

# TEAM KEEP ANNUAL REPORT

A retrospective on 2021



**SECURE,  
OBTAIN, AND  
UTILIZE  
IDENTIFICATION  
FOR THOSE  
EXPERIENCING  
HOMELESSNESS**

Team Keep is dedicated to see the oppressed gain security and stability in the digital age.

Our product, Keep.id, is an online platform that serves partner organizations in the Philadelphia community. All identification documents and ID-related applications are always encrypted and secured in the cloud so users can access them anywhere.

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# A Year of Hardships and Blessings

By Connor Chong, CEO

Dear Team Keep, supportive friends, and fellow advocates against homelessness,

I want to express my gratitude to the entire Team Keep for their diligent work, steadfastness, and incredible motivation in helping to obtain, secure, and utilize identification for those experiencing homelessness.

Reflecting on the past year, Keep.id has definitely been a highlight of my past year and a true family. We have continued to attract many brilliant young people from around the globe from almost every continent to our mission, and began to grow roots in the mid-Atlantic region through valuable nonprofit partnerships such as Why Not Prosper. Our values of empathy, creativity, and lasting relationships serve to enable and transform our perspective of how we can build thoughtful, digital solutions for those in need.

In addition, we would not have gotten anywhere without the context of a greater support system: family and friends who support us financially, exceptional advisors and researchers to validate our approach, and nonprofit partners that are the hands and feet on the ground. We are privileged to have such support -- our brothers and sisters on the streets are a reminder of the importance of our work but are also an inspiration to persist in the face of setbacks. Friends of ours such as Ace Dott and Steve, whom we met on the streets of Philadelphia, share powerful stories, give wise life anecdotes, and challenge preconceived notions and stereotypes about homelessness. All of this support has made it possible to be where we are today.

Looking forward to 2022, Team Keep will continue to steward the identities and personal information of those experiencing homelessness with utmost care. I eagerly await the fruition of our vision and preparations into an exciting new year for Team Keep and the communities we serve.

Sincerely,  
Connor Chong

# Mission

To provide empathetic support and a valuable network of resources to help the oppressed access services and employment.



**Empathy** for those whom we have the privilege to serve as we learn and remember their stories

# Values



**Creative solutions** as we apply digital technology to solve issues surrounding the oppressed



**Lasting relationships** as we collaborate with volunteers, nonprofits, and the local community on our shared goals

# Vision

To see the oppressed gain security and stability in the digital age.

# Product Vision

Keep.id is an online identification platform that assists clients experiencing homelessness in obtaining, securely storing, and utilizing government-issued ID to apply for aid services and employment.

## A Cycle of Homelessness

Lack of identification is a prevalent and detrimental problem faced by individuals experiencing homelessness, as it inhibits them from accessing government aid services and job applications. Existing cloud-based document storage platforms are often difficult to navigate and inaccessible to those who are computer illiterate; additionally, government aid applications are information-intensive and require ID, increasing the many obstacles trapping individuals in the cycle of homelessness.

**54%** of homeless individuals report being denied access to shelters or adequate housing services

**53%** of homeless individuals report being denied access to food stamps

**45%** of homeless individuals report being denied access to Medicaid or other medical services

# Client Journey

An individual first registers with Keep.id by visiting a local partner nonprofit, where they complete their online profile. Keep.id then prepares guided forms for the three major types of identification (photo ID, birth certificate, Social Security card), auto-filled with the user's profile information and highlighting additional missing information. With client permission, a caseworker can assist with submitting the ID application, receiving the physical identification, and storing a digital copy on Keep.id. Based on each user's profile, Keep.id also lists eligible opportunities to easily apply for. We envision Keep.id as a valuable tool for centralizing the information and documents needed to access aid services and for simplifying applications.

# Design Philosophy

In building Keep.id, we prioritized three key features. First, we designed the interface for users with low technological literacy, allowing clients to gain agency over their personal data and apply for resources themselves at nonprofit or library computers. Second, strict security prevents potential data theft. Third, features such as application filling assistance and report generation provide time-saving value for nonprofit partners.

# Competitive Features

	Keep.id	Dropbox	ClientTrack™	COMPASS CLICK. APPLY. BENEFIT.	PDFfiller
Form Completion	✓				✓
Document Storage	✓	✓	✓		
Accessible by Homeless	✓	✓		✓	✓
Network of Nonprofits	✓		✓		
Guided Applications	✓			✓	

# 2021 Accomplishments

## 501c3 Nonprofit Status

- Built nonprofit infrastructure, including custom Keep.id workspace
- Applied for nonprofit benefits, such as Google Ad Credits, free helpdesk software, and premium design software accounts
- Formation of advisory board, including a diverse group of professionals in the nonprofit and business community

## Completion of Founded in Philly Cohort

- Increased nonprofit and mentor network
- Received \$8,000 grant from Philly Startup Leaders
- Invited to be member of PACT Mentor Connect

## Achieved HIPAA Compliance

- Incorporated encryption, HMAC's, and other technical security measures into the platform
- Conducted our first penetration test with a third-party agent
- Maintained a HIPAA-training program for volunteers

## New Fundraising and Marketing Initiatives

- Finished "About Keep.id" video to explain the concept of Keep.id
- Began planning for first in-person fundraising event
- Started charity GoFundMe campaign

# Impact Metrics

All Metrics are Year to Date

## Users and Relationships

Nonprofit Partnerships: 1

Nonprofits interviewed for feedback: 10

Nonprofits considering adoption: 2

## Engineering Impact

Bugs Fixed: 24

Outages addressed within 1 hour: 11

Pull Requests Merged: 177

## Financial Milestones

Total Revenues: \$11,975

Total Expenses: \$3,498

# Team Progress

## Engineering

The engineering team is the primary builder and supporter of the client-facing Keep.id web platform. The engineering team ensures critical features are built and maintained, and this past year, we have made extensive improvements to the platform. This includes adding encryption, refactoring our entire frontend and backend systems, adding design components, and creating a set of training modules to help onboard engineers. These initiatives all ensure that our partners and clients have a secure and delightful experience using our platform, as well as accelerate the pace that we can further improve our platform. This past year, we have fixed a total of 24 bugs and addressed all 11 site outages within our SLA of 1 hour.

## Design

The design team is primarily responsible for designing all of the screens of the Keep.ID web platform and Team Keep website as well. We ensure our interfaces provide the optimal experience for our users through thorough user research that backs up our design decisions. This year, we designed and improved several different user flows, such as our optional information page, worker's landing page, team keep website, and the design system in general.

# Marketing

The marketing team is responsible for educating donors, supporters, and the general public of how ID is a critical issue for people experiencing homelessness, and how Keep.id solves this problem to help get people back on their feet. Through social media, the donor website, blog posts, and further digital communications, we have helped share the voices of those facing poverty, and a critical solution, to over 951 unique visitors. This year, the marketing team developed an introductory video for Keep.id. The video can be viewed here: <https://bit.ly/keepid-video>.

# Legal and Operations

The legal team is a new team responsible for maintaining 501(c)(3) status and HIPAA compliance, keeping track of human resources, and tracking various legal agreements with clients and partners. Recently, we also picked up the responsibility of recruiting. This year, the team was formed and initial work on organizing files and reviewing past legal documentation were done.

# Nonprofit Communications

The nonprofit communications team is responsible for forming relationships with nonprofit stakeholders working in the areas of homelessness and poverty, in order to receive feedback to guide our product development and concept research. Additionally, we aim to have some of these nonprofit partners using the site full-time with their clients (rather than at a demo), in order to start making progress toward our mission of assisting those experiencing homelessness, and the underserved in general, in applying for identification and benefits. In the past year, we met with 10 nonprofit organizations to gather feedback on the product, the Philadelphia Office of Homeless Services, and many mentors and other experts in the field. In the year ahead, we hope to have multiple nonprofit organizations using Keep.id to streamline their operations, simplify their client data management, and assist in navigating application processes for the client population they serve.

# Grant Writing

The grant writing team is responsible for drafting and submitting materials to be used for grant applications in order to provide funds to further the development of Keep.id. This trimester the team worked on the Letter of Interest (LOI) for the Barra Foundation Catalyst Fund. During this time, the team prompted discussions on strategies for furthering the development of the Keep.id platform and developing partner relations. Additionally, the team applied for the Amazon Web Services (AWS) University Grant which provided \$1000 in AWS credit upon submission. Unfortunately, the application was not considered for the semi-final rounds. ...but we'll keep applying!

# Donors

Bryan Yao  
Chaz Howard  
David Glaser  
Donald and Camilla Cornwell  
Jackson Foltz  
Jae Young Lee  
Jessica Hung  
John Baek  
Melinda Cardenas  
Samba Dia  
Sarah and Matthew Dong  
Shitong Wang  
Steffen Cornwell  
Anonymous Donors

# Grants

Founded in Philly Spring 2021 Cohort Grant - \$8,000  
PayPal Giving Fund

# Current Team

## Leadership Team



### Connor Chong

CEO, Technical Lead

I am a recent graduate of University of Pennsylvania studying networks engineering and operations. I'm one of the founders of Keep.id, and am proud and thankful for this amazing journey that we have been on. In my free time, I love playing violin, finding new board games, hiking, and hitting up the table tennis table.



### Steffen Cornwell

Nonprofit Liaison

Steffen Cornwell is Keep.id's Nonprofit Liaison, and he currently works as a freelance web developer and online teacher after having studied computer science and entrepreneurship at Penn. His faith in Christ is central to his life, and he loves adventures and music! Steffen wants to see Keep.id transform the lives of those experiencing homelessness by empowering them to take advantage of all the opportunities available to them and overcome any logistical barriers preventing them from reaching their full potential.



### Ivy Wang

Chief Marketing Officer

I am a third year computer science student at Princeton University who was inspired by Keep.id's mission and the passion of its volunteers to join the leadership team in August this year. I am looking forward to all that Keep.id will accomplish next year!

# Leadership Cont.

**Emma Tsai**

Chief Design Officer

Hi, I'm Emma. I am a data-oriented creative problem solver who is obsessed with understanding human behaviour, and I believe UX design is a way that we can creatively help the world to become a better place. Outside of work, I love joining online meetups to stay connected with the design industry, weight lifting to stay active and read books to keep growing.

**Michael Hagan**

Nonprofit Liaison

I am a fourth year at the University of Pennsylvania studying neuroscience. During my time at Penn, I've developed a passion for helping those in need through many service opportunities here in West Philadelphia. I was drawn to Keep.id's unique vision and commitment to serving those experiencing homelessness. Looking forward to the work Keep.id does and playing my part to forward that mission.

**Daniel Joo**

Legal and Operations Lead

I am a third year undergraduate in Columbia University studying computer science, math, and the premedical track. I was raised in Los Angeles, and I proudly enjoy the city life. In my free time, I enjoy drawing, playing video games, and taking walks in the city.

# Engineering



## Nick Rodriguez

Front End Engineer

I graduated from high school in 2016 and deferred my college acceptance for a year to attend a coding bootcamp in Chicago (Fullstack Academy). After the bootcamp, I started working full time at Catalytic and enjoyed it so much that I cancelled my college plans. I've been there for the last 4 years building an automation platform for businesses. I'm really inspired by the Keep.id mission and have always wanted to work on something with a positive social impact, so I'm super excited to be joining the team!



## Gagan Kang

Front End Engineer

My name is Gagandeep Kang and I'm a junior studying Computer Science with a minor in Mathematics from Boston University. As someone with an interest in Full-Stack Development, I'm always looking for ways to use my technical skills to build software that will help those around me. At BU, I've had the opportunity to create meaningful projects through our Hack4Impact Chapter as well as the Global App Initiative, and I'm looking forward to having more of these opportunities at Keep.id!



## Sarinna Sung

Front End Engineer

My name is Sarinna Sung. I am currently studying Computer Science at BU. During my free time, I love hiking, biking, and pet sitting.

# Engineering Cont.



## Jason Zhang

Back End Engineer

Hey everyone, my name is Jason and I'm currently a junior majoring in CS at Boston University. In my free time, I enjoy exercising (weights, and occasionally handball), and all things productivity-related. Looking forward to being able to contribute to the team while honing my own skills.



## Tirtha Kharel

Back End Engineer

Hi! I'm Tirtha and I'm a senior at the University of Pennsylvania studying Computer Science. When I'm not coding I enjoy playing basketball, reading, and making music.

# Design



**Trang Nguyen**  
Designer

Hope you are doing well! My name is Trang Nguyen and I am currently a self-taught UX Designer. I am very excited to join Team Keep and can't wait to start working with the team.



**Ying Tang**  
Designer

Hello! I'm Ying, a designer and researcher working with a human-centred and service design lens. I aim to participate in practices making systems more empathetic and caring, and I'm excited to join the team. Let's connect if you like design for social good, strategy games, and dogs!

# Marketing



## Sean Chung

Marketing Analyst

My name is Sean Chung and I am a student at Parkland Community College studying to be a Nurse Assistant. I've been volunteering at Keep.id for over half a year now. It has been a great opportunity to grow and learn about the homeless community and the steps that we can take in order to help them. I look forward to continuing to work with them and look for ways to challenge myself to develop new skills to help the community.



## Carolyn Cai

Marketing Analyst

Graduate from University of Urbana-Champaign (UIUC), majored in Agricultural and Consumer Economics, with an minor in Spanish. Currently working in the Midwest as a branch banker for PNC Bank. Involved with Keep.id as a volunteer since spring 2021 in the marketing/fundraising division.



## Jessica Hung

Marketing Analyst

I'm Jessica Hung. In the fall of 2020, I learned about how Keep.id is positioned to uniquely connect those experiencing homelessness with resources and jobs, and I've been volunteering with Team Keep ever since. I'm honored to be holding a position on the Board of Directors, guiding Team Keep in its mission to help others.

# Product



**Cora Wen**  
Project/Product Manager

I'm Cora, a sophomore studying Economics with minors in Finance and Spanish at Princeton University. At Princeton, I'm involved with several groups all aimed to help people in my community, whether it be a student-run nutrition focused start-up, or a firm focused on decarbonizing industries. I've worked with both large and small nonprofits in the past and am excited to apply the unique set of skills that I've learned to help Keep.id!

# Legal and Operations



**Samba Dia**  
Legal and Operations Analyst

My name is Samba! I am 23 years old and a recent graduate from Macalester College in Minnesota by way of Frederick, Maryland! Some things I enjoy include listening to music, chatting with friends, and playing trumpet!

# Board of Directors



**Connor Chong**

President



**Steffen Cornwell**

Executive Director



**Jackson Foltz**

Secretary



**Ivy Wang**

Member



**Jessica Hung**

Member



**Emma Tsai**

Member

# Previous 2021 Members



**Kevin Chu**

Design Lead



**Lazar Gueorguiev**

Technical Lead



**Austin Wu**

Back End Engineer



**David Glaser**

Product Manager



**Michelle Yi**

Designer



**Ivy Lei**

Front End Engineer



**YK Lee**

Front End Engineer



**Ann Too**

Finance Intern



**Tanisha Mandal**

Product Manager

**Joey Zhao**

Front End Engineer

**Ivo Do**

Social Media Analyst

**Melinda Cardenas**

Front End Engineer

**Jonathan Lum**

Designer

**Pratiksha Badola**

Designer

**Chelsea Bishop**

Designer

**Emily Su**

Product Manager

**Kieren Gill**

Product Manager

**Maggie Lin**

Business Analyst

**John Baek**

Board Member, Legal Lead

# Statement of Cash Flows

**Team Keep**  
**For the year ended December 31, 2021**

	2021
<b>Operating Activities</b>	
Receipts from customers	11,974.99
Payments to suppliers and employees	(3,498.29)
<b>Net Cash Flows from Operating Activities</b>	<b>8,476.70</b>
<b>Financing Activities</b>	
Other cash items from financing activities	(7,775.84)
<b>Net Cash Flows from Financing Activities</b>	<b>(7,775.84)</b>
<b>Net Cash Flows</b>	<b>700.86</b>
<b>Cash and Cash Equivalents</b>	
Cash and cash equivalents at beginning of period	2,576.26
Net cash flows	700.86
Cash and cash equivalents at end of period	3,277.12
<b>Net change in cash for period</b>	<b>700.86</b>

# Balance Sheet

**Team Keep**  
**As of December 31, 2021**  
**Cash Basis**

	DEC 31, 2021
<b>Assets</b>	
<b>Current Assets</b>	
<b>Cash and Cash Equivalents</b>	
Cash Account	3,277.12
<b>Total Cash and Cash Equivalents</b>	<b>3,277.12</b>
<b>Total Current Assets</b>	<b>3,277.12</b>
<b>Total Assets</b>	<b>3,277.12</b>
<b>Liabilities and Equity</b>	
<b>Equity</b>	
<b>Current Year Earnings</b>	8,476.70
<b>Retained Earnings</b>	(5,199.58)
<b>Total Equity</b>	<b>3,277.12</b>
<b>Total Liabilities and Equity</b>	<b>3,277.12</b>

# Income Statement

**Team Keep**

**For the year ended December 31, 2021**

**Cash Basis**

	2021
<b>Income</b>	
Donations	3,474.98
Grants	8,500.01
<b>Total Income</b>	<b>11,974.99</b>
<b>Cost of Goods Sold</b>	
Cost of Goods Sold	1,177.68
<b>Total Cost of Goods Sold</b>	<b>1,177.68</b>
<b>Gross Profit</b>	<b>10,797.31</b>
<b>Operating Expenses</b>	
Advertising	287.84
Applications and Events	250.00
Enterprise Software	1,582.77
Organization Dues	200.00
<b>Total Operating Expenses</b>	<b>2,320.61</b>
<b>Operating Income</b>	<b>8,476.70</b>
<b>Net Income</b>	<b>8,476.70</b>

# Thank You Message

Jackson Foltz, Secretary of Board of Directors

By many measures, 2021 has been an uncomfortable year. For many, the year was a time of transition and uncertainty.

The people experiencing homelessness whom we've met this year feel something else in addition to the zeitgeist: **a sense of helplessness**.

A recent bus stop interaction of mine pointed to this, when a stranger led in with a simple question:

"Can I have a dollar to buy a coffee?"

"Yeah man. How are you doing?"

"Awful."

"What's going on?"

"I'm not eating right."

"You gotta eat right. A little fruit, a little protein..."

"I can't depend on the hospital all the time though."

Did you notice how aware the man is of his reliance upon others' resources?

In a sense, I come before you today with the same posture: **we at Keep.id are reliant upon your support, when it comes to supporting our neighbors.**

Together we can achieve security and stability for the oppressed, the vision towards which we press on.

On behalf of the entire Keep.id team, thank you.

Jackson