



# IMPACT REPORT

2024



**KultureCity**<sup>®</sup>

**A sensory room, like the one at Gainbridge Fieldhouse in Indianapolis through KultureCity®, can be a lifeline for individuals with sensory sensitivities, providing a safe space to reset during overwhelming events.**







# WHO ARE WE

**KultureCity® is the world's leading nonprofit on sensory accessibility and acceptance for those with invisible disabilities and sensory needs. Founded in 2014 in Birmingham, Alabama, KultureCity® has since expanded to certify more than 3,500 locations and many more events in the USA and the rest of the world.**

These include but are not limited to zoos, aquariums, restaurants, concerts, arenas, cruise ships, hospitals, first responder agencies and many more. Going into our 11th year of global impact, KultureCity® has empowered and changed the lives of millions in the neurodiverse community such as individuals with PTSD, autism, dementia, and traumatic brain injuries.

Following the mission statement "Making the Nevers Possible", KultureCity's goal is to foster a global community of awareness, acceptance and most importantly, inclusion for those with invisible disabilities and sensory needs. Through robust trainings, reliable sensory tools and innovative technologies, KultureCity® has given individuals the opportunity to "Make the Nevers Possible" for the past 11 years and will continue to do so for years to come.

**KultureCity® is the world's leading nonprofit on sensory accessibility and acceptance.**



**KultureCity® stands as a shining example of how **knowledge, compassion, and understanding** can profoundly transform lives, reminding us every day of the incredible impact we can have when we choose to embrace accessibility and inclusivity.**





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...nsta  
...ton

born to  
out

# 2024 was a huge year...



Helped more than

# 2.5 MILLION PEOPLE

# 2024



Handed out

## 991,230

**SENSORY BAGS**

Trained

## 900,888

**INDIVIDUALS**



## 3,912

**SENSORY INCLUSIVE CERTIFIED  
VENUES ACROSS 5 CONTINENTS**

Built

## 687

**SENSORY  
ROOMS**

Gifted

## 451

**SENSORY MOBILE  
STATIONS**

## 59

**LIVES SAVED WITH  
FIRST RESPONDER  
TRAINING**

## 1,534,147

**APP DOWNLOADS**

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

**A few examples...**



COLDPLAY



JUNOS

SXSW



SICK NEW WORLD



AEW



SUPER BOWL



CELEBRITY CLASSIC

BALLDROP



FORMULA 1 LAS VEGAS GRAND PRIX 2024



AWS re:Invent

IMAGINE DRAGONS

LAUREN DAIGLE

PAUL McCARTNEY

WHEN WE WERE YOUNG

bonnaroo MUSIC & ARTS FESTIVAL

AUSTIN CITY LIMITS

WIZARDING WORLD Harry Potter NEW YORK

LEGO

CMA FEST

JUST SOME OF OUR PARTNERS...

**WE ACTIVATED ON  
213 OUT OF 365  
DAYS IN 2024...**

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**JAN**

			<b>FEB</b>	1	2	3	4
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29				

						1	2	3
<b>MAR</b>	4	5	6	7	8	9	10	
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25	26	27	28	29	30	31		

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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

**APR**

				<b>MAY</b>	1	2	3	4	5
6	7	8	9	10	11	12			
13	14	15	16	17	18	19			
20	21	22	23	24	25	26			
27	28	29	30	31					

							1	2
<b>JUN</b>	3	4	5	6	7	8	9	
10	11	12	13	14	15	16		
17	18	19	20	21	22	23		
24	25	26	27	28	29	30		

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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**JUL**

				<b>AUG</b>	1	2	3	4
5	6	7	8	9	10	11		
12	13	14	15	16	17	18		
19	20	21	22	23	24	25		
26	27	28	29	30	31			

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<b>SEPT</b>	2	3	4	5	6	7	8	
9	10	11	12	13	14	15		
16	17	18	19	20	21	22		
23	24	25	26	27	28	29		
30								

			1	2	3	4	5	6
<b>OCT</b>	7	8	9	10	11	12	13	
14	15	16	17	18	19	20		
21	22	23	24	25	26	27		
28	29	30	31					

							1	2	3
<b>NOV</b>	4	5	6	7	8	9	10		
11	12	13	14	15	16	17			
18	19	20	21	22	23	24			
25	26	27	28	29	30				

									1
<b>DEC</b>	2	3	4	5	6	7	8		
9	10	11	12	13	14	15			
16	17	18	19	20	21	22			
23	24	25	26	27	28	29			
30	31								



**North America**

Canada

Mexico

United States of America

- 49/50 states

**KultureCity® has helped  
bring Sensory Inclusive™  
environments to countries across  
the world, allowing people who  
otherwise could not participate  
to enjoy the things they love.**

**Europe**

- Belgium
- Denmark
- France
- Germany
- Italy
- Netherlands
- Poland
- Portugal
- Spain
- Switzerland
- Sweden
- United Kingdom



**South America**

- Argentina
- Brazil
- Chile
- Columbia
- Peru

**Asia**

- Japan
- Indonesia
- Malaysia
- Taiwan

**Australia**

**New Zealand**

**We have thoroughly enjoyed our visit today at Georgia Aquarium! The sensory room KultureCity® has provided gave much needed and used respite across what was now a successful visit that would not have otherwise been for us without this accommodation.**







**KultureCity® was present  
at every single Coldplay  
concert on their Music of the  
Spheres World Tour in 2024,  
2023 and will be joining the  
band on the road in 2025.**

**COLDPLAY**  
MUSIC *of the* SPHERES



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 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.



**KultureCity® is constantly helping families to create fulfilling and memorable experiences with their children of all abilities. Events and tasks that would have been declined in the past are now, not only possible, but enjoyable.**

**They have put ease in and taken stress away.**







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 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



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*(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 neurodivergent female feels celebrated on the KultureCity® team, and that is something that sets the foundation for me to bring fresh ideas and to maximize on my creative-centric neurology.

It also has proven to be a benefit in the realm of customer service and speaking engagements championing sensory inclusion, as my bend toward empathy and hospitality is integral to who I am.

While there certainly are obstacles to being neurodivergent, I am never shamed for them. With that safety and type of culture, my dedication to KultureCity® and the mission of Making The Nevers Possible is infinite.

**Meg Raby Klinghoffer**  
Chief Koji Officer



# OUR STORY CONTINUES

**To continue the growth of the Sensory Inclusive™  
movement, we need your help.**

In 2024 KultureCity® lifted barriers to millions of individuals who are now able to enjoy the things they love. Becoming a part of our team in 2025 will help us to expand this reach further than ever before – and **Make the Nevers Possible** for those who need it most.

## For more information:

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**Make the  
Nevers Possible.**

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