Message from our Executive Director

After three outstanding years, I am delighted to share Hey Mentor’s first annual report with our community and supporters who have made this organization a pivotal resource for hundreds of students each year.

Hey Mentor’s growth and success stems from centering our students in everything we do. Prior to founding Hey Mentor, I spent five years in college access nonprofits supporting first generation and low-income students with similar backgrounds as myself. I continued to see students struggling to find reliable college access support because of program limitations. Resources that were only in-person and at a specific time each week seemed inaccessible to most high school students, who typically juggled multiple after school obligations. Through co-creating Hey Mentor with my students from Chief Sealth International High School, we worked tirelessly to innovate how mentorship and college access could be delivered in Washington State.

Despite the challenge of creating the first online college mentorship nonprofit in Washington, we knew that what we offered students was game-changing. We believed that an online model would improve volunteer retention by eliminating indirect transportation time, provide flexibility that meets the schedules of students who need evening or weekend support, and increase mentor-mentee satisfaction through strategic mentorship matches.

Since Hey Mentor’s first cohort of 50 incredible students in 2017, we have supported more than 1,020 students from our college mentorship program and workshops. Our workshops in the past two years have reached 100% capacity. This year, the pandemic has proven that we must continue to rethink how we connect our students to opportunity. Hey Mentor had its biggest spike during the Spring of 2020, with a 250% increase in student enrollment. As demand for online college access support rises, we hope now more than ever that we will receive enough funding to extend our services to more students across the state.

I am incredibly thankful for our many supporters these past three years: our founding students (many of whom are still active student leaders in the organization), our alumni who are eager to become mentors after graduating, our mentors who return year after year to continue their impactful work, and our board members who work their magic behind the scenes to keep our doors open. I would also like to recognize our community partners such as the Road Map Project who has been our greatest believer since day one, and our corporate supporter Microsoft who continues to help Hey Mentor innovate our online tools for students.

Tiffany Wong
UW Chapter President

Katia Oliva
UW Chapter Vice President

Marin Bando
Communications and Marketing Intern

Alicia Ing
Program Coordinator

Our Team
To support underserved students in navigating pathways to college and career success.

$153.26 is added to the economy for every student Hey Mentor supports.

Hey Mentor

Cost per student served, compared to other college access providers

- Hey Mentor: $218.19
- Other Nonprofits: $3,490.11
- Private College Consultants: $4,620.00

Average time spent on 1:1 mentorship per mentor per week: 2.1 hrs

Mission

For every student to have equal opportunity to graduate from college and achieve a successful career.

It was very helpful for me to talk with my mentor, because she was also in Engineering and it ultimately influenced my decision of where to go. My mentor was also very helpful with my college essays and was very easy to talk to. I felt very comfortable around her. I'm very grateful that I could have a mentor for this year.

- Aditi, Inglemoor High School
Since our inception in 2017, Hey Mentor has served over 489 students through our Mentorship Program, and even more students through our events and workshops. Greatly aided by our Student Ambassador program, which gives high school students the opportunity to represent Hey Mentor at their respective schools, our organization continues to grow in size and impact every year.

- **2017**
  - **JUNE**: Hey Mentor is officially established as a Nonprofit Organization

- **2018**
  - **APRIL**: Student Ambassadors program is launched with students from across King County

- **2019**
  - **MAY**: First annual scholarship in memory of Shuun Meng, one of HM’s founding students

- **2020**
  - **APRIL**: Launched online drop-in mentoring service in response to COVID-19

- **SEPTEMBER**: Hey Mentor Club established at University of Washington

- **SEPTEMBER**: Awarded our first foundation grant from Bill & Melinda Gates Foundation

- **JUNE**: Hosted our first Regional Talent Show with over 350 attendees and 50 student performers
In response to COVID-19 pandemic, Hey Mentor has created additional online services, resources, and events to ensure that students have access to quality college support and mentorship. At its peak this past Spring, our student enrollment increased by 250%. Overall, our total number of mentees is up 44% from our numbers going into the school year in 2019.

Utilizing Zoom, we held our annual Mock Admissions Event as well as created a new Drop-In series throughout the Spring and Summer. During these sessions, students were able to learn about topics such as financial aid, deciding colleges, and writing personal statements from the firsthand experiences of our facilitating mentors.

Hey Mentor continues to find new ways to interact with students online, such as the Teens in Quarantine sweepstakes where students entered in monthly themed challenges, as well as regular updates to our website and newsletters.

100% of students who attended either event learned something new

100% of students found the College Application Workshop helpful

94.7% of students found the Mock Admissions Event helpful
By the Numbers

Students served through mentorship and events:

1,020

Hours spent together by mentors and mentees:

17,432

Colleges:

63

Our Impact

Since inception in 2017:

16 educational events including workshops, mock admissions, talent show, and drop-ins

62 high schools served, mostly in the greater Seattle region

Students were accepted into over:

63 colleges

Students served:

1,020
A Look at 2019-2020

- 90% Mentees received some form of support from HM/mentors
- 78% Mentees enrolled in their top choice college
- 94% Mentees would recommend HM to other students

- 70% of our students seek mentorship from 8pm-12am
- On a scale from 1 to 5...
  - 88.9% rated their overall HM experience as 4-5
  - 83.3% rated their mentors as 4-5
  - 72.3% rated their mentor’s contribution to college application process as 4-5

“I feel like a lot of high school students graduate and don't know what their next steps look like. Hey Mentor is a great way to receive advice from students and it's an overall great experience you can be a part of. The mentors can help you with a variety of things as you transition into college life, and in turn, you can help new freshmen as well.”

- Annelise, Newport High School
Hey Mentor provided students with low resources like myself the opportunity to succeed. Growing up, the college application process was never brought up within my household because I am a first generation American. The Hey Mentor program taught me that I’m able to seek help from others.  

-Jackie, Renton High School
High Schools Served

In 2019-2020, Hey Mentor served students from 29 different high schools, mainly in the greater Seattle area. 18 of these schools are within the Road Map Region.

Our most active schools were Cleveland High School (29 students), Renton High School (22 students), and Raisbeck Aviation High School (15 students).

College Acceptances

Our mentees have been accepted to over 63 colleges and universities in over 21 different states!
2019-2020 Financials

Statement of Activities

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<th>REVENUE</th>
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<td>Administrative Expenses</td>
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<td>Change in Net Asset</td>
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How Hey Mentor is funded

- Grants: 65.1%
- Businesses: 21.5%
- Public Donations: 13.4%

Where your giving goes

- Program Expenses: 90.8%
- Administrative Expenses: 9.2%
Moving Forward...

**Expansion**

- Program development to meet the needs of COVID-19
  - Additional online workshops and webinars
  - YouTube/Social media content
- Expanding resources and content focused on financial aid and scholarships
- Online resource directory for mentors and students
- Updating mentorship training materials

**Recruitment**

- Targeted mentor recruitment in underrepresented majors
- Targeted outreach to recruit more Black and Brown students

**Innovation**

- Launch Hey Mentor’s mobile app
- Reward system to improve mentor and student engagement