CHOOSE CREATIVITY
POWERED BY THE LULU & LEO FUND

2025/26 IMPACT ONE-PAGER

2025/26 STATS AT A GLANCE

- 2,254 students and their families served
- 222 educators trained this year
- 36% growth in schools served YoY

OUR MISSION

Choose Creativity empowers educators, children, and families to build creative confidence using its 10 Principles of Creativity:

Authentic, Resourceful, Curious, Patient, Expressive, Unconventional, Present, Intuitive, Inventive, and Inspired.

On average, schools experienced a 10% decrease in chronic absenteeism after using our curriculum for at least one year

IMPACT ON STUDENT BEHAVIOR

- **76%** of students reported being open to learning new and unfamiliar ideas (Principle: Curious)
- **36%** increase in students using their imaginations to develop their own ideas about different topics (Principle: Inventive)
- **40%** increase in students knowing how to draw on their existing knowledge and skills when faced with new problems (Principle: Resourceful)

School administrators reported a 42% decrease in negative parental behaviors after using our curriculum

IMPACT ON EDUCATORS

- **90%** of educators would recommend a Choose Creativity Professional Development workshop to a colleague
- **95%** of educators reported an increase in their own level of creativity through learning and practice

The Choose Creativity materials are unique and exciting because they harness the power of creativity, integrating children's social-emotional learning into the academic curriculum in a natural and engaging way.

– Professor Stephanie Jones, Ph.D, Harvard Graduate School of Education; EASEL Lab Director