

2021 The Children's Museum Jordan Annual Report



Contents

About the Children's Museum Jordan	1
Mission – Vision	2
Strategic Objectives	3
Institutional Values	4
A word from Her Majesty Queen Rania Al Abdullah	5
Message from the Management	6
Programs:	8
• Families	9
• Schools	22

• Early Childhood (1 – 5 years)	24
• Community Outreach	26
Products and Services Development	31
Exhibits and Facilities	36
Participation in Local and International Events	40
Financial Statements for 2021	42
Partners and Sponsors in 2021	43
Board of Trustees and Board of Directors	44

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 185 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 children unique cognitive experiences and 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.

Our Mission

To make learning enjoyable for all

Our Vision

Nurturing generations seeking knowledge





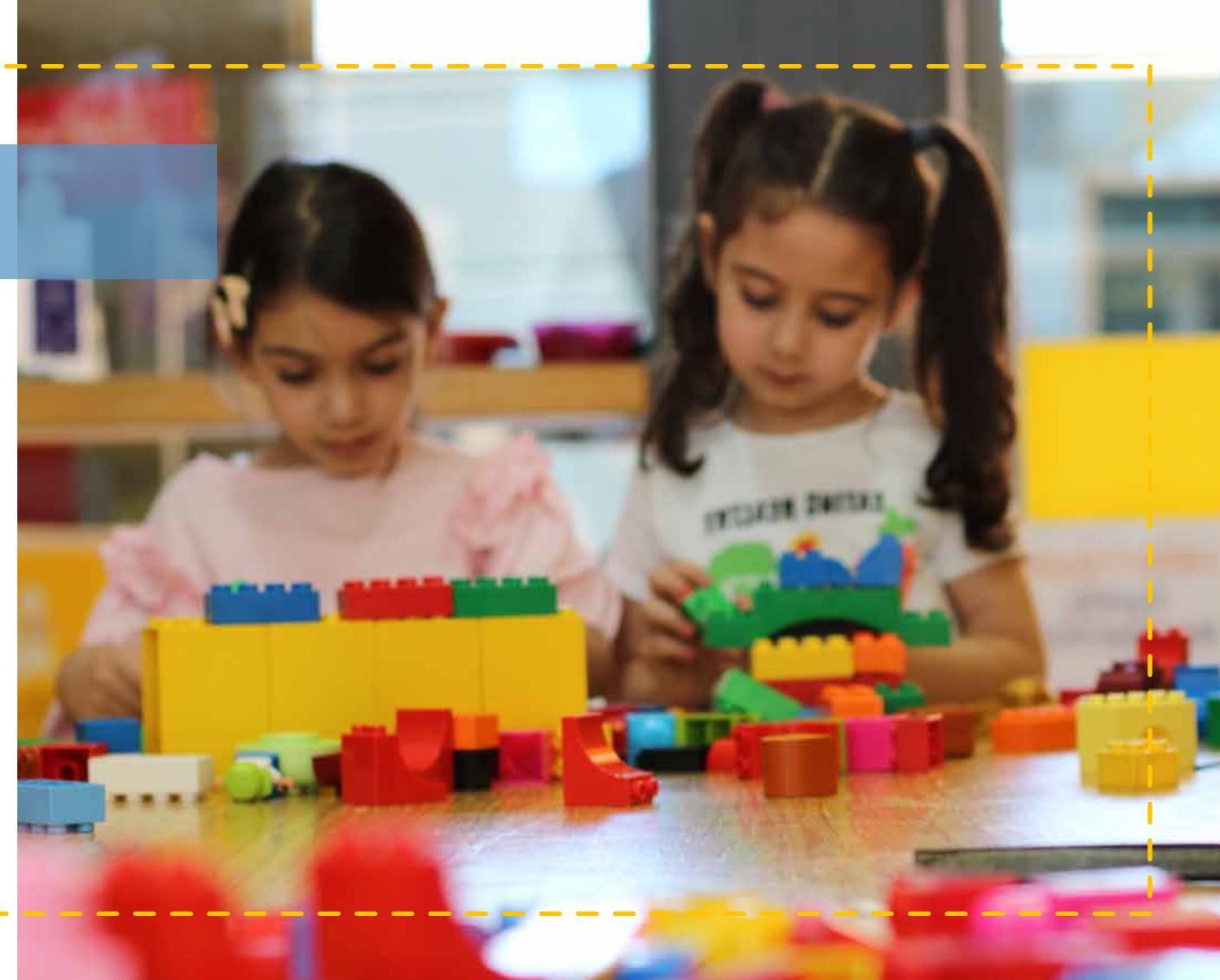
Our Strategic Objectives

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 is fulfilled in a professional and timely manner to ensure institutional stability.
- Extend audiences locally and regionally.

Our Institutional Values

- We play
- We are inclusive
- Treat all visitors with hospitality and respect
- Embrace failures and take risks
- Make others successful
- Collaborate and encourage individuality
- Value professionalism



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



Message from the Management

What do you do when a pandemic hits the whole world and your organization's existence revolves around offering unique educational and "hands-on" experiences for children? The COVID-19 pandemic posed serious existential challenges to the Children's Museum Jordan and the whole museums and discovery centers community all over the globe.

Our sector was among the first to be ordered to close and the last allowed to open to the public. Even when we opened our doors again in mid-2021, we had to adapt our whole operation to ensure our visitors' safety and adhere to health regulations.

There is always a silver lining if we look for it and try to find it. We are eternally grateful that we learned to adapt, re-imagine our role in our community and hopefully, make it through the challenging times.

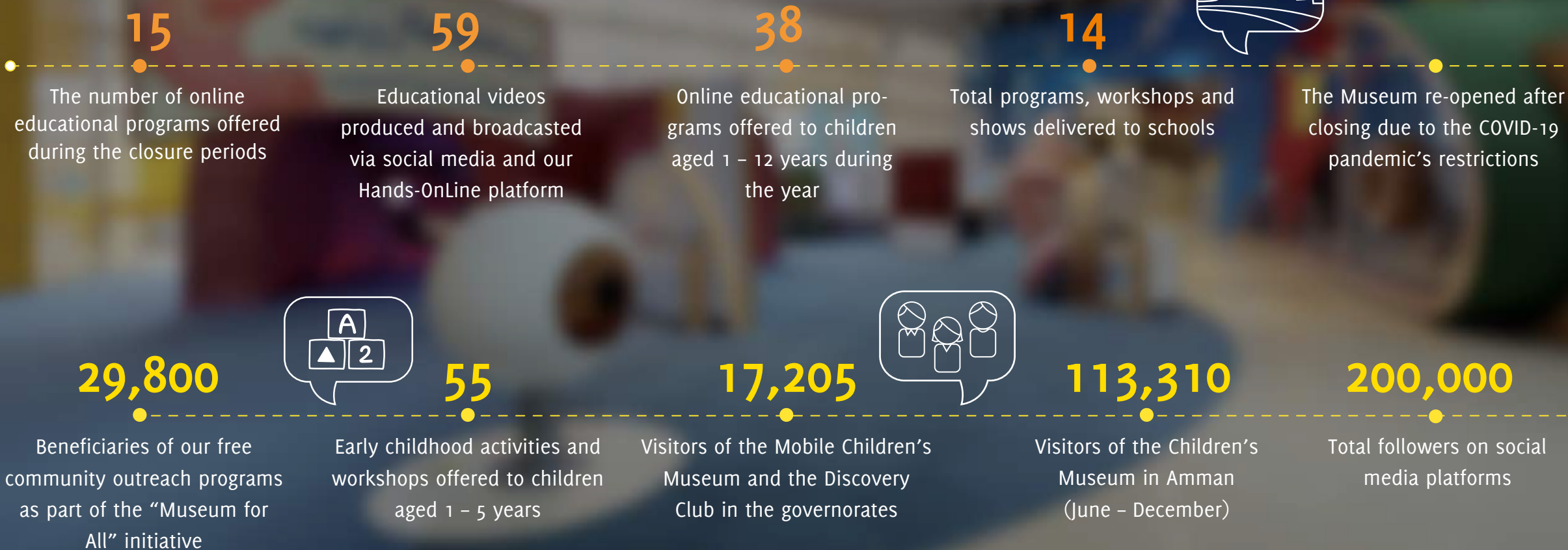
In our 2021 Annual Report, we reflect on an exceptional year when we tried our best to keep going. From a Management's perspective, this would not have been possible without the amazing team of the Children's Museum Jordan who kept the faith and worked around the situation. We also would not have been here today, if it were not for our donors who were facing challenges themselves but kept supporting the Museum knowing that this is an investment in Jordan's future generations that must be sustained no matter what.

Yes, the Museum was closed for a whole five months of the year but when we were finally able to open our doors, the visitors just flowed-in with fondness and love to the place that provides memorable learning experiences to children in Jordan.

We hope that as you go through this report, that you are able to see how much the Children's Museum is able to do even in the most challenging of times. We also hope that you join us in believing in the Museum's endless possibilities in serving and nurturing our beloved Jordan's future generations.

COVID-19 Closure Period: January - May 2021

In June



Programs

The Museum designs and organizes a variety of well-thought-out programs prepared by highly qualified and experienced specialists; targeting all groups including: families, schools and early childhood, in addition to the community outreach programs.



Families

Celebrations Program

This program was launched in 2009 to celebrate annual national and religious occasions. However, due to the COVID-19 pandemic in 2021 (as the Museum was closed from January to May), the Museum organized most of its celebrations online via social media platforms and the Museum's website while some celebrations were offered on-site when possible.



Online celebrations:

These included Mother's Day, Labor Day, the Eid El Fitr virtual carnival, the Centenary of the Jordanian Kingdom and the 75th Independence Day.



On-site celebrations at the Museum:



Eid AL Adha:

This Celebration was exceptionally wonderful as it was the first to be organized at the Museum after months of closure. In this celebration, the Museum presented a three-day live science show and several interactive activities and events. The celebration was attended by 3,632 visitors.



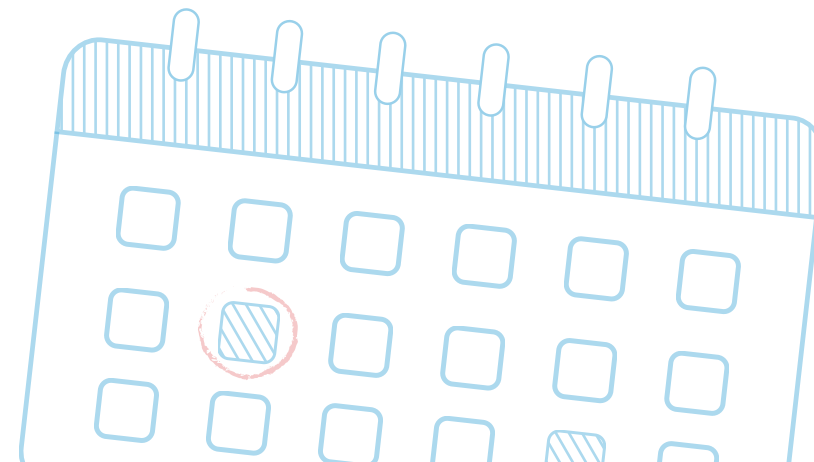
Christmas Days Program:

The Museum was full of joy and love as families came to celebrate Christmas. The celebration included art and handicraft activities and heart-warming interactions with Christmas characters. The event was attended by more than 3,200 visitors.



The “Community Connections” Program

This program aims to raise children’s awareness of major global issues and highlight the important role they can have. Despite closing until mid-year, the Museum maintained communication with its audience by highlighting certain occasions on social media platforms.



Online Community Outreach Programs

Global Money Week

From the 26th to 28th of March, the Museum marked the Global Money Week where it presented videos about Financial Literacy that amassed more than 5,000 views. The videos were designed to provide children with money management skills and raise awareness on financial planning concepts. They also included several activities, and an interview with a financial expert as well as a trip to a bank.



World Health Day

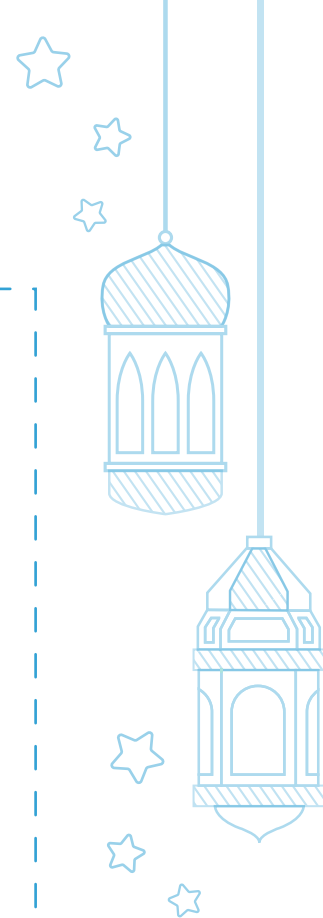
On April 7th, the Museum's educational team designed a number of interactive activities posted on social media platforms to mark World Health Day. The videos targeted increasing children's awareness of health related issues in a fun manner and were viewed by more than 11,000.

Online Community Outreach Programs



Ramadan Program

To celebrate the Holy Month of Ramadan, the Museum's team organized a weekly program that includes videos featuring several Islamic figures, in addition to folklore tales inspired by the "Hakawati" character, Islamic art, scientific activities and experiments and live interviews with distinctive guests. The various videos gained over 100,000 views.



Online Community Outreach Programs

Arab Financial Inclusion Day

To mark the Arab Financial Inclusion Day on the 27th of April of each year and under the sponsorship of the Arab Bank, the Museum launched the “My Financial Agenda” online workshop to educate children on basic financial management skills. The workshop was based on a special product designed and produced by the Children’s Museum called “My Financial Calendar”,

which was delivered to the houses of all participating children. Together with the “My Financial Calendar” product, the workshop was designed to achieve learning objectives in an interactive way, including: understanding financial income and how to manage it, setting up small projects and setting and planning financial objectives.



On-site Programs at the Museum



The International Children's Day Program

On November 20th, the Museum organized a very rich and diversified daily program entitled "My Better World" to mark World Children's Day. The program lasted a full month and included activities focusing on the rights of children and encouraging them to express themselves through art and science.

We also partnered with the Six Seconds

Organization as part of their annual POP-Up Festival which works on developing children's emotional intelligence and educate them on how to understand their emotions. The Museum's visitors also enjoyed interactive activities and sessions with guest speakers throughout the month. The program attracted 13,600 visitors.

On-site Programs at the Museum

Persons with Disabilities Month

“Our Diversity Distinguishes Us” was the title of the Museum’s program to celebrate the International Day of Persons with Disabilities, which aimed at raising awareness on the importance of achieving social equality despite differences for visiting children and their families. The Museum’s team designed daily activities that enhanced

the awareness of the rights of persons with disabilities, in addition to hosting a number of activists on this topic to talk to children. The Museum continues to provide free-of-charge admission to children with disabilities and their families, as well as specialized schools and centers throughout the year.





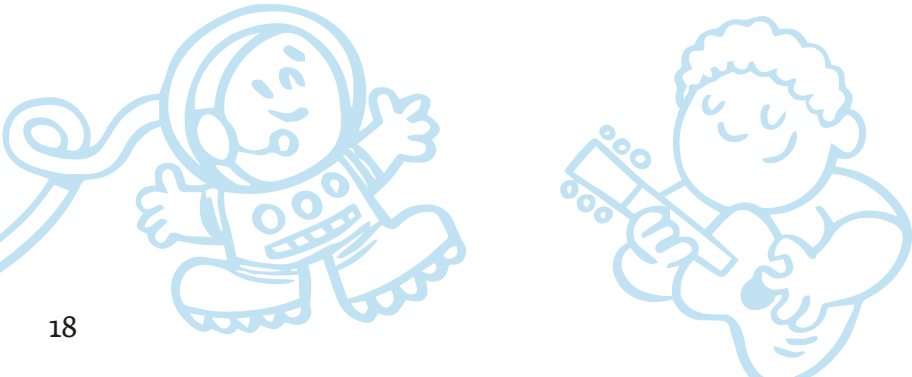
Monthly / Daily Programs

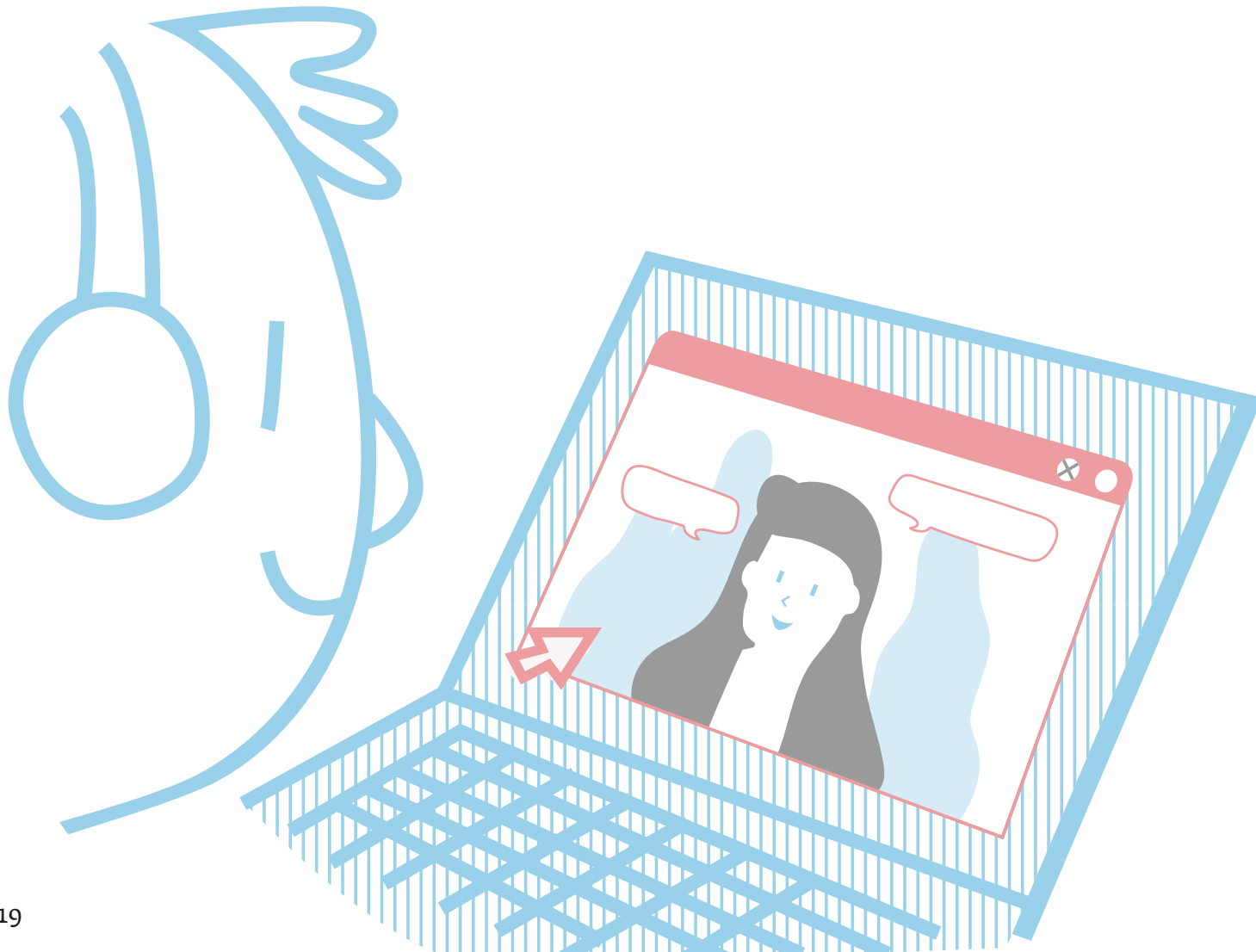
In addition to its outstanding programs that celebrate various occasions, the Children's Museum organizes daily programs every month, including many interactive activities and workshops in the Art Studio, the Tinkering Studio, Library and the Secret Garden. The Museum also cooperates with many content partners to offer monthly specialized workshops.



The Science and Art Festival - Jordan

The Museum's biggest annual festival took a different form in 2021 in line with the COVID-19 health regulations. Instead of offering the program over two days as usual every Summer, it became a daily program offered throughout August, and included all the interactive activities and workshops in art, science, agriculture and innovation which young visitors and their families look forward to. As part of this program, the Museum welcomed 10,000 visitors.





Awareness raising sessions for parents

As part of its role and efforts in supporting child care providers, the Museum offers awareness raising sessions for parents on various topics of education and childhood development. In 2021, 10 sessions were provided in cooperation with many specialists and experts. The topics included nutrition, behavior modification, psychological health and many other topics, some of which focused primarily on early childhood (1 – 5 years) as a critical stage of child development.

The “Color Explosion” science show

The Museum is locally and internationally famous for its unique science shows designed and presented by its team, both in Jordan and abroad, every year. Once the Museum’s doors were re-opened, it returned to its audience in autumn with its new “Color Explosion” show, in which the visitors enjoyed three live shows of chemical experiments and reactions that simplified the underlying scientific principles to children in a fun and creative format.



Other programs and events



The Museum at Night for members

The Museum organized an evening event for families, including fun activities and events that enabled the parents to share distinctive experiences and quality time with their children and provided them with the opportunity to spend quality time with each other.

The Museum organized a reading competition for member children. The competition was organized during the winter break to encourage children to utilize their vacation and build their knowledge. The names of the winning children were announced on the Museum's pages on social media platforms.



Reading competition for members



Summer Camp

Children spent a fun summer break in the four-week **Summer Camp 2021** organized by the Museum from 20th of June to 15th of July. The camp's program included many art, science and physical activities, in addition to topics combining learning with playing and skills development.

Schools

Support formal learning in schools

The COVID-19 pandemic imposed restrictions on all institutions in Jordan, including schools – which adopted hybrid and distance learning in response to this challenge. As the Museum's role is to support the formal learning process, also adapted its offerings to schools to make sure we are meeting their exceptional needs during the exceptional times.

A new bundle of offerings was developed to include a menu of activities that can be

implemented on-site at schools, at the Museum's premises and even virtually if needed. As always, the programs offered covered the spectrum of the early years education (KG to Grade 6).

The Museum also maintained monthly communication with schools to keep them updated on its new programs. Considering the circumstances, we are proud that 6 science shows and 8 workshops and clubs were booked by various schools in 2021.

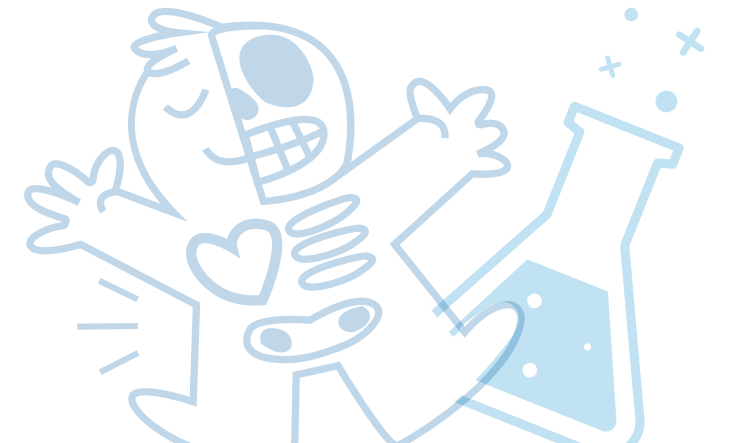




The 10th Open Day for private schools' teachers

In order to enhance its communication with schools, the Children's Museum organized an open day at the beginning of the new school year in September for kindergarten and primary stage teachers, principals and activity coordinators. The day included a productive dialogue with the attending teachers who presented their comments and suggestions to improve the Museum's programs.

The event's agenda also included a fun science show, interactive activities and stations throughout the Museum where our team presented samples of face-to-face and online programs. The event was attended by 51 representatives and teachers from private schools.



Early Childhood (1-5 years)

Interactive spaces and exhibits

Young visitors aged 1 – 5 years have their own spaces and exhibits at the Museum, which were designed for them to play and learn freely using their little hands and senses. A primary such space is the “Once upon a Shape” exhibit inaugurated in 2014 with many interactive corners that attract the attention of the young curious visitors and

develops their various skills. Furthermore, the “Tiny Tots” corner was designed for this age group with changing themes every few months. This space provides toddlers with many sensory activities and among the featured themes this year, we had: the “White Room”, “Autumn is Here”, and “Winter is Here”.

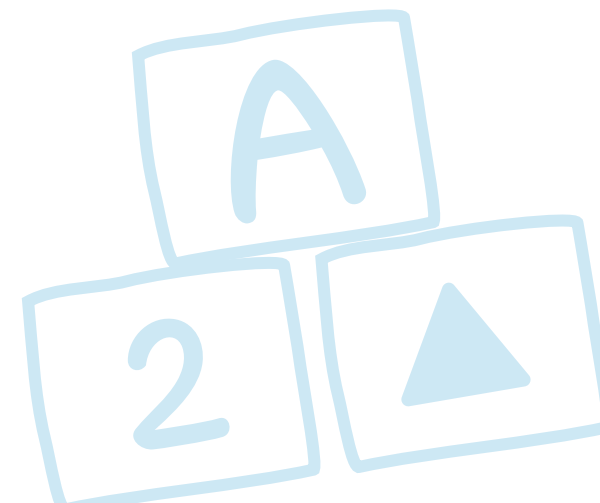




Daily interactive programs and activities

Whether they are daily or occasional, the educational programs and activities for toddlers are an essential part of the Museum's year-round educational content. The activities focus on developing toddler's basic cognitive, visual, motor, language and social skills.

Singing, dancing, tabletop sensory games, free painting activities and story-telling are among the diverse activities offered by a team of early-childhood specialists.



Community Outreach

The “Museum for All” Initiative

The Mobile Children’s Museum was launched in 2012 to offer free interactive learning to children who cannot reach the Museum as part of its inclusive “Museum for All” initiative. In 2021, despite the closure of the Museum until the end of May, the Museum’s team continued to visit the various governorates of Jordan and offer the Museum’s interactive activities. Due to the limited capacities as a result of the pandemic,

the “Discovery Club” was developed as a smaller version of the Mobile Museum. Despite it being a lighter version of the usual offering it still included several exciting stations covering: innovation, creativity, science and a toddlers’ section. The Discovery Club’s visits conducted between May and September, targeted children in charity associations, community centers and schools in several governorates.

The “Museum for All” is an initiative launched by the Children’s Museum in 2009 to ensure equity and inclusiveness, by making the Museum’s unique educational experience available to all children in Jordan; regardless of their financial, geographic or health conditions. The initiative includes several free programs, namely:

- The Mobile Children’s Museum
- NGOs and orphanages visitations
- The Open Days program (offered on the first Saturday of every month, for disadvantaged families)
- The UNRWA Schools Visitation program
- The Science Everywhere program (offering mobile science shows and workshops)



The Mobile Children's Museum

The visits, whether by the Mobile Museum or the Discovery Club, covered eight governorates in total and received more than 17,000 visitors from families and schools.

During the last quarter of the year, the Mobile

Museum was able return to normal tours with three visits to Salt, Ajloun and Jarash with all its educational stations, in addition to the completely upgraded “Planetarium” and “the Human Body” stations.





The Science Everywhere Program – Offering online workshops and science shows for children at the King Hussein Cancer Center

In 2021, the Children’s Museum launched the “Science Everywhere” program as part of the “Museum for All” initiative. The program includes offering fun online science shows and workshops for children at the King Hussein Cancer Center whose health conditions prevent them from enjoying the Museum’s interactive learning experience.

The children interacted beautifully with every

online science show and workshop, and were able to tackle science and its concepts once again in a fun interactive manner. The children loved the interactive boxes sent by the Museum with each workshop so that they can apply the content with the working team step by step and see the results of their work. Six science shows and eight workshops were organized, in which 79 children participated.

The Science Everywhere Program – The Ramadan Program

Instead of organizing the Ramadan Iftar events which the Museum used to organize every year, the Ramadan Day Program was designed, under which the Museum's team conducted seven joyful visits to children in charity associations and orphanages. The visits, which were generously sponsored by private sector companies and banks, provided science shows and the Hakawati show as well as Ramadan gifts for children.

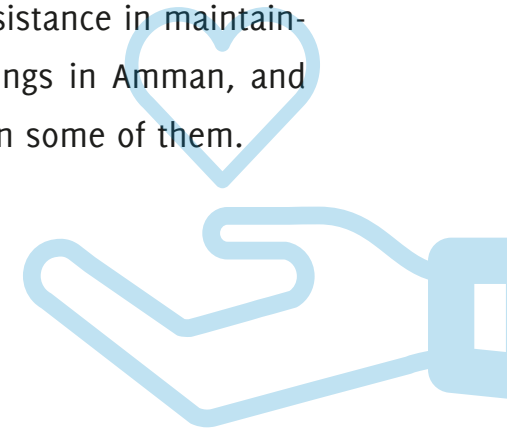




Community service – Volunteering by our own team

We continued our voluntary work program launched in 2020 when the Museum was closed, in order to use the various competencies and skills of our team in serving our community in a new way.

In 2021, our team provided assistance in maintaining a number of school buildings in Amman, and participated in planting trees in some of them.



Products and Services Development



The Museum's new range of products

Visitors can now take fun learning home, thanks to the six educational products developed by the Museum: The Shadow Theater, Gardening Box, Tinkering Box 1, Tinkering Box 2, My Financial Calendar and the Luminous Lantern.

All products help develop children's knowledge and creativity skills in certain topics in an interactive manner, including: healthy diet, language and literacy skills, financial planning, art, problem solving,

motor skills and innovation.

Since 2020, the Museum has intensified its efforts to design and develop its own products' line, to start production and manufacturing this year. All products are available at the Museum's Shop and will soon be available in various locations in Amman and other governorates, in addition to providing nationwide home delivery services. More educational products are planned for next year.





Launch of the Drop-Off Service

We understand how busy parents can be during daytime and how it can be difficult for them to escort their children to visit the Museum, therefore, we launched the Drop-off service in 2021 to enable parents to book a safe visit for their children where

they will be supervised by the Museum's team at all times in return for a small fee. This three-hour visit includes playing in the Exhibit Hall and taking part in various interactive activities in the Museum's educational facilities.



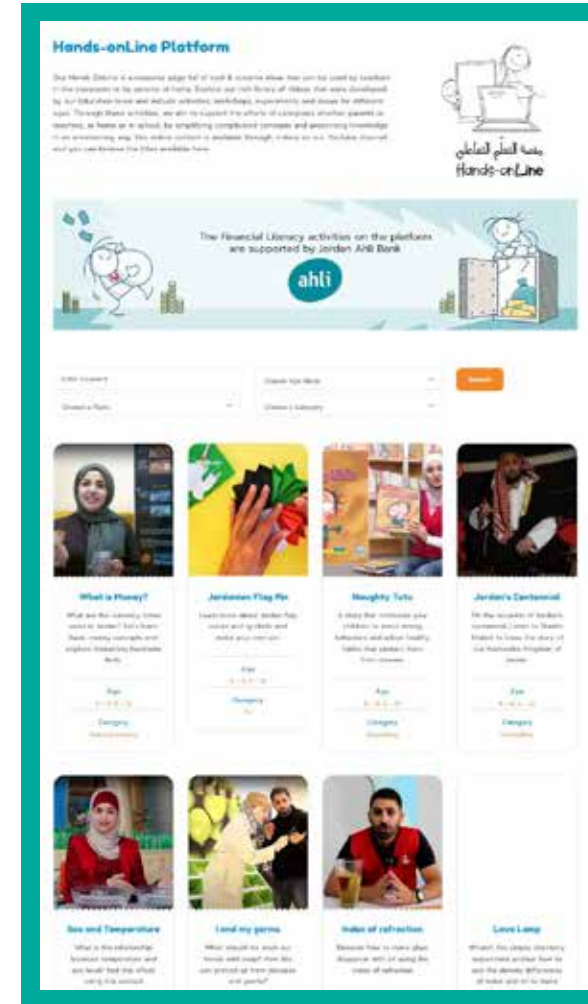
Launching the Museum's new website and interactive learning platform

The Museum's website underwent a huge facelift and upgrade in mid-2021 and now includes the Hands-OnLine platform which targets children and their caregivers with online educational content.

What distinguishes this platform, is how easily it can be accessed by children's parents and care provider anytime and anywhere, and can browse through the various topics in STEAM,

early childhood, financial literacy, environment and agriculture, science demonstrations, story-telling, tinkering activities and many more.

The Museum's team regularly produces new educational videos and makes them available on the platform and the Museum's YouTube channel.



Pilot of the “Facilitator Training Program”

The Children’s Museum Jordan developed a training program that capitalizes on its 14 years of experience in non-formal learning for children to transfer this knowledge and expertise to anyone working in the fields of learning, childhood development and child care services.

A pilot workshop of the program was organized in June and was led by specialists from the Museum’s team, with the participation of nine trainees from four different NGOs in Jordan. The training program includes several modules

including: designing and implementing educational content in informal learning institutions, strategies and tools for working with children, as well as other skills and abilities needed by facilitators in their respective areas.

The training program is planned to be launched in the middle of 2022 to be available for institutions and individuals interested in acquiring the skills and techniques of field facilitation when dealing with children and youths.



Exhibits and Facilities



Moving and renovating the Tinkering Studio

The “Tinker Lab” has become the Tinkering Studio with a facelift and a new more attractive location. This innovative and educational facility, which is loved by our little visitors, was moved to make it closer to them in the Exhibit Hall.

The Studio offers daily tinkering activities and workshops to enhance creativity, experimentation and build innovative thinking by allowing children to experiment through trial and error and develop their own projects.





Establishing and opening the Museum's Shop

The Museum's Shop re-opened in a new location in July in the presence of the Mayor of Amman, HE Dr. Yousef Al Shawarbeh. The new Shop is located directly to the right of the Museum's main entrance,

and contains the Museum's educational products, in addition to a wide collection of various products and toys carefully selected from prominent local companies.



Launching the two renovated “Human Body” and “Planetarium” educational stations as part of the Mobile Children’s Museum

The Mobile Children’s Museum launched the Human Body and Planetarium stations in October. The two new stations were renovated and developed with support from the Abdul Hameed Shoman Foundation, the arm of the Arab Bank responsible for cultural and social responsibility. The launch event was organized at the Salt Cultural Center to

kick-start the Mobile Children’s Museum tour in the last quarter of 2021. The renovated Human Body station includes new sections and interactive exhibits that enrich children’s experience in learning about topics related to the functions of the different systems of the human body. In the new Planetarium, fun scientific films are presented in 360° technology.



Participations in local and international events



Participations in local and international events



1- Participation in the online conference of the European Network of Science Centers and Museums (Ecsite 2021).

2- The Mobile Children's Museum's participation in offering interactive activities and exhibits in Ma'an to more than 700 students, in cooperation with the Crown Prince Foundation.

3- Participation in the events of the International Science Center and Science Museum Day, at the Jordan Museum.

4- Participation in the "Daif Mishkat" program organized by Mishkat Interactive Center in Riyadh, in which the Director of the Children's Museum talked about the Museum's experience during the COVID-19 crisis, working mechanisms and online programs offered.

5- Participation in the online conference of the Arab Forum for Science Media and Communication (AFSMC).

Statement of revenue and expenses for the year ended December 31, 2021

Revenue	2021 (JD)	2020 (JD)
Cash grants revenue	800,118	975,425
Operating revenue	255, 929	194,920
Non-cash grants revenue	21,720	24,620
Amortization of deferred grants revenue	81,924	116,492
Other revenue	27,543	14,394
Total Revenue	1,187,234	1,325,851

Expenses	2021 (JD)	2020 (JD)
Administrative expenses	324,061	395,229
Operating expenses	726,157	893,860
Total Expenses	1,050,218	1,289,089
Surplus for the year	137,016	36,762

Thank you our partners and sponsors

Community Connections Program Partners



Celebrations Program Partners



UNRWA Schools' Visitation Program Partners



Environmental Awareness Programs Partners



The Charities and Orphanages Visitation Program Partners



Strategic Partners



Mobile Museum Partners



Exhibits and Educational Facilities Partners



Open Days Program Partners



In-Kind Support



Media Partners



Educational Programs Partners



Members of 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 Afaneh
- Ms. Hana Ramadan Darwazeh
- Mr. Raja Gargour
- Ms. Zina Jardaneh
- Mr. Khalil Miqdadi
- Mr. Khalid Nahhas
- Ms. Samia Salfiti
- Ms. Dina Saoudi
- Mr. Yassin Talhouni
- Zain Jordan – represented by Mr. Tareq Al Bitar

Members of 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. Dina Saoudi