



UStrive by the numbers

- ✓ In 2024-2025, we reached over **700,000** students in **182** countries
- ✓ Over **26,000** students registered to connect with a virtual mentor
- ✓ **85%** of students matched with a mentor identify as low-income (<\$50k/year)
- ✓ **68%** of matched students identify as first-generation
- ✓ **10,000** copies of the *I'm First! Guide to College* distributed

UStrive.org provides free virtual mentoring to students from primarily first-generation and low-income backgrounds. Through its **I'm First!** initiative, UStrive.org empowers and celebrates students whose families have no history of higher education. By partnering with national organizations like the [COE](#), [Common App](#), [CollegeBoard](#), and [American Student Assistance](#), UStrive offers valuable resources for students and counselors.

We partner to help colleges:



Connect with prospective low-income, first-generation college students and their supporters



Promote programs and support services for low-income and first-generation college students



Provide virtual mentoring opportunities to support and engage current college students, parents, alumni, and staff

- ✓ Promoted and highlighted in the UStrive virtual mentoring system as a supportive institution for first-generation and low-income students
- ✓ Provided administrator access to edit an enhanced UStrive college profile and identify prospective students who express interest
- ✓ Listed as a 'featured college' in the UStrive college search tool
 - Students engage 78% more with our featured partner colleges
- ✓ Invited to participate in fall recruitment webinars to engage directly with students
- ✓ Highlighted in student and mentor emails, texts, and newsletters

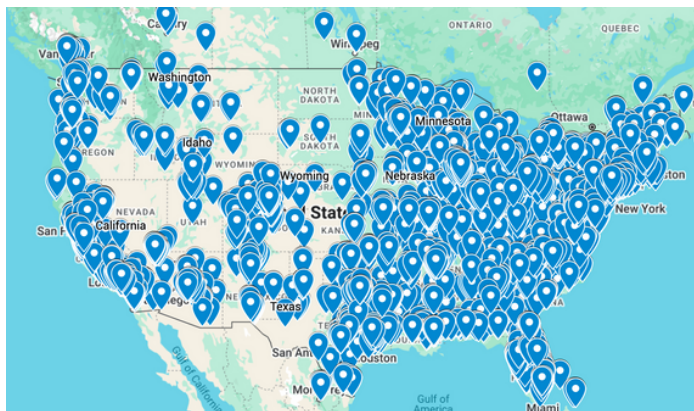
What UStrive Students Say About UStrive:

- **59%** learned more about the colleges on their list
- **56%** added new colleges to their list
- **53%** discovered colleges they hadn't heard of before
- **94%** report their UStrive mentor helped them feel more confident about going to college

(May 2024 End-of-Year Mentee Survey)



Mentorship in Motion: UStrive's Reach Across the Map

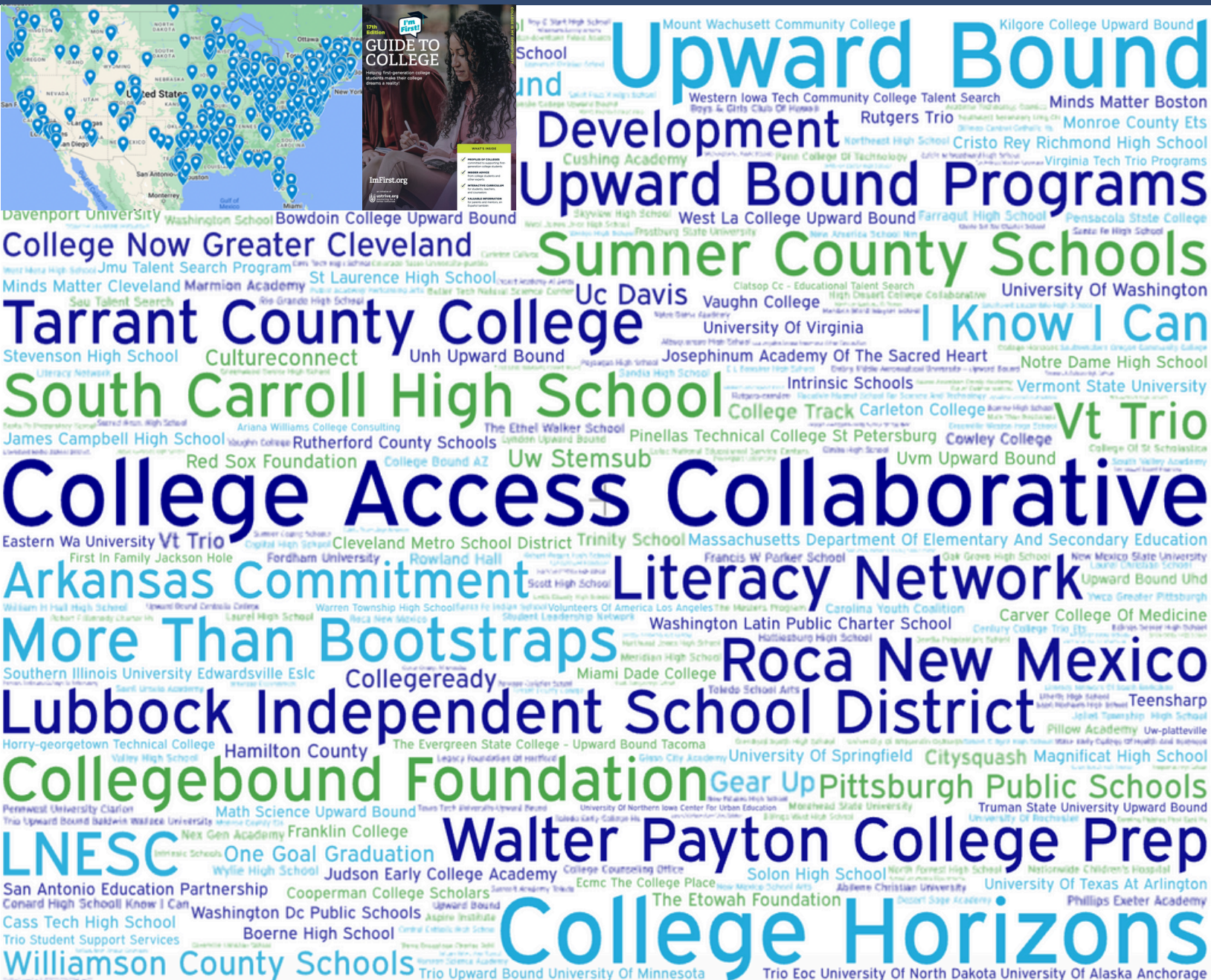


States with the most mentees: (1) New York, (2) California, (3) Texas, (4) Florida, (5) Illinois



Worldwide impact: Reached students in 182 countries in 2024-2025

- ## Some of the organizations benefiting from the *I'm First! Guide*:





Strengthen Alumni & Parent Engagement

Build stronger connections between your institution and parent/alumni networks



Expand Retention, Academic Support, and Career Services

Connect current students with virtual mentors for persistence and career support



Support Admissions & Recruitment

Attract prospective students to your community while promoting college access and equity for underrepresented students

Partnerships Include:

- ✓ Customized registration links
- ✓ Comprehensive training and user support
- ✓ Admin portal and dashboard to track community engagement
- ✓ Quotes from mentors with positive experiences

Safe & Supported

Safe Interactions

- All interactions (messages, calls, video chats) happen virtually in UStrive. No sharing personal contact information!

No Experience Required

- Mentors receive comprehensive training to support students.

Small Time Commitment

- Mentoring duration varies, averaging 1-2 hours per month.

Resources & Support

- Training modules, college & career guides, college search tool, goals tracker, google docs integration, and more!

**Mentor in your own
private network**
(connect your students
with your parents/alumni)

OR

**Mentor the worldwide
UStrive community**
(prospective and current
college students)

“Within four months of launching as an employee engagement initiative at Deloitte, UStrive had become our largest year-round volunteer activity. UStrive has seen an increase in the number of employees volunteering year-over-year with Deloitte and other corporate relationships.”

-Alicia Rose, Deputy CEO of Strategic Initiatives

