



Impact Report

2025

Grow
Your
Mind

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Sensational, Good
Enough Kid

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1. Introduction

OUR MISSION

Our mission is to promote positive mental health early in life by providing schools and families with creative, research-informed resources that build resilience, emotional literacy, healthy relationships and core mental fitness skills. We aim to make wellbeing an everyday practice, not an afterthought.

We want to strengthen whole communities by fostering curiosity, kindness, and connection. In 2025 we continued to create, innovate, connect and grow our reach and we are excited to share the impact we have had.



OUR IMPACT REPORT PURPOSE

From the outset of founding Grow Your Mind, impact has been at the core of what we do. By committing to write an Impact Report each year we want to demonstrate the measurable difference Grow Your Mind is making in the wellbeing of children, educators, and families. It showcases the reach, outcomes, evidence, and insights from our programs and resources, providing transparency and accountability to our community, partners, and supporters.



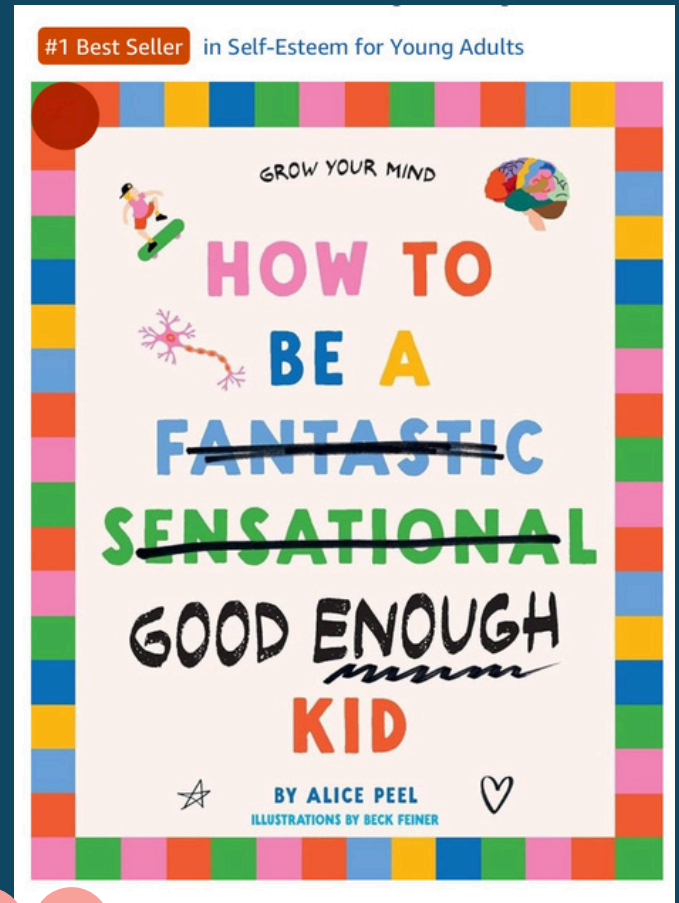
Grow Your Mind is
a great resource
and program and I
have found
students
consistently use the
language across
the school.

Maroubra Junction
Primary School

2. Grow Your Mind released a book!

In case you missed it! We released a book in 2025. Published by UNSW Press, it was launched at Berkelouw Paddington in April. **The Book has sold over 10,000 copies**, and Chinese language rights have been sold to Azoth Books Co., Ltd. and China Machine Press Co.

It is a guide to life for any kid, teenager or adult. We wanted the reader to be able to turn to the book for support and also discover the skills they can practise every day. Our aim was to help them understand ideas such as joy for resilience, respectful relationships, consent, dealing with disappointment, overcoming fear, gratitude, decision-making, embracing imperfection and navigating out of shame and comparison.



I wish I had “How to be a fantastic-sensational-good enough kid” as my guide when I was a kid. Growing up is hard, big emotions, big decisions, big friendships, all the things to navigate. Alice strikes the right balance of fun, playfulness and essential information to help every kid learn that they are good enough and that they can get through the big stuff. I hope every kid gets a copy of this book!

Dr Addie Wootten, Smiling Mind



The impact of the book:



As a family, we have been reading a few pages every night. It has been a real beacon of hope.

Jackie Haines, Principal and Regional Manager of Victorian Academy of Teaching and Leadership

A gem of a book with loads of practical strategies for young people.

Karen Young, Anxiety Consultant



This is a wonderful resource for your 8-15yr old and is something we're using in our home to help facilitate better resilience and mental wellbeing.

LoveFourReading

'If you have a child who could do with a bit of support or if you are a parent looking for some guidance and ideas, this book is a great place to start.

Emily Ross, Good Reading Magazine

I highly recommend this resource to parents, teachers, and healthcare professionals who are helping children develop mental fitness and emotional intelligence.

Dr Carmel Mason, GP
and 'good enough' Mum



Bringing the book to life in schools & the community

TO CELEBRATE THE LAUNCH OF OUR BOOK WE COMMITTED TO RUN FREE WORKSHOPS IN AUSTRALIAN PRIMARY SCHOOLS IN 2025

These workshops brought to life certain chapters of the book for Years 3-6.

- Challenging unhelpful thinking & building resilience
- Digital health, the role of neurotransmitters and navigating out of shame

45

schools visited

9500 +

Students took part

400 +

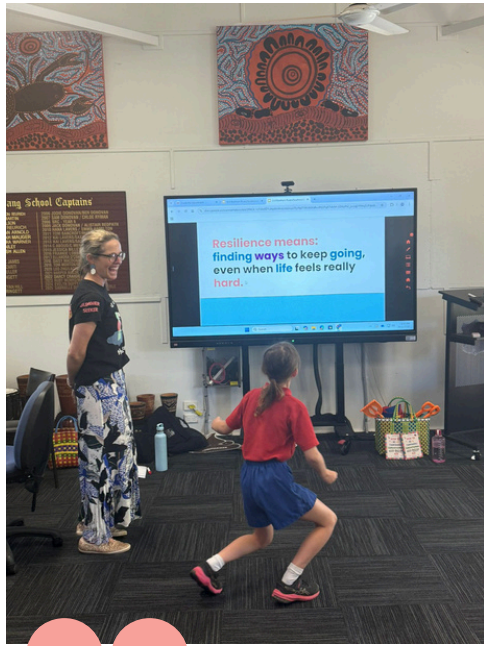
teachers attended

8

community events run



Bringing the book to life in schools & the community cont...



FEEDBACK FROM SCHOOLS

The workshop was fantastic, the kids were so engaged and really understood the important life skills taught.

Not only was the content relevant, I put it straight to use in my classroom. The workshop was very engaging and expertly delivered.

The content was fabulous and well-targeted to the age group. The kids stayed engaged, and many situations we have faced at school with different students were spoken about, and strategies given for moving through them.

The content and delivery were very engaging at an age-appropriate level with great strategies.

Loved the positive language on picking yourself up again after disappointment; the humour of the presenters made it engaging and approachable for all levels

The students LOVED your presentation. The follow up conversations were deep and students were discussing the things they needed to get better at. The older ones even shared some of the main points with the younger students, using appropriate language. The staff who attended also thought it was amazing.

3. The Grow Your Mind Schools Program



We have continued to support teachers through our free check-in call system, helping them use our resources to build student wellbeing skills such as kindness, respect and emotional regulation. These calls also provided valuable feedback, guiding major updates to our most popular content this year, including refined Grab 5 (daily wellbeing activities) and our Units of Work.

300+

Teachers supported through free individual check-in calls this year

411

The number of whole schools we have reached with our program so far

87

New schools joined the Grow Your Mind school community this year



I think the language in the program is perfect for students. I have heard and observed students using the language and vocabulary outside the classroom.

Heath Louey, R/Principal, Kyeemagh Public School

84%

Of students knew more ways to look after their mental health since using GYM

98%

Of teachers felt more confident in teaching students how to look after their mental health since using GYM

IMPACT RESULTS:

FOR STUDENTS since using the Grow Your Mind Program

- 84% knew MORE ways to look after their mental health
- 78% knew MORE about their brain and its key areas and functions
- 81% knew MORE ways to emotionally regulate
- 84% felt they had a person they could turn to
- 91% are MORE aware of the good things and people in their life
- 70% used something from Grow Your Mind at least once a week or more often

FOR EDUCATORS since using the Grow Your Mind Program

- 97% felt MORE confident in teaching students how to look after their mental health
- 96% felt MORE confident in teaching students how to emotionally regulate
- 97% felt MORE confident in teaching students how to adopt a benefit mindset and act with kindness
- 88% said their students know MORE ways to emotionally regulate
- 97% reported their students have a greater awareness of the good things and people in their life
- 72% reported witnessing their students using something from Grow Your Mind independently at least once a week or more often



FEEDBACK FROM STUDENTS

The most valuable thing I found from GYM is the many ways to regulate your emotions and stay mentally healthy

I have found the thing that is most valuable is learning about different parts of my brain and also learning how to control my actions.

That not all friends are good for me. It does not matter if you're the odd one out. JUST BE YOURSELF

4. Supporting Teachers and Parents



This year, we continued supporting teachers through facilitated workshops and self-led professional development on topics such as teacher wellbeing, staff resilience, culture, communication, and student-focused areas, including friendships, consent, respect, and resilience. We also helped parent communities understand what their children are learning and how to use the same wellbeing language at home.

In June, co-founder Kristina Freeman delivered the keynote address at the NSW Combined Montessori School Professional Development Day. A highlight from July was attending the International Positive Psychology Conference in Brisbane, where we met some of our intellectual heroes, including Dr Martin Seligman and Dr Barbara Fredrickson. Both received a copy of our book.

At the PESA Conference September 2025, our team presented why one wellbeing lesson a week isn't enough, highlighting how Grow Your Mind's 5-minute daily routines help to build regulation, connection, and readiness to learn. We also shared practical activities and had the pleasure of meeting Gina Chick and gifting her our book.

455

Educators were trained in our Professional Development courses

8

facilitated workshops were delivered.

300+

Parents attended one of our 6 Grow Your Mind workshops in their school



FEEDBACK FROM PARTICIPANTS

I really enjoyed the workshop because it provided practical strategies for maintaining well-being in my profession. The discussion on the PERMA+H framework stood out to me, especially the focus on building positive relationships and resilience. I also appreciated the interactive activities and real-life examples, which made the concepts easy to apply in daily life.

I enjoyed the Grow Your Mind course because it provided practical strategies for improving mental well-being in a simple and engaging way. What stood out to me the most was the focus on resilience and positive emotions, as well as how small daily habits can make a big difference. The insights on mindfulness and gratitude were particularly valuable, as they helped me reflect on how to cultivate a more positive mindset in my daily life.

5. Student Voice -

The Launch of a Buddy program & Season 5 of the Grow Your Mind Podcast

Student voice continued to be championed through our award-winning Podcast and the launch of a new Buddy program.

The buddy program saw older students (5-6) paired with younger students (K-4) to engage in fun, interactive activities that promote friendship, empathy, and social skills.

03 TERM SUMMARY



GROW YOUR MIND TERM THEME:

Building Friendships, Confidence & Inclusion

Week	Topic
1	Getting to know each other
2	Being Friendly to Everyone (GYM Golden Rule #1)
3	Not All Friends Are Good for Us (GYM Friendship Golden Rule #2)
4	Conflict is Normal (GYM Golden Friendship Rule #3)
5	Friendship is not like chocolate. It isn't meant to be Perfect (GYM Golden Friendship Rule #4)
6	Generous Assumptions help every friendship. What is the best you could assume about your friend? (GYM Golden Rule #5)
7	Friendships Change for lots of reasons (it still hurts though) (GYM Golden Rule #6)
8	Putting It All Together - Friendship Games



59000+

Number of podcast episode downloads

7 Episodes

were released covering topics such as emotional regulation, kindness, being an upstander, dealing with racism and joy. The amazing student hosts interviewed impressive Australians: boxer Harry Garside and musician Gordi.

6. Project Flourish

\$17,222

Raised via the
generous donations
from our community.

16

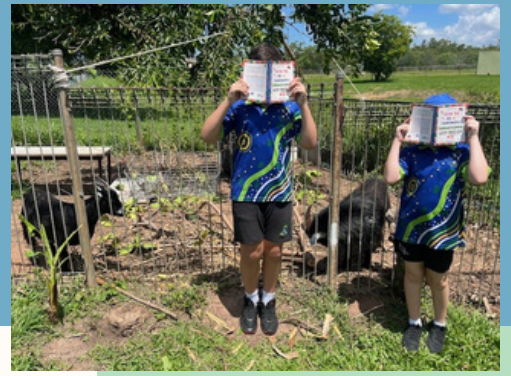
Scholarships awarded to:

Bemboka Public School
Tom Price Primary School
Tarro Public School
Wycheproof College
Lake Bolac College
Durack Primary School
Swan Hill Primary School
St Mary's Echuca
Caniaba Public School
Manifold Primary School
Burren Junction Public School
St John Vianney Primary
School
Spring Gully Primary School
Orange Anglican Grammar
St Paul's Primary Rutherford
Spring Hill Public School

This was our 5th Year of Project Flourish teaming up with our auspicing partner The Gogo Foundation. Building on the success of our book, this year we were on a mission to get our award-winning book, *How to be a Good-Enough Kid*, into school libraries across rural and regional Australia.

Each school received a scholarship valued at \$1100+, which included

- A set of 30 books. Enough for a whole class to read together.
- Access to curriculum-linked teacher notes and engaging activities designed to expand students' knowledge and critical thinking.
- Check-in support call with our education team
- A vibrant poster pack (22 posters) for the library to reinforce positive mental health messages



Of these Students

14%

Identify as Indigenous

11%

Have English as a
second language



Acknowledgements

We want to conclude by thanking our amazing team, who bring joy, curiosity, kindness, and an impressive work ethic to everything we do.

To our family and friends who fed us, drove us, housed us, performed with us and were invaluable support on our epic book tour, you helped us keep the joy, thank you.

To our incredible community of educators, leaders, and families, thank you for championing Grow Your Mind in your schools and communities. Your belief in our work brings it to life.

To our partners in tech, order fulfilment, and service delivery, and our auspicing partner The Gogo Foundation. Working and collaborating with you supports our growth in so many ways, we are so grateful.

To our generous supporters and funders who believe in our vision and make this work possible. Thank you.

Together, we are creating a calmer, braver, more connected world for children and the adults who care for them.



Grow Your Mind

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NSW 2024

The land of the Gadigal, Biddigal and
Birrabirragal people

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