

Digital Wellness Grant Program

We recognize the promise of technology for children’s education, expression, inclusion and, of course, entertainment, as our digital lives continue to expand rapidly. Disney is committed to delivering positive, inclusive, and curated content and experiences designed for children of all ages and their families to enjoy together.

The Disney Digital Wellness Grant Program provides grants to non-profit organizations that educate children, parents and teachers about digital citizenship and positive, safe and responsible use of technology. In 2024, Disney funded the following 13 organizations and projects around the world.



[Chicos.net](#) is an Argentinian NGO specializing in digital citizenship. Chicos promote the rights of children, adolescents, and young people in digital environments and raise awareness of issues related to online safety, positive use of technology, and digital literacy. With Disney’s support, Chicos has addressed the challenges around the development of digital skills and deficits in communication skills in digital languages and formats. This initiative focused on children ages 8-11, their families, and teachers through targeted campaigns.



The [Canadian Centre for Child Protection Inc.](#) is a charity dedicated to the personal safety of all children. They aim to reduce sexual abuse and exploitation of children through their reporting hotline and educating the public. Disney supported the Kids in the Know (KIK) program, which is a national safety education program that collaborated with schools across Canada to develop prevention and education materials. In 2024, the Centre created a new KIK lesson that covered timely topics such as AI image sharing, consent, and deciphering between healthy and unhealthy relationships. Their programming is offered through digital learning tools to meet the needs of students inside and outside of the classroom.



[Childnet International](#) is a UK NGO that empowers young people to navigate the digital world safely and with confidence. Disney supported the annual Childnet Film Competition that challenged young filmmakers to create a short film themed “*It’s not your fault. How can we support each other against online scams?*” For that year’s competition, the first-place entry was a news story following a group of digital leaders with a mission to stop others from being scammed online. The students used storytelling to educate their peers to better protect themselves online. In addition, Childnet

runs an online education program for youth, families, and educators to raise public awareness of online risk.



The [European Association for Viewers Interests \(EAVI\)](#) is an international non-profit organization in Belgium dedicated to media literacy advocacy. In 2024, Disney supported two campaigns, a video, and podcast series called “*Which Skills Do I Need.*” The goal was to inform youth and the public about AI, digital wellbeing, and privacy. In addition, EAVI created a research initiative on video games in relation to media literacy. The outcome of this research project was a report with recommendations for video game developers to highlight best practices for media literacy in the gaming industry. These campaigns contributed to educating a wider audience about online safety.



[Emirates Safer Internet Society](#) or eSafe’s mission is to empower children and youth to use the internet responsibly to prevent them from online risks through advocacy, awareness raising, building capacity, and engagement with stakeholders. In 2024, Disney provided a grant to help them empower educators and students on the ethical use of AI and robotics to promote student safety and wellbeing in schools. More specifically, this project enabled the engagement of 91 schools and 628 students aged 9-19, where students submitted 3-minute videos showcasing ideas on using AI and robotics to support safety. A competition was undertaken and an awards ceremony held at the University of Dubai in April 2025. Some noteworthy projects included using AI as an emotional companion robot, using AI for mental resilience, and using AI as a sign language translator, among other concepts. The students honed their AI and robotics skills in support of advancing digital wellness.



The [Family Online Safety Institute](#) is an international non-profit organization that convenes leaders in industry, government, and non-profit sectors to find innovative solutions to make the online world safer for kids. Disney supports the bi-annual Online Safety Survey, which aims to better understand perspectives on digital safety among children and parents. The results from this survey inform evidence-based research to educate policymakers about the opportunities and risks of the online world. In addition, member companies have access to the survey results to provide insight into ways they can implement safer youth/family design to encourage online safety.



[Fundación Fad Juventud](#) is a non-profit organization based in Spain that aims to improve the well-being of young people by reducing the influence of risk factors that may impact their socialization. In 2024, Disney supported the Proyecto SHIELD program, a web space that offers educational and informative resources to families with young children. This digital learning space was able to reach more than 2,400 parents in the first year and continues to provide parents with the capacity to promote safe usage of technology for their children.



The [Internet Watch Foundation](#) is a UK-based non-profit organization working to disrupt, prevent, and minimize online child sexual abuse material (CSAM). They offer the public a safe and anonymous place to report child sexual abuse they may have accidentally seen on the internet and proactively search for criminal content online to have it removed. Disney's grant to IWF supported their analysts to seek out, assess, and remove images and videos of children experiencing abuse. In 2024, IWF closely tracked AI-generated CSAM and how it was being commercialized. They also hosted an AI Safety Summit with the aim to combat AI-generated CSAM and raise awareness of the harms especially among young people.



[Media Monitoring Africa](#) is a South African based organization that promotes the development of free, fair, ethical, and critical media through digital platforms. Disney supported the Web Rangers program, an international digital and media literacy initiative that empowers South African children, teachers, and parents. This program operates through in-person and online trainings, in addition to a school assembly presentation that educates children on how to communicate safely online to build a positive digital footprint.



The [National Center for Missing & Exploited Children](#) (NCMEC) is a U.S based non-profit that works with families, victims, private industry, law enforcement, and the public to help find missing children. They also work directly to prevent the abduction and exploitation of children. Disney supports *NetSmartz*, an internet safety program for children ages 5-17 that helps build digital literacy skills and safer online behavior. In 2024, 3 new episodes of “Into the Cloud” were developed to educate children about generative AI and deepfakes, digital boundaries, and not sharing exploitative content. The goal was to increase their awareness of risks online and how to ask for help. NCMEC also made this resource available with Spanish translations.



The [Paradigm Initiative](#) is a non-profit organization that works to connect underserved African youth with digital opportunities and improve their livelihoods through digital inclusion and digital rights programs. Disney supported the LIFE (Life skills, ICT’s, Financial literacy, and Entrepreneurship) Legacy Program. This program uses classroom sessions to train and mentor participants to build digital skills such as marketing, design tools, advocacy, and entrepreneurship. The goal is to equip participants with these transferable skills they can apply to future opportunities while also allowing them to return as mentors to train new participants.



The [Dutch Media Literacy Network](#) consists of over a thousand organizations committed to media literacy. These include libraries, schools, social institutions, media, information and communications technology companies, and research institutes. In 2024, Disney supported the expansion of the Digital Balance Self-Test tool which helps individuals better understand their ideal healthy media usage and actual behavior. The project allowed for the creation of two versions: updates to the existing test for ages 12+ and a new version for children age 8-11. In addition, they released a video in the form of testimonials to empower young children in their digital citizenship.



The [United Nations Interregional Crime and Justice Research Institute \(UNICRI\)](#) is a UN agency that offers expertise in crime prevention and criminal justice issues. They invest in research to inform policy recommendations and intervention programs. Disney supported UNICRI's Centre for AI and Robotics to conduct a study on parents' perceptions about their teens' use of GenAI. They surveyed 159 parents from 19 countries across Europe, Asia, Africa, and the Americas. The key takeaways from this study were that there is a need for parental support guiding their children's usage of GenAI. It also highlighted the importance of AI literacy as a shared responsibility between schools and families.



[Yayasan Ganara Mariberbagi Seni](#) is an Indonesian-based organization that aims to shape the creative mindset in each student through art education. In 2024, Disney supported the Digital Wellness Art Festival, a series of events for schools and the public to promote life balance, internet safety, and digital knowledge. The festival included a workshop using art activities to evaluate participants' knowledge of internet safety. In addition, the project supported a talk show with interactive installations on digital literacy topics and a 3-day digital literacy training for school leadership. This project engaged 800 primary and secondary students and 100 teachers.