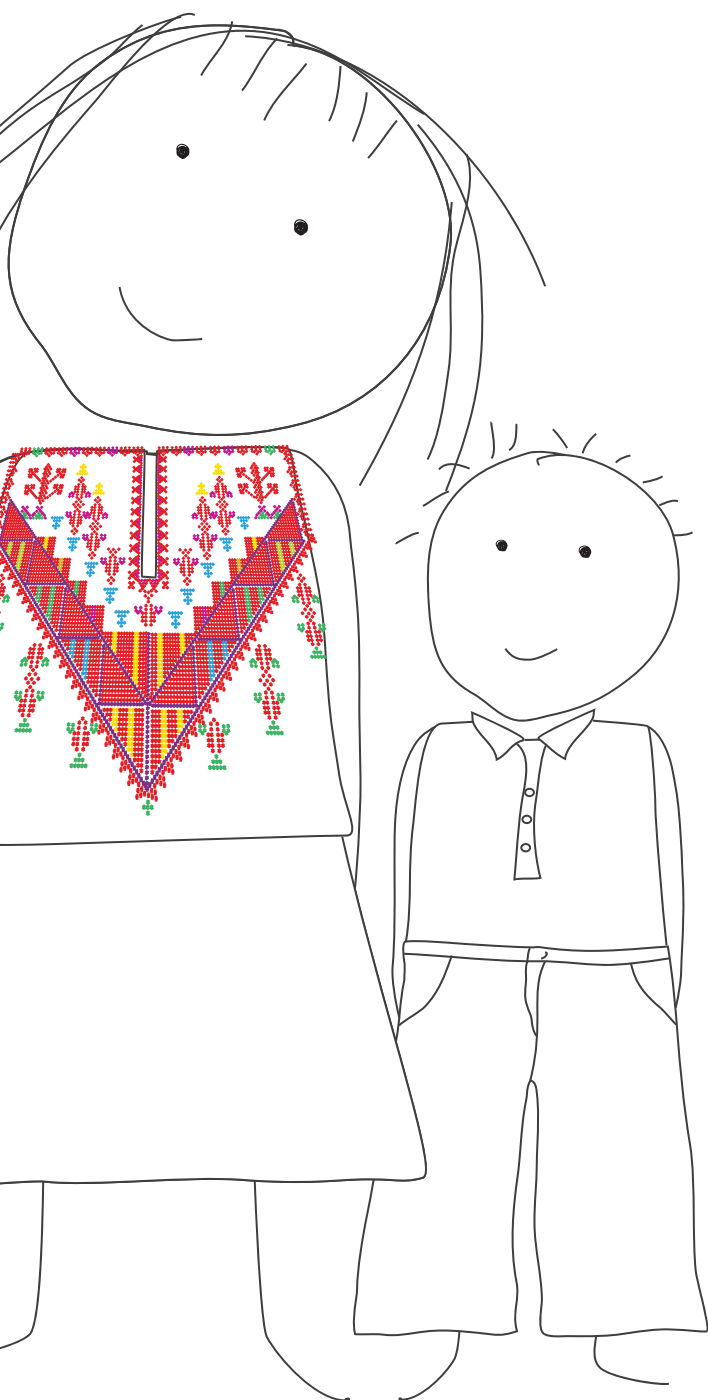


The Children's Museum Jordan Annual Report

15



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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 2015-2017

- To increase awareness of the Children's Museum Jordan and make the Museum's experience more accessible both nationally and regionally.
- To make the Museum a flagship for innovation.
- To intensify and augment the Museum's initiatives that enhance Early Childhood Development.

From Her Majesty Queen Rania Al Abdullah

“Classrooms are not enough for their wide imagination which needs creative tools to be satisfied. It needs that special place which tickles their curiosity, amazes them and takes them to the next level. Their imagination needs a place as wonderful as the Children’s Museum Jordan”.

Her Majesty Queen Rania Al Abdullah
Chair of the Board of Trustees



A message from the Management

The Annual Report is a good opportunity to step back from the day-to-day operations and look at all that we do at the Children's Museum Jordan in a holistic manner. Each year, we are reminded of the joys of serving the children of our beloved country in a unique place that inspires and ignites curiosity.

Achievements are measured in numbers and milestones, yes, but also in smiles and moments of discovery that we are blessed to witness every day at the Children's Museum Jordan. Our team has matured so much over the years and is relentless in the quest to do more and become more creative. Our educational offerings are inspiring thousands of children and their caregivers while our circle of partners is growing bigger each year.

The Children's Museum Jordan has become a true national institution that serves its community well and an icon for a space that nurtures imagination, curiosity discovery, and creativity. However, we as a team are aware that there is so much more to be done and are eager to push beyond the boundaries that define success.

As yet another year comes to an end and a new one begins, we extend our gratitude to the wonderful team behind the scenes at the Children's Museum Jordan as well as our dear visitors who have become staunch believers in our mission. Needless to say, nothing would be possible in a not-for-profit organization without the generous support of our partners who help us sustain the Museum and its educational offerings – you are more than partners to us and are community leaders who help our country and its future generations reach their true potential.

Hope you enjoy reading our 2015 Annual Report and learning more about the Children's Museum Jordan.



Sawsan Dalaq

The Director

Khalid Nahhas

Chairman of the Board of Directors

The Board of Trustees

- Her Majesty Queen Rania Al Abdullah - Chairperson
- His Excellency Mr. Akel Biltaji, Mayor of Amman – Deputy Chairman
- HE Mrs. Suzanne Afanah
- Zain Jordan represented by Mr. Tareq Al Bitar
- Mr. Raja Gargour
- Mr. Nadim Haddad
- Nestlé Middle East represented by Mr. Oussama El Kadi
- Professor Safwan Masri
- Mrs. Reem Mouasher
- Motorola Solutions
- Mr. Khalid Nahhas
- Mrs. Samia Salfiti
- Mr. Yassin Talhouni
- Mrs. Abla Zureikat

The Board of Directors

- Mr. Khalid Nahhas - Chairman
- Mr. Raja Gargour - Deputy Chairman
- HE Mr. Akel Biltaji, Mayor of Amman
- HE Mrs. Suzanne Afanah
- Zain Jordan represented by Mr. Tareq Al Bitar
- Mr. Nadim Haddad
- Professor Safwan Masri
- Mrs. Reem Mouasher
- Mrs. Samia Salfiti
- Mr. Yassin Talhouni
- Mrs. Abla Zureikat

Overview of 2015

The Exhibit Hall

Programs



The “Museum for All” Initiative - Outreach

Going Green

The Emirates Energy Award

The Exhibit Hall

In June 2015, the Chairperson of the Board of Trustees of the Children's Museum Jordan, Her Majesty Queen Rania Al Abdullah, inaugurated two new exhibits as the latest additions to the Exhibit Hall. The new exhibits are:



The Super Service Center - Garage

In cooperation with Central Trade & Auto Co. – Toyota Jordan's team and the Children's Museum team developed the Super Service Center – Garage exhibit. The teams upgraded the car in an all new way and added new details to the exhibit. The garage area motivates children to learn management skills, team work and communication through play and interaction.

We are very proud to report that the whole development and enhancement of this exhibit area was developed locally from design to production and are grateful for the support we received.



Virtual Reality Zone

With Zain Jordan's kind donation, a new area of 21st Century technology is now hosted at our Museum for all children to enjoy and learn from. This exhibit uses 3D virtual reality technology to present science in an interactive manner that allows students to research subjects which they may not be able to interact with in real life; such as dissecting a dinosaur and studying blood vessels or even car parts.

Both new exhibits proved to be very popular with our visitors and were a further enhancement of our amazing Exhibit Hall. It is worth mentioning that the Children's Museum Jordan also signed an agreement with the Royal Society for the Conservation of Nature (RSCN) in 2015 for the design and development of an exhibition on biodiversity.

Programs

1 Community Connections

This program marks important dates on the national and international calendars to expand children's awareness of critical issues. These dates are translated into dedicated months on the topics to maximize children's learning and awareness of critical issues. Our Community Connections months are: Earth Month, Jordan Month, Arab Child Month and Persons with Disabilities Month.

A new addition in 2015 to this program was the Back to School Festival – Fikristan Children in August. It was a huge and very popular festival of learning where every corner of the Museum had something going on to encourage curiosity and exploration for children and their caregivers.

2 Celebrations

The Museum celebrates all the major national holidays by running the ever popular and educational Celebrations program. We celebrated six celebrations in 2015:

Mother's Day, Labour Day, the Independence Day Carnival, Eid Al Fitr, Eid Al Adha, and Christmas.

The Independence Carnival was our biggest yet with over 4,000 visitors enjoying the day and its festivities. The two Eids and Christmas, on the other hand, brought more learning experiences than ever before in a fun and festive atmosphere.





3 Interactive Schools' Programs

We encourage schools to take advantage of the interactive learning experience we offer in more ways than the usual day trip to the Museum. Our thoroughly planned and scientifically designed schools programs are one such example. New topics were added in 2015 and were quickly booked by schools and enjoyed by their students.

Jack and the Beanstalk was one of the new additions that was extremely popular with teachers and students alike.



4 Science Shows

We hosted a special science show from Germany - "Physikanten" by the scientist and artist Marcus Weber to offer children a chance to learn more about scientific topics like gravity and resistance in a humorous and fun setting. The shows were offered to both schools and families.



5 The Daily Visitors' Programs

A monthly theme is designed by our program developers who ensure that the theme is translated into hands-on activities and programs for children that develop their cognitive and motor skills. Whether the theme is light, the environment, or play, these programs run on daily basis in the Exhibit Hall (science trolleys, demonstration areas, and exhibit spaces) as well as in the Library, the Art Studio and the Tinker Lab. The programs aim to maximize on a child's visit to the Museum and ensure that their curiosity and exploration skills are developed.



6 Camps and Clubs

Vacations from schools are heavily utilized at the Museum through the Winter and Summer Camps which have now established themselves as Jordan's safest and most creative camps for children. With the Forensic Department, children practiced problem-solving and analytical skills to learn how science helps solve crimes in our "CSI Amman Camp" in the summer. The Winter Camp was all about art, tinkering and innovation under the "I Imagine" theme.



7 Participating in national and regional science festivals

The Museum hosted for the third year running the Science Film Festival with Gothe Institute which brings international science documentaries that are translated to Arabic as well as hands-on workshops to various countries in the region including Jordan. The Festival is hosted at both our Museum and our Mobile Museum in the Governorates to ensure that it reaches as many children as possible.

Also for the third year, our team was invited to participate in the Abu Dhabi Science Festival which is the region's biggest science festival held annually and managed by the Edinburgh Science Festival team.



In 2015, we participated with our first science show which was developed in-house by our amazing Education team. In par with international and similar shows, the Children’s Museum’s show “The Best of Mr. Y” is all about scientific demonstrations and concepts in a fun setting that enables children to interact and enjoy the topic.

As previously mentioned, we held the first Fikristan (New Think Festival) for children in 2015 with 4,000 families attending under the back-to school theme. We also participated in the New Think Festival itself through our Mobile Museum which inspired adults to learn through play and immerse themselves in the new forms of education which we offer.



The Museum for All initiative

The Children's Museum Jordan is a "Museum for All" Jordanians and people living in Jordan. Since 2010, when this initiative was launched, we have been making sure that our Museum is accessible to all who wish to benefit from its unique educational experience and that no financial barriers exist. Our outreach programs are making sure that we reach out to as many children and families as possible, who would not be able to benefit from the Museum otherwise. Our "Museum for All" Initiative includes the following:



1 Public Schools Visitations

All Public Schools' students visit the Children's Museum Jordan for free during school semesters. Furthermore, all public schools' teachers and their immediate families can visit the Museum any time of year for free as well under a long-standing agreement with the Ministry of Education.

② UNWRA schools' students free admission

Similar to our agreement with the Ministry of Education and to ensure that as many school students from underserved communities are benefitting from the Museum, we also work with UNRWA schools on organizing regular visits during semesters to all their students for free.

③ Charities and orphanages

The Children's Museum develops and conducts hands-on workshops for children in centers under the auspices of the Ministry of Social Development. Furthermore, orphans are invited every year during the holy month of Ramadan for visits to the Museum and Iftars that are generously sponsored by the private sector.

④ Open Days

For families who wish to play, explore and learn at the Museum with their children, the Open Days held on every first Friday of every month are a perfect opportunity to do so. The Open Days were designed to provide access to families who would not otherwise be able to visit the Museum. A single Open Day can receive over 4,000 families.



5 The Children's Mobile Museum

Launched in 2012, the Children's Mobile Museum is an outstanding and creative program that ensures we are breaking geographic and economic barriers to the learning experience which we offer. The Mobile Museum tours Jordanian cities and villages throughout the academic year and opens its doors to both schools and families alike. To say that it is extremely popular in any location that it visits is an under-statement and below are the locations of the 2015 tour:



39,160 visitors benefited from The Mobile Museum's educational experience during 2015.

We look forward to spreading knowledge and the love of learning to more of Jordan's children in 2016.



● Northern Governorates
(Al Mafraq)

5,328 visitors

● Southern Governorates
(Aqaba, Al Tafila, Southern Gour)

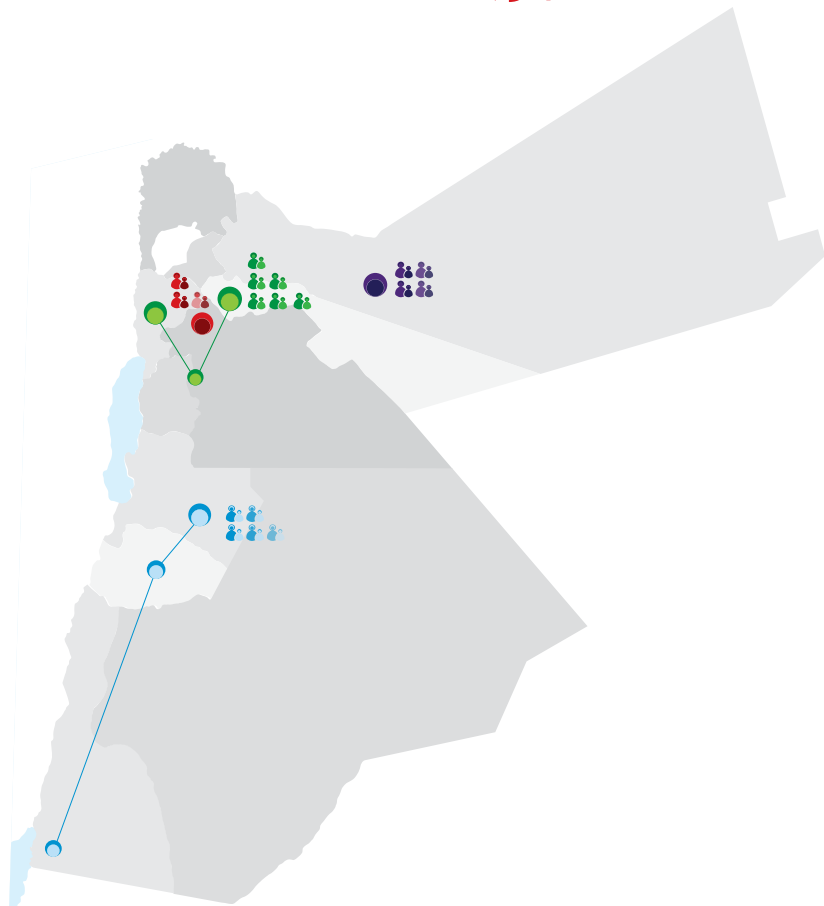
12,548 visitors

● Central Governorates
(Madaba, Salt, Zarqa)

18,943 visitors

● Amman
(Queen Rania Family and Child Center, Jamiyat Al Sheikh Nouh Lil Refada)

2,341 visitors



Going Green

We don't only raise children's awareness of environmental issues but we also practice what we preach. In April 2015 and on the International Earth Day, HE the Mayor of Amman opened our photovoltaic energy generating project which generates electricity for the Museum from solar power. The project's significance is in lessening our carbon footprint, it ensures our long term sustainability and most importantly, is a model for all future generations.



The Emirates Energy Award

2015 was a special year for us as it marked further international and regional recognition when the Children's Museum Jordan won the Emirates Energy Award in the top rank (gold) in the Education and Capacity Building Category. The Emirates Award is an initiative of the Dubai Supreme Council for Energy for special efforts made in the area of energy and its conservation. The Museum's award was for the role of the "I am Change" Exhibit which raises children's awareness of challenges and solutions on energy and water.



2015 In Numbers

● Subsidized and Free Access: The Museum for All initiative



● Public Schools (Students, teachers and their families)	45,280
● The Mobile Children's Museum	39,160
● Free Fridays	37,782
● UNRWA Schools (Students, teachers and their families)	12,774
● Charities and Orphanages	1,980

● Free/Subsidized Admission vs. Normal Admission



● Free/Subsidized Admission	136,976
● Normal Admissions (paid)	163,832

● School Visits to the Museum by Geographic Distribution (excluding the Mobile Museum)



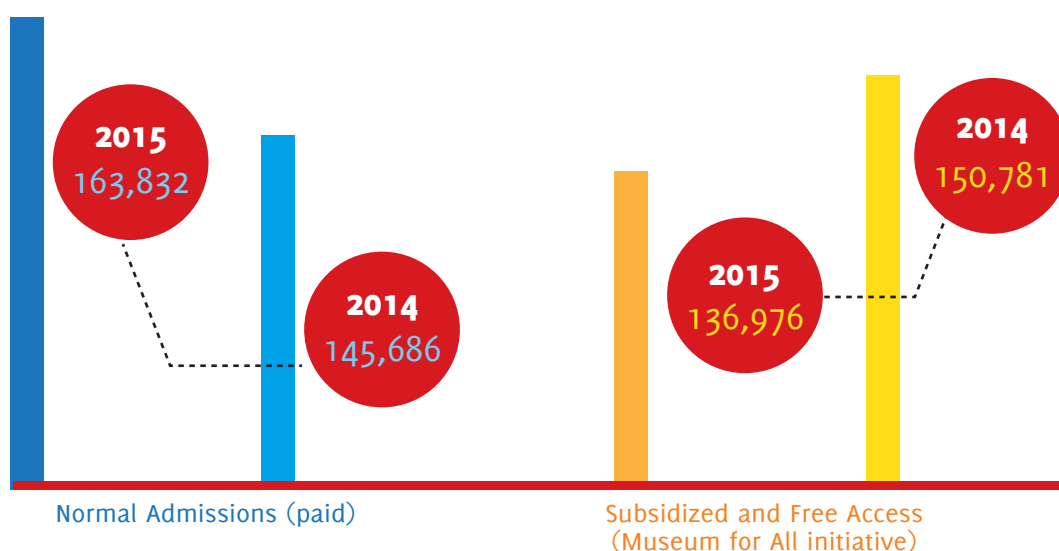
● Amman (the Capital)	10,905
● Central Governorates	7,854
● Northern Governorates	5,993
● Southern Governorates	4,258

The Children's Museum welcomed **more than 1.8 million visitors** during 8 years of exploring and learning

Statement of Comprehensive Income for the Year Ended December 31, 2015

	2015 Jordanian Dinar	2014 Jordanian Dinar
Income		
Revenues	537,321	540,523
Cash grants revenues	907,776	760,522
Non monetary grants	31,250	45,228
Amortization of deferred grants revenues	201,562	151,837
Other revenues	54,439	18,187
Interest income	14,585	12,653
Total Income	1,746,933	1,528,950
Expenses		
Administrative expenses	1,520,075	1,550,408
Depreciation	363,063	288,213
Bad debts	-	1,586
(Losses) Gains from sale and disposal of property and equipments	11,477	11,537
Total Expenses	1,894,615	1,851,744
Comprehensive Income for the Year	(147,682)	(322,794)

2014 - 2015 Annual Comparison of number of visitors



Testimonials

“Being at the Museum is so much fun for both children and adults. I want to thank everyone running this great place for their efforts and support”

Ayed Al-Khalayleh – Open Day visitor

“I want to thank the Mobile Museum’s team for all their efforts in delivering science and knowledge to children, preparing a generation that has the confidence to think and innovate”

Asma’a Abu Kabeer – Teacher

*“The exhibits help us understand what is inside our bodies and how our bodies work.”**

Yamen, in a focus group for ages 10 to 12

*“My daughter has a weak personality and is very scared of the outside world but she has fun at the Children’s Museum where it strengthens her personality.”**

Rasha, Parent

*“The students began to ask why and that is one of the most important things.”**

Public school teacher from Amman

*“The public schools do not have spaces for creativity, so when the students come to the Children’s Museum, they release their creativity.”**

Public school teacher from the Governorates

**These testimonials were collected during focus groups in a perception study about the Museum conducted by the Queen Rania Foundation*



Our Partners

Our thanks go to our donors during 2015

Founding Partners



motorola
foundation



Supporting Partners 2015

Strategic Partners

- Government of the Hashemite Kingdom of Jordan
- Royal Society for the Conservation of Nature
- Toyota - Jordan

Public Schools Visits Program Partners

- The Ministry of Education

Library and Programs Partners

- The British Council

Media Partners

- Al Faridah Group
- Al Ghad Newspaper
- Hala/ Bliss FM
- Hawa Amman
- Al Marji' Publications
- Mazaj FM
- Roya TV
- Seagulls Beat/Mood FM

Mobile Museum Partners

- Arab Potash Company
- Ayla Oasis Development Co.
- The European Union
- Samra Wastewater Treatment Plant Co.
- Zain

Community Connections Partners

- Arab Bank
- The British Council
- The European Union
- Gymboree
- Jordan Bromine Company Limited
- Al Nisr Al Arabi Insurance

Corporate Sponsors

- Arab Fertilizers & Chemicals Industries LTD. - Kempaco
- Kasih Food Production Company
- Nutridar Co.

Celebrations Partners

- Bank Al Etihad
- MetLife

UNRWA Schools Program

- Hikma Pharmaceuticals
- KIA Jordan

Open Day Partners

- Bank of Jordan
- The Greater Amman Municipality
- Hikma Pharmaceuticals

In-Kind Support

- Aqaba Development Corporation
- Aqaba Special Economic Zone Authority - ASEZA
- Batshon
- City Mall
- Cozmo
- Galleria Mall
- Maysalward | Gaming Lab
- Petra Development Tourism Region Authority
- PKF Accountants and Business Advisors