

2025

Annual Report





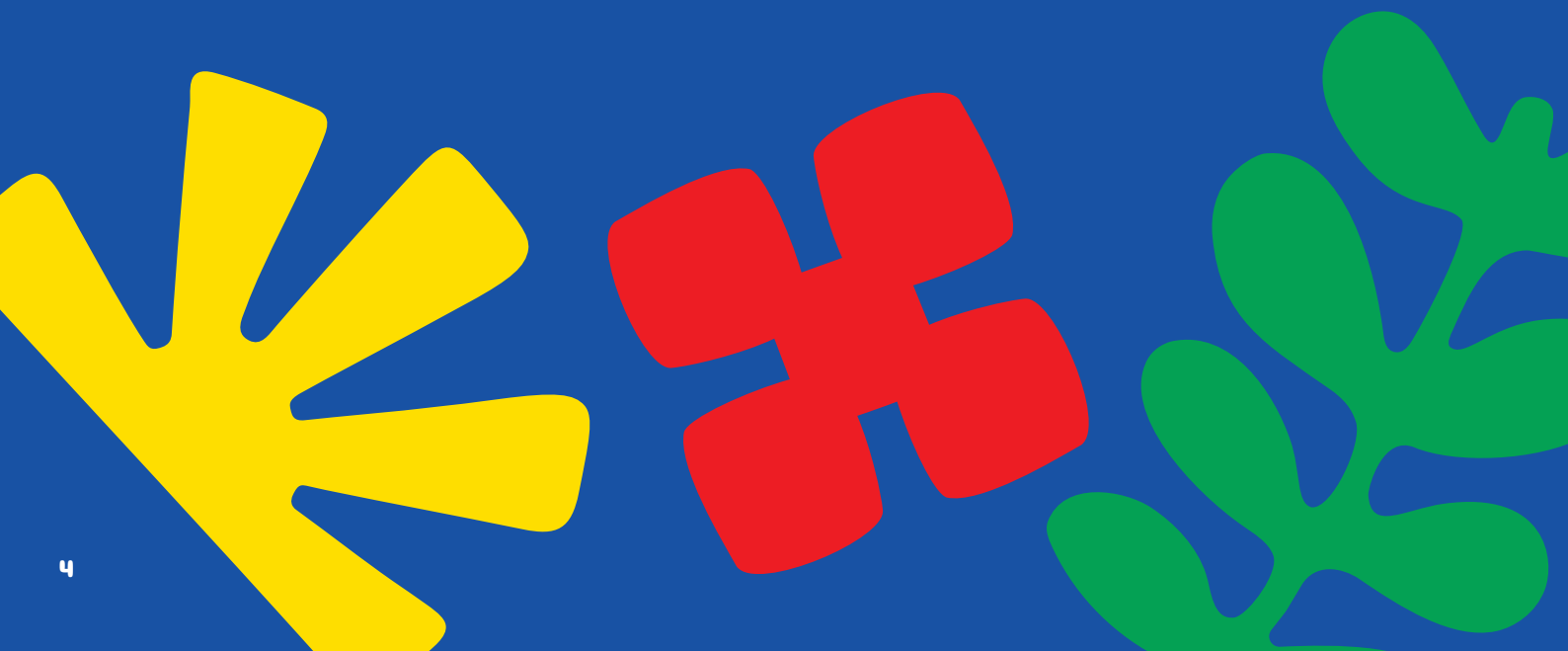
✦ **Her Majesty Queen Rania Al Abdullah**

Chairperson of the Board of Trustees

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About Us







Director's Message

At the Children's Museum, our greatest reward is seeing children fully immersed in the joy of learning—laughing, exploring, and discovering with boundless energy. In recent years, something particularly meaningful has emerged. Through social media, videos of the Museum have been widely shared, with many young adults reflecting on their visits and describing them as some of their most cherished childhood memories. These voices remind us why our work matters and inspire us to do even more.

At the same time, we see others asking, “Where is this place, and why didn’t I get to experience it as a child?” This question strengthens our resolve. We believe every child deserves access to meaningful, high-quality learning through play. We are committed to reaching children wherever they are and ensuring that the Children's Museum becomes part of their developmental journey. Here, children bring classroom learning to life, explore their aspirations, and engage in experiences that may not always be possible at home.

In 2025, the Children's Museum proudly marked 18 years since opening its doors. This milestone reflects a journey of growth, resilience, and continuous innovation. While the year brought its share of challenges, it also brought significant achievements. We continued to expand our learning offerings across the arts, sciences and technology, culture and heritage, gardening, and tinkering—always with a focus on making learning interactive, inclusive, and enjoyable.

This Annual Report invites you to explore the progress made in our Exhibit Hall, discover our evolving programs, and learn about our expanding outreach efforts, which continue to bring the Museum experience to more children and communities.

Today, the idea that “it takes a village to raise a child” holds greater meaning than ever. That village now extends beyond the family to include schools, experts, technology, and institutions like the Children’s Museum - working together to support children’s growth in a holistic and engaging way.

This vision would not be possible without the support of our wider community. We are deeply grateful to our partners across the public and private sectors, as well as to the individuals whose generosity sustains and strengthens our work. Behind everything we achieve is a passionate team and a dedicated group of volunteers whose commitment drives the Museum forward.

Their efforts made 2025 a successful year, and their continued dedication will shape an even stronger future.

First-time adult visitors often pause in the Museum’s foyer, taking in the space before them, and inevitably remark, “What a happy place.” We could not hope for a better description. We invite you to explore this report and share in the story of a place where learning is joyful, meaningful, and full of possibility.



About Us

Since 2007, guided by the vision of Her Majesty Queen Rania Al Abdullah, the Children's Museum has been dedicated to providing rich learning experiences and an interactive environment where children aged 1–12 can explore freely and learn through discovery, exploration, and hands-on experiences.

Spanning an area of 8,500 square meters, the Museum features more than **195 interactive exhibits** across its Exhibit Hall and Outdoor Area. It also offers a wide range of programs, events, shows, and camps throughout the year. In addition, the Museum provides daily activities within its educational facilities, including the Art Studio, Tinkering Studio, Library, and Secret Garden.

Our Vision

Nurturing generations seeking knowledge.

Our Mission

To make learning enjoyable for all.

Our Strategic Objectives 2025 – 2027

- Enriching our exhibits and programs to better serve our audiences and stakeholders and be more relevant to them.
- Build upon past successes and the Museum's evolving brand to better reflect our mission and values.
- Expand the geographic and socio-economic diversity of our audience.
- Continue to improve the visitors' experience to provide exceptional services and amenities to our visitors.
- Build and manage financial stability effectively and efficiently to balance improvements and services with operations.

Our Institutional Values

At the Children's Museum:

- We play.
- We are inclusive.
- We embrace failures and take risks.
- We make others successful.
- We treat all visitors with hospitality and respect.
- We collaborate and encourage individuality.
- We value professionalism.



Experience Creators: Our Team

Behind every moment of wonder and discovery that a visitor experiences is tireless effort by a team that believes learning is a mission that extends beyond a job to leave a lasting impression in a child's mind.

Our team brings together exhibit designers, educational content developers, technicians, learning facilitators, and specialists from diverse fields. Their roles are seamlessly with the shared goal of providing our visitors with a safe and inspiring interactive learning experience.

The Spirit of Giving Back: Our Volunteers

Volunteers are a true extension of our team. They support programs and events, run activities, welcome visitors and assist facilitators, actively participating in the creation of a comprehensive educational experience. Through this role, they develop their communication, teamwork and time management skills, while gaining practical experience in a dynamic learning environment.

In 2025, more than 6,000 young people from schools and universities volunteered at the Museum, contributing over 51,000 hours of work. To us, this is a testament to the new generation's confidence in the Museum's mission and what it offers the community.



Exhibit Hall and Educational Facilities





From Within, We Begin:

A Journey of Renewal and Reimagining Our Exhibit Hall

In 2025, we began a thoughtful journey from within - revisiting the visitors' experience and reimagining our exhibits through the lens of children's curiosity, wonder, and evolving expectations. This journey reflects our ongoing commitment to creating meaningful, interactive learning experiences, where every visit sparks discovery, joy, and a sense of possibility. At the same time, we continue to shape and develop new ideas, designs, and improvement projects that will come to life gradually over the coming years, ensuring that the Museum continues to grow alongside the children we serve.



The Light and Optics Area

The Light and Optics area underwent a facelift upon a detailed review and an activation plan. The update simplified scientific concepts related to light and optics and presented them in a way that encourages children to experiment and explore.





The TV Studio

The Studio exhibit was launched in collaboration with Arabia Weather in early 2025 to give children the chance to explore the world of media and weather forecasting. Through this interactive experience, young visitors experience the realistic and enjoyable atmosphere of a news studio, learning how to present weather bulletins and understand the elements of weather and their impact on our daily lives.

Air and Flight Area:

In partnership with Royal Jordanian Airlines, we also proudly renovated the Air and Flight Area. The upgraded area reopened to visitors in March and provided enhanced experiences of role play as well as insights into the law of physics and air pressure through our exhibits.





Bank Area:

To promote financial literacy among children, the "Right Choice" exhibit was added in the Bank Area in collaboration with the Jordan Ahli Bank. This new exhibit introduces the concept of financial management in a simple interactive way that helps children understand the importance of planning and resource management, and linking financial literacy to children's daily life.



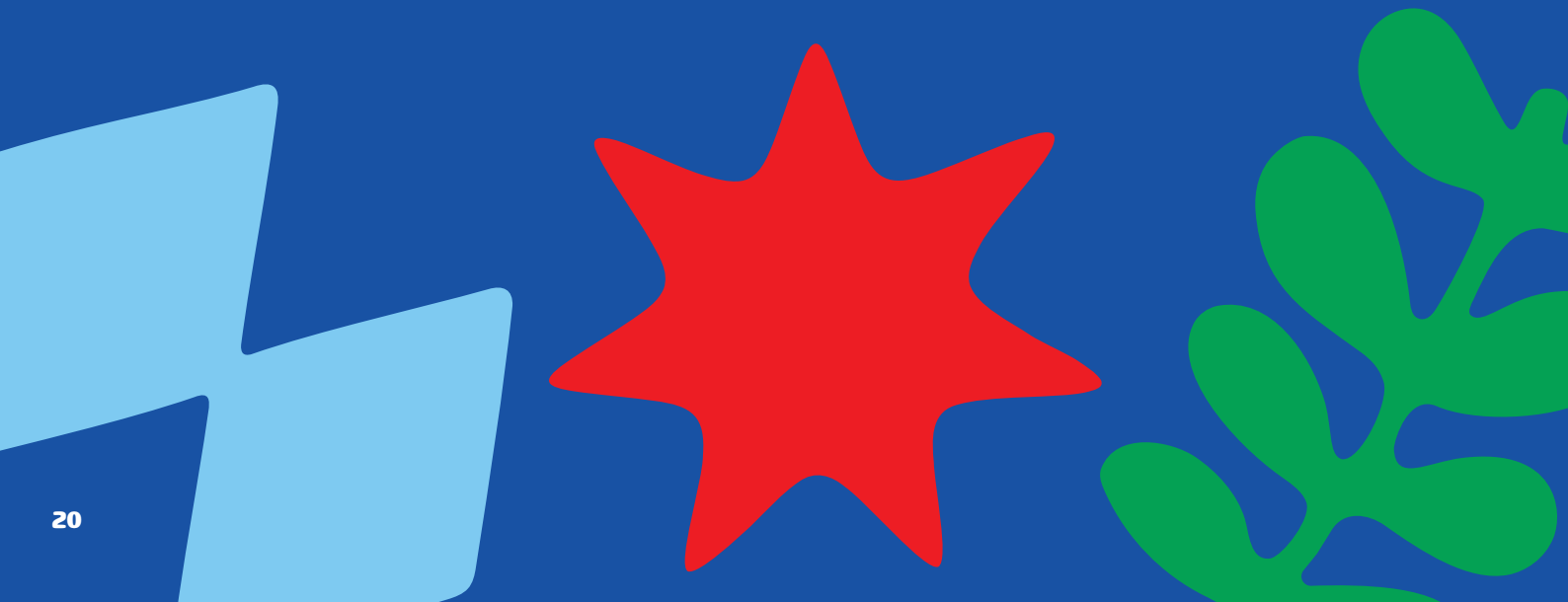
The Tiny Tots Space (1–5 Years)

The Tiny Tots Space for early childhood underwent renovations aimed at providing a more comfortable and suitable environment for children and their families. The renovated space includes safe and stimulating interactive elements that engage the senses, support early skill development, and offer children a convenient and rich learning experience through play.

The Jordanian Climber Mustafa Salameh's Corner

In the Museum's Library, where inspiration lives among the pages of books, including "The Everest Adventure", a special corner was added to celebrate the accomplishments of the Jordanian climber Mustafa Salameh, the first Jordanian to climb Mount Everest. This corner displays a collection of real tools that accompanied him on his arduous journey to the world's highest peak, giving visitors, especially children, a vivid glimpse into the spirit of adventure and determination behind this accomplishment.

Programs & Events



The Daily Programs

In addition to the interactive exhibits, the Museum offers its visitors a variety of daily activities within its monthly programs. These activities are designed with various themes and are suitable for different age groups including children aged 1 to 5, 6 to 9, and 10 to 12, allowing every child to enjoy an interactive learning experience tailored to their interests and developmental stage.





Celebrations Program

Believing in the importance of connecting children to their community and raising their awareness of their culture and citizenship values, the Museum organizes annual celebrations for national and religious occasions under the Celebrations Program. Each celebration features an especially designed program combining fun and learning.

This year, we celebrated the following occasions with our young visitors and their families: **Eid al-Fitr, Eid al-Adha, Independence Day, Labor Day and Christmas.**

The Community Connections Program

This program aims to broaden children's horizons and connect their Museum experience to wider issues related to childhood, identity and the future. Through this program, children participate in activities that shed light on cultural and educational topics, allowing them to view the world around them with greater awareness and perspective.

In 2025, and with the support of Arab Bank, we delivered the following interactive educational programs to our visitors from families and schools:

- ◆ The Holy Month of Ramadan
- ◆ Arab Financial Inclusion Day
- ◆ International Day of Play
- ◆ World Children's Month



The Bil Arabi Festival

Arabic has always been at the heart of how we design our interactive programs and exhibits. Building on this vision, the “Bel Arabi (In Arabic)” Festival was made possible through the exclusive sponsorship of Arab Bank and in partnership with Kalila Wa Dimna Publishing House. It was the first of its kind in Jordan to celebrate Arabic children’s literature and content.

In its second edition, the Festival welcomed children aged 4–12 and their families into a rich world of language, stories, and creativity. It featured an exhibition of Arabic children’s books with the participation of Jordanian and Arab publishers, alongside storytelling sessions, meet-and-greet sessions with authors, and a variety of interactive activities and shows.

Through these experiences, the Festival aims to nurture a sense of pride in the Arabic language and identity among young visitors. The event witnessed strong engagement, welcoming close to **5,400 visitors**.

The Science and Art Festival Jordan

This Festival has become a highly anticipated annual educational event for Jordanian families, where the Museum partners with a number of educational institutions to offer the best learning experiences.

The Festival includes workshops, interactive activities, and scientific and cultural shows in the sciences, arts, literature, and technology. The Festival has established itself as a key platform for Jordan's leading interactive learning initiatives and applications. Attendance this year reached a record high of nearly **7,400** young learners and their families.





Summer and Winter Camps

Every year, during school holidays, the Museum organizes outstanding summer and winter camp programs, offering children interactive educational experiences that are both fun and useful. Each program lasts four weeks and is full of play-based activities, experimentation and exploration, helping children develop sensory, motor and cognitive skills, while fostering their creativity, self-expression and independent learning.

The Museum's Academy

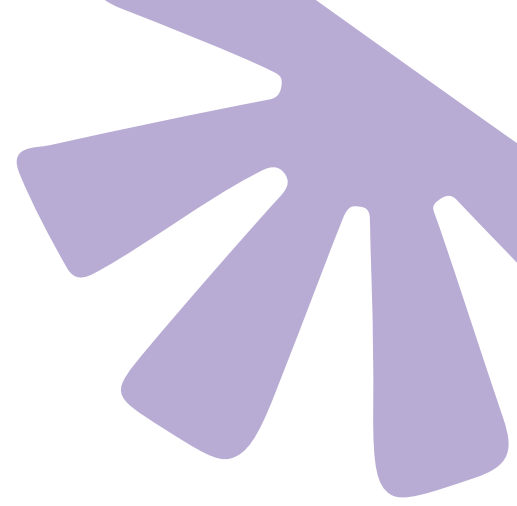
The Children's Museum Academy offers educational workshops to foster children's creativity, critical thinking and artistic abilities. This year, the Museum offered a variety of workshops covering science, art, technology, tinkering and more, delivered by our own team or in collaboration expert partners.

The Annual Reading Competition

Every year, we meet young readers who use books as fuel for their curiosity and a source of knowledge. This year, to foster a love of reading in children as a lifelong habit, the sixth edition of the Reading Competition saw the participation of **32 children** who, combined, read **192 books** totaling more than **15,000 pages**.



Our Partnership with the Schools' Community



Private School Teachers' Open House

Driven by our commitment to strengthening partnerships with educational institutions, the Museum organized a dedicated Open Day for private school teachers and administrative staff.

The day offered a valuable opportunity to introduce educators to our interactive exhibits and schools' workshops. Through this engagement, we aim to build meaningful connections with educators and support learning beyond the classroom.

The Open Day for Directorates of Education

As part of our ongoing partnership with the Ministry of Education, the Museum hosted its first Open Day for Directorates of Education in 2025, welcoming more than 130 representatives from various directorates. This milestone reflects the Museum's growing role as a complementary learning environment.

The Year In Numbers

4,600,000 visitors

**Total visitors
since opening**

315,801 visitors

Total visitors in 2025
(The highest since opening)

**Public and Private
Schools Visitors**

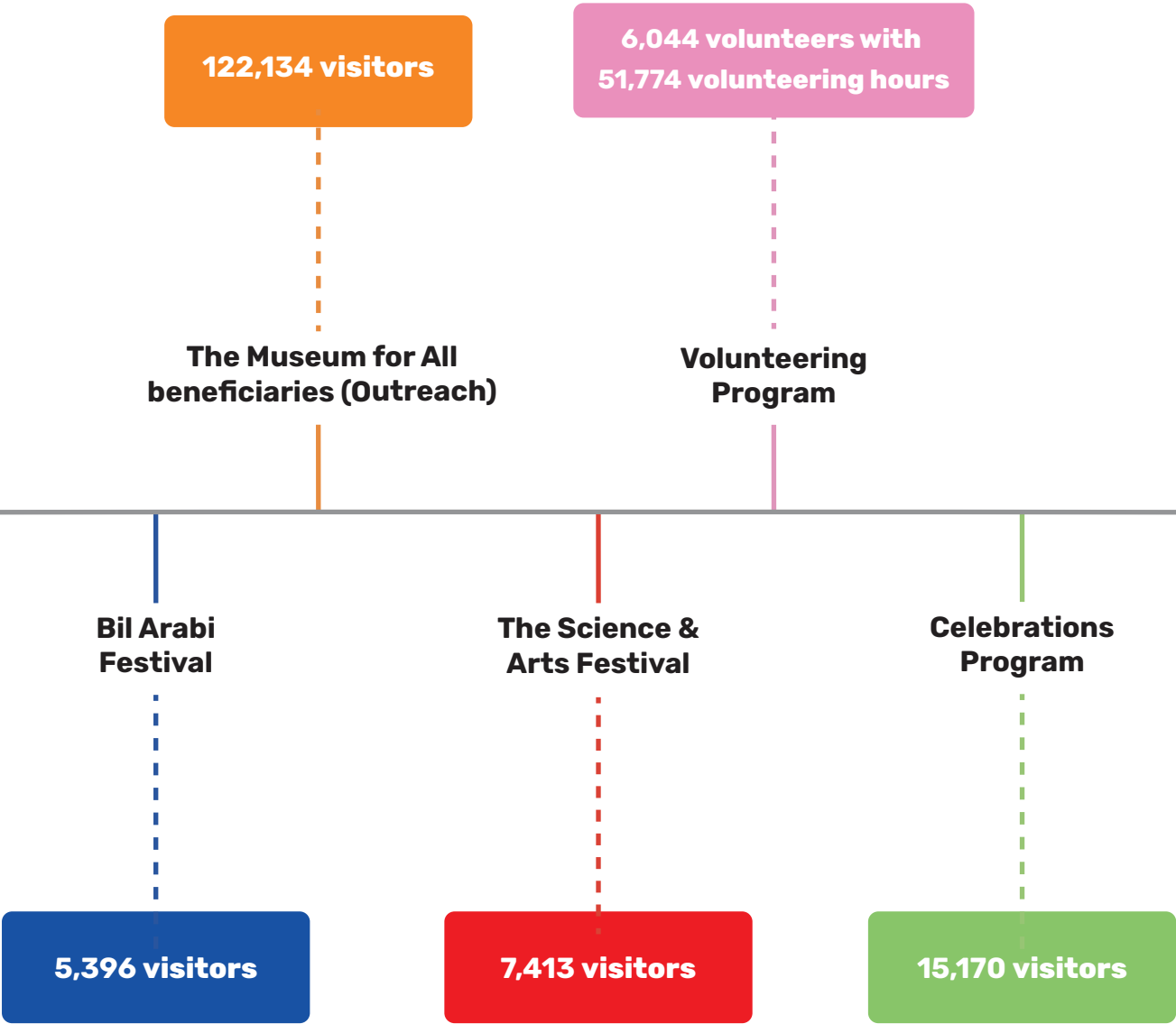
75,352 visitors

**Total Museum's
Visitors in Amman**

257,478 visitors

**Community
Connections
Program**

41,659 visitors



Community Outreach Programs





Community Outreach Programs

At the Children's Museum, we believe that learning is a right for all, and that the doors to learning should remain open to every child and family in our community. Guided by this belief, our community outreach programs began in 2010 with the "Museum for All" initiative - serving as a bridge that brings the Museum closer to diverse segments of society and ensures accessibility for all.

Over the past three years, these programs have grown significantly in both reach and impact, accounting for more than %38 of the Museum's total visitors and beneficiaries.

The Science Everywhere Program

The Science Everywhere Program brings engaging and entertaining science shows to communities beyond the capital, Amman. Through this program, we aim to make science accessible, exciting, and enjoyable for young learners by presenting scientific concepts through interactive and theatrical experiences infused with humor.

The program also contributes to enriching theaters across Jordan with meaningful educational content designed specifically for children, extending the Museum's learning experience beyond its walls.



Number of visitors under the Community Outreach Program:

The Mobile Children's Museum	42,742
The Open Days Program	33,968
The Public Schools' Visitations Program	21,388
Community Events and Festivals	9,980
Charity Iftars and Lunches Program	4,083
Children with Disabilities and their Families Visitations Program	4,001
UNRWA Schools' Visitation Program	2,771
Charities and Orphanages visitations Program	2,616
Community Camps in Collaboration with the Greater Amman Municipality	320
The Science Everywhere Program	265
Total	122,134



The Mobile Children's Museum

The Mobile Children's Museum continues to extend the Museum's learning experience to children across the Kingdom, especially those unable to visit the Museum in Amman due to distance or financial barriers. Since its launch in 2012, the Mobile Museum has conducted three tours annually across Jordan's governorates, transforming each location into a vibrant temporary museum. Through a rich offering of interactive exhibits and programs, including the planetarium and a variety of discovery stations, it creates meaningful opportunities for children to play, explore, and learn. All experiences are offered free of charge, ensuring accessibility for all.

In 2025, the Mobile Museum reached a significant milestone, visiting all governorates of Jordan in the same year for the first time since its launch, and welcoming more than 42,700 visitors.



Number of visitors in the governorates visited by the Mobile Children's Museum in 2025:

Irbid	4,712	Balqa	4,531
Ajloun	2,485	Jerash	1,898
Karak	5,793	Zarqa	3,834
Amman	4,308	Aqaba	2,058
Tafilah	3,002	Maan	3,049
Mafraq	2,219	Madaba	4,853

Timeline of Events - 2025

January



**Winter
Camp**



**Annual
Reading
Competition**

February



**Private
School
Teachers'
Open
House**



**Ramadan
Crescent
Observation
Event**

February - May



**The Mobile
Children's
Museum's
First Tour**

March



**Ramadan
Program**
(Community
Connections
Program)

June - July



**Summer
Camp**

July - August



**The Mobile
Children's
Museum's
Summer Tour**



**Sayf Bil
Arabi**

August

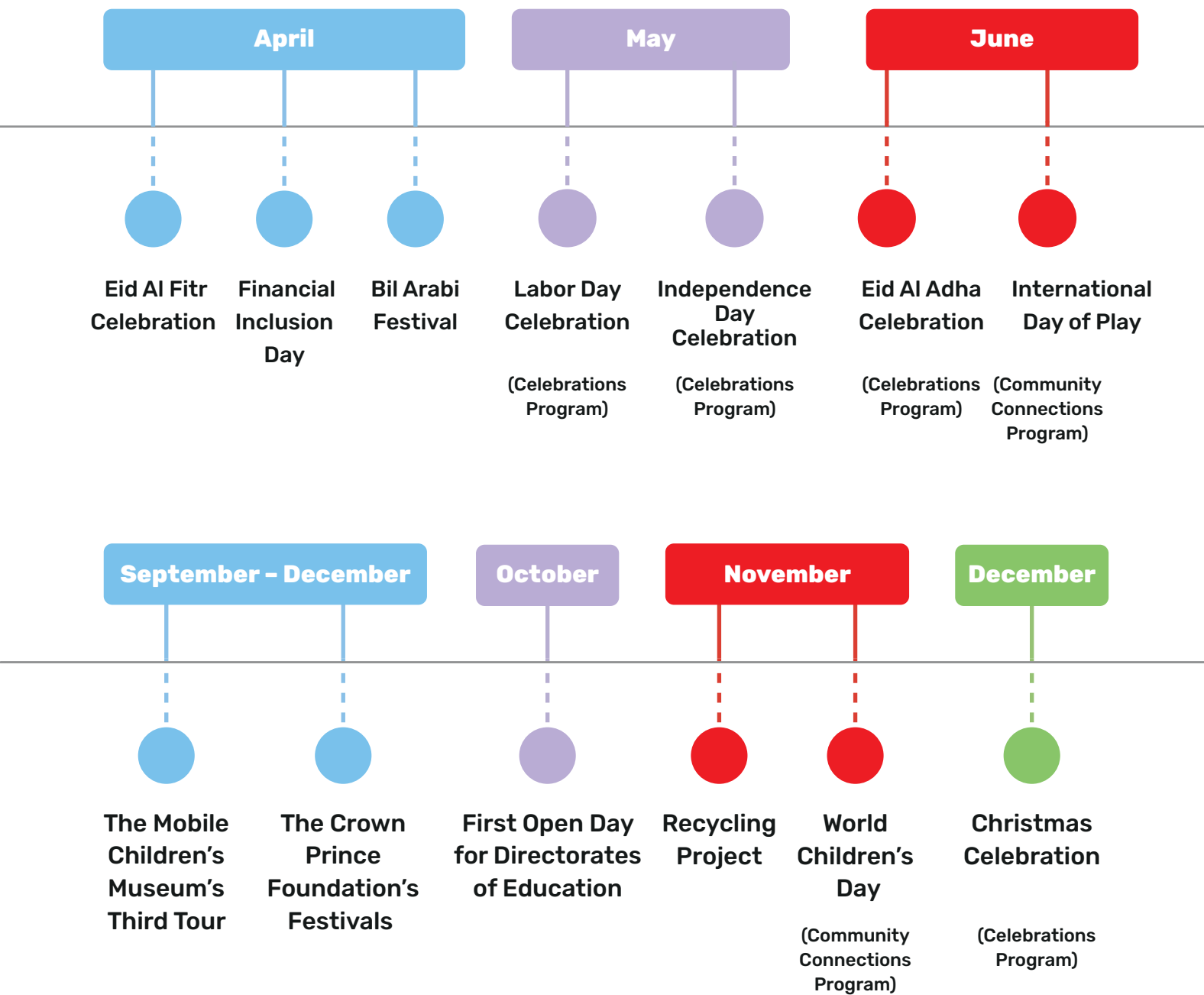
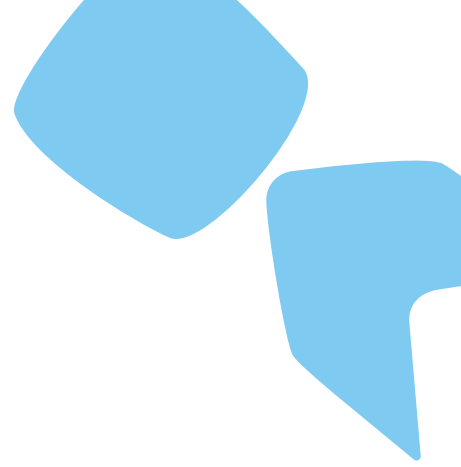


**The Science
and Art Festival
Jordan**

September



**Tiny
Tots
Month**



Our Partners and Community





The Children's Museum draws its strength from partners who believe in its mission and enhance its ability to achieve more. As a non-profit organization, these partnerships allow us to bring fun learning to more people in Jordan, and emphasize the importance of collaboration in driving development and innovation, thus inspiring future generations to reach their full potential.

The Crown Prince Foundation's Festivals

We are proud of the trust placed in the Children's Museum by the Crown Prince Foundation, and we value this partnership in developing content and delivering educational experiences across the Kingdom. Through this collaboration, comprehensive educational festivals were organized in the governorates of Ajloun, Tafilah, Balqa, and Jerash, featuring a rich mix of scientific and artistic activities, along with interactive workshops designed to offer children and their families meaningful and engaging learning experiences. In the remaining eight governorates, the Children's Museum's team presented science shows. In total, these initiatives reached more than **8,800 people**.

Our Volunteering Partners (Institutions)

The Children's Museum values its partnerships with educational institutions that have chosen the Museum as a hands-on learning environment for students to gain volunteering and community engagement experience. Through these collaborations, students are encouraged to dedicate their time and efforts to supporting the Museum's visitors and contributing to a wide range of activities, enriching both their personal development and the visitors' experience.

Key partner institutions include:

- ◆ Nahno Platform
- ◆ The Jubilee School
- ◆ Sands Academy
- ◆ De La Salle Frères College
- ◆ Al-Hussein Technical University
- ◆ The University of Jordan
- ◆ The Hashemite University

The Art of Recycling Project

Following the success of the project in its first year, we renewed our partnership with the Arab Bank for a second consecutive year. The project returned with the same spirit, while introducing a new creative direction inspired by Jordan's wildflowers, reflecting the richness of the Kingdom's natural identity.

More than **3,000 visitors** took part in the experience, contributing to the recycling paper and other materials, which were transformed into innovative artworks and creative expressions that highlight the importance of sustainability.

It is also worth noting that Arab Bank's volunteers actively participated in the recycling journey, adding further value to the project and enriching the overall visitors' experience.

Children's Gardening Box: "Tomato and Cucumber"

In 2025, the Children's Museum, in partnership with InvestBank, launched an interactive educational box designed to introduce children to the basics of agriculture and raise their awareness of its importance for food security and environmental sustainability.

The launch of the box was accompanied by a series of educational workshops targeting students from public and UNRWA schools, as well as children benefiting from charitable associations. Through this initiative, we aimed to promote the values of agriculture, sustainability, and environmental responsibility among children.



Kalila wa Dimna

Kalila wa Dimna Publishing introduced the idea of an annual festival celebrating Arabic content, with a particular focus on children's literature, and selected the Children's Museum as its partner in bringing this vision to life.

We are proud to have translated this idea into the "Bil Arabi" Festival, which was organized for the second time in 2025, welcoming nearly **5,400 visitors**.

The Reading Marathon

As part of the Abdul Hameed Shoman Foundation's initiative, and in celebration of National Reading Day, the Museum's visitors took part in the 2025 Reading Marathon under the theme "Jordan Reads." Our little visitors gathered in the Museum's cozy Library to read and contribute to the marathon.

Event with the Higher Council for the Rights of Persons with Disabilities

In celebration of the International Day of Persons with Disabilities, the Children's Museum hosted an event organized by the Higher Council for the Rights of Persons with Disabilities, in collaboration with the Haya Cultural Center.

The event featured an inclusive and interactive program designed for children of all abilities, creating a supportive learning environment where children with disabilities participated alongside their peers. Through shared activities and experiences, the program encouraged interaction, fostered mutual understanding, and promoted the values of inclusion, acceptance of differences, and active participation within the community.



Conferences Events &



The Children's Day Festival

The Children's Museum participated in the 16th annual Children's Day Festival, organized by the Zaha Cultural Center under the patronage of Her Royal Highness Princess Rajaa bint Talal, alongside the participation of various child-focused institutions and Arab and international embassies.

During the festival, the Museum's team delivered a series of interactive scientific activities, creating engaging experiences that brought fun, curiosity, and excitement to children and families.

The Science Show: Ready, Set, Engage

In Irbid, the Children's Museum presented an interactive science show in collaboration with the Kingdom for Energy Investments Company and in partnership with the Ministry of Culture. The show offered children a lively and engaging experience that brought scientific concepts closer to their curious minds.

The Amman International Book Fair

In September, the Children's Museum in partnership with Abdul Hameed Shoman in the Amman International Book Fair, welcoming children and families through its Planetarium experience. Through engaging science films, visitors explored the wonders of space and uncover its many mysteries.

The Maker Collective

As part of the Maker Collective, organized by the Crown Prince Foundation in October 2025, the Children's Museum participated with an interactive "Doodle Station." Through this experience, the Museum presented a miniature model of its learning approach.

Alwan International Children's Festival

In collaboration with the Children's Museum as a venue, Young Minds for Culture and Entertainment Company organized this two-day festival in late September. The festival featured a vibrant program that included theatrical performances, giant puppet parades, and interactive hands-on activities.

The event reinforced the Museum's role as a cultural and creative space that supports artistic and entertainment initiatives, sparking children's imagination and enriching their educational and social experiences.

World Children's Day

UNICEF celebrated World Children's Day at the Children's Museum in November, as part of a program themed "Today and Every Day." The event engaged more than 250 children through interactive activities and creative, learning-based artistic performances.

Mar Mansour Charitable Society

During Her Majesty Queen Rania Al Abdullah's visit to the Society to celebrate Christmas with children, the Children's Museum delivered a series of interactive activities.

Christmas Bazaar

During the holiday season, the Children's Museum team participated in a charity bazaar at Romero Restaurant, offering a range of fun and engaging activities for children and families. Through this participation, the Museum aimed to strengthen its connection with the community and extend its presence across various occasions beyond its walls.

Summer School for Science Communication (EMME) Program

The Children's Museum participated in the 2025 edition of the Summer School for Science Communication (EMME), held in Lisbon, as part of its ongoing commitment to developing staff capacities and strengthening professional exchange within the field of science communication.

During the program, the Museum's team engaged in a series of workshops and sessions focused on strategies for engaging diverse visitors' groups, collaborative approaches to science communication, the use of artificial intelligence, and community-based innovation.

The North Africa and Middle East Science Centers Network (NAMES) Conference

As part of ongoing cultural and knowledge exchange, the Children's Museum participated in the NAMES Conference held in Konya, Türkiye. The Museum's delegation brought with it a spirit of creativity and interactive learning, showcasing its expertise in designing educational environments that combine play, learning, and discovery.

The conference provided a valuable platform to connect, exchange ideas, and share perspectives with peers from across the region on the future of informal education and science communication.

Through this participation, the Museum strengthened its regional presence and reaffirmed its belief that knowledge transcends borders, and that collaboration among scientific and cultural institutions is a shared path toward a more connected and informed future.

**Visitors' Testimonials
that We Take Pride In:**

"The Museum is a truly wonderful place. I have been bringing my daughter for years, and now I bring my young son, who never wants to leave because of how much he enjoys every part of the experience. Everything at the Museum continues to exceed our expectations, and it has become my favorite place. I am truly one of the Museum's biggest fans."

Ms. Mayson
Children's Museum visitor - Amman

"Our visit to the Children's Museum was a truly memorable experience. The Museum offered a unique and inspiring environment that beautifully combines play and learning. The children greatly enjoyed their visit, and its impact continues to be evident, particularly in social studies, where they still recall and apply what they learned during the experience".

Ms. Iman Abu Mraished
Teacher at UNRWA Schools

"We extend our heartfelt thanks for your generous contribution in bringing joy to children in need. Your support made a meaningful difference and brought genuine smiles to their faces. We also express our sincere appreciation to the Museum's team for their exceptional care, warm welcome, and thoughtful engagement with the children throughout the experience".

Ms. Shatha Anabtawi
Teacher at a Charity Association

"The Mobile Museum's exhibits and activities offered a highly valuable and engaging experience for students, particularly those in Grade 6 and below. The visit was met with great enthusiasm, with students expressing how much they benefited from, and enjoyed the experience.

Many shared their desire for future visits, reflecting their excitement and the uniqueness of this experience, especially in Ajloun, where such interactive opportunities are not always available.

The Museum's team demonstrated genuine passion for their work, along with excellent organization and time management, which enriched the overall experience and made the visit even more enjoyable for all participants".

Mr. Ali Al-Samadi
Mobile Museum visitor in Ajloun

Statement of Revenue & Expenses for the year ended December 31, 2025

Revenue	2024 JD	2025 JD
Cash grants revenue	965,194	975,820
Operating revenues	580,525	676,975
Amortization of deferred grants revenue	54,160	25,417
Non-cash grants revenues	12,600	0
Other revenues	59,192	37,552
Total Revenues	1,671,671	1,715,764

Expenses	2024 JD	2025 JD
Operating expenses	1,127,424	1,103,538
Administrative expenses	564,363	547,219
Depreciation	115,137	57,522
Total Expenses	1,806,924	1,708,279
(Deficit) Surplus	(135,253)	7,485



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The “Museum for All” Initiative Partners



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