



September 19, 2025

Mary Beth Kurzak

The Foundation of the International Association of Defense Counsel

303 West Madison, Suite 925

Chicago, IL 60606

Dear Mary Beth,



The last fiscal year has been another year of remarkable progress for iCivics, despite an even more divisive political landscape, economic turmoil, and tectonic shifts in K-12 education. Please find below an overview of: how far we have come, where we are going, and how your continued investment can help us achieve even more at a critical moment for our democracy.

## How Far We Have Come

### We met or exceeded our 2020-2025 Goals:

- I. We solidified our role as the nation's leading and most trusted provider of civic education resources, expanding our reach as follows:
  - 122K-145K educators annually: in 80% of counties, in all 50 states
  - 7.6M-9M+ students annually: the vast majority of middle and high school students
  - 200-300+ PK-12 resources
  - 120M-220M+ gameplays
- II. We evolved our product line to maximize the depth and impact of civics and history education:
  - We co-led the development and dissemination of the **Educating for American Democracy** (EAD) roadmap, a bold shift from breadth to depth offering an inquiry framework that weaves history and civics together. We have been able to maintain a bi-partisan stance even in these polarized times due to careful controls over content.
  - We developed our first EAD-inspired, inquiry-based U.S. History I middle school course called **Through Inquiry** and have implemented it with 87 educators across **10 states** so far. We have already seen expansion from one school to an entire district in Colorado. While we await the results of formal evaluations, early reviews have been extremely

positive from educators, administrators, students, and parents alike. Their average quantitative assessment score is in the excellent to exceptional range.

III. We have built a broad, bipartisan, successful and growing movement for more and better civic learning.

- We expanded the **CivxNow Coalition** from 240 to **390+** national members and leaders from **41** states.
- We supported **49** bipartisan, best practice civics policy wins in **31 states**: red, blue, and purple. They include more time in the classroom for civics, professional learning funding, service and experiential learning, impact assessments and media literacy standards. This has already expanded required civic learning to an estimated **700,000 students per year across 12 states**.
- We launched and grew national **Civic Learning Week**, now the annual centerpiece of the civic education movement.



IV. The final year of the last strategic plan was particularly successful. **Highlights included:**

- a) We launched a suite of innovative **Civic Digital Literacy** resources with the esteemed Digital Inquiry Group (formerly the Stanford History Education Group). This approach has been proven to sharpen students' digital literacy skills over the course of just six lessons.
- b) We launched our first **Professional Learning Services** business. This fee-for-service operation will meet a crucial unmet need for educators and generate a growing base of earned revenue; ultimately a significant proportion of our annual income. In year one, we secured and invested \$1.3 million in recruiting and building our team, content and operations—partnering with 22 district and state-based educational groups across 14 states—and securing \$30,000 from our first few district contracts.
- c) We continued to expand our reach to our nation's 24 million elementary school learners. Our collaboration with **Nickelodeon** to make civic concepts interesting and fun for our youngest learners (aged 2-11) won an **Emmy Award for Outstanding Public Service Initiative**. The popular series has been viewed more than 3 million times already.
- d) In just its third year, **Civic Learning Week 2025** was our most successful by far, including civic-centered activities in ALL 50 STATES with 200+ partners and media mentions, and featuring speakers Gen. Jim Mattis, Ken Burns, Justice Sonia Sotomayor, and Condoleezza Rice.



## Where We Are Going

### Our New 2025-2030 Interdependent Strategic Goals:

#### *We will Innovate Education*

- We will train **50,000+** Social Studies Educators—nearly **1 in 4** of all.
- We will reach **10 million** PK-12 students annually (this equates to market saturation).

#### *We will Illustrate Impact*

- We will illustrate and amplify the impact of iCivics' resources on student knowledge, skills and dispositions with at least **10 new studies**.

#### *We will Inform Policy*

- We will establish ground operations and achieve high school civic education mandates in **all 50 states**.
- We will advance bi-partisan and pro-civics policy in **20 states**.

#### *We will Inspire Engagement*

- We will work to make the civic education field a **bigger and bolder tent**, expanding our reach from educators, experts and policy makers to include parents, community leaders and funders.

Thank you for being part of this journey. Together, we can re-imagine civic education for all.

Louise Dubé  
CEO, iCivics

### Supporting documents:

- iCivics' FY 2026 annual budget (attached)
- FY 2024 Audited Accounts(attached)
- iCivics FY 2024 [Annual Report](#)

