

2025 ANNUAL REPORT

The Keitt Institute

Platinum
Transparency
2025

Candid.



A Year of Refinement

Elevating **Minds.**

Transforming **Lives.**

Empowering People to
Thrive.

2025 BY THE NUMBERS

153,176 Lives Elevated!

Transforming futures, one person at a time.

124,202 Video Views

2,557 Tools Distributed

4,347 In-Person Attendees

173 Videos Distributed

22,044 Newsletters Sent



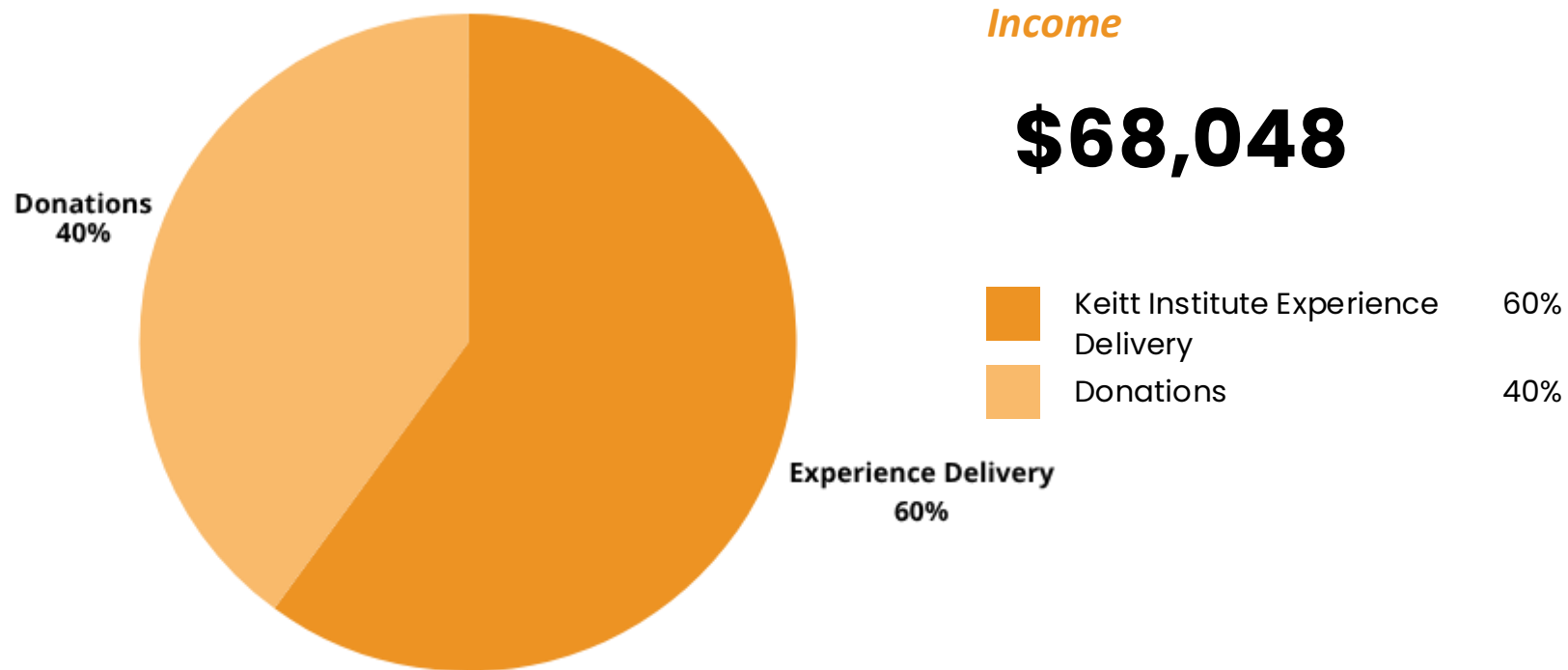
Questions

Financials

60%

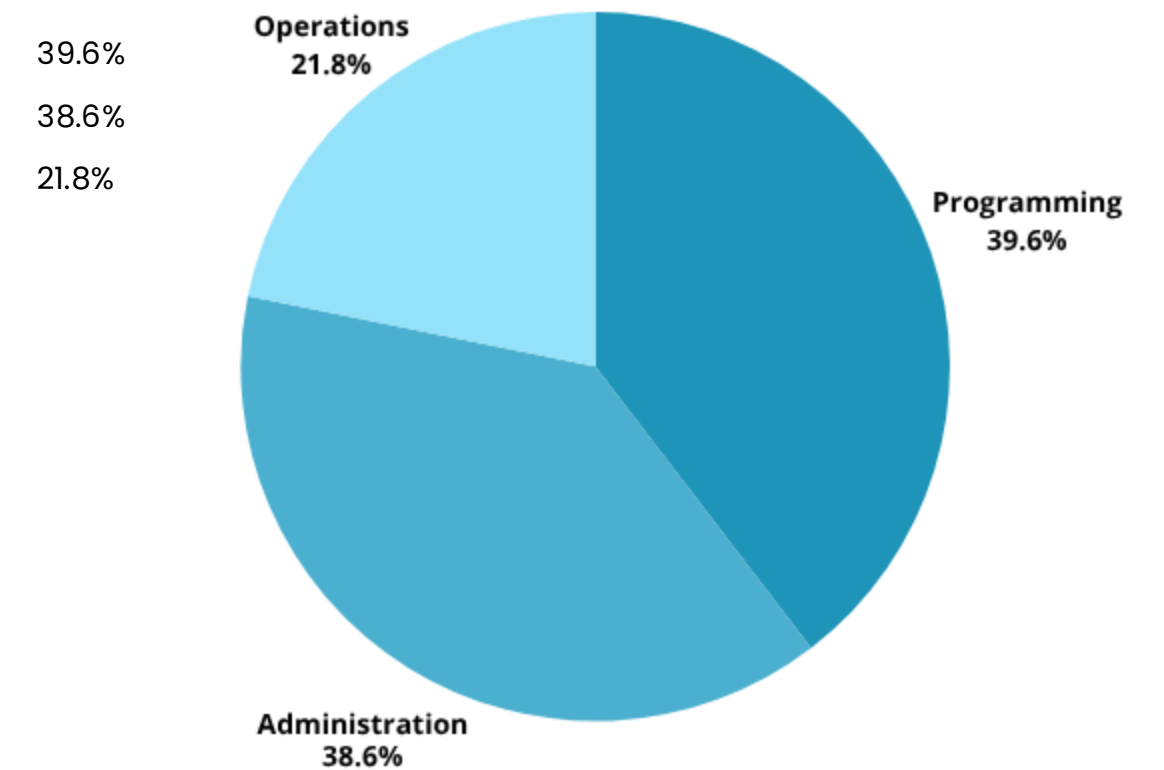
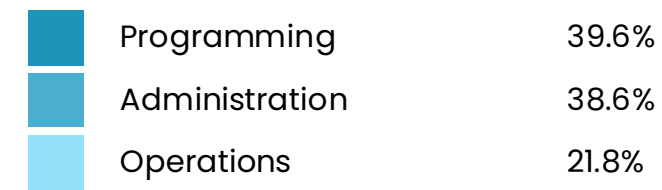
For every dollar you give, *60 cents goes directly to changing lives*—providing resources, tools, and programs that empower people to thrive and transform their futures!

2025 INCOME & EXPENSE



Expense

\$120,473



Programming Items

- Emerge Supplies & Materials
- Corporate Training Supplies & Materials
- Program Development (JK/MH)
- Travel

Administration Items

- Legal & Professional Services
- Dues, subscriptions, & fees
- Taxes
- Payroll
- Professional Development
- Employee Benefits

Operations Items

- Contractors
- Rent & Lease
- Office Supplies & Software
- Advertising & Marketing



Questions




Transforming Lives

Clarity, Momentum, and Meaningful Expansion

In 2025, The Keitt Institute strengthened its programs, clarified its focus, and deepened its impact across multiple audiences. From live experiences for professionals and women leaders to the launch and relaunch of Builder communities and the early growth of Emerge™, this year marked meaningful movement forward. Each experience, tool, and touchpoint reflected our commitment to providing frameworks that help individuals turn self-awareness into sustainable transformation.




REWING BRILLIANCE™
T.E.A. BREAK



KEITTINSTITUTE.ORG

For you are God's
MASTERPIECE
Taught by Dr. Jennifer Keitt Ephesians 2:10a



SECTION *One* | Behold, You desire truth in the innermost being, And in secret You will make wisdom known to me. Psalm 51:6

To live like I'm God's masterpiece, I must know I am in my life.

Quiz DISCOVER WHERE YOU ARE

Answer each question honestly by choosing the option that best describes your current experience.

How well are your basic life needs being met (food, rest, health, energy)?

- a) I'm struggling daily to meet them.
- b) I meet them, but it's stressful and inconsistent.
- c) They're mostly stable, but I think about them often.
- d) My basic needs are well-covered and not a daily concern.

How secure do you feel in your living, financial, and emotional environment?

- a) I feel constantly threatened or unstable.
- b) I have some safety but still feel at risk.
- c) Things are generally stable, with occasional concerns.
- d) I feel secure, protected, and grounded.

How connected do you feel to others (friends, family, community)?

- a) I feel isolated and alone.
- b) I have a few connections but often feel unsupported.
- c) I have meaningful relationships, though I want more depth.
- d) I feel deeply connected, loved, and seen.

How strong is your sense of self-worth, confidence, and inner value?

- a) I often feel unworthy or invisible.
- b) I question myself regularly and seek validation.
- c) I know my value but still have self-doubt.
- d) I feel confident, worthy, and empowered.

Are you living a life that aligns with your values, gifts, and purpose?

- a) I feel disconnected from purpose and potential.
- b) I have glimpses of fulfillment, but it's not consistent.
- c) I'm on the path, but still discovering what fulfillment looks like.
- d) I'm living in my purpose and growing into my fullest self.

Scoring
A = 1 point. B = 2 points. C = 3 points. D = 4 points.

Total

keittinstitute.org/clarion



GREATER TAMPA REALTORS®

DECIDE & CONQUER

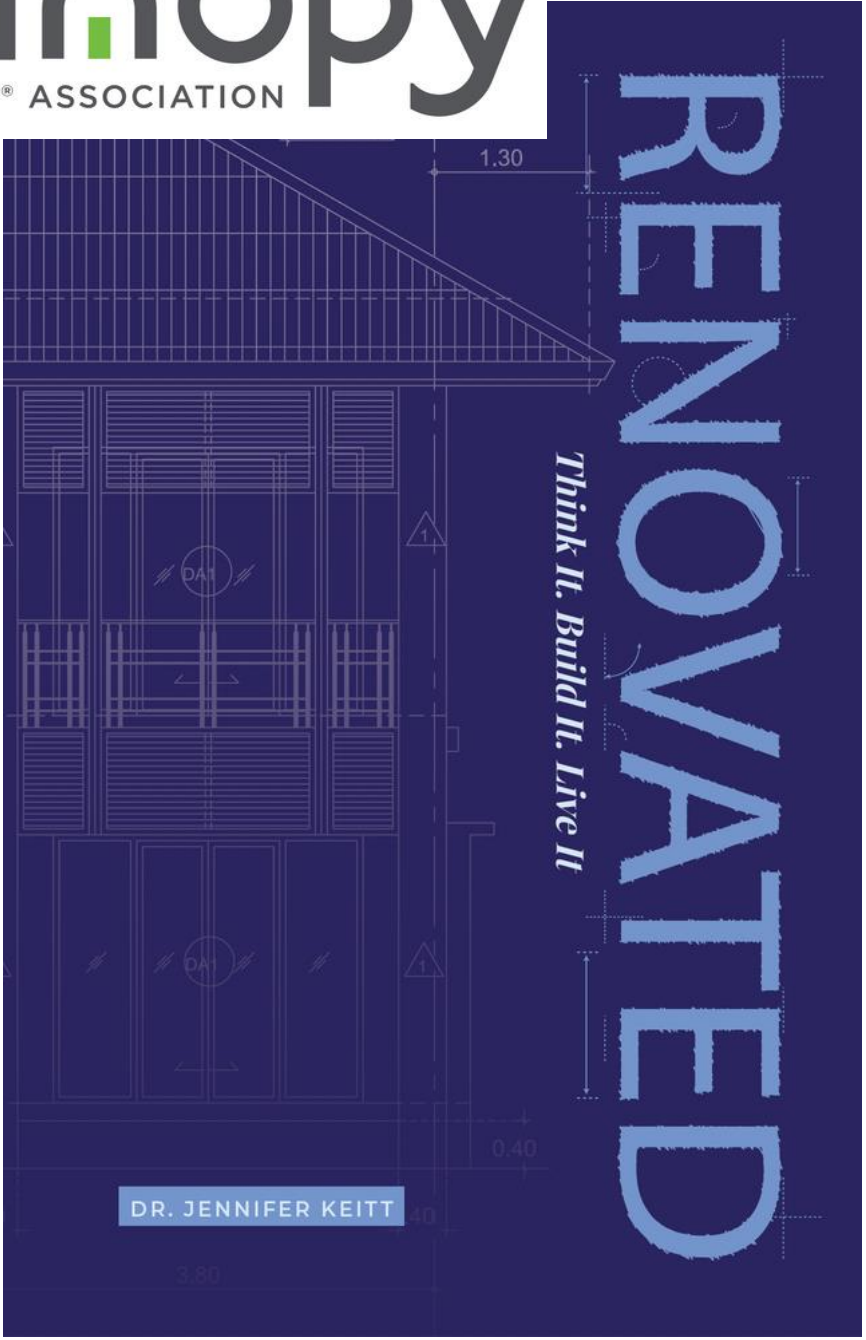
UNLEASH YOUR INNER STRATEGIST

DR. JENNIFER KEITT | THE KEITT INSTITUTE

243 Professionals Empowered

500 Professionals Empowered

150 Professionals Empowered



AMERICAN SOCIETY OF INTERIOR DESIGNERS

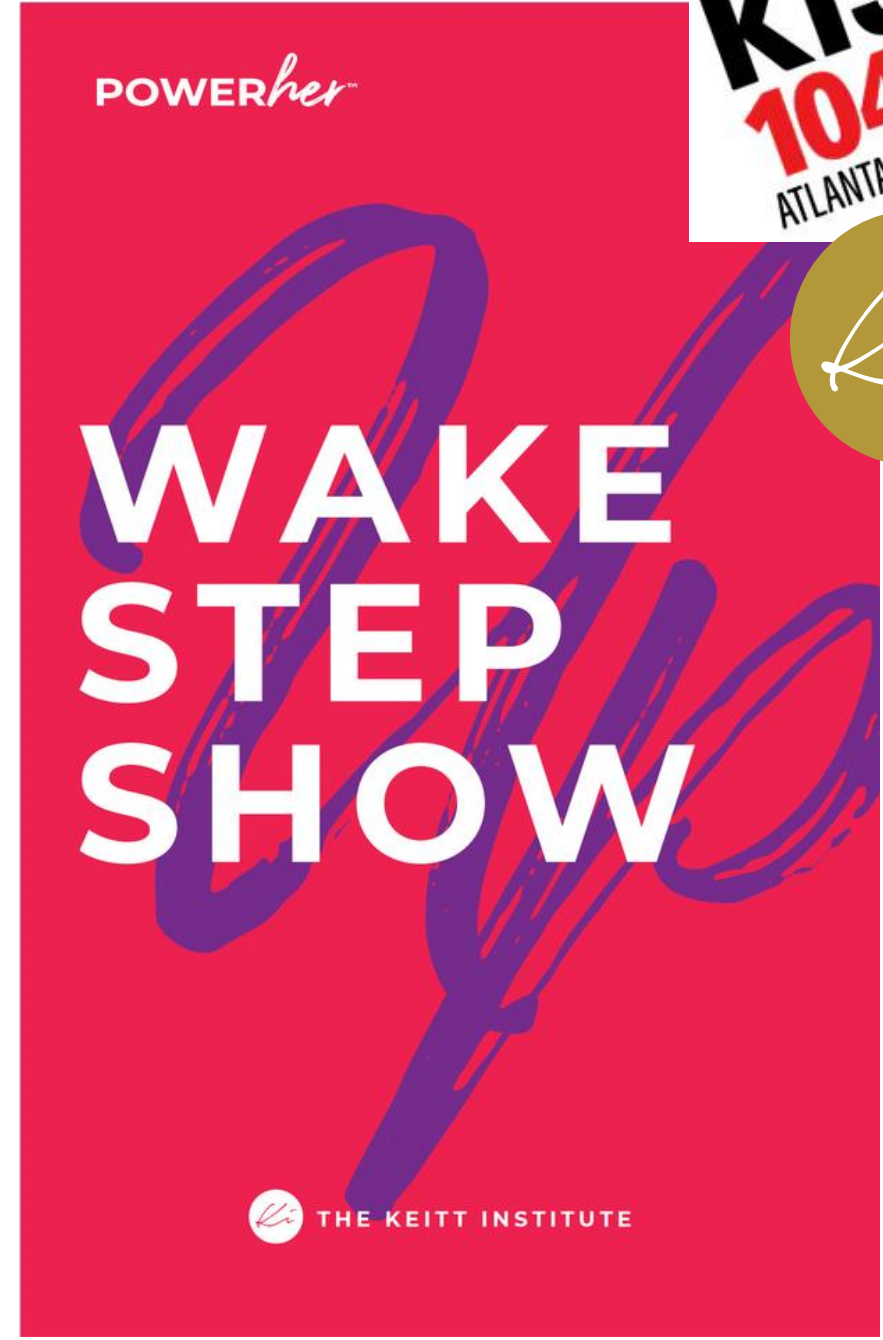


545

Professionals Empowered

830

Professionals Empowered



50

Professionals Empowered

HILLSBOROUGH
College



74 College Students
Empowered



5 Professional Christian
Women Empowered



No More Losing

1,800

Professionals Empowered



**CLARK ATLANTA
UNIVERSITY**

E.M.E.R.G.E.™ Framework

150
College Students Empowered

CLARION™

For Women of God who are *Ready to Act.*

Clarion™ is the discipleship arm of the Keitt Institute's 100K Builder Movement. A call to one hundred thousand women who want to grow in wisdom, lead with conviction, and carry God's truth into every sphere of their influence.

But this movement is bigger than personal growth.

Every Builder invests in her own spiritual development *and* fuels transformation for others. Builder enrollment directly funds the work we do at The Keitt Institute.



- ✓ **Studies** that sharpen your spiritual discernment and prepare you to act with biblical conviction.
- ✓ **Immersive experiences** that train you to interpret Scripture correctly and apply it immediately.
- ✓ **Weekly anchors** that keep you alert to God's voice in real time.
- ✓ **Tools** that equip you to multiply your impact and teach others confidently.

Together, these resources shape you into a woman who hears God clearly and lives out His Word with courage.

Clarion Evolution

MAY 2025 First iteration of Clarion launched at the Salvation Army experience.

OCTOBER 2025 Clarion Summit experience. Relaunch of Clarion membership experience - Clarion Builders.

7 NOVEMBER 2025
**Sustaining Clarion
Builder Members**

POWERher™

For Women who are ready to lead themselves with strength, clarity, and confidence.

PowerHer™ is the emotional leadership arm of the Keitt Institute's 100K Builder Movement. A call to one hundred thousand women who are ready to transform how they think, lead, decide, and influence.

Every Builder invests in her own growth and fuels transformation for others. Your commitment to building emotional leadership helps fund the work we do through the Keitt Institute.



- ✓ **Power Break™ Text Messages**
Short text messages that help you steady your mind and lead yourself in real time.
- ✓ **Live Power Sessions™**
High-impact trainings that build confidence, emotional steadiness, and mental strength.
- ✓ **Exclusive Courses**
Fast, deep, strategic lessons designed for women who need tools they can implement immediately.
- ✓ **Digital ToolKEITTs™**
Action-driven guides that help you shift from knowing to doing.



PowerHer™ Personal Reset Retreat

A guided weekend designed to pull you out of autopilot, clarify your direction, rewrite your mental patterns, and re-anchor your values. Perfect when your spirit, mind, or focus needs a reset.

PowerHer Evolution

MARCH 2025

First iteration of PowerHer membership launched at the Greater Tampa Realtors experience.

OCTOBER 2025

PowerHer Live experience in partnership with KISS 104.1FM. Relaunch of Clarion membership experience - Clarion Builders.

7

DECEMBER 2025

PowerHer Builder Members

emerge

Three experiences. One outcome: you lead you.

Today's emerging adults, including college students and early-career young adults, are navigating unprecedented levels of stress, distraction, and pressure. Traditional academic and workforce preparation alone is not enough.

Emerge™ is built like a real growth system:

- **EmergeLive™** gives you the breakthrough and the framework.
- **EmergeNext™** keeps you consistent with short, structured text prompts.
- **The Emerge™ Radio Show** reinforces the tools through quick, focused audio series.

Emerge Evolution

SEPTEMBER 2025

Soft launch of Emerge at Clark Atlanta University.

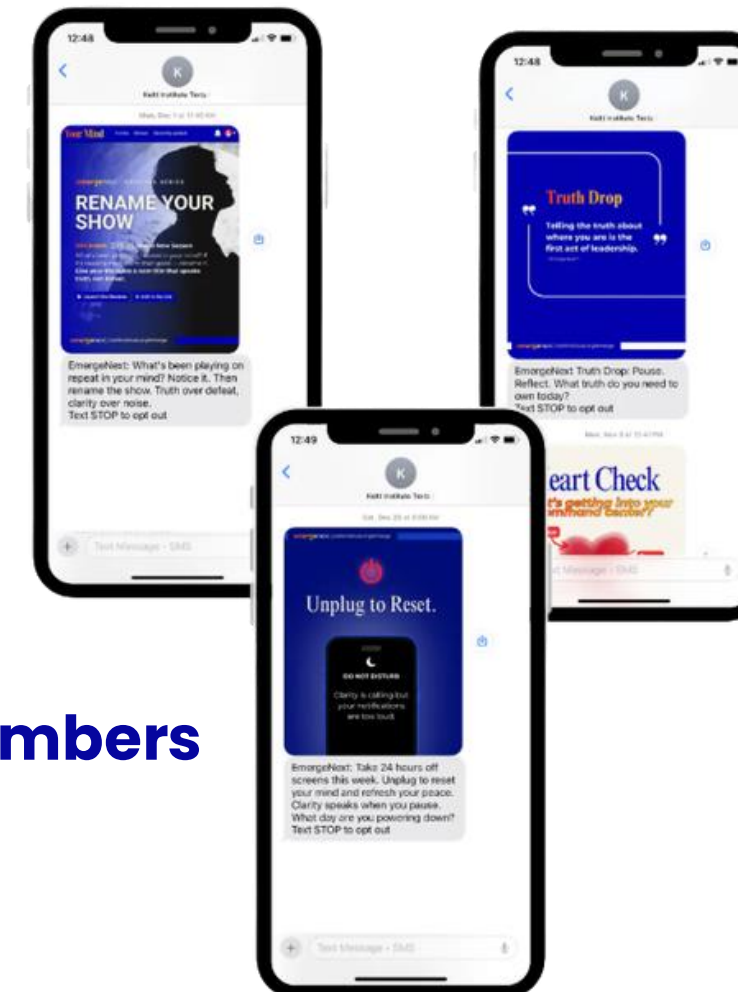
OCTOBER 2025

Emergelive experience at Hillsborough College.
Launch of EmergeNext community at Hillsborough College experience.

NOVEMBER 2025

Emergelive experience contracted for Fairleigh-Dickinson University - Q1 2026.

Emergelive experience contracted for Fresno State - Q2 2026.



12 OCTOBER 2025 EmergeNext Members





Questions



Looking Ahead

Funding for the Future

In Q1 and early Q2 of 2026, we will be *applying for a grant from the Exploring Christian Practices Initiative of the Lilly Foundation*. We are proposing to address the challenge of Christian Faith formation using JOLTTM and the JOLT AcademyTM. We plan to address questions about their identity, influence, purpose, and calling for emerging professionals and professional Christian women. JOLTTM reveals how each individual is uniquely wired to think, decide, grow, and connect with God; and the JOLT AcademyTM delivers immersive experiences, provides evidence-based methods for personal transformation, and produces life-changing results.



Questions

2025 CORPORATE CLIENTS & COMMUNITY PARTNERS

Thank You

for your Support

Your generous support and that of our corporate clients & community partners has continued to fuel 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.



AMERICAN SOCIETY OF INTERIOR DESIGNERS



HILLSBOROUGH
College



CLARK ATLANTA UNIVERSITY



We build people who build futures by equipping women and emerging adults with frameworks that turn self-awareness into sustainable transformation. So they can build lives that last.

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