

nextTalk 2025

Impact Report

Real Stories.
Real Threats.
Real Hope.



From Our Founder

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

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

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

These two things make all the difference...

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

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

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

Mandy Majors

nextTalk Executive Director



Who We Are

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

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

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

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

Our Approach

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

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

**Create a digital
parenting
strategy**



**Engage
in relevant
conversations
about culture**

Our Programs

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

PODCAST

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

EVENTS

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

RESOURCES

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

HELP DESK

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

It's been an amazing year.



We want to tell you about it!

2025 Program Impact

PODCAST

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

34
episodes
published

56K
reached
through
podcasts in
2025!

385K
lifetime podcast
downloads

2025 Impact

PODCAST

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

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



*Doug
Greene*



*Joey
Odom*



*Ed
Newton*



*Jonathan
Pitts*

PLUS:

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





REAL IMPACT

Impact Story

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

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

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

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

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

-nextTalk Parent

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**Presented
with the San
Antonio Police
Department**

What did you think about the event?

SUPER eye-opening but with
easy BEGINNER BABY steps

39
events



2,800
families served
and equipped!

2025 Impact

EVENTS

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



EVENT HIGHLIGHT!

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



OTHER 2025 EVENTS

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

Leukemia & Lymphoma Society

12 Churches

3 Christian Schools

24 Public Schools and Community Organizations



A woman with blonde hair, wearing a green sweater and blue jeans, is shown in profile, smiling and gesturing with her hands as if speaking at an event. She is wearing a smartwatch on her left wrist. The background is dark and out of focus.

REAL IMPACT

Impact Story

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

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

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

-Monica

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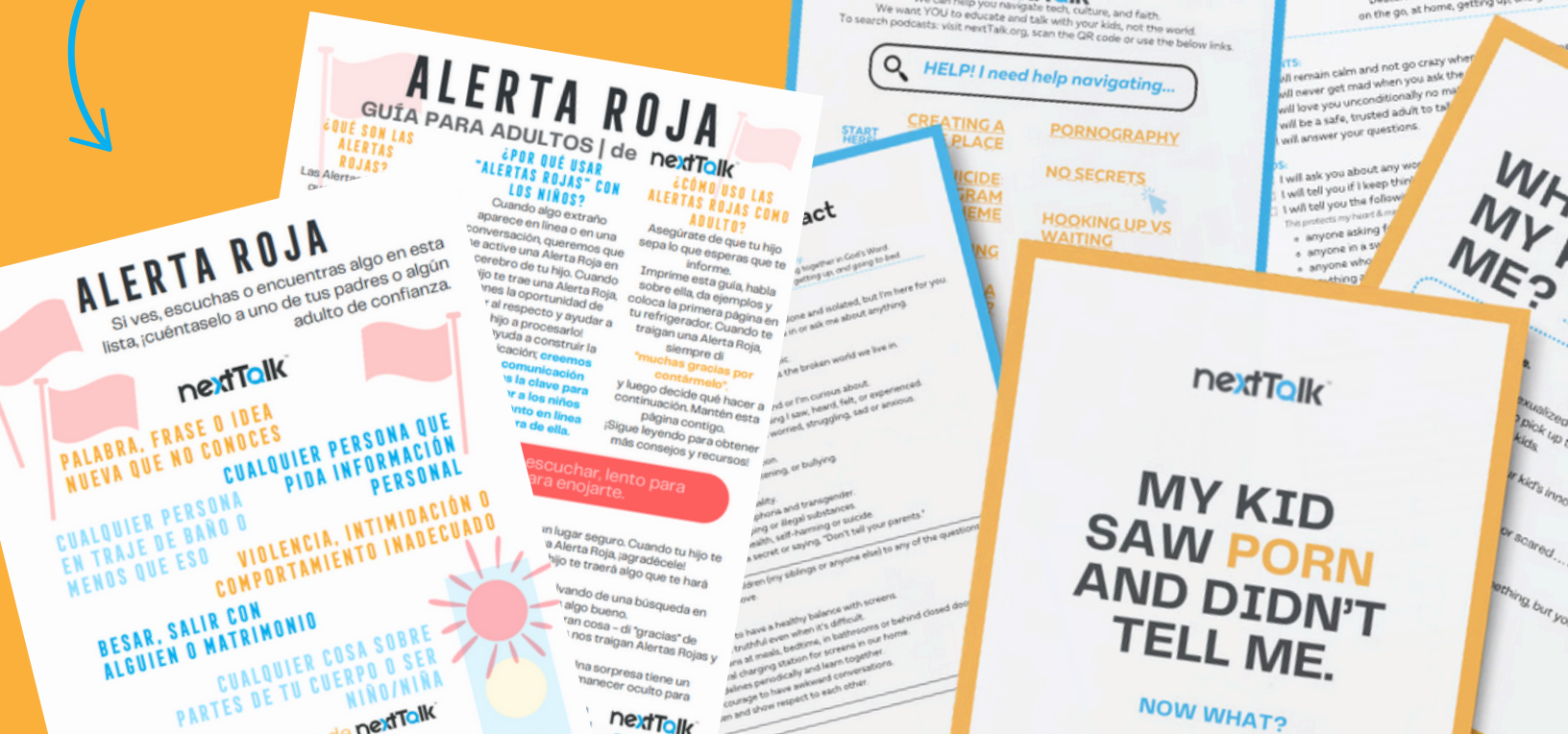
The logo for XQ, featuring a stylized blue 'X' and 'Q' inside a white circle, which is set against an orange background.

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

**increase in
free guide
downloads**

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

***In 2025, we made
Spanish translations
available for download!***



2025 Impact

RESOURCES

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

nextTalk10

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

Here's how we describe the nextTalk10 to parents:

Rules are important, but the key is the relationship.

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



Build a Safe Place



Teach Red Flag Reporting



Adopt a No-Secrets Family Policy



Answer their Questions



Create Guidelines



Protect Heart & Mind



Avoid Crazy Parent Mode



Face your Fears



Develop Moral Compass & Default to Love



Look in the Mirror

2025 Impact

RESOURCES

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



Launched Walker's Promise

*in collaboration with
Brian Montgomery*



What is Walker's Promise?

A pledge for parents: we promise to keep screens out of our kids' bedrooms and bathrooms.

Who is Walker?

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

2025 Impact

RESOURCES

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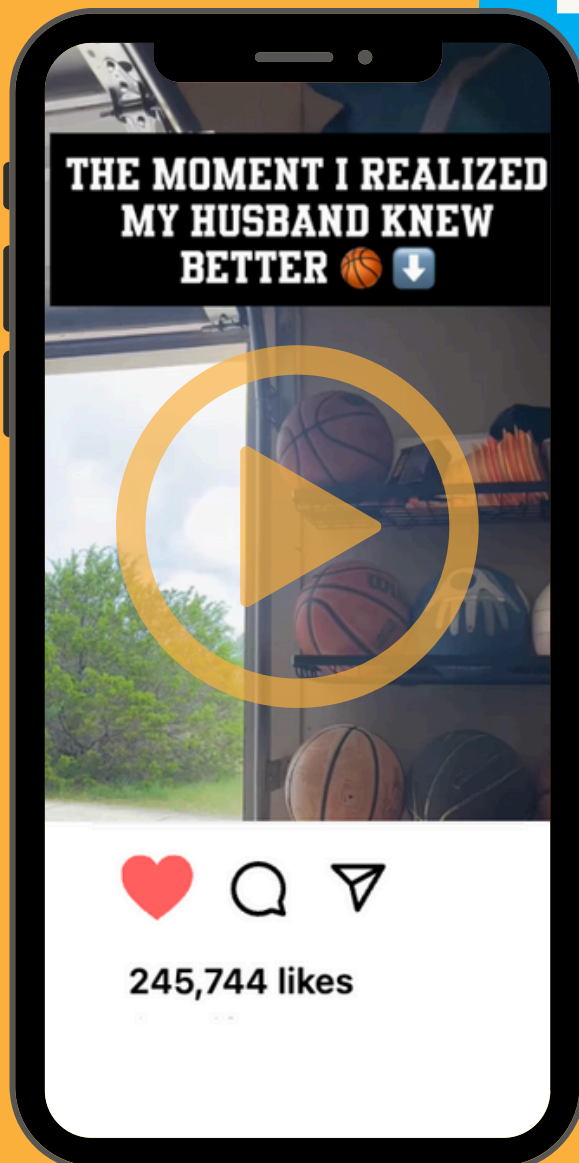


14,783

social media
followers

388K

interactions on
Instagram &
Facebook



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

*This one post reached
16 MILLION users!*





REAL IMPACT

Impact Story

nextTalk has helped
me realize that

even if we limit
internet use

**my kids can still be
exposed to
inappropriate
content**

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

-Saige

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HELP DESK

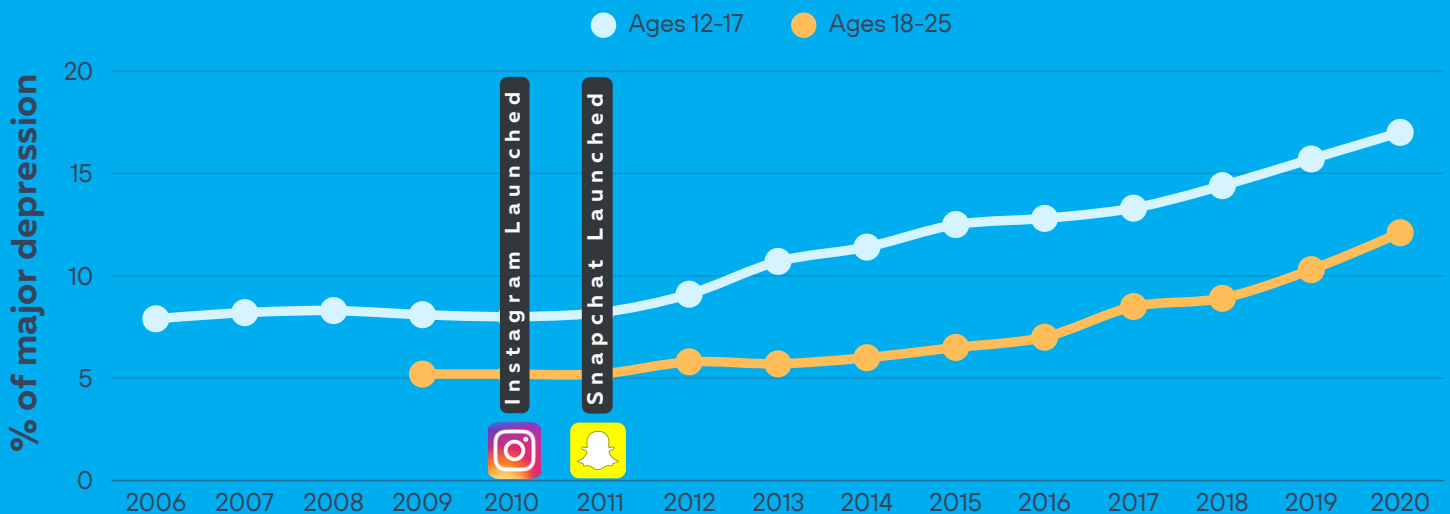
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2025 Impact

HELP DESK

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

SOCIAL MEDIA & OUR KIDS' MENTAL HEALTH



Source:

U.S. Department of Health and Human Services

Publication Number PEP21-07-01-003

<https://www.samhsa.gov/data/sites/default/files/reports/rpt35325/NSDUHFFR1PDFW102121.pdf>

families served
walking through
personal crisis
situations in 2025:

102



REAL IMPACT

Impact Story

THANK YOU!

And thank you for what you do!

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

And I saw the signs.

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

Ended up being a 69 year old
man in California.

We're in Kansas.

-Podcast Listener, Kansas

2025 Impact

nextTalk

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

535K

families served across all programs with an annual budget of

\$217K

5

nextTalk employees

823+

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

82K

website visits in 2025

2025 Impact

nextTalk

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

TOP TRENDING TOPICS IN 2025

Sextortion

Online Predators

Grooming

Sexual Abuse

Sex Trafficking

Pornography

Screen Addiction

Online Gambling

Phones/Social Media

Nudes

AI

Sexuality/Gender

Cyberbullying

Mental Health

Depression

Suicide Prevention



REAL IMPACT

Impact Story

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

He is now 16.

Recently, he came to me in a panic.

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

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

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

-Podcast Listener, Alabama

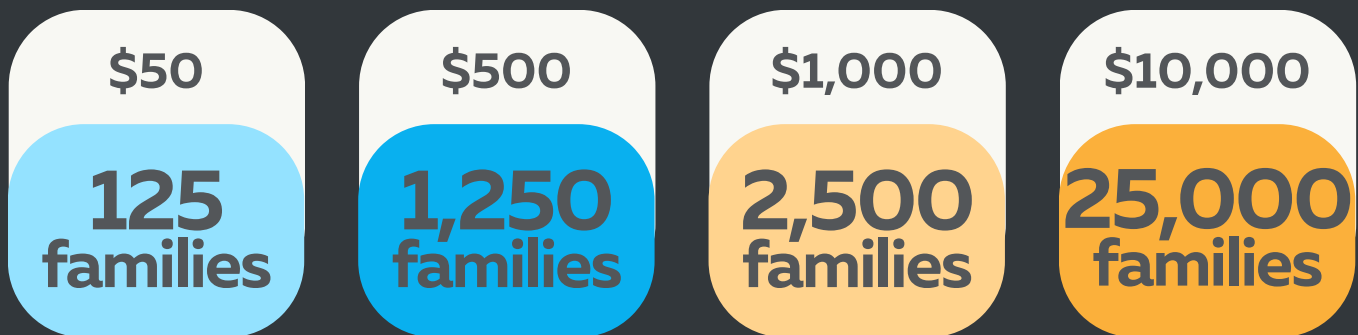
What's Next?

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

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

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

Imagine how many families your gift can impact:



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

To get there, we need your partnership.

Keeping More Kids Safe



PRAY



TALK



GIVE

Donate Here



Help us keep more
kids safe online.

nextTalk.org/donate



nextTalk 2025

Thank You!

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Real Threats.
Real Hope.**

