

2020  **chieve Annual Report**

*Democratizing access to academic
support one step at a time.*



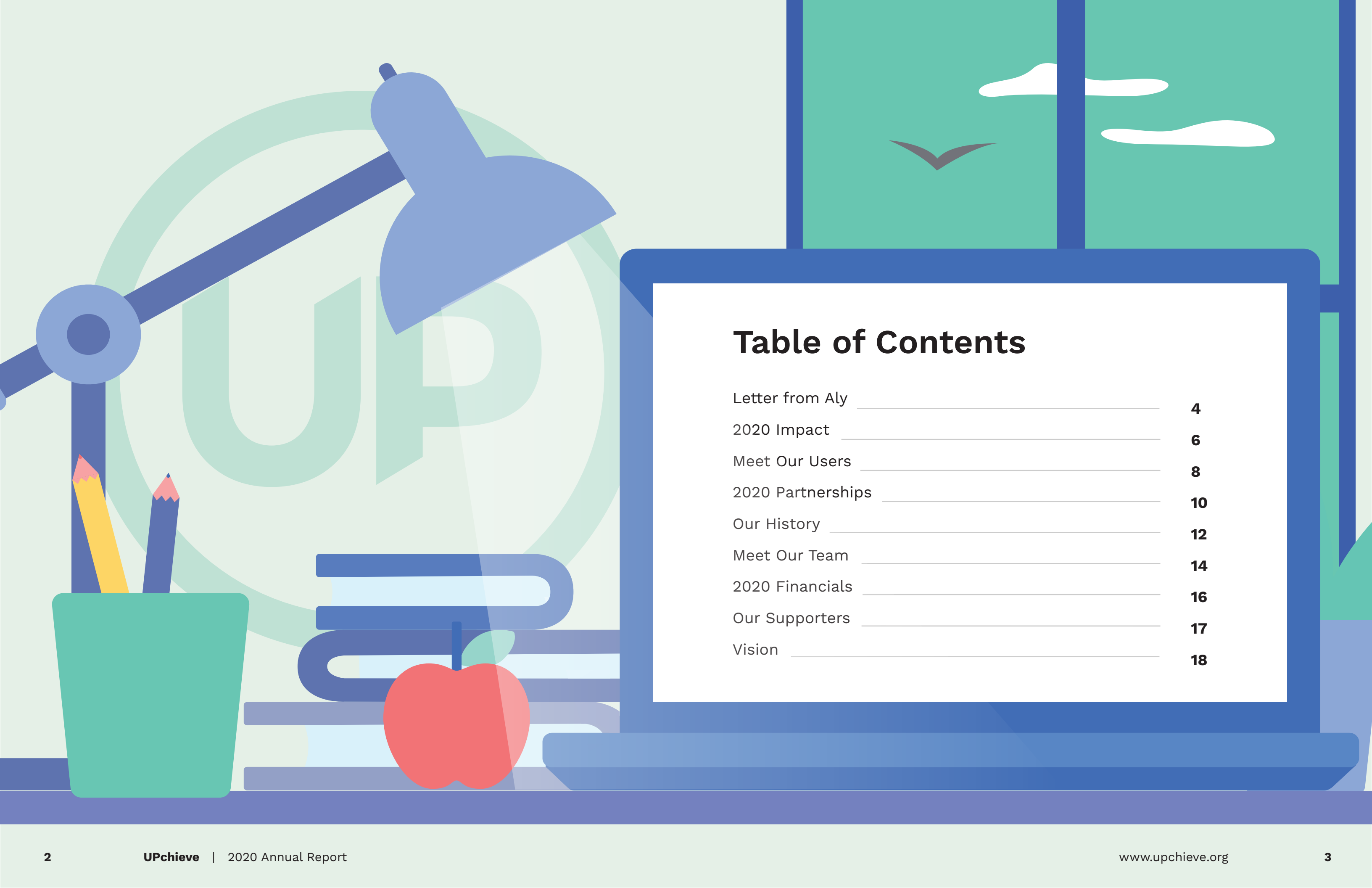


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Letter from Aly

Dear Reader,

There is no doubt that 2020 was a painful and challenging time for all of us. During this unparalleled year, we lost both jobs and loved ones to the COVID-19 pandemic, witnessed racial injustice and police brutality take more Black lives, saw anti-Asian hate crimes spike, and watched as thousands of families and educators across the country scrambled to face the unique demands of online learning.

These realities made our work at UPchieve more important than ever. In the first month of the pandemic, we added major improvements to our platform to meet heightened demand for our services. The impact of this rapid response was clear: we reached 12X as many low-income students as we did in 2019, empowering them to stay on top of their academic studies during this unprecedented year. Our students also impressed us with their resilience. Despite challenges like old devices, unreliable access to high-speed internet, and instability in their home lives, the average UPchieve student requested twice as many tutoring sessions as in 2019.

Throughout the year, UPchieve students reinforced the importance of our free, online services via thousands of grateful comments, emails, and even phone calls to our team. As a result, we are more confident than ever in UPchieve's long-term potential to help close the opportunity gap for 8 million low-income high school students across the United States.

On behalf of UPchieve, I would like to extend a big thank you to all of our volunteers, donors, and other supporters who partnered with us to ensure low-income high school students had access to high-quality academic support during the pandemic. While we are immensely proud of all we have accomplished together this year, we are also confident the best is yet to come.

Warmly,



Aly Murray,
Executive Director, UPchieve



2020 Impact

Impact of COVID-19 on Low-Income Students

COVID-19 exacerbated inequities in the U.S. education system. In the new remote schooling environment, low-income students lacked access to the resources they needed to learn—like internet-connected devices, home environments conducive to learning, and parents equipped to help with schoolwork. Many of our students shared concerns about falling behind their peers due to COVID-19 during sessions with their tutors.

“When my school went remote, my grades went way down — I got a 30% on one assignment. My teachers thought that I wasn’t trying any more.”

— Wendy, UPchieve Student
HS Junior from Brooklyn, NY

Our COVID-19 Response

The UPchieve team worked tirelessly to respond to the new challenges low-income students were facing and increase access to our platform. In just the first three months of the pandemic, we made three key changes:

1. We launched open enrollment, enabling individual students to find UPchieve online, check their eligibility, and sign up for UPchieve immediately.
2. We released our first-ever mobile apps for iOS and Android!
3. We expanded to offer tutoring in our first-ever science subject, Biology!

Massive Growth in a Critical Year

Over the course of 2020, our small team of six was able to grow our impact on low-income students by 78x!

11,000+

on-demand academic support requests matched (29x increase vs. 2019)

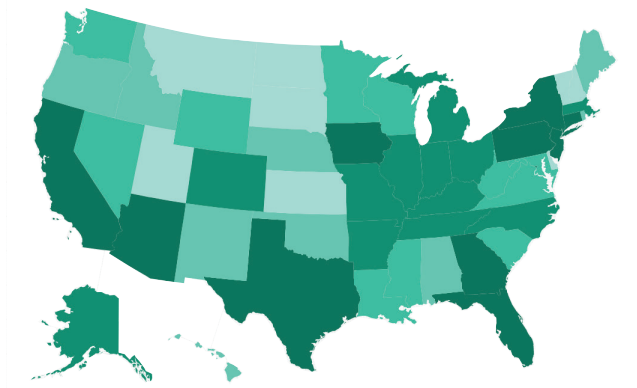
6,000+

hours of free tutoring provided (78x increase vs. 2019)

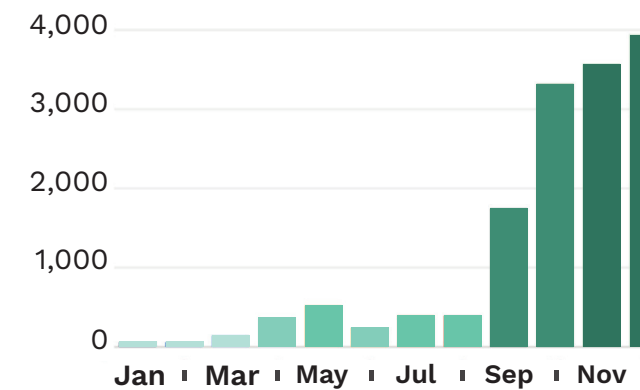
Expanded Reach

We expanded our presence from a few hundred students in just 6 states to reach **over 3,000 students from all 50 states.**

Geographic Concentration of Students



Number of Requests per Month



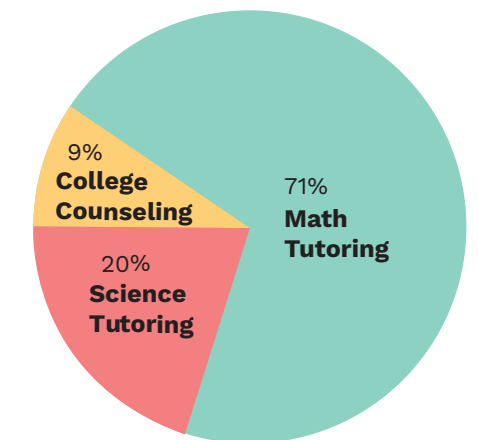
Longer, More Frequent Sessions

Average session length increased by **181%**, and the average return user made requests **1.4 times per week.**

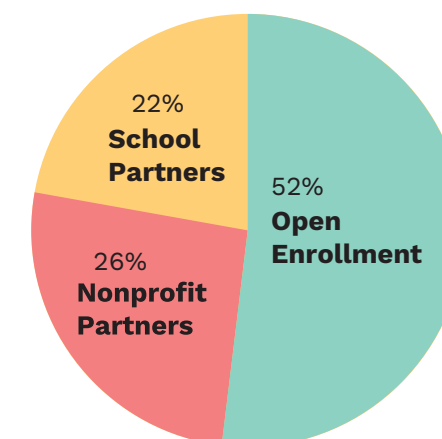
More Subjects

We added **8 new STEM subjects** to the platform, leading to **31% more tutoring requests** on the platform.

Breakdown of Requests by Category



Student Sign-Up Sources



New Ways to Find & Access Us

Over 1,800 students found us online thanks to our open enrollment, and **22%** of all help requests were made via our new mobile apps.

Meet Our Users

Student User



Meet Esmeralda

85 Total Sessions in 2020

Esmeralda is a high school senior from Nevada who wants to become a CRNA some day. She loves singing in her school choir and participating in ROTC.

“I’ve struggled all my life with math and these past couple of days on UPchieve I have learned more math than in my entire school life.”

“Me Time” in Mathematics

“I use UPchieve a lot—I like that I receive interactive help, rather than watching how-to videos which don’t work as well for me. UPchieve helps me approach math problems in a new way and has also helped me to slow down and take more “me time” while studying.”

Most Memorable Experience

“One time my tutor spent 3 hours explaining how to simplify fractions. He was so patient and didn’t have any judgment. I felt comfortable asking a bunch of questions until I understood the concept.”

Life During COVID-19

“In some respects, learning from home has been harder for me. I always went to school being surrounded by other people, so having to learn by myself was a huge change and a hard adjustment.”

Meet David

192 Total Sessions in 2020

David is a partner at a large consulting firm in California. He has two teenage kids, one of whom has since followed in his steps to become a tutor on UPchieve.

What It’s Like to Be A Coach

“I walk away from each session feeling like I made an impact. I’ve also really enjoyed refreshing my knowledge of STEM topics that I used to be great at in college but don’t get to use in my job day-to-day anymore.”

More Than A Statistic

“Almost every kid has told me that it is difficult to keep up with math and science when classrooms are remote, saying ‘I can’t ask questions’; ‘It’s easy for me to get distracted’; or ‘To be candid I’m really behind and need help.’ You can read all the stats but you have real empathy when you hear it from the kids themselves.”

Volunteer User



“I volunteer with UPchieve because it’s a simple model that works. I’ve tried volunteering with other nonprofits in the past, but the schedules were just too rigid to fit in my life.”

Typical UPchieve Schedule

“I typically tutor on UPchieve in the evenings, after finishing work and dinner. My schedule is set to 6-9 pm on weekdays, and I’ll help my own kids with their homework until I get an UPchieve request.”

2020 Partnerships

Schools & Nonprofit Partnerships

In 2020, UPchieve partnered with 20 Title I schools and nonprofits to bring our on-demand tutoring to their students, support their staff and teachers in using UPchieve effectively, and gain insights from educators in the field on how we can be even more impactful.

1,675
students reached
4,025
sessions completed



Breakthrough New York and UPchieve partner to complement Breakthrough's college support for high school students with UPchieve's academic support. Our model works to meet Breakthrough's busy students where they are with on-demand, unlimited tutoring whenever their schedules allow.

“ Organizationally, we do not have the capacity on staff to offer individualized support to struggling students and given the many barriers to educational equity our students face, being able to offer them a free, online, and easily accessible resource helps us bridge that gap.

Olivia Nuñez
Chief Program Officer, BTNY

Corporate Partnerships

UPchieve partners with companies to engage their employees as Academic Coaches on our platform. These partnerships fuel our growth to more students by providing sustainable funding and a pipeline of high-quality volunteers.

1,961
volunteers reached
2,502
sessions completed



Verizon, UPchieve's biggest partner yet, committed **960 volunteers** and over **19,000 volunteer hours** to support our shared vision of digital inclusion and leveraging technology to improve educational outcomes.

“ When physical classrooms disappeared, Verizon volunteers stepped up and empowered thousands of students to achieve their goals. Verizon's partnership is essential to achieving our vision of closing the opportunity gap.”

Shelby Crowell
Corporate Partnerships,
UPchieve

Our History

2017

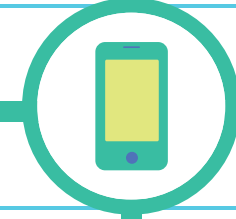
- ▲ “UPchieve” incorporated
- ▲ Built v1 of our web platform

2019

- ▲ 454 students reached
- ▲ Grew team to three
- ▲ Received 501c3 status
- ▲ Secured our first school partnership
- ▲ Secured our first corporate partnership



UP



2016

- ▲ “BelieveAchieve” founded

2018

- ▲ 128 students reached
- ▲ Received our first funding
- ▲ Hired our first paid employee
- ▲ Secured our first nonprofit partnership

- ▲ 3,932 students reached
- ▲ Grew team to six
- ▲ Launched open student enrollment
- ▲ Launched “UPchieve 101”, a training course for volunteers
- ▲ Expanded to science tutoring
- ▲ Released mobile apps

Meet Our Team



Aly Murray
Executive Director



Mark Espinoza
Volunteer Manager



Shelby Crowell
Corporate Partnership Manager



Trey Stevens
Junior Software Engineer



Cinthia Fabian
Student Success Manager



Jack Keating
Software Engineer

Advisory Council

Jamie Sgarro
Amber Oliver
Bhavin Parikh
Jason Palmer
Chiedo John
Scott Garell
Peggy Liao
Harold Li
Holly Reed
Jay Rothberg
Michele Marsh

Volunteers & Interns

Catherine Lillis
Ian White
Marjorie Sayer
Hersh Gupta
Michelle Koshelyuk
Sterling Martin
Susan Poppiti
Shiyi Huang
Marybeth Lilly
Young Lee
Soraya Luis Sancho
Amulya Vankayalapati

Associate Board

Brandon Chu
Casey Zuccarello
Kate Hoffman
Viraj Singh
Daniel Smith
Jake Wirfel
David Rubenstein
Dominique Alpuche
Shreya Reddy
Robert He
Jenny Sui
Prateek Paul
Akshatha Bhat
Alex Yin

Allison Xu
Andy Gradbowski
Annika Mulaney
Conor McCarthy
Erin Petry
Gladys Chiang
Hunter Sechrest
Jake Decker
James Speight
Jeffrey Chen
Josh Orlowitz
Lina Katayeva
Matt Raimo
Nikhil Anath

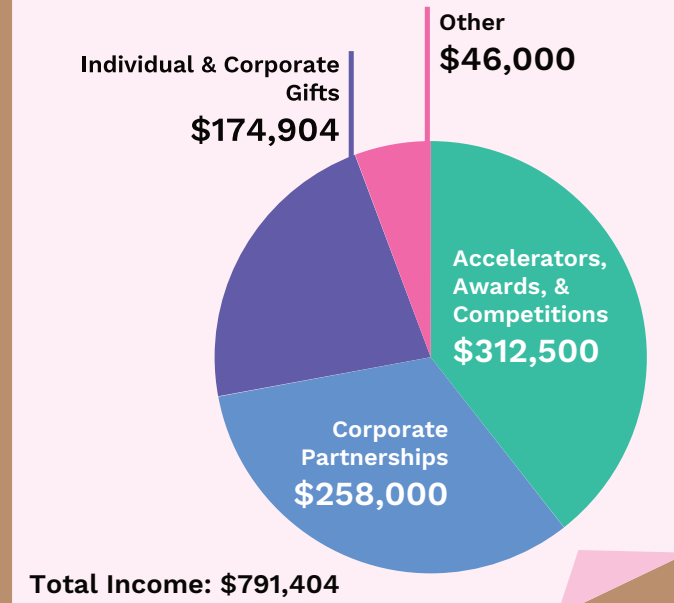
Petros Krommidas
Rex Nwerem
Rose Reeb
Sam Bauman
Shreshta Balachandar
Sunyan Lee
Tom Altmann
Veronica Zhai
Vikram Biswas
Sharon Song

2020 Financials

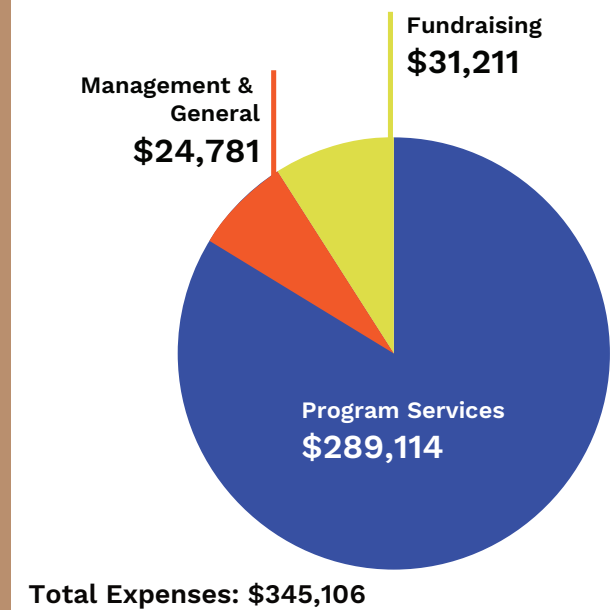
Statement of Financial Position

Assets	2020	2019
Cash	\$534,336	\$291,570
Unconditional Promises to Give	\$243,518	\$76,668
Prepaid Expenses	\$1,961	
Software, net	\$123,237	\$32,307
Total Assets	\$903,052	\$400,545
Liabilities		
Accrued Expenses	\$247	\$6,963
Accrued Payroll	\$1,724	
Paycheck Protection Program Loan	\$41,200	
Total Liabilities	\$43,171	\$6,963
Net Assets		
Without Donor Restrictions	\$689,881	\$207,123
With Donor Restrictions	\$170,000	\$186,459
Total Net Assets	\$859,881	\$393,592
Total Liabilities and Net Assets	\$903,052	\$400,545

Income



Expenses



Our Supporters

Corporate Partner ▲
School Hero ●

\$5,000-\$9,999

David Rademeyer ●
Marguerite Hoffman ●
Cigna ▲
Clif Bar Family Foundation
Loomis, Sayles & Company ▲
QBE
The Armstrong Foundation ●
Williams Foundation

★ \$100,000+ ★

Verizon ▲
AT&T ▲
Guggenheim Capital
Y Combinator

★ \$25,000-\$99,999 ★

PwC ▲
AEA Investors
Byrne Family Foundation Trust ●
Goldman Sachs ▲
Uncharted

\$10,000-\$24,999

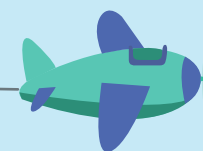
Fast Forward
Benevity
Montgomery County Community College
Monday.com ●
Roddenberry Foundation
Fox ▲
Mizuho ▲
Santander Group ▲

\$1,000-\$4,999

Tides Foundation
TPG Global
Veronica Zhai & Alex Yin ●
Network for Good
Roger Steed
Deedie Rose
Samuel Bauman
Cindy Rachofsky
Optiver
Cathy Holloway
Mark Tomkovicz
Bhavin Parikh
Elizabeth Sechrest
John Rothstein
Jonathan Rouse
Elizabeth Muse
Lyman & Linda Edwards
Charitable Fund

Vision

Every student in the U.S. can access high-quality academic support anytime, anywhere, and from any device.



Here's how you can help:



1. Donate

Donate to help UPchieve close the opportunity gap: **\$10** gives one student an entire year of free, unlimited academic support.

Donate



2. Volunteer

Volunteer as an Academic Coach with UPchieve to directly support low-income students in achieving their academic goals.

Apply



3. Advocate

Introduce UPchieve to a potential school, nonprofit, or corporate partner to help us reach more students and volunteers. Email us at Partnerships@upchieve.org

Contact Us



If I could give Lawrence 100 stars I would. He devoted more than 4 hours on Thanksgiving day just to help me with the college essays. I am so grateful and I am confident in my essay responses that they can now be submitted.

- Avigail, College Essays

I never thought I would come across a "free" tutoring. Every other place just haunts you with free trials but this was magical, amazing and outstanding class of help I have EVER received. Please keep up the awesome job, a lot of students need you guys!

- Zainab, Algebra

THIS PERSON IS LOWKEY ALBERT EINSTEIN.

-TYLER, CALCULUS AB

My coach was great! They were super helpful and always made me feel comfortable to ask them more questions. I love this website.

- Breanna, Biology

MICHEAL IS AMAZING. MY Geometry teacher has a masters from an ivy league university and still cant teach. Yall are literally the best. IS THERE a way, I can only have him as my coach. Bruhh honestly just become a teacher at my school.

- Fatoumata, Geometry

Hello!

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