



2024 Annual Report



Explore More
→



Letter from the Co-Presidents

Hello and welcome to the KidNuz annual report for 2024! We begin with heartfelt thanks to Tori and Tracey for their outstanding service as Board President and Board Treasurer over the past three years. Their leadership guided KidNuz through pivotal periods of growth and transformation, leaving us with both a strong foundation and many fond memories.

Though they've passed the torch, their contributions continue—Tori remains a beloved host, and Tracey now serves as a valued consultant.

Leadership has since transitioned to Ro, Jenn, and Tara, who are committed to upholding the high standards that define KidNuz and steering us toward an exciting future.

With that said, we are thrilled to share that our audience continues to grow. We ended the year with 21.5 million downloads, translating to a listenership of 290 million.

Our licensing alliance with Starglow Media is as strong as ever. It continues to secure quality corporate sponsors, bringing in royalties that allow KidNuz to stay on the air five days a week, 10 months a year.

This year's one-and-only fundraising campaign also helped our bottom line. It ran November through December and raised \$25,000. Our quiz sponsorships remain highly popular, representing 28% of all donations made in 2024 (not including in-kind donations). For more information please visit www.kidnuz.org/sponsorships.

What will the year ahead bring? We'd love to add more young voices to the podcast, expand our Junior Journalism program, and increase our resource offerings for teachers. Funding is critical to all of them, but we are hopeful.

In the meantime, we are excited for another great year of sparking curiosity by sharing lots of kid-friendly news with an ever-growing audience. Thank you again for supporting KidNuz, the best kid-friendly source of current events on the planet!

— Jennifer and Ro, Board Presidents



Ro Schwarz

Board Co-President



Jennifer Anderson

Board Co-President

Table of Contents

About KidNuz

- Mission
- Vision
- Values

Our Listeners

Top Stories from the Year

Voices from the Community

KidNuz Impact

Financials

KidNuz Management

- Board
- Advisors



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!



Who is Listening?

Over half of our listeners are in classrooms and 61% of those classrooms are at **Title 1 schools**.



21.5+ Million Downloads
in 2024

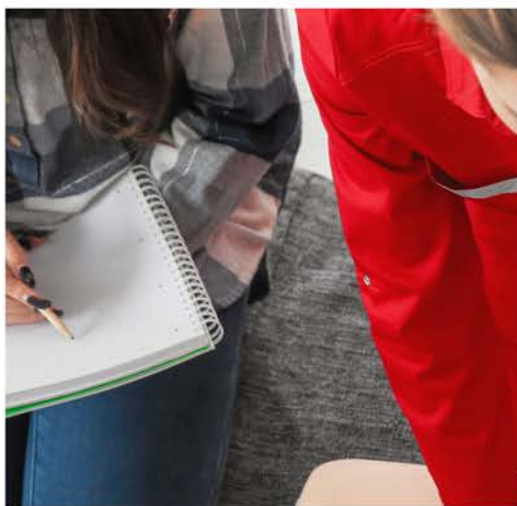
Listeners in 200+
countries and territories



Favorite Stories from 2024

Lifesaving Skill

A Virginia girl scout saving her dad's life with CPR just 11 days after she learned how. Vada Carawan's Virginia Beach troop had practiced on a dummy, but last month, with her dad unresponsive on the floor, she was forced to put her training to the test. As she told WAVY News, it was scary. "I started tearing up.... 'What do I do?' ... For a minute there, I was in complete shock. And then I was like, 'Heart attack ... heart attack, 911.'" With the help of a dispatcher on the phone, Vada began chest compressions and didn't stop until paramedics arrived. Her dad is still in the hospital but on the mend. And Vada's message to all young people: "Just put your mind to anything that you would want to do," "(At) first, I was like, 'I don't know if I can do CPR,' but apparently, I can!"



Favorite Stories from 2024

Gus' Unlikely Journey

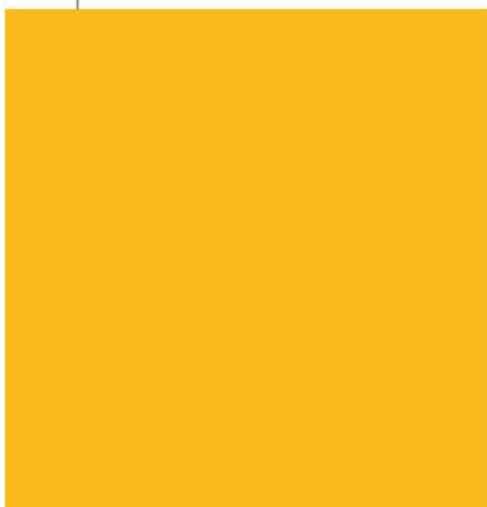
Remember the Emperor penguin that made the long, accidental journey from Antarctica to Australia a few weeks back? He's now back in the water and headed home. After washing ashore on an Aussie beach November 1st, he'd been cared for by wildlife expert Carol Biddulph, who named him "Gus" after the first Roman emperor Augustus. She plumped him up with plenty of food and TLC, before determining he was fit and ready to return to Antarctica. Over the Thanksgiving break, Gus was driven by boat several hours off the Australian coast, then released into the Southern Ocean. Ms. Biddulph said key to his recovery was a mirror. Emperor penguins are very social, she told the Smithsonian, and seeing his reflection was like having company. "When (you're caring for) two or three [penguins], it's great, they can bounce off each other, but when you've just got one, (like Gus), they just need that comfort of knowing they've got a buddy."



Favorite Stories from 2024

Junior Journalist

An 11-year-old reporter is giving professional sports journalists a run for their money. Jeremiah Fennell from Las Vegas all but stole the show at the Super Bowl's Opening Night festivities this week, conducting professional caliber interviews with the likes of Patrick Mahomes, Travis Kelce, and George Kittle. Jeremiah told the NFL Network he started his broadcasting "career" at age 7, because he wasn't able to play sports due to some medical issues adding "I started my YouTube channel and yes, I do think I can keep this as a career because I do still love the sport and I do know a lot about it, so I think interviewing people can be a long career for me." If the rave reviews from fans and media professionals are any indication, he may be right. The NFL posted "Jeremiah Fennell is about to become your new favorite reporter." And broadcasters chimed in, "Mr. Steal My Job", "We'll see him on Sundays in 12 yrs" and "Give this 11-year-old an Emmy, what a pro." Jeremiah, if you're a KidNuz listener, we're happy to have you on anytime.



Favorite Stories from 2024

Tracking Santa

You know Christmas is right around the corner when NORAD opens its command center to track ole Kris Kringle. Yesterday, the North American Aerospace Defense Command launched its new website to keep tabs on Santa and his journey. Until December 24th, the site will feature a holiday countdown, games, movies and music. Then, it's all about real-time tracking and fielding phone calls. NORAD first teamed up with Saint Nick back in 1955 when a kid called in, thinking she was calling Santa Claus. It was all an accident; the local newspaper had published the wrong number. Regardless, the on-duty commander that night guaranteed the youngster that Santa would have a safe trip around the globe, and with that, a new annual tradition was born. According to CBS News, on Christmas Eve, the center - staffed by real people - takes roughly 200-thousand calls.



Favorite Stories from 2024

Losing his Lunch

In today's KidNuz Kicker: A center for the Green Bay Packers left it all on the field. Literally. Josh Myers was lined up in the second quarter Sunday, but just before hiking the ball, he threw up on it. Rookie quarterback Malik Willis was on the receiving end of the now-slick snap, but wisely, instead of passing - as he would normally do on 3rd and 10 - he tucked the ball and ran. He didn't get far, but as he told his coach, it wouldn't have been a good idea to try and throw it. At the post-game presser, Josh said it was probably a combination of the heat and downing too many electrolyte drinks that messed with his stomach, and admitted it's not the first time he lost his lunch during a game. It was, however, the first time it landed on the ball. As he told reporters afterward, "I'm going to apologize. That was probably pretty gross."



Listener Reviews

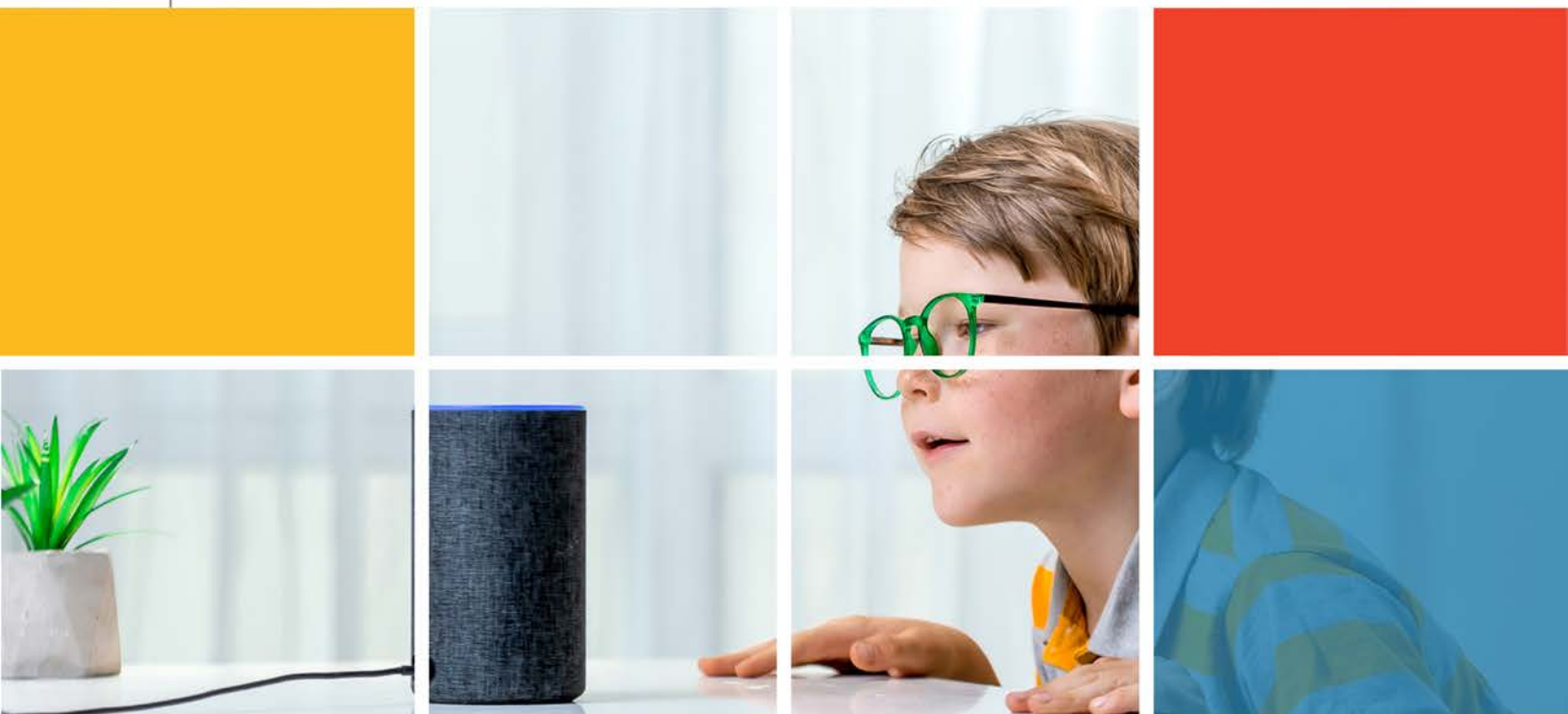
KIDS

“I LOVE KIDNUZ!!!!!!”

— Eli in Fort Washington, PA

“It has made me more aware of children around the world my age, how to help others/environment, and more aware of cultural diversities.”

— Listener Impact Survey



“Great for keeping up on the news, but kid friendly. 😊”



— Stella, Apple Podcast Review

Listener Reviews

PARENTS

“When there is a news story that is difficult for me as an adult to explain because of my emotional reaction to it, it helps me to hear your simplified version of the story to have a baseline conversation with my son. Sometimes political stories, sometimes disaster stories.”

— Kim in Landers, NJ



“Very appreciative of the interesting, fun news shared without going into the news that's emotionally inappropriate or upsetting for kids. You guys are awesome!”

— Batya in Atlanta, GA

Listener Reviews

TEACHERS

“In the beginning of the year my students could not answer the kidnuz quiz but week after week they have improved so much that so many of them get 110% on it. I can hear them talking about some of the news at their desks....the conversation continues because they find them so interesting.”

— Robin in Jackson, WY Public School Teacher



“My students do not have the resources to go out in the world or even have cable. Therefore, it is a good resource to hear about current events happening in our country.”

— Sarah in Ohio, IL, Public School Teacher

KidNuz Impact

95%

KidNuz has increased students' awareness of current events.

93%

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

90%

KidNuz has sparked interesting conversations.

85%

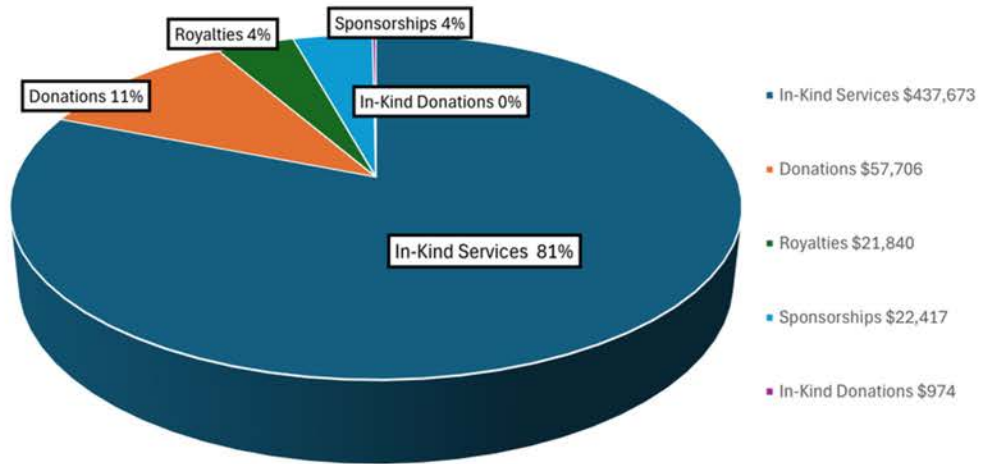
KidNuz improved children's/students' listening comprehension.

**Data from educators' responses to our 2024 Annual KidNuz Impact Survey.*

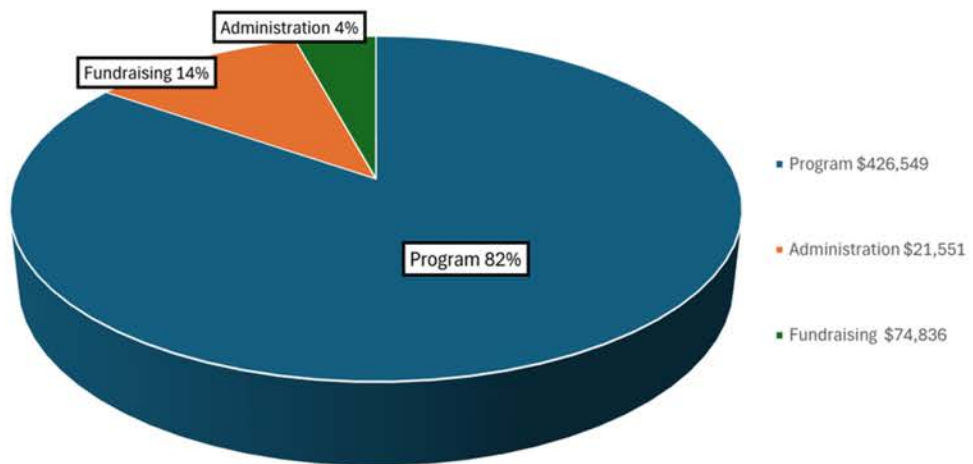


KidNuz Financials

How We Are Funded: \$540,610



Our Funds in Action: \$522,936



KidNuz Management

Board of Directors

Jennifer Anderson
Ro Thomas Schwarz
Tori Campbell
Tracey Bracco
Tara Singer
Ema Jitsukawa
Mark Curtis
Max Woolf

Advisory Board

Michael McAllen
Marissa McGee
Lisa Parker
Renee Pyle
Rachel Rosner
Noah Teitelbaum
Albert Tong
Laura Bergman
Joe Siedel





KidNuz.org

wehearyou@kidnuz.org



3000-F Danville Blvd #373

Alamo, CA 94507