

CoderDojo Foundation

# Annual Report 2015





# Contents

Our Mission & Vision	4
Our 2015 Objectives	4
Our Values	5
Message from CEO	6
Message from Chair	7
The CoderDojo Foundation Team	8
Community Committee	9
Key Stats: Dojo Growth	10
Global Reach	13
Impact Stats	15
Garima's Story	18
Ken's Story	22
Key Projects: Zen Platform	24
Key Projects: Child Protection IE	26
Improved Youth Engagement:	
Rewards	27
Coolest Projects	28
Competitions	30
Additional Events	31
Improved Volunteer Engagement	
Community Support	32
DojoCon	34
Enriched Content & Offerings	
Dojo Sushi	36
Organisers Content	37
Hardware Offerings	38
Partnerships, Funders and Alliances	39
Lessons Learned	40
Looking Forward	41
Thank you	42

# Our Mission

To reach young people from all over the world engaging them such that that they become creators with technology in a meaningful, creative and social way.

## Our Vision

A world where every child has the opportunity to learn how to code and be creative in a safe, social and fun environment.

## Our 2015 Objectives

Our 2015 objectives were based on the CoderDojo 2015/16 strategy of which there were five pillars.

### Improved engagement with kids and young people

- 10,000 kids and young people onboarded onto Zen, the CoderDojo Community Platform, to enable direct contact and communication,
- 30% attendance by girls: validated by data,
- Reward & Recognition of CoderDojo youths through the release of 5 soft & hard skills badges including youth mentoring. 25% of youths on CoderDojo Community Platform have claimed a badge by year end and,
- Participation at Coolest Projects, Dojocon and at least 10 other events. e.g. BTYSTE, Junior Spiders, Web Summit etc.

### Improved engagement with all volunteers

- 2,700 direct relationships with Champions and mentors as measured via the CoderDojo Community Platform,
- Reward & Recognition of CoderDojo mentors through the release of 3 mentor badges and, 10% of mentors on CoderDojo Community Platform have claimed a badge by year end.

### Enriched CoderDojo Content

- 40% Dojos adhering to CoderDojo Tao to ensure a consistent and quality experience across Dojos globally,
- Documented and shared CoderDojo material in multi-format including video for Dojos including start-up guides, pedagogy, documentation on progressing and retaining kids and,
- Child Protection Guidelines; all Ireland policies released and deployed and global best practices released.

### Partnerships, Funders and Alliances

- Secure 2 new technology partners to provide hardware and software to benefit the CoderDojo Community,
- Secure 1 new growth partner to support and scale CoderDojo globally through hosting Dojos in global office locations,
- Secure 50% of CoderDojo Foundation funding for 2016,
- Continue to engage CoderDojo pro-bono service providers and,
- Secure 1 additional service provider partner for the direct benefit of the CoderDojo community, e.g. Hosting, Background checking.

# Our 2015 Objectives

## Global Community Growth

- Organic Global Growth; Expected 1131 active Dojos by 2015 year end,
- Scale CoderDojo through corporate growth partners and alliances. 10 alliance partners to be secured by 2015 year end,
- Regionalisation of CoderDojo globally; 5 licences and agreements signed,
- 2 Dojos specifically started to serve underserved locations,
- Participation at 2 relevant global technology events per quarter and,
- Provide high quality support to new champions and all support requests and set a benchmark for responsiveness to support queries.

# Our Values

## Community & Contribute:

At the core of CoderDojo is our connected community. Our community of volunteers is the lifeline that power the CoderDojo movement globally. The community is our compass. The Foundation exist's to enable & support the community.

All members of the Foundation are members of the Community & contribute as such.

## Transparency:

The Foundation team are accountable to our community and stakeholders. The team believe that transparency builds trust, which is why we produce annual & quarterly reports that openly share all the details of our strategies, plans, goals and our relationships with funders & partners.

## Delivering Positive Impact:

Our community is made up of individuals who generously & kindly volunteer their time and resources to the movement. The CoderDojo Foundation team must reliably deliver value to this community and strive to continuously improve on all of our offerings and services, while being responsive and accountable to all of our stakeholders.

We as an organisation believe that CoderDojo can continue to be a force for positive change in the world!

## Be Cool, Be Creative, Have Fun:

CoderDojo is fundamentally about providing opportunities for young people to have fun with technology in a club based environment which is based on inclusion, innovation and creativity. This is at the core of our objectives and underpins and focuses the CoderDojo team on our activities and priorities.

## Respect:

Respect is fundamental. The CoderDojo community respect & value other people's ideas, their beliefs and their cultures. The Foundation team openly and actively engage with all community members and stakeholders to challenge the movements thinking and to work on creating & maintaining fully inclusive environments at all Dojos.

## Open & Free:

We are based on the principles of open source and of volunteer led movements, all that we do is provided openly and is free; gratis and libre.

# Message from the CEO

On January 1st 2016, there were 854 active and verified Dojos in 62 countries. Significant growth was experienced in the year from January 1st 2015, when there were 584 Dojos in 53 countries.

It has been a huge accomplishment of the movement to have facilitated over 33,000 young people aged between 7 - 17 participating at Dojos during 2015. It is encouraging that 30% of these youths were girls, a level of participation that outperforms all other technology related education initiatives.

Each and every single one of these Dojos was Championed by a dedicated person or team and supported by passionate groups of mentors. Every Dojo is connected to the now truly global CoderDojo community. This community remains united by the vision of every child in the world having the opportunity to learn how to code and how to be creative with technology in safe and social club based learning environments.

Through the year CoderDojo has positively impacted young people in a number of ways. From feedback provided through the annual survey and daily interactions with Volunteers, Parents and Youths, we are continuously inspired by the personal goals achieved by CoderDojo Ninjas, not just through the development of their technology and coding skills but also in their interpersonal skill development. Success and positive impact of CoderDojo continues to be measured both qualitatively and quantitatively. CoderDojo remains focused on hosting informal self-led, child centric learning environments. Therefore, success isn't a predetermined factor and entirely depends on each child's own personal accomplishments. Success for one child may be to participate at or win an award at our annual CoderDojo Coolest Projects Awards, whereas for another it may be to find a new interest or simply to discover a place where they feel they can fit in, have fun and be themselves. CoderDojo is as much about increasing the confidence and interpersonal skills of a young person as increasing their ability to code and program. It has been a joy for me to visit a number of Dojos in Europe and the U.S. through the year. Meeting in person some of the kind Volunteers and happy and accomplished Ninjas, has reminded me of what a privilege is it to work with the CoderDojo Foundation team in supporting such a fantastic community.

A focus of this CoderDojo Foundation team over the past year has been on improving the quality of the experience delivered to kids attending Dojos. This has been augmented through the delivery of;

- Zen the Community Platform, which was entirely redeveloped and relaunched with increased reach and functionality,
- Tao Best practice principles, which were integrated into the Zen onboarding process so that all new Dojos are established following best practice principles,
- Kata, the knowledge and content database was audited, improved and new Sushi card series developed to support Ninjas in transitioning to and learning new languages,
- Child Protection Guidelines and training material was developed and shared to assist volunteers in maintaining safe and child friendly learning environments and
- CoderDojo Girls - a new girl's guide was created and a working group was formed which was moved into the newly launched forums.

The growth of the movement has been matched by the growth of the CoderDojo Coolest Projects Annual Awards. This annual initiative is the only event of its kind in the world whose purpose is to inspire and encourage CoderDojo youth to become the next generation of innovators and entrepreneurs. The 2015 awards saw 500 projects submitted and showcased by youth from across Europe to 5,000 attendees.

From a partnership perspective there was also significant progress made. Notably retaining the support of both the O'Sullivan Foundation and Liberty Global and developing new partnerships with Salesforce, Microsoft and VMWare.

There has been a solid platform established in 2015, from which the community can continue to grow and to improve during 2016, which will be another amazing year from CoderDojo. There is a solid pipeline of new Dojos in planning and the majority of Dojos established in 2015 will continue to operate next year. It's exciting to know that the movement is on the path to achieving the goal of having 1,000 Dojos active on the movement's 5th birthday in July 2016.

Not just exciting, but cool, very cool!



*Mary Moloney*  
Mary Moloney

CEO of The CoderDojo Foundation.

# Message from the Chair & CoderDojo Co-Founder

Skills take time to acquire no matter how brilliant the student and no matter how amazing the learning environment. Somehow in society we tend to focus on new things and while they may be laudable the new is often temporary. The CoderDojo movement is dedicated to the long haul of young people having the universal opportunity of becoming coding virtuosos.

CoderDojo is growing and the movement is proving to be resilient which is what is needed to get young people to become great coders and not just develop a passing interest. One of the keys to CoderDojo's resilience is diversity with more than ten thousand young women coding in the movement as opposed to a low single digit percentage of women in the IT industry.

Growing CoderDojo is best achieved by allowing existing Dojos to be filled to bursting and then split in two in my experience and the cities where that has happened have lead the way world wide in Dojo growth which had nearly doubled by December 31 2015 from 584 to 854 and the demand for young people wanting to learn to code has not appreciably reduced in fact it appears demand is growing.

In order to increase the reach of CoderDojo even further, 2016 will be the year where we release our first book encouraging young people to work together to learn to code their first website. The book can be preordered already [here](#).

As the movement grows another important resource that needs to be brought to bear is the ever growing alumni of CoderDojo as a key principle of acquiring any skill is giving back to your community and in this case it is vital that CoderDojo alumni be encouraged to mentor and to start their own Dojos

The world grows more uncertain every day and it is our collective responsibility to provide stable and resilient platforms for our youth to thrive in. CoderDojo Foundation aims to support the resilience and growth of the movement world-wide and this is not a top down phenomenon. The only way that the foundation can continue its work is to have the support of the recipients and this is best facilitated through engagement.

So please take the time to register your dojo and to engage with the foundation as we are stronger globally working together. The foundation team work hard and above the call of duty and each member of the team has made personal sacrifices to make the movement stronger and I can say they all fit in with the everyday heroism of those who selflessly run CoderDojos world wide.

Humbly yours



Bill Liao  
Chair and Co-founder.



# CoderDojo Foundation Team 2015



Mary Moloney  
CEO



Giustina Mizzoni  
Development



Peter O'Shea  
Community & Events



Rosa Langhammer  
Reporting



Ursula Clarke Everett  
Technical



Ross O'Neill  
Community & Comms

In 2015 we said goodbye to Eugene McDonough & Laura Ivers. We wish them all the best in their future endeavours and thank them for their great contributions to the growth of the Foundation and the CoderDojo movement.



Saying thank you... to all our amazing interns in 2015. Kennan, Laura and Ruth-Anne dedicated their time to work with and for the CoderDojo Community. We are truly grateful for their contributions!

# Community Committee

The Community Committee, of which 2015 was its second year in existence, meet 4 times in 2015 to discuss numerous issues related to CoderDojo. At the start of 2015 it comprised of 15 members and during the year 2 new members were welcomed to the committee.

The purpose of the group is threefold;

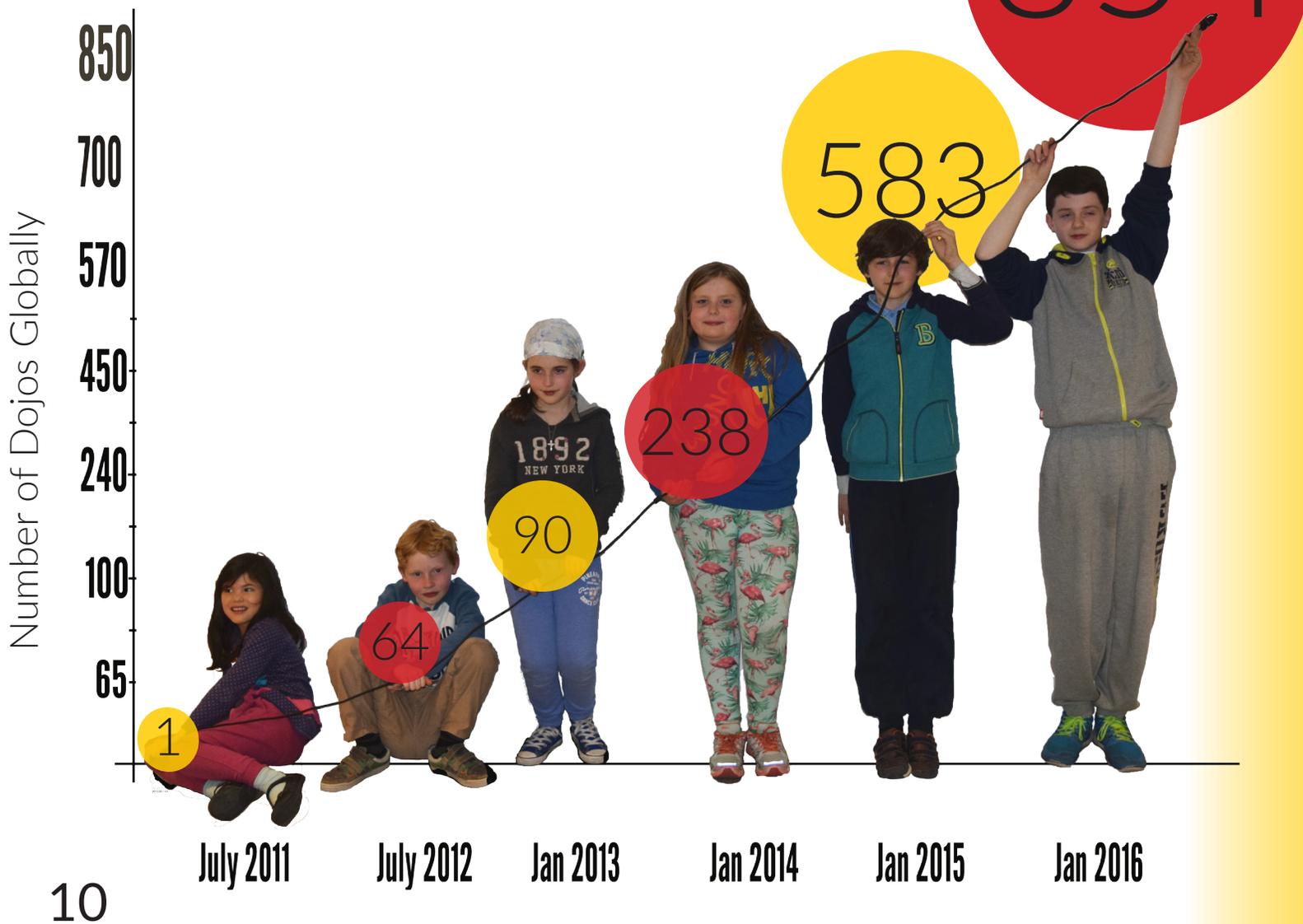
- to provide input and feedback to the CoderDojo Foundation on matters of importance in the community.
- to inform the Foundation of regional challenges and successes.
- to act as a regional leaders in terms of providing support and advice for Dojos in their regional areas.

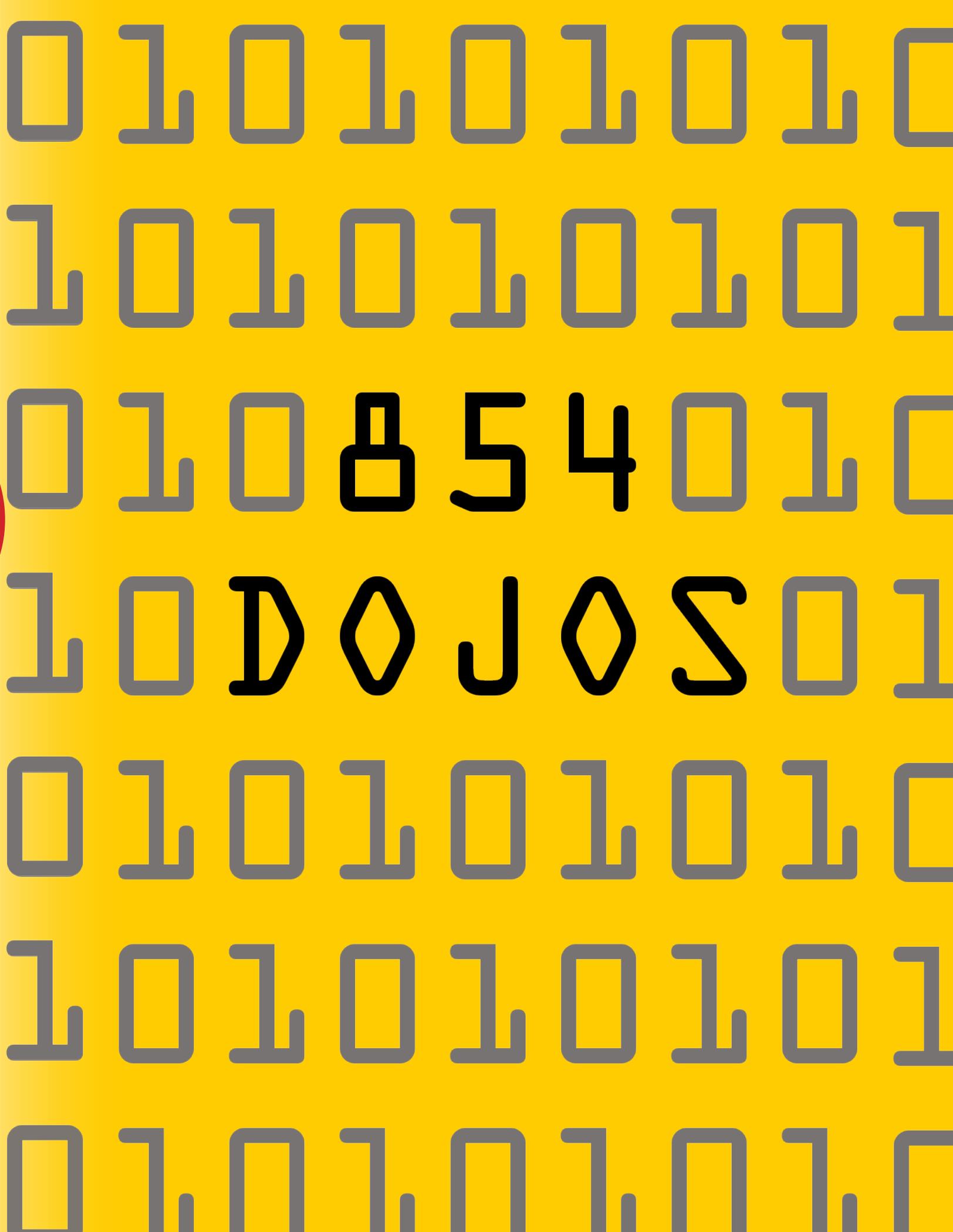
Minutes from every meeting were published and remain available on the CoderDojo website and are accessible to any interested community members. We would like to thank the committee members for their invaluable contribution to the Foundation. The feedback, ideas and guidance were central to planning the long term strategy and vision of the CoderDojo Foundation.



# Dojo Global Growth

Dojos in  
**62**  
Countries





# Dojo Global Reach







33,800

Youths Attended  
CoderDojo  
in 2015

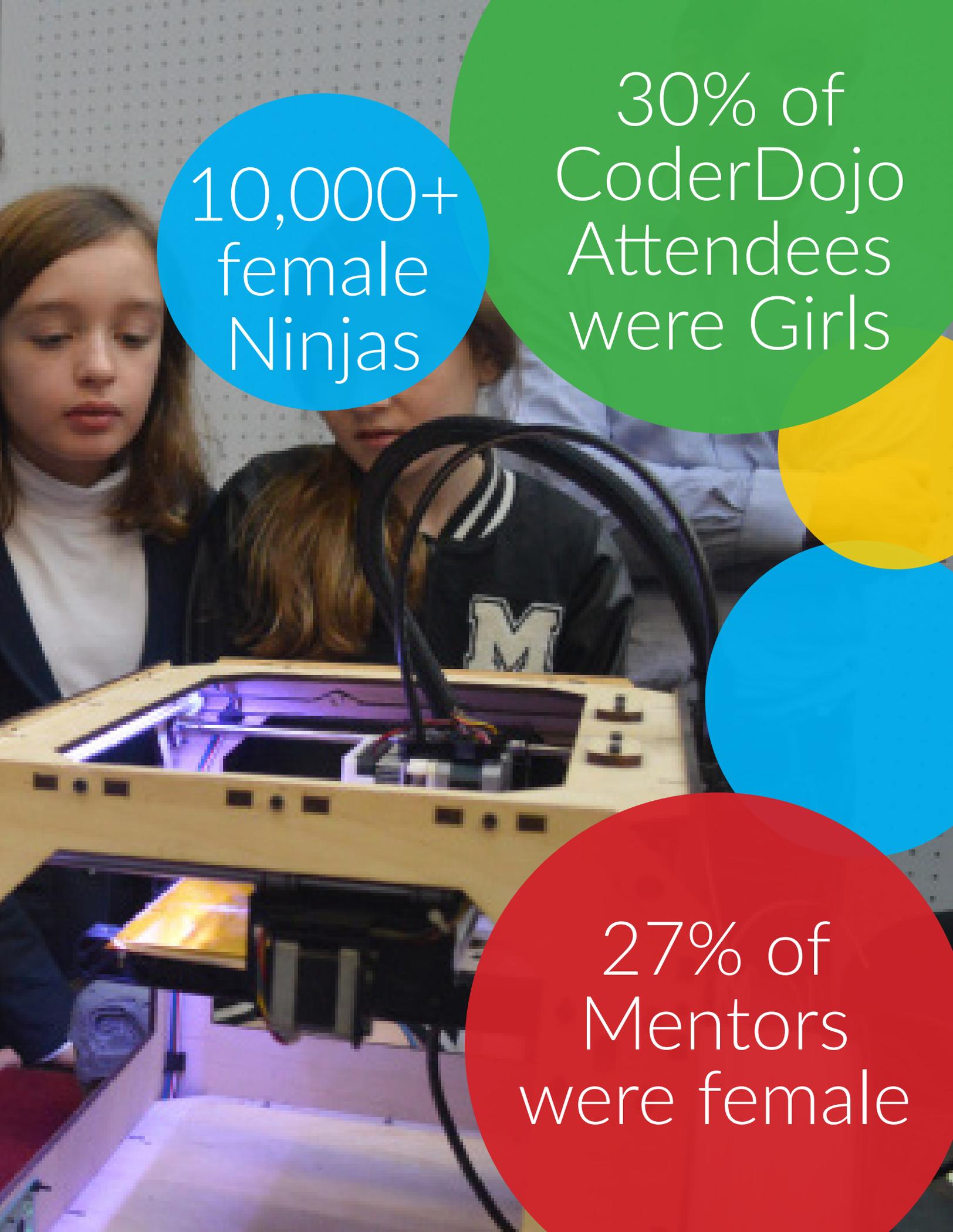


450,000+  
Volunteer  
Hours

“It’s good that I can make stuff. I have this idea in my head and I can actually make it happen”

- Tyriah Allison, Oxford CoderDojo



The background image shows a group of students, primarily young women, gathered around a white LEGO Mindstorms Technic robot. The robot is equipped with a camera and various sensors. The students are looking at the robot with interest. Overlaid on the image are several large, colorful circles containing text. A blue circle in the upper left contains the text '10,000+ female Ninjas'. A green circle in the upper right contains the text '30% of CoderDojo Attendees were Girls'. A red circle in the lower right contains the text '27% of Mentors were female'. There are also yellow and light blue circles on the right side of the image.

10,000+  
female  
Ninjas

30% of  
CoderDojo  
Attendees  
were Girls

27% of  
Mentors  
were female

# Garima's Story

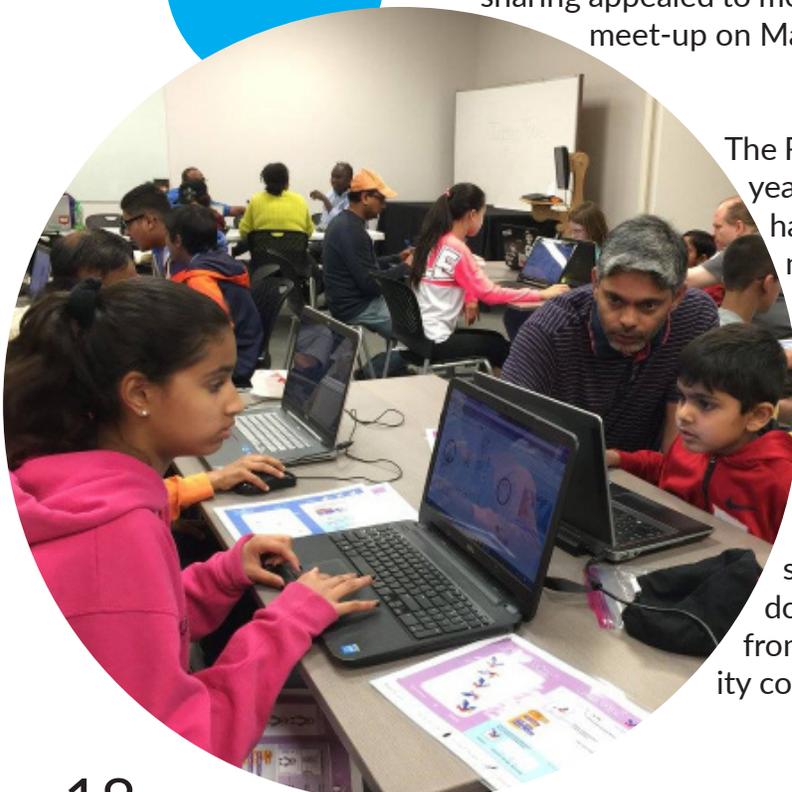
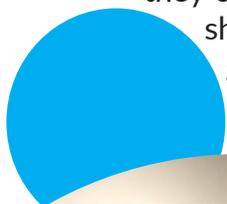
**Garima is a Champion & Ninja at Round Rock Dojo in Austin, Texas, USA. She set up her Dojo in 2014 when she was aged 16.**

I grew up with a fascination for science but never imagined that I would get interested in coding. The thought of sitting at a computer "typing stuff" bored me. Nevertheless, I decided to try it out by taking the AP (Advanced Placement) Computer Science course my sophomore year of high school. Just before that, in the summer, I took an Intro to HTML/CSS class through Girl Develop It Austin in summer 2013 and found myself enjoying the fact that I could create what I had been seeing and using on websites. The AP Computer Science course further strengthened my enjoyment of the logical problem solving and creativity involved in this field.



**"The CoderDojo philosophy appealed to me, so I decided a start a Dojo"**

I quickly saw that despite being such huge consumers of technology, the Youth at large (especially young girls) are still not motivated to become creators of it. I knew that many people find coding intimidating or are yet not aware that it is a helpful skill no matter what career they choose. I wanted to change this by educating kids and their parents and by showing them that it can be fun and rewarding. The CoderDojo philosophy of getting the community; kids, parents, educators, mentors from the tech Industry all together in one place and have them learn by doing, teaching and sharing appealed to me, so I decided to start a Dojo. We held our first meet-up on March 8, 2015.



The Round Rock Dojo has been running for the past year and it's been more successful than I could have imagined. With over 200 families on our mailing list, we've reached many families and encouraged many kids to explore the programming that makes their favorite apps and games work.

Every week, at the end of our Dojo, the ninjas present what they've worked on during that session and I'm always amazed by what they do with their creative ideas and a little guidance from our mentors. It's amazing to see their creativity come to life!

# Garima's Story

Many choose to tell stories with code. Some make creative games, useful apps and webpages. Sometimes, ninjas are inspired by others' presentations and create their own versions of what they saw. That is very exciting, as we want them to have that urge and drive to create what they see and find cool.

I've thoroughly enjoyed getting to mentor and run this Dojo, it's been a great experience! I am going to college in the fall and cannot continue with the Dojo, but it's been a privilege to have set up and been involved with CoderDojo!

**“It's amazing to see their creativity come to life!”**

I've also worked to reduce the gender gap in technology fields by starting Austin's first Girls Who Code Club at my high school and volunteering with GirlConnect Codes, a program launched by GEN at Crockett High School. I have been selected as a winner of the 2015 & 2016 NCWIT Award for Aspirations in Computing, Central Texas Affiliate. I hope to continue with computer-science education in the future and, perhaps, be involved with CoderDojo again!

**“Don't let anyone or anything stop you”**

To any fellow young person just getting started with coding, remember there's a learning curve to everything, including programming. When you try new things and push yourself past your comfort zone you encounter a learning curve, but only by overcoming it can you get better. Also, don't let anyone or anything stop you. There are a lot of misconceptions and stereotypes about coding and coders, but you should see that as just another challenge to overcome. Prove to people that you can be a coder without falling into the stereotype.

***Most importantly, have fun and be cool!***







Average age  
of a ninja:  
11 years old

# Ken's Story

Ken is a Mentor at CoderDojo DCU, Dublin, Ireland and part of the CoderDojo Coolest Projects Implementation Team but Ken began his journey with CoderDojo as a parent with his son Ethan and daughter Ciara.



Hello World.

This is usually one of the first phrases that programmers learn to output to screen as a beginner. Does it actually mean anything? Hold that thought, we're going to come back to it.

My name is Ken and I'm a mentor at CoderDojo DCU and part of the CoderDojo Coolest Projects team. I got involved with CoderDojo initially as a parent in January 2013, when I started to bring our son Ethan to the DCU dojo. Ethan had tried lots of other activities but never really settled anywhere and we thought that we might get a week or two out of this new coding thingy and that would be it. I have written about this before but at the time we hadn't realised that Ethan had autism, specifically Aspergers Syndrome. A diagnosis for this only came several months after he started in CoderDojo DCU. He had never settled at anything else before because the environments were noisy and he didn't interact well in team sports and found them frustrating. However it became apparent very quickly that CoderDojo was a place for him to just be himself and have fun with technology.

**“CoderDojo was a place for him to just be himself and have fun with tech”**

After a few weeks of attending CoderDojo I offered my (limited) skills as a mentor in order to help the existing team there. I learned pretty quickly that no-one has all of the answers but enthusiasm and a willingness to learn both from other mentors and from the children themselves goes a long way. My goal was to try and stay one step ahead of the children which can be challenging because a lot of the children have incredibly creative and innovative ideas!

**“a place that children can be inquisitive and create things without fear of failure”**

These ideas brought me into the CoderDojo Coolest Projects team to prepare for the 2nd annual event in 2013. This was being held in DCU and it would also be Ethan's first time to prepare a project and present it anywhere. We were apprehensive about this as 2013 was a difficult year for him, but he was thriving in CoderDojo and he was very proud of his project about Minecraft. (It's a little game the children like, you may have heard of it...)



# Ken's Story

Ethan had a fantastic day at CoderDojo Coolest Projects and really enjoyed speaking with people there. His sister Ciara came along to see what was going on and she decided that she wanted to take part in CoderDojo which she duly did and is still there to this day!

We're now over three years on and the children have presented at several events including CoderDojo Coolest Projects and WebSummit and they still have an innate curiosity about how things work. I've come to realise that for me CoderDojo isn't primarily about code. It's about providing a place that children can be inquisitive and create things without fear of failure. They can be themselves.

“ it's amazing to see the effect attending has on these children”

I've met lots of children that don't quite fit in elsewhere and are drawn to CoderDojo because they can create and design the ideas that are in their heads. I've met a lot of children with different needs and spoken with their parents and it's amazing to see the effect that attending their local dojo has on these children. For some of them it's their way of interacting with a world that doesn't quite understand them. CoderDojo allows them to find their voice and to say...

“Hello World”.



James Whelton  
with Ethan at  
Coolest Projects

# Key Projects

## Zen CoderDojo Community Platform

The development of the CoderDojo Community Platform began in March 2015 supported by nearForm, the winning development tenderer. The Zen platform went live on time on the 27th August with an array of features including forums, profile pages, events and digital badging.

Zen will act as a one stop platform for volunteers, parents and kids involved in CoderDojo globally. It aims to serve volunteers primarily by making both the everyday organisation easier to manage and global best practices easier to achieve.

Forums

In 2015 we were overly optimistic with our onboarding targets and did not meet our target of active users but we view this as a learning for future years. In 2016, we have a roadmap which will make the Community Platform more usable and a more user friendly experience, particularly for parents.

Digital Badges

Zen:  
The CoderDojo  
Community  
Platform

Global  
Map of  
Dojos

Event  
Ticketing

Dojo  
Pages

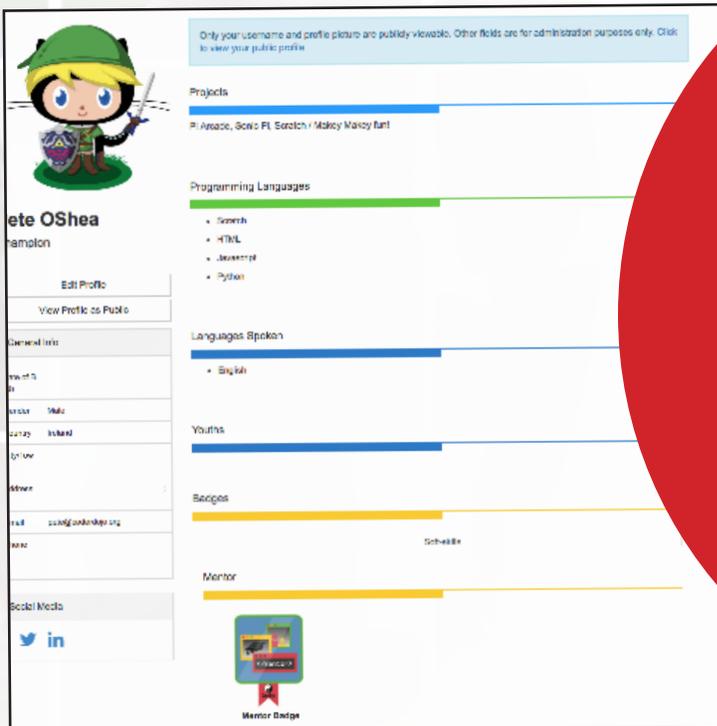
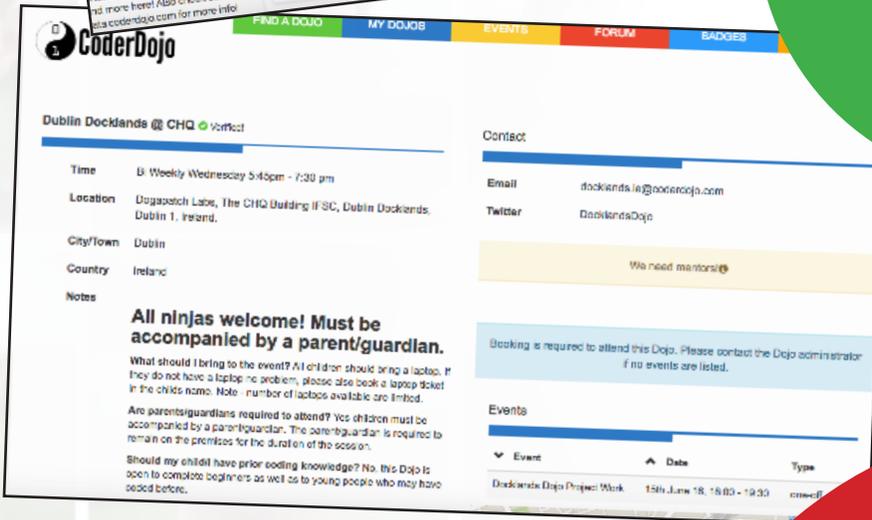
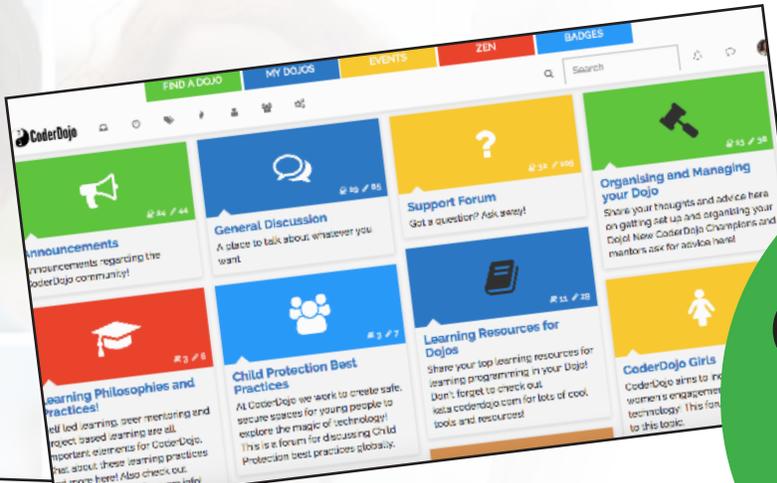
# Key Projects Zen CoderDojo Community Platform

153 active  
users on  
Forums

Over 550  
events

679  
Badges  
Claimed

Over 4,000  
Active Zen  
users



# Key Projects

## Child Protection Ireland

Complying with new Child Protection Legislations could have proven a large barrier for both potential new Dojos who wanted to start up and for existing Dojos to continue their operations. Some Dojos would have dealt with Child Protection in an ad hoc manner. Prior to 2015, Irish Dojos independently approached Child Protection either by;

- teaming up with a local youth organisation
- OR
- taking their own steps to ensure the safety of the young people who attend their Dojo.

There were a few key pieces of legislation pending in 2015 which meant that all volunteers should be vetted and that all Dojos should have a child safeguarding statement. The CoderDojo Foundation started to put steps in motion to create documents, guides and training for volunteers in Ireland to not only ensure Dojos were compliant but that they went above and beyond to protect young people in their Dojo.

We were funded for this project under the SFI Discover program as a strategic partner. In 2015 we completed the first bulk of work including the following;

- child protection working group assembled and consulted with throughout the project,
- Dojo child protection policies and support documents created and disseminated,
- CoderDojo tailored training course developed, piloted and launched,
- Garda vetting processes created and piloted,
- Garda vetting service launched,
- two designated liaison persons trained in the CoderDojo Foundation and,
- appeals board & appeal board procedures set up



184 staff and  
volunteers  
completed Child  
Protection Awareness  
Training

Child Protection  
Policy adopted by  
over 15% of Irish  
Dojos

400+  
Garda Vetting  
Applications  
processed

# Improved Youth Engagement Rewarding Youths

## USB Belts

In 2015 the CoderDojo Foundation team launched the USB Belts guide which gave a comprehensive guide to applying for and awarding Belts as well as a universal criteria for each colour of belt. In 2016 the Foundation team will establish a baseline for how many belts were awarded and how many Dojos use Belts as an awards system.

## Digital Badges

2015 saw the launch of CoderDojo digital badges which can be awarded and claimed through Zen. Digital badges reward Ninjas for both coding skills as well as the super important interpersonal skills learned at a Dojo such as presentation, communication and mentoring skills. So far badges have been the most popular and most successful aspect of the Zen platform. In 2016 we will increase the number and use of badges and see more Ninjas (and volunteers) achieve them.

**82**

**Champion/  
Mentor Badges  
Claimed**

**597**

**Youth Badges  
Claimed**

# Improved Youth Engagement CoderDojo Coolest Projects Awards 2015



On Saturday June 13th Coolest Projects, now in its fourth year, brought together CoderDojo Ninjas from all over Europe, who presented their codes, hacks and builds to roving panels of judges. The wealth of talent on display was astounding, with kids as young as seven devising apps, robots and websites, many of which were designed to make people's lives better.

The event, held in the RDS, Dublin, was a phenomenal success with more than 500 projects entered and over 5000 people in attendance.

Previously the event was held in DCU and a move to the RDS meant that we could increase both the levels of participation, including numbers of ninjas, projects and attendees. In 2016, the plan is to continue to expand and improve the event for CoderDojo Ninjas, parents, mentors and for the general public.

*"This year's CoderDojo Coolest Projects Awards was a pivotal event for us as we made the leap to running the event in the RDS. Each year I am astounded by the creativity and innovation so clearly evident in the Ninjas' projects and this year was no different, with some enterprise wide solutions showcased. The event would not be possible without the dedication of CoderDojo mentors who help all the Ninjas to prepare their projects for the preceding months."*

Noel King - Coolest Projects Co-Founder

5,000  
attendees

500  
Projects





# Rewarding Youth mBot Competition



The lovely people at Makeblock donated 9 blue mBots to award to CoderDojo youth members of the community! MBot is Makeblock's first educational STEM robot for kids and beginners to learn programming and electronics. Our winners came from Dojos in Romania, Australia, UK, Germany, Spain, Italy and Ireland.

One of our lucky winners, Celia from CoderDojo in Romania who sent us on some pictures of herself and her class with her mBot.



## USB Belt Competition

In order to celebrate the launch of both the USB Belt Guidelines and badges on the new Zen Community Platform, we awarded 10 Starter Packs to Dojos. A starter pack consisted of 20 Belts of a variety of colours. These were shipped all over the world to Dojos in countries including; Ireland, UK, Italy, Madagascar, US and Greece who presented them to their Ninjas upon their success.



# Improved Youth Engagement Additional Events

## EU Dojo

More than 40 children between the ages of 7 and 17 traveled to Brussels from Ireland, Northern Ireland, Italy, Belgium, Romania, the Netherlands, Spain and the UK for a 'Pop up' coding session. 13 MEPs took part in the Dojo at which they learned to write their first line of code under the excellent guidance from the CoderDojo Ninjas



### Other Events Attended:

- BT Young Scientist & Technology Exhibition
  - Dreamforce
  - SXSWedu 2015
  - Websummit
- Salesforce World Tour London, Paris, Munich & NYC



Global network of free programming clubs for young people.



Collaborating to give every child the opportunity to learn how to be a digital creator

Collaborative, youth centric & fun learning



# Improved Volunteer Engagement

## Community Support and Engagement strategy

With thousands of volunteers worldwide the CoderDojo Foundation needs a robust engagement strategy that best supports the diverse and global community. Our engagement and support strategy is also focussed on continuing to grow the CoderDojo brand globally through numerous channels (social media, email, partners and events) to ensure that every child has the opportunity to learn how to code and be creative in a safe and social environment.

Areas of focus within our community support and engagement strategy include:

- Responding to an average of 300+ community support requests on a weekly basis,
- Sourcing new volunteers and engaging with new and existing volunteers around the world through direct contact and through engaging with our network of partners,
- Supporting the startup of approximately 8 new Dojos per week,
- Facilitating monthly community calls and bi weekly “one to one” calls with the Global community members who request individual advice or support,
- Engaging with global media to assist with the scaling of CoderDojo; recent coverage includes Davos, Bloomberg, NY Times, BBC, RTE News, The Guardian and Euronews etc.,
- Creating and sending our monthly newsletter to subscribers as well as any regional or special newsletters required and
- Engaging our community through social media and answering any queries through this route.

By taking a multi-channel approach we are as responsive as possible and in addition to email, social media and call support, we added a live chat functionality to Zen so that when volunteers, parents or kids have questions we can answer immediately if the support team are online.



# Improved Volunteer Engagement

## DojoCon

The 2015 DojoCon, our annual gathering of dojo mentors and champions, took place on Friday, September 18th - Saturday, Sept 19th in Derry, Northern Ireland.

The theme was “The Creative Coder” with sessions and keynotes focused on using creative technologies as a way to engage with young people in new ways. Over 250 people from across 7 countries were in attendance and sharing their knowledge with other CoderDojo volunteers.

The biggest draw of the day was a panel on Minecraft in which Deirdre Quarnstrom, Director, Minecraft Education, was joined by Vu Bui, COO Minecraft, as well as representatives from Minecraft EDU and other Minecraft fanatics.

Other Speakers included Howard Baker, Editor (Innovations) at BBC Learning, who talked about the amazing new BBC micro:bit and the corporation’s aims to encourage creative digital making through code. Laura Ivers spoke about the new CoderDojo Sushi series and Ursula Clarke Everett gave a presentation about Zen and how to contribute.





# Enriched Content & Offerings

## Dojo Sushi

The CoderDojo Foundation team expanded the CoderDojo Sushi range to include 6 new sets of Sushi cards;

- Beginner HTML/CSS,
- Intermediate HTML/CSS,
- Beginner Javascript,
- Intermediate Javascript,
- Beginner Databases and
- Beginner Raspberry Pi

Sushi Cards were initially developed by CoderDojo Bray Mentor, Clyde Hatter, who worked with us to develop the new HTML/CSS Series and has also been working on the CoderDojo Nano book. CoderDojo Sushi aims to put bitesize chunks of information onto sets of cards. These give young people the basics of a coding language and allows them to tap into their imaginations and create projects of their own .

## Kata

Kata, our community wiki, also had a revamp in 2015, with a content audit being undertaken by SAP volunteers through a CSR program in Q1 and early Q2. Additionally, we revamped the skin of Kata to aesthetically change the look and feel of the site.

Both the skin update and a restructure of the site following the audit in the summer of 2015. Kata is now better serving the needs of our community. In 2016, we will further upgrade Kata in particular to give more information about content and to improve search functionality.



# Enriched Content & Offerings

## Organisers Content

### CoderDojo Tao Best Practices

**CoderDojo Tao** was launched in 2015 and was integrated with the CoderDojo Community Platform Champion onboarding process. Tao was formed after a pilot of 'Recommended Practices' within Dojos around the world.

The goal of CoderDojo Tao is to get Dojos thinking about Best practices and how to implement them within their Dojo. In each country legislative requirements will differ but this will allow Dojos to be more conscious of and adopt global best practices.

### ECHO - Ethos, Culture, Happiness and Outcomes Guide

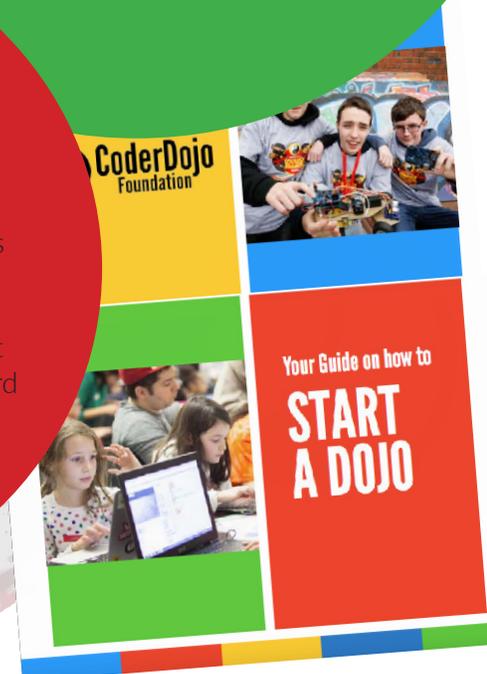
**CoderDojo ECHO** was launched in 2015 as a guide for Dojos to implement the CoderDojo Ethos. It has been designed to be simple, understandable, practical and translatable as possible. It is a useful guide for all existing and new Champions and volunteers to implement best practices and to establish a positive learning environment at all Dojos.

### Start a Dojo Guide

**CoderDojo Start a Dojo guide** for new Champions and partners was created and released in Summer 2015. It gives a comprehensive guide to getting a Dojo started including the steps to getting set up and has been highly useful for current volunteers and partners to spread the word about starting CoderDojos out of their locality.

### Global Child Protection Guidelines

Through our learnings on the Child Protection Ireland Project we put together some guidelines for volunteers globally to ensure they are meeting best practice for Child Protection. It's important to ensure young people are safe in their Dojo and by disseminating this content we want to make sure Dojos, volunteers and parents are aware of their responsibilities.



# Enriched Content & Offerings

## Hardware Offerings

### 960 Raspberry Pis donated-VMWare

Through an existing CSR program, the VMware Foundation donated over \$73,000 to be put towards distributing 960 Pi kits to CoderDojo Community Members. We commenced the distribution of Pis in 2015 and will continue to distribute through early 2016. In 2015 we shipped over 550 Pis to Dojos across 15 countries including Austria, Sweden, Ireland, Belgium, Italy, India, France, Netherlands, US, Japan, Poland, Nigeria, Greece, Cameroon, and Germany. The CoderDojo Foundation sent the kits with Raspberry Pi Sushi Cards which can be used with the parts in the kit and we can't wait to see some great projects stemming from this! It was a great success and we can't wait to distribute the remainder of the Pi Kits in 2016!



# Enriched Partnerships, Funders and Alliances

## Core Funders of the CoderDojo Foundation



**The O'Sullivan  
Foundation**

In 2015 we welcomed two new funders to the CoderDojo Foundation. Microsoft became a European partner of the Foundation and at the end of 2015 Microsoft also funded a project to specifically grow and support CoderDojo in Central and Eastern Europe. Salesforce.org also joined as CoderDojo funders globally. In addition Salesforce opened 6 Dojos worldwide in their offices as part of our global partnership.

The Sean O'Sullivan Foundation continued their support of CoderDojo in 2015 and Sean O'Sullivan continued to sit on the CoderDojo Board of directors.

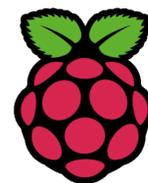
## Project Funders of the CoderDojo Foundation



*Child Protection Ireland  
Project*



*Donation of 960 Pis to  
the CoderDojo Community*



**RaspberryPi**

*Zen Community Platform  
Project*



**LIBERTY GLOBAL**

*Dojo Sushi Series; HTML/CSS (Beginner & Intermediate), Javascript (Beginner & Intermediate), and Databases (Beginner)*

**Probono Partners**



**A&L Goodbody**



# Lessons Learned

Reflecting on our work and determining key lessons learned is an important activity that is completed through the year as the CoderDojo Foundation team has a culture of continuous improvement. An end of year review is also completed prior to revising the strategy and plans for the coming year. This enables the Foundation team to ensure that lessons learned are applied and that maximum benefit is delivered to the global Community.

A key area on which there is ongoing continuous improvement focus is the development and deployment of the community platform, Zen.

Initially an agile approach to development was employed. Development work started in March and the first live version of Zen was released in August.

## Lessons Learned

1. In hindsight, a minimum viable product (MVP), or components of the platform e.g. Dojo profile pages, ticketing etc could have been released earlier in pilot to the community or to a subset of users. A pilot test would have assisted in identifying functional gaps and / or user challenges prior to a full live release.
2. Target and projections for on boarding users, were overly optimistic. With Zen, further user and pilot testing could have been completed to better determine the deployment approach and the target volume of users that would migrate onto the platform on a monthly basis. In future further user requirements reviews and testing will be completed to ensure that the platform is delivering to users' needs. Deployment will be supported by better user engagement so that the community are aware of the benefits to migrating onto the community platform. Quality assurance checks will be in place to ensure that the user will have a positive experience when using the functionality available on the platform.
3. For a large project such as Zen more focus, resource and time could have been assigned to engaging with community users and to the on-boarding of the community. Improved engagement would have helped to ensure that the functionality developed better matched user requirements. A phased deployment and onboarding approach could have ultimately achieved a higher number of active platform users.

In the Summer of 2015, the first and current CoderDojo Strategy was determined, documented and published and has been employed since January 2015. Although robust, the initial strategy document was a large document with a lot of detail. By end of Summer 2016, a revised more concise strategy document will be drafted in consultation with the Community Committee and stakeholders before being released to the community. In this document, further information will be provided on lessons learned and planned initiatives for 2016 & 2017.





# Looking towards 2016

In 2016 the CoderDojo movement is celebrating its 5th birthday! By July 2016 the CoderDojo movement will have exceeded 1000 Dojos and by the end of 2016 CoderDojo will have over 1200 Dojos globally.

Developing Zen, the community platform, will continue as a key project into 2016 as the Foundation continue to improve and build features which will be of benefit to the community and help to measure our impact worldwide. Other key projects we have include the creation of an E-Learning platform with at least 2 core modules released by September 2016, and the release of further Sushi content in various languages with paths for each set of cards to lead to the awarding of a related badge.

2016 will also be when the Foundation evaluate our performance based on the current Strategy and write our second strategy document which will cover 2016 & 2017..

The CoderDojo Foundation excited for 2016 and what is to come and hope you are too! If you have any feedback for projects in 2016 and beyond please let the Foundation know.



# Thank You....

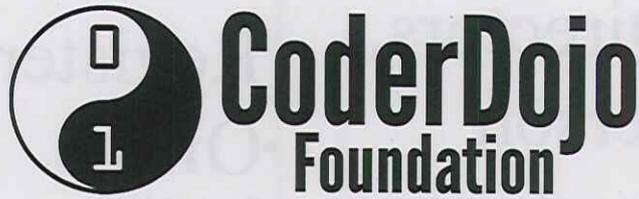
**To all of our Cool Volunteers, and awesome parents around the world.** Without your dedication, CoderDojo could not have achieved the success that was delivered in 2015.

**To all of our Supporters, Funders and Partners.** You help the CoderDojo Foundation team to provide day to day support, deliver cool projects, create infrastructure and provide cool tools to our awesome community! We are always delighted to welcome new partners to the community and look forward to many more years of support from both new and existing partners.

**To the most important people in every Dojo...the Ninjas!** Your awesome projects and enthusiasm to learn about technology keeps both the CoderDojo Foundation and all of the volunteers of CoderDojo energised and constantly on our toes trying to keep up with your ideas! Remember keep 'being Cool'!







Hello World Foundation  
t/a CoderDojo Foundation  
Reports and Financial Statements  
for the financial year ended  
31 December 2015

## 2015 Directors, Chairperson and Secretary

Bill Liao - Chairperson,  
Noel Ruane - Company Secretary  
Sean O'Sullivan  
Cyril Treacy  
James Whelton  
Una Fox

## Principal Banker

Allied Irish Bank,  
66 South Mall,  
Cork,  
Ireland

## Auditors

Deloitte,  
Chartered Accountants and Statutory Audit  
Firm,  
Earlsford Terrace,  
Dublin 2

## Solicitors

A&L Goodbodys,  
28 North Wall Quay,  
Dublin 1

## Registered Office

Dogpatch Labs,  
Unit A,  
The CHQ Building,  
Custom House Quay,  
Dublin 1

## Company Registration Number

524255

## Charity Number

CHY 20812

## Charities Regulatory Authority No.

20082847

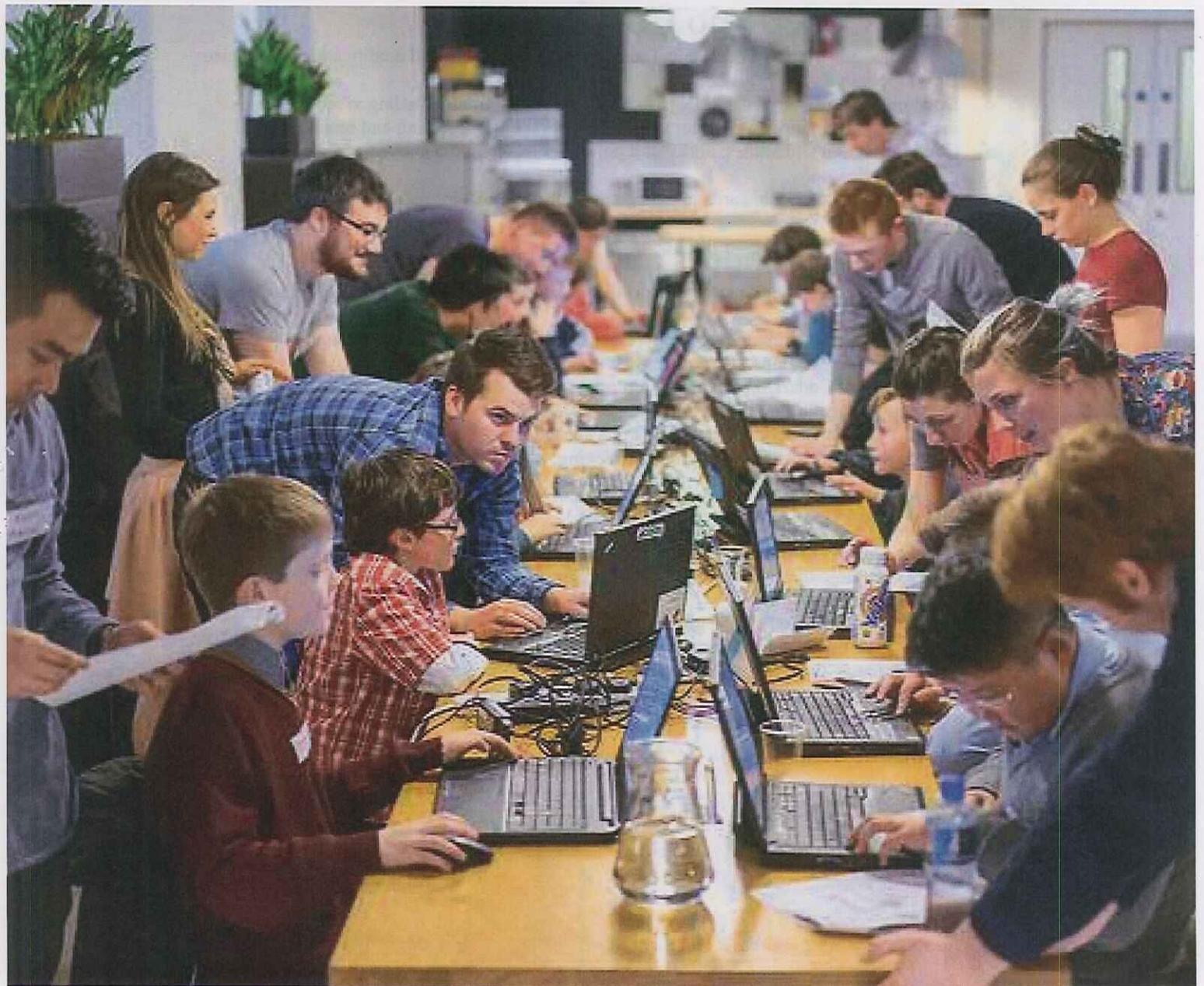
# Directors' Report 2015

## Our Purpose

*To reach young people from all over the world engaging them such that that they become creators with technology in a meaningful, creative and social way.*

## Our Vision

*A world where every child has the opportunity to learn how to code and be creative in a safe, social and fun environment.*



# Our Objectives for 2015

Our 2015 objectives were based on the CoderDojo 2015/16 strategy of which there were five pillars.

## Improved engagement with kids and young people

- 10,000 direct relationships with kids and young people as measured via the CoderDojo Community Platform.
- 30% attendance by girls: validated by data
- Reward and Recognition of CoderDojo youth through the release of 5 soft and hard skills badges including youth mentoring. 25% of youth on CoderDojo Community Platform have claimed a badge by year end.
- Participation at Coolest Projects, Dojocon and at least 10 other Events. e.g. BTYSTE, Junior Spiders, Web Summit etc.

## Improved engagement with all volunteers

- 2,700 direct relationships with Champions and mentors as measured via the CoderDojo Community Platform.
- Reward and Recognition of CoderDojo mentors through the release of 3 mentor badges. 10% of mentors on CoderDojo Community Platform have claimed a badge by year end.

## Enriched CoderDojo Content

- 40% Dojos adhering to CoderDojo Tao to ensure a consistent and quality experience across Dojos globally.
- Documented and shared CoderDojo material in multi-format including video for Dojos including start-up guides, pedagogy, documentation on progressing and retaining kids.
- Child Protection Guidelines; all Ireland policies released and deployed and global best practices released.
- Technical content; Sushi cards in 6 languages for use by Dojos.

## Partnerships, Funders and Alliances

- Secure 2 new technology partners to provide hardware and software to benefit the CoderDojo Community
- Secure 1 new growth partner to support and scale CoderDojo globally through hosting Dojos in global office locations.
- Secure 50% of CoderDojo Foundation funding for 2016.
- Continue to engage CoderDojo pro-bono service providers.
- Secure 1 additional service provider partner for the direct benefit of the CoderDojo community. E.g. Hosting, Background checking.

## Global Community Growth

- Organic Global Growth. Expected 1131 active Dojos by 2015 year end.
- Scale CoderDojo through corporate growth partners and alliances. 10 alliance partners to be secured by 2015 year end.
- Regionalisation of CoderDojo globally. 5 licences and agreements signed.
- 2 Dojos specifically started to serve underserved locations
- Participation at 2 relevant global technology events per quarter.
- Provide high quality support to new champions and all support requests and set a benchmark for responsiveness to support queries.

# Our Values

## Community and Contribute

- At the core of the CoderDojo is our connected community. Our community of volunteers are the lifeline that power the CoderDojo movement globally. The community is our compass, we exist to enable and support the community.
- All members of the Foundation are members of the Community and contribute as such.

## Transparency:

- We are accountable to our community and stakeholders. We believe that transparency builds trust, which is why we produce annual and quarterly reports that openly share all the details of our strategies, plans, goals and our relationships with funders and partners.

## Delivering Positive Impact:

- Our community is made up of individuals who generously and kindly volunteer their time and resources to the movement. The CoderDojo team must reliably deliver value to this community and strive to continuously improve on all of our offerings and services, while being responsive and accountable to all of our stakeholders.
- We as an organisation believe that CoderDojo can continue to be a force for positive change in the world!

## Be Cool, Be Creative, Have Fun:

- CoderDojo is fundamentally about providing opportunities for young people to have fun with technology in a club based environment which is based on inclusion, innovation and creativity. This is at the core of our objectives and underpins and focuses the CoderDojo team on our activities and priorities.

## Respect:

- Respect is fundamental. We respect and value other people's ideas, their beliefs and their cultures. We openly and actively engage with all community members and stakeholders to challenge our thinking and to work on creating and maintaining fully inclusive environments at all Dojos.

## Open and Free:

- We are based on the principles of open source and of volunteer led movements, all that we do is provided openly and is free; gratis and libre.

# Achievements and Performance

By the end of 2015 the number of Dojos globally stood at 852 an increase of 46% from the start of 2015. Through assumptions made based on the results of the annual survey we estimate 32,800 kids went to CoderDojo in 2015, up from 26,500 in 2014. This is a tremendous result for a movement that has only been in existence for 4 years.

Of these 32,800 young people we achieved our target of 30% female attendance at Dojos globally. (Annual Survey 2015) In 2016 and beyond we will be aiming to get closer to gender parity in Dojos through providing more tips and encouragement to volunteers, and continuing to promote our CoderDojo female role models.

By year end we had over 10,000 volunteers worldwide and throughout the year they contributed over 470,000 hours to the CoderDojo movement. Without dedicated volunteers CoderDojo would not be able to transform the lives of so many young people.

During 2015 the most notable project completed was the development of Zen, the CoderDojo Community Platform. Zen was launched in September 2015 to coincide with the new CoderDojo term in many countries. Zen allows Dojos to create events, award both youth and volunteer badges as rewards for their hard work and it allows mentors around the world to communicate with one another through the Forums. Zen also creates a smooth onboarding system for New Champions who want to join the CoderDojo movement. While the initial targets for youth onboarding to Zen were not met, we exceeded the target of 2700 volunteers onboarded by 200. In retrospect we understand that the target of 10,000 youth onboarded in less than 4 months was overly ambitious.

2015 was also a great year for content as Kata was audited and restructured to fit with the new design layout and to ensure best accessibility to content. Language Specific Sections were added on Kata including: Japanese, French, Dutch, Spanish, Italian, German, Polish and Greek.

In terms of content development, the CoderDojo Sushi series created and published in HTML (Beginner, Intermediate), JavaScript (Beginner, Intermediate), Raspberry Pi and in Databases (Beginner). Guides created in 2015 included Start A Dojo Guide, ECHO Guide, Guide to Getting Girls Coding, Warm Up Games Guide, CoderDojo Mentors Guide, Overview to Safeguarding Children, Global CoderDojo Belts Guide, and a Guide to adding content to Kata. All this content and the clear dissemination of this content will help retain both volunteers and Dojos globally. In 2016 we plan to continue to revamp our content plan and give volunteers more content options for their Dojo.

2015 saw the CoderDojo Foundation network of partners expand as we welcomed two new corporate funders Salesforce (Global) and Microsoft (Europe). In February Salesforce came on board as a corporate funder and global partner. As part of the Salesforce 1:1:1 model, they are encouraging employees to start Dojos in their offices around the world, and by year end more than 5 Dojos had been started on Salesforce premises. In April, CoderDojo and Microsoft started a European focused partnership as part of the Microsoft Youth Spark strategy. This strategy is focused on equipping young people with digital skills, which made CoderDojo an ideal partner.

Lastly the board are happy to report that the first strategic plan for the Company was approved in early 2015. This will run to the end of 2016, will guide key objectives and will be reported upon for 2015 and 2016.

# Governance

The Board of the Company is in place to provide independent, effective leadership and to supervise the management of the Company. The Board is responsible for the overall governance and strategic direction of the Company and must ensure that the Company is solvent, well run and delivers against its charitable objects. The board is responsible for providing leadership, setting the strategy and exercising control over the Company. In addition its governance duties include supervising the CEO and management, monitoring, questioning and reviewing the activities of the Company, and ensuring board succession.

## Good Governance Code

On establishment in May 2013, the board committed that it should always hold itself accountable to best practices in corporate governance. It committed to ensuring it met the Good Governance Code. This journey was completed, when the board declared itself compliant as a Type C organisation on the 19th of November 2015. Our compliance statement can be viewed [here](#) →.

# Board Structure

## Directors and Secretary

The directors, who served at any time during the financial year except as noted, were as follows:

### Directors:

Bill Liao  
Una Fox  
Sean O'Sullivan  
Noel Ruane  
Cyril Treacy (appointed 18 June 2015)  
James Whelton

### Secretary:

Noel Ruane

## Expertise

Board members are selected based on the skillset they have and can bring to the board's functions. A robust and diverse board is important to ensuring adequate discussion and debate. Skillsets sought at board level include, Social Entrepreneurship sector, Technology sector, Venture Capital sector. Membership of the board will not fall below 5 and will not exceed 10 members. Any proposed new members are initially discussed at board level before being approached.

All new board members are provided with an induction pack outlining governance information to familiarise them with the Company's board and operations.

## Term and Schedule

An initial fixed term of one year is imposed on all new board members. After this initial term a board member can be elected for a term of two years. Board members, will be eligible for re-election of two further two year terms, making the maximum term that a board member can serve as seven years. The Board meet no less than four times per calendar year.

## Sub Committees

The board has chosen to delegate certain powers to an audit, compensation and governance sub-committee. The responsibility of the sub-committee is to;

- Review and approve the annual audited accounts,
- Approve any payments in excess of the amount authorised as per financial management policy,
- Approve salary increases to C level staff and
- Conduct annual performance appraisal of the CEO.

The 2015 members of the Audit, Compensation and Governance sub-committee were;

- Bill Liao
- Noel Ruane

The establishment of any further sub committees and their members will be decided at board level.

## Internal Controls

The directors acknowledge their overall responsibility for the Company's systems of internal control and for reviewing its effectiveness. They have delegated responsibility for the implementation of this system to Management. This system includes financial controls, which enable the board to meet its responsibilities for the integrity and accuracy of the Company's accounting records.

## Budget Control

A detailed budget was prepared for 2015 in line with the strategic plan. The budget was reviewed by the Finance Sub-committee and approved by the Board. The actual results were compared against the budget during the year to ensure alignment with the strategic plan, tight budgetary control and value for money. Management accounts are sent to the Chairman, and Board on a regular basis.

## Management and Staff

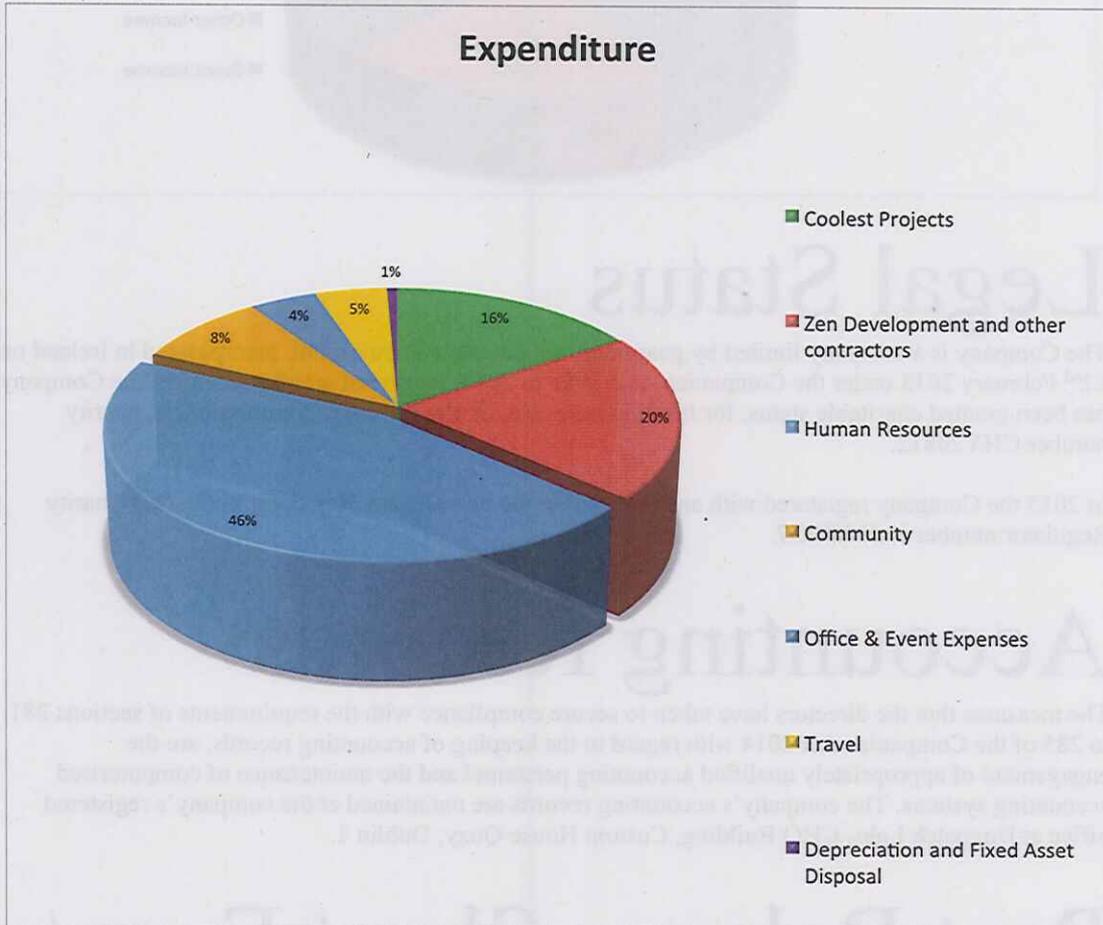
The Board acknowledge with appreciation the committed work of our management team and staff. There were 7 full-time staff at 2015 year end. Our continuing success and our achievements are due to their professionalism, dedication and commitment to our mission. The Board has delegated the responsibility of the day to day management and decision making of the Company to the CEO and her senior management team.

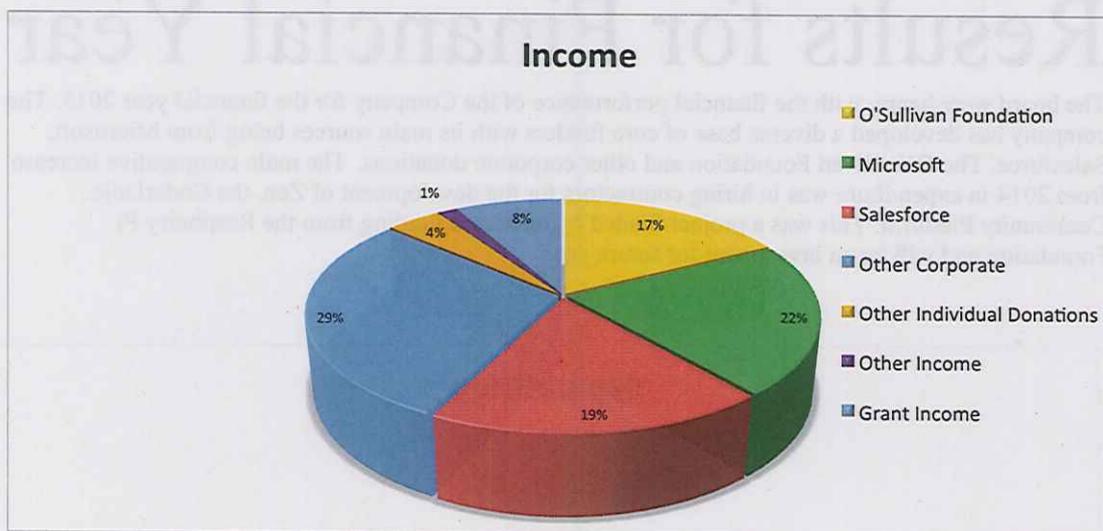
## Risks and Uncertainties

In 2015, while on the journey of becoming complaint with the Good Governance Code a Risk Register. Its purpose is to manage risk within the Company. As a not for profit dependent on generous donations, a future risk identified is securing future funding to enable it to continue, sustain and scale its activities and impact. Other high impact risks include "burn-out" of volunteers, reduced Dojo retention and the CoderDojo regional license not being accepted by existing CoderDojo regional bodies. All of these high impact risks will affect the impact that CoderDojo makes to the young people which it seeks to serve. All risks are monitored on a regular basis and interventions regularly launched to reduce the likelihood of their occurrence.

# Results for Financial Year

The board were happy with the financial performance of the Company for the financial year 2015. The company has developed a diverse base of core funders with its main sources being from Microsoft, Salesforce, The O'Sullivan Foundation and other corporate donations. The main comparative increase from 2014 in expenditure was in hiring contractors for the development of Zen, the CoderDojo Community Platform. This was a project funded by restricted funding from the Raspberry Pi Foundation and will be an investment for future years.





## Legal Status

The Company is a company limited by guarantee, not having a share capital, incorporated in Ireland on 22<sup>nd</sup> February 2013 under the Companies Acts 1963 to 2013, registered number 524255. The Company has been granted charitable status, for taxation purposes, by the Revenue Commissioners, charity number CHY20812.

In 2015 the Company registered with and reported to the new Charity Regulator body. Our Charity Regulator number is 20082857.

## Accounting Records

The measures that the directors have taken to secure compliance with the requirements of sections 281 to 285 of the Companies Act 2014 with regard to the keeping of accounting records, are the engagement of appropriately qualified accounting personnel and the maintenance of computerised accounting systems. The company's accounting records are maintained at the company's registered office at Dogpatch Labs, CHQ Building, Custom House Quay, Dublin 1.

## Post Balance Sheet Events

There have been no significant events affecting the company since the financial year end.

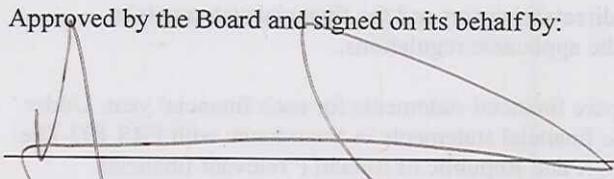
## Going Concern

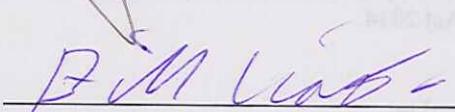
The organisation's forecasts and projections, taking account of reasonable possible changes in performance, show that the organisation will be able to operate within the level of its current cash and investment resources. The Board have a reasonable expectation that the organisation has adequate resources to continue in operational existence for the foreseeable future. Thus they continue to adopt the going concern basis of accounting in preparing the annual financial statements. Accordingly, these financial statements do not include any adjustments to the carrying amount and classification of assets and liabilities that may arise if the company was unable to continue as a going concern.

# Auditors

The auditors, Deloitte, Chartered Accountants and Statutory Audit Firm, continue in office in accordance with Section 383(2) of the Companies Act 2014.

Approved by the Board and signed on its behalf by:

  
\_\_\_\_\_  
Noel Ruane  
Director & Secretary of the board

  
\_\_\_\_\_  
Bill Liao  
Director & Chairperson of the board

Date: 19/9/2016

# Directors' Responsibilities Statement

The directors are responsible for preparing the directors' report and the financial statements in accordance with the Companies Act 2014 and the applicable regulations.

Irish company law requires the directors to prepare financial statements for each financial year. Under the law, the directors have elected to prepare the financial statements in accordance with FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland ("relevant financial reporting framework"). Under company law, the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end date and of the profit or loss of the company for the financial year and otherwise comply with the Companies Act 2014.

In preparing those financial statements, the directors are required to:

- select suitable accounting policies for the company financial statements and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether the financial statements have been prepared in accordance with the applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for ensuring that the company keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the company, enable at any time the assets, liabilities, financial position and profit or loss of the company to be determined with reasonable accuracy, enable them to ensure that the financial statements and directors' report comply with the Companies Act 2014 and enable the financial statements to be audited. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website.

## **INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF HELLO WORLD FOUNDATION**

We have audited the financial statements of Hello World Foundation Limited for the financial year ended 31 December 2014 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and the related notes 1 to 23. The relevant financial reporting framework that has been applied in their preparation is the Companies Act 2014 and Accounting Standards issued by the Financial Reporting Council, and promulgated by the Institute of Chartered Accountants in Ireland for periods beginning before 1 January 2015 ("relevant financial reporting framework").

This report is made solely to the company's members, as a body, in accordance with Section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

### **Respective responsibilities of directors and auditors**

As explained more fully in the Directors' Responsibilities Statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view and otherwise comply with the Companies Act 2014. Our responsibility is to audit and express an opinion on the financial statements in accordance with the Companies Act 2014 and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

### **Scope of the audit of the financial statements**

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Reports and Financial Statements for the financial year ended 31 December 2014 to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

### **Opinion on financial statements**

In our opinion, the financial statements:

- give a true and fair view of the assets, liabilities and financial position of the company as at 31 December 2015 and of the surplus for the financial year then ended; and
- have been properly prepared in accordance with the relevant financial reporting framework and, in particular, with the requirements of the Companies Act 2014.

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## INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF HELLO WORLD FOUNDATION

### Matters on which we are required to report by the Companies Act 2014

- We have obtained all the information and explanations which we consider necessary for the purposes of our audit.
- In our opinion the accounting records of the company were sufficient to permit the financial statements to be readily and properly audited.
- The financial statements are in agreement with the accounting records.
- In our opinion the information given in the directors' report is consistent with the financial statements.

### Matters on which we are required to report by exception

We have nothing to report in respect of the provisions in the Companies Act 2014 which require us to report to you if, in our opinion, the disclosures of directors' remuneration and transactions specified by law are not made.

*Margarita Martin*

Margarita Martin  
For and on behalf of Deloitte  
Chartered Accountants and Statutory Audit Firm  
Dublin

Date: 19 September 2016

# Statement of Financial Activities

## for the Financial Year Ended 31 December 2015

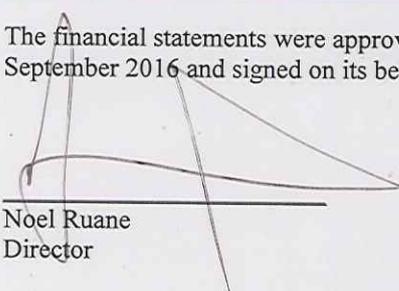
	Notes	2015 Restricted Funds €	2015 Unrestricted Funds €	2015 Total €	2014 Restricted Funds €	2014 Unrestricted Funds €	2014 Total €
<b>Income From:</b>							
Donations and Legacies	4	336,606	570,284	906,890	54,865	441,866	496,731
Charitable Activities	5	88,706	3,393	92,099	43,903	15,280	59,183
<b>Total Income</b>		<b>425,312</b>	<b>573,677</b>	<b>998,989</b>	<b>98,768</b>	<b>457,146</b>	<b>555,914</b>
<b>Expenditure on:</b>							
Raising Funds	6	-	48,326	48,326	-	33,743	33,743
Charitable Activities	7	261,994	251,322	513,316	38,510	153,353	191,863
Other	8	129,504	177,320	306,824	(79)	142,383	142,304
<b>Total Expenditure</b>		<b>391,498</b>	<b>476,968</b>	<b>868,466</b>	<b>38,431</b>	<b>306,479</b>	<b>367,910</b>
<b>Net Incoming Resources</b>	11	<b>33,814</b>	<b>96,709</b>	<b>130,523</b>	<b>60,337</b>	<b>127,667</b>	<b>188,004</b>
<b>Taxation</b>	12	-	-	-	-	-	-
<b>Total funds brought forward at 1 January</b>		<b>60,337</b>	<b>234,968</b>	<b>295,305</b>	<b>-</b>	<b>107,301</b>	<b>107,301</b>
<b>Total funds carried forward at 31 December</b>		<b>94,151</b>	<b>331,677</b>	<b>425,828</b>	<b>60,337</b>	<b>234,968</b>	<b>295,305</b>

# Balance Sheet

## As at 31 December 2015

	Notes	2015 Total	2014 Total
<b>Fixed Assets</b>			
Tangible Assets	13	4,420	4,641
<b>Current Assets</b>			
Debtors	14	27,174	110,125
Cash at bank and in hand		499,905	306,233
		527,079	416,358
<b>Creditors:</b>			
Amounts falling due within one year	15	(105,671)	(125,694)
<b>Net Current Assets</b>		<b>421,408</b>	<b>290,664</b>
<b>NET ASSETS</b>		<b>425,828</b>	<b>295,305</b>
<b>Funds of the Charity</b>			
Restricted funds	16	94,151	60,337
Unrestricted funds	16	331,677	234,968
		425,828	295,305

The financial statements were approved and authorised for issue by the Board of Directors on 19<sup>th</sup> September 2016 and signed on its behalf by:

  
 Noel Ruane  
 Director

  
 Bill Liao  
 Director

# Cash Flow Statement

## For the Financial Year Ended 31 December 2015

	Note	2015	2014
<b>Net cash inflow from operating activities</b>	17	193,672	179,566
<b>Increase in cash and cash equivalents</b>	17	193,672	179,566
<b>Cash and cash equivalents at the beginning of the reporting year</b>		306,233	126,667
<b>Cash and cash equivalents at the end of the reporting year</b>		499,905	306,223
<b>Reconciliation to cash at bank and in hand:</b>			
<b>Cash and cash equivalents at the end of the financial year</b>		499,905	306,233

# Notes to the Financial Statements

## For the Financial Year Ended 31 December 2015

### 1. Accounting Policies

The principal accounting policies are summarised below. They have all been applied consistently throughout the financial year and to the preceding year.

#### Basis of Preparation

- i) In accordance with Section 1180(8) of the Companies Act 2014, the company is exempt from including the word “Limited” in its name. The company is limited by guarantee and has no share capital.
- ii) In prior years, company law scoped out companies not trading for gain for the members from the requirements with regard to formats and content of financial statements which applied to for profit companies thus permitting the adoption of a format appropriate to a charity.

The Companies Act 2014 became effective in law on 1 June 2015 and from that date applies the format and content of financial statements requirements appropriate for a company trading for the profit of its members to a company that is a not-for-profit organisation such as Hello World Foundation. This would require Hello World Foundation for example, to present a profit and loss account and report on items such as turnover, cost of sales, profit or loss on ordinary activities before taxation, along with related notes. In the view of the directors, this is neither an appropriate presentation nor terminology for a not-for-profit organisation.

In order to provide information relevant to understanding the stewardship of the directors and the performance and financial position of the charity, Hello World Foundation has prepared its financial statements in accordance with the formats provided for in the Statement of Recommended Practice (SORP 2015) “Accounting and Reporting by Charities” in accordance with the Financial Reporting Standard applicable in the UK (which has been recognised as best practice for financial reporting by charities in Ireland) and Republic of Ireland (FRS 102), issued by the Financial Reporting Council, and promulgated for use in Ireland by the Institute of Chartered Accountants Ireland, effective 1 January 2015 and the Companies Act 2014. No material adjustments were required on adoption of FRS 102 in the current year. For more information see note 20.

Comparative amounts for the prior year have been re-presented where necessary on the same basis as those for the current financial year.

The functional currency of Hello World Foundation is considered to be euro because that is the currency of the primary economic environment in which the company operates.

# Notes to the Financial Statements

## For the Financial Year Ended 31 December 2015

### (Continued)

#### **Going Concern**

The organisation's forecasts and projections, taking account of reasonable possible changes in performance, show that the organisation will be able to operate within the level of its current cash and investment resources. The Board have a reasonable expectation that the organisation has adequate resources to continue in operational existence for the foreseeable future. Thus they continue to adopt the going concern basis of accounting in preparing the annual financial statements. Accordingly, these financial statements do not include any adjustments to the carrying amount and classification of assets and liabilities that may arise if the company was unable to continue as a going concern.

#### **Incoming Resources – Donations and Legacies**

Donations and Legacies is represented by donations and gifts and are included in full when received.

#### **Incoming Resources – Charitable Activities**

Income from charitable activities is represented by grants and other income related to charitable income which are included in full when received.

#### **Expenditure**

Liabilities are recognised as resources expended as soon as there is a legal or constructive obligation committing the charity to the expenditure,

In 2015, the salaries of staff involved in charitable activities, fundraising activities, management and administration and governance activities were apportioned across those expenditure categories on a reasonable, justified and consistent basis. The 2014 comparatives have been restated to accord with the current year's presentation.

Governance costs are defined as costs related to the general running of the Foundations as an entity as opposed to the direct management functions inherent in generating funds and include audit and accountancy, legal and professional fees.

#### **Funds Accounting**

The company maintains the following funds:

- i) *Restricted Funds*  
Restricted funds represent donations, fundraising events income and other income received, which can only be used for those purposes that have been specified by the donor.
- ii) *Unrestricted General Funds*  
Unrestricted funds represent amounts which are expendable at the discretion of the Board of Directors in furtherance of the objectives of the charity.

# Notes to the Financial Statements

## For the Financial Year Ended 31 December 2015

### (Continued)

#### Foreign Currency

Transactions in foreign currency are recorded at the rate ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated at the rate of exchange ruling at the balance sheet date. All differences are taken to the Statement of Financial Activities.

#### Tangible Fixed Assets

Tangible fixed assets are stated at cost less accumulated depreciation. Depreciation of fixed assets is provided on cost in equal instalments over the estimated useful lives of the assets. The annual rates of depreciation are as follows:

Buildings – 2%  
Equipment – 20%

#### Pensions

The company make contributions to pension plans selected by relevant employees and administers contributions made by (and on behalf) of employees invested in PRSAs.

#### Financial Instruments

Financial assets and financial liabilities are recognised when the company becomes a party to the contractual provisions of the instrument.

Financial liabilities are classified according to the substance of the contractual arrangements entered into.

##### *(i) Financial assets and liabilities*

All financial assets and liabilities are initially measured at transaction price (including transaction costs), unless the arrangement constitutes a financing transaction. If an arrangement constitutes a finance transaction, the financial asset or financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Financial assets are derecognised when and only when a) the contractual rights to the cash flows from the financial asset expire or are settled, b) the company transfers to another party substantially all of the risks and rewards of ownership of the financial asset, or c) the company, despite having retained some significant risks and rewards of ownership, has transferred control of the asset to another party and the other party has the practical ability to sell the asset in its entirety to an unrelated third party and is able to exercise that ability unilaterally and without needing to impose additional restrictions on the transfer.

Financial liabilities are derecognised only when the obligation specified in the contract is discharged, cancelled or expires.

Balances that are classified as payable or receivable within one year on initial recognition are measured at the undiscounted amount of the cash or other consideration expected to be paid or received, net of impairment.

# Notes to the Financial Statements

## For the Financial Year Ended 31 December 2015

### (Continued)

#### Deferred Revenue

Revenue is deferred at the balance sheet date when voluntary income has been received with specified terms imposed that the funding organisation have not fully met at the balance sheet date

#### Incoming resources

All incoming resources are recognised once the charity has entitlement to the resources, it is probable that the resources will be received and the monetary value of incoming resources can be measured with sufficient reliability. Restricted income is recognised in accordance with the terms set out by the donor.

#### Donated services

Donated services in kind that can be valued with reasonable confidence are included in the financial statements.

## 2. Critical accounting judgements and key sources of estimation uncertainty

In the application of the Company's accounting policies, which are described in note 1, the directors are required to make judgements, estimates and assumptions about the carrying amounts of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates. The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of the revision and future periods if the revision affects both current and future periods.

There were no significant judgements and estimates made by the directors for the current financial period.

## 3. Income

Income represents donations and sponsorship from third parties in the Republic of Ireland.

# Notes to the Financial Statements

## For the Financial Year Ended 31 December 2015

(Continued)

### 4. Donations and Legacies

	2015 Restricted Funds €	2015 Unrestricted Funds €	2015 Total €	2014 Restricted Funds €	2014 Unrestricted Funds €	2014 Total €
Corporate Donations	335,586	315,472	651,058	54,865	182,082	236,947
Individual Donations	1,020	205,812	206,832	-	259,784	259,784
Donations in Kind		49,000	49,000		23,000	23,000
	336,606	570,284	906,890	54,865	441,866	496,731

### 5. Charitable Activities

	2015 Restricted Funds €	2015 Unrestricted Funds €	2015 Total €	2014 Restricted Funds €	2014 Unrestricted Funds €	2014 Total €
Grant Income	78,378	-	78,378	38,430	-	38,430
Other Income	10,328	3,393	13,721	5,473	15,280	20,753
	88,706	3,393	92,099	43,903	15,280	59,183

### 6. Expenditure on Raising Funds

	2015 Restricted Funds €	2015 Unrestricted Funds €	2015 Total €	2014 Restricted Funds €	2014 Unrestricted Funds €	2014 Total €
Fund Raising	-	48,326	48,326	-	33,743	33,743
	-	48,326	48,326	-	33,743	33,743

# Notes to the Financial Statements

## For the Financial Year Ended 31 December 2015

(Continued)

### 7. Expenditure on Charitable Activities

	2015 Restricted Funds €	2015 Unrestricted Funds €	2015 Total €	2014 Restricted Funds €	2014 Unrestricted Funds €	2014 Total €
Community Support and Partnerships	11,702	73,310	85,012	28,399	42,422	70,821
Community Infrastructure and Content	159,854	114,456	274,310	-	66,119	66,119
Communities Bursaries and Hardware	69,783	23,871	93,654	10,111	7,885	17,996
Governance, Management, Financials and Legal	20,655	39,685	60,340	-	36,927	36,927
	261,994	251,322	513,316	38,510	153,353	191,863

### 8. Other Expenditure

	2015 Restricted Funds €	2015 Unrestricted Funds €	2015 Total €	2014 Restricted Funds €	2014 Unrestricted Funds €	2014 Total €
Events Marketing and Brand Management	129,543	101,649	231,192	-	91,828	91,828
Donations in Kind	-	49,000	49,000	-	23,000	23,000
Other	(39)	26,671	26,632	(79)	27,555	27,476
	129,504	177,320	306,824	(79)	142,383	142,304

# Notes to the Financial Statements

## For the Financial Year Ended 31 December 2015

(Continued)

### 9. Employees and Remuneration

#### Number of employees

The average number of persons employed by the company during the financial year was as follows:

	Financial year ended 31/12/2015 €	Financial year ended 31/12/2014 €
Staff	7	6

The aggregate payroll costs of these employees were as follows:

	Financial year ended 31/12/2015 €	Financial year ended 31/12/2014 €
Salaries	313,765	202,321
Social Welfare Costs	33,626	21,676
Ex-gratia payment	14,019	-
	<b>361,410</b>	<b>223,997</b>

# Notes to the Financial Statements

## For the Financial Year Ended 31 December 2015

### (Continued)

#### 10. Key Management Compensation

This comprises of benefits paid to the Chief Executive during 2015.

	2015 €	2014 €
The Chief Executive receives a salary and benefits package Including pension allowance		
Salary	99,564	50,540
Contribution to pension and health insurance	10,000	5,833
Other Benefits	-	-
Social Security Costs	11,778	5,971

The Chief Executive was appointed on 1 June 2014. There are no other staff members with emoluments above €70,000 in either 2014 or 2015.

#### 11. Surplus on ordinary activities before taxation

The surplus on ordinary activities before taxation is stated after charging;	Financial year ended 31/12/2015 €	Financial year ended 31/12/2014 €
<b>Directors' remuneration</b>	-	-
<b>Auditors' remuneration</b>	-	-
<b>Depreciation</b>	4,553	3,123
	<b>4,553</b>	<b>3,123</b>

# Notes to the Financial Statements

## For the Financial Year Ended 31 December 2015

### (Continued)

## 12. Taxation

No charge to taxation arises due to the fact that the company has obtained charitable status and in accordance with Section 207 (as applied to companies by Section 76) of the Taxes Consolidation Act, 1997, has been granted an exemption from corporation tax, capital gains tax and deposit interest retention tax.

## 13. Tangible assets

	Computer Equipment €
<b>Cost:</b>	
At 1 January 2015	9,465
Additions	6,078
Disposals	(1,746)
<b>At 31 December 2015</b>	<b>13,797</b>
<b>Depreciation:</b>	
At 1 January 2015	4,824
Charge for financial year	4,553
<b>At 31 December 2015</b>	<b>9,377</b>
<b>Net Book Amount:</b>	
At 31 December 2015	4,420
At 31 December 2014	4,641

# Notes to the Financial Statements

## For the Financial Year Ended 31 December 2015

### (Continued)

In respect of prior financial period;

	Computer Equipment €
<b>Cost:</b>	
At 1 January 2014	5,154
Additions	4,311
At 31 December 2014	9,465
<b>Depreciation:</b>	
At 1 January 2014	1,701
Charge for financial year	3,123
At 31 December 2014	4,824
<b>Net Book Amount:</b>	
At 31 December 2014	4,641

## 14. Debtors

Amounts falling due within one year

	2015	2014
Donations receivable	27,174	108,550
Prepayments	-	1,575
	27,174	110,125

# Notes to the Financial Statements

## For the Financial Year Ended 31 December 2015

### (Continued)

#### 15. Creditors

Amounts falling due within one year

	2015	2014
<b>Deferred Income</b>	70,000	100,000
<b>Accruals</b>	2,904	546
<b>PAYE/PRSI</b>	32,767	25,148
	<b>105,671</b>	<b>125,694</b>

#### 16. Funds of the Charity

	2015 Total Funds €	Restricted Funds €	General Funds €
Opening balance 1 January 2015	295,305	60,337	234,968
Net income/(expenditure) for financial year	130,523	33,814	96,709
Closing balance 31 December 2015	425,828	94,151	331,677

In respect of prior financial year:

	Restricted Funds €	General Funds €	Total Funds €
Opening balance 1 January 2014	-	107,301	107,301
Net income/(expenditure) for financial year	60,337	127,667	188,004
Closing balance 31 December 2014	60,337	234,968	295,305

# Notes to the Financial Statements

## For the Financial Year Ended 31 December 2015

(Continued)

### 17. Reconciliation of net income to cash used in charitable activities

	2015 €	2014 €
Surplus for financial year	130,523	188,004
Depreciation	4,553	3,123
Purchases of fixed assets	(6,078)	(4,311)
Proceeds on disposal of fixed assets	1,746	-
(Decrease)/Increase in creditors	(20,023)	102,875
Decrease/(Increase) in debtors	82,951	(110,125)
Net cash inflow from charitable activities	193,672	179,566

### 18. Analysis of Changes in Cash

	At 1 January 2015 €	Cash Flows €	At 31 December 2015 €
Cash at bank and in hand	306,233	193,762	499,905

# Notes to the Financial Statements

## For the Financial Year Ended 31 December 2015

### (Continued)

## 19. Financial Instruments

	2015 €	2014 €
<b>Financial Assets</b>		
<i>Measured at undiscounted amounts receivable</i>		
Debtors (Note 14)	27,174	110,125
<b>Financial Liabilities</b>		
<i>Measured at undiscounted amounts payable</i>		
Creditors (Note 15)	-	-

## 20. Related Parties

During the year the company was granted a donation from The O'Sullivan Foundation in the sum €167,000. An additional donation was paid in January 2015 in the sum €108,550 which was relating to activities from the financial year end 31 December 2014. A director of Hello World Foundation, Sean O'Sullivan, is the sole benefactor of the O'Sullivan Foundation.

Additionally in 2015, the Company Secretary, Noel Ruane, personally granted a donation of the sum of \$10,900 to the Company.

## 21. Legal Status

The Company is a company limited by guarantee, not having a share capital, incorporated in Ireland on 22<sup>nd</sup> February 2013 under the Companies Acts 1963 to 2013, registered number 524255. The Company has been granted charitable status, for taxation purposes, by the Revenue Commissioners, charity number CHY20812.

In 2015 the Company registered with and reported to the new Charity Regulator body. Our Charity Regulator number is 20082857.

# Notes to the Financial Statements

## For the Financial Year Ended 31 December 2015

(Continued)

### 22. Explanation of transition to FRS 102

This is the first year the company has presented its financial statements under Financial Reporting Standards 102 (FRS 102) issued by the Financial Reporting Council. The last financial statements under previous Irish GAAP were for the year ended 31 December 2014 and the date of transition to FRS 102 was therefore 1 January 2014. As a consequence of adopting FRS 102, a number of accounting policies have been changed to comply with that standard. None of these changes have resulted in an adjustment to equity reported under previous Irish GAAP at 31 December 2014 or 1 January 2014 and there was no effect on net income previously reported for the year ended 31 December 2014.

### 23. Reclassification of Comparatives

The 2014 income and expenditure has been reclassified for presentation purposes.