

2024

MILESTONE

The Keitt Institute Annual Report

Platinum
Transparency
2024

Candid.



A Decade of Transformation

Elevating Minds.

Transforming Lives.

Empowering People to
Thrive.

Ten Years of Transformation



Every leader we elevate, every life we transform, every person we help thrive—it's all because of you. Your partnership is the difference-maker.

Ten years ago, a dream was planted, a vision sparked by a deep desire to empower people to elevate their leadership, transform their thinking, and truly thrive in life. Today, as a mother-daughter team, we stand in awe of what that dream has become, and it's all because of you—our partners, donors, and supporters. **You are the fuel behind every life changed and every milestone achieved.**

This year, as we celebrate **A Decade of Transformation**, we reflect on the incredible journey we've shared. Together, we've impacted **219,700 lives**, distributed over **2,800 learning materials**, produced **200 engaging videos**, and touched hearts with thousands of in-person connections. These are not just numbers—they represent stories of leaders rising, communities thriving, and futures forever changed.

Your support is the force that turns vision into victory, hope into action, and potential into power.

Together, we've built a legacy of empowerment, but this is only the beginning. The future calls for bold action, bigger dreams, and deeper impact. Your continued generosity and belief in our mission propel us forward into the next decade with unstoppable momentum.

As you read through this report, we hope you feel the gravity of what we've accomplished together and the promise of what's still to come. With you by our side, the Keitt Institute will continue to be a force for transformational change.

With boundless gratitude and bold aspirations for the future,

Dr. Jennifer Keitt
CEO

Morgan Holmes
COO



2024 BY THE

200,000 Ripples of Influence

Thousands of views creating waves of change.

7,169 Connections in the Room

Bringing people together for moments that matter.

2,859 Tools for Growth

Empowering minds with resources that inspire action.

200 Stories in Motion

Driving impact through engaging, transformative video content.

THE NUMBERS

219,753

Lives Elevated!

Transforming futures, one person at a time.



Rebuilding Confidence in the Next Generation

In the heart of the Chattahoochee Valley, a movement of transformation began with our *#StrongGirls® Conference*. Designed for teen girls navigating the tumultuous transition to adulthood, this program became a lifeline, offering clarity, confidence, and resilience in the aftermath of the pandemic.

“She had retreated into a shell during the pandemic. After the program, she regained her confidence and found tools to face college with assurance,” shared Dr. Gail Burgos, CEO of Girls Inc. of Columbus & Phenix-Russel and a retired FinTech executive. A mother’s heartfelt gratitude revealed the power of the program to change lives.

The *#StrongGirls®* Conference was more than a gathering—it was a catalyst for transformation. Girls discovered strategies to navigate life’s challenges, tools to embrace their potential, and the strength to rewrite their futures.

Because of you, confidence was rebuilt, futures were reignited, and hope was restored.

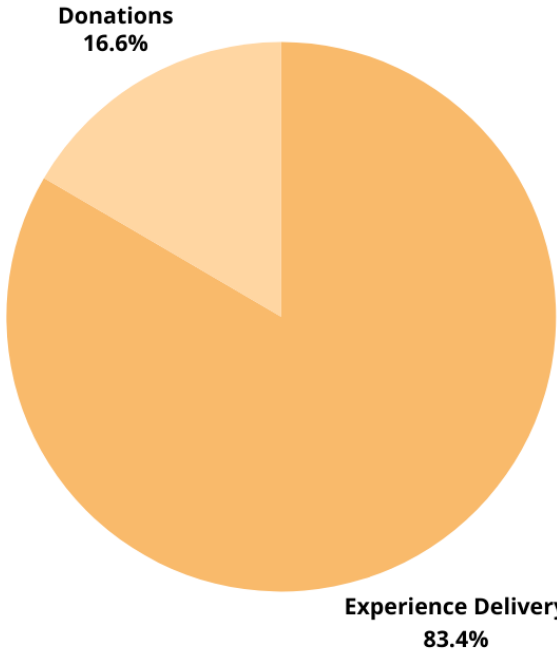
This is what happens when we invest in the next generation. Together, we are shaping leaders who are ready to rise.

Financials

60%

For every dollar you give, **60 cents goes directly to changing lives**—providing resources, tools, and programs that empower people to thrive and transform their futures!

2024 INCOME & EXPENSE



Income

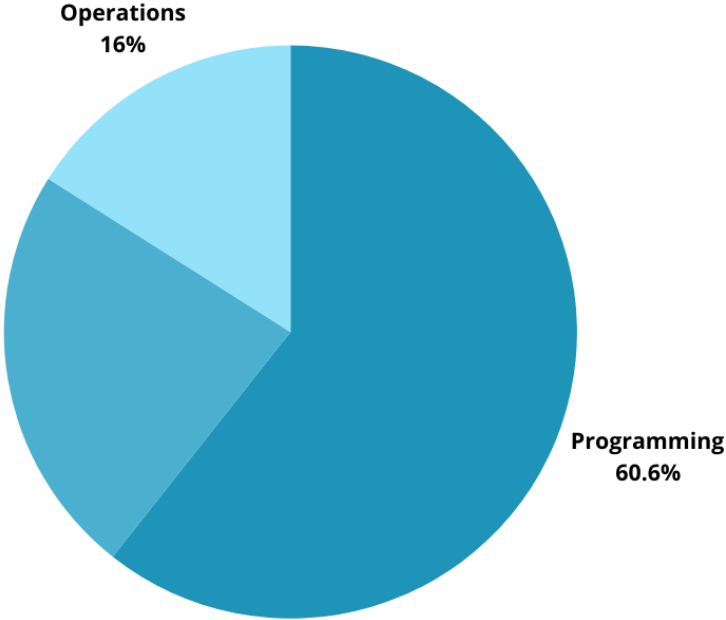
\$186,904

- Keitt Institute Experience Delivery 83.4%
- Donations 16.6%

Expense

\$115,740

- Programming 60.6%
- Administration 23.3%
- Operations 16%





Transforming Lives

Stories of Growth and Impact

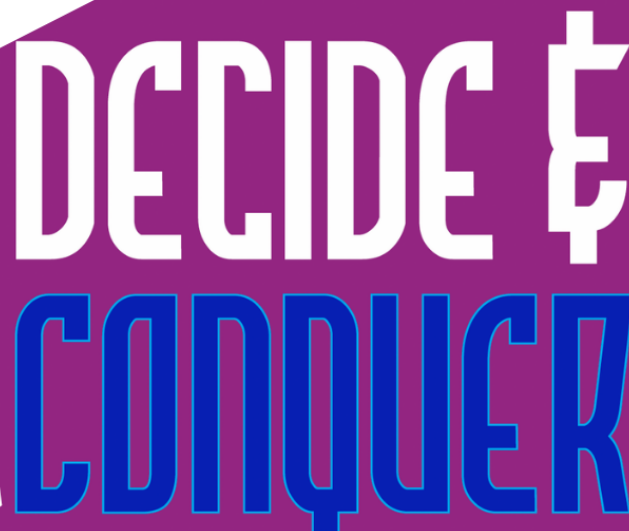
In 2024, the Keitt Institute celebrated a ***decade of empowering individuals*** to unlock their potential, transform their thinking, and thrive in every aspect of life. Over the past 10 years, we have remained steadfast in our mission to build leaders people want to follow, and this milestone year was no exception.

The following stories are a testament to the Keitt Institute's mission to build leaders people want to follow. Through intentional programs and personalized tools, we've equipped individuals to embrace transformation, thrive through challenges, and leave lasting legacies of impact.

Here are two stories that showcase the profound impact of our work in this pivotal year:

Letting Go to Rise

Brooke's Transformation



DECIDE &
CONQUER

"I realized I was holding on to things that were holding me back. Letting go helped me move forward."

For Brooke, an intern with the American Bankers Association, this realization was life-changing. Overwhelmed by the demands of a fast-paced internship and academic pressures, she believed strategic leadership meant striving for perfection—a belief that left her paralyzed by procrastination.

Through our ***Decide & Conquer: Unleash Your Inner Strategist*** experience, Brooke experienced a profound shift. She redefined leadership and strategy as **authenticity, intentionality, and aligning actions with values.**

It was her journey **from procrastination to strategic confidence** that truly transformed her perspective. The turning point came when she confronted a pivotal question: **"Do I need to heal, grow, act, or let it go?"**

"That question was so profound," Brooke shared. "It made me realize I was clinging to things that held me back. Letting go gave me the freedom to move forward."

Brooke's transformation was undeniable. She let go of self-doubt, embraced confidence, and adopted a strategic mindset that aligned her actions with her values—empowering her to thrive in her work and her life.

Because of your support, stories like Brooke's become reality. Together, we're equipping leaders to rise, conquer challenges, and create meaningful impact.

From Milestones to Meaning

Tom's Awakening



"It's not about money or material things. It's about leaving something in people, not just for them."

For Tom, a senior executive, success had always been measured by milestones – career achievements that looked impressive on the outside but left him feeling disconnected on the inside. Attending our ***Executive Life Quest*** experience became a turning point.

The experience's theme of **"awakening"** challenged Tom to reflect on areas of his life where he realized he had been "asleep." He saw how his relentless focus on career success had come at the expense of meaningful personal growth and authentic relationships.

One powerful question stood out: **What kind of legacy am I leaving?**

In that moment, Tom began to redefine leadership. Equipped with tools for self-awareness and intentional action, he shifted his perspective: **"Leadership isn't about titles or trophies—it's about the impact you make in people's lives and the values you pass on."**

Tom left the experience with a renewed sense of purpose. He aligned his professional goals with his personal values, committing to a legacy built on cultivating genuine relationships and empowering those around him.

Because of your support, leaders like Tom are awakening to their potential, transforming their lives, and creating legacies of lasting impact.

WHAT'S

Igniting Transformation,

Together, we can ignite transformation, inspire resilience, and create a legacy of thriving — one life, one world at a time.

The future of the Keitt Institute is bold, ambitious, and built on the dream of transforming lives across the globe. In 2025, we are **launching three groundbreaking programs** that have the power to change lives and create lasting global impact. These initiatives are designed to address critical challenges, cultivate unshakable resilience, and empower leaders to rise and thrive at every level.

- **Empowering Individuals:** Providing tools and strategies for people to overcome barriers and unlock their true potential.
- **Cultivating Resilience:** Equipping leaders with the strength to navigate life's challenges and create meaningful change in their communities.
- **Creating a Ripple Effect:** Building leaders who will inspire others, multiplying the impact for generations to come.

SAHEAD

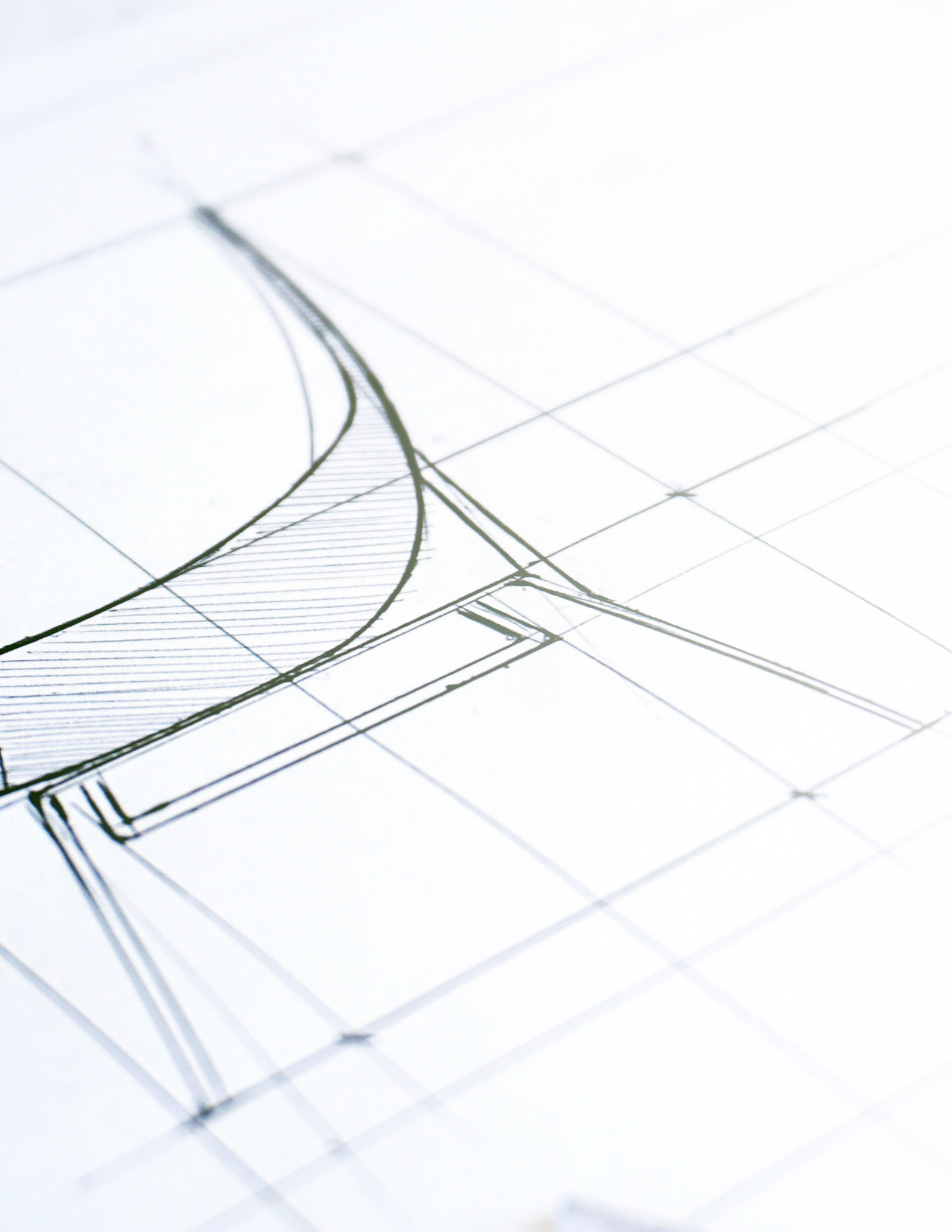
Building a Global Legacy

Why This Matters

These programs are our mission in action, but they need your support to become a reality. Your partnership is the catalyst for this transformational work. Every dollar you give directly fuels the tools, resources, and connections that make this impact possible. Your investment doesn't just fund programs—it builds a global legacy of thriving.

This is our moment to ignite transformation. Together, we can reshape futures, inspire a movement, and create a world where thriving is the norm.

Join us in making this vision a reality. With your support, these programs will spark a wave of change that touches lives far and wide—because together, we are unstoppable.



JOLT™

Unlock Clarity. Transform Your Potential. Empower Your Life.

JOLT™ isn't just a tool—it's a catalyst for change. It's a movement that redefines leadership, resets teams, and empowers people to thrive.

JOLT™ is designed to awaken potential in individuals, ignite collaboration in teams, and reset leadership at every level. It's more than an assessment—it's a revolutionary framework that inspires clarity, resilience, and bold action, creating leaders people want to follow.

- **Individuals:** Gain the tools to reclaim control, align values with actions, and unlock bold ambitions.
- **Teams:** Strengthen collaboration, foster authentic communication, and achieve shared success.
- **Couples:** Build trust, deepen connection, and align goals for a thriving partnership.
- **Organizations:** Reset leadership culture, inspire innovation, and develop the leaders who will shape the future.

This is your opportunity to ignite a global legacy of leadership. Will you help leaders be JOLTed™?

Real Impact, Real Stories

A NEW ERA OF LEADERSHIP

“JOLT™ felt like a personalized self-help book, tailored to my leadership level and life stage.”

-Leadership Coach and JOLT™ user



“I stopped surviving and started thriving –JOLT™ was the catalyst. This is the healthiest my brain has felt in five years.”

-Corporate Professional and JOLT™ user

“JOLT™ encapsulated my entire personality—not just specific traits. It captured what other assessments missed.”

-Chief Marketing Officer and JOLT™ user



Seeing Yourself Clearly

100% of participants praised JOLT for its comprehensive and accurate insights. It consistently delivers a “mirror moment,” helping users recognize their strengths, tendencies, and areas for growth.

It's like going from bifocals to progressive lenses — JOLT™ smoothed out and clarified how I see myself and my potential.”

– JOLT™ user

100%

of participants praised JOLT™ for its clarity, depth, and actionable insights.

Small Wins, Big Changes

100% of participants implemented actionable steps, with many reporting immediate results. JOLT's delivery of personalized microsteps empowers users to take charge of their progress without feeling overwhelmed.

“Breaking tasks into smaller steps and focusing on smaller wins have made a huge difference in how I approach my day.”

– JOLT™ user

83%

of participants felt that JOLT™ stands apart for its emphasis on emotional well-being and alignment of strengths with career goals.

Thriving from the Inside Out

83.3% of participants highlighted JOLT's focus on emotional well-being as transformative. By addressing stress, self-criticism, and balance, JOLT helps users thrive emotionally while maintaining high performance.

“The mental health aspect was crucial — it validated my growth and helped me manage self-criticism.”

– JOLT™ user

Becoming the Leader You Were Meant to Be

83.3% of participants leveraged JOLT insights to improve professional alignment, enhance leadership skills, and unlock career opportunities.

“Using JOLT's insights, I was able to present myself authentically in interviews and improve my leadership capabilities.”

– JOLT™ user





LEAD BOLDLY. LIVE POWERFULLY.

Imagine a world where women lead boldly, transform industries, and create lasting global impact. **SheRises™** is how we make that vision a reality.

This program tackles the unique challenges young women face and positions them to lead with purpose:

- **Leadership Confidence:** Women who embrace their innate strengths and step into roles of influence inspire progress, drive innovation, and pave the way for others.
- **Emotional Resilience:** Equipping women with tools to manage life's pressures ensures they can sustain mental well-being while thriving in leadership roles.
- **Future-Ready Leaders:** By preparing young women to take bold action in their communities, careers, and beyond, SheRises™ creates a generation of changemakers who will shape the future.

Together, we're not just developing leaders. We're shaping the future of our world through the power of women rising.





THE VITALITY PROJECT™
TRANSFORMING LIVES. SAVING FUTURES.

This project was born from tears, hugs, and whispered stories of brokenness—the silent battles of suicides, destroyed lives, and overwhelming gratitude from first responders who finally felt seen, heard, and equipped to heal.

The Vitality Project™ is the promise that those who dedicate their lives to protecting others will have the strength to protect their own. It provides critical tools to ensure they can thrive under pressure:

- **Preventing Burnout:** Empowers participants to identify and manage stress before it takes a devastating toll on their mental and physical health.
- **Building Emotional Resilience:** Equips individuals with proven strategies to stay grounded, focused, and effective in the most intense, high-stakes environments.
- **Enhancing Leadership:** Strengthens trust, communication, and team dynamics, ensuring that first responders lead with clarity and compassion.

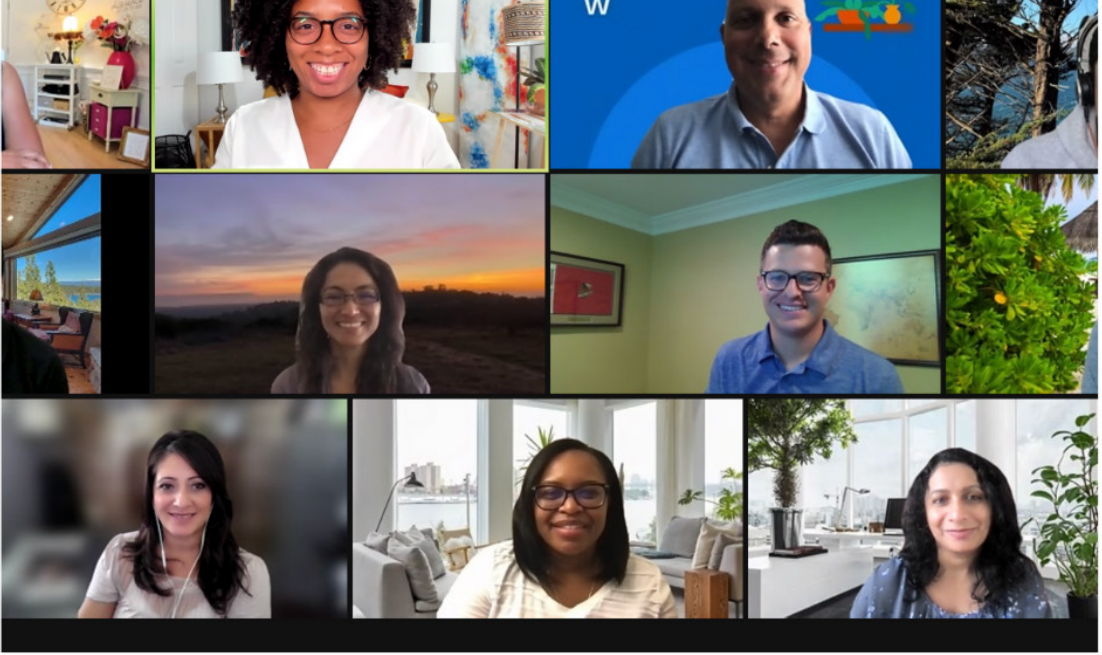
This is the Keitt Institute's unwavering commitment: to stand with those who stand for us. **Together, we are building resilience, restoring hope, and saving lives.**

Will you join us in this vital mission to uplift the heroes who carry us through our toughest days?

2014-2024

A Decade of TRANSFORMATION





Thank You

2024 Supporters

The generous support of our individual contributors and corporate clients fuels our mission to build leaders people want to follow, empowering individuals to **elevate** their potential, **transform** their thinking, and **thrive** in life.

Every life touched reflects the incredible difference your generosity makes. Your support helps us deliver life-changing experiences and inspire leaders across communities worldwide.

2024 CORPORATE CLIENTS



Leadership Team



Dr. Jennifer Keitt and Morgan Holmes ***Co-Founders of The Keitt Institute***

Dr. Jennifer Keitt, a 34+ year media veteran and passionate communicator, and Morgan Holmes, an innovative entrepreneur and instructional designer, are the dynamic mother-daughter duo behind The Keitt Institute. Jennifer, a celebrated media personality and educational psychologist, and Morgan, a biomedical engineer turned educational leader, bring their shared passion for emotional development and leadership to life through transformative tools and experiences. Together, they empower leaders to elevate, transform, and thrive with evidence-informed strategies that inspire lasting growth.

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A woman with short dark hair, wearing a white blazer over a dark top, is smiling and speaking into a microphone. She is holding a pen in her right hand. The background is a blurred office setting.

A BOLD FUTURE AWAITS

As we close this chapter of remarkable impact, we stand at the edge of what **could be** and **should be** —a world transformed by empowered leaders, resilient communities, and bold action. With your continued support, the Keitt Institute is ready to break barriers, ignite movements, and elevate lives on a global scale. Together, we will create a future where every individual rises to their potential, every community thrives, and leadership becomes the force that shapes a better, brighter world.

***THIS IS JUST THE
BEGINNING.***



JOIN THE MOVEMENT



Support Growth and Life Change Today.

Elevate Women Leaders. Donate funds or bring a SheRises™ session to your young leaders to help more women embrace their potential and lead with confidence.

Experience Transformation. Whether for yourself, your team, or your organization, JOLT™ provides actionable insights and strategies to help you thrive and lead with impact.

**Take your first step at
[KeittInstitute.org](https://www.keittinstitute.org)**

Champion Well-Being. Invest in the well-being of first responders or partner with us to bring transformative sessions to first responders around the country through The Vitality Project™.

Join the Movement. Connect with us on our website, join our newsletter for updates and insights, and follow us on LinkedIn or Instagram to stay inspired and informed. Together, we can continue elevating leadership and transforming lives.



*We build leaders people want
to follow by equipping them
to **elevate** their potential,
transform their mindset, and
thrive in every facet of life.*

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