



Annual Impact Snapshot | 2025

Our Mission

The Nurturing Tomorrow Foundation supports children and families navigating mental health challenges through accessible education, compassionate community, and thoughtfully designed resources.

Why We Exist

Mental health support for children and families is often difficult to find, overwhelming to navigate, or simply unavailable when it is needed most. Nurturing Tomorrow Foundation was created to help close that gap.

We focus on creating clear, practical, and approachable resources rooted in empathy and lived experience. Our goal is to make mental health education easier to understand, easier to access, and available to everyone, regardless of location, background, or circumstance.

2025 at a Glance

2025 was a foundational year for the Nurturing Tomorrow Foundation. Our focus was on building the core structure of the organization, expanding our reach, and creating consistent, high-quality content that could support families and caregivers at scale.

Rather than prioritizing fundraising, we invested our energy in building trust, starting conversations, and ensuring that our resources remained freely available to anyone who needed them.

Content and Education Impact

Blog and Written Resources

In 2025, we published **50 educational blog articles** covering a wide range of topics, including:

- Navigating grief and loss
- Regulation tools and coping techniques
- Neurodivergent support and understanding
- Mental health in healthcare settings
- The role of technology in mental health access

These articles were designed to be practical, relatable, and grounded in real experiences. Our goal was not clinical complexity, but clarity and usefulness for families and caregivers.

Nurturing Tomorrow Foundation

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Social Media Reach and Engagement

Audience Growth

- **Facebook:** 132 new followers in 2025, representing a **25% increase**
- **Instagram:** 61 total followers by year end

While Instagram growth metrics were limited due to account size, increasing engagement and organic growth on this platform is a key focus moving forward.

Content Volume

- **Facebook:** 123 pieces of original content published
- **Instagram:** 188 pieces of original content published

Views and Impressions

- **Facebook:** 3.2 million content views
- **Instagram:** 10.5 thousand content views

Year-over-year comparisons were not available for 2024, but these numbers demonstrate meaningful reach and visibility for our mission.

Expanding Platforms

Although we also post content on YouTube, TikTok, Threads, X, and Pinterest, our primary focus remains on platforms where we can foster conversation and connection.

With support from our summer intern, Riley, our Pinterest presence launched in May 2025. Since May 9, 2025, our content generated:

- **582,000 impressions**
- **21,600 engagements**
- **1,300 saves**

Conversations for Change Podcast

In 2025, we released **four episodes** of the *Conversations for Change* podcast.

We are deeply grateful to our guests:

- Alex Cheney
- Fred Bullock
- Patti Barnard

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These conversations centered on mental health, lived experience, advocacy, and the importance of open dialogue. One of the most meaningful outcomes of this work has been the private, one-on-one conversations that followed, as listeners reached out to share their own stories.

Podcast Reach

- **Just under 1,100 downloads** across all podcast platforms in 2025

Newsletter Growth and Communication

In 2025, we transitioned our newsletter platform to Mailchimp. As a cost-conscious organization, this move provided strong integrations and flexible campaign tools while supporting our long-term growth.

As a result, our subscriber list grew from **fewer than 10 subscribers to 264 subscribers** in one year. This growth was driven primarily through Meta Lead integrations and organic interest in our content.

Building Community and Access

Toward the end of 2025, we registered the Nurturing Tomorrow Foundation with Benevity. This step helps connect us with individuals seeking volunteer opportunities through their employers and lays the groundwork for deeper corporate partnerships in the future.

Fundraising and Financial Support

In 2025, fundraising was intentionally not our primary focus. Our priority was to build free, accessible resources and ensure that mental health support remained available without barriers.

That said, we are deeply grateful for the financial support we did receive.

- **Total funds raised in 2025: \$6,700**

A significant portion of this support came from our Founder and Executive Director, Shaun Poland, and a generous employer match from West Monroe Partners.

Thank you to Shaun and West Monroe Partners for their continued belief in this mission.

Our Volunteers

This work would not be possible without the time, energy, and care of our volunteers. In 2025, we extend our sincere thanks to:

- **Riley, Nicole, and Marlene** for their support across our social media platforms

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- **Will and Brandon** for podcast music and editing
- **Aidan** for improving newsletter campaigns and communications
- **Jessica** for contributing blog articles

Each contribution helped expand our reach and deepen our impact.

Looking Ahead to 2026

As we move into 2026, our vision is centered on sustainable growth powered by people.

We have the tools and platforms needed to create meaningful content. What we need now is a growing community of volunteers and supporters to help us scale that work.

Our focus for the year ahead includes:

- Expanding educational content and resources
- Deepening community engagement and conversation
- Growing our volunteer base
- Gradually increasing fundraising efforts to support long-term sustainability

We believe that meaningful content leads to trust, trust leads to support, and support allows us to create even more resources. This cycle is at the heart of our work.

In Closing

Thank you to everyone who supported, shared, listened, volunteered, or engaged with the Nurturing Tomorrow Foundation in 2025.

Every conversation, every article, and every shared moment helps reduce stigma and make mental health easier to talk about. Together, we are building a more compassionate future for children and families.

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