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The Education Project is working to revolutionize the tutoring industry. This nonprofit seeks to connect professionals and college students to students in grades K-12 with a one-on-one educational experience that includes a valuable mentorship as well. The vast majority of tutors come from Ivy League schools and other top-50 universities including Cornell, Johns Hopkins, and UCLA. The nonprofit relies on funding from their parent organization, Humanity first, which has a worldwide network of donors, both individuals and other organizations. The Education Project has also set up their own fundraising portal, from which they've received over \$1K. Most reputable organizations are paid services and are thus furthering the socio-economic gap in the field of education – The Education Project's team has noticed this and has acted accordingly. Similar to how Khan Academy transformed the information aspect of learning, The Education Project team wants to make the personal side of learning just as accessible and ubiquitous. With hundreds of students and tutors already participating within the organization, the mission has turned global.

I had the opportunity to interview Sinaan Younus, the Creative/Branding Director of The Education Project. As someone who is passionate about making services accessible for those in need, this position was a perfect fit for Younus. While he is involved in the inner workings of the organization, he is primarily responsible for the front-end of the nonprofit. Younus's wants to guarantee that users and clients have a good, streamlined experience when on The Educational

Project's site and when interacting with the brand in general settings. Younus's main goal is to push the brand forward as much as possible, while also maintaining the utmost quality of tutoring, mentorship, and interactive design. When asked why design was so important to the nonprofit's overall success, Younus responded by stating, "Good design is essential to any organization – if we can't put out time into who we are, why would anyone expect us to put time into them?" He emphasized how crucial the creative side to a nonprofit's work really is. Because the work of a nonprofit often goes under the radar when compared to major companies, the branding department plays a huge role in attracting volunteers and funding. Younus is passionate about coding and graphic design, but above all else he is determined to help those who are often turned away from.

Younus was born in the United States but has deep family roots in Pakistan. His family has known the struggles of education inequality in Pakistan while Younus has faced similar problems growing up in the United States. For instance, foreign students who have not been exposed to English throughout their lives have severely struggled in school and have been given lower grades because of it. Growing up in an education system that presses American ideologies and beliefs was difficult for Younus, because he had been raised a very different way. Younus stated, "One of our primary missions is inclusivity, advancing our organization through a variety of different languages and cultures."

Opposed to many other companies and organizations that struggled to function due to the Covid-19 outbreak, The Education Project was created because of it. The majority of financial suffering during the pandemic occurred with small business, which are predominantly owned by minority groups. With the goals of inclusivity being a driving force for The Education

Project Team, they were determined to play their part in creating social change. The pandemic was the primary catalyst for the nonprofit according to Younus, who now believes that the nonprofit will thrive post-pandemic after making a big name for themselves. The physical world and human connection are needed back, but the immediate access that the digital world provides remains invaluable.

One of my questions during my time with Younus was how The Education Project would stand out in the online education landscape when competing with household names such as Chegg and Brainly. These organizations, for one, will show users answers to questions in practically all areas of study, possibly showing work in the process. However, there is no proper learning experience. Anyone can copy down work and give an answer to a homework question, but The Education Project allows users to fully understand an area of academics through a close-knit student-tutor bond. To make the experience even better for students, The Education project will ask students about their future career goals and match them with a professional in that field. This way students can fully understand what they must do on the pathway to their dream career.

Furthermore, Chegg charges users \$14.99 per month for every user. While Brainly's \$3-per-month subscription is a better, it doesn't include every aspect of the program. They also have a \$24 annual option that gives users full access to their online services. "We don't want people to have to pay for something that should already be free," Younus emphasized. "It boxes out the less-privileged from seeking education, which is the most powerful tool one can have."

Younus knows firsthand how difficult receiving an education in America is, especially after the Covid-19 pandemic. With proper funding and exposure, The Education Project has the capabilities to revolutionize online learning and career building. In 2-3 years Younus wants to personally rebuild the website from scratch to make it as interactive as possible for the modern day. When asked what his vision for The Education Project was in 10 years, Younus responded by saying “We want to be the household name for tutors – something that college professors can’t hate on.”