A national nonprofit creating social and economic opportunity by connecting everyone to the Internet.
Before EveryoneOn connected Darriale and her family, Darriale was one of the millions of low-income students who had no choice but to go to McDonald’s to get access to the Internet.

Source: 2014 User testimonial by Darriale Bradley
To use the Internet, many Americans have no other choice than…

- **64M**
  - Number of unconnected Americans

- **80%**
  - Percentage of students that require the Internet to do their homework

- **90%**
  - Percentage of job applications are online

Source: 1) American Community Survey, Pew Research Forum
If an unemployed person has the Internet at home, they will get back in the workforce **7 weeks faster** and **add more than $5,000 to their income** during a year.

**25%**

Decrease in the amount of time that a person stays unemployed if they are online

EveryoneOn negotiates with Internet service providers and device manufacturers to create and refine low-cost offers that low-income families can afford.

Families can sign up for low-cost Internet, computers, and digital literacy training via:

- Our website
- Text message
- Customer service agent

We work that last mile to make sure that families are connected on the ground via:

- Regional managers on the ground in five states
- An array of more than 700 partner organizations across the country

With this model, we have connected more than 405,000 low-income people since 2012 in 48 states.
EVERYONEON PARTNERSHIPS AND RECOGNITION

Partners

Recognition

"Connect2Compete (EveryoneOn’s flagship program)...is giving students in Baton Rouge and around the country every chance to succeed in the digital age.”

"The EveryoneOn approach has helped bridge the nation’s Internet divide so that everyone has access to the Internet.”

“I want to give credit where credit is due. This is not something that government does by itself...You’ve got nonprofits like EveryoneOn...who are partnering with us.”

EveryoneOn and The US Department of Housing and Urban Development (HUD) selected 28 communities in 2015 to be part of the ConnectHome initiative.

One of HUD’s priorities is closing the digital divide by helping to get the residents of public housing online.

ConnectHome is an effort to bring broadband Internet connectivity, devices, services, and training to families in HUD-assisted housing.

**ConnectHome Snapshot**

Over 60 million Americans are disconnected from the Internet. Many are low-income and live in public housing.

ConnectHome will provide **families with school-age children** who live in HUD-assisted housing with:

- **Connectivity** - Free and low-cost high speed Internet service, modems, hotspots
- **Devices** - Laptops, tablets, 2-in-1s, desktops
- **Training** - Digital literacy, research, job search, privacy

The initial pilot covers **27 cities and 1 Native American tribal nation**.

ConnectHome will be an **ongoing program** lasting beyond this administration.
FROM AN INITIATIVE TO A MOVEMENT

CONNECTHOME POTENTIAL GROWTH

Current Impact:
28 Communities
> 100K households

Potential Impact:
43 States
> 3.4M households*

All icons credited to The Noun Project
Implementation Highlights as of May 1, 2016:

- 6,591 internet lines have been deployed and/or committed by Comcast, Sprint, Google Fiber, and T-Mobile.
- 7,605 Devices have been committed by national and local ConnectHome partners.
- New commitments by Common Sense Media and GitHub for content and training.
- Over 200 training events!
ConnectWell intersects Internet connectivity with healthcare, providing cost savings to hospitals and patients with chronic illness.

100 diabetic patients connected to the Internet with telehealth monitoring software resulted in zero hospitalizations and emergency room visits leading to cost savings of $339,184 over the first six months. This represents a huge increase in the health of the patients and an over 3:1 return on investment for the hospital.

ConnectWealth is the nexus between Internet connectivity and finance, accelerating financial literacy through digital inclusion.

Program provides low income families with free home Internet service, smart phone access, financial literacy training, and digital literacy content to accelerate learning and supports financial literacy. Banks can now use Community Reinvestment Act (CRA) funds to support this work. Investing in their community by providing connectivity, devices, and content allows these firms to become those communities’ first introduction to online banking.

ConnectWork bridges Internet connectivity and workforce development, benefiting both employees and employers.

There is a demand for employees in a variety of fields, yet many qualified for these roles remain unemployed. With 90 percent of job applications hosted online, Internet connectivity and digital literacy is key to gaining employment.

Retailer Net-a-porter in partnership with EveryoneOn and Ramapo college was able to employee 60 people after a one day event focused on digital literacy and job training skills.

Digital inclusion is not only good for society, but good for business. These three industries prove this.
NATIONAL TEAM BUILT FOR IMPACT

- 15 staff headquartered in Washington, D.C. and in four states across the country.

- Deep expertise in nonprofit management, technology, and community

- More than 130 years of leadership experience across the public, private, and social sectors
2016 Budget

2.6M raised

Internet Service Providers 60%
Foundations 31%
Businesses 9%
THE GOAL: A DIGITAL INCLUSION TIPPING POINT BY END OF 2020

From 300,000 to over 1 Million

Low-Income People Connected To Date

Total Low-Income People Connected By End of 2020

>300,000

>1,000,000

How We Will Do It By End of 2020

Scaling Mutually Beneficial Partnerships

• **Description:** Work with partners that reach even larger amounts of low-income families like government social service agencies and other nonprofits
• **EveryoneOn Goal:** By the end of 2020, connect at least 1 million low-income people to the Internet

Utilize Macro Policy Changes

• **Description:** Create the policy frameworks that will create an unstoppable push to close the digital divide
• **EveryoneOn Goal:** By end of 2020, support the full implementation of the reformed Lifeline program, which could bring 20 million low-income people online

Demonstrate Business Opportunity In Digital Inclusion

• **Description:** Create proof points that closing the digital divide creates return on investment for businesses over time
• **EveryoneOn Goal:** Before end of 2020, launch three public-private partnerships with various industries to show that digital inclusion has a measurable ROI

How This Ends: Tipping Point For Digital Inclusion In 2020

Create the Playbook for Digital Inclusion

Through rigorous research and documentation, EveryoneOn will create the “playbook for digital inclusion” that details our best practices and how to access our partnerships.

Open Source Our Approach

After creating the playbook for digital inclusion and proving its effectiveness and benefits to all partners, we will make it available to all so that anyone (governments, businesses, nonprofits) can replicate our work.