

# Our impact

How we're supporting family engagement and teacher-family connections

**100 million**

Conversations enabled between families and educators

**3 million**

Families and educators who have been able to connect through TalkingPoints

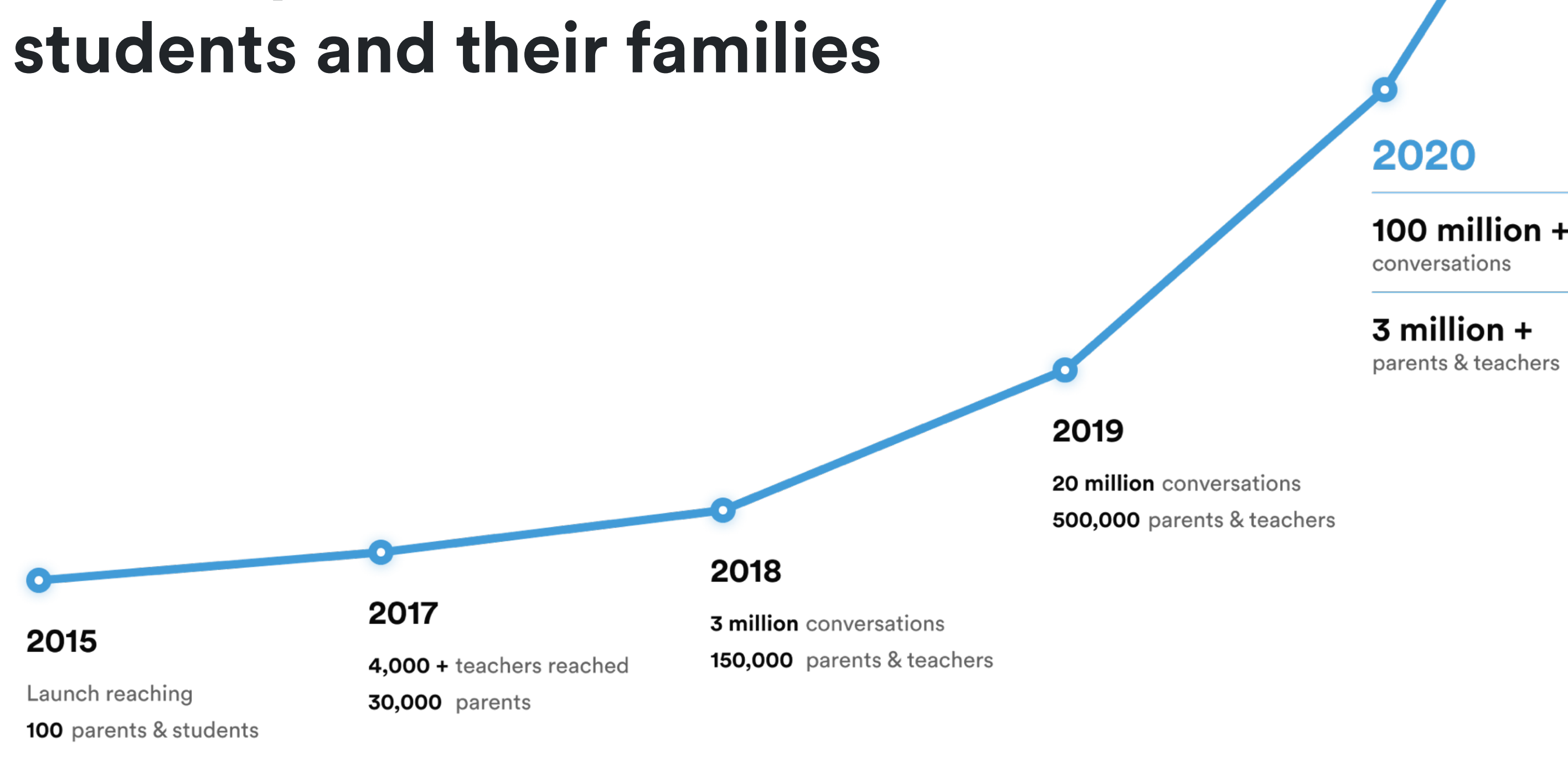
**50,000+**

School sites reached

**2,000**

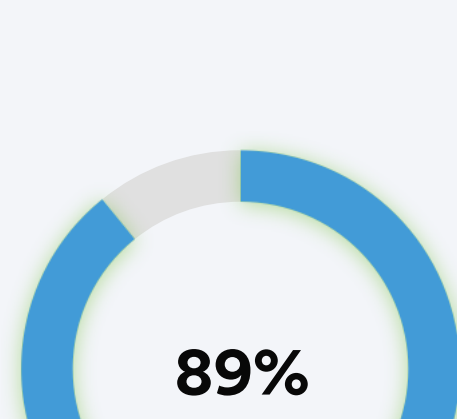
School and district partners represented

## Our goal for 2023: have impacted 10 million students and their families



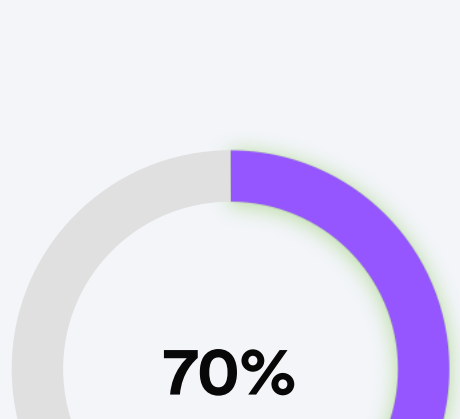
## Who we serve

TalkingPoints focuses on serving students from under-resourced communities



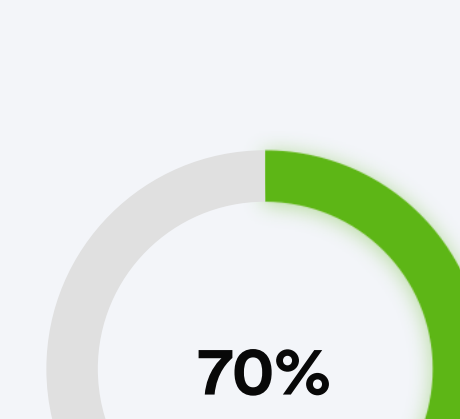
**Title 1 eligible schools**

Percentage of schools where TalkingPoints is present that are eligible for Title 1 funding



**Students of color**

Average percentage of students of color in schools where TalkingPoints is present



**Free or reduced lunch**

Average free or reduced lunch rate in schools where TalkingPoints is present

## Our outcomes

Our work shows clear impact in facilitating family engagement, which is even more essential during this time of hybrid and fully-remote learning

Based on WestEd impact study and TalkingPoints internal surveys

### Impact on students

**Our goal: improve student outcomes through strong family-school partnerships and meaningful family engagement practices**

88% of teachers have seen positive changes in student behavior, performance, attendance or engagement



### Impact on educators

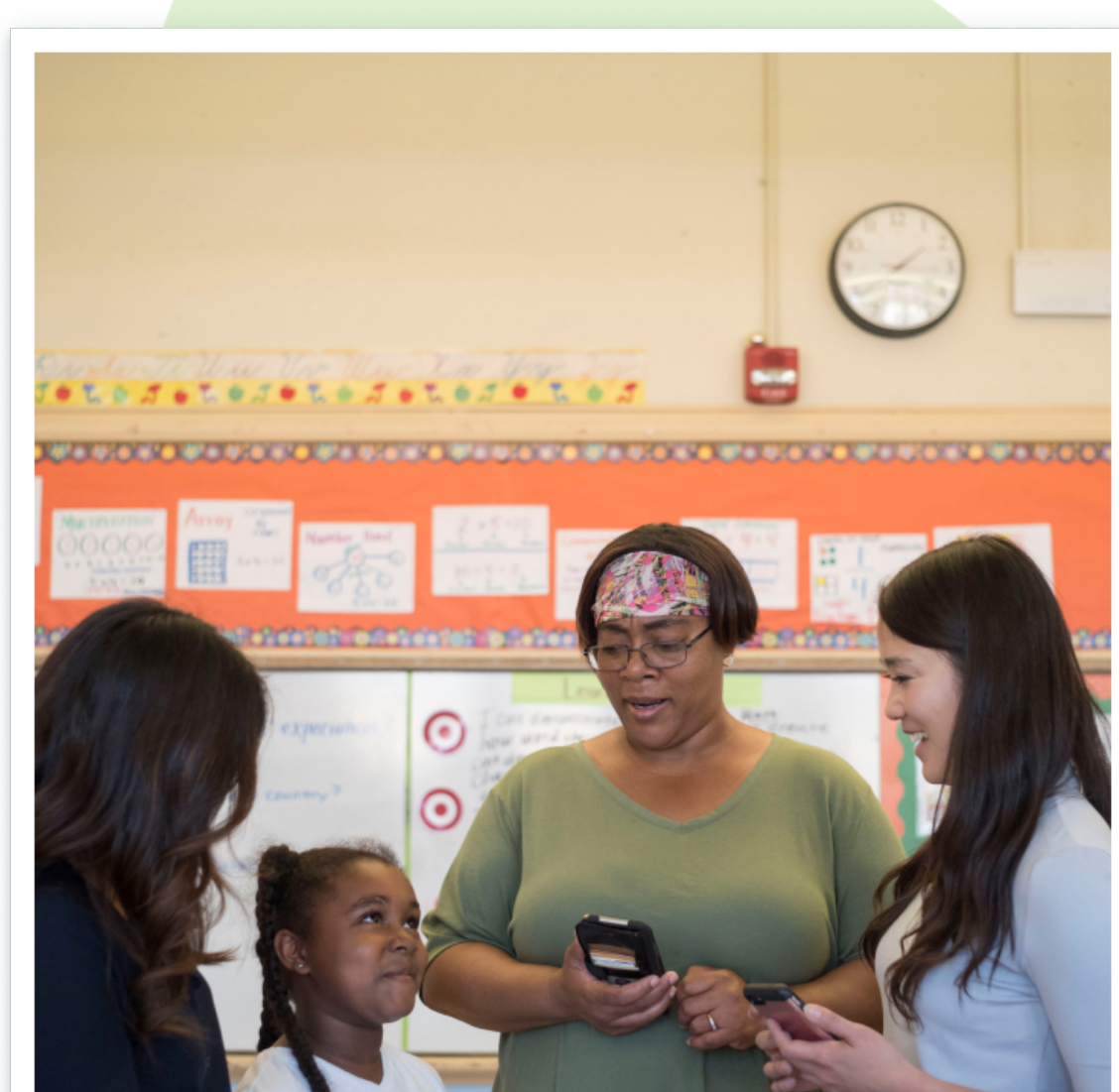
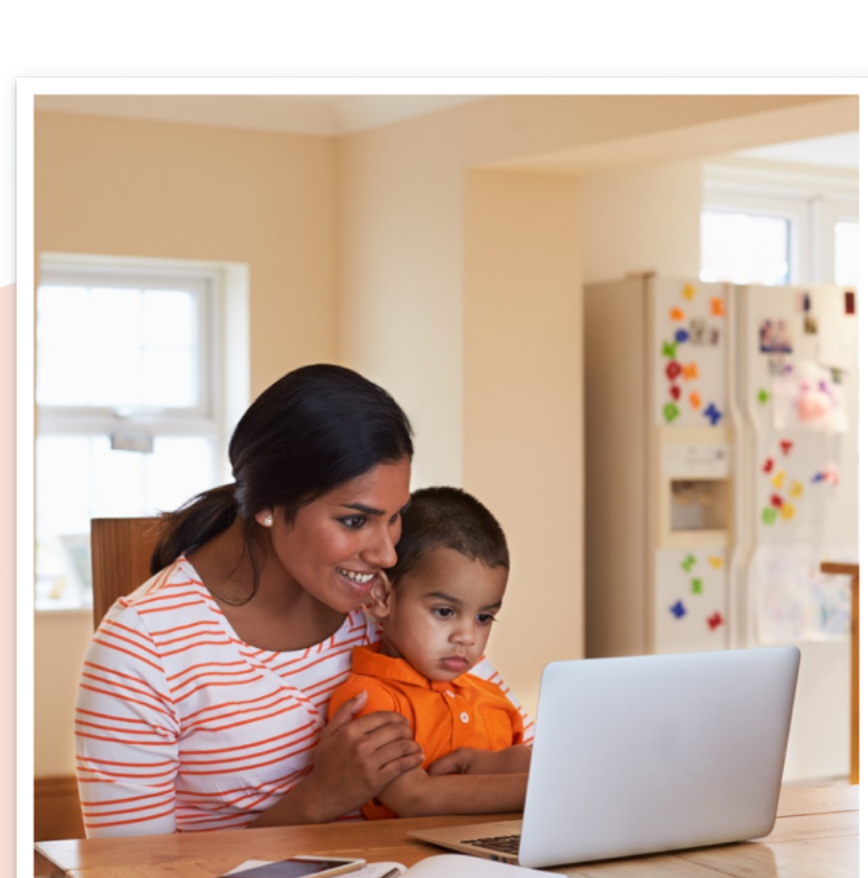
**Our goal: change behaviors and enhance knowledge, capacity, and confidence in family engagement practices**

- Teacher NPS score: 70+
- 97% of teachers have found TalkingPoints helpful in meeting their family engagement goals
- 98% of teachers were able to reach families they had never reached before
- 83% of teachers believe that they are more informed about students' needs because of their relationships with families

### Impact on families

**Our goal: change behaviors and enhance knowledge, capacity, and confidence in supporting students' learning**

- 100% of non-English speaking families are more engaged after TalkingPoints with their child's school
- 88% of families are very satisfied or satisfied with TalkingPoints
- 80% of families have more conversations at home about school with students
- 89% of families are more informed about what is happening at school



### Impact on school and education system

**Our goal: build capacity and better enable schools and education systems to support family engagement**

- 600+ school and district partners use TalkingPoints to reach their family engagement goals
- 90% of families feel more included in school communities

## Our impact during hybrid-remote learning

By connecting schools with families, TalkingPoints has been keeping learning going during COVID19 — while also providing critical access to free meals, internet and learning devices, as well as social welfare information.

**98%**

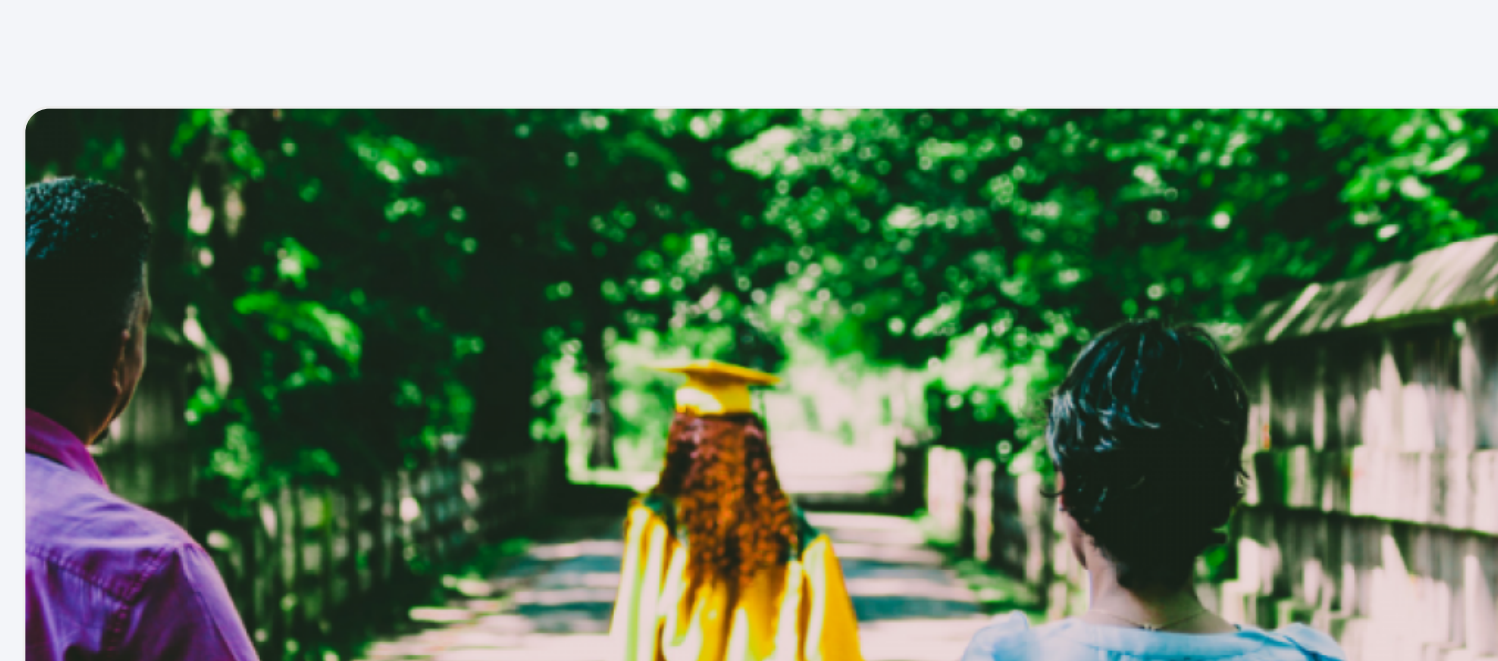
Teachers found TalkingPoints helpful during COVID-19 related school closures

**94%**

Families found TalkingPoints helpful during COVID-19 related school closures

## Impact research

We partnered with WestEd to measure our impact on building strong family-teacher partnerships and increasing family engagement, especially for families from under-resourced, multilingual communities



### WestEd research study

Strong parent-teacher partnerships are key to supporting students' success in the classroom. When teachers and parents are in regular communication about students' needs, progress and successes, students feel supported, motivated to try their best and do significantly better in school...

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## Our impact as told by families and teachers

It has literally changed my classroom and relationships with parents... I have a student this year in third grade who I also had several years back when I taught kindergarten. The parent told me that she's had students at our school for almost ten years and that this is the first

**F.S., Third grade teacher**

TalkingPoints was the most spectacular thing that anyone could have asked to be created. I was lacking something like this. Thank you for always thinking about the well-being of our children, because this way we can also get involved in everything.

**Parent**

One beautiful thing: parents who I could never get in touch with are now messaging me! It's been great to see everyone rally around these students to continue learning.

**M.J., Middle school teacher**

## Our financials

We're happy to provide you with our most recent 990s and financials upon request

[CONTACT US](#)

