CHILDHOOD



MADE BY HUMANS

fairplay[sm]
childhood beyond brands

Annual Report • July 1, 2025 - June 30, 2026

Friends,

Last year, we celebrated Fairplay's 25th anniversary of scoring major victories for kids — victories that began as problems most people thought were unsolvable. From changing the national conversation around children's advertising, to stopping Meta from releasing a version of Instagram for little kids, to securing a landmark settlement with YouTube over behavioral advertising and child data collection, Fairplay has done the seemingly impossible time and again.

Now, our community of advocates is facing what appears to be another hopeless case: the infiltration of AI into children's homes, schools, and everyday lives. But as usual, we've proven that we're up to the challenge.

Over the past year, Fairplay has emerged as *the* national leader when it comes to protecting kids from the dangers of AI. In this Annual Report, you can learn all about Childhood Made by Humans, our campaign to make sure that kids' lives are being shaped by the human beings who have their best interests at heart — not by AI companies. This campaign includes:

- The People-First Chatbot Act, model legislation we co-authored that was recently introduced in the US Congress!
- The world's first advisory to parents about the dangers of AI toys.
- A demand that YouTube stop pushing AI slop onto kids.
- A call for a five-year pause on GenAI products in preK-12 schools.

But while Fairplay has emerged as the premier nonprofit protecting kids from AI, we continue to take on all tech-based threats to childhood. In these pages, you can read about our success advancing the Kids Online Safety Act, getting phones out of schools, and launching the only initiative focused on screen time and young children. You can also learn about the people making this work possible — our staff, board members, Action Network members, and coalition of amazing survivor parents leading the charge for safer, less addictive social media.

Most of all, there's you: our generous donors. Fairplay is more than an organization — it's a movement. And thanks to you, after more than 25 years, we are truly making a bigger impact than ever. With your continued support, we're confident that we can give today's kids a Childhood Made by Humans, and the healthy future they deserve.

In sincere gratitude,

Josh

Josh Golin
Executive Director, Fairplay

Criscillia

Criscillia Benford
Board Chair, Fairplay





Introducing Our Newest Campaign: Childhood Made By Humans!

Over the past few years, artificial intelligence has infiltrated kids' schools, homes, and play time. AI companies have a concerning vision of the future — one where humanity takes a backseat, and AI products replace teachers, friends, and even parents.

But at Fairplay, we have a different vision of the future, one that values children's well-being more than the advancement of AI. That's why our latest campaign, Childhood Made by Humans, is fighting to make sure that childhood itself is being shaped by real human beings who have kids' best interests at heart, not by AI companies. And thanks to your generous support, we have been able to meet this threat head-on! Keep reading to learn about all the ways we are working to preserve real childhood.

In schools:

Generative AI products are proliferating in preK-12 schools despite the fact that there is no evidence that AI technology helps kids learn and it has already proven deadly for young people, including teens who have died by suicide after AI chatbots encouraged them to take their own lives. We believe that GenAI products should NOT be used in schools until they are proven safe and effective. **That's why we released a position statement calling for preK-12 schools to press pause on GenAI products for the next five years and a model policy to give advocates and school districts a foundation for implementation.**

At home:

AI companies are embedding chatbots into everyday children's toys like plushies, dolls, action figures, and kids' robots. They use artificial intelligence to mimic human characteristics and emotions, acting like a friend or trusted companion. And they are marketed to children as young as infants! Yet there is no evidence of their benefits — and substantial concern they may cause harm. **So before the winter holidays, we released the world's first AI toys advisory to warn parents and caregivers of the dangers these toys pose!**

But that's not the only threat to worry about at home. On tablets everywhere, YouTube is pushing harmful AI slop onto kids, including toddlers and infants. **That's why we sent a letter to Google and YouTube demanding they stop spreading AI slop to young children.** Our letter calls on YouTube to make serious changes to how it displays and distributes AI content, including barring AI-generated content from YouTube Kids.

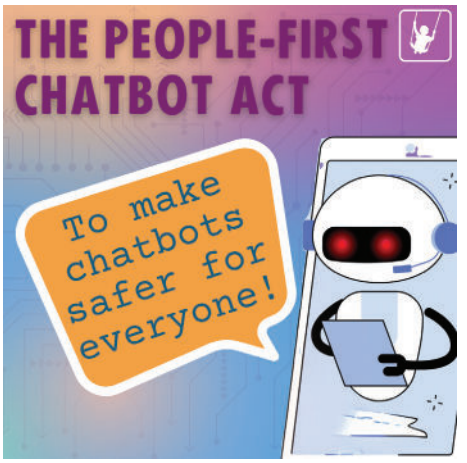
For lawmakers:

We believe in the power of strong legislation to protect kids from harm. That's why we released the People-First Chatbot Act, model legislation that gives lawmakers a straightforward approach to address the harms caused by chatbot products that have been developed and deployed by tech companies with little oversight or transparency. This bill has now been introduced in eight states. It's also been introduced in the US Congress! We look forward to seeing the People-First Chatbot Act become law soon.

Learn more at www.bit.ly/childhoodmadebyhumans. ■









ParentsSOS: The Courage to Keep Fighting for KOSA

Last year, the Kids Online Safety Act looked down for the count. The bill — the most important new legislation to protect kids online since 1998 — had passed the Senate 91-3 in the summer of 2024. It passed the House Energy and Commerce Committee later that year. All it still needed to do was move on to the House floor, where it surely would have passed again, in order to have the chance to head to the President's desk, where it would have been signed into law.

And yet, that never happened. House leaders, who had been lobbied heavily by Big Tech, refused to even give the bill a vote. So as the year wound down, and the Congressional term came to an end, KOSA, a massively popular, bipartisan piece of legislation, was cruelly stopped right before the finish line.

No one was more devastated by this than the parents whose children had died as a result of online harms. ParentsSOS, a network of survivor parents cofounded by Fairplay and David's Legacy Foundation, had worked tirelessly to get KOSA signed into law. They traveled to Washington, DC, dozens of times, held hundreds of meetings with Congressional offices, and shared the agonizing stories of losing their children over and over and over again — all to help make sure no other family had to experience their pain.

With KOSA falling just short in 2024, the bill was going to have to start all over again in the new Congressional term. No one could have blamed ParentsSOS members if they decided to give up. And yet, these amazing parents did the exact opposite.

ParentsSOS was right back in the halls of Congress this term, pushing for KOSA to finally pass. They helped get the bill reintroduced in both the House and Senate. They helped rack up over





ParentsSOS founding member Joann Bogard testifies at a Senate Judiciary Committee hearing in May.

75 Senate co-sponsors from both parties. And they helped convince Sen. Ted Cruz, chair of the Senate Commerce Committee, to attend a Mother's Day rally and commit to advancing KOSA — a promise he later made good on.

Thanks to the parents' advocacy, KOSA progressed almost as far in 2026 as it had two years prior. But then, ParentsSOS took things even further: They helped KOSA pass the House for the first time! A version of KOSA was included in the KIDS Act, which passed the House in June. Through that process, the parents worked incredibly hard to secure another major win: They got House leaders to remove a provision from the KIDS Act that would have prevented states from enacting and enforcing their own laws to keep kids safe online. So thanks to ParentsSOS, there is now a broad, bipartisan consensus that federal online safety legislation should not preempt states in any way.

As of this writing, ParentsSOS is still working to get KOSA signed into law. And they still have many hurdles to leap to make that happen. But if there's one thing these amazing parents have shown us, it's that no one should ever bet against them. ■

ParentsSOS helped convince Sen. Ted Cruz, chair of the Senate Commerce Committee, to attend a Mother's Day rally and commit to advancing KOSA — a promise he later made good on. Photo credit: Erika Layne



Phone-Free Learning Sweeps the Country

In 2024, we began imagining what phone-free learning might look like for students. Little did we know that just two years later, those dreams would become a movement sweeping the entire nation!

We are thrilled to report that over 30 US states have implemented phone restrictions in schools, and more states are considering laws to support distraction-free learning. This means that students at thousands of schools nationwide are focusing better, building stronger social connections, and engaging more deeply with teachers and their lessons.

The movement continues to grow in Canada as well, with every province introducing rules on student phone use in K-12 classrooms. We're working with advocates in Canada to promote these rules on the provincial level, help boost implementation on the district level, and provide resources for families. ■



Fairplay Campaign Director David Monahan and Screen Time Action Network Director Jean Rogers have helped mobilize advocates to get phones out of schools!

Changing the Narrative on Early Childhood Screen Time



Rachel Franz, Fairplay's YCTO program director, speaks at The Alabama Academy of Pediatrics Annual Meeting.

There's so much talk about teens and how they're impacted by social media, but the reality is, Big Tech begins preying on children long before they turn 13. That's why in 2024, Fairplay launched our Young Children Thrive Offline program! We are the only organization fighting to protect young children from the same manipulative tech design and deceptive marketing that have harmed so many adolescents. And we're so grateful to The Waltons Trust for giving us the resources to protect the most vulnerable age group: babies, toddlers, and preschoolers.

Over the past year, our YCTO program has released the world's first AI toys advisory, launched a campaign to stop AI slop for kids on YouTube, and called on the FTC to investigate Roblox for endangering children's safety and well-being. See pages 2, 3, and 7 for more information on these accomplishments! ■

Calling Out Roblox's Deceptive Design

Roblox is one of the most popular online gaming platforms for kids. But it's not just a game — it's a business. And as a business, Roblox is making billions of dollars in profit every year by exploiting children's vulnerabilities.

Roblox reportedly has over 30 million daily users who are children under age 13. Its total hours of engagement in 2024 surpassed 73 billion. And the company used all that popularity to rake in $3.6 billion in revenue that year.

But despite its popularity, Roblox is not safe for kids. It exposes children to adult predators and dangerous content. It keeps kids hooked to the screen — depriving them of vital offline time — and it tricks them into spending lots of money. It also might be jeopardizing kids' data.

For too long, Roblox has promised to be safe for kids, but it hasn't delivered. So this year, Fairplay called on the Federal Trade Commission to investigate. We partnered with the National Center on Sexual Exploitation to submit a Request for Investigation (RFI) to the FTC showing that Roblox is committing unfair and deceptive acts and practices at the expense of kids' safety and well-being. Our RFI shows that kids have been groomed and abused by adults they met on the platform; parents have faced thousands of dollars in unexpected Roblox charges; and users have shared sexual references and racial slurs with child accounts. It also urges the Commission to look into Roblox's compliance with children's online privacy law.

We may be a small nonprofit, but thanks to supporters like you, we are able to call out huge companies like Roblox and work to hold them accountable for the myriad ways they harm children.

Learn more: www.bit.ly/robloxharmskids. ■



Checking In with Our Screen Time Action Network

activating fairplay's movement for healthy childhood

By bringing together practitioners, educators, advocates, and parents, the Screen Time Action Network at Fairplay has evolved to meet this critical moment in children's digital lives. As momentum grows for shifting blame and responsibility for digital well-being from parents and caregivers to Big Tech, the Action Network is inspiring change by producing resources and advocacy projects that tackle issues like the corporate takeover of education and the manipulative algorithms that trap and harm our young people.

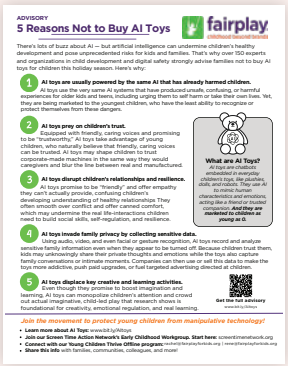
At the Action Network, our members find a hub of knowledge, strategy, and fellowship — a synergistic cross between a think tank, a resource publisher, and an activist collaborative. Our members tell us that until they found us, they felt isolated in their efforts to keep children safe from online harms. But here they find community, and together they discover innovative ways to problem-solve and make a difference.

As a global coalition fighting child-targeted tech manipulation, our accomplishments are community-driven, and our resources are action-based. We're grateful for the growing body of new research that validates our position that digital media is not designed to support children's well-being; our mission is to act on these findings to protect children. Our members grow as advocates, first accomplishing local wins and then becoming spokespeople in the national dialogue around children's digital lives, helping to shatter the cultural narrative that children need technology early and often.

this year, the network's extraordinary volunteer experts and parents created substantial change, including these impactful highlights:



Advancing Online Safety Legislative Support: Working in lockstep with Fairplay's policy team, Action Network members and survivor families provided critical, lived-experience testimonies. These testimonies helped pressure lawmakers to advance sweeping children's online safety legislation in numerous states.



ADVISORY

5 Reasons Not to Buy AI Toys

fairplay

There's lots of buzz about AI – but artificial intelligence can undermine children's healthy development and pose unprecedented risks for kids and families. That's why over 150 experts and organizations in child development and digital safety strongly advise families not to buy AI toys for children this holiday season. Here's why:

1. **AI toys are usually powered by the same AI that has already harmed children.** AI toys use the very same AI systems that have produced unsafe, confusing, or harmful experiences for older kids and teens, including urging them to self-harm or take their own lives. Yet, they are being marketed to the youngest children, who have the least ability to recognize or protect themselves from these dangers.

2. **AI toys prey on children's trust.** Equipped with friendly, caring voices and promising to be "trustworthy," AI toys take advantage of young children who naturally believe that friendly, caring voices are real people. They can't tell that they're talking to corporate-made machines in the same way they would caregivers and blur the line between real and manufactured.

3. **AI toys disrupt children's relationships and resilience.** AI toys promise to be "friendly" and offer empathy they can't actually provide, confusing children's developing understanding of healthy relationships They often smooth over conflict and offer canned comfort, which may undermine the real life-interactions children need to build social skills, self-regulation, and resilience.

4. **AI toys invade family privacy by collecting sensitive data.** Using audio, video, and even facial or gesture recognition, AI toys record and analyze sensitive family information even when they appear to be turned off. Because children trust them, kids may unknowingly share their private thoughts and emotions while the toys also capture family conversations or intimate moments. Companies can then use or sell this data to make the toys more addictive, push paid upgrades, or fuel targeted advertising directed at children.

5. **AI toys displace key creative and learning activities.** Even though they promise to boost imagination and learning, AI toys can monopolize children's attention and crowd out actual imaginative, child-led play that research shows is foundational for creativity, emotional regulation, and real learning.

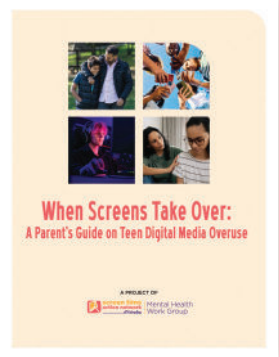
What are AI Toys?
*AI toys are internet-embedded or everyday children's toys, like plushies, dolls, and robots. They use AI to mimic human characteristics and emotions, acting like a friend or trusted companion. **And they are marketed to children as young as 0.***

Get the full advisory

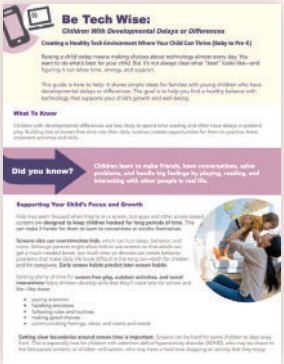
Join the movement to protect young children from manipulative technology!

- **Learn more about AI Toys:** www.bit.ly/AItoys
- **Join our Screen Time Action Network's Early Childhood Workgroup. Start here:** screentimenetwork.org
- **Connect with our Young Children Thrive Offline program:** (earlier)@fairplayforkids.org | (new)@fairplayforkids.org
- **Share this info** with families, communities, colleagues, and more!

Targeting Early Childhood Interventions: The Early Childhood Work Group worked to support Fairplay's Young Children Thrive Offline program, helping to produce an awareness campaign on AI toys, including a holiday advisory in English and Spanish, to combat the hype these unsafe, surveillant products created during the highest buying season.



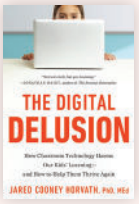
Creating Acclaimed Resources: Produced by our Mental Health Work Group, "When Screens Take Over: A Parent's Guide on Teen Digital Media Use" provides the scope and science behind screen overuse and addiction. The guide explains the signs of true addiction, exacerbated by persuasive digital design. In the short time since its release, this free guide has become our most-downloaded resource!



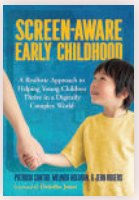
Our long-term partnership with the American Speech, Language, and Hearing Association (ASHA) yielded the fourth resource in our Be Tech Wise! series, "Be Tech Wise: Children With Developmental Delays or Differences," in English and Spanish. Prompted by the awareness of speech-language practitioners that many children are delayed in critical communication skills from excessive device use, the series is designed for expectant and new parents and caregivers.



The Online Harms Prevention Action Kit, created by our work group of the same name, provides research on such online harms as AI, cyberbullying, dangerous challenges, gaming overuse, and more. But what makes this free resource so valuable to parents and practitioners are the strategies for recognizing when a child is experiencing harm and the helpful conversation guides. A version of this resource written specifically for teens was due out in September 2026.



Bringing the Experts to You: Neuroscientist Dr. Jared Cooney Horvath joined us for two events upon the release of his book, "The Digital Delusion." Action Network members and partners were hungry for his direct, practical approach to the science of learning, revealing exactly why digital tools in school consistently undermine learning. His guest appearance on our Action Network Live! virtual event was complemented by an exclusive evening with our work group members where Dr. Horvath answered questions and provided fuel for hope.



Action Network Authors: Our Director Jean Rogers, Action Network Advisor Pat Cantor, and Early Childhood Work Group Chair Melinda Holohan co-authored the book "Screen Aware Early Childhood," which was released this year. Introducing the Screen Aware Framework for Early Childhood (SAFE-C), the book combines cutting-edge research with a practical approach for educators and caregivers of young children.

As we face new frontiers of tech integration into childhood — including the rapid push of generative AI into classrooms as early as preschool — the Action Network is prepared to draw the line. In the coming year, we will expand our EdTech initiatives, host energizing in-person and virtual opportunities to collaborate and learn, and continuously equip members with the information and support to fight back. We will prove that a healthy, human-centered childhood is not only critical to families, but necessary for societal sustainability and growth. ■

Fairplay in the News

Fairplay is a trusted voice in newsrooms across the globe. Reporters seek out our expertise and insights on kids, tech, and commercialism, and they share our perspective with audiences around the world. Here are just a few highlights of our press mentions this year!

FTC urged to investigate Roblox for allegedly exposing kids to sex predators, misleading public about safety May 2026

Teachers' Union Urges Schools to Curb A.I. Chatbots and Screen Time May 2026

Dancing cows and tigers hatching from eggs: The impact of AI-generated videos on children May 2026

Exclusive: The doctors and education experts who studied AI's impact on the young call for a 5-year moratorium in schools April 2026

Advocacy groups urge YouTube to protect kids from 'AI slop' videos April 2026

Mark Zuckerberg Faces the Tough Questions He Deserves February 2026

Ahora 360 February 2026

Mother sounds alarm on social media addiction after losing teen son to suicide February 2026

Lego unveils tech-filled Smart Bricks - to play experts' dismay January 2026

Expert's Urgent Warning About YouTube 'AI Slop' That Could Rewire Your Child's Brain December 2025

Ahead of the holidays, consumer and child advocacy groups warn against AI toys November 2025

Instagram limits teen accounts as California adds warnings to social media October 2025

'Social media executives purposely turning a blind eye' to platform harm, expert says September 2025

Instagram's 'deliberate design choices' make it unsafe for teens despite Meta promises, report says September 2025

How a new app uses AI to send alerts about your child's mood when online August 2025

Teen Accounts, Broken Promises

Meta loves to boast about its Instagram Teen Accounts. Backed by a major marketing campaign, the company promised these accounts would provide "built-in protections for teens" and "peace of mind for parents." In fact, Meta listed over 50 safety tools for teen account users on its website.

Unfortunately for Meta, Fairplay has been exposing deceptive advertising about kids' products for over 25 years. And last fall, we published a groundbreaking report that shined a light on Meta's lies about Teen Accounts.

Partnering with the courageous Meta whistleblower Arturo Béjar, researchers from New York University and Northeastern University, ParentsSOS, and the UK-based Molly Rose Foundation, Fairplay released "Teen Accounts, Broken Promises," an exposé showing that Instagram Teen Accounts are actually not safe for teens at all.

The report shared testing that Béjar and Cybersecurity for Democracy performed on 47 of Meta's 53 listed safety features for teens. The results were damning: Nearly two-thirds of safety tools were either ineffective or nonexistent, and just 17% actually worked as Meta advertised, leaving kids at risk of dangerous content and abuse.

"Teen Accounts, Broken Promises" revealed that teen account users were able to view content promoting suicide, self-harm, and eating disorders, with autocomplete suggestions sending them further down those deadly rabbit holes. The report also found that Instagram's algorithm incentivized children under age 13 to perform risky sexualized behaviors for likes and views and encouraged them to post content that received highly sexualized comments from adults.

In the report, we called on Meta to fix its broken tools — and regulators to address the company's broken promises.

Learn more at www.bit.ly/metafailsteens. ■





Fairplay staff at our annual retreat in Boston!

A Strategic Vision for Fairplay's Future

Most of this Annual Report has been about looking back on Fairplay's achievements in the previous fiscal year (which ended June 30). But we also want to highlight something we worked on that is all about our future.

We're talking about Fairplay's new Strategic Plan, which we launched July 1. This visionary plan lays out a roadmap for our talented staff to protect kids from emerging and existing AI threats, reduce the use of harmful technology in schools, force online platforms that target children to reduce the harm caused by the design and monetization of their products, and much, much more. The plan also outlines concrete steps to address the disproportionate harms and inequities caused by unregulated, profit-driven business practices.

Of course, a major part of our plan is you! We need your advocacy to help us achieve our policy goals, and your support to keep us financially sustainable and strong.

This Strategic Plan will take us through the next three fiscal years. We look forward to going on that journey with you at our side. ■

Welcoming Georgianna Jarrett

A key part of achieving our Strategic Plan is having the right organizational structure in place to accomplish our goals. For that, we are thrilled to have onboard Georgianna Jarrett, who joined Fairplay this year as our new human resources manager!

Georgianna came to us with over a decade of valuable HR experience. In her short time at Fairplay, she has already made a big impact in unifying and uplifting our team. We are so grateful to have her on staff!

New Board Members Bring Fresh Perspectives to Fairplay

We are thrilled to welcome three new board members who are bringing fresh energy, perspectives, and connections to Fairplay. Our staff is excited to learn from them and collaborate as we work together to protect kids online!



Dr. Leah Austin is an accomplished, multi-faceted, and visionary leader who has been working on behalf of Black children and their families for over two decades. As the President and CEO of the National Black Child Development Institute, she brings deep knowledge of the intersections of policy, practice, and programs, and an unwavering commitment to asset-based framing of Black children and their families.



Michele Blumberg is a writer, editor, and content strategist. Her work has appeared in many well-known outlets, including ABC, CBS, CNBC, and VH1. While raising her two daughters, she became concerned early on about the growing role of screens in children's lives. Michele brings a combination of professional communications experience, a parent's perspective, and a longstanding commitment to creating a safer digital world for children to her work at Fairplay.



Samuel Sandford is a Managing Director at Mizuho Greenhill, a premier global investment and corporate bank. He advises the boards of global corporations on complex mergers and acquisitions and capital-raising transactions, with a particular focus on clients impacted by disruptive trends in the consumer products sector. As a father to three girls under the age of 10, he sees firsthand the growing impact of technology on their daily lives.

Please join us in welcoming Leah, Michele, and Sam to Fairplay! ■



Q&A with Action Network Member Kelly Clancy

Kelly Clancy is a member of Fairplay's Screen Time Action Network and the Screens in Schools Work Group. As the mom of three kids in Brooklyn, she is helping to lead the fight to get AI out of NYC schools. Kelly is the founder of Parents for AI Caution, which is a member of the Coalition for an AI Moratorium in NYC Schools, and sits on the Community Education Council for District 20.

Tell us a little about yourself. Who is Kelly Clancy?

I am the mom of three kids — 12, 8, and 6 — and we live in Brooklyn, New York. My PhD is in political science. My research is on social movements, and these days I run my own editing company. A few years ago, my son came home from his first day of fourth grade and was so angry because they had taken all of the books out of his classroom. I started going to meetings and asking where the books went — this was the beginning of the transition to New York City Reads, which ironically takes books out of classrooms. Seventy-five percent of schools in NYC now use HMH, which is an AI-first "literacy" company.

I started doing research on AI and learning, and I was stunned by the overwhelming amount of evidence that AI was terrible for kids in terms of learning, cognitive development, mental health, socio-emotional growth. I founded Parents for AI Caution in Educational Spaces (PACES) to create a clearinghouse of information for parents to use as they advocated on behalf of their own kids. In October of last year, we were part of the groups that formed the Coalition for an AI Moratorium in NYC Schools (AIM Coalition), and since then, we've been pushing hard for a moratorium on AI. In July, PACES became New York City's Schools Beyond Screens affiliate, which is an exciting moment for the alliance between the work they are doing in Los Angeles and nationally, and what we're doing here.

What brought you to the Screen Time Action Network, and how long have you been a member?

I was excited to help Fairplay write its position statement calling for a five-year pause on AI in March of this year, which is how I've become connected to the Screen Time Action Network. The Screens in Schools and AI Moratorium Project listservs are really helpful in keeping up with what's happening in schools around the country, and connecting me with people who are doing similar work.

Recently you've been working to pause the use of AI in New York City schools. Tell us more about that.

In New York City, we're fighting hard for a two-year moratorium on AI in public schools. At this point, we know a lot about how kids learn: in small classrooms, with teachers who care about them, where there is friction in the learning process, and with culturally relevant curriculum. AI disrupts all of that, and instead puts Big Tech in charge of making decisions about what and how kids learn.

Why is AI such an important issue in children's lives, and what lessons have you learned from fighting against it?

Neuroscientists, cognitive scientists, and college faculty are sounding the alarm about AI's impact on learning. Neuroscientists — not known for their flair for the dramatic — have coined the terms cognitive offloading, cognitive stunting, cognitive debt, cognitive foreclosure, cognitive surrender, cognitive atrophy, and cognitive flatlining to describe AI's impact on the



Kelly Clancy (top row, second from the left) and the AIM Coalition meeting with the Department of Education, Tweed Courthouse.

child and adolescent brain. A new study found population-level cognitive foreclosure in high school students. This is a five-alarm fire we should all be fighting against as hard as we can.

We also know that EdTech in general, and AI in particular, have a particularly negative impact on Black and Brown kids. As my friend and colleague Dr. Kaliris Salas-Ramirez recently wrote, AI reinforces and reproduces structural bias, and has the potential to supercharge the school-to-prison pipeline.

As I've done this work over the past few years, I've been amazed at how quickly the conversation around EdTech has shifted. For example, what we used to think of as a good feature — "this program keeps kids engaged!" — we now recognize as problematic (these EdTech companies use the same kinds of techniques that social media companies do to prolong engagement and hijack attention spans — what some scientists are even calling digital heroin). We went on a playdate recently, and a little boy who is friends with my daughter didn't even look up from his iPad when we got there — and that really struck me because my kids will stop at nothing to play with the kids standing in front of them. When we were kids, screens existed to sell us toys. Today, they exist to hijack our attention — it's not the same.

My friend (because of Fairplay!), the great Emily Cherkin, co-hosted a webinar in December about ADHD and screens, and my jaw was on the floor the entire time. I hadn't put together so much of what we were seeing with my daughter struggling to regulate her brain and her emotions with the amount of time she was spending on screens at school (and, let's be real, at home! Winters are cold here in New York!). So there is a tremendous amount of learning that we're all doing in real time together about the impact of screens on the kind of life we want for our kids.

What advice do you have for Fairplay supporters who want to do something similar in their communities?

My biggest advice for Fairplay supporters is not to feel like you have to do this alone. If you think the screen time policies in your kids' school are bonkers, chances are 50 other parents feel the same way. If you're outraged that a teacher sent your kid home with instructions to use ChatGPT to do their physics homework, there are other parents who share that outrage. You have a community of parents all over the country who are fighting this battle.

The best resource out there right now is the Schools Beyond Screens chapter finder. They now have chapters in 37 states. Someone emailed me the other day who was so glad to have found PACES because she felt like she was fighting a battle against the tech bros all alone in her city. She was feeling really demoralized. I sent her the listing for her town. She wrote to me a few days later feeling so excited — she had gone to a meeting, and they were all aligned, and now she had a community of folks to organize with. At this point, so much of the material you need is online — from Fairplay's model AI moratorium policy, position statement, and one-pager, to the wealth of research Faith Boninger and her team at National Education Policy Center have done, to the research guide my team and I have concocted, to the SBS student digital bill of rights and other resources, you're not doing this by yourself! ■

Donor Support Strengthens Fairplay!

In December, Fairplay welcomed friends and supporters to our annual New York holiday fundraiser, celebrating our 25th anniversary and the extraordinary generosity of Christy and John J. Mack, John C. Mack, and family over the years. We are deeply grateful to our host committee: Anne Prosser and Hollis Russell, Bianca Pratt Simon, Ellie Manko Libby, Fernando Alvarez, John C. Mack, Katie Zorn and Nick Silvers, Liz McDermott Barnes, Michele Blumberg, Nicole Perrotta, and Sheila Sarma — and especially to the Mack family for their longstanding and transformational support.

In the spring, we met with donors in Chicago and New York City for two additional fundraising events to discuss how to protect the children in our lives from the manipulative and addictive business practices of social media and Big Tech. In New York City, Yelena Feuerman generously hosted cocktails and conversation with Fairplay Executive Director Josh Golin. Attendees also had the chance to shop Yelena's exclusive jewelry collection, with partial proceeds supporting Fairplay. In Chicago, nearly 50 individuals gathered at the home of Sarah and Dan Rappoport to support Fairplay. During the evening, Josh and Fairplay Policy Counsel Haley Hinkle provided an inspiring update on Fairplay's latest efforts and details on increased threats to children in the age of AI, and outlined how attendees might help to support this work. Following a robust discussion, guests ended the evening inspired by ways they could help Fairplay build a world where kids can safely be kids and sent generous donations in support of these efforts following the event.

Together, these inspiring events raised over $200,000 for Fairplay! Thanks to our donors, we entered into the new fiscal year well-equipped to protect kids in the age of AI.

Rapid Response Program Takes Off

The generous support we received this year allowed Fairplay to launch a new program to take on Big Tech companies' PR spin — and beat them at their own game.

At the start of 2026, we launched a Rapid Response Program to quickly get statements to the media every time tech companies announced a new product or feature for kids. As a result of this program, not only has Fairplay been quoted repeatedly by top news outlets this year; we've also been able to expose the truth behind Big Tech's false narratives. ■

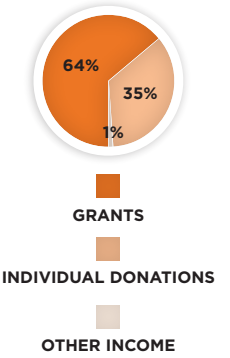


Fairplay Executive Director Josh Golin shares updates with supporters in New York City this past April.

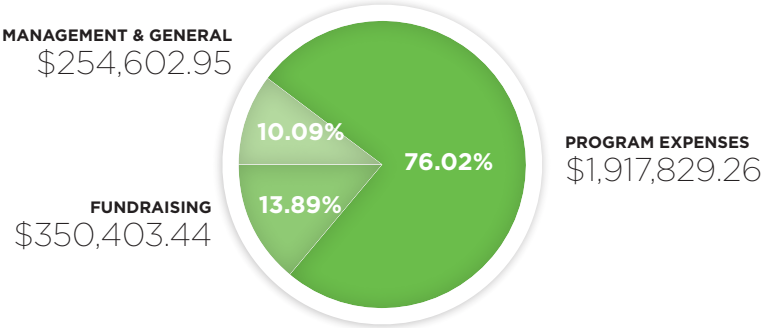
Fairplay Financials as of June 30, 2026

INCOME

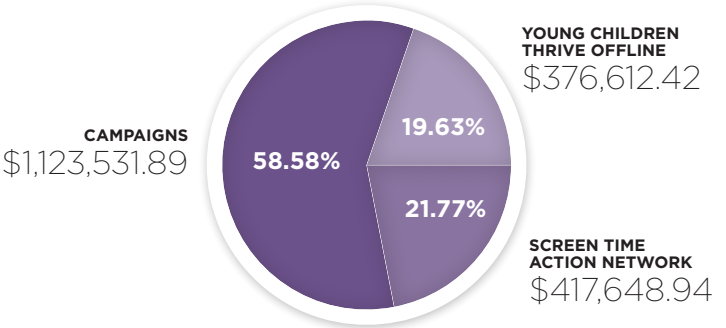
Grants	$ 1,614,872.00
Individual Donations	$ 877,283.00
Other Income	$ 40,584.00
Total FY26 Income	$ 2,532,739.00
Expenses	**$ 2,522,835.65**
Net Increase/(Decrease)	$ 9,903.35
Beginning Reserves	$ 1,793,080.52
Net Assets FY26	**$ 1,802,983.87**



TOTAL EXPENSES: $2,522,835.65



PROGRAM EXPENSES: $1,917,829.26



Our Supporters

We are incredibly grateful for Fairplay supporters who are actively building a world where all kids get the safer internet and healthy childhood they deserve. Below are our donors for FY26 (July 2025 — June 2026), without whom our work would be impossible!

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$500,000+

Anonymous • Waltons Trust

$250,000 - $499,999

The Christy and John Mack Foundation • Oak Foundation

$50,000 - $249,999

Kids online safety Fund hosted by the Swiss Philanthropy Foundation
The Alice Kocis Family Fund

$25,000 - $49,999

Anonymous • Matt Damon • Ranae Desantis Foundation • Elaine Golin • Kotler Family
Narrative Breakthrough Studio, a fiscally sponsored project of AUM+

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Champions

$5,000 - $9,999

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Catherine Grant and David Schieldrop
Nancy Xu and Jason Hirsch

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Carolyn Kavanagh
Hilary and Moy Koyfman
Kathy and David Kreider
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Our Mission

Fairplay works to enhance children's well-being by eliminating the exploitative and harmful business practices of marketers and Big Tech.

fairplay
childhood beyond brands

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