izzit.org®

Year in Review
Fiscal 2025-26









Inspiring Beyond the Classroom

The izzit.org® teacher ambassador program's aim is to build a dynamic, collaborative network of educators dedicated to providing impactful content and teaching tools that foster exceptional student learning experiences.

The program is made up of a group of K-12 educators who have shown expertise in conducting professional development workshops and creating original content in economics, entrepreneurship, civics, and humanities.

Christy Walker Inspires Teachers

For 25 years, one belief guided my teaching: teach students how to think, not what to think. That meant encouraging students to look beyond the textbook, examine evidence, and consider different perspectives before reaching their own conclusions. I never revealed where I stood on issues, which often led students to spend the entire year trying to "figure me out." I considered that a success because it kept the focus on their thinking, not mine.

A few years ago, my class explored whether Gilded Age industrialists should be considered "robber barons" or "captains of industry." Students examined evidence from different sources and perspectives, then reached their own conclusions. Recently, a conversation with a former student brought that lesson back to mind. When the topic came up in another class, where only one perspective was presented, he shared evidence he remembered from our lesson to offer another point of view. His teacher did not welcome the differing perspective and questioned whether he had any morals.



We laughed about it when he told me, but his story stayed with me. He had done exactly what I had hoped: weighed the evidence, considered another viewpoint, and thought for himself. It was a simple reminder of the importance of teaching students critical-thinking skills and giving them opportunities to put those skills into practice.

Creating those opportunities starts with giving teachers the right resources. That is what I value about izzit.org. Its videos, lessons, current events, and discussion-based materials give teachers practical tools to spark curiosity, encourage critical thinking, and introduce students to perspectives.

After 25 years in the classroom, I know firsthand how valuable the right resources can be. Having the opportunity to now share izzit.org's resources with educators across the country allows me to help more teachers create these kinds of meaningful learning experiences for their students.

Christy Walker
Mississippi

Growing Our Reach. Multiplying Our Impact.

izzit.org teacher ambassadors play a vital role in expanding our footprint among K-12 educators. By partnering with passionate teachers who champion our materials, like izzit.org's *45-Minute Lessons*, we are building brand awareness, strengthening institutional trust, and positioning izzit.org as an essential classroom asset. This powerful network of master educators multiplies our impact in the classroom, ultimately equipping students with the skills they need to succeed.

- izzit.org teacher ambassadors totaled 21 master teachers at the end of the academic year, and to date, izzit.org has trained 35 ambassadors.
- 2.6 million izzit.org video views on YouTube during the fiscal year, out of 11.7 million all-time video views.
- izzitEDU YouTube channel subscribers increased 10% last fiscal year, now totaling 37,500 subscribers.
- 459,262 registered users since inception through fiscal-year end.
- 18,535 total *45-Minute Lesson* downloads in the 2025-2026 school year, more than 40,000 downloads since this built-by-teachers-for-teachers product was launched at the start of the academic year in September 2024.
- 42.9% of educators downloaded additional resources in the 2025-2026 school year.



Teacher Ambassadors at the Molly Pitcher Inn

izzit.org Year in Review

FY 2025-2026 Revenue and Expenses

Revenue		$599,227
Program Services	80%	$777,162
Management and General	13%	$126,694
Fundraising	7%	$71,597
Total Expenses		$975,453

izzit.org received financial support from Free To Choose® Network this fiscal year to fund an operational deficit. This amount was contributed to izzit.org in the form of debt forgiveness.

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Teacher Appreciations for Donors

To pivotal donors of izzit.org,

This summit has been instrumental in preparing for the coming year. Your contributions have made this week possible. I wanted to give you my authentic and genuine thanks and immense gratitude for your part in making this opportunity possible and allowing for such a great chance to not only do give my best efforts, but also leading to my own professional development & growth. -Mike Aday



Dear Donors,

Thank you for providing a wonderful opportunity to learn strategies from izzit.org. The four days will be filled with best practices and tools for best practices in address teachers and children in ways that words can not convey.

Thank you so much for sponsoring this program. He really enjoyed the interactions with all of the teachers and staff. Information given to me was extremely helpful for development of lessons for the classroom and teacher development. Please keep this program going.

Thank you so much for your contribution to this wonderful program Izzit. The resources are so valuable to students & teachers. Without you we would not have this wonderful experience.
Vicki Sullivan

Dear Donor,

Thank you so much for your contribution to Izzit.org. I just completed the training for the Teacher Ambassador Program. It was an amazing experience, and I am so excited about sharing everything I have learned with other educators. Thank you, You have made a difference!
Lorren Jones, NBCT

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www.izzit.org/donate
For more details, contact
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