



Impact Report

2024/2025 School Year

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A Letter From Our Founder & CEO

As I look back on this past year, my heart is full. Kid in the Corner has reached more students, created more moments of kindness, and built more meaningful partnerships than ever before. But what stands out the most is the compassion shared by the people who make this mission possible: **you**.

You helped bring mental health education into schools at no cost. You made community kindness events not just successful, but joyful. You ensured that thousands of students received the tools they need to support themselves and others. Every card written, every rock painted, every resource shared all leads back to your commitment to show up for our young people.

Thank you for believing in this work. Thank you for helping us grow our impact. And thank you for helping us **#ShatterTheStigma** in the most meaningful way by spreading kindness, awareness, and connection wherever we go.

With Sincere Gratitude,



Francine Sumner

Founder & CEO, Kid in the Corner

Our Pillars in Action

At Kid in the Corner, every program and every interaction is rooted in three core pillars that guide our mission to support youth mental health and **#ShatterTheStigma**. This year, these pillars came to life in powerful new ways across classrooms, communities, and conversations.

Pillar 1 Educate & Spread Awareness

This year, we stood in front of thousands of students and spoke openly about mental health, stigma, and the power of connection. During every school visit, students were invited to reflect, share, and build skills that help them care for themselves and others.

Our trauma-informed Penny Pledge Program continues to be at the heart of our school presentations. Through storytelling, guided conversation, and practical tools, students learn how to recognize struggle, reach out with compassion, and seek help without shame.

4,885
Youth Served

35 in **12**
Schools School Districts



What Students Told Us Matters

Pre- and post-program surveys using the same five statements demonstrate measurable increases in students' mental health knowledge, confidence, and comfort levels. These outcomes reinforce what we consistently observe in classrooms: **young people are eager for authentic conversations and practical tools related to mental health.**

Percentages reflect increases from pre- to post-program responses.

93% of students know what mental health resources are available when they or others need support

85% of students feel comfortable reaching out to the "kid in the corner"

75% of students have a Self Care Plan and understand how to use it when they need it

75% of students feel equipped to be a safe person for others to talk to

95% of students understand what stigma is and how to challenge it

These numbers are more than data points they reflect a powerful shift: students are gaining **confidence, language, and tools** to support themselves and each other.

Pillar 2

Promote Kindness & Community Connect

Throughout the 2024–2025 school year, Kid in the Corner led a statewide movement to make kindness visible, actionable, and contagious. Our kindness initiatives reached thousands of students, educators, and community members.

Community Kindness Events

We hosted a series of community kindness events this year that brought people together to practice compassion and form connections. From group service projects to classroom kindness activities these events created meaningful moments of belonging and encouraged participants to look out for one another.

Our three annual kindness events included:

- Zach Packs
- Valentine's for Halle Women's Shelter
- Tri for Hope

NEW THIS YEAR!

Kindness Heart Rock Activity

A simple idea with meaningful impact, students wrote encouraging messages on painted heart-shaped rocks to leave throughout their schools and communities, spreading hope in unexpected places.



Pillar 3

Connect Community with Mental Health Resources

Connection is one of the strongest protective factors for youth mental health, and this year we strengthened that foundation across Arizona.

3 Years of Mental Health Matters Arizona

This volunteer-led coalition completed its third year, bringing partners together statewide to expand access to mental health resources.

Annual Mental Health Matters Arizona Conference

Our team proudly organized and chaired the annual MHMAZ conference in Scottsdale on September 27th. Bringing parents, educators, providers, and community leaders together for learning, connection, collaboration, and hope.

Resource Distribution

We distributed more than **6,000** resource cards across schools, events, and the community to ensure support is always within reach.

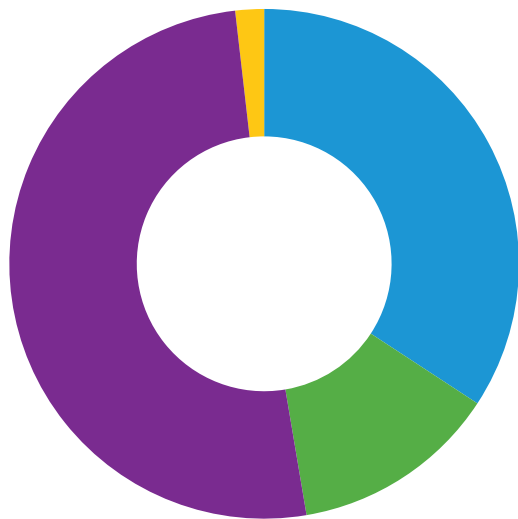


Financial Review

Kid in the Corner is committed to stewarding every dollar with care, transparency, and purpose. Thanks to the generosity of our community, we were able to expand our reach, strengthen our programming, and continue providing life-saving mental health education to youth at no cost to schools.

REVENUE

Total Income: **\$274,403.40**



- Grants **51%**
- General Donations **13%**
- Annual Event **34%**
- Program Revenue **2%**

EXPENSES

Total Expenses: **\$243,488.97**



- Administration **41%**
- Contract Labor **26%**
- Programming **23%**
- Events **10%**

Net Operating Income: **\$30,914.43**

Financial Responsibility in Action

Maintaining a positive operating balance allows Kid in the Corner to plan responsibly, respond to growing needs, and continue delivering life-saving mental health education to students at no cost to schools.

Where Our Support Came From

During the 2024–2025 fiscal year, Kid in the Corner was supported by a diverse mix of funding sources, including:

- **Community donations** from individuals and families
- **Grants** from foundations and community partners
- **Annual event revenue** and sponsorship support

Together, these contributions fueled school-based programming, community kindness initiatives, and access to mental health resources across Arizona.

How Funds Were Used

Funding received during the 2024–2025 fiscal year directly supported:

- School-based **mental health education** and Penny Pledge programming
- **Community kindness** initiatives and outreach events
- Training, coordination, and **operational support** that ensure program quality and sustainability

Every investment was made with the goal of equipping youth with the tools, language, and compassion they need to **#ShatterTheStigma**.

Our Commitment to Stewardship

We are deeply grateful for the trust placed in Kid in the Corner by our donors, partners, and community. Thoughtful financial management ensures that today's generosity continues to create meaningful impact for years to come.

Together, we are building a kinder, safer future for youth and families across Arizona.



School Programs

Our Penny Pledge Program is trauma-informed and focuses on giving youth the tools, skills, and language they need to **#ShatterTheStigma** and save lives, all at *no cost* to schools.

Sign Up Your School!

Scan the QR code or visit:
kidinthecorner.org/school-programs



Creating a Culture of Kindness, Together

Every conversation, every school visit, every act of kindness makes a difference. This work is only possible because you believe in the power of connection and the impact of showing up for young people.

Thank you for helping us grow, innovate, and carry this mission forward. With your continued support, we will reach even more students, spark more conversations, and help more young people feel seen, valued, and never alone.

Thank you for helping us [#ShatterTheStigma](#).

Stay Connected!

Join us as we continue to grow kindness, connection, and mental health awareness across Arizona and beyond.

- Sign up to volunteer with us!
- Get updates and stories by subscribing to our quarterly newsletter
- Follow and engage with us on social media [@kidinthecornerorg](#)