

# 2024 YEAR IN REVIEW



Playtime's mission is to cultivate resilience in children experiencing family housing insecurity by providing and expanding access to transformative play experiences.

## OUR IMPACT

2024 was a record-breaking year. Playtime served 618 children experiencing housing insecurity through our programs—that's over 100 more than the previous year and the highest number served since 2019. Playtime now has eleven program sites across DC and Prince George's County, Maryland.

Parents told us through surveys that the top benefits of Playtime are safe and positive play opportunities for their children, access to toys and curriculum activities, socializing with other children, and engaging with the caring staff and volunteers. By tracking Playtime children's progress in our three key domains, we know that more than half of children assessed consistently demonstrate the ability to identify and express their feelings, play cooperatively, and solve problems creatively.

Playtime implemented Play Action Plans to identify children's specific areas of improvement, then create an improvement plan and track progress over the following weeks. This individualization is what makes Playtime different than many organizations that work with children. **We provide a safe place for children to play and express themselves, while also focusing on specific needs and taking action to facilitate growth.**

In the wake of potential challenges for families in 2025 regarding changes to social benefits, policies addressing homelessness, education, and immigration, Playtime is committed to step in and help fill the gap. **Our resource referrals, social work services, and advocacy for children with disabilities help build family stability beyond our playrooms.** Thanks to supporters like you, Playtime is prepared with the unique skills, knowledge, and programs to make a real difference in the lives of the children and families we serve.

**43%**

increase in number of total sessions attended by each child from 2023-24, from approximately 7 to 10 sessions per child.

**618**

CHILDREN SERVED

**115**

PLAYKITS DISTRIBUTED

**300**

HOLIDAY GIFTS DISTRIBUTED

**240**

BACK-TO-SCHOOL BACKPACKS DISTRIBUTED

### Playtime Project

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## VOLUNTEERS GIVE THE GIFT OF PLAY

In 2024, **141 weekly volunteers** donated their time to support Playtime Project's mission of cultivating resilience in children experiencing housing insecurity through the power of play. Play Rangers volunteer at weekly program sites, bringing joy to children and supporting healthy social-emotional development for children experiencing housing insecurity in DC and Prince George's County. With supervision from Playtime staff, Play Rangers guide children through activities that are part of Playtime's trauma-informed and developmentally appropriate play curriculum.

Play Rangers are, and have always been, the lifeblood of our organization. In 2024, we highlighted the stories of Play Rangers like Brian Summers ([bit.ly/briansummers](https://bit.ly/briansummers)), special guest volunteers like Aalita's Heart ([bit.ly/aalitas](https://bit.ly/aalitas)), and former Play Rangers ([bit.ly/relisha-memories](https://bit.ly/relisha-memories)). Each volunteer brings their unique character, skills, and passion for helping children to programs every day, and it shows in the smiles and stories of Playtime children.

Since 2021, Playtime volunteers have dedicated over \$250,000 worth of time to Playtime children. This includes Play Rangers, Volunteers in Motion, office volunteers, and more. A full list of our volunteer opportunities can be found at [playtimeproject.org/volunteer](https://playtimeproject.org/volunteer).

141

TOTAL WEEKLY  
VOLUNTEERS in 2024

2,738

TOTAL DIRECT SERVICE  
VOLUNTEER HOURS in 2024

\$91,695

VALUE OF DIRECT SERVICE  
VOLUNTEER TIME in 2024

*"The reaction of my kids when Playtime is mentioned is priceless and I love the staff. We love Playtime, it's perfect."*

*-Myisha, a Playtime mom*

## WHAT PLAYTIME FAMILIES SAY

**Over half** of children assessed for at least three consecutive months demonstrated an increase in their composite scores, indicating improvement in social-emotional, problem-solving, and optimism-building skills.

**100%** of parents surveyed said their children enjoyed Playtime Spring Break Camp and they would recommend it to other families.

## LOCATIONS (2024)

Barnaby Manor Elementary School | Prince George's County Public School (Oxon Hill, MD)

The Brooks | One of DC's eight short-term family housing shelters (Ward 3)

Columbia Heights Village | Subsidized housing apartment complex (Ward 1)

Free Art for All | Community-based site located in the Beltway Plaza Mall (Greenbelt, MD)

Harbor Light | Community-based site serving migrant families (Ward 5)

LaSalle-Backus Elementary School | DC Public School with high number of children experiencing homelessness and housing insecurity (Ward 4)

My Sister's Place | Domestic violence shelter (DC)

Safe Passages | Domestic violence shelter (Prince George's County, MD)

Shepherd's Cove Emergency Shelter | Prince George's County women and children's shelter (Capitol Heights, MD)

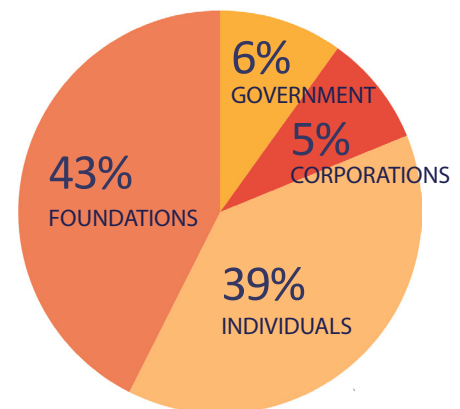
Turning Point | Housing program for young mothers (Ward 1)

Warm Nights | Shelter based in a Prince George's County hotel (Beltsville, MD)

*"My experience has been wonderful! The work I do volunteering is more meaningful to me than any professional accomplishment I have achieved. Can working with children be difficult? Absolutely. It's tiring work. But the joy, laughs, and love make it worth it."*

*-Brian Summers, Play Ranger volunteer*

## FINANCIAL SUMMARY



Revenue: \$1,165,805  
Expenses: \$1,541,586  
Assets as of 12/31/24: \$1,567,725

The unaudited financial information set forth above is preliminary and subject to adjustments and modifications after the audit.