Planting Seeds of Humanity

An Impact Story from Charity for Change



Charity for Change®

A Letter from Our Founder, President & CEO, Karen Conley

Dear Friends,

As I reflect on this year, I'm reminded daily of why Charity for Change began—with a simple belief that if children are taught to care about each other and the world around them, everything else will follow.

Since 2008, more than **160,000 children** have learned through our weekly lessons, family activities, and GiverTV, that good character, generosity, kindness, respect, cooperation, and perseverance are powerful tools for building confidence and connection. Each time a child practices empathy or realizes they can make a difference, we see the world become a little brighter.

This year alone, our reach has grown across **30+ counties in Florida and 13 states,** helping children develop resilience and joy in classrooms, afterschool programs, and summer sites. Together with teachers, parents, and partners, we're transforming the learning environment so that empathy becomes as essential as math or reading.

Our next chapter is bold . . . expanding to serve **75,000 children annually by 2027**, with engaging and inclusive content. With your continued support, we will ensure that every child has the opportunity to grow in confidence, empathy, and resilience.

Thank you for believing in our mission and for helping us *plant seeds of humanity* that will shape generations to come.

With heartfelt gratitude,

Karen Conley
Founder, President & CEO



Children Are Growing Up in a World That's Losing Its Humanity

Today's children face unprecedented pressures that threaten both their academic success and emotional well-being. Bullying, loneliness, and anxiety are rising . . . **suicide-related incidents among elementary-aged students have increased 76% in the past year alone.** Many children from low-to-moderate income families lack access to the mental wellness and learning resources they need to be successful. Add in the negative influences of the world, and these challenges can seem like an insurmountable societal problem. These challenges erode their confidence, empathy, and connection to each other and the world around them.

Without intentional education in compassion, teamwork, and respect, these pressures become barriers to learning, relationships, future careers -- and to a hopeful future.

The Childhood Crisis

- **1 in 5 children** have been diagnosed with a mental, emotional, behavioral, or developmental condition.
- **33%** of elementary-aged children report being bullied each year.
- Character education reduces bullying, increases academic success and **builds empathy that lasts a lifetime.**



OUR SOLUTION

From Challenges to Change

Since 2008, Charity for Change has reached more than **160,000 elementary-aged students** with a mission to elevate Pre-K to 5th-grade children to achieve their full potential through character education, charitable activities, academics, and parental and community engagement. Our interactive, digital Character Education, Mental Wellness and Resiliency Learning Program engages children through stories, games, and charitable projects and gives children the tools they need to succeed in school, relationships, future careers, and life.

1. **Core Character Traits:** Every part of our curriculum is shaped around nine essential traits: **respect, cooperation, integrity, responsibility, citizenship, tolerance, self-control, kindness, and perseverance.**
2. **Dynamic Learning Tools:** Math and literacy lessons, character activities, and mindfulness practices that make learning meaningful and fun.
3. **Philanthropy in Action:** Students earn donations for local nonprofits through classroom achievements. This connects personal effort to community impact.
4. **GiverTV:** A colorful video series with program mascots, Giver and U2Can, modeling empathy, perseverance, and teamwork through real-world stories and activities, narrated by community leaders.
5. **Family Engagement:** Parents and caregivers receive take-home materials and access to digital tools that strengthen connection at home.

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OUTCOMES & IMPACT

Real Results You Can See

Our 2025 Outcomes

Teachers surveyed rated the impact for students participating in the program on a 10-point scale

- Mental Well-Being 8.82
- Character 9.26
- Resiliency 8.94
- Learning Environment 9.32
- Behavior 8.91
- Self-Esteem 8.88
- Charitable Habits 8.94
- Self-Efficacy 9.03

Proven Results

98.8% improvement in character development related to our Nine Core Character Traits.



What Began as a Seed Has Grown Into a Movement

From nurturing character and generosity in two schools in 2008, Charity for Change has blossomed into a network of schools, afterschool and summer programs, and community-based partnerships, cultivating compassion and resilience in classrooms across Florida — and beyond.

Then & Now . . .

2008
Serving 1,500 students from 2 pilot schools

2025
Serving 25,544 students from 451 schools in 30+ Florida counties, and in 13 states



Giving Back Together

Since 2008, students have raised more than $150,000 for 100+ charities — turning learning into giving. From children's hospitals to food banks and animal shelters, every lesson inspires real generosity. **Scan the QR code to see the full list.**

Together, We Can Teach Character and Generosity to Every Child, Everywhere

Charity for Change is expanding statewide through partnerships with school districts, afterschool and summer programs, and community-based organizations such as Boys & Girls Clubs and YMCAs.

By 2027, our goal is to reach 75,000 children annually through engaging and inclusive content for all elementary-aged children. With your support, we can build a world where every child has the chance to grow in good character, generosity, and resilience.



Charity for Change®

Our Vision

Every child is living to their fullest potential as successful, fulfilled and engaged citizens of their schools and communities; creating a world free of hate, violence, bullying, and division.

Our Mission

Charity for Change exists to elevate Pre-K to 5th-grade children to achieve their full potential through character education, charitable and community involvement, academics, and parental and community engagement.

Be Our Giver. Be Our Partner. Be Our Advocate.

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