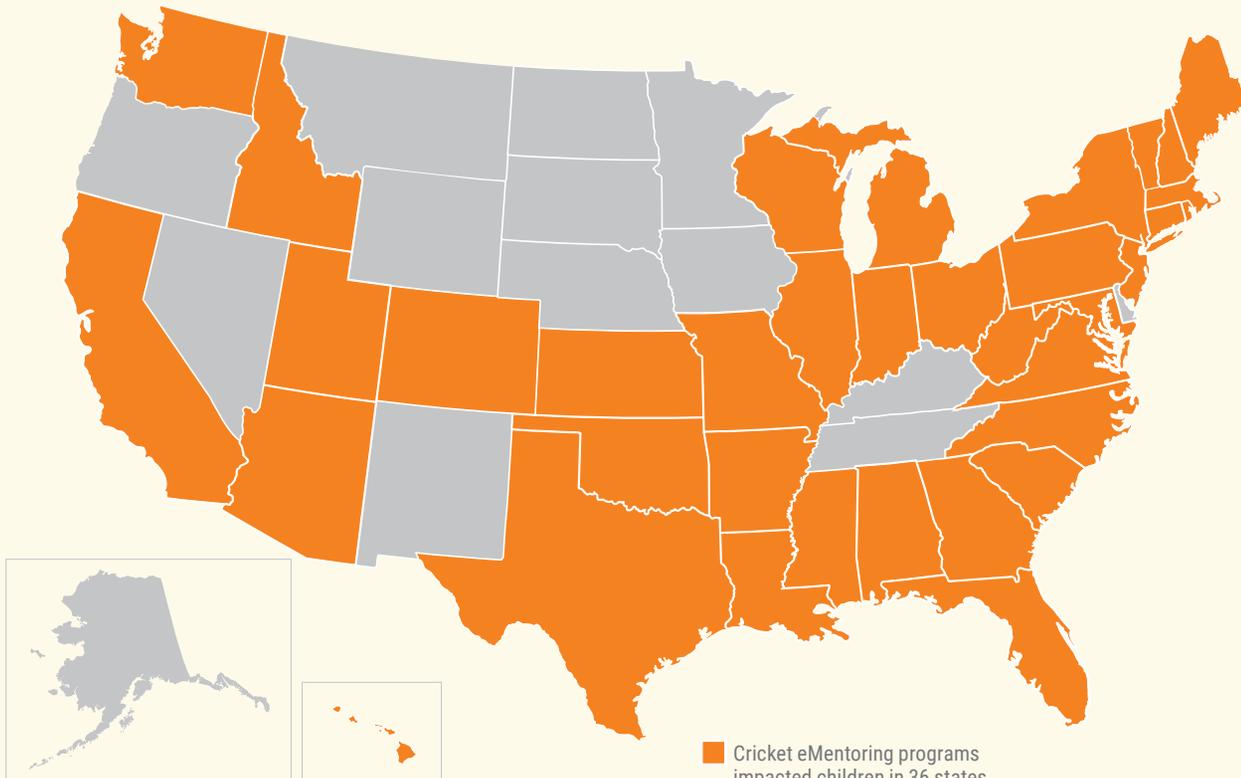


2022-2023 Annual Report

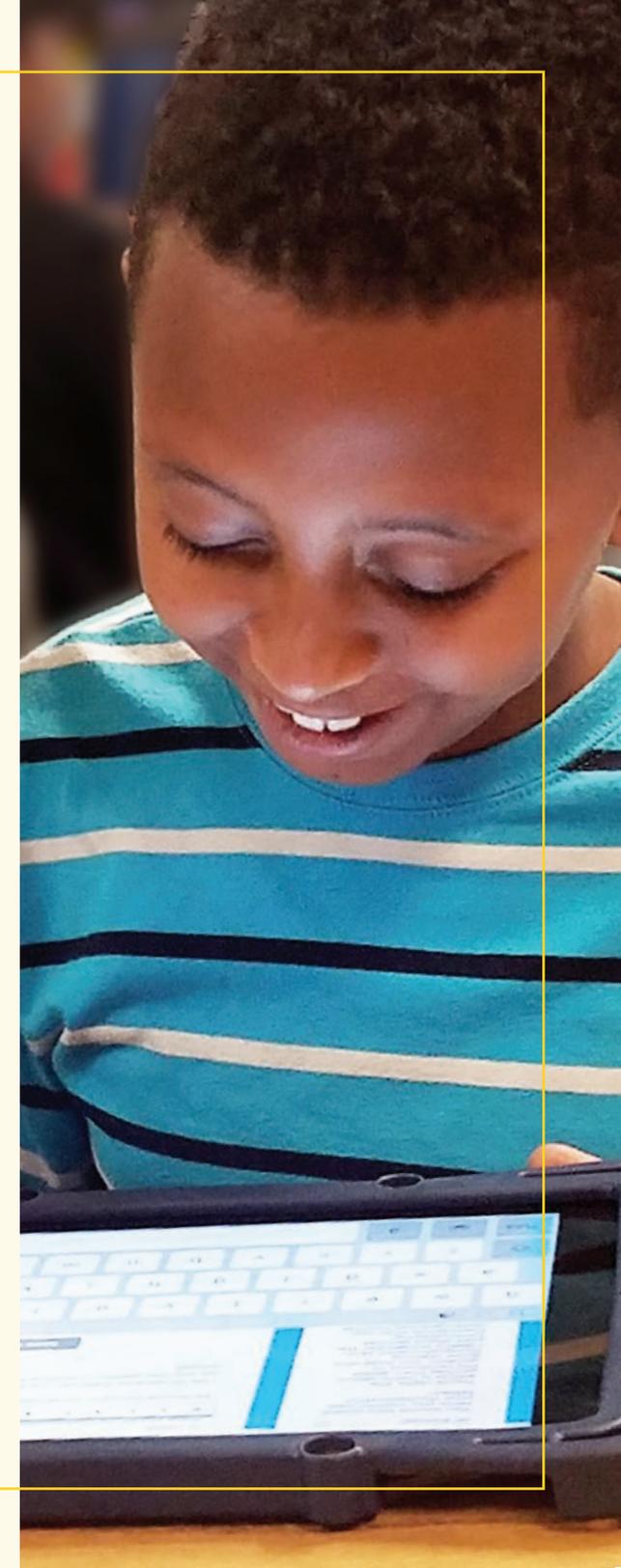


Cricket eMentoring programs impacted children in 36 states.

Cricket Together

TryEngineering
TOGETHER
Powered by IEEE and In2Books®

For ages 12 and under
Virtual MENTORING PORTAL



INTRODUCTION

Dear Corporate Partners, Mentoring Organizations, School Leaders, Teachers, eMentors, and CricketTogether Colleagues:

2022-2023 was an extraordinary year filled with remarkable achievements! We extend our heartfelt appreciation to our school leaders, and teachers who persevered through challenging learning obstacles.

We would like to extend our deepest gratitude to our Corporate Sponsors for their unwavering support to invest in education. Through their generosity, we have been able to provide students with a 1 to 1 volunteer match across the United States. Your dedication to foster academic and personal growth is celebrated and recognized by all.

Furthermore, we would like to acknowledge our Mentoring Organizations for active engagement in our mentoring program in their face-to-face, hybrid, or virtually mentoring model. Your commitment to bridging community and school support is commendable.

This annual report is a comprehensive overview of the outcomes we achieved through 2022-2023 and the overall effectiveness of the Together eMentoring Programs. Together, we are making a difference and paving the way for a brighter future.

With appreciation,
Tracy Heitmeier, Director of Education Products,
Christina Johnson, Together eMentor Program Coordinator

A special thanks to the **Together eMentoring Team**: Laura Woodside (Senior Vice President—Education Products), Cynthia Nugent (Digital Education Editor), Laura Eggleston (eMentoring Team), Sabrina Gharbie (Mentoring Team), Theresa Gothard (Product Manager), Ruthie Fields (Full Stack Software Engineer), Nina Kochurina (QA Analyst), Barb Clendenen (Director of Circulation), Linn McClelland (Senior Vice President of Operations), Michael Peterson (Vice President of Corporate Development), Ted Kroll (Vice President of Marketing), Kristen Scribner (Director of Digital Design), Carlos Olloqui (Marketing Coordinator), Megan Fraedrich (Marketing Coordinator), Nina Zolt (Founder), Jill Josephson (Senior Counsel), and Alex Wang (CEO). Thank you for your time and commitment to ensure our success!



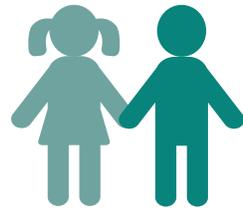
IMPACT

Overall Impact



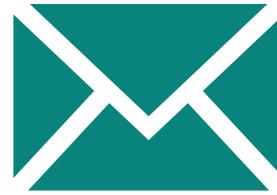
25

YEARS OF RAISING ACHIEVEMENT



64,263

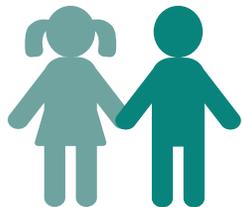
STUDENTS MENTORED



903,585

LETTERS EXCHANGED

2021–2022 Impact



1,363

STUDENTS MENTORED



22,841

LETTERS EXCHANGED



7,536.5

VOLUNTEER HOURS

“

Every
Child
Needs a
Mentor

Mission:

Connect, support, and sustain 1:1 eMentoring relationships that empower every child to unlock their full personal and academic potential.

THE TOGETHER eMENTORING PROGRAMS

For the 2022-23 academic year, Cricket's safe and secure eMentoring platform was utilized to deliver three unique eMentoring programs.



CricketTogether

BUILD LITERACY AND LEARNING SKILLS!

Adult eMentors correspond with students around Cricket's thought-provoking fictional stories and intriguing informational articles they read together.



TryEngineering
TOGETHER
Powered by IEEE and In2Books*

BUILD STEM SKILLS!

Adult eMentors correspond with students around Cricket's STEM-based articles and related hands-on activities to support the next generation of STEM professionals.



CricketTogether **Virtual MENTORING PORTAL**

BUILD AND MAINTAIN MENTOR AND MENTEE COMMUNICATION!

This portal supports mentoring organizations seeking to provide an online, face-to-face, and hybrid solutions to safely connect mentors and mentees.

THE TOGETHER eMENTORING PROGRAMS

The Together eMentoring Programs are a successful example of how literacy and STEM instruction in the classroom with underserved students can focus on rich, intellectual reading and writing experiences that are meaningful and engaging. This blended community of Corporate Sponsors, Mentoring Organizations, Schools, and eMentors coupled with literacy and STEM topics makes learning authentic and transformational. The Together eMentoring programs provide interpersonal support and motivation through real-world connections and meaningful letter exchanges with eMentors. The bond between the student and the eMentor through many letter exchanges fosters deep learning in various content areas while innovatively addressing the educational needs of students.



95% of enrolled students experience their first mentoring experience with the Together eMentoring Program.

“ I ABSOLUTELY LOVE THIS PROGRAM!!! It was so awesome to be part of watching my students get excited to hear from their mentors. It is FANTASTIC that there are working adults willing to pour into the next generation.”

—teacher

“ For me, it wasn't necessarily one specific event. It was the overall experience. Getting to know my mentee, learning together, writing back and forth. It also helped me think about how I was communicating to her and as a result to others. Improving my overall communication style to adjust to my audience. Getting a new letter put a smile on my face. I was telling everyone about what a great experience it was and encouraging them to seek out ways they could volunteer.”

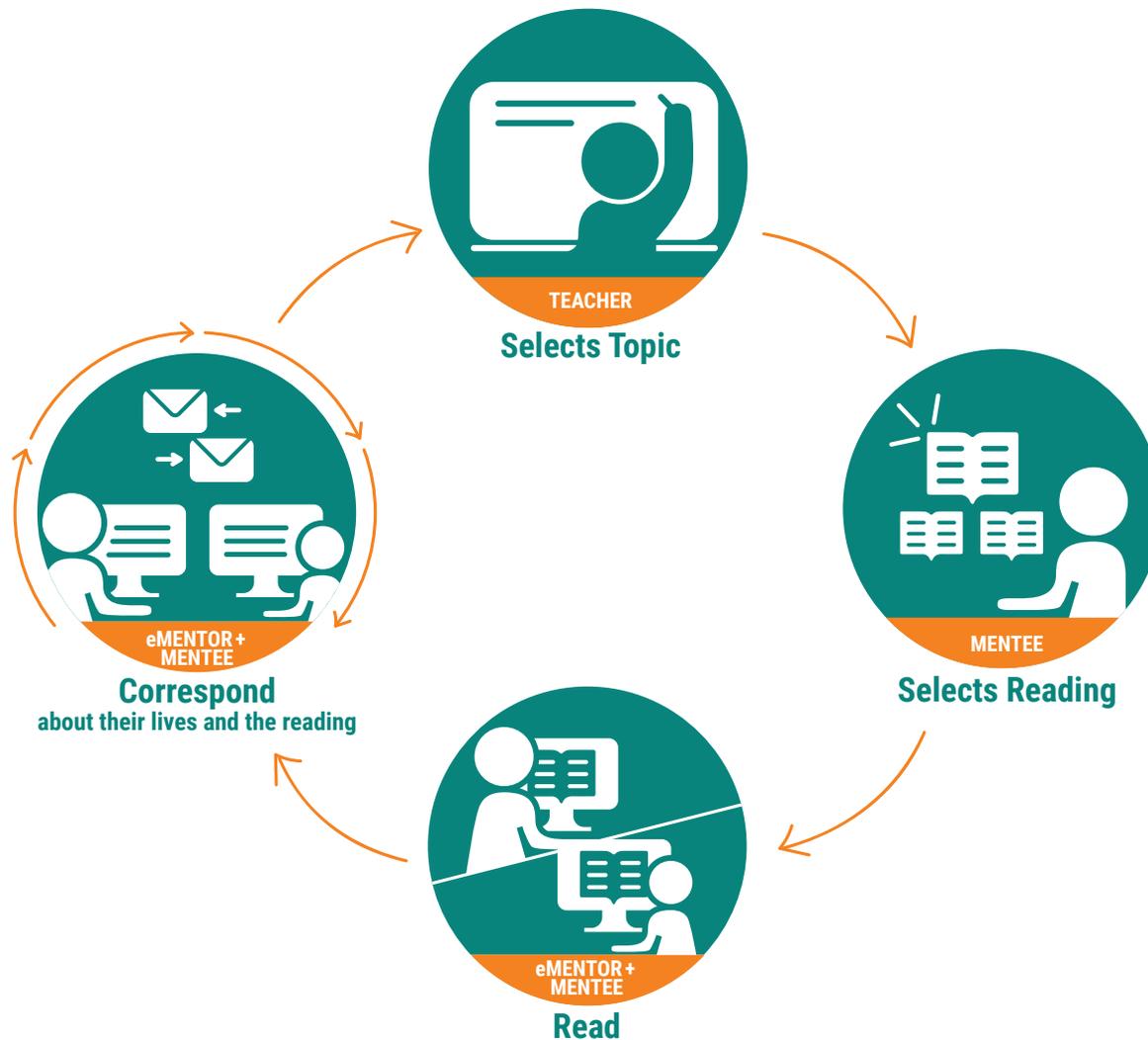
—eMentor

“ My eMentor made me feel comfortable around her, and she always puts a smile upon my face. I love learning together. We share our ideas and have a lot of fun learning and teaching with each other. We also have a close relationship. We trust each other, trust that what we say to each other is true. Being with my eMentor was AWESOME! Words cannot describe how happy I was with my eMentor!”

—student

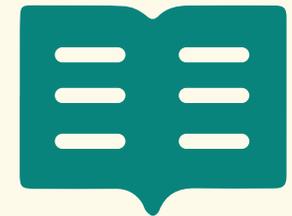
THE ENGAGEMENT CYCLE: THE HEART OF TOGETHER eMENTORING

Each mentee/eMentor pair exchanges online letters about the reading and how it connects to their lives and the world around them. The platform provides guidance and topic-related prompts to support the letter writing for both mentors and mentees. All correspondence is moderated for safety by the program administrator.



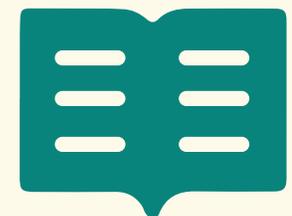
The number of articles read by eMentor/student matches.

Overall Impact



323,795
ARTICLES READ

2022–2023 Impact



6,815
ARTICLES READ

SURVEY SAYS: TRYENGINEERING TOGETHER REPORT

Mentoring is critical in helping youth explore and develop their interest in the fields of STEM (science, technology, engineering, and math). Sponsored classrooms select units based on various STEM topics, read articles about that topic, engage in classroom discussions, participate in STEM-based hands-on activities, and exchange digital letters with their eMentors. The TryEngineering Together program incorporates ways to help mentees and eMentors build meaningful relationships that strengthen critical thinking skills, innovation, and curiosity while developing career awareness with STEM learning.



Teachers

100%

Report that they are satisfied with the program and would recommend to another teacher.

100%

Say that they participated to connect students to STEM professionals.

100%

Believe that the design challenges created real-world experiences for students.

99%

Shared that students' awareness of STEM careers increased.



eMentors

98%

Report that they enjoyed their experience as an eMentor.

96%

Say that program materials helped their students engage with STEM topics.

99%

Believe they were good at motivating their students to learn and grow.



Students

98%

Report they enjoyed their relationship with their eMentors.

98%

Say that their eMentors are supportive and believe in them.

96%

Believe that their eMentors feel that they can succeed in school and in the future.

89%

Share that they are interested in careers that use science.

SURVEY SAYS: CRICKETTOGETHER / VIRTUAL MENTORING PORTAL REPORT



The CricketTogether programs provide teachers, school administrators, corporations, and their employees a meaningful way to leverage the power of relationships to positively change the lives of children and their communities. Focusing on the development of core literacy skills, science, social studies, and social-emotional skill development within the context of an authentic writing correspondence promotes critical thinking. We welcome nonprofit mentoring organizations to utilize our CricketTogether program through the Virtual Mentoring Portal, through our partnership with MENTOR.



Teachers

100%

Report that they are satisfied with the program and would recommend it to another teacher.

95%

Say that they participated to provide students with an authentic reason to read and write.

100%

Believe that the CricketTogether program supports literacy growth.

100%

Say that students' ability to ask questions improved by the end of the program.



eMentors

100%

Report that they enjoyed their experience as an eMentor.

97%

Say that they were good at motivating their students to learn and grow.

98%

Believe that they were good at engaging their students in letter writing.



Students

99%

Report that they enjoyed their eMentoring experience.

98%

Say that their ementors believe that they can do well in school and in the future.

100%

Share that their eMentors are supportive and believe in them.

99%

Report that their eMentors care about them.

2022–2023 TOGETHER eMENTORING PROGRAM UPDATES

The Together programs are committed to releasing new content every academic year to evoke critical thinking and engage students and eMentors in thoughtful written conversations.

5 New STEM Units



ARTIFICIAL INTELLIGENCE

Can computers think? Artificial intelligence (AI) is the technology that programs computers to translate languages, drive cars, and even play games and create art!



AIRCRAFT

From transporting people to different places to putting out fires or mapping Earth, aircraft have different features and are used to help people in lots of different ways.



SOUND ENERGY

We use sound every day—to talk and make music. Engineers use their knowledge of sound to design devices to help us navigate, see inside things, study animals, and detect earthquakes.



SPORTS INNOVATION

What gear do you use to play sports? From helmets to balls to sports shoes, engineers design sports equipment that is safer, lighter, faster and stronger.



3D PRINTING

3D printers are popping up at libraries and schools. What do they do and why are they important?

5 New Social Emotional Learning Units



GETTING ALONG

Your feelings matter! It doesn't feel good when others hurt your feelings.



STANDING UP FOR YOURSELF

Getting along with others requires communication, cooperation, and the ability to manage conflict.



FAMILY MATTERS

These stories celebrate family relationships and the ways that family members care for each other.



SOLVING PROBLEMS

Problems happen! What do you do when faced with a problem?



MAKING GOOD DECISIONS

We all make decisions every day.

CRICKET RECOGNITION

Recognized as a **National Corporate Mentoring Honor Roll Company**.

Cricket Media is honored to be recognized as a National Corporate Mentoring Honor Roll Company. The National Corporate Mentoring Honor Roll recognizes outstanding corporations across the United States that support the youth mentoring field in a variety of ways. The Honor Roll was first launched by First Lady Michelle Obama in 2011 as a challenge to companies to encourage their employees to become volunteer youth mentors. Since the challenge was announced, corporate engagement in youth mentoring has grown to reflect a broad range of innovations and strategies all working to connect youth to social and economic opportunities and build a strong 21st century workforce.



At TIAA we know that education accelerates economic mobility and we are committed to supporting organizations like CricketTogether. TIAA is proud to partner with CricketTogether and offer this amazing opportunity for students and associates to engage in meaningful conversations to improve literacy and lives.”

—Anne Marie Ciprari
Senior Director,
Corporate Social Responsibility
TIAA

“

I could see the confidence of writing grow with my students. One of my students needed a lot of guidance at the beginning of the year and then became a peer teacher helping other students.”

—teacher

Writing

“

I loved reading my letters the student sent. I was able to see her writing improve over time and enjoyed reading her insight and learning from the articles!”

—eMentor

“

I loved writing to my eMentor. He helped me believe in myself. As a result, I have become a better reader and writer.”

—student

“

The program had an appealing literacy component with colorful stories on interesting topics. Overall, it was a pleasant, worthwhile experience for my students and for me.”

—teacher

“

My favorite part of CricketTogether was the topics we got to learn about and how the stories were connected to real world problems. We have a variety of article choices we could choose from depending on our reading levels. It was fun.”

—student

“

The eMentoring Program was overall a great experience watching my student make impactful strides in reading and writing. It was also fun to instill of love of reading and writing.”

—eMentor

Literacy

STEM

“

The experience that eMentors provide students is invaluable. The eMentors are showing students that what they are learning can help them in their future. The program opens the student’s mind to real-world experiences and important careers that they can explore after they graduate. TryEngineering Together Program is AMAZING and well designed.”

—teacher

“

I am a female in a STEM career; I wish I had someone in my life when I was younger who helped feed my STEM “hunger.” I am glad I was able to do that as an eMentor this year.”

—eMentor

“

I loved the design challenges that help us think and be innovative. I also liked to read about the STEM article. My MOST favorite thing was learning with my eMentor. He told me about his work projects and I told him about mine.”

—student

“

I had a student who struggled with behaviorally which impacted his academic success. He loved getting letters from his eMentor. He loved receiving letters from his eMentor. He often wrote 3 or 4 letters a unit to stay connected. His eMentor was great about writing back. They formed a special relationship. This is a great way to provide personal support to students.”

—teacher

“

I learned that my student had a fear of heights, like me, when reading, “Wilson the Worrier” as part of the Managing My Fears section. The student faced her fear by bungee jumping.”

—eMentor

“

My favorite part of CricketTogether is that I was able to write something about myself and my problems. My eMentor always said something supportive.”

—student

Social and
Emotional

Equity

“

All eMentors provided students with heartfelt encouragement that gave students a sense of pride and accomplishment in their learning journey. Having a positive influence with all students made a world of difference.”

—teacher

“

I participated in TryEngineering Together because I wanted to help eMentor the next generation of people who will be responsible to push technology forward and grapple with the ethical decisions that will soon need to be made as we progress farther with machine learning and AI. It’s important to get these kids grounded in fundamentals and critical thinking skills and at the same time remind them that what we do is for the BENEFIT of humanity.”

—eMentor

“

I would recommend the eMentoring program to every student in the world. We were able to practice reading, writing, and connect to amazing eMentors.”

—student

TOGETHER eMENTORING CHAMPION PARTNERS

A special thank you to our partners!



Western Digital.



WONDRIUM

