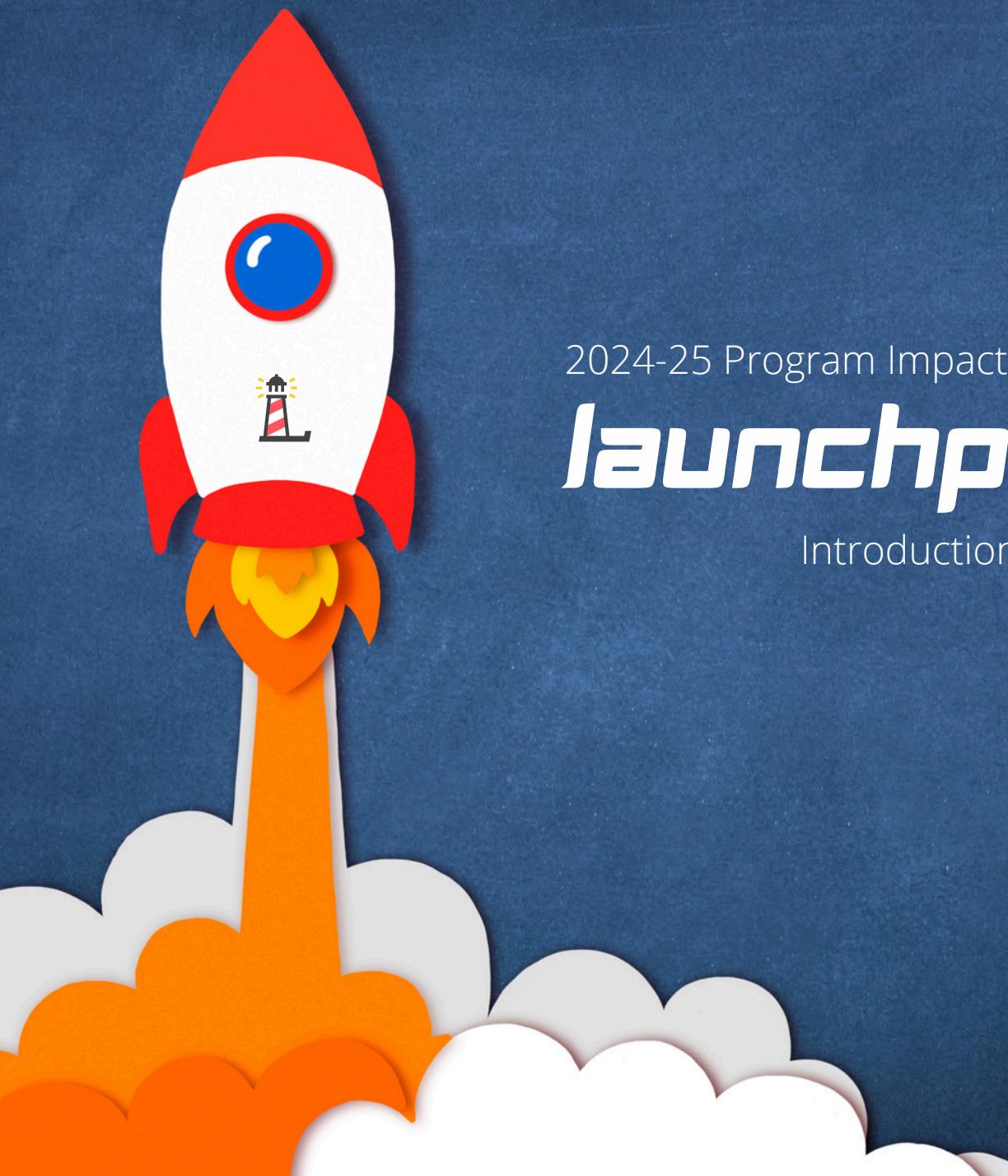




2024-25 Program Impact Report

# *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





*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**

### Honorable Mentions

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



**1,354 schools**



**181 schools**



**68 schools**



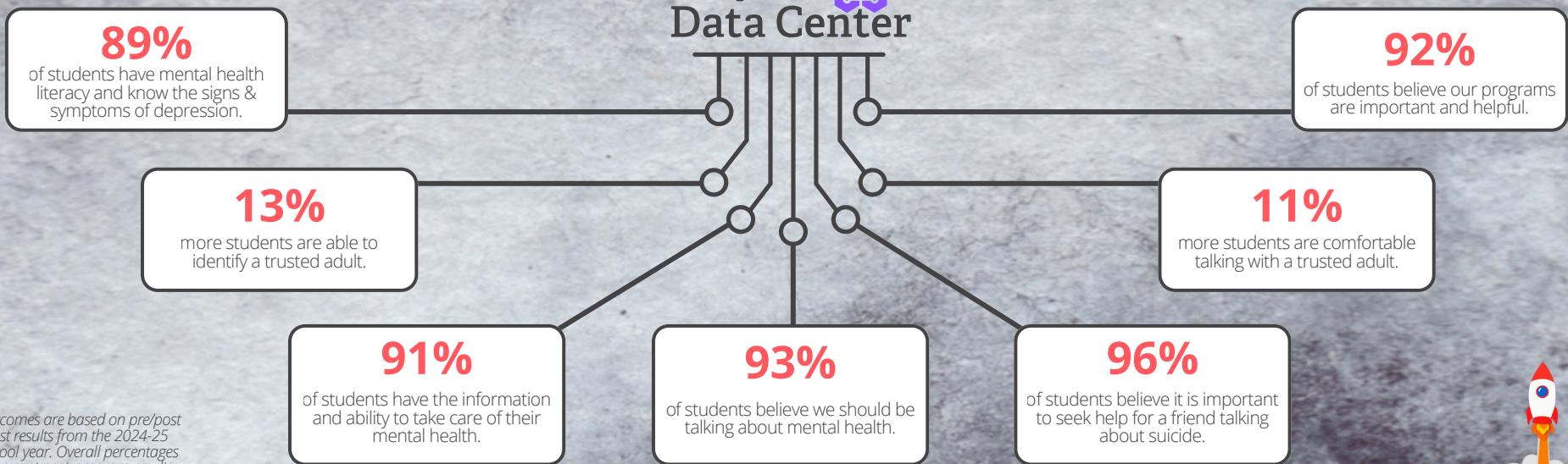
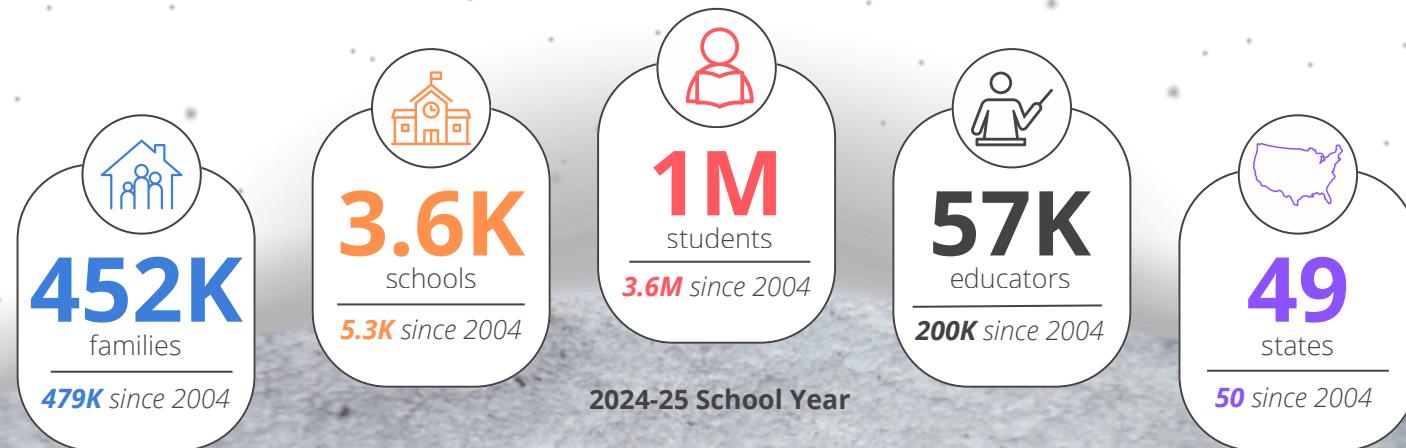
**520 schools**

*View the full list of  
recognized schools*



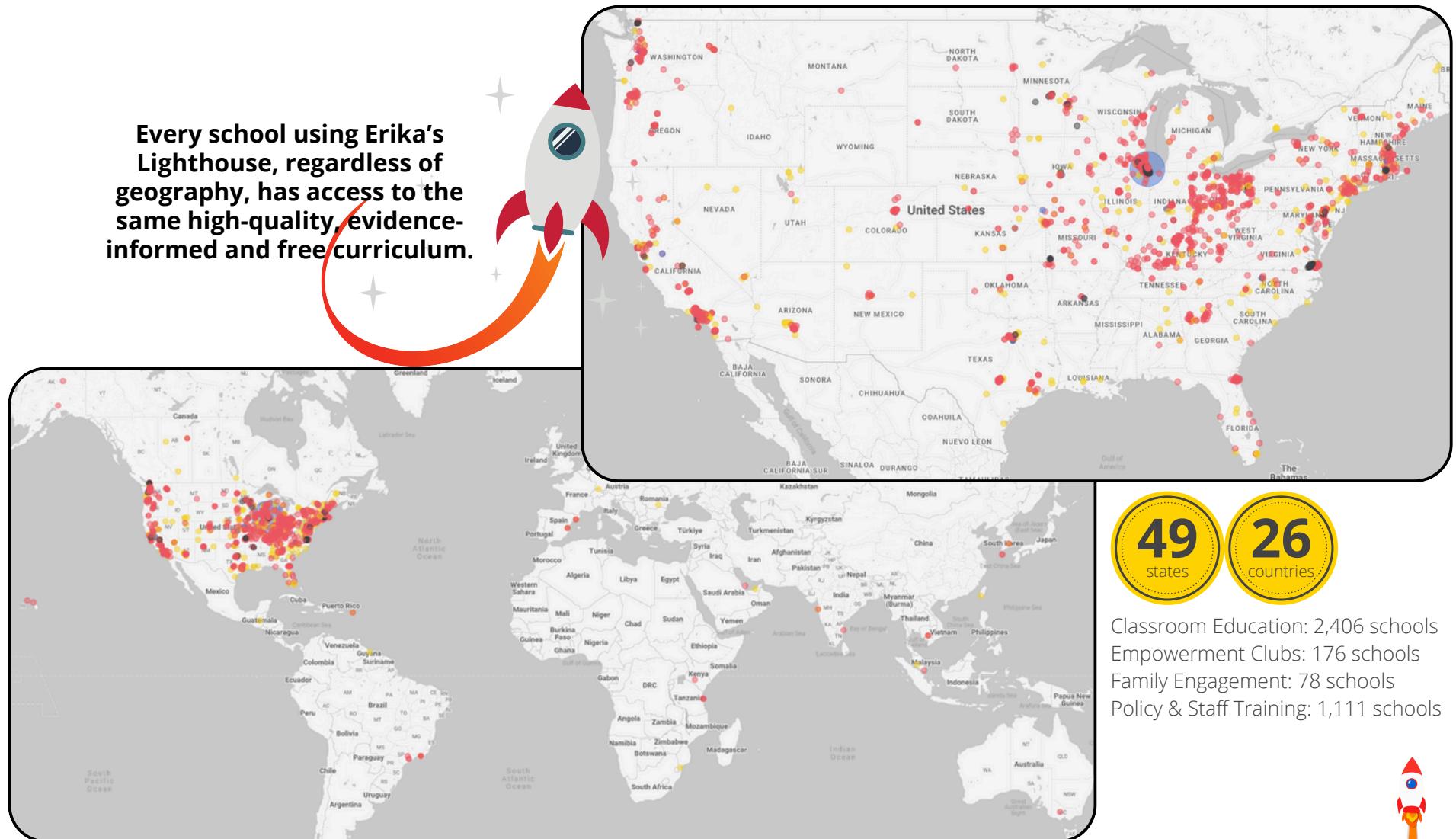
# mission success: vision 2025

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



# mission mapping

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



# 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](http://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.



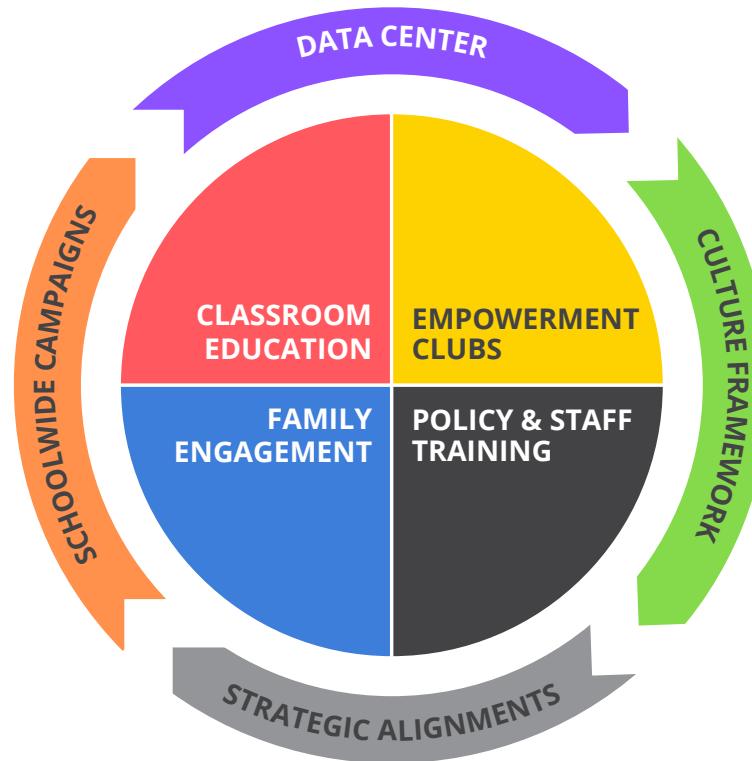
### Family Engagement

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.



### Schoolwide Campaigns

Activities for whole buildings to engage in good mental health.



### Data Center

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



### 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*



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.

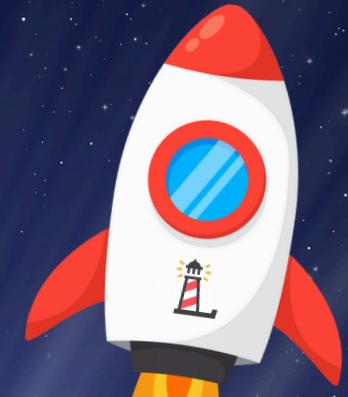


Expand  
curriculum  
to cover  
grades K-12

Impact over  
2.5M  
students  
annually



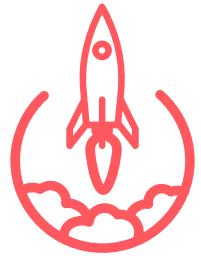
Go upstream  
with lessons on  
digital wellness,  
resiliency,  
relationships and  
more...





# 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



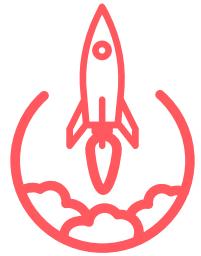
*Rocketships indicate key objectives that impact core programs.*





# 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



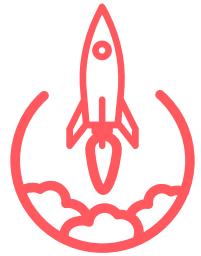
*Rocketships indicate key objectives that impact core programs or prepare for our future.*





# 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

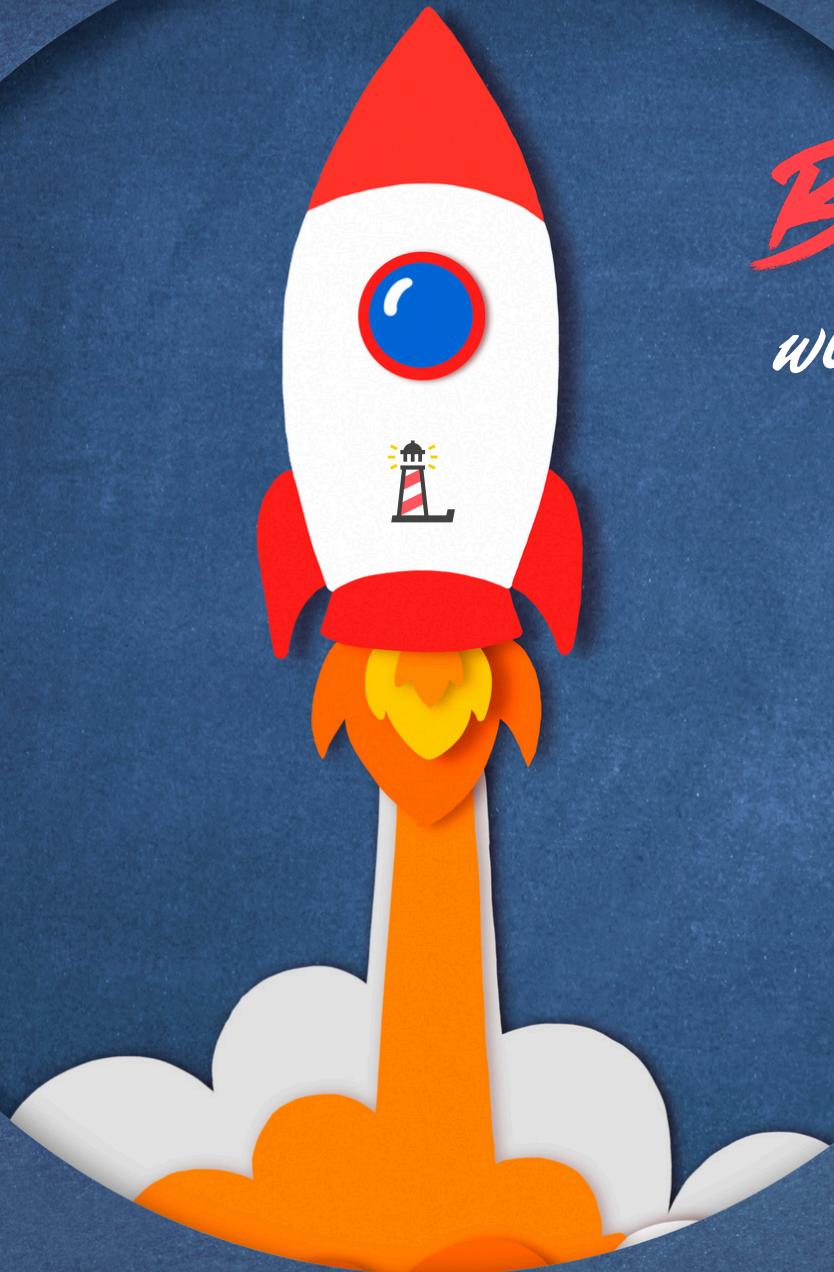
**Reserves**

**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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