

**STAY  
CURIOUS**



**Impact Report**  
2017-2018



## Message from the Board Chair and Executive Director

The Children's Museum is a very special place in the London and regional community. For the last 40 years, we have been combining education and play to create powerful hands-on learning opportunities for children and their caregivers. We provide families with shared, intergenerational experiences, allowing them to spend quality time together, build relationships, and connect with the world around them in meaningful ways.

This year, we shared some wonderful news. After careful consideration and community consultation, the Children's Museum has found our new home at 100 Kellogg Lane. For the next few years, the construction team will be working hard to transform the fourth floor of this heritage factory into a bright, modern, open-concept space.

The new Children's Museum will have more interactive experiences, innovative exhibits and shared spaces where children and families can explore history and heritage, investigate the complexities of science and technology, and celebrate the beauty in art and culture.

While our new home is being constructed, the Children's Museum will continue providing the same exceptional programs and services at our current location. We hope you will visit as we celebrate our history and time together at 21 Wharncliffe Road South.

We are so grateful for the community's support during this time of exciting change. With your help, we will continue to create opportunities for families to learn, connect and grow through play.

On behalf of the Board of Directors, staff team and our visitors, thank you for inspiring children with creativity, curiosity and a lifelong love of learning.

*Stéphane Ouellet* *Amanda Conlon*

Stéphane Ouellet      Amanda Conlon  
Chair, Board of Directors      Executive Director



# Our Future Home

The Children's Museum is relocating to a new home at 100 Kellogg Lane. This space will offer new dynamic exhibits and programs that better meet the needs of today's children and families.



## The New Children's Museum

This historic site offers:

- 33,000 square feet
- 21 foot ceilings
- Open concept layout
- Ample parking
- Fully accessible floorplan
- Unique outdoor space for exploration and play



## 100 Kellogg Lane

- Operated as the Kellogg cereal factory from 1913 to 2014
- 23-acre site currently being transformed into a world-class destination
- Includes Canada's largest indoor entertainment centre known as The Factory, a Maker's Market, office spaces, restaurants, event space, Powerhouse Brewery, and more

**"We have been in the community and in Londoners' lives for 40 years. While we plan to carry that legacy and bring the best with us into the new location, we also want to celebrate our cherished time at 21 Wharncliffe Road,"**

*- Children's Museum Founder, Carol Johnston*

# Exhibits & Programs

Last year, nearly 88,000 children and families visited the Children's Museum, engaging in play-based learning through interactions with exhibits, hands-on public programs, classroom education programs and day camps.

## Exhibits

- 9 interactive exhibits
- Opened new exhibit, Dream Big

The Children's Museum's permanent exhibits offer unique interactive play experiences for children and families. Children are encouraged to explore exhibits at their own pace and interact with components in new and creative ways. This year, with the support from the Government of Canada, the Children's Museum opened a new exhibit, Dream Big. This bilingual exhibit features the stories of 10 exceptional Canadians, as nominated by children in the community.

## Collections

- 7000 artifacts used to enhance exhibits and provide interactive learning experiences
- 12 children exhibited their collections through our community curators program

The Children's Museum's collection of artifacts is used to enhance exhibits and interactive educational programs. In 2018, the Children's Museum acquired a plate of whale baleen, a filter-feeder system found in the mouth of certain whales. This whale baleen is now used during STEAM Weekends, in education programs, and in daily public programming.

## STEAM Weekends

- 10,000 visitors created and tested new ideas during STEAM Weekends

Science, Technology, Engineering, Art and Math (STEAM) are critically important for young children. STEAM programs are offered every Saturday and Sunday throughout the year. There are currently more than one dozen different programs on rotation, including circuits, boat building, gears, and pendulum painting. STEAM Weekends are supported by 3M Canada.

## Education Programs in the Classroom and at the Children's Museum

- 10,734 students reached in their classrooms and at the Children's Museum
- 24 interactive programs offered

Designed and delivered by Children's Museum Education Specialists, education programs offer students access to artifacts, concepts and ideas many may never encounter. Education programs bring the Ontario curriculum to life using real museum collection items and interactive programming. Subsidized education programs are generously provided by Thames Valley District School Board, the Sifton Family Foundation and the Johansen-Larsen Foundation.



Our son is constantly engaged here. He is in his early years and we slowly introduce him to new aspects of the exhibits each time we visit. He is never short of things to explore at the Children's Museum. We can spend hours there! This is a great place to explore on a rainy day, hot day, snowy day or any day!" – London Children's Museum Member

# Exhibits & Programs

## Early Years Programs

- 5,000 young visitors encouraged to explore, examine and learn
- New program: Early Movers

Early Years Play Dates and the Early Movers program offer a safe and secure space where young children and caregivers play, learn and engage in meaningful interactions with each other and the world around them. With support from the Government of Ontario, these programs provide an enriching environment where young visitors develop their social, emotional, cognitive and physical literacy skills

## 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, all while making new friends and having fun. Tween Council is integral in providing the Children's Museum with feedback on programs, exhibits and future museum design. Tween Council is supported by London Life.

## Day Camps

- 3,795 children given an educational and play-filled camp experience
- 37 children provided day camp subsidies

Children's Museum day camps are filled with creativity, curiosity and play. Day camps offer children the opportunity to develop new skills, new friends and lifelong memories. Thanks to the generosity of community members and Ecopower LED Inc, 37 children with financial barriers were provided an enriching summer day camp experience.

## Learning Garden

- 452 visitors explored the outdoors and connected with nature

The Learning Garden is an interactive program where children explore a variety of environmental topics including biodiversity, soil health, sustainable agriculture, pollinators, and environmental stewardship. The Learning Garden engages children in every aspect of gardening, from planning and planting, to pruning and harvesting. The Learning Garden is generously supported by TD Friends of the Environment Foundation.

## Shining Star Volunteer Program

- Over 100 volunteers contributed more than 6,500 hours creating learning experiences for visitors and families

Volunteers are integral to the Children's Museum experience. They assist in everything from education programs to special events. Children's Museum volunteers state this role helps to increase their self-confidence, develop a social network, and improve job-related skills. Thank you 3M Canada for supporting the Shining Star Volunteer Program.



# Exhibits & Programs

## Outreach

- 5,300 community members reached with experiential learning in their neighbourhood

The Children's Museum participates in 30 outreach activities every year, bringing play-based learning to underserved neighbourhoods throughout the community. Children are invited to explore history, science, art and culture by engaging with interactive materials and Children's Museum educators.

## Share the Fun

- 6,405 played during Free Family Fun Night
- 100 families provided free memberships and one year of unlimited play
- 600 students with financial barriers participated in subsidized education programs

The Children's Museum believes every child, regardless of financial circumstance, should have access to hands-on learning opportunities. This year, the Children's Museum provided 37 children with day camp spaces, over 100 families with free memberships, 600 students with free education programs, and 12,000 free admissions to the community. Thank you EllisDon Corporation, London Life, Nother-Lee Financial Group and the City of London for supporting children and families with financial barriers in our community.



It's difficult to make ends meet in a one caregiver, one income household. Without a subsidy, I would not be able to provide Caden with the enriching learning opportunities he truly deserves. It is only because of subsidies like this that I am able to care for Caden on my own. We are so grateful."

– Linda, grandmother

## Who We Are

**We understand learning happens when children play.** Through play, children are given the freedom to make choices, experiment, explore, solve problems and learn at their own pace.

**We know children are competent, capable and curious.** Children are natural and curious learners. They are capable of complex thinking and able to expand their knowledge.

**We are child-responsive.** We listen to the different ways children express their ideas. We acknowledge the interests of the child in each moment and create purposeful, reciprocal interactions.

**We believe children make meaningful contributions to the world** through their choices, wishes and preferences. Children should be celebrated for their unique ideas, thoughts and feelings.



# Board of Directors

**Stéphane Ouellet**, Chair

**Carol Johnston**, Founder & Honorary Chair

**Natalie Spoozak**, Past Chair

**Jeff Armour**, Vice Chair

**Michael Bain**, Treasurer

**Ryan Warren**, Secretary

**Neil James**

**Greg Marshall**

**Kerry L. Robbins**

**Amanda Conlon**, Executive Director, ex officio

# Team Members

Seth Aitken

Ammar Alzureiqi

Christien Atherton

Jeremy Burgess

Sara Clarke

Jessie Collins

Vanessa Eastmure

Jamie Fenton

Gillian Foster

Mike Harvey

Stephanie Jenkins

Mona Kwider

Kate Ledgley

Lauren Magyar

Emily McDonald

Jack McKilliop

Andrew Mitchell

Taylor Mitchell

Elyse Moore

Dina Mostafa

Katie Newman

Mira Noordermeer

Nicole Puchala

James Richard

Danielle Rivest

Emily Robson

Kyle Russell

Tito Silva

Shaina Stubbs

Lindsay Sutton

Lauren Van Casteren

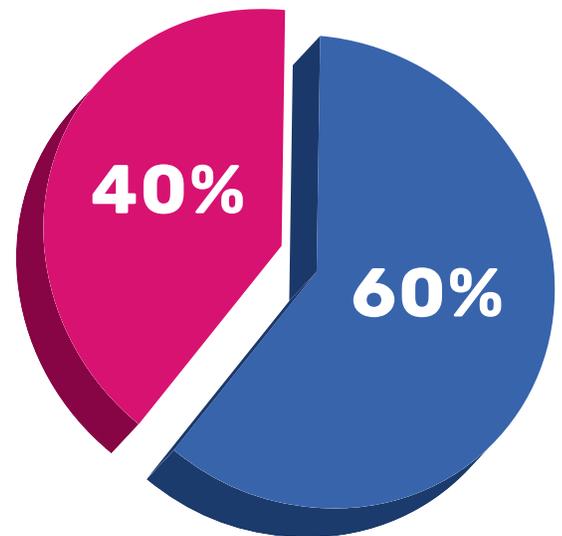
Christine Walker

*List as of October 2018*

# Financial Highlights

## 2018 Total Revenues

Fiscal Year Ending August 31, 2018



**Total Revenues:**  
\$1,256,295



-  Earned Revenue
-  Donation & Grant Revenue



# Mission, Vision and Values

## Mission

The 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 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.

## Stay in touch!

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 /LondonChildrensMuseum

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Keep up-to-date on the new Children's Museum at [staycuriouslondon.ca](http://staycuriouslondon.ca).

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