Kids and Education Fund



Every child deserves the chance to learn, grow, and dream big. At GBH, we create engaging, high-quality educational media that sparks curiosity, builds confidence, and helps kids navigate the world around them. From playful preschool programs to dynamic digital resources for middle and high schoolers, our content reaches millions of children, parents, and educators—free of charge—ensuring that every child, no matter where they live, has access to learning that inspires a lifetime of possibilities.

Relevance

Education in this country is at a crossroads. The Department of Education is on the verge of closure, and federal funding cuts continue. Meanwhile, almost half of U.S. kids have no access to pre-k, and families and teachers face the challenge of finding safe, high-quality content that truly supports learning. For over 50 years, GBH has harnessed the power of media to educate and inspire. From beloved characters like *Arthur* to groundbreaking series like *Molly of Denali*, we create engaging, accessible learning experiences for all children. Through *PBS LearningMedia*, we bring complex ideas and untold stories to life in classrooms nationwide, helping educators make learning meaningful. As pioneers in accessible media, we ensure every child—regardless of background or ability—has the tools to learn and grow. We provide learning opportunities for millions of children at an unparalleled value, ensuring that every investment creates powerful ripple effects.

Impact

Parents and caregivers trust public media to teach their children. We create safe, kid-centered ecosystems that support learning and reward curiosity through storytelling and active fun. *Arthur* has taught kids how to be kind and deal with strong emotions over more than two decades through video, podcast, and educational programs in classrooms and communities. *Acoustic Rooster* and *Scribbles and Ink* nurture creativity and inspire a love of the arts. *Molly of Denali* is research-proven to equip kids with key literacy skills through games, podcasts, books, board games, museum exhibits, and even a summer camp - earning more than a half a billion streams and making history as the first Emmy-winning children's series led by an Indigenous producer or actor. Parents and caregivers trust public media to help their children thrive and help prepare them for school. GBH programs like *Work It Out Wombats!* reach millions across multimedia and a national library initiative focused on supporting rural families. A randomized control trial showed that *Wombats!* boosts sequencing skills, a key foundation for coding.

"Work It Out Wombats! has been a game-changer for my daughter. She now sees herself as a problem-solver and a scientist, tackling challenges with confidence and curiosity. I love watching her say, 'I can work it out!' and actually do it!" - Parent of 4- and 6-year-old

Educators turn to GBH for high quality resources. Teachers are overwhelmed with the edtech and curriculum resources available to them. They come to us for our thousands of standards-aligned and purpose-built resources available for free on *PBS LearningMedia*, public media's flagship digital learning service. In the 2023-2024 school year, *PBS LearningMedia* had 17 million users with 70 million pageviews. It is used in every state across the country and our resources have been proven to boost learning. GBH's *Earth and Space Science Collection* (developed with NASA), *U.S. History Collection*, and *Civics Collection* provide millions of teachers with accessible, high-quality resources in STEM, history, and civics, fostering critical thinking and media literacy for students. We also support teachers in using media in the classroom through professional development.

"[The U.S. History Collection] really does TEACH history in the sense that it gets kids thinking and interacting with history whereas so many history resources out there are just summaries of information … This collection is much more engaging with its activities and does a better job of forcing the students to think and act with the material versus just memorizing it." - High school teacher, TX

GBH supports youth in finding their voice and mapping their futures. We nurture the development of our nation's next-generation citizenry and workforce. *Design Squad* has worked to inspire future designers and engineers, issuing hands-on challenges through community partners that encourage young people to experiment and innovate, opening doors to STEM interests and careers for children from all backgrounds. *NOVA Science Studio* helps high school journalists and media makers produce their own science reporting. *Youth Stand Up* supports middle schoolers with the civic tools they need to act for positive change on the issues important to them – whatever those issues may be.

Vision

The **GBH Kids and Education Fund** seeks to expand our reach, delivering innovative and inclusive, research-based content to millions of children nationwide. We aim to bring joyful, high-quality learning to children everywhere giving them the tools to explore, grow, and build a brighter future.

Goals

- Strengthen GBH's leadership in children's media and educational content by expanding our trusted, research-backed programs and resources for children, caregivers, and educators nationwide.
- Deliver innovative, engaging, and accessible children's programming that aligns with evolving educational needs and changes in the media landscape.
- Enhance *PBS LearningMedia*'s reach by developing new content that provides educators with curriculum-aligned resources on hard-to-teach topics and deepens student engagement.
- Engage communities of educators, teachers, and families from all walks of life to be partners in our development of educational content.
- Continue expanding the perspectives we represent and stories we tell.

How you can help

Your gift to the **GBH Kids and Education Fund** helps support young learners, creating educational experiences that are engaging, equitable, and built for today's challenges. As a supporter, you'll receive updates on the impact of your generosity, including stories of success, exclusive content, and invitations to special events that celebrate the power of educational media.

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