



2021 Annual Report

Start

Our Mission



UPchieve's mission is to democratize access to academic support so that all students have an equal opportunity to finish high school, attend college, and achieve upward mobility.

Dear Reader,

2021 was another year of firsts for us. We started the year with just six people on the team, missing key roles that we needed to reach more students. By the end of the year, we had grown our team to 11 staff members (including our first-ever marketer and designer) who helped us scale to reach over 10,000 students. We also launched our first-ever humanities tutoring topic, "Humanities Essays," which enabled us to support new and existing students with their English and Social Studies classes for the first time.

Most importantly, we took our first step towards proving to the world that UPchieve is here to stay. We're more than just a short-term solution to students' learning challenges during COVID-19. Tutoring and college counseling are essential supports that most students will need at some point during their 12+ years of public education. UPchieve's platform makes these services available to every low-income high school student in the U.S., and more accessible than ever. In late 2021, we launched our first formal research study to measure the impact of our unique, on-demand model, and we're excited to share the results with you soon!

Finally, I'd like to extend a huge thank you to all of our volunteers, donors, and supporters who make our work possible. To those of you who have been with us since day one, thank you for believing in UPchieve. To those of you who joined us this past year, thank you and welcome! I'm thrilled to share this journey of democratizing access to academic support with you.

Warmly,

A handwritten signature in black ink that reads "Aly Murray".

Aly Murray

Founder and Executive Director, UPchieve



Aly Murray
Executive Director

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Impact

In 2021, UPchieve gave a lot of help to a lot of students.

9,270

new students
signed up

43,519

free coaching
sessions provided

25,258

hours of coaching
provided

586

students got over 10
hours of academic
tutoring

We helped students
improve their grades

We surveyed... ×

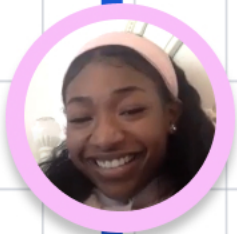
100 students who had more than ten sessions during the '20-'21 school year and found:

- **97%** of students agree that UPchieve helped improve their course grades
- **93%** of students agree that UPchieve helped them accomplish their academic goals

We helped students accomplish their academic goals

Storm, Geometry student

"Every time I had a problem or needed more detailed explanation, the UPchieve coaches would really help me figure it out. With so many tutors, they taught me a lot of ways to solve problems and I was able to understand the concepts better. Since **I did so well in my Geometry class last year my school put me in AP Statistics instead of the regular math class** because they saw how much I've progressed."



Jeikof, College Applications student

"UPchieve helped me to be the first member of my family to go to college. UPchieve tutors explained every topic of the test and were very patient with me. I had no money for tutoring but I wanted to fulfill my dream. I discovered UPchieve and I enjoyed every session. **Without this website, I couldn't have had a great score on my test.** UPchieve changed my life!!!"



Noad, College Applications student

"UPchieve helped me accomplish many goals and one of them that I think greatly about all the time was helping me write and turn in my college essay on time. I believe that without UPchieve's help I wouldn't be where I am today. Thank you!"



Hillary, UPchieve student

Impact



Beyond just performance, we **changed the way students feel about learning!**

“I am not a math person but UPchieve helped me out so much that I actually liked AP Calculus AB. The tutors would work so hard to find resources for me and they always took their time to make sure I understood how they got the answer”

We provided...

6 training workshops to coaches to improve their social-emotional instruction.

We've gotten...

 **2,000+**

positive comments from students on post-session feedback forms

We also found...

- **91%** of students are more likely to ask for help when they need it
- **90%** of students feel less anxious about school work
- **87%** of students feel more confident about school

Michaela, UPchieve student

“UPchieve is absolutely amazing!!!! I learned more in a two-hour session than I have in an entire semester!!! I am so much more confident now!!!! Thanks so much! I'm so thankful to have found you.”



Real session chat log

In Session

End Session



Thank youuuu soooooooooo much for your patience no one would do what you are doing

no problem

I just want to help



You are amazing

Thank you



Yesssssssss yesssssssss WE DID IT WE ARE FINISHED

yes!



ALL THE CREDIT GOES TO YOUUU

hey soon enough you'll be doing these problems with ease with all this practice



Thank you truly thank you 🙏

Our Students

Demographics

Based on a survey sent out in April 2022 to students with 5+ sessions:

- **83%** eligible for free or reduced price lunch
- **81%** BIPOC
- **75%** female or nonbinary
- **65%** not enrolled in any other college access program
- **64%** future first-gen college students
- **54%** first or second-gen immigrants



Ra'shanique, UPchieve student

“I’m a working student and work at the local Boys & Girls Club. I sometimes get home really late at night and my parents can’t always help me with school. I was failing math in the beginning of my junior year but I ended up with a B in the course thanks to UPchieve.”

Here’s what else we learned about our students this year:

! Biggest academic challenges

1. Time management
2. Not understanding the subject
3. Learning difficulties
4. Stress/mental health issues
5. Workload

! Top academic goals

1. Improve my grades
2. Pass my class
3. Maintain my current grade

85%

of students had significant responsibilities outside of school and extracurriculars.

These responsibilities cost students **10 hours a week** in potential study time.

Meet Aaron Custodio



Tell us about yourself!

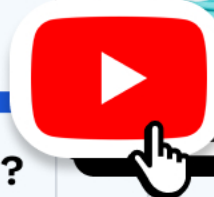
“My name is Aaron and I’m 17 years old. I was born and raised in Queens, New York and I go to Bard High School where I’ve been on the wrestling team all four years. I love to play the guitar and sing. Music will forever be with my heart.”

How did you find out about UPchieve?

“Beat the Streets New York connected me with UPchieve. I saw that y’all offered 24/7 college counseling for free, and the timing was perfect because I was really anxious about the college application process. In the end, the help I got from UPchieve coaches helped me feel confident enough to apply to 21 colleges.”

What kept you coming back to UPchieve?

“Definitely the experience. The coaches were super helpful and I didn’t feel judged. I didn’t feel like I was being a burden. The 24/7 support is huge for me because there were times I pulled all-nighters and there was always a coach ready to help.”



Watch Aaron's story

What’s next for you?

“Out of the 21 colleges I applied for, I got into 19, including Ivy League schools like Yale, Columbia, and Brown. I’m proud to say that I’ll soon be a **first-gen college student** at Yale majoring in Political Science! After college, I’m considering becoming an immigration lawyer. One day, I want to be a policymaker in the government so that I can change systemic immigration issues that are impacting my local community.”



Real Coach Feedback



“

Aaron is not only bright and dedicated but has a true passion and mission in mind, and I'm so excited to see where he goes.

”

- Parker, College Counseling coach

Help more students like Aaron succeed. Become an Academic Coach today!

Volunteer

Our Academic Coaches

UPchieve academic coaches are volunteers from all over the world who believe in our mission of democratizing access to academic support. They are passionate about helping students through a wide range of challenges, whether that be teaching difficult concepts in a specific subject or being a guiding light in the complex college application process.

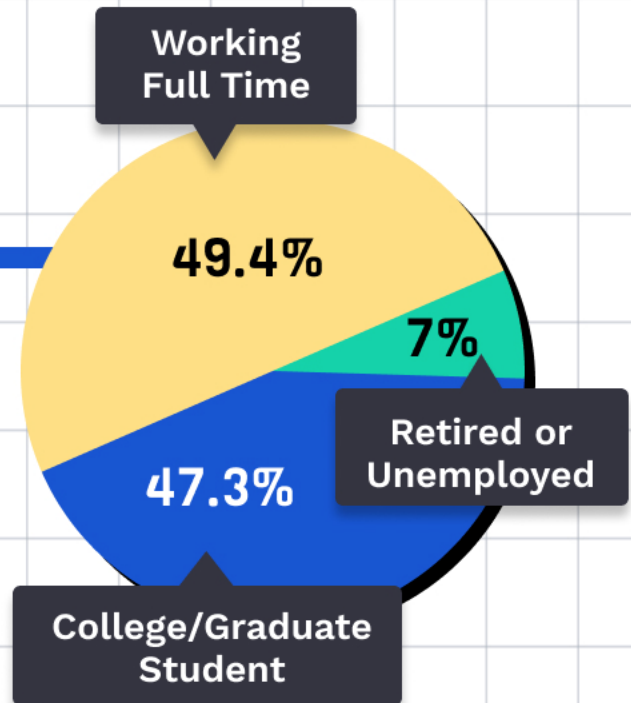
Volunteer Career Industry

- 27% Technology
- 21% Healthcare
- 17% Sciences
- 13% Education
- 5% Finance

! **Fun fact:** Roughly $\frac{1}{3}$ of UPchieve volunteers have a Master's Degree.

Volunteer Insights

Our flexible tutoring opportunities make helping students accessible for people who want to make an impact and are in different stages of their careers!



UPchieve Volunteer: Suresh

Suresh joined UPchieve in the Fall of 2021 and has been a student favorite ever since. He's a retired software engineer who now spends a lot of his time volunteering with different organizations ranging from UPchieve to the American Red Cross.

In his free time, he enjoys hiking, biking, watching documentaries, and listening to podcasts. He believes that he owes it to the world to help those who haven't had the same educational opportunities as him.

Real Student Feedback



This is the best tutor I have ever had. I was able to understand everything in a very short amount of time!! I just love Suresh. He's so smart and amazing. I want to cry about how I met the most amazing person today :)

- Angelina, Algebra 2 Student

Our Associate Board

The UPchieve Associate Board is a self-governing group of young professionals and emerging leaders. They come from a diverse set of backgrounds and talents and use their unique skills to support our mission.



The Associate Board hosted numerous successful fundraising events in 2021, including events based around: March Madness, the Super Bowl, Giving Tuesday, cooking classes, trivia nights, and more!

As of December 2021, the Associate Board is made up of **38 members** from across the United States!

Since its inception in 2020, the Board has raised over **\$175,000**. In 2021 alone, they raised over **\$84,000** through fundraising events and personal donations.



Associate Board Members

East Coast

Executive Team:

Brandon Chu
Co-Chair

Casey Zuccarello
Co-Chair

Daniel Smith
Engagement

Prateek Paul
Treasurer

David Rubenstein
Fundraising

Shreya Reddy
Events

Akshatha Bhat
Events

Sharon Song
Marketing

East Coast

General Members:

Andy Grabowski

Conor McCarthy

Hunter Sechrest

James Speight

Jeffrey Chen

Jen Walker

Jonathan Reamer

Josh Orlowitz

Lina Katayeva

Mandy Holt

Mary Kauffman

Matt Raimo

Sam Bauman

Shaan Kololgi

Sunyan Lee

Tom Altmann

Vikram Biswas

West Coast

Executive Team:

Kate Hoffman
Co-Chair, Treasurer

Viraj Singh
Co-Chair

Jake Wirfel
Engagement

Dominique Alpuche
Fundraising

Jennifer Sui
Communications

Robert He
Events

West Coast

General Members:

Alex Yin

Annika Mulaney

Erin Petry

Gladys Chiang

Jake Decker

Monica Wu

Peter Labes

Petros Krommidas

Veronica Zhai

Interested in becoming an Associate Board Member?

[Learn more](#)

Corporate Partnerships

Corporate impact in numbers...

3,187

Corporate Partner volunteers signed up

7,596

Tutoring sessions completed

5,071

Tutoring hours

*Total data as of 12/31/21

UPchieve partners with companies of all sizes to engage employees as Academic Coaches on our platform. These partnerships fuel our growth by providing us with the funding and volunteers needed to impact more students.

We work closely with partners to develop strategies that inspire employees and create a culture of service. Through volunteer events, ongoing communications, and access to UPchieve's active volunteer community, busy professionals are empowered to make a difference in the lives of students.

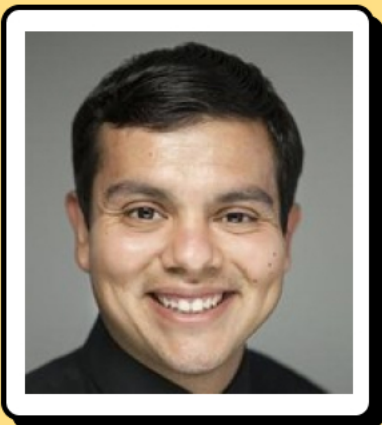
Scale your team's social impact!

[Schedule a demo](#)



Corporate Partner Spotlight: **verizon**^v

Verizon is a founding partner and joined UPchieve in 2019. In addition to our ongoing employee engagement work, we launched a new phase of our partnership in 2021 to scale our efforts to 4,000+ new low-income students through our joint efforts with Verizon Innovative Learning Schools (VILS). VILS aims to provide students with the devices, connectivity, and skills required for success in today's digital economy. Our partnership with VILS also opens the door for Verizon employees to become tutors in support of VILS students.



Alejandro Lozano

Corporate Social Responsibility Consultant at Verizon

"Our partnership with UPchieve has enabled us to meet both our community impact and employee engagement goals at once. Our schools are seeing high student engagement with the tutoring opportunities offered, and our employee volunteers value that they can help students at Verizon Innovative Learning Schools directly through UPchieve!"

School & Nonprofit Partnerships

UPchieve works directly with schools and nonprofits to ensure that all low-income students have access to high-impact tutoring and college counseling. Partnerships help us reach an audience of students who otherwise wouldn't be introduced to UPchieve, such as students who wouldn't know to search for help online themselves.

Through our partnerships, we help schools and nonprofits expand their instructional capacity and provide students with personalized support that accelerates their learning and boosts their confidence and academic motivation. Our partnerships are tailored to the needs of each unique partner and can include integrating UPchieve into classrooms and after school programs, helping to address specific subject knowledge gaps, providing direct support to teachers through professional development sessions, and much more.

Our progress so far...

48

School and nonprofit partners

4,236

Partner students signed up

9,948

Sessions completed by school and nonprofit partner students

5,903

Tutoring hours received by school and nonprofit partner students

*Total data as of 12/31/21

Give your students free access to UPchieve!

[Become a partner](#)

Nonprofit Partner Spotlight: College Track

College Track is a nonprofit that finds first-generation college students and equips them with the tools to change their life trajectory. UPchieve has partnered with College Track since 2020 and has provided **over 1,000 of their students** with free, 1:1 tutoring and college counseling support. College Track's creative implementation gives students the chance to use UPchieve during their program, tracks their progress, and gamifies their engagement.



Tina Huynh Colby

National Sr. Director of Academic Affairs at College Track

"From the first time we discovered UPchieve, we were impressed by their commitment to providing 24/7 access to academic support. A lot of our students have responsibilities after school, so late night access to support is really key. The work that College Track and UPchieve do complements each other. While we don't have the peoplepower to dedicate extensive time studying with individual students or helping them craft college application essays, our students can get unlimited support with those topics on UPchieve."

Meet the Team

STAFF PHOTOS



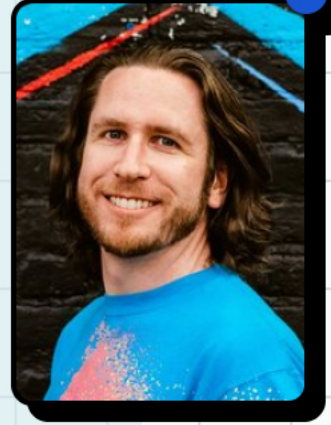
Aly Murray
Executive Director



Bailey Lowenthal
Sr. Program Manager



Cinthia Fabian
Student Success Manager



Dave Sudia
Chief Technology Officer



Fernando Sanchez
Software Engineer



Grace Kim
Designer



Jamaica Yancy
Partnership Manager



Jericho Apo
Director of Marketing



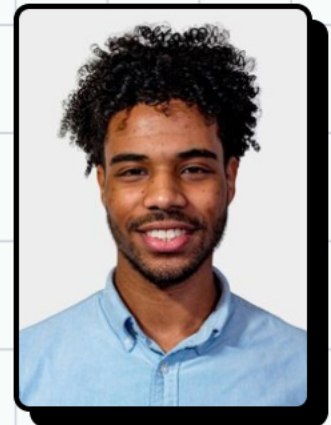
Katy Laird
Director of Programs



Mark Espinoza
Program Manager



Shelby Crowell
Partnership Manager



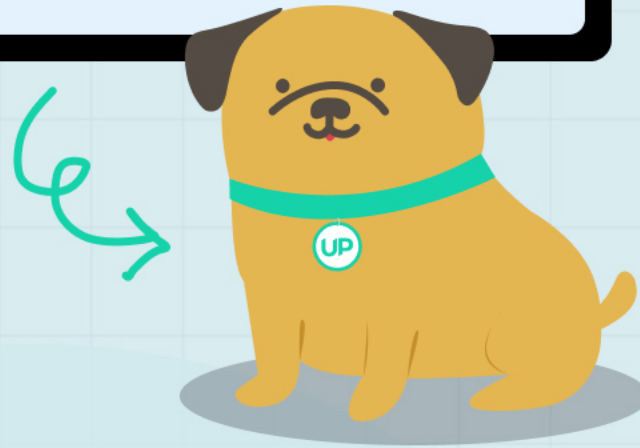
Trey Stevens
Software Engineer



Aly Murray, Mark Espinoza, Grace Kim
Jericho Apo, Shelby Crowell, Fern Sanchez
Trey Stevens, Katy Laird, Dave Sudia



UPdog was created in our team-building watercolor activity.



Highlight



Trey in Las Palmas de
Gran Canaria

Meet an UPchiever: Trey Stevens

Born and raised in NYC, Trey joined UPchieve in January 2020 as our second full-time software engineer. Before UPchieve, he worked at Home Depot as an overnight freight associate and was an aspiring music producer. Eventually, he left Home Depot and stopped making music to take care of his grandmother. During that time, he found a new interest: JavaScript.

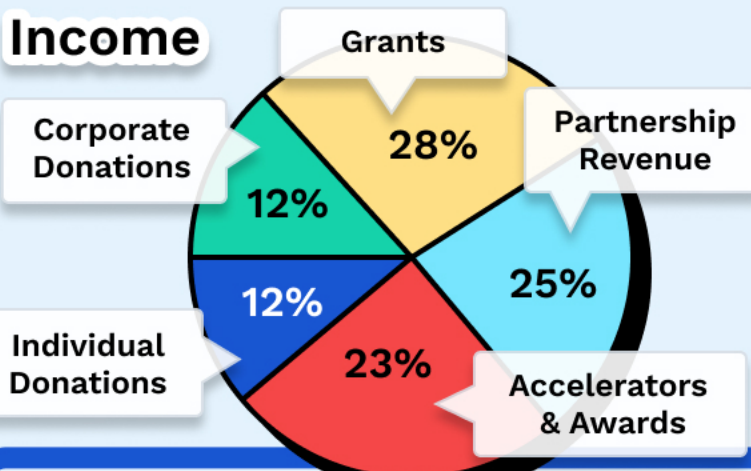
Today, Trey is a digital nomad traveling and working remotely in Europe. He describes this experience as an “adventure,” and with UPchieve’s remote-first work culture, he’s able to spend his mornings exploring. His favorite thing about UPchieve is the people, and he’s always appreciated how open-minded, flexible, and grounded the team is. He loves that UPchieve’s work culture enables people to create work schedules that best align with their personal lives.

Our Financials

Statement of Financial Position

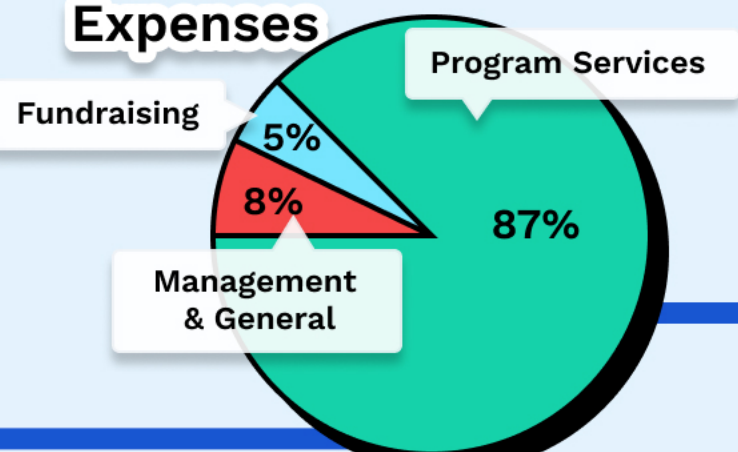
Assets	2021	2020
Cash	\$2,474,439	\$534,336
Unconditional Promises to Give	\$298,810	\$243,518
Prepaid Expenses	\$20,267	\$1,961
Software, net	\$274,067	\$123,237
Total Assets	\$3,067,583	\$903,052
Liabilities		
Accrued Expenses	\$35,431	\$247
Accrued Payroll	\$3,338	\$1,724
Deferred Revenue	\$15,000	\$-
Paycheck Protection Program Loan	\$77,579	\$41,200
Total Liabilities	\$131,348	\$43,171
Net Assets		
Without Donor Restrictions	\$2,263,335	\$689,881
With Donor Restrictions	\$672,900	\$170,000
Total Net Assets	\$2,936,235	\$859,881
Total Liabilities and Net Assets	\$3,067,583	\$903,052

Income



Total Income: \$2,770,495

Expenses



Total Expenses: \$813,156

*Income and expenses exclude PPP loan and interest forgiveness as well as in-kind donation of professional services.

Our Supporters

\$250,000+

AT&T ✓
Bill & Melinda Gates Foundation
Verizon ✓

\$100,000-\$249,999

Claneil Foundation
The Learning Agency
Brady & McGowan Family Fund

\$50,000-\$99,999

Arbor Brothers
Furqan Rydhan
Goldman Sachs ✓
Guggenheim Capital
PwC ✓

\$20,000-\$49,999

Adobe
AEA Investors
David Rademeyer
Dell ✓
Fast Forward
Greenfield Foundation ★
Ian Storm Taylor
Robin Hood Foundation
Roddenberry Foundation
Ross Boucher
Wayne Chang

\$5,000-\$19,999

Armstrong Foundation ★
Boston Scientific ✓
Byrne Family Foundation ★
Chip & Donna Hazard ★
Cigna ✓
Deedie Rose ★
Farmers Insurance ✓
James & Julia McGovern ★
Marguerite Hoffman ★
Mizuho Bank ✓
Monday.com ★
New Relic ✓
NVIDIA ✓
Project FoundED
Santander Bank ✓
Synopsis ✓
Veronica Zhai & Alex Yin ★

Key

Corporate Partners ✓
School Heroes ★

Want to join the movement to democratize education?

Become a School Hero and deliver UPchieve to an entire school.

[Learn more](#)

Join Our Community

Skai, UPchieve Student



I'm so glad ya'll exist! People like me need free tutoring. It helps me to fully grasp an understanding of how important and beneficial school is to me.

Min, UPchieve Student



This website is such a giant help to me for school because it is a great study tool and good for understanding concepts I'm not solid on. **Thank you so much for giving me access to this amazing tool!**

Shay, UPchieve Student

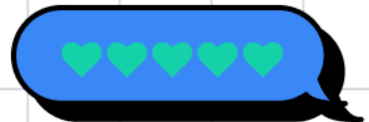


I really like that the coaches respond so quickly even late at night. I wish I had found UPchieve sooner!

Mason, UPchieve Student



My knowledge went from nothing to SOMETHING. This app is unreal!!! Thanks Upchieve, I feel confident enough to pass my exam now. :)



Delivered

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