



Children's Museum
of Atlanta



FY25 Annual Report



Dear Friends,

Imagine this: A four-year-old's eyes light up as she discovers that mixing blue and yellow paint creates green — her very first "Aha!" moment. A father and son work together to build a marble run, celebrating each successful twist and turn with high-fives. A classroom of kindergarteners erupts in giggles as they learn about gravity by launching paper rockets.

These are the moments that define us. These are the sparks that change the world.

In Fiscal Year 2025, the Children's Museum of Atlanta transformed 195,000 young lives through the extraordinary power of play. But behind every number is a story — a child who discovered they could be an engineer, an artist, a scientist, or simply brave enough to try something new.

This year, we didn't just open our doors; we opened minds and hearts across Metro Atlanta. Our Connected Learning, Connected Communities program brought the magic of discovery directly to 43 schools, shelters, and community centers, ensuring that ZIP codes don't determine a child's access to wonder. We launched an ambitious character development initiative that will shape how children understand empathy, resilience, and courage for generations to come.

Together with you, we've created something remarkable: a community where we champion play, foster curiosity, tend to community, and lead with integrity. These aren't just words — they're promises we keep every single day.

When 95% of educators tell us our programs better prepare them to support children's growth, we know we're not just building exhibits — we're building futures. When families return weekend after weekend, we know we're not just a destination — we're a trusted partner in childhood.

None of this magic happens without you. Your belief in the power of play has created ripples that extend far beyond our museum walls. You've helped us ensure that financial barriers never stand between a child and their potential for discovery. You've championed the radical idea that play isn't frivolous — it's fundamental.

As we look ahead, we see infinite possibilities in every child who walks through our doors. Thank you for seeing what we see: that inside every moment of play lies the potential to change the world.

With joy and gratitude,

A stylized, handwritten signature in dark blue ink.

Edwin Link
Executive Director

A handwritten signature in dark blue ink.

Serena Levy
Chairperson, Board of Directors

BY THE NUMBERS

**3.8
Million**

Visitors welcomed
since 2003

**Over
179,000**

Visitors welcomed
in FY25

**Over
8,000**

Guests engaged
through Museum
Outreach programs

90%

Of visitors agree the
Museum exhibits and
programs are
educational and fun

1,749

Students in 85
classrooms
reached through
Museum
On-The-Go

**Over
95%**

Educators and
caregivers felt CMA
training better prepared
them to support their
child(ren)

**Over
12,000**

Visited through
field trips

34,721

Visitors accessed free
or reduced tickets
through Access It!,
Museums for All, and
Family Free Day
programs

**More
than
175**

Unique story, science
and performance
programs in the
Museum

**Over
500**

Guests served
through Sensory
Friendly Playtime

EXHIBITS

Four engaging traveling exhibits offered immersive hands-on play in the Museum in FY25. Encouraging problem-solving, experimentation, creativity, and connection, the exhibits offered families countless ways to play and grow together.

Animationland

May 18 - September 8, 2024

Children discovered their story alongside Tracey the pencil dog and her crew. This immersive exhibit created stories using art and science, plus animation basics such as storyboarding, sketching, and stop-motion movie making.



Wallace & Gromit™: Get Cracking!

September 21, 2024 - January 12, 2025

Families stepped into the home of cheese-loving inventor Wallace and his loyal dog, Gromit, and used problem-solving skills to learn STEM concepts while blasting off in a rocket to the moon, fixing the broken Autochef, and designing their own cracking contraptions.



Thank you to our FY25 exhibit sponsors.

XOXO: An Exhibit About Love & Forgiveness

January 25 - May 4, 2025

Families came together for XOXO, to reflect and focus on one another. The exhibit was designed to foster conversations about and experiences of love and forgiveness.

XOXO
AN EXHIBIT ABOUT
LOVE &
FORGIVENESS



SCOOBY-DOO!™ Mansion Mayhem

May 17 - September 7, 2025

Guests joined the members of Mystery Inc. to analyze clues and put their problem-solving skills to the test. Families and young detectives worked through the rooms of the mansion, unmasked the jewel thief, discovered secrets of the mansion, and more!



TRANSFORMATIONAL GIFT POWERS CHARACTER DEVELOPMENT



Children's Museum of Atlanta was honored to receive a **\$2.5 million grant** from Lilly Endowment Inc., one of only 23 children's museums nationwide selected for their Fostering Character Through Children's Museums initiative. This transformational investment launches our Character Initiative, featuring an immersive exhibit anchored by a 22-foot-tall friendly robot where families explore compassion, perseverance, curiosity, and critical thinking through play. Complementing the exhibit, interactive workshops and digital resources will equip caregivers to continue character-building conversations at home. We are deeply grateful to Lilly Endowment for helping us nurture the character strengths that will serve Atlanta's children for a lifetime.

OUTREACH

Children's Museum of Atlanta is committed to supporting our communities inside and beyond our museum walls. With the support of our philanthropic community, we bring high-quality, evidence-based programs to classrooms, community centers, and families — providing learning through play opportunities in the neighborhoods that need us most.

Our FY25 suite of outreach programs served over 8,000 children and caregivers through the following programs:



Connected Learning, Connected Communities (CLCC), our flagship outreach program, which offers place-based support and playful learning to children in seven of Atlanta's historically underserved neighborhoods



Spread the Word, our educator and caregiver training program



And **Mobile Learning Spaces**, in partnership with United Way of Greater Atlanta, which provides pre-school learning in non-traditional spaces like public libraries

FY25 funders for outreach programs include:

- Kaiser Permanente
- United Way of Greater Atlanta
- The Scott Hudgens Family Foundation, Inc
- John and Mary Franklin Foundation, Inc.
- John H. and Wilhelmina D. Harland Charitable Foundation, Inc
- The Sartain Lanier Family Foundation, Inc.
- Invesco Foundation, Inc.

COMMITMENT TO ACCESS

Children's Museum of Atlanta is committed to increasing the number of children who can access play-based learning experiences, regardless of their circumstances. We are working toward an ambitious goal to ensure that no child, family, or school is turned away from the Museum because of an inability to pay. To do this work, we maintain several programs designed to remove the barriers that prevent families from visiting:

Access It!, providing free and subsidized admission to Title I schools and families served by our community partners

Family Free Days, offering free access to the Museum to families four times a year

Museums for All, providing deeply discounted tickets to families participating in the SNAP program

Sensory Friendly Playtime, providing a sensory modified museum experience, including lower sound and light levels

FY25 funders for Access programs include:

- TEGNA Foundation
- Molly Blank Fund of the Arthur M. Blank Family Foundation
- CareSource
- Richard C. Munroe Foundation



OUR SUPPORTERS

Visionary

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Anonymous
Around The Table Foundation
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Stephanie V. Blank and
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OUR SUPPORTERS

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Donor list reflects gifts received
between July 1, 2024 - June 30, 2025.

SPECIAL EVENTS



Imagination Ball

Imagination Ball, the Museum's signature gala for grown-ups, was held on March 21, 2025. We honored Stephanie Blank with the Power of Play Award, which was made possible by our supporters, including Presenting Sponsor GNG.

Tournament for PLAY

The 12th annual Tournament for Play brought together over 100 golfers on August 26, 2024. Special thanks are due to our players and sponsors, and to our Presenting Sponsor, PNC Bank.



Thank you to our FY25 Imagination Ball
presenting sponsor:



Thank you to our FY25 Tournament for
PLAY presenting sponsor:



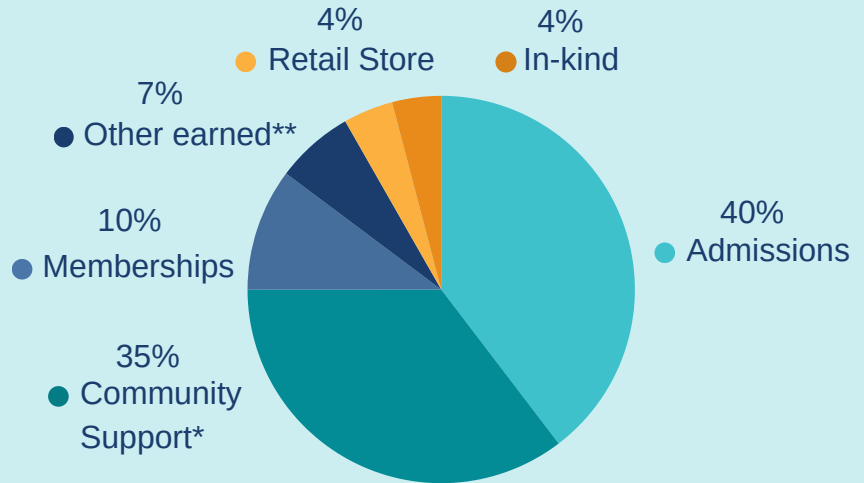
FINANCIALS

REVENUE

Total revenue for Fiscal Year 2025:
\$4,409,309

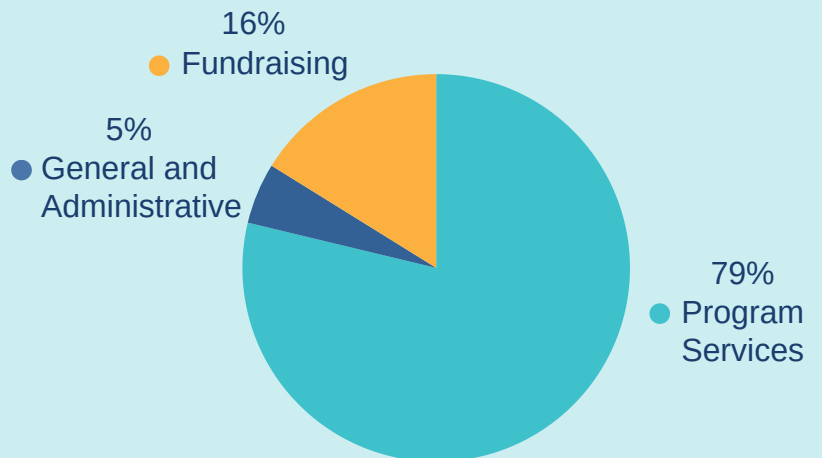
**Community Support includes contributions, grants, and special events.*

***Other earned revenue includes investment income, program fees, facility rental and vending, and other income.*



EXPENSE

Total expense for Fiscal Year 2025:
\$4,813,408



The audited statement shows a net loss of \$404,099, which includes non-cash expenses; however, with funds raised for future years, the Museum showed a strong financial position, a positive cash flow statement, and nearly \$2 million in growth for total assets.

LEADERSHIP

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Children's Museum of Atlanta

The mission of Children's Museum of Atlanta is to change the world by sparking every child's imagination, sense of discovery, and learning through the power of play.

www.ChildrensMuseumAtlanta.org | 275 Centennial Olympic Park Dr. NW, Atlanta, GA 30313



“It is a happy talent to know how to play. ”

- Ralph Waldo Emerson

Play is the work of childhood and is vital to the well-being of children. The benefits for early learners are well-documented, reducing stress and supporting improvements in executive function, fine and gross motor skills, brain development, and social/emotional learning.

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XOXO: An Exhibit About Love & Forgiveness

Families came together for XOXO in Spring 2025, spending the time to reflect and focus on one another. The exhibit was designed to be a space that fostered conversations and experiences that bring love and forgiveness to the forefront of families' minds.

SCOOPY-DOO!™ Mansion Mayhem

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