ConnectHome Webinar: Device Partnerships

Michael Abensour, Executive Director, Kramden Institute

Casey Sorenson, Executive Director, PCs for People

Daniel Bartholomew, Executive Director, Free Geek

Agenda

1. Welcome and Introductions
2. Michael Abensour, Executive Director, Kramden Institute
3. Casey Sorenson, Executive Director, PCs for People
4. Daniel Bartholomew, Executive Director, Free Geek
5. Q & A

Refurbisher MAP

aftrr.org
Alliance for Technology Refurbishing & Reuse

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Our Mission: Providing Technology Tools and Training
To Bridge the Digital Divide

Michael Abensour, Executive Director

- Have served as ED of Kramden since August 2011
- Since arrival at Kramden, budget and staff levels have tripled in order to provide program services to thousands more across the state of North Carolina
- One of the original co-founders of the Alliance for Technology Refurbishing and Reuse (AFTRR) which includes most of the country's nonprofit computer refurbishers
- Formerly worked as a lobbyist and in international government relations in Washington for 12+ years
- B.A. in Political Science from UNC-Chapel Hill; M.A. in Political Management from George Washington University

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Kramden's Purpose: Lead Digital Inclusion efforts across NC

Digital Inclusion - Activities necessary to ensure that all individuals and communities, including the most disadvantaged, have access to and use of information and communication technologies.

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What is the Need?

16% U.S. households without a home computer of any kind: desktop, laptop, or a handheld device

26% U.S. households without paid Internet subscription access

82% Kramden student recipients who qualify for *Free or Reduced Lunch Programs*

70% Teachers assign homework that requires broadband internet and Internet enabled devices

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Who Gets Left Behind:

- **Age:** Seniors (65+) consistently make up the largest group within the digital divide

- **Race/Ethnicity:** African-Americans and Hispanics lag behind in both usage and connectivity

- **Region/Community Type:** North Carolina ranks 40th of 45 reporting states for connected households

- **Income:** Strong correlations between rates of digital literacy/connectivity/technology adoption and income levels

- **Educational Attainment:** Just like income, correlation remains strong between access/connectivity and educational achievement

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Hardware Programs:

Kramden Tech Scholars

- Free desktop computer to students in grades 3-12
- Do not have access to a working home computer
- Nominated by a teacher or educator

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Tech Community Partners

- For clientele of other non-profit partners across the state
- Access to subsidized computer equipment

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Hardware Programs:

Tech Equipment Program

- Allows any non-profit, charitable group in North Carolina and beyond to purchase subsidized computer equipment

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Kramden Computers:

A typical Kramden Award computer

- 31,000 refurbished computers distributed across the state since 2003

- Computers have been distributed in 83 of the 100 counties in North Carolina

- Computers are donated by individuals, companies, municipalities and individuals

- Computers are refurbished by volunteers (more than 2,000 volunteers annually)

- Free tech support and service for students for as long as they use the computer

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Students@Work Week with Lenovo and Orange County Students

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Education Programs:

Digital Literacy

- Free classes cover computer use and Internet basics
- From clicking a mouse to smart sharing on social media

Community Access & Education

- Comprehensive program providing digital literacy training and computers
- Aimed at underserved adult communities primarily in public housing

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Education Programs:

Afterschool/Camp Programs

- App and Game Development and Tech Trailblazers
- Hands-on computer science learning for underserved students in middle school

Tech Topics

- Taught by volunteers with focus on specific programs or skills: home networking, social media and personal branding, circuit building, media, etc.

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Fidelity Geek-A-Thon With Over 200 Volunteers Participating

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Corporate Equipment Services

Launched in 2016, Kramden offers full-service corporate recycling and reuse of IT assets:

- Free equipment pickups

- Free data sanitization and destruction

- Respond to all business inquiries within 24 hours

- Work only with R2 or eSteward certified downstream recyclers

- In 2017, Kramden responsibly recycled over 680,000 pounds of e-waste

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Kramden Events

- Kramden Geek-A-Thons®

- Wednesday Work Nights

- One-Day Geek-A-Thons®

- Mini-Geek-A-Thons®

- Military Award Days

- E-Recycle Drives

- Scrap-A-Thons

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THANK YOU!

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About

Casey Sorensen – CEO – PCs for People

- Bachelor Computer Information Systems

- Technology Automation Consultant with Deloitte

- Founded PCs for People in St. Paul, MN

- Over 70,000 Computers distributed

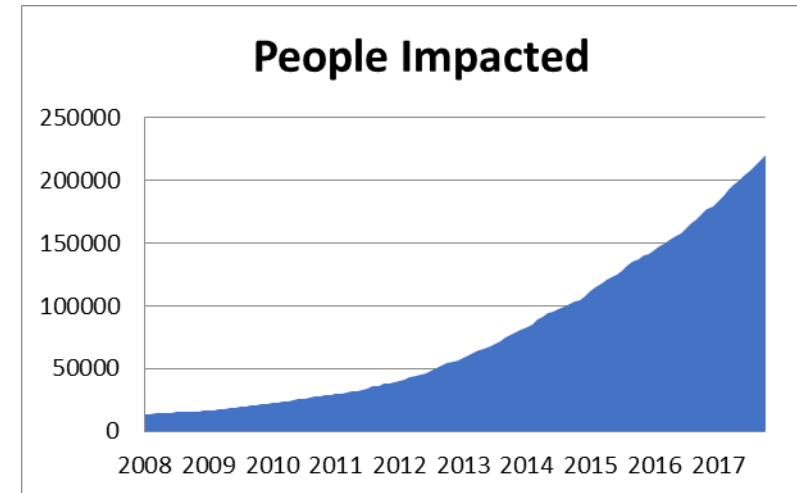- csorensen@pcsforpeople.org

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PCs for People - History

Through electronic reuse PCs for People provides the opportunity for low-income individuals and nonprofits to benefit from the life changing impacts of computers and an Internet connection.

- Blue Earth County Program

- Expanded to St. Paul, MN in 2008 with 400 computers

- Launched IT Asset Disposition (ITAD) Service

- Became an ISP - $10 per Unlimited Mobile LTE

- Reached all 50 states and Puerto Rico

- 20 years
  - 70,000 computers
  - 60,000 people with internet
  - 250,000 total people

- 2018 Goal – 19,000 Computers

People Impacted

250000
200000
150000
100000
50000
0

2008 2009 2010 2011 2012 2013 2014 2015 2016 2017

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20

PCs for People – Our Model

Source	Refurbishing	Distribute	Support
Corporate Services	**Automation**	**Local or Online**	**Community Support**
• Free Services	• Industry Leading Software	• 200% Poverty Level	• Warranty and Repairs
• Certified Data Sanitization and Recycling	• Work Training Opportunities	• Non-profits	• Help Desk 50,000 PCs
• 4.5 Million Pounds	• Microsoft Registered Refurbisher	• Good, Better, Best	• 300 Calls Per day
		• Nation-wide LTE $10	• Digital Literacy Training

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Working with Housing Authorities

1. Bulk Computer Orders – Starting at $55

2. Mobile Refurbishing Events

   - Computers, Internet, training and ongoing support

3. Move-in packages

   - Computers and Internet

4. Partnership Portal

5. Data Reporting

Refurbisher MAP

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🍴 Food | 🏠 Shelter | 🖥 Computer

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Free Geek
Daniel Bartholomew

Daniel Bartholomew, Executive Director

Dan Bartholomew has spent his career helping companies thrive at the nexus of service, technology and innovation. He joined Free Geek as its first Executive Director in August 2016.

Prior to joining Free Geek, Dan served as the Managing Partner of Griffin Dunn, LLC, where he worked with start-ups and established companies to deliver outstanding executive coaching and strategic consulting. Over the course of his career, Dan has held Partnership tenure at several Big Four consulting organizations, where he built leading industry- and geographically-based practices. He has served as a Partner at KPMG, Senior Director at Navigant, Senior Managing Director at Price Waterhouse Coopers, Executive Sales Team Leader at HP, Vice President of Professional Sales and then Chief Operating Officer at Dynamic Healthcare Systems, as well as serving for six years as a partner at Off the Line Coaching, a consulting and advisory business for healthcare companies and executives.

Dan found zeal for mission-based work founding ROHI, an orphanage and school for the street children of Kenya. When not at work, he is passionately cooking for friends and family.

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We sustainably reuse technology, enable digital access and provide education to create a community that empowers people to realize their potential.

Sustainable Reuse
- Responsible recycler and technology reuse facility
- Processing over 1 million pounds of e-waste annually

Digital Access
- Connecting our volunteers, local nonprofits, and K-12 students with technology
- Granted 72,620 technology devices since 2000

Education
- Offering free training on e-cycling, computer refurbishment to volunteers
- Providing free classes on computer basics, digital privacy, programming and more
- More than 6,000 learning hours logged every year

We have been tackling the digital divide for more than 18 years

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Sustainable Reuse

Digital Access

Education

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Public and Corporate E-Cycling

Volunteer Program

Free Geek Store and Online Sales

Internships

Tech Support

Plug into Portland (serving youth)

Hardware Grants (serving nonprofits)

Earn-a-Computer (digital literacy partnership)

Free Technology Classes

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Free Geek's Impact

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We don't just provide technology, we change lives

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Lessons Learned

- So many partnerships!

- Every situation and partnership is different. (There is no cookie cutter formula.)

- Not all technology is the same.

- Tech Support is essential to long-term success.

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It takes a village!

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Q & A

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