

**Providing the power of play since 2003**



**2025 ANNUAL REPORT**



1525 Newton St NW  
Washington, DC 20010  
[playtimeproject.org](http://playtimeproject.org)

EIN Tax ID: 20-3380456

# In 2025...



Playtime Project spent 2025 navigating, adapting, and improving our systems to better serve our families. Against the backdrop of political upheaval, we provided 462 children with transformative play programming and supported over 30 families with one-on-one assistance from our new full-time clinical social worker.

We transformed our database system using Salesforce to more thoroughly track children's outcomes, touchpoints, and families' needs. Children demonstrated skill mastery in all three of our domains: social-emotional skills, creative problem solving, and optimism for the future. Through consistent attendance and the support of volunteers, our children are building the skills needed to tackle their emotions and life's challenges with resilience.

New partnerships have allowed us to provide additional support to our families, such as developmental assessments, new shoes, and one-on-one tutoring services. This report highlights the positive outcomes your support has brought to Playtime in 2025!



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# OUR IMPACT

# 462

CHILDREN  
SERVED

## GROWTH & RESILIENCE

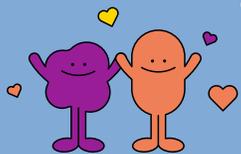


Over half of the children assessed in monthly impact forms were consistently able to:

Name their feelings

Play cooperatively

Use positive self-affirmations



***“Everything can be solved by using your words.”***

-Playtime Participant

*Zacariah\* (7) is autistic and struggled to sit at a table with others without getting distracted or acting out. During his 4 years with Playtime, he found a love for dramatic play. Now, he invites his siblings and peers to engage with him (typically in costume). He sits for full craft activities and offers to help others.*

\*Name changed for confidentiality.



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# OUR IMPACT

51%

Prince  
George's  
County

49%

Washington,  
DC

PROGRAM  
ATTENDANCE

10.3

AVERAGE SESSIONS  
ATTENDED PER YEAR



**95%** of parents agreed or strongly agreed that Playtime helps children **learn new skills that support success in school and daily life.**

**95%** of parents strongly agreed that Playtime helps their children **feel optimistic and hopeful.**

**75%** of parents strongly agreed and **25%** agreed that their children **improved relationships and emotional expression.**



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# OUR IMPACT

109

CHILDREN  
ASSESSED

## GROWTH & RESILIENCE



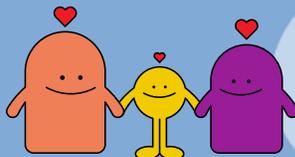
75%

"I keep trying even if something is hard."



82%

"I take turns, share, and like playing with other children."



83%

"I can think of things that I am good at / I believe in myself!"



# OUR IMPACT

19%

INCREASE IN  
TOUCHPOINTS\*

\*At our five  
weekly sites

70+

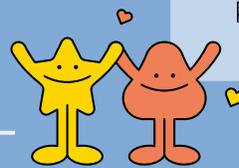
REFERRALS MADE

Childcare • Developmental support  
Mental health • Furniture  
Emergency finance needs • Food  
Domestic violence support

16,000+

RESOURCES PROVIDED

Holiday gifts • Birthday-In-A-Box  
Clothes/shoes • Backpacks • Diapers  
PlayKits • Hair Kits • Love Bundles  
Boo-In-A-Box



***"I learned we can try our best."***

-Playtime Participant

*Ty\* (3) joined Playtime 2 years ago and is an only child. He hadn't spent much time with other kids and only engaged in quiet, independent play. Through Playtime, he has had the opportunity to develop his social skills before he starts school. Now, he jumps into activities and is excited to try new things. He has a best friend he plays with and engages in parallel play with other children. Ty has the confidence to express his needs and will be ready to start school soon!*

\*Name changed for confidentiality.



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# OUR VOLUNTEERS

**116**  
VOLUNTEERS



**62**

NEW VOLUNTEERS  
IN 2025

**4,337**

TOTAL DIRECT SERVICE  
VOLUNTEER HOURS

"I love seeing the same kids every week. You develop really strong relationships and get to be a kid around them." – Play Ranger

## Locations (2025)

Barnaby Manor Elementary School (Oxon Hill, MD) | Safe Passages (Prince George's County, MD)  
Columbia Heights Village (Ward 1) | Warm Nights (Beltsville, MD) | The Brooks (Ward 3)  
LaSalle-Backus Elementary School (Ward 4) | My Sister's Place (DC) | Turning Point (Ward 1)  
Free Art for All (Greenbelt, MD) | Shepherd's Cove Emergency Shelter (Capitol Heights, MD)



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# OUR FINANCIALS

72%

OF EXPENSES GO TO PROGRAM ACTIVITIES

643

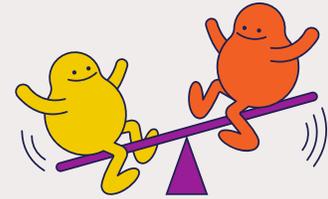
INDIVIDUAL DONORS IN 2025

56%

OF DONORS RETAINED FROM 2024 TO 2025

88

ENGAGED IN PLAYTIME CIRCLE (RECURRING DONORS)

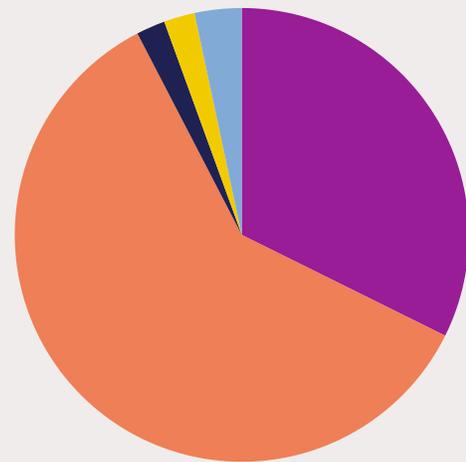


*"I love the purity of Playtime's mission and Playtime's ability to preserve a child's spirit through play."*

-Playtime Donor

During yet another fundraising year marked with uncertainty for everyone, Playtime Project's grantors, donors, and partners stepped up for children experiencing housing insecurity. In 2025, Playtime secured a multi-year grant\* to ensure the sustainability of our current programs, as well as the re-investment in our referrals and resources to families. The support of individuals and corporations has never been more important, as we continue to expand and strengthen our programs.

## FINANCIAL SUMMARY



\$1,609,817\*

- Individuals and Employee Campaigns (32.3%)
- Foundations (60.1%)
- Government (2.2%)
- Corporate (2.1%)
- Interest & Earned (3.3%)

Revenue: \$3,209,817

Expenses: \$1,404,147

\*Assets as of 12/31/25: \$3,316,391

\* The remaining \$1.6 million reflected in the revenue makes up the next 4 years of the \$2 million grant received in 2025. This chart only represents the \$400,000 allocated for 2025.



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[Board of Directors & Staff](#)

[Meet our Donors](#)

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## Thank you to our Partners!

Aalita's Heart

Alaska Airlines

Amazon Local Good

Business Benefits Group

Capital One

Capitol Hill Arts Workshop

Capstone LLC

DCPS

DC Tutoring & Mentoring Initiative

DC United

Greater DC Diaper Bank

Greenbelt CORES

Goods for Good

Joel Nelson Group

National Children's Museum

Northstar Tutoring

PGCPS

Science is Elemental

Soles 4 Souls

University of Maryland

Vertex Pharmaceuticals