



Discover, Learn, Enjoy

IMPACT REPORT

2023-2024

Our Impact Report, showcases our commitment to being the home of where **“a passion for reading meets the digital age”** and the work we are doing to promote tech literacy and bridge the digital divide.



Foreword

It is with great pride that I am pleased to present this very first impact report from Technology Books for Children. As we look back on our achievements for the previous year, it is great to see the charity grow from a thought to a reality.

I am filled with gratitude and the support of our partners, donors, volunteers and fellow trustees.

The beauty of books is that they have a unique ability to take transport children to new worlds, to tap into their imaginations and boundless creativity. In a world of tech where everything can at times seem dominated by algorithms and automation, we are in more need of creators, dreamers, innovators, problem solvers and thinkers.

The focus of tech themed books and stories, helps to showcase the diverse nature of tech. Our charity is proud to play our part in empowering the next generation and bridging the digital divide.

This year has seen us make significant strides in raising awareness for the cause and we are delighted to share the initiatives and impact with you in this report.

Thank you for being part of this journey and for supporting our mission.

With gratitude and excitement for the year ahead.

Rebecca Franks

Chair of Trustees



Mission Statement

“To foster reading for pleasure on tech topics and to help children to be participating digital citizens through questioning all aspects of the digital world”.



Our Values

Encouragement

We encourage:

- Children to read for pleasure about technology, in any environment
- Families to embrace technology and to discuss the impact upon their lives
- Teachers to promote conversations about tech and to use books as a means to promote tech conversation

Sharing

We Share:

- Resources that have been created by our charity
- Resources that have been created by trusted partners
- Information on digital literacy

Quality

We commit to:

- Recommending quality books, that can be read outside of the school curriculum and also those that can be used to support classroom activity
- Promoting author visits to organisations so that children can learn more about tech
- Working with high quality partners, who work within the same and similar spaces



Our Values

- Working with high quality partners, who work within the same and similar spaces
- Providing and creating high quality resources
- Providing, creating and highlighting engaging and quality activities that help children and their families to gain greater understanding of tech

Community Commitment

We are here to:

- Demystify technology and to ensure that children see their place alongside tech and with tech
- Work with others and to have open communication around understanding the positive impacts of tech upon communities
- Ensure that tech is spoken about in a positive light



Our Impact

In our first year as a charity, we have made great progress in raising awareness of our cause. Thanks to your support we have reached educators and families. Together we are shaping the future of tech literacy and education.

Book Recommendations

Across the UK and beyond, families and educators have greater awareness of books to support tech literacy. We have linked to key themes throughout the year and shown a tech link.

Resources to support Tech Literacy

Across the UK and beyond, families and educators have access to worksheets to support recommended texts on the website. There are also blog articles to support, showcasing real life stories of the need for and the impact of tech themed books.

Partnerships & Collaborations

By working with others we have drawn awareness to our cause. We have worked with World Book Day, The IET, ArchivesIT, Eduthing, Amazing ICT, The Park Federation Academy Trust and STEM Ambassador (volunteers) to raise awareness of tech themed texts. We have signed the charter for Digital inclusion in partnership with the Digital Poverty Alliance.

We have reached just over 2700 people, across families, educators and professionals.



Our Audiences

Our material is typically aimed at adults who live or work with children. We work with businesses and organisations who recognise the need to improve tech literacy, bridge the digital divide and improve the STEM pipeline, with a focus on the T in STEM. Our material is for the following child audiences, ages:

- 4 - 7
- 7 - 11
- 11-14

Our belief is that tech is embedded into every subject area, we try at all times to showcase tech across the curriculum and stories that can be used for events such as:

Online Safety, Careers days/weeks, Sporting Events, Science weeks, annual holidays etc.

Additionally, we showcase stories and material linked to topics such as Artificial Intelligence, Data, Inspirational people, Cyber security etc



The Little AI Engineer uses a conversational tone to interact with and inform young readers. It poses questions, and sometimes includes

Real world examples of AI usage. Great simple to understand depiction of how **machine learning** works. The historical timeline of AI

Regardless of your knowledge level about **AI** and **machine learning**, this book will enhance your understanding. It begins with a



Building a Movement

We have worked with STEM Ambassador volunteers and have a bank of ambassadors available for the launch of our **Book Ambassador programme**, which will see ambassadors going into educational organisations (e.g., schools, reading clubs, scout groups etc) to read and engage children around tech themed stories.



Presentation to STEM Ambassador Volunteers
September 2024



Our Reach

We are registered in England and Wales, however our website traffic has shown interest from all areas of the world.

Our reach is global, with people visiting and accessing book recommendations, resources and blogs.

Active users* by Country



For the year 2023 – 2024 from Google Analytics

Demographic details: Country

Last 12 months

Country	Active users	New users	Engaged sessions	Engagement rate
Total	1,686 100% of total	1,688 100% of total	1,282 100% of total	61.46% Avg 0%
1 United States	768	767	578	72.43%
2 United Kingdom	376	376	423	59.83%
3 Saudi Arabia	62	62	32	51.61%
4 Germany	34	34	10	29.41%
5 India	30	30	22	66.67%
6 Pakistan	26	26	16	55.17%
7 Ireland	25	25	9	36%
8 Canada	21	21	11	33.33%
9 Netherlands	18	18	3	14.29%
10 Uzbekistan	17	17	14	82.35%

Demographic details
Google Analytics, Jan2024 – Jan2025



The Future

As we gather momentum, we will be:

- Launching a charity publication featuring role models and career advice aimed at teenagers
- Building capacity for in-person activity
- Enhancing our book database and recommendations
- Adding more content to our resources and blogs
- Building partnerships with others

To get involved with us and to sponsor any of our programmes please reach out for a conversation today!

Do you have other IDEAS?



Reach out TODAY!



Founders - Thank You

With many thanks to the founding trustees, book review team, partners, blog contributors, those signed up to be book ambassadors, everyone who shares our message on and off line and supports our mission.

Your support, has allowed Technology Books for Children, to grow from an embryonic idea to a reality.

In my opinion the need to highlight tech themed books as a staple for the home and school bookshelf, has never been greater.

We are small charity, working on a big mission of blending tech and literacy, against a backdrop of falling literacy rates in the country and also a leaky STEM pipeline.

Please do join us in whatever way you can, to grow this mission and cement Technology Books for Children as the home of where

“a passion for reading meets the digital age”

Thanks
Beverly Clarke MBE
Founder and CEO



Teachers

- Enhance your curriculum through the magic of storytelling
- Arrange an author visit to inspire your students
- Use our free resources to support your reading and learn about careers in STEM

Parents, carers and families

- View a range of quality assured technology books to enhance your bookshelves
- Read our tips and try our tech book related activities
- Join our growing community to discover more



Organisations

- Get in touch to learn how we can partner on a technology book project together
- Support our mission by sponsoring our books, activities and author visits

Bridge the
digital
divide



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