



# FUTURE GOALS

POWERED BY EVERFI

## EXECUTIVE SUMMARY

2023-2024

# National Hockey League and National Hockey League Players' Association

Prepared by EVERFI from Blackbaud with data from the 2023-24 Impact Report

### Project Impact



**132,182**

Students Reached



**2,292**

Active Schools



**200,430**

Hours of Learning



**27**

Point Increase in knowledge of STEM concepts after participating in the program

### STEM Attitudes



**61%**

Students agree the Future Goals Hockey Scholar™ course helped them understand how math and science concepts are used in the real world



**61%**

Agreed it helped them understand math and science concepts through hockey



**45%**

of students agreed they were more interested in math and science after completing the Future Goals Hockey Scholar™ course

### Educator Ratings

**98%**

The course was interesting for students.

**94%**

The course enhanced the material I teach in class.

**97%**

Overall, how would you rate the course?

**+63**  
Net Promoter Score



**EVERFI**  
from Blackbaud

# Future Goals Activations

## Club Engagement



36

Virtual Events



28

In-Person Events



10,081

Students Impacted



488

Schools Participated



# Most Valuable Teacher

For the fifth year, the NHL & NHLPA launched the Future Goals™ Most Valuable Teacher Program presented by SAP, which celebrated 60 dynamic Future Goals teachers January through March across North America. Public voting narrowed the field to three finalists and culminated with the awarding of the Future Goals™ Most Valuable Teacher of the Year presented by SAP in mid-May.

Over the course of the five-year partnership, the program has recognized nearly 300 extraordinary teachers and donated \$265,000 dollars to support communities and school districts through technology and sustainability.



107,034

Most Valuable Teacher Program Votes



21,373

Emails Captured



60

Most Valuable Teachers Recognized



I am inspired to teach my students about STEM. I know that pursuing an occupation in STEM, or becoming engaged with STEM at a young age, will open countless doors for my students for their entire lifetime."

**Ms. Amani G.**  
Charles Dawes Gates  
Elementary School  
Teacher, Chicago, IL