Amplify & Innovate

TO REACH 25% OF ALL MIDDLE SCHOOLERS WITH IDENTIFIED LEARNING DIFFERENCES NATIONWIDE.
The Need

We have a moral imperative to scale.

Today, there are more than 800,000 middle school students with learning disabilities and/or Attention Deficit Hyperactivity Disorder (LD/ADHD) on IEP/504 plans. And while those plans are mandated by powerful federal and state policy, students with LD/ADHD are failing in our schools today. This leads many students to exit the educational system on a path towards failure throughout life, affecting us all due to an increased burden on our social systems and the lost potential of what these capable individuals could contribute. At the core of this is a lack of social and emotional learning tools available to prevent negative outcomes in students with learning differences.
Understanding the national problem

Have been **held back** a grade

Perform **three or more** grade levels **below** peers in core academic skills

**Drop out** of high school versus 8% of non-LD peers

**50%** of young adults have been involved with the criminal justice system; **50% of inmates have dyslexia**

**800,000+ Total Middle School Students With LD/ADHD On IEP/504 Plans**

**51% of teachers** don’t feel confident they can implement IEP/504 plans

**Higher rates of anxiety and depression, lower self-esteem, and more likely to experience feelings of loneliness**

**78% of parents believe kids just need to try hard enough.**
Eye to Eye is the largest national organization run by and for people with learning disabilities and/or Attention Deficit Hyperactivity Disorder (LD/ADHD). Our proven mentoring curriculum has taken more than 10,000 middle school students with learning disabilities nationally on a journey to empowerment as they develop critical social-emotional skills, engage in the development and utilization of effective academic plans (IEP/504 plans) to support their unique way of learning, and become advocates for more supportive learning environments for all students.

Throughout the school year, the middle school Mentees meet weekly with their near-peer high school and college Mentors. The pairs work together to improve their social-emotional skills such as self-esteem, perseverance, and self-advocacy.

At the end of the program, these students are empowered with the skills to take an active role in creating effective Individualized Education and Section 504 Plans (IEP/504 Plans).

In addition, Mentors demonstrate valuable skills in leadership, group management and problem solving gained through the experience.
18-week SEL program proven to improve SEL skills among LD/ADHD students

Match LD/ADHD mentors to middle schools with group of LD/ADHD students

Core Mentoring Model

Rigorous selection of LD/ADHD high school and college student mentors

In person and online instruction to train mentors to deliver project-based SEL program

10,000 students served

275 schools

What We Know

Eye to Eye has served students with LD/ADHD in middle schools for more than 20 years. Our core mentoring program focuses on critical social emotional skill development and student engagement, led by empowered near-peer Mentors with similar learning differences. We have served more than 10,000 students in a wide-range of school settings, and our intervention has been documented in more than a dozen studies and validated in a three-year evaluation study from the UCSF BrainLENS Lab. Further, Mentors gain valuable skills in leadership, group management and problem solving.

In addition to this core program model, Eye to Eye has experimented over the years with other interventions such as a diplomat speakers bureau and a mobile app that recreates our classic mentoring projects.

Finally, we know that schools are increasingly focused on social and emotional learning and non-academic goals and national policy is stimulating more funding in these areas.
UCSF’s BrainLENS Lab studied Eye to Eye’s Mentoring Program to determine the role of social and emotional learning for students with learning differences. Research revealed statistically significant improvements for students with learning differences participating in Eye to Eye’s Mentorship Program.

**Strong Social and Emotional Skills**
- Students reported a **20% increase** in self-esteem.
- Students displayed a **16% decrease** in depressive symptoms.

**Supportive Environments**
- Students reported a **15% increase** in feeling connected with their peers.
- Students comfort identifying themselves with a learning difference **increased by 19%**.

**Effective IEP/504 Plans**
- Students’ growth mindset — accepting setbacks as an opportunity to try new strategies — increased by **12%**.
Pathway to Success

Eye to Eye will reach 375,000 students over the next 5 years, and expand capacity to serve more than 25% of all middle school students with IEP/504 Plans annually. Our 20-year history of student-centered, evidence-based programming reveals three key factors for student success: developing strong social and emotional skills for students with LD/ADHD, helping students to take active roles in creating effective IEP/504 plans, and creating supportive learning and community environments.

Three key factors can greatly influence students’ success:

- Strong Social and Emotional Skills
- Effective IEP/504 Plans
- Supportive Community
How We Will Do It

Eye to Eye is uniquely positioned to reach this goal and make a significant impact in the lives of a quarter of all middle school students with IEP and 504 Plans. We are focused on developing meaningful scale of our existing programs, meaningful impact across all program interventions, and implementing a financially sustainable program model, including:

Amplify 80%

**Grow What We Know**

- **Mentoring:**
  Expand Eye to Eye’s beloved mentoring program, reaching 20,000 students over five years.

- **Advocacy:**
  Expand partnerships with policy and advocacy organizations to ensure that student stories and experiences inform policy and practice.

**Launch Product Extensions**

- **Training:**
  Train educators to lead Eye to Eye’s curriculum to reduce cost and increase flexibility and adoptability, reaching 80,000 students over five years.

- **Clubs:**
  Support identity-based clubs focused on awareness, community, and advocacy, reaching 35,000 students over five years.

Innovate 20%

**Invest in Continued High-Scale Innovation**

- **Technology:**
  Design, develop, and implement specialized tech-based products that will reach more students, teachers, and communities.

- **Innovation Team:**
  Launch innovation department dedicated to continuous program discovery and design, testing and learning, evaluation, and continuous improvement across all program areas.
### Projected Reach
**Students by Program & Year**

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<th>Year</th>
<th>Mentoring</th>
<th>Training</th>
<th>Tech</th>
<th>Clubs</th>
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#### Middle School Students
- 25% of All Students Served by 2024 annually
- Preparing for 50% Served by 2030
- Mentoring: Goal 20 Students/School
- Training: Goal 30 Students/School
- Tech: Goal 35 Students/School
- 200,000 Total by 2023-24

#### High School & College Students
- Mentoring: Goal 20 Students/School
- Clubs: Goal 25 Students/School
- 30,000 students by 2023-24

#### Investing in Recruitment
- Focused Marketing Team & Resources
**Key Assumptions**
- Maintain 3 Months Cash on Hand
- Operating Fundraising Remains Flat

**Growth Capital Required**
- $10M in Growth Capital to Raise
  - $6M Mentor, Train, Clubs & Ops
  - $4M in Technology

**Earned Income Assumptions**
- Mentor: $5,000 per School
- Training: $5,000 per School
- Technology: $1,250 per School
- Clubs: $0 per School
- Evaluate Capacity/Pricing Annually
- Ability to Throttle Growth w/ Revenue
Investing in Growth
Expenses by Program & Year

<table>
<thead>
<tr>
<th>Year</th>
<th>Mentoring</th>
<th>Training</th>
<th>Tech</th>
<th>Clubs</th>
<th>Gen Ops</th>
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Key Assumptions
• Program Costs Covered by Sales
• Prior Year Sales Drives Future Growth
• Ability to Throttle Growth w/ Revenue

Cost per School by 2023-24
• Mentoring: $12,500 Annually
• Training: $3,000 Annually
• Technology: $650 Annually
• Club: $300 Annually

Cost per Student by 2023-24
• Mentoring: $750 Annually
• Training: $100 Annually
• Tech: $15 Annually
• Club: $20 Annually
Join Us!

While our goal is ambitious, we are confident we can achieve it. With the help of our ever-expanding community of supporters, we know that reaching this goal is possible.

Over the next five years we will raise $60 million to support this plan. To support our initial growth investments, and ensure the progress of this plan, Eye to Eye is seeking philanthropic investments of $10 million within the first year.

According to a new paper published in Science*, roughly 25% of people need to take a stand before large-scale social change occurs in any type of movement or initiative. By reaching this tipping point, Eye to Eye will be poised to create system-wide change for every young person with LD/ADHD.

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