

The Children's Museum Jordan

ANNUAL REPORT —2019—

Play . Explore . Learn



When Challenges Present Opportunities

About the Museum


The Children's Museum Jordan was established in 2007 through the vision of Her Majesty Queen Rania Al Abdullah to provide new learning experiences and a space for interactive learning opportunities. Children under the age of 12 can freely explore exhibits, reach their own conclusions after analysis and learn from experiences. Spread over a space of 8,500 sqm, the Museum has over 185 exhibits and offers year-round programs, activities and celebrations. Children also enjoy wonderful facilities inside the Museum including: the Art Studio, a Secret Garden and Library as well as a Tinker Lab.

Our Vision Nurturing generations who seek knowledge.

Our Mission To make learning enjoyable for all.



Message from Her Majesty Queen Rania Al Abdullah



“When learning is fun, it has the potential to spark children’s curiosity and turn them into life-long learners, putting them on the path to become the explorers and innovators of the future.”

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



Letter from the Management

Friends of the Children's Museum Jordan,

Our commitment to serve our community has always been our driver and providing real and substantial interactive learning for young children all over Jordan has always been our focus.

We hereby, present you with our 2019 Annual Report which summarizes the challenges the Museum faced during the year, milestones and achievements as well as results of KPIs set under our five-year Strategic Objectives set in 2018. Our KPIs rely on the collection of technical data throughout the year, reporting to our Board of Directors, and most importantly, on feedback we collect from our partners, beneficiaries and visitors.

We are grateful for the fact that overall, 2019 was a good year which witnessed a sharp increase in visitors numbers from families in particular. This

was probably due to an extension of our working hours in the Summer and a continuous improvement process of our offerings including but not limited to: more focused and creative educational content to support the development of 21st Century Skills.

We are also very proud of the fact that we had been selected by several organizations locally and internationally to develop interactive content and activities as well as training programs for their teams under our external consultancies services. On the other hand, we are dismayed that schools' field trips and visitations to the Museum have not recovered since the tragic Dead Sea accident in late 2018 and the shadow it cast on all field visits. However and in light of the revised field visits' regulations issued by the Ministry of Education, we worked on delivering our unique learning

workshops and programs on site through our newly developed "The Museum at School" program which includes various offerings for the faculty to choose from and for students to enjoy.

We will not tire or relent when faced with new challenges as we are believers in the impact our Museum makes on children when it tickles their brains with inquiry-based learning and opportunities for non-formal education. What the Children's Museum Jordan does lies in it being an enabler of new generations to be future thinkers, innovators and leaders in our society. The year 2019 was similar to the previous 12 years for us in its mix of passion for learning as well as serving our beneficiaries and providing them with the best non-formal learning space in the whole of Jordan.

The Children's Museum Jordan served 244,354 visitors in 2019; of which 43% benefitted from our subsidized or free offerings under the "Museum for All" initiative. This could not have been possible without the support of all our donors, partners, staff, volunteers and Board of Directors.

We thank you while we continue to be inspired by your love for knowledge and learning as we continue to thrive to achieve our mission in full.



“The Children’s Museum is part of the childhood of each of my children.
We have been visiting it for years now and they never tire of learning in
the Museum’s different sections and corners.

~

Mrs. Alaa’, mother of Rashed, Khaled and Hashem

The Year 2019 in Numbers



— **244,354** —

is the total number of visitors in Amman and the Governorates.

— **970** —

is the number of Museum's family members.

— **6** —

consultancy projects commissioned to the Children's Museum to conduct for local and international organizations.



— **1001** —

volunteers who kindly gave us,

— **8008** —

hours of their time.

— **232** —

interactive programs designed and offered to children aged between 6 and 12 years old.



— **202** —

interactive programs designed and offered to children in their early years (1-5).

— **5,415** —

surveys were conducted among our visitors and analyzed.

— **15** —

rentals of facilities to external entities.



— **4,500** —

young explorers and learners attended our annual Science and Arts Festival.

— **34,000** —

visitors benefitted from the Mobile Children's Museum in Jordanian Governorates.

— **104,949** —

visitors benefitted from our free admission under the Museum for All Initiative.



The Science & Art Festival-Jordan 2019

Milestones in 2019

Celebrations and other pillar Programs in 2019

Through our special “Celebrations program”, the Museum held five celebrations: Mother’s Day, Labor Day, Eid Al-Fitr, Eid Al-Adha, and Christmas. We are very proud that our celebrations this year received a great turnout.

The Museum offered special activities under its “Community Connections program” to raise awareness and educate children about important issues and events that affect the life of each person as well as the community we live in. The most prominent were days were: Global Money Week World Health Day, Universal Children’s Month, The Holy Month of Ramadan, International Day for Children with Disabilities (special workshops for children with disabilities were offered).

Also, the Education and Programs team presented several programs and activities that were received with resounding success:

- The 4th Science and Art Festival - Jordan
- The annual Winter Camp
- Art Week



Eid Al-Fitr



Science & Art Festival



Art Week



“Gastronaut” Science Show

Hosting the international science show (Gastronaut: Adventures in Food)

We hosted an exciting food science show all the way from UK! We are delighted that 1,750 children and their families enjoyed the innovative show of the British artist Stephen Gates at Al Hussein Cultural Center Theater. We always seek to provide children in Jordan with the opportunity to experience international shows and performances as that triggers their curiosity toward the various fields and applications of science.



“Gastronaut” Science Show

The Museum at your School Program

Our Education & Programs team designed tens of programs and workshops which can be conducted on site at schools which was in response to limitations to field visits.



Marking the Global Money Week

The Children's Museum Jordan made another stride in its efforts to raise financial literacy among young children by supporting its newly renovated Bank Exhibit with a focused program for children. We joined over 160 countries worldwide in marking the week with creative programming to educate children about the importance of financial planning at a young age. With the support of Arab Bank and in partnership with Al Hussein Fund for Excellence, we launched a full-week interactive program. The program consisted of exciting financial activities, workshops and games which motivated children to learn the basic skills of money management.

Launching the temporary exhibit titled "Outbreak: Epidemics in a Connected World"

The educational exhibit created originally by the Smithsonian's National Museum of Natural History, was launched to mark the World Health Day celebrated on April 7th of every year. The exhibit featured local content developed in partnership with USAID's PREDICT-2 Jordan Project which allows global monitoring of viruses and early detection of potential pandemics.

The content of the exhibit also featured the efforts of Jordanian scientists in applying this project by Echohealth Alliance and the Jordan University for Science and Technology, with the aim of identifying and responding to new zoonotic infectious diseases before they spread to humans.



Early Childhood Programs (1-5 Years)

The Museum has been focusing on early childhood programs since 2012, by developing a special area for children of this important age group, and designing distinctive daily programs and activities to build the toddlers' basic abilities and skills.

The most prominent development this year, was the huge success of the new Wonder Room which is a space dedicated to toddlers. The theme of the Wonder Room changes every month and is curated by our in-house expert to delight young children and stimulate their innate curiosity.

Participating the Euro-Mediterranean and Middle East (EMME) Summer School for Science Communication

The Museum, represented by members of its team participated in the fourth edition of EMME Summer School which was held in Kuwait City in October 2019. The School was hosted and organized by Scientific Center in Kuwait and we are proud to have been invited to present a paper and workshop on: “Techniques of Management, Marketing & Fundraising”.



The Art Studio got a makeover with support from the Bank of Jordan

We embarked on facelift and a renovation of our Art Studio in 2019. Being one of the most inspiring spaces at the Museum and an extremely popular facility among our young visitors, the space needed a new and fresh look that is also practical touch which was made possible with the support of our innovative partner, the Bank of Jordan.

Art is one of the main areas we focus on through the Museum’s educational programs. The specialized education team develops art programs throughout the year, and work on cooperating with established artists to provide activities and teach various art techniques to enhance children’s creativity.



Renovation of the Art Studio

The Museum as a unique and distinguished space

The year 2019 witnessed our hosting of many special events, whose organizers realized the unique and creative atmosphere of the Museum and chose its facilities to mark their important moments with their guests.

The most prominent events were:

- The celebration of 60 Years of German-Jordanian development cooperation and partnership organized by the German Agency for International Cooperation (GIZ) and the German Embassy in Jordan with the support of the German Federal Ministry for Economic Cooperation and Development.
- Launch of (Tummyfish) mobile application and book in Jordan by Nestle in cooperation with the Royal Health Awareness Society.
- A Ceremony by the Abdul Hameed Shoman Foundation for their annual creativity award for children and youth "Abde".





The Children's Museum Participation in Abu Dhabi Science Festival 2019

Represented in Abu Dhabi by its specialized team, the Children's Museum participated in the huge annual festival in 2019 , performing "Under the Pressure" science show.

The successful science shows are one of the most unique things the Children's Museum offers in the science communication field in Jordan and in the Arab region. All shows are in house developed and designed by the Museum's team to deliver scientific concepts through comedy and drama.

Partnerships and External Projects We Are Proud of

Launch the Facilitators Training Program (1) with the Goethe Institut in Jordan

The Children's Museum devoted its 12-year experience in delivering interactive learning to design the first course of the Field Facilitator Program in cooperation with Goethe Institute in Amman. The goal is to build the basic capabilities and skills of facilitators working in the field of non-formal education in local and international organizations and institutions. The program provides essential tools and strategies for work with children in various applications of non-formal education.



Training project in partnership with UNESCO within Safeguard of Cultural Heritage

As part of the national and United Nations' efforts to raise awareness on the importance of intangible cultural heritage among young generations; the Children's Museum, in partnership with UNESCO office in Amman, designed a training guide and teaching aids for teachers to enable them to provide an after-school extracurricular programs and activities for students.

The guide aims to help teachers and students understand the various forms of cultural heritage; such as popular games, folk music, and how to preserve them.

Design and provide a specialized training to Maher Al-Farid program — Al-Aqsa Library

Through workshops on communication through science, stages of children's development and other topics, the Children's Museum provided field training about non-formal education for the team of Maher Al-Farid Program which is a cultural and scientific program that targets 4 to 10-year-old children at Al-Aqsa Library.



In Progress

Advisory project: Developing an educational portfolio for waste management in partnership with the Ministry of Environment and the Environmental Protection Fund

As a continuation of our three-year partnership, we were assigned by the Ministry of Environment to develop interactive and hands-on content to raise awareness on littering in Jordan. The Program aims to spread environmental awareness among the Museum's visitors on waste management but will also be implemented across Jordan.

The Museum scope of work is to design an interactive educational kit on waste management and littering after conducting extensive research into the needs as well as relevance to the national curricula. Next steps include training a group of teachers and facilitators on implementation of the kits so as to reach as many children as possible.



Development of two educational stations within The Mobile Children's Museum

We are delighted to have received a grant from the Shoman Foundation to enlighten and educate more children in the Governorates through our Mobile Children's Museum. The grant will help purchase a brand new mobile planetarium as well as human body exhibits.

The upgrades and new additions are expected to be ready and available for visitors of the Mobile Museum in its first tour for 2021.

Redevelopment of the interactive Flow Wall exhibit with the support of the American Embassy in Jordan

The hugely popular and exciting "I am Change" area at the Museum was developed in 2013 to educate children about water and energy resources in Jordan.

With a grant from the NEA Environment, Science, Technology & Health Hub Office we started to redevelop the Flow Wall exhibit which is one of the most important exhibits in the area. The exhibit's digital graphic interface will be updated, in addition to the virtual reality technology which enables children to interact and move water using their bodies. The improvements also aim to introduce children and their families to the limited water resources in Jordan, and the water journey from the natural resources to their homes.



Figure 1. The effect of the number of trials on the number of correct responses. The number of correct responses was significantly higher for the 10 trials condition than for the 5 trials condition. Error bars represent the standard error of the mean.



How do we reach all children in Jordan with our educational experience?

While many children are unable to visit our Museum, due to their economic conditions, the distance or other reasons, we do the best to reach them. For the 11th consecutive year, our free programs, under the “Museum for All” initiative, continue to achieve our goal of inclusiveness. The initiative; through the below programs, covers different access to a wide spectrum of visitors and beneficiaries:

- The Public schools visitations program
- The UNRWA schools visitations program
- Charities and orphanages visitations program
- The Open Days program organized once a month for families
- The Mobile Children’s Museum



The Mobile Children’s Museum in the Capital and Governorates

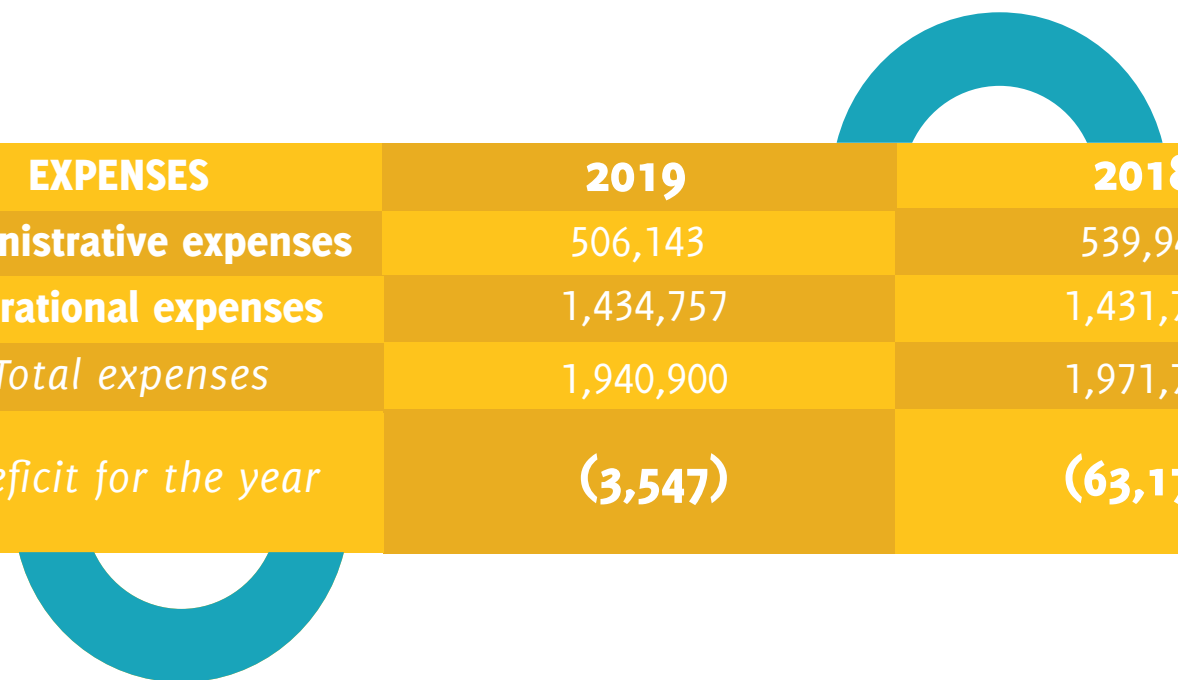
In 2019, our Mobile Museum maintained its momentum of moving among the governorates, and opening its doors for families and schools for the eighth year in a row. It received 34,000 in three tours that covered 18 sites in the governorates of: Balqa, Zarqa, Amman, Ajloun, Irbid, Mafrqa, Madaba, Ma’an and Jerash.



Revenues and Expenses

for the Year ending 31st of December 2019

REVENUES	2019	2018
Cash grants	1,126,695	1,108,030
Non-cash grants	35,680	25,700
Operational revenues	518,979	464,515
Amortization of deferred grants revenue	240,877	241,255
Other revenues	15,122	69,033
<i>Total income</i>	1,937,353	1,908,533



EXPENSES	2019	2018
Administrative expenses	506,143	539,949
Operational expenses	1,434,757	1,431,760
<i>Total expenses</i>	1,940,900	1,971,709
<i>Deficit for the year</i>	(3,547)	(63,176)

* All above amounts are in Jordanian Dinar.


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Thanks to our partners and supporters

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Mobile Museum Partners						Exhibit Partners				Open Days Program Partners			
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In-Kind Support						Educational Programs Partners							
  <p>landmark AMMAN HOTEL & CONFERENCE CENTER</p>  <p>FAJ lifestyle center</p>  <p>WHERE TO JO</p>  <p>BDO</p>  <p>Mecca Mall Shopping for all</p>  <p>karasi TICKETING</p>  <p>قطر قارات مستقلة</p>						 <p>USAID FROM THE AMERICAN PEOPLE</p>  <p>الوزارة المعتمدة</p>  <p>Capital Bank كابيتال بنك</p>  <p>كيمابكو شركة خدمات الأجهزة والكهربائيات العربية د.م.م</p>  <p>مركز تأسس لطلاب من الأردن The Jordanian Trust for Excellence</p>  <p>بنك العربي لحيز مع البنك العربي</p> 							
Individual partner		Media Partners											
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