkinson

Deborah and Paul Barton

Bee-Clean Building Maintenance

D.J. Ian Begg

Doug and Susanne Berk

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J-AAR

The Jensen Family in loving memory of Frankie

Craig Johnston

David Johnston

Jeffrey Johnston

Jones Healthcare Group

Kayser Family Foundation

Kinsmen Club of Dorchester and Area



DONOR THANK YOU

Kiwanis Club Middlesex London in honour of
John & Marjorie Quinney
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Nerds on Site
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The Walter J. Blackburn Foundation
Westminster College Foundation
Sarah White
Wilkinson Rogers LLP
Jessica Williams
Wilson and Judith Rodger Fund
The Wilson Family Foundation



**Gifts of \$1,000 or more*



"By sponsoring the Mission Control exhibit in the new London Children's Museum, we aim to foster a love for exploration and curiosity among young minds. Our commitment stems from a genuine passion for children, empowering them to be inquisitive about the wonders of space and science. Through this initiative, we hope to inspire kids to reach for the stars, encouraging their dreams and aspirations for a brighter, more expansive future."

- David and Marian Atkinson



"I volunteer because I love sparking curiosity and helping children see how fun scientific inquiry can be. Watching their excitement as they explore and learn has reinforced my desire to pursue a career in pediatric medicine, reminding me how meaningful it is to work with children. This experience has strengthened my communication skills, deepened my appreciation for hands-on learning, and made me feel more connected to my community."

- Barrett, Volunteer



Annual Donors

Each year, generous donors sustain the programs, services, and subsidies that make hands-on learning possible for every child. Your support ensures that families can access inclusive exhibits, unforgettable programs, and joyful play experiences, regardless of barriers. Thank you for helping children learn, grow, and thrive all year long.*

3M
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 Canadian Museums Association
 City of London Community Grants
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 Noreen De Shane
 James and Catherine Dunlop
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 Diane Thrasher
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 Val Griffiths Chapter of IODE
 The Walter J. Blackburn Foundation
 Westminster College Foundation

**Gifts of \$250 or more*





Leadership & Team

Board Members

Sept 2024-Aug 2025

Emily Fairhurst, *Chair*
John Riddell, *Vice Chair*
Susan McGugan, *Treasurer*
Shaquille Sealy, *Secretary*
Erin Ackles-Pennington
Joannah Campbell
Mike Case
Tracy Chisholm
Anna Creery
Anand Desai
Soyuth Sok
Kate Ledgley, *ex officio*

Capital Campaign Cabinet

Sept 2024-Aug 2025

Nicole Spriet, *Chair*
Deborah Barton
Natalie Carrothers
Calvin Lee
Stephane Ouellet
Marty Thrasher
Christine Walker
Jessica Williams



Staff

Full-time, as of Aug 31, 2025

Felicidy Cabral, *Education & Day Camp Coordinator*
Jessie Collins, *OCT, Director of Education*
Emily Clink, *Events & Community Engagement Manager*
Vanessa Eastmure, *Director of Operations & Exhibits*
Jackie Ellefsen, *Director of Development*
Bridget George, *Marketing & Communications Coordinator*
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Nathan Holbert, *Building Maintenance Coordinator*
Kate Ledgley, *Executive Director*
Celine Medeiros, *Visitor Services Coordinator*
Mira Noordermeer, *Director of Marketing & Communications*
Breanna Peesker, *Exhibits & Collections Coordinator*
Nicole Puchala, *CPA, Controller*
James Richards, *Custodian*
Lindsay Sutton, *Development Associate*
Amy Vieira, *Discovery Lab Coordinator*



Special thank you to our incredible part-time and seasonal team of over 40 staff, whose dedication and hard work makes hands-on learning possible for hundreds of thousands of visitors every year!



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