



IMPACT REPORT FY2025





INTRODUCTION

Please Touch Museum (PTM) welcomed **397,117 visitors** during Fiscal Year 2025 (FY25), which ended September 30, 2025. The Museum is committed to serving children and families living in Philadelphia and the Parkside community in which Memorial Hall resides, and welcomes visitors from throughout the Commonwealth, across the nation, and around the world.

FY25 COMMUNITY BENEFIT VISITATION

30% of PTM's FY25 visitors have benefited directly from the Museum's community-focused initiatives through free and reduced admission programs. These 118,254 visitors experienced the Museum through programs including Access Art-Reach/Museums for All (**PTM is the top participating institution in Philadelphia**), First Wednesdays, Play Without Boundaries (free sensory-friendly mornings), free school field trips for School District of Philadelphia students in PreK through Grade 1, and free community events held throughout FY25.

Please Touch Museum was proud to welcome **1,693 Blue Star Museum visitors** (active military and their families) from Philadelphia and **8,954 School District of Philadelphia students during free school field trips**.

Overall, **these community benefit programs have an unrealized revenue value of \$2.4 million** in FY25, consistent with contributions from FY24.

SUPPORTING THE CENTENNIAL DISTRICT

PTM hosts the **Community Advisory Council**, a collective of community, nonprofit, and religious leaders from Parkside and surrounding neighborhoods, who meet monthly with Museum leadership to discuss community issues and opportunities.

Monica J. Harmon serves as the Community Advisory Council's liaison to PTM's Board of Trustees, where she serves as the Secretary of the Board. Monica's leadership within the Board of Trustees is a testament to the critical direction the Parkside community provides to the Museum's strategic initiatives and programming.



SCHOOL READINESS PROGRAMMING

Please Touch Museum believes in a world where all children are creative, compassionate, confident, and curious. In FY25, the Museum welcomed students from **156 unique Philadelphia School District schools** who participated in guided visits, offering an enriching experience that complements classroom learning. Additionally, during the summer the Museum held another series of free admission **Ready. Set. School. Days** to provide children and families with school-readiness programs and activities to support the transition to the upcoming school year. These **free community days alone welcomed a total of 10,483 visitors.**



CELEBRATING COMMUNITY

Please Touch Museum recognizes and celebrates Philadelphia's diverse cultures and communities with special events and programs throughout the year, so children and families can see themselves reflected through Museum experiences.

OUR PROGRAMS



Lunar New Year: Featuring traditional Chinese Lion Dances by the Philadelphia Suns, calligraphy workshops and storytimes.



Black History Month Celebration: Highlighting Black history-makers and milestones with live music, teaching artists, and inventors.



MLK Day: A day of community engagement in honor of Martin Luther King, Jr.



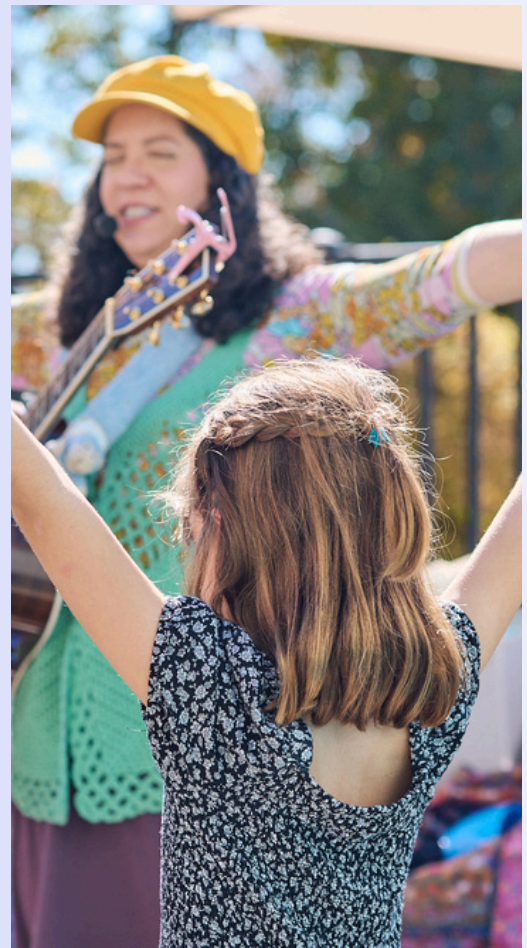
Ramadan: Learning about the Muslim holiday through art workshops, storytimes, and Arabic percussion (darbuka) performances by students from John Moffet Elementary School.



Holi: Celebrating the Festival of Colors through tie dye workshops, a collaborative mural, Bollywood dance workshops and making colorful powder to take home.



Pride: Celebrating self-expression, kindness, and the uniqueness of our visitors and community with a Pride parade, drag queen storytimes, face painting, and Pride-themed performances.



Juneteenth: A celebration of liberation and innovation with music, food, storytimes, and performances led by Black Urban Theater.

Sukkot: The Jewish festival of Sukkot is celebrated with sing-a-longs, decorating PTM's sukkah in the garden, and interactive storytimes.



CHARACTER QUEST EXHIBIT

Planning is well underway to create a new permanent exhibit, **Character Quest**, slated to open in **October 2026**. Character Quest will focus on helping children develop positive character skills through play-based experiences.

Generously supported by the Lilly Endowment through their Fostering Character Through Children's Museums initiative, this new exhibit will highlight four key character skill areas: Emotional Intelligence, Social Intelligence, Growth Mindset, and Perseverance.

Families visiting the Museum will be able to build their gross motor skills on a central play structure and engage in activities throughout the exhibit space that will task children to communicate, collaborate, explore and understand their own emotions, and challenge them to try new activities that may be difficult or frustrating.

Following the exhibit opening, PTM will develop and implement a portfolio of programs and online resources that will provide caregivers and educators with research-backed support and information about character skills development in children that can extend beyond the walls of the Museum.



MARBLE FLOOR UPDATE

Please Touch Museum stewards historic Memorial Hall, built as the Art Museum for the 1876 Centennial Exposition, the first world's fair held in the United States. This city-owned building is on the National Register of Historic Places. The original marble floor has long needed to be replaced, and after years of working with city, state, and federal funders, as well as philanthropic leaders, **the marble floor replacement began in FY24 and is now complete.** With marble matching our original floor, the Museum has been restored to a place of grandeur!



PTM IN 2025



DISCOVERING DEMOCRACY

New to our guided field trip themes in 2025 is **Discovering Democracy**, an interactive program focused on civic engagement for students in grades K – 2. Using the “Roadmap to Educating for American Democracy,” students consider their identities and communities and what role they play in becoming engaged, active and responsible citizens.

Discovering Democracy includes guided field trips to PTM, in-class learning facilitated by a Museum Educator, and digital learning games that support and extend these experiences before and after the field trip. The program will be offered through 2026 in celebration of America’s Semiquincentennial.



FY25 **IMPACT**



BY THE NUMBERS

397,117 Total visitors

118,254 Total Community Benefit visitors
(free or reduced admission)

10,483 Ready, Set, School free
admission visitors

1,693 Blue Star Museum
visitors (active military
& their families)

156 Unique schools
welcomed



STAFF DIVERSITY

PTM defines Diversity as **People of Color and the LGBTQIA+ Community.**

- **66% Diversity** of Total Staff Community
- **60% Diversity** of Management through Executive Team
- **72% Diversity** of Staff