GLOBAL GAME CHANGERS
STUDENT EMPOWERMENT PROGRAM

2025

ANNUAL REPORT

Igniting Good. Empowering Students. Growing Our Impact.

MY TALENT + MY HEART = MY SUPERPOWER!®

2025 AT A GLANCE

A Year of Growth & Impact

In 2025, Global Game Changers® continued to expand the ways children, educators, and families can discover their strengths, connect with causes they care about, and put their unique superpowers into action. We made our curriculum easier to use, strengthened support for educators, expanded national partnerships, invested in new media for children and families, and deepened implementation in schools and communities.

The result was meaningful growth across our educator community and digital platforms - while keeping our focus on what matters most: giving young people practical opportunities to build confidence, leadership, and a lifelong commitment to service.

3,396	425,000	2,276
Educator Portal registrations	Estimated students served	YouTube subscribers

230,091	10,424	32,000
YouTube channel views	YouTube watch hours	Approx. 9/11 site users

Growing reach, growing opportunity

Educator Portal registrations increased by 660 during 2025, while YouTube subscribers grew nearly fivefold - expanding the number of educators, families, and children who can engage with GGC resources.

Our focus remained simple

Create engaging, flexible resources that help educators and partners make service, leadership, and student empowerment part of everyday learning - and make those resources easier to discover and use.

CURRICULUM & EDUCATOR SUPPORT

Making GGC Easier to Use

Schools need resources that are meaningful for students and realistic for busy educators. In 2025, GGC expanded the flexibility of its curriculum while strengthening the support educators receive before, during, and after implementation.

A new Short Form Curriculum

GGC launched a new Short Form Curriculum designed to make core program experiences easier to fit into the school day. The format was integrated into the Educator Portal, added to the Educator Guide, and supported with new implementation resources. GGC also developed a customized short-form schedule and assembly resources for Shidler Public Schools in Oklahoma, which began a full-school implementation after GGC presented to Oklahoma school administrators.

More intentional educator support

GGC developed an improved educator engagement and customer-service plan and continued providing customized support to schools. In Louisville, work with Byck and Whitney Young elementary schools included professional development, onboarding, summer programming, and consultation around behavior-management strategies and GGC implementation.

Learning from educators

As part of a third-party evaluation of GGC in Muhlenberg County, Kentucky, the team facilitated a focus group with administrators and teachers and continued gathering implementation data. Initial analysis received late in 2025 was positive, with the full report scheduled to arrive in spring 2026.

> ### From curriculum to implementation
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> GGC paired new resources with hands-on support - helping schools adapt the program to their schedules, students, and communities rather than relying on a one-size-fits-all approach.

MEDIA & FAMILY ENGAGEMENT

Bringing GGC to Life Beyond the Lesson

In 2025, GGC invested in new ways for children and families to experience the Superpower Equation outside a traditional lesson - creating content that could stand on its own while also leading viewers back to deeper educational resources.

What's Your Superpower?

GGC filmed 14 episodes of the What's Your Superpower? video series and began releasing episodes throughout the year, starting with an Easter kindness episode. Designed for children and families as well as educators, the series connects entertaining stories with GGC's core themes of talent, heart, service, and leadership. Custom downloadable activity books were developed to extend learning beyond each episode.

Growing our YouTube community

Working with a YouTube consultant, GGC introduced a more intentional channel-growth strategy, including YouTube Shorts, stronger titles, and refreshed cover images. By the end of 2025, the channel had reached 2,276 subscribers, 10,424 watch hours, and more than 230,000 total views.

Resources families can hold in their hands

GGC also completed and launched a new activity book for parents and teachers, expanding the ways families and educators can engage children in discovering their talents, exploring causes, and choosing ways to IGNITE GOOD!®.

14	5,916	1,820
Video episodes filmed	Series views by year-end	New YouTube subscribers in 2025

Growing Through Partnerships

Partnerships help GGC place meaningful resources in the hands of people who already have trusted relationships with children and schools. Throughout 2025, GGC strengthened existing collaborations and opened doors to new audiences across the country.

Miss America + Global Game Changers

GGC continued to build its partnership with the Miss America Opportunity, equipping titleholders to bring service and leadership experiences to young people. Team members presented virtually and in person at state events, while GGC ambassadors and staff connected with state and local directors at the annual Miss America conference.

One memorable partnership moment came when Miss America Abbie Stockard and Miss Kentucky's Teen Mallory Jones joined fourth-grade students from Whitney Young Elementary for an event celebrating GGC's Health and Education Heart Badges.

Reaching education leaders

At the invitation of the Kentucky Association of School Administrators, GGC presented at a gathering of leaders from 15 state administrator associations. That presentation led to an invitation to become a no-cost lead partner with the Oklahoma association and to present at the national organization conference in 2026. GGC also presented to Oklahoma school administrators through CCOSA, hosted a KASA elementary-school luncheon and panel, and was accepted to present at the AASA Superintendents Conference alongside Muhlenberg County Superintendent Contessa Orr.

New opportunities for mission-aligned collaboration

GGC began developing a custom educational partnership with Miss Kentucky and the Kentucky Department of Agriculture, presented at the national Purple Star conference, explored additional national Purple Star outreach, and held conversations with for profit businesses, higher education institutions, and other nonprofits to identify ways to work together in the future.

STUDENTS IN ACTION

Deepening Impact in Schools & Communities

Growth matters most when it translates into meaningful experiences for children. In 2025, GGC continued working directly with schools to help students move from learning about service and leadership to putting those ideas into action.

Louisville school partnerships

Funding for the intentional School Empowerment Zone program continued GGC programming at Whitney Young and Byck elementary schools. GGC implemented a three-week summer program at both schools, provided staff training and onboarding, and supported afterschool programming. Whitney Young students completed deliveries for their Superpower Projects, including through a newly developed Education Fair model.

At the close of the afterschool year, students from Byck and Breckinridge-Franklin elementary schools took the stage at the Bomhard Theater at the Kentucky Center for their spring plays - an opportunity to build confidence, creativity, teamwork, and student voice.

A national resource for teaching about 9/11

GGC's 911lesson.org resources were again used widely across the country. Approximately 32,000 people used the site during the year, and GGC's custom animated 9/11 video reached 27,273 views. The team also worked with its web developer to refresh the site's look and technical experience.

Sustaining service through AmeriCorps

Amid significant national uncertainty around AmeriCorps funding, GGC was one of seven Kentucky programs whose existing grant was not cancelled in spring 2025. Later in the year, GGC received approval for its 2025-26 AmeriCorps grant, supporting six full-time members beginning August 1, 2025.

> **Service creates opportunities to lead**
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> Across school-day, afterschool, summer, and digital experiences, GGC continued giving children multiple ways to discover what they care about and practice using their talents in service to others.

LOOKING AHEAD

Building Momentum for the Future

The work of 2025 created a stronger foundation for GGC to reach more children while continuing to improve the quality and flexibility of the experience. New curriculum formats made implementation easier. Expanded media opened additional pathways for families and educators. Strategic partnerships connected GGC with new states, schools, and leaders. And ongoing evaluation strengthened our ability to understand and communicate program impact.

GGC also continued exploring sustainable ways to extend its mission, including the launch of its activity book, conversations around new audio and animation formats, and development of new media concepts focused on youth leadership.

2025 milestones

- → Launched and supported a new Short Form Curriculum.
- → Expanded the What's Your Superpower? children's video series and companion resources.
- → Strengthened national education partnerships and opened new state-level opportunities.
- → Advanced third-party evaluation work in Muhlenberg County.
- → Continued direct school programming, professional development, and student service experiences.
- → Secured a 2025-26 AmeriCorps grant supporting six full-time members.
- → Expanded GGC digital reach to more than 230,000 cumulative YouTube views and 2,276 subscribers by year-end.

Our mission continues

Every new lesson, partnership, video, school implementation, and service project is another opportunity to help a child discover: MY TALENT + MY HEART = MY SUPERPOWER!®

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globalgamechangers.org