2023 Impact Report

education: access

Agenda

1

Summary

What we accomplished in 2023 and where we fell short.

2

Scholarships

How we have grown our impact: more scholarships and improved offering.

3

Fundraising

How we performed in fundraising this past year.

4

Operations

An update on the team and detailed financials.

"During my teaching years, I came to realize the challenges girls (specifically in India) faced while navigating high school, and I have tried to support girls' education causes since. I just want to say that it takes a soul and a lot of courage to pursue a career/project in impact - and anyone in this space should be proud of themselves."

- Adithya Narayanan, Board Member

Summary

The paradox of growth: what comes next

When it comes to impact, growth is a good thing. You can grow by **expanding your scope, your reach, or the depth of your programs**. In 2023, we expanded along all three dimensions. We reached new schools and communities, grew our scholarship numbers by almost 2x, and improved what we offer to our scholars. But growth comes with a paradox. Instead of things getting easier, **as you grow, you encounter a whole new set of challenges**. I want to talk to you about those challenges.

One of the key questions we faced in 2023 was how to professionalize our fundraising. I don't think I need to explain that as you grow, your budget grows as well. And I will be honest: **we didn't do enough to expand our fundraising last year**. We're incredibly **grateful for the group of monthly and institutional donors** that sustained us, and I am continuously impressed by the core group of supporters we have. But we need to get smarter about where we spend our time, we need to significantly expand our fundraising base, and we need to engage with our donors more often.

Which brings me to the second challenge we face: **how do we grow sustainably as an organization**. With an expansion of scholarships comes a higher need for automating and improving our processes. It also means we need to continue to grow our team in India, which is why we emphasize our efforts to **decentralize operations and push more decision-making to the team on the ground**. At the same time, we need to acknowledge the reality: our team in Europe and the U.S. works on this project on a strictly voluntary basis and on the side of full-time jobs.

If I think about our overall trajectory, I picture a plateau of sorts representing 2023. That doesn't mean we didn't grow. We actually grew quite significantly (more on that in a second). But now comes the hard part: **building the infrastructure and team to take this organization to the next level, the next stage of our climb.**
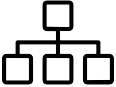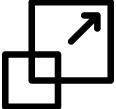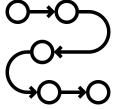
Here's what gives me confidence: **we made enormous strides on the ground in 2023 with the same resources and capacity that we have had in previous years**. We **grew our Operations team, adding two new members**. We gave **207 scholarships**. And we made a **big push to improve what we offer our scholars**: starting a computer literacy program and expanding into career and life counseling. Most importantly, we kept the spirit that has defined this project from the start, the spirit that we push forward, we try new things, and **we relentlessly focus on impact**.

So when I think about the paradox of growth, I am optimistic. Already in 2024, **we have expanded the team further,** both on the ground in India and with our group of volunteers in Europe and the U.S. We are working on **professionalizing our fundraising operations**. And we continue to push for **improvements in our scholarship programs**. It's exactly the start we need to make 2024 another successful one on our growth path. Thanks for being part of our community, and keep your eyes and ears open for more news from us as we take on this new set of challenges.

- Alessandro Bordoli, Founder & Managing Director

"We all want to solve big problems, but when it comes to execution we get overwhelmed. Where do we start? What do we do first? One of the lessons I have learned from this project is that sometimes you just need to start somewhere. By solving a small part of the problem, you can also have a meaningful impact."

An assessment of our progress towards key objectives in 2023

	2023 Objective	How we will measure success	Progress	Details on progress
	Create local structures that allow us to reach 500 active girls in 2025	• 100% of key metrics covered in scholar database • Overall team growth of +2 with 100% retention • Meet target coordinator/scholar ratio	🟡	• Full data coverage in Zoho (new tool) • +2 new team members (1 in Jammu, 1 in Delhi); +2 more recruited at end of year
	Scale Delhi program to ~100 actively enrolled girls	• +82 new scholars • Team growth of +1 in Delhi • Launch of computer literacy project	🟢	• +62 new scholars • 1 new team member onboarded • Launch of computer literacy project and career counseling
	Build internal processes to lay foundation for growth	• Creation of new voluntary advisory Board • Investment of un-budgeted funds • Automation of non-core processes	🟢	• Recruited new 3-person voluntary Board • Invested 100% of un-budgeted funds in interest-bearing accounts • Completed mapping of pain points to drive automation efforts
	Professionalize donor operations and increase engagement	• Increase # of monthly donors • Increase donor retention • Team growth of +1 to improve ability to apply for grants/business donations	🟡	• Significant update of website and fundraising materials • Increase in monthly donor amount donated • Publication of first Impact Report

2023 was another year of growth, despite challenges in fundraising

$45K

Donations

-16%▼

YoY

207

Scholarships

86%▲

YoY

21

Monthly Donors

17%▲

YoY
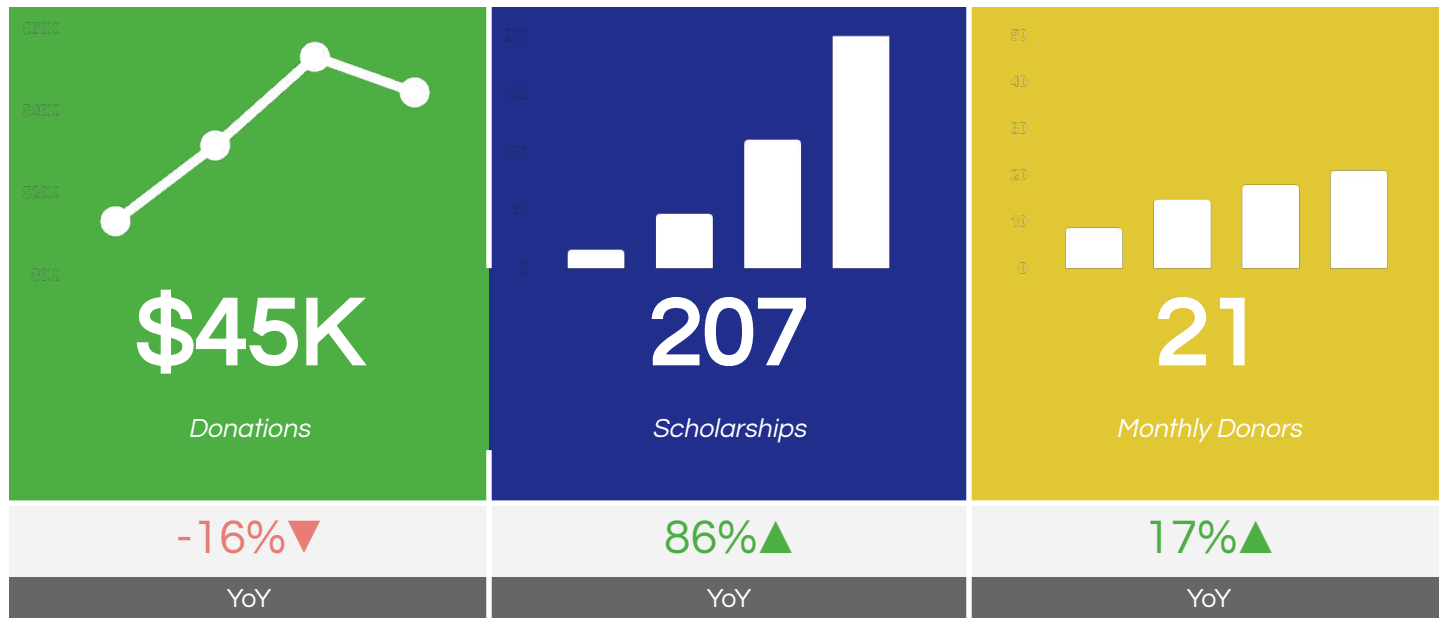
Focus was on expanding in our existing cities, especially Jammu and Delhi
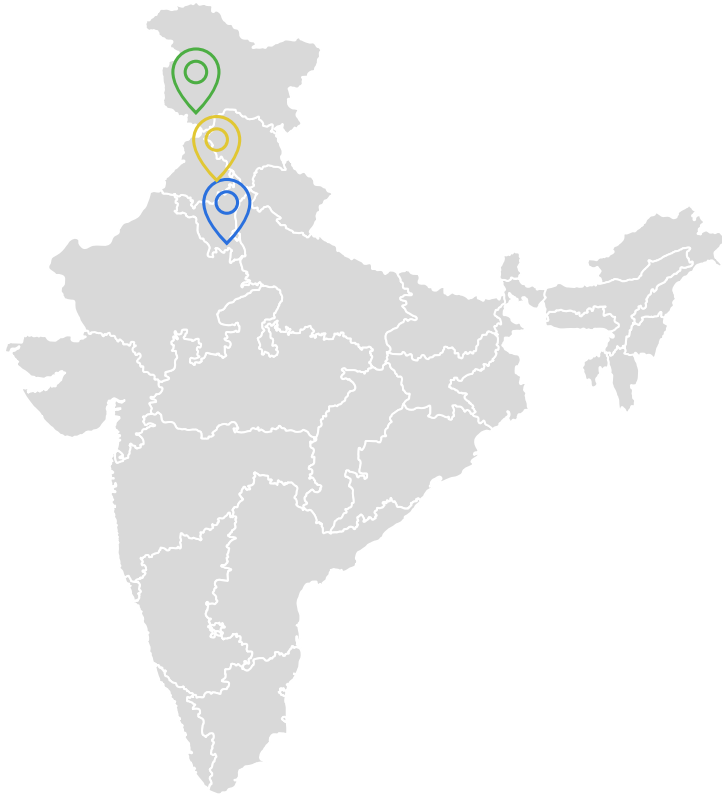
Jammu

2018 launch; 106 scholars; 16 schools

Chandigarh

2022 launch; 19 scholars; 1 school

Delhi

2022 launch; 82 scholars; 16 schools

Scholarships

Growth in scholarships by 12x (190 scholars) in last 3 years

Total # of scholarships we have given each year

Launch of Chandigarh and Delhi

7 — 2019
17 — 2020
47 — 2021
111 — 2022
207 — 2023
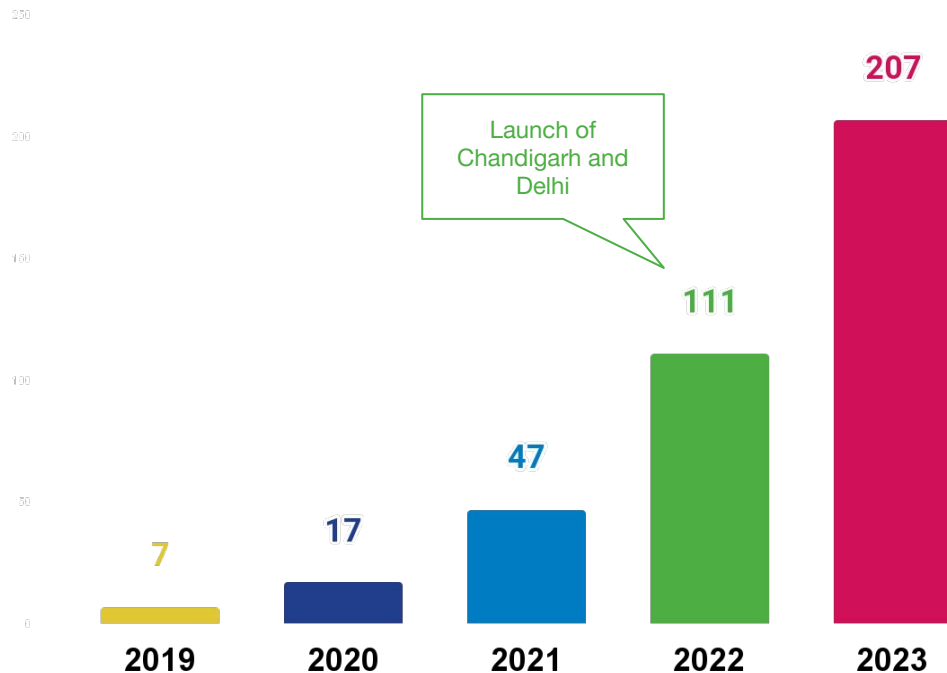
Cities we currently work in

Jammu

- **Launch:** 2018
- **# scholars:** 106 *(+33 vs. last year)*
- **# schools:** 16

Chandigarh

- **Launch:** 2022
- **# scholars:** 19 *(+1 vs. last year)*
- **# schools:** 1

Delhi

- **Launch:** 2022
- **# scholars:** 82 *(+62 vs. last year)*
- **# schools:** 16

Significant progress in improving the quality/offering of our scholarships
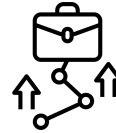
	Building extracurricular activities and skills	Raising awareness about career planning	Focusing on holistic view of well-being
Area of focus			
What we do today	• **Computer literacy courses** in Delhi and Jammu • **Flexible funding** that allows for support for extracurriculars	• **Individual planning sessions** for each scholar in Delhi	• **Informal mentoring** and support on health issues
Ideas we have next	• **Further expansion** of computer literacy • **Enrollment of scholars** in various summer courses according to interests	• **Expansion** of individual planning sessions • **Workshops** or **mentorship programs** that allow for individualized guidance	• **Financial support** for mental health services • **Expansion of health** education

Updates from Delhi demonstrate the impact our scholarships have

"In 2023, I received a wonderful scholarship from education: access. In my spare time, I love reading novels, especially science fiction. One day, I would like to become a psychologist or an English teacher."

Anchita Shrivastava
Grade 9

"This scholarship has helped me recognize the impact of my education on my future opportunities. It has also helped me find self-confidence. Speaking about my thoughts without the fear of being judged has helped me become a better me."

Vishakha Devi
Grade 11

"Because of this scholarship, I was able to enroll in computer classes, which have been very helpful. I continue to learn about computer skills, and I am also developing editing skills by making my own videos."

Harshita
2nd Year College

Jammu | Our original location where we continue to grow

Scholarship program size in Jammu (2022-2023)

73 — 2022

-35 — Scholars leaving/completing

68 — New scholars

106 — 2023
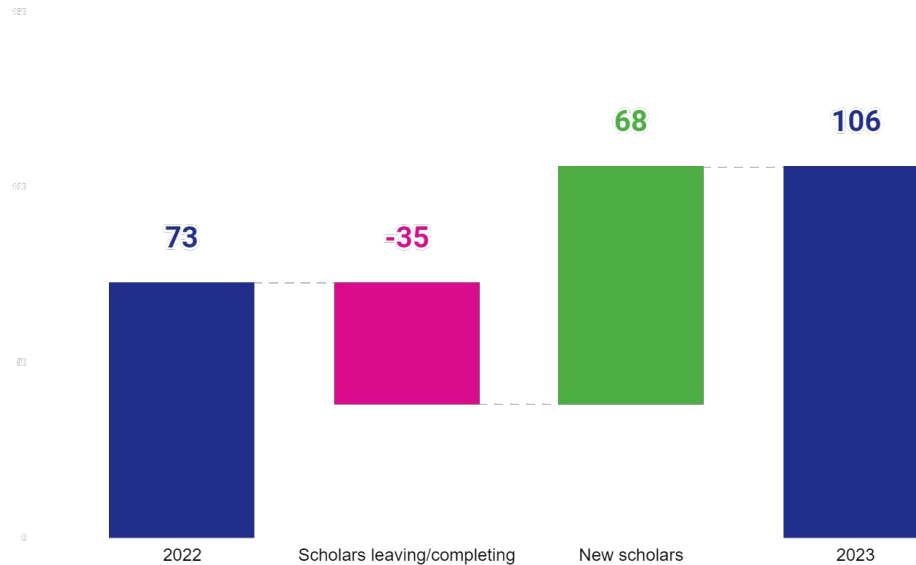
Key facts about the program

About the schools	• 16 schools in rural areas around Jammu (5 new schools vs. last year) • Most schools charge some amount of fees • 12 girls currently in college/university
Selection process	• Our Operations team works with schools and in communities to identify candidates
Program operations and team	• Suntosh Soni drives the program, working with Rajni and Bhumika (two former scholars)

Jammu | Scholarship designed to meet significant financial needs

Cost of scholarship in Jammu by category

$20 Admission Fee
$53 Other School Fees
$7 Board/Exams
$17 Books and Supplies
$14 Uniform
$5 Bag
$117 Subtotal
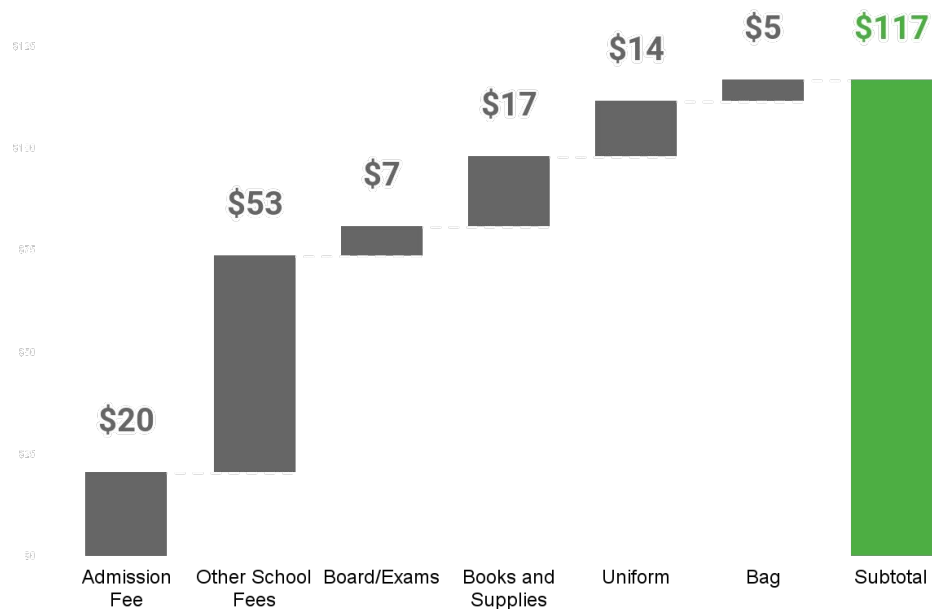
Why this program is different

- **Scholars with high levels of need**
  - Our scholars in Jammu face the highest levels of need among our groups, both in terms of finances and family circumstances
- **Largely rural areas**
  - Schools are located far from Jammu and in largely rural areas with limited access to internet, banking, etc.
- **College scholarship pilot**
  - We started a pilot several years ago to support girls who finish our high school scholarship and go on to college

Note: Costs are illustrative. We rely on Local Operations Teams to help us spend funds on what each individual girl needs most.

Chandigarh | Started in 2022 to deepen our partnership with Rotary

Scholarship program size in Chandigarh (2022-2023)

6 scholars moved to public schools

18   -6   7   19

2022   Scholars leaving/completing   New scholars   2023
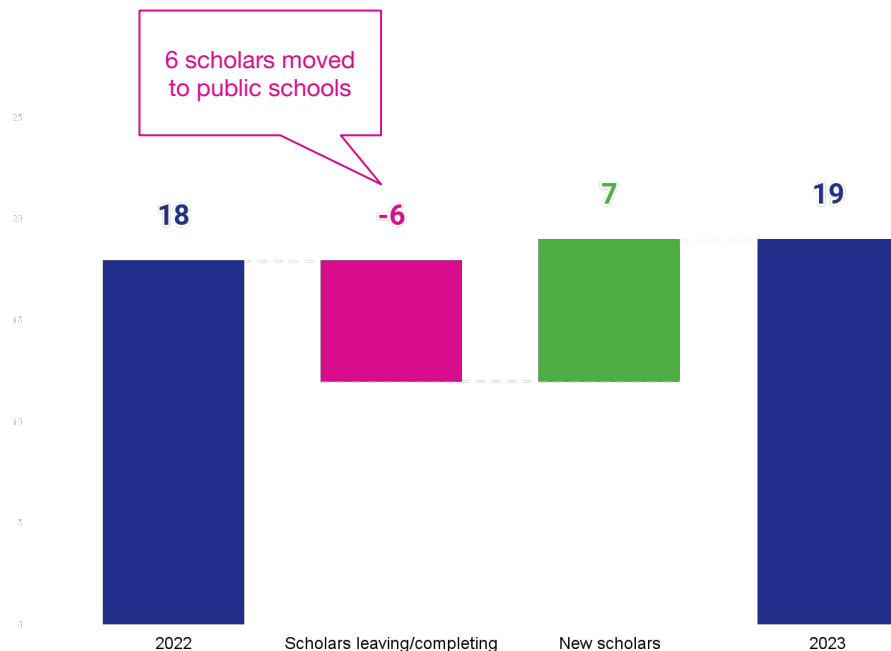
Key facts about the program

About the school	• Bhavan Vidyalaya Chandigarh • Private English-medium grades 6-12 • Supported by Chandigarh Rotary • One of India's Best Schools by Careers 360 for last three years
Selection process	• School selects 25% of students from disadvantaged backgrounds • Pre-selection by Monika and Rotary
Program operations and team	• Selection and monitoring by Monika Khurana (teacher/volunteer) • School does not charge fees

Chandigarh | Flexible scholarship to meet specific circumstances of scholars

Cost of scholarship in Chandigarh by category

$28 — Books, Stationery, and Bag
$28 — Uniform
$160 — Other (Transportation, Internet, Health, Nutrition)
$217 — Subtotal
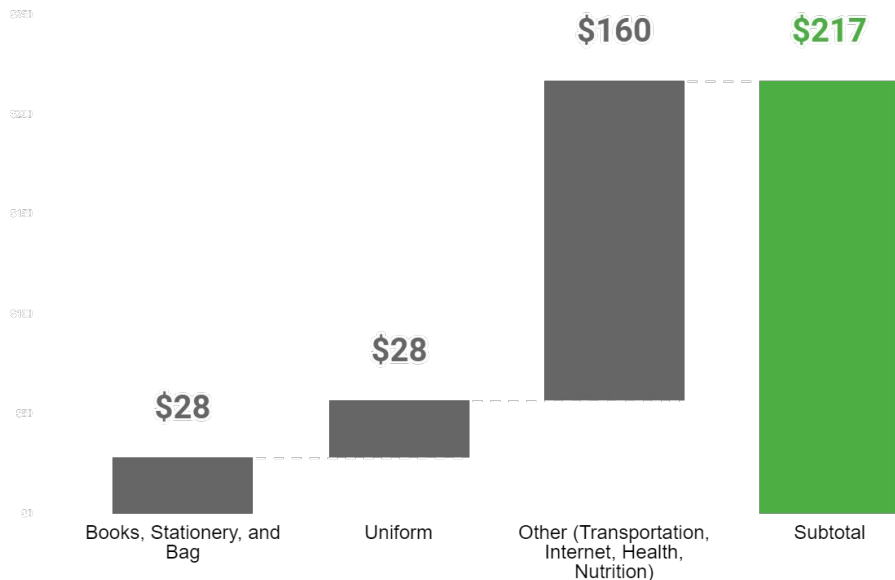
Why this program is different

- **Our partnership with the Rotary club**
  - Chandigarh Rotary supports Bhavan Vidyalaya
  - Rotary also plays a role in pre-selection and monitoring for our scholarships
- **Our partnership with a top school**
  - We give girls the opportunity to attend an award-winning institution
- **Flexibility of funding model**
  - Bhavan Vidyala does not charge fees to students from lower income backgrounds
  - We help students allocate funds according to needs (e.g. healthcare, nutrition, etc.)

Note: Costs are illustrative. We rely on Local Operations Teams to help us spend funds on what each individual girl needs most.

Delhi | Started 1 year ago and has grown rapidly

Scholarship program size in Delhi (2022-2023)

20   **0**   **62**   **82**

2022   Scholars leaving/completing   New scholars   2023
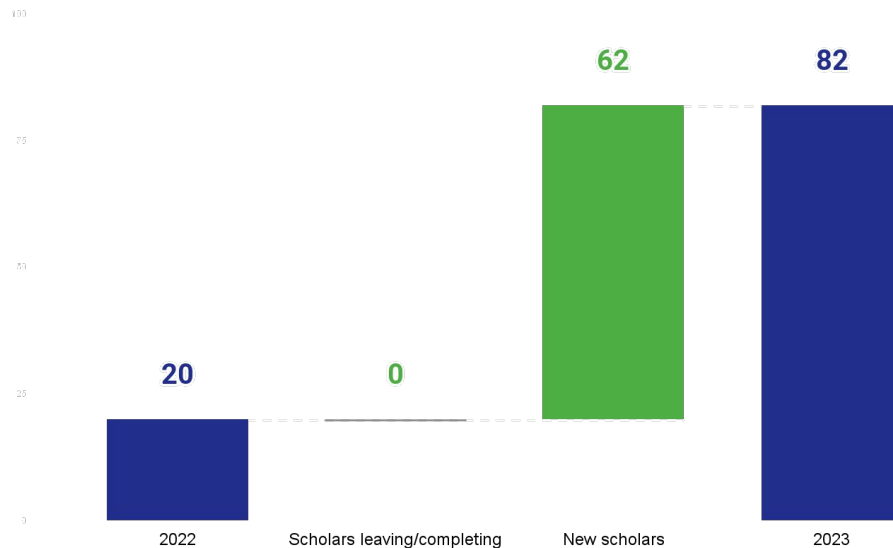
Key facts about the program

About the schools	• 16 schools across New Delhi and neighboring areas • 100% are public and do not charge fees • We have partnered with Teach for India teachers to build our network
Selection process	• We rely on our Teach for India network to target schools and candidates • Our operations team validates information and provides recommendations
Program operations and team	• Sadiya Siddiqui and Soni Girsay drive the program's growth

Delhi | We developed a new scholarship model to grow in Delhi

Cost of scholarship in Delhi by category
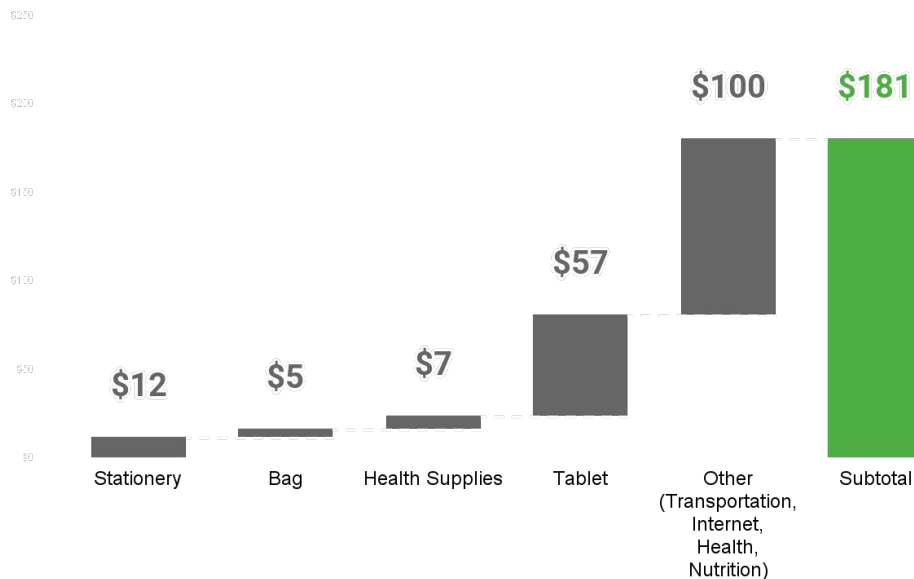
Why this program is different

- **Focus on scholarship quality**
  - We started a pilot program to support 14 girls in attending computer literacy classes
  - We are now launching efforts to offer individualized coaching and guidance for each scholar on career paths
- **Our partnership with Teach for India**
  - We work with Teach for India teachers to shortlist candidates and monitor and support our scholars
- **New funding model**
 - Students have flexibility in how they can spend funds to support their studies

Note: Costs are illustrative. We rely on Local Operations Teams to help us spend funds on what each individual girl needs most.

Our application process continues to emphasize need and merit

1 **Application Collection**

→ Actor(s): Local Operations Teams
→ Action: Collection of Scholarships, Discussions with School, Recommendations

2 **Pre-Evaluation**

→ Actor(s): Selection Committee
→ Pre-Action: Quantitative Evaluation; Identify Top Academic by Percentiles
→ Action: Evaluation of All Applications + Essays

3 **Round 1 Decisions**

→ Actor(s): Selection Committee
→ Action: Initial Shortlist of Candidates
→ Criteria: See 3 Key Principles outlined to the right

4 **Final Decisions**

→ Actor(s): Selection Committee
→ Pre-Action: Open for Comments/Feedback to Whole Team
→ Action: Final Review and Follow Up with Operations Teams

Selection Principles

1. **Quantitative Model**
   a. We utilize a model that we have developed to highlight candidates within a number of categories:
      i. Top academics
      ii. Top risk of drop-out
      iii. Recommended by local teams

2. **Qualitative Evaluation**
   a. We conduct evaluations of all applications that we receive
   b. Each member of the Selection Committee independently evaluates each candidate and then brings his/her recommendation to the Committee discussion

3. **Final Decisions**
   a. A list of selected candidates is sent to the whole team for comments and feedback
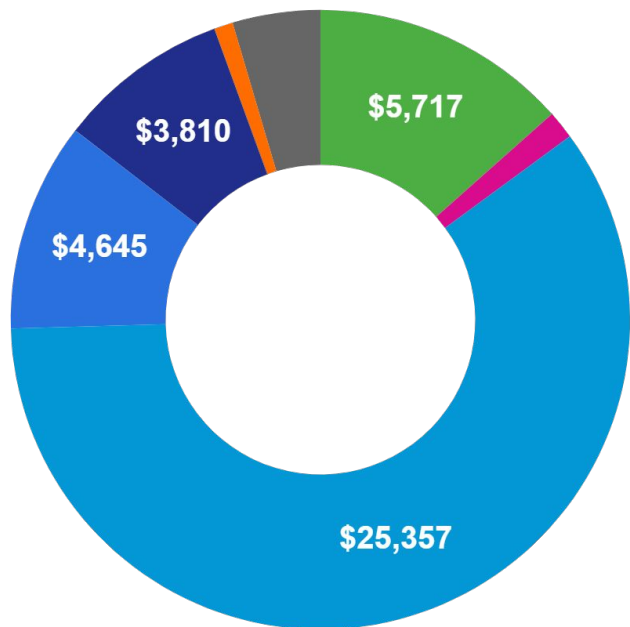   b. Final decisions are communicated to Local Operations Teams for follow up

Fundraising

Fundraising declined YoY and will require a sustained effort to grow sustainably

Gross donations ($), 2023

Legend:
- Monthly Donors
- One-Time Donations
- Corporate Donations
- Christmas Events
- Race Fundraiser
- Matching Programs
- Team Donations

Pie chart values:
- $5,717
- $25,357
- $4,645
- $3,810

-20%
Total YoY Growth

21
# of Monthly Donors

2
# of Events

We held two main events this year, repeating successful formats from 2022

May

Dec

2nd Education Empowerment 5K

We had 25 sponsors and ~200 registered runners in our 2nd edition of the Education Empowerment 5K race in Vero Beach, Florida. The event raised ~$4k.

Virtual Christmas Fundraiser

We continued our annual tradition from the past years and held a virtual trivia event hosted by Rohan Parekh. The event raised ~$5k.

We're proud of how many corporate and monthly donors support us

Monthly Donors

Ryan Deri	*Trevor Lopes*
Eugene O'Donnell	*Yana Stefanova*
Austin Wallis	*Harpreet Singh*
Luna Rivera	*Amani Joas*
Jake Leffew	*Christine Steinkrauss*
Stephi Matsushima	*Sakshi Panday*
Erin Terzieff	*Giordano Bordoli*
Stefano Bordoli	*Casper Clemmensen*
Kaushik Nagarur	*Matteo Bordoli*
Dana Sutherland	*Rashmi Shivanna*
Jonathan Siragusa	

Corporate Donors

Our donors are agents for change and an inspiration to our cause

> "
>
> Contributing to a girl's education is not just an act of kindness but a powerful catalyst for change. It breaks the cycle of poverty and empowers communities.
>
> *Stephanie Hughes*

> "
>
> I donated to empower and transform the lives of these girls, equipping them with education and guidance to break free from the cycle of poverty and achieve their potential.
>
> *Konstantin Kölsch*

> "
>
> The health and survival of all depends on the right to education, especially young girls. e:a provides opportunities to feed young minds and fill them with hope.
>
> *Karen Matsushima*

> "
>
> I believe in the empowerment of all who are held back from reaching their goals. These young people are given opportunities to follow new paths.
>
> *Diana Bordoli*

> "
>
> I smile each month when I receive the receipt from e:a. It makes me think of the materials I help provide for one young girl, and how she will benefit and find joy from the hard work of learning.
>
> *Gene O'Donnell*

> "
>
> I have given to e:a over the years because supporting education for young girls will pay off multifold as an investment for them and their families; and because I have full trust in the team
>
> *Lara Fleischer*

> "
>
> We have chosen to support e:a for its commitment to education in relatively remote populations with on-the-ground decision-making and volunteer-led leadership.
>
> *Fanette Singer*

> "
>
> I believe education is one of the biggest levers for change. Education helps to not only teach skills and build knowledge, but open the door to opportunities and expand horizons.
>
> *Annie Pi*

Operations

We work with a team of changemakers that drives operations in India

Team in Jammu

Suntosh Soni
Jammu Lead
Joined 2017

Rajni Devi
Jammu Associate
Joined 2023

Team in Delhi

Sadiya Siddiqui
Delhi Lead
Joined 2022

Soni Girsay
Delhi Associate
Joined 2023

Team in Chandigarh

Monika Khurana
Chandigarh Lead
Volunteer

Our volunteers in EU/US set strategy, raise funds, and support the India team

Christian Bordoli
Fundraising

MBA Candidate, Georgetown

Luna Rivera
Fundraising

Student, University of Miami

Alessandro Bordoli
Founder & Managing Director

Consultant, Bain & Company

Michael Vogel
Founder & Operations

Product Manager, Arvato

While our Board offers guidance and oversight over all efforts

Adithya Narayanan

Founder, Hushl

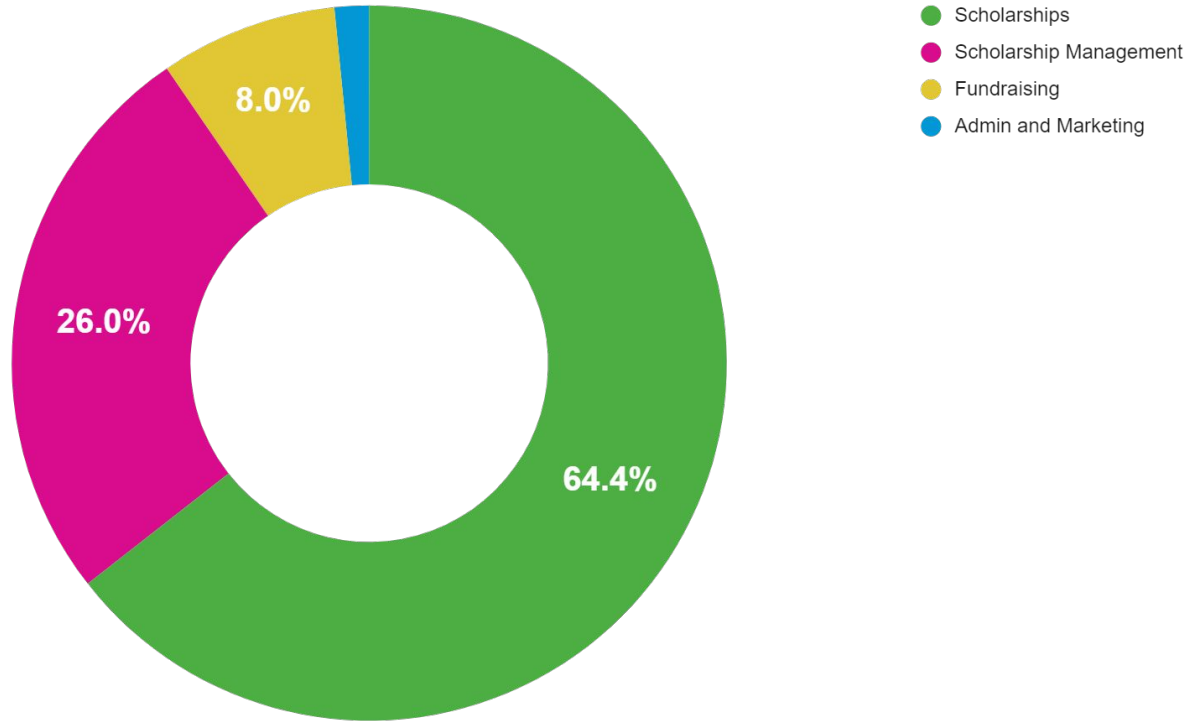**Priyanka Soni**

Project Manager, WHO

Lamia Kalam

MBA at Georgetown

We continue to maintain financial discipline to maximize the impact of your $

Costs as a % of total costs, 2023

- Scholarships
- Scholarship Management
- Fundraising
- Admin and Marketing

64.4%
26.0%
8.0%

Our full P&L shows the headroom we have for further investment/growth

USD	$ Amount		% of Gross Donations	
	FY23	**FY22**	**FY23**	**FY22**
Donations	**491**	**334**	**334**	**334**
Gross Donations	**$ 44,611**	**$ 53,404**	**$ 44,611**	**$ 53,404**
Total Fundraising Expenses	**$ (2,976)**	**$ (1,789)**	**-6.7%**	**-3.4%**
Net Donations	**$ 41,635**	**$ 51,615**	**$ 41,635**	**$ 51,615**
Scholarships	**207**	**111**	**111**	**111**
Scholarship Management Costs	$ (9,631)	$ (5,657)	-21.6%	-10.6%
Scholarship Direct Costs	$ (23,873)	$ (8,748)	-53.5%	-16.4%
Total Program Expenses	**$ (33,504)**	**$ (14,405)**	**-75.1%**	**-27.0%**
Gross Margin	**$ 8,131**	**$ 37,070**	**18.2%**	**69.6%**
Marketing Expenses	$ (129)	$ (16)	-0.3%	0.0%
Administrative Fees	$ (448)	$ (441)	-1.0%	-0.8%
Total Operating Costs	**$ (577)**	**$ (456)**	**-1.3%**	**-0.9%**
EBITDA	**$ 7,553**	**$ 36,753**	**16.9%**	**68.7%**
Interest Income	$ 1,227	$ -	2.8%	-0.8%
EBIT	**$ 8,781**	**$ 36,753**	**19.7%**	**68.7%**

We have ambitious goals for next year to follow up on our successes in 2023

1

Expand fundraising to match growth in program, with a focus on grants, corporate donations, and events

2

Improve scholarship offering through expansion of offering and growth of India-based operations team

3

Grow team of volunteers in EU/US to support a sustainable growth model

Get In Touch

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www.educaccess.org

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