



2022

ANNUAL REPORT

A Message from Connor Cook

Executive Director at PowerUP

They don't hand out belts for making a difference. That was my key takeaway when I began to reflect on the end of my first full year as PowerUP Scholarship Fund's Executive Director. That being said, while there is no belt I can wear to show our progress, around here you learn that martial arts has a way of influencing your daily life.

Last year we dubbed 2021 as PowerUP's "Blue Belt Year." The year where we were no longer considered a novice and were ready to be seen as a leader. In 2022, we proved we were ready for leadership. PowerUP has gone from a trial class for 15 students in 2017 to a program serving 450 students at the end of 2022. In addition to adding hundreds of students to our ranks, we added staff, senseis, partners, and board members to the PowerUP family in 2022.

As someone who has the great honor and privilege of leading this organization, I want to not only thank you for your support in 2022, but also encourage you to take some time to look back on what we have accomplished as well as ahead to what is to come!





Our Mission

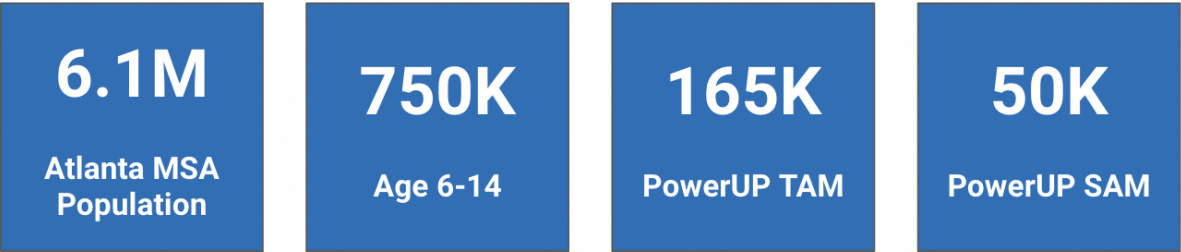
Our mission is to help disadvantaged and special needs kids thrive by teaching core values through high quality martial arts mentorship. In 2022 we continued to provide high-quality mentorship at scale, serving more kids, more quickly, than 1-on-1 mentorship programs. There are approximately 165,000 children in Metro Atlanta who live under the poverty line, and PowerUP has proven we are in a position to meet those kids where they are, and put them in programs to help them thrive.

Some of our partners in 2022 included Agape Youth and Family Center, KIPP Metro Atlanta, Boys and Girls Clubs of Metro Atlanta, Purpose Built Schools, and many more schools and studios across the metro area.

We know that mentorship programs work, but traditional mentorship models can only serve a fraction of the kids who need a hand up because one-to-one mentorship models are difficult to scale. We strive to grow in a manner that not only allows us to reach new students, but to develop relationships with their families and build a community around them that pushes everyone to greater success.

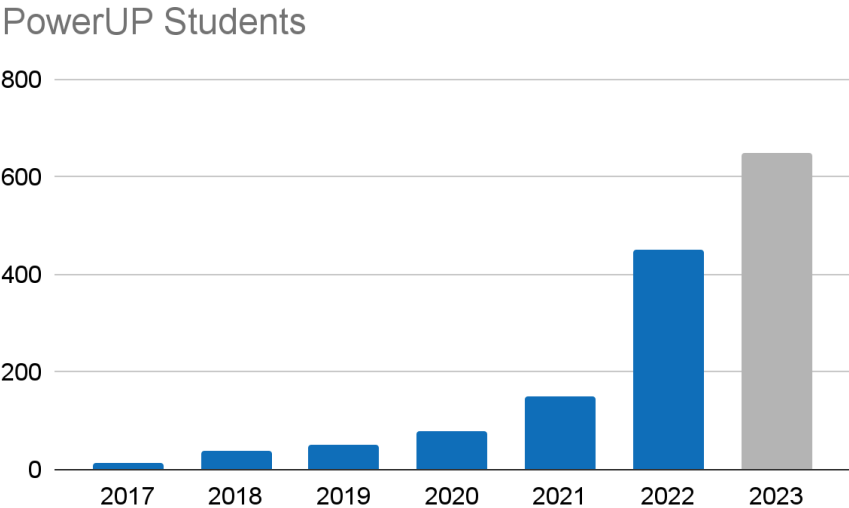
Our Target Market & Growth Plan

We estimate PowerUP's total addressable market (TAM) in Atlanta to be about 165,000 children¹. Based on our board's experience serving PowerUP's demographic, we recognize that there are many factors that can influence whether or not a parent or guardian of a disadvantaged child will apply for a mentorship program. Families living in poverty face significant barriers to accessing support programs and services, such as limited access to information and resources, transportation challenges, work schedules that do not allow for participation in programs, and other structural and social barriers. We estimate our serviceable addressable market (SAM) to be about 30% of the TAM, or about 50,000 children.



In 2022, we served 450 children, and that number quickly expanded to over 500 by February of 2023, representing about 1% of our estimated SAM.

We are building the necessary infrastructure, partner programs, sensei relationships, operating playbooks and other resources that will enable us to serve 10% of our SAM in Atlanta in the next three to five years. As we build the foundation in Atlanta, our broader vision is to expand to new MSAs and regions, replicating the capabilities we are building in Atlanta. Our target in each new region will be to serve 5 to 10% of the SAM in that region within three to five years sustainably.



¹ We derived our TAM and SAM estimates from 2021 US Census data and our own experiences. The population of the Atlanta MSA is 6.1M with 1.5M under the age of 18. We estimate about 50% of the 1.5M to be elementary and middle school age, and Census data indicates that 22% of children under the age of 18 live below the poverty line in Atlanta. Poverty is not the only indicator of disadvantage, but it is one of the qualifications we use in our application process, and it is a good proxy for our TAM.

Our Impact

In 2022 PowerUP set out to have 300 students on our roster at the end of the year. After months of hard work and building our program we ended 2022 with nearly 450 students. We exceeded our expectations by 50%, growing 3x from our 2021 student count of 150. In fact, we experienced a dramatic improvement in every meaningful metric in 2022.



2021 VS 2022

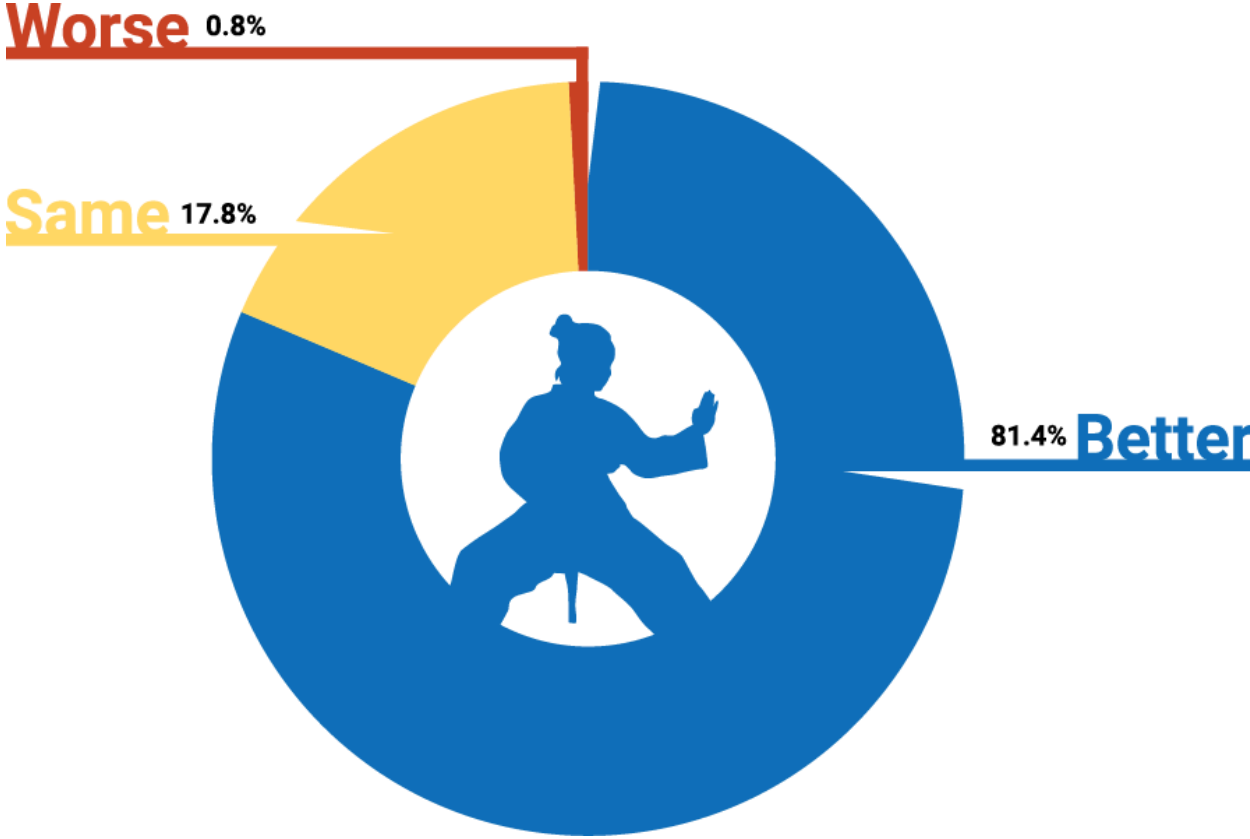
2021		2022
2,500	Mentorship Hours Provided	9,500
168	New Applications	626
33	Atlanta Metro Area Zip Codes Served	68
9	Partner Organizations	19
4	Senseis	9
17	Average Class Size	22

PowerUP is a Data Company

We have built PowerUP from the start to be a trusted steward of data about our students. We need to know who our students are, how they are progressing, and what impact our martial arts programs are having on their **SELF-REGULATION, RESILIENCE** and **RESPECT**.

What PowerUP Families Say

In November 2022, we surveyed the parents and guardians of 300 students. We were delighted that we received responses for 61% of those students. We asked if parents observed improvement, no change, or degradation in six areas: Self-Regulation, Resilience, Respect, Behavior at Home, Physical Health, and Academic Performance. Over 80% responded with significant improvement or some improvement in all these areas!

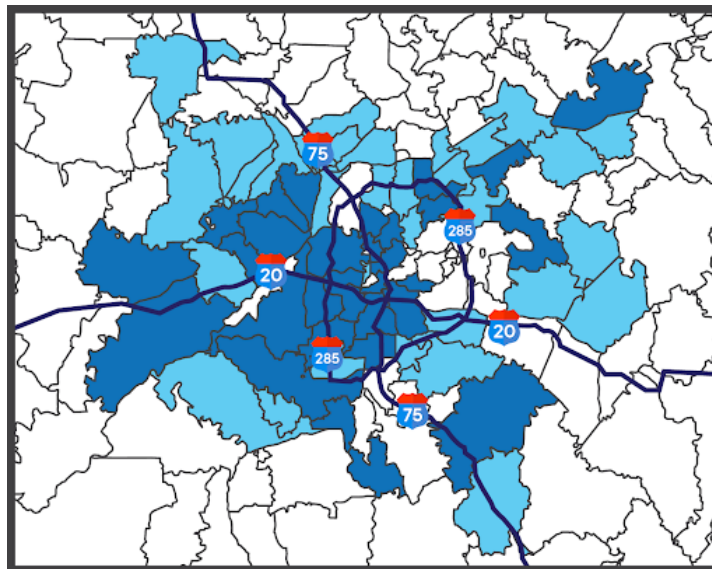


Longitudinal Data

While we are delighted with the results of this simple survey, we are laying the groundwork for a standard scientific survey that measures self-regulation over time. We are working with Dr. Kimberley Lakes [Professor of Clinical Psychiatry, University of California Riverside] to administer the Strengths and Difficulties Questionnaire [SDQ] to our student base. In December 2022, we sent the survey to the parents and guardians of 450 students. We expected a low response rate based on the complexity of the questions. We targeted a 30% response rate, and were pleasantly surprised that thanks to the persistence and dedication of our program coordinator, Yulvi Reyes, we achieved a 38% response rate!

The true value of the SDQ is measuring improvement over time. We expect it to be quite difficult to conduct this type of longitudinal study, because our families tend to move, change cell phone numbers and email addresses often. We believe we can follow families based on their social media presence more reliably than traditional contact details, but we recognize that gathering longitudinal data may not be possible for many of our students.

Expanding Our Reach



In 2021, we served students in the 33 dark blue zip codes in the map above. We expanded to the light blue zip codes in 2022. We added 35 new zip codes reaching 68 of the 92 total zip codes in the Atlanta metro area.

5 Years of Helping Kids Thrive

2017

Founded and Held First In Studio Class

2018

Began Working with Partner Organizations

2020

Grew Our Student Base Despite the Setbacks of the Pandemic.

2021

150 Active Students. Hired First Executive Director

2022

Surpassed Our Membership Goal of 300 By More Than 150 Scholars.

2023

Mentorship Goal: 650 Scholars

2024

Mentorship Goal: 1,000 Students

2025

Membership Goal: 1,500. Expand Beyond Atlanta.

Why Support PowerUP?

When you support PowerUP Scholarship Fund you support much more than a child in a martial arts class. **You support parents** who receive a helping hand in molding that child into a well adjusted adult. **You support local business owners** in the instructors who are giving back to their community. **You support a scalable model** that can reach into any neighborhood and have an immediate impact.

When you support PowerUP you support the foundation needed to build a successful future.

[Please donate now](#) to help us reach our goal of not only mentoring 650 scholars in 2023, but expanding the PowerUP community to include new partners, instructors, and staff. With your help, we will reach our goal of raising \$500,000 in 2023 and help even more kids thrive!

2023 Budget Projection

Program Costs	\$365,000
Operations	\$200,000
TOTAL	\$565,000