

2025 IMPACT REPORT



For non-profits everywhere, 2025 was a challenging year. The Strong National Museum of Play was no exception, but with support from our friends and donors, 2025 was also a year full of accomplishments, innovative collaborations, and of course, play!

We opened two popular temporary exhibits—*Playful Putters* and *Dollhouses Unveiled*—and completed the all-new *Marble Speedway*, a permanent exhibit featuring the world's coolest (in our opinion!) life-sized marble raceway. We also welcomed nearly 640,000 guests; served more than 100 preschool students at **Woodbury School**; published three issues of the peer-reviewed *American Journal of Play*; and continued to serve a global audience of researchers and scholars exploring play, video games, and more.

Throughout it all, you—our members, donors, and friends—led the way with your support. **Because of you, The Strong remains a place where people of all ages can experience what play makes possible.** Play teaches us to work together and to disagree without walking away. It reminds us of our shared humanity.

Thank you for supporting this special museum, and for helping us carry the power of play into the year ahead.

Steve M. Dubnik
President & CEO



570,000
Expanded collection
of toys, games,
video games, and
other play items



100K+
Children and adults
served through
community outreach



\$570K
Raised for education
and outreach at our
annual Play Ball Gala
—a new record!



400
Students served through G2,
The Strong's volunteer-driven
program delivering child-
directed play to Rochester-
area K-2 students



Inducted Battleship, Slime, and Trivial Pursuit into the National Toy Hall of Fame.

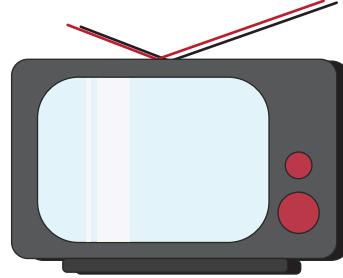
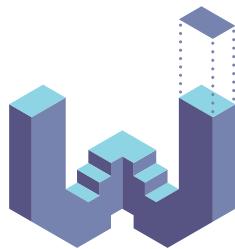


Added *Defender*, *Goldeneye 007*, *Quake*, and *Tamagotchi* to the World Video Game Hall of Fame.



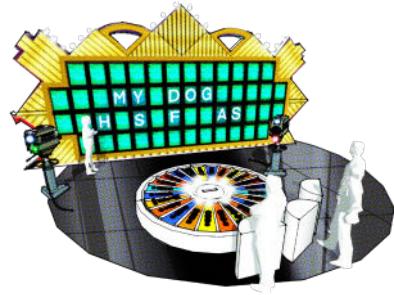
Hosted the inaugural BIPOC Game Studies Conference.

Generated more than 19 billion media impressions—including a live National Toy Hall of Fame segment on the *TODAY SHOW*.



WOMEN IN GAMES

Inspired the next generation of video game creators through initiatives like Women in Games and Get in the Game—a free educational event serving 400+ Rochester City School District students.

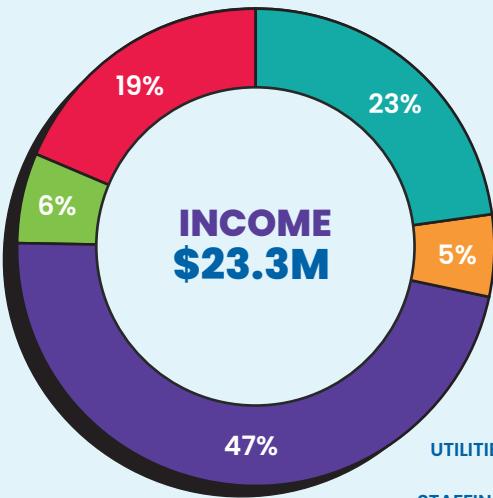


Grew the National Archives of Game Show History collections and acquired the original *Wheel of Fortune* wheel and puzzle board, both of which will be featured in the upcoming *Beyond the Buzzer* exhibit.

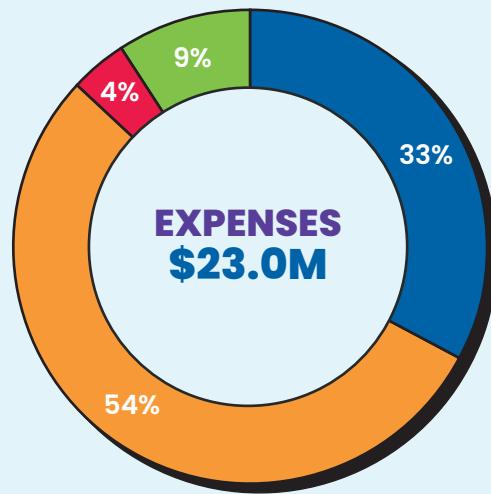


Held the first annual Blind and Low Vision Families Night—a free event made possible with support from Bonnie Erickson and Wayde Harrison.

INCOME AND EXPENSES



- PHILANTHROPY
- RETAIL, FACILITY RENTALS, AND MISC.
- ADMISSIONS AND MEMBERSHIP
- INVESTMENTS
- MARGARET WOODBURY STRONG TRUST



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