



2018 Annual Report

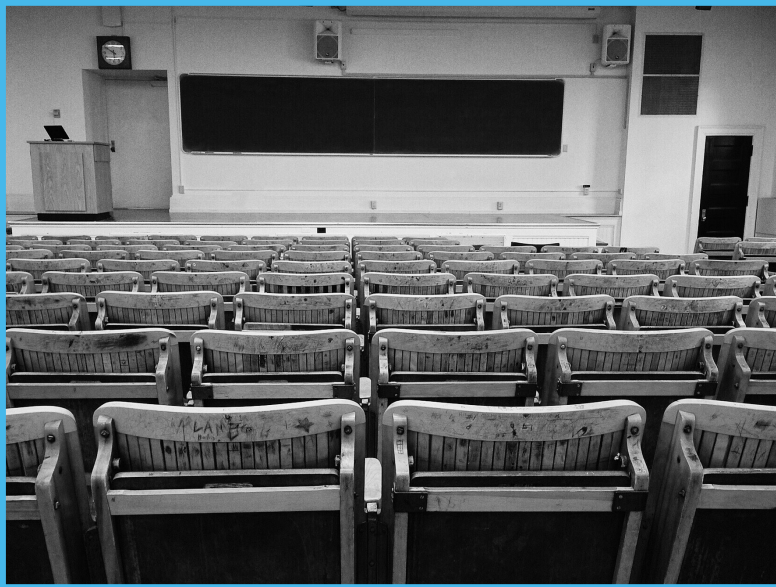


TABLE OF CONTENTS

Introduction	1
2018 Highlights	2
Mission & Values	3
Student Engagement	5
2018 Scholars	8
Funding & Financials	9
Governance	10
Our Partners	10

INTRODUCTION

Dear present and future donors, partners, applicants, and friends,

We are proud to share with you some insights and reflections about Crowd Scholar's inaugural year. We selected three motivated and deserving Scholars from over 100 applicants across England and Wales. We raised £7,900 to help finance our Scholars' university educations. We forged exciting partnerships, built a financial base, and began to interact with our donors. Through it all, we stayed committed to our founding values of transparency and engagement.

As we look back on 2018, we also look forward to 2018-19. We hope to build on our success and have identified three main goals for the coming year. First, we plan to make an array of valuable resources available to all Crowd Scholar applicants. Though we will continue to award just three Crowd Scholarships, we want to support as many students as possible as they navigate a difficult Year 13, A-level exams, and the university application process. Second, we hope to increase our geographic reach, with a focus on developing relationships outside of London. Third, we aim to raise a five-figure sum for our scholars. Our charity sends a powerful message to disadvantaged students across the country: you are recognized and supported by many. That message is amplified by larger scholarships.

Thank you to all who made Crowd Scholar's first year a special one.

With warm regards and excitement for the years ahead,

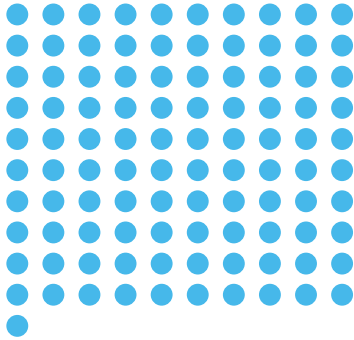
The image shows two handwritten signatures in black ink. The signature on the left is 'David Papirnik' and the signature on the right is 'Alexander De Kegel'.

David Papirnik & Alexander De Kegel

Trustees & Co-Founders

2018 HIGHLIGHTS

101 APPLICANTS



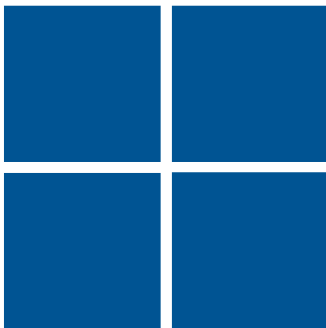
...from 43 different sixth forms, applying to 49 different universities

£7,900 RAISED



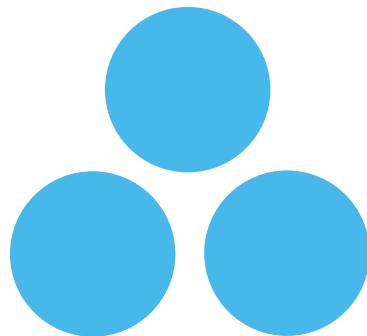
...to support our Scholars through their education

4 PARTNERSHIPS



...established with credible and committed organizations

3 SCHOLARS



...selected through a rigorous application process and accepted into university

MISSION & VALUES

Crowd Scholar's Mission

Crowd Scholar's mission is to create a community-led scholarship programme to help high-achieving students from disadvantaged backgrounds attend university.

We are committed to providing scholarships that consist of more than just monetary support. We provide tutors for A-level exams. We edit CVs and help our Scholars find work opportunities. We respond to personal messages about struggles and triumphs.

Our goal is to empower and inspire not just our Scholars, but all disadvantaged students across England and Wales. We want students to know that they are seen and valued by our charity and its supporters.

Crowd Scholar's Founding

Crowd Scholar was hatched over burgers, drinks, and a discussion about educational inequity between two friends. At the time, David was teaching at an under-funded and largely failing school in North London through the Teach First program. While sharing his experience with Alex, he noted that even the most talented and driven students felt overlooked and unsupported as they worked to achieve their dreams of attending university. These students faced a range of obstacles, from funding constraints to a lack of confidence to the absence of a support network.

Crowd Scholar was created to address these issues. We hoped to build a network of individuals committed to supporting disadvantaged students through modest but consistent annual donations. We imagined a wholly transparent charity that would regularly solicit input from donors and reward generosity with named scholarships. Recognizing that need would outstrip our resources, we also committed to providing non-financial support to all the students we reached. These basic goals have guided us from the start.

MISSION & VALUES

Our Core Values

Crowd Scholar aims to be the best charity possible. Our core values of **transparency** and **donor engagement** epitomise our approach.

Our commitment to transparency starts with our website's live donation tracking. Donors can watch donations come in and be confident that 100% of the donations we receive are going towards helping our Scholars. We also make the full applications of our Scholars available online. Donors can read essays, view grades, and more - they can be sure that they are helping students who will make the most of the opportunities Crowd Scholar provides them.

Donor engagement means that we view each of our donors as more than just a source of financial support. We update our donors about our Scholars' progress and engage with donors as far as is feasible when making decisions. This year, for example, we polled our donors about how Crowd Scholar should consider applicants that plan to take a gap year.

Crowd Scholar also values depth over breadth. We select and invest heavily in just three Scholars per year because we would rather provide meaningful, life-changing support to a few students than simply a modicum of support to many. For this reason, we take great care in picking our Scholars (see Page 4).

In summary, at a high level, our values mean that:

Donors become a part of Crowd Scholar

100% of all donations received go to our Scholars

Scholars receive more than just financial support

STUDENT ENGAGEMENT

Application Process

Crowd Scholar's first application cycle ran from September to November 2017. We received 101 applications from 45 schools. All applicants must be eligible for Free School Meals (students eligible for Free School Meals come from families that qualify for at least one public benefit in the UK). Our 2018 application consisted of:

- one essay (500 words);
- one short answer question (250 words);
- one teacher recommendation (characteristic ratings and written statement);
- A-level predicted grades;
- GCSE grades; and
- a description of the applicant's extracurricular activities

An application is considered complete when all six elements are submitted. We received 74 complete applications. Despite regular outreach to recommenders, the vast majority of incomplete applications remained so because of a missing teacher recommendation.

Scoring and Selection

Both trustees read each of the 74 completed applications and scored each application element (the essay, grades, and teacher recommendation make up 75% of the total points achievable). After discussing any applicants with a total score differing by 20% or more, the trustees finalized a list of 15 applicants to interview.

After interviewing 15 applicants by phone, the trustees interviewed five finalists by video conference. Trustees evaluated applicants' maturity, drive, and intellectual curiosity. Three Scholars were selected at the end of the process. One was named The 2018 Crowd Scholar and guaranteed £5,000 by the Trustees.

Every applicant received a guide entitled "Further Funding Opportunities" to help them explore other alternative funding opportunities.

Our comprehensive application process ensures that Crowd Scholar selects only motivated and high-achieving students. Donors can thus be sure that they are supporting students who will make the most out of the help they receive.

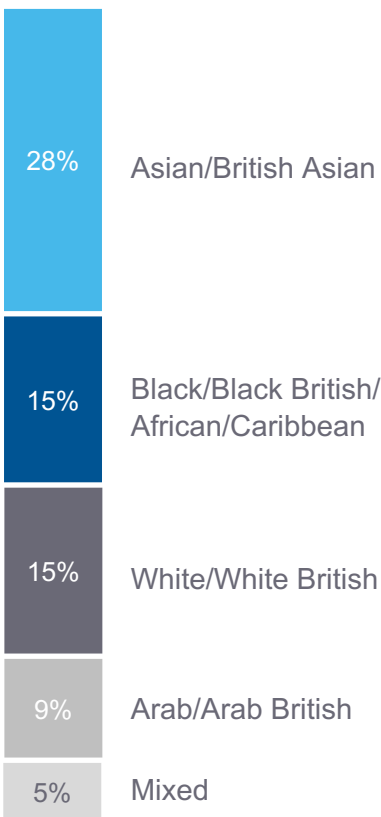
STUDENT ENGAGEMENT

Applicant Diversity

Crowd Scholar is committed to reaching candidates who are diverse in terms of ethnicity/race, sex, geography, and university subject., and we are happy to report that our first round of applicants was indeed diverse with respect to ethnicity/race (see below), sex (49% of applicants were female), and subject (ranging from computer science to graphic design to history to nursing).

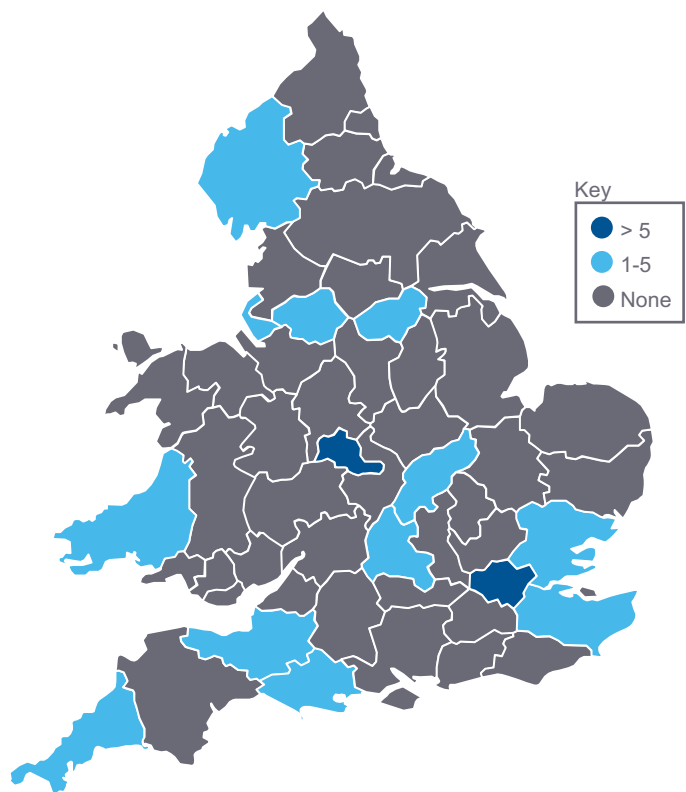
Unfortunately, we did not achieve meaningful diversity in terms of geography. Though we received applications from all over the UK, a majority of completed applications originated in either Birmingham or London.

Applications by Ethnicity/Race
2018, Share (Completed Applications)



(27% Unreported)

Applications by Historical County
2018, Count



Essay

Please indicate which essay topic you have picked (1, 2, or 3):

Growing up in a deprived area where drugs and unemployment was commonly mentally made me not have any hope that I have the capability of becoming successful. This thought process burdened me for most of my school life until I began being mentored and started to feel valued in school by my form tutor and principal who both used to always refer to me as a leader. This made me want to achieve better. I never knew the sorts of opportunities that I could've possibly gotten involved in. I began working hard for my GCSEs, hoping to be accepted at the sixth form as the school I was in. Through revising day-in and day-out, I was delighted to know that I passed most of my GCSEs, when most of the teachers doubted that I would pass because of the behaviour and attitude I was showing in lessons. Thankfully, I was accepted into sixth form where I know opportunity lies. I embraced every opportunity that was presented to me whether that was a copious amount of work experiences in prestigious firms, being mentored, getting involved in university programmes, raising money for poor entrepreneurs in developing countries, mentoring Year 11 and Year 7 students, or even presenting at promotional events. I learnt that the area someone is brought up in, doesn't define an individual and the only limit when it comes to wanting to be successful, I believe that many of the young people who grew up in the same sort of deprived areas as I, feel like second class citizens ~~as~~ as they do not feel entitled to know what is out there in the world and what they could possibly achieve. I know this because the people living in the same deprived areas, have been influenced by the accomplishments I have recently achieved and now believe that they can do it too. Therefore, giving back to my community is imperative as I am certain I can bring more people along to the road of success.

An applicant's essay response to the prompt: *Lessons in hardship can be fundamental to future success. Write about a time you faced failure or hardship. How did it affect you and what did you learn from it?*

2018 SCHOLARS

Charles Hampton-Evans, The 2018 Crowd Scholar

Charles, with a longstanding love for all things computer, has created multiplayer games and built his own remote admin tools. He shone in his interviews as a grounded, bright, and kind young man.



Alaa Lafta, The Dickie Chan* Crowd Scholar

Born to Iraqi immigrants and raised in London, Alaa excels academically and enjoys writing poetry and prose as a means of exploring her identity. She is precocious, big-hearted, and introspective.



Jason Chau, The Felix Boyeaux* Crowd Scholar

In addition to earning exceptional grades, Jason tutors and writes his own economics blog. He achieves all this while helping to care for his parents and older sister. He is ambitious, mature, and incredibly determined.



* See Page 9 for an explanation of scholarship naming.



Jason, Alaa, and Charles (left to right)

FUNDING & FINANCIALS

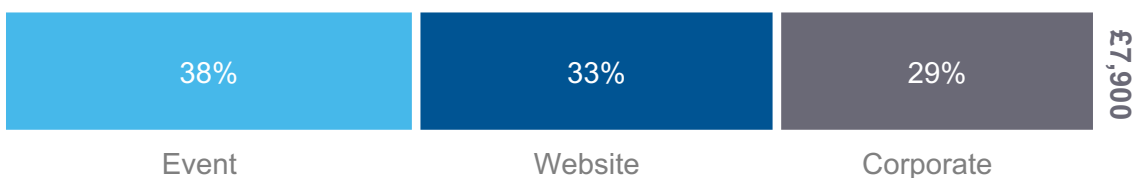
Fundraising & Scholarships

Crowd Scholar raised scholarship funds through a variety of channels in 2018. We received donations directly on our website, ran a cycling event (accepting donations through MyDonate, an online fundraising platform useful for one-off events), and made use of corporate “doubling” programs, in which corporations match their employees’ donations. Crowd Scholar raised £7,900 for our three 2018 Scholars.

This funding will go towards rent (Charles and Jason), tuition (Alaa and Jason), and books and transportation (Alaa). Crowd Scholar pays tuition and rent directly and reimburses Scholars for other school-related expenses.

Funds Raised by Source

2018, Share of Total



Infrastructure & Marketing

Crowd Scholar Trustees cover 100% of the charity’s infrastructural costs (website, email, cloud storage, etc.). This year, that amount totaled £6,560. The vast majority of that spend, however, was associated with the creation of Crowd Scholar’s website and donation processes. We expect infrastructure spending to decrease significantly next year and to remain at this lower level in the years following.

Crowd Scholar’s marketing budget is limited to funds provided by the Trustees and, if so determined by the Board, money available from claimed Gift Aid. Crowd Scholar advertised exclusively through social media in its first year, spending less than £40 on marketing.

Our marketing was generally centered around two naming opportunities for donors (see Page 7). First, every donor who gave more than £20 was entered into a lottery for a chance to name Alaa’s scholarship. Second, the donor who gave the most got the opportunity to name Jason’s scholarship. We plan to continue these two programs next year.

GOVERNANCE

Crowd Scholar is a Charitable Incorporated Organisation incorporated as charity number 1174788. It is governed by a constitution and overseen by a Board of Trustees. Trustees serve three-year terms and may serve an indefinite amount of terms. The current trustees are:

- David Papirnik (term expires 2021)
- Alexander De Kegel (term expires 2020)

Crowd Scholar's publicly-filed documents can be found on The Charity Commission's website. Please note that, because Crowd Scholar's financial year does not align with the reporting calendar, figures may differ from those in this report. Please contact Crowd Scholar if you have any interest in becoming a Trustee or any questions about our governance structure.

OUR PARTNERS



MINTMEDIAFACTORY.

CONTACT

Email: info@crowdscholar.co.uk

Web: www.crowdscholar.co.uk

 [facebook.com/CrowdScholarOfficial](https://www.facebook.com/CrowdScholarOfficial)

 [@crowd_scholar](https://twitter.com/crowd_scholar)

 [@crowd_scholar](https://www.instagram.com/crowd_scholar)