



OUR VOICE.
OUR POWER.
OUR WORLD.

Our World supplies kids with missions to explore their interests with how-to projects that expand their skill sets. These missions are available at [NickOurWorld.com](https://www.nickourworld.com), and currently focus on mental health, food insecurity, empathy/kindness, play, the environment, and bullying.



WHAT

Our World is a global campaign that empowers kids to activate their individual and collective agency, using the power of Nickelodeon and a coalition of partners. Nick promises to help kids know they have the power to build a better future for themselves — and the world!



WHO

Our World is for all kids everywhere who are excited about learning how to improve their world, their life, their school, their community, or the lives of others.

Our World is also for the important adults in kids' lives — including parents, caregivers, teachers, coaches, after school leaders, and community organizations that work with youth.



WHEN

Our World officially launches in May 2023, and was announced during the Kids' Choice Awards. The community funding pilot program is currently operating in Atlanta and Los Angeles. This is an ongoing initiative, with key spotlight moments scheduled throughout the arc of the campaign.



WHERE

Our World is a global initiative. Opportunities for engagement will be available across the United States, with plans to expand to the UK, Mexico, and beyond.



HOW

In collaboration with **ChangeX** and other Partner organizations, Nick will provide seed funding for **kid-inspired**, **kid-led** community and school projects.

Nickelodeon's Our World will:

- **Upskill** with training and new experiences
- **Uplift** with our platforms and storytelling
- **Empower** with grants and thought leadership
- **Amplify** brand-defining research

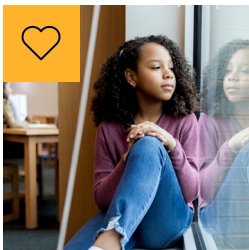


No action is too small to make a difference! Whether kids are deciding what book to read at bedtime, donating their toys to their sibling, or helping a friend with their homework, kids are harnessing their skills to make Our World better.



Reach out to publicaffairs@nick.com to request *Our World – For Kids By Kids*, a research newsletter from the Nickelodeon Public Affairs and Research teams dedicated to exploring kid agency.





WHY

Kids today face a tumultuous time in an increasingly complex world. A disappointingly low number of kids feel they can influence change in the world, and 2 out of 3 kids don't feel powerful enough to create change in their day-to-day lives.

Together with a coalition of partners, **we can turn the tide.** Nickelodeon has a multi-generational track record of success in creating social impact initiatives that champion and empower kids — inspiring their imaginations, sparking their creativity, and celebrating their spirit.



OUR PARTNERS (as of May 2023)

changeX



ACH ASSOCIATION OF
CHILDREN'S
MUSEUMS



OUR PLATFORMS



AWESOMENESS TV



pluto TV

nickelodeon

nick@nite

nickrewind



READY TO MAKE YOUR MARK?



Visit [NickOurWorld.com](https://www.nickourworld.com) to get your project started and view other engagement opportunities and resources.



Join the Movement on Social Media at [#NickOurWorld](https://www.instagram.com/nickourworld)



Explore Partnership Opportunities

We are calling on parents, educators, coaches, after school leaders, and community organizations that work with youth to join the movement to support kids!

Reach out to publicaffairs@nick.com to discuss ways we can partner to help kids activate their individual and collective agency.

