

CLASS OF 2022 IMPACT REPORT

MISSION

Uprooted Academy is ruthless in its pursuit to alleviate the anxiety and confusion around the college selection and application process by offering high-quality and relatable programming to meet low-income, first-generation students of color where they are at and support them on a path to confidently achieve their dreams.



STAT POINTS

70%

Percent of students who completed 70% of the lessons.

50%

Percent of students who added a highly selective school after lesson 2.

34%

Student rate of acceptances at competitive universities

90

Average number of hours students spent in our app this year

80%

Students confidence in the college application process

971

Number of Students We Served in Our Platform

TESTIMONIALS

“

Imagine Netflix for college applications and Calm for making sure we are good to go in the college application process. That is what Uprooted Academy was for me.

Corey .
Attending
UCLA

“

Tiffany helped me prioritize which college will best fit me, rather than being swayed simply by rankings

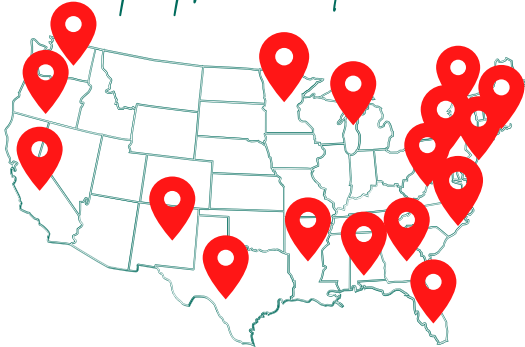
Soeun
Attending
Reed College

“

Tiffany is the big sister I never knew I needed. Despite it being a digital program I feel like I know her and we are friends.

Jason
Attending
Howard
University

Where people use it?



MORE IMPACT

1276

Text messages received and responded to through both an AI and Human model

297

Number of parents we served through workshops

780

Number of students who found our app through IG or Tik Tok and use the free app

600

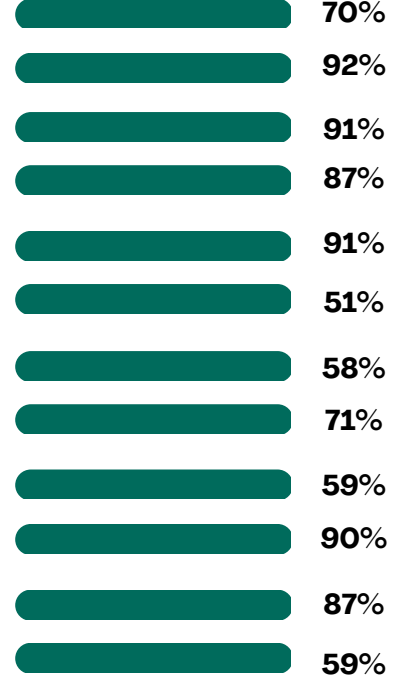
Number of students served through our essay revision, drop-in hours, and FAFSA support nights

TOPICS FOR STUDENTS

- 1 THE CHEAT CODE**
All the things you need to know
- 2 DEALMAKERS AND DEALBREAKERS**
Securing the List
- 3 FINDING A MAJOR YOU LOVE:**
Exploring Academic Options
- 4 ARE THEY WORTH IT**
The True Cost of Attendance
- 5 GET TO KNOW ME**
Nailing Your Essay
- 6 FIRST DATES AND FIRST IMPRESSIONS**
Campus Visits and Interviews
- 7 SHOWING RECEIPTS**
Extracurriculars and beyond Lesson
- 8 OPENING MY HEART**
Answering Additional School-Based Essays Lesson
- 9 IM VERIFIED**
Letters of Recommendation Guidance Lesson
- 10 SHOOT YOUR SHOT**
Submitting Your Apps
- 11 SWIPE RIGHT FOR THE SCHOOL YOU LIKE**
Choosing Amongst Your Acceptances Lesson
- 12 MAKING IT OFFICIAL**
Finalizing Your Enrollment

PERCENTAGE OF COMPLETION

Watching 70% of lesson



DIRECT SERVICES



Essay Writing Support



Parent and Counselor Trainings



Drop In Hours For Partners (Students, Advisors, and Parents)

HIGHLIGHTS

1

We had a 100% renewal rate for our Class of 2022 partners

2

We gave away \$25k in scholarships as incentives for completing the curriculum

3

We have a thriving partnership with UCLA to give students access to expert counselors

