

2025 Annual Report



FocusedKids
BRAIN EMPOWERMENT



Mission

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.

Purpose

We believe all children deserve access to self-regulation and coping tools, grounded in a holistic brain-based approach, that supports connection, learning and emotional well-being for individuals, families and communities to thrive.

From Our Executive Director

I am thrilled to share our 2025 Annual Report. This year, FocusedKids reached more than 4,000 students, educators, and families with our prevention-focused, brain-based approach—making a meaningful difference in our community when it matters most.

We're doing this work at a critical moment. Youth mental health needs are unmistakable, and technology and constant distraction are reshaping childhood faster than most systems can adapt. FocusedKids has responded by bringing practical tools, a steady presence, and hope into classrooms and homes.

The results speak for themselves: 71% of teachers report decreased classroom stress, and 79% note significant improvements in student self-regulation. This feedback affirms that our approach is working.

As we look ahead to 2026, FocusedKids feels strong, steady, and ready to meet the challenges ahead. We are deeply grateful for your partnership in this vital work—for standing with us, believing in our mission, and investing in a future where children and the adults who care for them can truly thrive.



Amanda

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

The needs, perspectives and rights of children are at the heart of every decision.



We prioritize delivery of measurable, evidence-based, long-term transformation.



Core Values



We foster physical, mental and emotional health to nurture the human spirit.



We act consistently in alignment with our mission.



We embrace and champion diverse voices, backgrounds and perspectives.



2025 Key Initiatives



Storytelling



Enhance Onboarding Process



Data-Driven Impact Measurement



Financial Sustainability

Who We Work With



Educators, Schools, and Districts

FocusedKids collaborates with educators, schools, and districts to equip teachers and students of all ages with essential social emotional skills. We achieve this through in-school training, online courses for educators, and monthly professional development sessions.



Parents, Caregivers, and Families

FocusedKids empowers parents and caregivers to cultivate calm and connection within their homes through both in-person and online workshops. These programs offer strategies that strengthen relationships and promote healthier brain development for everyone.



Community Organizations

We partner with like-minded community organizations to train professionals in the FocusedKids Method, enabling them to serve their populations more effectively. Community groups also benefit from our trainings on brain-based social-emotional knowledge and skills.

Evaluating Programs, Measuring Impact

At FocusedKids, we are committed to evidence-based practice. Our end-of-year survey results, tied directly to our logic model, demonstrate that when educators are equipped with brain-based tools, the entire classroom ecosystem shifts toward calm, focus, and resilience.

Empowering Educators

Our training does more than provide information; it builds mastery. This year, **92.1% of teachers** reported they now know how to cater classroom management to individual student needs using FocusedKids techniques. The impact on the learning environment is tangible: **76.3% of educators** feel better equipped to manage their classrooms, with **71.1%** specifically citing our "brain language" as a transformative tool for communication and discipline.

Transforming the Student Experience

The shift in educator confidence creates a powerful ripple effect for students. Teachers observed a significant increase in student agency, with **78.9% reporting a noticeable improvement** in their students' ability to self-regulate.

Perhaps most importantly, our tools are lowering the "temperature" of the classroom. We saw a perfect alignment in stress reduction: **71.1% of teachers reported that student stress levels decreased**, while an identical **71.1% reported a decrease in their own professional stress**. By making SEL a daily habit rather than a one-time lesson, we are helping students and teachers alike build healthier, more regulated brains.

With FocusedKids:



92.1%

of teachers
know how to cater
classroom management
to student needs



71.1%

of teachers
report less
classroom stress



78.9%

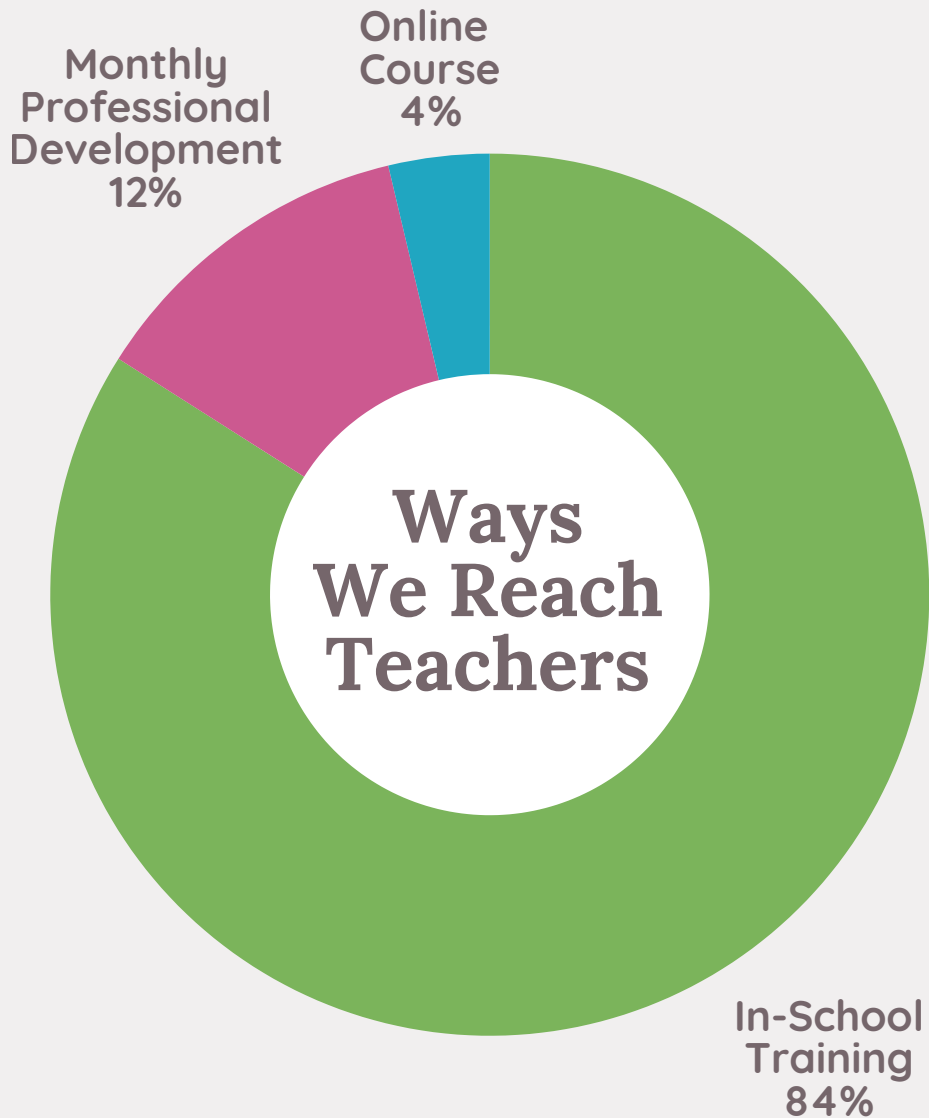
of teachers
report a noticeable
improvement in students'
ability to self-regulate

During the 2024-2025 School Year

FocusedKids served



When we invest in teachers,
we support every child in the room.



In-School Training

We partner directly with schools to equip educators and students with neuroscience-rooted self-regulation skills. Through interactive classroom lessons, teacher training, and practical resources, we help create environments where children understand their brains, manage emotions, and build resilience. Educators gain tools to support student well-being, foster focus, and enhance engagement—transforming daily routines into opportunities for growth.

Monthly Professional Development Series

Led by Executive Director Amanda Petersen and leading mindfulness experts, our free monthly sessions reach educators worldwide with evidence-based strategies. This year's curriculum covered reflective listening, mindful movement, nervous system regulation, and self-compassion. By offering continuing education credits at no cost, FocusedKids ensures that high-quality professional growth remains accessible to all educators.

Calm and Connected Educator Online Course

This year, we launched our four-module online course, designed to help educators build calmer, more focused, and more connected classrooms. Participants gain evidence-based self-regulation strategies, brain-based classroom language, and immediately applicable tools. In our first phase, 19 educators enrolled—and 100% reported increased confidence in applying these tools with their students.

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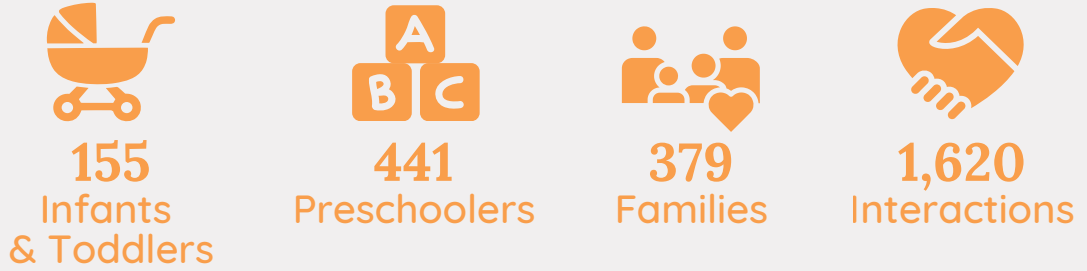
Whenever something happens that disrupts our lesson, I say, 'Why don't we all take a moment to reset?' Then, as a group, we do our breathing and our chime. Even if it takes 5 minutes away, I think that reset helps all of us get ready to do better learning.

— **Echo Weems,**
Kindergarten Teacher

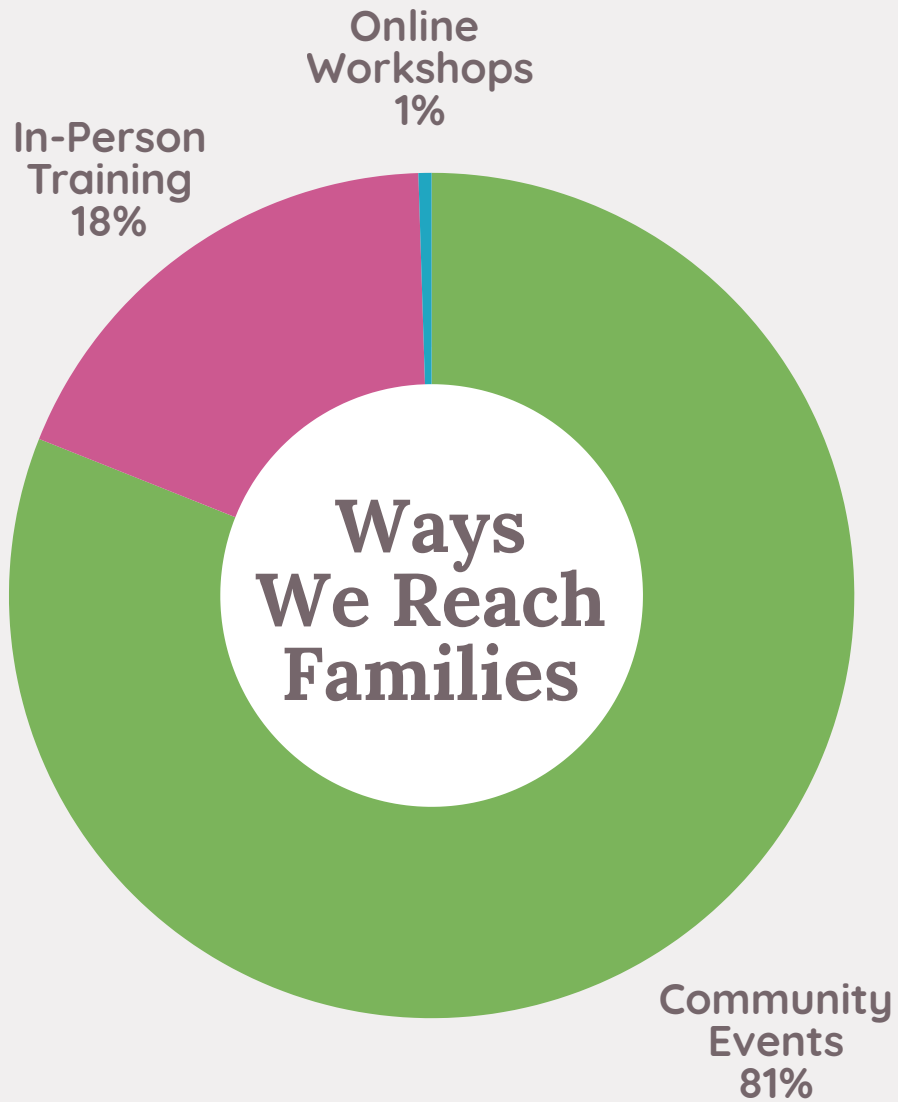


During the 2024-2025 School Year

FocusedKids served



When we empower families,
we create calm, connected homes.



In-Person Training

Local workshops bring Roaring Fork Valley families together to build community support and learn practical, brain-based tools to strengthen their child's sense of safety, regulation, and resilience. When parents understand their role in modeling self-regulation, they shift from reactive to intentional parenting—creating households that are more cooperative, connected, and resilient.

Online Workshops

Our virtual workshops make neuroscience accessible to all ages, creating a shared brain-based language between home and school. When parents and children understand how emotions originate in the brain, they gain the agency to manage them intentionally. As parents model self-regulation and co-regulation with greater empathy, children practice these vital skills in every environment—strengthening the home-school connection and building lasting resilience.

Community Engagement

FocusedKids meets families where they are—at local libraries, Mountain Fair, the Family Block Party, and through trusted community partners. These touchpoints provide direct access to our trainers, free resources, and culturally responsive programming—ensuring high-quality mental health support is accessible to all.

“

This training has helped me to understand my teenager, especially why he is so explosive and angry. I felt like I was doing something wrong but now I believe I can understand him.

— **Mother of 2**



During the 2024-2025 School Year

FocusedKids partnered with



28

Grant Funders



18

Schools



17

Community Organizations

Grant Funders

- Alpenglow Foundation
- Alpine Bank
- Aspen Community Foundation
- Aspen Thrift Shop
- Buell Foundation
- City of Aspen
- City of Glenwood Springs
- Colorado Gives Foundation
- Community Foundation for Northern Virginia
- Garfield County
- Holy Cross Energy
- Living Peace Foundation
- Melony & Adam Lewis Advised Fund
- MORF Foundation
- Mt. Callahan Community Fund
- Pitkin County
- Seven Star Rebekah Lodge
- Snowmass Rotary
- The Grymes Fund
- Thendora Family Fund
- Town of Basalt
- Town of Carbondale
- Town of New Castle
- Town of Snowmass Village
- Two Rivers Community Foundation
- Western CO Community Foundation

Schools

- Aspen Community School
- Aspen Country Day School
- Aspen Elementary School
- Bea Underwood Elementary
- Blue Lake Preschools
- Cactus Valley Elementary
- Center for Family Learning
- Crystal River Elementary School
- Children's Rocky Mountain School
- Early Learning Center
- Elk Creek Elementary School
- Glenwood Springs Elementary School
- Graham Mesa Elementary School
- Kathryn Senor Elementary School
- Little Red Schoolhouse
- Ross Montessori School
- Thompson Schoolhouse
- Woody Creek Kids

Community

- Access After School
- Aspen Family Connections
- Aspen Hope Center
- Aspen Science Center
- Buddy Program
- CASA of the Ninth
- Colorado River Valley Team
- Early Childhood Network
- Garfield County Libraries
- Parachute Family Resource Center
- Pathfinders
- Pitkin County Library
- Raising a Reader Aspen to Parachute
- SANA
- Summit 54/Summer Advantage
- TACAW
- Valley Settlement



During our Fall Fling Fundraiser

FocusedKids celebrated



138
Gifts



\$5,350
In-Kind
Donations



\$108,933
Raised

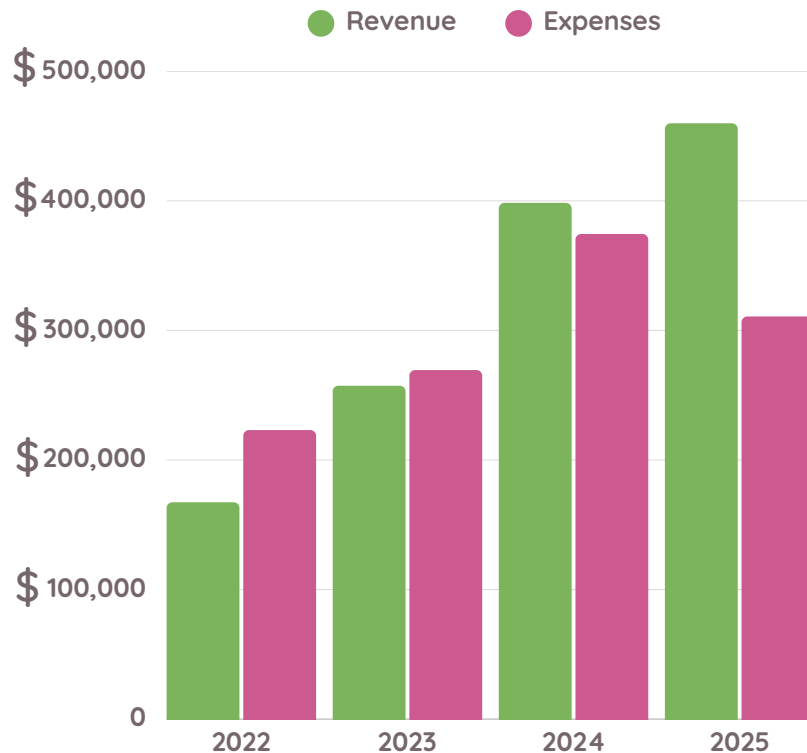


3rd Annual Fundraising Gala

In November 2025, FocusedKids hosted our third annual Fall Fling fundraising gala, raising over \$100,000—a testament to the incredible support from our friends, family, and community. We are honored and humbled by this milestone, which brought together teachers, therapists, community members, and supporters to celebrate our mission and expand our impact across the valley.

Fueling Our Mission

Over the past two years, FocusedKids has strengthened our financial foundation through strategic planning and intentional diversification of funding sources. This fiscal strength enables FocusedKids to invest in organizational capacity and deepen our impact across the communities we serve.





The Heart of 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*

Olivia Grzesiak, *Vice President*

Jennifer Scherer, *Secretary*

Susan Graves

Jodi Burgart

Kelsey Ellis

Stephanie O'Connor

and your
Brain Buddies!



FocusedKids

PO Box 2042

Carbondale, CO 81623

focusedkids.org


Make a Gift

