nextTalk 2025

Impact Report

Real Stories.
Real Threats.
Real Hope.

From Our Founder

Everywhere we turn, culture and technology are shaping our kids **faster** than ever before.

As parents, it can feel **overwhelming** to keep up, but that's exactly why **our mission at nextTalk matters so deeply right now.**

We're equipping families to **create a digital parenting strategy** and **engage in honest, relevant conversations** about culture.

These two things make all the difference...
keeping kids safe online while shaping our child's **moral compass,** and helping parents **stay connected**, calm, and confident in a digital world that's constantly changing.

I continue to be **amazed** by this community — the parents learning together, the volunteers showing up, the donors giving generously and prayer partners making it all possible.

Thank you for linking arms with us to protect hearts, strengthen families, and raise the next generation with **courage and conviction!**

Mandy Majors
nextTalk Executive Director

Who We Are

nextTalk's mission is to keep kids safe online by strengthening families through open communication

Our solution to **keeping kids safe** in a digital world is open communication, and it comes from Deuteronomy 6:6-7:

TALK to your kids when you are at home, when you are on the road, when you are getting up, and when you are going to bed.

nextTalk is a 501(c)(3) nonprofit based in San Antonio, TX.

Our Approach

nextTalk helps parents develop a digital strategy, stay informed about online dangers, and engage in relevant conversations.

This keeps kids safe online and creates a healthy relationship between parent and child – all while shaping a child's faith/moral compass defined by their parents, not the world.

Create a digital parenting strategy

Engage in relevant conversations about culture

Our Programs

We focus on four programs designed to help parents engage in relevant conversations, create a digital strategy, and develop their kids' moral compass.

PODCAST

Empower parents with tech and culture trends to raise awareness about key topics quickly and provide relevant faith-based tools to talk with kids at home.

EVENTS

Educate about online dangers, provide hope and practical solutions for families, strengthen communication and community within churches, schools, and organizations.

RESOURCES

Expand the impact by providing digital studies, written materials to use at home, resource packets, and training materials.

HELP DESK

Serve families through high-risk situations like online predators, sextortion, sexual abuse, and suicide.

It’s been an amazing year.

We want to tell you about it!

2025 Program Impact

PODCAST

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nextTalk podcast
Top 2% globally
of 3.6M podcasts
(ranked by Listen Notes)

34
episodes published

56K
reached through podcasts in 2025!

385K
lifetime podcast downloads

2025 Impact

PODCAST

Empower parents with tech and culture trends to raise awareness about key topics quickly and provide relevant faith-based tools to talk with kids at home.

We had so many amazing podcast guests, including...

Doug Greene

Joey Odom

Ed Newton

Jonathan Pitts

PLUS:

National Center for Missing & Exploited Children
National Center on Sexual Exploitation
Defend Young Minds

REAL IMPACT

Impact Story

We've walked through the fire these past few years-

with our daughter walking away from her faith and walking in an alternate sexual identity.

And we've stayed firmly rooted in prayer, surrounded by support, and **leaning into the podcast episodes that helped us not to panic.**

We've learned through nextTalk that we're not alone in this battle.

And I'm thrilled to report we're coming through the other side of this season **closer than before.**

-nextTalk Parent

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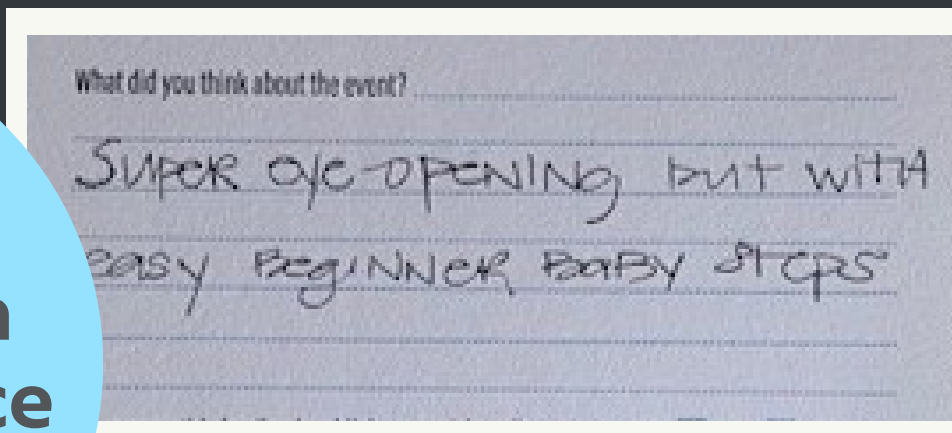
What did you think about the event?

SUPER EYE-OPENING BUT WITH EASY BEGINNER BABY STEPS

Presented with the San Antonio Police Department

39 events

2,800 families served and equipped!

2025 Impact

EVENTS

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EVENT HIGHLIGHT!

In 2025, we presented at our first dual-language elementary school *(and launched our first-ever Spanish-translated resource packet)*

OTHER 2025 EVENTS

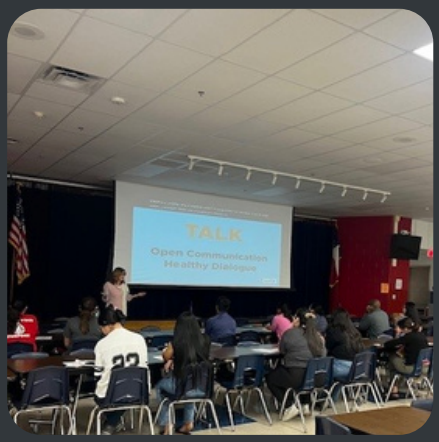
Department of Psychiatry at the University of Texas Health Science Center at San Antonio

Leukemia & Lymphoma Society

12 Churches

3 Christian Schools

24 Public Schools and Community Organizations



REAL IMPACT

Impact Story

I attended an event a couple of years ago and **what I learned set a new course for my parenting.**

I was sitting in the audience taking notes, writing page after page of information...

It felt **so inspired and relevant** to the world we live in today.

-Monica

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2025 Impact

RESOURCES

Expand the impact by providing more in-depth resources: digital studies, written materials to use at home, resource packets and training materials

221%

increase in free guide downloads

Resources like free guides help families put nextTalk principles into practice!

In 2025, we made Spanish translations available for download!

2025 Impact

RESOURCES

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nextTalk10

This year, we updated our ten key practices that we've been teaching since the beginning. You'll find the nextTalk10 at nextTalk events, in podcasts, and across our resources!

Here's how we describe the nextTalk10 to parents:

Rules are important, but the key is the relationship.

Implement these 10 best practices to protect your kids in an overexposed world.

- Build a Safe Place
- Teach Red Flag Reporting
- Adopt a No-Secrets Family Policy
- Answer their Questions
- Create Guidelines
- Protect Heart & Mind
- Avoid Crazy Parent Mode
- Face your Fears
- Develop Moral Compass & Default to Love
- Look in the Mirror

2025 Impact

RESOURCES

Expand the impact by providing more in-depth resources: digital studies, written materials to use at home, resource packets and training materials

Launched Walker's Promise

in colloboration with Brian Montgomery

What is Walker's Promise?
A pledge for parents: we promise to keep screens out of our kids' bedrooms and bathrooms.

Who is Walker?
Walker Montgomery is a 16-year-old football player from Mississippi who died by suicide after a "cute girl" messaged him on Instagram around midnight. That "cute girl" was actually an online predator who manipulated and threatened Walker. From the first DM to the time we lost Walker, it was less than 3 hours.

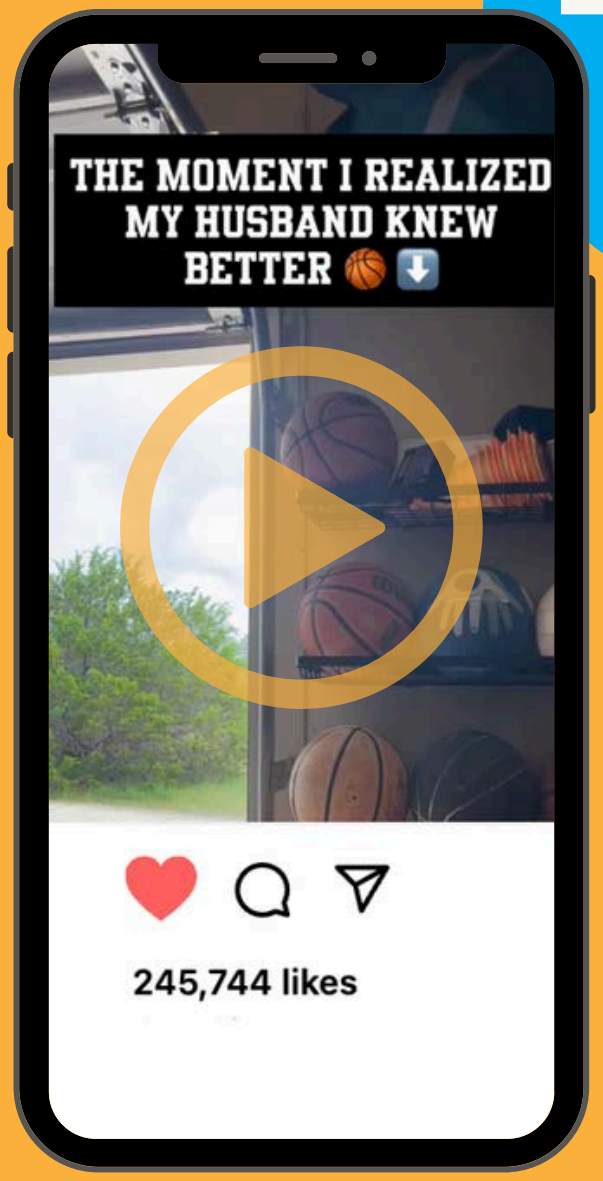
2025 Impact

RESOURCES

Expand the impact by providing more in-depth resources: digital studies, written materials to use at home, resource packets, and training materials

14,783
social media followers

388K
interactions on Instagram & Facebook



By the way... Did you see our viral Instagram post?

This one post reached 16 MILLION users!

REAL IMPACT

Impact Story

nextTalk has helped me realize that

even if we limit internet use

my kids can still be exposed to inappropriate content

and how important it is to be a safe place for kids to share with.

-Saige

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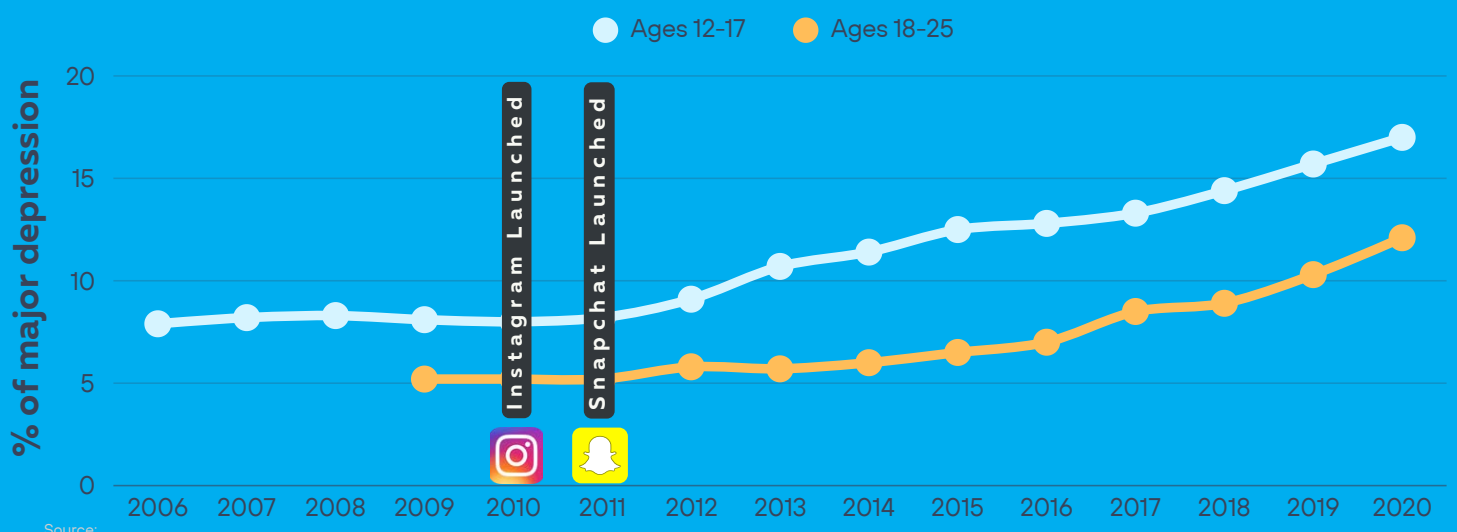
SOCIAL MEDIA & OUR KIDS' MENTAL HEALTH



Source:
U.S. Department of Health and Human Services
Publication Number PEP21-07-01-003
https://www.samhsa.gov/data/sites/default/files/reports/rpt35325/NSDUHFFRPDFWHTMLFiles2020/2020NSDUHFFR1PDFW102121.pdf

families served walking through personal crisis situations in 2025:

102

REAL IMPACT

Impact Story

THANK YOU!

And thank you for what you do!.

Because of you sharing Walker's story, my eyes were opened.

And I saw the signs.

My 6th grade son was talking to a "friend" online.

Ended up being a 69 year old man in California.

We're in Kansas.

-Podcast Listener, Kansas

2025 Impact

nextTalk

A few bonus stats that help share wins from our entire organization.

535K
families served across all programs with an annual budget of
$217K

5
nextTalk employees

823+
volunteer hours donated by 38 volunteers
(including 4 Board of Directors)

82K
website visits in 2025

2025 Impact

nextTalk

A few bonus stats that help share wins from our entire organization.

TOP TRENDING TOPICS IN 2025

- *Sextortion*
- *Online Predators*
- *Grooming*
- *Sexual Abuse*
- *Sex Trafficking*
- *Pornography*
- *Screen Addiction*
- *Online Gambling*
- *Phones/Social Media*
- *Nudes*
- *AI*
- *Sexuality/Gender*
- *Cyberbullying*
- *Mental Health*
- *Depression*
- *Suicide Prevention*

REAL IMPACT

Impact Story

I shared Walker's story with my son when he was 14.

He is now 16.

Recently, he came to me in a panic.

He shared that he had made a mistake and sent some pictures he should not have to someone he did not know and they immediately started demanding money and threatening to expose him.

I let him know he did the right thing by coming to me, and he said **"I knew I had to because of the story you told me about that boy (Walker)."**

Thank you for all you do and for saving my son.

-Podcast Listener, Alabama

What's Next?

This year, **nextTalk reached more families than ever**—thanks to viral moments online and national platforms like Focus on the Family.

But **as awareness grows, so does the need**. Families across the country are asking for help navigating digital culture, and we want to be there for every single one of them.

In 2025, we served 535K families on a budget of just $217K — that's approximately $0.40 per family.

Imagine how many families your gift can impact:

$50	$500	$1,000	$10,000
125 families	1,250 families	2,500 families	25,000 families

Our vision is bold: that every parent, in every country and every language, has access to nextTalk resources—because what we do saves lives.

To get there, we need your partnership.

Keeping More Kids Safe

PRAY TALK GIVE

Donate Here

Help us keep more kids safe online.

nextTalk.org/donate

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Thank You!

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