



**IMPACT**  
COMPETITION

# Annual Report 2025



# *Our Small (But Mighty!) Team*



**Lance Breitstein,**  
Founder



**George Belcher,**  
Executive Director



**Taylor Katz,**  
Assistant Director

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# A Message From Our Founder

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2025 tested the nonprofit world in ways few of us could have predicted. Across the country, organizations faced tighter budgets, shifting priorities, and growing need—all at the same time. And yet, despite the upheaval, Impact Competitions continued at schools around the country and hundreds of students' lives were changed.

**I want to recognize the incredible resilience and grit of our university partners and our competition partners.** Many have faced layoffs, budget cuts, and a level of uncertainty that would rattle any for-profit business owner. It would have been easy to fold and to pause or reduce our impact. Instead, we adapted. We solved problems in realtime.

This year made one thing clearer than ever: the world needs us at our best. Not just as organizations, but as individuals. **Each of us has something to give: time, wisdom, money, or care. When we share those things with intention, we don't just help others, we also create momentum and inspire others.** Small actions compound into bigger outcomes, and positive change builds on itself when enough people commit to doing their part. 2025 was another year of fulfilling our motto: to compound positive change.

That's why our motto matters more than ever. It's our reminder that progress is built through consistent effort. Anyone can donate or volunteer when times are good. But it takes real sacrifice and prioritization to continue to do so in the tough years. The beauty of compounding means that work pays off even greater in the future.

As we head into 2026, I hope you'll continue building with us. **Whether you attend a competition, donate, or simply share what we're doing, you're helping positive change compound. One student, one nonprofit, one community at a time.** And if you want to stay connected to the stories, the wins, and the opportunities to get involved, follow us on social and help us spread the mission.



*- Lance B*

**Lance Breitstein**  
Founder

# Our Mission

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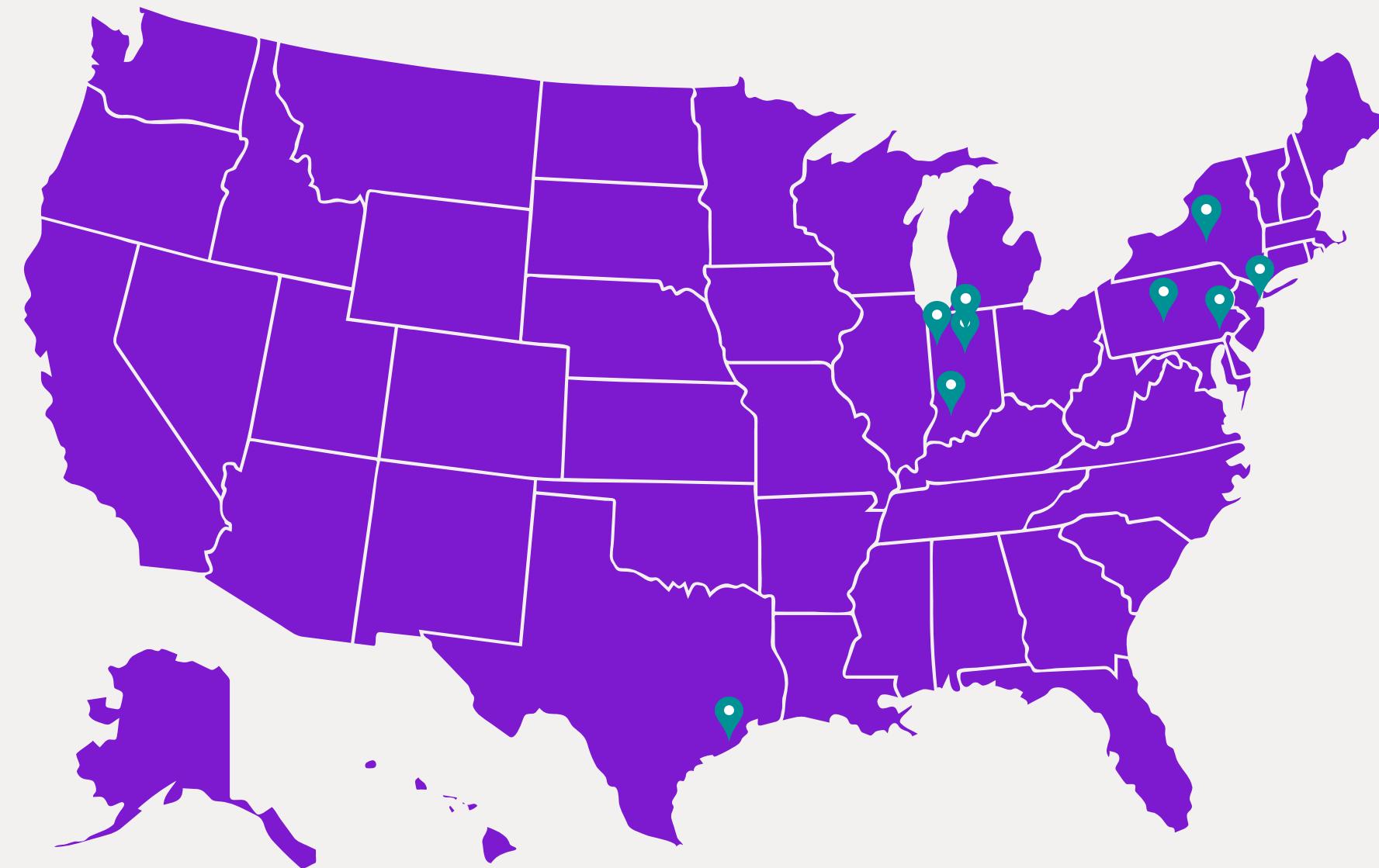
**Established in 2018, the Impact Competition is a collegiate case competition that partners with universities across the country to connect students to area non-profits.** The competition provides a financial incentive for teams of students to brainstorm effective solutions for the most pressing issues impacting their communities, with the winning team receiving a cash prize, and the non-profit receiving a substantial sum to implement the winning ideas in partnership with the winning students.

The Impact Competition empowers students to become agents of change by fostering collaboration between universities and non-profit organizations. **By inspiring a new generation of philanthropic leaders, we aim to create a positive and sustainable impact on society.**

# 2025 Fast Facts

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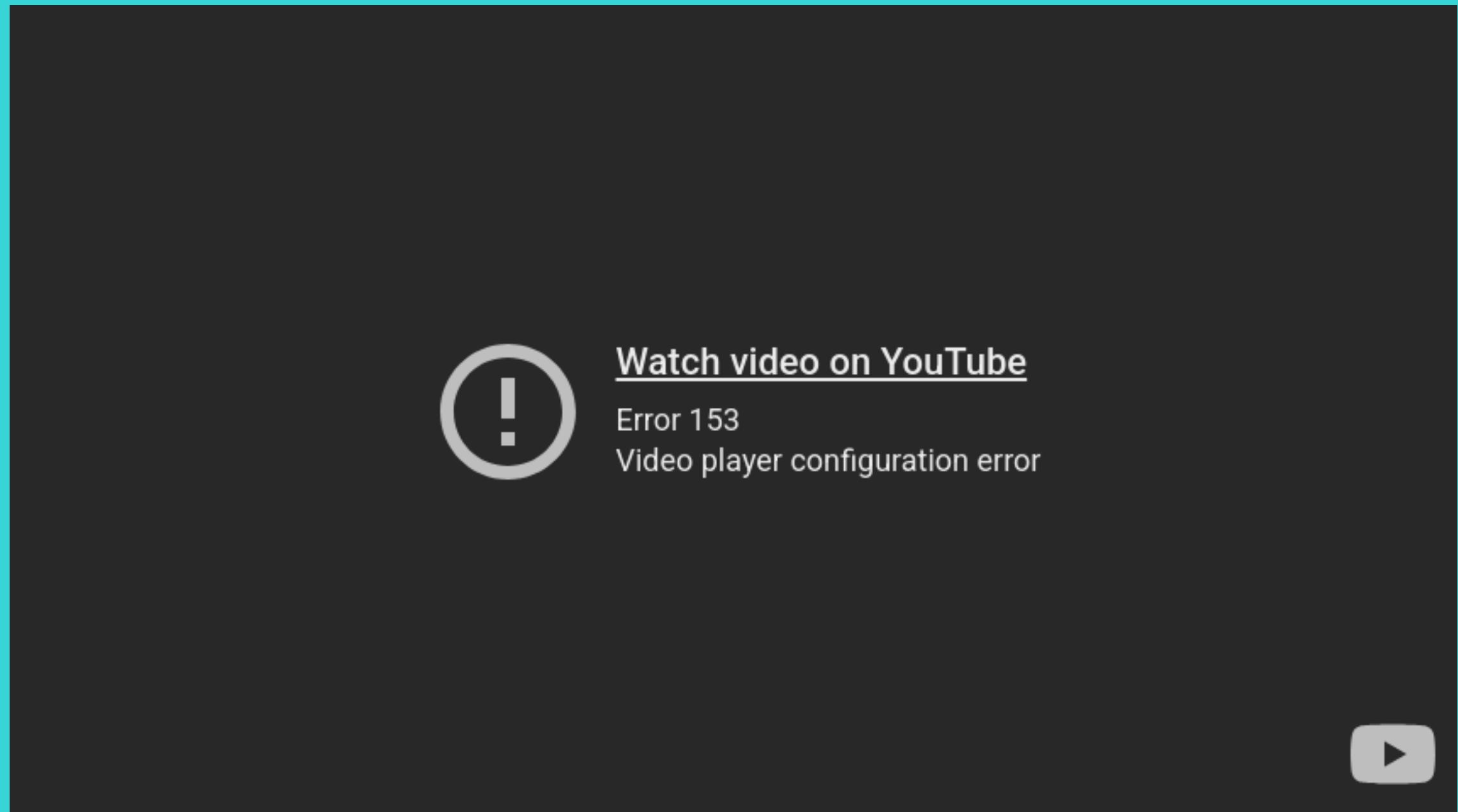
- ★ 11 Inspiring On-Campus Competitions
- ★ 9 Communities Supported
- ★ 22 Non-Profit Partners
- ★ 500+ Student Worldviews Expanded
- ★ \$100K+ Donated Directly to Non-Profits



# Partner Highlight: Cornell University

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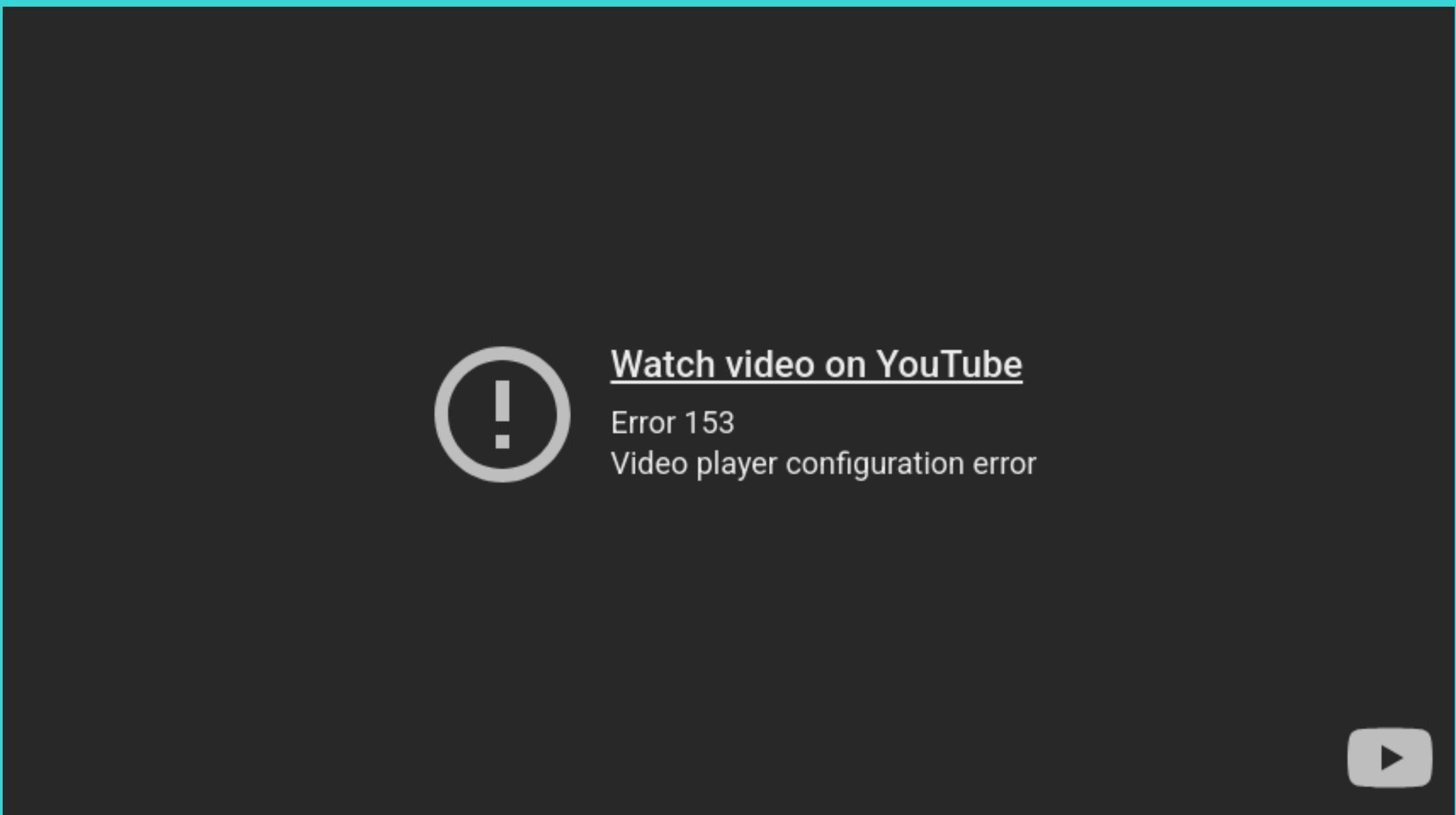
There's nothing quite like being in the room for an Impact Competition. The feeling of inspiration, creativity, intelligence, and hope is palpable. However, this video featuring clips from a recent Cornell University Impact Competition comes pretty close to the real thing!



# Impact Highlight: Food Connect in Philadelphia, PA

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Learn about one of our amazing 2025 non-profit partners, [Food Connect](#), a Philadelphia-based non-profit that rescues food that would otherwise go to waste and delivers it to food pantries, shelters, and directly to families. This work supports food-insecure families as well as citizens with chronic diseases with their “Food as Medicine” boxes.



## ***“Why I Give”***

“My wife and I give to the Impact Competition because it is focused on people and relationships. Each of us has an obligation to help those in our communities, as life is not meant to be lived in isolation. The Impact Competition’s focus on teaching younger generations that they are capable of driving change in the area they live. In a world that is growing increasingly apathetic to the problems we all face, the Impact Competition provides hope that young minds will change our world for the better.”

-David Lynch, long-time annual donor

# NEW in 2025: The Impact Competition Summer Internship

**In the summer of 2025, we partnered with Cornell University to offer a brand new opportunity: three summer internships with three different non-profit partners.**

At Cornell, the Impact Competition is a part of the Grand Challenges Program. This program involves a sequence of courses at the Charles H. Dyson School of Applied Economics and Management in the Cornell SC Johnson College of Business. We worked with Cornell to design an internship that would allow Cornell students to build on their experience of being a part of the Impact Competition by interning at one of three non-profits that had previously been Impact Competition partners.

In this flagship program, we sponsored 505 total internship hours, and partnered with [The Coalition for Healthy School Food](#), [Shared Kitchen Ithaca](#), and the [OKB Hope Foundation](#). These first two non-profits are based in Ithaca, NY, where Cornell is located. The third is a Ghana-based non-profit focused on transforming healthcare in Ghana through collaborative education, cutting-edge research and patient-centered care, and the student intern was able to work remotely to assist this organization doing such important work.

Cornell received applications from 26 undergraduate business students in the Charles H. Dyson School of Applied Economics and Management, and 3 interns were matched and hired for this exciting opportunity. To read more about <sup>10</sup> the non-profit partners and the students' experiences, [view our new blog post here](#).

# Social Media Impact Update



YouTube



In the past year, we've been more social than ever before! We've reached over 300,000 views on social media in 2025, and our following has increased 400%. We have also increased our video capturing of competitions, partners, and other impact signifiers to better tell our compelling story.



[Watch video on YouTube](#)  
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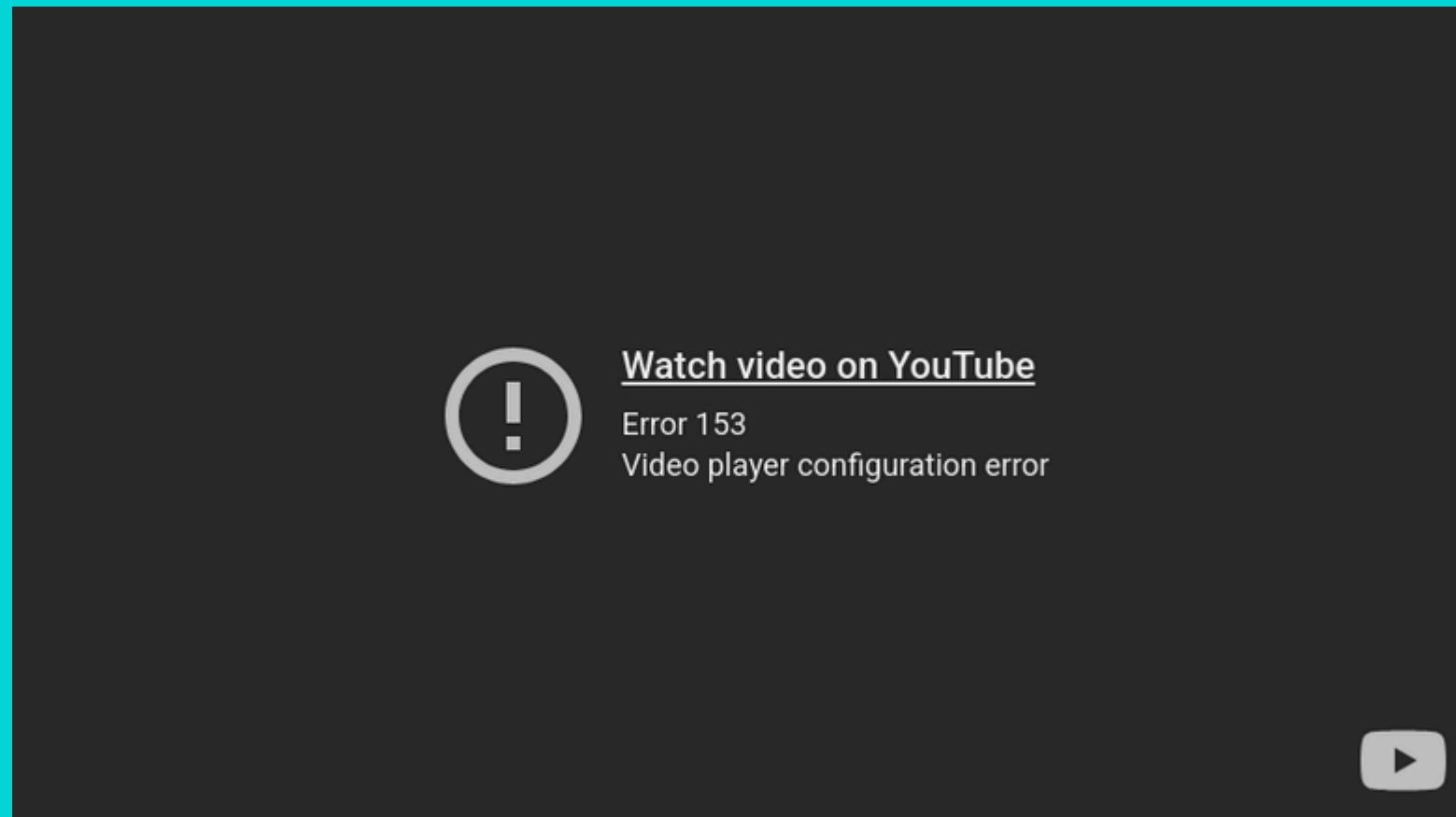
Learn about the course-integrated Impact Competition at Villanova University



[Watch video on YouTube](#)  
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Learn about the first Notre Dame Impact Competition from a member of the winning team



An Indiana University graduate talks about how the Impact Competition continues to shape his giving

# Get involved in 2026

No matter your bandwidth, there is a way for you to join us in this important work of inspiring the next generation of creative change makers and community-minded citizens.

From smallest to greatest impact, you can:

- 🎯 Share our photos & videos on social
- 🎯 Introduce us to your school or alma mater
- 🎯 Volunteer as a judge for an upcoming competition
- 🎯 Connect us to a donor
- 🎯 Donate directly to our 501c3 organization

Reach out to us today to get involved!  
[director@impactcompetition.org](mailto:director@impactcompetition.org)

# What's Ahead in 2026

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As we look ahead to 2026, we're thrilled to announce four new partner schools: the University of North Carolina, the Maryland Institute College of Art (MICA), Johns Hopkins University, and the University of Rochester.

**Half of these new partnerships are a result of inspired students or faculty members at these institutions reaching out to us directly with a dream of bringing the Impact Competition to their school. In recent years, we have entered into a new era of our organization, where the new partners come to us, as opposed to us pitching our program to them.**

We have been especially inspired by the students at the University of Rochester, who reached out with a dream of hosting an Impact Competition that would partner with a non-profit started by University of Rochester students, called Project Level the Field, that aims to support first-generation college students. **Additionally, the Impact Competition at the University of North Carolina this spring will be our largest competition to date, comprising 200+ number of students across two days of presentations.** We cannot wait to see how our program (which is truly scalable to any size) will run with so many inspired student teams! And finally, our partnership with MICA and Johns Hopkins is a dual-school Competition which will occur in the summer of 2026, and will be attended by our Executive Director, George, who is a graduate of MICA.

We are also looking forward to sponsoring our second year of summer internships with Cornell University, which will allow students there to continue their impactful work long after Competition Day. **Plus, stay tuned for an exciting new program from the Impact Competition in 2026, the details of which we will share very soon!**

# Thank You To Our Partners!

**Thank you to our 2025 partner schools:** Indiana University, the University of Houston, Culver Academies, Penn State University, Cornell University, Villanova University, Columbia University, MICA, Johns Hopkins, the University of Chicago, the University of Notre Dame, the University of North Carolina, & the University of Rochester

**Thank you to the coordinators at these institutions,** who work so diligently to bring Impact Competitions to life on their campuses

**Thank you to our non-profit partners,** who devote time and energy to working with our partner universities to design cases, judge the competition, and work with students to bring their ideas to life

**And of course, a big thank you to our donors, who make all of this work possible!**



# Thank You!

Get Involved! [Donate Today!](#)

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