Every student deserves a champion.
Harnessing the power of mentoring for college success.
In the summer of 2013, I had a decision to make. My mentee, Damario, a charismatic football player, had just completed his freshman year at the High School for Innovation in Advertising and Media in Canarsie, Brooklyn. Through the iMentor program, we had been meeting face-to-face every month at his school, and through those meetings especially, we had become quite close. I had just accepted a new career opportunity and was planning to move my wife and young daughter from Manhattan to Boston, a five-hour bus ride from Canarsie. I wondered if I should end our mentoring relationship.

But how could I? I had made a four-year commitment, one that I had every intention of honoring. Growing up in New Orleans, I had seen the effect of broken promises made to young people in my neighborhood by teachers, friends, and family who couldn’t or wouldn’t stick around for the long haul. As a black male and first generation college graduate, I knew what it was to exist at the margins of society, and my commitment to Damario ran deeper and longer than any interstate bus ride. I knew what could be at stake if I broke my promise.

My senior year in college, I took a sociology course on the black American experience. What stayed with me was an exchange between a fellow classmate, also a black male, and our professor. My classmate had asked how he, a young man from an urban, low-income community, had leveraged opportunities available to him and escaped the pitfalls common in his neighborhood, when so many others had not. Our professor suggested that he had access to something others did not: belief. On his journey, someone had helped him believe that he could achieve, and that belief gave him the resilience to overcome challenges and take advantage of opportunities afforded to him.

I wanted Damario to believe, so I boarded a bus to Canarsie every month. When we met, his grade-point average was in the low seventies, but over time, I convinced him to channel the same energy and desire he displayed on the football field into his schoolwork. As his grade-point average soared and he won a school advertising award, I saw his belief grow. Now confident in his academic abilities, he enrolled in SAT prep courses and polished his college applications. When I took on an interim role at a Montana company, I continued to meet with Damario regularly, flying into New York once a month.

One morning this spring, I drove him up to the State University of New York at Oswego, near the Canadian border on Lake Ontario—one of the schools that he was accepted into for the fall. Oswego counts NBC television personality Al Roker and several hosts of ESPN’s SportsCenter among its alums, a great fit for a young athlete skilled in media and advertising. Skeptical at first, after a half-day tour, I watched Damario begin to grasp the real opportunities that lay ahead of him. All the bus rides, all the flights, were worth that moment.

Sometimes, people ask me why I mentor. I mentor because students like Damario get fewer opportunities than they should. I mentor because young men and women need someone to believe in them until they are strong enough to believe in themselves. I mentor because every student deserves a champion.
Our champions are everywhere.

We do our best work in partnership with individuals and institutions that share our vision. Hear from some of the committed champions who make our work possible.

SEUNG C. YU
Principal, Academy for Software Engineering, New York City

“Because of our partnership with iMentor, our students don’t just believe they are going to college, they are enrolling at higher rates. Our mentoring program surrounds students with more than 400 adults from the community who are focused on helping them achieve their dream of graduating college.”

JASON NAULT
Principal, North Grand High School, Chicago

“From the start we felt confident that iMentor would be a great partner, because they customize their program to meet the college and career goals of students, and they are intentional about how they match students with mentors. We haven’t been disappointed. iMentor brings a new level of excitement over the college process to our school.”
In January 2016, the Citi Foundation became iMentor’s first national corporate partner with the announcement of a $500,000 grant to support our growth in New York City and Chicago and expansion into the Bay Area. With the Citi Foundation’s support, iMentor will increase its capacity to serve nearly 10,000 students around the country by 2018, including students matched with Citi mentors. To date, the Citi Foundation’s funding has enabled more than 7,000 mentoring pairs, and Citi employees have contributed more than 3,500 volunteer hours in support of their mentees.

BRANDEE MCHALE
President, Citi Foundation

“Strong mentoring relationships are a critical component of connecting young people to the onramps that will lead them to college and career success. iMentor has a proven track record in New York City, and we are excited to support their journey to becoming a national organization, using their program model to reach thousands more students.”
CHANEL DENNIS
Chanel has been a dedicated mentor for four years. She is embarking on her second match with iMentor.

"Back in 2012, when I had a tiny iPhone, but a big heart, I searched for a volunteer opportunity. Enter iMentor. They matched me with Paula, a great student with endless potential. She was eligible to attend any top school. The only problem was that she wasn’t actively planning for her collegiate future. That changed as we worked together, and she is now a junior at Cornell University studying pre–medicine. She would likely never have applied to her dream school without my nudging, and I would never have met her without iMentor."

ALEX RYAN
Alex has been matched with his mentee Rasaiah for two years. Rasaiah will attend college in the fall.

"I was intimidated when I started mentoring, doubting that I could bring much value to a high school student looking ahead to college. But by being a friend to Rasaiah, my view changed. Early on, he expressed his plan to study psychology in college. I helped him explore career options related to his interests—even arranging an internship for him at my company. He’s starting to think bigger—about college, his career, and his future. In turn, Rasaiah has challenged me to think bigger about the world."

DOUG LEDER
Doug has been a mentor and generous funder for eight years.

"Once you experience the impact that you can have on a student, you start to see the power of iMentor’s mission in real life, and it becomes a no-brainer to do whatever else you can to help the organization grow. Whether it’s fundraising, spreading the word, reaching out to support fellow mentors, it all just feels like the right thing to do."

82% of our students seek out their mentor when they need support.
Our Staff

At iMentor, we don’t just recruit thousands of new champions each year; we create champions from within. We are especially proud of our students who graduate college and return to become mentors or staff in our program.

DAWNASIA FREEMAN
Dawnasia is a program manager, supporting mentors and students at Lyons Community High School in Brooklyn, New York.

"Back in 2004 I was a student in the iMentor program, and I remember being extremely excited about the unknown. I was anxious to speak to my mentor, even though the idea of communicating with and trusting a complete stranger seemed a bit weird initially. When I saw an opening at the organization, I immediately applied because I wanted other students to benefit from having a mentor as I did. I help my students develop resilience and persist toward pursuing a college degree, despite the obstacles they face. That is incredibly rewarding."

CHRIS SMITH
Chris, pictured right with his mentee, Taquan, has been a volunteer with iMentor for four years and currently supports mentoring pairs as a program manager at Business of Sports School in Manhattan, New York. His mentee, Taquan, is a senior at High School for Innovation in Advertising and Media in Canarsie, Brooklyn and will be headed off to college this fall.

"As a mentor, it didn’t take long for me to realize how much my mentee, Taquan, valued our relationship. I joined the iMentor staff because I wanted many more students to have that experience—to know that they had a personal champion. I was a first-generation college student. There was a moment when I didn’t think I would get to college because of financial reasons, but someone cleared a path for me to attend and graduate. I also worked in higher education, and I saw firsthand the gaps that so many students like me showed up to college with, so I knew I could bring that perspective to my current role. Now, I get to help clear the path for hundreds of students to become the next generation of college graduates."
DAVID SALTZMAN
Executive Director, Robin Hood Foundation

“Robin Hood is thrilled to partner with iMentor because it is a data-driven organization committed to transparency that improves the lives of students and adults.”
Results everyone can celebrate.

We invest in rigorous data collection and analysis, with an eye toward honesty, utility, and transparency. We make every effort to be as clear as possible about how we measure outcomes, which allows partners and peers to understand the similarities and differences between our program and other college success interventions. We are committed to applying what we learn from our data to continuously innovate and improve.

**COLLEGE ENROLLMENT**

Mentors guide students on their college journey by first supporting them to achieve the milestones of completing high school and successfully enrolling in college. With support from program staff, they help students and their families identify solutions to common personal and financial hurdles to enrollment.

More iMentor students enroll in college on-time compared to the national average of students from low-income communities.

**COLLEGE PERSISTENCE**

Transitioning from high school to college can be especially difficult for first-generation college students, who are at greatest risk of dropping out or “stopping out” of college during their freshman year. With support from their mentors, our students are persisting through the first-year transition at higher rates.

More iMentor students persist to the third semester of college compared to the national average of students from all demographics.

**COLLEGE COMPLETION**

The ultimate indicator of our success is how many of our students graduate college. Everything we do is geared toward helping students graduate college and achieve their dreams. We are making great strides, but there’s still more work to be done.

More iMentor students who enter college complete college within 6 years than students from low-income communities nationally.

---

**Results**

- **78%** of iMentor students were accepted into at least one college in 2015
- **78%** of students completed the FAFSA, which is 16 points higher than the New York City average

**Data Infographic**

- **65%** iMentor Students
- **52%** National Average
- **76%** iMentor Students
- **72%** National Average
- **59%** iMentor Students
- **26%** National Average
Success for every student is within reach.

iMentor is at an incredible inflection point in our history. We’re partnering with local nonprofits, a host of corporations and foundations, and school districts in new cities across the nation to make the difference for every student in every school we serve. Read the highlights from our work over the past year and peek into the future. The extraordinary efforts to expand and reach more students would not be possible without our supporters.

HALLEEMAH NASH
Executive Director, iMentor Chicago

“There is much to celebrate about our first program year in Chicago. We served 207 mentoring pairs through our partnership with North Grand High School. Our mentors came from more than 70 companies and community organizations. Over the past year, iMentor Chicago has secured major gifts from the Zell Family Foundation, ECMC Foundation, The Crown Family, Finnegan Family Foundation, and Morgan Stanley to support our current program and future growth. It is especially encouraging to see the transformation in our students.

Denisse, a rising senior at North Grand High School, put it well: ‘The way I think about college is so different now. I used to think there was no way I could go. My mentor actually changed my mind. I now know there are scholarships and financial aid, and there is always going to be an opportunity for you as long as you go for it.’"

MERITA BUSHI
Chicago Mentor

“As a first-generation college graduate myself, I know the challenges that I faced. I mentor because I want to help other students and their families navigate the process successfully.”
Big Brothers Big Sisters

In 2007, iMentor forged a partnership with Big Brothers Big Sisters, the longest standing mentoring program in the country, to dramatically increase the number of students reached by our college success model. Together, we are serving 2,150 mentoring pairs in 16 cities.

ANGELA REED PADILLA
Chief Executive Officer, Big Brothers Big Sisters of Central New Mexico

"Big Brothers Big Sisters partners with iMentor to serve nearly 500 students in New Mexico, which allows us to keep the fundamentals of quality youth mentoring while incorporating innovative technology structures and a college curriculum. Our significant results underscore that mentors can and do make a difference in the trajectory of a young person's life, regardless of their circumstances, by helping them graduate high school and pursue postsecondary education and career success."

Bay Area

In the coming academic year, we will launch our program in two new partner schools in the Bay Area. Led by executive director, Nate Falkner, the team is poised to serve 350 students in the fall, and 90% of them will be first-generation college graduates.

CHRIS FONG
Member of the Bay Area Founders Circle

"I've always believed in the value of mentorship and strongly support the iMentor program. From the beginning, I have been extremely impressed with the professionalism of the founding team and with the organization's track record of success. The opportunity to make a difference in the Bay Area is tremendous, and I am excited to contribute to the growth and success of this amazing program."

New York City

With a 16-year track record of leveraging the power of mentoring for college success, our flagship program in NYC is serving 3,500 students in 15 schools. Under the leadership of our new executive director, Max Polaner, NYC will operate as an independent regional office next year.

New York City

Juan and Mike, pictured above, were matched through iMentor’s partnership with Big Brothers Big Sisters Lone Star. Juan will be heading off to college this fall, and he credits Mike with helping him navigate the admissions process and identify enough scholarship support to cover his tuition.

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This is how our impact grows. Every single day, our mentors bring the stories from their work with individual students to their friends, family, and coworkers. Through these stories, more and more people begin to understand the contextual realities that our students face every day with the necessary depth and nuance to move them to action. They start to see what’s possible when students have the support of a mentor, a personal champion, on their college journey. It is through this dialogue that we broaden the network of people who are willing to invest in the next generation—ensuring the success of every student, ensuring a future that embraces and represents the broad, beautiful, and diverse spectrum of talents our country has to offer.

It is only fitting that we give the last word to an iMentor student, who has already come so far, and is planning to pay it forward by becoming a mentor after she graduates from college. We are all inspired by Maftuna’s story and thankful to all those who give us the opportunity to support more students like her each year.

In 2015, we served nearly 6,000 mentor-mentee pairs, the result of our deepened presence in New York City and the launch of two new regional offices in Chicago and the Bay Area. We expanded our partnership with Big Brothers Big Sisters to include 14 partner agencies. Across all of these programs, we are now serving students in 39 schools across 19 cities. Still, the challenges embedded in our work remain daunting. Our partner schools are operating within communities where there is a deep legacy of racial segregation, economic isolation, and inequality. This reality does not deter us from our mission, but instead pushes us to listen more intently to our students, mentors, staff, and partners, and to refine our program to better serve the needs of every student. We believe that every student we serve can graduate college and achieve her ambitions. We get closer to making this a reality each day through the amazing efforts of our staff, the sustained generosity of our supporters, and the stewardship of our advisors and board.

We have the momentum of an inspired and engaged community behind us—nearly 6,000 mentors and growing—and we have the foresight to know that we will be stronger and more sustainable when we harness the power of this community to support our growth. We’re already seeing promising trends. More than 50% of the new mentors we recruit each year are referred to us by existing mentors, and increasingly our mentors are stepping up their financial support by donating directly to iMentor or fundraising from their networks on our behalf.

CEO REFLECTION
Mike O’Brien

Every student deserves a champion. It is a simple statement. Both hard to disagree with and significantly underrepresented in much of the collective thinking around how to improve education in this country. It’s an approach to the work that I have grown to believe in deeply over the years. An idea that first took root during my time as a high school teacher in East New York, Brooklyn, was strengthened during my first year as an iMentor program coordinator nearly 13 years ago, and has crystallized over the course of my tenure as I’ve witnessed the nearly 20,000 mentoring relationships iMentor has created.

“Our path may be harder and our success may come in more incremental gains, but we are already seeing promising results.”

This reality does not deter us from our mission, but instead pushes us to listen more intently to our students, mentors, staff, and partners, and to refine our program to better serve the needs of every student. We believe that every student we serve can graduate college and achieve her ambitions. We get closer to making this a reality each day through the amazing efforts of our staff, the sustained generosity of our supporters, and the stewardship of our advisors and board.

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In May, I completed my freshman year at City College. To the world that might not seem like much, but to me it means the world. When I first came to this country, I felt voiceless. I did not speak a word of English. Last year, I graduated high school third in my class, and today I hold a 4.0 grade-point average. These accomplishments would not be possible without my mentor Nan. I’m the first person in my family to go to college, and Nan is my champion.

I moved to the United States from Uzbekistan when I was 11 years old. At that point, my goal of a college education seemed like a distant dream. Then iMentor came to my high school, and I met my new mentor, Nan. I know now that’s the day my dream started to turn into reality. She showed me how to write crisp college application essays, helped me select colleges that seemed like the best fit, and she was there to cheer me on and reassure me, even through the disappointing moments in the process.

Nan believes in me even when I don’t believe in myself. She offers empathy, support, and guidance in a way few people can, because she has navigated similar circumstances. The summer before my freshman year, when I doubted my ability to achieve in college at the same level I had in high school, she reminded me that determination and belief in myself would lead me to my dreams. It’s a message she’s been giving me since the first day we met.

It’s the same message Michelle Obama delivered when I met her at the White House at the Beating the Odds Summit last year, where I was one of 130 students from across the country invited to hear her speak about her experience as a first-generation college student. I saw in the first lady all that is possible when a young person has support to achieve her dreams.

Through iMentor, I’ll continue to work with Nan until I graduate college, and beyond school we plan on a lifelong friendship. This year, she helped me choose courses, manage a busy schedule, and most importantly, decide on a major. I’ll pursue a degree in Human Rights because my goal is to work as a United Nations officer. I want girls around the world to discover what’s possible for them with an education. I want to be a champion, like Nan.
In a world where talent is equally distributed, but opportunity is not, iMentor is fighting to give every young person a chance to realize their dreams.
Our Donors

Our 15th year marked a moment of tremendous growth as we increased the number of students served and expanded from New York City to districts across the nation. None of this would have been possible without our dedicated supporters who have given generously year after year. We are particularly grateful to our Growth Donors and our 15th Anniversary Donors, who went the extra mile to make an investment in our expansion and future sustainability. You are our champions, and we cannot thank you enough.

Strategic Growth Funders

TOTAL RAISED: $27.5 MILLION

- iMentor Board Members
- Anonymous
- Avis Family Foundation
- Bezos Family Foundation
- Stephanie and Chase Coleman
- Sloan and David Greenspan
- Yvette and Rafael Mayer
- Morgan Stanley
- Robertson Foundation
- The Samberg Family Foundation
- Soros Fund Charitable Foundation
- Yellow Chair Foundation

2015—2016 Program Year Supporters

$1,000,000 AND ABOVE

- Bezos Family Foundation*
- Bloomberg Philanthropies*
- John and Amy Griffin Foundation
- New Profit, Inc.*
- Social Innovation Fund (SIF)*

$500,000—$999,999

- Carnegie Corporation of New York*
- Citi Foundation*
- Robertson Foundation
- Robin Hood Foundation
- Soros Fund Charitable Foundation
- Yellow Chair Foundation
- Zell Family Foundation*

$100,000—$499,999

- Altman Foundation*
- Anonymous
- Lynn and Richard Bello
- Lisa and Mark Bezos
- Stephanie and Chase Coleman
- The Crown Family*
- Fiona and Stanley Druckenmiller
- ECMC Foundation*
- Cheryl and Alex Ehrlich
- Rick Gerson
- Goldman Sachs Gives
- Grace & Mercy Foundation*
- Sonia and Paul T. Jones II
- The Kresge Foundation*
- Brigette Lau and Chamath Paliapitiya
- Joella and John Lykouretzos
- Julian Robertson
- The Samberg Family Foundation
- Tiger Foundation
- Jessica and Jason Wulf*
2015—2016 Program Year Supporters Continued

$50,000—$99,999
Avis Family Foundation
Barclays Capital
Bloomberg L.P.
Katie Couric
Finnegan Family Foundation
Goldman Sachs
John Kirtley
Yvette and Rafael Mayer
Morgan Stanley
PwC

$25,000—$49,999
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Allen & Company LLC
Anonymous
Anonymous
Michelle and Jonathan Auerbach
Cindy and Rob Citrone
Credit Suisse
Deutsche Bank
DTCC
Einhorn Family Charitable Trust
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First Eagle Investment Management
Suzanne and Bob Karr
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Third Point Foundation
Shelly and Tony Malkin
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Allison and Roberto Mignone
Dara and Timothy O'Hara
Pine River Capital Management
Sarahmay and Larry Robbins of the Robbins Family Foundation
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UBS
Caroline and Tiger Williams

$10,000—$24,999
Coach Foundation
Miriam and Peter Daneker
Deloitte & Touche
Diana and Joseph DiMenna
Equinix
Christopher Fong
Global Atlantic
The Gordon Fund
Erin and Christopher Hagstrom
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Jeremy Isaacs
LinkedIn
Yen Liow
Marsh & McLennan Companies
The Neuberger Berman Foundation
Newmark Grubb Knight Frank
Shawn Pattison
Fiona and Eric Rudin
Rebecca and Arthur Samberg
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Mimi and Barry Sternlicht
SMET Foundation
Two Creeks Capital
Xerox Foundation

$5,000—$9,999
The Abernathy MacGregor Group
Acquavella Galleries
Bank of America Charitable Foundation
Nancy Brinker
Romy and David Coquillette
Eva and Glenn Dubin
Friedman, Kaplan, Seiler & Adelman LLP
Google
Christine and Lawrence Griff
Anne Dias Griffin
Kimberley Hatchett and Tracy Maitland
Katie and Aaron Hood
Malcolm Gibbs Foundation
Alexandra and Steve Marks
Maverick Capital Charities
Morrison & Foerster LLP
Thomas and Marina Purcell Family Foundation
Dawn and Homer Smith
Patricia Stevens
Trimble Family Foundation
Elizabeth Wang and John Delaney
The Weininger Foundation, Inc.

*multi-year gift
# 15th Anniversary Benefit Dinner Supporters

**OCTOBER 28, 2014**

## $500,000—$999,999
- Amy and John Griffin

## $100,000—$499,999
- Elizabeth and Lee Ainslie
- Anonymous
- Lynn and Richard Bello
- Bloomberg Philanthropies
- Stephanie and Chase Coleman
- Fiona and Stanley Druckenmiller
- Rick Gerson
- Sonia and Paul T. Jones II
- The Malkin and Blumenthal Families
- Sonnet and Ian McKinnon
- The Robertson Family
- Caroline and Tiger Williams

## $50,000—$99,999
- Miriam and Peter Danaker
- Goldman Sachs
- Diane and Andreas Halvorsen
- Joella and John Lykouretzos
- Alexandra and Steve Marks
- Betsy and Robert Pitts
- Carolyn and Curtis Schenker
- Carter and Talbott Simonds
- Mimi and Barry Sternlicht

## $25,000—$49,999
- Allen & Company LLC
- Susie and Charles Anderson
- Michelle and Jonathan Auerbach
- Michael D. Bills
- Maureen and Richard Chilton Jr.
- Cindy and Rob Citrone
- Credit Suisse
- Cheryl and Alex Ehrlich
- Einhorn Family Charitable Trust
- Suzanne and Bob Karr
- Margaret & Daniel Loeb—Third Point Foundation
- Allison and Roberto Mignone
- Dara and Timothy O’Hara
- Pine River Capital Management
- PwC
- Sarahmay and Larry Robbins of the Robbins Family Foundation
- Dawn and Homer Smith
- Morgan Stanley
- Patricia Stevens

## $5,000—$9,999
- Lisa and Jeff Blau
- Courtney and David Corleto
- Romy and David Coquillette
- James Davidson
- Eva and Glenn Dubin
- Clara and Vince Ferraro
- Gerson Lehrman Group
- Jonathan M. Gray
- Anne Dias Griffin
- Andre and Michael Koester
- Bonnie Liedman and Jim Kochalka
- Amanda and Thomas Lister
- Reinhardt Olsen
- Shawn Pattison
- Andrew Quartner
- Schulte Roth & Zabel LLP
- Josh Samuelson
- Roni and Andrew Silver
- Pete Treadway
- Elizabeth Wang and John Delaney
- Lisle and Scott Whitworth

## $25,000—$49,999
- Morrison & Foerster LLP
- Newmark Grubb Knight Frank
- Fiona and Eric Rudin
- Lori and Zachary Schreiber
- UBS
- Ted Williams
- Eric Wong
- Xerox Foundation

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- Bonnie Liedman and Jim Kochalka
- Amanda and Thomas Lister
- Reinhardt Olsen
- Shawn Pattison
- Andrew Quartner
- Schulte Roth & Zabel LLP
- Josh Samuelson
- Roni and Andrew Silver
- Pete Treadway
- Elizabeth Wang and John Delaney
- Lisle and Scott Whitworth
iMentor is committed to transparency and efficiency. We ensure that every dollar is put to its highest and best purpose, and that we maintain candid and collaborative relationships with our funders.

### 2015 INCOME AND EXPENSE

#### Public Support and Revenue

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#### Expenses

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<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program</td>
<td>$10,285,632</td>
</tr>
<tr>
<td>Non-Program</td>
<td>$3,498,851</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$13,784,483</strong></td>
</tr>
</tbody>
</table>

### Annual Income Over 5 Years

<table>
<thead>
<tr>
<th>Year</th>
<th>Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>$2M</td>
</tr>
<tr>
<td>2012</td>
<td>$4M</td>
</tr>
<tr>
<td>2013</td>
<td>$6M</td>
</tr>
<tr>
<td>2014</td>
<td>$8M</td>
</tr>
<tr>
<td>2015</td>
<td>$12M</td>
</tr>
</tbody>
</table>

In 2013, iMentor launched a growth capital campaign to support its 2013—2018 strategic plan. In addition to annual revenue, this capital will be used between 2013—2018 to support iMentor’s expansion and national infrastructure.