

Khan Academy

2021-2022 Annual Report

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Together We Are Building a Better Future

Education transforms lives. We believe it and we're thankful that you do too. Your support has sustained us not just by helping us pay the bills(!), but also by giving us the energy to keep forging ahead. You are our heroes. You kept millions of kids learning during the biggest disruption in education of our lifetime. The magnitude of the pandemic's impact on education is becoming clearer each day. It's also clear the impact isn't evenly distributed. The pandemic amplified existing inequalities in education, making the playing field even more unfair for many students.

The ongoing disruptions to education meant children didn't have the opportunity to learn or master critical concepts and skills. Educators call this unfinished learning.

If we don't take action now, this unfinished learning will have lifelong consequences—everything from reduced high school and college graduation rates to increases in incarceration. Researchers predict this unfinished learning will cost American children \$900 billion in lost income over the coming decades.¹ Worldwide, this estimate soars to a staggering \$21 trillion.² The true impact on these children's quality of life feels incalculable.

Our children deserve better. Together, we can—and are working to change this trajectory. Your support is absolutely vital to securing a brighter future for all of us.

¹ Harvard & Darmouth study

² Education Finance Watch 2022

Here are just a few of the accomplishments you have made possible in the school year 2021-2022:

- * Large, peer-reviewed research conducted during the 2020-2021 school year found that children using Khan Academy actually made more progress than predicted using pre-pandemic expectations for the rate of learning.
- * We reached nearly 7 billion minutes of learning.
- * In a year when students are experiencing devastating unfinished learning, 1.5 million learners are spending 18+ hours on Khan Academy, which is the level that research suggests prevents unfinished learning and accelerates learning above pre-pandemic expectations.
- * Focused on reaching students from historically underresourced communities, our Districts Partnerships program in the U.S. grew 3.5X from the 2019-2020 pilot school year to reach 830,000 children in more than 430 communities.

- * We added 47 science courses in the last two school years (20-21 SY and 21-22 SY)—that's nearly half of all the science courses completed in the decade-plus history of Khan Academy.
- * We launched a pilot with Howard University and the National Education Equity Lab to enable students in low-income Title 1 high schools to use Khan Academy and receive Howard University credits for college-level algebra.
- * We launched six new language sites in 2021—Greek, Kazakh, Kyrgyz, Latvian, Lithuanian, and Vietnamese.

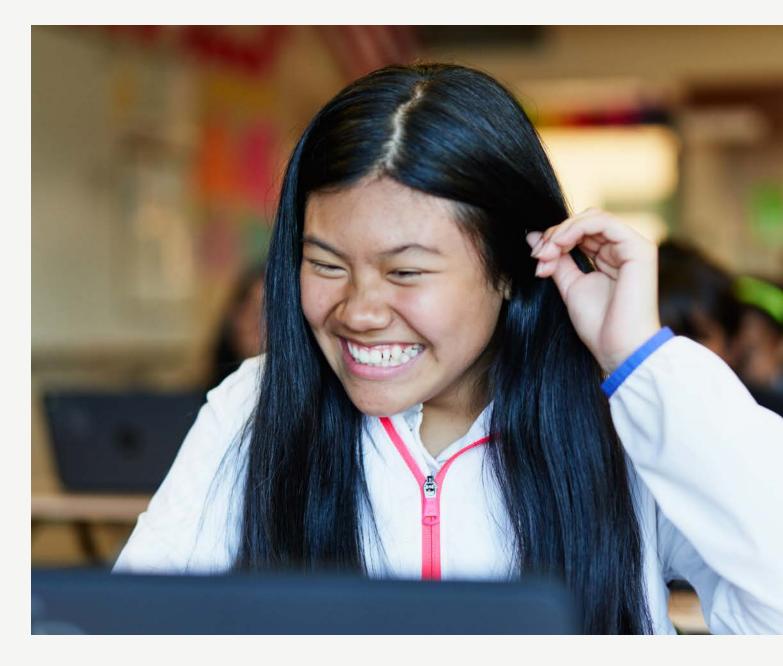
There is more work to do. We are fired up for the challenge. Your support gives us the fuel we need to keep going. We hope this report inspires both pride in what you have already accomplished and an urgent resolve to do more.



Khan Academy's Mastery Learning Platform Works.

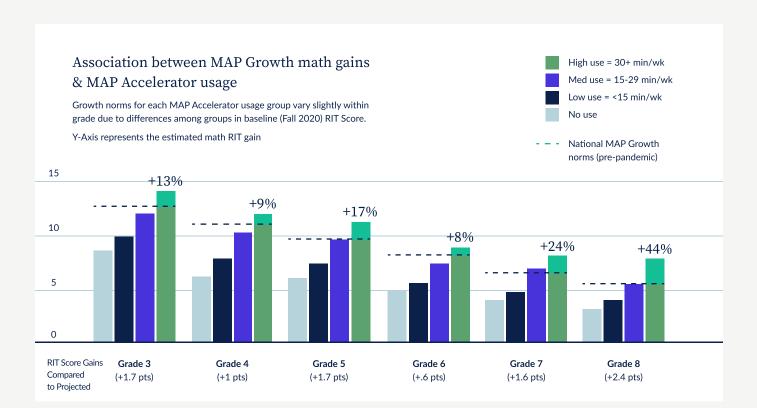
Khan Academy's proven learning platform offers free high-quality, standards-aligned supplemental learning resources—instructional videos, practice questions, quizzes, and articles—that cover preschool through early college academic subjects with a focus on math and science.





Our platform is designed to facilitate mastery learning.

This allows a student to work on a concept at their own pace and fill in any previous learning gaps until they have fully mastered that concept and are ready to progress to the next topic. This is particularly important in math and science, where concepts build on each other from year to year. At the same time, learners are able to also focus on practicing material at their grade level and, if they are ready, they can move ahead to more challenging work. A growing body of research shows Khan Academy significantly accelerates learning in as little as 30 minutes per week over the course of a year. The most recent study was conducted during a pandemic school year and found that students who used Khan Academy at the recommended dosage during a pandemic school year **not only DID NOT experience unfinished learning in math, but they also exceeded pre-pandemic growth rates.**



This large, peer-reviewed study of Khan Academy usage by 180K students in 3-8th grade measured student performance on a nationally normed assessment (MAP Growth) during the pandemic-impacted 2020-2021 school year. The results showed that students who used Khan Academy at the recommended dosage of 30+ min per week exceeded pre-pandemic growth projections by an average of 19% (or 9% to 44% depending on grade). Read the research brief. Let's pause here. These results give us enormous encouragement and, yes, confidence. In the midst of the first full school year dealing with all of the most acute disruptions to schooling, we saw significant increases in math learning. **You helped make this possible.**





And there is still more work to do and challenges to conquer.

The challenge of this study was that only 5% of the students, in the study group, reached the recommended usage. Another 14% of students who used Khan Academy for 15 to 29 minutes matched expected growth norms instead of experiencing the unfinished learning we saw impacting students across the country. Together, nearly 20% of students are keeping the pandemic learning loss at bay. The recommended usage level doesn't require a massive change in the school week.

So we think it is possible to dramatically increase the number of students reaching this threshold of usage. Achieving this will significantly increase math learning in our partner districts and in the classrooms of our grassroots teachers and students across the country.

"I teach a class that is designed for those who struggle in school."

Shaylyn L. 8th Grade Algebra Teacher, Idaho

These kids want to learn and grow. They are resilient, resourceful, and have big dreams. They also have big challenges. My students struggle academically and have behavioral issues, including run-ins with the legal system.

My co-teacher, Luella, and I have been struggling to make any meaningful progress in class this school year. One day we decided to introduce them to mastery education on Khan Academy. I thought it might backfire on me and turn into utter chaos.

I went over the different standards and what skills were expected as part of each standard. Then I asked the class to choose the standard that interested them the most. I helped them navigate Khan and choose their standards. We looked at how they can use videos and practice, articles and quizzes to help them learn and grow. We spent eight days exclusively working on these standards.

Not only did it not backfire, but they flourished. One of my students with severe behavioral issues took the lead for his group and helped two other students understand the concepts. He dove deeper and further into his own knowledge pursuit so that he could better help others in his group.

Now when we cover a new concept in class, the students know to seek out supplemental resources on Khan Academy and have internalized that they can master anything.

Even as someone who loves mastery learning, I was shocked at the educational opportunities provided by showing them how to navigate Khan Academy and giving them a choice in what they are learning.



2021-22

School Year Accomplishments

Everything Khan Academy does is in service to learning. Increasing the number of children using Khan Academy and increasing the number of students who reach the recommended dosage is our central focus. We are working toward that goal across four different pillars of work.

Your support made a difference in each of these four areas in the last school year.

Reach

Serve learners across the U.S. and international geographies with an emphasis on learners in underserved communities.

Content

Deliver high-quality content in core areas: preK-2 literacy and math, grades 3-14 math and science, and financial literacy. Maintain and build content in seed areas: Civics and English Language Arts.

³Engagement

Empower students to learn using a mastery learning approach by providing an efficacious user experience and supporting teachers to drive deep learning.

Credentialing

Enable students to receive credit for their learning in a manner that offers transferability and provides access to future opportunities.





¹Reach

Serve learners across the U.S. and international geographies with an emphasis on learners in underserved communities.

Enabling Everyone to Keep Learning

In the last three pandemic-impacted school years, we have added 62 million registrations and delivered 28 billion total learning minutes.

During the 2021-22 school year (21-22 SY) alone, we had nearly 15 million new users register. These new users brought our total number of registered users to 140 million. We also saw nearly 7 billion minutes of learning time in the 21-22 SY.

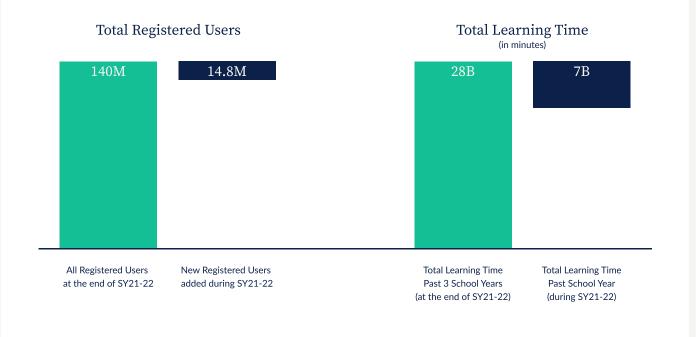
Not included in the figures below are the 6.9 million downloads of Khan Academy Kids and a total of 1.7 billion in-app learning minutes during the last school year. ~15 Million

New registered users in the 21-22 SY. (approx.)

7 Billion

Approximate number of minutes of learning time in the 21-22 SY.

KHAN ACADEMY USAGE STATS SUMMARY, LAST THREE SCHOOL YEARS



OUTSIDE THE U.S.

Internationally, we had 50 million learners using our platform for nearly 2.5 billion minutes of learning time this past school year.

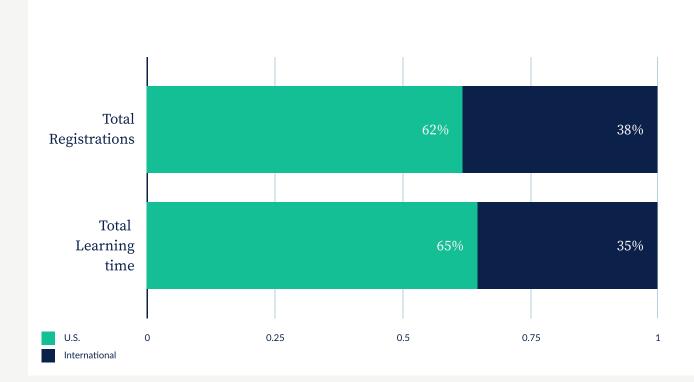
Our international sites average about 5.5 million learners each month. Much of this reach is possible as a result of the hard work of our global network of 60 advocate teams³ who are leading efforts to localize, translate, and promote our content to teachers and students worldwide.

Khan Academy is currently available in 50+ languages. We launched six new language sites in 2021–Greek, Kazakh, Kyrgyz, Latvian, Lithuanian, and Vietnamese.

³ Language Advocates help localize Khan Academy content in their language and align it with local curricula, as well as lead local marketing, outreach, and fundraising efforts. <u>https://www.khanacademy.org/contribute/credits</u> Languages launched in 2021:

Greek Kazakh Kyrgyz Latvian Lithuanian Vietnamese

TOTAL REGISTRATIONS AND TOTAL LEARNING TIME, SY21-22



DEEP USAGE ASSOCIATED WITH SIGNIFICANT LEARNING GAINS

In addition to the large overall-reach numbers coming from users located in 190+ countries all over the world, we track learners who are using Khan Academy at the recommended level. We have two metrics for this:

Monthly Very Active Learner (MVAL)

A learner who has spent at least two hours (30+ minutes a week) per month on our platform. We report these as the monthly average of people reaching that metric over the course of the school year.

Yearly Very Active Learner (YVAL)

A learner who has spent at least 18+ hours per school year on our platform (30+ minutes of usage a week). We report these as the total number of unique learners who reach this threshold in a year.

Both metrics are tied to the 30+ minutes of usage a week associated with significant learning gains.⁴ YVAL, a new metric we have recently started tracking, represents a higher threshold of sustained usage, which is ultimately the level of learning we'd like to see throughout a school year.

During the 21-22 SY, we averaged more than 1.3 million MVALs a month from users all around the world. More than 1.5 million learners reached the YVAL threshold globally.

Considering the devastating impact of the pandemic on K-12 learning, this is HUGE. While millions of children were experiencing unfinished learning, more than 1.5 million learners worldwide reached the level of usage that effectively means they were able to accelerate their learning above pre-pandemic expectations and experience no learning loss.

⁴ 2022 MAP Accelerator and 2018 LBUSD study

KHAN ACADEMY DEEP USAGE METRICS BY GEOGRAPHY, 2021-2022 SCHOOL YEAR

Metrics	U.S.	International	Total
Yearly Very Active Learner (YVAL) 18+ hours/30 min+ per week on Khan Academy per school year	1,213,000	369,000	1,582,000
Avg. Monthly Very Active Learners (MVAL) 120min+ per month	1,032,000	309,000	1,341,000



²Content

Deliver high-quality content in core areas: preK-2 literacy and math, grades 3-14 math and science, and financial literacy. Maintain and build content in seed areas: Civics and English Language Arts.

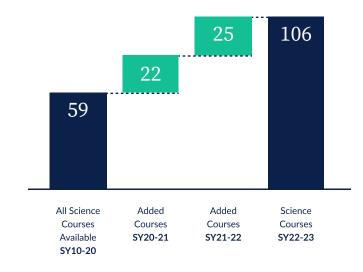
A Big Bet on Science Starts to Pay Off

Two years ago, generous philanthropic support enabled Khan Academy's historic commitment to build the best, most comprehensive supplemental science resource.

We set a goal of bringing our science content to parity with our math offerings. The first significant step was to provide full coverage of all middle and high school science courses and align these courses with the rigorous Next Generation Science Standards (NGSS). We launched our first middle school science courses in Spring 2022: Middle School (MS) Physics, MS Biology, and MS Earth and Space Science.

This is in addition to a set of five high school science courses launched in the summer of 2021. This new content is notable because we increased the diversity of our content creation team both on-screen (doing the voiceover for the videos) and behind the scenes (developing the content for videos, articles, and exercises). Our science content is widely used by nearly 40 million users worldwide who spent more than 663 million total learning minutes over the past school year.

With your support, we added a total of 47 science courses in the last two school years (SY20-21 & SY 21-22), nearly half of all science courses completed in the decade-plus history Khan Academy. With your support: 47 new Khan Academy science courses were added in the last 2 years.



TOTAL KHAN ACADEMY SCIENCE COURSES PER YEAR



³Engagement

Empower students to learn using a mastery learning approach by providing an efficacious user experience and supporting teachers to drive deep learning.

Supporting the Kids Who Need It the Most

GRASSROOTS TEACHERS IN THE U.S.

Khan Academy has successfully created extensive grassroots adoption by independent learners, teachers, and parents around the world.

In total, we have 127 million registered learners, 7.2 million registered parents, and 5.8 million registered teachers (242,000 of these are new teacher registrations during 21-22 SY).

Across Khan Academy and Khan Academy Kids, more than 1.2 million children in the United States are achieving the YVAL threshold that is associated with learning gains. Nearly 70% of this deep learning is driven by mostly grassroots teachers, who use Khan Academy on their own initiative to accelerate student learning in their classrooms.

We know that most learning happens at school and that's why we developed a free set of teacher tools that can be used in any classroom. Educators face lots of demands and have limited time, so it has always required an active effort on our part to spread the word about our resources. In light of the disruptions caused by the pandemic and the consequent unfinished learning crisis, we are committed to providing teachers with effective and easy-touse resources. Our onboarding for grassroots teachers includes ondemand training and a comprehensive resource center called Khan for Educators, which is designed to help teachers get started faster and make the most of Khan Academy's tools and resources.

We provide ongoing outreach and support to our grassroots teachers in a variety of ways, including cultivating online teacher communities to share best practices and providing fun engaging ways teachers can drive learning. Our Khan Academy Teacher Ambassadors, a network of teachers who are experts at applying Khan Academy in a classroom setting, serve as a trusted source of information for newer teachers.



We actively engage these ambassadors with our onboarding series, training, and peer-to-peer support. For the 2021-2022 school year, the ambassador cohort had 920 teachers from all 50 states. Flfty-six percent teach in a low-income Title I school, and 19% identify as Black, Indigenous, or a person of color.

Our teachers are very important to us, and we value their input. As a response to our teachers' requests, we have made Learnstorm, our flagship seasonal learning/ engagement challenge, into a full-fledged product feature. Since the start of the 2022 back-to-school season, Learnstorm is now available year-round and globally for the first time.

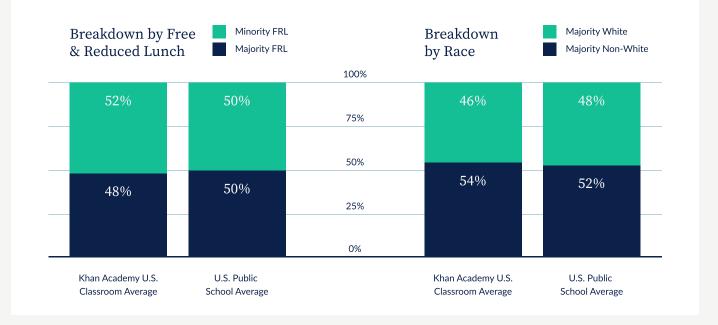
Our grassroots student users⁵ mirror the U.S. public school population. The bar charts below show that the population of Monthly Very Active Learners (MVAL) in classrooms of grassroots teachers is similar to the Free and Reduced Lunch eligibility (being eligible for FRL is used as a proxy for income) and race distribution in U.S. public schools.



⁵ MVALs are learners who spend at least two hours (30+ min a week) per month, a usage level associated with significant learning gains.

6 MVALs represent a subset of all MVALs because many teachers do not opt in to select their school name.

DEMOGRAPHIC DATA OF KHAN ACADEMY GRASSROOTS USAGE (MVALs)⁶ IN THE US, SY21-22



DISTRICT PARTNERSHIPS IN THE U.S.

Khan Academy Districts Partnerships program was developed to make it easier and more efficient to implement Khan Academy across entire school districts, so we could help as many children as possible reach their potential. Layered on top of the Khan Academy platform, our Districts Partnerships program is designed to systematically support administrators and teachers in addressing the challenge of unfinished learning and drive greater-than-expected student learning.

Our Districts Partnerships program has grown 3.5X since its pilot in the 2019-2020 school year. Your support and the district's own investments brought Khan Academy resources to more than 833 thousand students in 430 communities during the 2021-2022 school year.

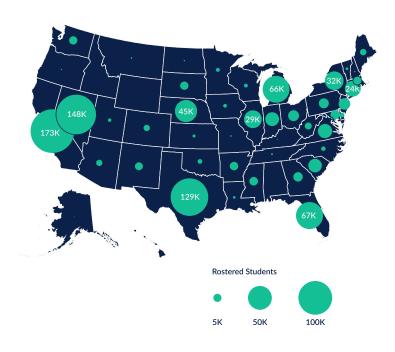
The map on the right shows the number of licensed students for the 2021-22 school year of District Partnerships across 46 states.

Growing the number of licensed students is the first step in our goal of accelerating learning. We are laser-focused on getting these students to the recommended dosage of 30+ minutes of usage a week associated with significant learning gains.⁷

See the table below for the deep usage growth as measured by YVALs and MVALs in our Districts Partnerships program in the last school year.

7 2022 MAP Accelerator and 2018 LBUSD study

NUMBER OF LICENSED STUDENTS ACROSS 48 STATES



KHAN ACADEMY DISTRICTS PARTNERSHIPS DEEP USAGE METRICS

Metrics	SY20-21 Actuals	SY21-22 Actuals	Actual YoY (%)
Yearly Very Active Learner (YVAL) 18+ hours/30 min+ per week on Khan Academy per school year	57,000	75,000	32%
Avg. Monthly Very Active Learners (MVAL) 120min+ per month/30min+ per week	47,000	67,000	43%

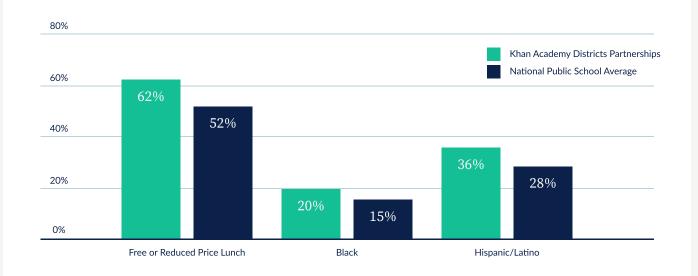
INCREASING EDUCATIONAL EQUITY

To ensure we are bringing Khan Academy resources to students who traditionally face barriers to educational opportunities, our District Partnerships are aimed toward districts with high percentages of Hispanic/Latino or Black students or students who are eligible to receive Free or Reduced-Price Lunch (FRL), a designation used as a proxy for students impacted by poverty.

Our SY 21-22 Districts Partnerships serve a significantly higher percentage of students of color and/or students impacted by poverty compared to the U.S. public school average.

10%	Higher than the national public school average for students with FRL.
05%	Higher than the national public school average for Black students.
08%	Higher than the national public school average for Hispanic/Latino students.





WORKING WITH SCHOOL DISTRICTS OUTSIDE THE U.S.

Globally, 1.6 billion children were affected by school closures. The longest school closures were in Latin America and South Asia and lasted for more than 75 weeks. On average globally, students are eight months behind where they would have been prior to the pandemic, but the impact varies widely.⁸

According to McKinsey & Company, Latin America and South Asia have the largest learning delays as a result of the pandemic, with students more than a year behind. That's more than double the amount of learning delay compared to students' experiences in other regions.

Khan Academy's international efforts have included setting up in-country teams to work directly with local public school systems. In addition to enabling massive scale, working through public school systems is costeffective and efficiently increases reach to underserved communities. We have set up teams in India, Brazil, and Peru. These local teams help raise awareness, translate and localize content, create new content in local languages, align content to national and local public school curriculum so it's easier for teachers to use our content in their classrooms, train teachers and leadership on how to use Khan Academy in their classrooms, and measure the efficacy of our learning approach.

Through your support, we continued to expand and deepen our international district partnerships during the last school year.

In Peru and Brazil, we reached more than 3,000 teachers and 200,000 students through our school partnerships.

To further facilitate deeper usage of Khan Academy in classrooms, we developed a lot of local content, including the launch of 11 new Base Nacional Comum Curricular (BNCC)-aligned high school math and science courses in Brazil and launched five newly aligned high school science courses in Peru. Teachers are the cornerstone of the education system and student learning outcomes. It is important to train teachers and provide ongoing support to facilitate deep classroom usage and learning. During school closures in 2021, we launched Beca Maestro in Peru, a 10-week program to train more than 2.5 thousand teachers nationwide and provide support and resources to use Khan Academy with 1 million students in their remote classes. In Brazil, we launched Khan Academy Experts, an online professional development program for Brazilian teachers to help scale our classroom support and increase student activation and engagement. This program was very successful; four months after the end of the program, MVAL retention continued to trend higher.

Most of our district partnerships are with public schools, but we also have partnerships with a private school network called Innova schools, in Peru.

In India, through our partnership with the Punjab government, Khan Academy implementation was scaled up to 6,400 public schools, which covered more than 1 million underserved children and more than 10,000 teachers.

We also partnered with Kasturba Gandhi Balika Vidyalayas (UP-KGBV), a network of schools that targets underserved girls from poor rural communities in Uttar Pradesh (India), one of the poorest states in India.

⁸ "How COVID-19 caused a global learning crisis?" April 2022, Mckinsey & Company

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⁽⁺Credentialing

Enable students to receive credit for their learning in a manner that offers transferability and provides access to future opportunities.

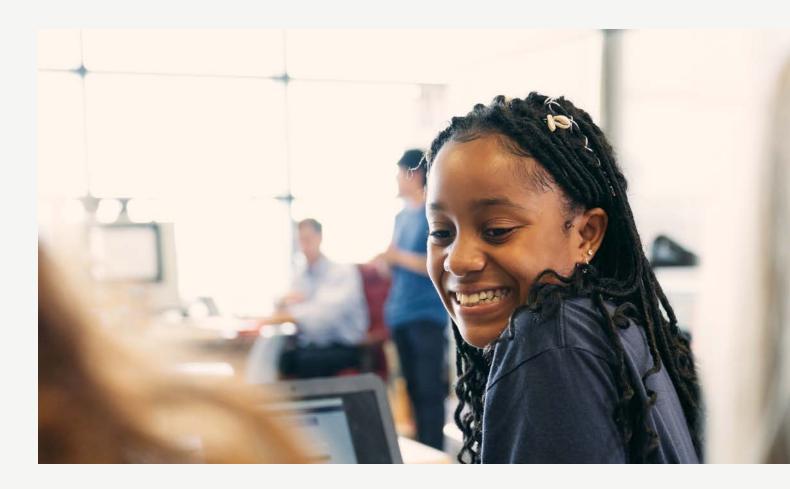
Khan Academy Used to Unlock College Credit

Algebra is a major barrier to college acceptance and completion, especially for historically under-resourced students.

Khan Academy partnered with Howard University and the National Education Equity Lab to launch a pilot that would enable students in low-income Title 1 high schools to use Khan Academy to receive Howard University credits for college-level algebra.

The first-year results were promising with 92% (73 students) completing the course requirements, and 82% (60 students) receiving course credit from Howard University.

As a result of this pilot, these students will not only bypass remedial math, but they will also start with college credit and the math skills they need to enter college-level math. This year we have doubled the number of students to 242 in 11 Title 1 schools nationwide. Title 1 schools enroll and educate a majority of students who are eligible for free and reduced-priced lunch.



THERE IS NO TIME TO LOSE

Setting Our Ambitious Five-Year Goal

This past school year was the third school year disrupted by the pandemic. We clearly see the devastating impact the pandemic had on our children's education. With this in mind, we've set our ambitions high for the next 5 years.



With your support and guidance, Khan Academy has responded with a five-year goal to reach 10% of American K-12 students—5 million students and accelerate their learning by 50% more than expected annually in math and science.

In combining our massive grassroots adoption and our focused Districts Partnerships program, we are poised to dramatically accelerate learning for 5 million children across the U.S. so they can reach their full potential. We need your support to help us increase the number of people using Khan Academy and get them to use Khan Academy at the recommended level.

Metrics	Actual # US Students SY21-22	US Goal SY27-28	Growth
Yearly Very Active Learner (YVAL) 18+ hours/30 min+ per week on Khan Academy per school year	1.2 million	5 million	Almost 500%

Thank you to our wonderful supporters.

Khan Academy only exists because of the generosity of our amazing supporters. We can't adequately express our heartfelt gratitude for your support this last year.

\$1,000,000 and above

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\$500,000 to \$999,999

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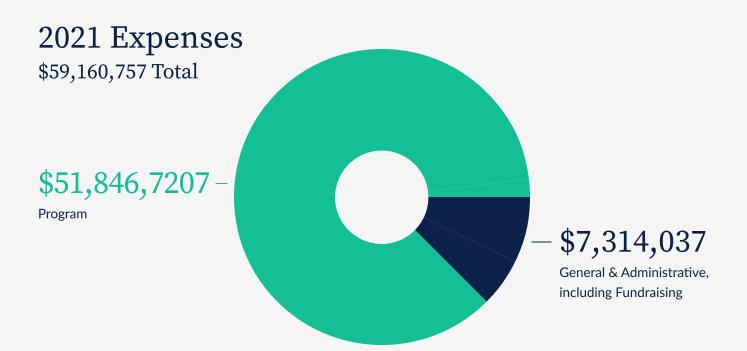
2021

Financial Summary



In keeping with our educational focus, Khan Academy's work is based around the United States school year. The metrics and accomplishments in the annual report reflect the work from July 1, 2021 to June 30, 2022. This financial report covers Khan Academy's fiscal year which is January 1, 2021, to December 31, 2021.

2021 Revenue Source \$59,269,094 Total \$24,621,738 Foundation & Individual Gifts \$8,067,450 Community Giving \$16,292,455* Corporate Gifts "reludes in-kind corporate donations



Financial Summary

A Beacon of Hope; A Force for Change

Khan Academy has become a beacon of hope and learning for millions around the world. But that beacon doesn't burn on its own. It is only possible because of the support and generosity of individuals like you.

It's hard to overstate the impact your contribution makes. Your continued partnership not only keeps the platform's resources free for everyone, but it also fuels a force for change. Together we are transforming the current trajectory from one full of the tragic impacts of unfinished learning to one where millions of children fulfill their potential.





Khan Academy 2021-22 Annual Report