



miami children's museum®
play • learn • imagine • create



Annual Report

July 1st, 2024 - June 30th, 2025

Message From

Our CEO/Executive Director

Dear friends,

Charlie Brown famously said, "What if today we were just grateful for everything?". Well, today and every day, I am extraordinarily grateful for your ongoing support which has made this past year one of the museum's most monumental yet!

Last year was filled with extraordinary milestones that will have a lasting impact on the children we serve and extend outside our walls and community for generations to come. We continue to grow as leaders at the forefront of early childhood education, integrating our existing exhibits and programs with innovative research ensuring that every child's museum experience continues to be a transformational part of their developmental journey.

In February we opened, "Take Care with Peanuts: The Exhibit", which our team proudly created in conjunction with Peanuts in honor of their 75th anniversary. This immense achievement gained nationwide accolades – receiving recognition from celebrities like Andy Cohen and mentions in publications such as The New York Times!

Over the summer, Miami Children's Museum became the FIRST MUSEUM ever to receive NAEYC+ Accreditation from the National Association for the Education of Young Children (NAEYC). This groundbreaking achievement states that every part of the museum – each gallery, studio, and space, is a certified early learning environment. This important recognition helps us reinforce what we've always known about museum-based learning being an imperative part of a child's learning journey outside the classroom.

To further propel our standing at the forefront of early childhood education, we launched the Museum Playful Learning Collective (MPLC). This research program highlights how playful learning supports children's academic growth, social development, and school readiness – redefining what traditional learning environments look like for our youngest children.

We continue our commitment to ensuring that children of all backgrounds and abilities have access to our transformational programming at home. Our S.M.A.R.T. (Safe Multicultural Artistic Recreational Teaching) Program served over 400 children daily through on-site school locations after-school in underserved neighborhoods. Our monthly Sensory Friendly Saturdays open our doors free of charge to children with disabilities and their families to explore the museum in a modified and supportive setting.

As the world around us continues to change at a dizzying pace, we are dedicated to providing a safe space for all families where growing minds are nurtured and kindness is taught through every program.



Deborah Spiegelman
CEO/Executive President



Message From

Our Board President

Miami Children's Museum continues to build upon more than four decades of innovation, impact, and joyful learning for children and families across Miami-Dade County.

This past year has underscored just how meaningful our work is, and how deeply our Museum is woven into the fabric of our community. I want to express my sincere gratitude to each of you for your commitment, guidance, and support.

In 2025, we celebrated important milestones in community engagement, educational programming, financial strength, and guest experience. At the same time, we laid the groundwork for our next chapter by launching our new strategic plan, an ambitious vision that will guide and elevate our work for years to come.

We are especially proud of the launch and implementation of our new strategic plan, which positions the Museum for thoughtful growth, expanded impact, and deeper connections throughout Miami-Dade. This roadmap is already shaping our priorities and inspiring innovation across all departments.

Our accomplishments are a testament to our devoted Board, generous donors, dedicated members, supportive patrons, and our entire Miami community. Your belief in our mission fuels our progress and allows us to look ahead with confidence and excitement. As we continue executing our strategic plan, 2026 promises to be a year of meaningful growth.

We look forward to new partnerships, innovative learning experiences, and expanded opportunities to enrich the lives of children and families throughout South Florida.

Scott Wagner

Scott Wagner
President



Who We Are

Our Purpose

Miami Children's Museum is dedicated to enriching the lives of all children by fostering a love of learning through play and empowering children to reach their highest potential.

Our Mission

Our mission is to spark curiosity and discovery through playful learning and innovative experiences, celebrating the Arts, Culture, Literacy and STEM.

Our Vision

It is our vision to be a leader in inclusive early childhood education while cultivating a lifelong love of learning.

Our Institutional Goals

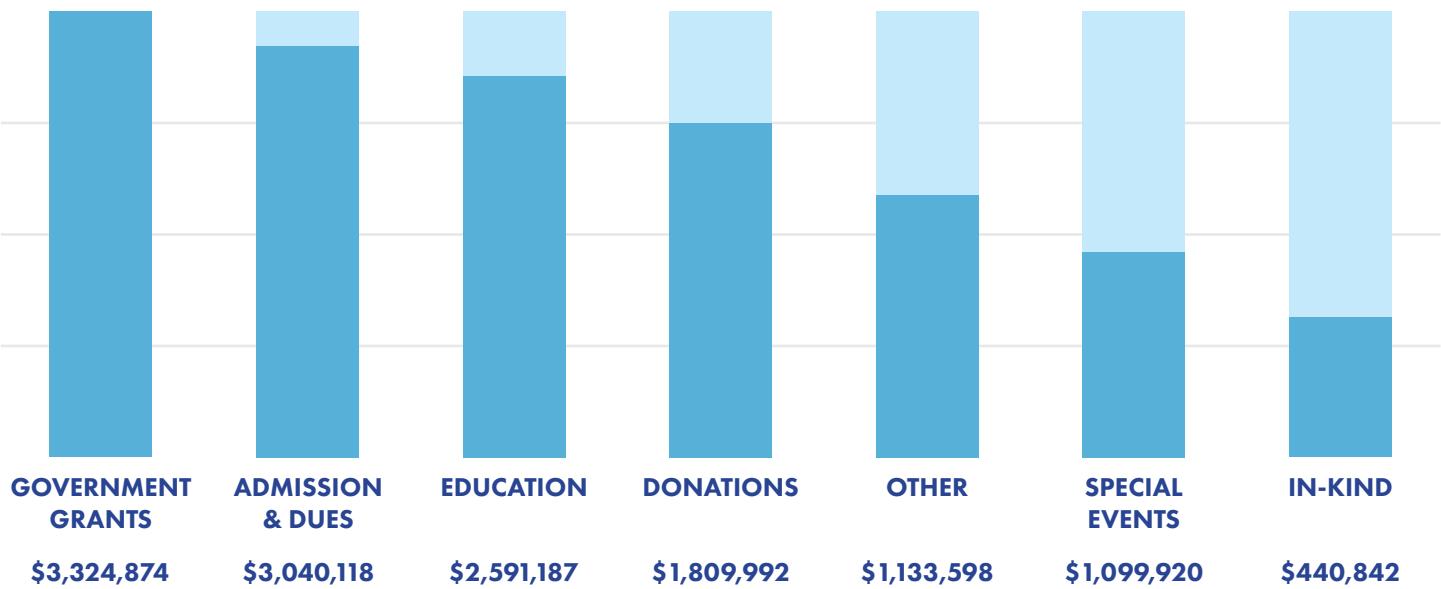
Establish Miami Children's Museum as a primary center for school readiness, educational enrichment and entertainment for all children and their caregivers. Build alliances with families, educators, community organizations and promotional partners to meet the developmental needs of all children in our community.

Fiscal Year 2025

July 1, 2024 through June 30, 2025

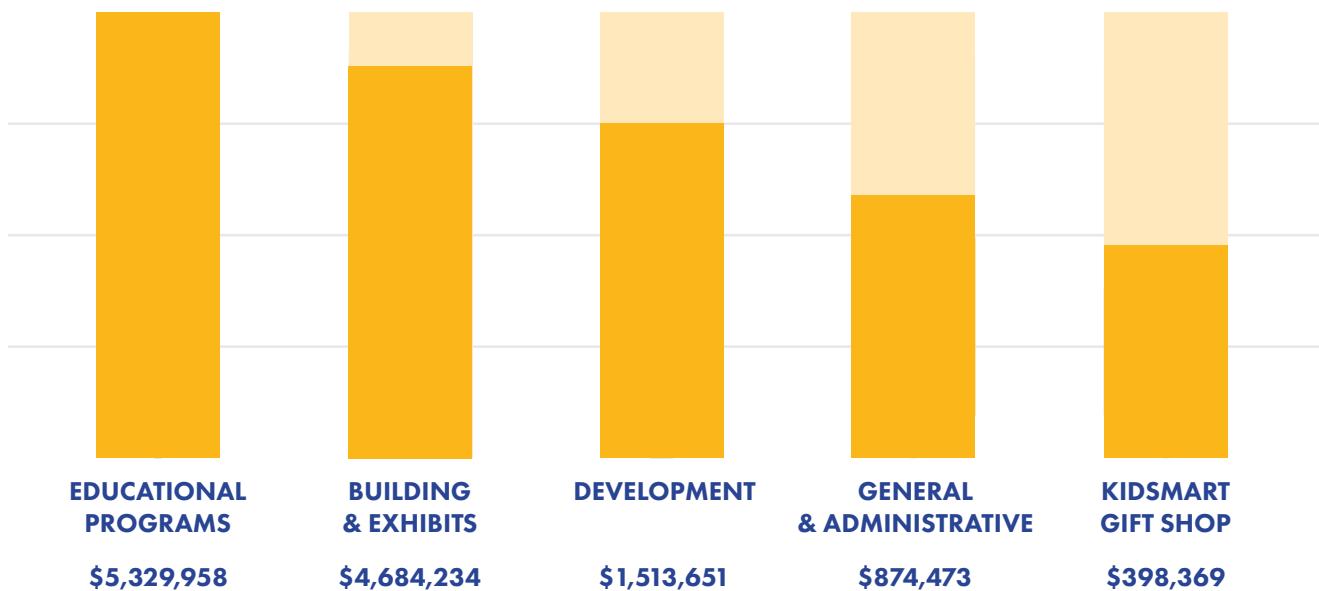
Total Revenue

July 1, 2024 - June 30, 2025 / \$13,440,531



Total Expenses

July 1, 2024 - June 30, 2025 / \$12,800,685



Statistics



450,000 visitors



**35,000 Served through
V.I.P. program**



**1,541 Sensory Friendly
Saturday guests**



1,478 Camp attendees



**360 Served through
afterschool program**



**52 Summer
scholarships provided**

Take Care With Peanuts: The Exhibit

The Museum began a robust traveling exhibits program in 2010 with the Wizard of Oz exhibit licensed by MGM. After that, the program grew to include a Lion Guard exhibit licensed by Disney, and most recently, a sock skating rink and seven animatronic dinosaurs. With the Wizard of Oz and Lion Guard exhibits both retired, it was time to build something new.

Miami Children's Museum announced a partnership with Peanuts Worldwide LLC to create a brand-new traveling hands-on exhibit that premiered at the Museum in February 2025 in conjunction with Peanuts 75th Anniversary.

The exhibit pays tribute to the iconic comic strip created by Charles M. Schulz. Based on Peanuts' global initiative of the same name, which promotes caring for yourself, each other, and the Earth, "Take Care with Peanuts" is a new traveling children's exhibit designed by the Museum and joins our robust traveling exhibits program. This interactive and educational space lived at the museum through the end of August 2025 and promotes the values that served as central themes for the comics - friendship, empathy, and self-care.

Through this experience, the Peanuts gang inspires and motivates action that will remind us to appreciate ourselves, those around us, and this place we call home. Each main character has a dedicated section highlighting their unique interests, values, and personality traits. Kid-sized character displays will be incorporated, complete with featured comic snippets. Additionally, in line with the experience's message of environmental stewardship, it will use sustainable materials throughout its design to reinforce the importance of caring for our planet.

Take Care with Peanuts: The Exhibit, brings the world of Peanuts to fans of all ages while imparting important values and promoting active engagement.

As Seen in The New York Times



The New York Times



A Beacon in Early Childhood Education

NAEYC Accreditation

In June 2025, Miami Children's Museum became the first children's museum in the United States to receive full accreditation from the National Association for the Education of Young Children (NAEYC).

This historic recognition affirms Miami Children's Museum's unwavering commitment to delivering high-quality, play-based early learning experiences and proves that transformative education doesn't require desks, chalkboards, or four walls, but thrives in immersive environments that spark imagination, celebrate curiosity, and help every child reach their highest potential.

NAEYC accreditation is the gold standard in early childhood education, awarded only to programs that meet the highest level of excellence across ten comprehensive standards, including community relationships, teaching practices, health and safety, family engagement, and leadership. This rigorous, multi-step process reflects national best practices and represents the most prestigious recognition an early learning center can achieve.

This recognition further endorses the value of children's museums and learning through play in early childhood education and serves as a model for how the institution is serving as a beacon in transforming early childhood learning. This accreditation also opens doors to new partnerships and funding opportunities aligned with high-quality early learning initiatives, helping deepen the impact on children and families.

Museum Playful Learning Collective

As the only museum-based K-5 school in the country, it was a natural fit for Miami Children's Museum to take a leadership role in launching the Museum Playful Learning Collective and spearheading this vital research, the Museum announced the launch of the Museum Playful Learning Collective (MPLC), a groundbreaking national partnership of more than 10 museums aimed at examining the impact of formal museum preschool education on school readiness among children. This initiative, funded in part by a generous grant from the Institute of Museum and Library Services, seeks to answer critical questions about the advantages of museum-based preschool education, the alignment of curriculum with museum programs, and the best methods to measure kindergarten readiness.

The Museum Playful Learning Collective launched at the North American Reggio Emilia Alliance's summer conference during a panel titled "Unifying Museum Education: Leveraging Environments for Children's Education". The panel explored key questions such as integrating early learning programs with existing museum exhibits, unique opportunities provided by museum programs, and the collaboration between museum educators, classroom educators, and curators.

The collective aims to identify commonalities among these varied institutions and redefine early childhood education in museums, ensuring every child has the opportunity to embark on a transformative educational journey. Through interviews, surveys, observations, and child data, the project articulates the benefits and impacts of museum schools on early learning, sharing these insights with the broader fields of early childhood education and museums.



More Than A Museum

Outreach

Miami Children's Museum's robust outreach program is designed to serve the local community by meeting children and families where they are, both geographically and culturally. Through partnerships with Miami Dade County Public Schools, Miami Dade County Library Systems, parks, and community based organizations, the Museum extends its educational mission beyond its walls to ensure access for communities that may face barriers to traditional museum visits.

The outreach program integrates hands-on visual art activities with engaging theater performances, creating immersive learning experiences that inspire creativity, self-expression, and curiosity. Visual art workshops encourage children to explore materials, techniques, and cultural themes while developing fine motor skills and confidence. Complementing these experiences, live theater performances with our in-house Theater Troupe bring stories to life, promoting literacy, social-emotional learning, and collaborative participation through age-appropriate, interactive storytelling. Our performers also provide an initial introduction to the performing arts in the hopes of building a new generation of patrons of the arts.

By combining visual and performing arts in community-based settings, Miami Children's Museum's outreach program fosters meaningful connections, celebrates diverse voices, and supports lifelong learning for children and families throughout the region.

Afterschool Programs

This year, over 360 children attended Miami Children's Museum S.M.A.R.T. afterschool program for children in kindergarten through 5th grade enrolled at five Title I schools in underserved communities in Miami-Dade county, at no cost.

This program provides transformative learning opportunities to at-risk children who would not have access to afterschool enrichment without this program which is made possible in partnership with The Children's Trust and Miami Dade County Public Schools.



"Be A Kid Again" Gala

The annual "Be A Kid Again" Gala returned to the Museum in April 2025. Chaired by noted digital art collectors, Pablo Rodríguez-Fraile and Desiree Casoni, the 2025 "Be A Kid Again" Gala welcomed guests to an unforgettable evening themed A Night in the Electric Garden, inspired by the intersection of nature with digital art, celebrating the convergence of technology, culture, and creativity in the modern era.

Hosting the gala at the Museum gives guests a first hand experience of the space and exhibits their contributions help to support. Thanks to our patrons and sponsors, the Museum raised over one million dollars. The Museum's gala is one of South Florida's most engaging social events, offering a unique opportunity for adults to relive the joys of childhood for a night, and take part in a captivating escape from the ordinary. Guests at the Gala were immersed in a digital wonderland filled with cutting-edge installations by artists that create generative art. The evening also included a lavish dinner, exclusive auction items, and interactive performances.



Community Partners

| | | |
|--|--|---|
| All Kids Included – Accessible Arts Experiences for Kids (AKI) | Preschool Youngsters (HIPPY) | Morikami Museum and Japanese Gardens |
| Art Basel | Jam With Jamie | National Association for the Education of Young Children (NAEYC) |
| Baptist Health South Florida | KABOOM! | Neuro Consulting Solutions |
| Brickell City Centre | Kaseya Center | New World School of the Arts |
| Caleb & Calder Sloan Awesome Foundation | Kristi House | New World Symphony |
| Cayuga Centers | Little Leaves Behavioral Center | New York Life |
| Center for Independent Living | Loews Miami Beach Hotel | Parent to Parent of Miami |
| Children's Bereavement Center | Main Street Dentistry | PFLAG |
| Citrus Family Care Network | Marine Corps Toys for Tots | PJ Library |
| City of Miami | Miami Beach Pride | Play it Forward |
| Department of Fire-Rescue | Miami Book Fair | Polestar Pilates |
| Colégia | Miami Cancer Institution | Publix Super Markets, Inc. |
| Comic Kids | Miami Children's Museum | Sidley Austin, LLP |
| Dan Marino Foundation | Charter School | The Advocacy Network on Disabilities |
| Early Learning Coalition of Miami-Dade/Monroe | Miami Dade College | The Children's Trust |
| Everglades National Park | Miami-Dade County | The de Moya Foundation |
| Exchange Magazine | Miami-Dade County ADA Office | The Miami-Dade North Early Steps Program at the University of Miami |
| Family Central, Inc. | Miami-Dade County Commissioners | The Plaza Coral Gables |
| FLIPANY | Miami-Dade County Department of Cultural Affairs | The Tango Foundation |
| Florida Association for the Education of Young Children (FLAEYC) | Miami-Dade County Public Schools | University of Miami Center for Autism and Related Disabilities |
| Florida Department of Children and Families | Miami Dade Parks and Recreation and Open Spaces | University of Miami Department of Psychology |
| Florida International University | Miami-Dade Police Department | University of Miami KiDZ |
| Florida Panthers Foundation | Community Outreach Specialists | University of Miami Linda Ray - Early Invention Center |
| Frost Science Museum | Miami-Dade Public Library System | Neuroscience Center |
| GoGo squeeZ | Miami-Dade WIC | Uplift Literacy |
| Greater Miami Jewish Federation | Miami Downtown | Voices for Children |
| HeadStart / Early Head Start of Miami Dade | Development Authority | Zoo Miami |
| Heel to Heal Therapy Dogs | Miami Eco Adventures | |
| Higher Achievements ABA | Miami Heat - BAM, Books & Brotherhood | |
| Hollywood Performing Art Center | Miami Lighthouse for the Blind | |
| Home Instruction for Parents of | Miami Marlins | |
| | Miami Police Department | |
| | Mind & Melody | |
| | MINO Learning Collaborative | |
| | Molina Healthcare | |

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| |
|--|
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| Heidi M. Brewer - Flight Director, Flight Operations Directorate - NASA |
| Tracey Wilson Morning - Founder - Honey Shine |
| Nicole Stodard Ph.D - Founding Artistic Director - Thinking Cap Theatre |
| Sue Giles - President of the International Association of Theater for Children and Young People |
| McKenzie Beverage - M.A. Public Affairs - Georgia Climate Project Manager |
| Brenna TwoBears - Keep It in the Ground Lead Campaigner - The Indigenous Environmental Network |
| Yvette Cano - Director of Education - Everglades National Park |
| Miranda Frausto - Hispanic and Latino Outreach Coordinator for the Earth Charter Indiana |
| Sarah Wright - Director - Breakthrough Miami and CEO - Goldie LLC |
| Dr. Melanie Killen - Professor of Human Development - University of Maryland |
| Yarrow Dunham - Director of the Social Cognitive Development Lab - Yale University |
| Gisela Jorge - M.S., OTR/L - Inside Out Kids |
| Jessie Guest Ph.D - Clinical Assistant Professor - University of South Carolina |
| Jessica Alfonso - M.S., OTR/L - Inside Outkids |
| Dee Ray Phd. - LPC-S, NCC, RPT-S, Co-Director of the Center for Play Therapy - University of North Texas |

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Miami Children's Museum acknowledges the financial contributions of our supporters whose cumulative giving totals \$1,000 or more between July 1, 2024 – June 30, 2025.

\$1 MILLION +

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\$500,000+

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