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CHILDREN'S POTENTIAL UNLIMITED

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**po-ten-tial** *n*: 1: something that can become actual 2: the work required to move a unit positive charge from infinity; *adj*: 3: existing in possibility; 4: capable of becoming actual.

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*In our children rests the unlimited potential of our future.* A key to unleashing this potential is providing children with a link to the world's vast information network.

Access to global information through computers and the Internet creates a world where borders and barriers no longer exist, where dreams and ideas can be shared, and where the absolute freedom of limitless communication between cultures is open to all.

Closing the gap between those children who have this access and those that do not is the vision towards which Children's Potential Unlimited (CPU) strives – building a better future for the world's children regardless of their economic circumstances, by providing them and the organizations which serve them with the tools to unleash their potential.

#### Children's Growing Need

Computers add an exciting dimension to children's learning, developing their intrinsic curiosity and desire to learn, encouraging them to read and write, developing problem-solving skills, and helping them to learn from each other. The Internet allows children to have global experiences opening their eyes to opportunities that were never thought possible and providing an enabling tool to seize these opportunities.

These technologies are playing an increasingly central role in the education of our youth. The percentage of students in grades 1 - 12 using a computer at school more than doubled between 1984 - 1993 (source:

National Center for Education Statistics). According to statistics researched by the California Department of Education, by the year 2000, 60% of all jobs in the United States will require a working knowledge of information technology.

How will we be handicapping our youth by not providing them with the tools they need for productive futures?

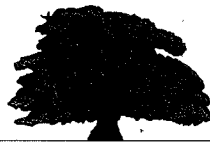
#### Bridging the Gap

The sad reality is that children from low income, minority and inner-city neighborhoods and within these school systems are most deprived of the unlimited benefits of technology. According to a study by the National Center for Education Statistics, in 1995 only half as many schools in poor areas (31%) had Internet connections compared with schools in the wealthiest communities (62%).

This striking gap between the "haves" and the "have-nots," is glaringly illustrated and exacerbated by the lack of resources. Those who could benefit most are least likely to have access to technology. Consequently, their futures are limited. There is an increasing disparity of opportunity, freedom, and possibility.

Children's Potential Unlimited (CPU), founded by Professor John J. Donovan, will address this challenge through an innovative, philanthropic program that includes computer donations, Internet access, educational software and training. This comprehensive initiative will provide the needed foundation to unleash the full potential of the world's children.

*Children's Potential Unlimited, Inc. is a nonprofit charitable corporation of the John J. Donovan Family and Cambridge Technology Group.*



## CHILDREN'S POTENTIAL UNLIMITED

### WHO WE ARE

Children's Potential Unlimited (CPU) is a nonprofit charitable corporation formed in affiliation with Cambridge Technology Group (CTGroup) and its founder, Professor John J. Donovan. Cambridge Technology Group conducts seminars worldwide on the benefits of information technology in business settings. In its fifteen-year history, CTGroup has empowered business leaders from over 2000 corporations and from over 50 nations with the knowledge and vision to turn their business goals into reality through the application of cutting-edge technologies. CTGroup has a history of innovation in the information technology industry, having founded several successful high technology companies and partnering with many others.

Children's Potential Unlimited will be an innovative force in philanthropy, applying the successful business practices and traditions of CTGroup and its founder to bringing new and exciting opportunities to the young people and school systems most in need. Through a comprehensive program, Children's Potential Unlimited will provide a fountain of knowledge and enrichment through computer and World Wide Web access, providing children with the comparative advantage to be key players in the future. We are striving to bridge the information and education gap between schools and communities that are able to provide their students with the latest computer and Internet technologies and those schools and communities that do not have that advantage.

### WHAT WE DO

As our economy becomes increasingly information driven, access to and mastery of the Internet and information technology is becoming an essential part of our children's education. CPU's mission is to ensure that children in every community have access to a world of information and can reap the benefits of learning in a technology rich environment. Computers and the World Wide Web develop a child's intrinsic curiosity and desire to learn, encouraging them to read and write, develop problem-solving skills, learn from each other, and develop self-esteem and a more cooperative spirit in the classroom.

As its first initiative, Children's Potential Unlimited will administer a comprehensive computer donation and education program which will provide access to mind-opening and enriching possibilities to the children in schools most in need. Children's Potential Unlimited will act as a facilitator, bringing together all the expertise, intellectual resources, equipment, capital, and other components needed to provide children and schools with a "turn-key" solution to their technology needs. Children's Potential Unlimited develops partnerships with schools and corporate sponsors identified through its existing and expanding network, keeping the development of the child as its number one goal.

While other non-profit organizations have initiated computer donation programs, many have lacked an integrated approach to providing a complete package and comprehensive approach to technology. Unused or obsolete computers lay dormant, technical problems limit effective use, and teachers and stu-

dents are not properly trained to use donated equipment. Children's Potential Unlimited has developed an integrated program that includes:

- Acquisition of software and hardware
- Refurbishment and upgrading of equipment
- Networking
- Distribution
- Installation
- Maintenance / Support / Technical Assistance
- Curriculum Development and Design
- Teacher Training
- Teacher Incentive Programs
- Continuous Improvement and Evaluation

In addition to this comprehensive approach, Children's Potential Unlimited provides:

- Cutting-edge expertise in utilization and application of resources
- Ability to bring latest technology to education environments
- Access to a broad network of resources from the private and public sectors
- Professional management
- Detailed tracking system
- Public relations advantage
- Tax deductibility of contributions
- Global reach and internationalization

## **BRIDGING THE GAP**

All children, regardless of economic status, should have access to the magical learning possibilities that computers and the Internet offer during school, after-school, and on weekends.

Education technology experts have said that for children to get the maximum benefit and growth from exposure to computers in schools, a minimum of one multimedia computer should be available for every five students. The national average is currently one multimedia computer for every thirty-five students. The Internet and World Wide Web add a valuable new dimension and outlook to children's learning; however, very few children have access to the benefits of this enriching technology. Less than 10% of classrooms are connected to the Internet, so most children do not get regular access. Small schools, those in low income, inner city, or predominantly minority neighborhoods, and elementary schools are the least likely to have Internet connections. These are the schools Children's Potential Unlimited intends to target — the schools with the least resources, where the greatest impact can be made on the children.

Having computers in the classroom brings new challenges that the majority of schools are not prepared to handle. It is not just hardware that is needed, but an entire infrastructure addressing the teachers, maintenance, and troubleshooting is essential as well.

An estimated 40 - 50% of computers in our schools are computers that are no longer manufactured or

supported and which are unsuitable for use with current software programs and Internet access. To be able to take advantage of today's technology, schools need computers that can support a CD-ROM drive, sound and video cards, and a modem.

Even when computers are available in school systems, schools often lack the technological expertise to support and maintain them, and technical problems plague effective, regular use.

In addition, many teachers have not had adequate opportunities to learn how to use new technologies, evaluate new software, and integrate these tools into their teaching curriculum. As a result, many teachers are often afraid of new technology. It is critically important to empower teachers with the knowledge and skills so that technology can be fully integrated into their classrooms.

Children's Potential Unlimited will address these issues and bridge the information gap through the implementation of its innovative, integrated computer donation program plan.

### **THE CASE and PLAN**

Children's Potential Unlimited seeks to partner with companies which have a commitment to enriching children's education through technology to launch its first pilot program. Participating companies will be able to contribute used or warehoused computers or those no longer being used to the Children's Potential Unlimited program, and, when appropriate and available, technical expertise, software, or other capital related to the program's mission. Children's Potential Unlimited will act as a facilitator, managing all external resources, donations, public relations, relationships with selected schools, evaluation, and necessary internal resources, while ensuring that the children grow from this new world of opportunity.

*Children's Potential Unlimited is incorporated as a 501(c)(3) tax exempt charitable corporation.*