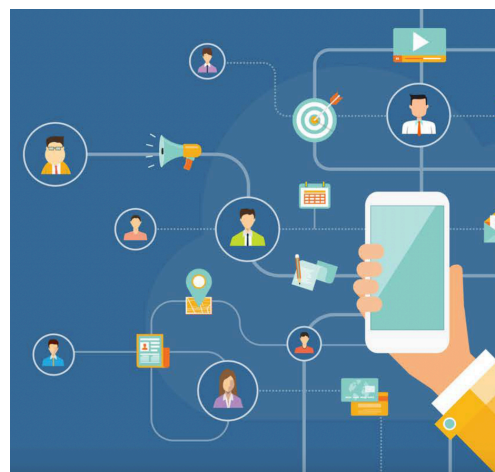


## UStrive.org & I'm First!

- UStrive supports colleges with a commitment to access and first-generation student success by elevating their support services and college profiles within the UStrive population and in the *I'm First! Guide to College* workbook
- In 2025-2026, our college partners were positioned in front of over **28,000** UStrive students actively building and refining college lists, completing applications, finding scholarships, and more
- Top 5 states with the most mentees: **NY, CA, TX, FL, IL**

### The students our college partners reach in UStrive:

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



## About UStrive.org

Nonprofit UStrive.org provides virtual mentoring to applicants with financial need. **810,000+** students opted in on Common App to connect with a mentor in 2025-2026.

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

- UStrive continues to engage and support Common App applicants with financial need as they explore and finalize their college lists, complete applications, apply for scholarships and financial aid, and compare admission offers.
- UStrive college partners are elevated in the new UStrive mentoring system and mobile app. On average, students engage **81%** more with featured colleges.
- College partner profiles are highlighted in student email blasts, student and mentor newsletters, and counselor communications.

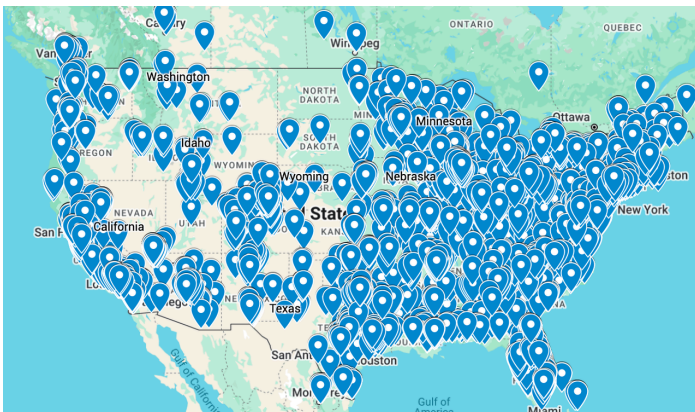
## UStrive Mentoring's Influence:

- 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

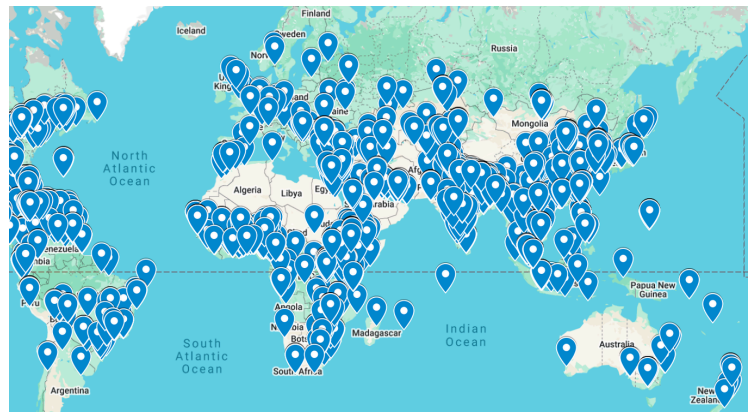
(May 2025 End-of-Year Mentee Survey)



## 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 deepen engagement, college partners may also:

## 1. 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.
- Create meaningful, authentic connections between members of your community and prospective students.
- Provide alumni, students, and staff with a structured and impactful way to give back.

## 2. 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, and community-based partnerships.

## 3. Sponsor Direct Distribution

- Partner with UStrive to sponsor copies of the *I'm First! Guide to College* for distribution to local students, counselors, programs, schools, or CBOs.
  - Further increase your visibility to counselors and students.
  - Strengthen your presence in priority markets and/or 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: [daniel@ustrive.org](mailto:daniel@ustrive.org)**