

Did you know that of 25 million Colombians that live on less than \$100 per month, 74% have no access to the internet and only 10% graduate high school? And with the world becoming more virtual than ever before, these Colombians face an uphill battle in escaping these cycles of poverty. **Our goal is to convert our online learning platform into an offline-accessible cell phone application.** By hiring skilled locals who live in Colombia, we can keep costs down and provide employment. With your help, we can bring education to millions of Colombians who need it most.

Since 2015, the American Colombian Academy (ACA), a 501(c)(3) public charity, has existed to help Colombians and Americans become their best selves. We provide high-quality bilingual education and personal development programs through diverse fields of studies ranging from languages to the sciences and programming, and even fitness and health.

2020 was an unprecedented and immensely challenging year and the educational paradigm worldwide was forced to rapidly evolve. Unfortunately, in developing countries like Colombia, the educational inequality has only gotten worse as a result. However, thanks to our group of dedicated students and teachers, we were able to develop our methodology into a habit-based personal development system and workbook, while adapting to a fully online curriculum.

We facilitated access by building our own virtual educational platform, distributing our workbooks to students, while providing school and art supplies, internet access, computers, tablets, and e-readers to our students in Colombia.

With our online curriculum as the foundation, we are ready to continue expanding across Colombia. Through the investigation, development, and deployment of an educational mobile application, developed specifically for students with limited resources in mind, we will enable our virtual educational platform to be used offline. **This will ensure that everyone has an equal opportunity to high-quality education.** 





# **Needs and Project Description:**

The global pandemic in 2020 exposed the fragile educational ecosystem and especially the lack of internet infrastructure in the poorest areas of Colombia. Unfortunately, the necessary move to a more virtual classroom made it impossible for many of them to continue studying. Some of our own students received little to no instruction from the local schools for months at a time.

	Living on Less than \$100/ month	Graduate High School	Have No Access to Internet	Can Not Read & Write (+ 15Years)	
	Our Area of Focus				
Colombians: Low-Income Rural/Urban Areas	<b>47.5</b> %	10%	74 <sub>%</sub>	13%	<b>OUR FOCUS</b>
Colombians: In General	36 <sub>%</sub>	22%	31%	5.1%	
USA In General	13% <\$1,000/ month	90%	4.2%	<1%	
*Statistics from DANE Colombia (2019), FCC, US Census Bureau (2018)					

During the past 8 years, ACA has worked to empower and connect students and teachers of all ages and backgrounds from some of the most impoverished communities in Colombia; from urban gang-controlled areas in Medellín to the rural farming families in towns across Antioquia. What they all have in common is also what they both lack: their communities are places where access to the internet, computers, and even literate educators is more a privilege than a right. This must change!

ACA is currently the only program in Colombia that exists specifically to address the educational inefficiencies that these populations face. Our paramount mission is to empower students with the belief that each day they have an opportunity to grow and pay it forward, to learn and teach others, and to believe that self-education is their path to a brighter future.

However, as we moved our programs online, the lack of resources and internet infrastructure in Colombia has severely limited our reach, making it difficult to make the kind of educational impact that is our goal and that Colombians deserve.

With this grant, we will be able to upgrade and adapt our current virtual educational platform to an **offline-accessible mobile application**, accommodating significantly more students with limited resources. In turn, we will then be better able to partner with lower-income rural and urban schools in Colombia for its deployment, thus enabling our impact to truly be without borders.



Thank you for your consideration, Christopher Regnery Founder and ACA Teacher

# **Planned Year-long Project Budget**

By hiring qualified locals who live in Colombia and paying in Colombian pesos (COP), we will be able to keep costs down and provide employment where it is needed most.

#### <u>0-6 Months</u>

\$17,500

#### <u>Personnel</u>

\$6,000 - Project Manager (COP: ~4.000.000/monthly)

\$3,000 - UX/UI Designers/QA Engineers (freelance) (COP: ~12.000.000)

\$3,000 - Web Developer/Programmer (freelance) (COP: ~12.000.000)

#### \$12,000 - Subtotal Personnel

### <u>General</u>

\$3,000 - Rent for Academy/Worksite (COP: ~2.000.000/monthly) \$1,000 - Computers and Peripherals \$500 - Software

\$4,000 - Subtotal General

### <u>Travel</u>

\$500 - Within Colombia

\$1,000 - Outside of Colombia

#### \$1,500 - Subtotal Travel

## <u>6-12 Months</u>

#### <u>Personnel</u>

<u>\$19,000</u>

\$6,000 - Project Manager (COP: ~4,000,000/monthly) \$3,000 - UX/UI Designers/QA Engineers (freelance) (COP: ~24,000,000) \$3,000 - Mobile Developer/Programmer (freelance) (COP: ~24,000,000) \$500 - Beta Testers (COP: ~2,000,000) \$1,000 - Agency for Formal Feedback and Testing **\$13,500 - Subtotal Personnel** 

## <u>General</u>

\$3,000 - Rent for Academy/Worksite (COP: ~2.000.000/monthly) \$500 - Mobile phones for Beta Testers

\$1,000 - Analytic/Data Monitoring A/B Testing Software & Subscriptions \$4,000 - Subtotal General

## <u>Travel</u>

\$500 - Within Colombia \$1,000 - Outside of Colombia

\$1,500 - Subtotal Travel

# Total Project Estimate: \$36,500

# THE ACA EXPLORERS VIRTUAL LEARNING PLATFORM



# INSTAGRAM.COM/ACAEXPLORERS

# FACEBOOK.COM/ACAEXPLORERS



FUNDRAISING CLASSES GIVEN BY OUR EXPLORERS AND TEACHERS