



40

years of
amazing

Scott Family
AMAZEUM

2024 - 2025
Impact Report



Use Your 3-Color Viewer to Discover More Amazing

Use the included red, green, and blue lenses to reveal the layered imagery throughout this report. Inspired by the chromatic work of the Carnovsky studio, each composition is built from overlapping photographs capturing Amazeum experiences and moments from the past year. Through each colored filter, a different layer comes into focus—inviting closer exploration. This interactive approach echoes our passion for hands-on discovery as well as our Colored Shadows exhibit, where light, color, and perception come together through play. Together, these layers represent ten years of curiosity, creativity, and community—showing how many moments, ideas, and supporters combine to create lasting impact.

Dear Amazeum Friends, Donors, and Fellow Believers in Wonder,

As I sit down to write this, I cannot help but feel that same fizzy, heart-thumping excitement we see in kids when they first walk through our doors. You know the look, the one that says something amazing is about to happen. And as we close out our tenth year and look toward the next decade, that feeling is only getting stronger.

Ten years. A whole Decazeum of joy, curiosity, and community.

From a spark of an idea in 2006 to a STEAM-rich destination visited by more than two million people, this journey has been anything but ordinary. It has been shaped and continually reshaped by your generosity, your belief in what is possible, and your willingness to say “Yes, &...” alongside us.

You helped transform a dream into a place where thousands of early learners discover confidence through play. You helped families find pathways through tinkering, kids create

memories that last a lifetime, and where educators come to reimagine what learning can be.

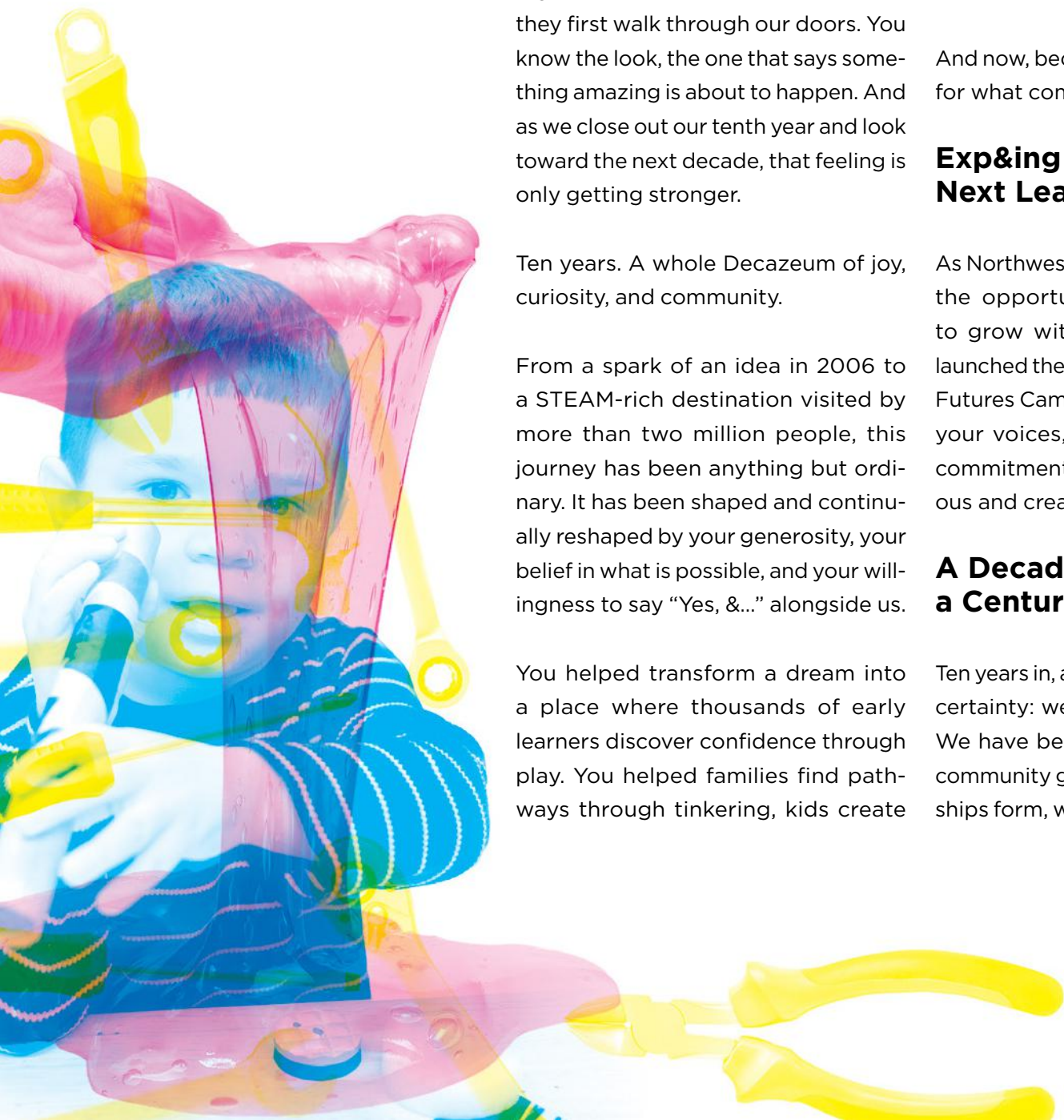
And now, because of you, we are ready for what comes next.

Exp&ing Futures: Our Next Leap Forward

As Northwest Arkansas grows, so does the opportunity for the Amazeum to grow with it. Together, we have launched the 25 million dollar EXP&ING Futures Campaign, an effort fueled by your voices, your dreams, and your commitment to building a more curious and creative region.

A Decade Behind Us, a Century Ahead

Ten years in, and I can say with absolute certainty: we are just getting started. We have become a place where the community gathers, where new friendships form, where educators innovate,





and where families feel like they belong. And as our region evolves, we are ready together to meet the moment.

Because the Amazeum has never simply been a museum. It is a movement, a mindset, and a growing community of people who believe in hands-on wonder and the power of play.

Thank You for Believing in this Work

Thank you for showing up time after time with generosity, encouragement, and a willingness to imagine a brighter future with us. Thank you for fueling the sparks that ignite a child's sense of possibility. Thank you for being the "&" in our "Yes, &..." the part that pushes us forward, wider, and deeper into what a learning community can be.

Because of you, the next decade is already humming with potential. And

I cannot wait to build it with joy, creativity, and plenty of duct tape and cardboard right alongside you. Here is to the next 10 years of zing, wonder, and discovery. Let us keep expanding futures together.

With thanks, heart full of curiosity, and a handful of tools,

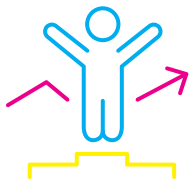
Sam Dean

Sam Dean
Chief Executive Officer





Impact in Numbers



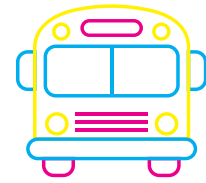
263,547

total guests visited



672

campers



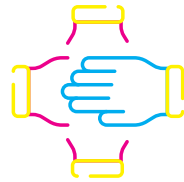
25,810

guests visited
for Unfield Trips



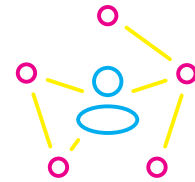
848

attendees at Sensory
Friendly events



2,648

new members



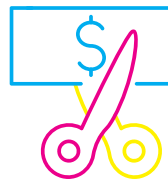
1,257+

educators participated in
professional development



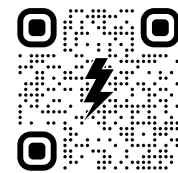
7,613

miles traveled for offsite
events & library programs



20,846

participated in
Priceless Nights



Scan here to learn
how you can keep
the impact going.

Numbers reflect totals from July 1, 2024 - June 30, 2025.

Financials

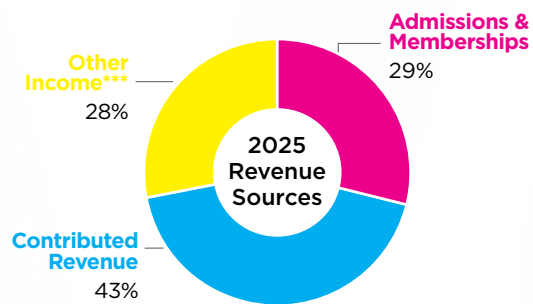
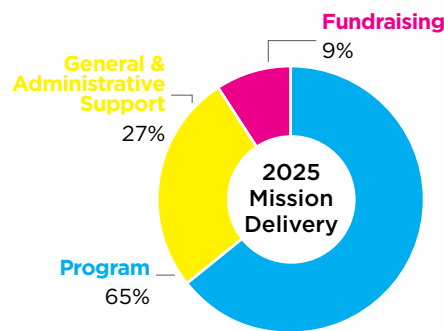
Revenue and Support

	FY 2024	FY 2025
Admissions and Memberships	1,603,398	1,668,887
Contributions and Grants*	2,786,713	2,516,919
Net Museum Store Sales	259,665	279,201
Special Events	411,332	506,008
Net Investment Income	635,763	877,614
Miscellaneous Income	15,107	-
Total Revenue and Support	5,711,978	5,848,629

Expenses**

Program Expenses	4,795,733	4,691,798
General and Administrative Support	1,300,681	1,952,609
Fundraising	498,528	625,191
Total Expenses	6,594,942	7,269,597

Change in Net Assets	(882,964)	(1,420,968)
Net Assets, Beginning of Year	20,887,478	20,004,514
Net Assets, End of Year	20,004,514	18,583,546



*Excludes donor restricted funds of \$5,387,377 and \$352,100 in FY25 and FY24 respectively. Additionally, this line includes released funds from previous years of \$2,129,832 and \$1,923,689 in FY25 and FY24 respectively.

** Excludes capital campaign expenses of \$222,484 and \$171,162 in FY25 and FY24 respectively.

***Other income includes earned income from Curiosity Corner, birthday parties, camps, workshops, special events, facility rentals, investment income, and employee retention credit.



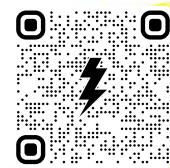
Educational Pedagogy

Every day at the Amazeum, something remarkable unfolds. A toddler discovers what their imagination can do with a handful of loose parts, and a teacher rediscovers the joy that first drew them to the classroom. These moments reflect a learning philosophy rooted in curiosity, creativity, and community, and they shape experiences that feel meaningful for children, families, and educators.

Learning at the Amazeum feels like play because it is. Children explore, test ideas, take safe risks, and follow their own questions. Our educators design environments that spark discovery and invite imagination at every age.

This impact grows as we support those who support children. Through hands-on professional development, regional partnerships, and yearlong collaborations, educators gain practical tools, renewed confidence, and a sense of possibility they carry back to their classrooms and communities.

We see the results every day, in children who approach challenges with creativity and in teachers who feel inspired to try something new. Your support ensures this spark continues to grow, strengthening the future of learning across Northwest Arkansas.



Summer Camps

Last summer, a camper named Nate leaned in, steady hands and focused eyes, and helped guide other kids through a cow-eye dissection at the Amazeum. “I want to be a doctor like my dad,” he said. Moments like this happen because of you.

For many children, Amazeum camps are where learning first feels like belonging. Not a worksheet or a grade, but a place where questions are encouraged and curiosity leads the way. Through hands-on exploration, campers grow in confidence, strengthen problem-solving skills, and discover their own capabilities.

Amazeum camps are intentionally designed as immersive learning experiences where STEAM, creativity, and play intersect. Across summer camps, mini camps, homeschool adventure series, and early-learner half-day

camps like Kinderplay, children learn by building, testing, collaborating, and trying again.

Camps can also give kids a glimpse of who they might become. In its second year, Anatomy Adventure brings together the Amazeum and the Alice Walton School of Medicine, an institution advancing healthcare education and innovation in Northwest Arkansas. This partnership connects children to

authentic, hands-on science experiences rooted in real-world medical practice.

When you support the Amazeum, you’re not just funding a week of camp. You’re helping a child feel capable, connected, and confident enough to imagine what’s next.

Amazeum camps are intentionally designed as immersive learning experiences where STEAM, creativity, and play intersect.





A Decazeum of Difference

Celebrating 10 Years of Curiosity, Creativity, and Community Impact

Ten years ago, the Scott Family Amazeum opened with a simple belief: when children are free to explore through play, they build confidence and skills that last. Today, the Amazeum is a place where families learn together, educators feel supported, and children discover the power of curiosity.

This anniversary belongs to our whole community, and especially to the donors who believed in a children's museum built for Northwest Arkansas. Because of you, the Amazeum is more than a place to visit. It is a place where children practice problem-solving, families build lasting memories, and learning feels joyful and real.

Your Support Turned an Idea Into a Community Resource

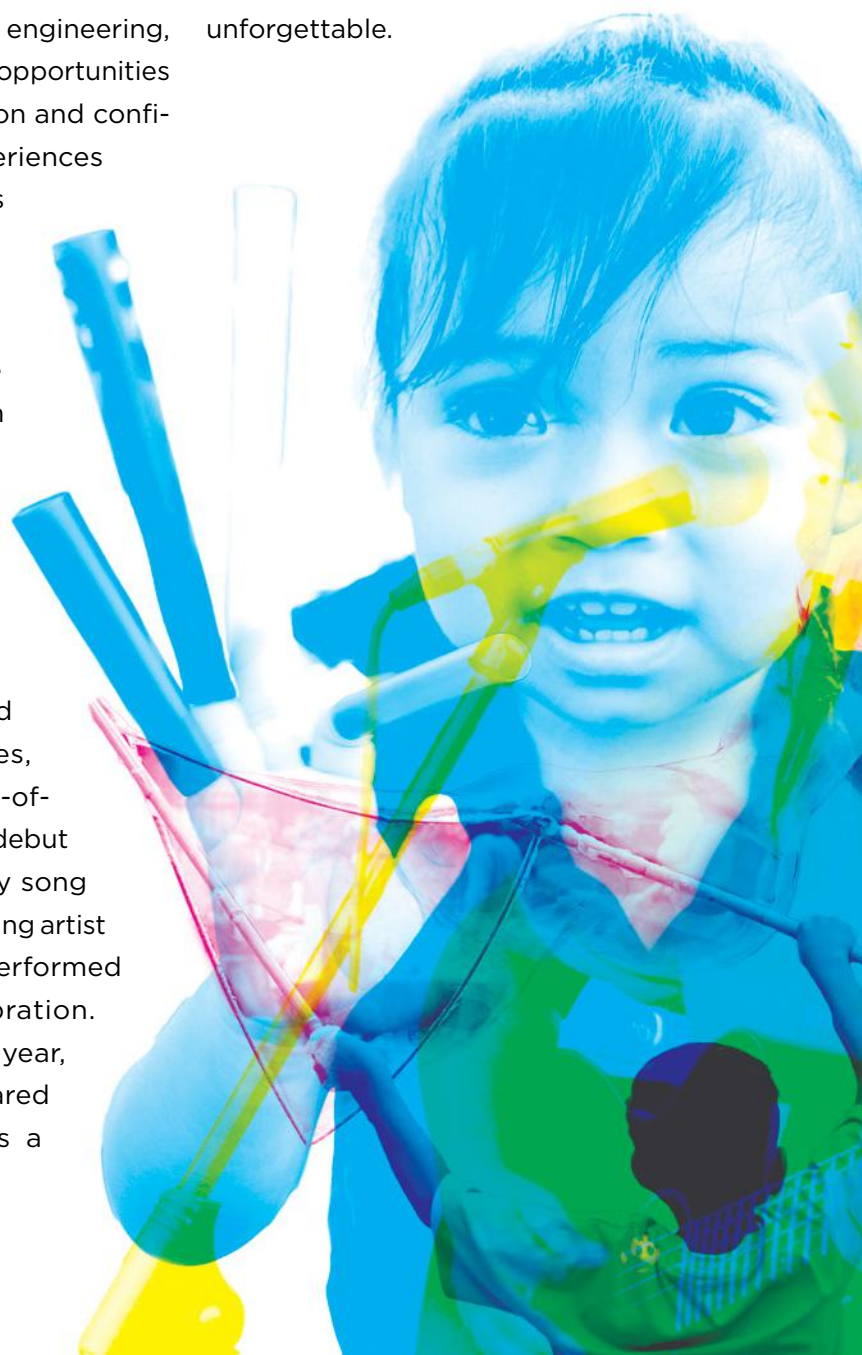
The Amazeum's focus is rooted in learning that is active, joyful, and within reach. Because of donors, we serve families across Benton and Washington counties and surrounding communities, and we also welcome visitors all 50 states who make the Amazeum part of their time in Northwest Arkansas.

As part of our Decazeum celebration, we've been reminded of what

families have made clear for years: the Amazeum has become a meaningful, can't-miss part of childhood in our region, shaped by hands-on discovery and a shared belief that play is a powerful foundation for learning and growth. This is what donor support makes possible, a safe environment where kids can explore freely, exhibits that inspire creativity, engineering, and discovery, hands-on opportunities that build communication and confidence, and shared experiences that strengthen families and caregivers.

In July 2025, our Decazeum celebration came to life with our 10th Birthday Bash, welcoming well over 2,000 guests for a day built around hands-on discovery and shared community pride. Families explored museum-wide activities, celebrated with the end-of-day parade, and helped debut our updated end-of-day song created with award-winning artist Shannon Wurst, who performed live during the celebration. Throughout our tenth year, the 10-year logo appeared across the museum as a

visible reminder of what this community has built together, and members were invited into special moments along the way, including an early sneak preview of one of the most ambitious exhibit experiences we've brought to Bentonville in the past decade, complete with exclusive activities designed to make that first look unforgettable.



During our Decazeum year, we also celebrated an exciting community milestone by breaking ground on the Amazeum's next chapter, a moment that honored ten years of impact while looking ahead to what families will need in the years to come.

Over the past decade, hundreds of thousands of experiences have happened inside the Amazeum. Again and again, we see the same outcomes:

children learn to take safe risks, students



discover new interests, parents witness confidence growing in real time, and caregivers feel welcomed and supported.

That's the heart of our impact. **The Amazeum is designed so that kids can learn through doing, and so adults can share in the learning instead of watching from the sidelines.** When children build, test, fail, rework, collaborate, and try again, they are developing persistence, creativity, curiosity, communication, and problem-solving skills that matter far beyond a museum visit.

The Gift You Give Goes Further Than a Visit

One of the most meaningful parts of the Amazeum's impact is that it reaches beyond the museum itself. Each visit supports family connection, strengthens learning during key developmental years, and helps make Northwest Arkansas a

more welcoming place for children and caregivers. The Amazeum also offers something families increasingly value: a shared space where children can be fully themselves, and the adults who love them can slow down, feel supported, and participate in the joy of learning together.

With Gratitude for the First 10 Years

A 10-year anniversary is a celebration, but it is also a thank you. To our donors: thank you for believing in this museum from the beginning and for continuing to stand with us as the Amazeum grew into what it is today. Because of you, children have a place where curiosity is encouraged, families have a place where learning is shared, and our community has a resource built to inspire what's possible.

Thank you for helping build a decade of difference.



The Amazeum Is Expanding What's Possible

In January 2025, the Amazeum shared a vision shaped by years of listening to families, educators, and supporters. Expanding Futures was announced as a commitment to grow alongside a community that believes children learn best when curiosity is encouraged and play is valued.

This capital campaign marks the Amazeum's first major physical

expansion since opening its doors. Designed in direct response to community need, Expanding Futures will create new environments that support early childhood development, strengthen connections among caregivers and educators, and expand hands-on STEAM learning. From the beginning, generous philanthropic leadership made it possible to move this vision forward and invite the broader community into the journey.



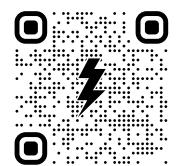


That shared commitment came to life on June 3, 2025, when donors, partners, and community leaders gathered for a groundbreaking celebration. It was a moment filled with gratitude and momentum, reflecting years of trust, partnership, and belief in what the Amazeum can offer children and families.

Expanding Futures will bring three new spaces designed around how children and adults learn together. The Early Learning Advancement Center will

provide an 11,850-square-foot environment dedicated to preschool-aged learners. The Hangout will offer a welcoming place for families, educators, and community connection. The Backyard will extend learning outdoors through nature-inspired play and exploration.

Your support is helping build these spaces right now. Each gift strengthens access, belonging, and opportunity, ensuring the Amazeum continues to serve families across Northwest Arkansas for years to come.






Roar and Explore with Dinosaurs

The traveling exhibition, *Roar & Explore with Dinosaurs*, brought families together around hands-on discovery and shared curiosity—with a couple of jump scares scattered in. Community response was strong from the beginning, and in the first two weeks alone, the exhibit welcomed 12,869 visitors, demonstrating the demand for engaging learning experiences that families can explore together. The exhibit also supported long-term connection to the Amazeum, generating more than \$6,724 in membership sales during opening weekend alone.

Inside the exhibition space, guests encountered seven animatronic dinosaurs and interactive experiences designed to spark both learning and imaginative play. Rather than simply observing, guests engaged in exploration that supported early scientific thinking, asking questions, making predictions, and connecting what they saw to what they already knew.

The exhibit encouraged guests to think like paleontologists, using hands-on activities to explore ideas like fossils, dinosaur anatomy, and how living things change over time. At the same time, *Roar & Explore* supported imaginative play through open-ended experiences that encouraged guests



In the first two weeks alone, the exhibit welcomed 12,869 visitors

to explore at their own pace. Families moved between active discovery and quieter moments of observation, creating natural opportunities for conversation, collaboration, and shared learning.

Through high attendance and meaningful guest engagement, *Roar & Explore with Dinosaurs* reflected the Amazem's ability to bring immersive, educational experiences to the community while strengthening long-term relationships through membership growth.

Offsite Interactions

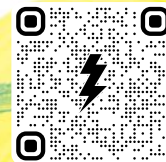
In FY25, the Amazeum brought hands-on learning into schools, festivals, and neighborhood events across the region. Through 79 offsite programs, we reached 19,065 people, creating welcoming opportunities for children and caregivers to explore STEM and creativity together. Offsites also represent a meaningful investment in access, with staff spending 448 hours facilitating learning experiences and traveling 3,730 miles to deliver them.

Many invitations come by request from schools and community partners looking for experiences that help families connect through learning.

The impact is often most visible in a single moment: at the Arkansas STEM Festival hosted by LISA Academy, one middle school learner arrived visibly unsure, repeatedly saying she “wasn’t smart” and “not good at this kind of

...with staff spending 448 hours facilitating learning experiences and traveling 3,730 miles to deliver them.

thing.” With encouragement, she completed her first circuit, and her reaction was immediate. **She jumped up and down and shouted, “Oh my gosh, I did it!”** In that instant, STEM stopped being something for other people and became something she could do herself.





Did You Know?

1 We're a Nonprofit with a Purpose

As a 501(c)(3), every visit supports hands-on STEAM learning and playful exploration for families, schools, and the entire community providing programming for all ages!

2 We're a Hub for Educators

In 2024, over 2,500 educators participated in our programs—making the Amazeum the largest provider of STEAM professional development in the region.

3 We've Welcomed 2+ Million Guests

Since 2015, visitors from all 50 states and over 10 countries have explored, tinkered, and played at the Amazeum.

4 We're Growing the Future Workforce

Through career-connected learning and mentorship, we're encouraging the next generation of STEAM professionals - and helping them build their future right here in NWA.

5 We Help Shape School STEAM Curricula

Our team works directly with schools to co-develop STEAM-rich curriculum that supports student learning across the region.

6 Early Learners Matter

90% of brain development happens before age 5. That's why we offer tailored programs like Little Tinkerers for kids ages 0-6.

7 We're a Tinkerfest Trailblazer

We lead a regional cohort of museums to bring Tinkerfest - a celebration of building, creating, and learning - to Arkansas and Oklahoma.

8 We Design and Build Experiences On-Site

Our in-house Creative Studio fabricates exhibits and interactive elements that support learning through hands-on engagement.

9 We Host Events that Amaze

From corporate retreats to birthday parties and holiday gatherings, the Amazeum is a unique and playful space for your next event.

10 We're Leaders in the Field

Amazeum staff serve on national boards like ASTC, helping shape the future of science and technology centers across the world.

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