

2021 ANNUAL REPORT

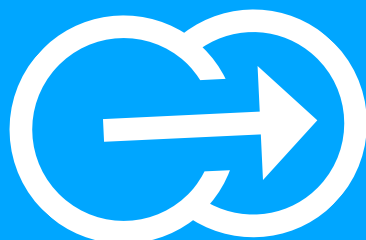
CHILDREN'S MUSEUM CURAÇAO

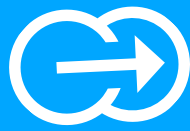
TRANSITION



"Change is an
event but a
transition is the
process that you
go through in
response to the
change"

-William Bridges-





2021 IN BRIEF

- 1 lockdown
- 11.000 paid visitors
- Inclusive Playground
- Museum-On-The-Go
- Reorganisation

Dear friends,

2021 began in full swing, but it was a year of transition on many levels. We were still in the middle of a pandemic but adjusted to it much better this time around. In February, we celebrated the groundbreaking of the new Inclusive Playground, a collaboration project between Lions Club Curaçao and Children's Museum Curaçao. A playground where children with and without disabilities can play and have fun together.

Unfortunately, our community had to endure a new lockdown in March. Although we managed to adapt more easily to the "new normal", it still hit us hard. Building the playground, activities, programming, and visitors were all cancelled, and the museum was closed for over two months. We started our online museum school, invented activity boxes, and managed to organize a successful online fundraising during that time. Instead of stumbling forward and experimenting, we had our plans and could adapt more quickly. But the lockdown, uncertainty and budget cuts have taken a toll on the team.

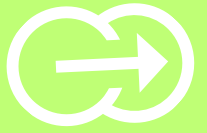
Despite the ongoing challenges, we managed to pick ourselves up to be resilient and inventive with the limited resources we had. So we started a super cool new project, we called Museum-On-The-Go. Because of the Covid-19 pandemic, schools are struggling to find a way to visit the museum, and these trips are the only way to experience the museum. Because of the circumstances, we developed the MOTG program to transition our approach to our school visits: "if the children can't come to us...we go to them!"

A reorganization never comes easy; within our team, we had some obstacles to overcome. A transition period during a pandemic comes with challenges, that is for sure. Successful leadership transitions take time, and they need adaptations along the way.

Overall, 2021 was full of transitions and challenges, but the team has managed to stay focused and motivated, and we can't wait for what 2022 will bring for us.

Team Children's Museum Curaçao

OUR VISITORS

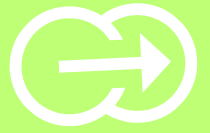




In 2021 we were able to serve and support our community-both onsite and through Museum at Home. But the financial impact of the pandemic was significant, and it will affect museum operations for years to come.

The public also adapted more to the lockdown and reopening and was happy to return. 2020 was the all-time low in attendance with almost 8.000 regular paying customers and members. Although we did not come close to our initial projections of 17.000 visitors, we had an attendance of 11.000 paying customers in 2021. The number of visitors especially peaked during the second part of the year. With October registering the same visitors numbers as 2019. Our visitors consist of regular paying locals and tourists, membership visits and school visits. We are here to serve them all in ways that stimulate their minds and help them develop while having fun.

THE LOCKDOWN



Because of the lockdown, we took The Children's Museum of Curaçao directly to our audience with the Museum at Home program. Museum at Home presented engaging, family-learning programs with live instructions from our educators. In addition, we developed a special Vacation Activity Box set with four days of online fun with exciting activities like slime making, 3D straw building, exploding volcanoes and interactive games.

CHILDREN'S MUSEUM AT HOME

VACATION ACTIVITY BOX

Date: Tuesday 6th till Friday 9th of April
Time: 9:00am - 10:30am
Age Group: 6 - 10 years old
Price: ANG 95.- for all 4 days | ANG 25.- per day
Price includes: Activities, Materials, Live Zoom Instructions

We'll have fun STEM activities like Volcano Explosions, making Slime, Dancing together and so much more!



Museum at Home was an early indicator of the museum's resilience and the beginning of what would become a significant expansion of our online offerings as we continued to pursue the museum's mission of offering interactive learning experiences for children and families, even while quarantining.



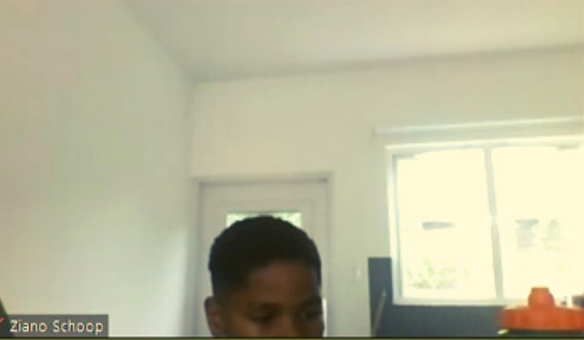
Tomar Bentura



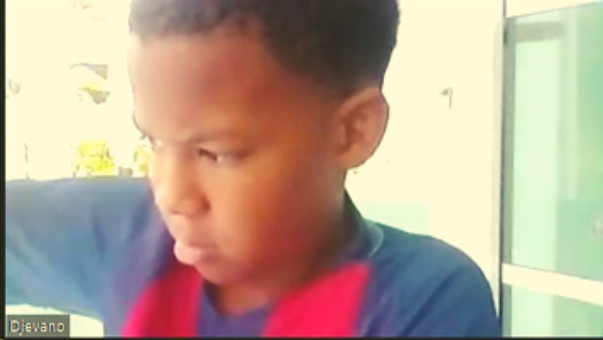
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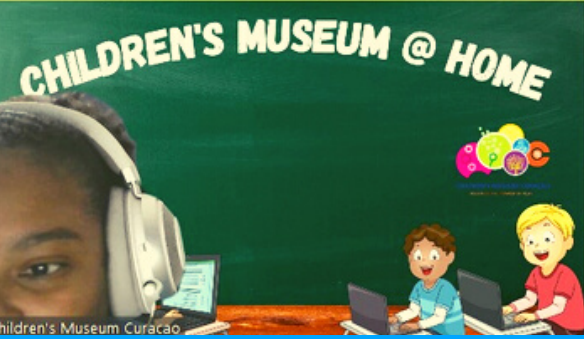
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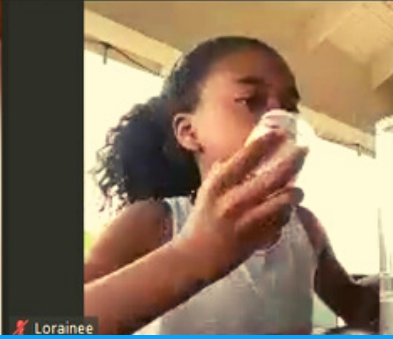
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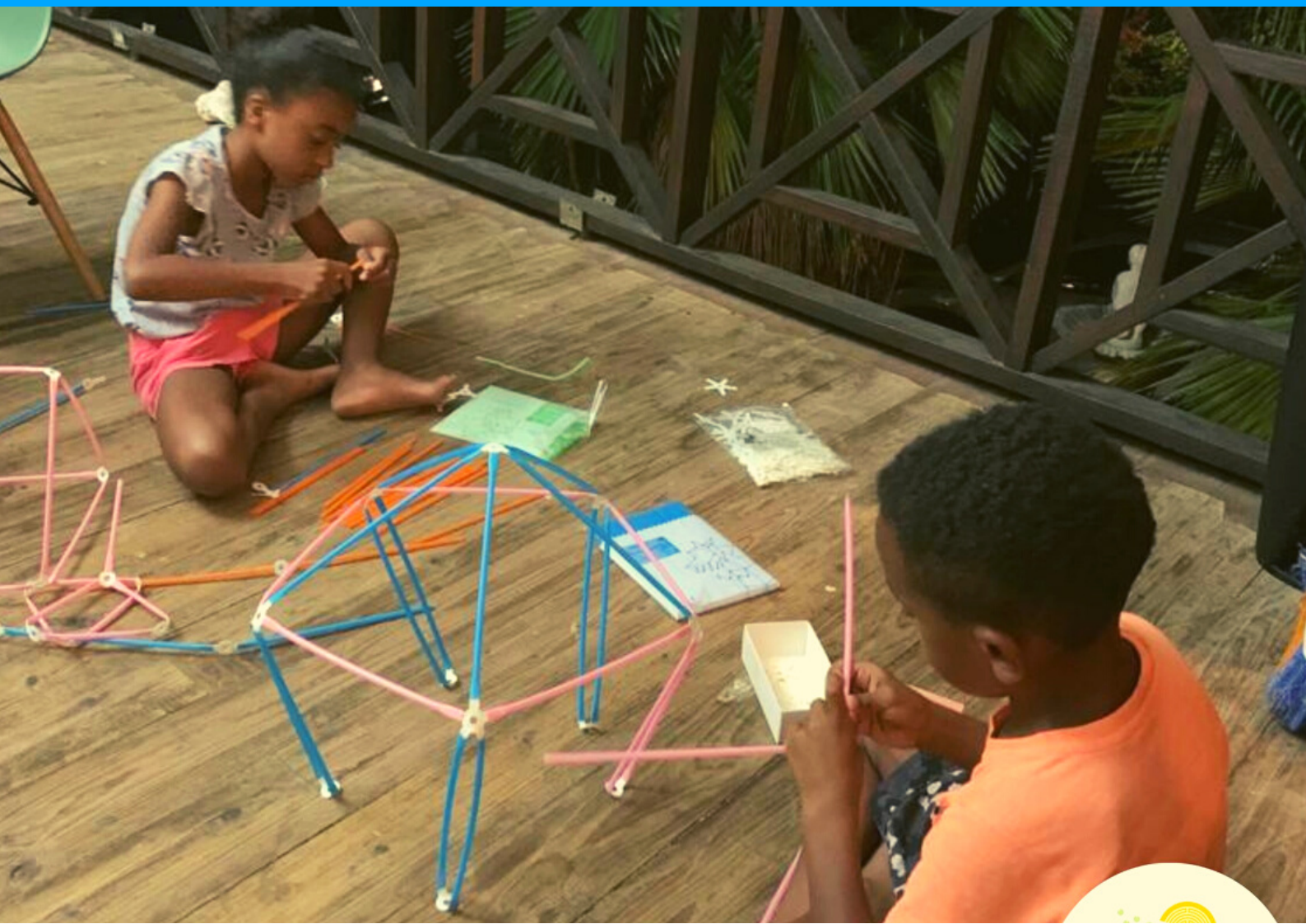
Children's Museum Curacao



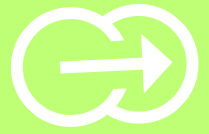
ashni



Lorainee



Programming



We specialize in highly interactive programs, events and classes that give children an opportunity to explore art, science, and culture. Children's Museum Curaçao offers programming that encourages and develops learning through play and self-discovery. Experts agree that by learning through play, children find education a joyous experience. Our focus on this philosophy is the core of our curriculum. Our programming has been transitioning into a regular, recurring weekly curriculum. Our STEM, Saturdays, has become a household name in the museum. Children between 4 - 12 can experiment with a variety of activities. Learning by doing is very important. Learning comes alive with activities that encourage hands-on exploration and critical thinking skills. Sunday Fundays are aimed at fun activities for the whole family. Connecting with your parents is essential to growing up, especially with fun activities like having a spa day with the family.



HEALTH DAY

At the Children's Museum

Saturday, June 26th 1pm - 5pm

THIS WEEKEND ACTIVITIES

23 - 24 OKTOBER

Siman di Ban Lesa Beroepen op bezoek



ZONDAG 24 OKTOBER

Timeslot 13:00 - 15:00
Schooltje spelen met Juf Simone

Timeslot: 15:00 - 17:00
Introductie van een producer



Woensdag t/m Vrijdag 27 - 29 oktober
STORYTIME: Enge Griezeverhalen

THIS WEEKEND ACTIVITIES

21 - 22 AUGUST

All about Mondriaan

STEM SATURDAY

Mondriaan-Inspired
Playdough challenge

ART ALL WEEK

Express
yourself like
Mondriaan

SUNDAY FUNDAY

Color-theory Optical
Illusion Fun Experiment

THIS WEEKEND ACTIVITIES

2 - 3 OKTOBER

All about Autumn Leaves



STEM SATURDAY

Cool Color Leave
Experiment



ART ALL WEEK

Fall Mosaic
Leave Art

STEM SATURDAY

Make your own
Nameplate with
Morgaine Parris

ART ALL WEEK

Make your
own Face
Art Portrait

THIS WEEKEND ACTIVITIES

25 - 26 SEPTEMBER

All about Me, Myself & I



SUNDAY FUNDAY

Create your own LEAVES
Suncatcher



SUNDAY FUNDAY

Family fun with DIY Chalk
Art Silhouette on the floor



THIS WEEKEND ACTIVITIES

4 - 5 SEPTEMBER

All about SPA & Relax

STEM SATURDAY

Sizzling BathBomb
Experience



ART ALL WEEK

Create Art
with Salt

ELEVATOR

$E=MC^2$

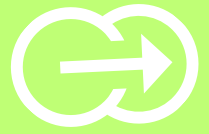
STEM CHALLENGE

WEEKEND ACTIVITIES

SUNDAY FUNDAY



Museum On The Go



THE CLASSES

The Museum On-the-Go transforms the classroom into an interactive museum experience. We have trained passionate educators that guide and teach STEAM programming. STEAM is the abbreviation for Science, Technology, Engineering, Art & Math. Therefore, this requires the skills needed to make a better future for our children and is needed in local schools.

We have 6 STEM and 6 ART complete lesson plans designed to create playful and surprising "a-ha" moments for children that stimulate curiosity and discovery.

Each visit to a classroom consists of the following:

- Introduction by our educators' team
- STEM lesson of 60 minutes
- Art lesson of 60 minutes
- Museum Exhibits in the class 1 hour





MOBILE MUSEUM

Besides our STEAM programming, we want to bring the museum with our mobile exhibits to the schools. Our Mobile Museum represents the STEAM exhibits in the museum and is from many of the same manufacturers we use. These exhibits inspire hands-on exploration and play and bring the children's museum experience into the community. Like our physical museum, the Mobile Museum engages children with complex concepts and skills in a playful, interactive way.

PILOT PROJECT

With the Museum-On-The-Go, we reach schools with financial difficulties and cannot visit the museum. We select schools based on specific criteria and their necessity for more interactive learning experiences. Schools will be given hand-outs on implementing basic STEAM projects they can execute in their classroom. Step by step, we would like to work on implementing hands-on learning in our local schools. If they do better, we do better.

Inclusive playground



Inclusive playground

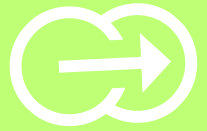
In 2021 we were transitioning into a new play area, the inclusive playground. Together with Lions Club Curaçao, we are building our Inclusive Playground. This playground welcomes children of all ages and abilities to play, learn and grow together. We encourage everyone to join in the fun.

Most playgrounds were not designed with disabled children in mind. Inclusive playgrounds ensure physical and social inclusion where everyone can play together. The playground also promotes a healthy, active lifestyle.

One of the highlights is a zip line. It's better than a zip line! It's a long-lasting, ultra-smooth ride for kids ages 5 to 12 and will be the main attraction on our playground. In 2021 we were working on on-site preparation, building an inclusive restroom & entertainment area. Unfortunately, Covid-19 and the pandemic significantly impacted the time schedule because of all the delays in transportation and deliveries. The opening of the playground will be in June 2022.



Fundraising



KONINGS DAG@HOME FAMILY BOX

FUNDRAISER CHILDREN'S MUSEUM CURAÇAO

Oud Hollandse
Spelletjes

Deelname
online
Muziekbingo

Photoprops

Deelname aan
ONLINE
familiequiz

3 Entreekaartjes
kindermuseum

WIN
Fantastische
prijzen!

Suprise
van
Delinova

KOOP EEN BOX VOOR ANG 100,00 EN STEUN 2 GOEDE DOELEN:
CHILDREN'S MUSEUM CURACAO & DAILY MEAL PROGRAM

GENIET VAN EEN DAG THUISPLEZIER VOOR HET HELE GEZIN MET LIVE RADIO
VIA PARADISE FM! VOOR MEER INFO EN BESTELLEN GA JE NAAR

WWW.KONINGS DAGATHOME.COM



KONINGSDAG@HOME

No industry has escaped the pandemic, including the nonprofit sector, where the most direct impact has been financial. For example, Children's Museum Curaçao has had a significant loss in our income, not only from regular earnings but also through loss of income due to fundraising difficulties. So, we had to quickly rethink how funds could be raised in a new and unconventional manners.

We moved to a virtual event, Koningsdag@Home. Together with Paradise FM, we've created the Koningsdag Box. For ANG 100,00 families could buy a box filled with typical Koningsdag games that were fun for the whole family. In addition, Paradise FM hosted the music Bingo on air, including the online family quiz.

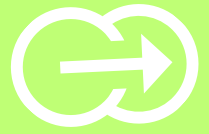
It was a big success with raising a good amount of money, but we also received so much positive feedback from families. As a result, we went back to the basics of the children's museum by connecting families in a fun and educational way.

SUPERHEROES

In 2021 we introduced our Super Hero fundraising. You donate ANG 250 to the Children's Museum as a Super Hero. For this Hero status, you will receive, among other things, a "super" beautiful "piece of art" printed in an exclusive edition by Bagira, our Hero artist.



Our Team



THE TEAM

Change is constant. We have been going through a transition phase in the museum operations and within our team. A new manager was hired in 2020 when our founder Esther de Sola decided to take a step down from daily operations. As she remained on the board, Ingenie Dammers took over her role as chairman of the board as of June 1st 2022. While the change may appear to have been implemented flawlessly, transition happens much slower. People undergo several phases as they transition. Taking over a new job during a pandemic is challenging. Therefore, we had to find another candidate for the manager position since Ella took on another challenge.

One of the most significant transitions was dividing the work of one director over three managers: Sabrina D'arco as Operational manager, Sugeidy Windster as Education & Programming manager and Ines Smit as General & Commercial manager. New people were hired with different responsibilities and a new beginning with new ways.



Ines Smit



Sugeidy Windster



Sabrina D'arco



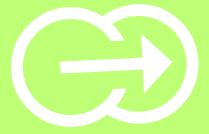
Saida Martínez



Mahalia Jansen

'Alone we can do so little, together we can do so much'

Our Team



THE BOARD

Not only with our operational team but also on the board, a transition has taken place. In 2021 Ingenie Dammers became chairman of the board, taking over from Esther De Sola, who has been chairman since the museum's opening. We had to say goodbye to one of our very creative board members Germaine Gibbs. And two of our founding board members: Inette Pijl & Farley Virginia are stepping down at the beginning of 2021. They were there from the start, and creating a non-profit is no easy task. A big part of this success wouldn't have happened without them. Thank you for your expertise, contribution and dedication to our museum.

Welcome to our new board members, who are enthusiastic about bringing the museum to the next level.

Chairman: Ingenie Dammers

Treasurer: Neysa Isenia

Secretary: Nikki Dijkshoorn

Founder & Board member: Esther de Sola-Pijl

Board member: Loes van der Woude

Board member: Farley Virginia

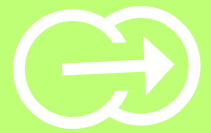
Board member: Inette Pijl

Board member: Dorine Baas

Board member: Talitha Hollander



Our Finances



THE VISITORS

Although we were still in the middle of the pandemic at the beginning of 2021, we saw improvements in our visitor numbers. This did seem promising, but unfortunately, a new Covid-19 lockdown happened in the first half year with a decline in visitors.

But the second half year we saw a significant increase in visitors, both local and tourist. Both groups were eager to come to the museum again.

With an overall increase of almost 40%, we had a big improvement compared to 2020. This was mainly due to the increase in school visits from 500 visits in 2020 to nearly 1.275 visits in 2021.

Visitor Numbers	2021	2020
Regular Paying Visitors	9,500	7,500
School Groups	1,275	500
Museum For All Visitors	1,250	1,000
Programming & Commercial Visitors	2,400	2,000
Total Visitors	14,425	11,000

FINANCIAL STATEMENT

Due to the increase of our regular paying visitors, we saw an increase in our income. The total revenue has increased compared to 2020 by more than 50%. Not only did we receive more paying visitors but also our commercial activities, like events, birthday parties and vacation camps, were more this year.

Besides our earned revenues, the museum depends greatly on sponsorships, fundraising and program funding. We received the funding for our Museum On The Go project until June 2022. The big sponsors are:

Fonds voor Cultuurparticipatie

Prins Bernhard Cultuurfonds Caribbean

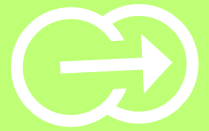
Maduro & Curiel's Bank

Active Chance

Fundashon Bon Intenshon

Ennia

Our Finances

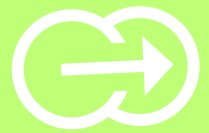


ASSETS	2021	2020
Tangible Fixed Assets	134.198	156.383
Commercial Inventory	2.548	3.548
Current Assets	145.417	9.292
Liquid Assets	243.636	300.245
Total Assets	525.799	469.468

Capital Reserves and Liabilities	2021	2020
Board Designated Reserve	121.854	127.695
Restricted Reserve	378.427	293.338
Accounts payable	2.851	132
Current Liabilities	22.667	48.303
Total Capital Reserves and Liabilities	525.799	469.468

Income	2021	2020
Revenue Entrance Fees	98.365	68.236
Revenue Commercial Activities	90.943	70.033
Sponsorship & Donations	54.901	32.651
Dedicated Programming Funds	174.304	107.928
Financial Gains	101	310
Total Income	418.614	279.158

Our Finances



Costs	2021	2020
Personnel Expenses	131.921	193.834
Operational Expenses	80.322	94.033
Dedicated Programming Funds Expenses	162.846	51.894
Direct Cost Commercial Activities	22.599	17.391
Renovation Costs	2.870	786
Depreciation	23.285	81.888
Total Costs	423.843	439.826

OPERATIONAL RESULT

As a result of the recent economic distress due to Covid-19 measures, Children's Museum Curacao has been reducing its costs. The aim is to find ways to cut costs and increase revenue.

We started reusing materials and increasing the use of recyclable materials in programming.

This meant organizing our storage for better use of existing materials.

We also reduced the personnel costs by temporarily involving board members (at no cost) more during the transition period. Also, combining tasks into one job profile has proven to increase efficiency.

These measurements resulted in a decrease of almost 25% in operational & personnel costs. Last year's loss was over ANG 159.000

and we are modestly satisfied with the reduction of the net loss to ANG 5.800 in 2021.

**"CHILDREN LEARN AS THEY PLAY.
MOST IMPORTANTLY, IN PLAY,
CHILDREN LEARN HOW TO LEARN."**

CHILDREN'S MUSEUM CURAÇAO