



Turning

HOPE

into

ACTION



SEEDS of CARING.

2025 ANNUAL REPORT



FROM OUR LEADERSHIP



As we mark this milestone and enter our 10th year of impact as an organization, we're feeling both proud and humbled.

It began with 285 children answering the call, "How much kindness can we create in a year?" It's become a movement. We're now serving countless communities across two states, providing over 57,000 child volunteer experiences annually, and meeting critical needs of over 75 nonprofit partners.

But this growth is so much more than quantitative. It's about young people discovering that their voices matter. That they can practice empathy every day. And that intentional acts of service and kindness, however small, create real and meaningful change.

This moment of celebration, just like the work that got us here, belongs to all of us: the families, educators, nonprofit partners, staff, donors, volunteers, and community leaders who believe in raising kind, courageous youth and building more connected communities. And most of all, our kids. Together, we've nurtured a generation as they learn to lead with kindness. As we reflect on the past decade, we're filled with gratitude; as we look toward the future, we are truly inspired. Thank you for continuing to grow with us.

With appreciation,

Brandy Jemczura, MSW, LSW
Founder & Executive Director

Nikhil Hunshikatti,
Board Chairperson



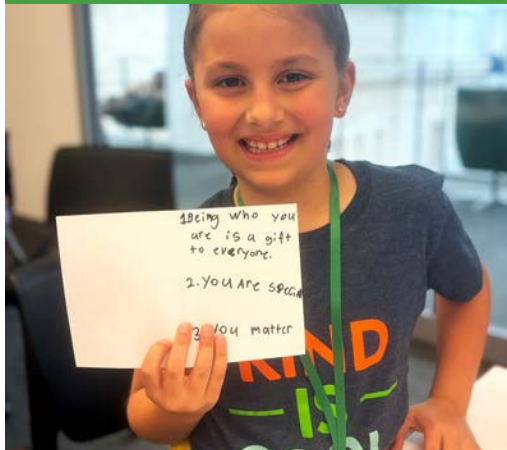
OUR MISSION

Seeds of Caring empowers kids to create a kinder community with their hearts, hands, and minds.



OUR VISION

A kinder, more connected world led by our youngest generation.



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The Ambassador team that makes it all possible

Our team of 112 Ambassadors poured their hearts and their time into Seeds of Caring programs in 2025, helping to organize and lead projects, serve as porch-drop sites, deliver donations to nonprofit partners, prep supplies, and so much more. This talented, dedicated team delivered a volunteer value of \$55,000+ (as calculated by Independent Sector), significantly reducing our program expenses. To each of you, thank you! Together, we make the difference.



2025 IMPACT

57,109

child volunteer experiences supporting 77 nonprofit organizations



98% of grown-up participants say Seeds of Caring programs **increased their kids' knowledge and understanding of community needs**

200+

schools engaged their students in Seeds of Caring programs



95% of grown-up participants say their kids **demonstrated empathy more frequently for others** after participating with Seeds of Caring

89% of grown-up participants say their kids **showed more initiative in making a difference in their community** after participating with Seeds of Caring

\$168,206

in material donations to meet critical community needs



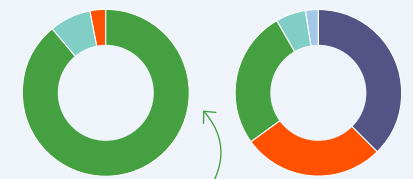
98% of nonprofit partners said Seeds of Caring **meets a real need for their organization**

15,154

sack lunches and healthy breakfast kits packed for local shelters and food pantries



FINANCIALS



Expenses (\$1,059,570)

PROGRAM SERVICES	\$939,647
DEVELOPMENT	\$91,242
ADMINISTRATION & GENERAL	\$28,681

Revenue (\$1,106,142)

INDIVIDUAL CONTRIBUTIONS	\$415,985
FOUNDATIONS & GRANTS	\$304,700
CORPORATE DONATIONS	\$294,755
EARNED INCOME	\$62,933
OTHER	\$27,769

6,775

cards & crafts for local seniors to combat social isolation



and much more!

Voices for Good: Brady's Story



For some adults, standing at a microphone in City Hall in front of a roomful of people would be terrifying. For ten-year-old Brady, it was an opportunity.

In front of his city's Funding Review Advisory Committee, Brady bravely represented the next generation of changemakers by urging committee members to continue supporting the nonprofits that keep our communities strong. "One of the biggest things I've learned from Seeds of Caring," Brady explained, "is that everyone needs help sometimes, and everyone can give help sometimes. Even kids." With courage and compassion, Brady reminded us all that kids not only know what's going on around them, they care deeply. "Some grown-ups think kids don't notice what's happening around us, but we do. We care about people in our city too, and kids want to live in a community where people come together and help each other."



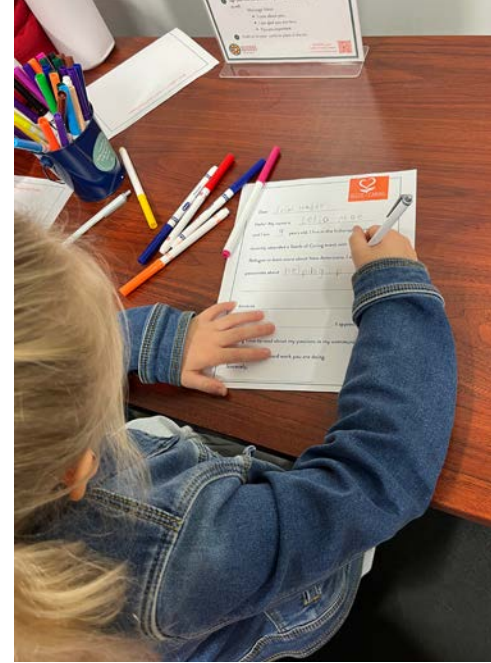
"We care about people in our city too, and kids want to live in a community where people come together and help each other."

—Brady, age 10

Brady and Seeds of Caring
Founder and Executive
Director, Brandy Jemczura



Scan to watch Brady's testimony, or visit bit.ly/BradyVoice.



I'm glad you're here.
A wonderful addition
to the country of
America.

Sincerely,
AJ

Kid participants writing letters to local lawmakers at an Exodus Refugee In Person Event

BRADY ISN'T ALONE

We are intentional in our aim to help kids use their voices for good. To enable young leaders like Brady, we've partnered with organizations like Exodus Refugee, where kids learn more about what it means to leave one's home for a new start. They're invited to take action by packing care kits for New American neighbors and writing letters to local lawmakers, a reminder that their voices matter.

Here are just a few of the inspirational messages we've heard from our young people as they speak out for their New American neighbors:

"I am passionate about helping people and taking care of people because it is important to take care of our neighbors."

— 9-year-old participant

"I'm glad you're here. A wonderful addition to the country of America." — AJ, child participant

"I am passionate about a peaceful world." — 5-year-old participant

Change happens at every level, through everyday acts of kindness and through policies that create fairness, opportunity, and a sense of belonging for everyone. And change is made possible when everyone, even (especially) a child, is empowered to speak up.



2025 AWARDS RECOGNIZE SEEDS OF CARING

While the work we do is never about the recognition, we're proud of how we show up for our kids and our communities. We're always touched, and deeply honored, when that transformative impact gets noticed.

The Andrew Levitt Spirit of Kindness Award:

Kaleidoscope Youth Center presents this award at their annual Unity Soirée to those who lead with compassion, equity, and inclusivity.

2025 Everyday Kindness Hero:

The Columbus Dispatch honored Micah, one of our longtime Seeds of Caring participants, for his work. He's volunteered almost every month for the past five years, and he takes what he learns back to his classroom, where he leads his peers in service projects.

Community Partner of the Year:

Exodus Refugee Immigration, one of our cherished nonprofit partners, spotlighted Seeds of Caring at their Celebrate the Life Ahead Gala. Together, we're dedicated to supporting New Americans, welcoming our youngest changemakers, and educating kids on how we can be good neighbors.



WHO RUNS THE WORLD? GIRL SCOUTS.

Both Girl Scouts of Central Indiana and Girl Scouts of Ohio's Heartland have proven to be fantastic partners, sharing in our purpose and vision of helping young people grow into empathetic, confident, community-minded leaders.

Working together, we've created simple, high-quality service projects for Girl Scouts to complete, helping them earn badges — including a Random Acts of Kindness patch for Girl Scouts who completed our summer Anywhere Projects — and make their mark on our communities.

By bringing the content, community partnerships, and age-appropriate design, we're ensuring youth organizations don't have to build it all themselves from scratch. This partnership highlights what's possible when missions overlap and organizations build together, instead of in parallel. In that way, each group can focus on doing what they do best.

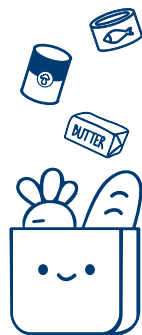
“Thanks for all you do to find ways for kids to contribute in fun and meaningful ways!”

—Girl Scout leader

In 2026, we'll use this as a blueprint for larger partnerships with youth-serving organizations that want service-based learning (without having to reinvent the wheel).



Barbasol: A Case Study in Philanthropic Partnership



Our partnership with Barbasol began with an introductory grant. A way for both parties to test alignment and impact. Once they saw the outcomes for kids, families, and community partners, they chose to deepen their commitment, providing multi-year support in larger amounts.

With Barbasol's additional funding, Seeds of Caring was able to engage thousands more children in meaningful, age-appropriate service, especially around food insecurity and homelessness, giving them structured opportunities to build empathy, confidence, and a sense of agency. We were also able to expand partnerships focused on hunger and the unhoused, just as those organizations were facing rising demand and shrinking resources. We've increased our volunteer and material support to organizations across Central Ohio, including People in Need, Inc. of Delaware County, Star House, Worthington Resource Pantry, Lunchbox Ohio, M.A.S.H. Pantry, and more.

Barbasol employees even engaged their own families in service, turning corporate support into intergenerational participation. As one employee said, "Seeds of Caring reminds us that we can all make a difference: children, grandparents, employees, teammates, and so many more."



We asked Barbasol Foundation Director, Devin Murray, a couple of questions about our partnership:

What about our organization gave you confidence that your investment here could truly grow into something bigger over time?

Seeds of Caring continues to provide consistent, high-quality programming while balancing intentional growth. One of our core values at Barbasol is to never accept short-term opportunities that might compromise long-term success. We see that mindset reflected in Seeds of Caring's mission, program offerings, and future plans. The Barbasol Foundation also appreciates the manner in which Seeds of Caring's leadership and staff have tended to the ever-evolving needs of our community.

A lot of companies fund programs but fewer become true partners. What does "walking alongside" a nonprofit like Seeds of Caring look like to you in practice, and why is that important to Barbasol?

Partnership to the Barbasol Foundation means having trust in the relationship. Our goal is to provide resources for nonprofits like Seeds of Caring to make a meaningful impact in our community. Partnering allows flexibility for Seeds of Caring to allocate funds most efficiently to meet their mission and goals. The main vision at Barbasol is to support charitable organizations, specifically those focused upon children. Establishing a partnership allows both Barbasol and Seeds of Caring to achieve a common goal to better the lives of children in Central Ohio and beyond.

THE RIPPLE EFFECT: WORLD KINDNESS DAY

Every November since 1998, World Kindness Day has promoted positivity, community, and kindness. For Seeds of Caring, it's a day of celebration and an opportunity to create moments that will extend far beyond a single day or activity.



This year marked our fifth time collaborating with The Columbus Foundation's Center for HumanKindness, and our first introducing the program to Indianapolis schools. In both cities, educators received World Kindness Day toolkits in the mail that included interactive learning tools and an invitation for students to direct a portion of a community grant to a nonprofit organization of their choosing. Students created kindness displays throughout their schools, launched kindness challenges, wrote and performed kindness plays, and even created "conversation spaces" where their fellow students could get to know each other.

Just imagine, all those students learning that kindness matters — and how to practice it in their everyday lives. It's a wonderful reminder that when we take the time to influence classroom culture, we get to watch the ripple effect it has on our community culture as well.



HOW YOU CAN HELP

PARTICIPATE IN A PROJECT

Want to help your kids or students build empathy and realize their potential to make an impact? Register for a service, social action, or community-building project today!

PARTNER WITH US

Are you a nonprofit, an educator, a business, or a community leader who believes in the power of kindness and the capacity for kids to change our world? Let's talk!

SHARE YOUR SKILLS

Interested in becoming a leadership team Ambassador, helping behind the scenes with supply prep, or contributing your talents in technology, photography, or another skill? Contact us.

193 schools

1,570 full classrooms

Immeasurable impact.



"These lessons on kindness plant deep seeds that will grow over time."

—Aquarius,
Granby Elementary

"Our students loved celebrating World Kindness Day! It's the most participation we have had in the classroom all year."

—Fatima, St. Mary
Magdalene School



Scan or visit seedsofcaring.org for more information on how to get involved.

MAKE A DONATION

Help us grow our capacity to empower thousands of young children — our future leaders — to work for the change they want to see. We have big plans for creating a kinder world. Join us by making a generous donation, including us in your planned giving strategy, or providing an in-kind gift. And don't forget, Seeds of Caring is now able to accept gifts of stock, other appreciated assets, and employer matching. Tax ID: 82-0639894

Kindness Corps Q&A

with Carrie Plourde, Como Elementary

Now in its sixth year, the Kindness Corps continues to evolve to meet the needs of educators and students alike. This year, 39 schools across Central Ohio and Central Indiana participated in the yearlong, service-based learning program. The program uses interactive lessons aligned with state learning standards and empowers students to work together on service projects benefiting local nonprofits. And best of all? The program is entirely free for schools in under-resourced neighborhoods because we believe every child can be a changemaker.

To dive deeper into how the Kindness Corps helps students develop a sense of purpose, grow in empathy, and experience increased self-efficacy, we sat down with one of our Kindness Corps educators, Carrie Plourde. Carrie is a Columbus City Schools counselor and was recently named Ohio's Counselor of the Year by the American School Counselor Association.



How would you describe the Kindness Corps program to a colleague who has never heard of it?

The Kindness Corps Program has been transformative in our students' lives and how they perceive the lives of others around them in their community. Although my student population goes through many hardships as well, it has opened their hearts and minds to what people go through in many different life situations and provides them with education on empathy and kindness.

For many kids, service means receiving help — from adults, nonprofits, or family. What has it been like to see students shift into the role of giver or helper through this program?

They take so much pride in their projects and knowing that what they have worked so hard on will brighten the life of another person. They make connections to people they've met in the community or in their own lives and it creates even more empathy towards other people like our elders, children who are battling illness and pain, or people in temporary living situations.

"[My students] say things like, 'You never know what someone else might be dealing with!'"

—Carrie Plourde

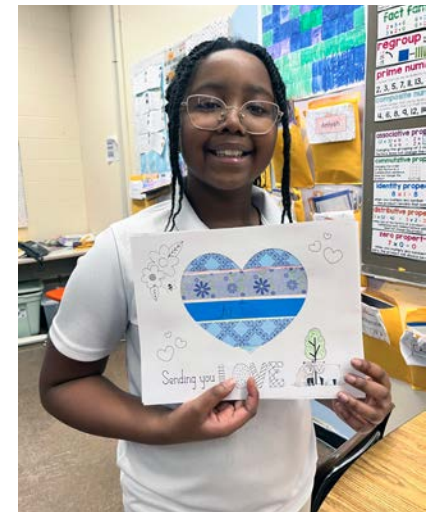


Are there moments you've witnessed where a student surprised you, or differences in how students think about themselves, their school, or their community?

Quite honestly, all of my students have surprised me through this program. Even some of my most challenging kids say the kindest and most empathetic statements when they complete projects or participate in active discussions around tough topics. They say things like, "You never know what someone else might be dealing with!" Our school is a community of students and families who are each living a different life and when we truly try to connect with each other on deeper levels, it brings our school together even more.

What has surprised you most about how students respond to this program?

Just how much the kids have truly opened their hearts to others, no matter what they are also battling in their everyday lives themselves. It's amazing to see them trying to honestly feel what other people feel and imagine what their lives must be like. Our Kindness Corps students know that when they're a member of the Corps, that they lead by example and it's their job to start those ripples of kindness that will spread to others all year long.



Scan to watch Carrie's students engage in the Hope for Hospitalized Kids lesson, or visit bit.ly/GlimmersKC.

THANKS TO OUR SUPPORTERS

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A huge thanks to our 2025 Kindness Coalition members and matching gift donors (marked above*). Together, they raised **\$66,517** to pave the way for growing Seeds of Caring's impact and programs.

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Kelley Evans			



Many thanks to our 2025 Caring Collective members who are partners in kindness and contribute to Seeds of Caring on a monthly basis, allowing us to sustain and expand our impact far and wide.

Jon and Laura Baker	Erin Brown	Abigail and Brandon Coleman	Lisa Heisman
Mike Barnes	Anwasha and Ritwik Chatterjee	Jim and Emily Cornett	Erin Huffman-Richard
Drew and Brittany Beck	Stephanie Christie and Eric Osborn	Polly Crispin	Thomas and Brandy Jemczura
Skylar Blannin	Melanie Collier	Lauren Flannery	Noelle and Daniel Juday
Stephanie Botkin	Megan Collins	Heather Goss	
Shirley Brooks-Jones		The Grimm Family	

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Caring Collective members (continued)

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Tegan Lehman	Melanie Moon	Phil and Kisha Radliff	Kelli Traber
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WE ARE GRATEFUL FOR OUR NONPROFIT PARTNERS!

Columbus, Ohio Partners



Indianapolis, Indiana Partners





“You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make.”

— *Dr. Jane Goodall*



MAKING HOPE A CHOICE

Imagine how much positive change we could impart if every child believed this! Jane Goodall spent her final years focused on protecting hope and passing it to the next generation. Her message was clear: Hope is not passive. It is created through daily choices and conscious action. In a fractured, anxious world, hope is what keeps people engaged.

Seeds of Caring is committed to fueling hope. For our kids, that means turning concern into agency, teaching them to say and believe, “I can do something that matters.” It means shaping identity around contribution, not helplessness, and building emotional resilience through purposeful action.

In our communities, hope is the thread that strengthens the social fabric across generations. We’re working to build hope and trust through visible, local acts of care, and normalizing empathy and responsibility as shared values.

Hope can’t be something we sit and wait for. As Jane said, it must be something we actively practice. Seeds of Caring is here to help us do just that.



LEARN MORE AT seedsofcaring.org

*Seeds of Caring Headquarters: 733 Lakeview Plaza Blvd., Suite F, Worthington, OH 43085
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