Peace of Mind Annual Report

Peace of Mind®

Vision
Every child will be able to develop the skills to face challenges in their own lives and the challenges facing our world with kindness, courage and compassion.



















2024

Welcome

Dear Peace of Mind friends and family,

Thank you for your kind support for Peace of Mind in 2024! Your support has made a positive impact in a world that needs mindfulness, kindness, peaceful conflict resolution, and social justice more than ever. With your help, we are actively building our capacity to serve students, educators, and learning communities in multiple ways, meeting children wherever they are.

We're thrilled to be gaining recognition for our work: This year *Washingtonian Magazine* included us at the top of their list of "20 Charities in the DC area that will put your Donation to Good Use!" and we made HundrED's short list of innovators promoting Well-Being in Schools!

We're pleased to share our 2024 Annual Report with you to show you how we have invested your contributions.

Warmly,

Linda, Cheryl and Ashley

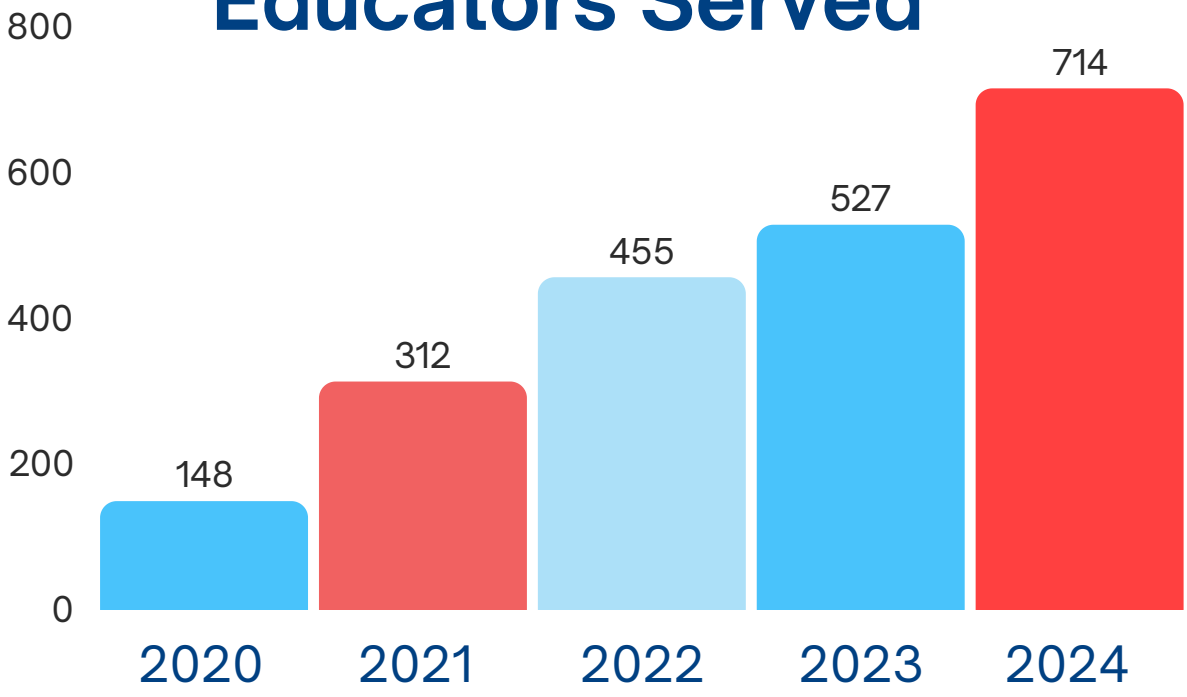


Expanded Reach

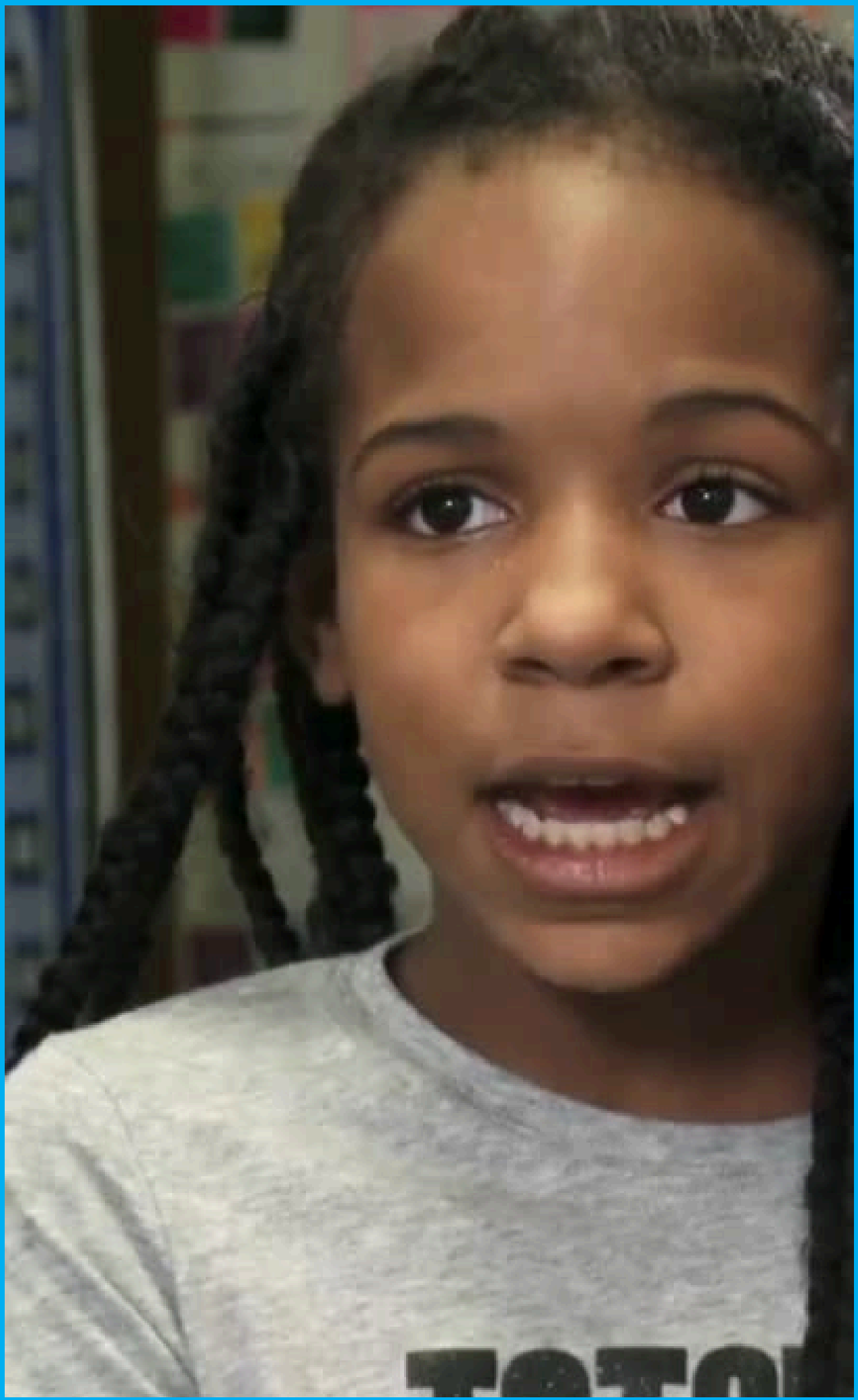
The Peace of Mind Curriculum is now reaching nearly 8,000 students in PreK-8 in public, public charter, and independent schools in all 8 wards of Washington DC, Maryland, and northern Virginia, a 14% increase over 2023. Peace of Mind reached thousands more students nationwide through passionate teachers, counselors, and social workers who are teaching the Peace of Mind curriculum.

In 2024, Peace of Mind supported 714 educators nationwide - a 35% increase over 2023 - through our Annual Conference, Community of Practice Gatherings, school-based training as well as Coaching and Mindfulness for Educators classes offered in partnership with Washington D.C.'s Office of the State Superintendent of Education.

Educators Served



"This was the best training I have attended in 14 years - relevant, engaging, and immediately useful!" - FCPS Counselor



Impact

Does the Peace of Mind Program work? Yes! In Spring 2024, educators and school mental health professionals from a diverse group of 10 DC area schools shared their feedback on the Peace of Mind Program through end of year surveys.

95%

of educators say Peace of Mind helps them meet students' social and emotional needs and create kind and peaceful classrooms

94%

of educators say that Peace of Mind helps them manage their own stress and well being and helps students become ready to learn

92%

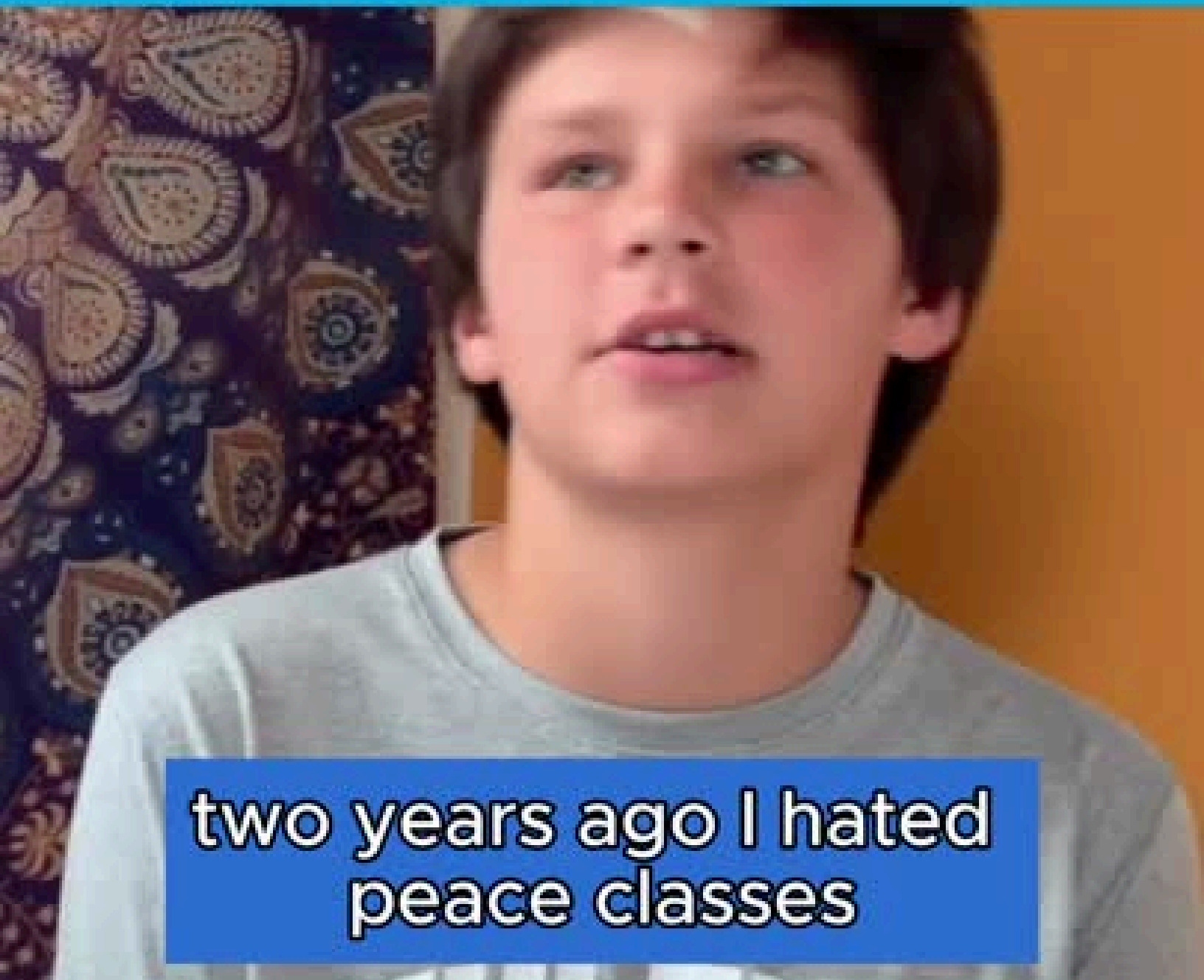
of educators are planning to teach Peace of Mind again

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A research team at **George Washington University** continues to work with students at **Sousa Middle School** in Ward 7 to evaluate the impact of the Peace of Mind Middle School curriculum.

For information on Peace of Mind research and impact visit:
https://teachpeaceofmind.org/impact/

“This stuff actually works!”



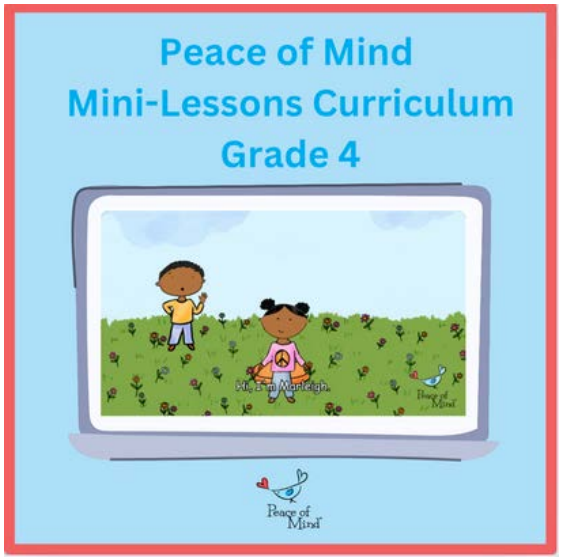
Program Growth



We hired our first full-time Program Director, the wonderful Ashley Brown, just in time to help us meet record breaking demand for Peace of Mind's curriculum and training. Ashley comes to Peace of Mind after a decade of championing educational equity and student success as an educator in diverse school communities.

This fall we welcomed 13 new schools and actively supported expansion in 8 more, bringing Peace of Mind to over 1,000 more students in the DC area alone.





In response to educator demand, we developed and published a new Mini-Lesson Curriculum for K-8 for use in after-school, Saturday school, and summer camp programs and classrooms with limited time.

We piloted the curriculum in partnership with Horizons Greater Washington's summer camp and are thrilled to be teaching Peace of Mind in their Saturday Academy this year.

Program Growth



Responding to educator and parent requests, we published *Mason and the Conflict CAT,* Creative Director Linda Ryden's 7th storybook, to help kids solve conflicts peacefully.

We have completed the translation of four of our storybooks, our mindfulness posters and mindfulness card sets into Spanish to further increase the reach and impact of Peace of Mind skills.





Thanks to Giving Tuesday support, we are preparing to launch a series of free Author visits for DC area schools using Peace of Mind that include two full sets of Peace of Mind storybooks for each school.

Our next storybook for early childhood students is on the way!

Program Growth

PoMKids, our new resource for kids, families, and classrooms, makes Peace of Mind's trauma-sensitive, evidence-based mindfulness instruction accessible to all in formats that are relatable, engaging and culturally responsive.

With funding from the DC Commission on the Arts & Humanities and in partnership with Metamer Studios, we created a new series of animated story videos based on Creative Director Linda Ryden's beloved book *Marleigh is Mindful.* Find them on YouTube channel, PoMTV-Kids, Three more are in the works!



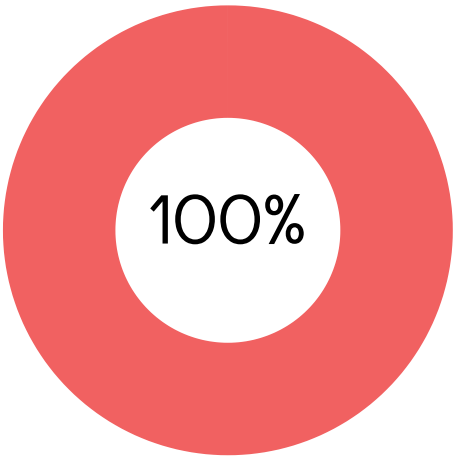
In response to parents' requests for audio content, we have launched PoMCast, an engaging and relatable podcast hosted by Linda that helps children use mindfulness practices to manage common childhood challenges such as falling asleep, managing worry, and getting along with friends and family. PoMCast features real students talking about their own lives and experiences; reviews are positive!

Capacity

We are deeply grateful for the support from foundations and individuals that keeps Peace of Mind acessible to all.

The Bender Foundation
The Morris and Gwendolyn Cafritz Foundation
The Jocelyn and Neele Johnston Charitable Fund
The DC Commission on the Arts and Humanities
The Adobe Employee Community Fund
The Gosnell Foundation
The Claude and Nancy Keener Charitable Fund
The Walter A. Bloedorn Foundation
The Holy Trinity Catholic Church Social Justice Tithe Committee
The Luther I. Replogle Foundation
The Trust for the Meditation Process
The Benevity Community Impact Fund
The SuPau Fund
The Fund for the Future of our Children
The Healthier, Greener, Kinder Foundation
Johnson & Johnson

336 Individual donors support Peace of Mind!

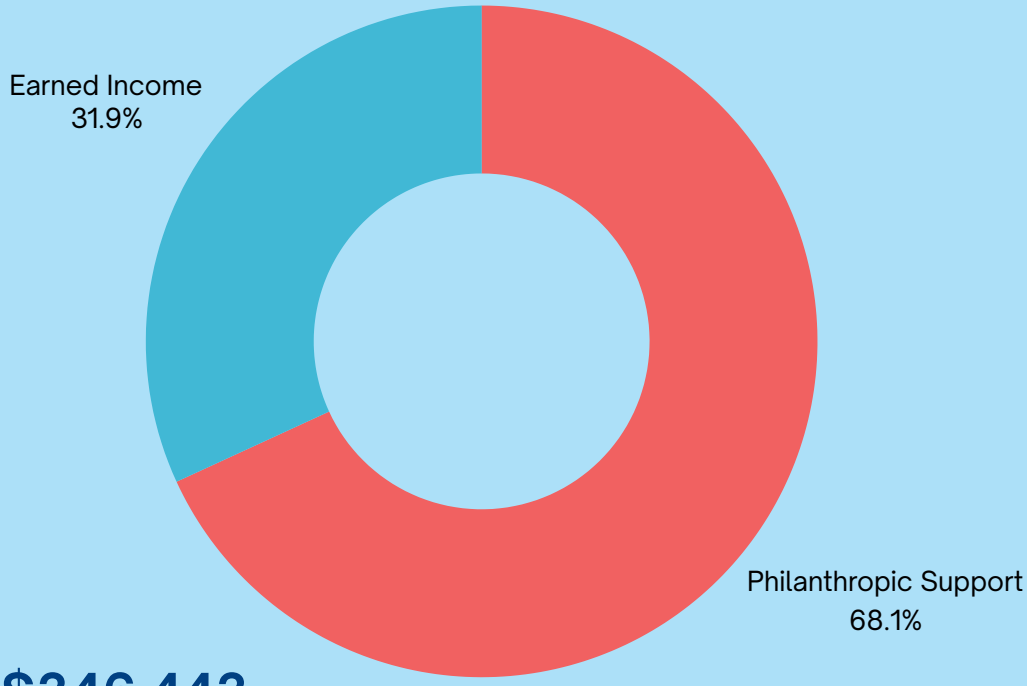


Board Members contribute to Peace of Mind

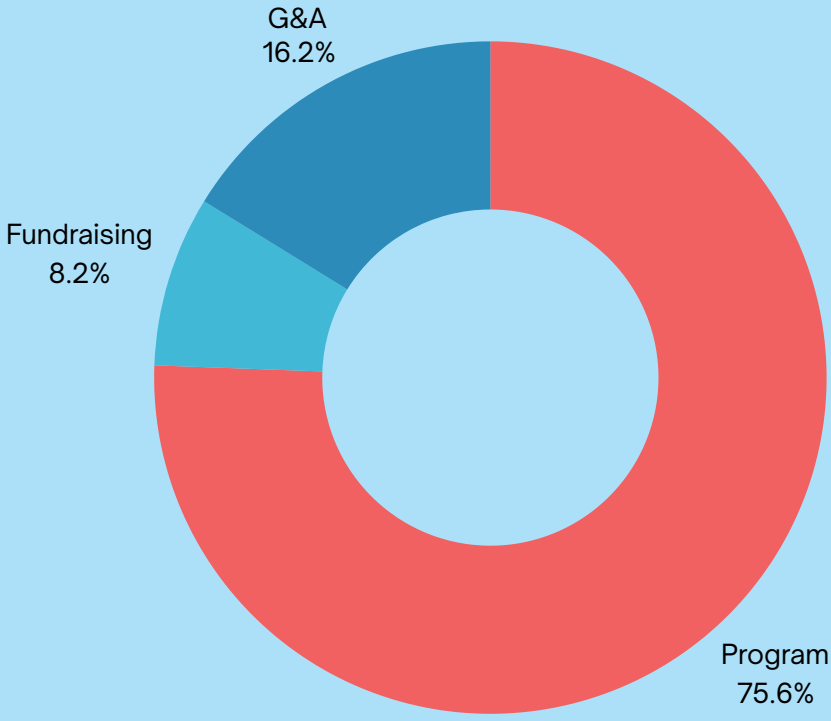
Strong philanthropic support, coupled with lower-than-expected expenditures and greater-than-expected earned income, resulted in a year-end surplus. This positions us well to expand programs and provide more equitable salaries and benefits in 2025. Hooray!

Financial Snapshot*

Gross Revenue: $508,880



Total Expense: $346,443



*as of December 10, 2024

Testimonials

"I am astounded by this beautiful curriculum. It should be model for the classroom of the future."

Jeff Warren, Meditation Teacher; author with Dan Harris of *Meditation for Fidgety Skeptics.*

"I love Peace of Mind and would recommend it to anyone and EVERYONE. If ever there was a time to teach Peace of Mind the time is NOW!"

Sarah Cohen, School Counselor, MCPS, MD

"I highly recommend Peace of Mind to any school .... In my experience as an educator, this has been one of the most powerful tools for teachers to promote a positive and supportive community in their classrooms..... "

Principal Rosas, Public Charter School, Washington D.C.



Ayisha Keith

DCPS School Social Worker of the Year 2024

Sousa Middle School, Washington, DC

Peace of Mind

Peace of Mind by the Numbers

7,700+ students receive the Peace of Mind Curriculum in the greater Washington D.C. metropolitan area public, public charter and independent schools. Thousands more students receive Peace of Mind nationwide.

714 educators took part in our Annual Conference, Community of Practice Gatherings, Coaching and Training sessions, Mindfulness for Educators classes and online courses.

336 individual donors up 33% from last year, have supported our work! Thank you!

75 Peace of Mind Student Ambassadors have spoken with educators, parents and peers about the value of Peace of Mind practices.

37 schools and programs in the Washington DC metro area are actively teaching Peace of Mind in PreK-8. Hundreds more are using it nationwide.

34 Title I Schools nationally have received grants through the Fund for the Future of our Children to support their purchase of Peace of Mind resources.

17 Publications: 7 Curriculum Guides, 7 English language and 3 Spanish language Storybooks!

Looking Ahead

In the coming year, we have our work cut out for us. With your support, we can meet the challenges ahead!

We continue to be committed to reaching 30,000 students nationwide with Peace of Mind skills. We continue to revise and provide curriculum resources and training to educators at low or no cost and to expand our free online resources available to kids and families directly. This work has never been more important.

Your support ensures children and youth develop skills to face life's challenges with kindness, courage, and compassion. Thank you for your generosity!

If you have not yet had time to give this year, please donate here!

With gratitude,

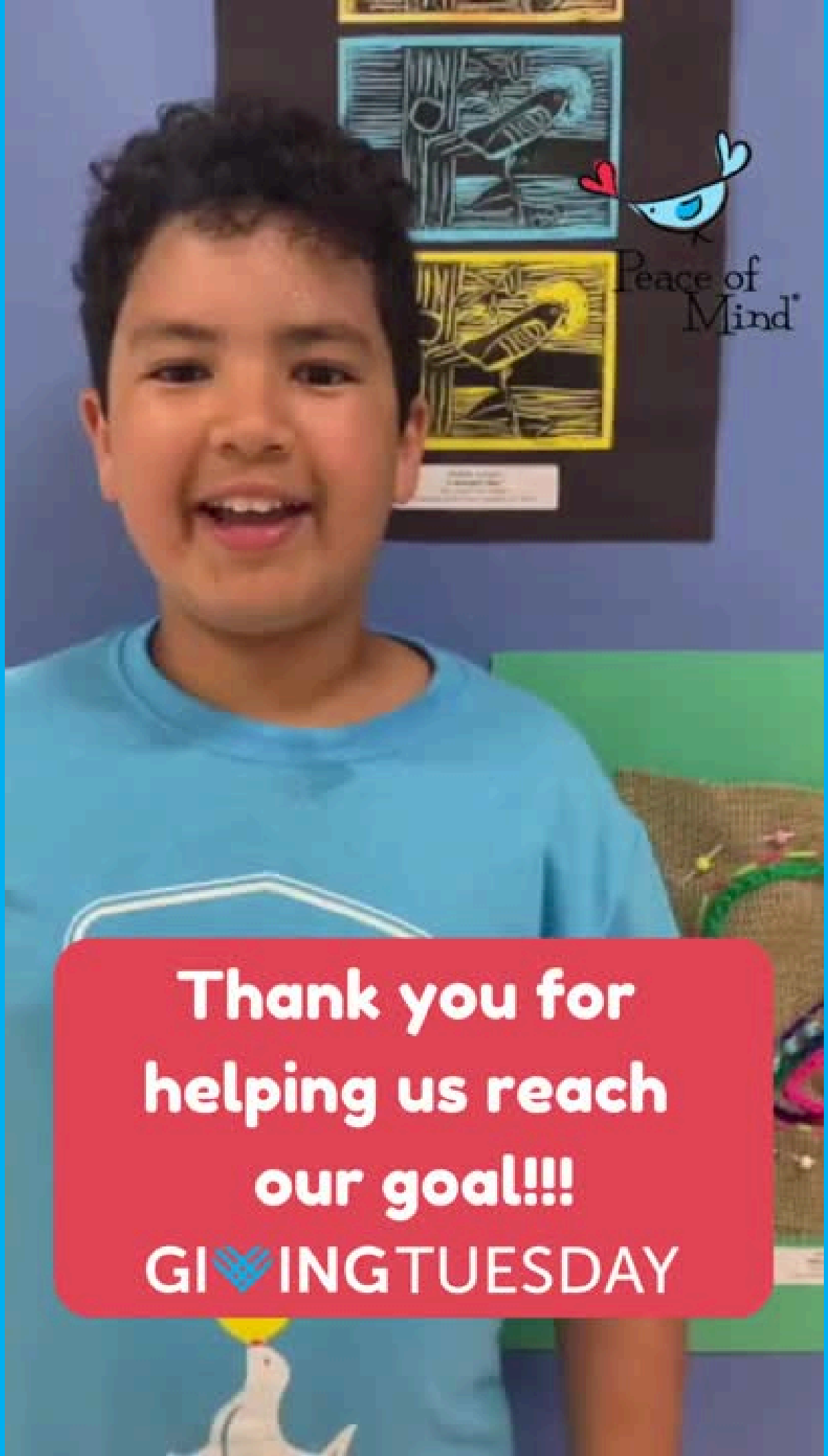
Linda, Cheryl, Ashley and the Peace of Mind Board

Board of Directors

Subrat Biswal, Charles DeSantis, Elizabeth Hoffman, Darrel Jodrey, Linda Ryden, Jackie Snowden, Chapin Springer, Liz Whisnant, Laura Yee

Board of Advisors

Jillian Diesner, Laura Gould, Syreetta McArthur, Jelena Popovic, Harriet Sanford, Avideh Shashaani, Dave Trachtenberg, Rie Odsbjerg Werner


Peace of Mind
Thank you for helping us reach our goal!!!
GIVINGTUESDAY