CROWD SCHOLAR

2019 Annual Report

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INTRODUCTION

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

Crowd Scholar's second year has come and gone, and we are excited to share some of the year's highlights with you. First, though our application numbers fell year-to-year, we received arguably our most competitive set of applications yet, and we selected our second cohort of fantastic and deserving scholars. Charlie, Efia, and Hisham are all incredible young students that we are looking forward supporting and working with through their university educations. Second, in addition to raising £8,000 for our Scholars, we established an important new partnership with Up Learn, a leading education technology start-up, meeting our goal of greatly expanding the package of support we provide all applicants. Up Learn will provide free A Level online tutoring licenses to all Crowd Scholar applicants. Third, our early and aggressive foray into Amazon Smile was another success, securing a strong passive funding source to help cover operations and boost our scholarship fund.

Despite the successes of 2019, however, we have much to improve upon in 2020. Expanding our base of support is crucial and, despite our best efforts in 2020, we still received a significant plurality of our applications from London. A major goal for the coming year will also be to ensure that as many students as possible know about the opportunities Crowd Scholar presents – we hope to see a large increase in the number of applicants.

Thank you to all those that made 2019 a success for Crowd Scholar and its Scholars.

With warm regards,

David Papirnik & Alexander De Kegel

Trustees & Co-Founders
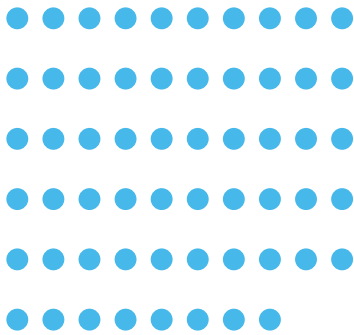
58 APPLICANTS

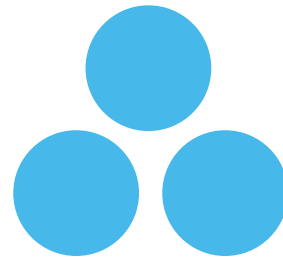…from 40 different sixth forms

£8,000 RAISED

…to support our Scholars through their education

1 PARTNERSHIP SIGNED

UP LEARN

…to grant online A Level tutoring licenses to all Crowd Scholar applicants

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 hope 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. Recognising 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 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 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

All applicants must be eligible for Free School Meals in order to be considered for a Crowd Scholar scholarship. Our 2019 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. Crowd Scholar received 58 applications from 40 schools during its 2019 application cycle, and 39 of those (67%) were complete. The number of applications and completion rate fell from our first application cycle in 2018, from 101 and 73% respectively.

Scoring and Selection

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.

Each of the 39 completed applications was scored element by element (the essay, grades, and teacher recommendation make up 75% of the total points achievable). These scores were the basis of a discussion during which the trustees finalized a list of 10 applicants to interview.

After interviewing the 10 applicants by video conference, the trustees interviewed the presumptive three Crowd Scholars a second time to confirm their decision. Trustees evaluated applicants' maturity, drive, and intellectual curiosity.
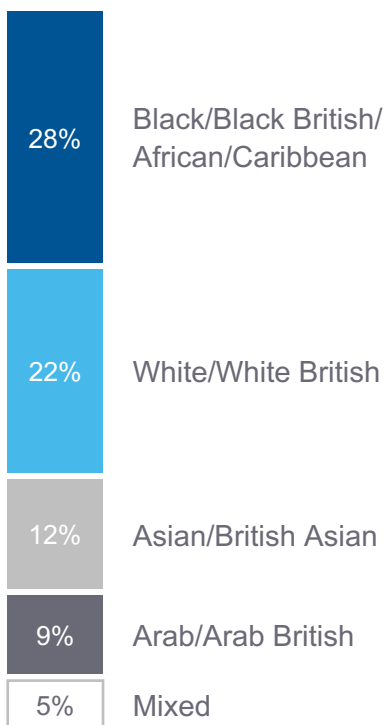
STUDENT ENGAGEMENT

Applicant Diversity

Crowd Scholar is committed to reaching candidates who are diverse in terms of ethnicity/race, sex, geography, and university subject.
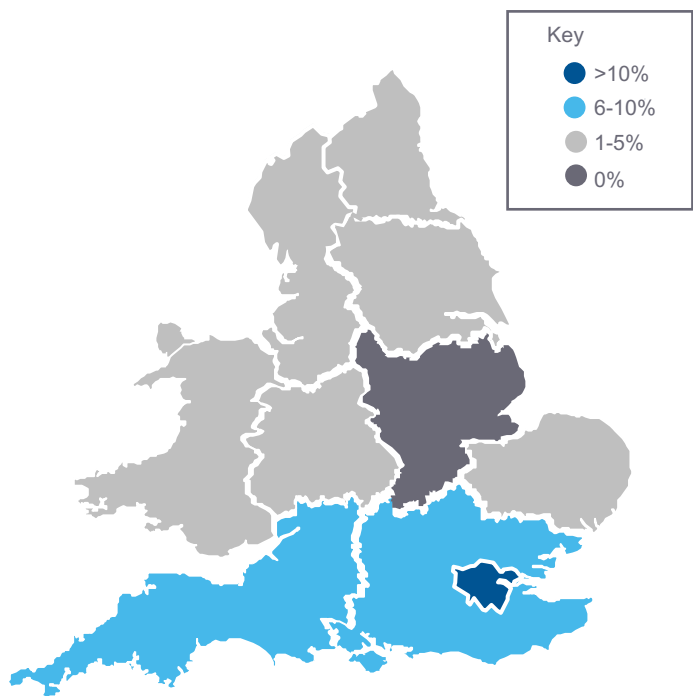
As with our inaugural application cycle last year, we received a diverse set of application in terms of ethnicity/race (see below), sex (62% of applicants were female), and subject. We did not achieve meaningful diversity in terms of geography, however, with 51% of applications coming from Greater London (c.14% of the population).

Applications by Ethnicity/Race
2019, Share of Total

28%	Black/Black British/African/Caribbean
22%	White/White British
12%	Asian/British Asian
9%	Arab/Arab British
5%	Mixed

(24% Unreported)

Applications by Region
2019, Share of Total

Key
- >10%
- 6-10%
- 1-5%
- 0%

2019 SCHOLARS

Hisham El Edrissi Reyahi, The 2019 Crowd Scholar

Hisham has been pubished in a philosophy journal, tutored refugees while in sixth form, and dreams of one day representing his country while honoring his Moroccan roots as a member of the Civil service. He sparked in his interviews as a determined, mature, and kind young man.

Oxford

PPE

£5,000

Efia Amankwa, The Justice Crowd Scholar

Efia enjoys playing the viola, has a passion for mathematics and the sciences, and is the first in her family to attend university. She shone in her interviews as a confident and conscientious leader.

Imperial

Physics

£1,500

Charlotte Thomas, The Bello Crowd Scholar

Charlie enjoys creative writing, volunteering, and chose to complete the challenging International Baccalaureate program instead of taking A Levels. She is mature, driven, and thoughtful

Oxford

Law

£1,500

* See Page 8 for an explanation of scholarship naming.

Hisham, Efia, and Charlie (left to right)

UPDATE ON 2018 SCHOLARS

Our inaugural Crowd Scholars has exciting 2019s.

Charles Hampton-Evans continued his four-year combined degree at Warwick University, finishing his first year with excellent grades across all subjects. He went abroad for the first time (to France) in summer and began his second year with a focus on cybersecurity and computer networking.

Jason Chau and Alaa Lafta both took unexpected gap years during the 2018-19 academic year, which they completed midway through 2019.

Jason spent the majority of his gap year in a paid position with our partner, Up Learn, where he helped out on the development of their A Level Economics tutoring software. He then went on to begin his degree in economics at Durham, where he has been pursuing his passion in finance.

Alaa primarily worked at a local nursery school during her gap year. She also successfully reapplied to universities in the hope of studying literature instead of architecture and began her degree at UCL in the fall. She has been working on her writing, expanding from poems to short stories.

Jason, Alaa, and Charles (left to right)

FUNDING & FINANCIALS

Fundraising & Scholarships

Crowd Scholar raised scholarship funds through a variety of channels in 2019. We received donations directly on our website and made use of corporate "doubling" programs, in which corporations match their employees' donations. We also allocated funds raised through Amazon Smile to our scholarship grants. Crowd Scholar raised £8,000 for the three 2019 Scholars.

Funds Raised by Source
2019, Share of Total

45%	29%	26%	£8,000
Corporate	Website	Passive (e.g. Amazon Smile)	
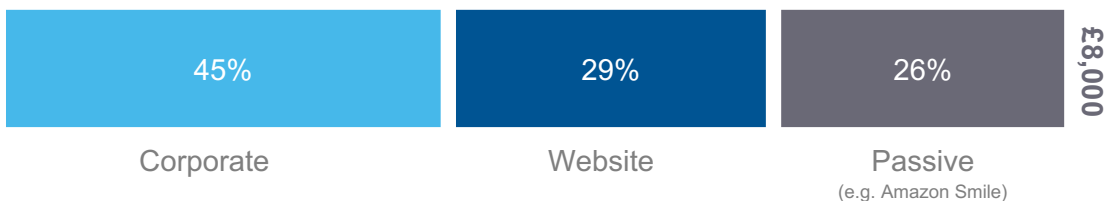
Infrastructure & Marketing

Crowd Scholar Trustees cover 100% of the charity's infrastructural costs (website, email, cloud storage, etc.). This year, that amount totaled £705.

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 contacting sixth forms and through social media this year, spending no funds on marketing.

As in 2018, Crowd Scholar provided two naming opportunities to donors (see Page 7). First, every donor who gave more than £20 was entered into a lottery for a chance to name Efia's scholarship. Second, the donor who gave the most got the opportunity to name Charlie'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

CONTACT

Email: info@crowdscholar.co.uk

Web: www.crowdscholar.co.uk

facebook.com/CrowdScholarOfficial

@crowd_scholar

@crowd_scholar