

STEM CRAFT

MINECRAFT GAMING
+
STEM FAIR

MINE! CRAFT! EXPLORE!

Help raise funds for Hi-Tech Tools for Philly Schools & PCCY

Saturday, October 6, 2018

**A CHANCE FOR YOUR COMPANY
TO MAKE A DIFFERENCE FOR KIDS**



public
citizens for
children + youth

WHO IS PCCY?

Public Citizens for Children and Youth (PCCY) persuades citizens, lawmakers and public officials to put children first and invest in their success. For 37 years we have had an unparalleled track record of success. Just this year, we paved the way for nearly 10,000 children to enroll in pre-k, made it possible for 2,500 public school students to experience arts in school and delivered critically needed sight and dental care to more than 1,500 children.

One of the secrets of our success is that we don't take any funds from the government, keeping us independent, and a dogged non-partisan voice for children.

Instead of large government contracts, we are tapping the power of one of the largest e-gaming platforms in the world, Minecraft, to engage youth from across the region to support our work and raise funds to help kids. Children from across the Delaware Valley and from nearly every Philadelphia neighborhood took part in the first ever **STEMCraft** event last year. Urban and suburban youth spent hours together steeped in the fun of collaborative technology and arts exploration. In doing so they helped raise \$10,000 toward PCCY's High Tech Tools for Philly Schools campaign.



On October 6th, our one of a kind **STEMCraft** event will engage 1,000 children ages four to 17, and their families from across the Delaware Valley, in specialized Minecraft builds and a highly interactive STEM Fair chock-full of hands-on ways for children to explore the arts, science and technology.

Your company can sponsor exciting aspects of this high visibility tournament and STEM Fair for children.

Join PCCY's exciting **STEMCraft** event as a sponsor and become part of a growing community of businesses giving children in Philadelphia hands-on opportunities to build their tech skills, creativity and love of working together.

STEMCraft is a unique event, where as many as 1,000 children ages four to 17 build together in Minecraft and explore the power of science, coding, robotics and arts with their peers.

Marketing for STEMCraft can feature your company logo and reach more than 500,000 Greater Philadelphia residents.

BENEFITS OF PARTNERSHIP WITH PCCY

Sponsor the Minecraft Builds

1,000 children building in Minecraft together can be purposeful and fun because PCCY's Minecraft challenges focus children by giving prizes for teams that "think outside of the box", "are the most helpful to each other" and "challenge themselves". Children win these prizes as they are engaged in common Minecraft builds of their ideal playground or the best school building they can imagine.

Rewards of Sponsorship: PCCY will showcase your support via a month-long highly visible Web Ad on the STEMCraft landing page (50,000 views) and PCCY's home page (4,000 views), three ads in our E-newsletter (36,000 subscribers) and three social media posts/ads (30,000 views). In addition, your company logo on the Tournament prizes, Tournament Tee Shirts that are available for sale and highly visible signage with your company logo during the Minecraft Tournament.

Cost of Sponsorship: \$10,000

Sponsor the Volunteer Corps

Our corps of 300 volunteers make this event a success. These event ambassadors interact with parents and children in tee shirts emblazoned with your logo.

Rewards of Sponsorship: PCCY will showcase your support via a month-long highly visible Web Ad on the STEMCraft landing page (50,000 views) and PCCY's home page (4,000 views), three ads in our E-newsletter (36,000 subscribers) and three social media posts/ads (30,000 views). Specialty volunteer tee shirts offer your company a high visibility opportunity to showcase your commitment to our kids.

Cost of Sponsorship: \$10,000

You can send a team of employee volunteers and your company can join as a team or we can integrate individuals from your staff with other volunteers. It's easy to sign up: www.pccy.org/stemcraftvolunteer.



BENEFITS OF PARTNERSHIP WITH PCCY

Sponsor the STEM Fair

PCCY is assembling the most creative organizations and experiences where young children can roll-up their sleeves and cooperatively learn tools of technology, basics of science, art techniques and have fun. To make the STEM Fair successful, your company can underwrite the cost of signage with your company logo and ensure that every experience is led by a volunteer wearing your company logo on their tee shirt.

Rewards of Sponsorship: PCCY will showcase your support via a month-long highly visible Web Ad on the STEMCraft landing page (50,000 views), two ads in our E-newsletter (24,000 subscribers) and two social media posts/ads (20,000 views). Every child and adult will pass through the STEM Fair and will see your company involvement via high visibility signage, the welcome banner to the Fair area and on the tee shirts of our 300 volunteers and on tee shirts available for sale to event attendees.

Cost for Sponsorship: \$5,000

Name the Stage

Throughout the Fair and Tournament, PCCY will feature talented student performers, adults who perform especially for children and sudden stars, who take the mic in our Minecraft Karaoke contest. This showcase of music and dance will engage students and remind Fair goers of the creative connection between science, technology and the arts.

Rewards of Sponsorship: PCCY will showcase your support via a month-long highly visible Web Ad on the STEMCraft landing page (50,000 views), two ads in our E-newsletter (24,000 subscribers) and two social media posts/ads (20,000 views). Parents and children will enjoy performances and, via the creative banner that features your company name or logo, will see that your company knows that arts offer our students a critical pathway to a lifetime of success.

Cost of Sponsorship: \$5,000



BENEFITS OF PARTNERSHIP WITH PCCY



Sponsor the Coding Enclave

PCCY's dynamic partner, 'Coded By Kids' will teach children four and older the basics of coding. These coding workshops are limited and in high demand. Sponsors of this activity will enable more than 400 children to break into coding.

Rewards of Sponsorship: PCCY will showcase your support via a two week long highly visible Web Ad on the STEMcraft landing page (50,000 views), one ad in our E-newsletter (12,000 subscribers) and one social media posts/ad (10,000 views). Every participant will see your logo on the banner to our coding enclave.

Cost of Sponsorship: \$5,000

Purchase Scholarships for Students

Although the entry fee for participation is low at \$35 per child, some parents simply won't be able to pay for the cost of entry.

We invite your company to purchase scholarships that can be designated for schools of the company's choosing or given to PCCY to give to children from elementary schools near the High School of The Future that we know can't afford to attend. You'll also be listed as a donor on the event page (50,000 views) of our website leading up to the event.

Minimum scholarship purchase is \$500 which will enable 15 students to attend the full day of activities and you to be considered an official event sponsor.



GREAT PRESS TO SHOW EMPLOYEES AND INVESTORS

The Philadelphia Inquirer
philly.com

Kenney, Hite announce Block by Block Party with Minecraft

By Adia H. Robinson, Philadelphia Inquirer July 20, 2017

On Thursday, Mayor Kenney and Philadelphia School Superintendent William R. Hite Jr. announced the Block by Block Party, a partnership among the city, the School District, Public Citizens for Children and Youth, and the University of the Sciences.

And then they played some Minecraft.

The Block by Block Party will bring 1,500 children to USciences on Sept. 16 and 17 to play the game in which children build their

own worlds and go on adventures. Tickets are \$35 for gamers and \$20 for those who just want to attend the block party, where there will be vendors, arts, crafts, and scientific demonstrations.

"This event will raise funds for a new grant program to bring innovative technology to district schools, as well as support PCCY," Hite said at the announcement.

Kenney spoke about the popularity of the game among his favorite constituents, children.

"Educators across the country and worldwide are noticing that Minecraft has the power to help our kids learn," he said. "They learn things like natural sciences, construction skills, math, problem solving, and, the best of all, they explore their own creativity."

In talking about the city's commitment to education, the mayor also mentioned the opening of two community schools in the city, adding as an aside: "If we get rid of this stupid lawsuit, we could open more."

He was referring to an ongoing suit aimed at stopping the city's tax on sweetened beverages,



ADIA H. ROBINSON / STAFF

Mayor Kenney (left) and Superintendent William R. Hite Jr. learn how to play Minecraft from a group of Philadelphia children.

which Kenney intends to use to fund community schools.

About 10 children were at the event to teach Kenney and Hite how to play Minecraft.

"I love it. It's awesome," said Autumn Smith, 12, about the game. "You get to create anything you want to, and like just like go around and do anything."

She was one of several students who showed the mayor and Hite how to place the blocks and make their characters fly and sneak around.

"It was fun helping him," Smith said of her time working with the mayor.

After the announcement, Hite said that he'd be able to use his new Minecraft skills when playing the game with his 5-year-old grandson. He also reinforced the things that children learn from playing the game.

"The fact they are building and constructing and coding and thinking and problem solving all simultaneously is really important. ... They classify this as gaming, and I classify it as learning," he said.

GREAT PRESS TO SHOW EMPLOYEES AND INVESTORS

PCCY Boosts STEM Learning in Phila. Schools with Turing Tech Grants

Advocates inspire tomorrow's tech heroes through blockbuster Minecraft gaming event

Philadelphia (May 1, 2018) – Today, the region's leading child advocacy organization was joined by Mayor Jim Kenney as they announced the inaugural recipients of a new grants program designed to improve technology education for students in grades K-8.

"These technology grants will have a profound impact on students who would otherwise not have the learning opportunities to acquire vital skills, like coding," said Mayor Kenney. "I commend PCCY and the grant winners for promoting more participation and gender equality in technology programs. There could very well be a future headliner for Philly Tech Week sitting in a Turing Tech Grant classroom."

The PCCY Turing Tech Grants Project, named after the founder of computer science Alan Turing, will provide \$10,000 in grants to Philadelphia public schools so that teachers will have the tools they need, particularly in support of coding and robotics learning.

The winning schools of a 2018 Turing Tech Grant are Julia De Burgos Elementary School, Samuel Gompers School, John B. Kelly Elementary School, Laura W. Waring Public School.

"The fundamentals for students are reading, writing, arithmetic, and computer science," said serial entrepreneur and prominent tech education evangelist Bob Moul, who, along with Coded By Kids, advised the nonprofit on their new program. "Groups like PCCY are not only shining a light on the need for greater tech ed in the district but actually making it happen for students."

Taking inspiration from blockbuster film *Black Panther*, PCCY established an additional \$250 award for a school that make boosting the coding skills of girls a priority with the Shuri Prize, named after the eponymous superhero's genius sister—a hero in her own right.

For their proposal to create and equip a Lego Robotics club "to specifically promote computer sci-



ence for young women at our bilingual school," according to lead math teacher Andrew Guyon, Julia De Burgos Elementary was awarded the 2018 Shuri Prize.

Awardees designed their proposals around the following approved tech learning tools: Sphero SPRK Robot Kits; Chromebooks; LEGO Mindstorms Education EV3 Core Sets, and iPads.

PCCY Turing Tech Grants are being funded by proceeds from the organization's Minecraft gaming tournament and STEM festival that took place last September.

GREAT PRESS TO SHOW EMPLOYEES AND INVESTORS

PCCY's **STEMCraft** in the news

'You build your imagination'

Minecraft draws hundreds of kids to Philly schools fundraiser

By [Avi Wolfman-Arent](#), WHYY September 15, 2017

Minecraft has sold more than 100 million copies worldwide. It is, very simply, one of the most popular computer games ever created. The Block By Block Party, held this weekend at the University of the Sciences, offered a glimpse inside that popularity.

Standing before a room of 100 kids on 100 laptops, Donna Cooper, executive director of the nonprofit [Public Citizens for Children and Youth](#) (PCCY), made what should have been an exciting announcement.

"If you want to take a short break to see the fire truck that's outside you're welcome to go do that," Cooper said amid a chorus of key clacks and mouse clicks.

That's right, a bright, red fire truck — with real, live firemen waiting to give tours. Could there be anything more alluring?

"I just wanna let you know it's right outside this door," Cooper said. "Ok? Alright kids..."

As the kids remained firmly in place, it became clear there *is* something more alluring. And that something is Minecraft.

"We have a time limit on making this challenge and I've seen a firetruck before," explained Ellie Zdancewic, 12, as she glanced down at her computer screen.

Minecraft has sold more than 100 million copies worldwide. It is, very simply, one of the most popular computer games ever created. The Block By Block Party, held this weekend at the University of the Sciences, offered a glimpse inside that popularity.

Over two days, hundreds of kids gathered — in person, in the actual flesh — to play Minecraft together. The event's stated purpose was to raise money for Cooper's organization. With the cash, PCCY plans to start a fund that will give grants to Philly public schools who need better tech.

And with better tech, perhaps even more kids across the city will fall in love with Minecraft.

The game is sort of like digitized Legos — with elements of computer programming mixed in. There's no set objective. Users traipse through computer-generated landscapes and manipulate blocks that can

be transformed into just about anything.

"You build your imagination," said 10-year-old Paul Richiutti, a fifth grader. "So if I was imagining something and like, 'Hey, I really wish I had this,' I just go right on Minecraft and start building."

Richiutti and his friend, Vic Trotta, worked on a replica of the USS Enterprise from Star Trek. Ellie Zdancewic and her sister, Sarah, 10, earned rave reviews for the playground they built, complete with multi-colored slides and a roller coaster.

Best friends Lindsay McGinely and Zoe DePaula, both 10, recreated one of the seven wonders of the ancient world.



© Brian Santos, 12, helps a young builder during the inaugural Block By Block Party at USciences in Philadelphia. Santos came with his high school, The Church Farm School, on a weekend service trip. (Emily Cohen for WHYY)

"The big statue of the big Roman," DePaula said. "I forgot what it's called."

For the record, it was the statue of Zeus at Olympia.

Unlike the stereotypical gaming convention, the Block By Block gathering at least looked diverse on its surface. There were lots of kids of color and many girls. Sarah Zdancewic says it's not always like that, but she likes it when she sees other girls playing Minecraft.

"It's apparently only supposed to be that girls only like prissy princess," she explained. "I hate those games! Those are really boring and I hate them and they're never good quality."

Minecraft's explosive popularity and infinite mutability have given it a growing cache in the education world. Some believe it has important academic value and may even shape how the [next generation](#) solves problems.

But those at the Block By Block Party swear it's fun — really fun.

"Minecraft is the best online multiplayer game that has ever come to this world," exclaimed Vic Trotta.

At this weekend's gathering, it would have been tough to find anyone who disagrees.



STEM CRAFT

*A unique e-gaming event and STEM Fair
on Saturday, October 6, 2018*



Maia, age 6, left PCCY's Minecraft tournament feeling like a champ!

To Join The Fun or For More Information, Contact: Public Citizens for Children and Youth

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PCCY

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www.pccy.org/stemcraft