

Aspire Education Project - Manifesto

We stand for equity

Every child in our community deserves the best. Every day, we see the huge disparity in educational opportunities between schools just 15 minutes away from each other in the Bay Area. In our perfect world, all students at all schools can and will have the opportunity to sow their own seeds of success with the right support.

We believe quality education builds better futures

Parents and schools want their students to thrive, and so do we. We make sure the youth in our communities have access to the best SAT/ACT and AP test prep, 1-on-1 tutoring, homework help, and so much more. But we know success in life is more than a list of subjects and scores. Our highly trained tutors instill academic excellence as well as confidence, self-sufficiency, and self-advocacy in their students, so they can take charge of their futures.

We vote every student “most likely to succeed”

When it comes to kids and education, why do it any other way? We are always present and always personally invested in each and every student and family that comes our way. Helping a student achieve success means knowing what success is to him or her - whether it's reaching the Ivy League, becoming a first-generation college attendee, or entering kindergarten ready to read.

We believe in rising up with our community

Educational equity is a community endeavor. We collaborate with schools and other nonprofits to ignite our city's passion for quality education for all. To make an impact for our youth, students, teachers, parents, and all members of the community need to band together. Our Robin Hood model – where we use the funds earned from families who can afford paid tutoring services to support families who can't - is the ultimate community effort.

We refuse to monetize children's futures

Education has become a dollars and cents game, and we're not into that. Families that have the financial means to afford tutoring can make their investments mean so much more than paying-out to for-profit education businesses. With us, you're investing in our Robin Hood model; providing education services to low-income and underserved kids. Our stakeholders benefit the most from our non-profit ideals --- that is, our students, families, teachers, and communities.

Analysis

This outline summarizes the manifesto project discussed in Friday's meeting (10/26/18), to ensure both volunteer and organization are on the same page about goals and outcomes of the project.

Purpose Analysis

Purpose for writing:

Proclaim Aspire's drive and intentions to establish their image in the community.

Audience purpose for reading:

Gain insight and clarity on what lights Aspire's fire.

Audience Analysis

Audience	Customers	Public
What the audience does with the info	Decides whether to use the organization's services or not	Builds associations with the organization's presence in the community
What they need to know	What they will gain from your services, what makes you different from other educational organizations	What the organization stands for, what outcomes they work towards and how they produce results

Purpose Statement

This manifesto articulates the beliefs, driving forces, and ultimate goals of Aspire Education Project so their community can gain insight into the organization, and ultimately decide to involve themselves with Aspire in some way.

(For focus only, not for use in the copy)

Outline

In no particular order, the outline gives ideas for the major points of the manifesto, followed by Aspire's own notes organized by topic (in bold). Each section will be 50-60 words, or 2-3 sentences.

We believe in bridging educational divides

2-3 sentences on **equity**:

- We are passionate about educational equity in the SF Bay area
- Serve everyone with equity.
- Our program actively promotes educational equity:
- Aspire believes that with the right support, everyone can meet the requirements and jump the hurdles necessary to pursue a fulfilling career.
- We believe that all students should have access to academic support
- Through equitable literacy and meaningful connections, we strongly believe in our ability to positively impact the educational opportunity gap many of our youth face.
- The American education system needs to be united on one common goal: equity.
- We want the same educational privileges for communities across the board of economic backgrounds

We seek to balance the scales of scholarly opportunities

2-3 sentences on **education**:

- We are committed to early-childhood literacy.
- Our Community Reading Buddies summer program provides reading and academic support to the pre-K children in the underserved Oakland community with adolescent mentors on a 1-1 basis.
- We've helped make early childhood literacy, one-on-one tutoring, and ACT/SAT test-prep accessible for everyone.
- We provide personalized one-on-one academic, executive functioning, and test preparation tutoring – and provide need-based scholarships
- Community Reading Buddies is a program that supports and empowers East Bay youth. We believe in the transformative nature of reading and mentorship and know that educational success is not about grit.

We believe in our students' ability to thrive

2-3 sentences on **students**:

- We deeply care about nurturing our students and maintaining a singular focus on their best interest and successes.
- We put students first

- We help all students succeed, whether that means reaching the Ivy League, being a first generation community college student, or entering school ready for kindergarten.
- It's all made possible by maintaining a singular focus on each student's best interest.

We believe in building relationships with our communities

2-3 sentences on **community**:

- We fight for community access to the highest quality educational services available.
- Aspire collaborates with Bay Area schools and non-profit organizations to provide high quality academic and test prep services.
- Community Reading Buddies is a program that supports and empowers East Bay youth. We believe in the transformative nature of reading and mentorship and know that educational success is not about grit.
- We need communities, parents, schools, and students to rise up with us against the monumental challenges facing them, and believe we can make an impact
- We strive to serve every student, family, teacher, and community that needs us.
- We believe in educating our communities against inaction/giving up on education

We believe in providing the best educational services to all families, students, and communities

2-3 sentences on **services**:

- We have teams of academic, high trained, and carefully selected tutors that work with middle- and high-school students on academic subjects – STEM, Language Arts - assisting with homework, 1-1 tutoring, classroom tutoring, executive functioning, Advanced Placement testing, and SAT/ACT preparation.
- Our clients want trustworthy and approachable tutors who will help their students grow academic skills alongside confidence and self-advocacy.
- Our parents and school leaders want their students to succeed. Parents want their students to be more self-sufficient and have the tools they need to solve their own problems and think critically. Aspire provides those tools.

We believe quality education is a right, not a privilege

2-3 sentences on **social return**:

- We are a not-for-profit organization. Profits derived from paid tutoring service are used to fund tutoring scholarships and literacy programs.

- Our unique achievement is the social return of our 'Robin Hood' organizational model, which reaches Bay Area families of all backgrounds and income levels.
- for families that can afford it, we provide paid tutoring services of the finest quality to support their children's educational achievement; we then take that income and use it to support a wide range of free and low-cost educational services for students from low-income families.
- we believe that financial ability to afford tutoring services should not be a factor in receiving them.
- our programs focus on providing resources to students who cannot afford them elsewhere.
- Our programs serve majority low-income youth in Oakland and San Francisco.

We refuse to monetize children's futures

2-3 sentences on being a **nonprofit**:

- We refuse to be another divisive educational service,
- We refuse to process kids needs on an assembly line.
- We believe in open communication and lasting relationships with all of our stakeholders (our stakeholders aren't all about money - they're our communities and the families, teachers, students, and volunteers within them)
- We believe in demonetizing the world of educational services, and hope others will follow our path