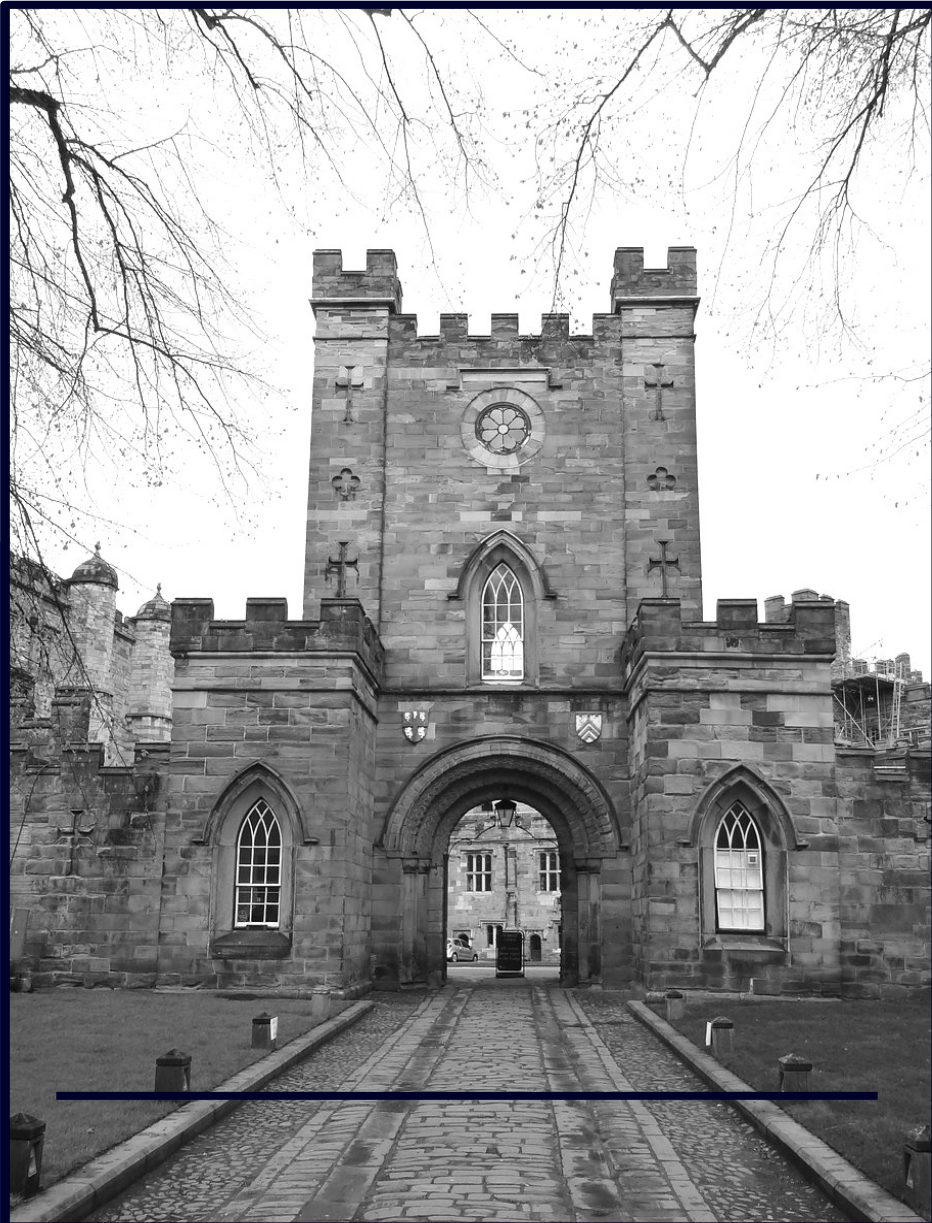


 | C R O W D
S C H O L A R



2020 Annual Report

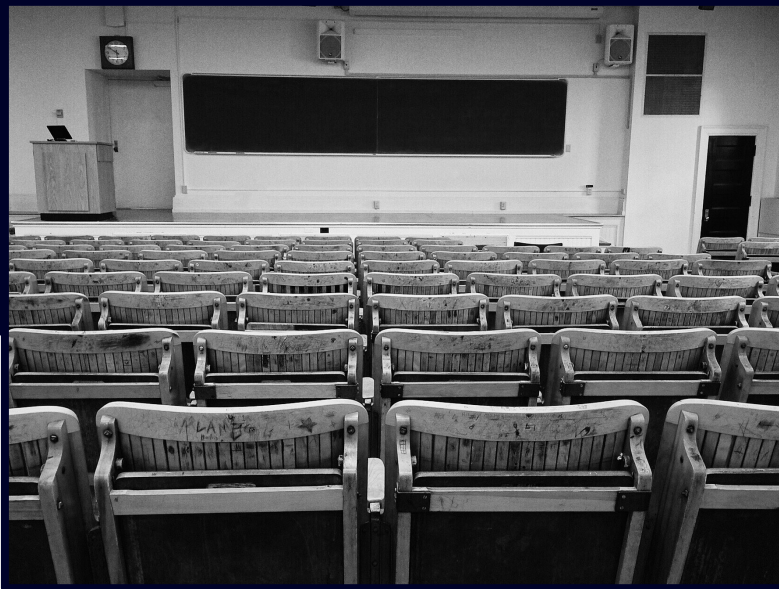


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INTRODUCTION

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

We are excited to share with you our 2020 Annual Report. Our third year was an eventful one, and a few of the highlights are worth noting up front. First and foremost, 2020 saw Crowd Scholar select a third cohort of incredible scholars from our biggest ever applicant pool. We are incredibly excited to have Ruby, Buraq, and Hilary join our scholarship program and are certain they will go far with the support that Crowd Scholar provides. Second, we received major donations through new partnerships with Hollyport Capital and the John Bennett Trust, increasing the amount of scholarship funding we can guarantee annually and establishing ourselves as a go-to charity for new scholarship creation. Third, we ran a Teach First Summer Project internship, adding two Teach First teachers to our team for a few weeks in the summer to help us prepare for the upcoming academic year. Fourth, we continued to grow our profile and donor base, raising over 60% more in scholarship funds than in 2019.

We look forward to building on these successes in 2021. Our goal is to focus on successful launches of the Hollyport Capital and John Bennett Trust Crowd Scholar programs, add more scholarships to our platform, and further develop our application pipeline by forging relationships with key charities and schools. We are also slowly beginning to consider expanding our board as our scholar numbers and scholarship sizes continue to grow.

Finally, we are also happy to report that our 2018 and 2019 Scholars are all making their way through a uniquely difficult year well. While all our Scholars have had to face the reality of online university and the many other challenges of the COVID era, they have all adapted and are securing internships, conducting research, and studying for exams much as they would in any other year.

Thank you to all those that made 2020 a success for the charity and the Scholars we support.

With warm regards,

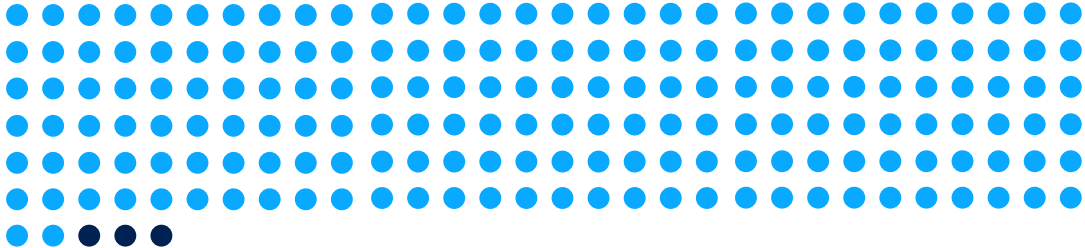


David Papirnik & Alexander De Kegel

Trustees & Co-Founders

2020 HIGHLIGHTS

185 APPLICANTS



3 SCHOLARS SELECTED & £13,000 RAISED



2 NEW SCHOLARSHIP PROGRAMS ESTABLISHED

HOLLYPORT | C R O W D
CAPITAL | S C H O L A R

JBT | C R O W D
S C H O L A R

MISSION & VALUES

Crowd Scholar's Mission

Our 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 the United Kingdom. We want students to know that they are seen and valued by our charity and its supporters.

Lastly, we are also creating a scholarship platform for disadvantaged students in order to simplify the search for scholarships and remove obstacles for potential benefactors. When students can submit one application to pursue various scholarship opportunities and organisations can save the time and effort required to implement an effective scholarship program by partnering with Crowd Scholar, everyone wins.

Our Core Values

Crowd Scholar aims to be the best charity possible. Our **core values of transparency and “depth over breadth”** 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.

Further, as Crowd Scholar was founded with the promise that 100% of all donated funds will always go towards our scholarships, transparency ensures that our donors and partners can see that we are sticking to our promise.

Our commitment to “depth over breadth” is reflected in the type of scholarship program we run. 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), and we believe it means that our donors can rest assured that their contributions are making a real impact in someone's life.

STUDENT ENGAGEMENT

Application Process & Figures

All Crowd Scholar applicants must be eligible for Free School Meals in order to be considered for a Crowd Scholar scholarship. Our 2020 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 185 applications from 128 schools** during its 2020 application cycle and 150 of those (81%) were complete.

Our application figures improved considerably over the previous year's. We experienced 220% growth in the number of schools we received applications from, received 127 more applications, and received teacher recommendations (the only barrier to an application being labeled as "complete") for 21% more applications. New relationships with key actors in the charity and scholarship sector helped drive this growth.

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 150 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 finalised a list of 15 applicants to interview.

After interviewing the 15 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

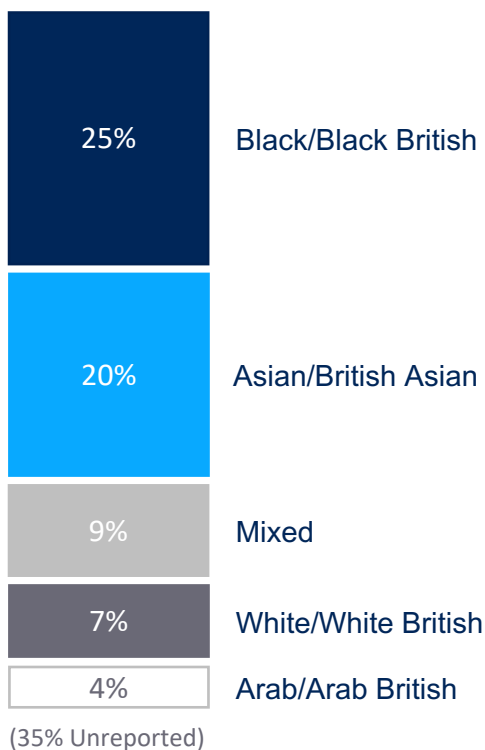
Crowd Scholar is committed to reaching a diverse set of applicants.

In 2020, we managed to achieve this goal, receiving a diverse set of applications in terms of ethnicity/race (see below), sex (69% of applicants identified as female), and subject. We also received more applications from outside of London than in previous years (45% in 2020; 51% in 2019).

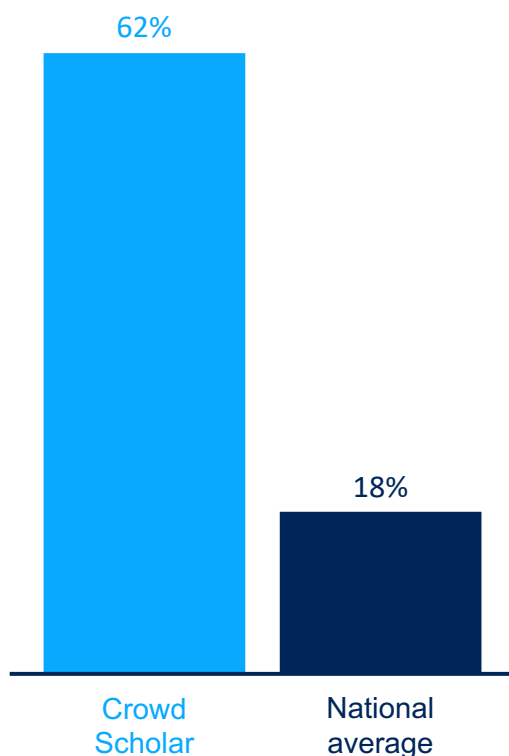
Applicant Strength

Crowd Scholar's applicants also vastly outperformed the national average in terms of A Level performance (see below – particularly impressive given our application criteria) and targeted the UK's top university's (73% applying to Russel Group).

Applications by Ethnicity/Race
2020, Share



AAB (or higher) at A Level
2020, Share



2020 SCHOLARS

Ruby Chesney-Spedding, The 2020 Crowd Scholar

While in sixth form, Ruby worked part-time at Waitrose, competed in coastal rowing, and was a young carer for her mum all while excelling academically. In her interviews, Ruby shone as a mature, genuine, and thoughtful individual.

 Imperial

 Biology

 £5,000

Buraq Ahmed, The Justice Crowd Scholar

Born in Iraq but raised in Wales since coming to the UK with his grandmother at age 3, Buraq is a determined, kind, and genuine young man. In sixth form, Buraq led scout troops, debated competitively, and even started a tutoring group to help other students in the wake of the coronavirus crisis.

 Cambridge

 Medicine

 £4,000

Hilary Odunayo, The 2020 John Bennett Crowd Scholar

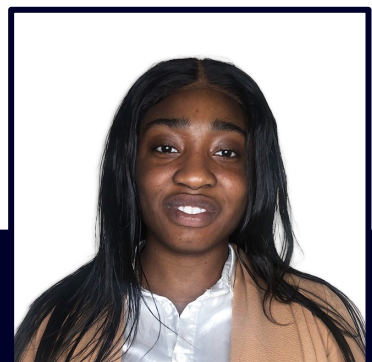
Hilary volunteered as a cadet and pursued her passion for economics and finance while in sixth form. She was selected as a Crowd Scholar while spending a gap year developing professionally and personally at an asset management firm.

 Warwick

 Global Sustainable Development & Business

 £4,000

* See Page 8 for an explanation of scholarship naming.



Ruby, Buraq, and Hilary (left to right)

FUNDING & FINANCIALS

Fundraising & Scholarships

Crowd Scholar raised scholarship funds through a variety of channels in 2020. 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. In total, Crowd Scholar raised £13,000 for the three 2020 Scholars.

Infrastructure & Marketing

Crowd Scholar Trustees cover 100% of the charity’s infrastructural costs (website, email, cloud storage, etc.). This year, that amount totaled £599.

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.

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 any number of terms. The current trustees are:

- David Papirnik (term expires 2021)
- Alexander De Kegel (term expires 2023)

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

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

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