



SOUTHERN CALIFORNIA
CHILDREN'S MUSEUM

2025

Annual Report



Play Can't Wait

The past year has been challenging for every family in our community. Our city has been scorched by fires, and every day brings unrest that feels far too close to home. But when fear threatens to pull us apart, connection and play can't wait.

A place to play builds resilience in uncertain times: a place for children to laugh, a place for families to reconnect, a place for communities to heal and rebuild.

At SCCM, we're in the midst of a rebirth of our own. Despite a slow start through the fires, 2025 brought our highest attendance ever. We returned to our roots, refocusing on early childhood play that sparks curiosity and inspires learning. Our space is rejuvenated, brighter, cleaner, alive with new seasonally rotating exhibits designed to engage the whole child: head, heart, and hands. We've launched new school programs, new daily art and sensory experiences, and several partnerships with vibrant cultural and family organizations from across our community.

Our team has grown right alongside the museum. Devoted staff have stepped into leadership, and talented new voices have joined the mission. From the museum floor to the boardroom, we're more energized than ever - united in championing play for every child.

Our community deserves a world-class space where children play, families connect, and everyone belongs. We're building it together, and this is only the beginning.



Built by the community, for the community.



Southern California Children's Museum is a 501(c)(3) nonprofit founded in 2013 by parents who saw a need for quality, accessible early childhood education in our community, and responded by creating a space where play is championed as essential learning.

Today, SCCM serves over 24,000 visitors annually through open-ended play that support the growth and development of early learners.

Purpose

To support the development of young children, the strength of families, and connection to community through access to play.

Mission

Champion the power of play to cultivate a child's creativity, spark curiosity, and inspire learning.



Our Work

We champion the power of play through three interconnected spheres of impact. Each strengthens the others.

A child's wellbeing depends on family support, and family support depends on community connection.

This integrated approach creates a cycle of resilience: healthy children grow into strong families, and strong families build thriving communities.

Similarly, strong communities support families, and strong families support growing children.



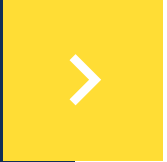
Developmental Growth

Our work centers around the child. Children develop foundational abilities and confidence through play-based learning. We create exhibits and programs that engage children in play patterns that support brain development and skill building through joyful exploration.



Strengthening Caregivers

To serve children, we must support the adults caring for them. We are growing to create a places where parents and caregivers can connect with each other, and build the village essential to raising young children. When caregivers feel supported, children thrive!



A Network of Support

Strong families need strong communities. We are extending our reach beyond our walls, strategically partnering with organizations like Pasadena Public Health to create a network of early childhood support. A stronger early childhood ecosystem supports all families.

24,624 Guests

Over 800 folks more than our prior highest attendance year!

5,276 Museum For All

Guests with SNAP benefits who played through our access tickets.

2,225 Fire Impacted Tickets

Guests who came to heal through play using free tickets for those impacted by the Eaton and Palisades fires.

2,108+ Daily Program Players

Kids and caretakers who created and played through our daily art and sensory programming.

1,188 Students

Who came to play as part of their school day, representing 32 Field Trips across 23 schools.

200+ Volunteer Hours

Volunteers who came in to help us clean, prep, and organize for programs, events, and daily play.



2025

At a Glance



"This place is basically my daughter's preschool. She plays, gets creative, is engaged, and it changes frequently enough to keep challenging her. My daughter likes some kind of order so this place works better for her than other places.

The staff--AMAZING!! They are so caring. They know my daughter by name and were able to give me feedback about how she plays with others. They actually care about kids. They are passionate about bringing creative play to kids in our area.

...They are also such strong members of the community and bring so many different programs to our kids it's great to be able to support them.

I recently had my daughters birthday there. They were so accommodating. I had never had my daughter birthday anywhere besides home, so this was a first for me. Honestly 10/10 would recommend. Every member of the staff offered to help me. All my guest talked about how welcoming they were.

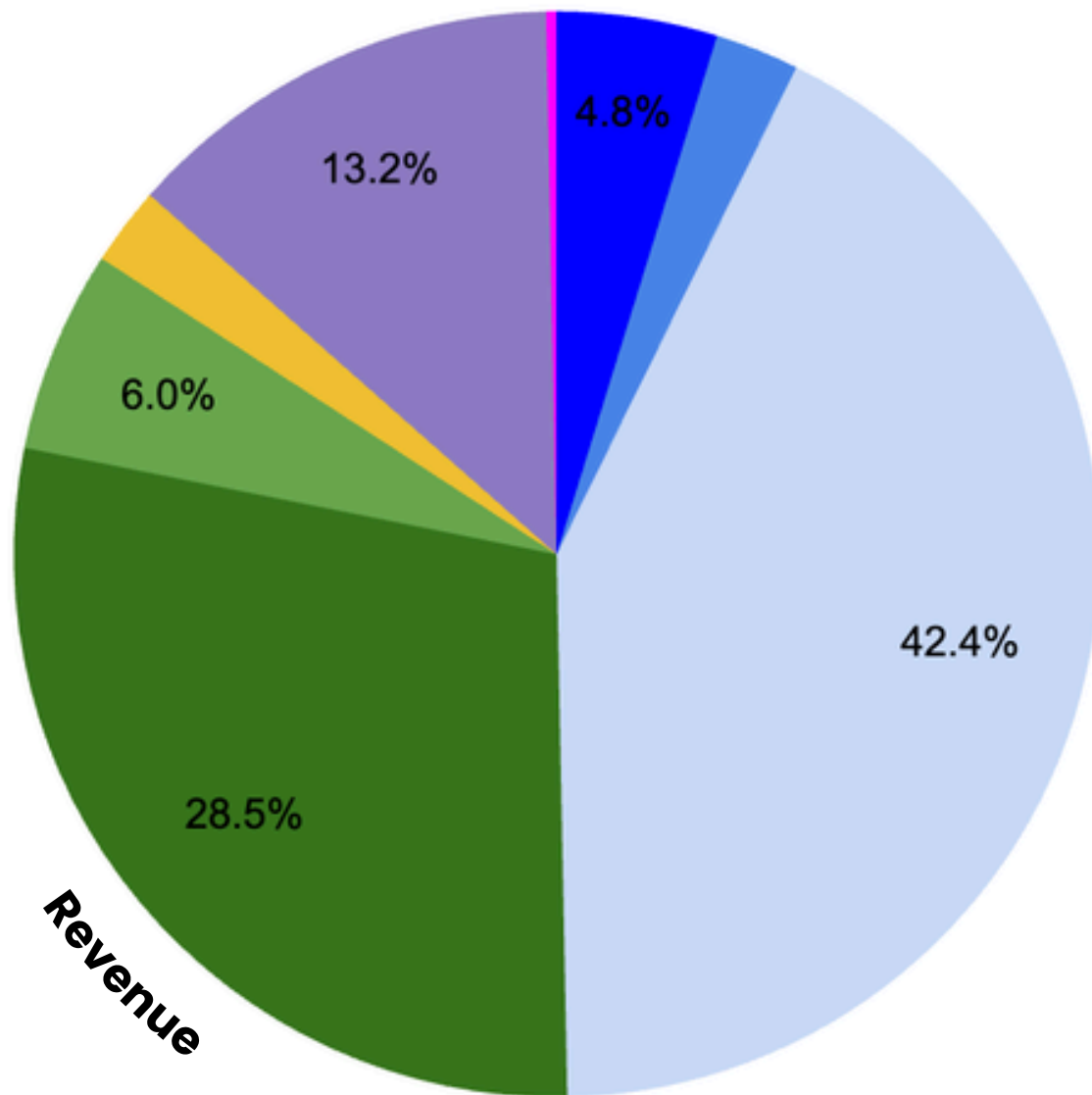
Please please visit this place! It really is such a great place for kids!"

- Becks M, Yelp

2025 Financials

> Revenue

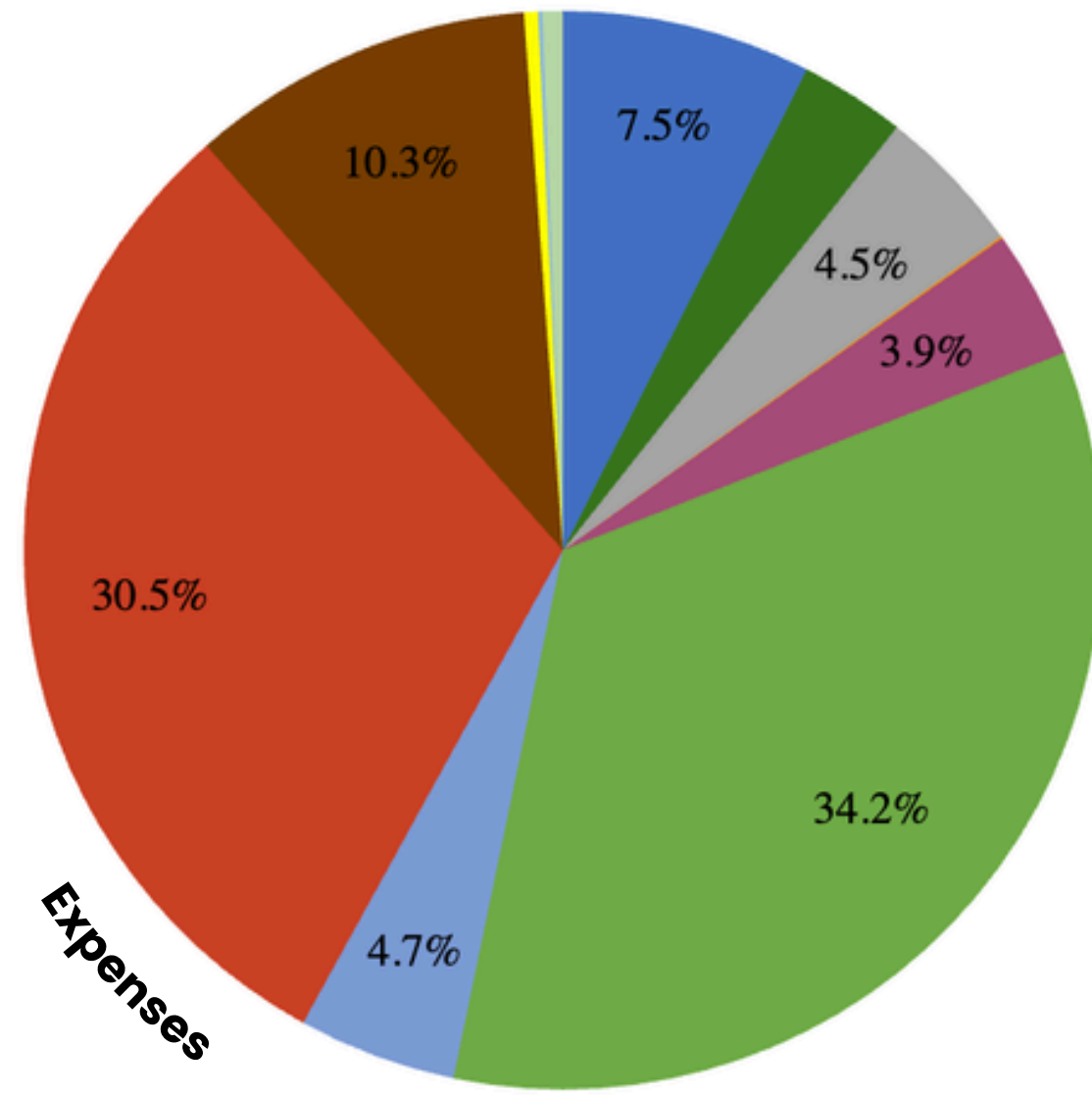
Contributed	\$310,831
Earned	\$315,119
Total	\$625,949



- Capital gains
- Grants & Foundations
- Public Support
- Admission
- Memberships
- Programs & Events
- Rentals & Buyouts
- Retail
- Other

> Expenses

Administration	\$51,073
Contract & Professional Services	\$21,559
Programs & Exhibits	\$30,528
Marketing	\$375
Operations	\$500,621
Other	\$78,450
Total	\$682,607



- Administration
- Contract & Professional Services
- Programs & Exhibits
- Marketing
- Operations
- Payroll
- Trash & Utilities
- Rent
- Depreciation
- Special Events
- Retail
- Other

Looking Ahead

In 2026, we're deepening our work at every level, from the individual child to the broader community.

We're creating spaces that honor early childhood development in all its complexity. Exhibits and programs designed for ages 0-6 that engage head, heart, and hands. Staff who are equipped and inspired to facilitate meaningful play. Environments that reflect the diverse families we serve.

We're becoming a true gathering place, not just for children, but for the adults who care for them. Spaces where families can connect with their children and with each other. Programs that help build the village every family needs.

And we're extending our reach. Through community partnerships, we're working to ensure that every child in our area has access to quality play experiences.

This is our commitment: to be a place where play and connection aren't luxuries, but rights. Where families find support, children find joy, and community takes root.

The work continues. The vision is clear.



THANK YOU!

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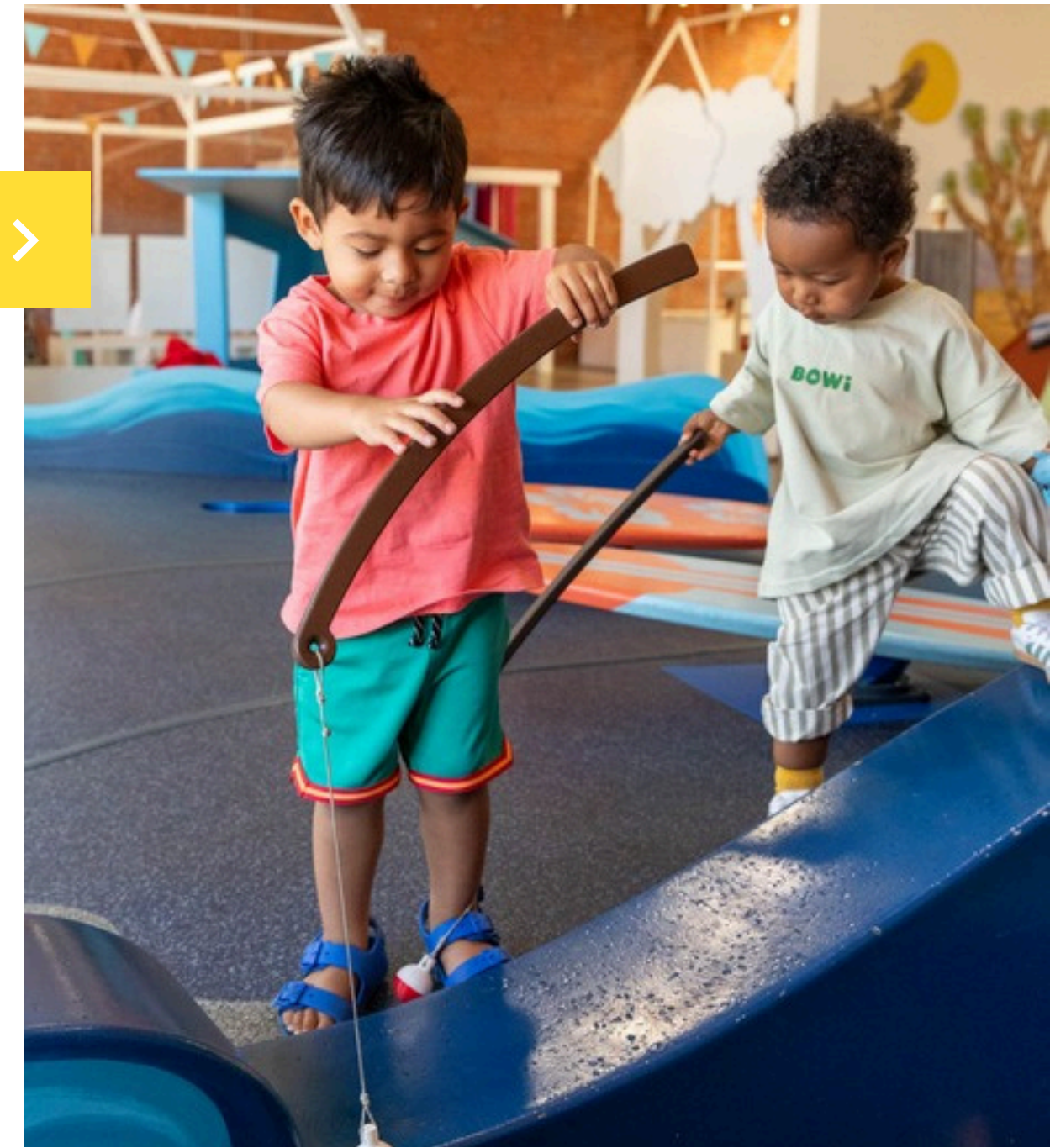
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Special Thanks

Thanks to generous funding from Fast Retailing, the parent company of UNIQLO and Theory, we were able to offer complimentary access to SCCM for families from zip codes experiencing the greatest impact from the 2025 wildfires.

We are grateful to Fast Retailing and UNIQLO for helping us support our community this year!





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