

GLOW CODING

SCALING CS EDUCATION FOR UNDERSERVED STUDENTS



[OVERVIEW]

Glow Coding is a collaboration started in 2021 between **Seeds of Light**, a private 501(c)3 foundation focused on equitable STEM education and **CodeCombat**, the developer of game-based learning platforms teaching coding and computer science to over 20 million students.



SEEDS OF LIGHT

CODE COMBAT

Sparked from an initial investment from Seeds of Light, the Glow Coding program has already demonstrated success in providing **equitable CS education access for hundreds of underserved youth** around the world.

Nearly 300 students per week across 13 Glow Academy sites take part in Glow Coding. It is **100% free for students**, with funding partners investing less than \$10 per educational hour provided. **That's 1/8th the cost most families pay for comparable education.**

[ACADEMIES]

A Glow Academy is a multi-year, **100% free** youth coding “boot camp-in-a-box” model that empowers local partner nonprofits to **launch after-school youth coding clubs in communities underrepresented in tech.**

Each Academy is powered by CodeCombat's award-winning Ozaria game-based curriculum. With this approach, **we build sustainable ongoing education programs** serving communities that otherwise would not have access to high-quality CS education.



IMPACT

Efficient, measurable results for equitable CS education

IMPACT OVERVIEW

With over **13 Glow program sites** active in 9 US States and 4 International locations, Glow Academies reach **271 students** with at least 2 hours of high-quality Computer Science education each week.

2022-2023 GLOW ACADEMY LOCATIONS:

Los Angeles, CA // Denver, CO // Omaha, NE // Chicago, IL // Indianapolis, IN // Detroit, MI // New Jersey // Wash., DC // Miami, FL // Bali, Indonesia // Rio de Janeiro, Brazil // Yamasa, Dom. Republic // Toronto, CA



METRICS

We track several key metrics across all sites, including student attendance and educational hours as well as educational quality and behavior change data. In 2023 we will reach **over 600 students per week** with partners providing **over 54K annual hours** of CS education.

IMPACT GROWTH 2021-2022 (2023 Proj.)

Year	Academies	Total Students per Week	Total Ed. Hours per Week	Total Ed. Hours per Year
2021	3	73	165	6,600
2022	13	271	609	24,360
2023	21	609	1,370	54,800

On a scale of 1 to 5, rate your enthusiasm for continuing the CS curriculum. (Avg. student response)

4.14
out of 5

How likely are you to take CS courses later on in school? (% Increase from Month 1 to 3 of Glow Coding)

15%
increase

REAL WORLD RESULTS



Ryan (pictured far left) was one of the very first participants in the Glow Coding program with UmRio. Through his experience playing CodeCombat he developed a true passion for programming and even began to support UmRio Digital Education Programme Leader as a youth leader. In this role he has motivated dozens of young people from the community, who are traditionally alienated from classroom settings, to engage in the program every Saturday morning. In 2023, Ryan will join UmRio's preparatory course for university entrance exams where he will seek to develop his passion for programming at University.

INVEST IN COMPUTER SCIENCE IMPACT

Join this dynamic team of partners to make CS education accessible to all:



Financial &
Promotional
Support



Curriculum &
Content
Provider



Peripheral &
Prizing Sponsor



Strategic
Growth Partner

For an investment of \$50,000, Costco and Glow Coding can work together to provide over 5,000 hours of CS education to underserved youth

[WHY PARTNER WITH US]

Build sustainable and cost effective education solutions globally, regionally and locally that align with your foundation's mission of promoting digital inclusion and opportunities for underserved communities

You can guide how your contribution is used, with the ability to identify and specifically support new Glow Academy sites you choose.

Recognition through shared communication levers across all partners including PR, email, event, online and at our bi-annual coding competition.



[OUR ASK]

Join us. We continue to receive applications for new academy sites from nonprofits across the US and the world. With further investment from strategic partners such as Costco, we can empower existing Glow Academies and scale our impact to reach new students in 2023 and beyond.

Funding: Help us scale the Glow Academies program to new domestic or international locations. Funding is managed by Seeds of Light, a registered 501c3 nonprofit foundation. Funding can also be supplied directly to the location site if desired.

Marketing Amplification: Help us tell the story of this amazing program with additional press opportunities, social media exposure, and marketing support.