



IMPACT REPORT

2025



KultureCity®

Thank you again. I love y'all. Thank you, from the bottom of my heart, for showing up, for caring, and for creating a space where everyone feels welcome. Not all disabilities are visible, but your compassion makes every person feel seen.

” ”







**KULTURECITY® IS THE WORLD'S
LEADING NONPROFIT ON SENSORY
ACCESSIBILITY AND ACCEPTANCE.**

WHO ARE WE

KultureCity® is the global leader in sensory accessibility and inclusion for individuals with invisible disabilities and sensory needs. Launched in 2014 in Birmingham, Alabama, the movement has grown into a worldwide force—transforming more than 7,000 venues and events across 40 countries with training, sensory tools, and innovative technology.

From zoos, aquariums, stadiums, museums, and restaurants to cruise lines, hospitals, airports, festivals, and first responder agencies, KultureCity® continues to reshape how the world welcomes and supports individuals with sensory needs, including those with PTSD, autism, dementia, and traumatic brain injuries.

We strive to build a global culture of awareness, acceptance, and true inclusion—one where every community, every experience, and every space is accessible for all.

Through industry-leading training, evidence-based sensory tools, and breakthrough innovations like the Koji® communication app, KultureCity® empowers millions each year to participate fully in everyday life.

Among more than one million registered nonprofits nationwide, only a small fraction meet the highest standards of transparency, accountability, and public trust. KultureCity® proudly stands within this elite group—holding **GuideStar’s Platinum Seal of Transparency**, earning recognition from **GreatNonprofits**, receiving **Charity Navigator’s highest 4-Star rating**, and **meeting all 20 standards of the BBB Wise Giving Alliance**. Together, these distinctions place KultureCity® among a select few nonprofits nationwide that demonstrate exceptional governance, financial stewardship, and measurable impact.

In 2025, we take the next bold step in this mission with the launch of The Steam Plant Project: The National Accessibility Park—a first-of-its-kind national hub that will redefine what accessibility looks like in education, employment, culture, and community. This transformative campus will bring together a technical college for inclusive workforce development, the Museum of Kulture of Accessibility, a national disability navigation center, accessible retail and culinary experiences, intergenerational recreational spaces and KultureCity’s global headquarters - dedicated to innovation and impact.

It represents not just our future, but a new future for accessibility worldwide.

KultureCity® is not slowing down. The next decade will elevate sensory accessibility from a movement to a global standard—ensuring that everyone, everywhere, is able to belong.

**As we enter our 12th year, our mission remains unwavering:
Making the Nevers Possible.**

As a veteran, I had one of the most severe panic attacks of my life at the When We Were Young music festival, and the sensory tent was the only place where I felt safe. Thank you for saving my experience and making me feel welcome when I needed it most. I still use your nonverbal communication card.



WHEN WE WERE YOUNG

PRESENTED BY 7-ELEVEN



KultureCity.

For all abilities and all ages

Sensory Inclusive™ Box
www.kulturecity.org



2025 was a huge year...



Helped more than

3.5 MILLION
PEOPLE

2025



Handed out

1,800,147

SENSORY BAGS

Trained

1,003,274

INDIVIDUALS



7,000+

SENSORY ACCESSIBLE/INCLUSIVE®
CERTIFIED VENUES & EVENTS
ACROSS **5 CONTINENTS**



Built

988 **SENSORY ROOMS**



Gifted

632 **SENSORY MOBILE STATIONS**



80

LIVES SAVED WITH
FIRST RESPONDER
TRAINING



1.9 million
APP DOWNLOADS

Over the years KultureCity® has helped millions of people attending everything from live sports, to concerts and festivals.

A few examples...

COLDPLAY



SXSW 

AWS
re:Invent

PAUL McCARTNEY



AEW

CELEBRITY
CLASSIC



LAINÉY WILSON



LEGO

LUSH

Stuie Hicks

JUST SOME OF OUR PARTNERS...

ACTIVATED ON 237 OUT OF 365 DAYS IN 2025

“Activated” days represent live public events where KultureCity® implemented sensory accessibility accommodations on-site—supporting individuals with sensory sensitivities and invisible disabilities in real time.

A day was counted as activated when one or more live events included:

- Sensory Accessible/Inclusive® trained staff or volunteers
- Sensory bags and/or mobile sensory spaces deployed
- Quiet or sensory spaces open and actively staffed
- Visual guides, social stories, or sensory-support signage in use
- On-site implementation supported or led by KultureCity®



3,467 VOLUNTEER HOURS

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DEC



North America

Canada

Mexico

United States of America

- 49/50 states

A **Sensory Accessible/ Inclusive®** environment is one where individuals with sensory needs are proactively supported through trained staff, thoughtful design, and accessible tools.

KultureCity® brings this model to life through comprehensive certification and training programs, on-site sensory supports such as sensory bags and sensory rooms, and innovative technology—including the KultureCity® App—to help individuals communicate their needs and navigate spaces with confidence.

Together, these elements are now active in communities across the globe, transforming how people experience public spaces and making inclusion possible—everywhere.

Europe

Austria

Belgium

Czech Republic

Denmark

Finland

France

Germany

Greece

Hungary

Ireland

Italy

Netherlands

Poland

Portugal

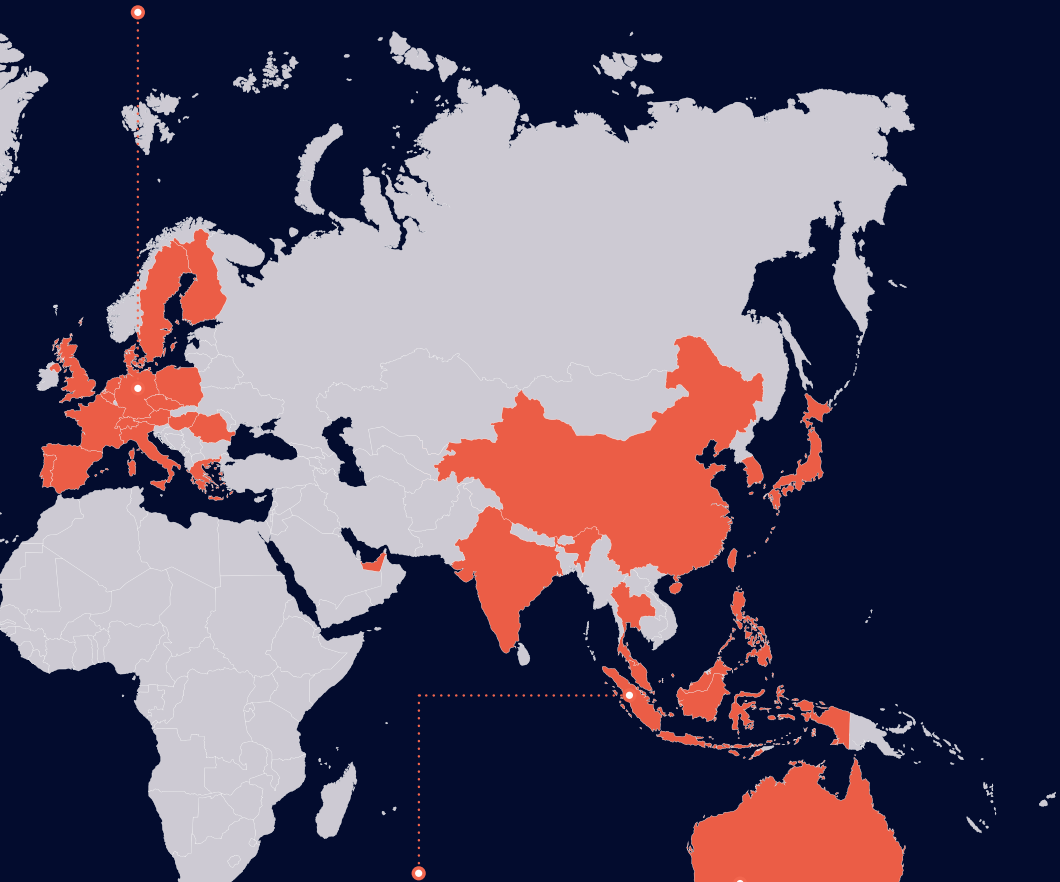
Romania

Spain

Switzerland

Sweden

United Kingdom



South America

Argentina

Brazil

Chile

Columbia

Peru

Asia

China

Japan

India

Indonesia

Malaysia

Philippines

Singapore

South Korea

Taiwan

Thailand

United Arab Emirates

Australia

New Zealand

I wanted to personally thank you for partnering with KultureCity®. I've never seen a tour in the region provide this service. My son has ASD and this was his first concert with intense light and sound production. To my surprise, he received an impressive sensory pack which made his experience much more enjoyable. It's nice to know there are accessible and inclusive tours that acknowledge the varying sensory needs of its fan base, allowing them to experience the profound world of live music.





FOR ALL ABILITIES AND ALL AGES
KultureCity
For all abilities and all ages
Sensory Inclusive™ Bag
www.kulturecity.org

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WE
YOUNG

PRESENTED
EV
VE
IN
25

COLDPLAY

MUSIC *of the* SPHERES

KultureCity® was present at every single Coldplay concert on their Music of the Spheres World Tour in 2022, 2023, 2024, and 2025 for a total of **196 shows**; we provided **6,356 sensory bags** and impacted **25,424 lives!**

LAINY WILSON

KultureCity® joined forces with Lainey Wilson to activate at every date on her 2025 Whirlwind Tour for a total of **31 shows**; we provided **726 sensory bags** and impacted **4,604 lives!**

PAUL McCARTNEY

KultureCity® was at every date of Paul McCartney's 2025 North American tour providing **726 sensory bags** and impacting **3,248 lives over 20 shows!**

Stevie Nicks

KultureCity® teamed up with Stevie Nicks to provide **382 sensory bags** at **9 shows** whilst impacting **1,528 lives!**

Let's take a look at the difference **KultureCity®** can make to an individual's experience at just one of these events.

Loud music and crowd sounds



Our sensory bags include noise-canceling headphones to help make loud environments more manageable.

Overwhelming crowds



Sensory bags also feature cue cards, allowing individuals to signal when they need a sensory break.

Struggling to stay still during a performance



Fidget tools in our sensory bags help with focus and reduce sensory overload.

Feeling anxious or overwhelmed



Our Mobile Sensory Room and Sensory Activation Vehicle offer calm, Sensory Accessible/Inclusive® spaces for breaks.

Difficulty expressing sensory needs to staff



Our training ensures staff are educated, accepting, and ready to assist individuals with invisible disabilities.



This was my first concert ever. I never thought live music would be possible for me—but because of KultureCity®, it was. For the first time, I felt safe, supported, and free to enjoy the moment. It opened up a whole new world for me.





KultureCity®

For all abilities and all ages

Sensory Inclusive™ Bag

www.kulturecity.org

KULTURECITYFIT 2025

SUMMARY

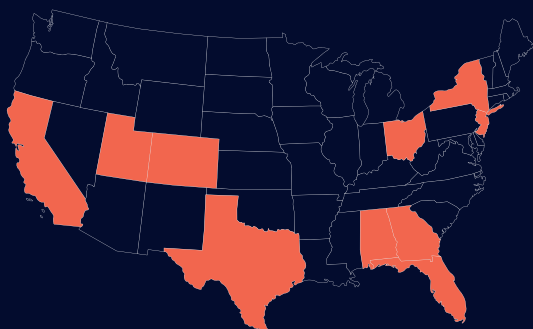
Number of Participants: **1,035**

Countries raced in: **3**

Miles run: **9,560.8**

That's further than the distance
between New York City to Singapore!

AMOUNT RAISED: **\$455,996.08**



STATES REPRESENTED:

Alabama, Georgia, Tennessee, Florida, Michigan, Louisiana, North Carolina, Minnesota, Illinois, Rhode Island, Mississippi, Massachusetts, Colorado, Texas, Indiana, Washington, Virginia, Oklahoma, New Jersey, South Dakota, Utah, New York, Ohio, California

MAJOR MARATHONS COMPETED:





**JOHN
ALMEDA**

John is a nonverbal autistic long-distance runner whose presence on our 2025 NYC Marathon team carried a powerful message about capability, representation, and what true accessibility looks like in action. He is especially passionate about showing other neurodivergent individuals and their families that community spaces, including the endurance sports world, can be places where they feel welcomed, supported, and encouraged to thrive.

A seasoned marathoner and ultrarunner, John has completed races across the country, from the California International Marathon to multiple Boston Marathons. This year, he joined KultureCity® again at the New York City Marathon, continuing a tradition of running with purpose after completing NYC with Michael Wardian in 2024 and returning in 2025 alongside Jack Burke.



**KELLY
MORRISON**

Kelly Morrison is a dedicated athlete whose commitment to KultureCity Fit was on full display this year as she completed all three of our major marathons, London, Sydney, and New York City. Her willingness to show up for every race, across three continents, speaks volumes about how deeply she believes in the mission of KultureCity® and the importance of creating spaces where everyone feels supported, understood, and included.

Running three major marathons in one year is an incredible achievement on its own. Doing it in support of a cause that resonates so strongly with her makes Kelly's journey even more meaningful. Her dedication helped expand our impact across the globe, reaching runners, families, and supporters who may be learning about sensory accessibility for the first time.



**ZOË
TAVAREZ**

Zoë Tavarez completed her first marathon this year at the New York City Marathon, joining the KultureCity Fit team with a personal story that reflects strength, empathy, and deep connection to accessibility. As a speech-language pathologist serving students in the Dallas school system, Zoë witnesses every day how meaningful it is when communication, understanding, and support come together to create true inclusion.

Zoë's commitment to accessible communication is also shaped by her own family. Her father is deaf, and growing up with that experience gave her a profound appreciation for the importance of accessible environments and meaningful connection. Bringing that perspective to her first marathon made her journey even more impactful, both for herself and for the teammates who watched her push through every mile.



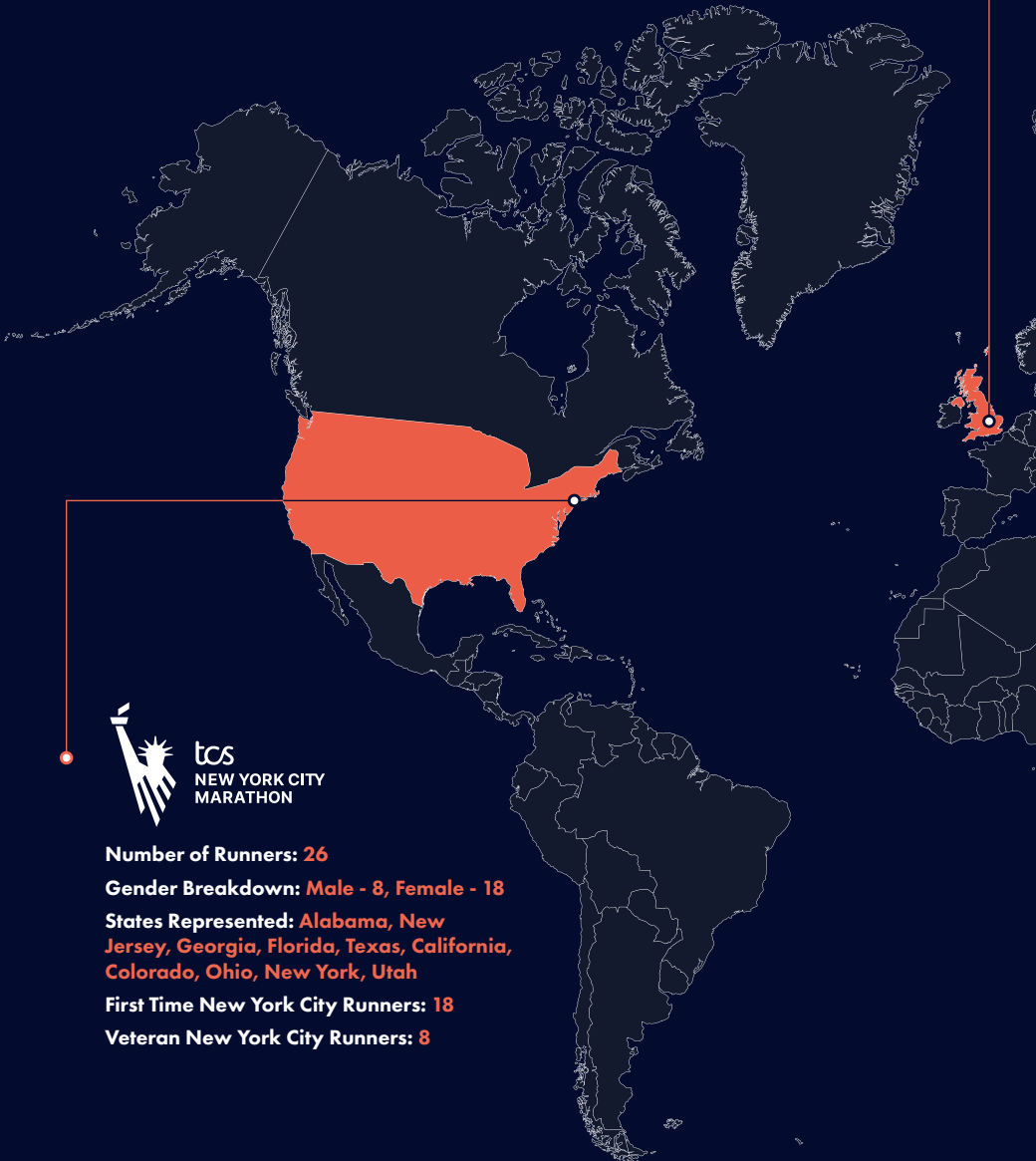
Number of Runners: 5

Gender Breakdown: Male - 1, Female - 4

States Represented: New Jersey, Alabama, Utah

First Time London Runners: 5

Veteran London Runners: 0



Number of Runners: 26

Gender Breakdown: Male - 8, Female - 18

States Represented: Alabama, New Jersey, Georgia, Florida, Texas, California, Colorado, Ohio, New York, Utah

First Time New York City Runners: 18

Veteran New York City Runners: 8

/// KULTURECITYFIT 2025



tcs SYDNEY MARATHON
powered by **asics**

Number of Runners: 5

Gender Breakdown: Male - 1, Female - 4

States Represented: Alabama, California

First Time Sydney Runners: 5

Veteran Sydney Runners: 0



Dr. Julian Maha, a practicing emergency room physician, has leveraged his medical expertise, his neurodivergent diagnosis and personal experience as a parent of a neurodivergent child to drive the vision and mission of KultureCity®. His leadership has been instrumental in fostering partnerships and increasing awareness, making significant strides in the inclusivity movement.

Dr. Michele Kong, a neurodivergent pediatric critical care physician, brings a deep understanding of the medical and emotional needs of individuals with sensory sensitivities. Her professional

background and personal journey as a stroke survivor and mother to a neurodivergent child have been pivotal in shaping the organization's approach to creating safe and inclusive spaces.

Together, they have turned KultureCity® into a movement that is changing the landscape of accessibility for individuals with invisible disabilities, leading initiatives that range from Sensory Accessible/Inclusive® events to training for businesses and public spaces. Their work has garnered national attention and made a profound impact on the lives of many families.

Julian Maha, M.D and Michele Kong, M.D

KultureCity® Founders



BOARD CHAIRMAN

Dominique Wilkins

BOARD OF DIRECTORS

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Bart Yancey

Ben McKee

Bly Gravlee

Christian Zucconi

Christopher Jackson

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Ken Jeong, M.D.

Meagan Gravlee

Michele Kong, M.D.

Ming-Na Wen

Moriah Smallbone

Randall Park

Renae Ingles

Sam Judge

Simu Liu

Stephen Kunken

Susanne Moore

Tony Khan

Uma Srivastava

(Executive Director)

Veronica Jackson



OUR KULTURECITY® TEAM

Our team consists of dedicated individuals who come from different neurodivergent backgrounds but are all united in the mission of KultureCity®

80% of our team identifies as being neurodivergent and we are proud to maximize those unique skill sets.

Being a part of the KultureCity® team has been the adventure of a lifetime. As an autistic adult, working in a culture that both builds up neurodiverse talent and utilizes our skillsets to help others with invisible disabilities provides so much meaning and purpose to my life.

To be given the opportunity to build the kinds of resources that benefit people like myself and others is something that I do not take for granted. We here at KultureCity® are changing the world for the better and our neurodivergence is a valued asset in making that change a permanent reality.



Every day has its different challenges. Sometimes my natural state of being struggles with what needs to be done. But with a positive, supportive, and understanding team behind all of us, all KultureCity® team members have the opportunity to display that we are more than the sum of our parts as we make 'nevers' possible for millions around the world.

Sean Culkin



OUR STORY CONTINUES

**The continued growth of the Sensory Accessible/
Inclusive® movement depends on your support.**

In 2025, KultureCity® opened doors for millions of individuals to participate in experiences once thought impossible. By becoming part of this movement in 2026, you help extend this reach farther than ever before—and **Make the Nevers Possible** for those who need it most

**KultureCity® turned inclusion into a movement.
The Steam Plant will turn it into a **legacy****

OUR FINANCIALS



KultureCity®

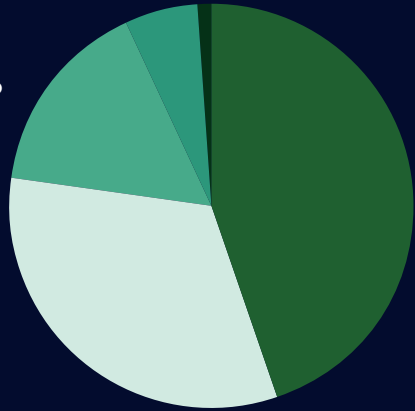
For all abilities and all ages

Sensory Inclusive™ Bag

www.kulturecity.org

Income

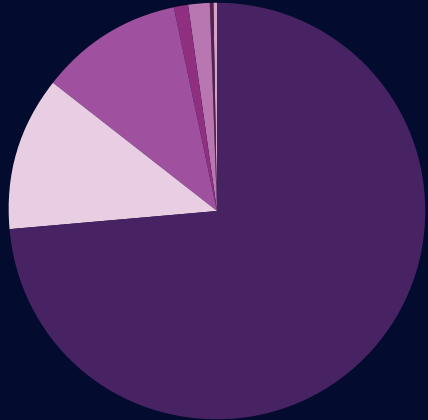
- **Investment/other income:** \$14,966.26
- **Fundraiser:** \$549,613.50
- **Gala event:** \$1,509,470.00
- **Sensory Fee:** \$3,080,386.38
- **Donations/Pledges:** \$4,3147,68.74



TOTAL INCOME: \$9,469,204.88

Expenses

- **Other Expenses:** \$2,259.12
- **Professional Fees:** \$24,610.00
- **Administrative:** \$86,690.80
- **Marketing:** \$106,885.76
- **Staff Salaries:** \$758,225.08
- **Fundraising:** \$823,743.06
- **Program:** \$5,072,611.30
- **Steam Plant:** \$468,864.63 *



TOTAL EXPENSE: \$7,343,889.75

* STEAM PLANT EXPENSE NOT INCLUDED IN PIE CHART

TOTALS

INCOME IN EXCESS OF EXPENSES: \$2,125,315.13

TOTAL LIABILITIES: \$9,925,243.35

BEGINNING NET ASSETS: \$38,847.46

ENDING NET ASSETS: \$2,164,162.59

TOTAL ASSETS: \$12,089,405.94



**A VISION TO
MAKE THE
NEVERS POSSIBLE**

For more information:

Uma Srivastava, Executive Director

uma@kulturecity.org | 601-917-1680

Follow us on social media
for the latest updates.



Make the Nevers Possible.

