

2018 Annual Report

everyoneon

www.EveryoneOn.org

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Friends and Colleagues:

Welcome to our 2018 annual report. We launched EveryoneOn nearly seven years ago to accelerate access for those who cannot afford broadband internet. These families are in our most marginalized communities; they have been priced out of the world's most important communications platform and the engine of our global economy. In 2018, we continued to connect households across all of our program offerings. To date, we have helped connect more than 700,000 people to affordable internet service solutions, though we recognize that there is much more work to be done.

EveryoneOn faced difficult challenges in 2018 due to a fundraising crisis that threatened the organization's existence. The underperformance in achieving our annual fundraising goals was an internal responsibility. The board conducted an audit of all programs and operations and found that a leadership change was necessary to correct course. We engaged key staff and partners to define our mission-critical programs and assets, then aligned our staffing and capacity around these core offerings. It is hard to overstate how painful and disruptive this transition was, but we believe it was both fair and appropriate to ensure our programs continue to deliver for those we serve. While it can be uncomfortable to share these kinds of challenges openly, EveryoneOn has long held honesty and transparency as a core values—especially when it is hard.

Looking ahead, we will expand our core programs, such as our low-cost offer platform and ConnectHomeUSA. The low-cost offer platform saw more than 169,000 searches for

internet service in 2018 and we look forward to growing this figure in 2019. ConnectHomeUSA, a national program in collaboration with the U.S. Department of Housing and Urban Development, aims to close the digital divide for residents in public housing. The program grew by 19 communities in 2018 and now serves 74 communities. We plan to continue expanding the program's breadth by recruiting new communities and deepening its impact.

In 2019, we will also invest more deeply in providing digital skills training to the people we serve. This strategic direction is in response to insights we received from ConnectHomeUSA communities regarding the needs of residents. Currently, in partnership with the Housing Authority of the City of Pittsburgh, Allegheny County Housing Authority, the Mayor's office, and Best Buy, we are piloting "Bridges To Tech." This program exposes young adults to various tech skills like robotics and 3D printing, and places them in internships with local tech companies.

For the first time, the digital divide is now 100 percent solvable—we know the barriers and how to solve for them in inclusive and sustainable ways. We won't stop until we do. We are incredibly proud of the journey we are on, and of the many partners who have joined our movement to ensure everyone in our country has affordable access to the tools required.

Thank you for your continued support and commitment.

Zach Leverenz, Founder and Executive Chair
Vin Menon, President & COO
Norma Fernandez, Chief Programs Officer

Our Core Offerings

Throughout 2018, our team remained focused on fostering digital equity by enhancing and doubling down on diverse and high-impact strategies—our offer locator tool, ConnectHomeUSA, and hyper-local programs.

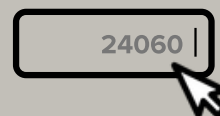
ConnectHomeUSA

ConnectHomeUSA is a national program in collaboration with the U.S. Department of Housing and Urban Development. Our goal is to close the digital divide for residents in public housing.



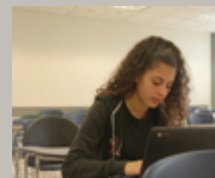
Offer Locator Tool

Our offer locator tool is a resource that anyone can use to find low-cost internet offers, computer offers, and digital literacy training in just three simple steps.



Hyper-Local Programs

Working closely with cross-sector partners, we design and execute community-specific and relevant digital inclusion activities.



These strategies leverage cross-sector partnerships, affordable internet and device offers, digital literacy trainings and resources, and funding opportunities. These allow us to facilitate adoption and ensure those who are unconnected and under-connected harness the democratizing power of the internet.



ConnectHomeUSA

Closing the digital divide
in HUD-assisted housing

ConnectHomeUSA has grown into a portfolio of 74 public housing communities since the original pilot (ConnectHome) was launched in 2015.

In 2018, we welcomed 19 new communities! In collaboration with the U.S. Department of Housing and Urban Development (HUD) and Enterprise Community Partners, we continued to design and deploy essential tools, resources, and programs.

These include monthly newsletters, webinars, and one-on-one support for implementing digital inclusion activities.

2018 HIGHLIGHTS



10 communities
distributed
computers



21 communities
coordinated digital
literacy trainings



20 communities
hosted enrollment
campaigns to
facilitate internet
adoption



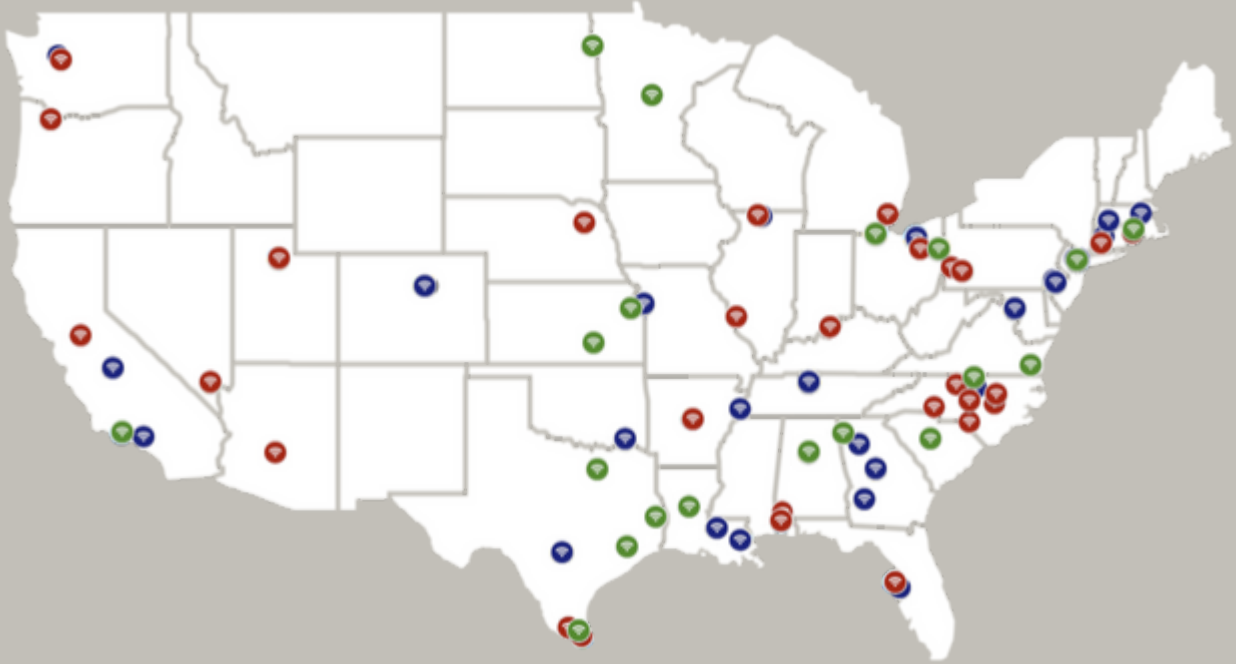
Established Office Hours
for communities to connect
with each other, learn best
practices, and brainstorm
ideas



Launched Mentor Program
linking the ConnectHome pilot
communities with recent
cohorts to create a community
of practice

ConnectHomeUSA Communities

Communities participating in ConnectHomeUSA are located in the cities below.
 (Cities that are listed multiple times have multiple participating housing authorities and organizations.)



- | | | | |
|-------------|-------------------|-------------------|------------------|
| 2018 | ◆ Alexandria, LA | ◆ Harlingen, TX | ◆ Rome, GA |
| | ◆ Augusta, KS | ◆ Houston, TX | ◆ Roxboro, NC |
| | ◆ Birmingham, AL | ◆ Jasper, TX | ◆ Toledo, OH |
| | ◆ Brainerd, MN | ◆ Jersey City, NJ | ◆ Ventura, CA |
| | ◆ Columbia, SC | ◆ Lawrence, KS | ◆ Youngstown, OH |
| | ◆ Dallas, TX | ◆ Norfolk, VA | |
| | ◆ Grand Forks, ND | ◆ Providence, RI | |

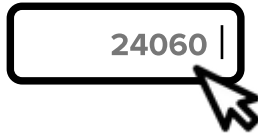
- | | | | | |
|-------------|-------------------|-------------------|------------------|----------------------|
| 2017 | ◆ Akron, OH | ◆ Greensboro, NC | ◆ Norfolk, NE | ◆ Renton, WA |
| | ◆ Brownsville, TX | ◆ Greensburg, PA | ◆ Pembroke, NC | ◆ Rockford, IL |
| | ◆ Charlotte, NC | ◆ Las Vegas, NV | ◆ Phoenix, AZ | ◆ Salt Lake City, UT |
| | ◆ Dade City, FL | ◆ Little Rock, AR | ◆ Pittsburgh, PA | ◆ Sanford, NC |
| | ◆ Detroit, MI | ◆ Louisville, KY | ◆ Portland, OR | ◆ Stockton, CA |
| | ◆ Edinburg, TX | ◆ Mt. Vernon, AL | ◆ Prichard, AL | ◆ Wilson, NC |
| | ◆ Goldsboro, NC | ◆ New Haven, CT | ◆ Providence, RI | |

- | | | | | |
|-------------|-------------------|-------------------|-------------------|--------------------|
| 2015 | ◆ Albany, GA | ◆ Denver, CO | ◆ Macon, GA | ◆ Philadelphia, PA |
| | ◆ Atlanta, GA | ◆ Durham, NC | ◆ Memphis, TN | ◆ Rockford, IL |
| | ◆ Baltimore, MD | ◆ Fresno, CA | ◆ Meriden, CT | ◆ San Antonio, TX |
| | ◆ Baton Rouge, LA | ◆ Hugo, OK | ◆ Nashville, TN | ◆ Seattle, WA |
| | ◆ Boston, MA | ◆ Kansas City, MO | ◆ New Orleans, LA | ◆ Springfield, MA |
| | ◆ Camden, NJ | ◆ Little Rock, AR | ◆ New York, NY | ◆ Tampa, FL |
| | ◆ Cleveland, OH | ◆ Los Angeles, CA | ◆ Newark, NJ | ◆ Washington, DC |

Offer Locator Tool

Find low-cost offers in your local zip code

STEP 1: Enter your zip code



STEP 2: Do any of these apply?

- Low-income
- Live in public housing
- Participate in SNAP (food stamps)

(7 MORE OPTIONS)
...

Our offer locator tool facilitates access to affordable technology solutions for diverse audiences.

These include unconnected or under-connected families, organizations exploring connectivity options for the communities they serve, or people searching for digital literacy resources.

Anyone can locate low-cost offers in just three simple steps.

STEP 3: View Offers and Sign Up



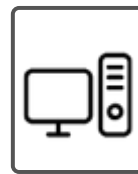
Low-Cost Internet Option #1



Low-Cost Internet Option #2



Laptop



Desktop



Nearby Training Location

After viewing the offers available, visitors are encouraged to sign-up by exiting to our internet service provider and device partner websites, such as Access from AT&T and PCsforPeople. Check it out for yourself at everyoneon.org!

We screen all offers according to a set of standards to ensure that our users receive products and services that are affordable and also high quality.

Digital Learning Center

We want to ensure that everyone can utilize the internet for connecting, learning, and growing. Our [Digital Learning Center](#) contains relevant, high-quality, and free digital content for the diverse visitors to our website. We feature content in five categories:

- ◆ Computer and internet basics
- ◆ Education in the digital age
- ◆ Employment in the digital age
- ◆ Health and wellness
- ◆ Management of finances online



Visitors can explore various tools and resources, including 1-3 minute instructional videos, short courses, informational articles, and tips and resources, like college planning and financial aid programs. Content is provided by partners like The College Board. We invite you to explore it and share it with others!

Our offer locator tool saw more than

169,000 searches

for low-cost internet and computers in 2018



Searches were made from

all 50 states

(and the District of Columbia!)

This activity led to

84,000 exits

to low-cost internet and device offers



Our Digital Learning center had more than

**12,800
page views**

2018
HIGHLIGHTS

Hyper-local Programs

We have a saying at EveryoneOn: [the real magic happens at the local level.](#)

Strategic national initiatives and national-level partnerships coupled with local digital inclusion initiatives are essential ingredients for creating digital equity.



Here's a snapshot of activities we designed alongside our cross-sector partners to directly engage and impact hundreds of individuals and families across many communities by driving internet adoption, donating devices to families, and facilitating technology skills training.



Enrollment Events

We provide facilitated, multi-lingual assistance in signing up for broadband service. Our personalized, in-person support addresses one of the barriers to technology adoption for low-income households—the need for more guided experiences delivered by a trusted facilitator.



Digital and Financial Literacy Workshops

These community-specific workshops equip participants with skills to utilize and leverage the internet. We design and facilitate workshops covering topics such as computer basics, online banking, and internet safety.



Device Donations and Technology Training

In collaboration with diverse sponsors, we help distribute computers to low-income households and hosts trainings that aim to bridge the tech divide.

Enrollment Events

We collaborated with the Housing Authority of the City of Brownsville to design and implement a community-centered workshop. This workshop focused on enrolling 20 unconnected and under-connected families in Access from AT&T.

“We feel very blessed to be part of this initiative. I am very grateful and thankful to EveryoneOn, HUD, Access from AT&T, to our leadership both at the city and housing authority for trusting us to implement this program here at HACB.”

—Carla Mancha, HACB Chief Executive Officer

The workshop also included training on how to leverage the internet and technology tools to explore essential educational resources and content, such as Khan Academy.

“We’ve benefited from Access from AT&T because our children now have the adequate resources to complete school homework.”

—Parra Family, Buena Vida residents



Digital and Financial Literacy Workshops

With support from the Annenberg Foundation and CapitalOne, we partnered with three Los Angeles Promise Zone organizations—Faith and Community Empowerment, Los Angeles LGBT Center, and the Youth Policy Institute—to train 60 senior citizens on how to safely access and manage their online banking accounts. CapitalOne’s Ready Set Bank curriculum and T-Mobile tablets were utilized to facilitate this training.



“I’m glad that I was able to learn many good things through this class. Before I thought computers and tablets were to hard to use. But now I’m able to learn this culture. I want to learn emailing, PowerPoint and video editing. I want to also thank the instructors.”

—Training participant

“I learned how to use the tablet well. I learned how to do online banking, so I’m happy that I can live a better life through web banking. I want to thank the instructors at FACE.”

—Training participant

Device Donations and Technology Training

We were very excited to work with Charter Communications and donate 240 computers to families across eight markets.

- ◆ Akron, OH
- ◆ Austin, TX
- ◆ Jasper, IN
- ◆ Louisville, KY
- ◆ Niagara Falls, NY
- ◆ Portland, ME
- ◆ Tampa, FL
- ◆ Town & Country, MO



We also facilitated three build-your-own device trainings for young students utilizing Kano computer kits. By learning the components of a computer system and how computers function, these students developed new skills, learned about internet safety, and explored all the possibilities and opportunities to become hardware and software creators.








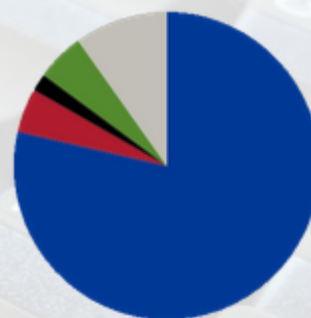
Financials

Income

Corporations	\$654,159	
Foundations	52,600	*Local grants include
Local Grants*	36,420	community organizations
Government	34,416	purchasing devices and
Individuals	12,969	internet service with
Total	790,565	support from EveryoneOn

Expenses

 Broadband Adoption and Training	\$1,183,353
 Communications and Awareness	69,768
 Enrollment and Eligibility Systems	27,874
 Fundraising	76,447
 General & Administrative	148,412
Total	1,505,853



How to Support

More than 50 million people in the United States do not have a high-speed internet connection at home. These people are in our most marginalized communities.

Your support will help us provide them with low-cost internet, affordable computers, and digital literacy training, so that:

- ◆ Children can complete their homework
- ◆ Students can apply to college
- ◆ Parents can access online resources for their children
- ◆ Adults can find and apply for jobs
- ◆ Seniors can remain connected to friends and family

These are only a few examples of the many benefits of digital inclusion.



Help us provide access to opportunity to those who are on the wrong side of the digital divide.



To make a donation, visit [EveryoneOn.org](https://www.everyoneon.org)

For large donations, including support from foundations and corporations, please contact us at development@everyoneon.org.

Donations to EveryoneOn are tax-deductible. EveryoneOn is a 501(c)(3) nonprofit organization. (We are registered under our legal name, Connect to Compete, Inc.)

Thank You

Our progress in 2018 would not have been possible without your contributions.

As a nonprofit organization, financial supporters make our work in closing the digital divide possible. In 2018, we received support from foundations, corporations, community organizations, and individuals. Thank you for your generous support.

We also depend on strong partners of many varieties—internet partners, device partners, content partners, and local and regional partners who are working with households to ensure they get access to the internet.

To the hundreds of organizations in our network who help us connect marginalized communities every day, we thank you.



In-Kind Partners

We are incredibly grateful for the support of our in-kind partners:



Harris, Wiltshire & Grannis LLP provides pro bono legal support and related advisory services to EveryoneOn. We'd like to thank their firm, especially Henry Shi and Michael Carlson, for the extensive time and effort they contributed to our organization throughout 2018.



SPS DGTL provides pro bono social media content creation and execution services to EveryoneOn. We are thankful to the entire SPS DGTL team, especially Alexandria Rubio and Kristen Edge, for their commitment to digital equity by supporting organizations such as ours.

Program and Financial Supporters

Program Supporters

- ◆ AT&T
- ◆ Best Buy
- ◆ Capital One
- ◆ Charter Spectrum
- ◆ CoBank
- ◆ College Board
- ◆ Comcast
- ◆ Cox Communications
- ◆ Frontier Communications
- ◆ Google Fiber
- ◆ human-I-T
- ◆ Mediacom Communications
- ◆ National Digital Inclusion Alliance
- ◆ PCsforPeople
- ◆ U.S. Department of Housing and Urban Development

Financial Supporters

- ◆ AT&T
- ◆ Best Buy
- ◆ Capital One
- ◆ CoBank
- ◆ Highland Vineyard Foundation
- ◆ MIT Inclusive Innovation Challenge
- ◆ Philips Health Systems
- ◆ Saint John's College
- ◆ TIAA

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