



SALT ED

Social Accountability and
Leadership for Tomorrow

2025

Impact Report



WHO WE ARE

SALT ED Inc. is a 501(c)(3) nonprofit organization dedicated to empowering youth to become accountable, socially responsible leaders. We believe in the power of experiential learning, creative storytelling, and community collaboration to inspire personal growth and drive meaningful impact.

Our team is committed to nurturing young minds through programs that integrate emotional intelligence, cognitive development, and real-world problem-solving.

OUR MISSION

The Heart of SALT ED

Our mission is to empower youth to become confident, socially responsible leaders. Through experiential learning, creative storytelling, and community collaboration, we help young people develop emotional intelligence, strengthen problem-solving skills, and create meaningful change in their schools and communities.



CREATIVE STORYTELLING

We use humor and media projects to help students express themselves and tackle real-life challenges in positive ways.



LEADERSHIP DEVELOPMENT

We guide youth to build confidence, accountability, and social responsibility through hands-on experiences.



MENTAL HEALTH SUPPORT

We create safe spaces where students learn emotional intelligence, resilience, and healthy coping skills.



COMMUNITY COLLABORATION

We connect schools, families, and organizations to work together for equity and meaningful impact.

BOARD OF DIRECTORS



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Eun Joo You

Subject Matter Expert

Dear Friends and Partners,

On behalf of SALT ED, Inc., I am proud to share our 2025 Impact Report and reflect on a year defined by growth, creativity, and the power of youth voice.

SALT ED began its work in 2024 with a clear intention: to create meaningful learning experiences that center young people, honor their stories, and support their social and emotional development through creativity. In just two years, that vision has taken shape in ways we are deeply proud of. Today, our programs have reached hundreds of students, educators, and community partners across multiple states through our flagship initiatives, Reel Funny and the SALT 12 Film Festival.

What makes this progress especially meaningful is schools are returning for deeper engagement. Educators are collaborating with us to shape programs that reflect their students' real needs. Young people are stepping into leadership, creating, presenting, and reflecting on work that speaks honestly about their lives and communities.

We are also building important momentum as an organization. In 2025, we hosted our first public fundraising and community event through the SALT 12 Film Festival, which generated essential resources to support the continued growth of the Reel Funny program. This support not only expanded program access to additional schools and students, but also enhanced our capacity to identify, understand, and respond to the mental and emotional needs reflected in youth creative expression.

None of this would be possible without the commitment and trust of our donors, partners, schools, educators, and community members. Thank you for believing in the power of youth, creativity, and purposeful learning. We invite you to continue this journey with us as we build what comes next.



With gratitude,

A handwritten signature in black ink, appearing to read 'Kiyoung Nam', written in a cursive style.

Kiyoung (Kate) Nam
President of SALT ED, Inc.

OUR PROGRAMS



Reel Funny is a school-partnered, experiential learning program that uses creative storytelling and media production to support youth leadership, emotional wellness, and conflict resolution.

The program begins with a close partnership between SALT ED and each participating school. Together, we identify a school-specific theme and assemble a collaborative team. This team includes school champions (educators) alongside SALT ED-provided professionals from fields such as media production, youth development, and mental wellness.

Students then participate in interactive workshops designed specifically for their school. These workshops are not lectures—they are guided experiences that invite students to reflect on their own lives and perspectives.

Following the workshops, students take the lead. In small teams, they produce short films using their own stories, humor, and creative vision. Working in teams, they practice collaboration, leadership, and accountability, while transforms difficult conversations, such as bullying, bias, and boundaries, into opportunities for growth and connection.

Designed for under-resourced schools, Reel Funny bridges education, youth mental wellness, and creative practice by meeting students where they are and empowering them to lead meaningful conversations through storytelling.



SALT 12 is a unique annual film festival that elevates the creative voices of youth who have completed the Reel Funny program. It serves as both a culminating experience for student storytellers and a public platform for community dialogue.

Short films created through the Reel Funny program are reviewed by a multidisciplinary panel of educators, creative professionals, and mental health practitioner. Selected works are showcased at the SALT 12 Film Festival, where students share their creative expressions with the broader community, transforming personal insight into public leadership.

The festival experience extends beyond film screenings. SALT 12 presents panel discussions to explore key themes emerging from the student work, including healthy approaches to conflict, self-expression, emotional awareness, communication, and leadership development.

SALT 12 is a celebration of youth creativity and responsibility, affirming that young people have valuable insights to share and meaningful roles to play in shaping more empathetic and accountable communities.

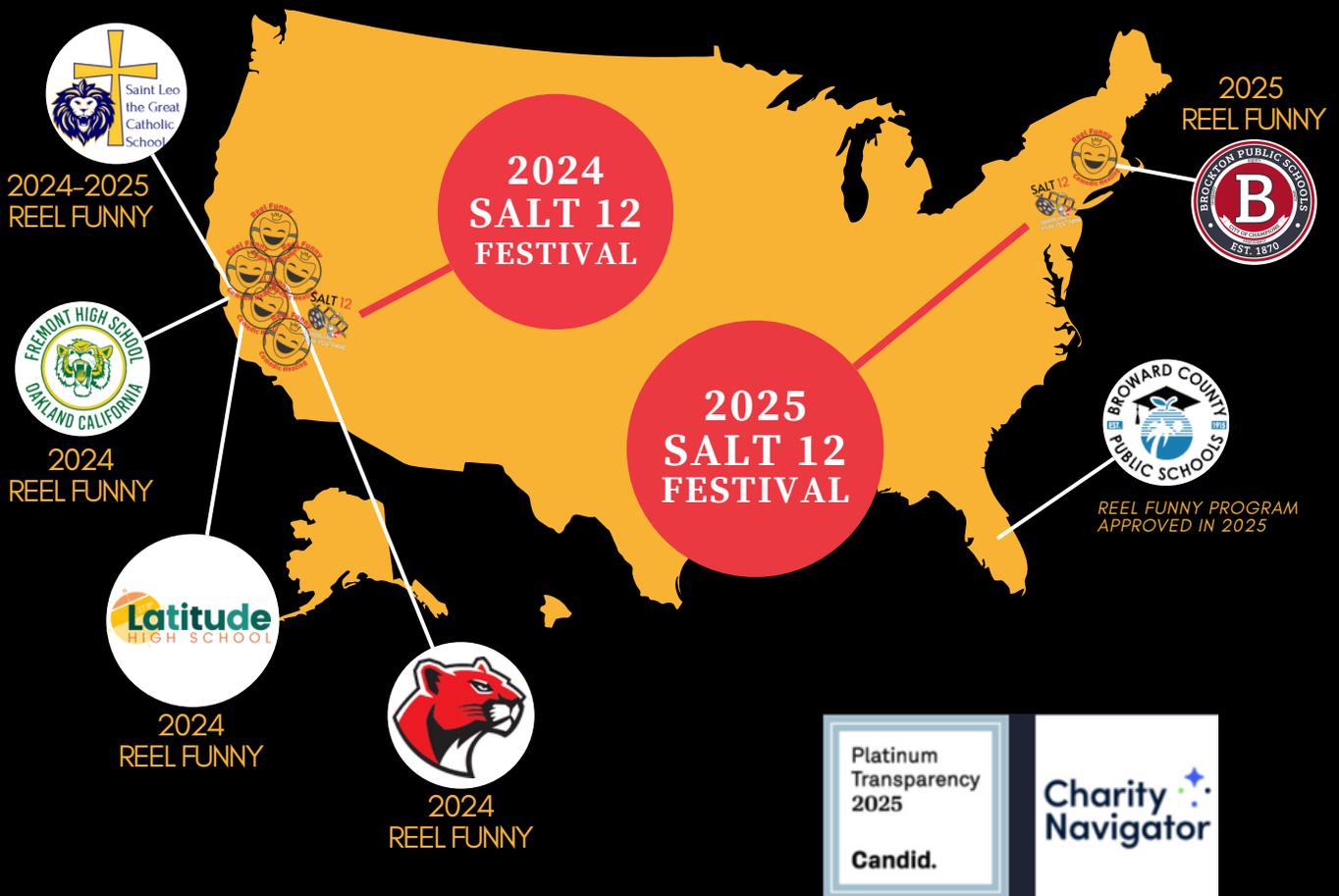
SALT 12 also serves as SALT ED's signature public fundraising and community engagement event, helping to sustain and expand access to Reel Funny programs while strengthening partnerships among schools, communities and supporters.



WHERE WE ARE NOW

Since 2024, SALT ED, Inc. has steadily expanded both the reach and depth of its youth development work—engaging hundreds of students, educators, and community partners across multiple states. Through our two flagship programs, Reel Funny and SALT 12, we delivered six Reel Funny programs and two SALT 12 Film Festivals between 2024 and 2025.

These programs reflect SALT ED's commitment to responsive, school-partnered design and to creating meaningful opportunities for young people to develop leadership, emotional awareness, and creative voice within their own communities.



In 2025, SALT ED, Inc. earned the Candid Platinum Seal of Transparency, the highest level of recognition awarded by Candid. This distinction is granted to fewer than 1% of U.S. nonprofits and reflects an organization's commitment to sharing comprehensive, verified information about its mission, programs, finances, leadership, and impact.

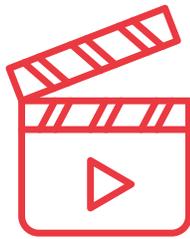
This recognition affirms our belief that trust, accountability, and openness are essential to meaningful social impact. As SALT ED, Inc. continues to grow, we remain committed to transparency and to strengthening our programs, partnerships, and outcomes in service of the communities we work alongside.

2025 AT A GLANCE



88

Students participated in Reel Funny Programs



20

Student-led films created



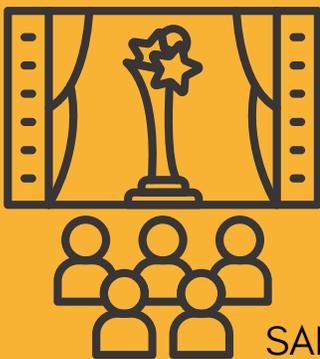
4

Youth interactive workshops

2



Schools partnered



1

SALT 12 Festival Hosted

49

Event Attendees



16

Sponsors & Donors Engaged



\$61,488

Fund raised



In 2025

REEL FUNNY



ST. LEO THE GREAT SCHOOL

2

interactive workshops

66

students participated

15

student-led media projects created

In partnership with St. Leo the Great School (Oakland, CA), SALT ED, Inc. delivered Reel Funny program in the summer for students in grades 6–8, building on a successful collaboration that began in 2024.

The 2025 program included two tailored workshops, developed in close collaboration with school champions to align with student needs and community priorities:

- Youth Development Workshop: Focused on emotional intelligence, mental wellness, self-regulation, adaptability, and personal leadership, helping students navigate challenging social environments with confidence and empathy.
- Production Workshop: Introduced students to creative media roles, storytelling techniques, and collaborative workflows, empowering them to translate personal experiences into meaningful narratives.

Following the workshops, students worked in teams to lead their own media productions. Over the course of the program, 15 original short films were created, addressing themes of bullying, kindness, and friendship.



In 2025

REEL FUNNY



BROCKTON HIGH SCHOOL

2

interactive workshops

22

students participated

5student-led media
projects created

At Brockton High School (Brockton, MA), SALT ED, Inc. implemented a customized Reel Funny experience in the fall of 2025, designed specifically for students enrolled in Media and Mediation classes.

Reel Funny program at the Brockton HS included two tailored workshops:

- Youth Development Workshop: Led by an experienced youth development and diversity educator, this interactive session focused on bias, boundaries, communication, and self-awareness. Students examined how perception and identity influence relationships, conflict, and storytelling in both media and everyday life.
- Wellness Reflection Workshop: Following project submission, a mental health professional reviewed student films to identify emerging themes, and a community business leader facilitated a follow-up session. This workshop connected creative expression with emotional awareness, mental wellness, and healthy coping strategies, providing space to reflect on leadership and personal responsibility.

Over the course of the program, students worked collaboratively to create five original short films exploring what it means to navigate high school as student leaders within a culture of excellence. This process strengthened teamwork, confidence, and purposeful self-expression while reinforcing positive school engagement.



In 2025

SALT 12 FESTIVAL

On December 5, 2025, SALT ED, Inc. hosted its second annual SALT 12 Film Festival in New York City, marking a significant moment in the organization's growth as both a youth development and community-facing platform.

The festival showcased original short films created by students who completed Reel Funny programs in 2024. Through humor, storytelling, and lived experience, students addressed complex topics including mental wellness, interpersonal conflict, and responsibility within their communities—demonstrating how creative expression can translate personal insight into public leadership.

Beyond the screenings, SALT 12 convened an educator, creative professional, and mental health practitioner for panel conversations that deepened dialogue around youth voice and self-expression. The event created space for students to be seen not only as participants, but as contributors whose perspectives matter.

SALT 12 2025 also marked SALT ED's first public fundraising event, signaling a new phase of sustainability and community investment. Together, the festival reinforced SALT ED's mission: elevating youth voices, strengthening cross-sector collaboration, and building pathways for young people to lead change through creativity.

16 Donors

\$31,473 Donations

Raised \$31,473 from 16 donors, with 49 total attendees, including panelists, partners, board members, and supporters, demonstrating growing trust, visibility, and financial momentum in just its second year of public programming.



SALT ED

OUR SUPPORTERS

SALT ED, Inc. extends our sincere appreciation to our donors and partners who believe in what we do.

Your belief in youth voices and creative learning makes this work possible. Together, we are shaping confident leaders and healthier communities - one story, one laugh, and one young voice at a time.

This page recognize contributions received between January 1 and December 31, 2025. Donors are listed alphabetically. We also thank those who chose to remain anonymous for their support.

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SALT ED



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