



2024 ANNUAL REPORT

*A Milestone to Remember:
One Million School Choice Students*





A LETTER FROM OUR PRESIDENT

2024 was a defining moment for the school choice movement, marked by unprecedented growth in both policy victories and in the number of families participating in programs around the country.

More than 1.2 million children are now benefiting from private school choice programs, and nearly 40% of students nationwide are eligible to participate in educational options beyond their assigned public school. With all the new programs enacted and existing ones expanded, educational freedom is reaching more families than ever before. These achievements signal a transformative shift in American education—one that prioritizes parental choice, academic opportunity, and student success.

And we couldn't have done any of it without your investment in EdChoice and our many local, state, and national partners. Thank you for believing in the vision originally set forth by Milton and Rose Friedman that

all students, regardless of their zip code, should have the opportunity to learn in the environment of their family's choosing.

As a friend of EdChoice, you know one of the defining moments of 2024 was when we surpassed 1 million students participating in a private school choice program. Today, that number is over 1.2 million and will only keep climbing as access to educational freedom grows.

Speaking of access, your investment in EdChoice allowed us in 2024 to continue expanding options to families. Alabama enacted the CHOOSE Act, an ESA program that will ultimately offer universal eligibility, while Louisiana followed with the GATOR program, providing similar access to all families. Georgia and Wyoming enacted smaller programs, while Indiana, Mississippi, Missouri, Nebraska, Oklahoma, South Dakota, and Utah expanded and improved programs

already on the books. This progress, particularly in the number of states offering choice to all families, underscores a nationwide commitment to empowering families with the resources to choose the best educational environment for their children.

In addition to funding boots on the ground in these states, your support of EdChoice also helped us be the go-to data resource for policymakers supporting school choice. We provided 12 fiscal notes in 19 states, demonstrating to lawmakers the real cost (and savings) of school choice. We published 17 major research pieces, ensuring stakeholders had quality, truthful information at their fingertips. And, to ensure families can utilize the new choice afforded to them, we helped launch 10 new microschools. We trained policymakers, advocates, community leaders, and others engaged in the school choice fight. And, through our communications efforts, we spread the EdChoice message to more people than ever before.

“EdChoice continually produces high-quality, high-impact content that helps drive the national conversation on important education issues and informs those of us who – in one way or another – are working for a brighter future for America’s children,” Scott Darnell, Co-Founder and Executive Vice President of Education Reformers Academy, said of our work.

I invite you to read more about the highlights of 2024 and all we accomplished together in this report.

These success are just the beginning. With continued efforts, we will reach 2 million students and beyond, ensuring that every family has access to the best educational opportunities for their children. The vision first championed by Milton and Rose Friedman is becoming a reality, and the future of school choice has never been brighter.

In gratitude,

Robert C. Enlow
President & CEO

TABLE OF CONTENTS

- 4 Year in Review**
Read the highlights of what we accomplished.
- 6 School Choice in the States**
Momentum for educational freedom continued in 2024.
- 7 About EdChoice**
Learn more about us and our founders.
- 8 Making School Choice Research Accessible**
EdChoice puts research and data in the hands of those who need it most.
- 9 The Costs and Savings of School Choice**
Explore the fiscal effects of school choice in the states.
- 10 Financials**
Learn how EdChoice utilized resources in 2024.
- 11 Your Impact Through EdChoice**
Read what others are saying about our work.
- 12 Taking the Pulse**
Learn what Americans think about education, school choice.
- 14 From Fear to Freedom**
A mom shares how she found the right learning environment for her kids.



YEAR IN REVIEW

EXTERNAL RELATIONS

Through our External Relations efforts, we expanded the reach of school choice programs and helped cultivate a new supply of educational providers. This work strengthened EdChoice’s brand and influence among key education stakeholders while attracting new partners to advance our mission of making educational choice accessible to all children.

- EdChoice hosted the Educators Innovation Summit at the RALLY Innovation Conference in Indianapolis. Over 450 entrepreneurs and education leaders attended our sessions which were focused on how educational choice is integral to real innovation and entrepreneurship in K–12 education.
- In conjunction with our partners at the National Microschooling Center and the Mind Trust, our microgrant program provided financial support to help launch 10 new microschools in Indiana. With our support, the Indiana microschooling sector grew from six schools in 2023 to more than 100 at the end of 2024.
- EdChoice launched its third cohort of the EdChoice Education Entrepreneurs. This group consisted of 18 members from across the country who received training on how to start and sustain their educational business.

- We sponsored and participated in a training event hosted by our partners at the Spreading Hope Network to identify and train entrepreneurial educators who are interested in opening Classical Christian private schools in urban areas.

COMMUNICATIONS

In 2024, we achieved an impressive increase in quality media mentions; built a strong web presence that consistently outperformed other education reform groups; maintained healthy email open and click-through rates; more than doubled the EdChoice email subscriber base; and published more content than in previous years. Importantly, thanks to local media saturation, strong performance on Google, and growth in social media impressions, we connected more people than ever before with EdChoice content.

- We achieved a 65% increase in quality media hits, earning citations in major outlets including *The Wall Street Journal*, *The New York Times*, *The Washington Post*, *C-SPAN*, *Fox News*, *the Associated Press*, and key local outlets across the country.
- We welcomed over 468,000 visitors to EdChoice.org.
- We generated over 7.02 million social media impressions.

LEGAL

In its first full year of operation, EdChoice Legal Advocates (EdLA) worked tirelessly to defend school choice programs across the country, and collaborated with litigators to expand their impact.

- In connection with the Institute for Justice and the Partnership for Educational Choice, EdLA lawyers participated in briefing school choice cases in Ohio, Arkansas, and Utah.
- In June, representing Montana Senate Majority Leader Sue Vinton, EdLA successfully fought off a request to stop Montana’s special needs ESA program.
- In federal court cases pending in Colorado and Maine, EdLA filed amicus briefs supporting litigation by religious schools to invalidate exclusion from school choice programs because of their teachings.
- EdLA lawyers participated in numerous moot courts to help prepare allied attorneys for important arguments in parental rights and school choice cases around the country.

RESEARCH

The EdChoice Research and Thought Leadership team supported state and national partners by providing research and data that informed policy and advocacy conversations around the country. When surveyed about the value of our work, 91% of respondents including researchers, partners, and influencers reported EdChoice’s research was useful.

- We published 17 major research and thought leadership pieces.
- We completed 76 external writings, conference presentations/posters, or other public engagements.
- We authored 19 fiscal notes, memos, and briefs in 12 states.
- We issued 17 national polling reports.

POLICY & ADVOCACY

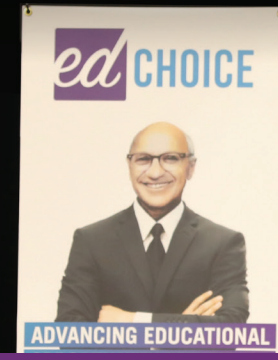
In 2024, the EdChoice Policy & Advocacy team worked with policymakers, advocates, and community leaders to advance access to educational freedom in the states.

- With our help, 11 states expanded existing choice programs or enacted new ones, including two states—Alabama and Louisiana—that enacted programs offering universal eligibility. In each of the states that successfully passed positive school choice legislation, EdChoice engaged with policymakers, advocates, and/or community leaders, connecting them to research, data, and expertise.
- We provided support and advice to states working to implement school choice programs. EdChoice hosted several in-person implementation summits, including a national summit in Minnesota, and in-state summits in Alabama, Iowa, West Virginia, and Oklahoma. Each month we led monthly calls to support partner advocates, administrators, and department/agency staff.

TRAINING & OUTREACH

EdChoice experts spoke at events to equip and empower legislators, partners, and influencers, and we trained 1,560 people at 40 EdChoice-hosted events.

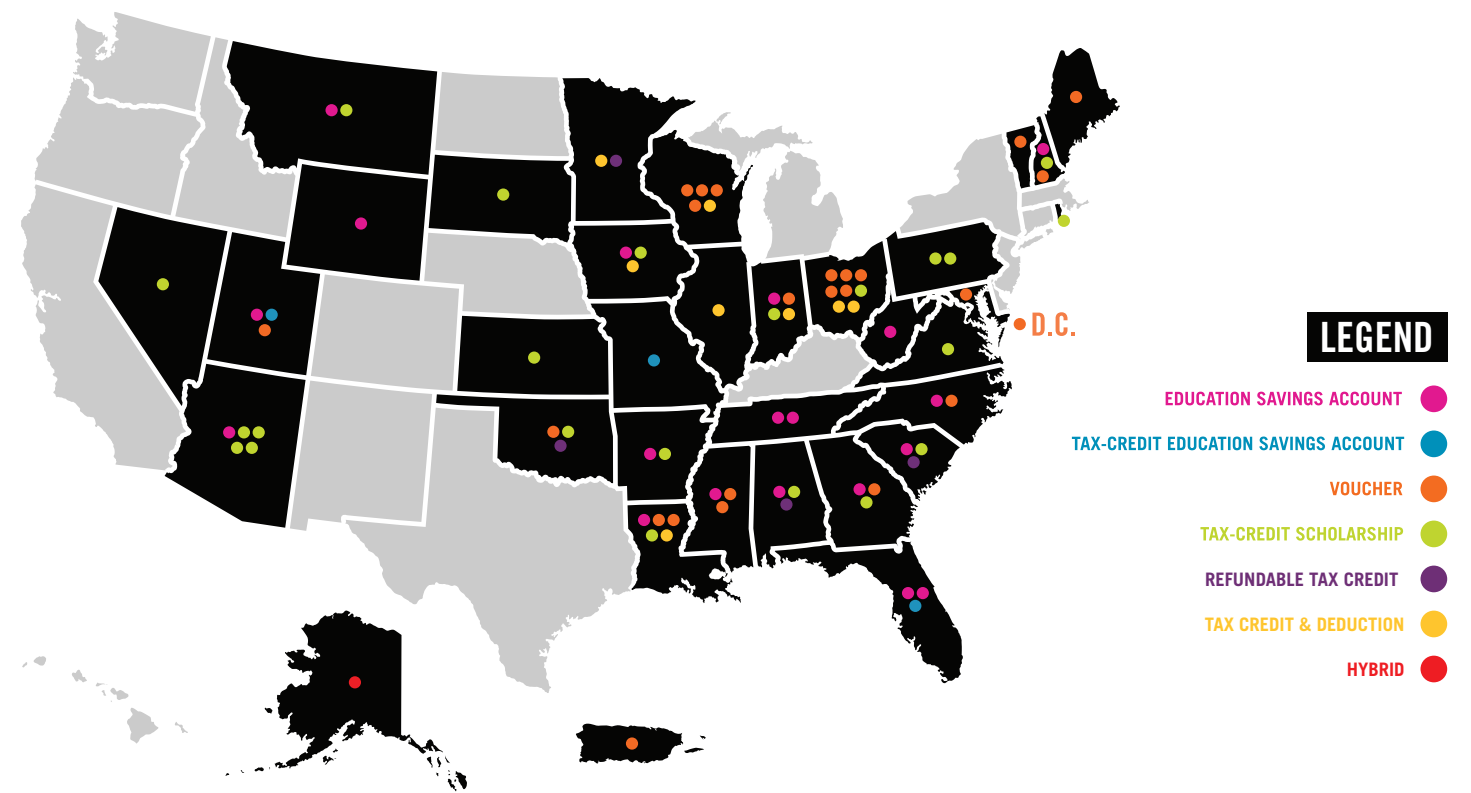
- Through our Parent Corps, we trained 38 Parent Ambassadors from 14 states, who then engaged 2,002 parents in conversations to increase awareness and usage of educational choice programs.
- We trained 616 state-based partners and advocates and 117 legislators in 11 states.
- We sponsored 88 events attended by a combined 99,615 attendees. EdChoice experts spoke at 291 events attended by 16,858 policymakers, advocates, and community leaders.
- We awarded \$260,000 in outreach grants to national and state-based organizations to support, grow, and develop conversations around educational choice and entrepreneurship.



SCHOOL CHOICE IN THE STATES THROUGH 2024

2024 was a landmark year for school choice, marking an extraordinary leap forward in expanding educational freedom for families nationwide! With over 1.2 million students now benefiting from private school choice programs and nearly 40% of U.S. students eligible for alternatives beyond their assigned public schools, the momentum has never been stronger. Thanks to the dedication of EdChoice and its incredible supporters, we're witnessing a transformation in American education—one that empowers parents, unlocks student potential, and brings Milton and Rose Friedman's vision closer to reality every day. Since 2021, the number of states offering universal eligibility in their programs has grown from zero to 13, and the number continues to climb.

33 States (Plus D.C. and Puerto Rico) Had School Choice Programs on the Books in 2024



ABOUT EDCHOICE

Making Milton and Rose Friedman's Vision for Educational Freedom a Reality

Mission Statement

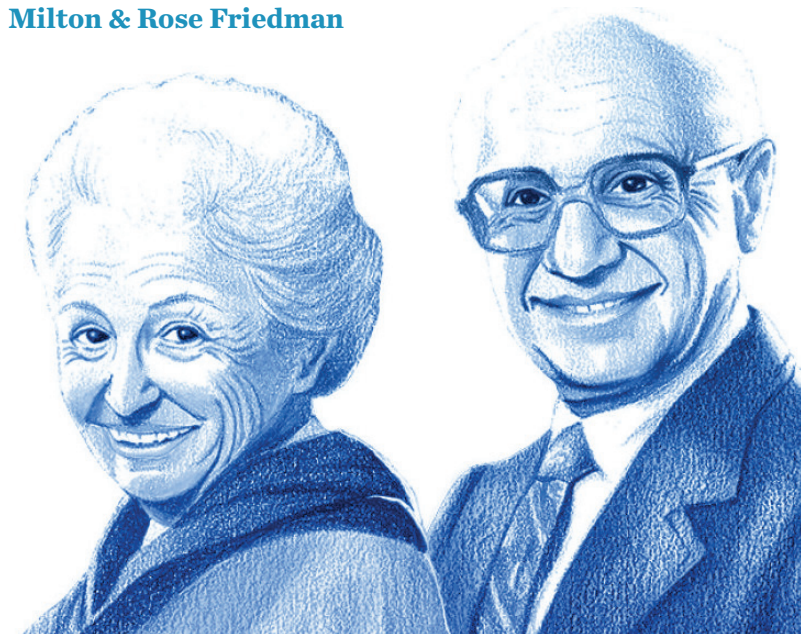
The EdChoice mission is to advance educational freedom and choice for all as a pathway to successful lives and a stronger society.

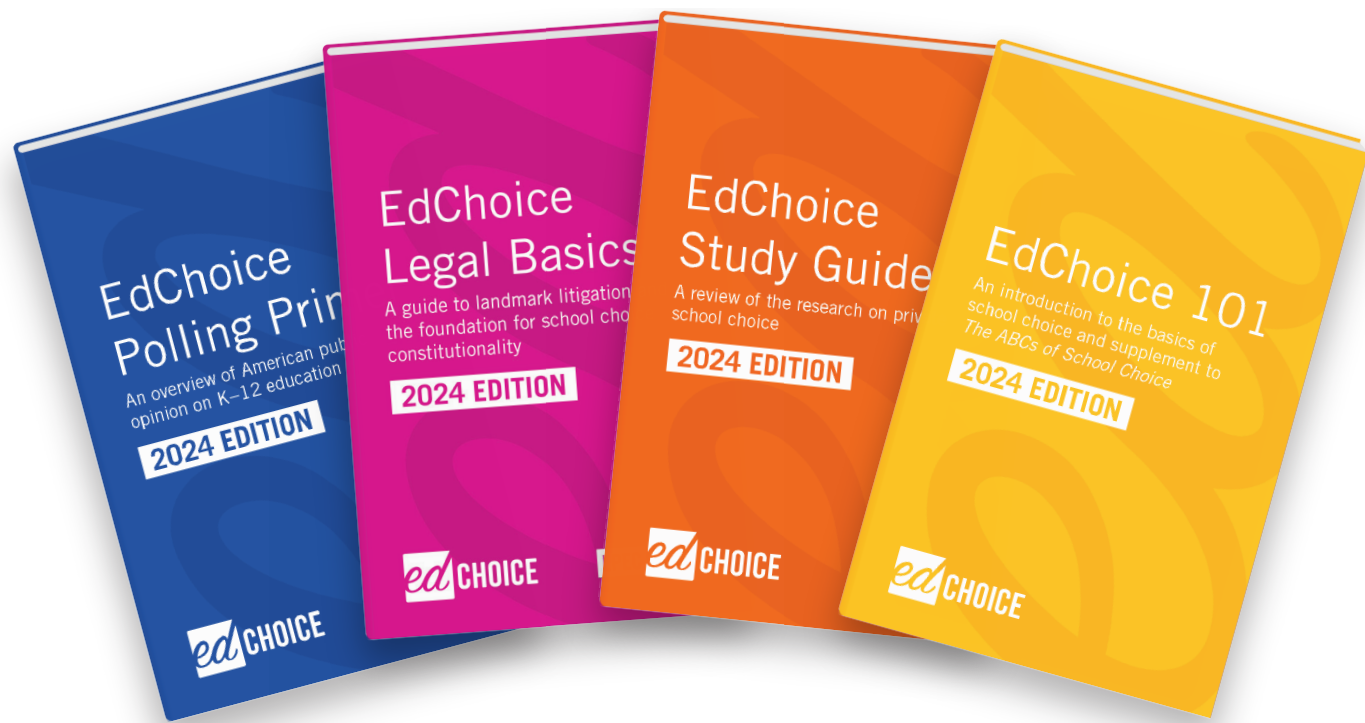
To truly transform education, programs must be available to all students, fully funded with predictable, sustainable revenue streams, and offer families wide flexibility in how they may spend program dollars. That's why EdChoice is leading the effort to triple the number of states with true universal educational freedom and increase the number of families enrolled in and aware of educational choice programs by 30% by 2030. We will do this by increasing access to, and awareness and usage of school choice through our best-in-class research, relevant training and outreach events, long-standing on-the-ground relationships, trusted policy advice, strategic communications, and legal defense.

EdChoice is a 501(c)(3) nonprofit, nonpartisan organization committed to understanding and pursuing a K-12 education system that empowers every family to choose the schooling environment that fits their children's needs best.

"Our goal is to have a system in which every family in the U.S. will be able to choose for itself the school to which its children go."

Milton & Rose Friedman





MAKING SCHOOL CHOICE RESEARCH ACCESSIBLE

We know research and data are essential to advancing educational choice.

That’s why we create a series of short publications collectively called The Bundle. In recent years, the collection included the *EdChoice Study Guide*, *EdChoice 101*, and *Legal Basics*. In 2024, we added a fourth publication to the pack: the *EdChoice Polling Primer*.

Each publication aims to provide key information to users and answer key questions in the areas of school choice research, policy, legal history, and public opinion data. Together, they simplify complex policy topics and ensure supporters have accurate, research-driven facts at their fingertips.

Later in the year, we introduced a new, web-based resource for policymakers and advocates: The Choice Comparison website. The interactive platform allows users to compare education savings account (ESA)

programs across states, examining funding, eligibility, and policy structure; create a customized ESA program with ready-to-use legislative language; and navigate ESA applications and vendor requirements.

By equipping decision-makers with research-based tools, EdChoice ensures that school choice policies are built on data, not speculation.

Thanks to your support, we continue to make school choice research accessible, empowering more families to find the best education for their children. Together, we are driving real, lasting change in education.



SCAN QR TO VISIT OUR FULL RESEARCH LIBRARY



THE FISCAL EFFECTS OF SCHOOL CHOICE

The costs and savings of private school choice

For each dollar a state spends on a school choice program, they benefit an estimated \$1.70 to \$2.64, according to an EdChoice report released in 2024. *The Fiscal Effects of School Choice: The costs and savings of private school choice programs in America through FY 2022* estimates the short- and long-term fiscal effects of 48 programs across 25 states. The analysis explores the impact of five education savings account programs, 22 school voucher programs, and 21 tax-credit scholarship programs.

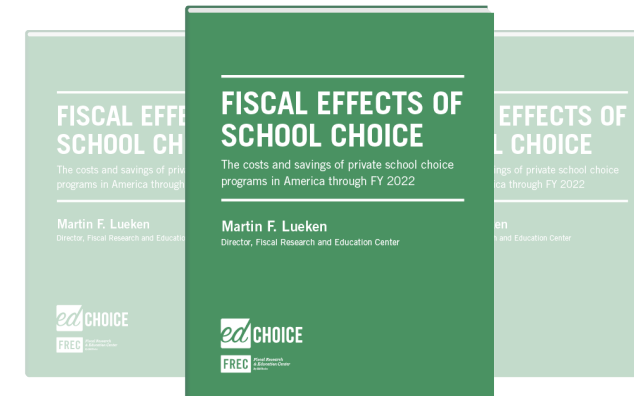
Key findings include:

- From their inception through FY 2022, the 48 school choice programs studied generated cumulative net fiscal benefits for state and local taxpayers combined ranging from an estimated \$19.4 billion to \$45.6 billion. Since all programs analyzed had been operating for over five years by FY 2022, the fiscal benefits are likely closer to the high-end estimate of \$45.6 billion.
- On a per-student basis, these cumulative net fiscal benefits equate to \$3,300 to \$7,800 per program participant.

Researchers provided a separate fiscal analysis of Arizona’s universal education savings account (ESA) program using state data from fiscal years 2023 and 2024 to better understand the impact of programs with

broad eligibility. The analysis estimated a net cost of \$37 million—or 0.05% of total state expenditures on public services—in the short run. In the long run, the analysis projected that the current cohort of students in Arizona’s ESA program will yield net fiscal savings of \$244 million.

The evidence is strong: taxpayers benefit, school districts adapt well, and students — both in and out of choice programs — experience better outcomes.



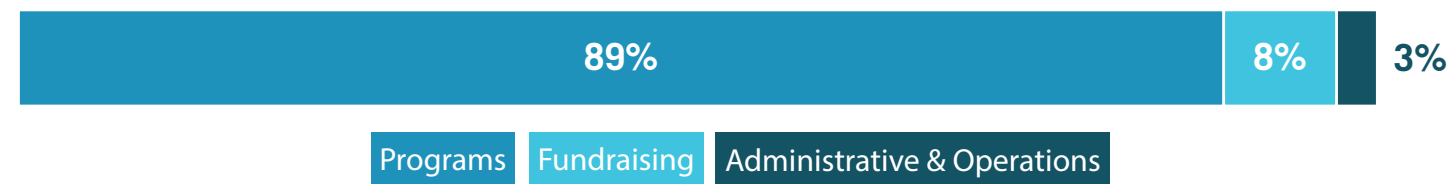
SCAN QR TO READ THE FULL REPORT



THANK YOU FOR ADVANCING EDUCATIONAL FREEDOM

To our amazing friends and supporters—thank you for making 2024 a landmark year for educational freedom! Your generosity and dedication to school choice have changed the lives of thousands of students and families nationwide. Every success at EdChoice is driven by your unwavering support. As we push forward toward universal educational choice, we are grateful to have you with us. Together, we are shaping a future where every family has the power to choose the best education for their children!

EXPENSES (\$12,996,928)



REVENUE (\$10,029,662)



YOUR IMPACT THROUGH EDCHOICE

Thanks to your investment, EdChoice is at the forefront of expanding educational freedom across the states by providing research, data, and thought leadership that shape the school choice movement. Through rigorous analysis and long-term trend tracking, EdChoice equips researchers, policymakers, and educators with the insights needed to advance student-centered policies. Through a collaborative approach, EdChoice fosters meaningful discussions, stimulates new ideas, and empowers advocates for parental choice. As more families seek educational options that best fit their children’s needs, EdChoice will remain an essential resource for reliable data, thoughtful analysis, and a vision for a more innovative and responsive education system.

EdChoice played a critical role in making the Tennessee Education Freedom Scholarship Act a reality. Their research, expertise, and steadfast support helped advance education freedom for Tennessee families, ensuring more students have access to the schools that best fit their needs.

Bill Lee
Governor of Tennessee

The research EdChoice does and the data it collects—whether on public opinion or private choice participation—provides enormous value to my research and the field more broadly. They have consistently collected and shared data over time, making them a rare source of insight on long-term trends. Perhaps more importantly, however, their collaborative approach to working with partners and their interest in finding common ground is refreshing.

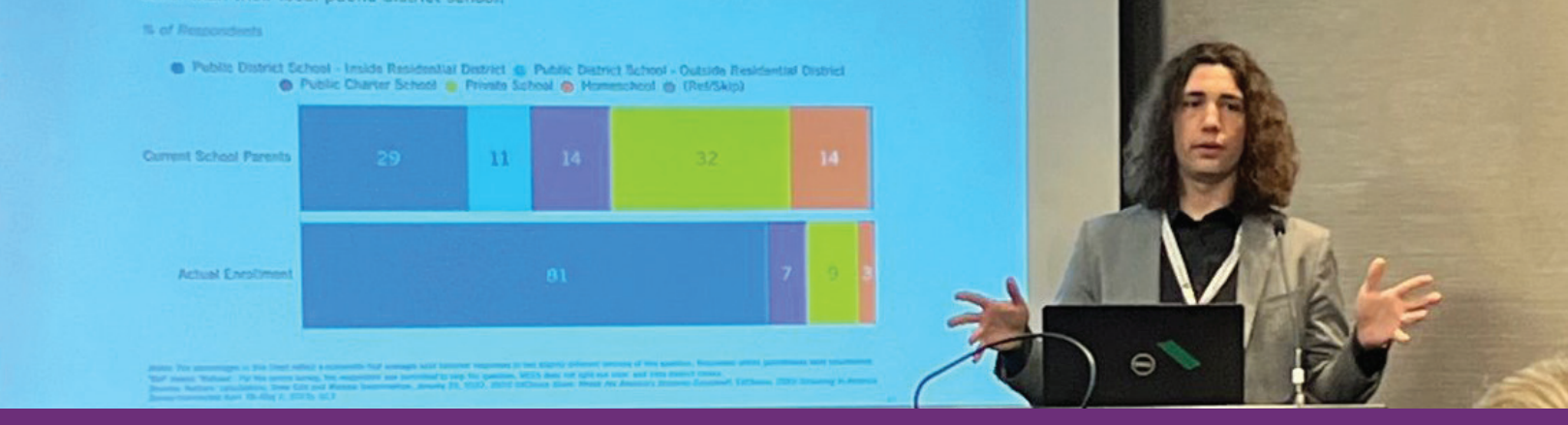
Juliet Squire
Senior Partner at Bellwether, personal endorsement

EdChoice is my go-to source for reliable information about school choice. I’ve published many op eds in local, regional, and national outlets about educational freedom using EdChoice’s materials. Readers frequently reach out to me to express gratitude for the data and analysis. I almost always link them to an EdChoice page. This is an invaluable resource for those promoting student success and parental empowerment in the public square.

Alexander Salter
Georgie G. Snyder Associate Professor of Economics, Rawls College of Business, Texas Tech University

As a professor who instructs K-12 school leaders and researchers in the State of Texas, I have received an increasing number of questions over the past year about school choice implementation and developments throughout the United States. EdChoice remains an invaluable resource for providing my students with everything they want to know. EdChoice’s research reports and data have provided my students with everything from entry-level descriptions of school choice foundational topics to longitudinal state-level data they have gone on to use for original analyses.

Daniel Bowen
Associate Professor, School of Education and Human Development, Texas A&M University

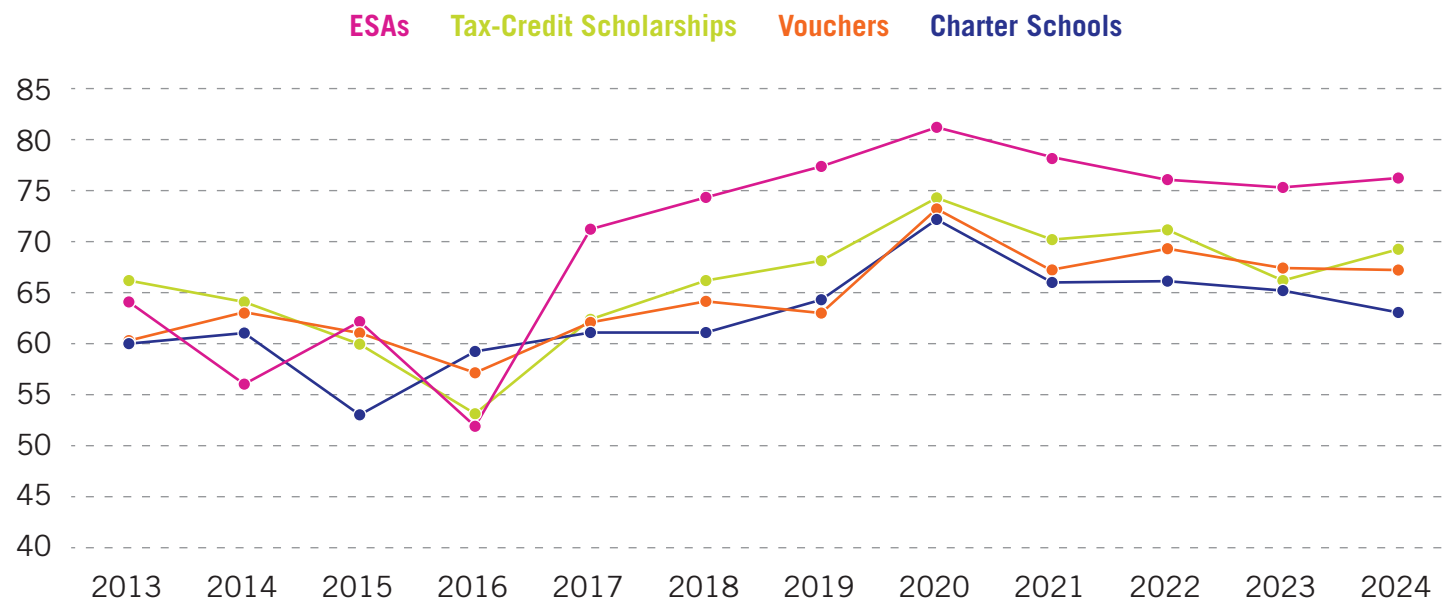


WHAT AMERICANS THINK ABOUT SCHOOL CHOICE

The data speaks for itself—educational choice reform continues to gain momentum nationwide and remains popular among parents and the public. Month after month, EdChoice and Morning Consult find overwhelming public support for policies that empower parents in directing their children’s education. In 2024, EdChoice solidified its position as the national leader in K–12 public opinion research, surveying over 36,000 Americans and publishing 17 national polling reports and 45 state polling briefs. We also partnered with Braun Research to assess how Americans’ perspectives on K–12 education have shifted over the past decade through our annual *Schooling in America* survey. Across the board, parents, teachers, and the public consistently express strong support for school choice policies, including education savings accounts, vouchers, and charter schools.

PUBLIC FAVORABILITY OF K–12 CHOICE POLICIES, 2013–2024

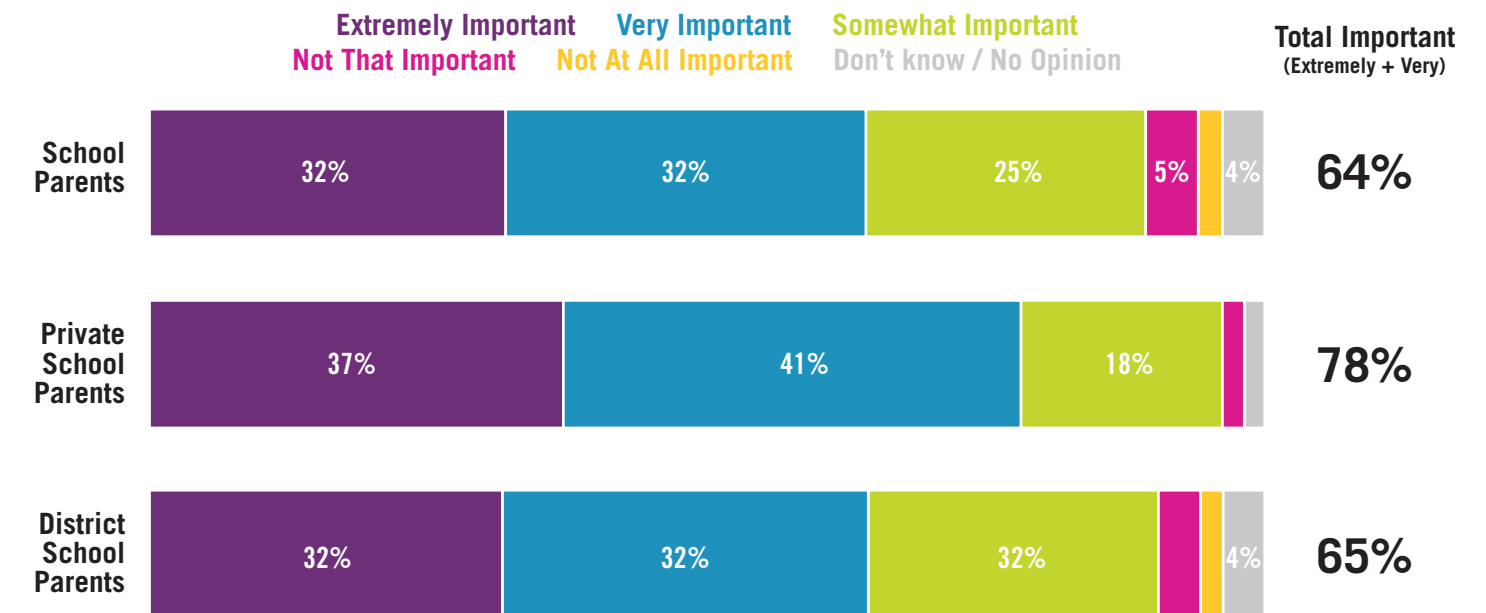
About two-thirds of Americans support school vouchers, charter schools, and a tax-credit scholarships. Support for ESAs is much higher at 76%



Source: Schooling in America Survey, 2024

PARENT DEMAND FOR ADVANCED ACADEMICS

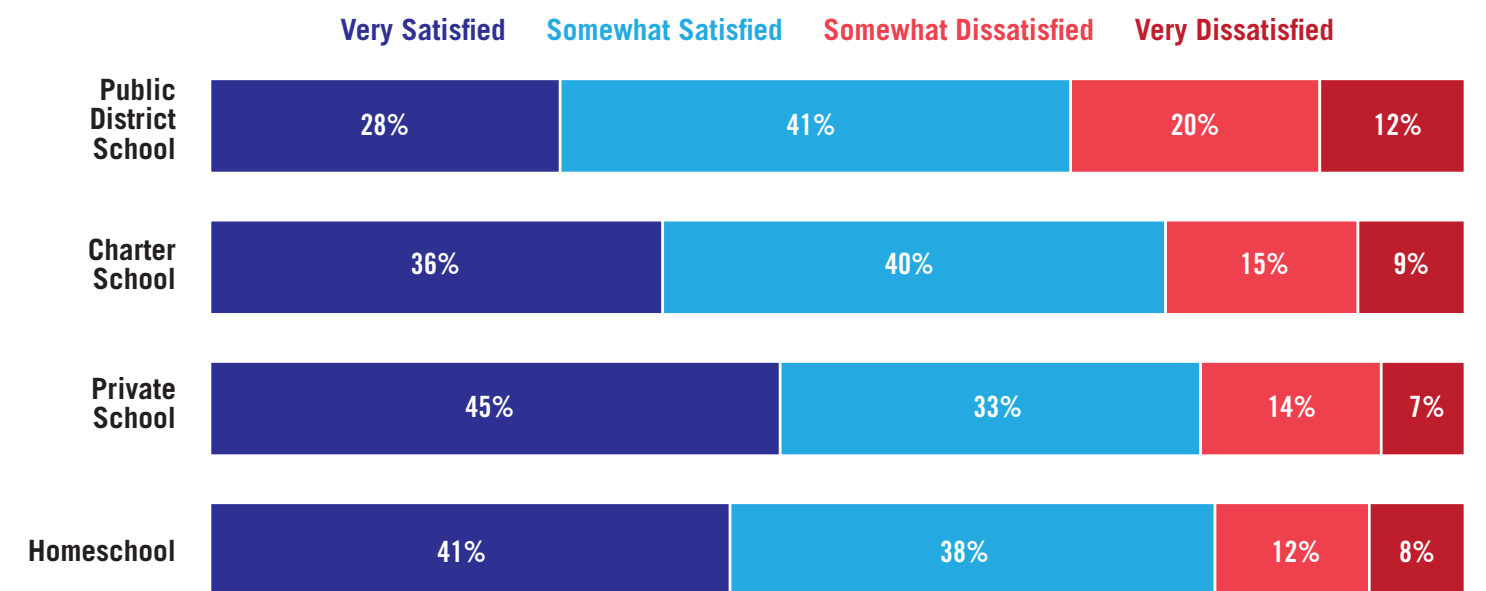
When asked, "How important is it that your child's school offer advanced academic classes," nearly two-thirds of parents say it is important for schools to offer this type of curricula. Private school parents place more importance on these classes than do district school parents.



Source: EdChoice-Morning Consult Monthly Tracker, May 2024

PARENT SATISFACTION BY SCHOOL TYPE, 2024

Nearly 80% of private school and homeschool parents are satisfied with their child’s school experience. They are more likely than district school parents to say they’re very satisfied.



Source: Schooling in America Survey, 2024

FROM FEAR TO FREEDOM

How school choice gave my children a safe learning environment

By Ann Marie Miller



Tressena Jones never imagined she would leave the public school system, much less homeschool her children. But in 2018, a series of unsettling events in Texas at her children's public schools forced her to reconsider.

"My children started facing some bullying on their campus, and I requested a transfer to a different school," Tressena recalled. "But soon enough, they encountered similar issues, just with a different group of students."

However, the pivotal moment came when her son, Avery, returned home one day, deeply shaken by an incident at school. "He just sat down next to me, unusually quiet. I asked him, 'Avery, what's going on?' That's when he told me a student had brought a gun to school," she explained. To her dismay, the school chose not to inform the parents. "They decided not to send a letter home. That was unacceptable."

Tressena, who worked at a different school in the same district, had an insider's view. She knew this wasn't the first time the district had withheld information from parents. "I saw both sides—the school was focused on protecting their image, but parents had the right to know what was happening," she noted. This lack of transparency was part of a larger pattern of behavior within the district that left her feeling disillusioned.

Concerned for the safety of her children, Tressena decided it was time for a change. "I knew for my peace of mind and my children's safety, it was best to withdraw them from the public school system," she explained.

But transitioning to homeschooling wasn't easy, especially for a full-time working mother. Tressena spent late nights creating learning plans and balancing her responsibilities. "It was overwhelming," she admitted, "but I knew I had to make a different choice for their future."

In 2019, Tressena was offered a nonprofit leadership role which opened more educational options for her children. "A pastor I was connected to in Texas had moved to Indiana for ministry and invited me to lead a project building a community center as the executive director," she explained. The move also gave her the opportunity to explore more schooling options due to Indiana's various choice options.

Tressena's dedication to her children's education didn't stop with homeschooling. She sought out resources and information to ensure her children had access to quality education.

"I didn't want my kids' education to suffer because of the system. I was intentional about finding the best educational opportunities for them. I was looking for funding options to support Avery's dreams of becoming an engineer, and that's when I discovered EdChoice and the resources they offered."

Tressena connected with the EdChoice Parent Corps and attended a Parent Ambassador training. "I was so moved by the training. I even cried. For the first time, I felt like there were people fighting for families like mine," she shared. "I wasn't just thinking about my family—I was thinking about all the families who don't know they have options."

Tressena has plans to further support families in her community by exploring the possibility of starting microschoo. "I've heard from so many parents who are concerned about the safety and academic rigor in their local schools," she said. "I want to help create a solution."

Despite the challenges, Tressena is optimistic about the future. Her son Avery, now 16, has dreams of becoming an engineer, and homeschooling allows him the flexibility to pursue his goals. "He constantly asks, 'Mom, are you sure I can get into college being homeschooled?' And I reassure him that he's on the right path. His education is rigorous, and he's already thinking about his future."

"Education changed my life—it helped me break the cycle for my family. I want that same opportunity for my children and others in my community."



"I didn't want my kids' education to suffer because of the system. I was intentional about finding the best educational opportunities for them. I was looking for funding options to support Avery's dreams of becoming an engineer, and that's when I discovered EdChoice and the resources they offered."



BOARD OF DIRECTORS

Fred Klipsch, *Chairman*

Robert C. Enlow, *President & CEO*

Devin Anderson

J. Scott Enright

Dr. David D. Friedman

Fred Reams

Matt Schreiber

Virginia Walden Ford

Dr. Michael Walker



**111 MONUMENT CIRCLE,
SUITE 2650**

**INDIANAPOLIS, IN 46204
(317) 681 0745**

EDCHOICE.ORG