



Our Mission

The mission of icouldbe.org is to surround students with a community of mentors, empowering them to stay in school, plan for future careers and achieve in life.

Our Work

Every nine seconds a student drops out of school. So long as there is a crisis in American public education that causes young people to drop out at an alarming rate, icouldbe.org will partner with school systems, juvenile offender programs, workforce development programs and others to address underlying factors that impede student success.

Our network of nearly 1,500 passionate professional mentors provides resources that enable all students, regardless of race or socio-economic class, to succeed. We serve the most vulnerable students in the most dropout-prone school districts. We are actively engaged with school staff and business partners to ensure that icouldbe.org services are extended to as many K-12 students as possible and that those students have access to mentors who can coach them through academic relevancy, career exploration, college preparation and financial literacy curricula.

Our Successful Model

In only ten years, icouldbe.org has grown from serving a handful of students in one city to serving nearly 23,000 students in more than 200 schools across the country. This year, icouldbe.org is serving 2,500 students in New York, Pennsylvania, and New Hampshire and California.

What sets icouldbe.org apart from other mentoring organizations – online or face-to-face programs - is its model of providing a research-backed curriculum with structured activities and demonstrable program outcomes all within the safety and security of its proprietary content filtering system. Our published research in the April edition of the Journal for Vocational Behavior, A Moderated Mediation Model of e-mentoring (April, 2011) proves that because of the care, support and guidance of their mentors, our mentees demonstrate statistically significant improvements in their abilities to make good life decisions – both today and for their futures.

With a large volunteer base, icouldbe.org is cost-efficient, and the model is adaptable to urban, rural or suburban communities. These volunteers are recruited through icouldbe.org's corporate sponsorship model and through dozens of online volunteer recruiting websites such as VolunteerMatch.org. Mentors can be located in any

geographic location and can mentor when their busy schedules allow – as all interaction with mentees is asynchronous. All barriers to volunteering are thus removed, resulting in higher rates of frequency of interaction with mentees and longer average lengths of service.

This is done at very little cost – just \$300 annually per student. icouldbe.org positions a dedicated staff member to manage 1,000 students, all their mentors and their teachers in a dedicated portfolio of schools. In this pivotal role, the program manager works with school staff to deliver the icouldbe.org program in full classrooms to students at risk of not graduating. He or she is then responsible to ensure that classroom teachers are trained in the program and deliver the embedded program one day per week for the entire school year. Program managers are assigned to manage every mentee / mentor match and their progress through the program in real time. Tracking and reporting successes and challenges to the school partner, funder and internal icouldbe.org senior staff ensures that we meet our intended outcomes at the micro and macro levels at all times throughout the program.