



KidNuz
DAILY News To Grow On

2025

ANNUAL REPORT

The year in review



Jennifer Anderson
Board Co-President

Hello and welcome to a wrap up of 2025, KidNuz-style. Overall, it was a great year for our podcast. We saw continued growth in our audience. Specifically, it was up more than 6% year over year! We're now at 25 million lifetime downloads, with a daily listenership of about 250,000.

The biggest change for us didn't happen until the wee hours of 2026, when Super Awesome, a kids and family media company, bought our distributor, Starglow. So far, the transition has been seamless and we hope to see the benefits soon. Super Awesome has a much bigger team to dedicate to our podcast and promises to find compensation based on the real size of our audience (all those classrooms!). Until now, that's been anecdotal.



Ro Schwarz
Board Co-President

While we wait for grant givers to realize just how amazing we are, we'll remain heavily dependent on the generosity of our listeners. Our one-and-only fundraiser of 2025 brought in \$43,000. We couldn't be more grateful. Increasingly critical to the bottom line: our quiz sponsorships. In 2025, they accounted for 30% of our annual donations. [For more information on sponsorships please go to our website.](#)

We'd love to broadcast year round but for now, will continue to drop new podcasts only during the school year. Our listenership takes quite a dip in summer, making it the perfect time for our small-but- mighty team to recharge its news batteries.

A handwritten signature in black ink that reads "Jennifer Anderson". To the right of the signature is a large, stylized orange flourish.

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About KidNuz

Mission:

To engage kids in current events, encourage critical thinking, and spark meaningful conversations.

Vision:

To build a global network of reliable news platforms for kids.

Our Values:

We believe in presenting news that is truthful, trustworthy and respectful above all else. Our podcasts are always professional while also unique, creative, fair and fun!



25+

million downloads

250,000

listens every weekday



over half

of our listeners are in Title 1 schools

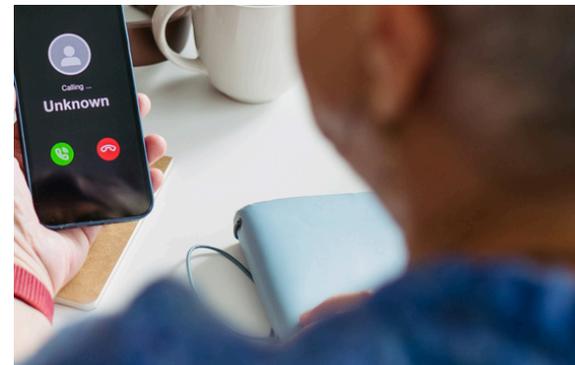
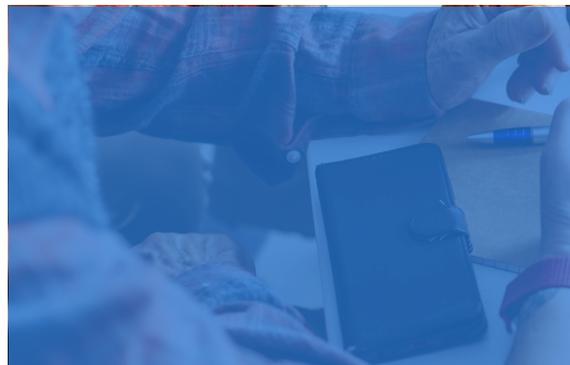
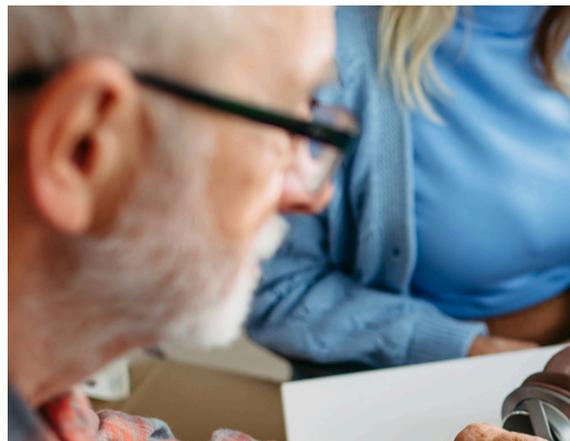
listeners in more than 200
countries and territories



FAVORITE STORIES FROM 2025

A Texas Teen Takes on Scammers!

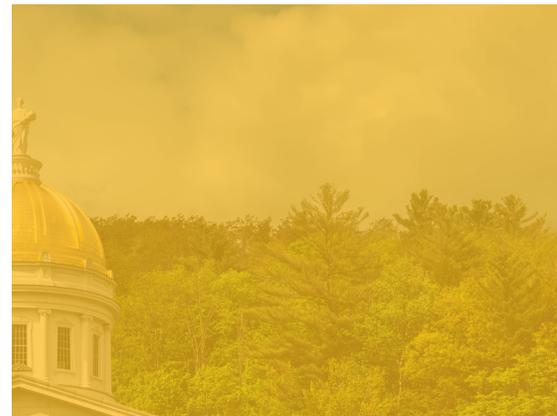
A message from Time Magazine's Kid of the Year: don't mess with my grandpa. Or anyone else's grandpa, for that matter. 17 year old Tejasvi Manoj of Frisco, Texas says her wakeup call was the near scamming of her dad's dad by cybercriminals posing as a relative. That's when she realized the older generation needs to be taught warning signs and basic digital literacy to help them fight back. Less than a year after her grandpa nearly got fooled, Tejasvi launched Shield Seniors, a website and soon-to-be mobile app that helps loved ones spot scam tactics, analyze suspicious messages and, if fraud is confirmed, talk to the right people. We've put a link to Shield Seniors on our website. Tejasvi's story will be featured on Time.com, and on newsstands Sept. 19th - and in a special TIME for Kids Service Stars issue available Sept. 25 in classrooms and online.



FAVORITE STORIES FROM 2025

Politician in the Making

He's 14 - and launching a long shot bid for the Vermont Governor's mansion. High school freshman Dean Roy of Stowe reportedly got bit by the political bug after working as a page in the state legislature and began his campaign in earnest when he found out Vermont has no minimum age requirement. He's now traversing the state, microphone in hand, telling his Instagram audience: "I'm not pretending that I know everything. But I do know this: Vermont deserves better. And maybe the first step toward real change is taking a chance on something different, even if that change comes in the form of a 14-year-old." He's approaching the 500 signatures needed to make the ballot, and has enlisted a fellow freshman as his running mate and four other friends to help. When not busy politicking, Dean runs and skies cross-country, taps maple trees to make maple syrup and is an avid fan of Formula 1 auto racing.



FAVORITE STORIES FROM 2025

No one Pranks Like the Police!

An epic high school prank drew an equally epic response from the town's police chief. Students in Heflin, Alabama not only tp'd much of their town earlier this month, they also tp'd the police department and its patrol cars. Chief Ross McGlaughn vowed good-natured revenge, warning the pranksters that they had messed with the wrong people; "We are children of the 80s and 90s," he wrote on Facebook, "who perfected this craft years ago." He then formed a special task force for an extravagant tactical TP operation involving his officers, neighboring police, and members of the community. According to CBS News, the kids thought it was coming on Halloween, so the task force struck early, with drone footage showing toilet paper flying with surgical precision over the homes and trees of 3 of the original pranksters. The chief called his handiwork the "Mona Lisa of rolling." It was good clean fun for the entire town - and it also brought out the entrepreneurial spirit of the students, who are now selling TP insurance to residents. For those who buy it and get rolled, the teen's "Toilet Paper Rapid Response Team" will be there in a jiffy to clean it up.



FAVORITE STORIES FROM 2025

Peculiar Park Problem

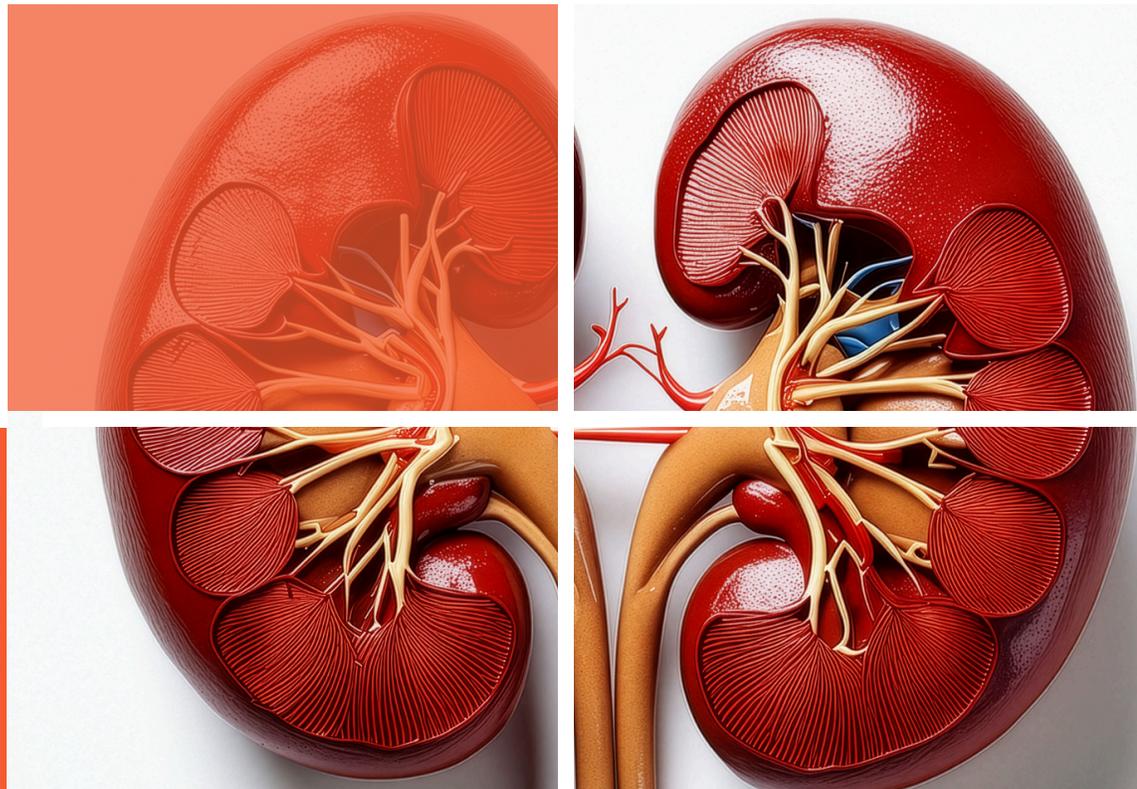
A scaly conundrum in Bangkok, Thailand. 400 massive “Asian water monitor lizards” up to 7 feet long have taken over a city park. Usually these reptiles stick to rivers, lakes and swamps, but recently they’ve taken a real liking to urban life. For the most part, nearby residents are ok with the invasion. As one told the Guardian, “It’s actually really nice... when you’re going about your day and then suddenly you see a nice little Godzilla swimming through the water” or “10 soaking themselves in a fountain like a massive lizard jacuzzi.” Unlike Komodo dragons which are larger and have a venomous bite that can reportedly take down a buffalo, these water monitors are mostly harmless. And because of them, the park is now a must-see for tourists, and city officials - while not wanting the lizard population to get much bigger - are embracing the phenomenon by installing a big lizard statue next to one of the lakes.



FAVORITE STORIES FROM 2025

Lifesaving Generosity

A Hollywood actor is giving a whole lot more than money to his favorite cause. Jesse Eisenberg of "Now You See Me, Now You Don't" has long been a blood donor. But now he's upping his contribution to those with health needs by donating one of his two kidneys... to a stranger. The surgery's exact date isn't known but is expected in the middle of this month. It's called an "altruistic donation" - which means the organ will go to someone unknown to the donor, as opposed to a family member or friend. "It's essentially risk-free and so needed," Eisenberg told TODAY.com. "I think people will realize that it's a no-brainer, if you have the time and the inclination." There is currently an organ donor shortage in the U.S., with about 90,000 people on the transplant list waiting for a kidney as of September 2024, according to the Health Resources and Services Administration.



LISTENER REVIEWS

kids

"I love ur news it gives me a lot to think about."

— Christopher, [KidNuz.org](https://www.kidnuz.org)

"I love this pod so much! I appreciate that you guys spend your time to let us kids know what's happening everywhere."

— Apple Podcasts

★★★★★

KidNuz is awesome and great

— Spotify Review



LISTENER REVIEWS

parents

“We’re able to have kid friendly appropriate conversations about things going on in the world and deep conversations about how kids can make impacts on their communities.”

— Carie in Rockwell, NC

“My kids are able to be exposed to the idea that good, bad, and in-between things all happen in the world and they can all happen on the same day.”

— Lexi in Ephrata, WA



LISTENER REVIEWS

teachers

"The students aren't use to hearing "kid friendly" news, so they're always eager to hear what's new happening in the world around them."

— Angel in Buchanan, GA, Public School Teacher

"Encourages conversations about morals, values, and awareness of what's happening in the world."

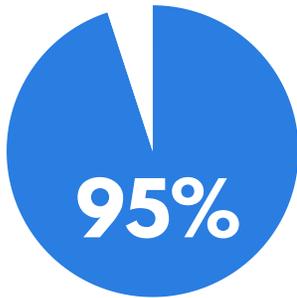
— Joy in Los Angeles, CA, Public School Teacher

"Students learn of current events. This has promoted strong discussions, persuasive speech and helped me as a teacher guide their research and thought process."

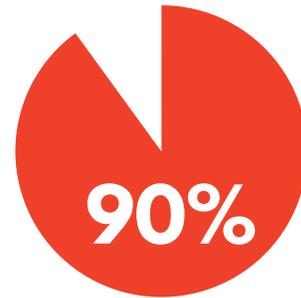
— Liza in Bluffton, SC, Public School Teacher



KidNuz *impact*



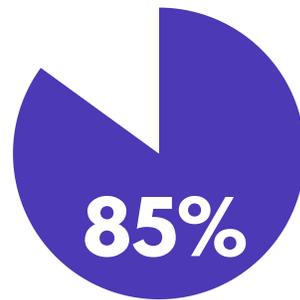
KidNuz has increased kids' awareness of current events.



KidNuz has increased kids' curiosity about what's going on in the world.



KidNuz has sparked interesting conversations.

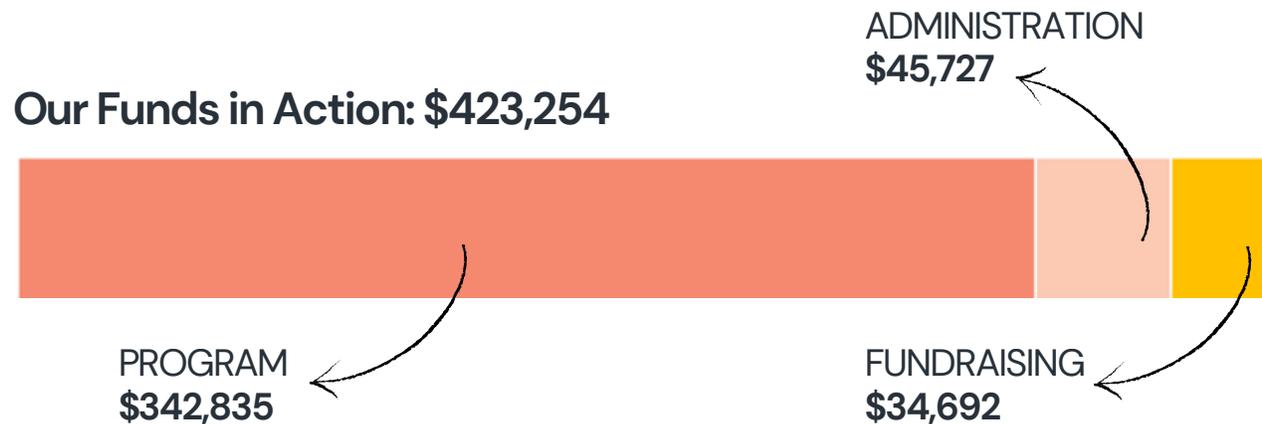
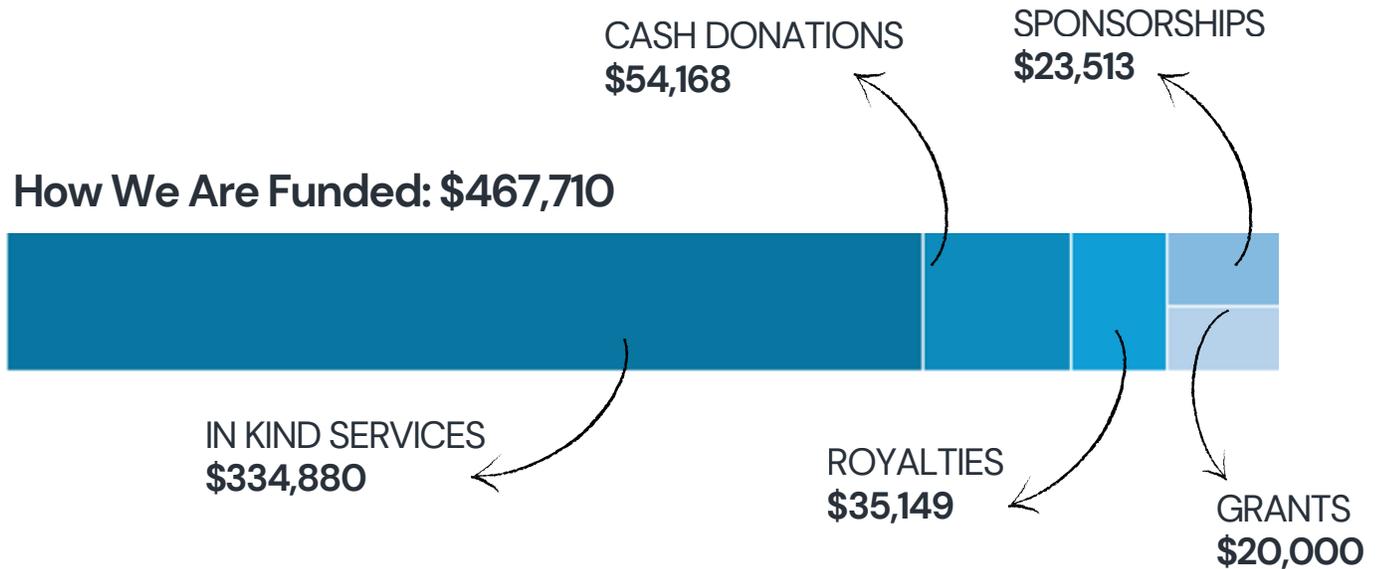


KidNuz has improved kids' listening comprehension.

*Data from responses to our 2025 Annual KidNuz Impact Survey.



KidNuz *financials*



\$334,880 of our revenue is comprised of in-kind donated professional services by writers, anchors, editors and producers who have contributed their time and expertise to KidNuz's mission. These are highly skilled services that we would otherwise have to pay for, making them essential to our operations. Without them, there is no KidNuz.

While IRS guidelines prevent us from including these in Line 15 of Part IX (Salaries & Wages) on Form 990, they are fully accounted for in our internal financial statements and disclosed in our 990 Schedule O beginning in 2024.

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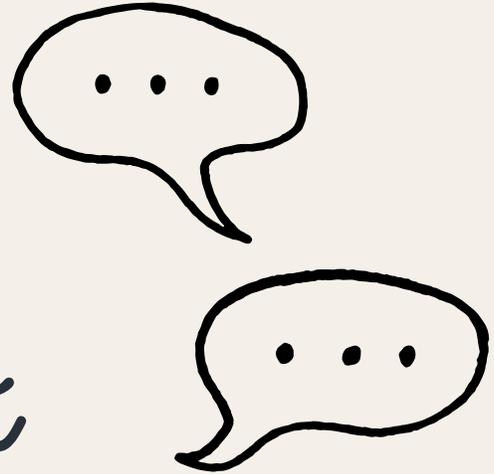
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Everyone
deserves
a place to
learn about
the world
without fear.



Join us and together we can
foster a media landscape that
reflects integrity, fairness, and
a commitment to truth.

