

FOCUSEDKIDS.ORG

2024 Annual Report



FocusedKids
BRAIN EMPOWERMENT



The FocusedKids mission is to partner with schools, families, and community organizations to prioritize healthy brains for our children. We instill brain-building techniques and mindful self-regulation skills into daily routines to increase resilience, self-awareness, and academic success.

A Note from Our Executive Director

As I reflect on 2024, I do so with deep **GRATITUDE** and **HOPE**.

2024 was a year of growth, uplift and new additions at FocusedKids. We moved from a remote work environment and a storage unit full of materials to an efficient and inviting office in Carbonale. We hired two new trainers. I personally had the opportunity to learn more about non-profit leadership during a six month non-profit community impact academy funded by the City of Aspen.

All of this progress was made possible by the unwavering dedication of our supporters, community partners, schools, families, and our team of 10 amazing individuals.

Looking ahead, we have aggressive goals and hope; new opportunities to serve, continued collaboration and a future where our work creates even greater transformation. With your continued support, we are poised to build on this year's successes and embrace the possibilities ahead.

Our work is more important than ever (which we say every year) and it is up to us to practice what we preach; keep our heads high, our brains calm, and our hearts open to the students, teachers, families and our community.

Thank you for being part of this journey. Together, we are making a difference—one step, one life, and one moment at a time.

AMANDA PETERSEN, M.A., LPC, NCC
EXECUTIVE DIRECTOR, FOCUSEDKIDS

2024 Program Highlights



Values & Goals

We equip children and adults in their lives with the neurological wiring that promotes mental and physical well-being and builds skills that last a lifetime.

FocusedKids' goal is to support a strong foundation from which children can develop social-emotional health by wiring their brains early in life. When they learn how their brains work, they can use that knowledge to their advantage in everyday situations, strengthening wiring through repeated practice.

FocusedKids in the Classroom



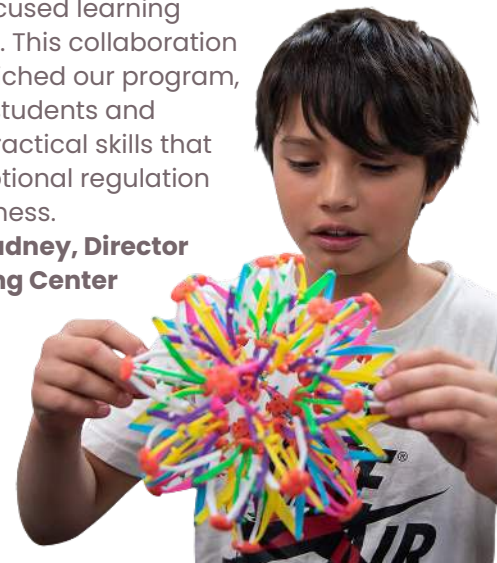
Brain-Based Social Emotional Learning

FocusedKids partners with schools to equip educators and students with self-regulation skills rooted in neuroscience and mindfulness. Through interactive classroom lessons, teacher training, and resources, we help create environments where children can better understand their brains, manage emotions, and build resilience. Our program empowers educators with practical tools to support student well-being, foster focus, and enhance classroom engagement. By integrating these strategies into daily routines, we contribute to a more supportive and effective learning experience for all.

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Our partnership with Focused Kids has been an incredible addition to our school. Parents have shared glowing feedback, noticing their children using the tools and strategies taught in the classroom at home. Teachers have also embraced these techniques, finding them valuable for creating a calm and focused learning environment. This collaboration has truly enriched our program, giving both students and educators practical skills that support emotional regulation and mindfulness.

— **Mallory Radney, Director**
Early Learning Center



Professional Development



FocusedKids Professional Development Series: Learn, Grow, and Earn Credit

Each month, FocusedKids hosts a free, one-hour Zoom session led by Executive Director Amanda Petersen, alongside experts in mindfulness, education, and neuroscience. Educators from around the world join our FK community to gain valuable insights and practical strategies to better support the demands of the classroom. Participants also earn continuing education credit for their professional growth.



63

Participants in our
monthly PD Series
for Teachers

355

Educators who
completed our
Training

“

Two things happen each month during the PD's: 1) I learn new information about FK 2) What I do know is reinforced with FK. Both are very valuable. The speakers are amazing and really add to the program and offer new ideas, concepts and strategies to use right away in the classroom, sharing with families/administrators/school staff. — **PD Participant**

Focused Families



Coaching, Community, and Connection

FocusedKids connects with parents across the Roaring Fork Valley through coaching, family engagement events, parent-child programs, and partnerships with organizations like Garfield Libraries and Parachute Family Resource Center. We proudly offer support in both Spanish and English. Parents are essential to our model. When they recognize their role in modeling self-regulation and co-regulation, they respond to their children with greater empathy and intention. FocusedKids provides a brain-based language that is easy to integrate into daily life.



I wished I knew these concepts before, I am sure I could have done better with my older kids.

— **Mother of 4**



Fundraising Highlights



Fall Fling Fundraiser

In November, FocusedKids hosted our second annual fundraising gala, bringing together teachers, therapists, community members, and supporters—both new and returning—to celebrate our mission, deepen understanding of our program, and expand our community presence.

“ —

The FocusedKids Fall Fling was such an impactful event. I learned much about the origin of the programs and it was a terrific opportunity to meet the community intent on helping increase FocusedKids' impact.

— **Kendall Smith, Director of Programming TACAW**



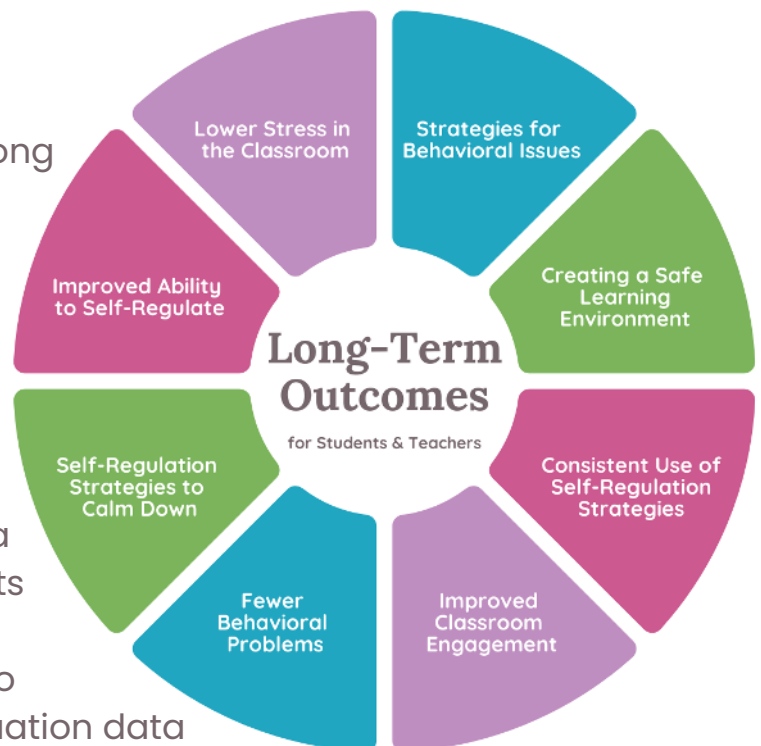
Evaluation



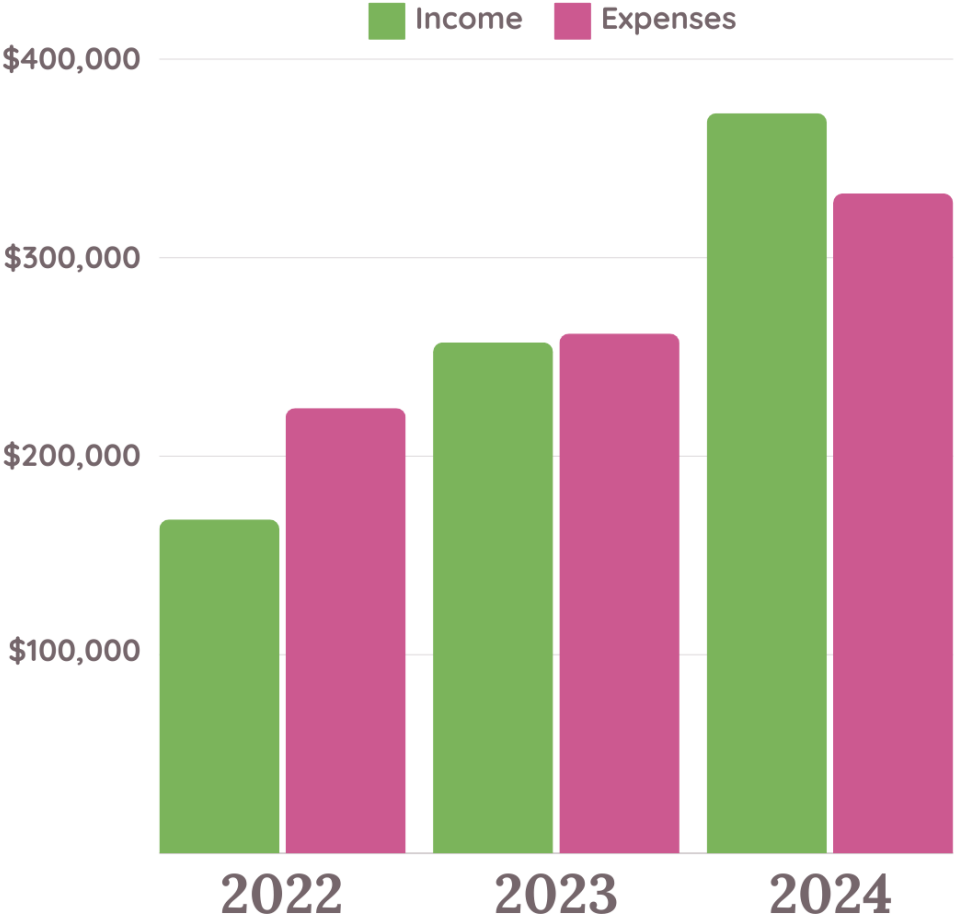
Measuring Impact, Refining Success

Teacher and parent surveys, along with observations, confirm that FocusedKids helps children develop self-regulation skills, aligning with our Theory of Change goals.

In partnership with Knowledge Advisory Group, we've created a program logic model, an outputs measurement plan, and an outcomes measurement plan to examine current program evaluation data collection tools and processes to determine how those practices align with FocusedKid's stated goals and outcomes.



Financial Sustainability



Next Steps



Storytelling



**Enhance
Onboarding
Process**



**Data-Driven
Impact
Measurement**



**Financial
Communication
Strategy**

Key Initiatives

FocusedKids' 2025 initiatives focus on four key areas: developing compelling impact narratives that showcase their community contribution, implementing a comprehensive staff and board onboarding framework, establishing data-driven evaluation systems for measuring program effectiveness, and creating transparent financial communication tools to demonstrate ROI to funders. These strategic priorities aim to strengthen both organizational capacity and community impact.



Meet FocusedKids



Our Team

Amanda Petersen, M.A. Executive Director

Yolanda Gonzales, M.A. Program Director, Latino Family Coach

Shannon Campbell, M.A. Preschool Specialist

Suzanne Vitullo, M.A. Classroom Trainer

Rebecca Segal, Classroom Trainer

Shayla Groves, Design, Marketing, & Brand Strategist

Amy Neustadt, Grants Manager

Tracy Handy, Development Coordinator

Board Members

Bryan Snow, Board Chair and Treasurer

Stacey Wanko, Vice President

Jennifer Scherer, Secretary

Susan Graves

Kathy Hegberg

Eric Theile

Ana Quiceno



Our Partners



Funders

Alpenglow Foundation
Alpine Bank
Aspen Community Foundation
Aspen Thrift Shop
Arches Foundation
Buell Foundation
CDPHE
Garfield County
Giving Network
Holy Cross Energy
MORF Foundation
Community Banks of Colorado
Living Peace Foundation
Lucky Chances
Pitkin County
Rifle Community Foundation
Melony and Adam Lewis Advised Fund
Snowmass Rotary
Thendora Family Fund
Town of Basalt
Town of Carbondale
Town of Snowmass Village
Two Rivers Community Foundation
Western Colorado Community Foundation
Yampa Valley Community Foundation - DOLA
Community Foundation for Northern Virginia
The Grymes Fund

Schools

Basalt Elementary School
Basalt Middle School
Bea Underwood Elementary
Blue Lake Preschools
Cactus Valley Preschool School
Center for Family Learning
Crystal River Elementary School
Colorado Rocky Mountain Preschool
Early Learning Center of Aspen
Elk Creek Elementary School
Graham Mesa Elementary School
Kathryn Senor Elementary School
Little Red Schoolhouse
Ross Montessori School
Wamsley Preschool
Woody Creek Kids

Community

Aspen Family Connections
Aspen Hope Center
Basalt Regional Library
Aspen Science Center
CASA of the ninth
Colorado River Valley Team
Early Childhood Network
Headquarters
Garfield County Libraries
Pathfinders
Parachute Family Resource Center
Pitkin County Library
Raising a Reader Aspen to Parachute
SANA
Summit 54/Summer Advantage
TACAW
Valley Settlement