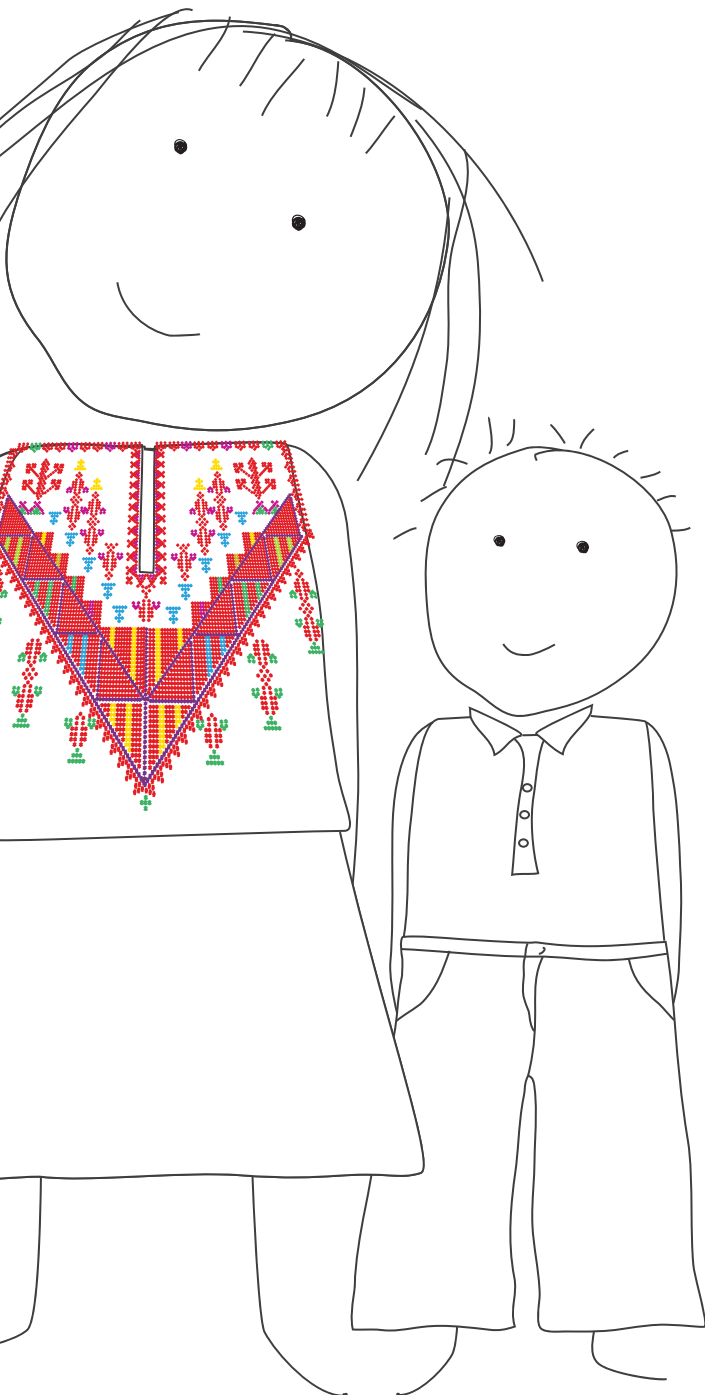


# The Children's Museum Jordan Annual Report

13





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*growth |grōTH|*

noun

- *The process of growing*
- 

## Our Journey

### Our Mission

To nurture curious children who love to learn

### Our Vision

To become a memorable growing up experience  
for children in Jordan

## Our Strategic Objectives

- Increase national relevance and enhance the role of the Museum within the community by:
  - \* Fully integrating the concept of civic engagement throughout programs and exhibits by the end of 2014, to deepen children's understanding of cultural aspects of citizenship as well as their rights in, and responsibilities towards, their communities
  - \* Addressing the concept of employment readiness through specific programs as well as the integration of 21<sup>st</sup> Century Skills across all programs and new exhibits by the end of 2014
- Expand the Museum's accessibility by focusing on outreach to increase the number of families from the Governorates benefiting from the Museum's learning experiences by 2014
- Enhance the quality of the learning experience for 2-4 year olds and contribute to national capacity in Early Childhood Development (ECD) by scaling up programs and exhibits by 2014









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*growth |groTH|*

noun

- *a stage of development*
- 

## Letter from the Management

Our growth at the Children's Museum Jordan, is reflected in the evolution of the learning experience we offer. As we continue to grow as an institution, we also ensure that we offer more every year. We are proud to report that 2013 was a great year and filled with exciting experiences for thousands of Jordanian children.

As we look back with joy at our achievements, we also take pride in being an inclusive national platform that promotes hands-on and minds-on learning experiences while aiming to become a shared childhood memory for all children in Jordan.

In 2013 we reached our one million on-site visitor milestone; our Mobile Museum launched in February 2012, completed its first tour of all Jordanian Governorates. We proudly served more visitors, reached more curious minds and most importantly, delivered more substance than ever before.

The Exhibit Hall which is the core of the learning experience witnessed several new additions, upgrades and renovations. First and foremost, came the opening of the new I Am Change gallery which focuses on water and energy issues specific to Jordan. Furthermore, the Secret Garden was also opened in 2013, giving children the opportunity to practice their instinctive connection with nature and learn in the most natural way.

Our Programs continue to complement our exhibits, presenting a variety of scientific, artistic, cultural and educational offerings throughout the year. We strongly believe in the importance of our programs and 2013 proved that what we do is worthy of recognition when our Celebrations Program won the 2013 Promising Practice Award. The Award presented by the MetLife Foundation and the Association of Children's Museums came in recognition of the impact that the Children's Museum Jordan has in building livable communities where play and learning are accessible for all.



Schools remain to be one of our key partners and their support and trust in our educational role plays a huge part in our success. In 2013, our Schools' Programs' bookings increased dramatically, which demonstrated the special value the Museum offers. Students enjoy learning at the Museum and perceive it as a fun learning space where exciting things happen. We worked hard to earn the trust of teachers and it brings us joy to see that many teachers and schools come back every year for our specialized schools' workshops and sessions.

Another significant milestone in 2013 was our participation in the Abu Dhabi Science Festival (ADSF) which is the most prominent science festival in the Arab region and managed by the Edinburgh Science Festival. Our Museum was selected and commissioned to be part of this prestigious educational event where our team delivered an interactive workshop to children on the topic of electricity and conductivity. We believe in the importance of leaving our mark locally and regionally and our participation in ADSF was a step in the right direction.

The Children's Museum Jordan cannot grow without the increasing number of supporters and partners who help in making the Museum's experience possible. Donors are not just supporting another not-for-profit organization but are making exciting learning opportunities a reality for thousands of children. It is with this support and trust in our mission that the Museum grows to be a leading institution in informal learning.

Most not-for-profit organizations such as ours face numerous challenges to sustain their operations and maintain a steady rate of growth. However, our role as an educational institution is becoming more defined and clearer every year. We are focused on our mission and strategic objectives and we look forward to delivering our targets and setting new ones by the end of 2014.

We hope that you enjoy reading this report as you learn more about our achievements and milestones in 2013.

Sawsan Dalaq  
Executive Director

Khalid Nahhas  
Chairman of the Board of Directors

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# growth |groTH|

noun

- *development from a simpler to a more complex stage*
- 

## In Our Exhibit Hall

### I Am Change

A major milestone and accomplishment in our Exhibit hall was the opening of I am Change Funded by the United States Agency for International Development under its Public Action for Water, Energy and Environment Project. Officially open to visitors in June 2013 under the patronage of Her Majesty Queen Rania Al Abdullah; the exhibit aims to raise visitors' awareness, mainly children on the critical situation of water and energy in Jordan. I am Change promotes behavior change and focuses on the importance of our roles as individuals in conserving and wisely distributing our limited resources.

The I am Change onsite exhibit experience is also complimented with a website that offers educators and caregivers further educational insights and resources; so the learning can extend beyond the Museum's walls.

The I am Change onsite exhibit also includes a game "Ali and Ayah" that was developed specifically to engage children in a playful manner and educate them about the importance of conserving their natural resources. The game Ali and Ayah is also available for download on the App store.

[www.cmj.jo/iamchange](http://www.cmj.jo/iamchange)

### The Secret Garden

Our Secret Garden funded by the British Embassy, was opened in March 2013 by HRH the Duchess of Cornwall. The Garden offers visitors a green learning space where they can connect with nature, learn

about the environment, and fully embrace the varieties of plants that can be grown locally. The Secret Garden was designed to support our Library's programs in embracing different monthly educational themes.

Furthermore and due to the popular demand of this unique space by schools, a specialized program was developed to support the learning objectives of the Garden and offer teachers and students an experience that is aligned with the national curriculum.

## Early Childhood Development Area

Focusing on Early Childhood development is one of the Museum's strategic objectives and we have worked steadily in the past years to insure that this objective is met across all platforms. The process started with internal capacity building as well as insuring that our Exhibit Hall offers the best to our little learners. In 2013 the Museum commissioned a UK based firm to develop an exhibit area that serves the needs of children under 5 years' old and their caregivers. This exhibit area will be visually stimulating and extremely engaging taking into consideration the specific learning milestones and skills of our target audience.



Photo Caption 1 i am change



Photo Caption 2 the secret garden



Photo Caption 3 i am change





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# growth |groTH|

noun

- *development from another but related form or stage*
- 

## Our Programs



1

### Celebrations

- Mother's Day • Labor Day
- Independence Carnival
- Eid Al Fitr • Eid Al Adha
- Christmas



3

### Schools' Programs

- 22 Interactive workshops
- The Planetarium

2

### Community Connections

- Earth month
- Jordan month
- Arab Child month
- Persons with Disabilities month



4

### Daily visitors' programs

Bi-monthly program themes that support learning in the Exhibit Hall

Our programs have also grown in 2013 while continuously supporting the Museum's mission and vision and our means of communication with our visitors. Through programs, we connect with children, families and schools to spread the love of learning, discovery and curiosity. We have seven main programming platforms that help us instill our educational messages throughout the year and take pride in our offerings and the fact that we deliver quality learning to all our visitors.

Through our programs we have managed to extend our learning philosophy across borders. We had the honor of being recruited to be part of the 2013 Abu Dhabi Science Festival, managed and run by the Edinburgh Science Festival team who are considered pioneers in their field. The Museum was represented by four members from the Education Department that developed and delivered a specialized electricity workshop for children under the title of "It lights up". The workshop ran for 10 days and reached more than 1,000 curious learners.

Such opportunities not only place the Museum on the radar screen as a leading organization in informal learning, but also promote internal growth through knowledge exchange and exposure to other leading organizations in the field.



5

### Science shows and performances

The Annual Science Show  
by international artist/s



7

### Participation in Science Festivals (local and international)

- Abu Dhabi Science Festival
- Hosted the Science Film Festival in partnership with The Goethe Institute

6

### Camps and Clubs

- Winter Camp
- Summer Camp
- The Robotics Club



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*growth* |grōTH|

noun

- *completed development*
- 

## Our Initiatives

### A Museum for All

Emphasizing accessibility to all families and children, the Museum puts great focus on its Museum for All Initiative. The initiative was launched in 2010, motivated by our commitment to reach as many children as possible. In 2013 a total of **242,936** visitors have benefitted from free or reduced entry fees under the following Museum For All platforms:

#### Public School Visitation Program

2013 marked the fifth year by which public schools' groups and public schools' teachers, including teachers' families, are all able to visit the Museum for free throughout the year at any given time. A total of **31,425** visitors benefited from this platform.

We view the Ministry of Education as one of our main partners, and the program has established a clear definition over the years. We are very proud that the number of Ministry employees benefitting from this platform has also increased. The more teachers visit the Museum with their families as individuals, the more they build a relationship with us and understand how to maximize their schools' visits.

# Charity Organizations and Orphanages' Visitation Program

In partnership with the Ministry of Social Development, the Children's Museum welcomed **4,103** children from registered charities and orphanages for free for the fifth year in a row. The year also witnessed several Ramadan Iftars for orphans at the Museum that were generously sponsored by the private sector.

## Open Fridays

This platform remains one of the most popular visitation programs throughout the year, with numbers in 2013 reaching up to 5,000 visitors on high peak Open Days. Sponsored access removes a barrier in the way of families benefitting from the Museum's experience. In 2013 the Museum welcomed a total of **29,400** visitors during its Open Days.

## UNRWA Visitation Program

In 2013, the Children's Museum renewed its partnership agreements, enabling an additional **9,395** of children from UNRWA schools to visit the Museum for free.



Photo Caption 1 open days



Photo Caption 2 public schools



Photo Caption 3 mobile museum





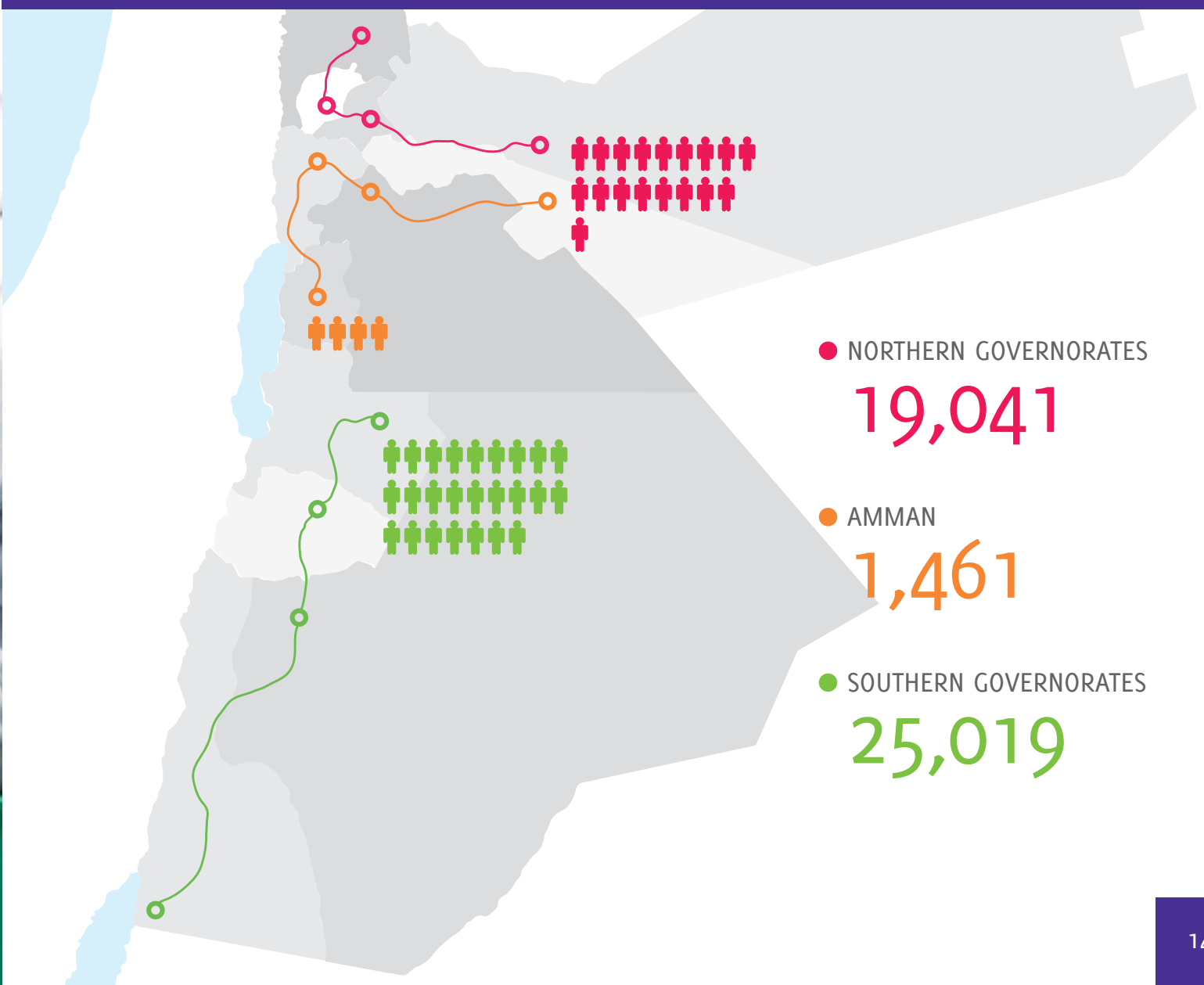
## The Children's Mobile Museum

Our Mobile Museum launched in 2012, emphasizes how strongly we believe in reaching those who can't reach us in Amman. In 2013, the Mobile Museum completed its tour of all Governorates insuring that the Museum experience reaches as many children as possible regardless of their location.

Through this great platform we have learned that all children are eager to learn regardless of their age or gender. The Mobile Museum touched the minds and hearts of many Jordanians and aims to continue serving our community for years to come.



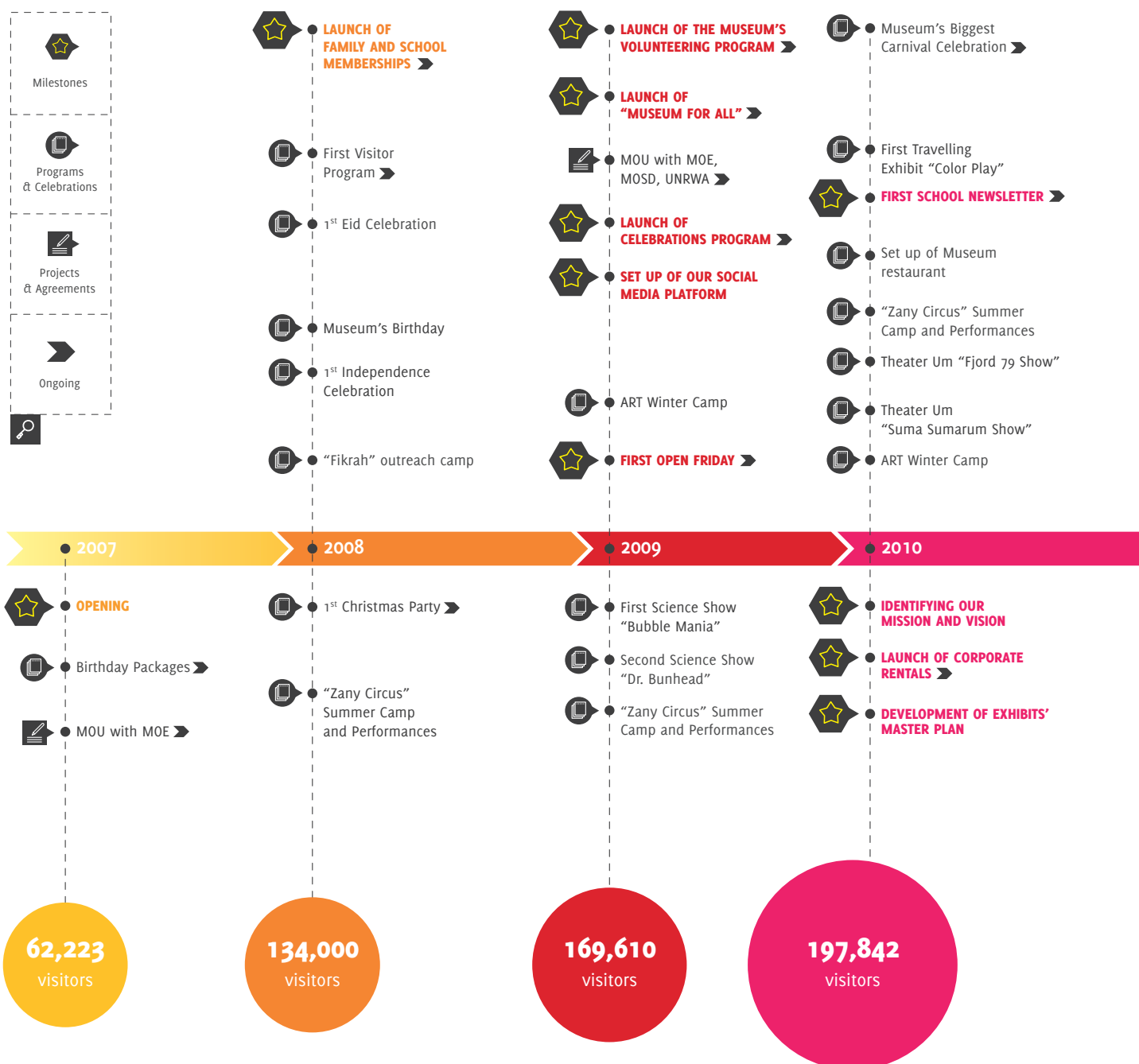
A Total Of **45,521** Visitors Have Enjoyed  
The Mobile Museum's Free Admission



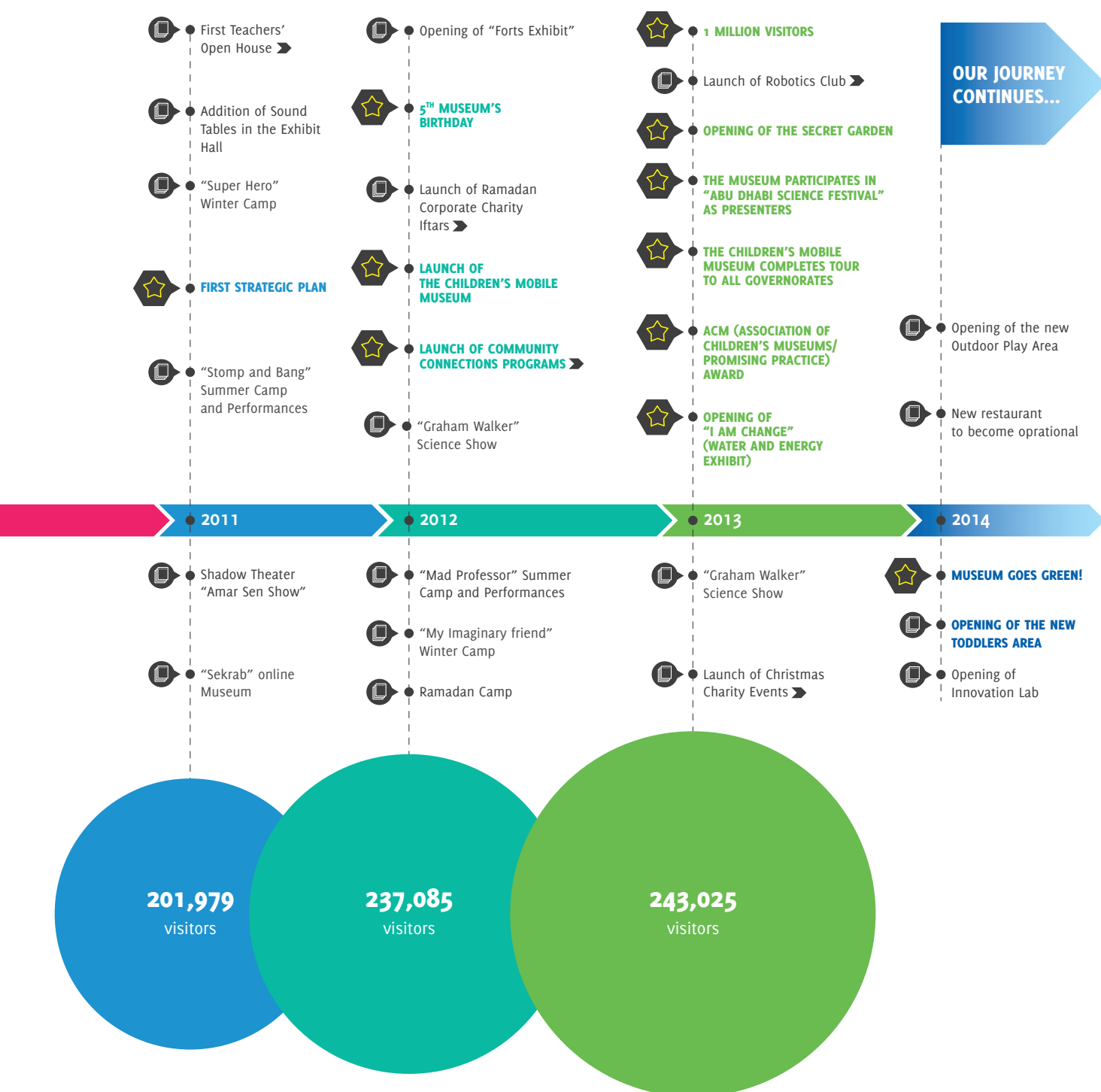
# Our Journey

## 2007 - 2014

We have grown in many ways since our opening in 2007. Our journey has been filled with exciting challenges and proud achievements, but most importantly we would like to believe that we filled the hearts and minds of our visitors with pleasant memories and unique experiences, that will grow with them and inspire them. We look forward to what the future brings and we will constantly aspire to achieve more!







# Moving Forward



## Practicing What We Preach

Based on the Museum's leading and well-established role in playing a positive role in impacting the education and civic competence of Jordan's future generations, the Board of Directors has made the decision of transitioning into a green building model. The objective is to make the space and all its resources a model in itself for show-casing green behavior. Naturally, this will have an influence on not just the children but also their teachers and families.

Management intends to apply the Green Building model through the following:

- Transitioning to energy saving lighting on premises
- Applying energy-saving practices and reducing the Museums' annual energy consumption
- Become one of Jordan's leading national institutions to generate its energy needs through sustainable and environmentally-friendly resources. Currently, it has been identified that solar energy is the most viable option.

## The PV System at The Children's Museum Jordan

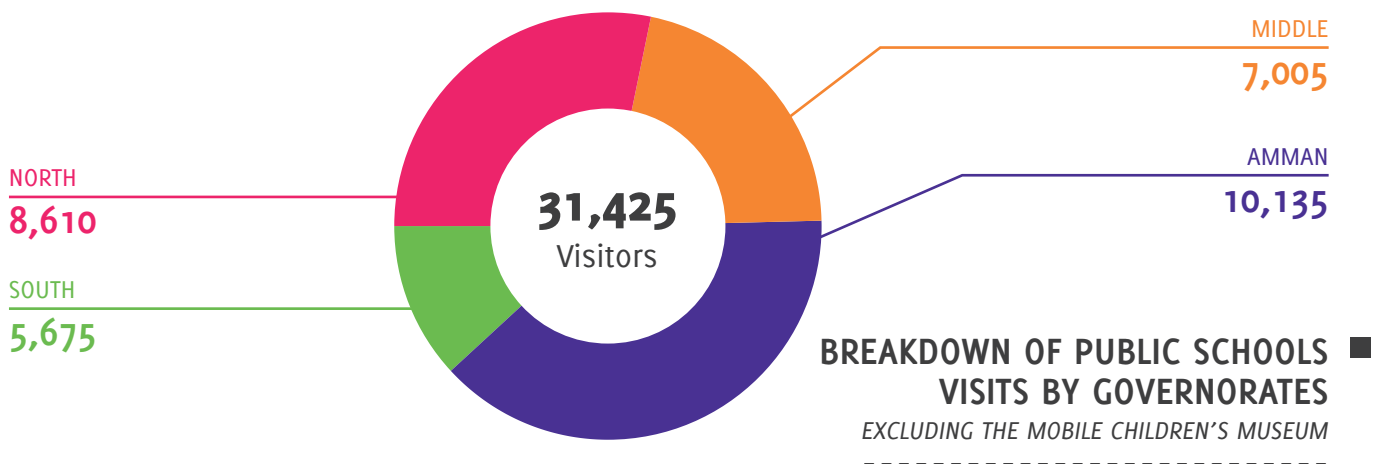
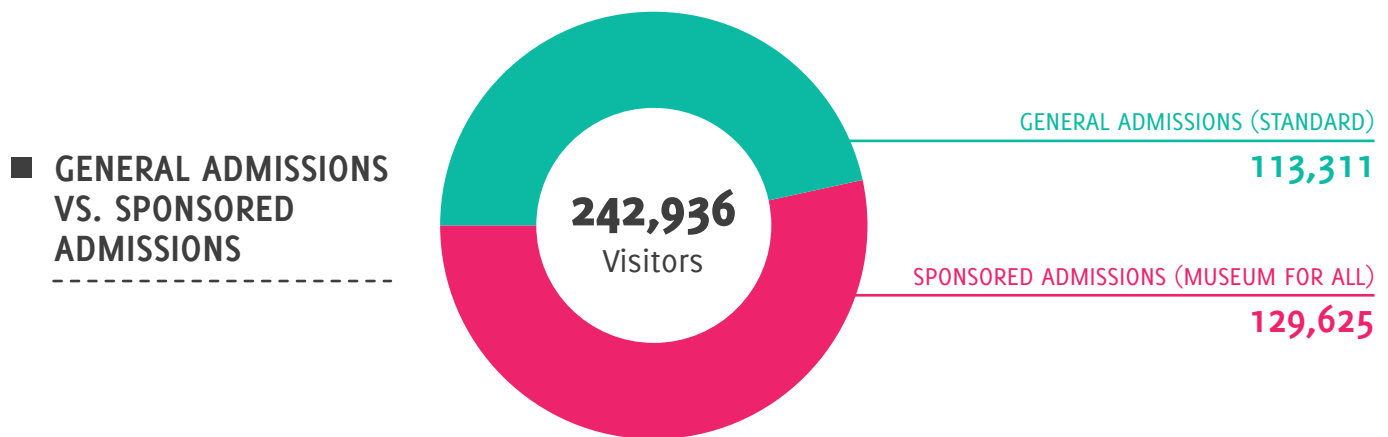
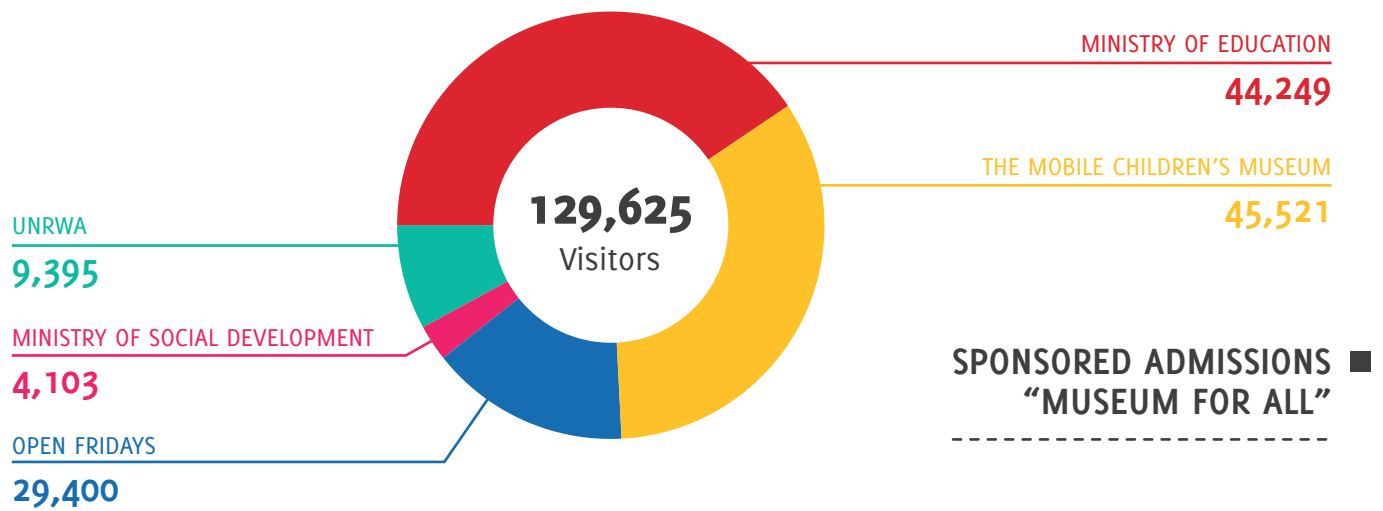
The Museum conducted an energy audit through a specialized firm in 2013. The audit enabled management to identify and determine the needs of the Museum to be able to set an implementation plan.

An RFP to suppliers was issued in late 2013 to local companies. The aim is for the provision of installation of photovoltaic power system and equipment to be installed at the Museum's premises, and to build infrastructure that can be used as sun shades in parallel with a panel holders; the system should produce 420 KWp (886,000 KWh/year).

The project also aims to ensure long-term sustainability of the operations of the Museum. As a registered not-for-profit organization that relies on the generous support of its donors, the institution cannot risk increasing power bills that are adding a burden to its budget. The electricity bill alone currently constitutes about 12% of the Museum's overall budget.

Thus, the decision to go green and implement a PV system will enable the Museum to be the role model that it should be to future generations as well as be the insurance for a better operation.

# 2013 In Numbers

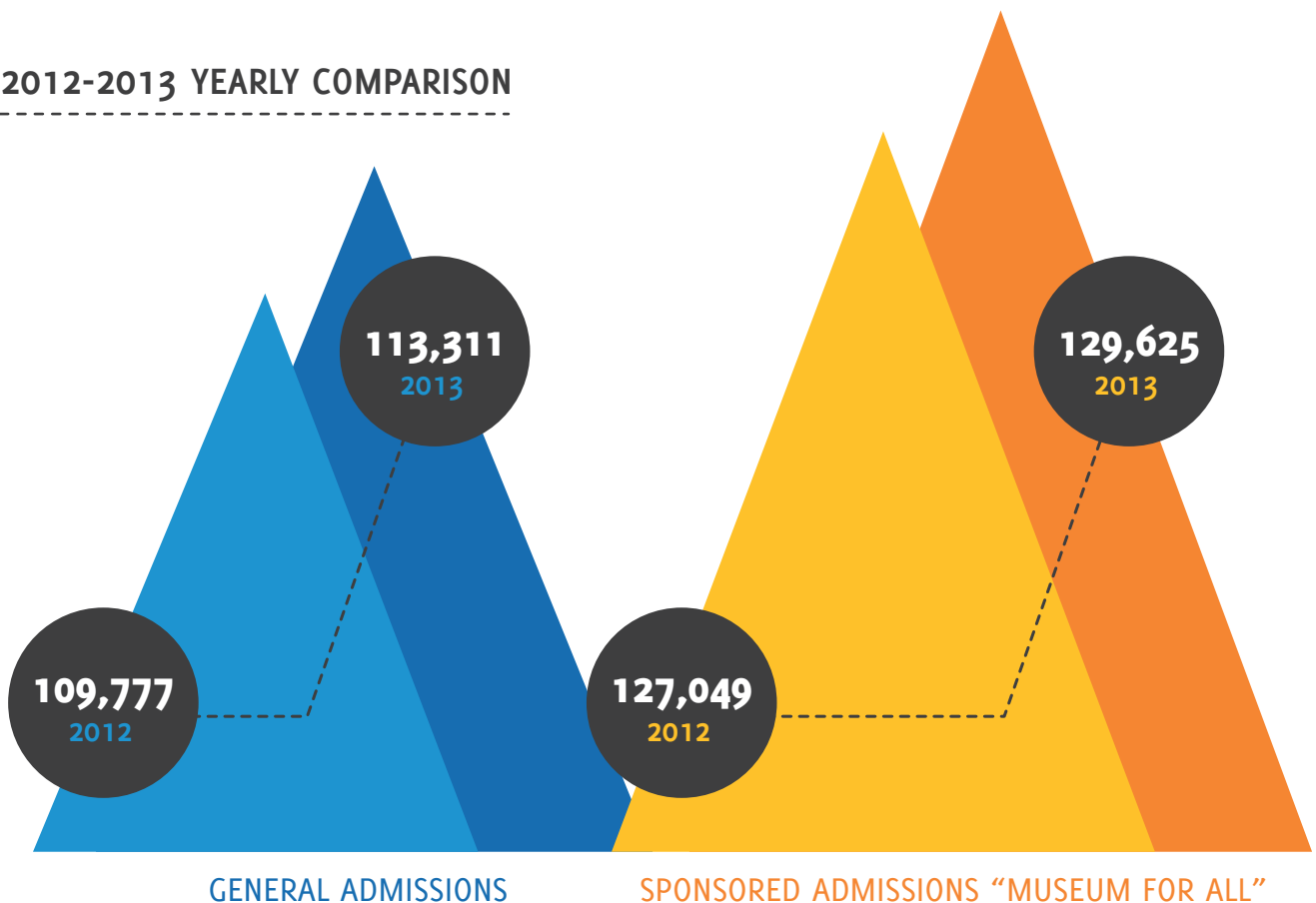


## STATEMENT OF REVENUES AND EXPENSES FOR THE YEAR 2013

<b>DONATIONS</b>	<b>1,781,565 JOD</b>
Cash donattions	745,165 JOD
In-kind donations	1,036,400 JOD
<b>REVENUES</b>	<b>556,587 JOD</b>
Operating revenues	481,412 JOD
Income interest	68,011 JOD
Other income	7,164 JOD
<b>EXPENSES</b>	
Adminstrative expenses	1,426,312 JOD
Depreciation	944,192 JOD
Loss from disposal of property and equipment	--
<b>NET CHANGE FROM UNRESTRICTED NET ASSESTS</b>	<b>(32,352) JOD</b>

In 2013  
we reached our  
**1,000,000**  
vistor mark over  
six years of play,  
discovery  
and learning!

## 2012-2013 YEARLY COMPARISON





# Our Partners and Board Members

## Our Founding Partners



الشيخ عبدالله صالح كامل



motorola  
foundation



## Our Partners and Board Members

### Funding Partners

- Arab Potash Company
- Zain
- Bank Al Etihad
- Bank of Jordan
- U.S. Agency for International Development- USAID

### Media Partners

- Mazaj FM
- Seagulls | Beat/Mood FM
- Al Ghad Newspaper

### Program Partners

- Ministry of Education
- Ministry of Social Development
- Al Hikma Pharmaceuticals
- Arab National Motors Company KIA Jordan
- Al Nisr Al Arabi Insurance
- The British Council
- The British Embassy

### Corporate Members

- Consolidated Contractors Company
- Jordanian Construction Contractors Association
- City Mall

### Technology Partners

- Dynamics Innovation

## Boards of Trustees

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- Her Majesty Queen Rania Al Abdullah
- His Excellency Mr. Aqel Biltaji  
Mayor of Amman
- Motorola Solution, Inc.
- Nestlé Middle East
- Mr. Khalid Nahhas
- Mrs. Samar Dudin
- Mrs. Abla Zureikat
- Mrs. Suzanne Afaneh
- Mrs. Reem Atalla
- Mrs. Randa Ayoubi
- Mr. Raja Gargour
- Professor Safwan Masri
- Mrs. Samia Salfiti
- Zain

## Board of Directors

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- Mr. Khalid Nahhas, Chairman of the Board
- His Excellency Mr. Aqel Biltaji  
Mayor of Amman
- Mrs. Reem Atalla
- Mr. Raja Gargour
- Professor Safwan Masri
- Mrs. Samia Salfiti
- Mrs. Abla Zureikat
- Mr. Yassin Talhouni
- Mr. Nadim Haddad
- Mrs. Suzanne Afaneh
- Mr. Tariq Bitar | Zain

# Testimonials

“What I liked most in the Museum is building a house, fixing the car, exploring the sense of sight and the English story telling. Everything is beautiful, thank you all.”

UNRWA Student, Asaad Shawqi, 3rd Grade.

“The interactive teaching technique followed by the Mobile Museum crew is excellent, the way they merge education with entertainment to deliver their messages is absolutely amazing, great job!”

Fairouz Daragmeh  
Mobile Museum visitor

“The Program was very exciting and fun and we enjoyed it a lot without feeling bored. It included the valid information that was brand new to all. All the best of luck.”

Teacher from Al Salt Academy

“My family and I are frequent visitors of the Museum, and we are thankful for all efforts. We wish the Museum all the best and to more and more success. We always come here for fun, fruitful education and new experiences.”

Rola Abdullah, visitor of the Museum

“The Museum is great and fun and offers new experiences for children, thanks to all who supported this lovely place.”

Enas Abu Al Ruzz, visitor from Abu Dhabi

