SKOOL

the coding journey

"I LOVED THE WHOLE PROGRAM AND I DIDN'T WANT MY PARENTS TO COME FOR ME. THAT'S HOW GOOD IT WAS."

IT ALL STARTED IN 2014.

Szilvi Koleszár

CO-FOUNDER/ CEO

Skool has become a synonym for innovative and inspirational technology training for young girls over the past nine years.

Embracing the digital economy's potential that change the relationship between humans and technology, we are now extending our activities beyond coding: we reinterpret the learning process and strive to pass on the code of the future to the young generations.

TRUE TO OUR INQUISITIVE MIND-SET AND ACHIEVEMENTS, WE WISH TO CONTINUE THE PIONEERING STORY UNIQUE IN HUNGARY.

The story began nine years ago to show the exciting world of technology to as many girls as possible. We have had more than 15000+ participants in our programs since 2014; furthermore, in our Skool for a good project, we have been educating and delivering the tech companies' atmosphere to kids from children's homes in 10-week-long free courses.

We like to write compelling storylines but give the leading roles to youngsters, parents, mentors, trainers, and supporting partners.
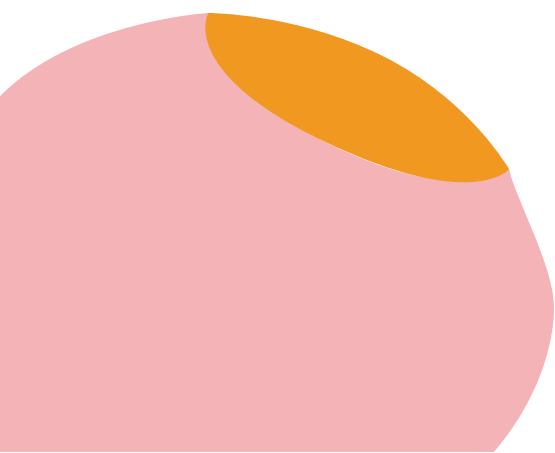
From the professional perspective, we redefine the learning process and teachers' role. We develop and provide learning content not available in the school system, involve parents, and include our supporters' most relevant topics.

From the emotional view, we give space to experience-based learning and the joy of shared and creative discovery. Our technology focus is playful, lovable, memorable - and fundamentally free. We invite all our partners to a futuristic journey.

THE SKOOL PROGRAM IS

- Design learning and algorithmic thinking focused.
- Success-, story- and experience-based workshop
- Developing problem-solving and thinking skills
- Building real-life relationships between participants
- Focus on children at risk
- And so much fun!

WHY IS IT RIGHT TO WORK WITH SKOOL?

- Collaboration with our pioneering story that is unique in Hungary
- Through us, you can reach hundreds of children.
- Strengthen your employer brand and CSR
- Show your employees that your company is giving back
- Offer professional development opportunities for skilled volunteers
- Contribute and support creating free-of-charge training and curriculum for teachers

ACTIVITIES

Boost interest, broaden knowledge

AI, Machine learning, robotics - Online and offline workshops for girls

Be the host of our most famous and beloved Saturday workshops. Meet and introduce your company to 5-15 curious and talented girls and their parents. Build your brand together with us.

Mobile app programming courses

On weekends or during school breaks, we run one-day-long mini-camps where kids can code their first mobile app.

YouTube channel courses

We launched a video series on YouTube in Hungarian that teaches Python and JavaScript basics for free. When creating the materials, the goal was to put safe, exciting, easy-to-understand content in parents' hands.

Skool TV

We will discuss various tech / IT topics and present them to experts and children. (fintech, data visualization, big data, AR-VR, AI-MI, Cyber sec, Deep learning, Machine learning, etc.)
The channel's purpose is to present the tech world in an understandable, enjoyable way. The content we create is primarily for children and non-professional parents, aiming to reduce industry stereotypes and improve understanding of the profession.

Recruitment and engagement

STEMsisters Scholarship Program

A 3-month-long scholarship program with 1:1 mentoring for girls to support them in high school in choosing a career, entering the university, and choosing a specialization field.

STEMsisters Extra - recruitment differently

Display internships and junior positions in Skool's closed Viber group, in which only Skoolees (girls who had previously attended a Skool program) are members. We aim to create a fast, instant interface where you can communicate with the youngest players in the job market differently from the usual communication channels. As an authentic information source for children, Skool takes on mediator roles between you and the girls.

THE VERY FIRST 9 YEARS

The first 9 years' achievements in numbers

- 15.000+ participants - many of them participated in multiple Skool workshops
- a range of disadvantaged groups like refugee children, girls, atypical children, etc.
- 200 000+ minutes of intensive programming - Scratch, AppInventor, Processing, LEGO Mindstorms, HTML, CSS, GDL, Python, Minecraft,
- 40+ cooperating partners help our programs come to life. Many companies and 2 universities from them are committed for the long term towards Skool programs
- 20+ successful tenders
- 30+ exciting venues
- 651 volunteers are helping our programs
- 10.000+ pancakes eaten

Social sensitization

- 1000+ media appearances
- Skool's advertising value is more than 250 million Ft
- 70+ TV and radio interviews
- 90+ presentations in conferences, round table discussions, and tech events
- 80 videos about our programs
- 9900 Facebook followers
- 850+ Instagram followers
- 900+ LinkedIn followers
- 5000 subscribers to the newsletter
- 20.000+ followers completed the Python YouTube course (launched in January 2021)
- 4000 followers completed the JavaScript YouTube course (launched in March 2021)

SKOOL IN NUMBERS

Revenues
- Corporate incomes
- Amounts received by services sold
- 1%
- Amounts received from grants

Expenditures
- Program organization and communication
- Cost of materials, tools
- Giving scholarships to children and teachers

- Our goal is stability and sustainability: we are opening new opportunities for the younger generation in the long run through technological knowledge transfer.
- We strive to develop lasting, mutually beneficial, and successful cooperation with our supporters and partners.
- Our results are public: anyone can access our annual reports.
- It is essential to always act as an independent organization; our sponsors come from successful companies.
- Our operations are transparent, and our finances are public.

The form of cooperation is foundation donation, which decreases the corporation tax base. Our foundation sends a certificate every year about the amount received.

We trust that our offer will please you, and we will soon inspire and educate girls and boys in technology across the country.

"I think it is extremely important for online spaces to be as diverse as the real environment of everyday life. In this respect, I also consider it particularly important that, for example the approaches and perspectives represented by the "feminine" strengths and competencies meet the logic of coding and the online toolbars."

Gabriella Liptay, Marketing and Communications
Director, KMPG Hungary

WHY IS IT IMPORTANT TO ENCOURAGE GIRLS?

8% IS THE RATIO OF WOMEN WORKING IN IT. AS A RESULTS FEMALE POINT OF VIEW IS LESS PREVALENT IN TECH DEVELOPMENTS

SOURCE: STACKOVERFLOW RESEARCH 2017.

15% THE RATIO OF FEMALE STUDENTS ENROLLED IN IT EDUCATION

25.000 UNFILLED IT POSITIONS CURRENTLY IN HUNGARY. ENGAGING WOMEN IN THE SECTOR WOULD INCREASE THE COMPETITIVENESS OF THE COUNTRY
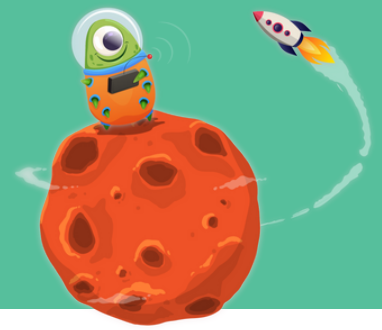
SOURCE: ITM, SOLYMÁR KÁROLY BALÁZS, 2020.

WHY?
- strong gender stereotypes
- cultural barriers
- lack of education in programming
- lack of encouragement and self-confidence

WHILE
- Girls at the age of 15 outshine boys in all STEM subjects (based on PISA results)

- Companies paying attention to diversity have a 15% better chance to exceed their rivals that do not concentrate on female involvement
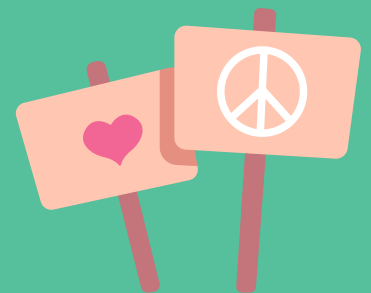
SPECTRY

SPECTRY.ORG IS A FREE-OF-CHARGE CODING PLATFORM WHERE WE USE GAMIFIED LEARNING TO INTRODUCE CHILDREN LIVING WITH AUTISM TO THE EXCITING PROGRAMMING WORLD IN A SAFE AND SIMPLE ENVIRONMENT.

SPECTRY WAS MADE IN 2021 BY SKOOL AND SUPPORTED BY LEGO.
TARGET MARKET: 8-12-YEAR-OLD CHILDREN LIVING WITH AUTISM

Skool has been aware of the problem since 2014. Many children coming to their programs were visibly withdrawn, unlike the average, but well-organized. Parents told them that the child's development was atypical, but this was not indicated at enrollment because they are usually rejected or have negative experiences during class. However, these children are interested in programming because the coding framework, repetitive processes, and cycles are easy to interpret. Many other platforms are on the market, but not for atypical development children.

Autistic people sometimes have solid skills, including pattern recognition and great attention to detail, that can make coding tasks ideal. A lack of autism-friendly training and support can be a big hurdle.

PEACE BUILDERS

Playful development and trauma healing for 9,000 Ukrainian refugee children living in Hungary, who will build a more peaceful future.

Initiated by Skool, 5 NGOs organised free programmes for Ukrainian school-age children living in the country. They aim to help them process and forget the traumas they have experienced by spending time with them during these programmes. The Skool team were in partnership with the NGOs Egy sima egy fordított, Momentán Társaság, Amigos a gyerekekért and AdniJóga.

PARTNERS IN 2022

We love dreaming.

The only thing we love more is when our dreams come true. As a foundation, we fund our operations mainly from external sources.
So, with our supportive partners, we dream and work together.

In addition to financial support, we cooperate with our partners on a professional level, too. We allow our cooperating partners' staff to participate in our programs and contribute professionally to program development. This is how they experience the feeling of educating young people personally. We organize our workshops in our supporters' offices, so girls and their families can directly get to know the work of our partners and, with the broader audience, will gain insight as a result of our communication activities.

Thank you for believing in our mission!

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Other supporters

Barion / Fingers / PwC / Rotera / WebMa

VOLUNTEERING

Why is it good to volunteer at Skool?

By volunteering in our programs, you are at the forefront of helping and supporting Hungarian IT education while inspiring and encouraging children to choose engineering or software developer studies and start a career in these fields.

What do you get back by volunteering?

An endless amount of smiles and enthusiasm, and -with your expertise- you will positively impact that may change the participants' future.
Besides, our volunteers learn a methodology of experience-based pedagogy by which they can reach thousands of children.

"There is a girl I taught how to create flappy birds in processing 4 years ago, and now she is studying at ELTE. Such things make me feel good. "Ferenc, Skool, volunteer

"I love the selfless energy, and the enormous love mentors have for children and their education. Being with you is motivating in so many aspects :)."
Anna, Skool volunteer

"I have always felt that sharing knowledge and motivating others should be my profession, but it has never happened in this form. With the very sympathetic mission and elaborated methodology of your projects, Skool and KódKlub (and their accompanying programs), we/I have achieved much more than I had ever dreamed of! :) I believe we are doing good, and in this form, I have become complete with you in a way I had never thought before! I like to spend time with you and work with you because I can meet great people who think about our world in the same way as I do, and we are trying to do something together that can add more to everyday life. Everyone is very kind, we help each other, and we work together to reach success :) "Gábor, Skool volunteer.

Technology in Education Foundation
www.skool.org.hu
hello@skool.org.hu
2030 Érd, Kövező utca 26.
Tax ID: 18621790-1-13
Bank Account Number: ERSTE Bank: 11600006-00000000-81197714