

# GROWING THE IMPACT OF MOUSE

"MOUSE Squad has been a life changing experience for many of our students. They feel good about their role with technology, which builds their confidence and makes them more successful in school as well as in the future."

— Kristy De La Cruz, Principal, IS 528, New York



## ABOUT MOUSE

MOUSE empowers underserved youth to learn, lead and create with technology, preparing them with skills essential for their academic and career success.

The MOUSE Squad program trains students to become digital media and technology experts in their schools, improving the use of technology to enhance learning, while also building confidence and developing skills for 21st century innovation. MOUSE connects students around shared interests as a national network of youth technology leaders.

With evidence of success, demand from other communities and a strong financial position, MOUSE has launched its *Empowering Youth Leaders Campaign* to identify strategic partners that will invest in growing our impact to significantly more underserved youth across the country.

## WHY INVEST IN MOUSE?

**Youth Impact:** Students report as a result of MOUSE, 96% are improving teambuilding, leadership, problem solving and communications skills, 87% are more motivated to pursue STEM careers, and 83% are more likely to attend college.

**Proven Leadership:** 15 years of experience leveraging youth interest in media and technology to deliver high impact youth development programming.

**Financial Position:** 41% increase in Revenue, 27% of Revenue from Earned Income, and 10% growth in Net Assets, MOUSE has a strong financial position for growth and sustainability.

**MOUSE Network:** A community of more than 4,200 students and 650 educators, MOUSE has a powerful national network of technology leaders supporting our growth.

## CAPITAL INVESTMENT TO SUPPORT GROWTH (\$2M\*)

Technology Infrastructure \$185K

National Staffing \$350K

Outreach and Marketing \$385K

Evaluation \$500K

Online Content Development \$580K

\* over 3 years

Founded in New York City	MOUSE Squad Launched in New York City	MOUSE Partners with Chicago Public Schools	MOUSE Partners with Aspiranet to Launch MOUSE Squad of California	4,000+ MOUSE Squad Members in 400+ Sites Across the Country
1997	2000	2004	2006	2012

National Network of 7,000+ Youth Technology Leaders

Program Development

Testing Program Growth Models

Supporting and Evaluating Program Growth Models

Capital Investments to Fuel Growth

