

UStrive.org & I'm First!

- Nonprofit **UStrive.org** supports colleges with a commitment to access and first-generation student success by highlighting their support services and college profiles within the UStrive population and in the ***I'm First! Guide to College*** workbook.
- In 2025-2026, over **810,000** college applicants opted-in on Common App to connect with a UStrive virtual mentor.
- Top 5 states with the most mentees engaging with UStrive virtual mentors: **NY, CA, TX, FL, IL**

UStrive Students:

- **63%** identify as first-generation
- **82%** identify as low-income (<\$50k household income)
- Reside in all **50** states and **182** countries



About UStrive.org

UStrive.org is a nonprofit that provides free, one-on-one virtual mentoring to help students navigate the college application process and plan for their future. While open to any student with financial need, many students served come from lower-income backgrounds.

UStrive.org also runs the **I'm First!** initiative to support first-generation students.

The I'm First! Community



Our I'm First! campaign supports and celebrates first-generation students.

- **10,000 copies of the *I'm First! Guide to College* workbook are distributed annually to our college partners and to:**
 - 140+ college access organizations and TRIO programs (often ETS & UB)
 - Counselors at 540+ high schools
 - 910+ unique locations across all 50 states, U.S. Virgin Islands, and Puerto Rico
- The workbook features **full-page profiles of over 100 colleges** and their support programs and resources for students. **We share a digital PDF packet of college profiles with over 520,000 new college applicants each fall.**
- We raise our college partners' visibility by elevating their programs and resources within a population where most identify as first-gen and/or support first-gen students.



Some of the organizations benefiting from the *I'm First! Guide to College*:

Sample college profile

ARIZONA www.usitive.com/colleges/university-arizona

University of Arizona

Fast Facts

CAMPUS OVERVIEW	40,769
Undergraduate Students	86%
Acceptance Rate	25%
Students Receiving Federal Pell Grant	20:1
STUDENT FACULTY RATIO	20:1
RACE/ETHNICITY	
American Indian/Alaska Native	2%
Asian	5%
Black	4%
Hispanic	28%
International/non-resident	5%
Native Hawaiian/Pacific Islander	0%
Two or more races	5%
Unknown	5%
White	47%
TEST SCORES (MIDDLE 50%)	
SAT	580-700
SAT Critical Reading	580-720
SAT Math	21-30
ACT	
GRADUATION & RETENTION	
Students Who Return After First Year	87%
Graduation Rate	63%
TOP FIELDS OF STUDY	
Psychology, Communication and Media Studies, Multi-Interdisciplinary Studies, Physiology, Pathology and Related Sciences, Business Administration, Management and Operations	
COSTS	
Average Annual Cost	\$15,960
By Family Income	
\$0-\$30,000	\$13,243
\$30,001-\$40,000	\$13,789
\$40,001-\$75,000	\$15,497
\$75,001-\$110,000	\$20,124
\$110,001+	\$20,936
FINANCIAL AID & DEBT	
Students Receiving Federal Loans	28%
Median Total Debt After Graduation	\$19,620
Typical Monthly Loan Payment	\$209/mo
EARNINGS AFTER SCHOOL	
Median Earnings	\$59,979

Academic Advising & Support The A Center

If you're unsure about what to major in, The A Center provides advising for Undeclared, Transitional, Pre-Health Professions, and Pre-Law students. Advisors will connect you with opportunities for academic exploration, degree pathways, leadership development, and much more. Learn more: www.theacenter.arizona.edu

Academic Advising & Support Student Engagement & Career Development

Whether you know exactly what career you want or you're still figuring it out, Student Engagement & Career Development offers career advising and connections to internships, research projects, volunteering, and other opportunities that will help you uncover your passions and build experience to impress employers. Learn more: www.career.arizona.edu

Academic Advising & Support Student Life & Support First Cats

We're proud that more than 30 percent of Wildcats are first-generation college students. First Cats helps them find community, stay motivated, and flourish during every stage of their academic career, from the transition to college to preparing for life after graduation. Learn more: www.thrive.arizona.edu/first-cats

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- ▶ **Academic Advising & Support The A Center**
If you're unsure about what to major in, The A Center provides advising for Undeclared, Transitional, Pre-Health Professions, and Pre-Law students. Advisors will connect you with opportunities for academic exploration, degree pathways, leadership development, and much more. Learn more: www.theacenter.arizona.edu
- ▶ **Academic Advising & Support Student Engagement & Career Development**
Whether you know exactly what career you want or you're still figuring it out, Student Engagement & Career Development offers career advising and connections to internships, research projects, volunteering, and other opportunities that will help you uncover your passions and build experience to impress employers. Learn more: www.career.arizona.edu



- UStrive continues to engage and support applicants as they explore and finalize college lists, complete applications, apply for financial aid, and compare admission offers.
- **UStrive college partner profiles are highlighted in UStrive student and mentor outreach, emails, and newsletters that reach over 810,000 students per year.**
- UStrive college partners are also elevated in the UStrive mentoring system and mobile app. On average, students engage **81%** more with featured colleges.

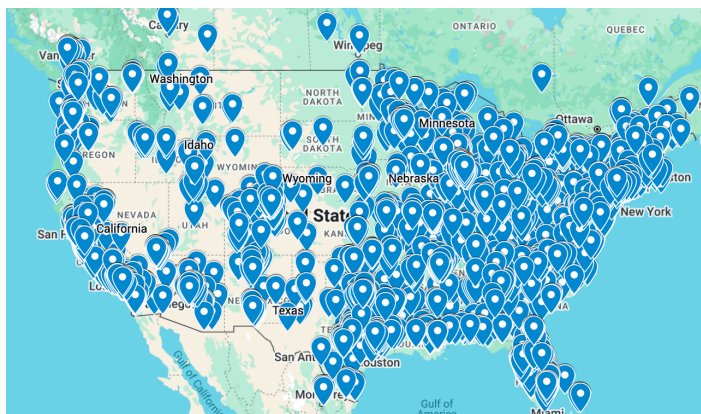
UStrive Mentoring's Influence:

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

(May 2025 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 2025-2026

To maximize impact, college partners may also:

Engage Alumni, Student Ambassadors, or Staff as UStrive Mentors

- Help meet the growing need of applicants seeking to connect with a virtual mentor for personalized support and guidance.
- Provide alumni, students, and staff with a structured and impactful way to give back.

Co-Promote the *I'm First! Guide to College*

- Share the *I'm First! Guide to College* workbook with your access initiatives, pre-college programs, community-based partnerships, and in counselor communications.

Sponsor Direct Distribution

- Partner with UStrive to sponsor copies of the *I'm First! Guide to College* to students, counselors, programs, schools, or CBOs.
 - Further increase visibility, strengthen your presence in priority markets, and help develop relationships with target organizations.

We are growing our reach:

- New partnerships help grow our mentor network to meet the growing demand of Common App applicants opting in to connect with a virtual mentor.
- Foundations help us distribute thousands of copies of the *I'm First! Guide to College*.



Questions? Contact Daniel Schnall, Director of I'm First!: daniel@ustrive.org