



2025 MESH HELPS IMPACT REPORT

Building Resilience Through Play: The Impact of MESH Helps



MEASURABLE IMPACT

- 300+ toys and games have been submitted for MESH Accreditation
- 50+ leading companies have joined MESH Helps in our mission to support youth mental health
- 2 White Papers launched with the most recent in September 2025
- Featured by AP News, NPR, and Amazon Holiday Gift Guide
- 2 partnerships with experts - Dr. Deborah Gilboa (resilience expert) and psychologist, Dr. Amanda Gummer



WHY IT MATTERS

Research shows that resilience isn't something you're born with—it's something that can be taught.

- 1 in 5 children experience a mental health challenge before age 14 ([CDC.gov](https://www.cdc.gov))
- Play is proven to build resilience, empathy, and coping skills
- MESH Helps bridges the gap between mental health research and the toy industry, helping families find products that support children's well-being



WHY SUPPORT MESH HELPS

MESH Helps is a nonprofit initiative working to make play a force for good. When companies give to MESH Helps, they're not just donating—they're leading.

Supporting MESH Helps is an investment in the future of play, where every toy and game helps children grow stronger inside and out.

Your contribution helps:

- Advance resources and standards that elevate the entire toy industry and beyond
- Build trust in families, educators, and retailers who care about children's emotional well-being
- Position your company as a leader in responsible play and social impact
- Expand visibility and credibility as part of a movement recognized by parents, trade leaders, and the media

THIS ISN'T ABOUT DIRECT ROI—IT'S ABOUT BUILDING INDUSTRY-WIDE RESILIENCE AND A REPUTATION FOR DOING WHAT'S RIGHT FOR KIDS.

DRIVING CHANGE THROUGH PLAY

- [New White Paper](#) - Resilience isn't born, it's built. This white paper explores how play builds the coping and problem solving skills every child needs to conquer change and challenge.
- [Parent Resource Hub](#) provides actionable guidance on MESH play patterns to families and caregivers
- [Industry Education](#) - MESH Helps is influencing how companies design, market, and talk about mental wellness in play



OPPORTUNITY AHEAD

JOIN THE MESH HELPS MOVEMENT!

With additional funding, MESH Helps will:

- Expand MESH Accreditation and awareness among parents and retailers
- Develop new digital tools to help families choose products with MESH Accreditation
- Partner with research institutions to measure real-world outcomes
- Grow training and advocacy for play-based resilience worldwide

TOGETHER, WE CAN BUILD A FUTURE WHERE EVERY CHILD'S PLAY BUILDS RESILIENCE. JOIN
MESH HELPS IN SHAPING THE FUTURE OF PLAY.

CONTACT US

Learn more: MESHhelps.org

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