

Annual Report

2022



ANAYA TIPNIS
FOUNDATION

Table of Contents

1

Letter from the
CEO

2

Our Mission &
Approach

3

2022 in
Review

4

Impact Report

5

Scholar Snapshot

6

Scholar Spotlight

7

Mentor Spotlight

8

Challenges &
Goals

9

Financials

10

Sponsor Spotlight

11

Sponsors & Donors

12

Executive Team



A Letter from our CEO

In 2018, I started a journey to carry Anaya's legacy forward to close the gap in college graduation rates for low-income and first-generation students. The task felt daunting, and success felt like a long shot, with studies indicating that only 10% of low-income and first-generation students graduate college within six years.

With less than \$5,000 in the bank, we set out on an ambitious journey with a singular focus to give our cohort of first-generation and low-income students the same opportunities and resources that wealthier students have access to. In essence, we wanted to level the playing field.

We have spent the last 4 years developing a robust model designed to address the unique challenges that first-generation and low-income students face in college. It hasn't been easy, but with your support and an incredible team, we have moved mountains.

Our students have progressed consistently and next year, we will be graduating our first cohort. We are proud to say that 100% of the inaugural cohort will complete college in 4 years.

While there is much to celebrate, we are not resting on our laurels. We are now focused on evolving our scrappy, bootstrapped organization into a more mature one. This means that in 2023, we will be looking inwards to put robust and systems and processes in place. We will build a solid foundation – one that will set us up to scale our solution model to reach every low-income, and first generation student who wants to not just survive, but thrive in college.

We hope you will stick by us on this exciting journey.

Warmly,

Monica Kaehny

Our Mission & Approach

OUR MISSION

**CLOSE THE
GRADUATION GAP
FOR FIRST-
GENERATION AND
LOW-INCOME
STUDENTS**

84%

of low-income students who enroll in college do not make it to graduation day.

OUR APPROACH: LEVELING THE PLAYING FIELD

THREE PILLARS OF SUPPORT

FINANCIAL SUPPORT

Every ATF scholar receives up to \$5,000 to help cover college expenses.

MENTORSHIP

Scholars are paired with a dedicated mentor, for guidance on everything from roommate issues to academic struggles.

INTERNSHIP SUPPORT

From placements at top tier organizations, to 1:1 access to a career coach for individualized help, we offer our scholars unparalleled support in securing paid internships during college.

Agility and flexibility are built into our model, enabling us to respond to unanticipated issues that can jeopardize a student's ability to stay enrolled in college.



Contingency Fund

Scholars can apply for additional financial support for unanticipated and emergency expenses.



24/7 Access

Scholars know they can reach out anytime day, or night, should a crisis arise.



Invested Mentors

Our mentors develop deep bonds with their scholars, and go above and beyond to help them get to graduation day.

2022 in Review

ATF TURNS 4 YEARS OLD

2022 has been a inflection point for us. We have gotten this far by being scrappy, resourceful, and making miracles happen through sheer hard work and commitment to our mission. We had our best fundraising year to date, and grew our army of volunteers and supporters.

12 NEW SCHOLARS

This year we brought in 12 amazing new scholars who are passionate about the environment, social justice, and giving back to the families and communities who have brought them this far. They inspire us with their grit, pragmatism and kindness.

BEST FOOT FORWARD

This year we re-designed our website, published our first annual report, and developed a brand strategy. We are already doing the work of leveling the playing field for first-generation and low-income students, but now we are getting better at sharing our story with the world in a compelling way.

A GALA TO REMEMBER

This year marked our most ambitious and successful gala yet! We had over 200 attendees, and were graced with amazing keynote speakers such as Cambridge Mayor Sumbul Siddiqui and MA House Representative Dan Sena. Our gala raised \$50,000 for student scholarships.

LAUNCHED FINANCIAL LITERACY WORKSHOPS

In addition to our 3 key pillars of support, this year we launched a series of workshops to teach our scholars about budgeting, the importance of compounding, and to assist them with financial planning for life after college.

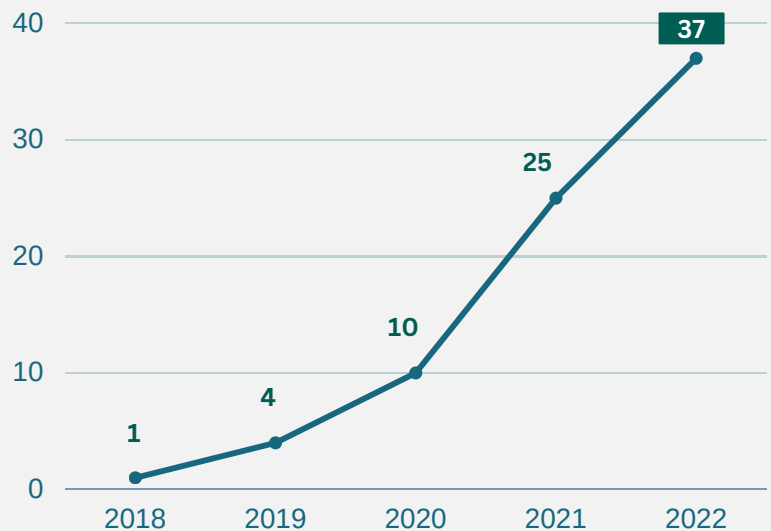
OUR VILLAGE GREW

We are thrilled to welcome Debbie Martinez to our executive team. Former general counsel at Raytheon, Debbie is a seasoned C-Suite executive who will be leading our fundraising efforts. We also added 3 new corporate sponsors, 12 new volunteers and 24 new mentors... all signs that our work and it's impact have the power to draw new people in.

Impact Report

We are leveling the playing field through scholarship, mentorship, internships and individualized support.

CUMULATIVE SCHOLARS SERVED 2018 - 2022



\$102K

Disbursed in scholarship funds to date

1480

Mentorship hours this year

19

Internship partners secured this year

25

Individualized interventions to help our scholars survive and thrive in college

What sets us apart is our ability to address unanticipated issues as they arise. Just this year we have –

- Overseen the process of transferring schools for a scholar
- Advocated for a student who experienced racial hostility
- Provided students with tutors for challenging courses
- Covered conference fees to open up industry networking opportunities
- Redesigned student course loads to make them manageable
- Mediated difficult conversations with parents/guardians
- Helped students navigate college bureaucracy to gain access to the additional assistance/resources they need

Scholar Snapshot

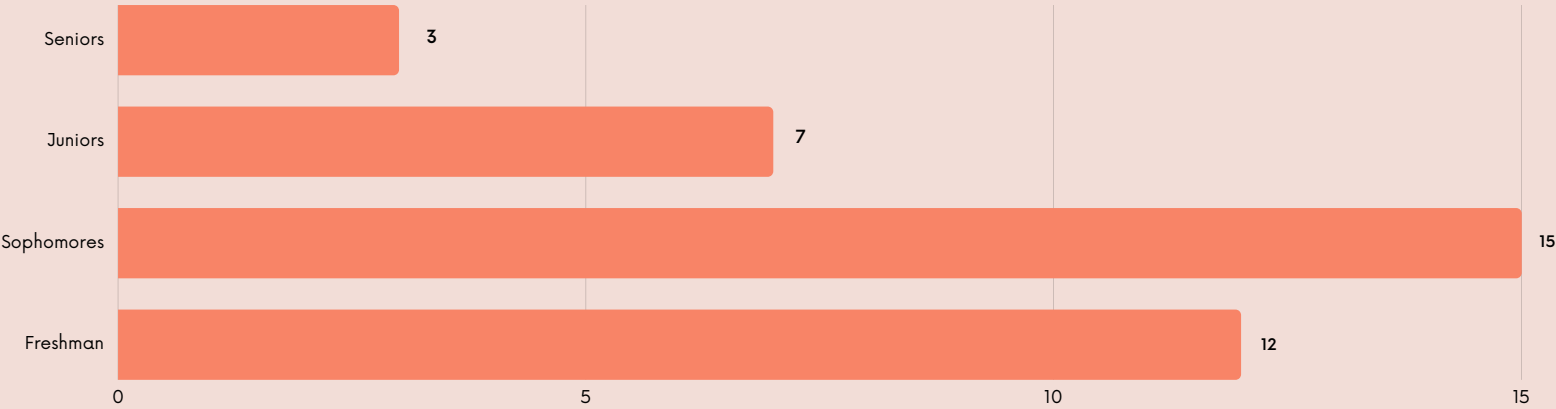
Our scholars are our beating heart. They are why we do what we do. Allow us to share a little bit about them.



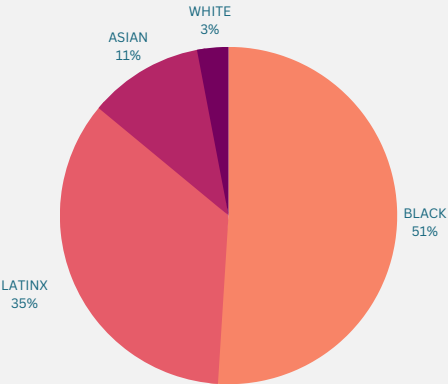
37
Scholars served so far

17
Local communities served

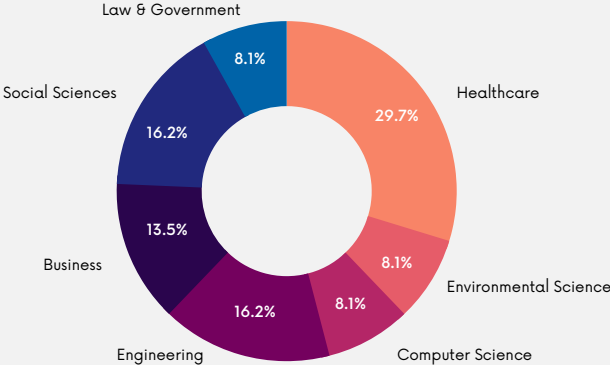
STUDENTS BY YEAR



Our scholars are predominantly from black and brown communities



Thanks to you, they are able to pursue their boldest ambitions





How would you describe yourself?

I am very open — to new people and new friendships. I like to make people feel comfortable, and connect with people on a deeper level. I have worked hard to cultivate that openness in myself.

Why was cultivating openness in yourself important to you?

Opening myself up to new people and experiences feels risky, and I used to prioritize not taking that risk over putting myself out there. But I realized I was holding myself back from enjoyment and sharing my true self, so I have worked on putting my fears of rejection and failure aside to take risks, and be my true self around people. Now I feel it comes naturally.

What prompted you to make this change in yourself?

In high school, I wasn't a very confident person and my self-worth was on the floor. The only thing I felt I was confident in was academics. But

then in my first semester of college, I struggled academically and that was scary because I felt the one thing I had confidence in slipping away from me. That experience made me realize I needed to value other aspects of my life and broaden my definition of self worth beyond getting good grades.

How did you build up your self-worth?

Honestly, it started with a vision board. I had photos of friendship, healthy foods, good grades and inspirational quotes. It helps me to always have my goals in front of me, and keep myself focused. I also practice manifesting what I want. Like I finally got my driver's license in 2020 and bought a car. In the lead up, I would say to myself "I have a license. I have a car." That helps me really visualize and get to my goals.

So what's next on your vision board?

I really want to have my own space after graduation. Moving back home would be difficult because I am not the same person I was in high school, and being back can bring back tough memories. I also want to kickstart my career and keep cultivating deep friendships. Overall, I want to take risks, be happier and drink more water... oh yeah, and find the love of my life. [laughs].

on breaking out of her shell

How are you feeling about graduating college in May?

I am excited, but I am also nervous. This will mark the end of my academic career and academics has been such a huge part of my identity. So far, my job has been to get good grades and do well at school. So being out in the real world feels a little scary.

What did you major in?

So I started college thinking I would do civil engineering. In high school I was part of the Black Student Robotics club and we entered robotics competitions. I heard so much about the importance of having women engineers, and knew it makes good money so that clouded my judgment. But in college, I realized I am not that interested in it. So I decided to major in business management with a concentration in Sustainability, and that's been really interesting.

Do you have a job lined up?

Yes! I accepted a full time offer with PWC in their Environmental, Social and Corporate Governance (ESG) group. I like their work culture, and I have interned with them, so I feel good about a full time position there.

We know the statistic that only 14% of low income students graduate college. Do you have any insights on the obstacles to getting to graduation day?

I think it boils down to a lack of confidence. You aren't confident that you have the funds for college. You aren't confident that you have the mental capacity to navigate a predominantly white institution (PWI), you are not confident in your ability to provide yourself with daily necessities. I have seen a lot of people drop out because ultimately, they did not have the confidence that they'd be able to make it through. Its a huge thing. I had a really strong support system - friends, my mentor Bitti, and Monica too. And thanks to the scholarship money, paid internships and some part time jobs that paid well, I also felt confident about my funds. And just being assured of those things cleared up mental space to apply myself and finish my degree.

"I want to take risks, be happier, and drink more water... oh yeah, and find the love of my life."



Cara joined ATF as a mentor in 2021, and dove headfirst into providing her scholar Nelissa, holistic support that is as practical as it is compassionate.

Nelissa, who is a sophomore at Boston University, is an exceptionally bright young woman. But, college was a big adjustment. She didn't have to study much for high school exams, and as a result, found herself without the appropriate study skills in college. She also struggled with test-taking anxiety. What's more, she was coming into college without a laptop, which made something as simple as class registration more challenging than it needed to be.

Nelissa's story highlights that first-generation and low-income students can be as smart and capable as their more privileged peers. And most colleges, attended predominantly by white students from financially comfortable backgrounds, aren't designed for the lived realities of students like Nelissa.

It should come as no surprise then, that they need a little extra support in navigating a space that wasn't designed with them in mind. But they don't always know to ask for that.

Cara got to work on Nelissa's behalf, navigating the ins and outs of BU's website to find her a tutor, get connected to the Disability Office, and see if the IT department had a computer loaner program.

Cara's advocacy on Nelissa's behalf has been game-changing: The university dean took a closer look at her financial situation and increased her financial aid package. She was given "time and a half" for exam taking which has helped manage test anxiety, and is enrolled in a course that teaches studying techniques.

Reflecting on this experience, Cara says, "Self-advocacy is a crucial skill, but it is not obvious, not modeled, and not taught. I knew to ask for things that Nelissa did not."

"Self advocacy is a crucial skill, but it is not obvious, not modeled and not taught."

on teaching self-advocacy

Tell us a little bit about yourself!

I am mother of 2 young adult children, one still in college, am a clinical psychologist and consultant. I also volunteer at some social justice organizations.

How have your previous roles informed your role as an ATF mentor?

Previously, I supervised graduate counseling students who were paired with high school students and trauma survivors. I utilized a relational and a racial identity advocacy model which emphasized the impact of poverty, race, housing and food insecurity, violence and more on mental health functioning. This perspective blended well with my “street knowledge” as a former community organizer within poor communities and my social justice academic studies and lens.

What are your guiding principles as a mentor?

Build connection — Find ways to connect on a personal level. Nelissa and I were video chatting one day and my cat came in with a live rabbit ... I screamed in shock! That definitely broke the ice a little.

Ask for permission along the way — As we were building a mentor- mentee relationship, I would ask her, “Is it ok if I ask about this type of thing?”, or “Is it helpful when I do/say something like this?” Essentially, I wanted to build a feedback loop with her.

Meet her where she is — Nelissa sets her own goals, and I am there to build on them, ask guiding questions and gently assess.

Looking back, how has Nelissa grown in the last year and a half?

Overall, she is more willing and able to ask for help — she is going to TA office hours, talking to professors more, she is more willing to have someone look over her writing. She is learning that she has the right to needed resources, how to advocate for herself and that she is in charge of her education.

Looking forward, what are your hopes for Nelissa in the new year?

I hope she puts some energy into making more peer connections, that she uses college not just as an opportunity to get a great education, but also takes advantage of the social opportunities it offers.

Our Challenges

As an organization, we believe that vulnerability is power.

We remind our scholars of this at every chance, because we can't help them unless they let us in and share their burdens with us.

In the same spirit, we want to be open with you – our current and future supporters, about the challenges we are facing as a growing organization.

1

Growth beyond our current capacity

Over the past 4 years we have grown from supporting 1 scholar to 37, but the size of our team has remained largely the same. Long work days and weekends have become the norm. We are stretched thin, and volunteer fatigue is real... but powered by our mission, we march on.

2

Increasing costs of attending college

The financial cost of attending college has increased in the last 4 years. In order to keep pace with rising costs of attendance, we need to be able to provide more than \$5,000 per student. At our current level of funding, we cannot continue to reach more students.

3

Too small to qualify for grants

In the last two years, we have often been excluded from grant consideration because of our size. Grant-giving Institutions are more inclined to fund organizations supporting hundreds, if not thousands of students. This presents a catch-22 – we can't reach those numbers until we have the financial backing to do so.

Our Goals

Raising the bar for ourselves.

In 2023, we are committed to broadening our funding base to support our growing student cohort. We also want to be very intentional in how we mature our organization which means making sure that every new addition to the team shares our commitment to leveling the playing field for first-generation and low-income students, and is willing to move mountains for our scholars.

1

Raise \$300,000 by diversifying our funding sources

Currently, 75% of our funds raised come in from individual donors. In 2023 we have set ourselves a fundraising target of \$300,000, and plan to reach that by diversifying our funding sources, with particular focus on corporate giving and grants.

2

Slow down to speed up

Our 2023 strategy revolves around defining and improving our operational processes, governance model, and cross-functional collaboration. This is crucial to becoming more efficient, quickly onboarding new staff and volunteers, and most importantly, setting us up to scale in 2024 and beyond.

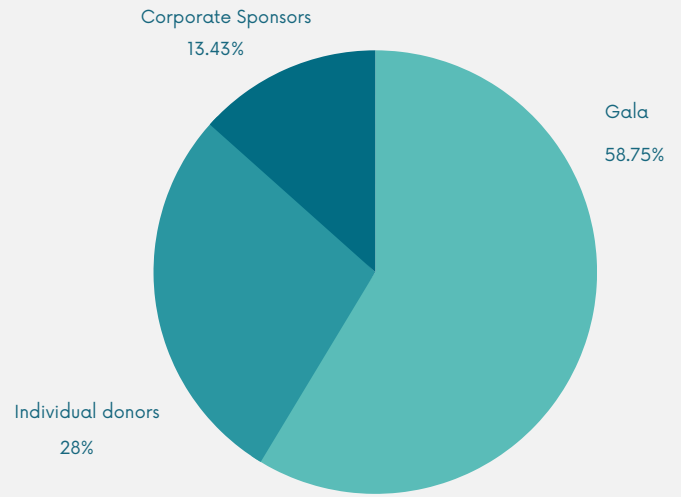
3

Recruit top tier talent

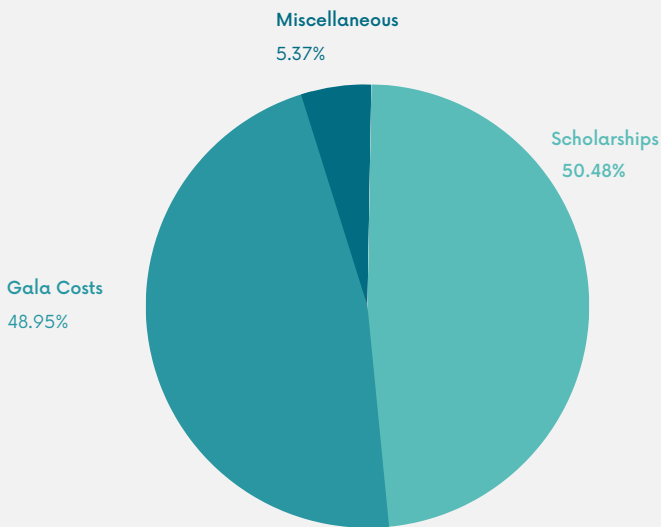
To take us to our next stage of growth, we plan to augment our team with seasoned individuals who can help us scale up and take our efforts to the next level.

\$119,156

Funds raised in 2022



Sources of funds



Uses of funds

\$46,919

Expenses in 2022

Our Financials

In 2022, we raised about \$120,000 which came primarily from individual donors. Our annual gala played a significant role in connecting new supporters with our mission and our students — activating them to get more involved by way of financial contributions. Note: Gala costs were covered by gala sponsorships.

OUR SPONSORS

PLATINUM SPONSORS

\$10,000 +

EVERSOURCE ENERGY
CORPORATION

PREMIER SPONSORS

\$5,000 - \$9,999

ARIA MARKETING

IBIS CONSULTING

PARTNER SPONSORS

UP TO \$5,000

FOLEY HOAG LLP

KESSLER ACADEMY

KEVIN EAGER, COLDWELL BANKER

RICH MAY

WEBSTER BANK

INDIVIDUAL DONORS

\$5,000 +

LEE OLIVIER

TIPNIS FAMILY

INDIVIDUAL DONORS

\$1,500 - \$4,999

AMY FEIND REEVES

CRAIG & LISA NEWFIELD

DEBBIE MARTINEZ

MADHU KACHRU

PRIYA JUNNARKAR

RAMA & SHRIDHAR RAMASWAMY

SHAELA COLLINS

INDIVIDUAL DONORS

\$1,000 to \$1,499

THE BARRETT FAMILY

GITA GOPINATH

KALYANARAMAN VENKATARAMANI

PARAG SHAH

ROBERT PASSANISI

SUSAN GERSHENFELD

VIJAY RUHELA

WE THANK YOU
FOR YOUR CONTINUED SUPPORT OF
FIRST-GENERATION AND LOW INCOME STUDENTS



Tell us about yourself!

I am like a quilt — I am a mother, a daughter, a wife, a sibling, a woman of God. My spirituality is my moral compass, particularly as it relates to justice, fairness, equity and equality.

What is your role at Eversource?

I am the President of the Eversource Energy Foundation where my mandate is to align our corporate giving initiatives with our business priorities. I am also our VP of Corporate Citizenship and Equity. In that role I have been operationalizing equity across Eversource by developing guidelines for employees to use in making business decisions.

What does equity mean to you?

Equity begins with a mindset. It is a commitment to value and embrace our collective humanity. Equity work really begins on the inside — by opening our hearts and minds and remembering that we are all human beings living together in the same world. Equity

prepares us to recognize subtle forms of bias that may be based on our life experiences, and realizing that those experiences make us who we are. Being mindful of those biases as we work with communities is an important step in breaking down barriers to foster more equitable outcomes. Equity is about doing a better job at living together. It's about recognizing wrongs of yesterday, to be better today and in the future.

What does operationalizing equity at Eversource look like?

Over the past year, my team and I have rolled out equity frameworks, guidelines, a glossary of terms, and an equity fundamentals training course for Eversource employees, designed to build an equity lens into business decisions, and interactions with communities and customers to result in fair, just and equitable outcomes.

We are one of the few companies that have made equity training mandatory across departments, and we have developed a KPI that we report on in our corporate scorecard.

I'm proud to say our management team considers this work vitally important, not just because it makes good business sense, but because it

on operationalizing equity at Eversource

is the right thing to do. And we have received support and positive feedback from employees who have gone through the training.

How did Eversource decide to come on as a corporate sponsor for ATF?

One of the stated areas of focus of the Eversource Energy Foundation (our corporate giving arm) is education. The work that ATF is doing to support first-generation and low-income students through college falls squarely within that priority.

On a personal note, the denial of, and fight for equal rights like education played a role in my parents' inability to attend college. They also had younger siblings to take care of. But when it came to me and my sister, education was non-negotiable. My father would always remind me, an education can never be taken away, and to always be and give your very best. And that it would open new doors of opportunity. It is an invaluable thing to give someone access to.

But why support a small foundation like ours, when you could work with one that is supporting more students?

I like the approach ATF is taking. You are creating opportunities for low

resourced first-generation students, and providing support that is comprehensive and holistic. The fact that students have 1:1 access to a mentor so they have an adult they can consult with their questions, and the paid internships you help them secure is fantastic. Plus the skill-building workshops to help them be successful in professional environments...I think the team at ATF has put a system in place that can be responsive to the needs of first-generation and low-income students. My focus is on quality, not necessarily quantity. I would rather see you work with 10 students who succeed than 100, not all of whom graduate.

Any final thoughts to share?

Equity is not a zero-sum game, and your mindset is yours to set. We don't need to hoard privilege. We are better than that, and there's enough for everyone.

"Equity is not a zero-sum game... we don't need to hoard privilege. We are better than that and there's enough for everyone. "

Our Executive Team



Monica Kachru
CEO & Co-Founder



Debbie Martinez
Fundraising



Rajeev Tipnis
Operations



Neeta Ruhela
Scholar Affairs



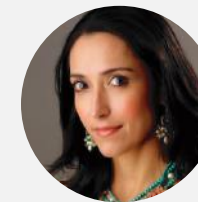
Shrutika Ruhela
Mentor Affairs



Hepzi Fonseca
Internships



Maya Mukhopadhaya
Communications



Rama Ramaswamy
Media & Outreach



Madhu Ravindran
Administration



ANAYA TIPNIS FOUNDATION