Guidestar Gold Requirements

**PROBLEM OVERVIEW (1000 Characters)**

**How would you summarize the problem or need your organization is working to address?**

TSoG works to deliver student access to a supportive environment where learners of any age can receive mentorship and science/engineering expertise from wherever they are in the world. Getting students excited about science and engineering benefits us all. Elevating our education systems and equipping future generations with technical skills and knowledge to innovate and thrive in a global economy is the best investment corporations, families, and individuals can make. The Shoulders of Giants, a nonprofit leader in advanced technical education, has made a promise to share the thrill of scientific discovery with as many students as possible through making it accessible.

Many educational systems around the world have difficulty delivering hands-on curricula due to lack of funding or qualified teaching personnel and we work to close that gap. The Shoulders of Giants was founded with the belief that science and engineering education should be available to all who seek it.

## GOALS (3000 Characters)

### What is your organization aiming to accomplish?

The Shoulders of Giants exists to share the thrill of science and engineering with all students, of all ages. As we grow, we continue to explore ways in which we can expand to reach more students in a broader geographical area.

In 2020, the TSoG lab has undergone a huge overhaul. After a successful move from a warehouse-style facility, we have curated a new, state of the art laboratory studio with AV equipment necessary to live-stream all our classes to a “Virtual” audience.

Goals:

#1 Followership and Community Expansion

We aim to have 1500 Twitch platform followers and 250 vetted and approved students within the community by December 31, 2020.

#2 Fundraising

Amazing things happen when you get equipment and supplies into the hands of students who are passionate about learning. TSoG looks to raise $47500 through public support channels to have the ability to issue science and engineering challenges for groups of students to submit projects and solutions. In return for successful student activity, TSoG seeks to fully fund a reward system that sends STEM equipment and supplies for them to utilize.

#3 Outreach

Additionally, local volunteer teams will deliver at least 12 outreach events in the community (at Dallas Libraries or other public venues) that are free to students 5-13 years of age. Leveraging partnerships with IEEE and the Girl Scouts of NE Texas, we will be out in the community working with young students and introducing them to STEM fields.

## STRATEGIES (3000 Characters)

### What are your strategies for making this happen?

At The Shoulders of Giants, we are making significant progress in expanding our impact in 2020. This has been accomplished in part through the launch of our online community, which allows students of exceptional interest and enthusiasm for science and engineering to continue to supplement their education through a focused and supportive network. The strategies below lend to that aim:

Goal #1 Followership and Community Expansion

1. Expanding both our streaming schedule and our show variety to attract students of many different age groups.

2. Utilizing social media channels, targeted ad campaigns, and networking with like-minded collaborators.

Goal #2 Fundraising

1. Full implementation of Salesforce platform for leveraging the activity of the board of directors for keeping fundraising goals on track.

2. Marketing a successful sponsorship campaign to garner support from local businesses to ensure the challenge system is a success.

3. Building the Patreon platform to defray operating costs - (Target is $3,000/month to cover base expenses).

Goal #3 Outreach

1. Implementing a volunteer tab within the TSoG Wiki Framework to allow for easy volunteer engagement within communities anywhere in the world.

2. Build partnerships with other organizations to collaborate on joint events.

## CAPABILITIES (3000 Characters)

### What are your organization's capabilities for doing this?

With capital investments made through sponsorships and charitable donations, the studio will need to be reconfigured for a variety of sets. We have in-house expertise in lab buildout design and we look to utilize those skills to complete the space modifications.

An engaged board of directors can assist with grant proposals, connections with sponsors. The BOD will use Salesforce to communicate on grants and sponsor development activity.

A content collaborator group exists to help design and advise on curriculum content and how it is delivered in an organized way within the Wiki platform. There is a group of more than 9 individuals working in this area on a volunteer basis.

## INDICATORS (3000 Characters)

### How will your organization know if you are making progress?

Goal #1 Followership and Community Expansion

Target progress for channel followership and student members is not linear and careful curating of the student community is important from the very beginning. Tracking progress toward the count goal is an important indicator, but student outcomes will also be tracked in terms of student challenge submissions and awards.

#2 Fundraising

By April 2020, we look to have full implementation and integration of the Salesforce platform for fundraising efforts. Keeping to quarterly goals is also an indicator.

Goal #3 Outreach

Tracking of students reached and hours of volunteer hours logged.

## PROGRESS (3000 Characters)

### What have you accomplished so far and what's next?

Full-stack web development to launch the Wiki platform has completed although also being expanded upon currently. This now gives the opportunity for students to join the community in a seamless way and also keeps minors safe as well. A very big accomplishment and is still being built upon.

We have also developed a full framework for our educational process.