Dear Supporter,

What a year it has been! COVID-19 pandemic has changed the shape of everybody’s life in ways that we cannot even comprehend. Besides the effect it has on our personal lives it has affected all economic sectors on the island. Among the most affected sectors in the world is the cultural industry and this is no different on Curaçao. While some museums have reopened with major limitations, others are still facing the consequences of the crisis behind closed doors. Museums worldwide have witnessed one of the greatest financial losses during the Covid-19 period.

Children’s Museum Curaçao is no different and is going through one of the most challenging times since the opening. As of March 15th, the museum was forced to close to safeguard the wellbeing of staff and visitors, while Curaçao was in complete lockdown. After opening to the public, we have adjusted to the new measurements and slowly began to find our way in the new reality. Closing doors to the public and the new measurements resulted in a drastic loss of income of 40 percent.

Due to the dramatic loss of income we had to downsize our operational staff, delay new developments and renovations and had to cancel most of our planned events and programming. These consequences were challenging, and demotivating at times, but everyday we dedicated ourselves again to serving the needs and interests of children and families. We have had a quick and pro-active approach in our response to the pandemic by shifting our focus in addressing different needs within our community. Besides being a local destination, we have implemented our role differently by putting
more emphasis to being an educational & community resource center.

At the beginning of the year we choose our theme: **Connecting to the world around us.** Although the year came with challenges we’ve tried to stay true to our theme. There is no fast track back to normal - rather than making a return to normal our goal, we must learn from the crisis to effectively respond, adapt and integrate. We have developed our online resource center with activities for children and their families during lockdown. While children were not allowed to go back to school fulltime we started our own Museumschool. We have collaborated with partners to create new experiences and organized covid-friendly events. We feel that the cultural programs of the museum gained importance in these uncertain times, in bringing us together. We might not change the world over night but our museum at its best can show what humanity can do as its best.

During the crisis we got amazing news about the approval of the international grant of Lions Club International dedicated to the development of our Inclusive Playground. With this donation we can start building the first 2 phases of the playground.

Although the museum has suffered a big financial loss this year, we were able and continue serving our needs of the children in 2021. We strive to be resilient in any new challenges that may come our way. We want to thank you for your support in the past and we hope you will continue to support us in 2021 so we can keep on changing the lives of children for the better.
One of the major changes in 2020 was developing new procedures and measures to keep the museum a safe place to visit. During the pandemic the health and safety of our visitors and staff is always a top priority.

### Cleaning & Maintenance
In addition to maintaining our regular cleaning routine of sanitizing and deep cleaning, we have:

- Increased the frequency of routine cleaning of exhibits, restrooms, and common areas.
- Increased the frequency of cleaning surfaces and doorknobs.
- Increased the frequency of washing the smaller exhibit pieces.

### Other Extra Safety Measures
- Face Masks for all our Staff and Volunteers.
- Signs are on display in the museum to encourage visitors to frequently wash their hands.
- Four alcohol-based hand sanitizer stations are located in the museum.
Social Distancing between adults
Teens and adults above the age of 12 need to maintain social distancing of 2 meters. That is why, the museum has assigned seating options for adults in the museum for them to use. At the entrance of each exhibit area, there is a sign with the maximum of allowed adults in that area.

Time Slots
The government of Curacao has allowed gatherings depending on the normal capacity of the available space. In our case, our adjusted capacity is 35 in the whole Museum, inside and outside combined. For the museum to comply to this rule, we have introduced TIME SLOTS. This way we can be sure to not exceed the maximum amount of 35 people in the Museum at the same time, in accordance with the new rules regarding COVID-19.

Phased Entrance
Only one family at a time can be in the entrance area to buy tickets. Other families will wait outside according to 2 meters marked entry lane. Visitors will leave the museum from a separate area than incoming visitors to avoid traffic jams. The entrance area is provided with a Plexiglas screen to avoid direct contact with the receptionist.
2. Connecting with the Museum: Programming

Where exhibits form the heart, the educational programming is the soul of the museum. Programming gives more depth to the museum and the opportunity to connect to our community in different ways. Although the circumstances under which the museum could offer their programming changed in 2020, we found new ways to offer our educational programming.

A. Digital Connecting: Museum At Home
During the lockdown Children’s Museum Curacao closed its doors to ensure safety of the whole community. During this time, we wanted to be an educational resource for all parents and guardians at home. The museum developed easy-to-do educational activities for the whole family focusing on STEM and Art. But we have also added Story time moments by collaborating with local narrators and artists.
Here's a look back at all the fun Activities the Kids got to do at home.

1. COVID-19 TIME CAPSULE

2. STORY TIME
   - “Kolletje” door Oma Jeannette (Dutch)
   - “E Biaha largu pa Djeipei” by Roy Colastica (Papiamentu)
   - “De Mooiste vis van de Zee” door Xandra Winkel (Dutch)

3. STEM ACTIVITIES
   - Marble Run
   - Paper Tetris
   - Fort Building
   - Non-Standard Measuring
   - Magic Milk
   - Balloon Experiment

4. ART WORKSHOPS
   - Egg Carton Village
   - Paper Roll Butterfly
   - Kas di Kunuku with Avantia Damberg
   - Vliegende Vlekken with Kristof Devos

B. Educational Connecting: Museum School
During the month of May we started the MUSEUM school to fill the huge void that was created when parents had to return to work but children could not go to school yet. The program focused on interactive learning sessions on different subjects like Literature, Nature, Art and other STEM subjects like Math with a unique class schedule every day.
C. Regular Programming: Connecting with our community

Some highlights

**DIA DI PAIS KORSOU**
We celebrated dia di Pais Korsou with an interactive, local event where children would make their own wooden Curacao chain and enjoy local and folkloric dances and performances.

**SIMAN DI BAN LESA**
A whole week of stimulating activities to make reading more fun thanks to a great collaboration with our local library. From a scavenger hunt to make your own book activity and storytelling by a new local author Nathaly Heyliger-Martina.

**CARMABI SHARK STANLEY**
The storytelling continued in collaboration with Carmabi for a presentation of Shark Stanley. Children enjoyed the story and learned a lot about our marine life and ways to protect it.

**HALLOWEEN AT THE MUSEUM**
A Covid-friendly events means a two-day spread Halloween event. In family groups of a maximum of 6 adults and children, everybody followed a specific route with cool Halloween activities. Cooking pumpkin soup with the with, making spooky balloons, a mummy run to creating fizzling artsy pumpkins.
3. Connecting with community partners: Collaboration—Combi with Sea Aquarium

The Corona crisis hit the whole cultural, educational and leisure community on Curacao. Therefore we felt the need to support another by working together with local partners. Together we are stronger and the need for different developmental opportunities for children on the island is more important than before. Together with Sea Aquarium Curacao we have developed a special combo during the Fall vacation. Children and their families were able to visit Curacao Sea Aquarium and Children’s Museum Curacao for a special price, participate in a scavenger hunt and get a free drink. This was a highly successful collaboration that we hope to continue in the future.
4. Connecting with our community in need: Social Projects

In 2020 we have decided to initiate and collaborate with some social projects that were important to us. These projects focused especially on the children and families that are in need for extra support.

Mothersday
Normally, kids would be bringing a handcrafted Mother’s Day gift home that was made in school. This year was different because children were not able to go to school and that is why we decided to jump in and help a little by making our own gift bags with goodies and crafting materials for the kids to make a little gift for their Moms on Mother’s Day.

Apart from the successful drive thru giveaway, where we gave away 100 gift bags to our own followers, we also made 1000 MORE GIFT BAGS for Voedselbank Curacao to hand out to families with kids. We celebrate and encourage mothers as being the superheroes that they are. Especially when times are though we need to appreciate them even more.
Ieder kind een kerstkado
The "Ieder Kind een Kerstkado" project has been successful for many years. In 2020 we collaborated with Rotaract & Dolfijn FM to create a new dimension by making live radio in a pop-up studio at Children’s Museum Curacao. The museum was also the drop-off and distribution point for all the presents. We were happy to be part of this good cause. Because now more than ever, the need to give something extra to children with Christmas, was important. Families and children are suffering and going through incredible though times and because of this collective effort we raised over 6,000 presents, a record number of gifts, that have been distributed to all the social institutions on the island.

Museum for all summer program
Pursuing equity and inclusion is a best practice that reflects a commitment to serving all children and families. Therefore, our Museum for All program is dedicated to bringing children from underprivileged families to the museum. Normally during the summer period, a lot of the afterschool programs & community vacation programs come to visit the museum. A lot of these programs were cancelled all together because of lack of funds. Thanks to a donation of Rotary Club Curacao, we were able to bring over 400 for free to the museum and let them participate in our summer programming.
5. New Developments in 2020

Renovation and new developments are important factors for the museum’s sustainability in the future. Because of the Covid-19 crisis we were not able to do some of the bigger projects but we stayed focused on new developments.

1) Farm-To-Table Café
Doing groceries and immediately cook diner is the perfect combination. This direct connection between people and food is known as Farm to Table. The food in our Marketplace is so close that our pretend Farm To Table Café was the logical next step. Grab your fruits and vegetables and start cooking the most amazing dishes. A long-time dream of integrating a cooking opportunity to the museum has finally come true and the children love it.
2) Temporary exhibit
In July 2020, while the Covid-pandemic restricted traveling, a lot of local families stayed on the island. Together with Curacao Airport Partners we created our own Airport Exhibit where children could check in with their passport, take pictures for monumental buildings, check in their luggage and go through security. We also developed a Around the World program for four weeks where children could travel and experience all the different continents. Capoeira shows in Brazil, making African necklaces, designing your own Dutch Windmill etc. Because of this exhibit and programming we could provide an adventurous new experience for children and families.

3) Members
Finally the time was here to create family memberships for our frequent visitors. The membership program is designed to attract more returning and develop loyal customers. Our members can choose from different packages that represent their family situation and budget. With their membership they are allowed to come as many times as possible. Our goal for 2021 is to create a fulfilling membership experience so members turn into ambassadors of the museum. Supporters that share the mission and benefits of the museum Membership prices vary from a price for a family of 4 at NAF. 185, Family of 2 NAF. 100 or membership for 1 at NAF. 60. Add-Ons at NAF. 50.
5. Staff

**Teen-Volunteer program**

After repeated calls from a few desperate parents whether the children’s museum could do something for their teenagers hanging around in the house, we started a summer experiment. A group of young people who had to be brought out of isolation during this difficult time and a children’s museum where the help of volunteers became more important than ever. A win-win situation for both.

After a call for teenagers to participate in a 12-week guided volunteer program, we received 27 applications. Ultimately, 20 active volunteers fully followed and completed the program. The program gives teenagers the opportunity to gain work experience and develop themselves. Some of the Volunteer does 40 hours of voluntary work in the children’s museum; Volunteer is working on a Personal Development Plan; Volunteer participates in skill-focused training sessions.

After an extensive evaluation with the teenagers, they turned out to be very enthusiastic about this opportunity to develop themselves further. Plans are to develop the Teen-Volunteer program further in 2021.

**Regular Staff**

Because of the Covid-19 pandemic and the government-mandated lockdown the museum has had a loss of 40 percent of its visitors and more than 35 percent of its income. As a consequence we had to cut down in our expenses extremely and let go of some of our staff. The rest of the remaining staff has taken a cut of their hours. These cutbacks have resulted in a staff reduction of 25%, and that the staff has been reduced to a “skeleton” group that only focuses on the “core” business of the children’s museum.
New Leadership

‘I have never done it, so I think I can’ (quote pippi longstocking) was one of the motto’s of the Children’s Museum founder Esther de Sola. After building up the museum from scratch and being a director for the first three operational years it was time to hand over the baton to a new successor Ella Rosa. Although Ella always had a preference of working with children, she worked for more than 10 years in the financial sector after graduating in Tourism Management & Commercial Economics. Subsequently, she worked for more than 5 years as an entrepreneur in the field of Business support and Project Management for various profit & non-profit organizations. In recent years she has been directly involved in initiatives for children, such as at Tur ta Konta and Greenkidz Curaçao, rediscovering her passion and finding her true calling. With the right amount of passion and work experience, Ella is the right person for the job.

As of November, Ella officially took over the day-to-day responsibilities as Manager Children’s Museum. And, with the great children’s museum team, they will dedicate themselves on guiding the children’s museum through these challenging times. Innovation, expansion and further professionalization will be central in the coming period.

Personally, I can only look back with a feeling of enormous pride that our goal has been achieved, which is to establish the first Children’s Museum in Curaçao. With the daily team, board and so many other stakeholders around us - everyone with the same vision and mission - the children’s museum has been brought to where it is today.

Although letting go of your child is difficult, I will not leave it completely (of course). I will stay on as advisor to the board of Stichting Kindermuseum Curaçao, I will continue to work for the interests of the children’s museum. Saying goodbye is not letting go, it is a different way of holding on.

- Esther
2020 IN NUMBERS

Although a slight decline in number of visitors was expected according to budget, we have experienced a sudden reduction of 50% in total visitors in 2020. At the beginning, the year looked very promising but on March 15th the Children’s Museum had to close its doors. Covid-19 lockdowns and Government imposed measures have caused a severe decline in visitor numbers.

**Total Visitors 2019: 22,000**

**Total Visitors 2020: 11,000**

<table>
<thead>
<tr>
<th>Visitor Numbers</th>
<th>2020 (rounded)</th>
<th>2019 (rounded)</th>
<th>Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular Paying Visitors</td>
<td>7,500</td>
<td>13,000</td>
<td>-42%</td>
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<tr>
<td>School Groups</td>
<td>500</td>
<td>3,000</td>
<td>-83%</td>
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<tr>
<td>Museum For All Visitors</td>
<td>1,000</td>
<td>2,000</td>
<td>-50%</td>
</tr>
<tr>
<td>Programming &amp; Commercial Visitors</td>
<td>2,000</td>
<td>4,000</td>
<td>-50%</td>
</tr>
<tr>
<td>Total Visitors</td>
<td>11,000</td>
<td>22,000</td>
<td>-50%</td>
</tr>
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The biggest decline in visitors was experienced with school groups because of Covid-19. That is why we are developing our Museum On The Go project, because if they can’t come to us we go to them!

**Financial Statement**

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2020 (ANG)</th>
<th>2019 (ANG)</th>
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</thead>
<tbody>
<tr>
<td>Tangible Fixed Assets</td>
<td>156,383</td>
<td>263,425</td>
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<tr>
<td>Commercial Inventory</td>
<td>3,548</td>
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<td>Current Assets</td>
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<td>Liquid Assets</td>
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<tr>
<td>Total Assets</td>
<td>469,468</td>
<td>698,649</td>
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Both the number of visitors as the commercial activities lagged behind by 50%. However, the main decline was in sponsorships & donations. Because of the economic crisis that the island experienced, the Board decided not to actively pursue donations & sponsoring. The museum has received Government support (NOW and TVL funds) but was encouraged to keep most of the personnel. Most of the personnel expense cuts were set forth starting October, hence these costs reductions will be realized and visible in 2021. Efforts were made to further lower operational expenses by increasing efficiency. Further to these efforts, 3 months of the rent was waived by the Mongui Maduro Foundation, for which we are grateful.
Childrens Museum Curacao

Connecting to the world around us