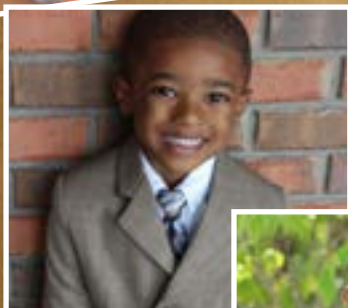


IMPACT REPORT

2025



Kenneth Braswell Sr., Age 4.

Kenneth "KJ" Braswell Jr. on the left - Ages 3-7

2025 IMPACT REPORT

We are thankful for the continuous support of our stakeholders as we work toward a future where every father is empowered to be the best parent they can be.

Prepared by

Kenneth Braswell
Carolee Bennett

Designed by

Azeema Fatima

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INTRODUCTION



At Fathers Incorporated, 2025 reminded us that the work of fatherhood never stands still. It moves through courtrooms, program cohorts, phone calls, podcasts, policy conversations, social media posts, research meetings, and quiet moments when a father decides he's not giving up. This year, we continued to stand in this movement with clarity, conviction, and care.

Across our programs, partnerships, and national platforms, Fathers Incorporated remained committed to a simple but powerful truth that guides how we serve, listen, build, and lead:

FATHERS ARE ESSENTIAL TO THE WELL-BEING OF CHILDREN, FAMILIES, AND COMMUNITIES.

In 2025, our Gentle Warriors Academy continued to provide fathers with education, case management, life coaching, peer support, and practical tools to help them show up more fully in their children's lives. Our legitimization work remained one of the clearest examples of why fatherhood must be understood not only as an emotional responsibility, but also as a legal, social, and systemic issue.

Too many fathers still face barriers that make presence more difficult than it should be.

Our role is to help remove those barriers, prepare fathers to navigate them, and continue pushing systems to recognize what children have always known: Their fathers matter.

2025 was also a year of expanding voice and visibility. Through the National Responsible Fatherhood Clearinghouse, the Million Fathers March, Poppa University, Dads Pad Blog, the I Am Dad Podcast, Fathers Incorporated's website, and our growing video platforms, we reached fathers, families, practitioners, policymakers, and communities in ways that were broad and deeply personal.

Our YouTube presence alone demonstrated the growing power of digital storytelling, while I Am Dad continued creating space for honest conversations about parenting, purpose, responsibility, and the lived experience of fatherhood.

We also strengthened the infrastructure that supports our responsible fatherhood work. We continued investing in data systems, evaluation, communications, partnerships, and organizational sustainability because our impact cannot depend on inspiration alone. It must be supported by structure. It must be measured, documented, and built in ways that allow the work to outlive any single moment, funding cycle, or campaign.

This year also asked us to keep thinking boldly about the future of the responsible fatherhood field.

We know that fatherhood work cannot remain on the margins of family policy, child well-being, workforce development, child support, maternal health, domestic violence prevention, education, or community development. Fathers are already connected to these systems. The question is whether these systems will be wise enough, courageous enough, and prepared enough to engage them well.

As you read our 2025 Impact Report, I invite you to see the fathers behind the numbers; the children who benefit when their dads are supported; the mothers, co-parents, grandparents, partners, and practitioners who are part of this larger family system; the staff members who carry the work every day with skill and heart; and the board members, funders, and partners who continue to believe that strengthening fathers strengthens all of us.

The has never been easy, but it remains necessary, sacred, and full of possibility.

We are still listening.

We are still leading.

We are still innovating.

We are still fathering forward.

With gratitude and determination,



Kenneth Braswell

CEO, Fathers Incorporated



A photograph of a man and a young girl, both smiling and looking down at something out of frame. The image is overlaid with a semi-transparent red filter. The text is centered over the image.

LEADERSHIP IN THE RESPONSIBLE FATHERHOOD FIELD

NATIONALLY KNOWN FOR EXCEPTIONAL SERVICE AND IMPACT, FATHERS INCORPORATED LEADS THE RESPONSIBLE FATHERHOOD FIELD.

With decades of experience, Fathers Incorporated (FI) sets the standard for nationwide fatherhood programs and advocacy. Our deep partnerships and data-driven strategies improve the lives of the fathers we serve directly and propel us forward as one of the country's most trusted, influential voices in responsible fatherhood. We use this authority to advocate for policies that advance responsible fatherhood and change cultural definitions of family to be inclusive of fathers.

FI also delivers an impressive suite of in-person and virtual programs that uplift dads in Georgia. These cohort-based services for fathers in Metro Atlanta and its surrounding counties include case management, life coaching, education, and access to legal guidance. As we engage, equip, and empower fathers and families, we document the impact of our interventions so we can continue to enhance fatherhood work in Atlanta and nationwide.

This work, critical to strengthening families and communities across the country, is only possible through the following:

- ➔ The vision of FI CEO Kenneth Braswell
- ➔ The commitment of the FI team
- ➔ Guidance from our board of directors
- ➔ Collaboration with community partners



This section of our 2025 Impact Report highlights these dedicated individuals and organizations.



OUR CEO:

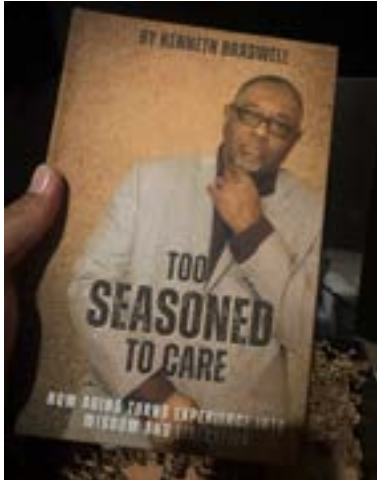
A VISIONARY AND UNWAVERING CHAMPION OF RESPONSIBLE FATHERHOOD

As the architect and heart of Fathers Incorporated (FI) and director of the National Responsible Fatherhood Clearinghouse, Kenneth Braswell is one of the country's most recognized, celebrated, and energized fatherhood advocates. Across more than two decades, his voice has shaped public understanding of fatherhood, strengthened families, and expanded the national conversation on the value of engaged fathers.

Across two decades, Braswell's public engagement has grown from focused community-based outreach into a broad and sustained body of work that includes keynote addresses, trainings, media appearances, screenings, webinars, public events, and policy-centered conversations.

This unwavering commitment to uplifting fathers and families yields impressive results in 2025 and over the last 20 years.





In 2025, Braswell's voice was prominent both in Georgia and nationally, contributing his expertise to trainings, panel discussions, graduation remarks, and policy-related conversations that advanced dialogue on Black fatherhood, rural dads, legitimization, leadership, and family well-being.

2025 Results

This year, Braswell focused public activities on influence, strategic visibility, and continued leadership in the fatherhood field:

- ➔ With a reach of just over 1,400, these events were intentionally more intimate – less about broad exposure and more about sustained relevance in critical spaces where fatherhood, family policy, and community impact intersect.
- ➔ The year's activity reflects a leadership presence that remains grounded in Georgia while also contributing to broader national conversations through virtual forums and issue-based convenings. The combination underscores Braswell's ability to speak to immediate community realities while shaping larger conversations across the responsible fatherhood field.

Cumulative Results

Between 2004 and 2025, Kenneth Braswell's speaking and community engagement have evolved into a broad body of work that includes trainings, keynotes, media appearances, public events, screenings, webinars, and advocacy.

- ➔ Braswell's documented reach from 2004-2025 is an audience of more than 8.4 million.
- ➔ During this time, public engagements approached 950 events in 116 cities and 34 states, plus Washington, D.C.
- ➔ Braswell's work has been connected to more than \$104.3 million in managed, contracted, and funded fatherhood-related initiatives across the U.S.
- ➔ Braswell authors dozens of blog posts and op-eds each year and produces the weekly "I Am Dad" podcast.



In its entirety, this public engagement record represents a sustained investment in changing narratives, informing practice, influencing policy, and elevating the importance of fatherhood as a core contributor to child and family well-being.

Across local communities and national platforms alike, Braswell's work continues to leave a measurable imprint on the conversation and the field while ensuring the mission remains clear: to elevate fathers, strengthen families, and help communities and systems better understand the essential value of father engagement.

About Kenneth Braswell

Kenneth Braswell stands at the forefront of the national fatherhood movement. With a distinguished career that spans decades, Braswell strengthens families and communities through advocacy, storytelling, and visionary leadership.

As the CEO of Fathers Incorporated (FI), Braswell has promoted responsible fatherhood, supported family well-being, helped reshape public perceptions of Black fatherhood, and inspired thousands of men to become active, engaged fathers.

Under his leadership, FI has become a leading voice in the fatherhood field, launched national campaigns, developed curricula, trained practitioners, and produced culturally relevant media. The organization has been awarded several federal contracts and built a trusted reputation as a thought leader and innovator in social impact work.

Braswell also serves as director of the National Responsible Fatherhood Clearinghouse (NRFC), a federally funded resource hub providing tools, research, and technical assistance to fathers, practitioners, and policymakers across the country.

HIS VISION HAS POSITIONED THE NRFC AS A VITAL PLATFORM FOR ADVANCING ENGAGED FATHERHOOD AT THE NATIONAL LEVEL.

As host of the “I Am Dad Podcast” and author of the Dad Pad Blog, Braswell brings his voice to the digital space, sharing powerful conversations and insights on fatherhood’s joys, challenges, and responsibilities. His authentic storytelling and thoughtful interviews have earned a loyal following, making the podcast and blog go-to resources for fathers and family advocates.

In recognition of this tireless work, Braswell has received numerous honors, including being celebrated by Oprah Winfrey on the OWN Network in 2021 for his advocacy with Black fathers. Braswell is also a recipient of the 2024 Leaphart Fatherhood Award from the Morehouse College Atlanta Alumni Chapter, highlighting his commitment to uplifting Black men and families and further cementing his legacy as a champion for responsible fatherhood.

Braswell’s passion for his work is deeply personal. Raised without his father, he experienced firsthand the emotional impact of a father’s absence.

His healing journey, chronicled in his powerful book *When the Tear Won’t Fall*, has fueled a professional mission to ensure other children don’t have to endure the same silence and void. His voice is one of both lived experience and strategic leadership – making him uniquely influential in the movement empowering fathers and reimagining manhood.

Braswell resides in Atlanta, Georgia, with his beloved wife, Tracy, and their vibrant family, which includes five children, three cherished grandchildren, his nephew, and their 100+ pound furry companion, Zaire. His home reflects the values he advocates for professionally – love, presence, responsibility, and joy.



Braswell continues to embody his life’s work through every speech, book, and initiative: empowering fathers, strengthening families, and transforming communities.

OUR STAFF:

The dedication of the Fathers Incorporated team expresses itself daily in our programs, products, and services. Their work sets the standard for what the responsible fatherhood field can offer fathers, families, and communities. We present this Impact Report with gratitude for each member of the team and the generosity with which they use their skills and talents to inspire and uplift the men we serve.

LEADERSHIP (AS OF DECEMBER 2025)



Kenneth Braswell, CEO



Tracy Braswell, Chief Operating Officer/NRFC Logistics Administrator



Shani Treece, Chief Financial Officer/NRFC Contract Compliance Manager



Javin Foreman, Program Director - FIRE and HEART

TEAM (AS OF DECEMBER 2025)



Carolee Bennett, Content Manager



Chanty Brunache, Case Manager



Shasta Dyer, Case Manager



Juanita Goss, Job Developer



Greg Harris, Outreach Specialist



TaKenya Harvey, Fiscal Officer



Keith Holmes, Outreach Coordinator



Rodney Kellum, Program Manager



Michelle Lockhart, Case Manager/Legitimation Specialist

TEAM (AS OF DECEMBER 2025)



**Darris McKenzie, Data
Manager**



**Dr. Matisa Wilbon, Director
of Fatherhood Initiatives and
Community Engagement**

OUR BOARD: THE DRIVING FORCE BEHIND FATHERS INCORPORATED

Through the inspirational guidance and careful oversight by our board of directors, Fathers Incorporated (FI) has become the lead voice in the national conversation on fatherhood and the go-to fatherhood program in Metro Atlanta. In addition to harnessing the resources and partnerships that sustain the organization day-to-day, our board focuses on the road ahead, positioning FI for considerable growth. Their leadership makes the incredible work highlighted in this Impact Report possible.

OUR BOARD (AS OF DECEMBER 2025)



Darren Ferguson, Board President



Brett Chestnut, Board Treasurer



Andre Turman, Board Member



Dorsey Levens, Board Member



1.2 MILLION

invested in women-
or minority-owned
businesses in 2025

10 MILLION+

total expenditures in
this category in the last
decade

PARTNERSHIPS: A HOLISTIC APPROACH TO UPLIFTING FATHERS AND COMMUNITIES

The Fathers Incorporated (FI) model insists that initiatives to strengthen families and communities are inclusive of fathers. This holistic approach recognizes, celebrates, and nurtures fathers and inspires meaningful collaborations with organizations in our community. FI's strength lies in this network, which includes legal advocates, child support agencies, behavioral health providers, and domestic violence specialists. With these partners, FI is agile and impactful, able to respond rapidly to fathers' complex needs and equip dads with long-term strategies (vs. short-term relief).

Our efforts are intentional. We actively invest in partnerships and businesses as part of the infrastructure we're building for the fathers we serve.

Minority-Owned Business Investments 2025

In 2025, FI invested more than \$1.2 million in women- or minority-owned businesses, and in the last decade, total expenditures in this category top \$10 million.

Community Partners 2025

The 411 Brand

1300 WAOK - Maria Boynkin

Ad Council

Administration For Children and Families -
Office of Family Assistance (HHS)

Annie E. Casey Foundation

Arts Education Integration

Atlanta Journal Constitution

Atlanta Public Schools

Auburn Avenue Research Library

Black Man Lab

Braithwaite Publishing

Child Find of America

Clayton County Court

Covington Travel

DC Global Planning

DeKalb County Sheriff

Delerme CPA

Fain Group

Families First Inc.

Fathers Matter ATL

Fulton County Jail

Fulton County Justice Center

Gateway Center

Georgia Department of Human Service -
Division of Child Support Services

Georgia State Law School

GRIFF - Get Up Mornings with Erica Campbell

Honorable Keisha Wright Hill (Clayton County)

ICF

InPrime Legal

Lucian Families

Dr. Jerome Maultsby

MDRC

Midwest Evaluation

Morehouse School of Medicine

Mr. Good Evening

National African American Child and Family
Research (NAACFRC)

National Parent Union

Melinda C. Pillow, ESQ.

Pittsburgh Yards

Saving Our Sons

Self-Care Agency

United Way of Greater Atlanta

University of Wisconsin-Madison

Urban Institute

VIA Consulting

A photograph of a man and a young girl looking at each other, with a blue overlay and white text. The man is on the right, looking down at the girl. The girl is on the left, looking up at the man. The background is blurred, showing some greenery. The text is in a bold, sans-serif font, centered in the lower half of the image.

**OUR PROVEN
MODEL FOR
EMPOWERING
FATHERS**



IMPACTFUL, EVIDENCE-INFORMED FATHERHOOD PROGRAMMING

Research suggests that children with involved, loving fathers are significantly more likely to do well in school, have healthy self-esteem, exhibit positive social behaviors, have successful relationships, and enter college. They are also less likely to be incarcerated.

THIS POINTS TO A FATHER'S PRESENCE AS PROTECTIVE AND ESSENTIAL.

While many factors impact childhood and family outcomes, our approach to strengthening families and communities focuses on fathers, addressing the personal and systemic barriers that prevent their active involvement. The extent to which these barriers negatively affect fathers varies, requiring Fathers Incorporated (FI) to ensure our approach is thorough, effective, and relevant to each man's needs.

And that's precisely what we've done. FI's fatherhood programs – delivered through our Gentle Warriors Academy (GWA) – feature a robust, evidence-informed curriculum, a unique community of participants and alumni, and one-on-one support.

The results speak for themselves: GWA consistently achieves remarkably high retention, engagement, and graduation rates, making it a model for programs nationwide.

This section of our 2025 Impact Report demonstrates our proven model for empowering fathers. Specifically, it highlights:

- ➔ Our Gentle Warriors Academy
- ➔ Our Legitimation Services



GENTLE WARRIORS ACADEMY: A BROTHERHOOD FOR ATLANTA FATHERS

Gentle Warriors Academy (GWA) is a cohort-based program serving hundreds of fathers, ages 18 and older, in Metro Atlanta. Funded by a \$5 million Healthy Marriage and Responsible Fatherhood grant, it combines Fathers Incorporated's interactive curricula with coordinated case management and life coaching. Ongoing training, social gatherings, and family outings create a "fatherhood is brotherhood" community that supports dads beyond program graduation.

CORE COMPONENTS OF GWA

The Fathers Incorporated (FI) Curriculum

GWA fatherhood programs utilize FI's proprietary Next Level Fatherhood and Life Skills curricula covering responsible fatherhood, co-parenting, conflict resolution, communication skills, financial empowerment, emotional intelligence, and child development. Participants attend 26 hours of this structured curriculum over 6-10 weeks. These interactive and group-based virtual classes encourage peer exchange, reflection, and practical application. The curricula and the facilitators who deliver them are highly responsive to the cohorts' needs and priorities, including legitimization, assistance with child support, housing, parenting time, custody, expungement or incarceration issues, and employment.

Case Management and Navigation

Over years of experience with fatherhood programming, we have learned that mental health services and life coaching are critical. Therefore, GWA offers wrap-around services tailored to fathers and their families throughout program completion. Case managers work with GWA participants to develop an initial individual service plan (ISP) that identifies goals, challenges, and priority needs. Follow-up support is flexible and may include referrals to community resources, court advocacy, job search help, housing assistance, and mental health check-ins. In addition, our team acts as "navigators" who check in regularly with participants. We utilize these brief but meaningful interactions to monitor progress, respond to concerns, reinforce commitment, and foster a culture of consistency.

The Brotherhood

GWA's culture stresses the importance of community and, more specifically, brotherhood. Encapsulated in the phrase "fatherhood is brotherhood," our peer interaction model provides immediate and long-term value to the fathers we serve.

What GWA Accomplished in 2025

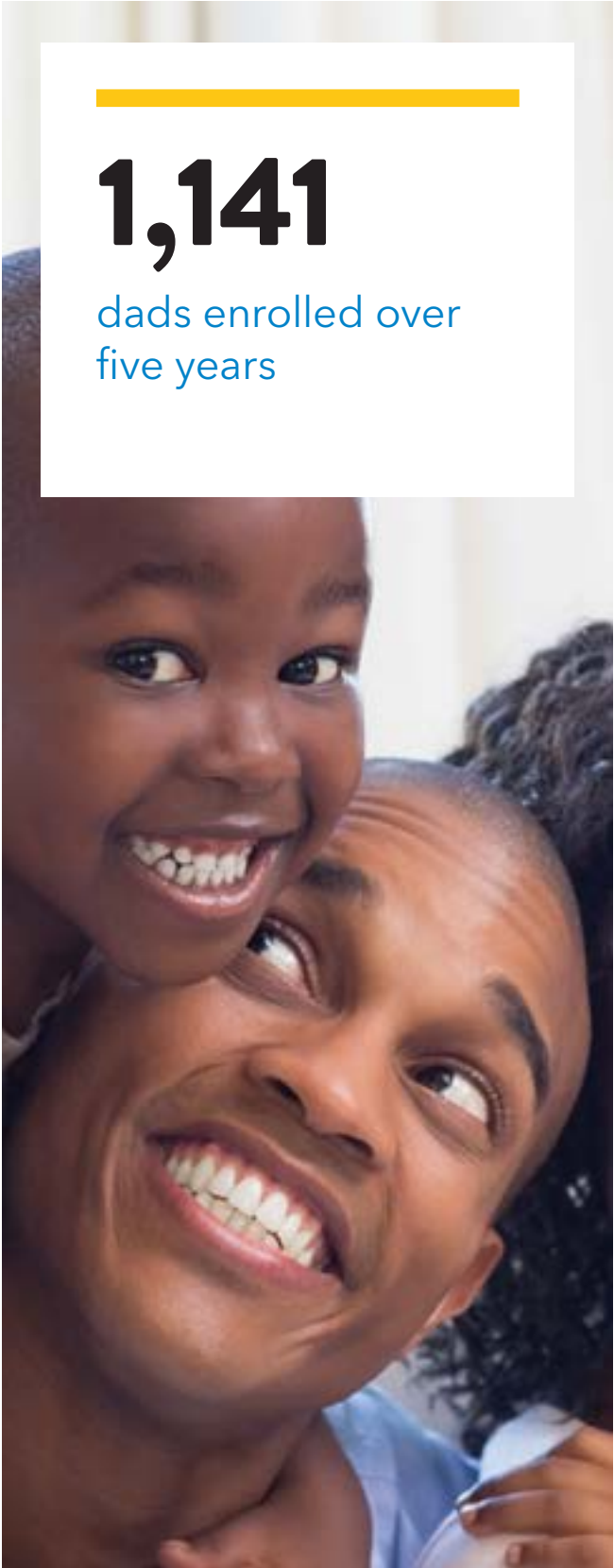
2025 represented the final year of the five-year FIRE grant from the Office of Family Assistance (OFA), and participation data shows that GWA exceeded OFA's expectations for program enrollment, engagement, and completion. This success includes the following:

- ➔ Over five years, GWA enrolled 1,141 dads beating annual enrollment goals by an average of 123%.
- ➔ By the end of 2025, GWA had nearly tripled engagement of incarcerated dads.

It is important to note that these numbers directly result from the vigorous efforts of our team, which delivered 16,553 total contact hours to dads.

In 2025, to recognize and celebrate the accomplishments of fathers completing the programs, FI hosted four graduations at our service office in Pittsburgh Yards. Fathers wore caps and gowns at these ceremonies and enjoyed the whole experience of being graduates.

This culmination of the GWA experience cannot be understated. Fathers attend with pride and leave with a sense of achievement.

A close-up photograph of a Black man and a young girl. The man is in the foreground, smiling broadly and looking upwards. The girl is behind him, also smiling and looking upwards. The image is partially obscured by a white text box in the upper left.

1,141

dads enrolled over
five years

ADDITIONAL MEASURES OF SUCCESS

In Y5, we prioritized efforts to meet or exceed program targets, maximize participant engagement, and encourage fathers already connected to our ecosystem to complete the program. FI is proud to highlight several program accomplishments that reflect our commitment to giving fathers a life-changing experience with the best possible outcomes.

And while our focus for GWA is always on the fathers themselves, we also worked to position FI and GWA for long-term sustainability so that we can serve fathers and families with greater efficiency, stronger communication, and expanded impact in the years ahead. This included investments in infrastructure development, data systems modernization, community engagement, and implementation of the Fatherhood TIES research project.

Re-engagement Efforts

One of the most significant efforts during the year involved conducting a comprehensive review of participant records dating back to Y2. Our team identified fathers who had enrolled in services but had not completed all program requirements and launched a coordinated re-engagement effort to bring those participants across the finish line. This strategy allowed us to maximize the investments already made in fathers and families while increasing graduation outcomes and ensuring that participants received the full benefit of the services available to them.

Data Infrastructure

Another major focus area in 2025 was continued development of FI's Salesforce platform and participant engagement infrastructure. Through evaluation findings and continuous quality improvement efforts, we recognized a challenge. Although we were highly effective at engaging fathers initially, our growing participant population and limited staff capacity made it difficult to maintain long-term communication.

This affected our ability to collect follow-up surveys and fully document participant outcomes beyond program completion.

To address this challenge, our team designed and built a comprehensive Salesforce ecosystem capable of supporting two-way communication, automated participant engagement, data collection, reporting, and performance tracking. We will use this system to improve communication between participants and staff and support the work of navigators, case managers, facilitators, outreach staff, and community partners.

THIS INVESTMENT REPRESENTS A CRITICAL STEP TOWARD STRENGTHENING PARTICIPANT RETENTION, ALUMNI ENGAGEMENT, OUTCOME MEASUREMENT, AND OVERALL PROGRAM EFFECTIVENESS IN FUTURE YEARS.

Fatherhood TIES Initiative

In addition to the FIRE grant closeout activities, FI successfully completed the Fatherhood TIES (Training, Interventions, and Educational Services) demonstration project in 2025. Through our partnership with MDRC, we researched the efficacy of specific core components of fatherhood program by assigning added interventions – like legal assistance, co-parenting workshops, mental health support, and family cohesion activities – to a subset of FI's FIRE participants. Although the project began approximately three months later than anticipated, the team exceeded project goals and implemented an additional cohort to ensure sufficient participant enrollment and maintain the fidelity of the study design. This extra effort strengthened the overall demonstration project and ensured meaningful participation from fathers receiving enhanced services through the TIES model.

Community Engagement

Community engagement also remained a priority throughout 2025. For example, FI partnered with Clayton County to co-host a Father's Day Brunch bringing together fathers, families, community leaders, elected officials, business leaders, and government representatives. Hosted at the Clayton County Police Department, the event celebrated fatherhood while highlighting the importance of father engagement and family strengthening within the community. Commissioners, public officials, and community stakeholders participated, helping to elevate awareness of the work being accomplished through GWA and FI.

ENHANCEMENTS AND PARTNERSHIPS CONTRIBUTING TO GWA'S SUCCESS IN 2025 (Y5)

As GWA entered the final year of the FIRE grant, FI remained committed to strengthening existing partnerships and continuing to lay the groundwork for the future of fatherhood services in Metro Atlanta. Throughout Y5, our team focused on maintaining strong relationships with referral partners, community organizations, courts, correctional facilities, and service providers. Each played a critical role in ensuring that fathers could access support and complete the program.

Fulton County Jail

One of the highlights of 2025 was the successful implementation of another GWA cohort inside Fulton County Jail. This partnership continued our engagement with incarcerated fathers and provided them with meaningful opportunities for personal growth, family engagement, and successful reentry planning. The cohort culminated in a graduation ceremony attended by Fulton County Sheriff Patrick Labat, whose participation underscored the importance of fatherhood programming within correctional settings. The event received positive media coverage, helping raise public awareness about the positive impact of fatherhood engagement programs and the value of investing in fathers who are preparing to return to their families and communities.

Dekalb County Jail

Looking to expand our engagement of incarcerated fathers, we initiated a dialogue with Dekalb County Jail. As a result, we were able to commence the MOU process in 2025.

Expanded Legitimation Resources

Recognizing the growing demand for legal education and support among fathers, FI continued to strengthen its legitimation efforts this year. Building on the success of prior legal workshops and "Ask an Attorney" sessions, we developed a relationship with the State Bar of Georgia Pro Bono Resource Center and members of the Georgia legal community.

These conversations focused on identifying volunteer attorneys who can assist GWA fathers by providing legal education workshops and legitimization clinics with court representation and other legal services potentially possible, as well. This work represents an important step toward justice for fathers seeking to establish and protect their parental rights.

Future Partnerships

Since Y5 marked the conclusion of the FIRE grant, we focused partnership development work on the future sustainability and growth of GWA. We continued cultivating relationships with community stakeholders, legal partners, government agencies, and service providers to ensure that fathers will continue to have access to comprehensive support beyond the grant period. These efforts reflect FI's commitment to continuous improvement, strategic partnerships, and a robust infrastructure capable of serving fathers and families for years to come.



OUR CURRICULUM, CASE MANAGEMENT, AND BROTHERHOOD NURTURE A GROWTH MINDSET

A GWA SUCCESS STORY



“THIS FATHERHOOD PROGRAM HAS BEEN GOOD TO ME AND HELPED ME IN SITUATIONS MORE THAN COURT SYSTEMS HAVE.”

Desmond Brookins,
Atlanta, GA

Desmond, a father of two living in Atlanta, credits our fatherhood program and its brotherhood with helping him buckle down and realize that being a parent isn't easy – but fathers can get through it together as a group. He says GWA changed his mindset and helped him grow, including finding job opportunities and starting the process of getting his son legitimated.

Since graduating from GWA in April 2025, Desmond got married and has been co-parenting successfully with the mother of his children. He's most proud of himself now for being able to do whatever he can for his kids at any time and encourages fathers who are struggling to never give up.



LEGITIMATION: PROTECTING THE FATHER-CHILD RELATIONSHIP IN GEORGIA

In Georgia, if a child's parents have never been married, the state presumes there is no legal father of the child. Therefore, to have legal rights to their children, unmarried Georgia dads must complete a legitimation process.

This is true even if paternity has already been established and even if the father has signed the birth certificate. Legitimation is a separate administrative and legal process. Without it, fathers in Georgia do not have the authority to make decisions supporting the well-being of their children and will not be considered in the exchange of custody if something happens to a child's mother or guardian.

One immediate issue with legitimation is a lack of awareness and education about the law, but our Gentle Warriors Academy (GWA) teaches the process and offers free legitimation services to fathers who need them.

Education

GWA workshops increase fathers' awareness of the importance of legitimation and the potential consequences of not pursuing it. These seminars cover the benefits of establishing legal paternity, the impact of legitimation on child

custody and parenting time rights, and the role of paternity acknowledgment in the legitimation process.

Guidance and Assistance

GWA helps unmarried fathers understand their rights and responsibilities under Georgia law, offers advice on how to file a petition for legitimation, and assists fathers in accessing the necessary forms and resources. This typically includes case management addressing each father's unique situation and connecting him with legal providers, mediation services, and other community-based resources.



Fatherhood Development Programs

Through our Next Level curricula, GWA focuses on building parenting skills, enhancing communication and conflict resolution, and fostering positive relationships between fathers and children and fathers and co-parents. Participation in these programs can demonstrate a father's commitment to responsible fatherhood during the legitimization process.

Support Groups and Peer Networking

GWA creates opportunities for unmarried fathers to receive emotional support, encouragement, and practical advice as they navigate the complexities of establishing their legal rights and responsibilities regarding their child/children.

Programs like these assist fathers in making informed decisions and protecting relationships. Once a dad's legitimization petition is filed and granted by a judge, he can spend time with his children without being denied access by the child's legal guardian.

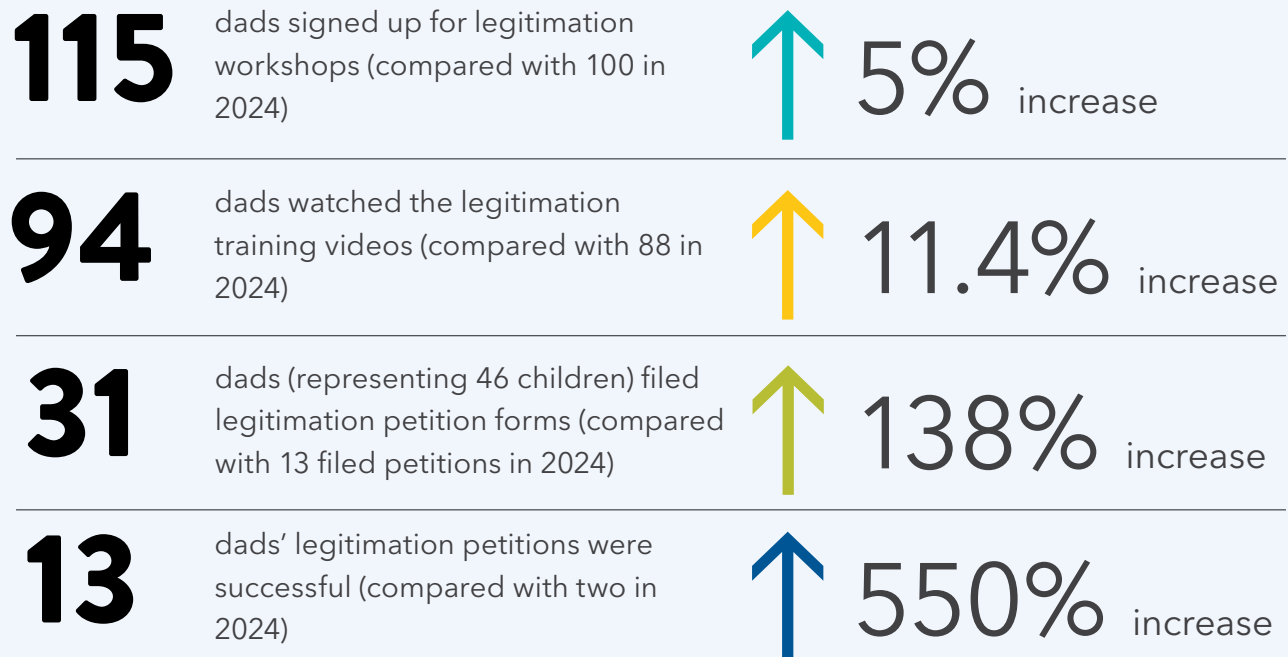
This level of empowerment is impactful. Research shows that fathers spending time with their children provides emotional well-being for both.

Difficulties in the Legitimation Process

The legitimization process can be very fraught for fathers and their families:

- Much misinformation about legitimization exists.
- The level of personal information fathers must provide can feel intrusive.
- Often, fathers don't want to upset co-parents or disrupt informal agreements that may be in place.
- In some situations, fathers worry about retribution from the co-parent.
- Many men – Black men in particular – have witnessed or experienced bias within the justice system, and their fears about going to court represent a significant barrier.

Unfortunately, even after attending virtual and in-person workshops, many choose not to file their petitions due to fear of disrupting the relationship with their children's mothers. In 2025, despite the difficulties inherent to legitimation, GWA participants completed the following steps in the process:



THESE NUMBERS TELL THE STORY OF A DAUNTING PROCESS, A GREATER NEED FOR LEGITIMATION SERVICES, AND INCREASED SUCCESS RATES FOR DADS COMING THROUGH OUR GENTLE WARRIORS ACADEMY.

GWA GUIDES FATHERS THROUGH THE LEGITIMATION PROCESS

LEGITIMATION TESTIMONIAL

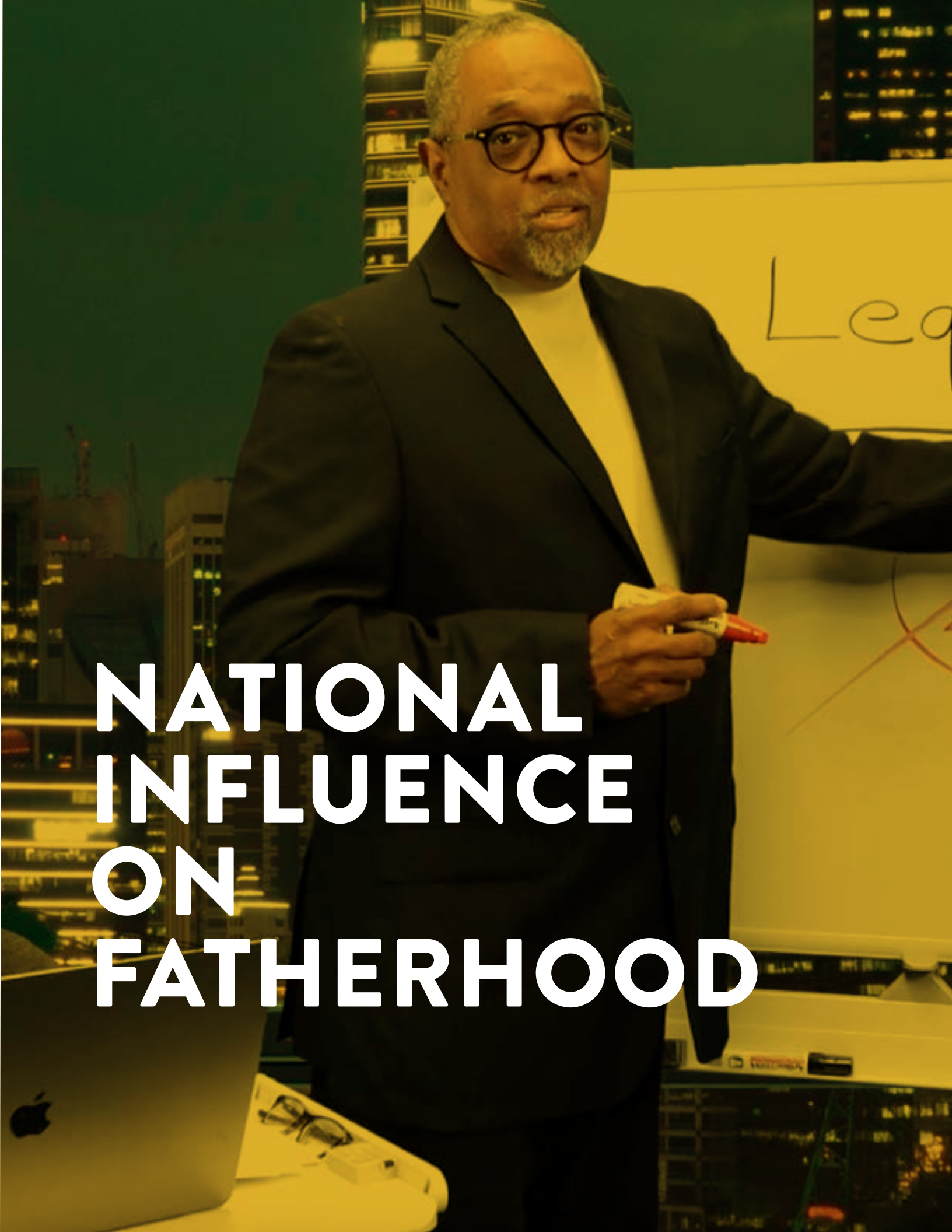


“HAVING A STRONG NETWORK HELPS A LOT, ESPECIALLY THIS GROUP, THIS ORGANIZATION THAT HAS RESOURCES, EVERYTHING IN ONE SPOT, INSTEAD OF HAVING TO SEARCH FOR EVERYTHING YOURSELF.”

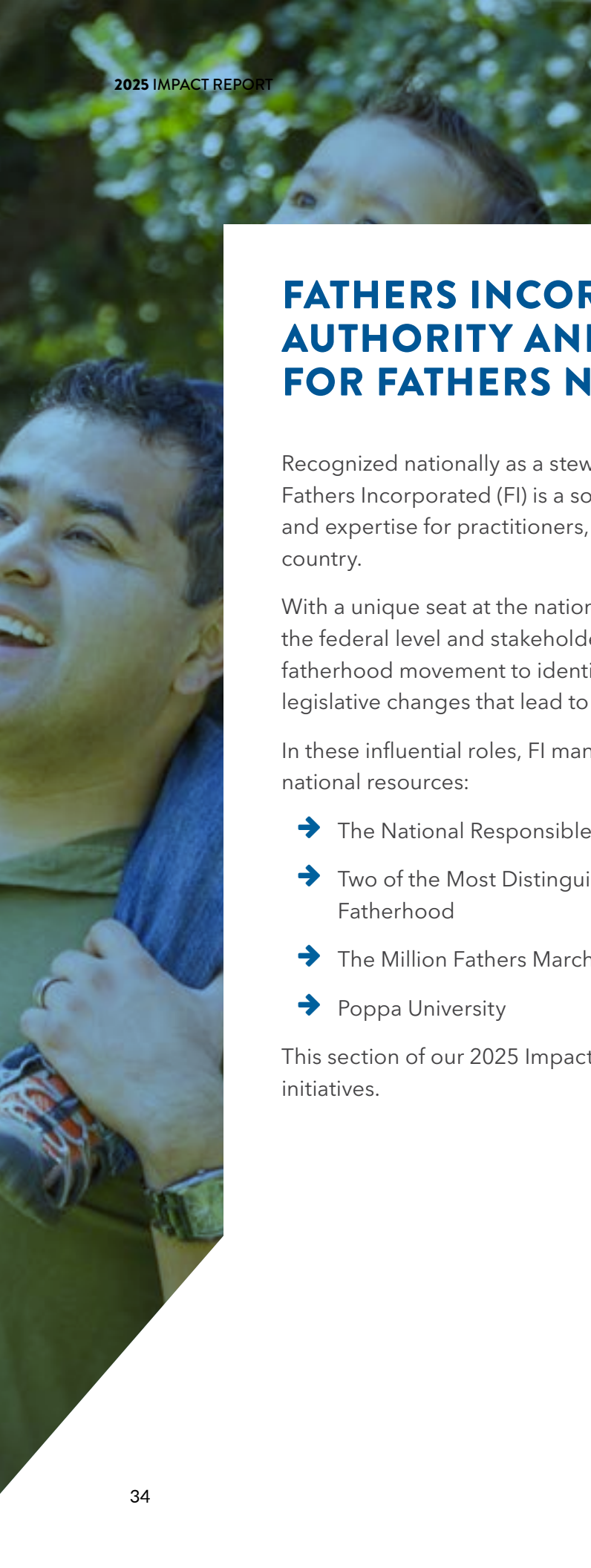
Mike Davis,
Atlanta, GA

Mike, a father who lives in Atlanta and has one son, says that when he signed his son's birth certificate, he thought it gave him rights as a father. Through GWA, however, he learned that a signature on the birth certificate is not a legal pathway to fatherhood and that without legitimation, unmarried fathers in Georgia don't have parental rights. With our assistance, he filed for – and was granted – legitimation for his son.

GWA also gave Mike more confidence and helped him to be more consistent. He reports following through (instead of procrastinating) on things he needs to take care of with his son and with life in general. As a recent graduate, he shows up for other fathers going through the same thing and passes along his knowledge about the legitimation process.



NATIONAL INFLUENCE ON FATHERHOOD

A photograph of a man with dark hair, smiling and looking upwards. A young child is sitting on his back, also looking up. They are outdoors, with green foliage in the background. The image is partially obscured by a white text box on the right.

FATHERS INCORPORATED'S AUTHORITY AND ADVOCACY FOR FATHERS NATIONWIDE

Recognized nationally as a steward of responsible fatherhood, Fathers Incorporated (FI) is a source of inspiration, guidance, and expertise for practitioners, fathers, and families across the country.

With a unique seat at the national table, FI works with leaders at the federal level and stakeholders throughout the responsible fatherhood movement to identify and advocate for social and legislative changes that lead to healthy father involvement.

In these influential roles, FI manages and sustains several national resources:

- ➔ The National Responsible Fatherhood Clearinghouse
- ➔ Two of the Most Distinguished Conferences in Responsible Fatherhood
- ➔ The Million Fathers March
- ➔ Poppa University

This section of our 2025 Impact Report highlights these initiatives.

THE NRFC: A RESOURCE FOR THE ENTIRE RESPONSIBLE FATHERHOOD FIELD

Since 2010, Fathers Incorporated (FI) has served as the principal contractor for the National Responsible Fatherhood Clearinghouse (NRFC). Overseeing and directing all in-person, online, and on-air activities of the NRFC, FI is critical in driving the organization's objectives, which include developing and disseminating evidence-based strategies that strengthen fathers and families.

FI has worked diligently to share resources, provide programming, and facilitate the exchange of research and proven practices to the responsible fatherhood field nationally. These efforts position FI as a leading authority and invaluable resource for fathers, researchers, practitioners, policymakers, and other stakeholders dedicated to fortifying families.

Our engagement with the NRFC includes the following:

- ➔ Managing a robust online presence
- ➔ Pioneering critically acclaimed media campaigns
- ➔ Organizing regional and national fatherhood conferences
- ➔ Coordinating webinars
- ➔ Facilitating a virtual community
- ➔ Publishing research, tools, and resources
- ➔ Operating a national call center/helpline for fathers

By directly supporting fatherhood practitioners nationwide, the ongoing FI/NRFC collaboration has been key to the growth and well-being of fathers, children, families, and communities across the country.

IN FISCAL YEAR 2025, THESE ACTIVITIES INCREASED THE USE OF EVIDENCE-BASED STRATEGIES, BOOSTED AWARENESS OF BEST PRACTICES AMONG PRACTITIONERS, AND INFLUENCED THE WORK OF SOCIAL AND HUMAN SERVICE PROVIDERS AT THE STATE AND LOCAL LEVELS.

11,246

NRFC listserv subscribers

The NRFC Listserv

At the end of fiscal year* 2025, the NRFC listserv included 11,246 subscribers and sustained an open rate averaging 35% for emails and newsletters (consistent with the prior period).

1.5 BILLIONmedia campaign
impressions

The NRFC Media Campaign

FI expanded public awareness of fathers and fatherhood through a media campaign that earned nearly 1.5 billion impressions in fiscal year 2025. (This Impact Report includes additional details about the 2025 campaign under the “New Narrative for Fatherhood” section.)

207,341

unique website visitors

The NRFC Website (fatherhood.gov)

Despite the Administration’s pause of most website content for 2025, the reach of fatherhood.gov in fiscal year 2025 included 207,341 unique visitors who participated in 244,185 sessions and generated 447,883 pageviews.

During this time, pageviews per sessions were 1.83, representing a more engaged audience compared with 1.25 pageviews per session in the 2024 reporting period. In addition, traffic to the “For Dads” section of fatherhood.gov and the NRFC’s Dads Talk Blog totaled 192,902 and 5,109, respectively.

The NRFC Virtual Library

One of fatherhood.gov’s core components is its online library, which represents the country’s most extensive database of fatherhood-focused and family well-being resources. As fiscal year 2025 concluded, this virtual library featured 4,028 resources, publications, and online holdings and received more than 17,879 pageviews.

**The NRFC’s fiscal year runs from October 1 through September 30. FI’s 2025 Impact Report includes data for the fiscal year ending September 30, 2025.*

The Virtual Collaborative Community (VCC)

The VCC increases the NRFC's capacity to nurture practitioner engagement by assisting and connecting 22 distinct categories of fatherhood stakeholders, including veterans, policymakers, practitioners, researchers, grantees, mental and behavioral health specialists, educators, family health clinicians, and more. Members of the VCC belong to a private, trusted community where they collaborate, exchange best practices, discuss solutions, and participate in peer-to-peer learning activities.

In FY25, VCC membership increased by 9.4% - adding 168 new members for a total of 1,958, a figure that indicates that VCC membership has more than tripled since 2021.

9.8%

increase in VCC
membership

168

new members joined in
fiscal year 2025

The NRFC Outreach Team

The Outreach Team attends regional and national conferences to distribute tip cards and other products, share the NRFC's fatherhood PSAs and documentaries, and increase awareness about available resources. In FY25, the team exhibited at six conferences, and for two of those conferences, the Team delivered plenary or keynote sessions.

2025 appearances took the team coast-to-coast, including events in Mesa, Arizona; San Diego, California; Denver, Colorado; Louisville, Kentucky; New Brunswick, New Jersey; and McLean, Virginia. These conferences had a combined attendance of 4,300, and more than 1,000 of these participants attended our presentations/workshops.

Leveraging these opportunities allowed the Outreach Team to reach new audiences, fatherhood stakeholders, and service providers, adding approximately 359 new listserv subscribers and enrolling 33 new members in the VCC.



4,300

participants attended
the conferences



NATIONAL CONVENINGS: PREPARING FOR THE TWO MOST DISTINGUISHED CONFERENCES IN RESPONSIBLE FATHERHOOD

Building on the resounding success of the 2024 Summit in Atlanta, the Administration for Children and Families (ACF) turned to Fathers Incorporated (FI) to plan both of its major conferences in 2026: the National Fatherhood Summit and the Healthy Marriage and Responsible Fatherhood (HMRF) Grantee Conference. To ensure the success of these events, FI began planning in the final months of 2025.

National Fatherhood Summit

As part of our contract with the National Responsible Fatherhood Clearinghouse (NRFC), FI is honored to lead and manage all tasks related to hosting the 2026 National Fatherhood Summit. This includes several foundational elements our team completed in 2025:

Early logistics, like site selection and scheduling

The 2026 Summit will take place August 3-5 in Dallas, Texas.

Design and branding, such as theme and logo

FI offered several options for branding the upcoming Summit. After careful consideration, ACF selected “The Fatherhood Mandate: Building Families, Building America” as its theme for 2026.

Development of five workshop tracks to guide the Call for Proposals and Summit agenda

- Strengthening Marriage and Family Stability in the Context of Fatherhood
- Fathers, Child Welfare, and the Path Beyond Foster Care
- Workforce Readiness and Economic Mobility for Fathers
- Fathers as Leaders in Faith-Based and Civic Institutions in Their Communities
- Data-Driven Fatherhood Programming

Drafting of preliminary promotional materials, like the Save-the-Date cards and Call for Proposals.**HMRG Grantee Conference**

After seeing our excellence in action at the 2024 National Fatherhood Summit, ACF awarded FI a new contract to manage the 2026 HMRG Grantee Conference. For the first time, this event will take place during the same week and in the same location as the Summit – allowing Grantees to attend both easily.

Our team worked in the final quarter of 2025 to begin preparations.



MILLION FATHERS MARCH: ELEVATING THE VISIBILITY OF FATHERS IN EDUCATION

In 2025, the Million Fathers March (MFM) celebrated its 20th anniversary, reaffirming its place as one of the nation's most visible and meaningful demonstrations of fatherhood engagement.

Coordinated nationally by Fathers Incorporated (FI) on September 19, the 2025 MFM was a call to action for fathers, grandfathers, uncles, male mentors, and community leaders to escort children to school on a designated day, symbolizing a public commitment to their education and future.

As it recognized its 20-year milestone, the 2025 MFM extended beyond its symbolic power, becoming a vehicle for deeper school-community partnerships, broader visibility for father engagement, and tangible improvements in how fathers are seen and included in educational spaces.

Themes and Messaging

The 2025 theme, "Civic Dads in Action: Engaged, Educated, Empowering Communities," was a call to deepen schools' commitment to meaningful father-inclusion. It was a reminder that the strength of a school is tied to the strength of its family connections – and that the strongest connections are built on trust, respect, and invitation.

MFM events this year encouraged men to go beyond the first-day walk-in by

1. Signing up for volunteer opportunities throughout the school year
2. Attending parent-teacher conferences
3. Participating in school governance and advisory boards
4. Engaging with children's learning through homework help, reading programs, and after-school mentorship

Looking Ahead

As we prepare for the 2026 Million Fathers March, we aim to mobilize 1 million men worldwide. FI will deepen partnerships with school districts, expand training for local coordinators, and develop new digital engagement tools to help schools turn symbolic participation into sustainable father involvement strategies.

THE MILLION FATHERS MARCH ISN'T JUST A DAY. IT IS A MOVEMENT — A MOMENT EACH YEAR REMINDING OUR COMMUNITIES THAT WHEN FATHERS SHOW UP, FUTURES OPEN UP.





POPPA UNIVERSITY: A GROWING DIGITAL HUB FOR FATHERS

In 2025, Poppa University, a dynamic digital learning platform from Fathers Incorporated (FI), solidified its role as an essential online resource hub for fathers nationwide.

Designed to provide practical, empowering, and culturally relevant support, Poppa University is a one-stop digital destination for dads seeking guidance, connection, and tools for growth.

Our vision for Poppa University is for it to become the “ChatGPT for Dads.”

With the success of the site’s chatbot Sage the Owl, Poppa University is already positioned to answer dads’ questions about fatherhood and legitimization. Future investments will expand the knowledge base for Sage and the entire Poppa University site.





FATHERHOOD RESEARCH



FATHERHOOD RESEARCH: STRENGTHENING FATHERS AND FAMILIES FOR DECADES TO COME

One of Fathers Incorporated's (FI) core beliefs is that research and policy development are critical for uplifting fathers, healing families, and transforming communities. Our intention for this research is to inspire:

- ➔ Conversations that expand political, cultural, and social understanding of the pivotal role of fathers
- ➔ Policies that promote fathers' strength and resilience
- ➔ Reforms that connect fathers' well-being with generational empowerment and social equity.



In addition to investing in a new and robust framework for data collection in our daily work with fathers, FI participated in several innovative research initiatives and projects.

Moynihhan Institute for Fatherhood Research and Policy (MIFRP)

As the research arm of FI, this collaborative of esteemed researchers conducts and disseminates research on fathers and families, policy analysis/recommendations, and evidence-based advocacy for fathers with an emphasis on fathers of color. You can learn more about MIFRP on the following pages.

National Responsible Clearinghouse

Through FI's management of the National Responsible Fatherhood Clearinghouse (NRFC), our team works with field experts to develop evidence-based materials for fathers and practitioners. The process requires synthesizing research findings and evaluations, creating summaries of relevant information and promising practices, and developing written products to help fatherhood practitioners and policymakers learn about effective approaches to fatherhood programs.

Our products team produces information briefs, tip cards, fact sheets, program and research spotlights, data snapshots, fatherhood toolkits, webinar content, and more.

The team completed the following in 2025:

- Using Federal and State Funds to Support Fathers: An NRFC Spotlight on the Indiana Father Engagement Program

- Using TANF Funds to Support Fathers: An NRFC Spotlight on Oklahoma Human Services
- Leadership and Legacy: A Fatherhood Conversation
- Measuring Outcomes for Children of Fatherhood Program Participants: Ethical Guidelines and Methodological Approaches
- Supporting Mom Through Pregnancy, Delivery, and Postpartum
- Compendium of Curricula (update)
- Navigating the Fatherhood Lane and Backroads: A Driver's Guide for Young Dads
- Taking Care of Your Mental Health: Tips for Young Fathers

Fatherhood TIES Project

In 2025, FI conducted research with MDRC on specific core components of fatherhood programming. This research project, called the Testing Identified Elements for Success in Fatherhood Programs (Fatherhood TIES) Project, assigned key interventions – like legal assistance, co-parenting workshops, mental health support, and family cohesion activities – to a subset of FI's FIRE participants. The robust data collection infrastructure on which FI builds all its fatherhood programs made the study possible.

THE MOYNIHAN INSTITUTE FOR FATHERHOOD RESEARCH AND POLICY: ADVANCING THE RESEARCH NARRATIVE FOR BLACK FATHERS

In 2025, the Moynihan Institute for Fatherhood Research and Policy (MIFRP) deepened its role as a national leader in applied research, community engagement, and public scholarship focused on the lived experiences of Black fathers.

Anchored in the belief that research must reflect and serve the realities of marginalized fathers, MIFRP sought to reframe the dominant narratives that too often define Black fatherhood by absence, pathology, or deficit. Instead, MIFRP offered a data-driven, culturally grounded lens, highlighting the barriers Black fathers face and the brilliance, commitment, and resilience they demonstrate daily.

Throughout 2025, MIFRP expanded its research portfolio, published articles in peer-reviewed journals, convened national conversations, and engaged local communities to amplify the voices of Black fathers and the policies that shape their parenting journeys.

Publications 2025

- Preparing and Protecting: Black Fathers' Racial Socialization Practices with Their Daughters. Caldwell, C., Shears, J., Miller, D., & Jordan, T. *Families in Society*.
- The Experiences and Needs of Atlanta's Young NPU-V Fathers: An Exploratory Study. Shears, J., Miller, D., Hopper, L., Bolar, C., Perry, A., & Hodges, B. *Child Welfare*, 102(6), 97-120.

Accepted Papers

- Perceptions of Black Fathers in Television Commercials. Kelly, J., Shears, J., & Miller, D. *Howard Journal of Communication*.
- Mental Health and Wellness Among Nonresidential Black Fathers and Daughters. Miller, D., Shears, J., & Caldwell, C. *Family Process*.
- Be There, Listen, See What It Is They Need: Fathers' Roles in Supporting Black Mothers During the Perinatal Period. Shears, J., Hopper, L., Bledsoe, S., Miller, D., Roberts, D., Crocker, T., Hodges, B., & Antwi, K. *Child & Family Social Work*.
- Fatherhood Program Participants' Perceptions of Incentives and Program Support. Perry, A., Shears, J., Miller, D., & Roberts, D. *Journal of Family Social Work*.

Interviews, Conferences, Webinars, and Other Activities

MIFRP Webinars

- “Can You See Me Now? A Closer Look at Black Fathers in TV Commercials” featuring Dr. Kelly, Dr. Shears, and Dr. Miller
- “Tools for Empowering Black Men to Take Control of Their Health” featuring Dr. Shears

Podcasts

- “Dadder up Podcast” appearance by Dr. Shears discussing fatherhood research
- “The Intentional Father Podcast” appearance by Dr. Shears discussing fatherhood research

Speaking Engagements

- God’s Glory Ministry Men’s Group presentation by Dr. Shears on the Biblical perspective of fathers and family
- Public Health Annual Grand Rounds presentation by Dr. Shears “Roots of Resilience: Building Strong Foundations Through Early Relationships”

Conferences

- Fatherhood CoMlssion Annual Conference presentation by Dr. Shears on working with urban fathers
- Mississippi Early Childhood Education Conference presentation by Dr. Miller: “Hold Up Wait a Minute: Fathers as Protective Factors in the Lives of Children”

From Research to Policy

The work of MIFRP has increasingly influenced policy and practice conversations across the responsible fatherhood field. Research findings from MIFRP studies were shared with legal advocates, state agencies, and national fatherhood networks. Special attention was given to the need for Georgia to reform its legitimization policy, which continues to be one of the nation’s most significant structural barriers to father-child relationships.

A full-page background image of a man on a golf course. He is wearing a green polo shirt with a logo, white shorts, a white cap, and white golf gloves. He is smiling and making a peace sign with his right hand. A golf bag is visible on the left.

The Road Ahead

As MIFRP looks toward 2026, our priorities include:

- Launching a national fatherhood policy roundtable
- Publishing Volume 2 of our study on the dynamics of Black dads in Atlanta
- Expanding our research fellowship program
- Releasing a toolkit on father-inclusive research practices
- Continuing to build our fatherhood research and data equity dashboard, which will track statewide and national data on Black father involvement, barriers, and outcomes

The Moynihan Institute continues to break new ground in documenting, analyzing, and amplifying the lived experiences of Black fathers. We're challenging systems to do better, encouraging programs to listen more deeply, and offering a vision of fatherhood defined not by deficits but by dignity, care, and possibility.

IN A TIME WHEN THE TRUTH ABOUT BLACK FATHERS IS STILL TOO OFTEN DISTORTED, MIFRP MAKES IT CLEAR THAT RESEARCH IS RESISTANCE AND EVERY DATA POINT IS A STEP TOWARD JUSTICE.

MOYNIHAN INSTITUTE FOR FATHERHOOD RESEARCH AND POLICY: OUR FELLOWS



DR. CASSANDRA BOLAR

Dr. Bolar is an associate professor at the University of West Georgia and co-investigator for the National African American Child and Family Research Center. Her research uses an ecological lens to examine father involvement, intimate relationships, and family functioning in African American communities. A Certified Family Life Educator, she has directed major research initiatives focused on parenting, child and family well-being, and health disparities. Her work bridges scholarship, clinical practice, relationship education, and community-centered approaches to strengthening couples and families.



DR. CONIAL CALDWELL, JR.

Dr. Caldwell is an assistant professor of Social Work at the University of Maryland, Baltimore County. His research focuses on Black fatherhood, ethnic-racial socialization, family engagement, and media representations of Black men and families. Using qualitative and community-engaged methods, Dr. Caldwell examines how Black fathers help children navigate racism, discrimination, and systemic inequities. His work challenges deficit-based narratives and informs culturally responsive practice, policy, and community engagement strategies that support stronger outcomes for children, fathers, and families.



DR. LORENZO N. HOPPER

Dr. Hopper is an assistant professor in the Department of Epidemiology and Community Health at the University of North Carolina at Charlotte and co-director of the Charlotte Maternal and Child Health Workgroup. His research focuses on fatherhood and men's roles in maternal, child, and family health. Through qualitative and community-engaged approaches, Dr. Hopper examines how paternal engagement influences maternal health behaviors, child well-being, and men's health outcomes. His work advances public health strategies that strengthen families and improve community health.



DR. JANICE KELLY

Dr. Kelly is a distinguished professor in the School of Arts and Sciences at Molloy University. Her scholarship spans family communication, gender studies, popular culture, media portrayals of fatherhood, race, class, and leadership. She is co-author of *Deconstructing Dads: Changing Images of Fathers in Popular Culture* and has examined Black fatherhood in television commercials. A Certified Family Life Educator, Dr. Kelly brings deep expertise in media analysis, public narratives, and the ways fatherhood is represented, understood, and shaped in American culture.



DAVID MILLER, PH.D.

Dr. Miller is a scholar, writer, and practitioner whose work examines Black fatherhood as a protective factor in children's lives. With a Ph.D. from Morgan State University's Department of Social Work, he studies how positive father involvement supports healthy child outcomes. Rooted in his West Baltimore upbringing and extensive work with marginalized Black men and boys, Dr. Miller facilitates fatherhood and men's circles across the country. His work spans mental health, parenting, literacy, men's health, federal technical assistance, and global community engagement.



ARMON R. PERRY, PH.D., MSW

Dr. Perry is professor and director of the BSW Program at the University of Louisville's Kent School of Social Work and Family Science. His research explores the intrapersonal, interpersonal, and external factors that influence men's involvement in their children's lives and how that involvement shapes family well-being. His community-engaged research has served thousands of fathers and co-parents. Dr. Perry's work also examines mothers' roles in father involvement and the capacity of social service providers to meaningfully engage fathers.



J. DONTAÉ ROBERTS, PH.D.

Dr. Roberts is an assistant professor in the Hairston College of Health and Human Sciences in the Joint MSW/PhD program at UNC Greensboro and NC A&T and a faculty affiliate at Boston College. His research focuses on systemic racism, health disparities, race-based traumatic stress, and their effects on men, fathers, mental health, and family dynamics. Using mixed methods and mobile health technologies, he integrates social work, public health, and epigenetics to develop culturally responsive interventions that foster resilience and improve health outcomes in underserved communities.



JEFFREY SHEARS, PH.D.

Dr. Shears is the founding co-chair of the Moynihan Institute for Fatherhood Research and Policy and a tenured professor in the School of Social Work at The University of Charlotte. A nationally recognized fatherhood expert, he has authored numerous national and international publications and secured more than \$2 million dollars in research funding. His research focuses on intergenerational fathering, fathers' impact on early infant development, and fathers' influence on maternal health. His work highlights the essential role fathers play in children, families, and communities.

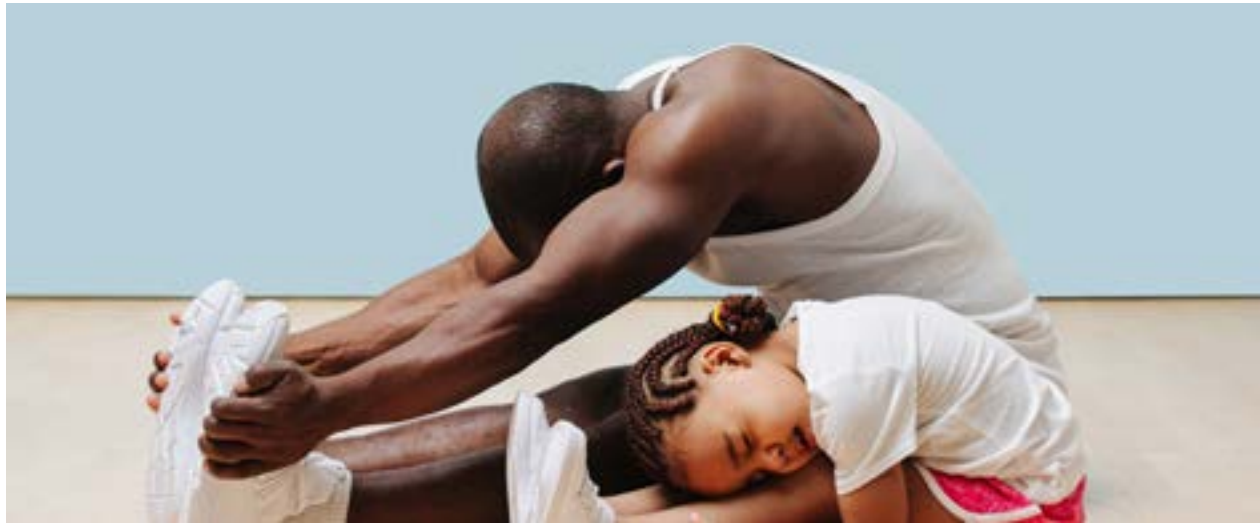


DR. MATISA WILBON

Dr. Wilbon is a founding member and co-chair of the Moynihan Institute for Fatherhood Research and Policy and serves as an associate research scientist with Fathers Incorporated. A sociologist by training, she brings expertise in research, teaching, consulting, strategic planning, and organizational change. Her work focuses on structural barriers affecting Black fathers and family well-being. As co-author of *The Blueprint: Reimagining the Modern Black Father*, she helps connect research, curriculum development, equity-centered practice, and policy conversations that strengthen fathers and families.



NEW NARRATIVE FOR FATHERHOOD



A NARRATIVE THAT CELEBRATES AND EMPOWERS FATHERS

One of the most discouraging barriers fathers face on their journeys is the idea that dads are somehow “less than” other caregivers and that their involvement is dispensable. Harmful stereotypes unfurl from this idea, including one that plagues Black men in particular: the “absent father” myth.

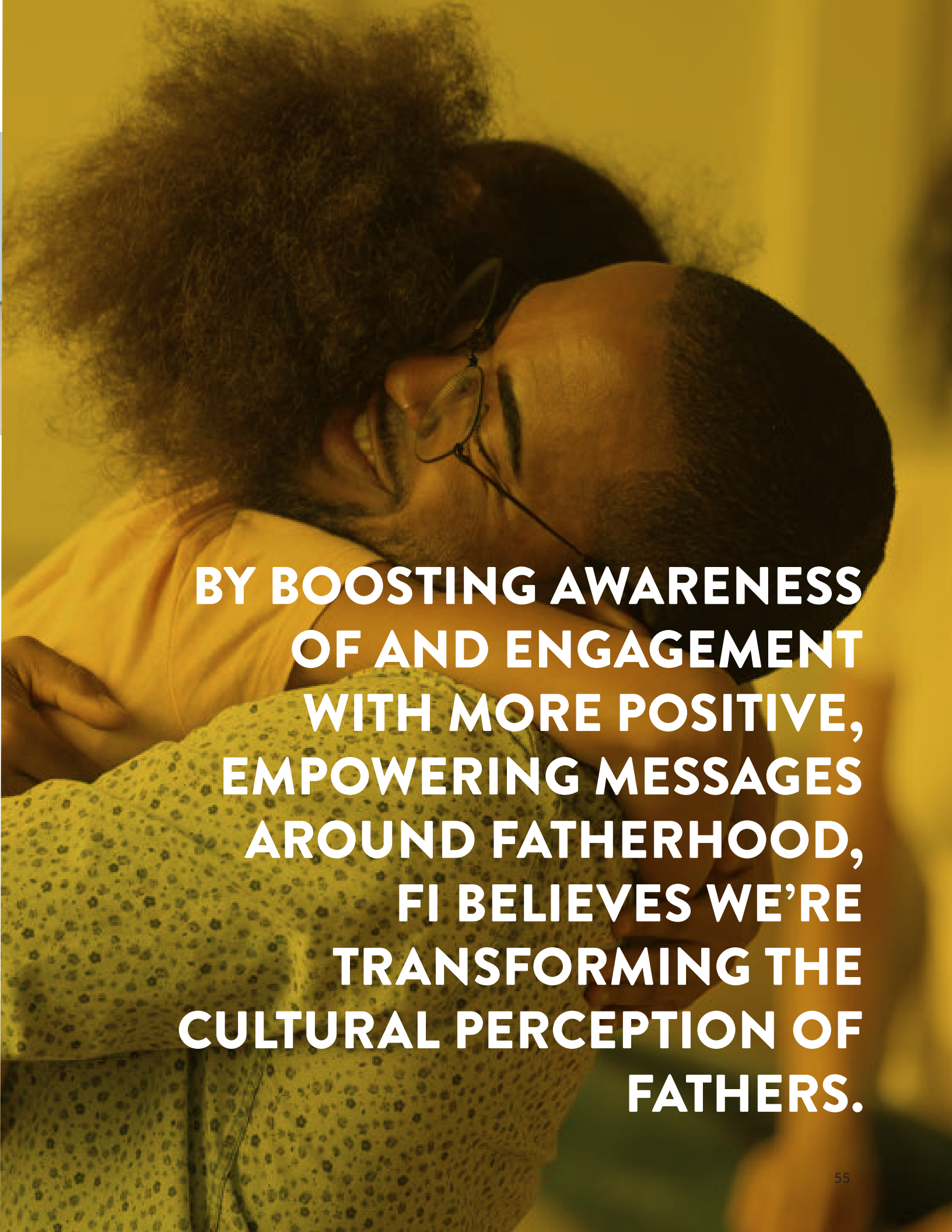
These deficit narratives, which hold narrow definitions of dads solely as breadwinners, impact fathers’ mental and emotional well-being and give the culture an excuse to dismiss or overlook them.

To compel society to reimagine fatherhood, we must challenge existing narratives and replace them with positive stories. Fathers Incorporated (FI) makes this a priority every day, actively developing and publishing content that establishes a new narrative celebrating and empowering fathers.

This aspect of our work is on full display in the platforms where FI tells its story (and the stories of fathers) and infuses the cultural conversation with a more robust understanding of responsible fatherhood.

FI is active on the following channels, which will be detailed on the upcoming pages of this report:

- National Responsible Fatherhood Clearinghouse (NRFC) Social Media
- National Media Campaigns with the NRFC and Ad Council
- FI Social Media
- FI Website and Dads Pad Blog
- I Am Dad Podcast
- FI Traditional Media

A close-up, warm-toned photograph of a man with a large, curly afro and glasses, smiling gently while holding a baby. The baby is wearing a patterned onesie. The background is softly blurred, suggesting an indoor setting with warm lighting.

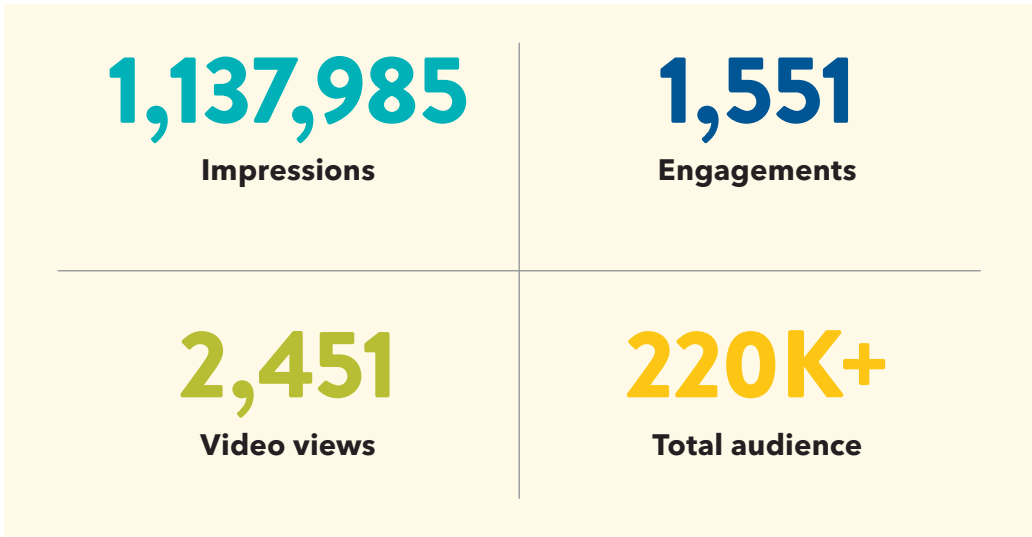
**BY BOOSTING AWARENESS
OF AND ENGAGEMENT
WITH MORE POSITIVE,
EMPOWERING MESSAGES
AROUND FATHERHOOD,
FI BELIEVES WE'RE
TRANSFORMING THE
CULTURAL PERCEPTION OF
FATHERS.**

NATIONAL RESPONSIBLE FATHERHOOD CLEARINGHOUSE SOCIAL MEDIA

By managing the social platforms of the National Responsible Fatherhood Clearinghouse (NRFC) – including Facebook, Instagram, LinkedIn, X, and YouTube – Fathers Incorporated (FI) seeks to:

- Deliver positive fatherhood narratives to fathers and the public
- Disseminate valuable NRFC resources to practitioners who need them
- Position the NRFC as the leading go-to resource for the responsible fatherhood field
- Showcase the NRFC’s impactful work within its communities

At the end of January 2025, just one month into the year, the Administration halted all public-facing communication, including the NRFC social channels. Despite this pause, the NRFC social media pages and profiles maintained a base level of visibility:



A NATIONAL MEDIA CAMPAIGN WITH THE AD COUNCIL

Together with Fathers Incorporated (FI) and the National Responsible Fatherhood Clearinghouse (NRFC), the Ad Council took the national media campaign in a new direction in 2025.

Starting in June, the team initiated a shift toward a new PSA platform, resulting in the expiration of the majority of #Dadication PSA assets and the rebranding of the “Joseph” and “Play Catch With Her” PSAs under the tagline “Be a Good Dad Today.” This work enabled us to utilize existing campaign assets as a bridge to the new creative platform that will launch in fiscal year 2026.

For the remainder of fiscal year 2025, the Ad Council worked on developing and producing PSA content for the new campaign, which will spearhead renewed efforts to reach fathers navigating challenges such as recovery, loss, and family reunification, with an emphasis on rural communities.

To prepare for the new media campaign, the team completed initial filming in August for a “Redemption Roundtable” featuring four rural fathers: Zach, Jamie, Joseph, and Andrew. Moderated by NRFC Director Kenneth Braswell, the conversation featured honest and emotional dialogue among the fathers as each shared experiences persevering through challenges such as recovery, loss, and family reunification.

This work will culminate in a new set of PSAs and an eventual long-form film in fiscal year 2026.

Each year, including 2025, media campaign assets appear on several traditional and digital platforms, including television, radio, print, out-of-home (OOH), and online banners. These tactics were highly successful in fiscal year 2025.

THE MEDIA CAMPAIGN REACHED 100% OF DESIGNATED MARKET AREAS (DMAS) ACROSS THE COUNTRY IN FISCAL YEAR 2025.

\$37.4M

Overall donated media for media campaign PSAs was on track to surpass donated media totals from fiscal year 2024, with over \$37.4M secured through September* 2025.



64%

fathers nationally had heard or seen one of the media campaign PSAs



66%

reported they took action to get information about increasing their involvement with their children

*Ad Council data follows the fiscal calendar aligned with NRFC activities: October 1 to September 30 annually. The 2025 reporting includes metrics gathered October 1, 2024, through September 30, 2025.

FATHERS INCORPORATED SOCIAL MEDIA

Replacing existing (often negative) fatherhood narratives with stories that more accurately represent modern fatherhood is at the core of all Fathers Incorporated (FI) social media. Whether we're addressing fathers, practitioners, policymakers, funders, or community leaders, we never stray from the advancement of empowered fatherhood. It's at the heart of everything we do.

Of course, each FI audience has distinct interests in our work. To educate and inspire in a way that excites each stakeholder group, we customize content across several social media platforms and profiles. While FI manages several smaller accounts, we focus our content effort on the following:

Primarily for fathers (Atlanta):

- ➔ Gentle Warriors Academy (GWA) on Facebook and Instagram

Primarily for fathers (nationwide):

- ➔ Poppa University on Facebook, Instagram, and TikTok

Primarily for responsible fatherhood advocates throughout the field (nationwide):

- ➔ FI on Facebook, Instagram, LinkedIn, X, TikTok, and YouTube
- ➔ Moynihan Institute for Fatherhood Research and Policy on Facebook

Collectively, these social media profiles establish FI as one of the most compelling voices in fatherhood. And, as indicated by key performance metrics, our platform is growing quickly, and our audiences are becoming more engaged:

49,516

**followers across FI
social channels**



40.2%

**increase in followers
since 2024**

Our largest audiences are found on these profiles:

YouTube: 10,100 (up over 800% from 2024)

Gentle Warriors Academy Facebook: 15,254

FI Facebook: 9,362

FI X: 6,015

FI Instagram: 5,408



2,475,838

FI social media accounts earned 2,475,838 impressions in 2025, an increase of 7%.

- ➔ Driven primarily by YouTube, video views skyrocketed in 2025, up more than 17,000% to exceed 13 million (13,664,797).
- ➔ With an increase of 837% in 2025, engagements totaled 535,892 across all of FI’s social channels.
- ➔ Engagements were up 837% overall with nearly all channels seeing an increase in 2025.

17,000%

Increase in video views, primarily on Youtube

837%

Increase in social media engagement

FI's Social Media Engagement		
X Engagements	789	+ 9.1%
Facebook Engagements	38,091	+ 17.2%
Instagram Engagements	61,474	+ 636%
LinkedIn Engagements	2,037	+264.4%
TikTok Engagements	17,446	+ 16,515.2%
YouTube Engagements	416,041	+ 33,290.1%



**IN ADDITION, FI'S
ENGAGEMENT RATE
ON ALL PLATFORMS
EXCEEDS NONPROFIT
BENCHMARKS.**

Growth on YouTube

Driven by short-form content, FI's YouTube channel became a major vehicle for digital reach in 2025, generating 12,971,932 total views, 6,119,509 engaged views, and over 40K hours of watch time.

The channel published 257 pieces of content and earned 1,864,581 impressions with a 5.39% impressions click-through rate. Overall, the channel gained a net 9,123 subscribers, demonstrating the growing role of video storytelling in extending Fathers Incorporated's voice, visibility, and leadership in responsible fatherhood.

**40K**

Hours of
watch time

Total Views**12,971,932****Pieces of Content Published****257****9,123**

New
Subscribers



THE FATHERS INCORPORATED WEBSITE AND DADS PAD BLOG

In 2025, through its website and blog, Fathers Incorporated (FI) continued to grow its digital presence, which has become a central hub for resources, programs, and thought leadership in responsible fatherhood.

FI’s primary website (fathersincorporated.com) served as a welcoming gateway for fathers seeking support and a credible source of information for practitioners, policymakers, and community partners nationwide.

Over the course of the year, fathersincorporated.com recorded:



Total page views

44,286

22,968 session starts



New and active users

20,858

48 seconds average engagement time per user

The Dads Pad Blog also achieved high visibility, and its 2025 stats showed considerable growth:

Views more than tripled, reaching 23.8K, an increase of

275%

Visitors more than doubled, reaching 11.7K in 2025, an increase of

163%

A man with a beard, wearing a blue and yellow plaid shirt and jeans, is kneeling on a stone path in a garden. He is holding a watering can and watering a plant. A young child with blonde hair, wearing a patterned shirt, stands next to him, also looking down at the plant. The background is filled with lush green foliage and a house with a dark roof is visible in the upper left. The text is overlaid in the center of the image.

**AS FI CONTINUES TO EVOLVE
ITS DIGITAL INFRASTRUCTURE,
THE WEBSITE AND BLOG REMAIN
CRITICAL ASSETS FOR OUTREACH,
IMPACT, AND CONNECTION,
ENSURING FATHERS EVERYWHERE
CAN FIND THE TOOLS,
INSPIRATION, AND INFORMATION
THEY NEED TO THRIVE.**

I AM DAD PODCAST

In 2025, the I Am Dad podcast launched Season 4 and continued to amplify the voices and experiences of fathers nationwide. Hosted by Fathers Incorporated CEO Kenneth Braswell, the show offered powerful conversations with thought leaders, advocates, and everyday dads, challenging outdated narratives and celebrating the evolving identity of fatherhood.

Over the year, the podcast reached 2,561 downloads on Podbean and other audio streaming platforms, including Apple Podcasts (717 downloads), Google Chrome (581), Spotify (230). These audio episodes served as an accessible resource for listeners seeking encouragement, information, and a sense of connection, whether on a commute, during a lunch break, or while navigating daily life as a parent.

The visual storytelling format gave audiences a deeper, more personal connection with podcast guests and insights.

Audience engagement strengthened significantly in the second half of the year, with Q4 producing 4,034 playlist views, more than half of the year's total. December was the strongest month with 1,800 views compared with only 99 in January, reflecting growing interest in I Am Dad video content and continued audience engagement across the platform.

These combined metrics – over 10K downloads/views across platforms – underscore I Am Dad's growing reach and cultural relevance.

As a multi-platform storytelling engine, it plays a key role in shaping a new narrative for fatherhood, one that is rooted in presence, responsibility, vulnerability, and love.



TOTAL VIEWS

7,931



DOWNLOADS

10K



HOURS OF WATCH TIME

446

FATHERS INCORPORATED TRADITIONAL MEDIA



Published stories showed the public what we see every day: Fathers aren't standing outside the story of family life. They're already inside it, carrying responsibility, seeking access, fighting through barriers, and working to become the men their children need.



Traditional media continued to play a powerful role in expanding the public reach of Fathers Incorporated (FI) and the voice of Kenneth Braswell in 2025. While FI's digital platforms allow us to speak directly to our audience, traditional media offers public validation and broader visibility.

Traditional media outlets, which have typically earned community trust, can help communities understand why fatherhood must remain central to conversations about family stability, child well-being, legal access, civic engagement, education, and healing.

In 2025, FI's traditional media presence reflected the full range of our work and positioned fatherhood as a public concern connected to policy, justice, mental health, family law, education, reentry, and community transformation.

**TRADITIONAL MEDIA
MOVED FI'S WORK FROM
PROGRAM ROOMS INTO
PUBLIC CONVERSATION,
REMINDING COMMUNITIES
THAT FATHERHOOD ISN'T A
PRIVATE ISSUE. IT'S CIVIC,
LEGAL, CULTURAL, AND
ESSENTIAL TO FAMILY WELL-
BEING.**



For example, The Atlanta Journal-Constitution (AJC) elevated Kenneth Braswell's thought leadership through several major opinion pieces and feature stories:

- In "Black fathers are on the front lines of civil rights," Braswell connected the legacy of Black fathers to advocacy, justice, and the ongoing responsibility to stand for children and families.
- In "Where's Dad? Stop the blame and rethink absence," he challenged the public to move beyond simplistic blame narratives and wrestle honestly with the systems, policies, trauma, and barriers that shape father absence.
- In "Georgia legitimization law keeps men from fulfilling their potential as fathers," Braswell brought statewide attention to Georgia's outdated legitimization process and the need for reform that centers children, protects families, and helps responsible fathers establish legal relationships with their children.



The AJC also profiled FI's direct-service impact through its coverage of the Gentle Warriors Academy graduation at Morehouse School of Medicine. That feature helped translate the work of the organization into a story the public could see and feel: fathers in caps and gowns, families cheering, children represented, and men completing a structured process of growth, accountability, and healing. It showed that fatherhood programming isn't symbolic. It's practical, measurable, and deeply human.

Local and Black press also helped extend the reach of FI's work. Atlanta Tribune and Atlanta Daily World covered Gentle Warriors Academy graduations, including the FIRE 100 milestone, the graduation of fathers at Fulton County Jail, and the broader community significance of fatherhood programs that serve men across very different life circumstances.

These stories affirmed the importance of meeting fathers where they are, including men experiencing homelessness, men returning from incarceration, men navigating child support and legitimation, and men seeking stronger relationships with their children and co-parents.

Media coverage also lifted up FI's national campaigns and public engagement. The 20th anniversary of the Million Fathers March received coverage that highlighted the importance of fathers showing up in schools and in the educational lives of their children. This included a piece in the Atlanta Daily World article titled, "The 20th Anniversary of the Million Fathers March Stresses the Importance of Dads Leading at Home and in the Community." Through this coverage, the March was framed not only as a one-day event, but as a visible challenge to the myth of father absence and a call for schools, families, and communities to welcome fathers as partners in children's success.



Together, these traditional media placements expanded the public understanding of FI's role, helping FI be seen not only as a service provider, but as a policy voice, a civic leader, a research-informed advocate, and a national organization rooted in local impact.

MEDIA THEMES



Fatherhood and legal access



Black fathers and civil rights



Responsible fatherhood and reentry



Education and father engagement



Program impact and community transformation



Narrative change around father absence



Through these stories, Kenneth Braswell's voice interpreted complex fatherhood issues for the public, and fathers enjoyed the dignity of being seen in their effort, discipline, vulnerability, and transformation.

This narrative is a critical part of our work. Every story that shows fathers learning, healing, graduating, advocating, voting, walking children to school, navigating court, and fighting to remain present shifts the public imagination. It helps communities understand fathers need access, support, structure, accountability, and opportunity – not judgment.

In 2025, traditional media helped FI carry this message beyond the walls of our programs and into the broader civic conversation. It reminded the public that fatherhood isn't a private issue. It's a community issue, a policy issue, a child well-being issue, and a justice issue. And when fathers are seen clearly, supported wisely, and included intentionally, families and communities become stronger.



FUTURE OF RESPONSIBLE FATHERHOOD

BUILDING THE FUTURE, EXPANDING THE IMPACT (2026–2027)

As Fathers Incorporated (FI) looks toward 2026 and 2027, we do so with a clear understanding that the next season of our work can't be sustained by passion alone. Passion brought us here. Commitment carried us through difficult seasons. Vision allowed us to imagine what others couldn't yet see. But the future we're building now requires infrastructure, capacity, data, leadership, and the kind of organizational strength that allows our work to grow without losing its heart.

The demand for fatherhood work is increasing. More communities are asking how to engage fathers well. More systems are beginning to understand that fathers are already connected to child well-being, maternal health, workforce development, child support, education, housing, domestic violence prevention, mental health, early childhood development, and family stability. The question is no longer whether fathers matter. The question is whether the organizations, systems, and policies surrounding families are prepared to include fathers with wisdom, safety, dignity, and intention.

Organizational Capacity and Strategic Growth

For FI, the year ahead will require us to increase our internal capacity to meet the scale of the work already in front of us. We must continue building a staff and leadership structure that allows us to serve fathers, support families, manage national responsibilities, develop

new products, produce research, and expand our public voice without overburdening the people who carry the work every day. This means bringing in more specialized personnel, strengthening staff support, and recruiting board members and strategic advisors with the experience, relationships, and influence needed to help us grow.

We will also revisit our capital campaign and long-term facility strategy with fresh eyes. The vision of building a stronger physical and institutional home for fatherhood work remains important, but the next phase requires careful planning, the right partners, and a clear assessment of what's feasible in the current fiscal, political, and social climate. As our previous strategic plan reaches its conclusion, 2026–2027 gives us the opportunity to develop a new strategic plan that reflects who FI has become and where we're being called to go next.

THAT PLAN MUST HELP US MAKE SMART, SUSTAINABLE DECISIONS ABOUT GROWTH, STAFFING, FUNDRAISING, PARTNERSHIPS, PROPERTY, PROGRAMS, AND NATIONAL EXPANSION.

Data, Measurement, and Impact

A major priority for the coming year is continued development of our data infrastructure. Throughout 2025, we invested in the systems needed to better document the journey of fathers, communicate with participants, automate routine tasks, and strengthen our ability to report not only what we do, but what changes for fathers and families because of what we do. Our Salesforce platform and related integrations will continue to be central to this work. As we build out texting, email, engagement, referral, case management, reporting, and dashboard functions, we will be better positioned to reduce administrative strain on staff and increase the human connection that makes our programs effective.

This investment in data isn't simply about technology. It's about truth-telling and being able to speak more clearly about outputs, outcomes, and impact. It's about documenting the barriers fathers face, the supports they use, the progress they make, and the ways their children, co-parents, families, and communities benefit when fathers are engaged well. It's about making sure our work is measured, documented, and built in a way that can outlive a single grant cycle, campaign, or moment of public attention.

Research, Policy, and Thought Leadership

Our data vision also extends beyond our internal systems. Through the Moynihan Institute for Fatherhood Research and Policy, we intend to deepen our role as a trusted interpreter of fatherhood research, policy, and

practice. The Institute gives FI a critical platform to examine what the data says about fathers, especially Black fathers and fathers of color, and to translate that information for practitioners, policymakers, funders, legislators, and communities. In the year ahead, we will continue expanding the Institute's ability to conduct research, interpret emerging studies, elevate existing data, and help the field make sound decisions about programs, curricula, funding, policy, and systems change.

This work is especially necessary because too much fatherhood data remains disconnected from the lived experience of fathers and from the daily realities of service providers. FI sits in a unique position. We are both a direct service provider and a national voice. We work with fathers on the ground and engage with systems across the country.

This dual perspective allows us to ask better questions, build better tools, and help the field understand what responsible fatherhood looks like in practice, policy, and public narrative.

Public Voice and Narrative Change

Our public voice will also continue to grow. Over the past two years, our social media platforms, Dads Pad Blog, I Am Dad Podcast, YouTube presence, and public-facing content have expanded significantly. This growth makes it clear that FI isn't only providing services, but also shaping the national conversation about fatherhood. In 2026–2027, we will become even more intentional about content creation that highlights our work, challenges harmful narratives, and speaks into the many spaces where fatherhood is now emerging as an essential issue.

Building the Future, Expanding the Impact

FATHERS INCORPORATED STRATEGIC PRIORITIES | 2026–2027



1 Organizational Capacity & Strategic Growth

Build staff, leadership, and long-term strategy.



2 Data, Measurement & Impact

Strengthen Salesforce, reporting, and outcome tracking.



3 Research, Policy & Thought Leadership

Expand the Moynihan Institute and translate fatherhood research.



4 Public Voice & Narrative Change

Grow content, storytelling, and public influence.



5 Digital Innovation & National Reach

Develop Poppa University and expand digital support for fathers.



6 Family Strengthening & Co-Parenting

Advance child-centered, safety-led support for fathers and co-parenting teams.



7 Geographic Expansion & Community Impact

Deepen work in Georgia and explore broader Southern growth.



8 Governance, Leadership & Sustainability

Strengthen the board, fundraising, and long-term organizational capacity.

A stronger organization. **Stronger fathers.** Stronger families.

The Fathers Incorporated Impact Ecosystem

How strategy turns into stronger outcomes.



A stronger organization. **Stronger fathers.** Stronger families.

Those spaces include mental health, Black maternal health, housing, personal finance, co-parenting, domestic violence prevention, Head Start and Early Head Start, education, employment, child support, legal systems, family court, and community development. Fathers are already present in these conversations, even when they're not named. Our role is to help name them, humanize them, equip them, and make sure the systems surrounding families understand how to engage them well.

Digital Innovation and National Reach

Poppa University will be a major part of this next chapter. We have built a promising digital platform, but the year ahead calls for deeper curation, stronger content development, and a more intentional structure. Poppa University has the potential to become a trusted national resource hub for fathers, offering how-to videos, tip cards, guides, on-demand classes, AI-supported navigation, and practical tools for men who may not have access to a fatherhood program in their own community. With the right infrastructure, Poppa University can also help us understand where fathers are seeking support, what resources they need, and how Fathers Incorporated can reach communities where direct services don't yet exist.

This expansion will also allow us to train and support others across the country who want to do fatherhood work well. As communities seek guidance on recruiting fathers, collecting data, facilitating curricula, hiring staff, building programs, and sustaining services, FI can provide the training, tools, and practical wisdom

needed to strengthen the field. Our goal isn't only to run our own strong programs, but to help build the capacity of others to serve fathers and families with excellence.

Family Strengthening and Co-Parenting

Our work is expanding beyond fathers alone. FI will remain dad-centered, but never dad-only. The next stage of our work must continue strengthening fathers while also recognizing the co-parenting teams, support circles, mothers, grandparents, partners, and community members who help raise children. Our emerging work around co-parenting maturity, protective factors, and safety-centered family strengthening gives us a framework for helping families move beyond conflict and toward child-centered cooperation whenever it is safe and appropriate to do so.

This means building programs and public education efforts that help fathers and their co-parenting teams communicate better, regulate emotions, share responsibility, and keep children anchored in love, stability, and safety. It also means being able to bring this work into churches, schools, community clubs, hospitals, clinics, and other trusted spaces where parents already gather.

We want to reach families early, especially during pregnancy, birth, and the first years of a child's life, when parents may be most open to prevention, education, support, and a shared commitment to raising their child well regardless of marital or residential status.

What Success Looks Like

KEY MEASURES FOR THE 2026-2027 VISION



1 Staff & Leadership Capacity

Goal metrics to be defined.



2 Salesforce & Data Systems

Goal metrics to be defined.



3 Program Outcomes

Track progress here.



4 Moynihan Institute Growth

Track progress here.



5 Content & Public Reach

Goal metrics to be defined.



6 Poppa University Engagement

Track progress here.



7 Co-Parenting & Family Support

Goal metrics to be defined.



8 Board & Fundraising Strength

Track progress here.

Measuring *what* matters most.

Geographic Expansion and Community Impact

In 2026–2027, FI will also be more intentional about geographic scale. Metro Atlanta and Georgia remain central to our direct service identity, but the need for fatherhood infrastructure extends far beyond our current footprint. We will explore opportunities to expand regionally across the South, including deeper work in Georgia and potential expansion into states such as Mississippi and Alabama. Through our continued national work with the National Responsible Fatherhood Clearinghouse, we will also keep reaching communities across the country that need access to resources, training, campaigns, curricula, and technical assistance.

Governance, Leadership, and Sustainability

To do this well, we must strengthen our board and broaden the circle of leaders who can help move FI into rooms where greater investment becomes possible. We're developing a more intentional process for identifying, screening, and recruiting board members whose expertise aligns with our future needs, including fundraising, capital campaigns, grants, donations, business development, policy influence, and organizational scale. The future requires a board that not only believes in the mission but helps resource it.

Looking Ahead

The work ahead is ambitious, but it is also necessary. FI is entering a season where our direct service experience, national leadership, research capacity, public voice, digital platforms, and policy influence must work together more intentionally. We're building a stronger organization so that fathers can build stronger families and investing in data so that stories can be supported by evidence. We're expanding our platforms so fathers can find help wherever they are and strengthening our leadership so the mission can endure.

WE'RE STILL LISTENING.

WE'RE STILL LEADING.

WE'RE STILL INNOVATING.

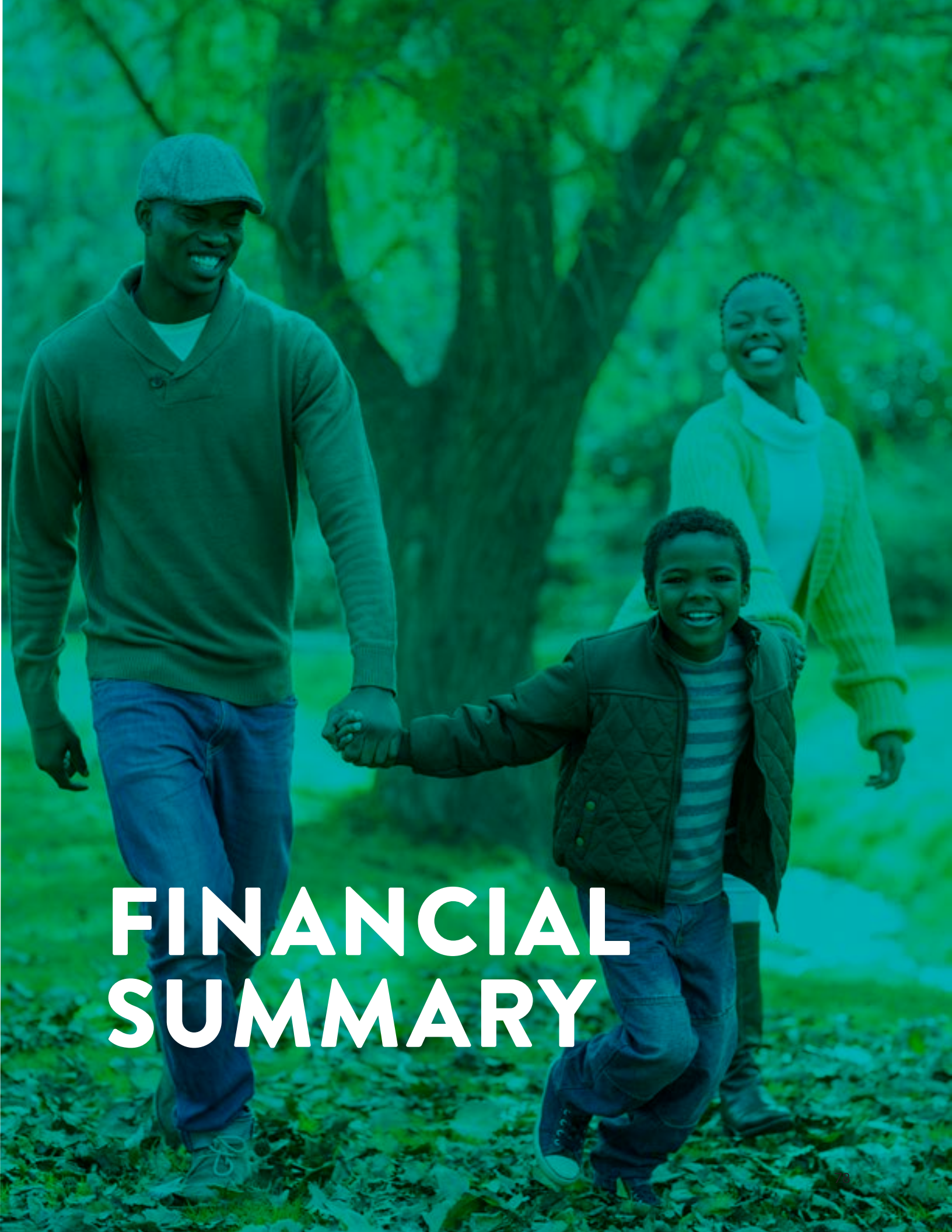
WE'RE STILL FATHERING FORWARD.

2026–2027 Roadmap

How Fathers Incorporated Plans to Build the Future.

- **Strengthen Organizational Capacity**
Staff growth, leadership support, strategic planning.
- **Advance Data Infrastructure**
Salesforce, automation, reporting, dashboards.
- **Expand Research & Policy Influence**
Grow the Moynihan Institute and translate research.
- **Grow Public Voice**
Strengthen blog, podcast, video, and storytelling platforms.
- **Scale Poppa University**
Expand digital learning, tools, and national support.
- **Increase Reach & Sustainability**
Regional expansion, board development, and fundraising.

From **infrastructure** to impact.

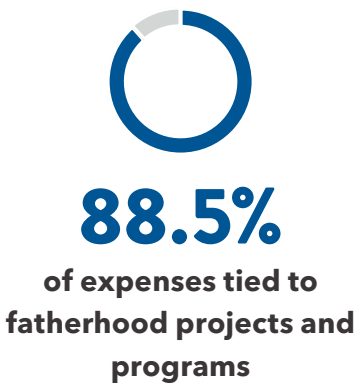
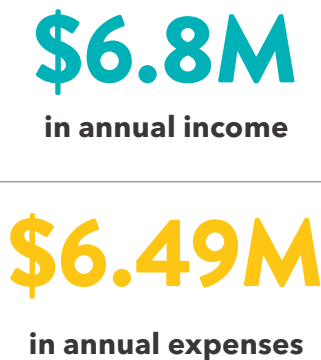


FINANCIAL SUMMARY

FINANCIAL SUMMARY

The 2025 financial summary reflects Fathers Incorporated’s (FI) continued commitment to disciplined stewardship, mission-centered investment, and long-term organizational sustainability. Across a year marked by program delivery, national leadership, research activity, infrastructure development, and expanded public engagement, FI maintained a strong financial position while continuing to direct the majority of its resources toward fatherhood-centered work.

In 2025, FI reported annual income of \$6.8 million and expenses of \$6.49 million, resulting in positive net income of \$332,373. This demonstrates the organization’s ability to manage expenses, stabilize operations, and remain responsive to programmatic and contractual responsibilities.



The income allocation also shows the continued trust placed in FI as a national leader in fatherhood services, research, technical assistance, and public engagement. Contracts remained the largest source of revenue, accounting for 82.6% (\$5,635,716) of total income, while grants represented 17.4% (\$1,185,336). This funding structure reflects FI’s ability to manage complex bodies of work while also pointing toward the future need to continue diversifying revenue through private giving, philanthropic investment, fee-for-service opportunities, and long-term fundraising strategies.

The expense summary shows that FI continues to operate as both a direct-service organization and a national field-building institution. Contractual services accounted for 71.5% (\$4,638,058) of expenses in 2025, reflecting the organization’s reliance on specialized partners, consultants, evaluators, content developers, trainers, legal supports, and technical experts who help carry out the mission. Salary and fringe represented 19.4% (\$1,262,313) of expenses, demonstrating FI’s ongoing investment in the staff infrastructure necessary to manage programs, serve fathers, support families, and deliver national work with consistency and care.

Expenses by program area further underscore the organization's mission alignment. In 2025, 73% (\$4,738,625) of expenses supported fatherhood projects, while 15.5% (\$1,005,577) supported fatherhood programs. Together, these categories accounted for 88.5% of total expenses, showing that the overwhelming share of FI's financial activity remained directly connected to fatherhood impact, program delivery, field leadership, research, and family strengthening. General administration represented 11% (\$713,132), supporting the operational backbone required to sustain quality, compliance, reporting, staffing, technology, and long-term organizational health.

These financial results tell a larger story about growth with responsibility. FI isn't simply expanding for the sake of expansion. It's building the systems, partnerships, staffing, technology, and fiscal discipline necessary to sustain the work. Every dollar reflected in this summary supports a larger vision: stronger fathers, stronger families, stronger communities, and a responsible fatherhood field equipped to meet the needs of the moment.

Minority-Owned Business Investments

FI's financial story is also a community investment story. Our work is rooted in the belief that strengthening fathers means strengthening the people, organizations, businesses, and communities that surround them. For that reason, FI remains intentional about investing in women- and minority-owned businesses as part of our broader commitment to equity, partnership, and shared economic opportunity.

In 2025, FI invested \$1,349,871 across 52 women- or minority-owned businesses. While total spending in this category was lower than in 2024, the number of businesses supported increased from 42 to 52, representing the highest number in the recent five-year reporting period. This reflects a wider distribution of opportunity and a continued commitment to ensuring that the economic activity generated by FI's work reaches diverse vendors, consultants, professionals, and business owners.

52

women- or minority-owned
businesses supported

\$1.35M

invested in women- or minority-
owned businesses in 2025

\$6.4M

invested in this category from
2021-2025

\$10M+ INVESTED OVER THE LAST DECADE

This investment isn't separate from the mission. It's part of the mission. The responsible fatherhood field depends on a broad network of skilled contributors, including researchers, trainers, attorneys, evaluators, designers, facilitators, fiscal professionals, outreach specialists, media partners, and community-based organizations. By intentionally engaging women- and minority-owned businesses, FI strengthens the ecosystem that makes fatherhood work possible.

From 2021 through 2025, FI's reported investment in this category totaled more than \$6.4 million. Over the last decade, total expenditures in women- and minority-owned businesses have exceeded \$10 million. These numbers reflect more than procurement. They represent a philosophy of practice. FI doesn't only serve communities. FI invests in them.

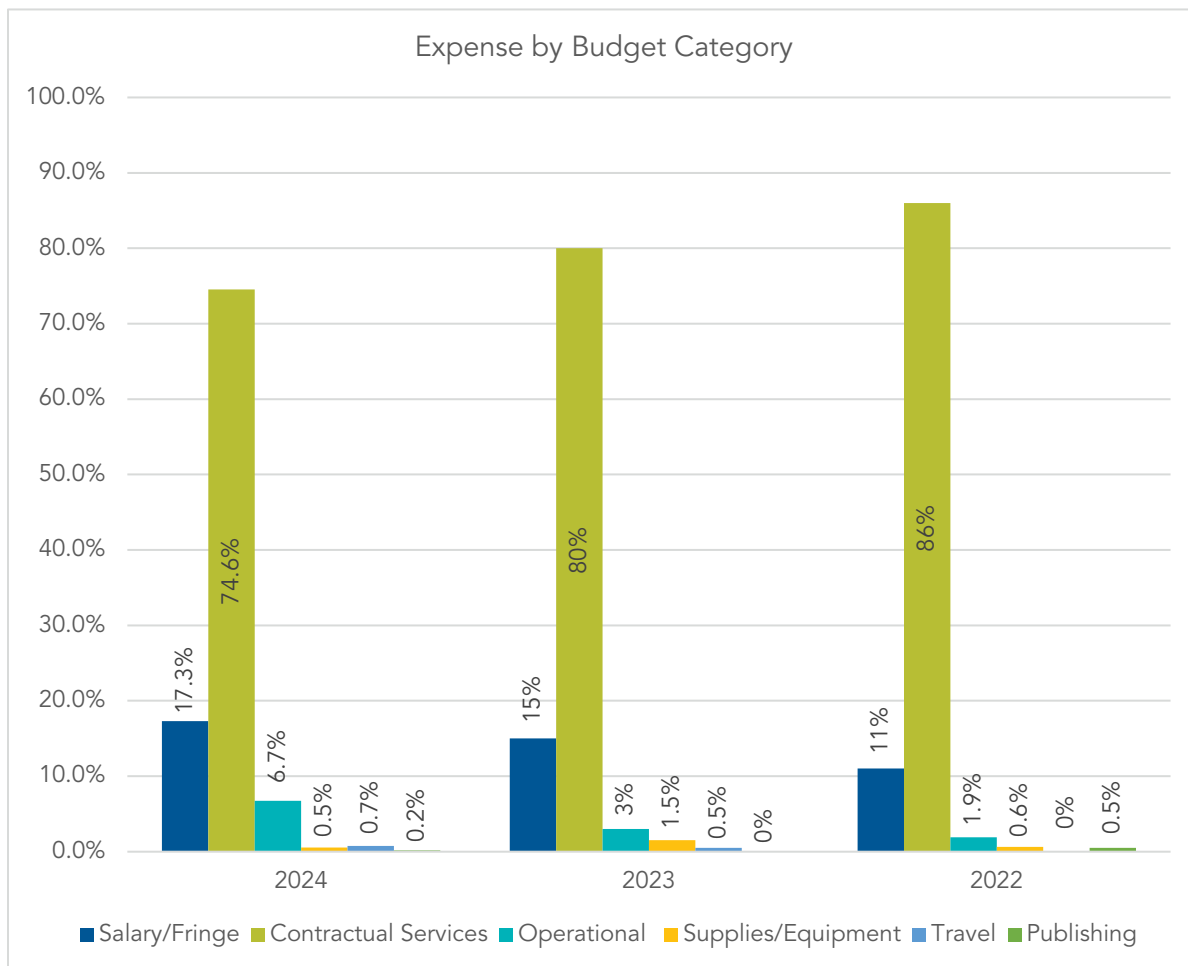
This commitment helps to ensure that the work of fatherhood strengthens families while also supporting the economic infrastructure of the communities most connected to the mission. Through these investments, FI continues to model what it means to build impact that is programmatic, cultural, and economic.

Total Finances	2025	2024	2023	2022	2021
Annual Income	\$6,823,237	\$7,043,448	\$6,319,981	\$6,021,786	\$6,014,974

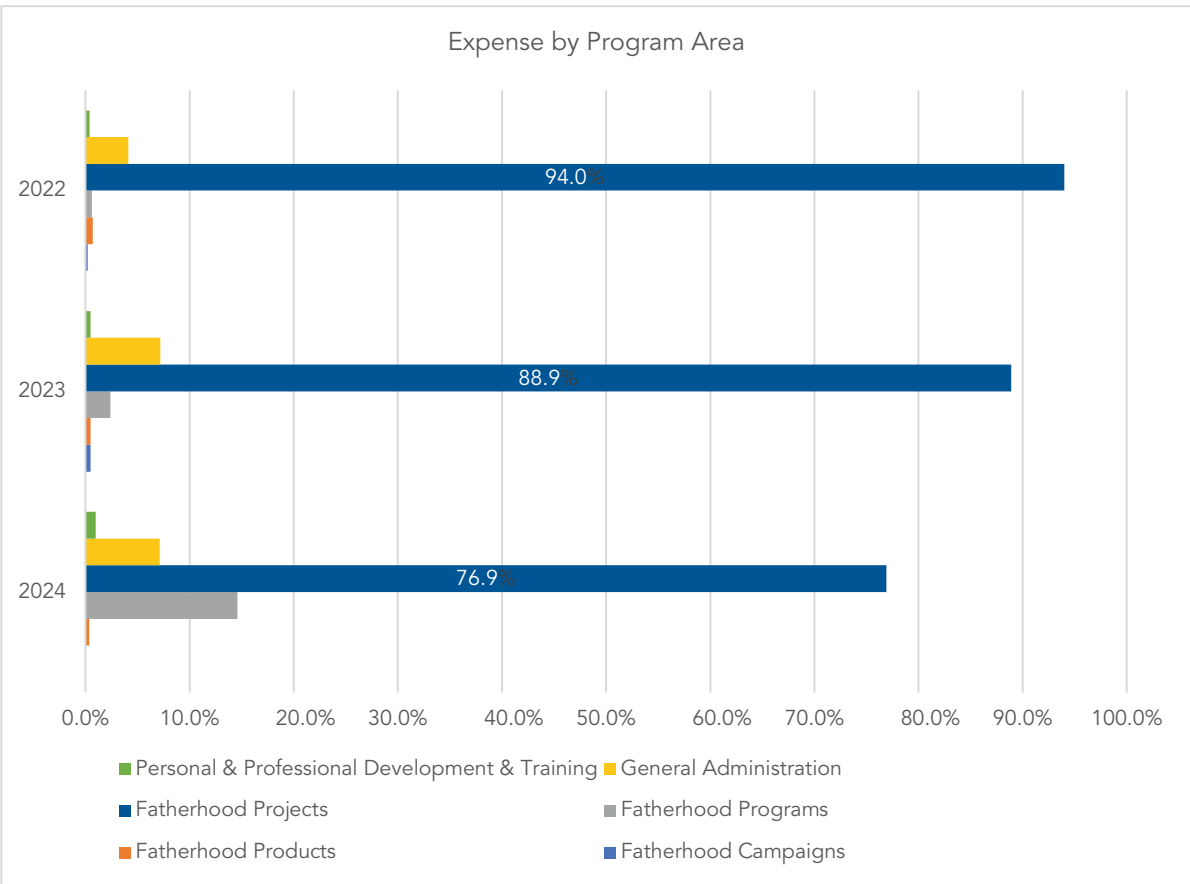
Annual Income Summary	2025	2024	2023	2022	2021
Income	\$6,823,237	\$7,043,448	\$6,319,981	\$6,021,786	\$6,014,974
Expense	\$6,490,864	\$7,416,508	\$6,136,862	\$5,741,128	\$5,690,294
Net Income	\$332,373	(\$373,060)	\$183,119	\$280,658	\$324,680

Income Allocation (as a % of Total Income)	2025	2024	2023	2022	2021
Contracts	82.6%	80.4%	83.2%	92.8%	98%
Grants	17.4%	19.2%	16.4%	6.0%	1.1%
Contributions	0.0%	0.4%	0.2%	0.5%	0.0%
Product Sales	0.0%	0.0%	0.0%	0.2%	0.1%
Other	0.0%	0.0%	0.3%	0.5%	0.8%
Other includes - Board membership dues, honorariums, training fees					

Expense by Budget Category (as a % of Total Expense)	2025	2024	2023	2022	2021
Salary/Fringe	19.4%	17.3%	17.3%	15%	11%
Contractual Services	71.5%	75.6%	74.6%	80%	86%
Operational	8.3%	6.0%	6.7%	3%	1.9%
Supplies/Equipment	0.6%	0.4%	0.5%	1.5%	0.6%
Travel	0.2%	0.5%	0.7%	0.5%	0%
Publishing	0.0%	0.2%	0.2%	0%	0.5%



Expense by Program Area (as a % of Total Expense)	2025	2024	2023	2022	2021
Fatherhood Campaigns	0	0.0%	0.0%	0.5%	0.2%
Fatherhood Engagement	0.0%	0.0%	0.0%	0.0%	0.0%
Fatherhood Products	0.2%	0.1%	0.4%	0.5%	0.7%
Fatherhood Programs	15.5%	13.8%	14.6%	2.4%	0.6%
Fatherhood Projects	73.0%	78.9%	76.9%	88.9%	94.0%
General Administration	11.0%	6.8%	7.1%	7.2%	4.1%
Personal & Professional Development & Training	0.3%	0.2%	1.0%	0.5%	0.4%



Minority Report	2025	2024	2023	2022	2021
Number of businesses	52	42	37	43	30
Total Expense	\$1,349,871	\$1,819,549	\$1,057,433	\$1,238,762	\$969,129



IMPACT REPORT

2025

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Gentle Warriors



I Am Dad Podcast



fatherhood.gov



Fathers Incorporated



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Poppa University