

The Children's Museum Jordan
Annual Report

23





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

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Our Mission:

To make learning enjoyable for all

Our Vision:

Nurturing generations seeking knowledge

Our Strategic Objectives 2023 – 2025:

- Enriching our exhibits and programs to better serve our audiences and stakeholders and be more relevant to them.
- Build upon past successes and the Museum’s evolving brand to better reflect our mission and values.
- Expand the geographic and socio-economic diversity of our audience.
- Continue to improve the visitors’ experience to provide exceptional services and amenities to our visitors.
- Build and manage financial stability effectively and efficiently to balance improvements and services with operations.

Our Institutional Values:

At the Children’s Museum Jordan we:

- 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.

A Message from the Management

We have huge ambitions at the Children's Museum Jordan! We want to serve more children all across the Kingdom and we want to make learning more fun than ever. Our new cycle of strategic objectives were the result of long retreats and sessions whereby our management team dissected everything we do, analyzed successes and areas of improvements, and agreed on a direction for the next three years.

We want to build on the huge successes of the past and aim for even better and bigger ones. This year was all about assessing and putting plans together for the future. We also realize that our back-office for a sound operation is essential so we are improving procedures, systems and training as well.

The Children's Museum Jordan is in a unique position of being an NGO with an educational development focus, while also being able to attract and maintain visitors. Therefore, sustaining excellence in service levels is essential to everything we do while also making sure we maintain and improve our offerings in learning through play.

The year was a testament to the Museum's resilience as well as uniqueness as we witnessed our visitors numbers grow and reach pre-COVID averages. We are also proud that we serve all children and that our outreach program constituted 40% of our total visitors.

We continue to learn ourselves and apply best practices in our

educational offerings which we deliver year-round through our diverse and unique Exhibit Hall and programs. Our Early Childhood Development Program has been improved with more activities and therefore, more reach. While our Science and Arts Festival has reached a level of seamless organization but, more importantly, fun educational offerings for children of all ages.

The Children's Museum Jordan was an alien concept when it first opened to the public in 2007, but it is more and more an essential part of the community now. We are forging more partnerships than ever and have become the go-to destination for both families and schools when it comes to learning through play.

This is a testament to the hard work and steadfast dedication of our team and to our volunteers. Their passion and dedication continue to be one of the Museum's strongest assets and no words of gratitude are enough to thank them.

We are also grateful for the generosity of our partners and donors who make it all possible. Providing transformative and fun learning experiences for children and families is a huge honor for us all at the Museum. As always, thank you for championing our mission.

Sawsan Dalaq
The Director



The Year in Numbers

288,812

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

**5 Governorate
14 Lewa'**

Governorates visited by the Mobile Children's Museum in 2023.

145

Workshops and hands-on activities designed and offered to children aged (1-5) years old.

15

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

525

Workshops and hands-on activities designed and offered to children aged (1-12) years old.

42,152

Volunteering hours.

33,800

Visitors of the Mobile Children's Museum in various governorates during 2023.

2

New Exhibits.

5,269

Volunteers who supported our operations during the year.

93,542

Beneficiaries of outreach programs under the Museum for All initiative.

250,000

Followers on Social Media platforms.

Education

The Children's Museum Jordan is a non-formal educational organization that applies a "**pedagogy of play**" through exhibits and programs.

Exhibits: Learning & Discovery

The Museum's Exhibit Hall continues to be our cornerstone and our focal point. Our exhibits encourage learning through play and help children acquire much needed 21st century skills. The Exhibit Hall is also an important resource for teachers who visit and use the various exhibits to demonstrate lessons taught in class.

We continued to enhance various areas in our Exhibit Hall and our Education Department introduced exhibits' enhancing activities conducted by our team of facilitators to spark curiosity among young learners.

A major development was the upgrade of the Construction Zone which is one of the most popular spaces at the Museum among children. The area was completely renovated and upgraded by our maintenance team and was opened to the public in December 2023.



The Tinkering Studio: Innovation

Our Tinkering Studio remains a center attraction for children who will grow up to be innovators and creators. It is basically a maker space but for children with activities curated by our trained Education team to provide children with opportunities to make things and apply the design-thinking process.

We are very proud that a partnership with TechWorks (The Crown Prince Foundation) was established in 2023, whereby they kindly donated a 3D Printer to be used in our Tinkering Studio. The printer has added a new level of excitement among children and created an opportunity for them to learn of new technologies.



The Art Studio: Creativity

Our Art Studio has always been one of the biggest attractions for visiting children and thanks to our resident artist, we have been able to offer a diverse range of activities to stimulate creativity and imagination through art.



The Library: Literacy

We consider our contribution to improving literacy among children vital to encouraging the love of reading and writing among future generations. We are grateful that our Library continues to be an attraction for young visitors as we hosted story-telling sessions, creative activities and a book-lending services to our members.



The Secret Garden: Sensory & the Environment

Children stepping into our Secret Garden are always enchanted by its very simple but dynamic offering of fresh produce and plants and their chance to practice gardening. Children also enjoy sessions and activities where they learn about nutrition, plants native to Jordan and make their own food.



Early Childhood Development

Promoting and encouraging children's development in the early years, continues to be a special focus for us. Our Early Childhood specialist in the Education Department designs and develops all kinds of activities that encourage cognitive and motor skills development among toddlers. Furthermore, dedicated spaces for this special age group provide parents with safe spaces to help them enhance their toddlers' skills.



Schools

The Children's Museum Jordan continues to be a resource for schools in Jordan as a fun-filled destination for field trips but also for booking specialized workshops that support their learning plans. Our learning agenda would be insufficient without the continued faith of schools visiting all year-round.

Our annual Teachers Open House held in September was invigorating as we were able to showcase our offerings to teachers from about 41 private schools. We also continue to receive students from public schools as well as public schools' teachers and their families under a partnership with the Ministry of Education.



Special Events & Festivals

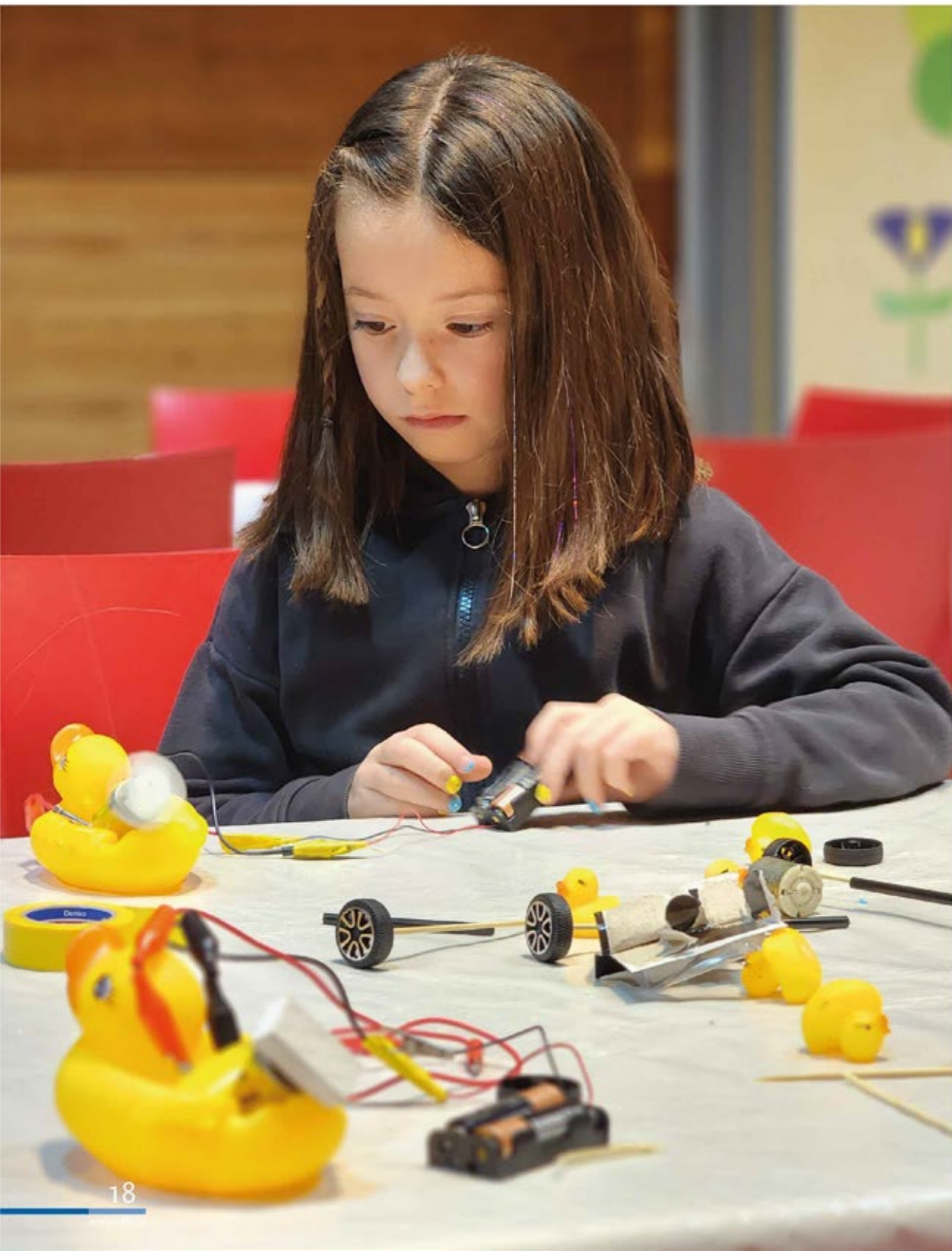
The Children's Museum Jordan continues to offer an exciting calendar of various events throughout the year and attendance of these events was among the best ever. Other than our calendar of monthly programs, the Museum also offered:

- **Celebrations Program which includes:** Labor Day, Independence Day, Eid Al Fitr, Eid Al Adha and Christmas. We cancelled our Christmas celebration this year as the war in Gaza raged on and replaced it by hosting 655 children from underserved communities for a science show and a tour of the Museum.
- **Community Connections Program:** Our program that marks special international and regional calendar days continued to go from strength to strength. The program includes: Water Month, the Holy Month of Ramadan, Arab Financial Inclusion Day, Arab Child Month, and the Arabic Language Month.
- **The Science & Art Festival - Jordan:** Our exciting annual festival is designed to excite children about learning as we offer workshops, hands-on activities and a science show all in one place and in a condensed program. Our flagship and only learning festival in Jordan, was a huge success this year as it attracted children of all ages.



The Museum's Academy

The Academy offers specialized workshops for children in a diverse range of topics, from carpentry to art, tinkering and more. We are very proud that this offering has become a permanent feature in our calendar with some workshops delivered by our own team and others by specialists and partners from around Jordan.



The Winter & Summer Camps

The Museum's seasonal camps are held during schools' holidays and offer children a diverse range of activities and workshops in a safe and contained space.



Our Visitors in 2023 & the Outreach Program

We are delighted and grateful that the Museum has fully recovered from the COVID pandemic's effects and our visitors numbers from families and schools have returned to their healthy and usual rates. However, the war in Gaza naturally had an effect on visitations in the fourth quarter of the year.

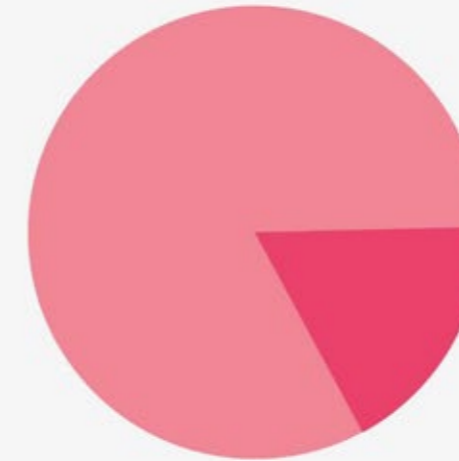
On the other hand, we are proud that our outreach platforms constituted 40% of the total visitors served in 2023, while our Mobile Children's Museum alone was able to serve over 33,800 visitors in various governorates, and over 408,964 visitors since launched.

Our Outreach Program includes the following platforms which all provide free or subsidized access both at the Museum and in the Governorates:

- The Mobile Children's Museum
- The Public Schools Program
- The UNRWA Schools Programs
- The Free Open Days Program
- The Charities and Orphanages Program
- The Children with Disabilities Programs



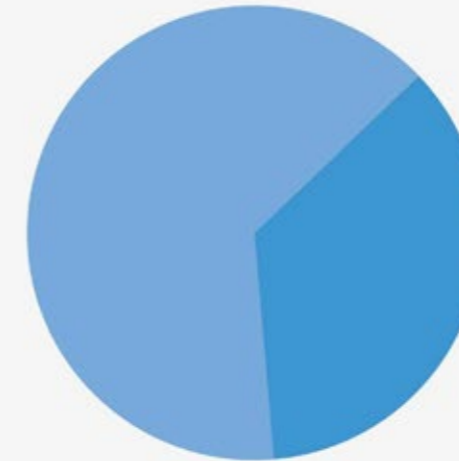
Total Visitors in 2023



Total Standard Admission

Schools and Group	37,590
Families	124,804

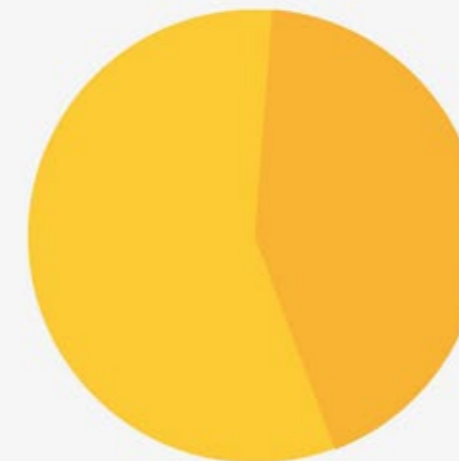
162,394



Total Free and Subsidized Admission

Schools and Group	46,024
Families	80,394

126,418



Grand Total of Admissions

Schools and Group	83,614
Families	205,198

288,218

Standard Admissions Breakdown

Schools and Groups

Private Schools and Groups	35,204
Workshops	2,386



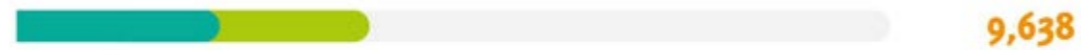
Families

Standard Admission (Individuals)	71,898
Members	27,981
Corporate Partners	916
Festivals and Events	13,382
Camps, Workshops and The Academy	919
Other Categories (Drop-off service)	70



Birthdays and Rentals

Birthdays	4,738
Facilities' Rentals	4,900



Grand Total of Standard Admissions 162,394

Outreach - Subsidized and Free Admission Breakdown

Schools and Groups

Public Schools and Groups	4,024
UNRWA Schools	2,557
Charities and Orphanages	8,237
The Mobile Children's Museum	24,007
Special Events and Shows	6,806
Others	393



Families

Open Days	28,335
The Mobile Museum	9,841
Special Events and Shows	8,000
Corporate Partners	30,617
Others	3,601



Grand Total Of Free and Subsidized Admission 126,418

Income Statement

Income Statement for the fiscal year ending December 31, 2023

	2023 (JD)	2022 (JD)
Revenues		
Operational Revenues	605,145	547,059
Grants	1,025,674	1,156,813
In-kind Donations	29,925	30,010
Amortization of Deferred Grants Revenue	59,587	64,279
Other Revenues	42,057	30,070
Total Revenues	1,762,388	1,828,231
Expenses		
Administrative Expenses	521,669	433,537
Operational Expenses	1,222,838	1,141,939
Total	1,744,507	1,575,476
Profit/ (Loss)	17,881	252,755

Partners, Donors and Sponsors

Partners, Donors and Sponsors in 2023

Thank You

The Children's Museum Jordan extends its deep appreciation to the donors and sponsors who helped us bring learning experiences to all in 2023. We are extremely grateful for your unwavering support.

Community Connections Program Partners	Celebrations Program Partners	Strategic Partner
The "Museum for All" Initiative Partners		
Exhibits and Educational Facilities Partners		
Educational Programs Partners		
Media Partners	In-Kind Support	Individual Partner
		<p>Mr. Khaled Sabih Al-Masri</p>

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- Ms. Dina Saoudi
- Ms. Zina Jardaneh

