2024 ANNUAL REPORT

NATIONAL Mid-Atlantic, New England, South, and West Regions

The Future in Focus: Youth Leading Change





Letter from Our Chief Executive Officer

Friends,

In these moments, hope is essential. As Darren Walker reminds us, *"hope is the oxygen of democracy."* And indeed, when I witness the passion and dedication of the young people GC works with, I am filled with profound hope for the future we can build together. Every day, in classrooms and communities across the country, I see students tackling complex issues with courage and creativity, breathing new life into our democratic ideals.

Yet, we cannot ignore the serious challenges we face. Our nation grapples with deep polarization, declining trust in institutions, and attacks on the very foundations of civic learning. This erosion of democratic norms demands our attention and action. It is tempting to feel overwhelmed, but as Audre Lorde powerfully stated, *"To refuse to participate in the shaping of our future is to give it up. Do not be misled into passivity either by false security... or by despair... Each of us must find our work and do it."*

At Generation Citizen, our work is clear: empowering the next generation with the skills of active citizenship. We provide students – in bustling city neighborhoods and quiet small towns alike – with the tools and opportunities to become active agents of change in their own communities. Through hands-on Community-based Civics, young people learn not just *about* democracy, but how to *practice* it. They research issues they care about, collaborate across differences, engage with local leaders, and develop real solutions.

This work builds more than just skills; it builds belief – belief in their own power, in their communities, and in the possibility of a stronger, more inclusive democracy. In these pages, you will hear from students, teachers, partners, and team members who make this happen every day.

Thank you for joining us in this vital mission, we need you more than ever.

With hope,

Liz Clay Roy



LETTER FROM OUR BOARD CHAIR

I have been thinking quite a bit lately about what it means to be a citizen of democracy.

Justice Sandra Day O'Connor observed, *"The practice of democracy is not passed down through the gene pool. It must be taught and learned anew by each generation of citizens."* Thomas Jefferson wrote of the importance of the people being well-informed, so *"they can be trusted with their own government."*

It's fair to say, I think, that being a citizen of democracy today is hard work. It necessitates a willingness to engage in civic life—to educate oneself and serve as problem solver, volunteer, and teacher.

Democracy demands from us time, effort, and even sacrifice. It asks that we commit to a shared civic purpose necessarily bigger than just ourselves. It relies on the power of changemaking and our willingness to care about and nurture our communities.

Crucially, the health of our democracy is measured not only by the participation and stewardship of older generations in civic life but by young people too.

It is this ethos that drew me to Generation Citizen and why I am so proud to be part of this extraordinary organization.

Whether it is helping our young people to learn about democracy and understand their place in it or empowering them to contribute to their communities as problem solvers and bridge builders it is this work that is fundamental to GC's mission of community-based civics education and foundational to the maintenance of a healthy and vibrant democracy.

As we reflect on the previous year and look forward to the next, GC's mission and work is ever more important and urgent. I invite you to join GC's community in support of the educators and young people with whom GC works who are helping to define what it means to be a citizen of democracy for the next generation.



DAVID BROWN GENERATION CITIZEN, CHAIR THE BRUNSWICK GROUP, PARTNER

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What We Do





COMMUNITY-BASED CIVICS

Educators across the country teach GC's project-based, interactive civics curriculum with support from our national and regional program teams. As civics learning comes to life, students become active citizens in their own communities.

YOUTH LEADERSHIP DEVELOPMENT & ENGAGEMENT The next chapter of our history will be written by today's students.

We provide young people with the tools they need to lead through alumni engagement, fellowship programs, and leadership training.





POLICY, ADVOCACY, & FIELD-BUILDING

Supportive civic education policies and a strong field of experts are more important than ever. Together with our partners, we advocate for funding and support to preserve and strengthen access to civic education. We provide young people with the tools they need to lead through alumni engagement, fellowship programs, and leadership training.

"It's so important for students to know that their thoughts and opinions matter. I love classes like Generation Citizen's because they empower students. They show them ways to participate effectively in our democracy and advocate for policies that matter to them. They teach them how to be civically engaged, which is an important life skill."

- GC Student, West Region

OUR 2023-24 NATIONAL REACH & IMPACT



middle & high school students engaged



of students in GC's classes were students of color



98% of GC students showed adoption of civic skills



teachers delivered GC's curriculum & received training, professional development, and support



of teachers agree that the GC curriculum supported their ability to develop a democratic classroom culture

1.344 STUDENT CIVICS PROJECTS COMPLETED!



GENERATION CITIZEN MID-ATLANTIC CIVICS DAYS

PHILADELPHIA CIVICS DAY

In April, students from **four high schools across Philadelphia** gathered at the **National Constitution Center** to present their community-based civics projects developed over the course of the semester. The issues they addressed reflected both the challenges they face and the changes they hope to see in their communities. Each group brought thoughtful research and powerful personal insight, offering grounded solutions like **mental health education in schools, stronger protections for renters, and better support for students experiencing housing instability**.

Student Changemaker Aya B., from Academy at Palumbo, spoke powerfully about the **visible impact of gentrification in her neighborhood** and her desire to advocate for policies that protect long-term residents. Award-winning student projects included **mental health access**, **youth drug education**, **hunger**, **vaping prevention**, **and renters' rights**.



BUFFALO CIVICS DAY

"With our values grounded in collaboration, inclusion, responsibility, and action, we are inspired to do great things as we bring hope and promise to our posterity that our future will always be bright."

> – Neajah J. Student Changemaker at Buffalo Civics Days

In May, Generation Citizen hosted its **first-ever Buffalo Civics Day** at the **Buffalo History Museum**, a significant milestone in expanding community-based civics in Western New York. **34 students from six Buffalo public schools** presented their civic projects to peers and local leaders. Project topics ranged from **racial equity in education and public transit accessibility to mental health support for students**. Several teams addressed the challenges of food access, calling for school food sales that support student needs and nutrition. Others proposed community-wide solutions for improving youth safety and belonging.

Keynote speaker, **The Honorable Phillip Dabney**, **Jr.**, **Buffalo City Court Judge**, reminded students that their civic engagement is not just encouraged—it's essential to shaping a more just future.

NEW YORK CIVICS DAY

In June, Generation Citizen hosted NY Spring Civics Day at the New York City Bar Association, welcoming over 120 students from 22 schools across New York City, Long Island, and Westchester. Students took the floor to present solutions on topics that directly affect their neighborhoods—including smoke shop overexposure in the Bronx, long bus wait times in underserved communities, and mental health care for individuals experiencing homelessness.

Council Member for New York City's District 35 Crystal Hudson joined us as keynote speaker, opening the event with a call to action: *"All levels of government must create more opportunity for all people, especially those who have been systemically pushed into the margins of society."*

GC recognized outstanding educators like **Teacher Changemaker Valerie Littleton-Cohen** from University Heights High School, who has guided generations of students in connecting the classroom to civic life. **Student Changemakers Mia G., Daniel-Lee C., and Raida C.** also shared personal reflections on what civic participation has meant in their lives, underscoring that **age is no barrier to leadership when students are given the tools and trust to lead**.



This Civics Day also served as the setting for a **short-form documentary project** ^{II} **co-produced with Einhorn Collaborative and Not A Billionaire**, offering a behind-the-scenes look at community-based civics in action. The film highlights GC's impact across New York and features interviews with students, teachers, and staff.



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"[Students] are recognizing that democracy is not about 'me,' it's not about 'l,' it's about 'us.' And that enables them to build bridges with folks with different identity backgrounds, different lived experiences...who may even have different priorities."

> - Elizabeth Clay Roy GC's Chief Executive Officer

Did you know? After completing a project, 92% of GC students report having developed the skills necessary to participate in public life, and—perhaps more importantly — 81% report that they believe they can make a difference in the public square.

In 2024, Generation Citizen **New England** held **two statewide civics days, in Rhode Island and Massachusetts** in May, providing an end-of-year showcase event to **more than 500 students**, and supported **11 local district events** across the two states.

CIVICS DAY SPOTLIGHT

Massachusetts Civics Day

At the Edward M. Kennedy Institute in Boston, more than 300 students from Attleboro, Dennis-Yarmouth, Fall River, Fitchburg, Lawrence, Littleton, Lynn, Methuen, Peabody, & Randolph shared 99 civics projects with a large group of Community Advisors from across the state for our Massachusetts Civics Day in June 2024. Elected officials, leaders in the civics and education fields, and other GC supporters provided feedback and insights on students' project presentations. State Representatives Sam Montaño and Rebecca Rausch opened the day, which included remarks from Representative Brandy Fluker Oakley as the keynote speaker.

Our students' projects focused on topics ranging from **youth violence**, to **tackling excessive litter**, to the **need for more afterschool programming**, to the **need for more healthy school lunch options**.



In 2024, GC entered a formal Partnership with MA Department of Education (DESE) to lead four statewide MA Civics Project Showcases in the spring of 2025.

Building on **Generation Citizen's 15-year legacy of civic education leadership in Massachusetts**, we are thrilled to announce our **partnership with DESE** to coordinate and support statewide civics project showcases in 2025 to enhance civic education opportunities across the Commonwealth. This collaboration will leverage our organizational expertise to ensure equitable access to meaningful civic learning experiences for all students throughout Massachusetts.



GENERATION CITIZEN SOUTH CIVICS DAYS

OKLAHOMA CIVICS DAY

In December 2024, Generation Citizen returned to the Oklahoma State Capitol to host its first in-person Civics Day at the Capitol in several years. For students and educators, the event was more than a culminating showcase—it was a moment of visibility, belonging, and renewed civic purpose. More than 150 students from across the state gathered to present the community-based civics projects they developed over the semester, addressing issues deeply rooted in their communities.

Topics ranged from teacher retention and school funding to homelessness, gun violence, the opioid crisis, rural hospital technology, and PTSD in youth. One team, concerned with rising maternal mortality rates in Oklahoma, proposed stronger statelevel policies to support maternal health care and expand access in underserved areas. Another focused on improving translation services and English as a Second Language resources in public schools.

The day began with remarks from **State Representative Arturo Alonso**, who received GC's **Community Changemaker Award**. He encouraged students to stay engaged and see themselves as active participants in shaping the future of their state. GC also honored **Teacher Changemaker Matt Hesser** from Capitol Hill High School for his sustained leadership in civic education.





"We are the future, but we are also the present, and the changes we make today can shape the world we inherit tomorrow."

> – A'Karia B. GC Student Changemaker at Oklahoma Civics Day ୨

NORTH CAROLINA CIVICS DAY



GC hosted a school-based Civics Day in North Carolina at Southeast Magnet High School in Raleigh. The event brought together a diverse audience—students, parents, educators, community members, ten preservice social studies teachers from NC State University, and several local professors—underscoring the broad community interest in civic learning.

Students presented thoughtful community-based civics projects, highlighting issues like **school safety, community policing, access to mental health resources, and school discipline policies**. For many students, it was their first time sharing their work in a public forum and the response was overwhelmingly affirming.

Social studies teacher John Hensley reflected on the significance of the moment: "We had a very diverse group of participants...the students got a lot of good feedback and really felt empowered by the experience." Educators from NC State University echoed that sentiment, walking away inspired by what students had accomplished and by the potential for civic learning to grow across the state. Generation Citizen **West** saw a remarkable **87% growth** in student numbers compared to the previous program year, highlighting the **increasing demand for civic education and youth engagement** across the state. The program reached **23 middle school classrooms and 70 high school classrooms**.

CIVICS DAY OVERVIEW

Generation Citizen hosted **five successful Civics Days** held across **California**, including **three local Civic Days and two district-wide events**.

Across all events, students presented impactful projects on pressing community concerns, including:

- Student mental health and well-being
- Youth homelessness
- Fentanyl awareness and drug prevention
- Campus beautification and clean air
- Bathroom safety and hygiene
- Reducing single-use plastic on school campuses
- Elevating student voice in school decision-making

CIVICS DAY SPOTLIGHT





Tyee High School hosted its **first-ever Civics Day in Washington State**, and it was a resounding success. Led by teacher **Ms. Johnson**, senior students tackled two major community issues: **bringing Driver's Education back to high schools and affordable housing**.

Through their Generation Citizen Civics class, students developed **critical skills like research**, **public speaking**, **digital communication (including Zoom)**, **and direct outreach to elected officials and city departments**. Their advocacy efforts were met with enthusiasm and respect from community advisors and local leaders.

One student called it their favorite class, having found new self-confidence through civic engagement. Their message was clear: *"We are the future."*

The day highlighted the power of youth leadership and left a lasting impression on everyone involved. **Community Advisors praised the students' work, recognizing them as the next generation of changemakers and leaders.** Tyee Civics Day wasn't just an event—it was the beginning of a legacy.





"Civics is part of every subject and should be part of schooling in every interdisciplinary matter."

> - Anita Ravi, Principal and Founder of We The People Public Charter School

The **2024 Civic Learning Week** was an inspiring showcase of collaboration and innovation within the civic education community. **Generation Citizen hosted 10 events alongside 16 partners**, highlighting the essential role of civic learning in sustaining democracy. This annual week-long celebration underscores the civic knowledge, skills, and dispositions that students develop in the classroom, energizing efforts to prioritize civic education nationwide.

Featured highlights include:

- The Impact of Action Civics: An Instagram Live Chat with We The People High School Principal, Anita Ravi $^{\square}$
- GC New England From Action Civics to Career Readiness \Box
- Legislative Press Conference Civic Funding Bill \square

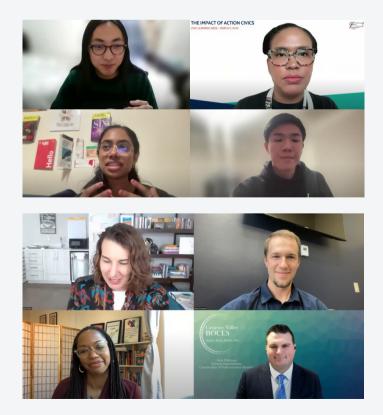
LEARNING WEEK

- Bridging Differences for Collective Impact Panel \square
- East Bronx Academy for the Future Civics Day Celebration \square
- The State of Political Participation of the Rising Generation Civic Learning Week Closing Event arDelta

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"Stand up for what you believe in. If you feel there's an injustice going on in your community, be the voice for someone who maybe doesn't have one. You are going to get a lot of no's, you are going to get people who don't believe in you, you are going to get people who think that this project isn't really that important, but if it's important to you, that's all that matters."

> - Henry, high school student in Providence, Rl





In 2024, Generation Citizen launched **RISE Vote 2024**, a bold, nonpartisan voter activation campaign designed to **Register**, **Inform**, **Support**, **and Empower** young voters nationwide. With over 41 million members of Generation Z preparing to vote in the 2024 election, the campaign set out to amplify youth voices and build civic confidence at a pivotal moment in American democracy.

RISE Vote 2024 focused on equipping young leaders with culturally relevant, accessible tools to help them register and make informed decisions at the ballot box. In an era when many young adults are feeling disillusioned with national politics, RISE Vote worked to reframe voting as an act of empowerment one of the most effective tools citizens have to shape the policies and communities that affect their daily lives.

The initiative was rooted in the lived experiences of young people and provided a wide array of resources to encourage voter participation during the 2024 election and beyond. These included:

- **RISE VOTE 2024 Toolkit**:¹² Resources supporting voter pre-registration and registration efforts, including teacher training, election deadline reminders, QR codes, voting plan guidance, and voter protection information.
- State-Based Teacher Trainings: GC offered targeted trainings that helped educators integrate lessons on voter registration, ballot initiatives, and election planning into their classroom instruction.
- My First Vote Campaign:[™] A strategic communications initiative that amplified the inaugural voting experiences of diverse young individuals aged 18-26, showcasing their voices as first-time voters.
- Future Forecasting: 2024:2042 Envisioning a Vibrant Democracy: Workshops engaging GC alumni in envisioning the future of their communities in 2042, encouraging strategic foresight and innovation as they participate in the democratic process.

As part of Generation Citizen's broader mission to cultivate lifelong civic engagement, RISE Vote 2024 will continue to drive youth participation not only in this election cycle - but for years to come.



OUR VOICE IN CIVIC POLICY

In 2024, GC continued to lead with purpose at the intersection of education and democracy. Through strategic testimony, thought leadership, coalition building, and public engagement, our Policy & Advocacy team advanced a shared vision for equitable, experiential civic learning across the country. The highlights below reflect our commitment to shaping policies, informing public dialogue, and mobilizing leaders to ensure all young people are prepared and empowered to participate in our democracy.

ADVANCING CIVIC EDUCATION LEGISLATION ACROSS STATES

GC delivered formal testimony in support of legislative efforts to broaden access to comprehensive civic education in **Maryland**, **New York**, **Rhode Island**, **and California**. These testimonies emphasized the importance of experiential learning, equity in access, and the long-term benefits of equipping young people with the knowledge and skills to actively participate in democracy.

AMPLIFYING GC RESEARCH AT PROMINENT NATIONAL CONVENINGS

GC presented key research findings and policy recommendations at the **Elijah Cummings Freedom Festival**, the **National Secretaries of State Spring 2024 Convening**, and the **Center for American Progress Summit on Education**. These platforms enabled GC to reach a diverse array of stakeholders—from grassroots organizers to top election officials and federal policymakers—reinforcing our position as a trusted thought leader in civic education reform.

MOBILIZING LEADERSHIP FOR CIVIC EDUCATION REFORM

Hosted bi-monthly working sessions with our **Leadership Advisory Council** to deepen member engagement and foster peer learning around advancing comprehensive, experiential civic education. These sessions featured **toolkits, policy updates, and collaborative planning** to support the integration of civics into state and local education priorities.

THOUGHT LEADERSHIP IN NATIONAL ADVOCACY COLLABORATION

GC contributed to *"Imagine What's Possible,*" [□] an advocacy brief led by America Forward, an initiative of New **Profit**. This collaborative publication outlined a bold, equity-centered vision for education and civic readiness in the 21st century, **reinforcing GC's role as a national co-strategist in driving forward-thinking education policy**.

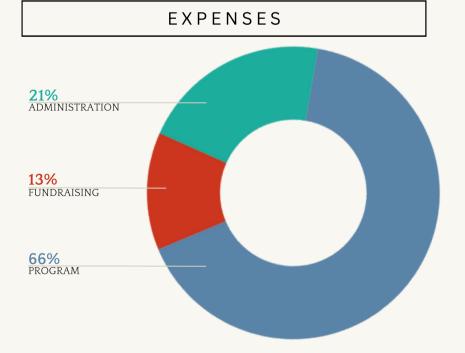
OUR FINANCIALS

In the 2024 Fiscal Year, Generation Citizen raised \$7,424,838.30 and spent \$5,153,515.50.

Generation Citizen was able to invest in critical new capacity this fiscal year thanks to generous multi-year gifts from donors, including significant gifts from New Profit and Yield Giving.

Due to these and other generous investments, we brought on additional staff focused on partnership development and program delivery as we grew the number of schools, teachers and students we worked with, and laid the foundation for future growth into new states.

REVENUES 77% FOUNDATION GRANTS 1% INTEREST 7% GOVERNMENT 7% GOVERNMENT 7% PROGRAM SERVICES 3% CORPORATE GIFTS 5% INDIVIDUAL DONATIONS



Many thanks to the generous supporters who made significant gifts during Generation Citizen's 2024 Fiscal Year.

Your partnership and commitment are deeply appreciated. Together, we are empowering a movement of young people prepared to lead and transform our democracy.

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Kerri Furtado, MA Kelly Preston, NY Lee Sturm-Guidry, OK "Being involved in this class and participating in discussions, debates, and projects has deepened my understanding of how our voices and actions can influence policies, create movements, and ensure that the issues that matter to us are heard."

- GC Student, South Region

"Your voice, your mind, the things that matter to you is what makes education what it is...you have to really think about what are the things that matter to you and your community." — Dr. Nyshawana Francis-Thompson Chief of Curriculum & Instruction for The School District of Philadelphia

GENERATION

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> "This civics work—this is who I am." — GC Student, West Region

"Our youth feel empowered when they can potentially make a change and especially to have adults listen to them, and hear them, and have conversations with them about what they think is important, it really does empower them."

> – Tristan Williams Department Head, Social Studies at Dennis-Yarmouth Regional High School