A year like no other: from crisis emerges opportunity.

2020. What a year. Beyond the devastating loss of life and hardship for so many across the globe, the COVID-19 pandemic disrupted all aspects of our lives. Among the most widespread of these disruptions was the suspension and interruption of in-person schooling.

School buildings closed with little or no notice. Principals and teachers had no time to plan. Children still needed to learn, teachers were working hard to teach, and parents were thrust into the new roles of teacher, teacher’s aide, and principal.

We could not replace school, but we were able to step up and keep millions learning.

Khan Academy was able to step up to help meet the challenges of the moment. The pandemic put a spotlight on existing inequities in education. While every community suffered, under-resourced communities suffered disproportionately from the closing of in-person instruction and the lack of broadband and device access. This just reinforced that it’s critical to keep striving to achieve our mission of a free, world-class education for anyone, anywhere. We could not replace school, but we were able to step up and keep millions learning. How? With your support and help over the past 10+ years, we built an incredible platform that millions of learners were able to use to keep learning. Our trusted, effective, and widely used content and interactive practice software were ready for the scenario in which millions of people were forced to learn from a distance. Our platform scaled to meet the surge in demand. Students, teachers, and parents were able to use our tools for free to keep learning. We are grateful and proud to have played a role in filling the gap when schools suspended in-person instruction and had to pivot to remote learning with no time to prepare.

And yet we know there is so much more we need to do to make up for COVID-19’s repercussions on education and on children. Together we can continue to meet this new challenge.

What happened?

In January 2020, we began to see dramatic usage spikes in countries impacted by COVID early in the pandemic as schools started shutting down. In March, a similar pattern took hold in the US, as school closures cascaded across the nation. The surge in usage was unlike anything we had ever experienced: between March and May, learning doubled, then tripled year over year, and teacher
and student registrations grew 6x and parent registrations grew 20x. Between March and May, the number of students at schools in under-resourced communities using Khan Academy deeply and consistently more than doubled. (How do we define deep and consistent use? A student who uses our platform for 120 minutes or more per month. If you’re curious, see our further explanation below in our footnote.)

Teacher and student registrations grew 6x and parent registrations grew 20x.

How we responded

**Keep Learning Microsite**

Surges in usage started in January and February. As Sal likes to tell it, we looked left, we looked right, and then looked at each other and said, “maybe this is us.” We quickly assembled a cross-functional response team to create resources to help students, teachers, and parents transition to distance learning. This included the launch of a special resource page for parents, teachers, and districts. We translated these resources into Spanish (and 20+ languages) to meet the needs of families for whom English was not the primary language. We gathered all of these resources on a newly-created microsite: keeplearning.khanacademy.org.

**Get Ready for Grade Level**

When students miss school, they lose learning. Educators call this “unfinished learning.” This was, and still is, happening at an unprecedented rate. To mitigate unfinished learning, we built new Get Ready for Grade Level courses in Math to prepare students for on-grade level work. Teachers are able

### 2020 BY THE NUMBERS

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>New registrations in 2020 compared to 19M in 2019</td>
<td>27M</td>
</tr>
<tr>
<td>Monthly Khan Academy learners (8% YOY growth)</td>
<td>17.7M</td>
</tr>
<tr>
<td>Learners who spent at least 120 minutes (44% YOY growth)</td>
<td>1.8M</td>
</tr>
<tr>
<td>US teachers used Khan monthly (45% YOY growth)</td>
<td>95K</td>
</tr>
<tr>
<td>US teachers had 10+ students using Khan at least 120M per month (59% YOY growth)</td>
<td>36K</td>
</tr>
</tbody>
</table>
to assign students one of these courses, have them begin with a Course Challenge to calibrate student readiness for grade level, monitor their progress through the course, and encourage students as they move through the material at their own pace. Why is this important? Because it’s one way we can start to fill in that unfinished or missed learning. At peak usage in September 2020, these courses saw over half a million active learners per month. These courses were also translated into other languages including Spanish, Portuguese, and Czech to help learners across the globe.

Investing in our platform

Even before we knew the word COVID-19, we had begun an ambitious project to rebuild our software architecture. We code named this project Goliath and kicked it off in November of 2019. We would port our backend/server from a monolith written in Python 2 (close to 1M lines of code) to a services-based architecture in a new (for us) programming language, Go. We had our engineering hands full even before COVID-19 arrived. Our incredible team worked to keep the Goliath project on track while at the same time ensuring that our entire platform was available to the millions of new and existing users who came to us during 2020. Fortunately, our site was able to handle the dramatically increased activity from distance learning while our team was simultaneously building our new platform in the Go programming language in a new services architecture. We successfully completed the first phase of Goliath in August 2021, but that’s a story for our next annual report. :) 

Support for school districts

In the midst of this global health crisis with no time to prepare, districts across the country put in heroic efforts to keep their students and staff safe while developing short- and long-term plans to keep learning going. We expanded our district partner program from 10 districts to more than 200 districts and schools. Listening to the needs of educators, we provided customized support to districts as they navigated the complex challenges of transitioning to hybrid or fully distance learning. We brought on new partners midyear, who urgently needed a platform like ours to ensure students and teachers could keep learning online. We created a district preparedness report and toolkit, free and available to any district in the country (and the world) to help administrators navigate the transition between in-person and distance learning.

On the efficacy of Khan Academy

We’re deeply committed to understanding how we are making a difference for students. Rigorous studies take time, but they teach us what works—so even though we get impatient for the findings, they are always worth the wait. Who wants an engaging platform that doesn’t deliver results? Not us. We want to help students achieve the transformative life outcomes that a great education helps provide. We especially want to level the playing field for students who don’t have access to the private tutors or enrichment programs that too often drive inequality. In 2020, we shared with the world two important studies that helped us learn more about what works:

1. Our Official SAT Practice program helps students increase their learning and SAT scores.

How? We learned that using our practice program for six or more hours combined with one of three best practices resulted in an increase of 39 points on SAT scores. Those best practices are: leveling up skills, taking a full-length practice test, and following your personalized practice recommendations. That’s
all good news. Why is this important? Twenty states administer the SAT to some or all high school students for free, and some of these states use the SAT as an accountability measure. Additionally, SAT scores are still an important factor in the college admissions process. A higher score helps students gain access to more selective schools that have higher graduation rates, and a higher score may also enable students to qualify for merit-based scholarships. This is a game changer for students from under-resourced communities. We also learned that we need to do more. While the results held true across all demographic groups, we did learn that not all sub-groups of students engaged in a best practice. Now that we know this, we want to improve the program to guide students toward these best practices while still promoting student choice and agency. Without this study, we wouldn't have known. Like we said, the results are worth the wait.

For all you researchers, data scientists, data hobbyists, and data lovers, here is a summary of the findings with the special statistical details:

Khan Academy Kids, our early learning app, increases preliteracy skills among preschool-aged children from low-income families. In a randomized control trial led by a researcher from the University of Massachusetts Amherst, children who used Khan Academy Kids for 20 minutes per day over 10 weeks improved their scores on TOPEL (Test of Preschool Early Literacy) from 34th percentile to the 47th percentile (a .72 effect size). Any effect size of 0.2 or greater is considered large, and the size of the gains are as large as those found by expensive interventions, such as one-on-one sessions with a professional tutor.
We never could have foreseen what happened in 2020, as the COVID-19 pandemic upended life as we know it. Here at Khan Academy, we saw the first signs of the pandemic's impact on schooling in February 2020, when we heard from teachers in South Korea that they were using Khan Academy because schools had shut down across the entire country. By March, the virus had spread across the world, and the surge in usage on Khan Academy told the story of what was happening globally. During the spring of 2020, usage on Khan Academy was up 300% from the previous year, parent registrations were up 20x, and teacher registrations were up 6x. We had 12,800,000,000 learning minutes in 2020 (that's 12.8 billion minutes)!

As a nonprofit with a mission of providing a free world-class education for anyone, anywhere, we viewed it as our duty to support students, teachers, and parents to continue to learn. And over the last decade, we have built a solution that turned out to be uniquely suited for the needs of the pandemic and beyond.

I'm proud of what our team was able to do for learners during this difficult time.

None of this would have been possible without your support. You, our donors, also stepped up in this crisis to make sure students could continue to learn, and I am so grateful for your support.

As much as KA has done this year and has the potential to do in the next several, the real opportunity is to build an institution that can serve humanity for the next century and beyond. The impact of technology in society is only accelerating. This impact can be incredibly beneficial if leveraged well or harmful if not thought through. We also know that in order to leverage the benefits, human capital needs to keep up with this accelerating change. Khan Academy exists for exactly this reason: to harness the power of technology to accelerate human capital and, thus, the human condition on the scale of hundreds of millions of people—so that we can all have a better future.

Sal Khan, Founder and CEO
## Finances

### 2020 Revenue Source

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation and Individual Gifts</td>
<td>$52,671,074.00</td>
</tr>
<tr>
<td>Corporate Gifts</td>
<td>$6,799,746.00</td>
</tr>
<tr>
<td>Community Giving</td>
<td>$8,815,111.00</td>
</tr>
<tr>
<td>Earned Income</td>
<td>$12,382,021.00</td>
</tr>
<tr>
<td>Other Income</td>
<td>$1,578,008.00</td>
</tr>
</tbody>
</table>

### 2020 Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program</td>
<td>$52,364,734</td>
</tr>
<tr>
<td>General and Administrative, including Fundraising</td>
<td>$6,986,233</td>
</tr>
</tbody>
</table>

See 2020 Form 990 [↗](#)

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### A note from Ann —

I’ve been a supporter of Khan Academy for more than 10 years because I believe Khan Academy is making an impact on the lives of millions of people through education. I never imagined we’d be in a situation like 2020, when millions of students would need to rely on Khan Academy to keep learning due to mass school building closures. Khan Academy stepped up when schools had to close all over the world without warning, and the powerful testimonials from students, teachers, and parents have revealed the important role Khan Academy played. Despite the disruption, fear, and uncertainty that COVID-19 brought, teachers, parents, educators, and children worked together to keep learning. I’m so proud that Khan Academy was able to help them. The work of making up for unfinished learning is just beginning; I hope you will join me in continuing to support Khan Academy’s mission.

[Signature]

Ann Doerr, Board Chair
Benita’s passion for teaching and learning has led to 11 years in the education field. A graduate of Wesleyan College, American Public University, and Liberty University, she likes to make Mathematics fun, engaging, meaningful, and relevant to the real world. Serving as an educator, Department Head, co-leader, teacher-leader, mentor-teacher, and STEM professional, Benita is passionate about helping students and other educators build upon their desires and curiosity to become innovators and transformational agents of change.

Teacher spotlight: Benita Blackwell

We’re excited to spotlight Benita Blackwell, a mother, educator, and life coach who teaches 6th grade math in the Bibb County School District in Macon Georgia.

I love using Khan Academy because it is a platform we all need in and outside the classroom.

KA: What is your favorite story or teaching moment about using Khan Academy?

Benita: I would say my favorite moment teaching with Khan Academy is when my students develop their capstone projects yearly. They are tasked with creating a mathematician website, which houses all units covered in Mathematics for the year for students the following year. Throughout their site, students used Khan videos to help others engage, explore, and evaluate the lesson. One of my students came to me as a 6th grader and fell in love with this project, and she continued it throughout middle school. Before each grade level, unit, and concept, she included Khan Academy videos that explored the mathematical concepts and clarified misconceptions. This became her independent study project, and she submitted it as her Technology Project, winning 1st place. As she continues to update monthly, she has included Khan SAT/ACT student materials, computer science, medicine, finance, and so much more. She has even included a help button where students can ask her questions, and she will send them the appropriate Khan video to help assist them. As she built her own personalized learning resources, she also helps others with their personalized learning.

KA: What results have you seen?

Benita: Using Khan Academy’s tools, I have seen great progress monitoring and self-awareness within my students. Using an external assessment focused on growth as a starting point, students use this information with Khan Academy to identify gaps in their understanding and personalize their learning. This helps them focus on the material that is right for them and that ultimately drives growth in their learning. This not only prepares students for the state test, but it also improves their grade-level
readiness, and it prepares them for what they will encounter in Mathematics the following year. Students get excited to see their scale score increase.

I love using Khan Academy because it is a platform we all need in and outside the classroom. Khan Academy helped us to transition to a virtual classroom at a smooth and steady pace because it has been around for years. As a one-stop-shop platform, it houses all resources students need to complete their own progress monitoring and data talks. During peer tutoring, my students use their data to improve upon their weaknesses by seeking assistance from their peers and finding the appropriate videos to help increase their understanding of the standard. To see students conquer their own learning loss and accelerate their learning makes an educator proud. Students are building confidence within themselves by buying into and taking ownership of their learning and setting goals.

“I am a resident physician in New York. We’ve been working long hard days with COVID patients. I’m writing to say thank you. I used your early materials to get through my undergraduate and medical education. My 2 1/2 year-old daughter has been home due to school closures, and I haven’t had a chance to see her much in the last few weeks. I came home today, and she said, “Let’s sing the Khan Academy song” in regards to a song that has helped her learn to count. Your educational programs carried me through my education and are now teaching my young daughter. Thank you.”

—— John Sammis
MD, PARENT, APRIL 2020
## Recap of 2020 Key Metrics (as of Dec. 30, 2020)

<table>
<thead>
<tr>
<th>Metric</th>
<th>2019</th>
<th>2020</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total registrations</strong></td>
<td>19.4M new</td>
<td>27.3M new</td>
<td>+41%</td>
</tr>
<tr>
<td>(EOY 2020 total: 118M)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Learner registrations</strong></td>
<td>18M new</td>
<td>24.4M new</td>
<td>+36%</td>
</tr>
<tr>
<td>(EOY 2020 total: 108M)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Teacher registrations</strong></td>
<td>700k new</td>
<td>1.3M new</td>
<td>+82%</td>
</tr>
<tr>
<td>(EOY 2020 total: 4.8M)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Parent registrations</strong></td>
<td>700k new</td>
<td>1.7M new</td>
<td>+143%</td>
</tr>
<tr>
<td>(EOY 2020 total: 5.5M)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total learning time</strong></td>
<td>8.7B new</td>
<td>12.4M new</td>
<td>+42%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>U.S.</strong></td>
<td>6.1B new</td>
<td>8.5M new</td>
<td>+39%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Rest of world</strong></td>
<td>2.6B new</td>
<td>3.9M new</td>
<td>+49%</td>
</tr>
</tbody>
</table>

"I am in my 14th year teaching high school math. I started using Khan Academy as a study technique with my students who were having trouble in various classes. This year, however, Khan Academy saved me from countless hours of work when we shifted to distance learning amid the COVID-19 crisis. I've been doing all of my assignments with my ESE high school students on Khan Academy! Their English teacher got wind of what I was doing, and she started using Khan Academy for her assignments, as well . . . So, from me and my students, thank you for this website and all the work you put into it to make it easier on teachers like me during this difficult time in our world's history! My students have also commented that they had fun earning points and badges, and even students with As are doing the extra credit assignments I put in for this last week of school because 'it's fun!'"

— Katherine Croakman  
TEACHER, MAY 2020
Thank you to our many supporters.

Khan Academy exists only because of your vision and your generosity.

$1,000,000 and above
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Ann and John Doerr
AT&T
Bank of America
Bill and Melinda Gates Foundation
Carlos Rodriguez-Pastor
Dalio Philanthropies
Eion Musk Foundation
Fundação Lemann
Google.org
Imaginable Futures
Jack Dorsey
Janine and Jeff Yass
Jaquelin Hume Foundation
Novartis Pharma AG
Overdeck Family Foundation
Silicon Valley Community Foundation
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Tim and Caroline Reynolds
Valhalla Charitable Foundation

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Kung Guerra Foundation
Susan McCaw
Tobias Lutke and Fiona McKeen

$100,000 to $249,000
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$1,000,000-
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Hamin Abdullah
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Adel Al Qodmani
Jason and Karen Albers
Talal Aldakheel
Sarah Alfadl
Mohamed Ghaireed Alhosani
Shak Sher Ali
John and Sheila Allen
Rebecca Allen
Sanjay Altekar
Shravan Alugati
Lisa Alumkal
Rohit Ambekar
Brett Anderson
Nicholas Andrade
Alan Antonuk
Vijayaraghavan Aoparsundaram
Gary Aradian
Malte Arango Garcia-Urtiaga
Ajm Al Arastu
Marcella K. Arline
Mandeep Arora
Aditya Arora
Catherine and Michael Artman
Sudhanshu Arya
Mark Aspland
Hesham Atta
Kevin Aussen
Maryann Avazian
Steven Ayers and Julia Ye Shen
Andrew Bachmann
Meredith Badgy
Ace Bailey
Connie Bainbridge
Gina and Duff Baldwin
Vivek and Vasant Balfiga
Cyrus Balsara
Dmitry Balyasny
Zack Banegas
Mindly and Marvin Banks
Nichil and Prakhar Bansal
Robert Barbarin
Zeharla Barrett
Bert and Patricia Barrington
Christian Bartels
Michele Bassett
Daniel Baulig
James Beaver
Rob Beaver
David Becker
Jennifer and Charles Beeler
Jay and Sharina Belani
Laure Bello
Smya Bengio
A\,l Al and Jan Bennett
Samuel Benzaquen
Howard Berg
Alec Berg
Dave and Mary Bernauer
Eric Bernum
Jean-Francois Bessin
W. Earle and Nicole K. Betts
Nicholas Tyler Beveridge
Sunit Bhalla
Om Bhatt
Neil Bhanani
Swapan Bhuvanagiri
William and Nicole Bien
Susan Billian
Yasser Binbisher
Eric and Cara Bingham
Taras and Maria Zhumkowsky
Joan Bodenlos
Bill Bogstad and Lenore Cowen
Katie and Brian Boland
Michael and Katherine Booth
Jon Borchardt
Nima Boreh
Christien Boskin
Sooki and Jack Bostelman
Emile Boua
Ron Bouganin
Dick and Sandy Boyce
William and Elaine Boyer
Keith and Mae Boyle
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Bobby Brennan
Jeffrey Brennan
Dante Briones
Samuel Britton
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Gerald Casilli
Abby Caulkins
John Caulkins
Susan Cavagnero
Frank Cerisano
Kranti Ch
Debraj Chakrabarti
James chambers
Christopher Chan
David Chan
Riz Chand
Joan Chandler

$100,000-

$25,000-$49,999
Alexandra and Chris Britt
Eliza Brown
John and Eileen Donahoe
Curtis Feeny
Laura and Daniel Gold
Joel Holsinger
Hamid and Christina Moghadam
Stasas Obremyskey and Daniel Carroll
Amy Rao and Harry Plant
Robert and Marsha Reid
Peter-Pike and Megan Sloan
Henry Crown and Company
MacArthur Foundation
DavcoWest
Michael and Lori Milken Family Foundation
Centerbridge Foundation
The Alexion Charitable Foundation
Thomas Family Foundation

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Alexandra and Chris Britt
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David and Sandra Erickson
Dick and Loretta Heiser
James and Sarah Manyika
John and Meredith Pasquesi
Diana Walsh and Kent Walker
Aall Foundation
Corbett Family Charitable Foundation
Hettesing Foundation
Oracle

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Diane Greene
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Grosvenor Holdings, LLC
Heinz Family Foundation
Nike, Inc.
Qatalyst Partners
The Eucalyptus Foundation
The McCance Foundation

In-kind Support
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Covington & Burling LLP
Fastly
Google AdWords
IDEO, LP
Two Sigma Investments, LP
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Jean and Walt Kitionis Charitable Foundation
General Catalyst
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Hans Thurnauer Charitable Lead Trust
The Zephyr Fund
Tower Research LLC
Red Oak Foundation
Chizen Family Foundation
Carol and Stephen Latimer Charitable Fund
Susanne Germain
Advance Magazine Publishers Inc.
The Newman Family Fund
Kusik Family Foundation
Bokan Family
Petty Hefte Family Foundation
The Per and Astrid Heidenreich Family Foundation
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The DeBow Family Charitable Fund
Shetty

1. We do not collect demographic information from users of Khan Academy, but we have demographic proxies for roughly half of students who use Khan Academy for more than 120 minutes per month based on teachers who choose to enter the name of their school. From the school name, we use publicly available data from the National Center for Education Statistics to determine the percent of students who qualify for free or reduced-price lunch.

2. Full summary of findings: khan.co/OSPTechReport2020