



THE
EXPECTATIONS
PROJECT

2024

A Year of Impact

Reflecting a dynamic 2024
and preparing for a
transformative 2025



TEP President facilitating a dreaming session for people of faith
at First Presbyterian Church in Spartanburg, SC

narrative change

Narrative change work: the strategic effort to shift public perceptions, attitudes, and beliefs by transforming dominant stories, messages, and frameworks that shape societal understanding of an issue. It challenges harmful stereotypes, amplifies marginalized voices, and introduces new narratives that promote equity, justice, and **systems change**.

How this looks at TEP:

We create and disseminate campaigns that **inspire hope and action, framing liberation as achievable and necessary** for marginalized children to thrive.



In 2024, our campaigns targeted those most vulnerable to misinformation as we prepared for the 2024 election season. Elderly people of faith, swing voters in swing states, and more.

Our work in this area has grown significantly from 2022 where our campaigns had a collective 2.9m impressions, **a 42.8% increase.**

702k

Impressions in TEP's 2024
Election Campaign
Dig Deeper

149.2%
Growth in
Engagement

48.3%
Audience
Growth

846.6%
Growth in Video Views

4.1m
Narrative Change
Impressions in
2024



How TEP led with ideas in 2024

We deploy a variety of resources to pollinate ideas. Year over year, we have grown and expanded our offering to broaden our reach and impact. Here are some examples of these offerings in 2024:



Will *you* take the pledge?

Take a Stand Against Christian Nationalism

A REJECTION OF CHRISTIAN NATIONALISM

In this moment of social conflict and political division, we confess the following Christian convictions:

TEP's Anti-Christian Nationalism Campaign was focused on swing voters in swing states who valued education in some capacity. This campaign garnered

413,821 Reach.

The threat of Christian Nationalism aims to crush the ideals of a pluralistic democracy in public schools, which threatens marginalized children most.



community + coalition support



TEP worked in partnership

TEP's national reach strengthens and supports grassroots work through partnerships and coalitions. Each year, we are intentionally cultivating dynamic relationships to sustain movement work in both national and localized contexts.

Our Dig Deeper campaign events featured speakers from the classroom to the pulpit, bringing together a diverse body of interests and people to champion public education in 2024.



The Rev. Jemonde Taylor

Dr. Shamari Reed

Cami King

21 organizations, communities, and coalitions supported

2024



EDUCOLOR



MOVEMENT BUILDING

TEP builds strategic momentum for systems change in partnership structures.

For example: in Spartanburg, SC, TEP has partnered with the Faith Initiative to End Childhood Poverty for a multi-stage engagement opportunity. It involves hundreds of individuals via 30+ organizations and congregations.

All towards local advocacy to end poverty for 20,000 children in their community.



FAITH INITIATIVE TO END CHILD
POVERTY

The Work Continues

In the coming months, TEP is leaning into:

Localized Organizing: Supporting a growing collective committed to ending childhood poverty through grassroots action and community-rooted solutions (in Spartanburg, SC).

Public Education Advocacy: Advancing thought leadership that affirms the vital role of public education in a just society.

Narrative Change: Shaping stories that honor the sacredness of childhood and learning, mobilizing people of faith to champion policies that protect and invest in both.



For Localized Organizing, we offer the following in **Faith-Based Movement**

Support:

- Education-Related Policy Resources
- Child-Thriving Policy Priorities
- Campaign building
- Customized Training Experiences
- Movement Strategy



ways to partner

WITH **TEP** **IN**
2025



Fund the work

TEP's primary source of funding is grants and foundations, allowing us to offer services to grassroots partner organizations at low or no cost.



Amplify the message

TEP partners with individuals and organizations of any size, in both grassroots and national contexts, to get the work done.



 **contact@expectations.org**

special
THANKS

Bill and Melinda Gates Foundation
Campaign for our Shared Future
EdLOC
Education Future Fund
Firefly Worldwide
Gemm Consulting
José Vilson, EduColor
La Piana Associates
Michael Vazquez, The Maiden Group
Public Private Strategies Initiative
Schusterman Family Philanthropies
W. K. Kellogg Foundation

