



REALIZE the DREAM

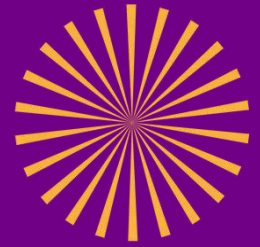
IMPACT REPORT

2024 - 2025



REALIZE
the DREAM

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REALIZE
the DREAM

EXECUTIVE SUMMARY



Realize the Dream: Building a National Movement for Service and Unity

Realize the Dream is a bold, multi-year movement in partnership with the King family to honor the 100th anniversary of Dr. Martin Luther King Jr.'s birth by tracking 100 million hours of service by 2029. Mobilized by young people, educators, families, nonprofits, companies, sports leagues, funders, and community members—everyday people rising to meet this moment, Realize the Dream is building a national culture of civic engagement, unity, and action.

With your support, we've reached millions this year—activating service at every level, elevating local leadership, and bringing communities together to sustain long-term impact.

Looking Ahead:

In 2025–2026, we will:

- Expand access to service curriculum, training, and campaign resources across schools and districts.
- Deepen capacity-building with NFPs and nonprofit coalitions.
- Launch high-impact national activations for America's 250th and the 100th anniversary of Dr. King's birth.
- Advance new tools to measure impact across young people, employees, and communities.

Key Pillars of Impact

1 COMMUNITY SERVICE

2 MOVEMENT BUILDING

3 CONNECTION & ENGAGEMENT

Together, we are building a movement rooted in love, service, and legacy—one that will carry us to 2029 and beyond.

REALIZE the DREAM

**A POWERFUL MOVEMENT TO
TRANSFORM, UNIFY AND UPLIFT
AMERICA AND THE WORLD.**



Born from the conviction that service is a catalyst for both personal and societal transformation, Realize the Dream is grounded in the values of compassion, unity, and shared humanity. Its mission is to inspire individuals, institutions, and communities to engage in meaningful action that reflects the spirit of Dr. King's vision for justice, equity, and love in practice.

At the heart of the initiative is a bold, unifying goal: to mobilize 100 million hours of service by the 100th anniversary of Dr. King's birth in 2029.

This ambitious call to action is more than a numeric milestone, it is a rallying cry for people of all backgrounds to come together through acts of goodwill, large and small, to build a more just and connected world.

National in scope and inclusive by design, Realize the Dream partners with grassroots organizations, civic institutions, businesses, and individuals to foster a culture of service that transcends geographic, political, and cultural boundaries.

Through its programs and campaigns, Realize the Dream advances three core objectives:



Inspire Collective Action: Encourage broad participation in community service, volunteerism, and civic engagement across all sectors of society.



Foster Empathy and Unity: Promote understanding and connection among individuals and communities through shared acts of service.



Honor Dr. King's Legacy: Activate his enduring message of love, justice, and service through tangible, transformative acts that address contemporary challenges.

YEAR AT A GLANCE: POWERFUL IMPACT



2024–2025: A Year of Scale, Reach & Measurable Impact

From classrooms to communities, this year marked a breakthrough for Realize the Dream. Thanks to our partners, we scaled meaningful engagement across the country—delivering service opportunities, building coalitions, and amplifying stories that inspire a national culture of civic action.



**THIS MOVEMENT IS MADE POSSIBLE BY
YOUR BELIEF, INVESTMENT, AND SHARED
VISION. THANK YOU FOR HELPING US
REALIZE THE DREAM—TOGETHER.**

18M

Service Hours

3.6M

Youth Engaged

201,575

Educators Engaged

2.2M

Educators reached

908M

Marketing Impressions



REALIZE
the DREAM

KEY PROGRAM PILLARS

The success of Realize the Dream rests on three core pillars, with service at its heart, designed to address the root causes of division, create real-world impact, and nurture a lifelong commitment to civic engagement. This year, we strengthened that foundation by deepening and diversifying our offerings through expanded educational resources, new infrastructure, and bespoke offerings - such as our custom tracking system.



1 COMMUNITY SERVICE

2 MOVEMENT BUILDING

3 CONNECTION & ENGAGEMENT



1



COMMUNITY SERVICE



MAKING SERVICE ACCESSIBLE
AND ACTIONABLE



COMMUNITY SERVICE

TURNING SERVICE INTO ACTION



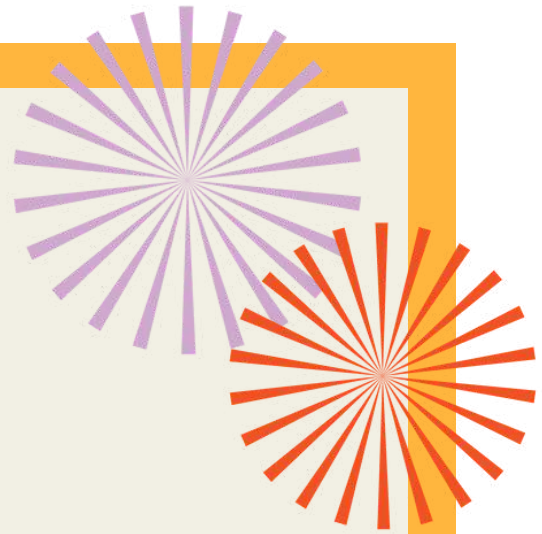
Through its Community Service Pillar, Realize the Dream equips youth and educators with a robust suite of tools to support meaningful, student-led service projects. Educators gain access to comprehensive campaigns and curriculum packages—including standards-aligned lesson plans, issue cards, training videos, and step-by-step guides—that connect classroom learning to real-world action.

In addition to these resources, Realize the Dream provides direct support through grant opportunities, recognition tools, and impact-tracking systems that help bring service projects to life. Our Youth and Ambassador Councils—dynamic changemakers from across the country—play a key role in shaping this work, inspiring their peers, and helping drive the movement forward. Together, these supports ensure schools have everything they need to activate student voice and sustain year-round engagement.



COMMUNITY SERVICE TOOLS

TURNKEY TOOLS AND RESOURCES TO SUPPORT



POINTS OF LIGHT DATABASE

We partnered with Points of Light to equip the Beloved Community with a dynamic platform for finding and sharing ways to serve. This digital volunteer hub helps individuals connect with meaningful opportunities based on their interests and location making it easier than ever to take action and make a difference in their own communities.

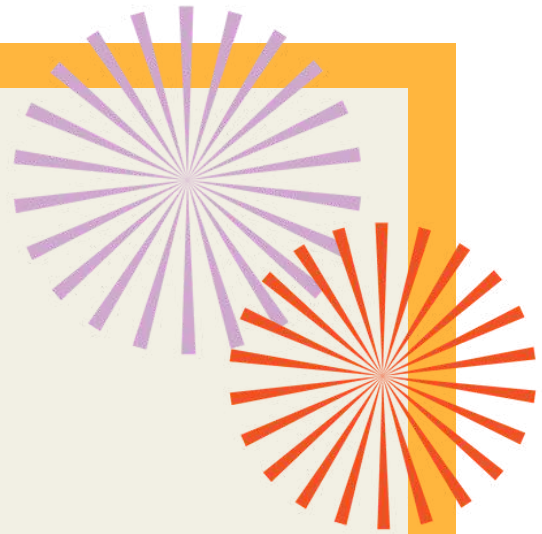


TRACKING SYSTEM

With Realize the Dream's bespoke tracking system, people from all across the country have logged their volunteer hours, contributing to the ultimate goal of 100 million service hours by the 100th anniversary of Dr. King's birthday.

STAKEHOLDER ENGAGEMENT

ACTION-READY TOOLS TO REALIZE THE DREAM



PERSONALIZED SUPPORT

As part of our commitment to making service both accessible and impactful, Realize the Dream equips our partners with a suite of personalized resources designed to align seamlessly with corporate social responsibility goals and employee engagement initiatives. These tools make it easy to build internal buy-in by clearly communicating the value of service both as a community impact strategy and a meaningful engagement opportunity. From customized landing pages and tracking links, to How-To Guides and employee engagement toolkits, we provide turnkey solutions that empower employees, volunteers, and stakeholders to take action with clarity and purpose. Participating companies and nonprofit organizations can track their impact through their own internal systems or via Realize the Dream's unique tracking tools, enabling teams to celebrate milestones, foster a culture of service, and contribute toward our shared goal of 100 million hours of impact by 2029.



EDUCATIONAL RESOURCES



CAMPAIGNS & CURRICULUM

This year we developed a full suite of community service resources for Grades K-12 designed to inspire and equip young people to take meaningful action in their communities, fostering a lasting spirit of service and civic engagement. Through interactive lesson plans and service-learning projects, students are encouraged to identify local needs, develop action plans, and contribute to positive change in their schools and neighborhoods.

This curriculum includes nationally coordinated service themes that address pressing social issues, enabling students to connect local actions to broader movements. Current campaign topics include community service and understanding local hunger, with more issue-based themes launching throughout the year.

The curriculum features issue cards, a campaign guide, and robust lesson packages for middle and high school educators. The launch is supported through educator professional development, ongoing youth programming, and a full suite of tools to support and celebrate student impact.



EMPOWERING SERVICE



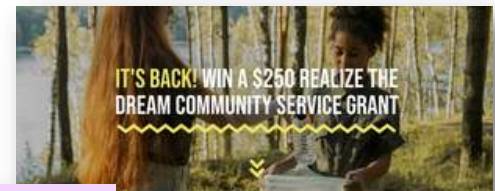
GRANTS

We launched the “Realize the Dream Community Service Grant” program to support teachers, youth-led initiatives, and community groups in bringing meaningful service projects to life.

The response to date has been incredibly positive with responses from across the country.

Our grant application, collection and evaluation process follows an assessment rubric, ensuring that all applications are reviewed and evaluated upon consistent data points.

To date, we’ve received grant applications for a variety of different service projects, from anti-bullying murals to developing birthday kits for children and youth living in shelters.



Does your school community dream of making a difference? The Realize the Dream Community Service Grant is here to help!

Last spring, we awarded 50 grants supporting service projects across the country. And this year, we're doing even more! We're looking for passionate students, school groups, and clubs that are dedicated to making a real difference in their communities. Whether it's a well-established service initiative or a brand-new idea waiting to take flight, we want to hear from you!

Apply Today!

200+

GRANTS
NATIONWIDE

30+

STATES
PARTICIPATING



ON-DEMAND LEARNING



VIRTUAL PROGRAMMING

Innovative virtual programs, including global classrooms and professional development opportunities, empowered students and educators nationwide to engage in service and develop skills beyond traditional boundaries.

With engaging virtual programming on YouTube, students are inspired to lead change—and educators are supported in bringing service learning to the classroom.

Our curated series features powerful stories, action-oriented moments, and professional development tools. Whether used in the classroom or for independent viewing, these videos equip communities to take meaningful, real-world action.

"As we give of ourselves to others, not only are we helping to build a better world, but we also become better people in the process."

ARNDREA WATERS KING





REALIZE THE DREAM COUNCILS

**REALIZE
the DREAM**

LEADING THE CHANGE



REALIZE THE DREAM COUNCILS

At the heart of Realize the Dream are two unstoppable forces: the **Youth Council** and the **Educator Council**. These national councils bring together student leaders and passionate educators who are not only dreaming of a better world—they're building it.

The Realize the Dream Youth Council is a bold collective of young changemakers leading the charge for service and justice in their schools and communities. These student leaders do more than participate—they drive the work forward. With grant funding and mentorship, each member designs and leads powerful, action-oriented service projects that tackle real issues and inspire their peers to join in. We stay closely connected with the Youth Council throughout the year, championing their voices, amplifying their impact, and building a national movement rooted in youth-led change.

Dream Builder



Jianne

Dream Builder

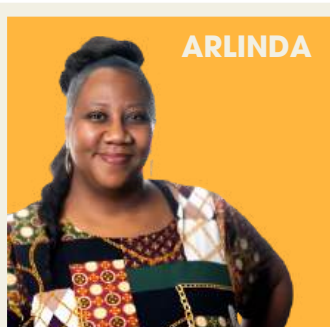


Gavin

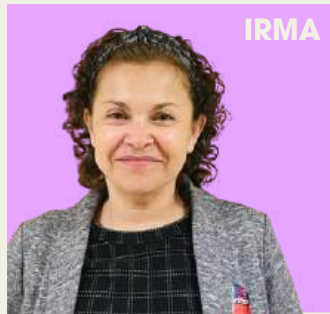
TEACHING THE FUTURE



REALIZE THE DREAM COUNCILS CONTINUED



ARLINDA



IRMA



JOE



KATRINA

The Realize the Dream Educator Cohort is a dynamic network of K–12 educators and community leaders igniting youth-led service across classrooms and communities nationwide. These champions of civic engagement co-create a culture centered on youth voice, purpose, and impact.

Throughout the year, cohort members support over 125+ hours of youth-led service, cultivating volunteerism, advocacy, and leadership in diverse communities. They amplify student projects, build excitement for service within schools and districts, and showcase their impact in a national year-end celebration. Together, they transform education into a launchpad for lasting change—one student, one project, one community at a time.

The four educators pictured from the council bring service to life with heart and purpose—from leading Water Walks that raise awareness for global clean water access to turning food waste into environmental education through joyful community events. They have revived youth leadership programs, rallied entire districts, and created space for students to lead boldly. One has helped her district log nearly 50,000 hours of service since 2024, hosting celebrations that honor students, staff, and partners. Their work proves that when educators model care and conviction, students rise—quiet catalysts showing what’s possible when learning becomes a force for change.

IMPACTFUL OUTCOMES



Each year, Realize the Dream conducts a comprehensive educator survey to assess the impact of our programming on both students and teachers. Because we prioritize student privacy, our surveys are completed by educators who work directly with youth in Realize the Dream programs—offering valuable, experience-based insights into student growth and outcomes.

The survey captures a range of indicators across civic engagement, leadership development, classroom climate, and educator support.

To clearly reflect the dual impact of our work, we've organized the results into Youth Outcomes and Educator Outcomes.

While this year's analysis focuses on student and educator data, we are actively building out our approach to measure broader impact—including employee engagement, nonprofit partner collaboration, and community outcomes. In the year ahead, we aim to deepen our evaluation strategy to reflect the full ecosystem of changemakers driving our mission forward.

FROM OUR YOUTH



95%

of students demonstrated increased self-awareness, improved self-esteem, and personal reflection.

92%

reported greater confidence and empowerment in their leadership.

92%

adopted strategies to manage stress and improve well-being.

92%

were more likely to support unity efforts.

87%

showed improved academic engagement and peer relationships.

95%

expressed civic responsibility and desire to help others.

87%

believe their generation can solve major societal challenges.

84%

would recommend Realize the Dream programs to their peers.

87%

students will become engaged & inclusive adults, they will freely exchange ideas, find solutions and strengthen communications & equality

WHAT WE LEARNED

Survey results affirm the deep personal and civic growth sparked by Realize the Dream programming.

Students reported increased self-awareness, stronger leadership skills, improved academic engagement, and a heightened commitment to social responsibility.

The majority also adopted stress management strategies and expressed belief in their generation's power to drive meaningful change—underscoring RTD's role in equipping inclusive, solution-oriented leaders ready to shape a more just and connected world.



FROM OUR EDUCATORS



- 100%** of educators expressed interest in exploring further tools and strategies to support students.
- 100%** perceived significant value in teaching youth leadership, wellness, and service learning.
- 95%** would recommend the Realize the Dream program to a colleague or peer.
- 92%** plan to continue using Realize the Dream in the future.
- 92%** improved their professional capacity and tools to support youth.
- 84%** felt more connected to a supportive community of educators.
- 92%** participants will feel more participatory and socially connected.
- 95%** participants will want to support and empower young people to lead systemic change.
- 92%** educational professionals will feel supported and have access to resources to cultivate empowerment for all young people.



WHAT WE LEARNED

The 2024–2025 educator survey highlights Realize the Dream’s strong and sustained impact on educators as champions of youth leadership and service. All participants saw significant value in teaching service learning, wellness, and civic engagement, with 100% eager to explore additional tools to support students. Nearly all (95%) would recommend the program to peers, and 92% plan to continue using it. Educators reported increased professional capacity, stronger peer networks, and a renewed commitment to empowering young people to lead systemic change—affirming RTD’s role in cultivating a community of practice rooted in equity, service, and lasting impact.

VOICES OF IMPACT



Across the country, Realize the Dream inspired meaningful change in classrooms and communities. Educators and youth alike shared stories of empowerment, leadership, and resilience — from student-led initiatives to deepened classroom conversations on equity and well-being. These stories reflect the heart of Realize the Dream’s mission in action.

WASHINGTON



In Washington State, a dedicated educator partnered with DECA student leaders to introduce more than 15,000 high school students to the mission of Realize the Dream. At the state DECA conference in March, this momentum translated into meaningful action: over 100 students were mobilized across three local nonprofit organizations to participate in hands-on service projects. These efforts not only deepened students' understanding of community impact but also resulted in an extraordinary 16,560 service hours logged. This initiative stands as a powerful example of how youth leadership, when guided and supported, can drive widespread civic engagement.

TENNESSEE



Sewanee: The University of the South made a landmark shift in 2023 by transforming Martin Luther King Jr. Day into a campus-wide day of service after not previously observing it as a holiday. Despite frigid 5-degree weather and a non-heated venue, more than 400 volunteers came together for two four-hour shifts to build beds for children in need. Volunteers not only constructed beds, but also hand-sewed pillows, blankets, and wrote personal notes to accompany each one. The effort culminated in over 4,000 volunteer hours and left a lasting legacy of compassion and solidarity on campus.

CALIFORNIA

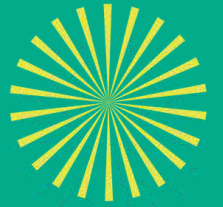
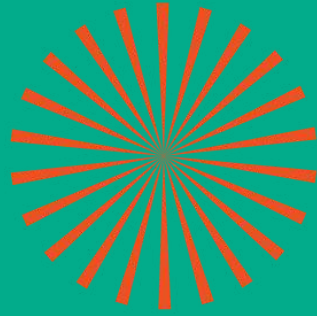
At Pantera Elementary, a student named Allison exemplified extraordinary leadership and empathy in the wake of devastating fires in Los Angeles. Inspired to help families affected, she organized a Lunar New Year-themed fundraiser, creating and selling festive goodie bags to raise funds for disaster relief. Her efforts were further supported by the school's student council, which launched a parallel fundraiser. Together, they rallied the school community and secured donations benefiting the American Red Cross disaster relief efforts providing tangible support to those rebuilding their lives after tragedy. Allison's story reflects the spirit of Realize the Dream: empowering young people to act with purpose and heart.



"I've learned and grown with this experience, as well as many other people, and the impact for me did wonders. Not only do I get to see these people strive and prosper throughout their lives, but I also see a glimpse of myself growing and learning each day."

Emma, Realize the Dream Participant

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MOVEMENT BUILDING

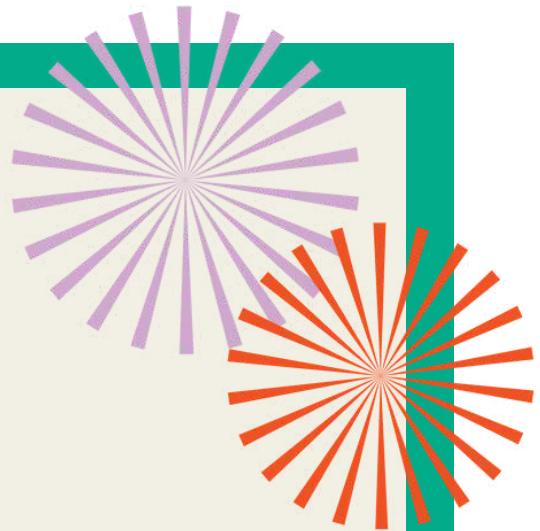


HIGH IMPACT & HIGH-VALUE
TOUCH POINTS



MOVEMENT BUILDING

**CONNECTIONS THAT IGNITE
PURPOSEFUL ACTION**



Beyond individual service projects, Realize the Dream advances collective action by uniting young people to build lasting movements. This year, we reached key milestones through high-impact events, grassroots organizing, and expanded infrastructure to grow participation nationwide.

Our experiences are designed to bring communities together and celebrate the everyday work of those driving change.

Highlights include national sports activations with the NFL, NBA, MLB, MLK Day events, immersive trips, nationwide town halls, and a celebration marking the 100th anniversary of Dr. King.





BUILDING THE MOVEMENT

LAUNCH

Realize the Dream kicked off with a national launch campaign that introduced the movement's core themes and invited people to activate within their local communities. This year alone, more than 8 million hours of service have been logged through Realize the Dream's tracking system, with numbers growing daily. Each hour reflects a real act of care: whether it's organizing food drives, advancing school equity, supporting climate action, or participating in civic life.

At the heart of this movement is a contribution mindset, teaching communities not only to care, but to contribute. By cultivating purpose and participation, we are nurturing a generation that sees service as part of who they are.

Elements of this dynamic launch included:

- Nationally circulated press release
- What is My Legacy?: Book release
- My Legacy Podcast with iHeart Radio



18 MILLION+
SERVICE HOURS LOGGED





THE BELOVED COMMUNITY

COALITION BUILDING

Unity, connection, and shared purpose are essential to mobilizing any movement—and across the country, nonprofit organizations are rising to that call. Through Realize the Dream, we are honored to stand alongside a growing network of NFPs who are leading change, meeting local needs, and advancing equity in their communities every day.

Over the past 18 months, we have intentionally invested in coalition-building efforts to support and amplify the work of our nonprofit partners. This includes resource-sharing, storytelling collaborations, campaign toolkits, and strategic capacity-building initiatives designed to strengthen their reach and resilience.

With WPP as our agency of record, we launched Realize the Dream nationally—positioning our nonprofit coalition at the heart of the movement. Through ad campaigns, public relations, content development, and strategic partnerships, we’ve helped bring visibility to the missions and impact of these partners, connecting their local leadership to a national platform.

Our coalition includes organizations such as the American Federation of Teachers, College Board, Points of Light, and dozens more—each bringing vital expertise and community trust to this work. In addition, national sports leagues and their teams—including the NFL, MLB, and NBA—continue to play a powerful role in reaching new audiences and driving awareness for the movement.

Together, we are modeling the power of aligned institutions and grassroots networks coming together in common cause. Looking ahead, we are committed to deepening these partnerships, supporting NFP capacity and sustainability, and continuing to center nonprofit leadership as we expand the Realize the Dream movement in the years to come.

“I SEE THIS JOURNEY NOT ONLY AS A MOMENT OF REMEMBRANCE BUT ALSO AS A CALL TO ACTION. THIS WORK IS ABOUT BUILDING A COMMUNITY ROOTED IN JUSTICE, LOVE, AND EQUITY. WITH OUR INCREDIBLE PARTNERS’ SUPPORT, THIS EFFORT ENSURES THAT THE NEXT GENERATION CONTINUES THIS CRITICAL MISSION.”

**ARNDREA WATERS
KING**

BIG LEAGUES, BIGGER IMPACT



SPORTS LEAGUES

Sport has long been a unifying force to bridge divides, rally communities, and inspire action across generations. Recognizing this powerful platform, Realize the Dream proudly partnered with the Corporate Social Responsibility and Community Impact arms of the nation's major sports leagues to bring the movement to life on a national stage. These collaborations served as a catalyst to galvanize not only athletes and teams, but also league employees and millions of fans in a shared commitment to service and civic engagement.

Through meaningful alliances with NFL Inspire Change, MLB Together, and NBA Cares, we activated highly visible campaigns that connected purpose with passion. Public Service Announcements aired during key games and nationally televised events. Involvement during All-Star Weekend celebrations helped extend the reach of Realize the Dream across diverse fanbases, while emphasizing the shared values of equity, leadership, and community investment.



The King Family with the Tampa Bay Buccaneers
Wild Card Game January 2024

We are deeply grateful for the partnership and leadership of these leagues, whose support helped translate the mission of Realize the Dream into moments of cultural significance, where impact met audience, and service became a collective goal. Together, we affirmed that sport is not just a pastime, but a powerful vehicle for progress.



The King Family Q&A at the MLB All-Star Weekend
July 2025



Adam Silver,
Commissioner of the NBA,
January 2025



Spike Lee,
Film Director,
January 2025

DRIVING THE DREAM



HIGH IMPACT EVENTS

To mark the national launch of Realize the Dream, the team convened a series of high-impact events and town halls in key markets, like New York, Washington and Atlanta, gathering youth, community leaders, and strategic partners to spark dialogue and catalyze service-centered action.

These convenings served as both a platform for inspiration and a forum for civic engagement, ensuring that the campaign's message of unity and purpose resonated at the local level.



Ayesha Curry, Entrepreneur & Philanthropist
Stephen Curry, NBA Champion & Philanthropist
April 2025



Amdrea Waters King and Martin Luther King III ||| volunteering with Food & Friends
Washington D.C. January 2024



IMMERSIVE EXPERIENCE



REMEMBERING SELMA

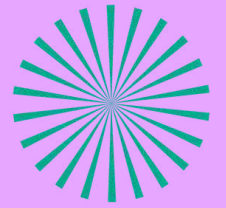
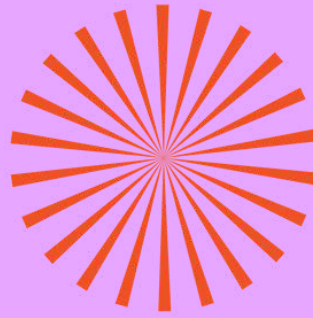
A deeply meaningful highlight of this year's programming was an iconic visit to Selma, Alabama, a landmark destination woven into the fabric of the civil rights movement and of profound personal significance to the King family. Hosted by Martin and Arndrea Waters King, the trip brought together senior leaders, allies, and partners for a powerful moment of reflection and recommitment.

Against the backdrop of the Edmund Pettus Bridge, participants honored the legacy of those who marched before us and explored how their example continues to shape the call to service today. The gathering not only commemorated a pivotal moment in the nation's history but also underscored the unifying power of remembering, reckoning, and rising, together.



"Service is not just about helping those in need; it's about building bridges and fostering understanding between people."

MARTIN LUTHER KING III



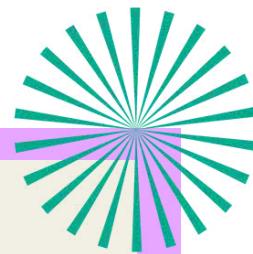
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CONNECTION & ENGAGEMENT



MULTI-PLATFORM
STORYTELLING CONTENT TO
CONNECT WITH AUDIENCES





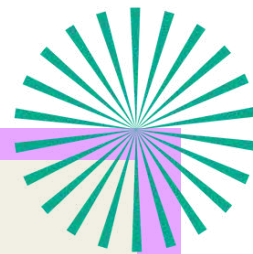
CONNECTION & ENGAGEMENT

Storytelling and cultural connection are essential to sustaining any movement. This year, Realize the Dream invested in creative platforms that engaged beyond traditional service pathways, amplifying voices and fostering community.

Storytelling is essential to Realize the Dream's mission. In 2024–2025, we expanded our reach through a multimedia engagement strategy that centered youth voices, sparked national conversation, and deepened community pride. Through digital content, media coverage, and cultural storytelling, we helped young people explore and share their legacy.

Realize the Dream's media presence grew significantly this year, combining social media, marketing, and public relations into a cohesive strategy that broadened awareness and elevated the work of our program and partners.





ENGAGEMENT WITH PURPOSE

OWNED CHANNELS

Our digital platforms became powerful storytelling spaces driven by youth-created content, campaign calls to action, and behind-the-scenes project insights. To drive awareness and engagement around the Realize the Dream movement, we strategically leveraged a blend of organic and paid social media strategies.

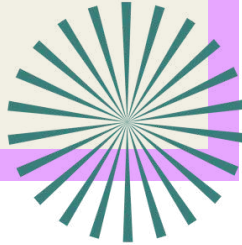
Utilizing the combined following of 316,000 across our digital properties, we successfully amplified the initiative's core message and call for service hours to diverse audiences nationwide. Our social platforms served as a powerful vehicle to extend reach, deepen connection to the movement, and mobilize communities in support of our mission.



REACHED



EXPANDING REACH



AMPLIFICATION

Strategic campaigns throughout the year spotlighted major milestones, partner collaborations, and youth-led initiatives, generating over 900 million impressions and helping Realize the Dream remain top-of-mind across education, nonprofit, and corporate networks. These efforts not only elevated the campaign's visibility but also deepened public engagement around our mission to mobilize a national culture of service.

A key moment in our marketing efforts took place on Martin Luther King Jr. Day, when a captivating Realize the Dream advertisement lit up the NASDAQ Tower in New York City's Times Square. The ad, which reached up to half a million viewers in one of the world's busiest commercial and tourist hubs, served as both a visual tribute to Dr. King's enduring legacy and a powerful call to action. Generously donated by NASDAQ, this high-profile placement reinforced the transformative potential of service and symbolized the broad reach and ambition of our movement.



From digital activations to earned media coverage and thoughtfully curated content, our marketing approach has been rooted in storytelling, strategic amplification, and meaningful engagement. By meeting audiences where they are with authenticity, inspiration, and urgency, we are cultivating a lasting cultural shift that puts service at the center of everyday life. Through targeted email campaigns, we connected monthly with our community of over 92,000 educators, generating more than 236,500 email impressions this year alone. As we look ahead, we're gearing up to launch a public-facing newsletter to keep engaged participants excited, informed, and inspired to take action.

SPOTLIGHTING IMPACT



IN THE MEDIA

Following the Realize the Dream campaign launch on Martin Luther King Jr. Day 2025, we successfully secured national visibility across high-impact media platforms. Coverage appeared in over 500 outlets, including AP News, Yahoo! Finance, Business Today, and major broadcast affiliates, with a total potential reach of more than 227 million. This wave of exposure elevated the campaign's message centered on unity through service and positioned Realize the Dream as a leading voice in the national conversation around civic engagement.

In a powerful collaboration with iHeartMedia, Martin Luther King III and Legacy+ launched the My Legacy podcast, an inspiring new series dedicated to honoring iconic changemakers and deepening the cultural impact of the Realize the Dream movement. The highly anticipated launch generated significant media traction, with over 600+ pickups and a total potential audience reach of 198 million. Coverage appeared across nationally recognized outlets such as USA Today, AP News, Yahoo! Finance, Business Today, and KTLA, helping to amplify the voices and vision of Martin and Arndrea Waters King. This partnership not only spotlighted individual stories of courage and impact, but also reinforced the broader message of Realize the Dream: that legacy is built through collective action and sustained commitment to service.

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Martin Luther King III, Arndrea Waters King and Family Expand the 'Realize the Dream' Movement to Unite America Through Community Service

SCHOLASTIC

**Realize the Dream Unites
Leading Brands and
Communities Around the
Country Through a National
Call to Service**



**Martin Luther King Jr. was murdered
57 years ago. America still needs his
wisdom. | Opinion**

American people of goodwill have come a long way since Dr. King's death. But we're still a work in progress.

Martin Luther King III, Arndrea Waters King and Brian Hooks Opinion contributors
April 5, 2025, 4:01 a.m. ET

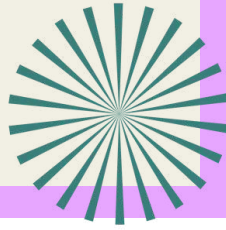


AMERICA'S #1 AUDIO COMPANY
REACHING 9 OUT OF 10 AMERICANS EVERY MONTH

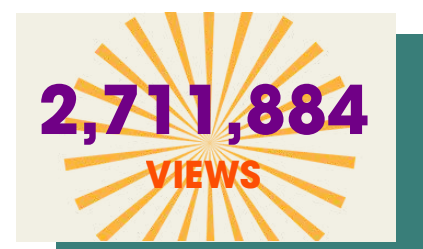
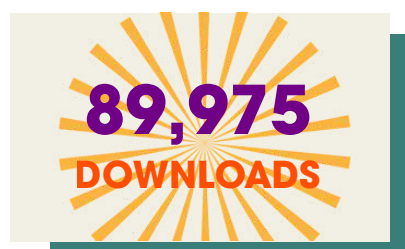
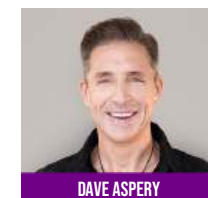
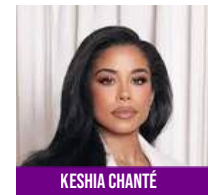
**iHeartMedia Teams Up With The Martin
Luther King III Foundation and Legacy+
To Launch New Groundbreaking "My
Legacy" Podcast Highlighting Iconic
Changemakers and Unsung Heroes**



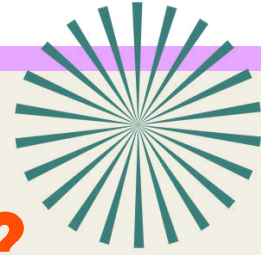
MY LEGACY: PODCAST



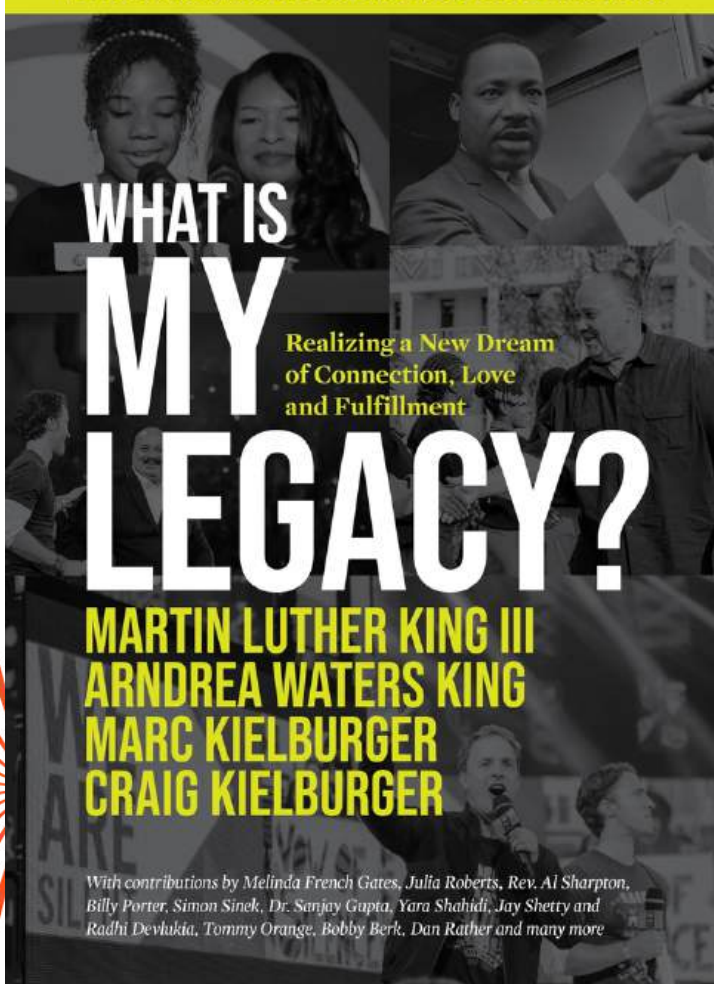
Hosted by Martin Luther King III and Arndrea Waters King, alongside Legacy+ co-founders Marc Kielburger and Craig Kielburger, the MyLegacy podcast invites remarkable guests to share their stories alongside a loved one. Season one of the podcast featured thought-provoking conversations with a wide range of influential guests, including Mel Robbins, Dr. Sanjay Gupta, Jay Shetty, Billy Porter, and others who are shaping culture and championing purpose-driven leadership. Through reflections on courage, resilience, and transformation, The MyLegacy Podcast challenges listeners to consider what legacy means to them and how they can begin living their legacy today.



BOOK RELEASE: WHAT IS MY LEGACY?



WITH A FOREWORD BY HIS HOLINESS THE DALAI LAMA



From the time he was born, Martin Luther King III has carried the weight of his father's legacy and dream of a Beloved Community built on justice, love and equal rights for all. Today, in a world burdened by histories of violence, racism, poverty and disconnectedness, that dream seems more remote than ever.

To answer these challenges, Martin teamed up with his wife and fellow activist, Arndrea Waters King, and legacy architects Marc Kielburger and Craig Kielburger to find a new way forward through a series of books, beginning with What is My Legacy? Realizing a new dream of Connection, Love and Fulfillment.

What is My Legacy? reached #1 on Amazon in the Charitable/Philanthropy category and sparked powerful conversations about how each of us can live our legacy.

METHODOLOGY & MEASUREMENT



METHODOLOGY & MEASUREMENT



Realize the Dream's methodology & measurement strategy is rooted in continuous learning and built on a foundation of collaboration with educators, students, expert advisors, and institutional partners. By prioritizing a responsive, data-informed approach, we ensure that our programs remain effective, inclusive, and grounded in the realities of the communities we serve. We collect data through a range of thoughtful, stakeholder-driven methods. These include:

BIANNUAL EDUCATOR SURVEYS:

Our primary tool for assessing impact, these surveys capture educator experiences and provide youth outcome data via trusted adult proxies—protecting student privacy while surfacing meaningful insights.

INFORMAL & FORMAL CHECK-INS:

Ongoing conversations with school-based staff, district liaisons, and community members help us remain agile and responsive to changing needs.

FOCUS GROUPS:

Conducted with both educators and students, these sessions offer qualitative perspectives on program engagement, barriers, and opportunities for deeper impact.

PARTNER RELATIONSHIPS:

Our work is informed by continuous input from NGO partners, educational collaborators, and school and district leaders who help ground our model in best practices and lived experience.

YOUTH AND EDUCATOR COUNCILS:

Realize the Dream convenes one council of youth leaders and one of educators annually to provide structured, high-level feedback and strategic guidance.

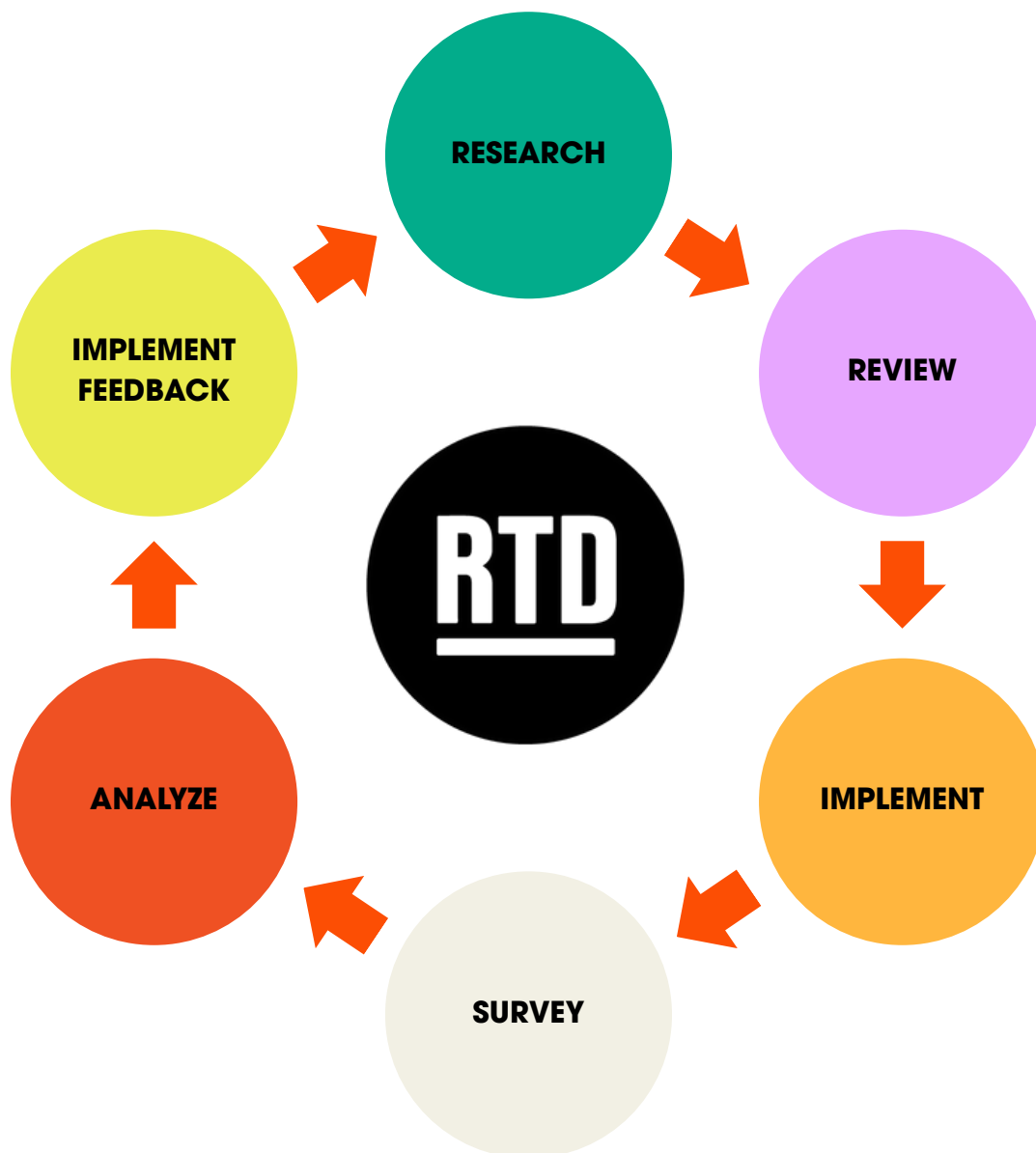
BESPOKE TRACKING SYSTEM:

We use a custom-built platform to monitor self-reported service hours, educator participation, and project themes—allowing for real-time insight and data-driven support across our network.

METHODOLOGY & MEASUREMENT



Together, these tools help us evaluate both reach and depth, measuring not only how many people we engage, but how we help them grow. This integrated approach ensures our programs are continuously refined and positioned for long-term success.





STRATEGIC VISION: LOOKING FORWARD





WHAT'S AHEAD: STRATEGIC VISION

As we look to 2025–2026, Realize the Dream is focused on scale, visibility, and deepened community impact—ensuring even more young people and educators can engage meaningfully in service, storytelling, and civic action. With your continued support, we're poised to grow our reach, strengthen our infrastructure, and contribute to a larger national movement for youth-led change.

Our strategic priorities for the coming year include:

PILLAR 1: EDUCATION & CAPACITY BUILDING

- We will deepen our work with schools and districts by expanding partnerships that increase access to Realize the Dream's core resources and campaigns.
- Educators will benefit from enhanced professional learning and new tools, while we grow capacity-building efforts in collaboration with nonprofit partners (NFPs).
- Employee engagement and partner benefits will be activated through mission-aligned experiences—bringing brand purpose to life through meaningful moments with the King family.



WHAT'S AHEAD: STRATEGIC VISION



PILLAR 2: COMMUNITY BUILDING & NATIONAL MILESTONES

- As we approach America's 250th and the 100th anniversary of Dr. King's birth, Realize the Dream will take part in high-impact national activations, potentially including commemorations at the National Mall.
- We will scale and deepen partnerships across community organizations, corporate allies, and NFPs—broadening our reach and uniting efforts to build a more just and equitable future.

PILLAR 3: AMPLIFICATION, MEASUREMENT & STORYTELLING

- Our storytelling strategy will elevate voices of change through media platforms like the MyLegacy Podcast and new partner collaborations, spotlighting lived experiences and shared impact.
- We will strengthen measurement and evaluation practices to ensure our work drives lasting outcomes—capturing behavioral shifts, tracking community engagement, and building new systems to assess employee and partner participation.



THANK YOU!



We are deeply grateful to all who have joined us in building this movement—and look forward to expanding the Beloved Community in the years ahead.

REALIZE
the DREAM

REALIZE the DREAM



For questions or support, please contact
info@realizethedream.org or visit realizethedream.org

MARTIN
LUTHER
KING III
FOUNDATION

LEGACY+