For the second year in a row, the world has been completely changed by the COVID-19 pandemic and multiple struggles for justice and equality around the world. Equal access to high-quality scientific information has always been at the core of our mission – this year was no exception.

All our content is free for everyone, without premium subscriptions or paywalls. As a result, our audience is widely diverse: from private school students in highly developed regions to home-taught kids from underprivileged backgrounds. We will continue striving to give equal access to every reader seeking scientific knowledge.
Content

This year we accomplished quite a lot:

💡 We published **35 adapted scientific papers** – 10 more than in 2020.
  - The topics we covered were more interesting, relevant, and inspiring than ever before, including dinosaur evolution; ancient DNA analysis; the link between air quality, the pandemic and social justice issues; adolescent mental health; clean energy technologies; animal behavior and cognition; and charismatic megafauna conservation.
  - The papers we selected were by a diverse group of researchers in terms of gender, ethnic background, and nationality.
  - We have now published more than 200 articles since our foundation in 2015.

💡 Additional teaching content:
  - In response to teachers’ feedback, we have provided **NGSS alignment** for all of our published articles.
  - We have begun producing **audio versions** of each new article. These **recorded readings** improve access for students with visual disabilities, language barriers, or auditory learners.
  - We published **translations** into 16 different languages, including 26 articles **in Spanish**.
  - Our articles can now be searched by **research location** on a global **map**.
We published interviews with researchers whose papers we adapted in our Meet-a-Scientist series. We realize that the personal connection between the reader and the researcher is extremely important for student engagement.

Meet-a-Scientist: Shannon Currie

Interview with bat physiologist Shannon Currie.

Meet-a-Scientist: Tiffany Luong

Meet a scientist! An interview with Tiffany Luong – a microbiologist who studies phages and phage therapy as an alternative to antibiotics!

Meet-a-Scientist: Kendra Sirak

Meet a scientist! An interview with Kendra Sirak – an anthropologist who uses ancient DNA to study past populations.

Meet-a-Scientist: Kaitlyn Varela


💡 We organized many of our articles into collections for specific classes or curricula.
Audience

Globally, our audience grew by 20% this year.

We had more than 280,000 readers over the past 12 months.

In the past year, our site has had over 860,000 pageviews.

Our papers were downloaded more than 190,000 times.

Our readers come from a diverse set of countries. While our audience grew in all countries (compared to 2020), we are particularly happy to see growth outside the USA:

- UK: +42%
- Canada: +24%
- Australia: +32%
- Mexico: +36%
- India: +54%
- Japan: +30%
- China: +114%

Our annual end-of-school-year teacher survey received more than 3000 submissions. The majority of teachers reported that their students were more engaged in the lesson and showed a deeper understanding of the topics based on our content. We also received inspiring stories from the classroom such as this one:
Our team grew to more than 20 people: 5 editors, 6 curriculum writers, 3 designers, 2 interpreters, a grant writer, a social media manager, and 6 volunteers.
**Fundraising**

All of our activity this year was made possible by voluntary donations from 39 individual readers and by funding we received from the following organizations: Bill and Melinda Gates Foundation, Goggio Family Foundation, GM Foundation, US Department of State/US Embassy in Bulgaria, UK Marine Biological Association, UK Association for the Study of Animal Behaviour, Imperial College London, Lawrence Berkeley National Laboratory and others.

In 2022, we will continue our mission to make scientific discoveries accessible and fun for all students around the world.

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