About

The IBlieve Impact Report is a digestible public annual report about IBlieve, an international, student-led nonprofit focused on supporting International Baccalaureate Diploma Programme (IBDP) students. IBlieve offers an open and positive platform to give IB students resources and tips from IB graduates through its growing network of IB student alumni. This Impact Report details its efforts, goals, and achievements for the calendar year of 2021 as its first complete year of operations after launching in July 2020.

Got any questions or suggestions? Email us at hello@iblieve.org - we’d love to hear from you!

How to Navigate

To maximize your experience of reading the IBlieve Impact Report, we recommend that you download or read this document online, preferably on a desktop or laptop for the best experience, in two-page or double-fold page view. This is an interactive report, meaning that certain elements on pages are intended to be clicked to transport to third-party media of IBlieve, such as blog posts (iblieve.org), YouTube videos (youtube.com/IBlieve), Instagram posts and stories (@ib.lieve), and other explicitly stated associated websites.

Any interactive elements will be explicitly mentioned and underlined in text, with the destination mentioned. To interact with content on pages, hover your mouse over an element and click it.

IBlieve

To find out more about IBlieve, you can connect with us on Instagram, TikTok, YouTube, Wordpress, LinkedIn, Spotify, Slack, Substack, and Luma - all by searching for IBlieve. Visit our website at www.iblieve.org. Learn more about how you can get involved at IBlieve in 'Organization Profile: IBlieve's Initiatives & How You Can Get Involved'.
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Foreword

Co-Founders of IBlieve
In March of 2020, IBlieve was born from a single Twitter direct message. Imogen, a May 2019 graduate, reached out to Katie, a May 2018 graduate, in the beginning of the pandemic with the idea of a free tutoring program, hoping our similar International Baccalaureate (IB) Diploma background and YouTube platform would be a great place to start to support IB students struggling with online school. As students who both scored a 45 in the IB, we immediately connected over the idea of helping other students discover their potential, and IBlieve quickly expanded to offer events, resources, and a global support network. Today, we are so grateful for the 100+ IB students and graduates who have joined our team as full-time members or volunteers, to build IBlieve into the organisation it is, impacting a total of 100,000+ students with knowledge, positivity, and an encouraging community of like-minded students. IBlieve has grown to exceed all our expectations, far beyond what we had originally envisioned in our Twitter exchanges, and that is solely thanks to the generosity and hard work of everyone involved.

Since the official launch of IBlieve in July 2020, we can wholeheartedly say that this has been the most rewarding and exciting project of our lives. While the pandemic continues to exacerbate educational inequalities and isolate students from their friends, the IBlieve community has shown the immense potential of students coming together to create connections online. Our 100% virtual team comes from all around the world, made up of a mixture of current IB students and IB alumni, and while the pandemic has closed off all our worlds in some ways, the opening up of the virtual world has given us the chance to meet so many new people. It’s been personally heart-warming to see students who met through IBlieve meet up in real life, in the Philippines, Spain, the US, the UAE, and the UK, to name a few of the meaningful connections our members have formed within our team. We’re so excited to see how many more online connections will transform into in-person relationships, as countries resume safe public activities, in IBlieve’s future.

We’ve seen exponential growth during IBlieve’s first year in motion and we can’t wait to see what’s next — the IBlieve community continues to grow by the day, and so do we, as lifelong learners. Thank you for joining us on this journey. We will always believe in you!

Imogen Duke and Katie Tracy
Co-Founders of IBlieve
Organization Profile

IBlieve's Initiatives & How You Can Get Involved
Initiatives

IBlieve offers a multitude of initiatives for students to lead, become involved with, and share with other members of our community. The IBlieve ecosystem continues to grow by the day: from a podcast, social media accounts, and a blog with hundreds of articles, to monthly educational events, webinars, tutoring/mentoring programs, and even fully student-run volunteering opportunities as High School Ambassadors of IBlieve. To find out more about any of our initiatives and visit our platforms, click on the content below.

- Instagram: IB.lieve
- TikTok: IBlieve
- YouTube: IBlieve
- Spotify: IBlieve Talks
- Wordpress Blog: www.iblieve.org
- Substack Newsletter: IBlieve Weekly
- Programs: Mentoring/Tutoring, High School Ambassador
- Events: Webinars, Global Virtual Summits
- Community Slack: IBlieve Community
High School Ambassador (HSA) Program

IBlieve seeks to create a positive, tight-knit community that supports IB students worldwide to become the best they can be. As an HSA, you help bring this vision to life. You will gain experience in leadership, team management, and organization, as you work together in a fast-paced and creative environment, entirely led by students. You can expect to grow as a leader, learner, and individual - but most importantly, you will find a family. HSAs work as part of one of the many teams at IBlieve, whether that be the Video, Writing, and Social Media Teams or Academic, Events, and Outreach Teams, and are integral to our mission and vision, as well as play a focal role in shaping our community and culture. To join us and become a High School Ambassador today, click here!

Global Virtual Summits (GVS) Events

Global Virtual Summits are virtual workshops for IB students by IB alumni with the aim of providing expertise, advice, insight, and guidance for the different components of the IB process. Led by global, high-achieving IB graduates who have scored among the top 1% of the world, GVS events bring together hundreds of students worldwide with the sole purpose of sharing information, asking questions, and getting advice from IB graduates who have scored exceptionally well in their subjects or who are well-positioned to give advice about other aspects of the IB journey, such as mental health, time management, and well-being as well as university guidance and preparation throughout the IB program. In addition, GVS events offer a support network of knowledgeable students to ask direct questions to during the Q&A portion. To join our next GVS, follow us on Instagram (@IB.ieve) for dates! To learn more about Global Virtual Summit events, click here!

Platforms

We offer everything from advice and insight to fun and relatable IB experiences on a range of platforms. We discuss everything from IB-related academics, like IAs, EAs, CAS, study motivation, and time management, to everyday things, such as the daily lives of students across the globe - reassuring you that your IB journey is not one you have to go through alone. We also offer tutoring, mentoring, live events, and a multitude of content.

TikTok, Instagram, YouTube, Spotify, & Substack Newsletter

These offer short-form content, packed to the brim with digestible tips and tricks to make the most of your IB experience - with the occasional meme as well. Look out for our 'Day in the Life' series on YouTube, and 'Student Spotlight' on our Newsletter.

Blog, Community Slack, Events, & Programs

We provide individualized and direct support, including subject-specific help from top-scoring IB graduates, experiences of current IB students, and IB-related stories. We regularly post new articles on the IBlieve Blog, and have an active and thriving IB student community on Slack as a digital message board to engage in peer-to-peer support with over 25 subject-specific channels and 600+ current IB students and graduates.
How You Can Get Involved

To find out how you can get involved and become a part of the IBlieve community today, read below! Our application cycles are open across the year, with positions to suit every person’s specific set of skills and talents - we want to develop your potential and help you achieve your best, with positions available for current IB students (IBDP Year 1 or Year 2) and IBDP graduates. To benefit from our wide range of content offered across the entire IBlieve ecosystem, you can also browse our extensive library of entertaining and educational material, tailor-made for students, by students. Click on the colored word to follow the link to the intended destination!

Apply to our High School Ambassador program, to gain experience as a motivated leader in an empowering and flexible student-led position, with over 100 other students.

Sign up to our free mentoring and tutoring programs, led by top-scoring IB graduates studying at universities such as Yale & Stanford. Due to popular demand, there may be a waitlist.

Volunteer as a Tutor, Mentor, or Writer, as an IB graduate to support current IB students with your knowledge. Join a team of over 90 other graduate volunteers worldwide, where you can pause your commitment at any time since there is no strict time commitment.

Join our Community Slack, a digital message board to engage in peer-to-peer support with over 25 subject-specific channels and 600+ current IB students and graduates.

Attend our Global Virtual Summits, held monthly as a workshop led by IB graduates to support current IB students in a webinar, with Q&A portions and 1:1 advice sessions for personalized tips. Dates are regularly announced on our social media platforms.

Follow us at @IB.lieve, joining over 5000+ other students on Instagram for bite-sized informational posts and fun community content, as well as our latest announcements.

Browse the IBlieve Blog, to access more than 250 IB-related articles packed to the brim with insightful content. This includes subject-specific advice, study tips, EE/IA/TOK/CAS, and wellbeing.

Register to IBlieve Weekly, our newsletter where you’ll find a round-up of motivation, resources, and support, as well as updates on all IBlieve events, projects, and milestones.

Listen to IBlieve Talks, our podcast where you’ll be able to hear everything from IB tips and tricks to inspirational interviews with change-makers in the world.

Subscribe to us at @IBlieve on YouTube and TikTok, to watch more than 40+ entertaining and educational videos, from ‘Debunking IB Myths’ to ‘IB Students Play Among Us’.
IBlieve's Values

IBlieve's core values bond our entire team and guide how we work together towards a shared vision of empowering IB students worldwide. Our values are the basis through which our mentors, mentees, student volunteers, and graduates communicate and collaborate, and what make IBlieve as efficient, impactful, and successful as it is today.

Diversity

The IBlieve community is made up of members from almost every corner of the globe, and we take pride in our diverse body, allowing us to learn about and embrace each other's cultural, social, ethnic, religious, and national identities. We also work together towards supporting a diverse audience of IB students worldwide!

Collaboration

IBlieve champions the belief that harnessing the collective genius of group work is the best method to have the most effective impact on IB students. We value the individual experiences of each mentor, mentee, and student volunteer, coming together for the shared goal of helping IB students worldwide. Embracing new platforms and technology has also allowed us to work together online across 18 timezones.

Commitment

Our community is built upon the goal to produce helpful material for IB students worldwide. Woven in every step of our mission is a commitment to the quality of the content we produce and the assistance we provide. We take esteem in doing what we do to the best of our abilities, and are grateful that our community shows so much commitment despite being entirely voluntary.

Leadership

The IBlieve community, as any student volunteer or mentor will tell you, is a great catalyst for developing personal leadership skills and learning how to have the courage to shape the future of a community. Leadership opportunities are encouraged, and by advocating for student agency and developing the innate leadership skills present in every person, IBlieve is keen on maturing and advancing every student into a capable, experienced, and empowered leader and member within our community.

Our values are at the center of every stage of our operations and mission, and we implore you to join our community to learn more about our values up close, and perhaps even contribute to our future set of values! In addition, we align our values mutually with those of the International Baccalaureate Learner Profile (IBLP)!
Community

Outreach, Social, Events, & Academic
Internal Outreach Team

As the first faces from IBlieve that are seen, the Internal Outreach Team oversees the onboarding process of our amazing and dedicated graduates from all over the world into the IBlieve community. We set up all the partnerships in our 1-1 Mentoring and Tutoring Program, ensure that graduates are given all the resources they need, and that students are able to benefit from the fruitful partnership. Our goal is to help as many students as possible by connecting them with a graduate to learn from and engage with, to make their IB journey a smoother experience! A special thank you to past Internal Outreach Team Leads Ben, Nisa, and Yasmin for their contributions. We would also like to thank our HSAs Lisa, Anna, Ruben, Stella, and Rohit for their incredible contributions.

"Hello! I’m Ada, a May 2020 graduate from Canada and I’m one of the Internal Outreach Leads! The best thing about IBlieve’s mentor/tutor program is being able to connect with graduates and students from all across the world. In 2022, I look forward to welcoming more graduates to IBlieve’s global community!"

"Hi! My name is Joseph, I’m a November 2020 graduate from Singapore and I’m an Internal Outreach Lead! It has been a pleasure being able to meet fellow graduates from all over the world who are so passionate about using their experiences to help IB students. I am so excited to see more graduates in 2022 as we continue to grow this uplifting community."

Achievements

90 Graduate Volunteers

The Internal Outreach Team has assembled a team of global, high-achieving IB graduates who have scored highly in the IB and are studying at elite universities including Oxford, Cambridge, Cornell, and UPenn. Supporting current IB students in 1-1 tutoring and mentoring partnerships has been especially impactful in light of the COVID-19 pandemic affecting educational institutions worldwide.

120 Student Partnerships

With over 90 graduate volunteers from all across the world, the Internal Outreach Team has been able to successfully facilitate over 120 student partnerships where graduates are able to support students either as mentors, where they help with IB in general, or as tutors, where they can provide subject-specific guidance in subjects they aced in their IB examinations, with over 15 different International Baccalaureate subjects offered.
Hi! I'm Wangari. I'm a November 2020 graduate from South Africa and I'm a Lead of the External Outreach Team. One of the most significant events from 2021 for my team was the relationship we developed with Augustine Nthenge, a Communications Specialist at the IB. It was exciting to discuss the future of the IB DP and how IBlieve can extend our reach with Augustine’s support.

Hi! My name is Seung-Jean, I’m a May 2020 graduate from South Korea and a Lead of the External Outreach Team! My most memorable event from 2021 in IBlieve was contacting numerous schools to build potential relationships with IBlieve. It was not an easy or fast process at all, but I learned a lot in outreaching during the process, which is an invaluable skill.

"Hi! I'm Wangari. I'm a November 2020 graduate from South Africa and I'm a Lead of the External Outreach Team. One of the most significant events from 2021 for my team was the relationship we developed with Augustine Nthenge, a Communications Specialist at the IB. It was exciting to discuss the future of the IB DP and how IBlieve can extend our reach with Augustine’s support."
Achievements

International Baccalaureate Collaboration

IBlieve has participated in multiple exciting collaborations since launching just over a year ago. We have had the privilege of working with and being featured by the International Baccalaureate, with features on the IBO Alumni Blog and the IB YouTube channel in February 2021. This led to a shoutout for IBlieve in the keynote speech at the IB Virtual Conference. Since then, the IBlieve community has continued to participate in forums and collaborate with the IB to give student-led feedback and share ideas.

Event & Content Partnerships

We have worked with Times Higher Education Student, a global higher education magazine, to produce co-branded blog posts, videos, and webinars. Our collaboration has supported students on their journey to university and given students opportunities to write and share their experiences with the educational magazine. To learn more about our partnership, visit the Times Higher Education Student website by clicking the image.

Educational Partnerships

IBlieve worked with Yale Young Global Scholars (YYGS), a summer college preparatory program, to share opportunities with high school students, featuring a YYGS alumna on our Instagram to show a day in the life at Yale. IBlieve has also been featured by Pamoja Education, the leading provider of online learning courses for the IB, and was recognised by Target Jobs and Clifford Chance in the UK Young Activist of the Year Competition, with our co-founder Imogen winning a position as a finalist. IBlieve was also awarded a grant from Cornell University to support our initiatives, with our co-founder Katie.
Social Team

The Social Team organizes events for the IBlieve community and the IBlieve team. We keep the IBlieve community spirit alive by planning social events that help our members to connect and get to know each other better, as well spark discussions and celebrate events for a multitude of different topics and themes, both educational and recreational. A major special thank you to our hard-working and fantastic High School Ambassadors Hana, Isha, Aarya, Rutu, and Tra, and to our past Team Lead Sarvani.

"Hi! I'm Juhi, a May 2022 student from India! As one of the Social Leads, I loved seeing all our members form genuine connections and enjoying events together! Being a part of IBlieve’s family, I got the opportunity to meet so many new people and I really appreciate finding a true friend in my co-Lead and all the other team members of our family!"

"Hi! My name is Estefy and I'm a May 2022 student from Mexico as well as a Social Team Lead. In 2021, I loved planning events with my team and seeing all the friendships that blossomed because of them as the IBlieve community grew. I'm excited to meet more amazing new people in 2022 at our events, so make sure to be there!"

Achievements

Themed Events

The Social Team has successfully organized many community and team events to celebrate not only holidays and festivities, but also to bring together our community to bond over anime, as well as to discuss topics of importance such as Women's Rights. We held events in honor of International Women's Day 2021, a virtual Graduation Party for students affected by the COVID-19 pandemic graduating from the IB in May of 2021, and student-led community-wide events to bond over anime, music, and movies!

Celebratory Events

The Social Team has also successfully held many events to celebrate holidays and festivities in 2020-2021, such as celebrating the winter season with a community-wide Holiday Party, as well as events to commemorate, celebrate, and bond during Thanksgiving, Chinese Lunar New Year, and the New Year 2020 and 2021. During these events, we hosted group activities where we sang, danced, shared our favorite Holiday traditions, and got to know each other more as a community, alongside playing themed online games and participating in fun competitions and pop culture quizzes.
The Events Team is in charge of organizing, planning, and executing all academic and IB-related events for IBlieve. This includes our monthly Global Virtual Summit (GVS), which is a virtual workshop for IB students led by IB alumni with the aim of providing expertise, advice, insight, and guidance for the different components of the IB process. IBlieve's GVS events bring together hundreds of students worldwide with the purpose of sharing information, asking questions, and getting advice from IB graduates who have scored exceptionally well in their subjects or who are well-positioned to give advice about other aspects of the IB journey, such as mental health and well-being, as well as university guidance and preparation throughout the IB program.

A major special thank you to all the IB graduates who have volunteered to participate in our Global Virtual Summits as speakers, and to the dedicated High School Ambassadors of the Events Team: Avril, Maanyav, Cynthia, Jennifer, Learoy, Lucas, Nehir, and Sancho, who lead the administration and execution of GVS. A massive thank you as well to past Events Team Lead Deborah for trailblazing and planning the groundwork of GVS events.

"Hola! My name is Akshin, I'm a May 2021 graduate from India and the Events Team Lead! It's been a privilege to meet and learn from my incredible team who always pour their heart and soul into our events. My team and I are beyond thrilled to bring you more event types throughout 2022 in a New Era of Events! We can't wait to share more, and to see you grow!"
Achievements

Monthly Global Virtual Summits

The Events Team has hosted events for over a year, consistently delivering interactive, informative, and high quality educational Global Virtual Summits back-to-back between January 2021 and August 2021 (including a Pre-IB Workshop by our HSAs)! Led by global, high-achieving IB graduates who have scored highly and are studying at elite universities including Stanford, Yale, UCL, Georgetown, and Oxford, events are highly supportive to students who are in the IB, allowing them to hear experiences and advice from graduates who understand their journey, as well as giving them a support network of like-minded students to ask direct questions to during the Q&A portion of the GVS. With hundreds of students in attendance as well as in sign-ups, our events have impacted the IB journey of more than 500+ students by providing invaluable guidance about topics such as College Application Cycles, the Extended Essay, and IB Internal Assessments and External Assessments, delivered by top scoring IB graduates from all across the world.

Academic Team

The Academic Team helps IB students become more confident in their coursework and IB subjects, as well as helps establish a sense of community within IBlieve. We regularly host IB subject-specific webinars and Mental Health Days to support not only the academic success of IB students, but also their physical and mental wellbeing. We run regular group study sessions for IB subjects and host IA, EE, and TOK workshops, and share weekly motivation and study tips on the Community Slack support channel for students. A special shout-out to our phenomenal HSAs Dhriti, Diya, Abhishek, Sarah, Tim, Yash, Ananta, Anshika, Harum, Karen, Krishna, Prathika, Rohan, Rury, Samuel, Vy, Victoria, Shelby, Sherin, Alysa, Anna, and past Academic Lead Marcela!
"Hi, I'm Chinmayee, a May 2022 student from India and an Academic Team Lead. As our community members built valuable relationships with each other while balancing academic commitments, 2021 has definitely proved to be an eventful year for the Academic Team."

"Hi! My name is Priyasha and I am a May 2020 graduate from India (although I did IB in the Philippines!). I am an Academic Team Lead, and to me, our most significant events were the monthly Zoom study sessions and writing days for IB assignments, allowing IB students to work with one another while also being able to seek help from graduates."

**Achievements**

**Support Resources**

The Academic Team has 14 experienced subject representatives on the IBlieve Community Slack to support students in over 15 IB subjects, providing ample support through a network of graduates, current students, and subject representatives available for questions, concerns, and feedback on-demand.

**Webinars & Workshops**

The Academic Team has hosted guided interactive workshops and webinars in over 10 subjects to benefit Community Slack members, with 30+ attendees working alongside 10+ graduates for authenticity and accuracy of content. We have also hosted Mental Health webinars to encourage open discussion about mental health and academics, and invited graduates to give their tips on stress management.

Photo: Our TOK writing day, where both graduates and IB students were present!
Content

Design, Social Media, Writing, Video, Podcast, & Newsletter
Design Team

The Design Team aims to create visually striking graphics, illustrations, and posters for every IBlieve platform such as our website and social media. We hope to establish IBlieve’s unique identity with colors and shapes and reflect our community’s positive spirit. Besides creating aesthetically pleasing designs, our team also works to convert the helpful information of our website articles into simplified and digestible posts for IB students who scroll through any of our social media platforms. We also frequently work collaboratively with other teams, for example, to encourage signups for events through GVS posters, designing content for HSA take-overs on Instagram, and even supporting the design process of this Impact Report! A huge thank you to the talented HSAs of our team: Aarya, Alyson, Chinmayee, Da Na, Josie, Nikita, Shangming, Sophie, and Yash.

"Hi, I’m Millie and I’m a May 2023 student from Vietnam. I’m currently a Design Lead, and one of my most memorable experiences at IBlieve was having a virtual Christmas night with team members, where we shared our thoughts about the previous year and resolutions for the new year. Looking forward to 2022 with more collaborative projects and ideas!"

"Hi! My name is Bonnie and I am a May 2023 student studying in Thailand. I am also the Design Lead of IBlieve. The best part of 2021 in IBlieve was being able to be a part of the Design Team and collaborate on projects like our podcast logo. I am so excited for the future of IBlieve and hope to learn so much more with everyone!"

Achievements

Instagram Designs & Growth

The Design Team, in collaboration with the Social Media Team, has amassed a whopping 5000+ followers on Instagram, and has been instrumental in designing and producing more than 300 posts for social media platforms, with over 100 curated Instagram stories and more than 250 Instagram posts, including:

- Posters for monthly Global Virtual Summits
- Testimonials by students, mentorship mentors & mentees, and graduates
- Weekly informative and educational posts to share tips and advice from our blog

Click on the image to go to our Instagram (@ib.lieve)!

Photo: The IBlieve Instagram Page
IBlieve Branding & Logos

In addition to designing social media content for our media platforms, the Design Team is also responsible for IBlieve's visual aspects, which includes expressing IBlieve's brand values and identity visually, and curating our standard illustration styles and brand color palette. Shown across our entire brand entity and operations, such as the themed banners for the IBlieve blog, Instagram posts, and logos for projects, our style of design is just as unique and colorful as our community. Our style includes organic and curved shapes complimented by vibrant and electric color palettes and gradients, to represent IBlieve’s positive community spirit. Our illustrations aim to express and represent the diversity and positivity of our community, through the smiling faces of minimalist characters and colored outlines. Apart from designing elements of the brand such as banners and posters, we have also planned and designed core IBlieve graphics, such as the main IBlieve logo, the IBBuddies logo, and the IBlieve Talks Podcast logo.

Photo: The IBlieve Blog website banner and IBlieve Brand Color Palette

Social Media Team

The Social Media Team is a collaborative team responsible for the planning, creation, and sharing of multimedia content across various platforms. We are responsible for the formulation of eye-catching and informative multimedia content for IBlieve’s social media platforms, including Instagram, TikTok, and matching YouTube channel, in collaboration with the Video Team. Our goal is to work together with other teams to promote IBlieve’s exciting events and activities and increase engagement and reach to our community. We strive to reach out to as many IB students as possible and to make a positive impact in their journey through the IB by sharing informative, encouraging, and digestible information about everything ranging from IB examination tips and tricks to mental health and wellbeing support. A huge thank you for the contributions of HSAs Crystal, Daphne, Kopal, Lisa, Matthew, Matty, and Neha, and HSA Reel Ambassadors Amelia and Lucas.
"Hi! I'm Serlina and I'm a May 2022 student from Indonesia. I'm the Social Media Lead at IBlieve, which has been one of the experiences I cherished most in 2021. My goal for IBlieve’s social media in 2022 is to hopefully expand beyond Instagram, reach younger pre-IB students, and grow our engagement with the community. Excited to see where this year will take us!"

Achievements

5000+ Instagram Followers

The Social Media Team focuses primarily on growing Instagram and being able to reach and support a majority of IB students through the social media platform strategically and effectively. Our posts on the platform transform the in-depth and detailed blog posts and articles from the IBlieve website into bite-sized, digestible, and quickly understood tips and tricks to support IB students worldwide. In addition, we host take-overs by IB graduates, current IB students, and other academics on our stories, to share their own personal advice on topics such as university admissions, time management, mental health, and dealing with stress. In doing so, we are able to have a positive impact on the 5000+ followers amassed on the Instagram page, sharing advice that was previously more difficult to find. In addition, our social media presence has grown abundantly on other platforms, such as TikTok, where the IBlieve page has amassed over 1000 likes.

Click on any image to go to the post or story on our Instagram (@ib.lieve)!

Writing Team

The Writing Team produces informative and educational content for the IBlieve blog. We highlight IB experiences from students and alumni around the globe to demystify the IBDP for prospective students, as well as provide insight and tips in subject-specific articles. Our articles also bridge the gap of information for IB students applying and entering university in different global regions. Our main goal is to share practical tips, free resources, and timely information regarding changes to the IBDP to help IB students achieve success in their programs, with IAs, EAs, TOK, EE, CAS, and well-being covered!
A special thanks to the writing contributions of our HSAs: Learoy, Maanyav, Christina, Rohit, Zeynep, Tim, Delfina, Vaishnavi, Luisa, Dome, Inara, Christina, Job, Ben, and Polina.

"Hey all! I'm Bianca, a May 2020 graduate from Spain and an Editor-in-Chief. My favorite part of 2021 was working with the wonderful Writing Team to produce content for underserved IB students! I wish I had had these resources when I was enrolled in the IBDP, so I'm excited to help provide these for students now!"

"Hello! I'm Aaryaa, a November 2019 graduate from India! I am an Editor-in-Chief, and my highlight from 2021 was learning about different attitudes that IB students, and graduates, manifest and helping them express it through writing."

"Hello! I'm Francine, a May 2019 graduate from the Philippines. I am an Editor-in-Chief for IBlieve, and my highlight from 2021 was being able to learn from the experiences of our amazing Writing Team and sharing these experiences on the IBlieve blog."

"Hi! I'm Anna, a May 2022 graduate from Georgia and the SEO Assistant. My 2021 highlight was joining IBlieve as an HSA in January and finding myself in this amazing community - I can't wait to experience more amazing moments here!"

Achievements

350,000+ Views from 100,000+ Visitors

In 2021, the Writing Team produced over 120 blog post articles on topics ranging from examination changes to tips and tricks for subject-specific internal assessments. We amassed over 350,000 views on our articles by more than 100,000 website visitors from 180 countries, allowing us to support IB students on their journey by providing them with advice and insight written by experienced and global high-achieving students. Our student authors' top 4 most popular articles were:

1. "12 CAS Activity Ideas for Students at Home!"
2. "Maths AA vs Maths AI: Difference Explained"
3. "TOK Presentation Examples from IBlieve Grads"
4. "Best IB Resources: Textbooks to Past Papers"

To read our articles, click on any title above or click the image to go to the IBlieve blog (IBlieve.org)!

Photo: "Maths AA vs Maths AI"
Video Team

The Video Team is the driving force behind the IBlieve Youtube channel. Our team of HSAs plan, produce, film, and edit all of our content, which includes fun and relatable videos that can help ease the stresses often associated with being an IB student, as well as educational resources to aid students in their IB journeys. We also aim to provide insight into life as an IB student and tips for IB subjects, college applications, time management, and more! We hope that our videos will be able to demystify the IB program for our viewers and create a community that IB students can rely on and relate to, as well as benefit from and belong to. Shout-out to the amazing HSAs behind all of the content on the YouTube channel: Alysa, Daphne, Hadi, Matty, Mridula, Nicole, Phoebe, Roha, Rujula, Shaz, and Tina!

"Hi! I’m Caitlin, a May 2022 student from the Philippines and one of the Video Leads. I enjoyed working alongside our Video Team members to produce and film amazing content for the IBlieve YouTube channel, while getting to know everyone!"

"Hi! My name is Daniella, I'm a May 2022 student from the Philippines. I'm also a Video Lead. I enjoyed working alongside my co-Lead, team members, and HSAs to produce high-quality content for IBlieve's YouTube channel, which has allowed me to meet lots of different people from all over the globe. Looking forward to what the next year has in store for IBlieve!"

Achievements

11,000+ YouTube Views

The Video Team has produced over 30 videos since its launch and has helped students all over the world unwind and relax while also gaining insight into the IB experience. Our videos provide a glimpse into what the IB experience is like while also providing relatable and inspiring content for current students and graduates alike. We currently have over 650 subscribers from all over the globe, with 11,000+ channel views. In spite of the COVID-19 pandemic, our team has pushed forward and continue to make quality videos from home.

Click on the image to go to our YouTube channel (@IBlieve)!

Photo: "IB Students Play NEVER HAVE I EVER EP.2" on YouTube
Community

Aside from those watching, we have also made incredible connections within the IBlieve community and team as we reached out to collaborate with Community Slack members, HSAs, and graduates to create and document different series, from "College Application Tips" to "IB Students Play Among Us" and "Study With Me's". Every video is a joy to make and produce as we get to connect with other IB students and graduates while having fun.

Click on any image to go to YouTube video on our channel (@IBlieve)!

Photo: YouTube videos on the IBlieve YouTube channel

Podcast Team

The Podcast Team is in charge of curating, recording, and sharing the official IBlieve podcast, IBlieve Talks. We discuss everything from IB-related academics, like CAS, study motivation, and time management, to everyday things, such as the daily lives of students across the globe. In addition, we host interviews with members of the IBlieve community and invite guests from other organizations to share their insight, opinions, and stories with our community of dedicated listeners. IBlieve Talks allows students to connect to a wider audience of other IB students and graduates, reassuring them that their IB journey is not one they have to go through alone. Our diverse guests come from all walks of life but share the common thread of being change-makers and innovators in the world, often sharing their own personal experiences, such as how their CAS projects grew from small simple ideas to lifelong passion projects. As the voice of IBlieve grows, we hope to continue positively influencing the lives of students worldwide. A special thank you to our wonderful HSA hosts, Thanh and Alysa, for delivering IBlieve Talks to all the IBlievers!

"Hello! My name is Maitha. I'm a May 2021 graduate from the United Arab Emirates and a Podcast Lead. The best part of 2021 was joining the IBlieve Team and bringing our podcast, IBlieve Talks, to life!"
As we continue to grow the brand new platform of the IBlieve Talks podcast, we have been able to connect to our community in brand new ways. Through launching the podcast, we have steadily grown a dedicated listenership who tune in regularly to find out what we discuss. On our Instagram, we mimic our podcast interviews through regular community interaction on our story, such as with an open poll of "What was your most memorable CAS experience?" This has allowed students to become involved in our community and express themselves, as well as inspire each other with their ideas. We hope you'll tune in to our next episode!

"Hi there! I am Matty, a May 2023 student from the Philippines! I am also a Lead of the Podcast Team. In 2021, one of the most fruitful experiences I had was the group call with my co-Lead, where we got to brainstorm and exchange ideas and stories of our personal lives for the podcast."

A special thank you to long-time contributors and past Newsletter Editors Anoushka and Celine. To learn more about and subscribe to IBlieve Weekly, click on the image (@IBlieve Weekly on Substack)!

**Achievements**

**Community Interaction**

**Newsletter Team**

The IBlieve newsletter, IBlieve Weekly, is a community-led effort that sends regular updates about IBlieve to our 2,400+ student newsletter community! In our newsletter, you’ll find a round-up of motivation, resources, and support, as well as updates on all IBlieve events, projects, and milestones. IBlieve Weekly is a source of encouragement where we feature new articles on our Blog, videos on our YouTube, episodes from our Podcast, projects from our Community, and more. We announce new events, projects, and collaborations, and also spotlight an IB student’s experience around the world every week in our ‘Student Spotlight’! In addition, the newsletter is the first platform where we announce exclusive events, leadership roles, and free tutoring opportunities.

A special thank you to long-time contributors and past Newsletter Editors Anoushka and Celine. To learn more about and subscribe to IBlieve Weekly, click on the image (@IBlieve Weekly on Substack)!
Core Operations, Impact, & Contributors
Operations Team

The Operations Team supervises and carries out the day-to-day administrative tasks at IBlieve such as inviting Community Slack members, uploading articles, updating our website, and administrating subscribers to the IBlieve Newsletter. We also assist other teams by handling the logistics of the organization and actively thinking of ways to optimize administrative processes at IBlieve to increase the efficiency of our workflow, such as organizing digital team calendars, granting WordPress access to new writers, and automating emails for large IBlieve events. In addition, we maintain and constantly try to improve the overall performance, functionality, and content of IBlieve’s website by adding new features, resolving technical issues, and running regular updates.

"Hi there! I’m Vansh, a May 2022 student from India! As the Operations Lead at IBlieve, I love interacting with all the teams to oversee the administrative tasks and optimize the workflow of the team in general. Being a part of the IBlieve family and making connections with people from all over the world has definitely been an experience I will cherish forever."

"Hi! I’m Sancho, a May 2022 student from the Philippines! I’m the Tech Lead, and responsible for designing, updating, and optimizing the IBlieve website, with it currently having a total of 350,000+ views across 180 countries! I’ve loved being part of IBlieve so far and all the people I’ve met in this community, and I’m excited to see what 2022 has to offer!"

Achievements

Community Growth & Reach

Over the past year, the Operations Team has accomplished many feats, including:

- Onboarding 500+ members on the Community Slack
- Amassing 350,000+ hits on our website, reaching 180 countries worldwide
- Maintaining regular updates to our website pages, design, and content uploaded
- Creating an automated email system for Global Virtual Summits and Outreach Teams
- Integrating Google Calendar with our Slack channels to instantly notify all Community Slack members of upcoming IBlieve events
- Developing a BirthdayApp to record and publicly celebrate each member’s birthday in the Community and Team Slack to keep all of our members engaged
Impact Team

The Impact Team is in charge of the marketing and brand growth of IBlieve, and often works collaboratively with every other team to ensure that the IBlieve team’s work is represented in official marketing material and reaches its target audience. We produce IBlieve marketing campaigns and initiatives and are responsible for developing and overseeing digital marketing efforts, as well as reaching new audiences on media platforms such as Reddit and Quora. We also create strategic marketing plans and long-term brand campaigns, and frequently collaborate with the Design Team and Business Team to create internal documents for IBlieve (such as official handbooks and even this Impact Report!). Our goal is to make sure that IBlieve achieves objectives and plans for creative growth and to positively impact as many students as possible through our initiatives. As a team, we hope to increase IBlieve’s visibility by a substantial amount as well as promote fundraising campaigns and student opportunities in the future.

"Kamusta! My name’s Mia, I’m a May 2021 graduate from the UAE and I’m an Impact Team Lead. I absolutely adore the IBlieve community and it has been absolutely wonderful collaborating on marketing campaigns to reach IB students all over the world!"

"Salam! My name is Yassin, I’m a May 2021 graduate from Egypt, and I’m an Impact Team Lead. In 2021, I enjoyed most working alongside all the teams to produce this report, and can’t wait to see what IBlieve has in store for the upcoming year!"

Achievements

Brand Identity Development

In collaboration with the Business Team, the Impact Team has worked to develop key aspects and elements of the IBlieve brand identity, including workshopping our brand values, collaborating with our co-founders to clarify our brand vision and mission, as well as communicating with and working alongside members of the community (current IB students, graduates, mentors, and mentees) to learn more about the IBlieve community, its systems, and its projects, and how they can best be represented digitally through our marketing efforts. We also drafted internal business documents to support the safety and running of the Community Slack, which outlines guidelines for community members to abide by in the form of a policy handbook.
Marketing

In order to maximize our reach to IB students worldwide, we have also created informative and promotional slideshows for HSAs across the world to present to recruit new HSAs. In addition, we have promoted IBAd早期 on academic forums and media platforms such as Reddit and Quora. We have also extensively worked on fundraising avenues and efforts to fund our business expenses in collaboration with the Business Team, and planned marketing campaigns in relation to fundraising for the upcoming year of operations for IBAd早期. To collaborate with us, please reach out at hello@iblieve.org!

Photo: Excerpts of the slideshow created for High School Ambassadors

Contributors

The IBAd早期 community would like to thank and acknowledge contributors who have supported our cause and played an integral role in our first complete year of operations.

Kopal leads the organization of the HSA Program at IBAd早期, and has supported its growth with over 100+ HSAs in its first complete year of operations since launching in 2020.

Jon and Kathlyn were IBAd早期's Business Leads in 2021, organizing all business-related aspects of the IBAd早期 community. They have been key members of IBAd早期 since its beginning and have been invaluable in advising on the journey of this Impact Report.

Katherine, an IB graduate, leads UI/UX design at IBAd早期 as a featured contributor to the Operations, Design, Marketing, and Events Teams in the role of UI/UX Designer. Katherine is overseeing improvements to users' experiences with the IBAd早期 brand and services, and students' interactions with our digital community.

Augustine, Community Specialist at the International Baccalaureate, has been so generous in supporting our mission and helping us understand how meaningful communities can be. His student-focused approach has allowed members of IBAd早期 to share their experiences and feedback to the IB.
In 2021, IBlieve's articles and social media helped students in 180 countries across the globe, offering a positive network irregardless of geographical location. Check out the Top 10 countries on the map!

**TOP GLOBAL WEBSITE VIEWS**

In 2021, IBlieve's articles and social media helped students in 180 countries across the globe, offering a positive network irregardless of geographical location. Check out the Top 10 countries on the map!

- **CANADA**: 28,884 views
- **UNITED STATES**: 52,955 views
- **UNITED KINGDOM**: 9,708 views
- **SPAIN**: 9,075 views
- **MEXICO**: 3,779 views

**IBlive's Impact**

- **120+** Student Mentor/Tutor Partnerships
- **500+** Attendees at IBlieve events in 2021
- **800+** Community Slack Members

**TOP GLOBAL WEBSITE VIEWS**

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**100+** High School Ambassadors
12 CAS ACTIVITY IDEAS FOR STUDENTS AT HOME!

TOK PRESENTATION EXAMPLES FROM IBLIEVE GRADS

MATHS AA VS MATHS AI: DIFFERENCE EXPLAINED

BEST IB RESOURCES: TEXTBOOKS TO PAST PAPERS

TOP 4 MOST READ ARTICLES

250+ Total articles on the blog

5,000+ Followers on Instagram

11,000+ Views on YouTube

100,000+ All-time Website Visitors

350,000+ Website Views

100+ IB Graduate Volunteers

INDIA 38,037 views

INDONESIA 15,066 views

PHILIPPINES 16,623 views

SINGAPORE 15,356 views

AUSTRALIA 9,776 views
As the IBlieve Community continues to grow by the day, we are constantly striving to improve our operations and impact across the globe. In 2022 and beyond, the IBlieve Community is incredibly excited for our continued growth and geographical expansion, aiming to place a greater focus on supporting the development of IB students worldwide through improvements in accessibility, inclusivity, and leadership opportunities.

To increase accessibility, we will be hosting our first-ever Spanish Global Virtual Summit (GVS), hosted by Spanish-speaking students to better support those who take the IB in this language of instruction. We recognize that our community is composed of many students whose first language is not English, and how that may pose challenges to accessing valuable information. As a global organization that brings together students from multicultural backgrounds, we hope to make our resources, events, and various other IBlieve community benefits accessible in more languages to reflect our diverse community demographics in the future, starting with Spanish in 2022.

To ensure inclusivity of all timezones, we will also be working hard to offer the same event in at least two time zones to ensure students can access our workshops, panelists, and real-time support at a convenient time in their country.

To promote youth leadership, we are excited to announce that IBlieve’s 2022 journey will be led by recent IB graduates Maitha Qassim and Wangari Mbuthia. Currently our Podcast Lead and Outreach Lead respectively, Maitha and Wangari will be succeeding Katie and Imogen in the role of Executive Directors in 2022, who will continue as IBlieve Advisers by mentoring and sharing their experiences of running a remote global team. Furthermore, the IBlieve Team is constantly evolving and we are constantly on the lookout for rising talent and motivated students to join our team of high-achieving leaders — new position openings are regularly announced on the IBlieve Newsletter!

We are excited to welcome new members to our thriving community in 2022. IB students can engage with our online community, make the most of our resources, and apply to be an HSA. IB graduates can volunteer as mentors, tutors, or writers, to support students across the world. We invite everyone to support our mission by sharing our resources and joining our initiatives. We’d love to hear from you if you believe you can contribute to IBlieve in any way or would like to directly talk about our mission! We are specifically keen to talk to people in education and social impact spaces. To collaborate, partner, or facilitate an open discussion with us, please do get in touch at hello@iblieve.org. Thank you for going on this journey with us in 2020-2021, we will always believe in you!

"Created by IB students, for IB students. We believe everyone can succeed!"

Sincerely,
The IBlieve Team
Authors & Acknowledgements

We would like to thank everyone who took part in the creation of this Impact Report. Thank you to every IBlieve team that took the time to send us their information, meet with us to plan and design their section, and give us feedback when needed. A major thank you as well to the amazing community members and High School Ambassadors who supported the creation of this report just as much. We would also like to specifically thank Jonathan Ng and Kathlyn Archibald-Drew for their advice and guidance on writing this report and Yasmin Abdul Razak for laying the groundwork for its creation and originating the idea. Lastly, thank you for reading our first ever IBlieve Impact Report!

Chinmayee Channuri Impact Report Design & Color Palette
"Hi, I'm Chinmayee, and I'm a May 2022 student from India. As a designer, it was an absolute treat working alongside this team to present the successes of IBlieve aesthetically. Looking forward to what 2022 has in store for us, and hope you enjoyed this report!"

Millie Nguyen Impact Report Design & Color Palette
"Hi! I'm Millie and I'm a May 2023 student from Vietnam. It was enjoyable to work with everyone to brainstorm ideas and put together different elements. Please look forward to IBlieve’s upcoming projects and I hope you enjoyed reading this report!"

Monica Yi Jin Yang Impact Report Writing & Proof-Reading
"Hi! I'm Monica, I'm a May 2021 graduate from Spain. As a writer and editor, I have ensured that each word of this report reflects what IBlieve has achieved during its first year. I am honored to have collaborated with amazing colleagues to deliver this report to you!"

Yassin Ahmed Impact Report Writing & Design
"Hi! I'm Yassin, a May 2021 graduate from Egypt. The highlight of creating this report was truly getting to connect with and learn more about our community first-hand, and I am so happy to have met so many amazing people along the way while creating it."

Mia Aiyana Cardenas Impact Report Writing & Design
"Hi! My name is Mia, and I'm a May 2021 graduate from the Philippines. I'm honestly in awe of how much each team has grown over the past year and am so proud to be able to showcase everyone's successes through this Impact Report!"

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