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About the Children's Museum Jordan

Since it was established in 2007 with the support and vision of Her Majesty Queen Rania Al Abdullah, the Children's Museum Jordan continues to deliver unique interactive learning experiences to children between 1 and 12 years old. The Museum is indeed a space for open ended and inquiry-based learning and where children visit to freely explore, learn and conceptualize their own conclusions and theories.

Spread over an area of 8,500 sq. meters, the Museum includes a huge Exhibit Hall with over 185 interactive and enjoyable exhibits as well as an outdoors space, a library, an art studio, a tinker lab and a secret garden. Furthermore, and to support the outstanding facilities, year-round programs and activities are offered to children and their families as well as shows and camps.



Our Mission

To make learning enjoyable for all.

Our Vision

Nurturing generations who seek knowledge.



Our Strategic Objectives

2018 – 2022:

- Maintain financial, human, and infrastructure resources' efficiency at profitable levels to achieve long term sustainability.
- Develop models of practice to enrich visitors' learning and overall experience.
- Build governance that's fulfilled in a professional and timely manner to ensure institutional stability.
- Extend audiences locally and regionally.





Our Institutional Values

- We play
- We learn and explore together
- We welcome all visitors with respect and joy
- We take risks and embrace failures
- We cooperate and help others succeed
- We adopt teamwork and appreciate individualism



Message from Her Majesty Queen Rania Al Abdullah

"Creativity and innovation form the foundation of today's progress and are essential skills for the future success of our children. At the Children's Museum Jordan, we aim to broaden children's horizons, enrich their senses, and let their imaginations run wild so as to reach the limitless possibilities of what can be."

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

An overview of 2018 from the Management

The beginning of 2018 marked the end of a decade since the establishment of the Children's Museum Jordan. A decade spent in learning, building experiences and capacity, experimenting and developing, until we reached a crucial year that marked a transition between the previous phase of building and the next phase of achieving.

Over the past year, our focus has been on setting plans and charting the main strategy for the coming years, with a forward-looking outlook, confidence in what we are capable of achieving and determination to maintain our leading position on the map of interactive learning in Jordan, which we achieved through our projects, exhibits, programs and initiatives.

In 2018, the Museum achieved a number of important milestones. With respect to designing educational exhibits, we opened the "Biodiversity in Jordan" exhibit, which we began to design and develop in 2017, making it the first exhibit to have been developed internally and locally. We also fully renovated the "Bank Exhibit" in line with the National Strategy to enhance financial literacy among the next generation.

We also developed many educational stations at our Mobile Museum to enhance its annual tours to children in the Jordanian governorates by adding a new innovative station: "The Ideas Box" Station, and developed two mobile interactive exhibits at the "Energy around Us" station.

As for programs, we performed exceptionally well this year at the Science & Art Festival – Jordan; an annual festival which we launched four years ago to become the largest educational event of its kind in Jordan for children under the age of 14. With its rich interactive content, this Festival garnered wide-scale attention that was reflected in the number of its funding and educational partners, extensive media coverage and number of visitors, which exceeded 5,400 visitors of children and their families.

We are proud that we have made these achievements throughout the year with the support of 1,117 youth volunteers who have joined efforts with us to provide the best educational experiences to the visitors of the Children's Museum and donating 8,936 hours of volunteer hours. This achievement was made possible through our Volunteering Program which provides the opportunity for young people to gain professional experience and in return, has a positive impact on raising the capacity of an important segment of the local community; the youth.

However, 2018 was not altogether smooth sailing as the suspension of school trips by the end of October following the unfortunate and sad accident at the Dead Sea. The suspension unfortunately, lead to significant decrease in our operations and the loss of a large part of our income which depends on visits by school groups.

Finally, we would like to express our appreciation to the dedicated Children's Museum's team and our gratitude to our partners for their support, without which this outstanding year would not have been possible. We leave you with our Annual Report for 2018, which provides more details on the points covered above. Thank you.

Chairman
Raja Gargour

Director
Sawsan Dalaq

Our Achievements in 2018





Opening the "Biodiversity in Jordan" Exhibit

In March 2018, we opened our first interactive exhibit designed and implemented with the expertise of the Children's Museum team and the help of local skills to showcase the subject of "Biodiversity in Jordan".

Inside this exhibit, visitors take an educational journey through the various environmental patterns of Jordan, including forests, deserts and water bodies, and learn about the living species that inhabit them.

It is worth noting that this exhibit is our first achievement in the design and development of interactive exhibits, an emerging industry in the Middle East and the Arab region.

Developing New Exhibits on "Energy Conservation" as part of the Mobile Children's Museum

The Museum partnered with the European Union Delegation, to develop two new interactive exhibits about "Energy Conservation" to complement the other eight exhibits within the "Energy around Us" station.

Now, with its ten exhibits, this station provides children and their families with a comprehensive overview of energy and how it is linked to our environment and our lives. The team also developed supportive activities, through which children apply the concepts they have learned.



Renovating the "Bank" Exhibit

In another milestone in the design and development of interactive educational exhibits and with the support of the Jordan Ahli Bank, we renovated the "Bank Exhibit", which has always been a favorite corner among our young visitors. The renovation included adding new sections that contribute, through interactive play, to enhancing children's financial literacy and introducing them to the basics of money management, and thus developing several of the critical 21st Century Skills needed among future generations.

The renovated exhibit showcases several dimensions of the financial world, such as its resources, history and management methods, as well as highlighting the important role played by banks in our lives and in supporting the economy.



Launching the "Ideas Box" Educational Station as Part of the Mobile Children's Museum

In cooperation with Libraries without Borders, we have a new educational station at our Mobile Museum, which tours the governorates of Jordan throughout the year.

Named "The Ideas Box", the new station is an interactive multi-media learning center and a mobile library developed by Libraries without Borders. It includes four cubic boxes, which are disassembled and creatively rebuilt to provide children with various educational programs and applications. The new station accompanied our team in both tours to Jordanian governorates in 2018



Concluding the "Beyond Museum Walls" Project

On April 12, 2018, the Museum's team presented its last science show within the "Beyond Museum Walls" project, which reached the end of its journey that started in 2017 with the aim to reach children in hospitals, refugee camps and host communities. The Project was part of our efforts under the "Museum for All" initiative to make our educational experience accessible to as many children as possible.

During this one-year project, our team made a total of 84 visits, with 4,884 children benefiting from and enjoying the comedy shows we presented to them. The visits included Al Zaatari and Al Azraq camps, King Hussein Cancer Center, Al Mowasat Hospital, Queen Rania Al Abdullah Hospital for Children and some host communities.

We sincerely thank our partners who helped us put a smile on children's faces, namely the German charity organization "Heart for Children", MedLabs Laboratories and Doctors without Borders (Médecins Sans Frontières). We also extend our thanks to Red Noses International for their contribution.

Memorable experiences we created in 2018



Main Programs and Events

The Science and Art Festival – Jordan

For the fourth consecutive year, we organized this annual Festival which has evolved to become the biggest educational event of its kind for children aged 4 – 14 years. The Festival aims to provide them with a unique interactive content in partnership with various educational institutions and includes workshops, interactive activities and science and cultural shows covering various subjects in science, art, literature, technology; to name but a few.

The Festival has succeeded in becoming a platform that brings the best interactive learning applications offered in Jordan in one place. We received nearly 5,400 children and families in 2018 who enjoyed the Festival's informative and educational program.





The "Celebrations" Program

We launched this program in 2009 to celebrate some of the main annual religious and national occasions with interactive programs that highlight our societal role in promoting values, elements of culture and the spirit of citizenship among children, and reflect the cultural diversity that has characterized our Jordanian society in recent years in light of the political and economic developments in the region.

As part of this Program, we organize the following five celebrations every year:

- Mother's Day
- Labor Day
- Eid Al Fitr
- Eid Al Adha
- Christmas

The "Community Connections" Program

Under this Program, we celebrate several global dates and causes to raise children's awareness of their society and the world and their key role in them. In 2018, we offered our visiting families and schools the following interactive educational programs:

- Spring and Earth: A special weekend from 12 – 14 of April.
- The Holy Month of Ramadan.
- Universal Children's Month: Throughout November.
- Interactive scientific activities on the International Science Center & Science Museum Day: 10th of November.
- International Day of Persons with Disabilities: 3rd of December.



Other Events and Programs

- Daily programs for visitors.
- The Early Childhood Programs (for toddlers aged 1 – 5 years).
- The Eighth Annual Open Day for Private School Teachers entitled "Shape your Visit"
- "ArTinker" Winter Camp (Art and Tinkering).
- Interactive programs and workshops for schools.

Participation in National and International Festivals and Events

- Presented science shows in "Amman Science Week" organized by the American Embassy.
- Hosted the Science Film Festival 2018.
- The Management team participated in the European Network of Science Centers and Museums' (Ecsite) conference, by presenting three sessions.
- The Museum's team attended and participated in the Sixth General Assembly (NAMES 2018 conference), by presenting sessions and workshops.
- Contribution to Al-Fuhais Festival, by presenting scientific activities.
- Presented science activities to families in Mecca Mall on the occasion of International Museum Day.
- Presented science activities to families in Mecca Mall on the occasion of World Science Day for Peace and Development 2018.



As part of the "Museum for All" Initiative



About the "Museum for All" Initiative

Driven by our pursuit of "inclusivity", we launched this initiative in 2009 to make our educational experience accessible to as many children as possible in all segments of society. The initiative includes the following free programs:

- The Public Schools Visitations Program
- The UNRWA Schools Visitations Program
- The Charities and Orphanage Visitations Program
- The Open Days Program (for economically disadvantaged families)
- The Mobile Children's Museum
- The Beyond Museum Walls Project (which concluded its activities in April 2018)

The Mobile Children's Museum in 2018

Launched in 2012, the Mobile Children's Museum is one of the Museum's free programs aimed at making its educational experience accessible to the largest possible number of children in Jordan. Due to the geographical and financial obstacles that prevent children in other governorates from coming to the Museum in Amman, our Mobile Museum takes the fun learning experience to them in two main tours annually during the first and second school semesters.

The Mobile Museum travels through the governorates of Jordan, turning selected spaces and halls into a temporary museum offering numerous interactive exhibits and programs; such as the 3D Planetarium, various discovery stations and much more to give children the chance to enjoy its smart scientific experiences in interactive learning free of charge.

Total Visitors to the Mobile Children's Museum in 2018

Since its launch in 2012 until May 2018, the Mobile Children's Museum received more than 275,600 visitors. The number of its visitors in 2018 was as follows:

Tour	Governorate	School Group Visits	Family Visits	Total
First Tour	Karak	10,937	3,737	14,674
	Ajloun	1,394	344	1,738
Second Tour	Irbid	6,532	1,532	8,064
	Ajloun	450	-	450
	Jerash	568	-	568
Total Mobile Museum's visitors in 2018		19,881 visitors	5,613 visitors	25,494 visitors

Our Visitors in 2018



Total Visitors in 2018

Category	Total regular admission	Total free / subsidized admission	Total visitors
Schools and groups	35,172	60,230	95,402
Families	90,870	73,404	164,274
Birthdays and facility rentals	4,273	-	4,273
Total number of visitors	130,315 visitors	133,634 visitors	263,949 visitors

Regular Admission by Category in 2018

Category	Visitors
Schools and groups:	
Private schools and groups	30,579
Member private schools	3,366
School workshops	1,227
Total school and group visitors under regular admission	35,172 visitors
Families:	
Regular family visits	56,951
Member family visits	23,032
Partners' visits	426
Events, camps and shows	10,461
Total family visitors under regular admission	90,870
Birthdays and facility rentals:	
Birthdays	3,006
Facility rentals	1,267
Total birthdays and facility rental visitors	4,273
Total visitors under regular admission	130,315 visitors

Free and Subsidized Admission by Category

Category	Visitors
Schools and groups:	
Public school students	22,115
UNRWA students	5,303
Charities and orphanages	9,665
The Mobile Children's Museum (Governorates - schools and groups)	19,881
The Beyond Museum Walls project (children in hospitals, refugee camps and host communities)	998
Events and shows	1,795
Total schools and groups under free/subsidized admission	60,230
Families:	
The Open Days	35,370
The Mobile Children's Museum project (Governorates – families)	5,613
Events and shows	3,862
Partners	25,010
Others	3,549
Total families under free and subsidized admission	73,802
Total visitors under free and subsidized admission	133,634 visitors

Revenues and Expenses for the Year ending 31st of December 2018

	2018 JD	2017 JD
Income		
Revenues	464,515	633,755
Cash grants	1,108,030	1,070,844
Non-cash grants	25,700	20,900
Amortization of deferred grants revenue	241,255	222,158
Other revenue	69,033	15,227
Total income	1,908,533	1,962,884
Expenses		
Administrative expenses	1,971,709	2,037,960
Total expenses	1,971,709	2,037,960
Deficit for the year	63,176	75,076

Inspiring Testimonials



"My journey of volunteering at the Children's Museum started in 2013. Since then, volunteering has been a significant part of my life and the change in my personality which were the result of working with diverse members of society and the nature of my assignments in dealing directly with visitors. This exposure equipped me with communication skills, increased my confidence in public speaking and enhanced my problem-solving and decision-making skills. My improved practical skills gave me the confidence to take part in various activities and I am currently the head of the student division of the Institute of Electrical and Electronics Engineers (IEEE) at my university, and was recently elected as the Campus Director for Mutah University's Hult Prize, in addition to my active participation in other activities of which I am deeply proud."

Laith Al Zamer – 19 years

One of the young volunteers at the Children's Museum

"It was a gloomy room with the children in bed receiving their chemotherapy, the laughs filled the place despite the pain, and the joy was contagious from one child to the other. As we were packing our equipment to leave, a shy mother approached us with teary eyes, thanking the team for allowing her to finally see her child's smile again since he was diagnosed with cancer six months ago."

Rasha Dababneh – Project Manager,
from the first visit to King Hussein
Cancer Center

"During my visit to the Mobile Children's Museum, I learned about ways to rationalize the consumption of electricity in our house by taking part in the "Energy around Us" station. I also learned about planets and space, and loved the 3D Planetarium and Art Station a lot."

Noor Mohamad Al Qawasmeh – 14 years
A visitor to the Mobile Children's
Museum's

"One of the stories that gave me joy took place when a visiting family; a mother and her two children brought the money which they saved specifically to get an annual family membership at our Museum. The mother explained how much her kids loved the Museum and that she realized the importance of visiting the Museum repeatedly with them, so she suggested that they start saving for this purpose. Standing in the new Bank exhibit with her kids, the mother added that she wanted them to learn how to manage their money, make decisions regarding it and weigh the value of things before they buy them."

Rawan Al sukhon – A receptionist
at the Children's Museum

The Board of Trustees

- Her Majesty Queen Rania Al Abdullah - Chairperson
- HE the Mayor of Amman representing the Greater Amman Municipality – Deputy Chairman
- HE Ms. Suzanne Afanah
- Ms. Hana Darwazeh Ramadan
- Mr. Raja Gargour
- Ms. Zina Jardaneh
- Mr. Khalil Miqdadi
- Mr. Khalid Nahhas
- Ms. Samia Salfiti
- Ms. Deena Saoudi
- Mr. Yassin Talhouni
- Zain Jordan - represented by Mr. Tareq Al Bitar

The Board of Directors

- Mr. Raja Gargour – Chairman
- Mr. Khalil Miqdadi - Deputy Chairman
- HE the Mayor of Amman representing the Greater Amman Municipality
- Ms. Zina Jardaneh
- Ms. Deena Saoudi

Our Partners in 2018

Our gratitude goes to our partners for believing in us.

Founding Partners



motorola
foundation



البنك الأهلي الأردني
Jordan Ahli Bank



الشيخ
عبدالله صالح كامل



Good Food, Good Life

Strategic Partners/ Public Schools' Visitation Program Partners



حكومة المملكة الأردنية الهاشمية



UNRWA Schools' Visitation Program Partners/ Celebrations Program Partners

hikma.



Environmental Awareness Programs Partners



JORDAN ENVIROFUND
مندوق حماية البيئة
Ministry of Environment
وزارة البيئة



وزارة البيئة

Exhibit Partners



الجمعية الملكية
لحماية الطبيعة
RSCN

البنك الأهلي الأردني
Jordan Ahli Bank



مقدادي
MIQDADI
شركة المواد الزراعية
Agricultural Materials Company

Mobile Museum Partners



البوتاس العربية
Arab Potash



European Union
الاتحاد الأوروبي



REEE II
Renewable Energy
and Energy Efficiency II



البنك الاستثماري
REVOLVING AROUND YOU



Bibliothèques
Sans Frontières
Libraries Without Borders



TAIWAN
ICDF



MERCY
CORPS

Educational Programs Partners



EIN
HERZ FÜR
KINDER



MedLabs
Consultancy Group
مختبرات مدلاب



قواتنا... مستقرنا



STS



Mecca Mall
Shopping for all



كيمابكو
شركة خدمات إلكترونية متخصصة في مجال
التجارة الإلكترونية



Capitalbank
كابيتال بنك



BDO



THE OUTFIT

Media Partners



AlMarji'
Publications
المرجعي
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نكهات
عائلية
Family
Flavours



PLAY



السعيد
الشركة الأردنية لتسويق وتصنيع
المنتجات الغذائية



الغد
حق المعرفة



هالا
الأردن هولا