

# Building a Healthy Future



## CASE FOR GIVING

The training, skills, and knowledge offered by Healthy NewsWorks have never been more important for children as they navigate a post-pandemic world awash in both information and misinformation. Building on a 20-year record of accomplishments, we plan to double the number of children we reach annually to nearly 3,000 by the 2027–28 school year, a growth rate of 15 percent per year. Your support will help ensure a healthy future for our students and communities.

*“I just feel that this opportunity is putting our students on the road to future success no matter what they do. The program to me is worth its weight ... in platinum if not gold.”*

—Principal

## WHOM WE SERVE. WHAT WE DO.

We work in under-resourced elementary and middle schools in the Philadelphia region. In partnership with classroom teachers, we deliver programs that engage children ages 5 to 14 in health-focused journalism and are aligned with both the national Common Core English Language Arts and

National Health Education Standards. Our unique curriculum integrates reading, writing, health, math, science, media literacy, and civics—plus hands-on experiential learning.

The student reporters interview local and national experts in science, medicine,

and related fields, learn to distinguish fact from fiction and opinion, strengthen their writing, and build self-confidence. They work in teams to deliver relevant, accurate health information through newspapers, magazines, videos, and digital media for their school communities.

## WHY HEALTHY NEWSWORKS



Principals, teachers, and students report that Healthy NewsWorks makes a deep impact on children through what it teaches and the opportunities the program provides. Teachers consistently tell us students gain knowledge they otherwise would not receive during the school day. Our approach is centered in our belief in children and their unlimited potential.

We are proud that our work has received honors, including: AstraZeneca's ACT

on Health Equity: Community Solutions Challenge (2022), GlaxoSmithKline's Impact Award (2021 and 2018), the Comcast NBCUniversal Foundation's 2021 Project Innovation Grant Challenge, and The College of Physicians of Philadelphia's Organizational Public Health Recognition Award (2016). In 2022, Healthy NewsWorks' student-produced film, "How We Heal," won the Children's Media Award at the San Diego International Kids' Film Festival.

*Students "get to think with a different lens and get excited about it. And then, they also feel that sense of accomplishment afterwards." —Principal*

## WHAT'S NEXT To double our impact, Healthy NewsWorks will:

**1** Significantly expand our signature Core Reporter program that serves students in Grades 4 to 8. These students lead their school newspapers, interview experts, and contribute to Healthy NewsWorks magazines, videos, and digital media.

**2** Deepen the Healthy NewsWorks experience for the entire school community by:

Increasing the number of children in our Cub Reporter program, which teaches

students in Grades K to 3 about heart health, nutrition, and social and emotional health. They contribute to a section of the school newspaper for younger readers.

Growing our Special Lessons program to give other students a taste of health journalism in single or multiple lessons.

**3** Engaging families, friends, and neighbors by organizing workshops and community events focused on health and journalism and by teaming

up with local businesses and other nonprofits to expand distribution of student materials.

**4** Strengthen teacher skills. Healthy NewsWorks' partner teachers report they learn new techniques for engaging students in writing and research that they then share with future students. Teachers have asked for more workshops and coaching in writing and journalism.

*"Students learn about health, which is not a subject in [our] school curriculum anymore. They learn conversation and listening skills outside of the classroom through interviews. They practice the skill of research on a level elementary classrooms are not able to get to. And finally, they become more confident in speaking, listening, and writing."*

*—Third-grade teacher*



## HOW TO GET THERE

Since Healthy NewsWorks became an independent 501(c)(3) organization in 2018, we have enhanced our structure, nearly tripled our annual revenues, and enriched our programming. Healthy NewsWorks has done so with a very small, but dedicated group of people: A paid staff of just under three full-time equivalents (FTEs) and volunteers who contribute thousands of hours of help each year.

## OUR CAMPAIGN

Healthy NewsWorks is at an exciting inflection point. We have set ambitious goals, and we are seeking the support of individuals who want to invest in this program's positive impact on our students and communities.

The goal for our Building a Healthy Future campaign is to

To scale the program, we need to increase staff to a total of eight FTEs, including additional Healthy NewsWorks faculty, a deputy director, and a volunteer coordinator. The operating budget will need to double to \$800,000 by 2027–28. This expansion will allow us to meet our five-year strategic goals and will position Healthy NewsWorks for future growth.

raise \$1 million in donations and pledges over the next three fiscal years, ending June 2026.

Whether you make a special contribution today or a pledge to be paid over three years, it will make a vital difference and will be deeply appreciated.

## HOW YOU CAN HELP



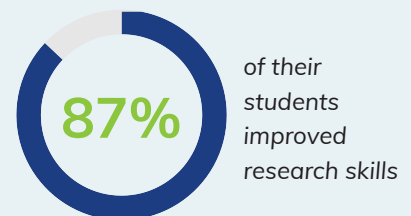
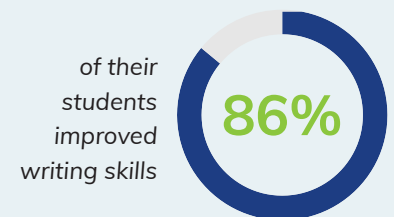
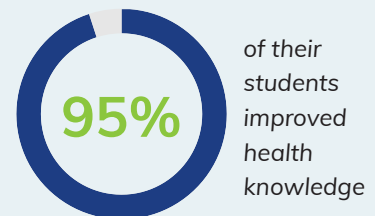
- Make a gift, recurring gift, or pledge through our donation portal at [healthynewsworks.org/make-a-gift](https://healthynewsworks.org/make-a-gift).
- Send a check to Healthy NewsWorks, P.O. Box 431, Drexel Hill, PA 19026.
- Ask your employer for a matching gift.
- Request a grant through a donor-advised fund.
- For individuals age 70½ or older, make a gift directly from an IRA (up to \$100,000 maximum per year) without federal income tax on the money withdrawn to fund the gift.
- Introduce us to your friends who might become Healthy NewsWorks supporters.

## QUESTIONS?

If you need an invoice or have any questions, please contact Healthy NewsWorks Executive Director Marian Uhlman at [muhlman@healthynewsworks.org](mailto:muhlman@healthynewsworks.org).

Each year, we ask our Core Reporter teachers to assess the percentage of their student reporters who have gained health knowledge, writing skills, and research skills because of their participation in the program.

At the end of the 2022–23 school year, 12 Core teachers said on average:



“Sometimes I over-think about what might happen to the world in the future due to climate change. ... After we made the newspaper about climate change it made me realize that it isn't too late and we can still help the world. It also taught me not to worry so much about the changes and try to look on the bright side.”

—Eighth grader



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## OUR MISSION

Healthy NewsWorks 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.

“The students were introduced to the field of journalism. They were shown the importance of having reliable sources, the steps that go into research on topics dealing with health, the importance of deadlines, reflections on completed assignments, and the pride that comes with the completed product. The students also needed to come out of their comfort zones to explain the various topics to students throughout the school community. It was so wonderful to see the entire school celebrate the newspaper and the importance of good health.”

—Eighth-grade teacher



The photos on this page are a sampling of recent Healthy NewsWorks student interviews with experts in their classroom, via videoconference, and at the Academy of Natural Sciences of Drexel University. The bottom photo is from the finale of the Healthy NewsWorks 2023 annual celebration.