

2024-25 Program Impact Report

# *launchpad to 2030*

Introduction to the **Impact 2030** Strategic Plan



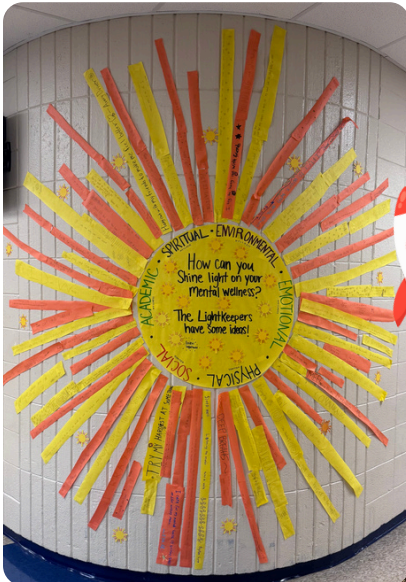


# mission in action

"I love promoting good mental health thru lessons and activities and have been super proud of my club members for wanting to do the same!!"  
- Club Advisor



"This was so ground-breaking for our school... we have never had a club like this before! It was amazing to see how our students took it and ran with it. One reason I truly love being a club advisor is because I became a known entity to more than just my students. When I am in the hallway, students know who I am and they know that I am an advocate for mental health. I love knowing that I am a safe person to so many more students!"  
- Club Advisor







*Peggy Kubert*

## MODEL SCHOOL IN MENTAL HEALTH EXCELLENCE

*A recognition from Erika's Lighthouse*

The Peggy Kubert Model School in Mental Health Excellence is a recognition from Erika's Lighthouse designed to establish a set of best practices and identify and recognize schools that are committed to promoting good mental health by focusing on prevention and early identification.

Every school can become a Peggy Kubert Model School in Mental Health Excellence by leveraging the full suite of Erika's Lighthouse programs or identifying other programs and resources that are a fit for their community.

Schools are recognized across a series of programs that demonstrate their commitment to mental health prevention and education programs in schools.

Any school can be recognized – even those that do not use any Erika's Lighthouse program.



The highest recognition awarded to schools implementing Four Pillars, and Wraparound Supports, designed to promote an inclusive school culture around mental health.

**24 schools**  
**13 states**



Recognition awarded to schools implementing Four Pillars of programs designed to promote an inclusive school culture around mental health.

**14 schools**  
**11 states**

### Honorable Mentions

Awarded to schools implementing programs and taking vital steps to create more inclusive schools.



**1,354 schools**



**181 schools**



**68 schools**



**520 schools**

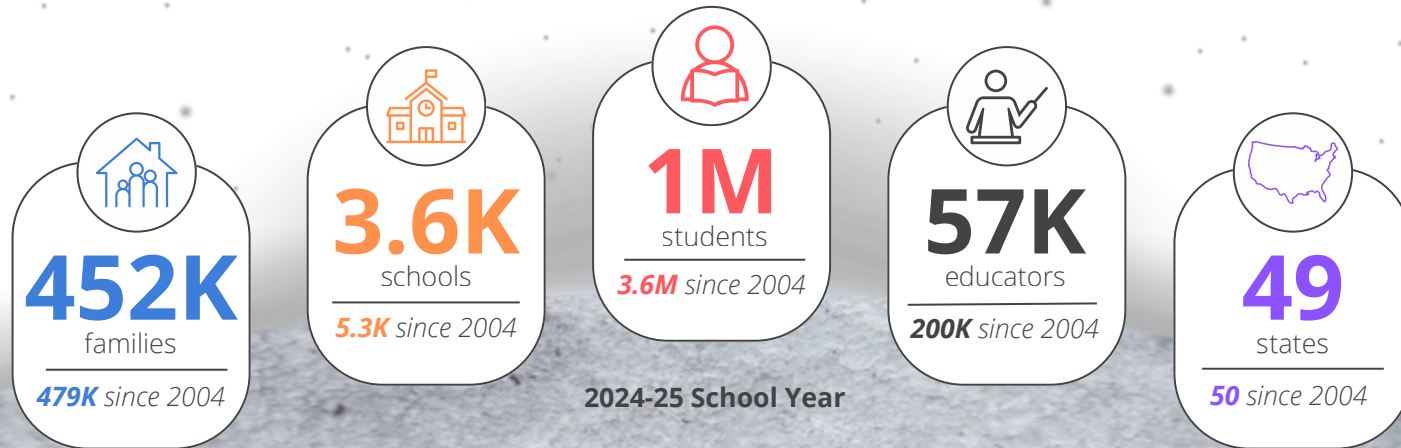
*View the full list of  
recognized schools*



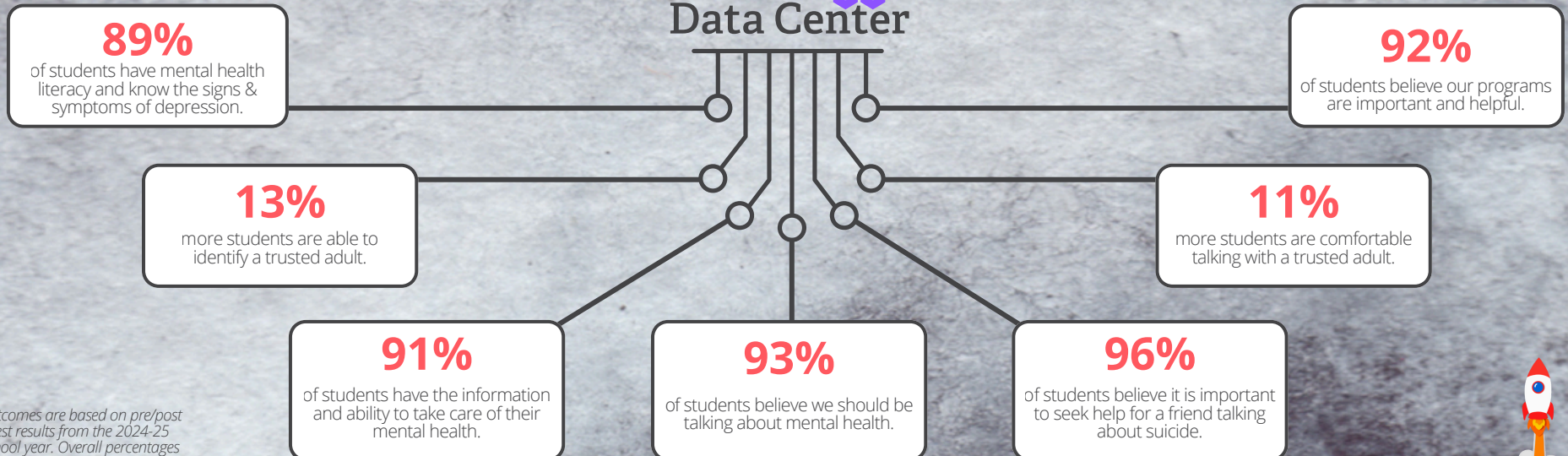


# mission success: vision 2025

Erika's Lighthouse has completed the Vision 2025 Strategic Plan. We are using this success as a launchpad to 2030 - accelerating our impact.



## Erika's Lighthouse Data Center



Outcomes are based on pre/post test results from the 2024-25 school year. Overall percentages represent post-program results.

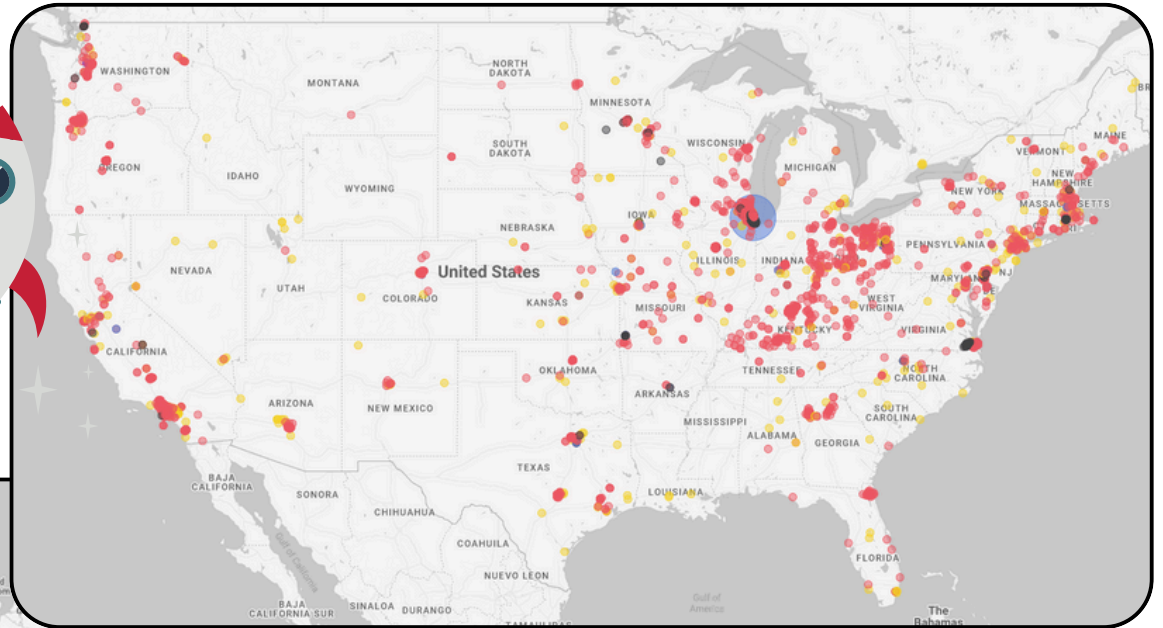




# mission mapping

Erika's Lighthouse continues to expand our geographic impact. Our programs are designed to be scalable through an educate-the-educator model.

**Every school using Erika's Lighthouse, regardless of geography, has access to the same high-quality, evidence-informed and free curriculum.**



**49**  
states

**26**  
countries

Classroom Education: 2,406 schools  
Empowerment Clubs: 176 schools  
Family Engagement: 78 schools  
Policy & Staff Training: 1,111 schools





# modeling mission



Erika's Lighthouse offers a full suite of free, universal, tier-1, ready-to-use curriculum for any school, anywhere.

Our programs are designed to promote early intervention and prevention.



Access every free program and resource at [ErikasLighthouse.org](https://ErikasLighthouse.org).



## FOUR PILLAR MODEL

The core programs we believe every school needs - for grades 4-12.



### Classroom Education

Educational lessons about mental health, depression and suicide.



### Empowerment Clubs

Good mental health clubs to empower young people to change the world.



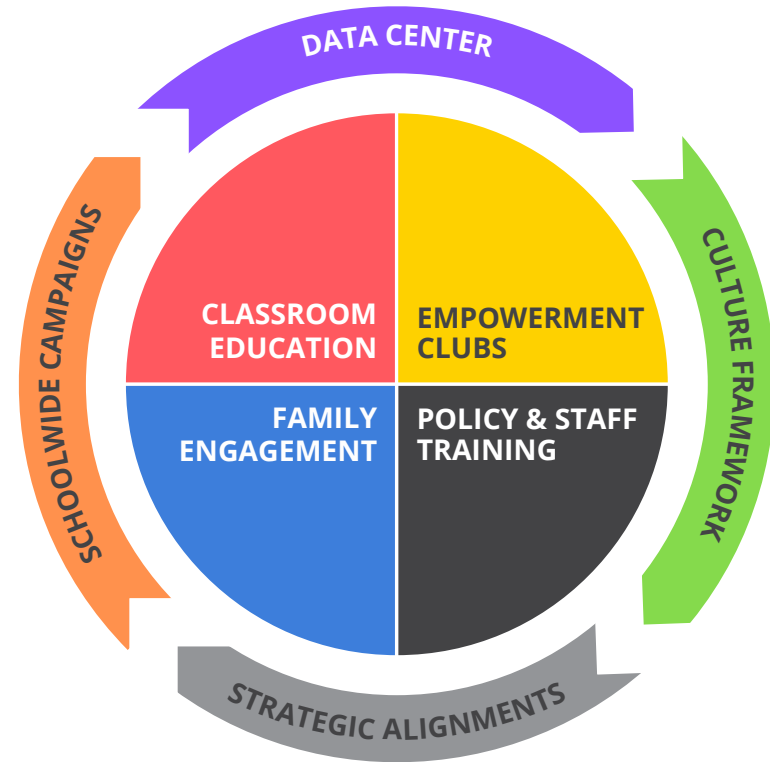
### Family Engagement

Programs and resources for families to be partners in mental health.



### Policy & Staff Training

Staff training, well-being activities and more for a positive climate.



## WRAPAROUND SUPPORTS

Erika's Lighthouse is offering support beyond programs. We are simplifying how schools focus on campaigns, data, culture and complementary programs and services.



### Culture Framework

Resources, aligned with MTSS, that meaningfully help establish an inclusive culture.



### Data Center

Assessment and evaluations for schools to make data-informed decisions.



### Schoolwide Campaigns

Activities for whole buildings to engage in good mental health.



### Strategic Alignments

Leveraging partnerships to further enhance programs and outcomes.



# *ready for launch* **impact 2030**

a bold vision for a mentally healthy generation





# highlights impact 2030

impact for  
**\$2**  
per student

New one-day  
programs on  
stress, anxiety  
and other mental  
illnesses.

## priority goals

1. Impact more than 2.5M students annually.
2. Expand program offerings.
3. Establish a best-in-class research center.
4. Prepare for a Gen AI-powered future.

## support goals

1. Generate the necessary financial resources.
2. Maintain a productive and desirable workplace.
3. Expand the Erika's Lighthouse brand.

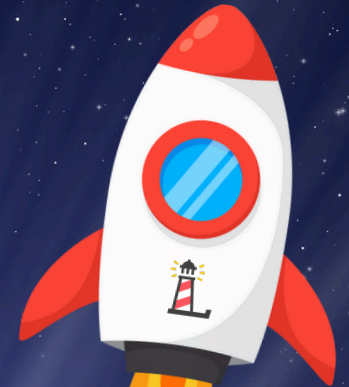


Expand  
curriculum  
to cover  
grades K-12

Impact over  
2.5M  
students  
annually



Go upstream  
with lessons on  
digital wellness,  
resiliency,  
relationships and  
more...

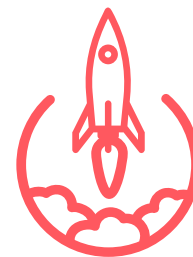






# impact 2030

a bold vision for a mentally healthy generation



**What We Do, Better**  
new & updated programs  
that empower educators,  
students and families



Reach 2.5M students annually



Develop early elementary program,  
providing a full K-12 curriculum



Update Level III with new students  
and a more responsive curriculum

Launch Family Toolbox for self-guided  
family education and help-seeking

Leverage Peggy Kubert Model School  
as industry best practice



**More Comprehensive**  
new lessons that offer  
more mental health  
learning opportunities



Develop K-12 learning standards for  
mental health, depression and suicide

Create one-day lessons on stress,  
anxiety and other mental illnesses



Adapt Family Engagement resources  
to be more culturally responsive

Launch a Transition Toolkit to support  
post-high school mental health

New Strategic Alignment partners that  
enhance mission and impact



**Data & Research**  
youth mental health data  
for better informed  
decisions & analysis



Establish Erika's Lighthouse as a  
best-in-class research center

Partner with universities and  
academics to leverage Data Center

Demonstrate program effectiveness  
and impact on students & schools

Launch Academic Outcomes  
Dashboard to empower research



Ensure organization and programs  
are data-driven and best practice



*Rocketships indicate key objectives  
that impact core programs.*

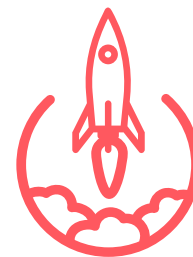






# impact 2030

a bold vision for a mentally healthy generation



**Further Upstream**  
one-day lessons that  
build good mental  
health behaviors



Develop K-12 learning standards for ancillary topics for one-day programs

Develop mental wellness with lessons on resiliency and digital wellness

Improve school cultures with lessons on social inclusion and positive relationships

Promote positive coping strategies with lessons on addiction

Create family resources that align with each upstream topic



**Next Gen Ready**  
data-centered and  
designed to use the full  
power of Gen AI



Prepare Erika's Lighthouse for an AI-powered future



Ensure all resources are accessible for individuals with disabilities and machine learning

Invest in AI tools that will transform Erika's Lighthouse operations

Engage in staff training around AI best practices and use for mental health

Be prepared to support new opportunities that leverage AI



**Backend Support**  
ensure Erika's  
Lighthouse has the  
resources to succeed



Raise the necessary revenue to meet Impact 2030 - \$6.25M/yr by 2030

Invest in staff, benefits, training and culture to foster a great workplace



Leverage storytelling to share impactful stories of our success

Professionalize marketing efforts to be more scalable and effective



Improve volunteer engagement and utilization for program expansion



*Rocketships indicate key objectives that impact core programs or prepare for our future.*

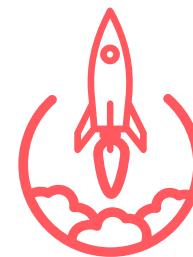






# *impact 2030*

a bold vision for a mentally healthy generation



*first, imagine*

*...then act with passion*

Imagine a world where the very concept of stigma around mental health is gone, where conversations about mental health are as natural and vital as breathing. In this world, we will not simply teach mental health skills; we will have woven them into the very fabric of education, creating a generation of young people fluent in the language of empathy and self-advocacy. Every school will be more than a place of learning; it will be a beacon of hope that illuminates the path to wellness for every child who walks its halls.

This is a future where the youth mental health crisis, which once cast a long shadow, has been decisively overcome through the collective power of prevention and education, ensuring every young person has the chance to thrive. The future Erika's Lighthouse is building is not just an improvement—it is a total transformation of our cultural landscape.

**Investment required** **\$22.5M** over five years

**Revenue increase** **206%** over five years  
**314%** in past five years

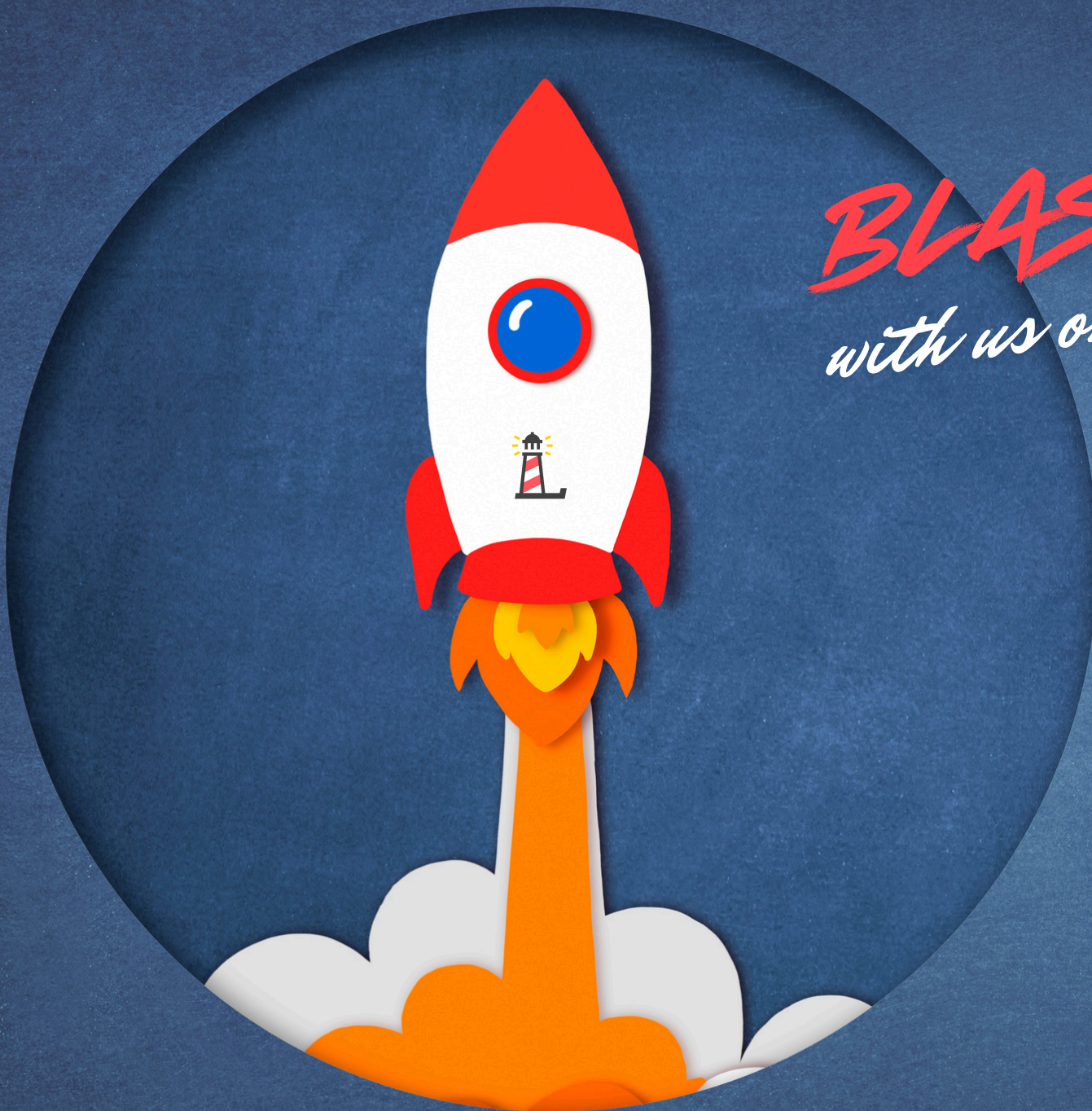
**Expense increase** **160%** over five years  
**215%** in past five years

**Reserves** **6** months cash on hand maintained

**You have the power to not just imagine the future, but create it.** Join our movement that believes every child deserves good mental health.







**BLAST OFF**  
*with us on our journey*



[www.ErikasLighthouse.org](http://www.ErikasLighthouse.org)

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