

2024

Year in Review



DO
SOMETHING

Letter from leadership

Dear Friends,

2024 was the year that our 3-year strategy took flight.

As you'll read in this year's Year in Review, 2024 was the year when we found our new voice as the coach, champion, and connector for Gen Z and Gen Alpha volunteers and leaders.

2024 was the year that we built today's young people a new social impact hub - one fit for digitally native and tech-savvy young people to ideate, launch and scale their action journeys.

2024 was the year that we entered the gaming world, truly meeting Gen Z and Gen Alpha where they are already building community.

2024 was a year of exploration, innovation and impact. We even witnessed the phrase "Do Something" capture public attention when former First Lady Michelle Obama used it during a viral moment that reinforced our collective responsibility to "take action."

One thing remained true in 2024—we continued to listen to young people, center their voices and fuel their commitment to making this world a better, kinder, fairer place.

We cannot do this work alone! So we are grateful for all of our partners and supporters who joined us for this leg of the journey; and for all of the young people who again and again heeded the call to Do Something.

Let's Do This!



DeNora Getachew
Chief Executive Officer



John Faucher
Board Chair



Meet a new DoSomething for new generations

We've spent three decades learning, building, and growing alongside the generation that will make the world better, for themselves and for everyone in it. Alongside young people, we've built one of the largest movements for doing good and 2024 was no different.

**Only this time,
the world has changed.**

So we changed with it.

LET'S RECAP

We've educated and equipped hundreds of thousands of young people to step up and take action on the issues that matter most to them and their communities. We're providing tools to support their mental wellbeing and navigate the road safely, as well as to get engaged in their community and provide educational access to STEM careers. We call on them to DoSomething for Others, volunteering in their community to tackle hunger, donate clothes and period products to local shelters, and turn their passions into meaningful service projects. And the results? They speak for themselves.

113k actions
taken by members

Through Camp Reboot,
30k young people
armed themselves with mental health resources & learned to help others

89% of members
say DoSomething helps them take action on issues they care about

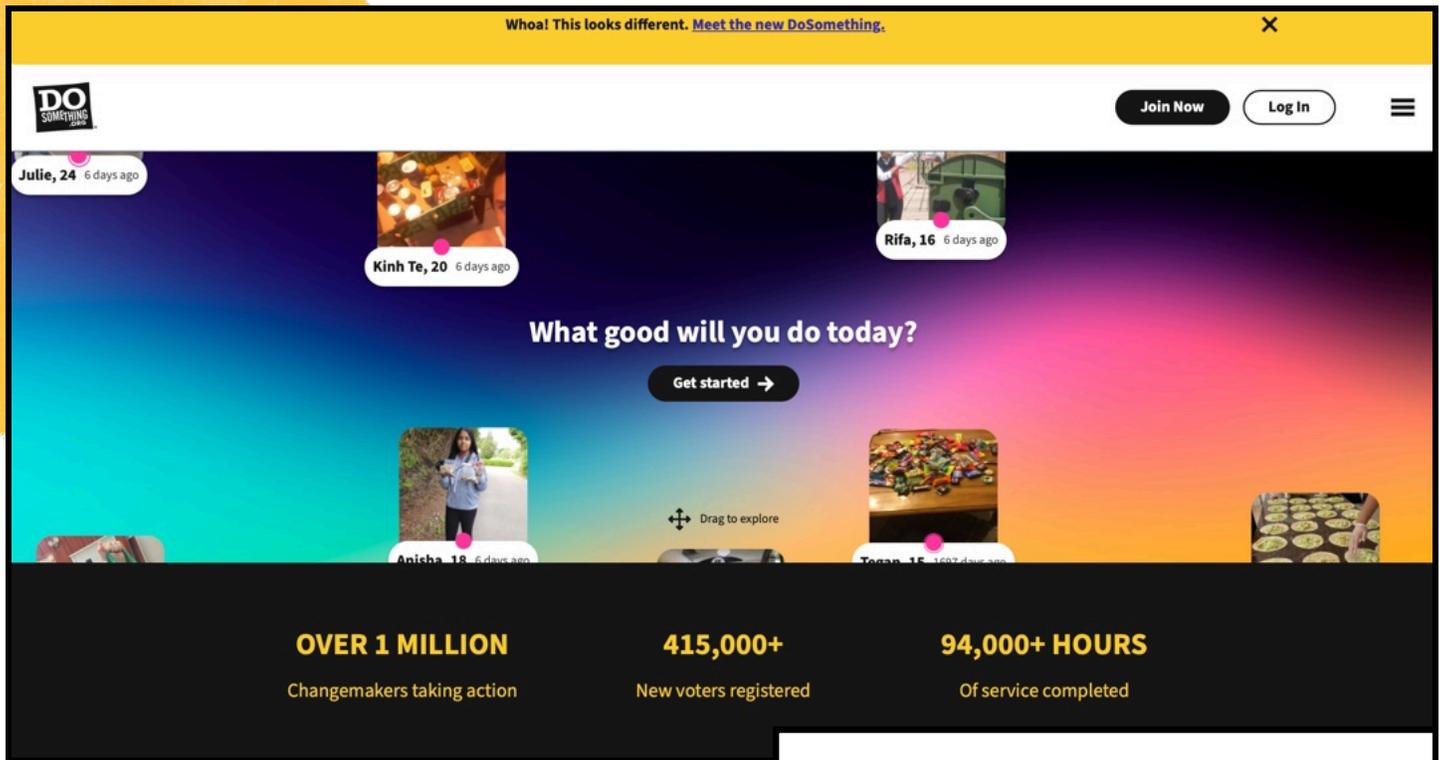
Through Camp Reboot,
77% of members
reported feeling motivated to contribute to their communities

Over 100k volunteer hours logged

80% of members
say that DoSomething connects them with other members who care about social issues

87% of participants
gained sustainable living skills through our climate programs





The dawn of a new & better online platform

In 2024 we launched the new DoSomething platform. A vision for a future where today's young people – Gen Z and Gen Alpha have the opportunities, skills, and tools they need to take action to transform their communities and create change. As digital natives, technology has always been at their fingertips, however, the rise of social isolation online has created a paradox.

They're craving safe, trusted digital spaces that allow them to meaningfully connect with others to make a lasting impact.

We created that.

HERE'S WHAT'S NEW:

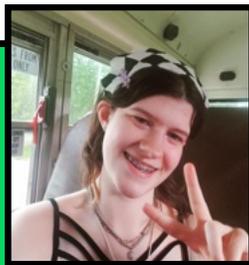
- **Personalized Goals:** Young people start their journey by setting impact goals and personalizing their DoSomething experience over time
- **Customized Actions:** Members get recommended actions and build a personalized DoThis list
- **Community Highlights:** Members see their impact and discover other members right on the homepage
- **Progress Tracking:** There's now an impact dashboard, where members can monitor the progress
- **Leadership Programs:** Members can join cohorts and new programs to get support and mentorship along the way



A refreshed brand that meets the moment

In November, we updated our brand to meet the moment. DoSomething has undergone a lot of changes during the past 4 years, and we needed to reintroduce ourselves to a new generation of young people. We enlisted a diverse group of 7 co-designers made up of members and non-members alike to codesign the brand. A new and evolved brand that puts young people and community at the center was born! The New DoSomething is boldly leaning into our role as Gen Z and Gen Alpha's **coach, champion and connector** in a world that sometimes feels like it's on fire.

OUR CO-DESIGNERS



Hayden H.



Hritwik C.



Kimberly R.



Saanvi K.



Pravanya G.



Sebastian M.



Shua C.



DoSomething enters the gaming world with Roblox

We announced a new collaboration with Filament Games in December 2024. This collaboration marks a bold step for DoSomething as we enter the gaming world to engage a new generation of young people in impact through play. Within the Filament Game, Robot World platform, players can take part in a virtual version of DoSomething's Talking Trash recycling challenge that leads to IRL rewards. By completing the DoSomething Quest, and then taking their knowledge. Gamers from Roblox are joining our IRL recycling challenge as a result.

A word from our CEO, DeNora Getachew:

“ So many young people are passionate about issues like the climate crisis and environmental responsibility. With nearly 40% of Roblox gamers between the age of 13-25, collaborating with Filament to bring social impact to the gaming space is a no brainer.”

**Something
for all**





DoSomething for Others

Our nationwide initiative DoSomething for Others encourages Gen Z and Gen Alpha to volunteer and build a safer, kinder and fairer world. Whether it's tackling hunger, collecting feminine products for those in need, recycling clothes and cans to reduce greenhouse emissions, or supporting wildfire relief, our members are making an impact every single day. We also partnered with The Allstate Foundation to promote their online docuseries to help young people see that there are different ways they can serve their communities and inspire them to volunteer alongside positive young role models.

Each episode encouraged viewers to pledge to complete one act of service through the following themes:

**WOMEN & GIRLS
EMPOWERMENT**

**FOOD INSECURITY
& FOOD WASTE**

**ANIMAL
WELFARE**

**CLIMATE CHANGE
& COASTAL RESTORATION**

**SOCIAL JUSTICE
& ART ACTIVISM**

Volunteers who went above & beyond

We've recognized volunteers who went above and beyond to help their community, naming them The Volunteer of the Month. They showed commitment to acts of service that align with their passions!



Shiraz, 15

Shiraz A. has made a significant impact in his community through his unique volunteering efforts. Shiraz took it upon himself to cheer up young patients at a local hospital in Flint, Michigan. He collected more than 500 toys via a toy drive at his school. His self-driven service project is a perfect example of how small ideas can grow into powerful actions.

“Anyone can think of an idea, and that idea can blossom to have an enormous effect on your community.”



Delayla, 17

Delayla N. completed four volunteer actions. She's donated stuffed animals to less fortunate kids, helped to clean up her neighborhood after Hurricane Beryl made landfall, and donated books.

“...you should always show enthusiasm along with finding something that you enjoy to connect to your volunteer work! It really helps when you actually have fun with giving back to your community.”



Arman, 16

Arman D. has been organizing clean up events in his neighborhood.

“I gave back to my community by organizing local clean-up events and volunteering at the food bank. I chose these actions to help maintain a clean environment and support those in need. Giving back is important to me because it fosters a sense of unity and improves the well-being of everyone in the community...”



**DO SOMETHING FOR OTHERS:
BY THE NUMBERS**

OVER 100k

logged volunteer
hours reached in
2024 reached

OVER 55k

clothes were donated

This helped to clothe **27,500**
people in vulnerable populations
and kept **13,750 lbs** of clothing
out of landfills

ALMOST 12k

food items were donated

This provided at least one
meal to **4,800** in need!

Talking Trash



This program launched with the goal to educate and mobilize young people to take action to recycle; further equipping them to design solutions that address sustainability weaknesses within their communities through youth-led task forces. By surveying members we found that sustainability is one of the top concerns for Gen Z. We started by focusing on states that have significant opportunities to improve recycling policies, like California, Louisiana, and Texas. We'll equip participants under 25 with resources that allow them to take meaningful action.

When the program launched, we saw an influx of actions taken by young people, and by the end of 2024, 37,426 plastic bottles were recycled.



**Over 4,000
young people**

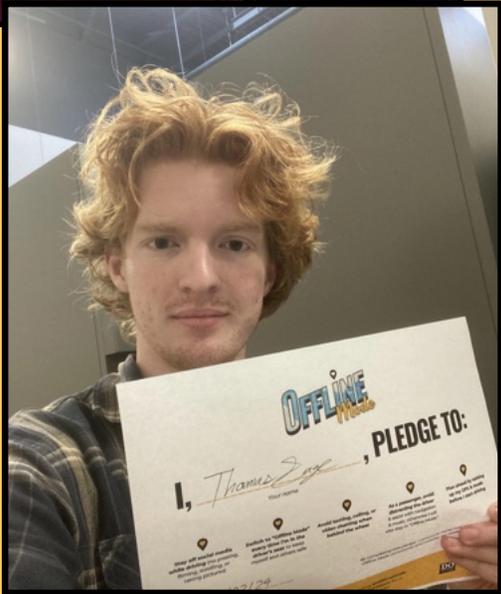
tested their recycling IQ with
our quiz & took home
learning tools to further
educate them about the
state of recycling



Offline Mode

Ending distracted driving, one young driver at a time

We launched Offline Mode, a road safety campaign, during Teen Driver Safety Week in October 2024. Research showed us that distracted driving is one of the leading causes of crashes among young drivers, with social media use while driving posing an increasing risk. This campaign encourages young drivers and passengers to take the pledge to commit to distraction-free driving and work towards creating safer roads for everyone. Over 300 members have taken the pledge to commit to making roads safer for their communities.



Our pledge has been shared with more than **82,000 people!**

The Greenprint

Gen Z wants to pursue meaningful careers that help the environment—and are interested in learning more about the green skills needed to make that a reality. Yet, 71 percent of young people surveyed by DoSomething said they don't know enough about eco-friendly careers. So in 2024 we sought to help them change that! Young changemakers are reimagining solutions to our shared climate crisis, and planning their path toward a green career.

With the inspiration from notable eco-leaders in the **Green Works** docuseries, our members are learning more about **green STEM skills**, climate careers, and are getting creative by imagining, designing, and sharing their very own eco-friendly jobs with us! Their visions will be featured in DoSomething's Greenprint magazine.



So far...

- **1,000 members** have already signed up to learn more about the STEM skills needed to shape a sustainable future, and how their dream career could have an impact on the environment.
- **84%** said they're more likely to seek environmental STEM skills in the future.
- **66%** said they greatly increased their overall knowledge about STEM skills and environmental stewardships.

Equipping youth to navigate the mental health crisis



Camp Reboot was
recognized with a
**2024 Bronze
Anthem Award**
for Partnership &
Collaboration in the
Health category!



Camp Reboot

An award-winning movement

Eighty-three percent of our members told us that they lacked the tools needed to take care of their mental health when feeling overwhelmed. We knew that young people were looking to tackle their mental health problems, but just didn't know where to start.

We launched Camp Reboot, a year-long virtual mental health program to help young people discover new skills to improve their self-care routines while developing new ways to care for the mental health of their peers and their community. Camp Reboot features three distinct peer-to-peer activities each drawing from different modalities: Mind Craft, Certified Bestie, and E.M.B.E.R. (Empathy, Mindfulness, and Building Emotional Resilience) Collective.



Camp Reboot: our actions

MindCraft

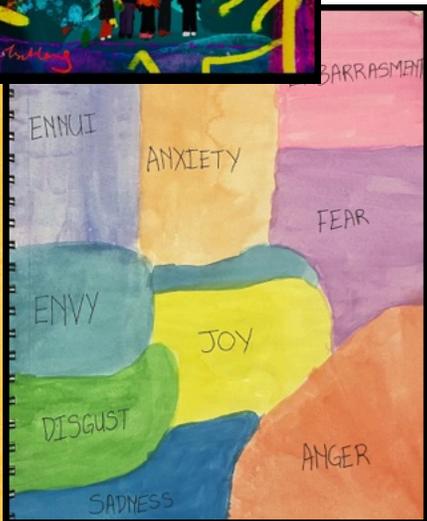
The first session at Camp Reboot invited young people to show how they use their craft including art, dance, and music as a creative outlet to relieve stress and anxiety.

Certified Bestie

We equipped young people to be mental health upstanders or first responders for themselves and their peers through a partnership with Wellness Education Lab. By completing an evidence-based training, young people became certified with skills to support their friends with a mental health problem or crisis until professional help is available.

E.M.B.E.R. Collective

We brought 19 young people together who were leading initiatives to address mental health issues in their community into a community of practice. As part of the collective, they received microgrants to help scale their impact as well as mentorship from subject matter experts and the opportunity to learn from their peers in a safe environment.





CAMP REBOOT: BY THE NUMBERS

OVER 2k

Mind Craft creations collected

OVER 7k

youth with mental health training to spot and take care of themselves and their peers' mental wellbeing

OVER \$4k

in microgrants issued to members looking to make their mental health ideas take off in their community

96%

of our members reported that they will use what they learned to address mental health challenges they or their peers may experience.

ARTWORK BY

Nafeesa, KY

DoSomething member,
Mind Craft

**Amplifying the
voices of
today's youth &
equipping them
to lead change**



Art of Democracy

We forged
over **40**
community
partnerships
nationally

We provided over
50 members
comprehensive in-
person leadership
opportunities.

Championing the next generation of young leaders to become a force for change at the voting booth & beyond

When the pandemic hit, young people showed up for their communities. When we saw the humanitarian crises facing so many around the world, young people showed up on college campuses. During the 2024 election season, they show up to the polls; because they know that our common challenges are much bigger than who sits in the Oval Office. DoSomething has a proven track record of impact in registering young voters and mobilizing them to participate in our democracy. We launched our Art of Democracy program in partnership with local organizations and educational institutions to educate and equip the next generation of voters with the identity, skills, tools, and agency to claim our democracy and their role in shaping it.



We engaged over
3,200
young people
through in-person
events



...young people are the catalysts for change.

We bring fresh perspectives, bold ideas, and a strong sense of community to the table.”

Tatiana, 20
Voter Catalyst, Florida

Stand out Art of Democracy moments

Voter Catalyst Network

In 2024, the Voter Catalyst Network (VCN) became a dynamic collective of young people under 25 who dedicated their time to galvanize their community to get out and vote—becoming an undeniable force during the 2024 general election and beyond. Through the VCN, young people became Voter Captains, armed with the tools and resources to register their peers to vote and ensure their voice is heard at the polls.

We trained young leaders in 15 states throughout the year to use local resources and outreach efforts to register voters, including battleground states like Georgia and Wisconsin. [20-year-old Tatiana Bell](#), who joined VCN in 2024, led her voter registration efforts in her community.



Bell garnered over 400 voter registrations



Stand out Art of Democracy moments:

Our Civic Fellows

The 2024 Civic Fellows Program was a three-month leadership opportunity for young adults (17-25) who were seeking to elevate their civic engagement in New York City. Each fellow used media, art, and storytelling to boost the participation of people under 25 in their community and civic life. Felicia Gambino, Azul Balderas, and Sonja Aibel received hands-on training, mentorship, and expert support to launch their projects addressing an important need in their communities.

THE RESULTS:

- **Empowered Leaders:** Fellows gained the confidence and practical experience needed to lead initiatives that address community needs.
- **Broader Engagement:** Participation in community projects encouraged our fellows to advocate for issues they care about, inspiring peers to join civic efforts and knowledge sharing.
- **Expanded Networks:** Connections with mentors, alumni, and external experts provided a support system for future civic endeavors.

Stand out Art of Democracy moments

Soundoff! Storybooth

In 2023, thousands of young people leaned into their civic voice and shared hundreds of stories with us through something we like to call our Soundoff! Story Booth Series.

In 2024, the series expanded nationwide! Our goal is to show elected officials this generation's vision for a better and fairer world. In fact, many of the young people who did vote in the 2024 election were motivated by their desire to [support a candidate who will do something about the issues they care about](#). We're calling on Gen Z to help build a National Youth Agenda.

The Youth Agenda

The Youth Agenda is all about amplifying our voices. Too often, Gen Z feels their voices aren't heard by those who determine their futures. We thought it was time for our leaders to listen and respond to what matters most to young people. DoSomething gathered over 300 stories from young people nationwide to build a National Youth Agenda. This effort was about giving Gen Z a seat at the table where decisions are made.





SOUNDOFF! STORYBOOTH: BY THE NUMBERS

1,621

Storybooth attendees reached from around the country, including GA, MD, MI, NC and KS in 2024!

20

Soundoff! Storybooth events hosted around the country

OVER 250

stories shared

“ It wasn't until I got to my HBCU that I really started to understand [more about] the black maternal health crisis. Black women are dying at an unprecedented rate [when compared to] other ethnic groups.”

Destiny, 21

Soundoff! Storybooth, Georgia

We outnumber the people in [the] seats in government.

They're not representing the people that are affected by the choices that are made every day. It's making me angry.

But I choose to channel those feelings into doing something.”

Stella A, 20

Pennsylvania



Generation Future: where are they now?

At our Futures Ball celebration in November 2023, we honored 3 incredible emerging leaders tackling mental health, the climate crisis, gender equality, and civic participation. We connected with them 1 year later to hear what they were able to achieve with their \$5,000 award from DoSomething - an unrestricted grant to grow and nurture their social impact initiative. Here's how they paid it forward.





GENERATION FUTURE: WHERE ARE THEY NOW?

Ananya Pinnamenini

Gender SHEquality

Being a recipient of the Generation Future Award really highlighted how much of an impact youth can make. Not only did receiving this award allow me to reflect on the scale of my impact at such a young age, but it also allowed me to see the incredible work done by other youth advocates and reinforced my belief that youth have the capacity to shape the future of our world.

With the Generation Future Award, I was able to:

1. **Fund education** of economically disadvantaged girls in India with a strong academic track record.
2. **Expand our marketing and outreach** for the mini-lesson program to nearly 100 new elementary and middle schools. Many school districts required a payment in order to advertise our program within their schools, so the grant was beneficial in helping us surpass this barrier.
3. **Translate our ShEquality mini-lessons** into two languages other than English (Spanish and Hindi) to make them accessible to students who do not speak English. With the funding from this grant, we were able to access paid translation services, which are much more accurate and effective than most free websites.”



GENERATION FUTURE: WHERE ARE THEY NOW?

Jasmine Lewis

TALMBAT

“I am incredibly grateful for DoSomething for granting me the resources to further this multidimensional work of envisioning, exploring, and researching to help fuel the future of storytelling. So far, receiving the Generation Future Grant has supported me in sustaining the TALMBAT Community in a myriad of ways: through helping to support costs of survey forms for potential and current members, graphic design software for curating images on social channels and campaigns, video/audio transcription software, website management (preserving the domain and site), and soon will be supplemental in redesigning the TALMBAT website to deeper reflect our vision, and to provide an accessible oral history archive. The funding has also supported my research in intertwining studies of imagination, education, and oral history (via books, research software subscriptions, poetry and language workshops).

The Generation Future Grant has aided in the projects development to:

1. **Broaden our community reach** (via ads for potential contributors)
2. **Develop new resources** such as PTL Project graphics and an upcoming digital oral history archive
3. **Support professional development** of the Chief Community Vanguard (me) through participating in storytelling, language-as-power, and poetics workshops.”



GENERATION FUTURE: WHERE ARE THEY NOW?

Maksim Batuyev

LA Climate Cafes

“The truth is, it's very difficult to fund grassroots mental health work and to find mentorship for this type of path. **Generation Future was an assurance that I'm on the right path and that the world needs people like us.** It reminded me my ambitions are in the right place and perhaps it's the world that needs to catch up. Traditional funding opportunities present heaps of barriers and put local, innovative grassroots work at odds with international, six-figure-budget nonprofits. Having specific avenues to fund grassroots, community-led engagements is a huge step to diversifying impact work, ensuring new audiences are reached, and securing a future generation of leaders who we can safely pass along the torch to. Without these interventions, we see youth leaders and innovative ideas fall to the wayside - it's a net loss for the world.

The Generation Future Grant enabled Climate Cafe LA to focus more on its in-person organizing and critical partnerships. With scarce resources available for mental health and for youth-led initiatives, **this funding meant we could step up our existing offerings.** We've reached millions with our social media content and reached hundreds in person here in LA. With unrestricted grant support, CCLA has been able to take on new projects that wouldn't previously be possible. Our impact has grown specifically from our new projects/partnerships, training initiatives for the public, and other free offerings. Without the Generation Future grant, these collaborations and partnerships might not have been possible.”

In the news

We don't speak for young people, we champion their voices!

In 2024, we built out a bench of key youth spokespeople who told us they were committed to sharing their perspectives. Turns out, the press can't get enough of DoSomething! Our collective's media footprint reached nearly 1,000 media mentions in 2024.

We armed our press bench with the confidence and public speaking skills to speak to the media authentically. Here are some of the greatest moments.



CBS News

DoSomething member, Niku S (18), was interviewed by CBS News in connection with her project through the EMBER Collective and her contributions to the youth mental health space!

"We received many emails from our district alerting us that we lost students to suicide, for me that was a huge indicator that we need change. For me it was a huge reality check with regards to how intense this mental health crisis is." - **Niku Sederat (18), DoSomething member**



Nonprofit NY

Two DoSomething members, Kaleb S (19). and James V. (19) appeared in a panel discussion alongside our CEO, DeNora Getachew about the importance of Rising Generations: Future Proofing Your Mission

The Guardian

DoSomething member Tatiana Bell, shares their thoughts on Hurricane Helene.

“

We need more awareness of what is going on.

On a personal level, I think that to deny it, especially being a leader in the state of Florida, I just don't think that's an appropriate position they have.”

-Tatiana Bell, 20

DoSomething Voter Captain

In the news



Yahoo!

In a critical election year, our members told the press what was most important to them as they went to the polls for the first time.

“What I’m looking for in the candidates is specifically economic policies — how are we going to tame inflation?” -Kaleb S. (19), DoSomething member

Milwaukee Journal Sentinel

When we took the streets to help Gen Z register to vote, members like Keontay B. (18) of Wisconsin shared their thoughts on youth voter registration and pressing issues alongside celebrity talent Ashley Everett and Luke James

“Health care is a really major thing that they are missing... It really is a lack of knowledge. We don’t have spaces to learn those things. We do things blindly and they refuse to put it in the school system because they (don’t) see it as a problem,” Keontay B. (18), DoSomething member

Her Campus

DoSomething member Jade Capellen shared her advice for motivating peers to vote.

“

When someone isn’t interested in voting,

I think the goal should be making voting easier for them, and that starts with finding out what barriers they might be facing.

Oftentimes, [people] just have unanswered questions, so directing them to resources that are approachable rather than casting judgment is a good approach.”

-Jade Capellen
DoSomething member

In the news

A bit of shine for our leaders too..



THE WALL STREET JOURNAL.

CNN

yahoo!

FOX6
MILWAUKEE

news12

Wall Street Journal

DoSomething's Leadership Share
Insight on How TikTok Is Wiring
Gen Z's Money Brain

CNN

DoSomething's CEO DeNora Getachew
Discusses the State of the Youth Vote
Leading Up to the General Election

Yahoo!

Political Candidates are Hiring Meme
Managers to Connect to Youth, but
DoSomething CEO Explains Why Winning
Their Votes will Take More Than That

Fox6

DoSomething Staff Hit the Swing State
of Wisconsin to Encourage Voter
Education and Registration

News12

DoSomething VP of Programming and
Impact speaks on our voter mobilization
work from one of our flagship Art of
Democracy events in the Bronx



DoSomething Strategic





New What Gen Z Wants Report:

The Future of Volunteerism

We launched our latest [What Gen Z Wants report!](#) This report offers insights from what 1,300+ young people ages 13-25 said they want to see evolve in the volunteer landscape so we can meet them where they are. It includes:

- **A framework** for using our 3 C's of Service to assess the relevance of your volunteer programs with a new generation of changemakers
- **Recommendations** for capturing the attention of Gen Z and rising members of Generation Alpha to recruit them as volunteer participants
- **Tips** for how to take potential volunteers from awareness to ambassadors of your service opportunities



DoSomething Strategic advises Hinge on how to combat the loneliness epidemic

DoSomething Strategic, the strategy consultancy arm of DoSomething, partnered with Hinge in its efforts to build the fund and select the 40 social groups tackling the loneliness epidemic in Atlanta, Los Angeles, and New York City. Gen Z spends 1,000 fewer hours of in-person time each year compared to their predecessors. Through in-depth interviews with Gen Z and extensive research, we helped develop the strategy for One More Hour – a platform born to help young people reclaim IRL connection, one hour at a time. The One More Hour Fund incorporated a youth advisory council composed of DoSomething members, each of whom received **\$25,000** to expand social access for Gen Z and support initiatives in large cities with a high potential for isolation. In 2024, we continued our work by supporting Hinge in launching the One More Fund.

**No dream
too big,**



**no action
too small.**

