



Aspire Education

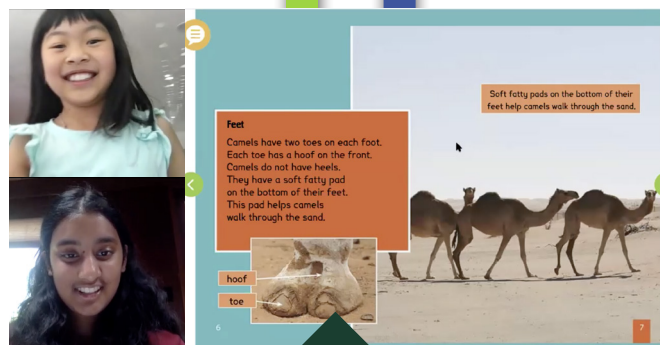
2019-2020 IMPACT REPORT



Educational Mentorship
for All Bay Area Students



Custom-Built Programs with
Schools, Fellow Nonprofits,
and Community
Organizations



Students Mobilized to
Mentor Young Readers
in Literacy

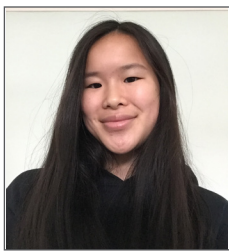
ONE OF MANY SUCCESS STORIES: CAITLIN & ENVY

She's never really been interested in reading. Now she wants to read all the time!"

SHAMIKA, PARENT WHOSE 3RD GRADE DAUGHTER'S LITERACY LEVEL SOARED BY MORE THAN A GRADE LEVEL IN 7 WEEKS



Imagine having your future dictated by how well your earliest education inspired a joy of reading. Before this summer, Envy was a joyful, sharp rising 3rd grader with a passion for math and science but who, for whatever reason, hadn't felt confident in reading. Despite excelling in other subjects, Envy was reading at a kindergarten level. Her graduation is nine years away, but statistically that already made her 4 times less likely to graduate high school. As a result, Envy's Mom tried everything from other reading programs to motivating her with science projects, but nothing was quite working.



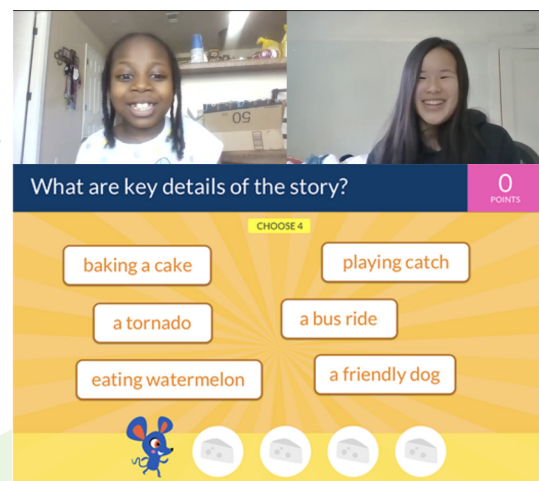
Enter Community Reading Buddies and Envy's Youth Mentor this summer, Caitlin. A rising senior at Bishop O'Dowd, Caitlin began working with Envy twice a week using award-winning digital literacy platform BookNook. Usually skeptical of meeting new people, Envy quickly trusted Caitlin through her immediate encouragement and enthusiasm. Meanwhile, Caitlin found that, as a highly empathetic child, Envy thrived and felt inspired by stories when she asked her questions about the characters and their motivations. The confidence from their work

together gave Envy so much more interest in reading that she started asking her Mom what books she could read next.

And the results were astounding. After only seven weeks together, **Envy grew by more than a full grade level** in literacy according to Fountas & Pinnell assessments! Now, her Mom says Envy is entering 3rd grade much more excited and confident about reading than she ever has been before. As Envy said, "I wish we could do it all year."

But it's not only Envy who benefited from the program. Trained along with 181 other Youth Mentors in social-emotional skills, Caitlin demonstrated growth in Connection, Confidence, and Communication. "Being a mentor gave me the confidence in myself to be a leader. I had to adapt to certain situations and think on the spot, and those are the qualities of a great leader!"

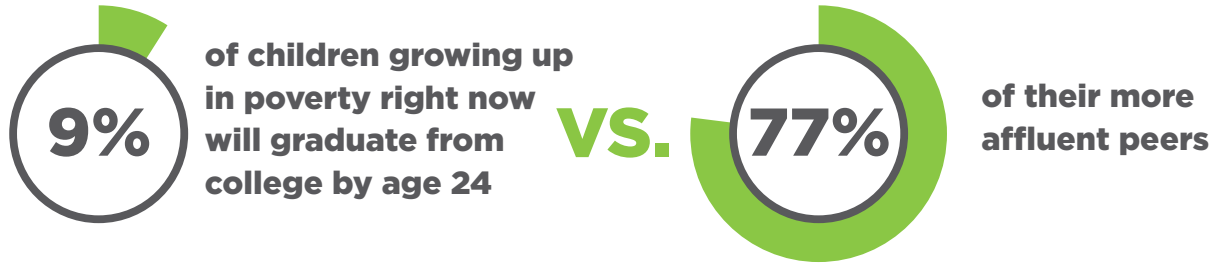
Caitlin and Envy's story embodies the mission of Aspire: to provide access to a transformative educational mentor to every child in the Bay Area.



PROBLEM & VISION FOR THE BAY AREA

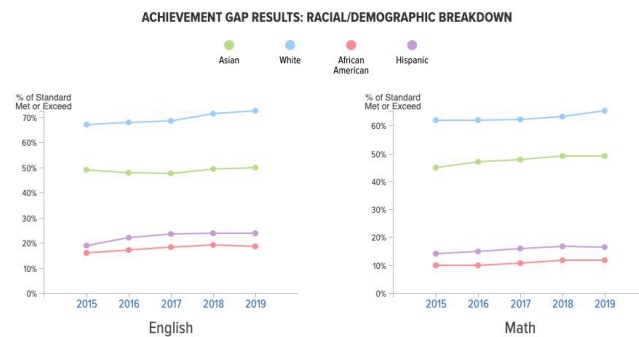
Potential is equally distributed across lines of race and class, but opportunity is not.

In the Bay Area today, the circumstances children are born into predict the opportunities they will have in life.



While school segregation and the resource gap between school systems establish that divide, outside resources exacerbate it. While there has been some progress in Bay Area education, according to the latest CAASPP results in Oakland that growth is happening mostly for white students, not for African American and Hispanic students that have been historically left behind.

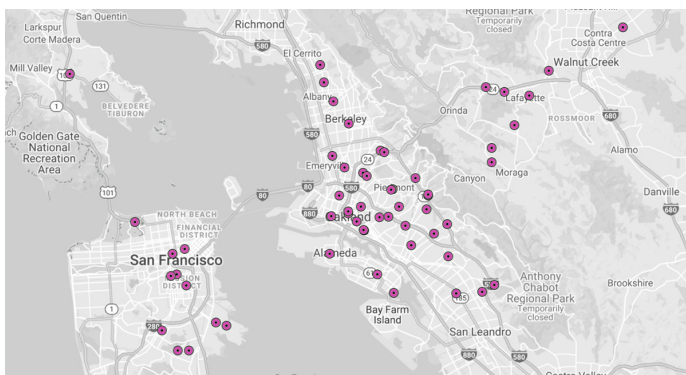
Further, private tutoring and other supplemental educational services make an unequal education system even less fair.



The model of Aspire is to transform an engine of inequity into an engine for equity.

For every hour of tutoring or educational mentorship, we provide a full hour to an underserved student through our scholarship program, collaborative partnerships, and Community Reading Buddies. Further, students we tutor and mentor are then invited to be trained in social-emotional skills and mobilized to mentor a younger student in literacy, just like Caitlin was.

While there have been countless amazing stories like Envy's, we still have a very long way to go if we wish to tip the scales of equity in the Bay. **Our vision is that in 10 years, every Bay Area student will have access to an educational mentor.**



Aspire's presence in 2019-20.


15,400
Students served
since 2005


11,313
Program hours
in 2019-2020

PROGRAM HIGHLIGHTS - EDUCATIONAL MENTORSHIP

Eliza inspired Eric. She was amazing, not only as an educator, but as a person.”

VANESSA, PARENT WHOSE SON SOARED FROM FAILING IN ALGEBRA TO CONSISTENT A'S IN TWO MONTHS

It's amazing how much can change in two months. In the Fall '19, Eric was an 8th grade student, not only trekking through the rat-race of high school admissions, but dealing with the complexities of the autism spectrum, as well as failing in the subject that used to be his strength—Math. Then he began working with Eliza Sherpa. Eliza is one of Aspire's many great educators who not only excel in making complex subjects understandable, but in inspiring confidence and building a connection. Within weeks, she made what seemed like abstract, irrelevant concepts interesting and engaging. Not only did Eric regain his confidence, but he was succeeding more than he ever had before. **Eliza empowered Eric from a failing grade to consistent A's in only two months.**



By the Numbers



3,548
Hours



144
Students



\$27,360
in Scholarships



100%
of Tutoring Now Online

Collaborative Partnerships

As Aspire builds our reputation across the Bay Area, we create more and more opportunities to partner with other organizations fighting for the same educational equity. This past year, we worked with 13 partners. Through First Graduate, our custom-designed SAT/ACT test prep training courses propelled high school juniors to become the first in their families to attend college. Through the Boys & Girls Club of San Francisco, we worked with students at 11 different clubhouses, empowering them to new levels of achievement. One of our favorite stories comes from our work with Nepali Dreamers. After we designed a custom SAT workshop for Nepalese youth, **students increased their SAT scores by an average of 280 points!**



First Graduate Students

Partnerships at a Glance



537
Students



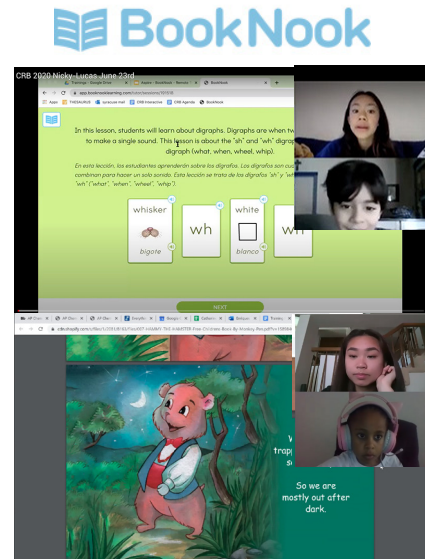
8 of 13
Programs Transitioned Online

PROGRAM HIGHLIGHTS - COMMUNITY READING BUDDIES

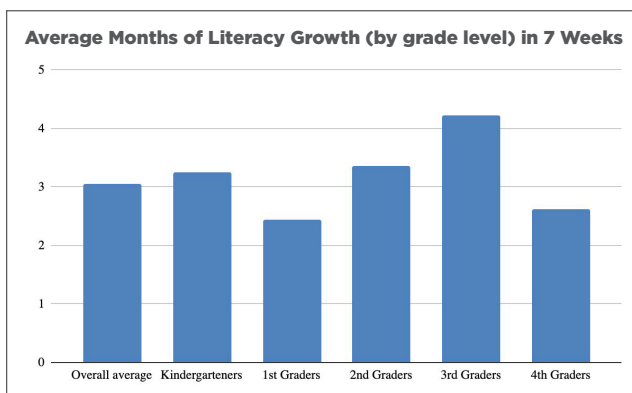
Of all the success stories of '19-20, there was probably no greater success than that of our Community Reading Buddies (CRB) program. For 25 years, CRB has been connecting youth volunteers in the Bay Area with low-income preK-3rd graders for a summer of one-on-one reading. Mentors not only work to close the early literacy gap, they also receive the type of social-emotional training, experience, and support they need to be successful, independent adults.

Thanks to a new partnership with award-winning digital literacy platform BookNook, COVID-19 didn't interrupt our plans. In fact, it opened the door to new possibilities. Youth Mentors were able to use a dynamic platform that regularly assessed Buddies' growth and quickly adjusted to their areas of growth. Through that new virtual programming, **our 137 Buddies grew by an average of more than a third of a grade level in literacy in only seven weeks.** Over a full year, that would be more than two years of literacy growth! More than that, 93% of Youth Mentors grew in at least one critical social-emotional trait.

But this is not only exciting for these students. It's exciting for the potential of CRB's future. For years, in-person logistics have made it impossible to expand beyond a summer program. Now equipped with a proven virtual program, CRB can go year-round. And the community is asking for it. Though we accepted 137 Buddies, over 900 Oakland families expressed interest.



The potential of this new year-round Community Reading Buddies program is the biggest opportunity to rapidly reach Bay Area students since the program began.



of Youth Mentors said they now feel more empowered as a leader and contributor.



3rd Graders grew by an average of 47% of a grade level in literacy.



181
Youth Mentors



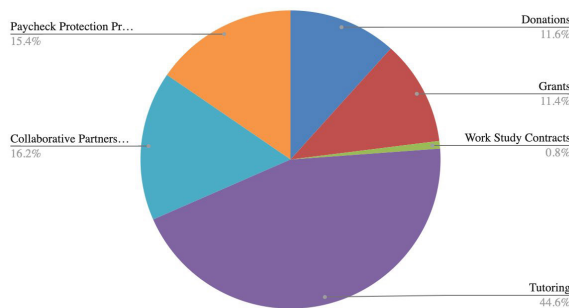
137
Buddies

FINANCES & THE FUTURE

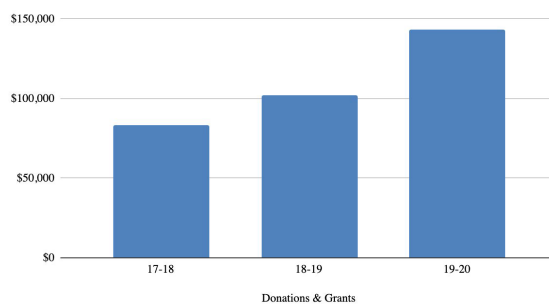
'19-20 Revenue: \$622,921

One of the unique aspects of Aspire for the last fifteen years has been our unique financial model. Given its fee-for-service offerings, Aspire has generally brought in a majority percent of our revenue before factoring in grants and donations. In 2019-20, that number was 73 percent. This has granted Aspire more security and flexibility than many nonprofits have. As a result, we were able to finish 2019-20 with \$143,000 in reserves. With that stability already in place, expanding our grants and donations, offers the most potential for rapidly expanding our impact.

'19-20 Revenue



Annual Donations & Grants



What's Next

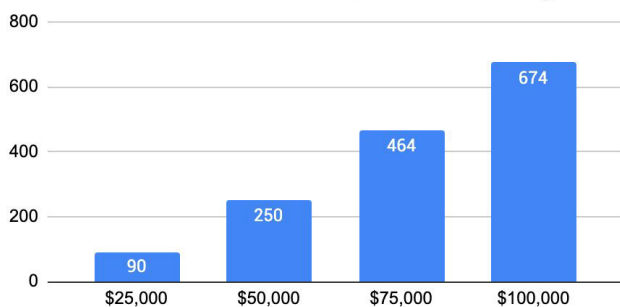


Continue to provide an hour of educational mentorship for an underserved student for every year of fee-for-service tutoring.

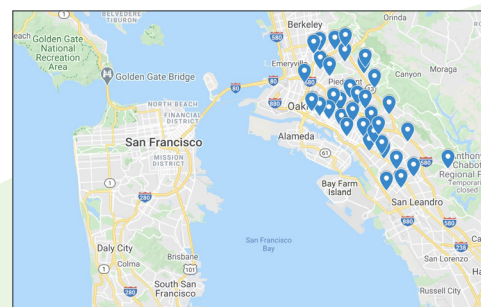


Rapidly expand Community Reading Buddies and offer it year-round for the first time.

How Many More Students Can Participate in CRB with Each Additional \$25k of Funding



Only the Beginning - 2020 CRB Buddy Schools



**That's nearly
7 students for
every \$1,000**

THANK YOU

Key Community Partners

Bay School
Bentley School
Boys & Girls Clubs of San Francisco
Department of Rehabilitation
East Bay YMCA
First Graduate
Girls Inc.
Head Royce School
Highland Child Development Center
Intel Foundation
Laurel Child Development Center
LifeLaunchr
MetWest
Nepali Dreamers
Oakland Public Education Fund
Oakland Technical High School
Oakland Warthogs Rugby
OUSD's Exploring College, Career, and
Community Options Internship Program
Rising Sun Center for Opportunity
Seven Tepees
SHE-CAN
Tandem, Partners in Early Learning
United Nation Childhood Development
Center

Grantors

Bernard and Alba Witkin Foundation
Clorox Company Foundation
Lois Lenski Covey Foundation
Magoosh Education
Mechanics Bank Community Giving
Oakland Literacy Coalition
Quest Foundation
Reading is Fundamental
West Davis and Bergard Foundation
Williams-Malone Foundation
Witkin Foundation

Donors

Iglesia ni Cristo
Arlene Joe and Richard Woo
Mindy Rogers
Andrew and Alana Stoltzfus
And over 50 additional individual donors

In-kind Donors

BookNook
East Bay Children's Book Project
FLAX Art and Design
Elaine Joe
Museum of Art and Digital Entertainment
Oakland Museum
Oakland Zoo
Matt Rife
Angela Tsang



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Tutors & Specialists

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