It's simple: Resource-constrained parents care about choosing the right school for their kids.

Families Empowered serves 90,000+ families in Austin, Houston, and San Antonio.

- 89% are families of color
- 81% have a household income of <$50,000
- 94% rated strong academics as a primary concern while searching for schools
- 29% of parents applied to schools up to 30 miles from their home

Even selective parents aren't maximizing their kids' chances of attending a school of choice.

- 40% of parents felt that they had few or no good school options for their kids
- 76% of parents who complete an application to a magnet or charter school only apply to one school

Families Empowered provides the tools & support that families need to access more of their options and choose a school that works for their kids.

- 54% of families applied to A & B rated schools from lower-rated schools through Families Empowered's common application
- 67% of parents said that they got most or all of their knowledge about school options from Families Empowered
- 58% said that Families Empowered gave them information about schools they would not otherwise have discovered

Sources: Families Empowered Baseline Survey, 2019 (N=1,097) & Apply Houston Year 2 Applicant Data, 2019 (N=9,926) Analysis by Mary Abbe Barnes, Graduate Researcher at University of Texas.