

Theory of Change



- OUR SECRET SAUCE -

We are the only media outlet focused exclusively on three critical issues – child welfare, youth justice and youth homelessness – which enables us to keep professionals, policymakers and the general public regularly informed. Through journalism and storytelling, we elevate the voice of people with lived experience related to these issues.

WHO WE SERVE

Child welfare and youth justice caregivers and professionals in our target states*

Children, youth & families with lived experience in our target states*

Policymakers in our target states*

OUR WORK

Elevating the Media Focus on These Issues

- Events (in-person panels and webinars)
- Publishing stories
- Distributing stories
- Co-publishing partnerships
- Podcasting

Increases public awareness and educating surrounding issues

Builds confidence towards self-advocacy

Training People with Lived Experience to Share Their Perspective

- Events (in-person panels and webinars)
- Community-based partnerships
- Training (fellowships, one-on-one and workshops)
- Editing
- Publishing stories

Directly informs needed policy change

Policymakers are held accountable by people with lived experience

Educating and Informing Professionals and Policymakers

- Events (in-person panels and webinars)
- Publishing stories
- Distributing stories
- Podcasting

INTENDED IMPACT

Access to independent, accurate information about these issues

Read more stories about these issues

Have a meeting place for open conversation on these issues

Basic understanding of the role of journalism in democracy

Increase youth communication and professional skills

Utilize tools to better serve youth and families

Greater awareness and deeper understanding of child welfare, youth justice and youth homelessness issues

ULTIMATE SOCIAL GOAL

*In states with child populations over 1M with a particular focus in California, Texas, Washington, New York, and Minnesota