

HARMONY STREET KIDS · CASE FOR SUPPORT

# The Case for Harmony Street

What the rise of Gracie's Corner teaches us, and why an animated *Sometimes Grandma...* series can meet a need no one is meeting yet: helping young children and their families live with a grandparent's Alzheimer's or dementia.

Prepared for foundations, corporate sponsors, Alzheimer's and caregiving organizations, and media partners.

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THE SHORT VERSION

# A proven model, aimed at an unmet need

**Gracie's Corner** started in 2020 as a Houston family's YouTube channel. Six years later it has more than 6.3 million subscribers and nearly 10 billion views, four NAACP Image Awards, a HarperCollins book deal, a sold-out national tour, and a global rights deal with Disney that puts it on Disney+ and Disney Jr. while it continues on YouTube.[1, 2] It proved that an animated series built by a family, grounded in a real child and made for children who rarely see themselves on screen, can grow from a free channel into a global children's brand.

**Harmony Street Kids** brings that model to a need that is growing every year. 7.4 million Americans 65 and older are living with Alzheimer's dementia, 12.7 million family members and friends are caring for them, and about a quarter of those caregivers are also raising a child.[9] Children live with this disease at home every day, yet the resources made for them are few: mostly picture books and short, one-time videos. In our review, we did not find an ongoing animated series made for young children about a family member living with dementia.[15]

> **We are ready to build it.** We have a published book, a series bible for five books and six children, recovered original artwork, a color system drawn from that art, and an animated proof of concept in development. With support, *Sometimes Grandma...* becomes an ongoing animated series that helps children understand what is happening to someone they love, gives their caregivers words and tools, and gives Alzheimer's and caregiving organizations a resource they can share with every family they serve.

# Part 1. Gracie's Corner: how a family channel became a global brand

## How it started

During the COVID-19 pandemic, Graceyn Hollingsworth wanted her own YouTube channel. For her safety, her parents created an animated character in her likeness instead.[4] Dr. Javoris Hollingsworth, a former organic chemistry professor, writes, produces and composes the music. Dr. Arlene Gordon-Hollingsworth, a psychologist, contributes content ideas, and Graceyn voices Gracie.[3]

Their reason was personal. They could not find diverse, age-appropriate educational content for their daughter, so they made it.[5] The series features predominantly Black and Latino characters and reimagines nursery rhymes and learning songs with hip-hop, reggae, Afrobeat and pop influences.[5, 16]

## How it grew

**2020** · Launches on YouTube from Houston, Texas.[3]

**2022** · Draws 77 million views in a single month (July).[5]

**Early growth** · Signs with UTA and Underscore Talent; expands into merchandise, books and activity materials.[6]

**2024** · Named to The Hollywood Reporter's 50 Most Powerful Players in Kids Entertainment.[3]

**2025** · National tour, "Gracie's Corner Live," with sold-out shows.[1]

**2025 and 2026** · Four NAACP Image Awards: Outstanding Children's Program and Outstanding Animated Series, both years.[1]

> **June 2026** · Disney acquires global linear and streaming rights to more than 120 shorts and 18 compilations and agrees to develop new original content. Premieres June 15 on Disney+ and Disney Jr. and continues on YouTube.[1, 2]

**6.3M+**
YouTube subscribers[1]

**~10B**
Lifetime views[1]

**4**
NAACP Image Awards[1]

**120+**
Shorts licensed to Disney[1]

### What made it work

- **A real child at the center.** Gracie is an animated version of a real girl, voiced by her. Families connect to that authenticity, and the animated likeness protects the child's privacy.[3, 4]
- **Representation as the reason, not a feature.** The series exists because the family could not find content that reflected their daughter. That purpose is visible in every episode.[5]
- **Music as the engine.** Catchy, original songs give children a reason to watch again and parents a reason to keep it playing.[4]
- **Learning that includes feelings.** Alongside early learning, the content teaches children breathing exercises and coping skills.[7]
- **A free channel first.** Consistent releases on YouTube built the audience; that audience is what drew Disney, publishers and live-event demand.[1, 2]
- **Products that extend the screen.** Workbooks and coloring books tied to episodes, a HarperCollins book deal and a live tour keep families engaged off screen and diversify revenue.[1, 5, 8]

Gracie's Corner is referenced here as an independent public case study. Harmony Street Kids is not affiliated with Gracie's Corner or The Walt Disney Company.

## Part 2. Harmony Street Kids, side by side

Harmony Street Kids follows the same proven pattern: a family story, real children, representation by design, music and a free platform, extended by books and activities. The difference is focus. Gracie's Corner serves early learning, a crowded and well-funded space. Harmony Street serves children and families going through something hard, a space with almost no children's media at all.

| | Gracie's Corner | Harmony Street Kids |
|---|---|---|
| **Origin** | A Houston family's response to a lack of diverse educational content for their daughter, launched in 2020.[3, 5] | A family's response to Grandma Geraldine's (Gerrie's) Alzheimer's journey, first published in 2014 as *Sometimes Grandma... Forgets My Name*. |
| **Real children** | Gracie is an animated likeness of Graceyn Hollingsworth, who voices her.[3] | Jai and Justis were illustrated from real childhood photographs of Jaiya Devi Daniels and Justis Daniels-Bezout. |
| **Creators** | A former chemistry professor and music producer, a psychologist, and their daughter.[3] | Luckie Daniels, a technical program delivery leader, former child advocate and Freedom School program coordinator, and VR4Good innovator; and Justis Daniels-Bezout, co-author, musician and School of Rock instructor. |
| **Representation** | Predominantly Black and Latino characters.[5] | A Black lead family, a bilingual Latina child, identical twins, and a Deaf child whose first language is ASL, each with their own story. |
| **Purpose** | Early learning, confidence and joy. | Understanding a grandparent's dementia, naming feelings, and finding new ways to connect. |
| **Format** | Music-driven animated shorts on YouTube, now also on Disney+ and Disney Jr.[1] | Animated story episodes with original songs on YouTube, plus companion videos for parents and caregivers. |
| **Beyond the screen** | Workbooks, books, a live tour and licensing.[1, 8] | A published book with a second edition in production, a five-book series plan, printable activities, partner toolkits and the Harmony Street website. |

## Why our focus is an advantage

- **Two audiences in every episode.** Children watch to understand; caregivers watch to learn how to talk with them. Each episode will end with a short "Grown-Up Pause" so families watch and talk together.
- **Partners who already reach families.** Alzheimer's organizations, memory care providers, hospices, schools, counselors and libraries already serve the families who need this, and they need resources made for children.
- **Evergreen relevance.** Every year, more families meet this disease for the first time. An episode made today will stay useful for as long as families need it.
- **Clear purpose for sponsors.** Supporting children and caregivers through Alzheimer's is a cause families, employers and communities understand immediately.




Jai, Grandma and Justis on a walk. Original 2014 art by Cherizar Graham.



The Harmony Street Kids: six children, five stories, one neighborhood.

# Part 3. The void Sometimes Grandma fills

Alzheimer's and dementia are usually discussed as a story about elders and the adults who care for them. Children are part of that story too, and they are the least counted and least served.

**7.4M**
Americans 65+ living with Alzheimer's dementia in 2026.[9]

**12.7M**
Unpaid dementia caregivers; about a quarter are also raising a child.[9]

**5.4M**
Young people in the U.S. who are caregivers.[11]

## For children's mental health

Children who watch a grandparent change often feel confused, rejected, afraid or responsible. In a national survey of young caregivers, Alzheimer's or dementia was the most common condition among the people they helped, and caregivers ages 8 to 11 were more likely than their peers to feel that no one loves them (36% vs. 20%) and to feel worthless or inferior (35% vs. 18%).[12] Meanwhile, 11% of U.S. children ages 3 to 17 already live with a current anxiety diagnosis.[14] Research on how dementia in the family affects young people is so thin that a 2023 review found only five studies on adolescents.[13]

Harmony Street is built on a promise to children: *You deserve truthful answers. Your feelings matter. You did not cause the disease, and fixing it is not your job. There are people who can help. Even when things change, there can still be moments of connection, comfort, laughter, and love.* Each episode will help a child recognize a change, name a feeling, learn one true fact and try one safe way to connect.

## For family caregivers

59% of dementia caregivers report high or very high emotional stress, and more than half of women caregivers raising children say dementia care is harder than caring for their kids.[9] Nearly 1 in 3 family caregivers is raising children under 18.[10] These parents need help answering the question every child eventually asks: *Why doesn't Grandma remember my name?* Our companion videos and printables will give caregivers language, activities and reassurance they can use the same day.

### For advocacy and equity

Older Black Americans are about twice as likely, and older Hispanic Americans about 1.5 times as likely, as older White Americans to have Alzheimer's or another dementia. Close to half of Black and Hispanic Americans living with dementia live with their adult children, compared with less than a quarter of White Americans living with dementia, so more children in these families grow up alongside the disease at home.[9] Harmony Street's cast reflects these families, with bilingual and ASL access planned from the start, so the families most affected are the families best served.

### What exists today

The Alzheimer's Association lists seven picture and chapter books for ages 4 to 12 and a four-part video set narrated by kids.[15] These are valuable, but they are one-time resources. A child cannot grow up with them the way children grow up with a show. An ongoing animated series, with familiar characters, songs and new episodes as families move through each stage of the disease, is the missing piece.

## Part 4. What we bring

- **A published foundation.** *Sometimes Grandma... Forgets My Name* (2014), written by Luckie Daniels and Justis Daniels-Bezout and illustrated by Cherizar Graham. A refreshed second edition is in production.
- **A complete creative framework.** The Harmony Street Kids Series Bible sets out five books and six children, editorial and safety standards, and separate clinical, educational, bilingual and Deaf/ASL review paths.
- **Authentic characters.** Jai and Justis are drawn from the real Daniels children. Bella, Luke and Logan, and Corey each carry their own family story, including a bilingual Latina family and a Deaf child whose first language is ASL.
- **Visual assets ready for production.** The original artwork has been recovered and archived, and a color guide sampled directly from that art keeps every frame faithful to the book.
- **An animated proof of concept.** A short introducing Jai, Justis, Grandma and Harmony Street is in development.
- **Community focus.** Outreach is national, with a focus on New Mexico, Texas, Georgia and Ohio, where more than 2.2 million people are caring for someone living with dementia.[9]

## Part 5. What funding unlocks

Support moves Harmony Street through four phases. Each phase produces something families can use, and each one strengthens the case for the next.

**Phase 1** **Foundation**

Confirm character and artwork rights. Finalize the show bible and style guide. Write the pilot script and theme song. Complete review by dementia and child-development advisors. Produce an animatic and test it with families and partner organizations.

**Phase 2** **Pilot**

Produce the pilot episode, the theme song and two or three song shorts, plus the first companion videos for caregivers. Add Spanish audio. Launch with partner organizations ready to share on day one.

**Phase 3** **Season One**

Release story episodes on a steady schedule. Introduce "Letters from Harmony Street," short segments inspired by stories families submit. Publish printable companions for each episode and a partner toolkit for Alzheimer's organizations, schools, libraries and counselors, with ASL access.

**Phase 4** **Growth**

Bring Books 2 through 5 to the screen with Bella, Luke and Logan, and Corey. Host community screenings and family events. Open distribution and licensing conversations as the audience grows.

## Part 6. Ways to partner

| Partner | How you can be part of Harmony Street |
|---|---|
| **Foundations and grantmakers** | Fund a phase, a season or an access feature such as Spanish audio or ASL. We will report on reach, family and caregiver feedback, and partner adoption. |
| **Corporate sponsors** | Present a season, an episode or the caregiver companion series, aligned with brands that serve families, health, aging and caregiving. |
| **Alzheimer's and caregiving organizations** | Review content for accuracy, share episodes and toolkits with the families you serve, co-host screenings, and help shape the stories families need next. |
| **Media and studio partners** | Co-produce, distribute or license the series as it grows, the same path that took Gracie's Corner from YouTube to Disney+. |

We wrote *Sometimes Grandma... Forgets My Name* because our family needed it and could not find it. Twelve years later, millions more families are where we were. Gracie's Corner showed what happens when a family builds the thing it wished existed and keeps showing up for children. We are ready to do that for every child whose grandma, grandpa or loved one is starting to forget. We would be honored to build Harmony Street with you.

**Luckie Daniels and Justis Daniels-Bezout**

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Uncited statements about Harmony Street Kids come from the project's own records, including the Harmony Street Kids Series Bible v1.2. For full national, global and state figures, see the companion document, *Alzheimer's and Dementia by the Numbers.*