

ANNUAL REPORT

2024-25 SCHOOL YEAR

The National Theatre for Children

A note from NTC's President



At The National Theatre for Children, we believe impact is built one moment, one classroom, one connection at a time. As we look back on the 2024–25 school year and look ahead to the future, I'm incredibly proud of the momentum we've created and the meaningful change we continue to deliver across communities nationwide.

This past school year, NTC programs reached more than 2,400 schools and over 522,000 students and community members. These aren't just numbers; they represent real people, real behaviors changed, real conversations sparked, and real communities influenced. Whether it's turning off lights to save energy, brushing properly for dental health, budgeting for the first time, or exploring careers in STEM, our programs are leaving a lasting mark, not just in schools, but in households and neighborhoods across the country.

And behind those outcomes? Remarkable people. Our actors, creators, administrators, directors, managers, partners, and clients brought their full talents and unwavering dedication to every project. Their collective work transforms creation into connection, and messaging into movement.

We continued to emphasize equity and accessibility in 2024–25, ensuring our content reached every kind of student, from rural classrooms to urban centers, from low-to-moderate income communities to high-achieving schools. We don't just believe all students should be reached; we're proving that it's possible.

As we look ahead to the 2025–26 school year, our direction is clear. We are focused on:

- Expanding digital reach while keeping live performance at our core
- Building stronger data feedback loops to improve program efficacy
- Continuing to diversify the voices and stories we bring to classrooms
- Strengthening partnerships with schools, districts, and clients through transparency, creativity, and shared purpose

To all the clients, partners, teachers, school staff, and NTC team members, you are the reason this work succeeds. Together, we're showing what happens when mission, creativity, and community align.

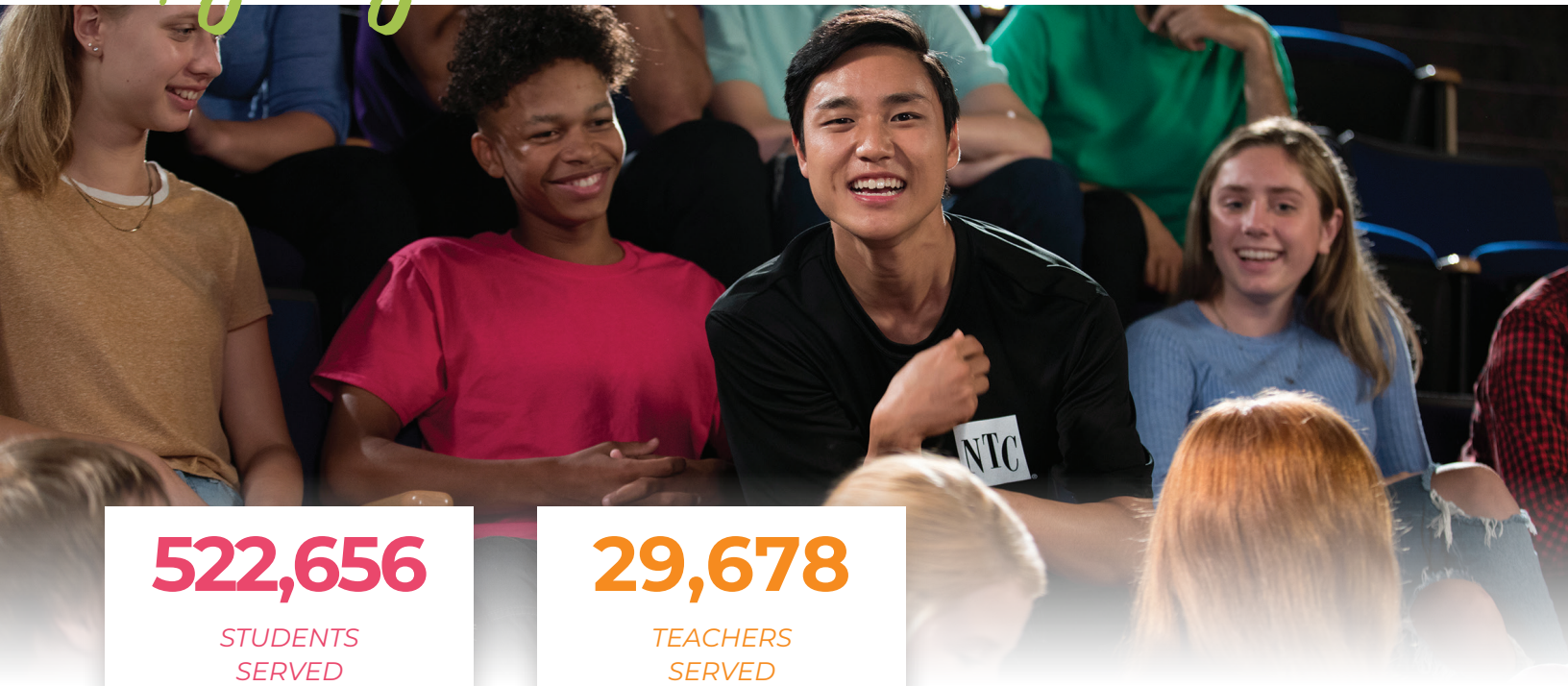
Here's to another outstanding school year!

Warm regards,

A handwritten signature in black ink, reading "Patrick Rowan".

Patrick Rowan
President, The National Theatre for Children

Highlights 2024-25



522,656

STUDENTS
SERVED

29,678

TEACHERS
SERVED

21

STATES HOSTED NTC
PROGRAMS, PLUS AUSTRALIA
AND NEW ZEALAND

2,494

SCHOOLS SERVED BY
NTC PROGRAMS

6.6

EDUCATOR-RATED
EDUCATIONAL VALUE
(ON A SCALE OF 1-7)

98%

EDUCATORS WANT
THEIR NTC PROGRAM
TO CONTINUE

12,730,449

KWH SAVED THROUGH NTC
KIT PROGRAMS

836,250

PARENTS AND GUARDIANS
REACHED

"I think live theater is valuable and does help the student retain the information whether they admit it or not."

6th Grade Teacher
East Central Elementary School
Finlayson, MN

"This program was highly entertaining and engaging. Students commented on how the content was something we had talked about in class. This was great reinforcement!"

4th Grade Teacher
Brookfield Elementary School
Brockton, MA

"The actors did a fabulous job of engaging the students into their presentation. This helps keep them engaged. After the program the students could recall the information that was presented. It was great the way they reviewed all of the material at the end. I will recommend to have them come back next year."

5th Grade Teacher
Hampton-Dumont Middle School
Hampton, IA

Outreach That Connects: *Advancing the Impact*

As an educational content and outreach provider for corporations and organizations that are directly working on long-term impact goals for environmental impact and human behavior change, NTC is uniquely positioned and qualified to deliver impactful messaging to all types of communities. We are trusted by educators and empowered by the potential these young people bring. But only if we can communicate with them in authentic terms and build the relationships our clients with their communities.

What it takes to make contact in a meaningful way with schools and community members has changed a great deal over the last decade, just as they way we've changed how we communicate with each other. NTC's relentless dedication to Outreach is the centerpiece to the success of our programs.

INCLUSIVE

100% of schools receive NTC programming free of charge. This makes enriching programs accessible to under-resourced schools.

ACCESSIBLE

NTC programs go wherever they are needed. Both live and digital, asynchronous and collective, our story-based shows are supported by educational, enriching, ADA-compliant materials. We reach public schools, charter schools, private schools and more.

NTC & THE LMI COMMUNITY THIS SCHOOL YEAR



1,019 schools

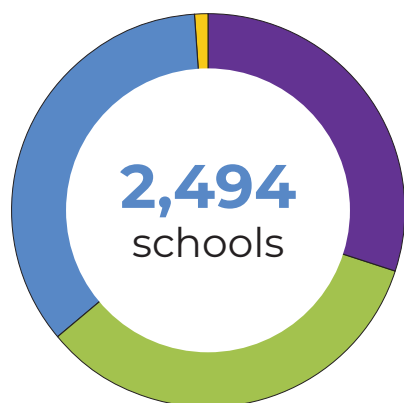


Over **230,000** students



At least **365,000** adult community members

Of the **2,494 schools** NTC visited this school year,



- 30%** were rural schools
- 34%** were suburban schools
- 35%** were major city schools
- 1%** were tribal schools

Across all of these categories –

44% of the schools were considered LMI communities.

As defined by U.S. Census in its urban-rural classification system

MARKETING BY THE NUMBERS THIS SCHOOL YEAR



48

Unique Campaigns



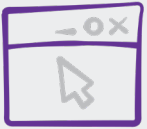
397

In-Person School Scheduling Visits



21,375

Personal Calls



185,750

Total Emails

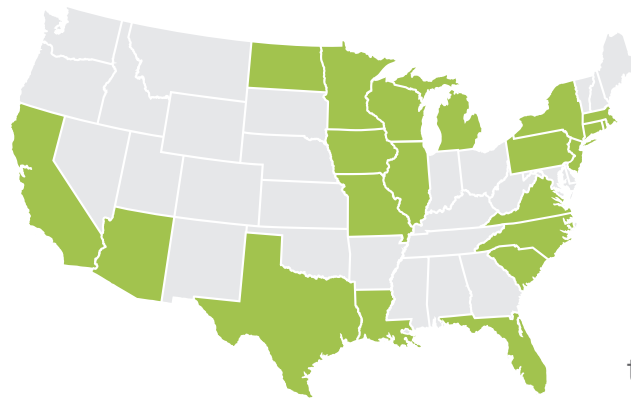


12,658

Mailings and Postcards

TARGETED

Our School Outreach department works diligently to facilitate robust communication plans to meet client goals. Comprised of a call center, CRM-tracked email campaigns, physical mailings and in person outreach, these communication arcs are created per community to best connect and serve each campaign and reach the targeted audiences in the ways that are most effective in reaching them.



NTC visited
21 states
this school year

ENGAGING

All educational events and supplemental educational materials, regardless of delivery method, provided by NTC are aligned to state and national standards. This alignment is key to ensuring that educational engagements and materials truly support educators and make a positive impact.

Our educational formula is:



**Memorable
Performance
Event**

2,526 live in-person performances and 677 digital shows seen in the 2024-25 school year



**Flexible
Education
Delivery**

146,268 printed student materials and 6,718 printed teacher materials, as well as 256,259 student e-learning materials and 14,015 digital teacher toolkits



**Beneficial
Behavior
Change**

NTC secured 12,730,449 kWh savings through school kit programs, distributed 163,379 bags of dental hygiene tools to children and reached nearly 1 million people with beneficial behavior change messaging in 2024-25 school year

Educational materials are the strongest path to make direct impact with residential decision-makers. Case in point: Students bring home NTC's printed educational materials **92% of the time**.

Rated by Teachers

SURVEY RESULTS - ELEMENTARY PROGRAMS 2024-25

Teacher Survey Stats on a 1 (low) to 7 (high) scale, **6,264** teachers completed surveys



6.6/7 Average educational value of programs

Likelihood that student will retain messages	6.5
Actor-educator credibility	6.9
Program increases capacity to teach topic	6.3
Program stimulates classroom discussions	6.6
Teachers who would want programming again	98%



522,656

students served



836,250

parents and guardians reached



2,494

schools served by NTC programs



29,678

teachers served



21

states hosted NTC programs, plus **Australia** and **New Zealand**



12,730,449 kWh

saved through NTC kit programs



98%

of educators want their NTC program to continue

SURVEY RESULTS - MIDDLE & HIGH SCHOOL PROGRAMS 2024-25

Teacher Survey Stats on a 1 (low) to 7 (high) scale



6.3/7 Average educational value of programs

Likelihood that student will retain messages	6.1
Actor-educator credibility	6.8
Program increases capacity to teach topic	5.7
Program stimulates classroom discussions	6.3
Percentage of teachers who would want programming again	93%

Teacher Quotes

"The program was presented in a way that kept the children engaged while learning something new."

6th Grade Teacher
Northland Learning Center
Virginia, MN

"This program was very educational, as an educator and parent, I know this gave my students and child resources and accountability on how the use of everyday electricity affects us."

3rd Grade Teacher
Woodstock Elementary School
Woodstock, CT

"The presentation was informative and engaging. It provided a clearer understanding why and how to prepare for different types of emergencies."

4th Grade Teacher
Bret Harte Elementary School
Long Beach, CA

"The program was great! I plan on using the digital materials for the class. We had a great discussion right after the program about how we can save water as a class (using our class sinks appropriately, brushing teeth responsibly at home, etc.). Thank you"

3rd Grade Teacher
Keystone Elementary School
Croydon, PA

"This is a great way to get the students' attention to retain information!"

Kindergarten Teacher
Valle Catholic Grade School
Sainte Genevieve, MO

"I am the resource math teacher for this campus. My students were excited and eager to share what they learned. We had some great discussions."

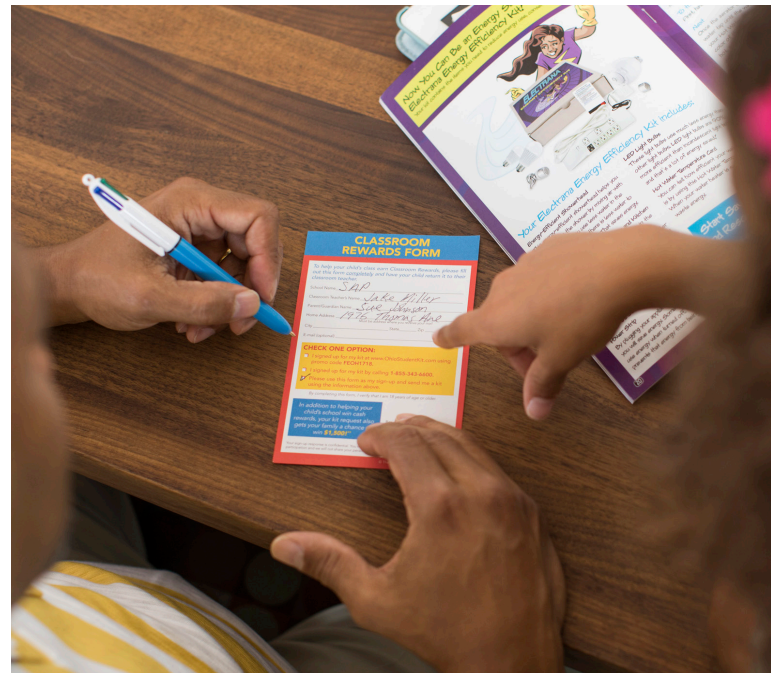
Middle School Employee
Miller Language Academy
Fort Worth, TX



Breaking the Fourth Wall: *NTC Activation*

Whenever we provide programming that has a specific call-to-action after the performance or online show for students, teachers, or parents, it gets funneled into NTC's School Success department for Activation. What's Activation? Well, we're theatre people, so our answer is that **Activation is the process of getting participants to break the fourth wall and go the next step.** From teacher and student evaluations to pre- and post-tests to gauge gained knowledge, NTC's School Success department is tasked with ensuring that program participants and the sponsors who provide the program truly connect long past the performance.

Gathering participant feedback and ensuring they complete the intended call to action are critical steps in measuring the success and impact of any program or initiative. Feedback from participants provides valuable, real-world insights into what is working well and what needs adjustment, helping organizations stay aligned with the needs and experiences of their audience. Just as important is motivating participants to follow through on the call to action—whether it's completing a survey, signing up for services, or taking a specific next step—as this not only demonstrates engagement but also drives the outcomes the program is designed to achieve. **Together, meaningful feedback and active participation strengthen program effectiveness, accountability, and long-term success.**



ACTIVATION WITH TEACHER EVALUATIONS:

Activation with Teacher Evaluations:

- 6,264 teachers completed surveys
- Average of 2.5 teachers per school completed
- Non-incentivized

NTC earned a 10% return on all pre- and post-tests, without incentivization in 2024-25.

ACTIVATION WITH PRE- AND POST-TESTS EXAMPLE:

Health and Wellness Client - Multiple States

For this client, each state has a different goal and preference for how to gather the tests. Each bullet point represents a unique state where the program was run.

Paper Only

- 2,988 tests sent, 1,152 tests completed – **39% return**
- 9,700 tests sent, 1,161 tests completed – **12% return**

Digital Only

- 4,402 students participating, 459 participants completed tests – **10% return**
- 75,777 students participating, 8,134 participants completed tests – **11% return**
- 17,383 students participating, 4,597 participants completed tests – **26% return**

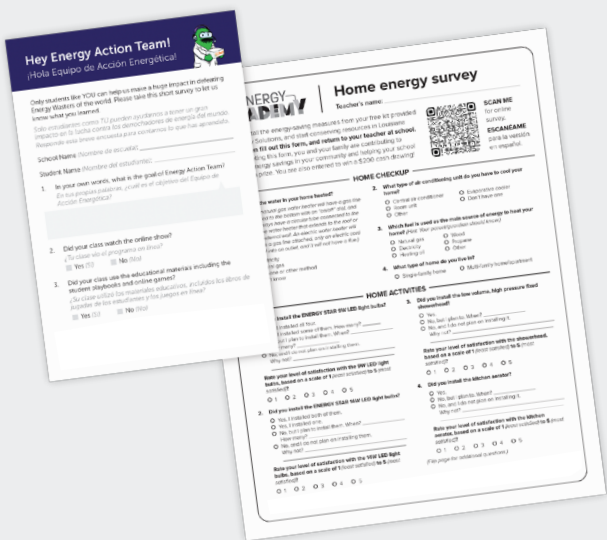
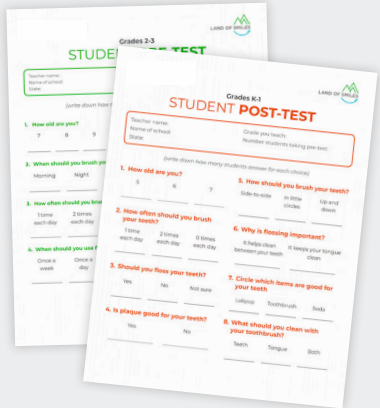
NTC earned a 17.6% return on all pre- and post-tests in 2024-25.

Energy Efficiency Client - Multiple States

For this client, each state had a different goal, but both preferred paper tests to digital. Each bullet point represents a unique state where the program was run.

Paper Only

- 344 tests sent, 34 participants returned – **10% return**
- 810 tests sent, 123 participants returned – **15% return**



ENERGY KIT PROGRAMS – HOME PARTICIPANT KIT SURVEY RETURN EXAMPLE:

Each example represents a different school energy efficiency kit program, sponsored by unique utility groups as part of larger efficiency portfolios.

Digital Only Client

25,148 students participating, 3,707 home energy surveys returned – **15% return**

Paper Only Client

11,352 students participating, 1,105 home energy surveys returned – **10% return**



Creative Assets that **CONNECT**

NTC Studios is the full-service creative studio extension of NTC, specializing in content solutions that make a powerful impact on your customers and communities.

While digital, video, and graphic solutions have always been a core component to NTC's school programs, we've spent the last couple of years expanding to offer customized, engaging and economical creative solutions for partners who needed to expand their team's capabilities - without having to expand their team, due to resource allocation. With our deep understanding of strategy, technology and what it takes to get through department approvals while also being creatively engaging, we offer a broad range of services to boost digital presence and effectively engage customers and communities. This year, we've been trusted to **pilot and scale digital storytelling projects** through video production, livestream events, animation, custom websites, and social media content.

Video production, graphic design and digital storytelling are vital to communication today. NTC Studios provides creative solutions to meet market demand and customer expectations without sacrificing the budget. We value our long-term client relationships and look forward to establishing new creative connections with the clients we've yet to meet.

www.ntccorporate.com/NTCStudios

PROJECT HIGHLIGHTS FROM THIS YEAR

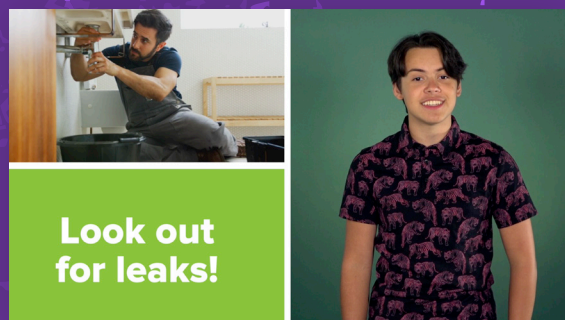
Creative Content for Community Initiatives



Staffing Recruitment Videos



PSA Videos for Social Media



Specialized Animation Videos



CEO's Closing Statement



47 years later, NTC remains committed to teaching, entertaining and inspiring students and communities across the country. We know that our live events have the ability to convey important ideas and make memorable collective experiences for every audience we meet. We take it seriously when we represent our clients in their communities and are proud of every smile and beneficial behavior we help implement on their behalf. The past year has brought opportunities for innovation, customization and further finetuning of our robust outreach methods too. I am so proud of our team and truly honored to represent so many clients as we work together to make a difference in kids' lives that will positively impact the world. With so many things perpetually changing this year and the present feeling uncertain, one thing remains unchangeable – **we may not know what the future holds, but we do know who the future is.** Remembering that today's students are the decisionmakers of tomorrow excites me and further inspires the work we do at NTC. Thank you for believing in that work too.

Teach. Entertain. Inspire.

A stylized, handwritten signature in dark ink, appearing to read 'M. K.' or similar.

CEO



NTC is certified as a Women's Business Enterprise by the Women's Business Enterprise National Council (WBENC). As part of our mission to create a positive impact in the communities we engage, NTC is committed to empowering diverse voices and representations, especially for those who have been historically marginalized. By centering equity and inclusion, we strive to envision a brighter future.



NTC is a premium provider of educational programming with operations in the U.S., Australia and New Zealand. We work directly between schools and clients to promote beneficial behaviors and life skills to students in grades K-12 on a local, regional and national level.

Since 1978, we have formed connections and helped develop relationships between thousands of schools and corporations, non-profits and governmental organizations. Our value is not just in the impact we create; our turnkey services also change the lives and trajectories of students, mobilize parents and entire families with beneficial messages, and cultivate community-wide goodwill for clients.

Our award-winning educational programs are free for schools and are customizable to accommodate specific messages for clients. Through formats including live performance, livestream online shows, in-class discussion, graphic novels, print curriculum, and digital games and activities, we present topics such as health and wellness, STEM disciplines, energy conservation, safety, financial literacy, water and environmental stewardship in ways that engage and empower students. In doing so, we are helping our clients to be forces of change for students, parents and communities.

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