



Nutrien
**WON
DER
HUB**

2023-24 Impact Report

About us

Nutrien Wonderhub is a non-profit organization and Saskatchewan's only children's museum. It brings children and families together to create, learn, and play. Children ages 0-9 learn through play while immersing themselves in unique experiences you can't get anywhere else.

Our Mission

Wonderhub brings children and families together to create, learn, play, and explore without boundaries.

Our Vision

Expanding possibilities for children; building a brighter future for our community.

Values

Child-centered experiences

We create environments that naturally encourage children of all ages, backgrounds, and abilities to explore, discover, and learn through play.

Community connections

Within and beyond our walls, we create opportunities for interaction and connection.

Strategic actions

We approach every decision with a mind to the future and how best to achieve our goals in the long term.

Welcoming spaces

We commit ourselves to accessibility and inclusivity, celebrating diversity as a catalyst for growth.

Areas of Strategic Focus

Nutrien Wonderhub's Strategic Plan (2023-2026), includes five areas of strategic focus:

- 1 Visitor Experience
- 2 Exceptional People
- 3 Stakeholder Engagement and Brand Health
- 4 Organizational Effectiveness
- 5 Financial Sustainability



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Land Acknowledgement

Nutrien Wonderhub is situated on Treaty 6 Territory and the Homeland of the Métis. We pay our respect to the First Nation and Métis ancestors of this place and reaffirm our commitment to advancing truth and reconciliation in our community, and creating a safe and equitable space for all.

Message from the CEO and Board Chair

Dear Friends,

As we reflect on the past year, we are filled with gratitude for the incredible momentum we've built together. Nutrien Wonderhub (Wonderhub) welcomed more than 100,000 visitors, continuing to be a vibrant, joyful, and welcoming destination for families from Saskatoon, across Saskatchewan, and beyond. As the province's only children's museum, Wonderhub is where play and learning converge, providing unique and essential experiences that support children's growth, development, and well-being.

The experiences that children and their grown-ups have at Wonderhub are more than just fun—they're foundational. Through open-ended play, hands-on exploration, and creative expression, Wonderhub supports mental wellness, sparks curiosity, and builds essential life skills that support healthy development. This past year also brought important recognition on the global stage with the United Nations' inaugural International Day of Play on June 11, 2024. This milestone formally acknowledged play as central to children's learning and well-being, aligning with our work to ensure all children have the time, space, and support they need to play, learn, and thrive.

Our three-year strategic plan (2023 – 2026), continues to guide our work across five key areas: Visitor Experience; Exceptional People; Stakeholder Engagement and Brand Health; Organizational Effectiveness; and Financial Sustainability. We are proud of the highlights featured in this year's report, including new drop-in programs, our engaging Culture Days initiatives, the enchanting launch of "Sock Skating", an expanded partnership with Saskatoon Symphony Orchestra, and our joy-filled 5th Birthday Bash.

While we celebrate these achievements, we must also acknowledge the ongoing financial challenges we face. Like many non-profit cultural and educational institutions, Wonderhub continues to operate with a significant funding gap between our core operating costs and the level of public funding we receive. Despite our continued growth and expanded impact, we had a deficit budget once again in 2023-24. We are actively working to close this gap through advocacy for public funding, building strategic partnerships, and diligent financial management, but sustained operating support is essential to ensure Wonderhub remains impactful for year to come.

We are grateful to our many supporters, donors, sponsors, volunteers, and staff who make this important work possible. As today's children—tomorrow's dreamers, doers, and leaders—grow up in a rapidly changing world with less space and time for play, Wonderhub remains deeply committed to building a brighter future where all children can learn and grow through the power of play.

With gratitude,

Leah Brodie
Chief Executive Officer

Daryl Bitz
Chair, Board of Directors



2023-24 at-a-glance

Total Visitation

102,435
Visitors

School Visits

8,065 Visitors
333 Groups

Museum Membership

1,014
Memberships Sold

Day Camps

499 Campers
18 Camps

Volunteers

1,659 Volunteer Hours
65 Individuals 5 Organizations

Birthday Parties

3,281 Party Guests
242 Parties!

Gift Shop Sales

\$56,902

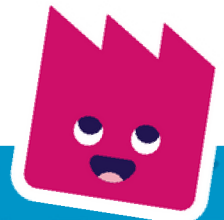
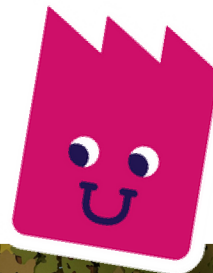


Exhibit and program highlights

In 2023-24, Nutrien Wonderhub continued to foster creativity, discovery, and community engagement through a diverse range of interactive and educational programs. With a focus on making opportunities to play accessible to all, the children's museum inspired young minds and families while celebrating milestones and strengthening connections within the community.



Drop-in Programming

Throughout the year, Wonderhub offered a variety of drop-in programs to enhance the guest experience. One highlight was Betty & Maureen's *Creative Tales*, where two retired educators read stories and planned engaging activities for children ages 0 to 5. A special drop-in program, *Creative Sprouts*, featured art inspired by the fascinating wonders of biology.



Culture Days

Wonderhub participated in the nation-wide festival, Culture Days. Sessions were led by children's author Kathie Cram, the theatre company Gordon Tootoosis Nīkāniwin Theatre, and literacy experts from Foundations Learning & Skills. Participation in all 12 sessions was free to the public thanks to funding from Sask Lotteries and support from Sask Culture.

Storyscapes

Another crowd favourite, *Storyscapes*, returned thanks to the support of the City of Saskatoon and the Sask Lotteries Community Grant.

- Brittney McKinnon led free sessions in Red River Jigging
- Métis/Michif educator and storyteller, Samson LaMontagne, shared stories and teachings about Métis culture.
- Local artist and designer Valarie Wiebe read from her picture book *Time to Fly*, followed by an interactive storybook creation activity.





Sock Skating



Sock Skating made its debut at Wonderhub in the winter of 2024! The Snow Sisters helped kick off this magical experience with a morning of story time and interactive skating sessions. *Sock Skating* opened on February 17th and ran through the winter.

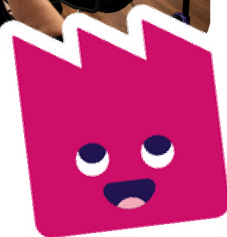
A Summer of Memories

Throughout the summer, Wonderhub offered nine weeks of engaging summer camps for children ages 5 to 10. These camps provided museum exploration, arts and crafts sessions, outdoor activities, and more. Our team also supported popular community summer events and festivals such as WEGO at Remai Modern and the Children's Festival of Saskatchewan.



Music in the Museum

The Saskatoon Symphony Orchestra (SSO) and Wonderhub partnered to bring music to young audiences. The SSO's popular program, *Time for Toddlers*, was designed to delight and engage children ages 0 to 3 and was offered at Wonderhub multiple times throughout the year. On October 30th and November 1st, the SSO performed two special concerts in the *North Woods* exhibit, featuring music from *Peter and the Wolf* by Sergei Prokofiev. This concert was recorded and is available on the SSO's streaming platform, concertstream.tv.





5 Years of play

In June 2024, Nutrien Wonderhub celebrated a major milestone—our 5th birthday at our world-class facility! What better way to celebrate than with a free day of fun for the public! Thanks to the support of Nutrien, we were able to offer free admission to nearly 1,300 guests. The event “sold out” in minutes and was a huge success. Thanks to support from Dakota Dunes Community Development Corporation, highlights included fabulous balloon creations, glitter tattoos, a photo booth, an all-day dance party, Nutrien’s Seed Survivor experience, and more. Thanks for celebrating with us!



Thank you to our supporters



Nutrien Wonderhub, a non-profit and Saskatchewan's only children museum, gratefully acknowledges the support of so many generous, giving individuals and organizations:

Affinity Insurance Services

Association of Professional Engineers &
Geoscientists of Saskatchewan (APEGS)

Black Nova Internet Services

Janine Baumann

Erica Bird & Sam Butler

Peter & Judy Bird

Beverley Brenna

Leah & Ben Brodie

Cameco Corporation

Robin Chapman & Ian Judd-Henry

Sharon Churko

City of Saskatoon

Community Initiatives Fund

Dakota Dunes Community Development
Corporation

Amitabh Dar

Trevor & Michelle Donald

Cathie & Don Drinkwater

Thomas Eastman

Sheryl Fox

Kendra Getty

Government of Canada

Government of Saskatchewan

Katherine Hale

Rebecca Harbin

Holli Holmes

Doug Humphreys

Brenda Kardash

Malcolm & Marilyn Leggett

Carla Loney-Tindall & Joe Tindall

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Som Mukherji

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Nutrien

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Bob Reid

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Robertson Stromberg LLP

SaskCulture Inc

Saskatchewan Lotteries

SaskTel

Glen Shackleton

Sunrise Foods International

Nancy-Jean Taylor

TD Asset Management

Brett Thiessen

Janet Walter

Lucinda Wood

Elaine Zakreski

Staff

Administrative

Chief Executive Officer	Leah Brodie
Director of Development	Victoria Oster
Director of Education and Exhibits	Melanie Rogowski
Director of Finance	Richa Bhardwaj
Visitor Experience Manager	Steph Canning
Executive Assistant	Amanda Perreault
Development Coordinator	Anneka Richer
Finance Coordinator	Lori Hanson
Marketing and Communications Coordinator	Emily Kohlert

Visitor Experience Team

Team Members:

Fazila Alizada
 Joanne Hyde
 Attiya Kaleem
 Yin Kuang
 Lisa Lam
 Zahra Shirdel
 Luu Vu
 Paulina Zajac

Leaders:

Farahnaz Alizadeh
 Jasmine Bui
 Marzia Giommi
 Riley Mathers

Education Facilitators

Mahasweta Ghosh Dastidar
 Crystal Klassen
 Jocelyn Lachapelle
 Kathy Lindsay
 Riley Mathers



Board of Directors

Chair	Daryl Bitz	Janine Baumann
Vice Chair	Christy Miller	Jenaya Chutskoff
Treasurer	Matthew Noordhof	Rachel Kehrig
Secretary	Kelsey O'Brien	Anthony Olusola
Past Chair	Sheryl Fox	Trent Rowsell
		Kent Stobart
		Brett Thiessen



Donor & Stakeholder Engagement Committee

Chair	Christy Miller
Director	Anthony Olusola
Community Member	Shirin Akter
Community Member	Tracy Breher
Community Member	Kristen Gryba
Community Member	Chantel Laventure
Community Member	Jessie Muhlbach

Governance & Nominations Committee

Chair	Kelsey O'Brien
Director	Janine Baumann
Director	Kent Stobart
Community Member	Carly Darbyshire
Community Member	Michael Uchendu
Community Member	Cera Youngson

Financial Advisory & Risk Management Committee

Chair	Matthew Noordhof
Director	Jenaya Chutskoff
Director	Brett Thiessen
Community Member	Kim Chatfield
Community Member	Krista Wei

Human Resources Committee

Chair	Trent Rowsell
Director	Sheryl Fox
Director	Rachel Kehrig

at August 31, 2024

Financial highlights

Summarized Statement of Operations (unrestricted) for the year ended August 31, 2024

REVENUES

Admissions	\$ 512,601
Memberships	\$ 210,892
School Groups/Programming	\$ 183,023
Grants	\$ 125,726
Donations and Sponsorships	\$ 85,786
Birthday Parties	\$ 58,028
Merchandise	\$ 54,514
Fundraising	\$ 46,291
Private Rentals	\$ 44,115
Sublease	\$ -

Total Revenue \$ 1,320,976

EXPENSES

Payroll, Employment Related	
Costs, and Benefits	\$ 924,245
Building Maintenance	\$ 213,147
General Operating	\$ 204,190
Marketing	\$ 53,978
Programming Supplies	\$ 38,443
Cost of Merchandise Sold	\$ 31,308

Total Expenses \$ 1,465,311

EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES

Operating Deficit	\$ (144,335)
Other Income/Expenses	\$ 54,654
Realised Gain	
- from sale of investments	\$ 59,631
Unrealised Gain	
- from investments	\$ 128,815

Operating Surplus (Deficit) \$ 98,765

Summarized Statement of Financial Position at August 31, 2024

ASSETS

Capital Assets	\$ 8,538,493
Investments	\$ 1,526,474
Cash and Equivalent	\$ 106,466
Inventory	\$ 55,095
Receivables	\$ 50,854
Prepaid Expenses	\$ 38,563

Total \$ 10,315,945

LIABILITIES

Deferred Contributions	\$ 10,113,668
Short-term Deferred Revenue	\$ 106,082
Payables	\$ 84,043

NET ASSETS

Net Assets	\$ 12,152
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Total \$ 10,315,945

If you wish to review Nutrien Wonderhub's complete audited financial statements for 2023-2024, please contact us at finance@wonderhub.ca.



@wonderhubsk

950 Spadina Crescent E
Saskatoon, SK S7K 3H6
Canada

Charitable Registration No.
854836137RR0001

wonderhub.ca