Raspberry Pi Foundation

Strategy

2025

Our mission

The mission of the Raspberry Pi Foundation is to enable young people to realise their full potential through the power of computing and digital technologies.

Our vision

Our vision is that every young person develops:

- The knowledge, skills, and confidence to use computers and digital technologies effectively in their work, community, and personal life; to solve problems and to express themselves creatively.
- Sufficient understanding of societal and ethical issues to be able to critically evaluate digital technologies and their application, and to design and use technology for good.
- The mindsets that enable them to confidently engage with technological change and to continue learning about new and emerging technologies.

Our long-term goals

1.

Education

To enable any school to teach students about computing and how to create with digital technologies, through providing the best possible curriculum, resources, and training for teachers.

2.

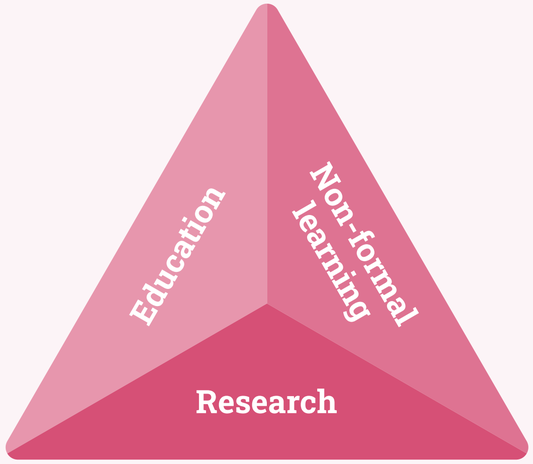
Non-formal learning

To engage millions of young people in learning about computing and how to create with digital technologies outside of school, through online resources and apps, clubs, competitions, and partnerships with youth organisations.

3.

Research

To deepen our understanding of how young people learn about computing and how to create with digital technologies, and to use that knowledge to increase the impact of our work and advance the field of computing education.



Our products and learning experiences

Education

Teach Computing Curriculum

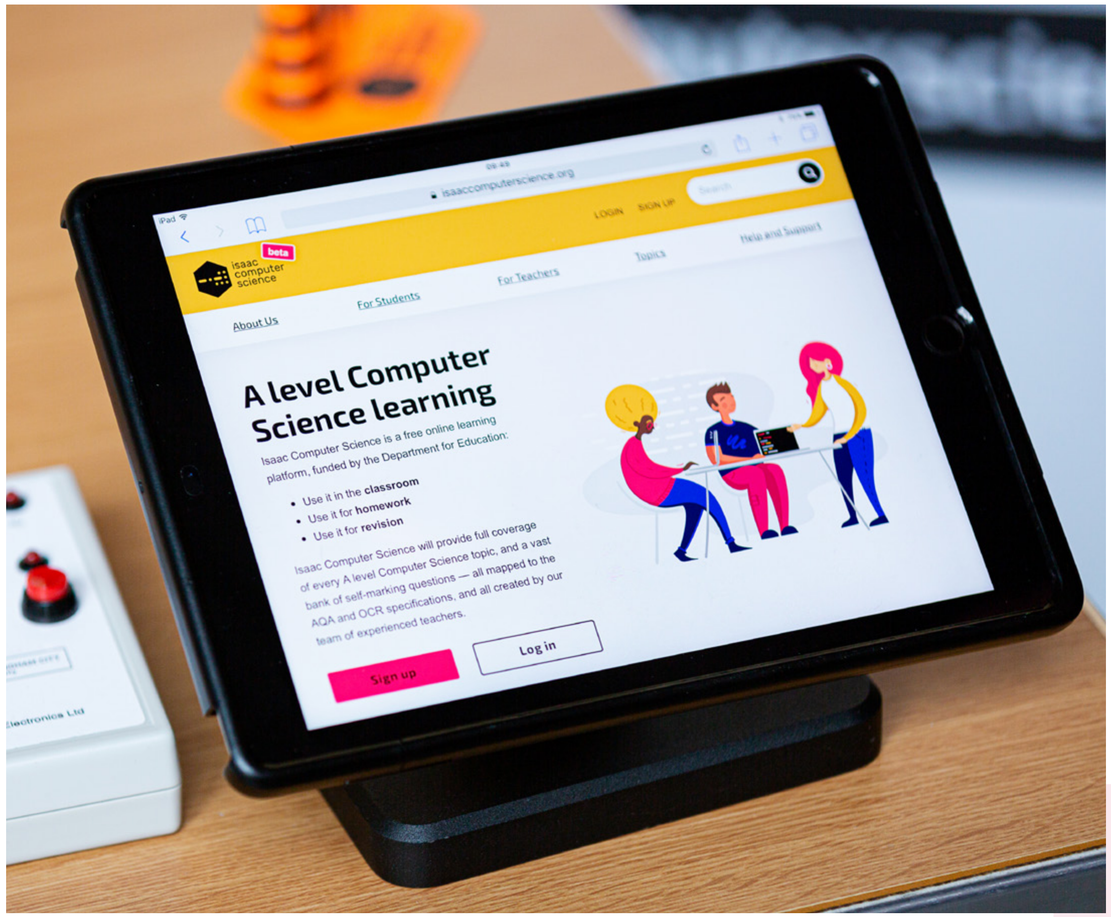
A comprehensive computing curriculum with all of the associated resources and materials for teachers to use in the classroom. Designed for the English computing curriculum and covering key stages 1 to 4 (learners aged 5 to 16).

Isaac Computer Science

A platform and resources to support young people aged 14 to 19 who are studying the Computer Science GCSE or A level qualifications in England. Currently being mapped to other computer science qualifications.

Hello World

A platform for computing and digital making educators that includes publications (magazines and compendiums), a podcast, and a website blog. Content is provided by educators, for educators.



Our products and learning experiences

Non-formal learning

Code Club

A network of free, after-school coding clubs for young people aged 9 to 13. We provide brand, resources, technologies to organise clubs, access to volunteers, training, support, safeguarding resources and assurance, and more.

Code Club World

A free, online platform that provides fun, block-based discovery activities and access to a wide range of coding and digital making projects for young people aged 9 to 13.

CoderDojo

A network of free, community-based coding clubs for young people aged 7 to 17. We provide brand, resources, technologies to organise clubs, access to volunteers, training, support, safeguarding resources and assurance, and more.

Coolest Projects

A series of online and in-person events that allow young people to showcase what they have built with digital technologies. The Foundation runs the global (online) event and in-person events in the UK, Ireland, and the USA. We also franchise the model in other countries.

European Astro Pi Challenge

An annual competition that enables young people to write code and experiments that run on Raspberry Pi computers on board the International Space Station. A collaboration with the European Space Agency (ESA). Participation is limited to school-aged children in ESA Member States and countries that have agreements with ESA.

Why our mission matters

Young people are growing up in a world where every aspect of life is shaped by increasingly powerful digital technologies. To realise their full potential, they need to develop the skills and knowledge to participate in and shape that world.

Being an effective end user of technology is important, but insufficient. We need to introduce young people to algorithms, data, programming, and AI; and help them develop the mindsets that will allow them to thrive in an unknown technological future.

This matters because it will expand their opportunities to access meaningful work, empower them to solve the problems that they care about, and enable them to express themselves creatively. It will also equip them to make better decisions about technology in their own lives, even if they don't work or create with computers.

We need to address the unequal access that young people have to the opportunities to learn these skills and knowledge. Too much depends on who your parents were, where you were born, what access you have to schools, teachers, and technology, and, even if you have all of that, whether those opportunities feel relevant to your life.

> We need to address the unequal access that young people have to the opportunities to learn these skills and knowledge.

Our work contributes to the UN sustainable development goals (SDGs)

Goal 4: Quality education

We increase access to high-quality education through curricula and resources, teacher professional development, and tools that help young people learn. All of our work is informed by research and rigorously evaluated.

Goal 5: Gender equality

We work hard to ensure that our learning experiences and educational products increase gender equality. We research what works in gender balance in computing education and share that new knowledge widely.

Goal 8: Decent work and economic growth

We equip young people with the skills, knowledge, and confidence to access high-quality work and help them prepare for the future. We help young people develop creative, problem solving, and design skills.

Goal 11: Reduced inequalities

We actively reduce inequalities by increasing access to education. We prioritise working with young people who experience educational disadvantage or who come from backgrounds that are traditionally underrepresented in computing.

Goal 14: Climate action

We are committed to net zero carbon emissions. We integrate climate change facts and issues into our learning experiences for young people, empowering them to use technology to understand and positively impact climate change.

Our values:
What we stand for

Democratising access to computing

Raspberry Pi's founding purpose was to democratise access to computing, and that remains at the core of our mission and values. We believe that every young person — whatever their background or access to resources — should have the opportunity to learn how to create with digital technologies.

We have an enduring commitment to providing low-cost, general purpose computers for education through Raspberry Pi Ltd.

The Foundation is committed to supporting young people who experience educational disadvantage, or who come from traditionally underrepresented backgrounds, into computing. We bring that commitment to life in the design of our learning experiences and educational products, the choices we make about partnerships, our research agenda, and our marketing and outreach efforts.

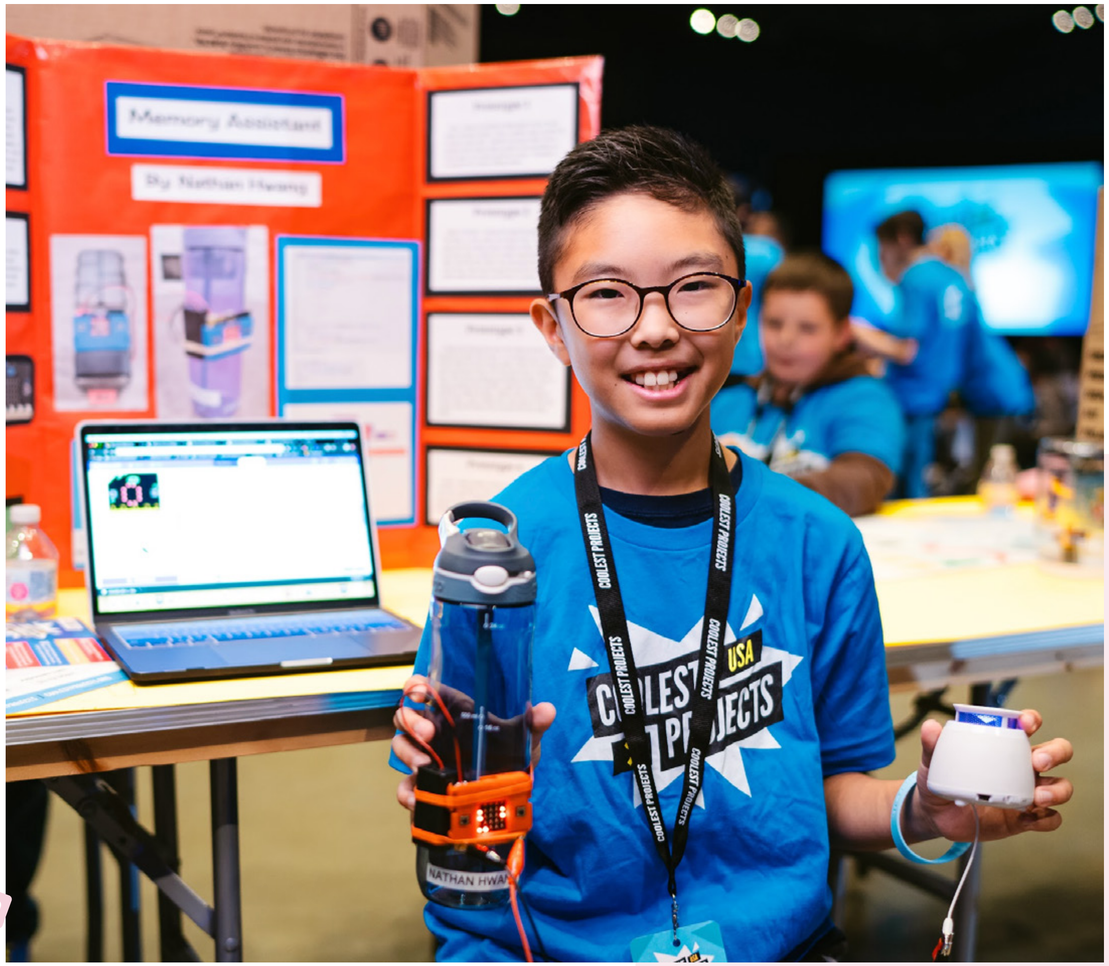
We ensure that all of the physical and online spaces we create, including our workplaces, are safe and inclusive spaces where everyone feels able to be themselves and contribute their best.

Our values:
What we stand for

Digital makers not consumers

We believe that all young people should have opportunities to learn how to independently create and solve problems with digital technologies. We call that digital making, and we think that it is one of the best ways to learn about computing. We want young people to see themselves as digital makers and not just consumers of technology products.

We want young people to be empowered to change their world and solve the problems that they care about through the power of computing and digital technologies. We root our learning experiences in real-world contexts and show how technology can make a positive difference to issues like the climate crisis.



Our values:
How we work

User- and community-led

We are part of a global community of young people, parents, educators, volunteers, makers, and businesses that share our mission and bring it to life through their actions. We are active members of this community ourselves, as learners, mentors, and organisers.

We make sure that we understand our users and communities, and we design learning experiences and products that address their needs and aspirations. We proactively seek out user and community feedback and use it to drive improvements.

Our values:
How we work

Focused on impact

We use research and evidence as the basis for everything we do. We invest time in learning from the best research in the field, we conduct our own original research, and we challenge ourselves to incorporate what we learn into our work.

We are rigorous and transparent about the impact we are having. We use data to shape our decisions.

We collect users' personal data only when we need to, and we are always open about when we are collecting personal data and why.

We are experimental. We test our ideas at a small scale, improve them in response to feedback, iterate quickly, and stop doing things that aren't working.

We are a learning organisation. We make time to reflect on what we're learning and how we can apply it. We openly share what we are learning with others. We invest in the growth and development of all of our colleagues.

Our values:
How we work

Open and collaborative

As an organisation, we are one team with shared goals. We assume good intent, and we look out for each other.

We're generous with our time and expertise. We welcome feedback, even when it's difficult to hear, and we give honest feedback to each other.

We bring this same spirit of openness and collaboration to all of our work with partner organisations.

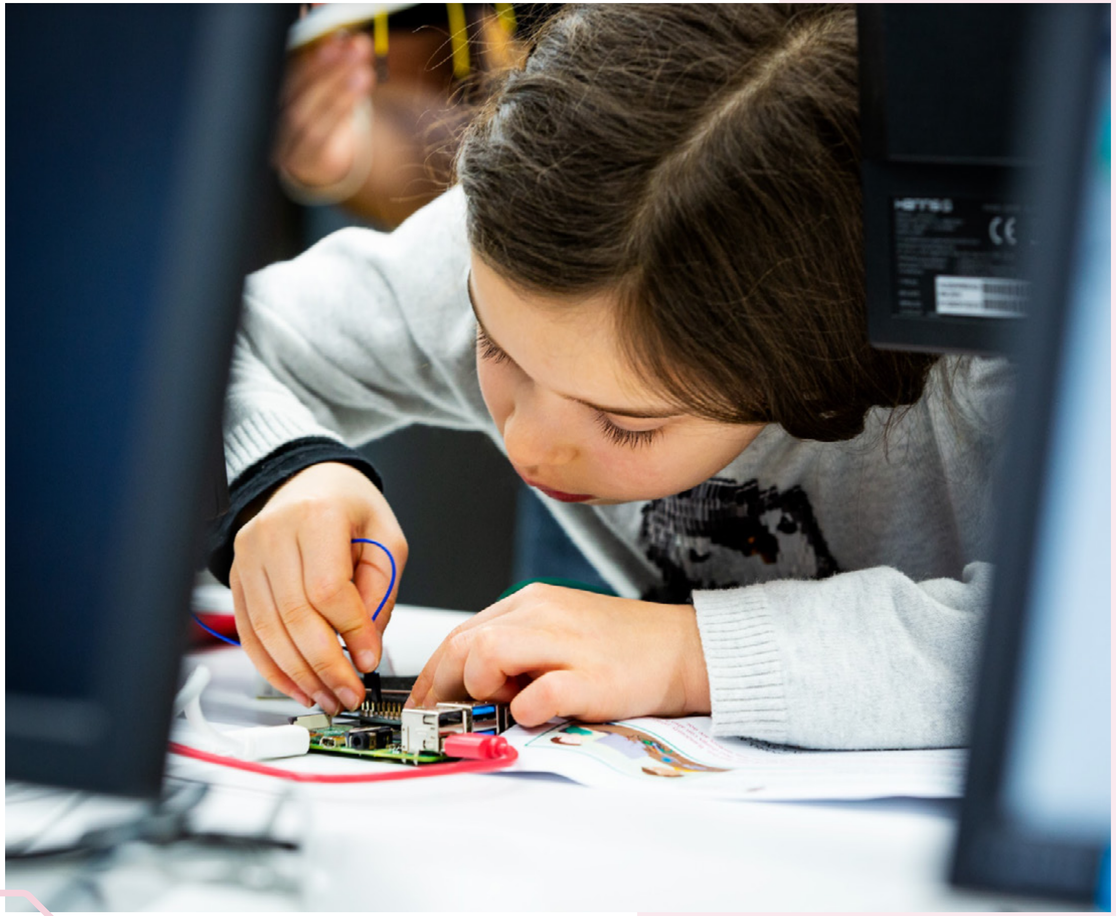
Our approach to technology

The Foundation's educational activities are device- and platform-agnostic. That means that we design learning experiences and educational products for a wide range of technologies and platforms, including but not limited to Raspberry Pi computers.

To reduce barriers to access, we use freely available and open source software in our learning experiences and products. We also build our own educational software and contribute to open source projects.

Through our commercial subsidiary, Raspberry Pi Ltd, we have made an enduring commitment to making low-cost, general purpose computers available for education. The Foundation doesn't donate or sell Raspberry Pi computers.

We create resources to help learners get started with Raspberry Pi computers and associated technologies.



Who we work with

- **Young people aged 5 to 25.** We design learning experiences and products for young people. The majority of our work focuses on school-aged children, and over the lifetime of this strategy, we are expanding our focus to engage young adults up to the age of 25, with a particular focus on their vocational learning.
- **Researchers and policymakers** who are working on computing education and related topics.
- **Teachers in schools and other educational settings** who are teaching a computer science curriculum or bringing computing and creating with digital technologies into other parts of the curriculum.
- **Educators, volunteers, and parents** outside the formal education system who are running Code Clubs and CoderDojos, working in youth and community organisations, and supporting young people to learn independently.

How we address educational disadvantage and underrepresentation

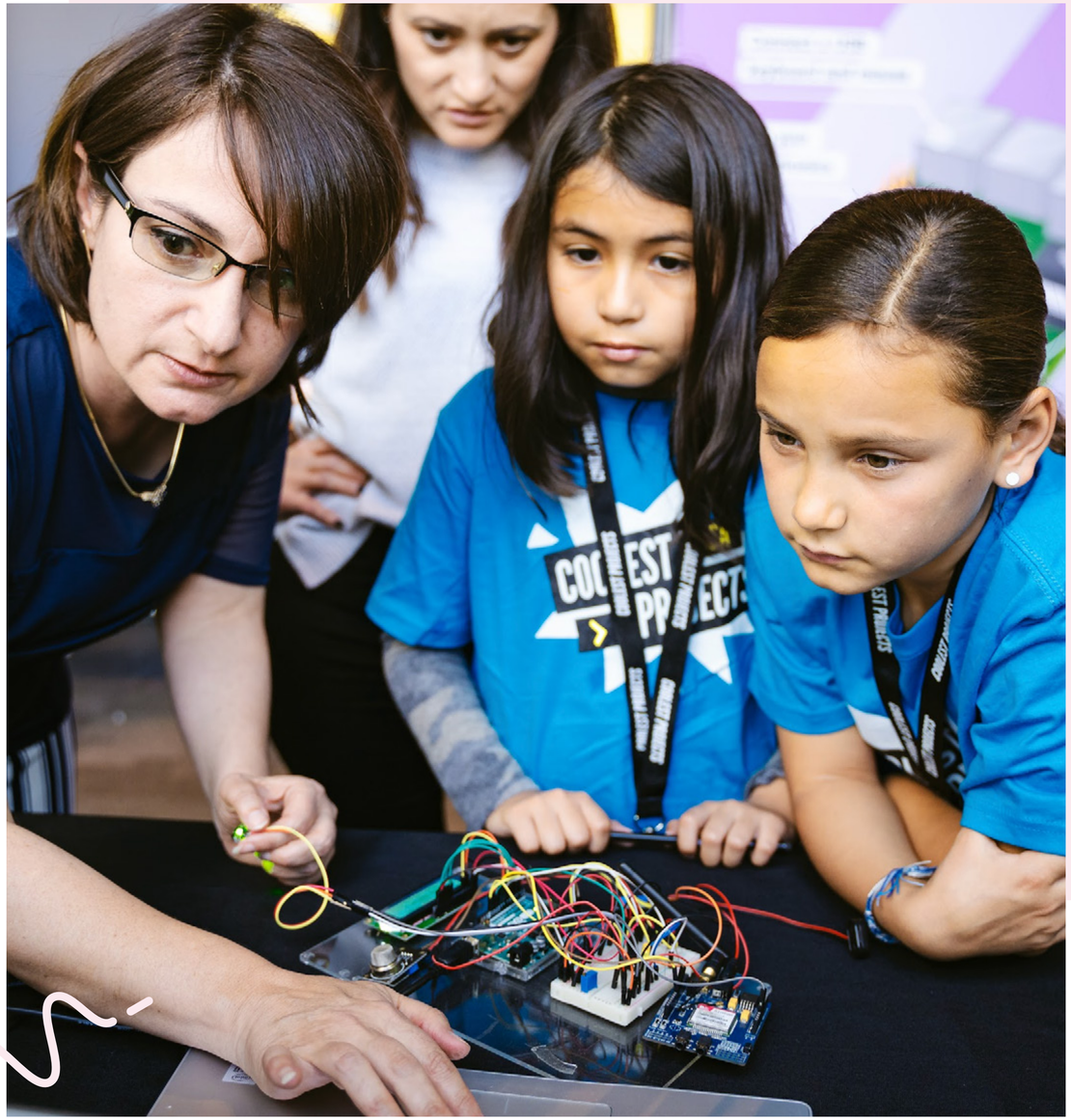
We aim to design learning experiences and products that are universal and accessible to all. That means that we systematically reduce barriers to access, and that we work hard to ensure learning experiences and products are culturally relevant and reflect the best research into how to increase participation.

We invest in making sure that our learning experiences and products are being accessed by young people who experience educational disadvantage or who come from traditionally underrepresented backgrounds. That is reflected in our partnerships, marketing and incentives, storytelling, and role models.

> We recognise that the nature of educational disadvantage is different in different markets.

We recognise that the nature of educational disadvantage and underrepresentation is different in the different markets and communities in which we work. We aim to adapt what we do to respond to these specific contexts.

We gather data to measure our impact on young people's educational disadvantage and underrepresentation.

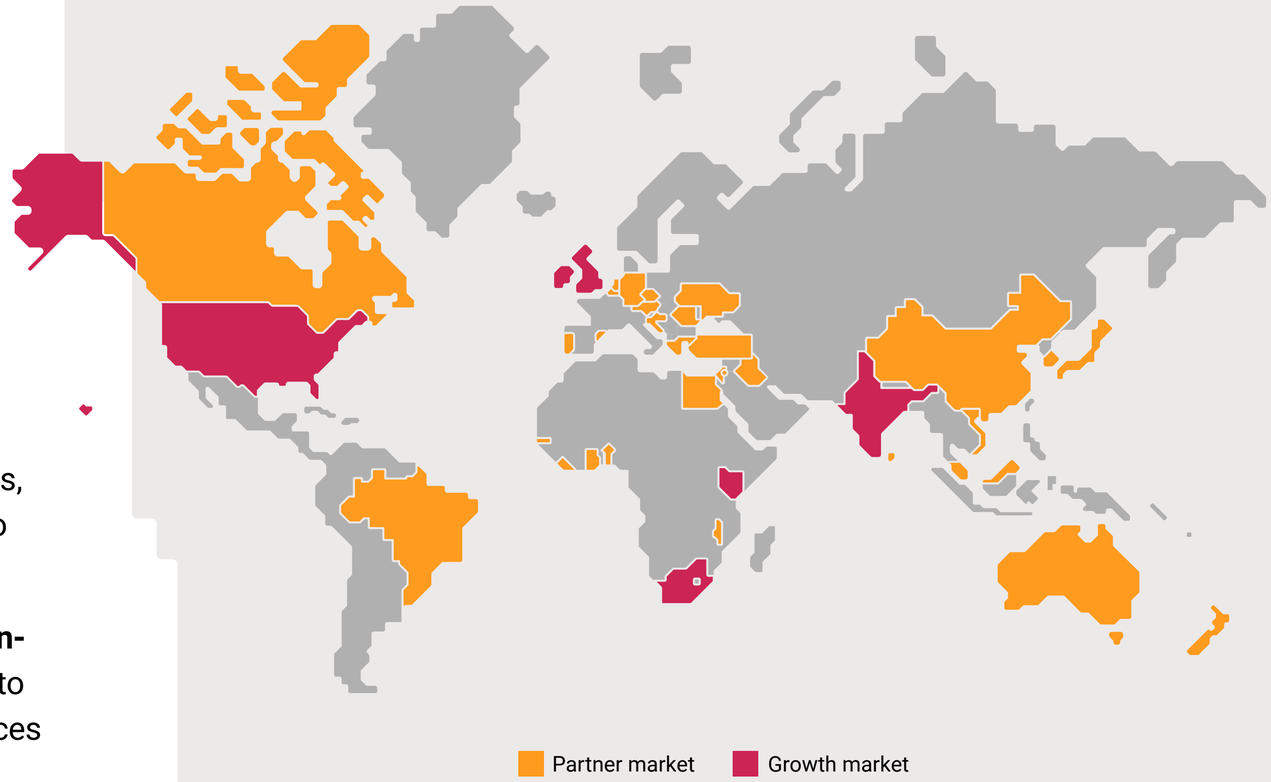


Where we work

We are part of a global movement. We make our learning resources, online courses, and materials available for people anywhere in the world to use. We work with community members to translate educational content into a wide range of languages. We provide support and tools for educators and volunteers to help them set up Code Clubs and CoderDojos anywhere in the world. Whenever possible, we make our competitions open to participants from anywhere in the world.

We are focused on six growth markets (India, Ireland, Kenya, South Africa, United Kingdom, United States of America). These are countries where we are proactively investing resources and building capacity and partnerships to expand our reach and impact over the lifetime of this strategy. For each of these countries, we have teams focused on growing our reach and impact in the market; we build partnerships with governments, NGOs, and industry partners; and we seek to raise funds locally.

We develop partnerships with mission-aligned nonprofits in other countries to help them use the educational resources and products we create to bring computing education to more young people in their countries. We particularly focus on building partnerships with organisations from low- and middle-income countries, and with organisations that serve educationally disadvantaged or traditionally underrepresented communities.



Our funding

The Foundation's educational mission is funded with income from three sources:

- **Donations** from individuals, companies, and charitable foundations that share our mission. This includes restricted and unrestricted grants, sponsorship, and donations from individuals.
- **Contracts** for providing educational services, including contracts with governments and government agencies to train teachers and to run programmes with young people.
- **Profits** from the sale of Raspberry Pi computers and associated technologies, which are donated to the Foundation from our commercial subsidiary, Raspberry Pi Ltd.

Raspberry Pi
Foundation

www.raspberrypi.org

Raspberry Pi Foundation
UK registered charity 1129409