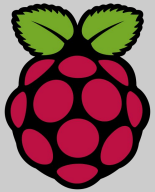
Raspberry Pi Foundation

Putting the power of digital making into the hands of people all over the world

Strategy 2016 - 2018



Introduction

This is the strategy for the Raspberry Pi Foundation for 2016-2018.

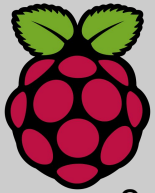
It explains our mission, what we stand for, and our goals. Like all good strategies, it is a work in progress and we will keep it under review as we learn from experience.

This strategy is the product of a lot of conversations with our trustees, staff, partners and other stakeholders, including members of the Raspberry Pi community.

We are a young charity and we've learnt a lot in our first few years. We have a better understanding of the challenges we're trying to address and we're clearer about how we can use our capabilities and expertise to make a difference.

We're part of a movement of organisations and individuals that share a common goal of empowering people to shape their world through digital technologies. We've thought hard about where we can add most value to that movement and how we can be a great partner to others.

We hope that this strategy resonates and we look forward to working with you to put the power of digital making into the hands of people all over the world.



Our story

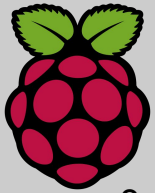
Raspberry Pi Foundation was established in 2008 as a UK-based charity with the purpose “to further the advancement of education of adults and children, particularly in the field of computers, computer science and related subjects”.

Through our trading subsidiary, (Raspberry Pi Trading Limited), we invent and sell low-cost, high-performance computers that people use to learn, to solve problems, and have fun. Between launching our first product in February 2012 and our fourth birthday in February 2016, we sold over eight million Raspberry Pi computers and helped to establish a global community of digital makers and educators.

In October 2015 the Foundation merged with Code Club, a network of volunteer-led after-school coding clubs for 9-11 year olds.

In November 2015 we launched the world’s first $5 computer, the Raspberry Pi Zero.

We use profits generated from our commercial activities to pursue our educational goals; we also receive funding and in-kind support from generous partners and donors that share our mission.



Our perspective on the challenge

Over the past ten years there has been a growing concern, in the UK and internationally, about the failure of education systems to prepare young people for a world that is increasingly shaped by digital technologies.

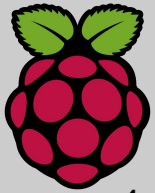
The catalyst for the invention of the Raspberry Pi computer was a drop in the number of applications for Cambridge University's Computer Science undergraduate degree in the early 2000's. This was a symptom of a much broader challenge.

For decades, schools have taught how to use computer programs, but not how to make them. At the same time, there has been a shift towards digital technologies that encourage consumption rather than creation. Whether in school or at home, we have become consumers not makers.

The result is that, while all of our lives are increasingly mediated through digital technologies, most of us don't understand how computers work or how to make things with computers.

This has profound economic and social consequences. Skills shortages in key industries, missed opportunities to solve social problems and innovate, widening inequality gaps, and too many people who are ill-equipped to take full advantage of, much less shape, the world in which they live.

The opportunities are equally profound and we can't wait to see what is achieved by the next generation of digital makers.



Our mission

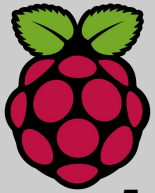
Our mission is to put the power of digital making into the hands of people all over the world.

We think this is essential so that people are:

- Capable of understanding and shaping an increasingly digital world
- Able to solve the problems that matter to them, both as makers and entrepreneurs
- Equipped for the jobs of the future

We pursue our mission through three main activities:

- We provide low-cost, high performance computers that people use to learn, solve problems and have fun
- We make computing and digital making more relevant and accessible to more people through outreach and educational programmes
- We help people to learn about computing and how to make things with computers through resources and training



What we stand for

Hands-on
We believe the best way to learn computing is through doing something practical: make an LED blink, create a website or computer game, build a robot, and much more. We call that digital making, and we think everyone should have the opportunity to do it.

Accessible to all
We don’t think everyone should be a programmer, but we do think everyone should have the chance to discover that they could be. That’s why we make Raspberry Pi computers as affordable as possible, why we are advocates of open-source software, and why our educational programmes focus on people who don’t otherwise have opportunities to get involved in digital making.

Cross-disciplinary
We are passionate about computing because we think it is foundational knowledge. Whether you’re a geographer, a biologist, an engineer, or an artist, being able to program computers is an increasingly important skill. In a world that is shaped by digital technologies, we believe that everyone should understand how computers work.

Community-led
We are part of a global community of digital makers and educators who share our mission and who inspire our work. Raspberry Pi has always been a community effort and we want to support that community to grow.

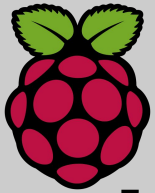
What we do

We provide low-cost, high-performance computers that people use to learn, solve problems and have fun

Through our wholly-owned trading subsidiary, we invent and license the production and distribution of Raspberry Pi computers and peripheral devices. We work hard to make all of our products as affordable as possible and we support an ecosystem of other devices that connect to our own.

We invest in open-source software for education and provide a suite of free software for the Raspberry Pi computer, which is updated regularly in response to feedback from our community of makers and educators. We work with partners to make educational software as widely available as possible, including on other platforms.

We support educators and social entrepreneurs around the world who are using Raspberry Pi computers for learning and problem solving.



What we do

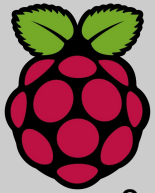
We make computing and digital making relevant and accessible to more people through outreach and educational programmes

We work with partners to develop cross-curricular, educational programmes and competitions that get young people and adults engaged in digital making.

A big part of this is using contexts like music, science, space, nature, and the arts to involve people who otherwise might not think that computing was relevant to them.

We support networks of volunteer-led Code Clubs, Raspberry Jams, and other events that provide opportunities for people of all ages to get involved in digital making.

We do outreach to engage people who would not otherwise be exposed to opportunities to get involved in digital making.



What we do

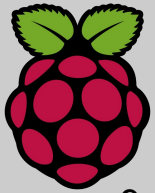
We help people learn about computing and how to make things with computers through resources and training

We provide learning resources and projects that help people learn about computing and digital making, from beginners to advanced users. All of our resources are designed to be used in both informal and formal educational settings: we know that learning happens outside as well as inside the classroom.

We create pathways through those resources to help people learn computing concepts through digital making. Where relevant, we want people to receive accreditation for their learning.

We train teachers, educators and others who can inspire and guide other people to learn about computing and digital making.

We help create and sustain communities that share learning and support.



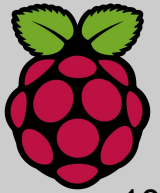
How we work

Global in ambition
We are a UK-based charity that wants to make a difference on a global scale. We want to create partnerships with organisations around the world that share our mission, and, wherever possible, to make our educational programmes and resources available and relevant in other countries.

Part of a movement
We are part of a movement of organisations and individuals that share a common goal of empowering people to shape their world through digital technologies. We want to help that movement to grow, and we will be generous in using our capacities to support other people's work.

Rigorous about our impact
Too many educational initiatives fail to invest in knowing whether they are really making the difference they claim. We will set ourselves high standards in both the use and generation of evidence, and we will report on our impact and on what we have learnt.

Device and platform neutral
Our educational programmes are designed to use the best available hardware and software to fulfil our mission. We love Raspberry Pi computers, but we don't think they are the only answer to the challenge of getting more people involved in computing and digital making.



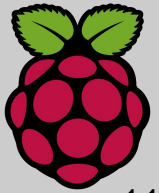
What we don’t do

We have thought hard about how we can best achieve our mission and we want to be clear about the things that we won’t do.

- We are not a grant-giving foundation. That means we won’t run open calls for grant proposals, consider unsolicited proposals, or otherwise give grants, unless this is part of our educational programmes.

- We work hard to make sure that our products are as low-cost as possible for everyone, all of the time. We won’t give away Raspberry Pi computers for free or sell them at a discount, unless this is part of a structured programme that includes training, learning resources and support.

- We won’t sponsor events or other programmes, including providing prizes or other incentives, unless they are part of our proactive and planned programme of outreach and engagement.



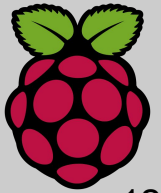
Get involved

We are part of a movement which aims to empower people to shape their world through digital technologies. If you're reading this strategy, then the chances are that you're part of that movement too. Here are some of the ways that you can get involved.

Share
We're constantly inspired by what we see from the community. Whatever your level of skill, you will make a huge contribution by sharing what you are learning with others. Write a blog, share your code on GitHub, post a video of your project, or attend a community event. If you're making a learning resource, publish it using an open license.

Support
Wherever you can, support other members of the movement. A share or like on social media can mean a lot. If you can, provide advice and encouragement on forums or at events. Help improve someone else's code, and if you see someone struggling with a problem that you've already solved, share your learning.

Volunteer
From Code Clubs to Raspberry Jams, there are lots of opportunities for you to make a big difference with just a small amount of your time. Check out what's already happening in your area and offer to help. If nothing's happening already, there's lots of support available for you to get something started.



Get in touch

www.raspberrypi.org

@Raspberry_Pi

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