

# IMPACT REPORT

2024-25



Healthy  
NewsWorks®

# INTRODUCTION

## WELCOME

We are pleased and proud to share with you some of the accomplishments of Healthy NewsWorks student reporters, partner teachers, and schools throughout the 2024–25 school year.

Healthy NewsWorks students again shared their creativity, enthusiasm, and energy for learning about and reporting on their communities. Under the umbrella theme of **Making Good Decisions**, our **Core Reporters** in Grades 4 to 8 conducted research, interviewed experts, and wrote about topics such as coping, mindfulness, friendship, and peer pressure. And they gained skills to distinguish fact from fiction and to understand the difference between facts and opinion. Our **Cub Reporters** in Grades K to 3 learned about kindness, heart health, and healthy snacking and contributed articles and illustrations to their school newspapers.

This was another year of growth for us, reaching more students in more schools throughout the Philadelphia region. We welcomed **three new staff members** to the team, including a full-time chief of staff, and **expanded our Core program** in Philadelphia, Chester, PA, and Camden, NJ. Our teaching staff grew as well and now boasts five highly experienced educators who work together with classroom teachers and develop our curriculum and programming.

We established an event called **Healthy Conversations** to bring community members together with our reporters and their teachers to discuss topics students wrote about this year. The reporters learned facilitation skills in advance of the event to help foster small-group conversations.

We are especially proud of the commitment the community has made to our students through grants and donations. Our three-year **Building a Healthy Future Campaign** has raised more than \$720,000 in cash and pledges from generous individuals in the first two years. The organization's growth is also supported with a major three-year grant from the **Robert Wood Johnson Foundation**, which will allow for expansion in New Jersey schools.

As our students continue to learn more about their world and develop the skills to navigate its complexity, we thank you for continuing to support the next generation of critical thinkers.



A handwritten signature in black ink that reads "Marian Uhlman".

Marian Uhlman  
Executive Director  
and Cofounder



A handwritten signature in black ink that reads "Amy B. Ginensky".

Amy B. Ginensky, J.D.  
President, Board of  
Directors

## MISSION STATEMENT

*Healthy NewsWorks (HNW) empowers elementary and middle school students to become researchers, writers, critical thinkers, and confident communicators who advance health understanding and literacy through their factual publications and digital media.*

# A YEAR IN REVIEW: 2024-25

Healthy NewsWorks closed another remarkable year of programs in Philadelphia and its suburbs and New Jersey. Students focused on the theme Making Good Decisions and explored a range of creative and useful topics like...

- How gratitude can make us healthier
- The importance of sleep
- How exercise can improve mood
- How your brain learns from making decisions
- Making healthy decisions about social media
- The power of mindfulness

## POINTS OF PRIDE

- 2** magazines
- 44** student newspapers
- 11** student videos

## 2024-25 BY THE NUMBERS

- 1,995** total students
- 20** partner schools
- 605** Core Reporters (grades 3-8)
- 595** Cub Reporters (grades K-3)

## PROGRAM PROGRESS

- Expanded Core Program into **6** schools in Philadelphia, Chester, and Camden
- 4** new teacher training videos on journalism
- 6** family workshops on social media and stress
- Premiered Healthy Conversations event

## PARTICIPATING SCHOOLS WITH CORE REPORTER PROGRAM

### Philadelphia schools

Alexander Adaire School (School District of Philadelphia)

The DePaul Catholic School (Independence Mission School)

Eleanor C. Emlen Elementary School (School District of Philadelphia)

Inquiry Charter School

Isaac A. Sheppard School (School District of Philadelphia)

James Logan Elementary School (School District of Philadelphia)

James Lowell Elementary School

(School District of Philadelphia)

Julia de Burgos Elementary School (School District of Philadelphia)

La Salle Academy (Independent School)

MaST Community Charter School

Russell Byers Charter School

William Cramp Elementary School (School District of Philadelphia)

William Rowen Elementary School (School District of Philadelphia)

### City of Chester

Chester Charter Scholars Academy

### Norristown Area School District

Cole Manor Elementary School

Davenport Elementary School

East Norriton Middle School

### New Jersey schools

Holy Name School (Catholic Partnership Schools)

Saint Cecilia School, (Catholic Partnership Schools)

Saint Joseph Pro-Cathedral School (Catholic Partnership Schools)



# PROGRAM HIGHLIGHTS: CORE REPORTERS

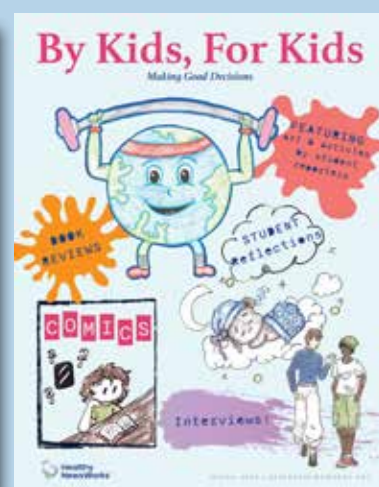
The Core Reporter program is the flagship offering of Healthy NewsWorks, where students can really flex their new literacy, research, and interviewing skills to explore topics in depth. Core Reporters are engaged in exploring relevant topics for their communities and developing them into articles, illustrations, public service announcements, and videos.



Thanks to generous grants from the Robert Wood Johnson Foundation and the New Jersey Civic Information Consortium, Healthy NewsWorks is expanding in the Garden State. **In the 2024–25 school year, Core Reporter offerings in NJ grew from 1 classroom to 4.**

Don't miss the 2024 Fall and 2025 Spring *By Kids, For Kids* magazine!

Available at [www.healthynewsworks.org/our-magazines](http://www.healthynewsworks.org/our-magazines)



Longtime partner Rodney Whittenberg, founder of MelodyVision, teaches Healthy NewsWorks students how to use video as a tool to communicate. This year he helped students create 11 videos on topics they developed for their school newspapers and Healthy NewsWorks magazines.

The very first Healthy Conversations event was a huge success! The event brought together student reporters, their families, donors, and staff to discuss the theme Making Good Decisions. The small-group discussion format, preceded by a student-created video, was a hit for all. Student Ambassadors also demonstrated their thoughtfulness and poise during the lively and interesting student panel Q&A. Keep an eye out for the next event ... it's not be missed!



## PROGRAM HIGHLIGHTS: EVERYTHING ELSE

The 2024–25 school year included another successful year of junior reporting through the Cub Reporter program, deepening our impact in participating schools with Special Lessons, and reaching families and community members with programming.



The Cub Reporter program worked with budding journalists in Grades K to 3. Students learned about heart health (Hearty Kids), social/emotional skills (Kind Kids), and nutrition (Super Snackers). Our Cub Reporters were especially proud of the 12 school health newspapers they contributed to.



Teachers who needed flexibility took advantage of Special Lessons, an à la carte approach to the Healthy NewsWorks curriculum that brings health-focused journalism topics and teaching into the classroom. This year, 38 classrooms used Special Lessons curriculum to learn about topics such as stress reduction, reliable (and not reliable) sources, and interviewing.



Healthy NewsWorks continued to expand its connection with reporter families this year. We provided 6 Family Workshops this spring, including opportunities for parents and guardians to pose questions to therapists and doctors.

## 20+ YEARS OF GROWTH

- 2003 Founded in Upper Darby and first student health newspapers published
- 2006 Expansion to Norristown Area School District
- 2007 Expansion to School District of Philadelphia
- 2009 Presentation to the American Public Health Association annual conference
- 2012 Introduction of the “Leading Healthy Change in Our Communities” book series
- 2016 Organizational Public Health Recognition Award from the College of Physicians of Philadelphia’s Section on Public Health and Preventive Medicine  
Capacity-building grant from the Nelson Foundation
- 2017 Start of Cub Reporter program
- 2018 GSK Impact Award recipient
- 2020 Start of hybrid learning
- 2021 Quest for Health Equity Three-Year Award recipient  
GSK Impact Award recipient  
NBCUniversal Project Innovation Challenge winner
- 2022 2022 Building a Healthy Future Campaign launched  
AstraZeneca ACT on Health Equity, Community Solutions Challenge winner  
2022 Best Children’s Media award at San Diego International Kids’ Film Festival
- 2023 First *By Kids, For Kids* magazine published
- 2024 Robert Wood Johnson Foundation grant recipient
- 2025 Healthy Conversations launched

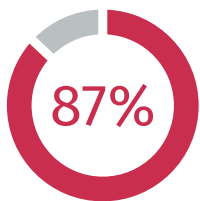
# OUR IMPACT



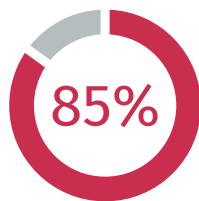
## DID YOU KNOW?

Every year Healthy NewsWorks gathers program information and feedback from students, teachers, and administrators. Through surveys, one-on-one conversations, and meetings with principals, Healthy NewsWorks is able to bring the best programs to its students each year.

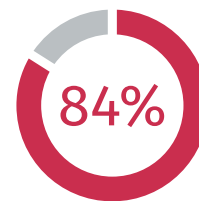
**In our 2025 Core Reporter Program survey, teachers expressed, on average:**



87% of  
students  
gained health  
knowledge



85% of  
students  
gained writing  
skills



84% of  
students  
gained  
research skills

## Students Say ...

Writing for the newspaper gave me valuable knowledge and helped me improve my research, interviewing, and deadline skills. I learned how to write stronger and more clearly and to work fast."

—8th grader

"I learned how to work with people even if we have different opinions."

—7th grader

"We learned about stress. And now that I know more about how to cope with it, I'm getting better at controlling my anger."

—4th grader

## DONOR ACKNOWLEDGMENT

Healthy NewsWorks is grateful to all its individual, foundation, and business supporters. To see a list of our donors, please visit <https://www.healthynewsworks.org/our-supporters/>. The list is updated annually.

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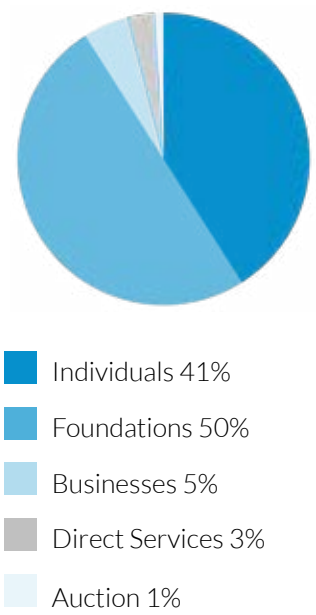
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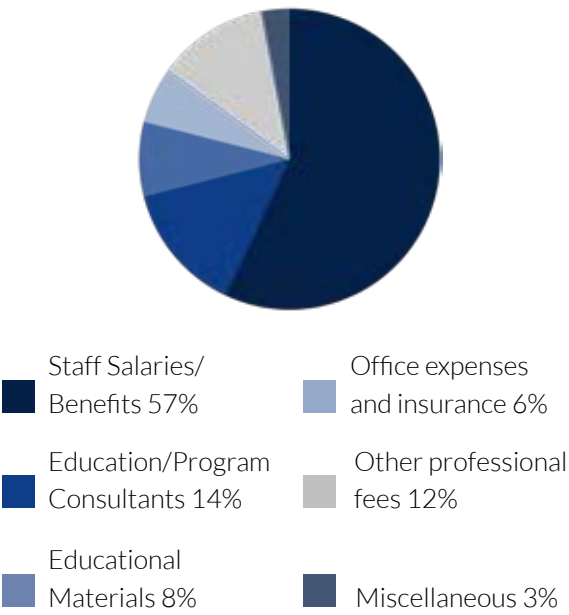
Marian Uhlman  
Executive Director  
Ex-officio Member

FY2024 FINANCIALS

Income



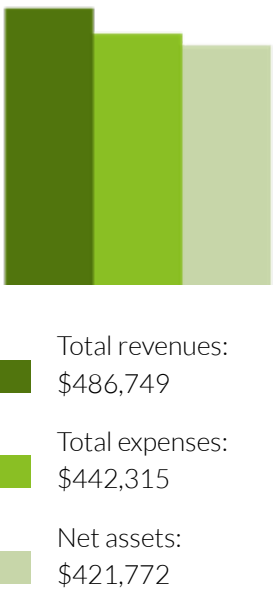
Expenditures



Functional Expenses



Overview



Healthy NewsWorks operates on a July–June fiscal year. FY25 financials will be available by request in Fall 2025.

BUILDING A HEALTHY FUTURES CAMPAIGN

Our sincerest gratitude to the individual donors who have already contributed to the Building a Healthy Futures Campaign. As of June 2025, this campaign has topped \$720,000 in cash and pledges. To learn more and donate, please visit [www.healthynewsworks.org/healthy-future/](http://www.healthynewsworks.org/healthy-future/) or email Marian Uhlman at [muhlman@healthynewsworks.org](mailto:muhlman@healthynewsworks.org).





**Healthy  
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