

# KIDNUZ ANNUAL REPORT

## 2020



# LIST OF CONTENT

## KIDNUZ 2020 ANNUAL REPORT

- 1) About KidNuz
  - a) Mission
  - b) Vision
  - c) Values
- 2) Greetings Letter
- 3) Stories from the Year
- 4) Voices from the community
- 5) KidNuz by the Numbers
  - a) Charts of growth
  - b) Graphics with stats
- 6) Financials
- 7) KidNuz Management
  - a) Board
  - b) Advisors
  - c) interns

# About KidNuz

- 1) About KidNuz
  - a) Mission = Engage the next generation with news that will inform without fear and educate without opinion. Why? Because kids are curious, the world is fascinating and knowledge is power!
  - b) Vision = to build a global network of reliable news platforms for kids
  - c) Values = trust-worthy, reliable, respectful, professional, unique, creative, fair and fun

# GREETINGS LETTER

Greetings to our Community - thank you for your continued support of the KidNuz podcast. We are inspired and grateful for the trust you have shown us as we moved in a new direction. 2020 was a definitive year for KidNuz. We shifted from being a for-profit LLC and became a non-profit at the very end of 2019. We were already showing strong growth when the COVID pandemic hit. And that's when our listener numbers really took off with parents, teachers and kids searching for a trust-worthy, informative and most of all, fun way for kids to stay informed in current events. As schools closed and classrooms went virtual, KidNuz was uniquely positioned to offer a way to keep kids engaged, with its 5-6 news stories plus the quiz which encouraged kids to pay attention, dramatically improving listening skills. And the teacher shout-outs really helped keep a classroom feeling like a team and not just spread out in their separate homes.

In our first year of fundraising as a non-profit, we asked our listeners to contribute what they could. And we also reached out to hundreds of close friends and family who generously donated to help our podcast grow. We were successfully able to transition from self-funding the podcast, to generating enough revenue to cover our basic costs.

We expanded our board to add 3 new members who each brought invaluable experience to the 4 co-founders. We elected a board of officers and started holding regular monthly board meetings on zoom plus we developed sub-committees to focus on specific areas. We created an advisory board to provide guidance and support as needed on a variety of issues including child psychology, legal advice and educator's needs. We improved our website and social media presence to increase our ability to communicate with our audience. We added teacher shout-outs in addition to birthday shout outs at the end of each podcast to inspire more teachers to play the podcast in their classrooms.

We ended 2020 on a good note, with a positive balance on our financial records and with some big visions for expansion and improvement in the next year ahead.

Sincerely,  
Tori Nelson  
KidNuz Board President

# STORIES FROM THE YEAR 2020

A royal showdown so unusual, it's hard to find the right adjective. Queen Elizabeth has summoned her family together this morning for a crisis meeting to hash out the how's and why's of Prince Harry's bombshell decision to step back from royal life. The hurt is obvious: This weekend, Prince William said, "I've put my arm around my brother all our lives and I can't do that anymore...I'm sad about that." In attendance today will be Her Majesty, Prince Charles, William, Harry and possibly joining by phone from Canada, Harry's wife Megan. The newlyweds blindsided Buckingham Palace last week by publicly announcing their intention to be only "part-time" royals, split their time between the UK and North America, and become financially independent. The clock is ticking. On Friday, the Queen gave the couple 72 hours to find a solution and bring stability back to the house of Windsor.



# STORIES FROM THE YEAR 2020

Not too many people can say they've saved a life from a distance of 5-thousand miles. But Dia Lathora sure can. She was gaming from her home in Texas with British teenager Aiden Jackson, when the line went silent... except for sounds of a seizure. Dia quickly looked up and dialed an emergency number for England. But it didn't work from the states. So she found a non-emergency number and got a human on the phone, who straightaway sent an ambulance and police to Aiden's home. Aiden's parents answered the door to the first responders— and that's the **first** they knew their son was in distress. Mom and dad say they were shocked to realize they could be in the same house and not know there was a problem — and have expressed their gratitude to Dia for getting help as fast as she did.



# STORIES FROM THE YEAR 2020

Typically, it's moms and dads telling kids to watch their language. But, according to Reuters, it was teen tennis sensation Coco Gauff who took the lead and called out her own dad for his choice of words. Coco was mid-match, when her dad stepped in for some coaching advice. He used a colorful word, to which she said dad, "you can't curse." Dad couldn't remember which one he used, so Coco gave him the first letter. "Oh that one doesn't really count," he said. But she persisted with, "In some places it does." By this time, both were laughing at each other—an exchange that perhaps made her loss in the match a little easier to stomach. The exchange wasn't meant to be public but, thanks to a nearby television mic, the father-daughter moment was picked up... and sent around the internet.



# STORIES FROM THE YEAR 2020

Switzerland just minted a coin so small, it comes with a magnifying glass. And for sure, you'll need it. The little gold piece is only a twelfth of an inch across, as thick as two pieces of paper, and weighs the same as two grains of rice. But more than the size, it's the image on one side making headlines. It's of famed scientist Albert Einstein, sticking out his tongue on his 72nd birthday. As the story goes, the man behind the groundbreaking "Theory of Relativity" got tired of smiling for the cameras that day and let the photographer know he had had enough. Only 999 of the coins have been minted. They'll be sold for approximately \$170 dollars each.





# STORIES FROM THE YEAR 2020

One of the hottest reality shows out there right now.. really is out there. And thankfully, it has nothing to do with celebrities. It's a live, super-sharp, round-the-clock window into a 5 foot by 5 foot eagle nest, 120 feet above the ground in a tree near Big Bear Lake, California. According to the Los Angeles times, at any given moment, as many as 5,000 people are watching Jackie and Shadow take turns tending to their two eggs, both of which are expected to hatch around Valentine's Day. Other bald eagles come and go to Big Bear Lake but Jackie and Shadow are year round residents. Anyone who wants to take a peek into their world can check out the "Big Bear Bald Eagle Cam" on YouTube, but we warn you, it's a little bit addicting.



# FEEDBACK FROM FANS

Great way to start the day!

I'm ten years old and I love it because every morning before school I get to know what is happening in the world. And I love how a some of the story's are funny!!!!!! I think it's the BEST PODCAST EVER!!!!!!!!!!!!!!

 thumbs up thumbs up thumbs up thumbs up thumbs up 😄 😄 😄 😄 😄 😄 😄 ❤️ ❤️ ❤️ ❤️ 100 🏆 🏆 🏆 🏆 🏆 🏆 100 100 100 🙌 🙌 🙌 🙌 🙌 😄 😄 😄 😄 😄 ;).

Apple Podcast Review

This podcast is wonderful. It's teaching my kids to care more about the world around them, not to mention boosting their listening skills thanks to the KidNuz Quiz (and our family's one-M&M-per-correct-answer incentive plan)!

[Wehearyou@kidnuz.org](mailto:Wehearyou@kidnuz.org)

KidNuz is a gift. I cannot promote it enough as a mom and educator. It's fantastic. Well-done, thoughtful, unbiased and user friendly!

Sara Cohn

## KIDNUZ BY THE NUMBERS

January - December 2020

**2,767,448 total downloads**

# 2020 Downloads by Month

Chart 1

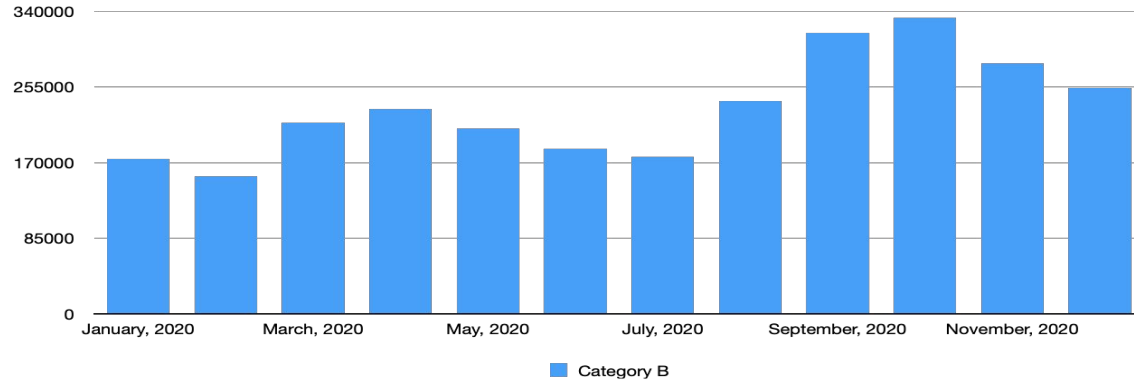
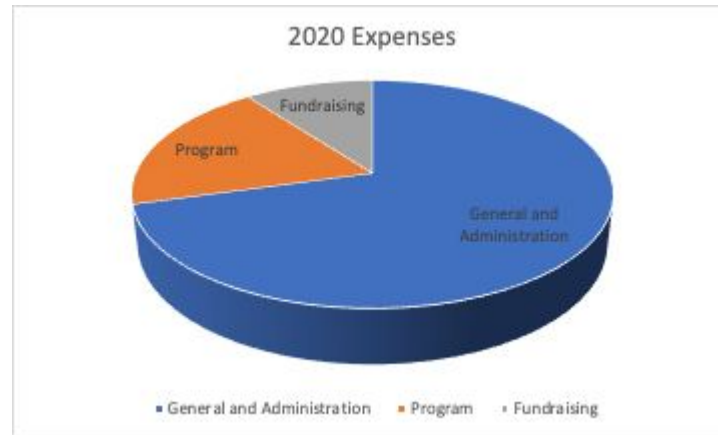


Table 1

	Category B
January, 2020	174428
February, 2020	154590
March, 2020	214596
April, 2020	230252
May, 2020	208571
June, 2020	185660
July, 2020	176539
August, 2020	239072
September, 2020	315915
October, 2020	332800
November, 2020	281381
December, 2020	253644

# FINANCIALS

KidNuz made the decision to become a non-profit organization in Dec 2019. We contracted Independent Arts & Media to be our fiscal sponsor to allow all donations to be tax deductible. IAM charges a 10% fee to manage our donations.



# KIDNUZ MANAGEMENT

## **Board of Directors**

Jennifer Anderson  
Tracey Bracco  
Kim Hunter  
Stephanie Kelmar  
Tori Nelson  
Stephanie Peterson  
Ro Thomas Schwarz

## **Advisors**

Lori McDevitt, Educator  
Marissa McGee, Educator  
Rachel Rosner, Educator  
Susan Saal, Fundraising  
Albert Tong, Legal

## **Interns**

Mae Mouritsen, writer  
Perry Schell, graphic design  
Delaney Collins, social media  
Erin Schwarz, social media