Connected Camps
2020 Annual Report
Message From Our Founders

2020 was an extraordinary year for Connected Camps and the world, and a fitting one for offering our first ever annual report.

Our team stepped up with a rapid response to the pandemic and childrens’ dire need for fun, safe, and social spaces for learning. We expanded the hours of our free Kid Club Minecraft server, continued esports coaching in over 100 schools, hired and trained 69 new college counselors, and expanded our online summer camp enrollments 1000%. We also doubled down on our commitments to equity and racial justice by hiring our most diverse cohort of counselors ever, the majority of whom identify with a group historically underrepresented in tech.

We are so proud of our administrative team and our counselors who stepped up to meet the moment and serve over 20,000 children who found themselves suddenly stuck at home. Our programs and servers became a lifeline to social and emotional support, learning, and play during the darkest months of the pandemic. In this Annual Report, we share the details and the numbers of this tremendous year of growth and learning for our organization.

— Mimi Ito & Katie Salen
Our mission is to build a global online community where young people build, code, play, and learn from one another.

We believe all young people deserve to have experiences of “connected learning” where they are pursuing an interest and learning with mentors and peers who are fellow enthusiasts.

Networked gaming and creation platforms offer new opportunities for connected learning. We broaden access by tapping the power of diverse young tech experts, our college counselors, who design programs, teach and inspire with the technology of the times.

Our Values

Committed to Excellent Play
We approach our work with professionalism and play in mind. We strive to be the best at what we do - all while having fun in the process.

Always Human
Community is important here. We always act with empathy and think of the person behind the screen.

Generous Collaborators
No one person or team is more valuable than others. Instead, we work together to set each other up for success and help one another without judgment.

Models and Mentors
Our team leads by example and keeps it kid-friendly. We set the bar for how to work responsibly with young people.

Lifelong Learners
Feedback moves us forward. Our goal is to do better today than yesterday. We build, test, iterate, and repeat.

Advocates for Belonging
We aim to create an environment of safety, support, and inclusion for all community members, from teammates to learners.
2020 in Review

A Year of Growth

College Counselors Hired

>1500% increase in earned revenue from 2019 to 2020

>1000% increase in campers served

High School Esports Team Coached

+69 new recruited counselors

DOUBLED our administrative staff
Campers Enrolled

- **16,655** enrollments in our camps, clubs, and courses
- **2,014** camps and courses offered
- **21,156** session hours played

**2017 – 2019**

- **1,400**

**2020**

- **16,665**

majority of learners were **AGED 8 - 13**

Kid Club

- **1,648 PLAYERS** logged into Kid Club, our Free Minecraft server for kids aged 8 -13
- **33,228 HOURS PLAYED** or 3 years, 289 days, 12 h 18m 36s

Parent Perspective

- **Vadja**: Minecraft may have been the medium, but coding and creativity were what was taught. My son was consistently excited and enthusiastic about what he learned in class. In fact, the hour after every class was usually spent with him explaining to me what he did in great detail.

- **Katie**: Great experience! The coach was very encouraging and supportive and gave kids a lot of suggestions that would work in Fortnite and in life as well, like goal setting and strategy.
Our People

Recruitment
Our recruitment efforts focus heavily on reaching historically underrepresented groups in the gaming and tech industries.

Training
Our internal training program invests in providing over four weeks of paid training to ensure all team members are set up for success, regardless of varying levels of prior experience.

Management
Our management team is dedicated to a human-centered leadership approach founded on empathy.

Morgan Buyse (she/her), 21 yrs old
LEAD DEVELOPER
“In the past year, I’ve been a part of incredibly exciting projects. By far, my favorite moments are from our Kid Club, where I’m able to interact with kiddos, model digital citizenship, and inspire the next generation ofminecrafters.”

Sebastian Carbajal (he/him), 20 yrs old
LEAD DEVELOPER
“Coming from an extremely underprivileged background, I understand how crucial and advantageous these classes are to not only helping kids expand their knowledge, but also providing them with these skills at an early age, through a format that is both fun and intellectually challenging.”

Carter Wilken (they/them), 22 yrs old
LEAD DEVELOPER, II
“Connected Camps has given me the incredible opportunity to apply my education in helping our kids learn and form friendships across the world, even in the middle of the pandemic.”

Counselor Spotlights

Demographics

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<th>ASIAN</th>
<th>BLACK</th>
<th>LATINX</th>
<th>WHITE</th>
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<td>56%</td>
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<td>2020</td>
<td>36%</td>
<td>26%</td>
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ASIAN BLACK LATINX WHITE
Operations Team Highlights

Jake Lui  PROGRAM MEDIA ASSISTANT
(he/him)

“Connected Camps has always been a special organization, achieving a very important mission in unique and clever ways. It’s provided me invaluable experience with leadership, designing curricula, teaching kids and learning from them.”

Alexis Albertie  COUNSELOR MANAGER
(she/her)

“I had just finished my fifth year teaching high school math when I saw the opportunity to be a counselor manager with CC. I loved that it was not a traditional education model, but provided the space to explore learner interests while pushing young educators to become leaders in and out of the classroom.”

Matthew Kreutter  PRODUCT MANAGER
(he/him)

“The biggest goal I have for my work is for it to benefit the “young people” we serve - campers, volunteers, and counselors - in whatever stage of life they are.”

Diego De La Peza  PEOPLE DIRECTOR
(he/him)

“We are demonstrating that paying young adults fair wages, allowing flexible scheduling, providing meaningful work opportunities, and treating team members with respect and compassion are all possible.”
Special Thanks

Juan Rubio & Luis Gonzalez
The Seattle Public Library

Jin Ha Lee & Jason Yip
Information School at University of Washington

NASEF
North American Scholastic Esports Federation

Raffael “Dr. B” Boccamazzo
Take This

Constance Steinkuehler & Craig Anderson
Connected Learning Lab

Connected Camps thanks
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and
Samueli Foundation

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