

The Children's Museum Jordan Annual Report **22**



Play
Explore
Learn

Contents

• A Message from Her Majesty Queen Rania Al Abdullah	3
• About the Children’s Museum Jordan	4
• Our Mission and Vision	5
• The Strategic Objectives and Values	6
• The Pedagogy of Play at the Children’s Museum	7
• A Message from the Management	8
• Spotlight on the Year 2022	10
• The Museum Celebrates its 15-Year Anniversary	12
• The Mobile Museum’s 10-Year Anniversary	15
• Highlights of Achievements in 2022	
■ In the Exhibit Hall	16
■ In Programs	18
■ In Outreach	28
■ In product Development	34
■ In Local and Regional Partnerships	37
• Overview of our Visitors’ Traffic	40
• Financial Statements	43
• Partners, Donors, and Sponsors	44
• Members of the Boards of Trustees and Directors	45



A word 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
Chairperson of the Board of Trustees





Our Mission: To make learning enjoyable for all.

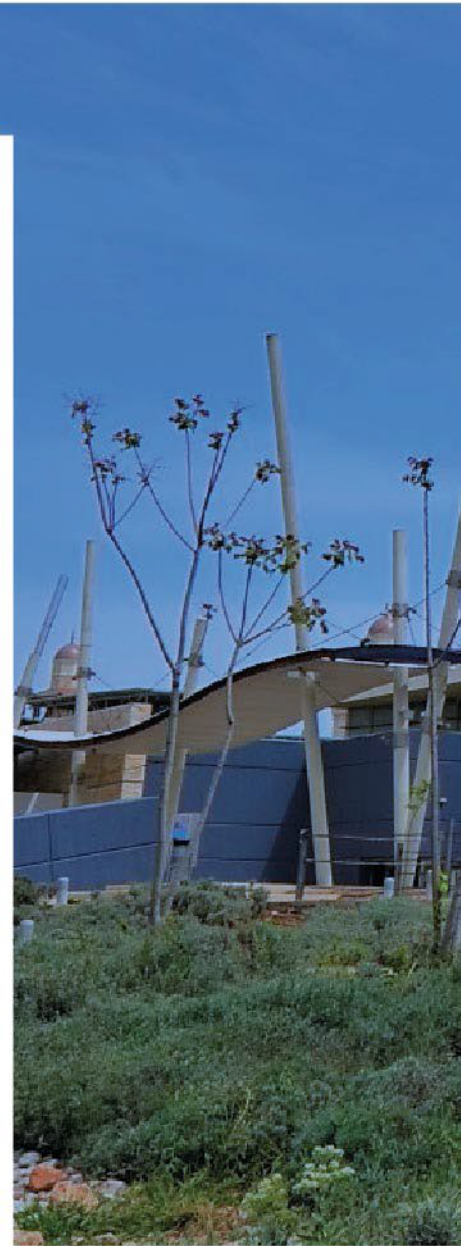
Our Vision: Nurturing generations seeking knowledge.

About the Children's Museum Jordan

The Children's Museum Jordan was established in Amman in 2007 through the vision of Her Majesty Queen Rania Al Abdullah to provide a space to unleash children's imagination, learn and explore through play, questioning, and innovation. As a non-formal educational institution, the Museum aims at developing children's cognitive, social, emotional, motor, and language skills through its educational exhibits and programs and has established itself as a key partner in supporting the development of the educational process in the early years.

The Children's Museum is in itself, a creative space that is spread over 8,500 m² and houses more than 190 interactive educational exhibits in its Exhibit Hall and Outdoor Area, in addition to numerous educational facilities such as the Art Studio, Tinkering Studio, Library, and Secret Garden.

The Museum offers an interactive learning environment that allows children between the ages of 1 to 12 years to freely explore and learn through play and self-exploration using their own senses and curiosity to discover new things. It also offers year-round interactive educational programs in the topics of science, technology, engineering, arts, and math (STEAM) in addition to visual arts, early childhood, and literacy. The Museum also organizes celebrations, shows, camps, and specialized courses and workshops.





The Pedagogy of Play at the Children's Museum Jordan

The Children's Museum Jordan adopts the "Learning through play" approach

Content:

- Visual Arts
- Reading and writing
- Early childhood
- STEAM

Supporting Children's Growth in:

- Linguistics
- Social interaction
- Knowledge
- Movement/Motor Skills
- Emotional development

The Three Pillars of our Educational Experience:

- Exhibits
- Programs
- Facilitation



Our Strategic Objectives 2018 – 2022:

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

Our Institutional Values:

At the Children's Museum Jordan:

- We play.
- We are inclusive.
- We embrace failures and take risks.
- We make others successful.
- We treat all visitors with hospitality and respect.
- We collaborate and encourage individuality.
- We value professionalism.

The Mobile Children’s Museum is one of the most prominent and successful arms of our “Museum for All” Initiative which aims to make the Museum as accessible as possible to the country’s children. The Mobile Museum breaks down geographic and economic barriers as it tours the governorates to provide our unique learning experience to children across Jordan.

2022 was also a year of recovery from the consequences of the COVID-19 pandemic which had a huge impact on our operations in 2020 and 2021. In 2022, our operations and offerings were gradually going back to normal and our visitors’ numbers were back to the pre-pandemic traffic we were used to witness in 2019.

The year was certainly a special one full of achievements and we were delighted that our Exhibit Hall received its share of them as the new Technology and Communication area was developed and launched. The new exhibit aims to educate children about how technology works and is applied and has since then been very popular with our young visitors who come in to explore our latest addition.

We are grateful that we were able to go back to normal with our offerings in programs and special events at full throttle which allowed us to reach a wider audience geographically through a special edition of our Science & Arts Festival being held in Maan in collaboration with the Crown Prince Foundation.

We hope you enjoy reading more about the Museum’s journey in 2022.

A Message from the Management

Dear visitors, supporters, and friends,

As we reflect on our achievements in 2022 with you, we must first extend our sincere gratitude for your faith in the Children’s Museum Jordan and its educational mission. It was an extra special year for us as we celebrated the Museum’s 15-year anniversary and looked back on years of hard work, passion, a unique experience, and a joyous ride full of learning.

We decided to celebrate this milestone by looking back to find stories of how the Museum impacted those young children who came to visit us since we first opened our doors in 2007, and we did!

We were told of some heart-warming stories of children coming to visit us and who are now parents eager to pursue the same experience with their own children. Passionate youths who volunteered with us to “help us out” are now successful professionals and pursuing careers of their own. Teachers told us about what kind of a great resource they found in the Museum as they continued to plan field trips for their students year after year.

Such experiences filled us with pride, and specially that we have been able to translate a vision by Her Majesty Queen Rania Al Abdullah so many years ago, into a reality. Our ambitions have grown over the span of 15 years as we curate our unique Arabic interactive content for more children across the country and have even been able to find our way to work with partners regionally.

Our team’s experience in the field of hands-on non-formal learning has grown and with that, our circle of partners and supporters has also grown – for that, and so much more we are truly grateful.

Inclusivity and access have been objectives of the Children’s Museum Jordan since day one of establishment. As the first of its kind institution in Jordan, it was always intended to be a service for all of Jordan’s children and this objective became a reality when we launched our Mobile Children’s Museum 10 years ago.

The Year **2022**

— **375,116** —

visitors of the Mobile Children's Museum in various governorates since lunched.



— **118** —

specialized workshops and programs designed and offered to toddlers (between 1 and 5 years).



— **9** —

governorates visited by the Mobile Museum in 2022.

— **10 years** —

since the launch of the Mobile Children's Museum

— **18** —

dedicated programs during the local and international occasions with activities that cater to different age groups.



— **3,517** —

volunteers who supported our operations during the year.

Spotlight On

— 5 —

new Products and services launched.



— 15 years —

of the Children's Museum Jordan proudly serving its community.

— 265,225 —

total number of visitors served by the Children's Museum Jordan and the Mobile Children's Museum.



— 220,720 —

followers on Social Media platforms.



— 346 —

workshops and hands-on programs designed and offered to children aged between 6 and 12 years old.

— 74,164 —

beneficiaries of our outreach programs under the Museum For All initiative.



— In September —

opening of the new Technology and Communication Exhibit Area.

— The Children's Museum Jordan in 15 years —

The Museum for All

Subsidized free-of-charge entry for specific groups. The Mobile Museum project visits governorates on a yearly basis, and has received more than 350 K school children and families to date.

Early Childhood Development

Unique learning experiences through special exhibits and programs for children from ages 1 to 5.

More than 893 k students

from public, private, and UNRWA schools have visited the Museum in Amman or the Mobile Museum and benefited from interactive programs and science communication.

Individual Social Responsibility

A volunteering program launched in 2009 to build partnerships with organizations and receive volunteers.

More than 3 million visitors

from children and families from various places have visited the Museum over the past 15 years.

More than 190 interactive exhibits

One-of-a-kind interactive educational exhibits that offer children unforgettable learning experiences.

The Museum Celebrates its 15-Year Anniversary

Our 15-year anniversary milestone became extra special when Her Majesty Queen Rania Al Abdullah visited the Museum. During the visit, Her Majesty took the time to tour the Museum and learn of new developments, meet the team, and joined us in learning of special and inspirational stories from beneficiaries and former volunteers. Her Majesty also met with representatives of the Museum's main partners and donors.

Over the last 15 years, the Museum successfully cemented its position as the leading non-formal learning organization in Jordan and has served over 3 million visitors. Furthermore, it proudly contributed to the rise and development of the interactive and hands-on learning field in the country.

With the vision and support of Her Majesty Queen Rania Al Abdullah, and as we look back at 15 wonderful years, we remain truly and whole heartedly committed to making learning a fun and enjoyable process for all children in Jordan.

“ This is where imaginations are lit, ideas are sparked, and connections are made ”

The Mobile Children's Museum's 10-year Anniversary

This year also marks the Mobile Children's Museum's 10-year anniversary which took to the road in 2012 to ensure that our unique educational experience is accessible to children in Jordan regardless of economic and geographic barriers.

The Mobile Children's Museum kicked-off its journey in Jordan's southernmost city, Aqaba, and has been serving schools, children and families in remote locations ever since. The Mobile Museum's annual journey is divided over three different tours which coincide with the schools' semester and a summer tour.

Each tour includes five different locations whereby our team sets up a mini museum experience in a large hall and makes it accessible to the community and the neighboring areas, most of whom cannot visit the Museum in Amman under normal circumstances.



The Mobile Museum has been a pride and joy due to its extreme popularity from day one and its interactive and hands-on offerings of exhibits and programs that evolved over the last 10 years. We have continuously worked on enriching its content to ensure that we are offering children the best learning experience possible.

The Mobile Children's Museum's partners and supporters have grown over the years too as its impact became more apparent and so have its visitors which exceeded 375,116 since opening.

2007

Her Majesty Queen Rania Abdullah launches the Children's Museum Jordan

2009

- Launch of the Museum For All Initiative
- Launch of the Celebrations Program

2013

- Opening of the I Am Change Exhibit Area (Water & Energy)
- Opening of the Secret Garden

2015

- Launch of the Science & Arts Festival which is the first festival dedicated to children and fun learning
- Installation and launch of the Museum's PV system
- The Museum is elected to preside over the North Africa and Middle East Science Centers Network (NAMES)

2017

- Upgrade and expansion of the Secret Garden
- The Children's Museum Jordan's 10-year anniversary

2019

- Upgrade of the Art Studio
- Opening of the Tiny Tots space as an additional area to provide activities for toddlers (Early Childhood development)
- Launch of the Children's Museum at School Program as a response to the inability of schools to visit the Museum

2021

- Launch of the Museum's in-house educational products and kits to transfer the knowledge to anyone working in non-formal educational settings
- Launch of the Museum's Academy (clubs and courses)

2008

Launch of the Volunteering Program

2012

- Launch of the Community Connections Program
- Launch of the Mobile Children's Museum

2014

- Opening of the first dedicated space for Early Childhood Development, the Once Upon A Shape Area
- Opening of the Invention Lab which was later transformed into the Tinkering Studio

2016

- The Museum's total number of visitors since opening reaches the 2 million milestone
- Upgrade and re-development of the Air & Flight Area

2018

- Opening of the Biodiversity in Jordan Area which was completely designed and fabricated by our team and locally
- Upgrade and renovation of the Bank Exhibit Area
- Development and launch of new exhibits for the Mobile Children's Museum

2020

- The Museum's total number of visitors since opening reaches the 3 million milestone
- Closure of the Museum due to the COVID-19 pandemic
- Launch of the Museum's online content
- Upgrade and re-opening of the Flow Wall exhibit

2022

- The Museum's 15-year anniversary
- Opening of the Technology and Communication Area
- Launch of the Eco Box product and the 110 Board Game

Opening of the interactive Technology and Communication's Area

This latest addition to our Exhibit Hall was opened by Her Majesty Queen Rania Al Abdullah during the 15-year anniversary event. The Area was designed by two young designers who were the winners of a competition launched by Zain Jordan and Zinc and was developed in-house by our own team.

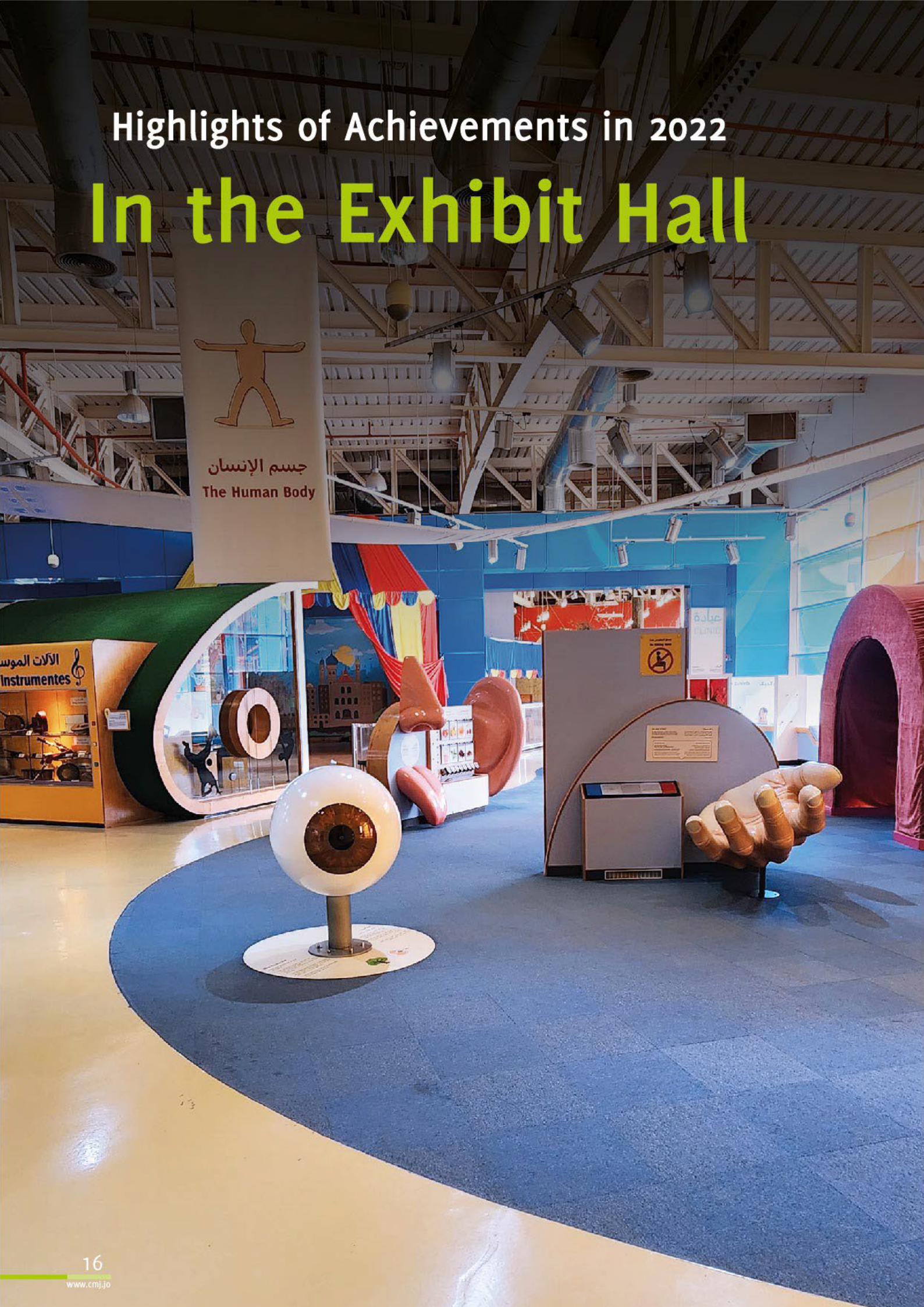


The new interactive area features various exhibits that explain to children the technology behind the technology and how it works. The exhibits which address children aged 7 and above, have diverse content from how a selfie works, where data is stored, and the basic principle of coding among other topics.

The Museum's team continuously evaluates topics and issues that need and can be addressed in our offerings in exhibits and programs to make sure that we maintain a healthy balance of knowledge and skills' acquisition by visiting children. Ultimately, exhibits are designed and developed to ensure that the Museum's pedagogy of "learning through play" is achieved.

Highlights of Achievements in 2022

In the Exhibit Hall



The Science and Arts Festival

The Science & Arts Festival has become a feature of the summer holidays as we organize Jordan's largest learning festival targeting children aged between 4 and 12 every year. This year, the sixth edition of the popular festival was held between August 25 and 27 with the same objective we have every year; sparking excitement and joy about learning before the school year starts!



Our fun children's festival was held over three days and we proudly welcomed 3,801 visitors who attended workshops and activities with diverse content in STEAM-related topics; all under one roof.

The festival is the culmination of the Museum's year-round offerings which aim to excite children about learning and make the process a fun journey for them.

Highlights of Achievements in 2022

In programs



Celebrations



The flagship Celebrations Program is designed and offered every year to enhance children’s civic competencies, allow them to connect with their culture and traditions, and celebrate the familiar in unfamiliar ways.

Each event under the program is designed to include plenty of fun learning activities and in 2022, those events were:

1,831 visitors	Mother’s day: March 18 & 19	1,924 visitors	Labor Day: May 19-21 & 26-27	7,145 visitors	Eid Al Fitr: 2 nd & 3 rd days of Eid
5,625 visitors	Eid Al Adha Second, third and fourth days of Eid	2,550 visitors	Christmas: December 23, 24 & 25		



Christmas

The Museum's Academy – Workshops and Clubs

Though the Academy was only launched in 2021, it quickly picked up momentum in content and popularity. Courses and workshops we offered vary as the topics address early childhood development as well as STEAM topics, literacy, health and financial literacy. Attendees' ages start from the age of 1.5 and are offered to children within our usual age groups which is under 12 years old.



The Academy's main objective is to allow us to delve deeper in subjects and provide children with the opportunity to freely explore, experiment and of course, play, in topics relevant to their interests. Each and every workshop/ course provides depth in a certain topic but also provides an opportunity for the acquisition of 21st Century learning skills.

A total of 26 workshops and 4 courses were offered in 2022 and a total of 343 children attended them.

The Winter and Summer Camps

During both the winter and summer vacations, our Education team curates a comprehensive program that addresses various topics in depth to enlighten children during the breaks.

Our Winter Camp took place between January 2 and 27 and the Summer Camp was held over four weeks in June and July. A total of 470 children participated in both camps to learn about STEAM-related topics and develop their products and projects.



Winter Camp

Community Connections Program

We launched this program in 2012 to create awareness among children about important issues marked annually by international calendar dates. These topics are covered in a simplified manner to children to enrich their knowledge, raise their civic awareness, and most importantly, encourage them to care with a sense of urgency when needed.

Water Month	Throughout the month of March	13,642 visitors
The Holy Month of Ramadan	In April	11,230 visitors
Arab Financial Inclusion Day	April 21, 22 and 23	1,000 visitors
Arab Child Month	Throughout the month of October	14,945 visitors
Arabic Language Month	Throughout the month of December	18,035 visitors



Our Daily Programs

There is always something happening at the Museum whenever anyone visits. Over and above our exciting Exhibit Hall, visitors can enjoy a carefully curated line-up of daily activities that include science demonstrations, art activities, story-telling, tinkering, and other interactive activities for our main target age groups; 1-5 and 6-12.



The 2022 Reading Competition

This competition's inception started as a way to encourage children to read and better utilize their time during the long winter break. This year, 114 children participated in the competition and read a total of 24,276 pages in both Arabic and English and in a diverse spectrum of topics that impressed the judging panel.

The top three participants and winners of the competition were invited to a special event at the Museum whereby they were honored and awarded their special prizes.

Early Childhood Development (1 to 5 years old)

The Museum's Management team highlighted this critical age group as a priority area to focus on over 10 years ago. Our efforts to provide a safe developmental space for children under five resulted in several spaces created including the popular Once Upon a Shape Exhibits Area as well as a comprehensive suite of activities available daily and within other special programs.



In 2022, our team of early childhood experts went further by studying all our previous efforts and analyzing them to fine-tune, increase, and improve our offerings and we are very proud that toddlers constitute %21 of our total annual visitors. A total of 118 activities and workshops were offered during the year and 26,128 toddlers enjoyed them.

We also increased our offerings for toddlers at our Mobile Museum as part of our agenda of serving the early childhood segment. Young visitors to the Mobile Museum in the governorates can now enjoy a diverse set of activities as well as story-telling sessions specifically for this age group, as well as sensory play.



In 2022, we rolled out a new set of offerings for schools over and above our usual services:

1. Guided tours whereby our facilitators lead and guide a group of students. The facilitators actively participate with the children to help make the most of the learning through a play tour of the Museum. Our usual, open, and non-guided tours remain available as well as the drop-in activities being held during their visits.
2. We also developed a set of activities that can be booked by schools as part of their open days, bazaars and activity days.

Offerings for Schools

Our partnership with schools is essential for us to be able to deliver on one of our main objectives which is to support the formal learning process with non-formal learning tools and opportunities. Throughout the last 15 years, we have delivered a variety of options for teachers to choose from so that they can support their learning plans with what the Museum can offer.

We organized our annual Teachers' Open House which was held on September 27th this year. The Open House is a chance for us to meet teachers and inform them about the Children's Museum's offerings that help and support their learning agenda.



Subsidized and Free Access Programs under the Museum for All Initiative

Equity and fair opportunities for access to the Museum’s learning agenda have been a priority since its establishment and the Museum for All initiative, launched in 2009, was the result of focused efforts to achieve equity in access. All programs under the initiative aim to provide as many children in Jordan as possible with the opportunity to learn, play and explore through the Museum’s exhibits and programs. The Initiative basically tears down economic, social, and geographic barriers, and in 2022, we proudly served 74,164 visitors under the various programs offered.



The Public Schools Program	2,047 visitors
The UNRWA Schools Programs	1,059 visitors
The Free Open Days Program	25,594 visitors
The Charities and Orphanages Programs (include children with Disabilities)	6,725 visitors
The Mobile Children’s Museum	39,045 visitors

Highlights of Achievements in 2022

In The Museum's Outreach

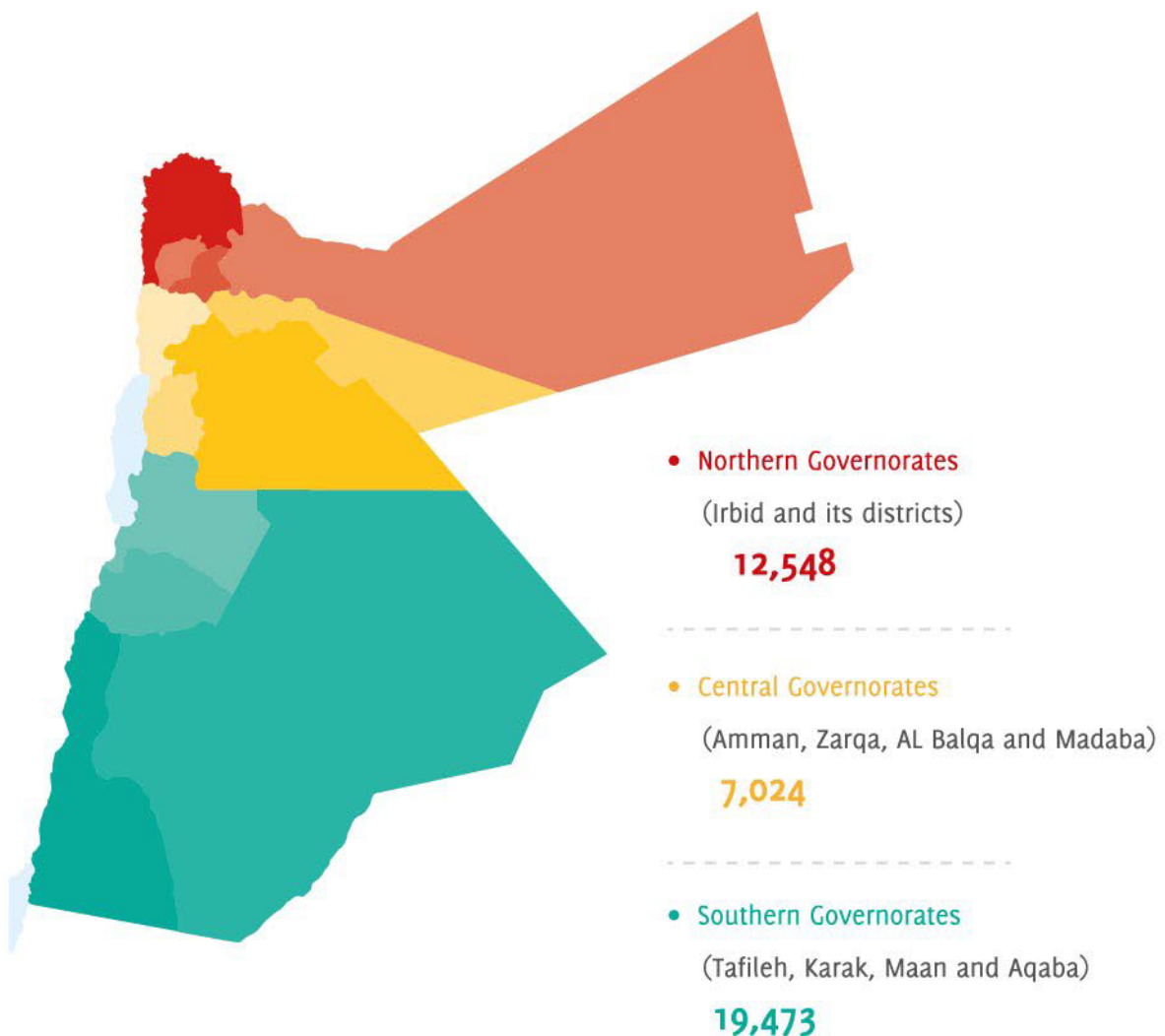


The Experience

The Mobile Museum's visitors enjoy a full-on experience of several stations targeting different age groups and in various topics that make learning fun and enjoyable for all. The stations include; the Human Body, Renewable Energy, Early Childhood, the Town Center, the Ideas Box, and the Inflatable planetarium with 3D movies for children.

Visitations in 2022

The Mobile Museum received 39,045 visitors in 20 different locations across nine governorates in 2022.



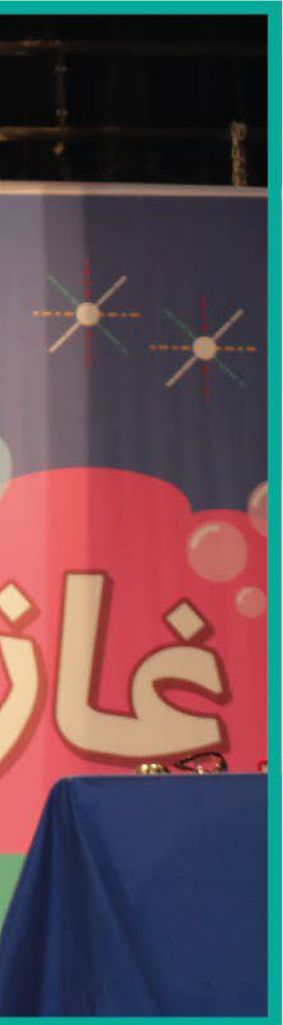
The Mobile Children's Museum

The Mobile Museum has been touring Jordanian cities and towns from North to South since its launch 10 years ago in 2012. Since going on the road, the Mobile Museum has received over 375,116 visitors who may not have been able to visit the Museum in Amman due to distance or economic reasons.



How Does it Work?

The Mobile Children's Museum sets-up a mini museum experience in pre-booked halls or theatres available in different areas. Once set-up is complete, the Mobile Museum is open for several days at a time in that location and receives visitors from both schools and families completely free of charge.



The Science & Arts Festival Maan

We were so proud to be able to offer our Science and Arts Festival in Maan in partnership and with the support of the Crown Prince Foundation. The festival took place in September 11-13 and received 2,400 visitors completely free of charge.

The Festival's program was inspired by what we offer during our own festival in Amman and included activities in; tinkering, science, art, and early childhood.





The Gardening Box & the EcoBox

Following the design and development of the unique products by the Children's Museum in 2021, two more products were launched this year; the Gardening Box and the Eco Box.

The Gardening Box focuses on the importance of planting local seeds for being more compatible with the local environment in comparison with hybrid or synthetic seeds. Children can use the materials and tools available in the box to grow three types of local plants including parsley, watercress and spinach.

As for the Eco Box, it presents a range of environmental applications and solutions, where children can make a model of a house that lights up using solar energy, a simplified water filtration system, in addition to designing and decorating a tote bag to be used instead of environmentally harmful plastic bags.



Highlights of Achievements in 2022

In Products Development



منتجات متحف الأطفال
The Children's Museum Products



Highlights of Achievements in 2022

In New Local and Regional Partnerships



The 110 Board Game

We tackled financial literacy through a board game that we designed, developed and produced. The game takes children on a road-trip around Jordan only to be faced with real-life challenges and opportunities that require financial decision-making and planning.

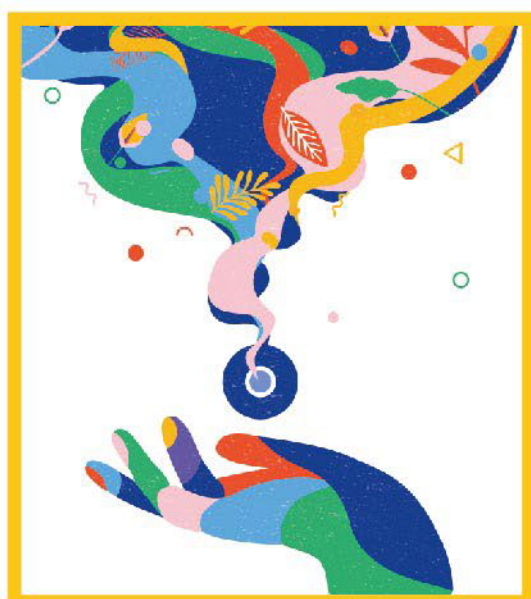
The creative game meets two objectives at the same time; learning about Jordanian heritage and ancient sites as well as acquiring financial knowledge while dealing with money, pretend spend and pretend saving.

We produced a total of 8,000 board games of 110 which were all distributed to children through our Mobile Museum. The first batch was distributed at the Hittin refugee camp in Zarqa and the rest were distributed in various locations during the tours.



SpaceToon Festival

The Children's Museum was commissioned by SpaceToon to support its annual festival in Riyadh by developing new exhibits and renting some of its existing ones. We were happy to have been a part of such a huge festival which is held annually in the Summer in Saudi Arabia and features exciting and fun learning opportunities for children there.



The International Day for Museums

The International Council of Museums (ICOM) has designated May 8th of every year as the International Day for Museums. Our Museum offered free access to all visitors on the day which aims to raise awareness on the critical role that museums have in communities regardless of their areas of focus.

Alwan International Children’s Festival

The Museum was proudly a venue partner for the Alwan Children’s Festival which was organized and held for the first time in Jordan. The colorful festival brought in a line-up of international performers and artists who delighted 3,232 attending children and families over three days.

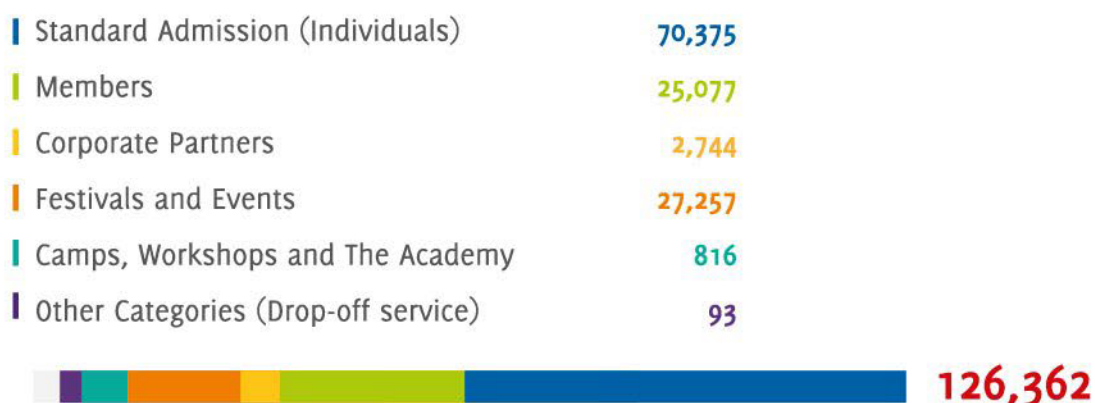


Standard Admissions Breakdown

Schools and Groups



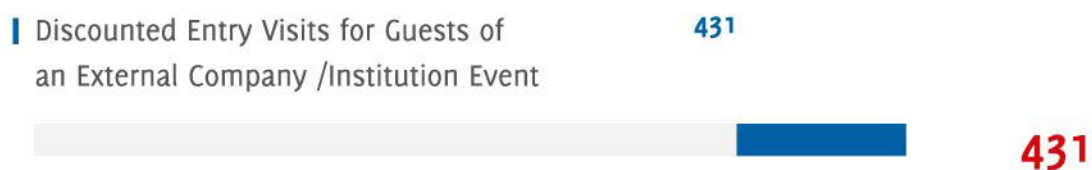
Families



Birthdays and Rentals



Others



Grand Total of Standard Admissions 162,961

Our Visitors in 2022

Total Visitors in 2022

Total Standard Admission

Schools and Group	28,624
Families	134,337



Total Free and Subsidized Admission

Schools and Group	35,231
Families	67,033



Grand Total of Admissions

Schools and Group	63,855
Families	201,370



Financial Statement for the Fiscal Year Ending December 31, 2022

	2022 (JD)	2021 (JD)
Revenues		
Grants	1,156,813	800,118
Operational Revenues	547,059	255,929
Amortization of Deferred Grants Revenue	64,279	81,924
In-kind Donations	30,010	21,720
Other Revenues	30,070	27,543
Total Revenues	1,828,231	1,187,234
Expenses		
Operational Expenses	1,141,939	726,157
Administrative Expenses	433,537	324,061
Total Expenses	1,575,476	1,050,218
Profit/Loss	252,755	137,016

Outreach - Subsidized and Free Admission Breakdown

Schools and Groups

Public Schools and Groups	2,047
UNRWA Schools	1,059
Charities and Orphanages	6,724
The Mobile Children's Museum	25,010
Special Events and Shows	391



Families

Open Days	25,594
The Mobile Museum	14,035
Special Events and Shows	1,779
Corporate Partners	21,710
Children with Disabilities and Their Families	2,001
Others	1,914



Grand Total Of Free and Subsidized Admission **102,264**

Members of the Board of Trustees

- Her Majesty Queen Rania Al Abdullah - Chairperson
- HE the Mayor of Amman – Representative of Greater Amman Municipality – Deputy Chairman
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- Mr. Khalid Nahhas
- Mr. Khalil Miqdadi
- Ms. Dina Saoudi
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- Ms. Samia Salfiti
- HE Ms. Suzanne Afaneh
- Mr. Yassin Talhouni
- Zain Jordan – Represented by Mr. Tareq Al Bitar
- Ms. Zina Jardaneh

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- Mr. Khalil Miqdadi – Deputy Chairman
- HE the Mayor of Amman– Representative of Greater Amman Municipality
- Ms. Dina Saoudi
- Ms. Zina Jardaneh

Partners, Donors and Sponsors in 2022

Thank You

Our heartfelt gratitude to you all for choosing to support innovative learning and for believing in the impact that the Children’s Museum Jordan is leaving behind on future generations.

Your support over the years helped us serve over 3 million visitors since opening.

Environmental Awareness Programs Partners 	In-Kind Support 	The Charities and Orphanages Visitation Program Partners 	Public Schools' Visitation Program Partners 	Strategic Partners
Exhibits and Educational Facilities Partners 				UNRWA Schools' Visitation Program Partners
Community Connections Program Partners 			Open Days Program Partners 	
Mobile Museum Partners 				
Media Partners 			Celebrations Program Partners 	
Educational Programs Partners 				