

2024

Annual Report





Her Majesty Queen Rania Al Abdullah

Chairperson of the Board of Trustees



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About Us

Our Vision

Nurturing generations seeking knowledge.

Our Mission

To make learning enjoyable for all.

Our Strategic Objectives 2023 – 2027

- 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 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





Our Team: The Play Experts

The one thing we hear constantly from partners and visitors is that they are impressed with the passion that our team has for their work at the Museum. We could not be more proud of the team that makes all our services to the community in Jordan possible.

Our team includes exhibits designers, content developers, technicians, education facilitators and other professionals from different backgrounds. The Museum continues to grow due to their wonderful efforts.

The Volunteers: Our helping hands

Our Volunteering Service aims to enable youths with critical 21st Century Skills as they learn about the professional world through the work they do at the Children's Museum.

We are continuously working on enhancing our service to make it even more beneficial to Jordan's future professionals. We are also eternally grateful to all the volunteers who choose to help the mission of the Children's Museum. Over **3,500** passionate and energetic youths from schools and universities volunteered at the Museum in 2024 and they contributed **36,829** hours of work.



Our Educational Offerings

1. The Exhibit Hall



2. Hands-on-Activities & Programs

3. The Library



4. The Secret Garden

5. Tinkering Studio



6. The Art Studio

2024



The Director's Statement

The Year of Silver Linings

Dear Partners and friends of the Children's Museum,

Our Strategic Plan is actually our road map at the Children's Museum and I am delighted that we have been able to accomplish everything we set out to do in 2024 and more. Yes, plans are the main blueprint for moving forward but we have also received an unprecedented number of requests for partnerships and activities that we did not plan. Our ever resilient and flexible team took on every opportunity that came our way in 2024 as they were all testimonies to the wonderful reputation that our Museum has established over the last 17 years. I thank each and every partner who believed in the Children's Museum and helped us go from strength to strength.

The year was challenging financially as you will note from our income statement published at the end of this report. The war in Gaza took its toll on the community in Jordan as it stood in support with our brethren in Palestine. This naturally reflected on our the Museum's operation as we saw a drop in income in certain areas but also affected some of our donors and partners. NGOs are usually the first to be affected in challenging times and the Children's Museum was no exception unfortunately.

There are silver linings all the time and we are so proud that we ended 2024 with a huge milestone which is reaching four million visitors since opening! The year itself was the highest ever in visitations/beneficiaries at 311,653 which is due to our ever expanding Outreach Program as well as partnerships and participations in events outside the Museum. Our Outreach Program constituted 40% of the total beneficiaries in 2024.

On another note, our heritage and language were front and center in our activities and events in 2024. With the marking of the Silver Jubilee of His Majesty's King Abdullah II's Ascension and Jordan's Independence Day to showcasing our beautiful Arabic language with children.

We launched the Bil Arabi (in Arabic) Festival in April 2024 to a huge success that meant the world to us. The Festival featured the first and only children's book fair but was also a celebration of everything Arabic and the visitors' feedback proved that our society is eager to educate future generations about our heritage and our language.

Throughout the year, the faith of our donors in the Museum's mission and its impact on the Jordanian community was ever present and I am extremely grateful for their support in 2024 and always. Your support keeps the Children's Museum strong and enables it to do more and reach more children.

The Children's Museum is more than a distinctive building that offers educational and fun interactions for children. It is a vibrant place fueled by the passion of the people who work behind the scenes to serve our young visitors and give them exceptional experiences, and I thank each member of our wonderful team for all their great efforts. I hope you enjoy reading the 2024 Annual Report and look forward to a great year ahead with you.



The Exhibit Hall & Facilities

The Children's Museum would not be what it is without its awe inspiring Exhibit Hall. It is where we witness happy children roaming around while they play, explore and learn while interacting with our **193** indoor and outdoor exhibits.

A lot of behind the scenes work was done on our Exhibit Hall in 2024 to help us, as a team, re-imagine and re-create our offerings. We have embarked on an exhibits' activation project whereby a full assessment was conducted to inform any future planning. Designs and enhancements are underway and we hope they will come to fruition in future years pending funding.

Our Library received a full renovation of its interior but also an upgrade to the lending system and new book additions. The Library now features **10,000** books in both Arabic & English in a variety of topics.

Design and planning for upgrading our TV Studio in the Media and Communications Area was also underway during the year with opening planned for 2025. Our Exhibits' Design Department also worked on several plans and projects that were lined-up for future years.



Celebrations Program

Celebrating the familiar in unfamiliar ways:
Independence Day, Labor Day, Eid Al-Fitr, Eid Al-Adha and Christmas.

Programs and Events

Our Education Content Development Team continued to provide exciting activities and programs. The Museum offers STEAM related programs on daily basis. Special attention is given to programs for early learners (1-5 years old) and all activities are designed to support interaction in the Secret Garden, the Library, the Art Studio, the Tinkering Studio and the Demonstrations Zone.

Over and above, we love celebrating and marking special occasions with a twist to enlighten our visitors as these programs grew and attracted more visitors:





Festivals: Fun learning in big ways

Bil Arabi Festival: Showcasing Arabic Language Content
The Science & Arts Festival: A celebration of fun learning.

Community Connections Program

Raising awareness on key issues: Ramadan, Water Awareness Program, Arab Financial Inclusion Weekend, International Children's Month and Arabic Language Month.





Daily Programs

Carefully designed activities for children in two age groups:
Early Childhood: **1 to 5** years old.
Primary School Level: 6 to 12 years old.

The Winter and Summer Camps

Creativity and Innovation during schools' vacations.





The Annual Reading Competition

Our annual reading competition was as exciting as ever with **89** participants this year. The passionate bookworms read over **18,000** pages.

Schools' Programs

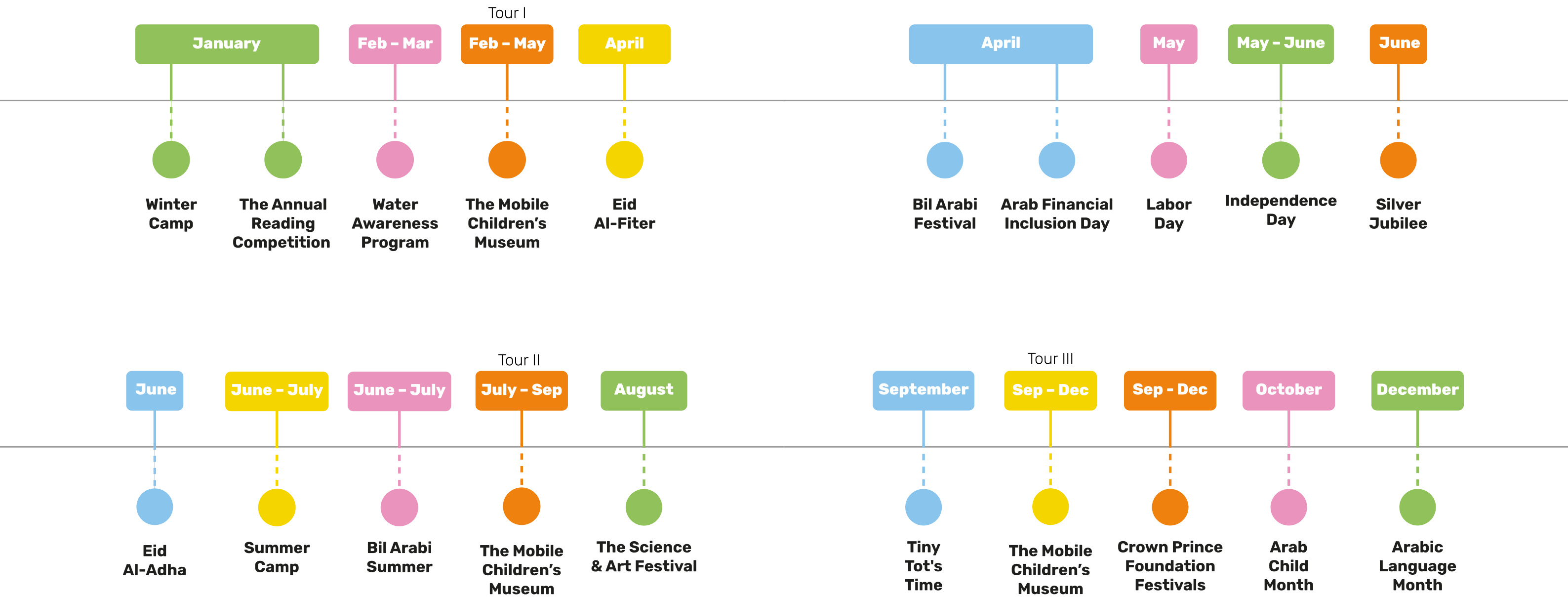
Offerings for schools that beyond a field trip.

The Silver Jubilee

A happy occasion for all to be proud of and celebrate.



Timeline of Events - 2024

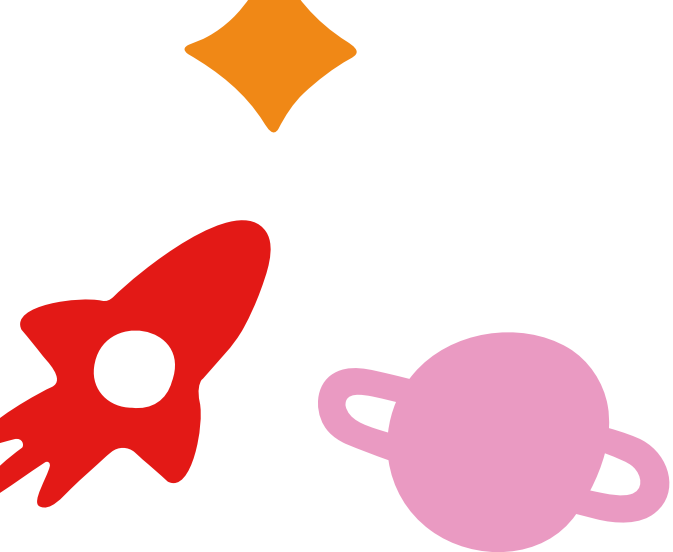


Our Outreach

The Children’s Museum’s Outreach Program is an integral part of its identity and mission. Ensuring that the Museum is accessible to all members of the community has been a target since the Museum for All Initiative was established in 2010. The Outreach Program has also reached the highest growth in three years and its beneficiaries now constitute over 40% of the overall Museum’s visitors and beneficiaries.

Outreach Visitors to the Children’s Museum

The Mobile Children’s Museum	44,976
Open Days	31,971
Public schools and Ministry of Education’s employees	18,764
Charity iftars and lunches	3,891
Children with Disabilities (centers and families)	3,764
Charity organizations and orphanages	2,830
UNRWA Schools	1,410
Community camps from the Greater Amman Municipality	350
The Science Everywhere Program	749
Community Events and Festivals	16,440
Total	125,145



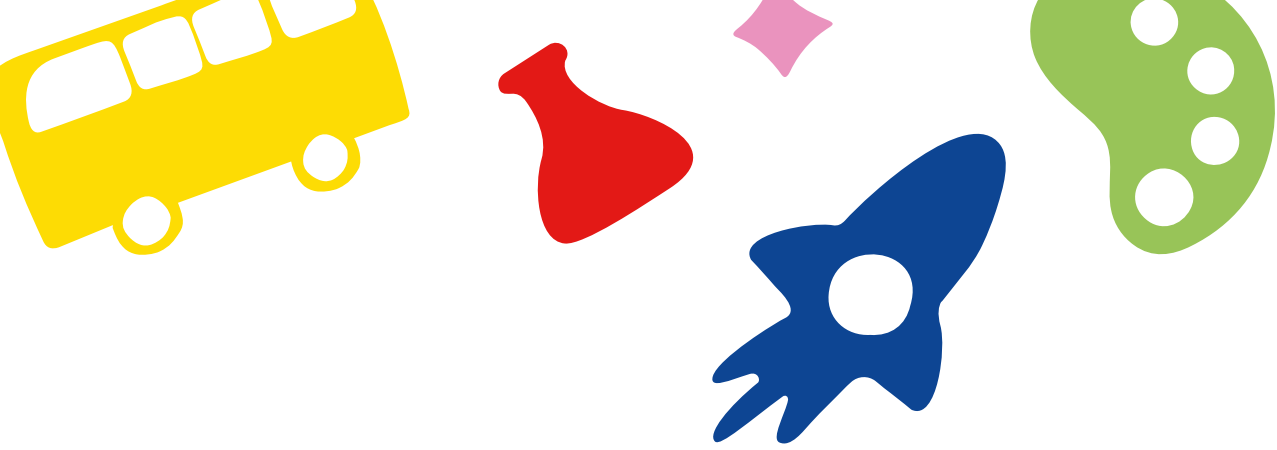
The Science Everywhere Program

Our Science Everywhere Program delivers fun and exciting science shows to communities outside the capital Amman. Through this program, we aim to make science exciting for young learners as they learn about different scientific theories through comedy-filled shows. The Program also aims to enrich theatres across Jordan with educational content targeting children. In **2024**, we were able to deliver **11** shows to 749 attendees.

The Mobile Children's Museum

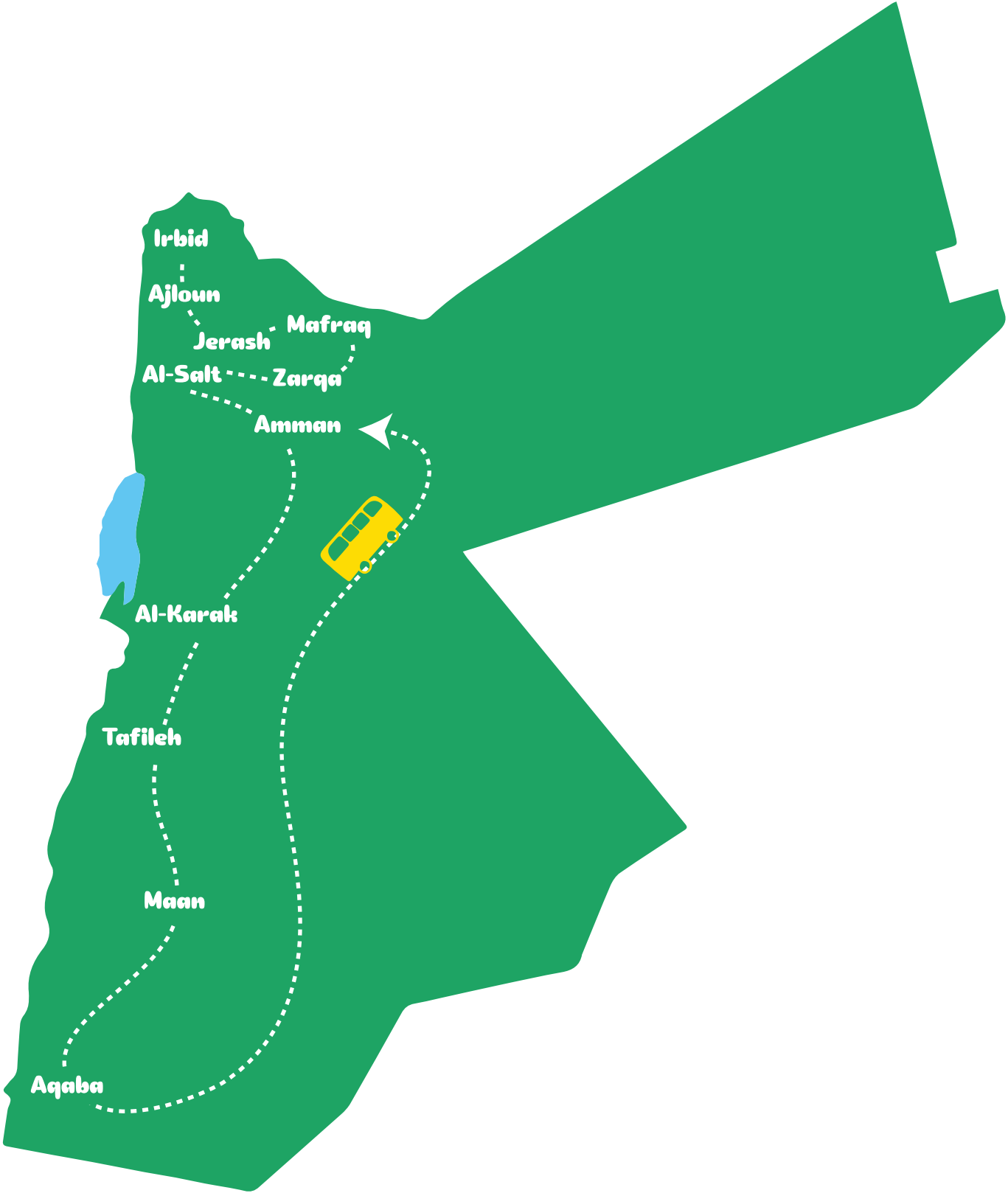
Our Mobile Children's Museum continues to delight children all over Jordan as it tours the governorates to set-up a mini museum that delivers fun learning to schools' groups and families. The Mobile Museum toured **11** governorates in 2024 and served close to **45,000** people.



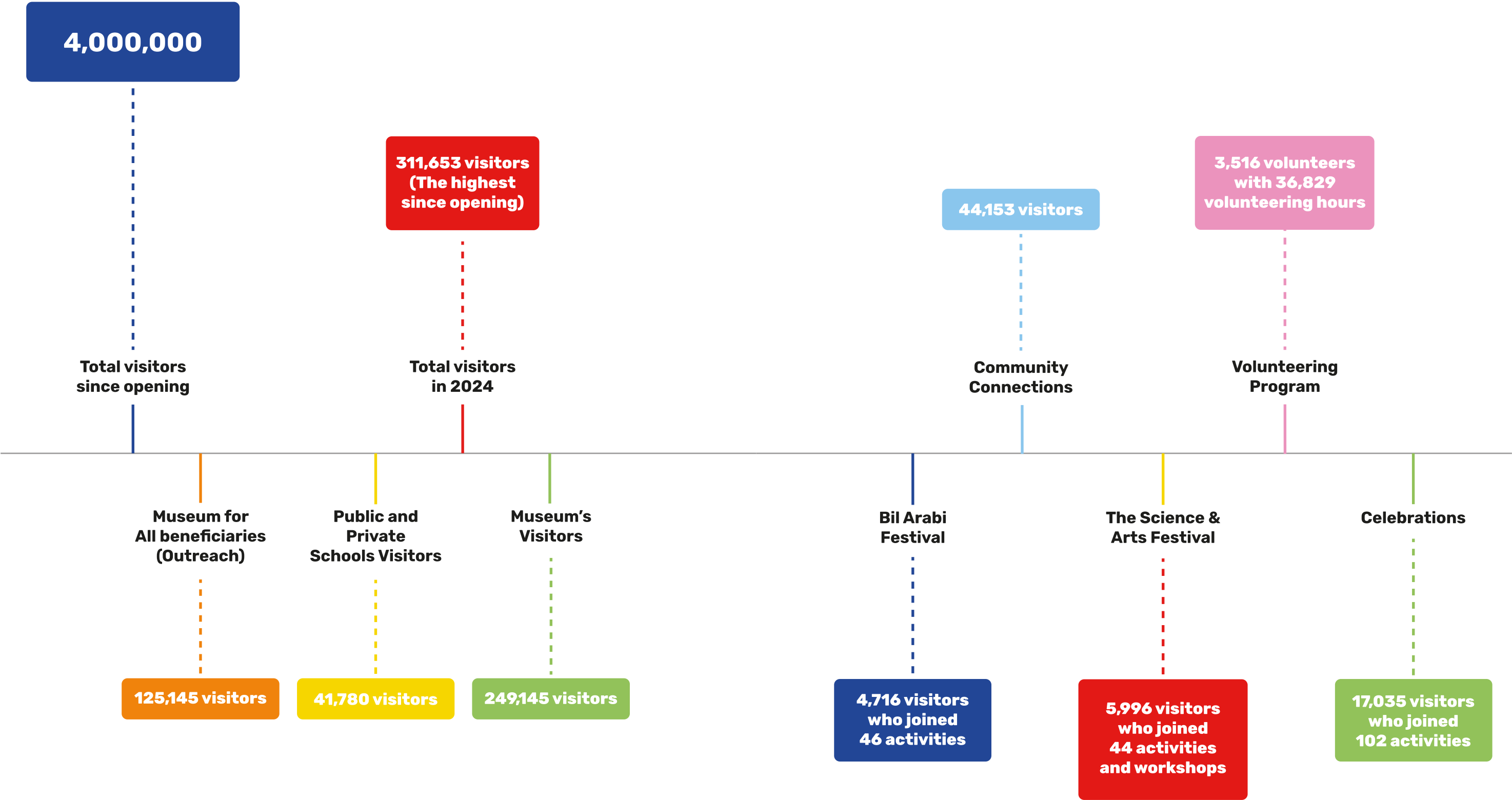


Visitor numbers in the Governorates visited by the Mobile Children’s Museum in 2024

Irbid	10,253	Balqa	2,793
Ajloun	1,968	Jerash	2,062
Al-Karak	9,913	Zarqa	2,084
Amman	4,967	Aqaba	4,244
Tafleh	2,494	Maan	1,848
Mafrq	2,350	Total	44,976



The Year In Numbers





Testimonials

"I have been visiting since my daughter, who is now at university, was young. I now visit with her younger brother and I noticed that the Museum has maintained the same standards in cleanliness, maintenance and upgrades of exhibits as well as the highly qualified staff. "

"We are visiting from London. I wish we had such a wonderful facility there! We are very impressed by the combination of fun play and thoughtful educational aspects of the facilities. Thank you for a wonderful experience."

"My last visit was five years ago and I was surprised that you have maintained the same standards of cleanliness, maintenance and the content that is suitable for all ages."

"The place is very safe which is why, as a school, we choose the Children's Museum for field trips that are both fun and educational. The teachers are enjoying themselves more than the children!"

"The variety of activities and exhibits is excellent and the place is very safe that I am not worried about the children while they are at the Children's Museum. The science show was excellent, organized and very useful. It is well connected to the curriculum and suitable for the age group. It also makes science more appealing."

Our Partnerships & Community Engagements

The Children's Museum grows stronger with its partners who believe in its mission and enable it to do more. As an NGO, partnerships enable us to deliver fun learning to more members of the Jordanian community.

These partnerships also emphasize the importance of collaboration for development, innovation and the promotion of our culture; enabling future generations to be inspired to reach their full potential.





The Crown Prince Foundation

We are very grateful and truly proud of the faith that the Crown Prince Foundation entrusted in the Children's Museum when they assigned us to be their content partners in conducting festivals and science shows in the governorates. Under this partnership the Museum delivered:

- Science & Art Festivals in three governorates with a total of attendance of **5,428** people
- Science Shows in five governorates with a total attendance of **4,827** people.

The areas covered were: Zarqa, Irbid, Aqaba, Tafleh, Maan, Ajloun, Al Balqa and Jerash.

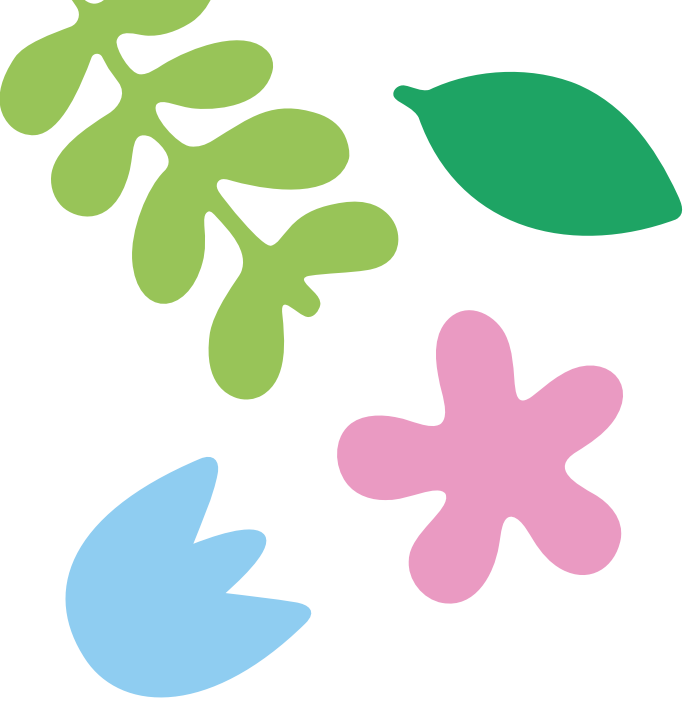
Kalila Wa Dimna Publishing House

It was KWD who developed the ideation and the concept of an annual festival to showcase Arabic content and especially Arabic literature for children and chose the Children's Museum as their partner. We are very proud that the idea grew but that it was also incredibly successful among both visitors and participants.

Our Bil-Arabi (in Arabic) Festival featured the first book fair for children in Jordan with participation from some of the top Jordanian publishing houses. The Festival also featured story-telling sessions, dabkeh, Arabic calligraphy art and numerous hands-on activities. We thank Kalila Wa Dimna, each and every publishing house, content provider, author and artist who took a leap of faith and participated in our first Arabic content festival.



**With Our
Community**



Recycling Program

The Arab Bank reached out to us to initiate a project that focuses on using recycled materials to develop an art installation. The Recycling Art Project was born and created to focus on the importance of raising awareness about recycling by using creative and hands-on art activities.

Over three months, **20 kg** of paper and **40 kg** of plastic were collected by the Museum's visitors and employees making this a community-driven effort that extended beyond the Museum's walls. The collected materials were repurposed as part of the project's art activities with **3,655** children participating in giving a new life to discarded materials! This project is a testimony to the amazing potential of recycling through art.

Furthermore, we decided to continue to work on the issue of recycling on ongoing basis and the Museum is now a drop-off point for our visitors to drop-off their recycling materials.





Volunteering Partners

Our Volunteering Program is an anchor for all our services as we rely on the support of volunteers in high traffic-days and during events. The success of the program would not be possible without the young people who give us their efforts and time. We are also grateful to universities and schools who have chosen the Museum to be their volunteering partner for their students:

- Nahno Platform
- The Jubilee School
- Sands Academy
- College De La Salle Frere
- Al Hussein Technical University
- The Jordan University
- The Hashemite University

Supporting Gaza

The war in Gaza had a great impact on our community in Jordan and the Children's Museum is an integral part of the community. The Museum developed activities and programs that raise awareness about the commonalities between the Jordanian and Palestinian cultures, whether through book readings, painting, embroidery or even music and dabkeh. Some activities were offered year-round as paid activities with proceeds going to the Jordan Hashemite Fund to be donated to those afflicted in Gaza. With huge thanks to our visitors, we were able to raise a total of **3,698 JD** in 2024.

Ramadan Charity Campaign

A few years back, our team took the initiative to raise donations from the Museum's own employees and donate food parcels to families in need in Ramadan. The campaign is now an annual feature of Holy Month at the Museum whereby the team raise the funds, purchase the food, compile the parcels and hand-deliver them to the families. In all **45** food parcels were distributed in 2024. The campaign is a testimony to the Children's Museum's team's passion and ability to go over and beyond to serve our community in every way we can.



Conferences & Events

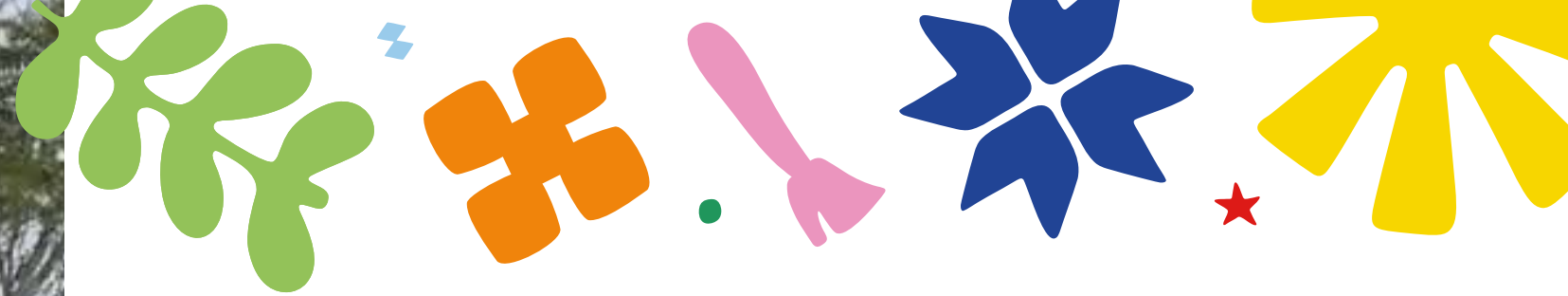


NAMES Conference

The Children's Museum was a participant in both attendance and the delivery of several sessions at the North Africa and Middle East Science Centers Network (NAMES) which took place in Konya, the Republic of Türkiye in May 2024.

The Museums Commission

Members of the Children's Museum's team were also invited to speak and attend the first conference organized by the Museums Commission in the Kingdom of Saudi Arabia in June 2024. We were very proud of being part of this conference and thank the Commission for the invitation.



Takhyyal Al Weibdeh Festival

The Children's Museum was invited to participate in the annual Takhyyal Al Weibdeh Festival which is organized by Al Joud Organization in partnership with the Ministry of Culture and the Shoman Foundation. The Museum delivered a science show for families as well as various hands-on activities for children.

Makers Space

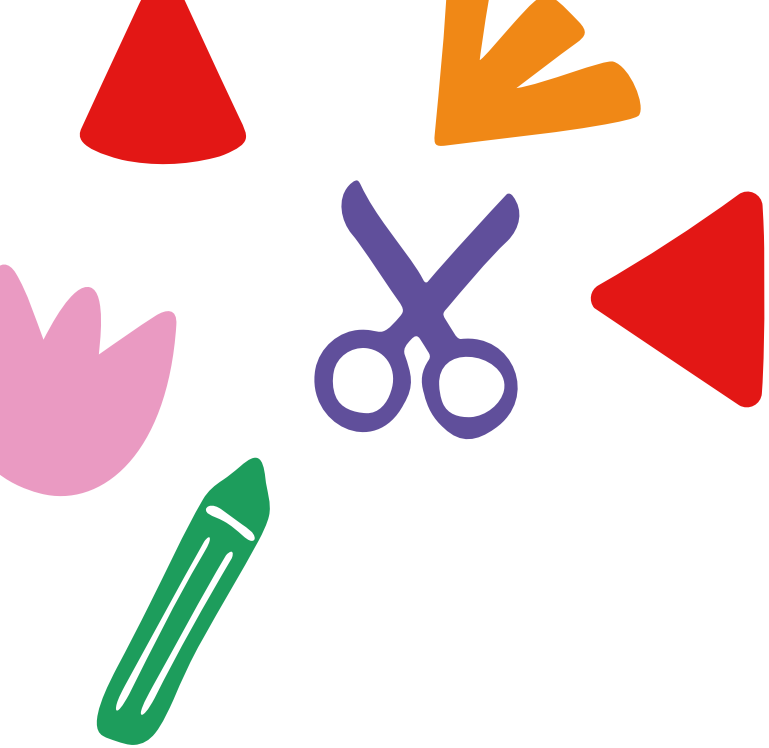
The Children's Museum was invited to participate in the Makers Collective Forum organized by the Crown Prince Foundation in November 2024. The Museum's team of experts were in charge of a special booth for Tinkering where they engaged with participants with tinkering activities.

Agricultural Expos

The Children's Museum was requested to participate in, and support various expos organized on the occasion of the Silver Jubilee. The Museum's team participated in three expos (one in Mafraq and two in Amman) by providing hands-on activities for children accompanying their parents. A total of **1,991** children were served during our participations.

UCMAS, Thankaa' Jordan's Event

The Children's Museum was also invited to deliver a science show to participants and their families at the 13th UCMAS Competition.



The Children's Film Festival

The Museum was host of the Jordan Children's Film Festival which is the first of its kind in the Kingdom and one of the few in the Arab region that focuses solely on films for the youth. The Festival is organized by the Royal Film Commission and its existing programs, which aim to provide interactive cinematic events for children.

Creatives Expo

We thank the organizers for giving the Children's Museum presence at the Expo which was held at Mecca Mall and for giving us the opportunity to deliver our amazing science shows to the attendees.





UNICEF: International Children's Day

UNICEF marked World Children's Day at the Children's Museum in November by unveiling the "Listen to the Future" children's art exhibition. The exhibition highlighted children's voices, dreams, and aspirations for a peaceful and sustainable future.



Statement of Revenues & Expenses

for the year ended December 31, 2024

		2023	2024
Revenue	Cash grants revenues	1,025,674	965,194
	Operating revenues	605,145	580,525
	Amortization of deferred grants revenue	59,587	54,160
	Non-cash grants revenues	29,925	12,600
	Other revenues	42,057	59,192
	Total revenues	1,762,388	1,671,671
Expenses	Operating expenses	1,222,838	1,227,938
	Administrative expenses	521,669	578,986
	Total Expenses	1,744,507	1,806,924
		17,881	(135,253)

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- Ms. Zina Jardaneh
- Ms. Dina Saoudi

Thank You

The Children's Museum extends its deep appreciation to the donors and sponsors who helped us bring learning experiences to all in 2024. We are extremely grateful for your unwavering support.

Our Donors and Sponsors

Exhibits and Educational Facilities Partners



Strategic Partner



The "Museum for All" Initiative Partners



Educational Programs Partners



Celebrations Program Partners



Community Connections Program Partners



Media Partners



Corporate Membership



In-Kind Support



Play
Explore
Learn

