



The London Regional Children's Museum
21 Wharncliffe Road South
London, Ontario
N6J 4G5

November 8th, 2010

Keith Wright, President of the Wright Foundation
207 Humber College Blvd
Toronto, Ontario
M9W 5L7

Dear Mr. Wright,

Thank you for seeing me on November 6th, 2010. We appreciate you taking the time out of your busy schedule to meet with us. I am writing this letter to follow-up on our recent meeting regarding your Foundation's sponsorship of Tundra Adventures, a project of the London Children's Museum. Your investment of \$25,000 to support the Wildlife component of the new gallery would be recognized in connection to a selected exhibit within this module. Your contribution will support the design, materials, infrastructure and implementation of the new gallery.

Supporting the Children's Museum is an investment in the future. Our unique brand of hands-on education contributes significantly to the quality of life for young families, helping to make London a great place to live, work and play. The completion of this project will breathe new life into our entire facility and greatly improve our visitors' experience. Beyond this, support for the Children's Museum has an impact on thousands of children annually, providing them with the knowledge, skills and social awareness they will need to be future leaders.

As we discussed in the meeting, our plans are to open the gallery in Spring 2013. The new 1,500 sq.foot Tundra experience will provide children with an opportunity to immerse themselves in a land and culture that is integral to our Canadian identity. Knowledge of the history, wildlife, people, geography and science of the Tundra region will be invaluable in helping shape the way tomorrow's leaders' steward our planet.

The conceptual plan for the new Arctic gallery was developed by a task force of educators, Inuit and First Nations people, Arctic researchers, museum staff and community volunteers. The gallery is being designed and fabricated by Toboggan Designs, a professional children's museum designer and will focus on four key themes: Living in the Arctic; Land, Sea and Ice; Wildlife; and Inuit Culture. This gallery is unique in touching upon the heritage, culture and

environmental issues facing the Arctic; being developed specifically to engage children and youth in these topics makes it unlike any other Arctic themed exhibit in the country. Key elements included in each of the four modules are outlined below.

Living in the Arctic: meet the people, contemporary housing, traditional and non-traditional food, geography, leisure activities, life as a child, clothing.

Land, Sea and Ice: environment, diversity, interconnected nature of land, sea and ice, natural resources, Northern Lights, hunting and transportation, climate change, ice-calving, plant life.

Wildlife: exhibits will feature many Arctic animals including: walrus, polar bear, musk ox, caribou, Arctic fox, seal, fish and the Inuit people's respect for and reliance on the animals of the region.

Inuit Culture: beliefs, oral traditions, legends, throat singing, spirit masks, Inuit art activity

Once complete, the Tundra gallery will allow us to develop and deliver relevant, timely and dynamic new education programs with an environment and Arctic focus. Hands-on experimentation, demonstrations, interactive technology and activities will offer important lessons to young people about the role they can play within their own homes and communities to reduce our impact on the environment and work toward solutions that will preserve Canada's Arctic for years to come. There is also an interactive component to the new gallery that will allow children to interact in real time with students and researchers in the North, sharing ideas about science, our heritage, climate change and environmental stewardship.

The Children's Museum greatly values the support from our donors, sponsors and community partners. As we talked about in our meeting, a gift from the Wright Foundation of \$25,000 towards our Tundra Adventures project will be gratefully acknowledged as followed:

- "Supported by" signage on an exhibit within the Arctic gallery
- Recognition on Arctic gallery promotional materials
- Media release and gift announcement event
- Recognition in electronic newsletter
- 250 Family Day Passes
- Inclusion on website
- Permanent recognition on our cumulative donor board and on donor wall for new gallery

Your support for this project and the Children's Museum will contribute significantly to the lives of families in our region and provide hands-on interactive learning opportunities for thousands of children, inspiring creativity, curiosity and a lifelong love of learning. Together, we can teach children about the heritage, science and people of the Arctic as well as the pressing issues of climate change, and encourage them to work towards solutions that will protect our planet and its inhabitants now and in the future.

Again, I would like to thank you for meeting with me the other day and we hope you consider our Tundra Adventures project. As you continue to consider our project we invite you to visit us

at any time, tour the facility, and see first-hand our galleries, exhibits and programs. Any further questions you have about the project or the Children's Museum are welcomed.

Until then, we look forward to hearing from you and thank you for all your support for the Tundra Adventures.

Sincerely,

Sarah Young
Director of Fund Development