THANK YOU FROM THE EXECUTIVE DIRECTOR AND BOARD CHAIR

At the London Children’s Museum, we understand play is serious business. Thanks to support from our visitors, volunteers, staff, and donors, we have been able to provide over 95,000 children and families with play-based learning experiences this year.

The last twelve months have been a time of exciting change. In December 2018, following extensive community consultations and work with design firm Gyroscope Inc., the London Children’s Museum announced the completion of the master plan for our new home at 100 Kellogg Lane.

The master plan is the result of input from hundreds of children, families, and community members. It provides the vision for our future home and will inform exhibit design, visitor experience, and programming. We are proud of this plan and grateful to every individual who contributed their time, knowledge, and expertise to its creation.

This milestone is currently being followed by architectural planning, exhibit design, and exhibit fabrication. While we are hard at work on our future home, our doors remain open for play at 21 Wharncliffe Road South.

This year has also seen significant growth at our current location. With the help of our Education Specialists and generous donors, we delivered hands-on education programs to a record-breaking 11,212 students both in the classroom and at the London Children’s Museum. We were thrilled to expand both our Early Years programs and our STEAM Weekends to meet an increase in attendance and demand for our hands-on programs.

New this year was the installation of a temporary Collaborative Art Lab. This immersive pop-up exhibit created powerful memories and unique learning experiences for our visitors. It also provided valuable information we will use in future exhibit and program design.

We are thankful to every visitor, volunteer, staff member, community partner, and donor who helped make this year extraordinary! We couldn’t have done this without you. Your support inspires children with creativity, curiosity, and a lifelong love of learning.

Sincerely,

Amanda Conlon
Executive Director

Stéphane Ouellet
Board Chair
Learning Happens When Children Play

**Mission**

The London Children’s Museum will provide children and their grown-ups with extraordinary hands-on learning experiences in a distinctly child-centred environment.

**Vision**

Igniting curiosity through the power of play.

**Values**

- **Stay Curious.** We will provide an environment that encourages creativity, innovation, and exploration through diverse learning experiences for our visitors, volunteers and staff.

- **Be Awesome.** We will provide an environment that encourages and celebrates excellence in everything that we do.

- **Be Helpful.** We will diligently steward the visitor experience and collaborate with our community to positively impact the lives of others.

- **Dream Big.** We will inspire everyone to explore and realize their full potential and that of the Children’s Museum.

- **Include Everyone.** We will cultivate a diverse and accessible environment.

- **Have Fun.** We will strive to always be passionate about what we do, be energized by our work, and inspire others to share in our excitement, interests and discoveries.

**Play is essential to every child’s healthy growth and development.**

Through authentic experiences and meaningful interactions with people, spaces, and materials, children feel safe and in control. By exploring and experimenting at their own pace, they construct knowledge. Through play, children learn about themselves and the world around them, developing essential social, emotional, physical, and cognitive skills.
Exhibits

9 permanent exhibits encourage hands-on exploration
2 temporary installations, Dream Big and the Collaborative Art Lab

The London Children’s Museum’s permanent and temporary exhibits offer unique interactive play experiences for children and caregivers. Families are encouraged to explore at their own pace, support one another’s learning, and make new discoveries together. Funding provided by Canada Life, Lowe’s London South West, City of London, and Government of Ontario.

Collections

7000 artifacts enhance exhibits and provide interactive learning experiences

The London Children’s Museum is one of the few children’s museums in the world with a collection of real artifacts. These authentic materials offer children a look into the past and spark questions about the future. This year, a shark and walrus jaw were added to our collection of natural history specimens and are now accessible to visitors. Collection interactions supported by Westminster College Foundation.

Education Programs in the Classroom

7911 students reached in their classrooms
380 programs delivered to students throughout the region

In-Class Education Programs bring hands-on learning directly to students in their classrooms. Designed and delivered by a London Children’s Museum Education Specialist, these programs bring the Ontario Curriculum to life with real collection items, interactive materials, and inquiry-based activities. Funding provided by Thames Valley District School Board and Sifton Family Foundation.

Education Programs at the London Children’s Museum

3301 students participated in inquiry-based learning
158 interactive programs delivered

Education Programs at the London Children’s Museum provide students with an immersive, play-based learning experience. Guided by a London Children’s Museum Education Specialist, these interactive programs develop students’ capacities for deeper learning, critical thinking and problem solving. Funding provided by the Johansen-Larsen Foundation and SM Blair Foundation.
“The Children’s Museum’s education program was a fabulous extension to the learning we had been doing in class. My students were able to make connections to things they had already studied and get hands-on learning experiences I could not have otherwise provided.”

- Jessica, Grade 2/3 Teacher
"I want to say that when I came here I had a lot of fun! It is a good place to be and when I’m older I want to be an astronaut."

- London Children’s Museum visitor
STEAM Weekends

10,400 visitors created and tested new ideas

STEAM (Science, Technology, Engineering, Art, and Math) education is critically important for young learners. This year, the London Children’s Museum expanded our STEAM Weekends to include Free Family Fun Night, bringing hands-on learning to even more children and families.
STEAM Weekends are supported by 3M Canada.

Early Years

6735 young children and their caregivers engaged in hands-on learning

Early Years Play Dates and the Early Movers program offer a safe and secure space where young children can develop essential social, emotional, physical, and cognitive skills. These programs allow children and their caregivers to make meaningful connections with each other and the world around them.
Support provided by the Government of Ontario.

Day Camps

3700 children given educational and play-filled camp experiences
41 children provided day camp subsidies

London Children’s Museum day camps feature hands-on activities designed to engage children’s minds, muscles, and imaginations. Each unforgettable camp includes play-based learning, real museum artifacts, gallery exploration, and outdoor activities. In day camp, children are given the opportunity to develop new skills and make lifelong memories.
Day camp subsidies provided by Ecopower Inc. and Good Neighbors Canada.

Tween Council

13 tweens given valuable leadership and volunteer opportunities

Tween Council provides youth ages 9-12 with leadership opportunities and the chance to engage in their local community. These young people provide feedback and guidance to the London Children’s Museum, offering recommendations on programming and events, all while making new friends and having fun.
Tween Council is supported by Canada Life.
Learning Garden

427 visitors connected with nature

The Learning Garden invites families to get hands-on with nature and explore the outdoors. This program involves visitors in every aspect of gardening, from planning and planting to pruning and harvesting. In the Learning Garden, children explore seeds and soil, discover the importance of pollinators, and learn how to make healthy snacks using food from the garden. The Learning Garden is supported by TD Friends of the Environment Foundation.

Outreach

3902 community members reached with experiential learning

The London Children’s Museum participates in numerous outreaches every year, bringing play-based learning to communities throughout the region. These events invite families to explore history, science, art, nature, and culture alongside London Children’s Museum educators. Thank you to Thames Valley District School Board for supporting Free Family Garden Workshops.

Volunteers

148 volunteers contributed more than 4,000 hours

Volunteers are an essential part of the work done at the London Children’s Museum. This year, 148 volunteers helped support London Children’s Museum events, programs, facility maintenance, and administration. Each one of them helped provide powerful learning experiences for children and their families. Thank you to 3M Canada for supporting the Shining Star Volunteer Program.
Share the Fun

Every child, regardless of economic circumstance, should have access to extraordinary hands-on learning experiences. The London Children’s Museum is committed to equity and inclusion by providing subsidized access to all programs, events, and services.

6000 children and their grown-ups played during TD Free Family Fun Night

108 families given free memberships and one year of unlimited play

5563 free admissions provided to children and families in need

858 students with financial barriers participated in subsidized education programs

Thank you TD, EllisDon, Calvin Lee and Associates - CIBC Wood Gundy, Good Neighbors Canada, and the City of London for supporting the Share the Fun subsidy program.

“This day camp subsidy provided me a week where I did not have to worry about where to send my children while I worked and how I would pay for it. They absolutely love attending the Children’s Museum’s summer camp!”

- Share the Fun subsidy recipient
Our Future Home

A State-of-the-Art Educational and Cultural Destination

Following months of community consultations and work with exhibit design firm Gyroscope Inc., the London Children’s Museum completed the master plan for a new home at 100 Kellogg Lane.

Imagination, curiosity, and wonder are at the heart of this master plan. The new London Children’s Museum will support the diverse ways children play and learn. It will allow children to explore science, art, technology, nature, history, and culture in a space designed to support their wonder and curiosity. It will celebrate many aspects of London’s unique history and rich natural environment, such as the forest, river, agriculture, industry, and innovation.


Learn more and stay up to date on this project at staycuriouslondon.ca.
Staff Team

Seth Aitken
Ammar Alzureiqi
Christien Atherton
Jeremy Burgess
Lauren Calvert
Diego Cardenas
Sara Clarke
Jessie Collins
Amanda Conlon
Nic DeGroot
Shannon deVries
Vanessa Eastmure
Jamie Fenton
Gillian Foster
Felicidy Hocking
Jade Inger
Mona Kwider
Gillian Labelle
Kate Ledgley
Emily McDonald
Stephanie Meng-Ramirez
Andrew Mitchell
Taylor Mitchell
Elyse Moore
Dina Mostafa
Mira Noordermeer
Hannah Platt
Nicole Puchala
Susie Redecop
James Richard
Amanda Roberts
Emily Robson
Lindsay Sutton
Christine Walker
Vanessa Wardell
Hannah Whitehead

Board of Directors

Stéphane Ouellet, Chair
Carol Johnston, Founder & Honourary Chair
Jeff Armour, Vice Chair
Michael Bain, Treasurer
Ryan Warren, Secretary
Kerry L. Robbins
Neil James
Anand Desai
Melissa Shepherd
Lisa Schellenberg
Emily Schinbein
Amanda Conlon, Executive Director, ex officio

Financial Highlights

2019 Total Revenues
Fiscal Year Ending August 31, 2019

Total Revenues: $1,786,059

55% Earned Revenue
45% Donation & Grant Revenue

List as of August 31, 2019
STAY CURIOUS

IMPACT REPORT 2018-2019
London Children’s Museum