

2025 – 2026 *impact report*



2026 was a year of growth, innovation, and impact at the Children's Museum of Discovery, welcoming thousands of children and families into meaningful learning experiences. Every milestone achieved this year reflects a commitment to helping all children explore, imagine, experiment, and discover their wildest dreams.

102,480

children and families served

living our vision: leading the way in early childhood education



A Brand Rooted in Play, Discovery, & Learning:

We introduced our new name and brand identity as the Children's Museum of Discovery, creating a clearer connection to our mission and keeping discovery at the heart of who we are.



Leading Nationally: We welcomed children's museum professionals from around the world to our museum and presented five sessions at the Association of Children's Museums' InterActivity conference.



Investing in Educators: We reimagined The Play Exchange, a professional learning series for educators, with two events focused on mindfulness and STEM.

access for all

We subsidized entry for 23,674 guests, providing every child, regardless of financial or physical barriers, access to hands-on early education.

17,260

EBT/WIC/SNAP Cardholders

1,478

Families with Special Needs

4,936

Military/Veterans

story feature

Every week, a local family walks nearly three miles roundtrip to attend our new bilingual programming. "These experiences are important for my child and our family. It's worth the walk every week."

– Parent Participant

meeting the needs of our community



Launched Bilingual Learning: We introduced weekly educator-led Spanish bilingual programming to better serve multi-lingual families.



Serving the Youngest Learners: A new camp for four- and five-year-olds filled a critical age gap in our community.

program highlight: día del niño

Hosted a celebration for children while honoring the rich history and traditions of Latin America through games, art, and dance!

creating spaces for discovery



Celebrating Indigenous Culture: We launched Meet Kúuta, an interactive exhibit that teaches children about the elderberry tree's role in Native and Indigenous culture, traditions, and daily life.



Improving Accessibility: New ADA-powered entry doors make it easier for all families to access the Museum.



Strengthening Our Foundation: Facility improvements included upgraded guest restrooms and renovated office spaces.



expanding the mobile children's museum



Serving Vista Unified School District: Hands-on learning experiences reached more than **1,000 kindergarten students**. That's 60 classrooms full of children!

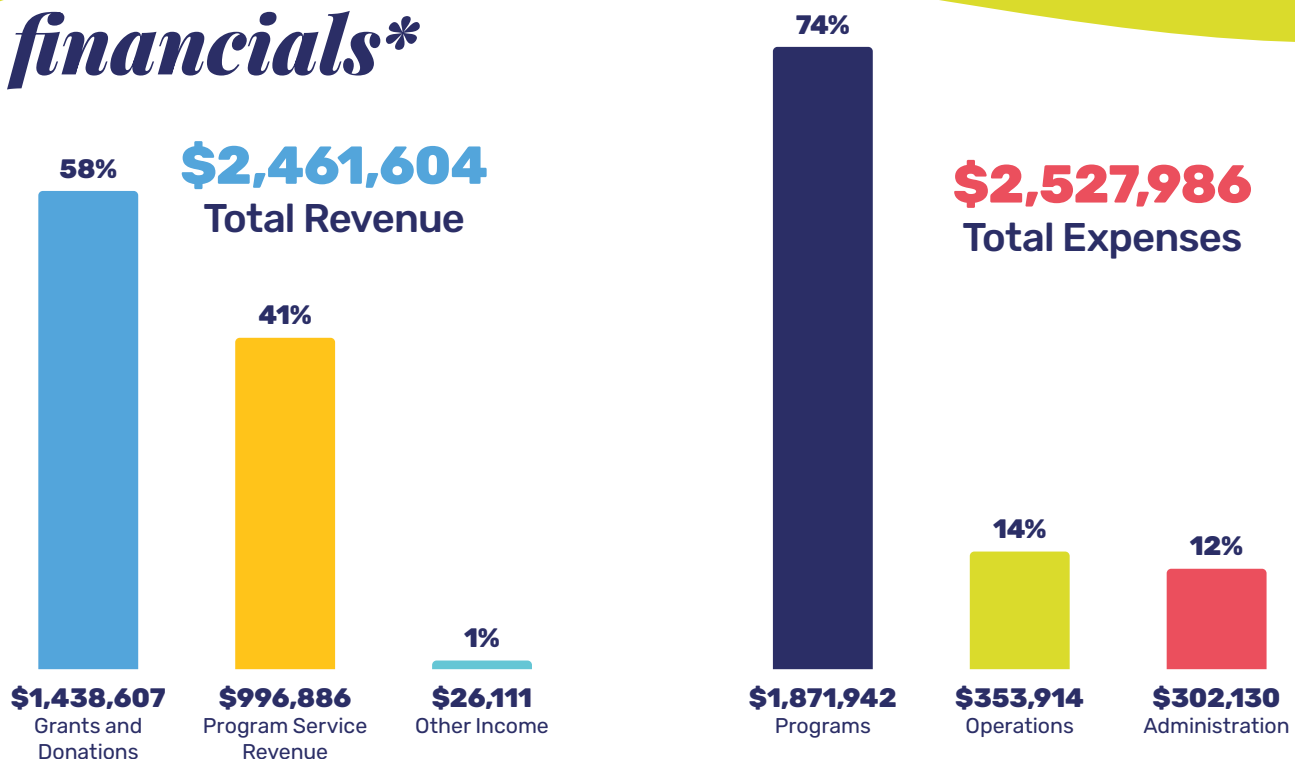


Physics on the Road: The new Physics Mobile Experience introduced exhibits including an earthquake table, friction ramps, and a ball wall. Each new exhibit supports play-based observation of cause-and-effect through gravity, balance, force, and motion.

5,777
miles driven!



financials*



*Financial information is based on audited financials from July 2024 - June 2025.