



E-Mentoring the Next Generation

16 MILLION U.S. KIDS
NEED MENTORS
National Mentoring Partnership

ICOULDBE ENVISIONS
A WORLD WHERE
ALL KIDS HAVE MENTORS

Our Mission

Provide at-risk middle and high school students with an online community of professional mentors, ensuring that students graduate from high school, plan for post-secondary education and future careers, and achieve in life.

The Need

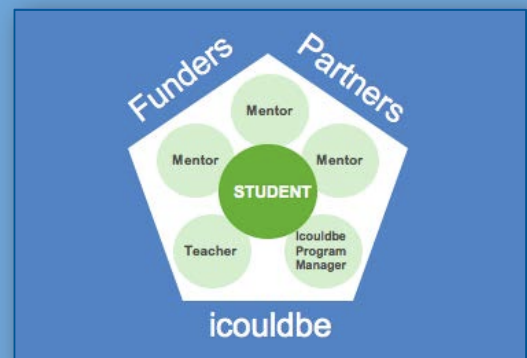
icouldbe was established in 2000 to:

- 1) Combat the U.S. dropout crisis
- 2) Reverse the loss of career and educational guidance programs
- 3) Restore hope and dreams to kids who have lost their way

A Virtual E-Mentoring Community



icouldbe's scalable online mentoring program surrounds student with five caring adults: three student-selected mentors, a teacher, and an icouldbe program manager. These adults focus on the student's academic achievement, career development, and post-secondary preparation, resulting in statistically significant increases in self-efficacy among participants. Our 1,500 mentors donate one hour each week to provide over 40 hours of caring support, academic coaching and life planning for each student.



The Power of E-Mentoring

icouldbe was established in 2000, to give our children the self-confidence and skills to make good life decisions. icouldbe works to combat a pressing crisis in the U.S. educational system: the need to reach economically disadvantaged students; to guide them to graduate from high school, and to build personalized pathways to achieve their goals. Mentors guide students through the 30-unit curriculum and build relationships and networks along the way:



High School Experience

- Explore interests, develop communication and writing skills, set academic goals

Career Exploration

- Research careers, write resumes, practice interview skills

College Preparation

- Select schools, write essays, find internship and volunteer opportunities

Financial Literacy

- Learn about basic budgeting, credit, taxes, financial aid, and loans

ACHIEVEMENTS 2000-2012:

-27,000+ Students Mentored

-9,000 Engaged Mentors

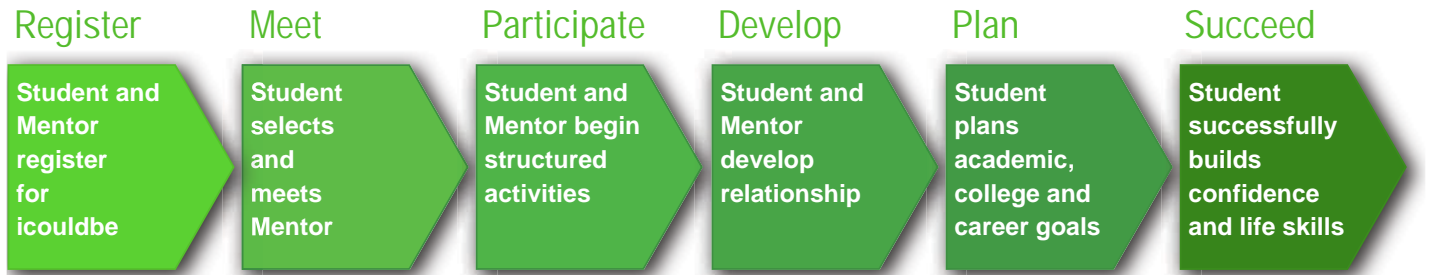
-60,000 Mentor Volunteer Hours

-250 Schools Served

Independent research demonstrates that students in icouldbe's mentoring program demonstrate a statistically significant increase in decision-making abilities and self-perception of their abilities to cope in school and life.

Linnehan, F, DiRenzo, M.S., Shao, P, Rosenberg, W.L. (2010). A Moderated Mediation Model of E-Mentoring. Journal of Vocational Behavior.

The Virtual Journey



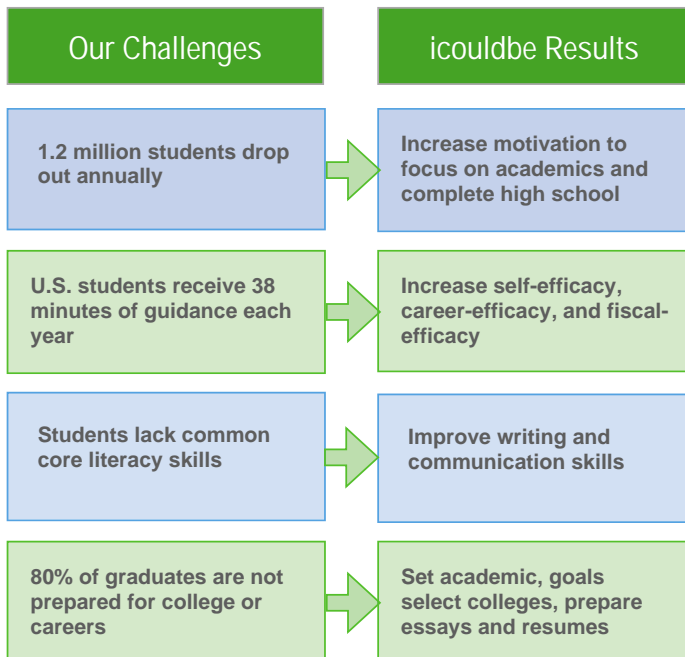
Ashley's Journey

Ashley was a high school Sophomore living in foster care when she enrolled in the icouldbe program and was matched with a mentor from E*Trade. She had no long term plans and didn't know if she would graduate from high school. With the support of her mentor, Ashley graduated from high school on time, attended a local community college and completed her Bachelor's Degree. Ashley is now starting her graduate studies and looks forward to earning a degree in Social Work so that she can help young people successfully overcome the challenges that she faced throughout her young life. Ashley and her mentor continue to stay in touch to this day.

"The curriculum helped me think about the goals in my life; I never thought about the future beyond high school, and it encouraged me to think about where I would go and what I wanted to do."



Achieving Positive Outcomes



With a Scalable Model

For every 1000+ new students, there is a minimal increase in organizational overhead and a decrease in per student costs, making icouldbe the most efficient and scalable mentoring program available.

