



ANNUAL

Impact Report

2025



A WORD FROM OUR Founder & CEO

DEAR FRIENDS,

As I reflect on this past year, I am reminded once again that the work of Unlimited Play is never accomplished alone. Every playground we build, every child who experiences the joy of inclusive play, and every community we bring together is possible because of people like you.

This year was one of meaningful progress. Across the country, communities continued to embrace the idea that playgrounds should be places where every child feels welcome. With the support of generous donors, dedicated partners, and passionate volunteers, we were able to advance new playground projects and expand programs that bring inclusive play to more children and families. Watching children of all abilities laugh, explore, and play side by side is a powerful reminder of why this work matters so deeply.

Behind every project is a network of people who believe that inclusion begins with play. To our donors, sponsors, community leaders, volunteers, and families thank you. Your generosity and commitment make it possible for Unlimited Play to turn ideas into places where belonging truly comes to life.

As we look ahead, our mission remains as strong as ever. There are still far too many children who cannot access the simple joy of a playground. Together, we will continue working toward a future where inclusive play is not the exception, but the standard in every community.

Thank you for believing in this mission and for helping us create spaces where no child is left on the sidelines.

With gratitude,

A handwritten signature in black ink that reads "Natalie Mackay".

Natalie Mackay
CEO & Founder
Unlimited Play

A Personal Message From Natalie

[Watch here](#)





IMPACT AT A GLANCE

29

New Inclusive Playgrounds Built in 2025

164

Inclusive Playgrounds Built to Date

27

States + Canada Reached

\$4M+

Children & Families Impacted Annually

20+

Years Advancing Inclusive Play



2025 HIGHLIGHTS

2025 was a year of growth, innovation, and meaningful milestones for Unlimited Play. Here are a few highlights from the year:

- Opened 29 new inclusive playgrounds across the U.S. and Canada
- Broke ground on emPOWERment Park in Sacramento, which will become our largest inclusive playground project to date and the first of its kind in the region.



- Launched the Together We Play Initiative through our Young Professionals group, with Bedford's Playground selected as the first recipient.
- Two Unlimited Play playgrounds were nominated for Best Park by PRB Parks & Recreation Business:
 - Tripp's Treehouse, Lafrenier Park — Metairie, Louisiana
 - Teddy & Friends, Queeny Park — Ballwin, Missouri
- Raised \$52,000 at the annual Sweaty Pig Run to support inclusive play initiatives.
- Raised \$300,000 at our annual Front Porch Dreams Gala, a 37% increase over 2024.
- Presented the 2025 Jim Vollmer Hall of Fame Award to Mike Bush, recognizing his commitment to inclusion and community impact.
- Founder & CEO Natalie Mackay appeared on [City Corner](#) (STL TV) with Sarah Bernard to discuss the importance of inclusive play.
- Published the second book in the Stories of Play series, Teddy & Friends Playground: Where All Play Together.
- Launched our new [Unlimited Play website](#), making it easier for communities, donors, and families to connect with our mission.

FEATURED PLAYGROUND OPENINGS



Teddy & Friends Inclusive Playground

Queeny Park | Ballwin, Missouri

Theodore "Teddy" Gooch was born on January 4, 2016. Before his birth, his parents, Erin and Craig, learned there was a chance he would be born with a form of dwarfism called achondroplasia. Shortly after Teddy was born, that diagnosis was confirmed.

Living with dwarfism has meant Teddy has faced medical challenges as well as physical, motor, and speech delays. Like many children, Teddy loves to play, but visits to local playgrounds often ended in frustration because he couldn't play alongside his peers the way he wanted.

Everything changed when Teddy and his mom visited a playground designed by Unlimited Play and Little Tikes Commercial. For the first time, Teddy was able to play independently with his friends. As they were leaving, Teddy said, "Mom, this was the best day ever. I got to play with my friends without any help from you."

That moment stayed with Erin, and she knew she wanted to bring an inclusive playground like this closer to home.

In 2025, that dream became a reality with the opening of Teddy & Friends Inclusive Playground at Queeny Park, a place where children of all abilities can play side by side.



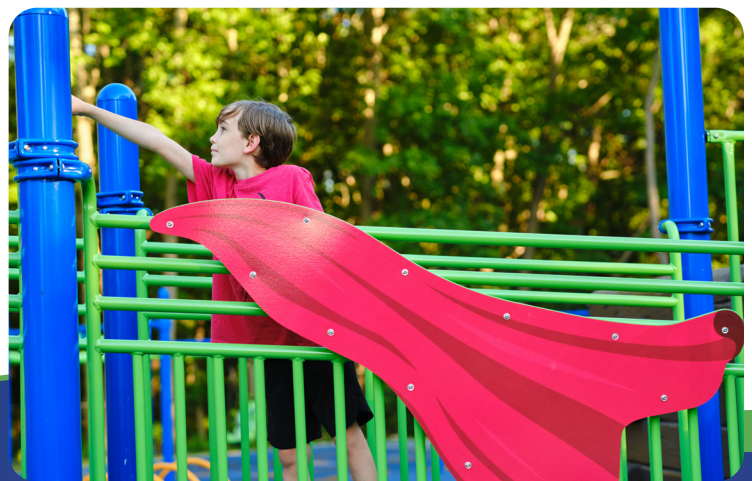
**Hero Park Inclusive
Playground & Splash Pad**
Round Lake, Illinois



Round Lake Area Park District partnered with Unlimited Play to bring Hero Park to the Round Lake community — a space designed to welcome families of all abilities. With its extensive accessible features and inclusive design, Hero Park creates opportunities for children to play together while building empathy, friendship, and confidence.

Inspired by the idea that heroes come in all shapes and sizes, Hero Park celebrates the everyday heroes in our lives. Today, the playground and splash pad serve as a vibrant gathering place where every child can feel brave, capable, and included.

In 2025, the opening of Hero Park Inclusive Playground & Splash Pad created a place where children of all abilities can play, explore, and discover the hero within themselves.





Town Commons Park Playground

Sound Amphitheater Complex | Gautier, Mississippi

Located within the Sound Amphitheater Complex, the Town Commons Park Playground brings inclusive play to the heart of the Gautier community. This music-themed playground was thoughtfully designed to reflect the spirit of the surrounding venue while ensuring children of all abilities can play together.

Featuring custom instrument climbers, a 1950s-themed glider, and quiet sensory-friendly spaces, the playground offers a variety of ways for children to explore, imagine, and connect. The design encourages creativity and inclusive play while providing a welcoming environment for families throughout the region.

Opened in 2025, the Town Commons Park Playground now serves as a vibrant destination where children of all abilities can play, explore, and create their own rhythm of fun.

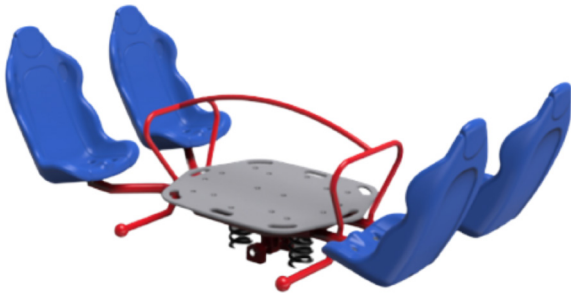


INNOVATION THROUGH PARTNERSHIP

Unlimited Play's long-standing partnership with Little Tikes Commercial continues to push the boundaries of inclusive play. Together, we work to design playgrounds that combine creativity and meaningful play experiences for children of all abilities.

In 2025, our collaboration helped introduce two new inclusive play elements that expand opportunities for children to explore, interact, and play together. These innovative designs reflect our shared commitment to creating playground environments where every child can participate, engage, and feel included.

Rock on Seesaw



This inclusive reimagining of the classic seesaw allows individuals with mobility devices to easily transition on and off the equipment. With four seats and a large platform in the center, everyone can join in to safely rock the seesaw. Children of ALL abilities can rock together while building balance and coordination.

Cricket is an inventive piece of play equipment that kids charge themselves by turning the handle in the center. Once it's powered up, kids can enjoy the game by pressing buttons to catch each creature. After the game's celebratory ending, kids can simply spin the handle to give it another go!

Cricket



FINANCIALS

Fiscal Year – 2025 (Jan 1 – Dec 31, 2025)

Financial Snapshot - FY 2025

Income	Total Revenue	% of Total Revenue
Program Contributions (Restricted)	\$2,558,325.18	59%
Corporate Contributions (Unrestricted)	\$945,772.93	22%
General Funds Donations (Unrestricted)	\$177,748.36	4%
Fundraising Events	\$324,194.20	8%
School Program Contributions (Restricted)	\$49,036.85	1%
Consulting & Contract Fees (Earned Revenue)	\$193,711.23	4%
Reimbursements (Program-Related)	\$56,335.71	1%
Interest & Other	\$14,999.77	<1%
Total Revenue	\$4,320,124.23	

Expenses	Total Expenses	% of Total Expenses
Program Services	\$2,558,325.18	96%
Administrative	\$945,772.93	3%
Fundraising	\$177,748.36	1%
Total Expenses	\$4,946,600.01	

FY 2025 reflects a higher level of program investment as Unlimited Play utilized restricted funds raised in prior years to support playground construction and equipment purchases. Because fundraising for playground projects often occurs over multiple years, revenue and expenses may not align within a single fiscal year.

Sources of Income

Source Of Income	Total Revenue	% of Total Revenue
Corporate/Foundation	\$1,496,773.51	35%
Individuals	\$1,432,657.69	33%
Government	\$752,945.60	17%
Special Events	\$324,194.20	8%
Earned Income	\$193,711.23	4%
Other	\$119,842.01	4%
Total Revenue	\$4,320,124.24	



LEADERSHIP & GOVERNANCE

Leadership Team

Natalie Mackay | CEO/Founder

Diane Vollmer | Executive Director

Chuck Nielsen | Director of Operations

Staff

Julie Hoffman | Project Manager

Shannon Columb | Project Manager

Tarrance Price | Project Manager

Tyler Vollmer | Operations & Finance Specialist

Cassi Blakemore | Executive Assistant

Board of Directors

Tyler Schaeffer | President

John Meilink | Vice President

Michael Webb

Monique Bynum

Jennifer Leckstrom

Jayson Lenox

Lance Brunk

John Devaney

Donor Support

In 2025, more than 1,500 donors contributed nearly \$1.8 million to support Unlimited Play's mission of building inclusive playgrounds and expanding opportunities for children of all abilities. Many playground projects are made possible through collaborative fundraising efforts between Unlimited Play and local community partners. Donations are often received both by Unlimited Play and by local municipalities or project committees working to bring inclusive play to their communities.

To every individual, family, foundation, corporate partner, and community supporter who contributed this year, thank you. Your generosity is helping create communities where every child can play.

COMMUNITY EVENTS

Unlimited Play's annual events bring communities together to celebrate and support inclusive play.

Front Porch Dreams Gala | Raised \$300,000

Event Sponsors

Little Tikes Commercial	Variety KC	Ameristar Casino Resort Spa
Baue Family Charitable Fund	1905 New Media	Play Pro
Bluegrass Recreation Sales & Installation	Stat Courier	IBEW Local Union 701
Swift Recreation	Dr. Phillip Reichert, MD	Westbound Real Estate
Teamsters Local 120	The Morgan School	First State Bank
All Inclusive Rec	New York Life	Edward Jones
Soft Play	Carmody MacDonald P.C.	Cumberland Trust
Lockton Companies	Metlife	Extreme Electrical Contractors
National Investment Services	Triad Bank	Philanthropy of Lockton
Arita Bohannon Council District 4	Pioneer Wealth Management	Katie & Blake Burum
Ideal Play & Surfacing	Solid Ground	Countryside Carpets &
E2i	Bynum Consulting	Interiors
The Brew Found	Webb Insurance	CAM Print

Sweaty Pig Run | Raised \$52,000

Event Sponsors

Little Tikes Commercial	Bankhead Orthodontics	Maron Electric Company
All Inclusive Rec	Katie & Blake Burum	Kiwanis Club of St. Charles
Spectrum Brands	Carmody MacDonald, P. C.	Great Southern Bank
Play On Holdings	Little Sunshine Playhouse & Preschool	Krey Distributing
Baue Family Charitable Fund	No Fault Surfaces	PJ's Coffee
Safety National	Schaeffer Family	HalfTime Pub & Grill
Stat Courier	US Bank	
1905 Media	Play Pro	
Swift Recreation	The Morgan School	

Thank you

Because of your support, more children and families are experiencing the joy of inclusive play than ever before. Together, we are building spaces where children of all abilities can play, connect, and grow side by side.

Thank you for believing in this mission and for helping ensure that no child is ever left on the sidelines.

Today, 164 Unlimited Play playgrounds across the U.S. and Canada are helping millions of children experience the joy of inclusive play every year.

