



*Mentoring the Next Generation*  
[www.icouldbe.org](http://www.icouldbe.org)

A screenshot of the 'i could be' website interface. On the left, a yellow circular button with a magnifying glass icon is labeled 'INFO SPACE' and 'Find a mentor'. Below it, a blue sidebar contains a list of navigation links: 'Hi sneakersuitman!', 'CareerSphere', 'InfoSpace', 'MediaPulse', 'Mentor Training', 'My Availability', 'My Mentees', 'E-Mentor Portal', 'Logout', and 'Contact Us'. The main content area is titled 'Find a Mentor' and features three search options, each with a circular image and a label: 'Basic Search' with an image of a man and woman, 'Intermediate Search' with an image of a man in a hard hat, and 'Advanced Search' with an image of a man and woman looking at a laptop. At the top right, there are icons for 'tips', 'careerprofiles', 'who's online', and the 'i could be.org' logo.

## Partnering Towards Innovation

*"Innovation distinguishes between a leader and a follower." - Steve Jobs*

## Executive Summary

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Imagine being the first in your family with the aspiration to attend college or to pursue an advanced career. What if you didn't know anyone who could help you to make the sort of decisions that would help you to achieve your dreams? *With no access, where would you start?*

Imagine that you and **499** of your peers all must rely on **1** guidance counselor at school for help in discovering how to go best go about navigating your options? *At 499 to 1, where would you go?*

How many of the dreams of potential scientists, engineers, entrepreneurs, elected officials, lawyers, doctors and educators have never been realized simply because there wasn't a caring professional adult available to help, to talk and to listen? *What's the solution?*

[icouldbe.org](http://icouldbe.org) is an award-winning non-profit organization that has pioneered a very successful youth mentoring program that's completely safe and completely online. Our approach is rooted in empowering innovation, in order to mentor the next generation through the internet. We leverage the power of e-mentoring and provide a secure internet system for students and mentors to find each other based on the potential career interests of the student. As we continue to grow at a tremendous pace, [icouldbe.org](http://icouldbe.org) is focusing on students in high schools in low-income neighborhoods, who have the most limited resources.

For example, if a student is interested in working for a record company, or being a stock broker, or graphic designer, she can log on and find hundreds of professionals working in her field of interest. The professionals are screened and then trained on the [icouldbe.org](http://icouldbe.org) curriculum and, right from their desks at work or home, they participate with their mentees in a year long curriculum developed by [icouldbe.org](http://icouldbe.org). The curriculum engages students and mentors in a set of activities that produce tangible results – from developing a mission statement, life and career goals and a resume to learning about managing money through our financial literacy activities, to searching for colleges and financial aid.

Hundreds of students — from inner-city high schools to Native American reservations to residential treatment homes for teens — are using [icouldbe.org](http://icouldbe.org). These students live in low-income communities overwhelmed by the repercussions of poverty. And, they are at-risk of dropping out of school and need support and guidance as they try to find their way in life. Students gain access to [icouldbe.org](http://icouldbe.org) only through an enrolled school in which the majority of participants are classified as underserved and live in low-income communities.

The [icouldbe.org](http://icouldbe.org) staff works closely with individual teachers at participating schools. Once teachers are trained on the curriculum and website, [icouldbe.org](http://icouldbe.org) staff assists them in incorporating the program into their overall lesson plans. Additionally, [icouldbe.org](http://icouldbe.org) sends monthly, quarterly and annual updates to participating schools detailing individual mentee / mentor usage of the website. Supported by scholars from world-renowned academic institutions, [icouldbe.org](http://icouldbe.org)'s evaluation methodology focus's on measuring improvements in the areas of self-perception, decision-making abilities and skill building, with a specific focus on career and educational exploration.

[icouldbe.org](http://icouldbe.org) staff regularly communicates with all participating schools for the purpose of identifying and supporting ongoing training needs. In the process of cultivating the one-on-one relationships with mentors, students build motivation for academic learning, enhance self-esteem and improve skills in writing, composition, social interaction and career readiness.

## Benefits of Building a Partnership with icouldbe.org

It's because of our partnerships with companies like E\*Trade, Goldman Sachs, the Tiger Woods Learning Center & Office Depot that we've been able to serve more than 6,000 youth. It's been an inspiring process to see companies across the country partner with icouldbe.org to develop comprehensive company-wide e-mentoring programs.

icouldbe.org has had enormous success in working with corporate partners and their community affairs, company foundations and/or corporate giving programs to establish mutually beneficial partnerships. In partnering with values-driven companies we are able to provide opportunities that are truly useful and meaningful to icouldbe.org mentors and mentees.

In supporting the growth of our program, corporate partners have both recruited employees to be e-mentors and provided the financial support needed to sponsor underserved youth. From these many partnerships, icouldbe.org has developed an innovative business model that is scalable, sustainable and measurable. Depending on the number of employees, geographic locations, and availability of funding, icouldbe.org can tailor flexible employee volunteer and involvement programs to meet the missions of the corporate partner and that of icouldbe.org.

Our partnerships begin with determining the size and scope of the partnership, exploring all possibilities until an ideal mutually beneficial relationship is outlined and agreed upon. Some of the most compelling reasons appreciate our approach is that icouldbe.org provides an opportunity for corporate partners to:

- **Empower Youth** – By giving youth career guidance and education while cultivating future productive members of society, becoming both potential customers and employees!
- **Retain Employees** – 80% of volunteer programs improve employee retention\*
- **Increase Profits** – 90% of volunteer programs improve morale and attract better employees, which leads to greater profitability\* (*source: Points of Light Foundation*)
- **Volunteer Everywhere** – Employees from any country, state or city or town can work with teens
- **Measure Volunteering Efforts** – icouldbe.org provides a proven method to track and demonstrate the exponential value and positive effects of corporate volunteerism
- **Create Efficient Volunteering** – Our E-mentoring program is implemented and managed entirely online and at a fraction of the cost of traditional mentoring programs.
- **Improve CRA Ratings** – For financial institutions, icouldbe.org has established relationships with schools in specific MSA Assessment Areas
- **Co-Brand with Leading Non-Profits** – icouldbe.org has long established effective partnerships with national non-profits that provide added value opportunities to our corporate partners

For more information on ways to partner with icouldbe.org, please contact Kate Schrauth, Executive Director, at 646.734.8133 or [kate@icouldbe.org](mailto:kate@icouldbe.org).