



2025 ANNUAL REPORT

From curiosity to a career-ready Detroit

Impact, program highlights, workforce milestones, and the case for investing in 2026

32,505 scholars in 2025 | 4.7x growth | 82,236+ since 2019



A zip code should never decide who gets to build the future

In 2025, CODE313 delivered 115 learning experiences that engaged 32,505 scholars, our largest year on record. From school-based coding, robotics, drones, AI, VR, and game development to summer camps, field trips, and the S.T.E.A.M. SLAM, young people across Metro Detroit connected with hands-on technology and the mentors and careers behind it.

Students are not only attending. They are building the confidence, persistence, and career identity to see themselves in STEAM fields, and a growing number are earning credentials and coming back to teach.

With your investment, we will deepen year-round programming, reach more schools, and turn early exploration into credentials, postsecondary options, and jobs.

Bartel Welch

Executive Director & Founder, CODE313



2025 was CODE313's strongest year on record

2025 RESULTS

32,505

scholars reached in 2025

across 115 events and 50+ host sites

4.7x

growth in scholar reach

up from 6,919 scholars in 2024

32% → 88%

envision a STEAM career

before vs. after CODE313 programming (p. 8)

CUMULATIVE SINCE 2019

82,236+ scholars

65+ schools

35+ communities

20+ credentials

30+ people employed

2025 HIGHLIGHTS

Xbox Game Camp Arcade

100+ students built video games at Ford Field
(p. 11)

S.T.E.A.M. SLAM

5,669 students at Huntington Place, plus 12
school tour stops (pp. 12–13)

Workforce pathways

Part 107 drone prep, dual enrollment, and career
days (p. 16)

Help CODE313 turn a record year into year-round pathways

FIVE FUNDING PRIORITIES

01 Year-round school & community programs

02 Technology & equipment access

03 S.T.E.A.M. SLAM tour & signature events

04 Credentials & career pathways

05 Capacity, measurement & innovation hubs

Full detail on p. 21

SPONSORSHIP OPPORTUNITIES One-time gift or 3-year pledge

\$60K–\$300K	Naming partner Name an activity room, the summer program, or the Saturday program	p. 23
\$25,000	Sponsor a Coding & Innovation Club 15–25 students for a full school year	p. 22
\$12K–\$30K	Brand partner Donor wall recognition and logo placement on social media and web	p. 23
\$500–\$10K	Supporter Website and social acknowledgement, or a letter of acknowledgement	p. 23

Start a conversation: info@code313.com | 313-744-5500

A background photograph of a coding event. In the foreground, three students are seated at a red table, focused on their tablets. The student on the left is a girl with braids, the middle student is a girl with glasses wearing a 'CHUCKY/ITS LUCKY' sweatshirt, and the student on the right is a boy. On the table are three small, square, patterned blocks. In the background, a woman in a red 'CODE' t-shirt stands near a speaker, and other people are visible, including one in a blue and orange jacket. A banner with 'AR' and 'F' is partially visible.

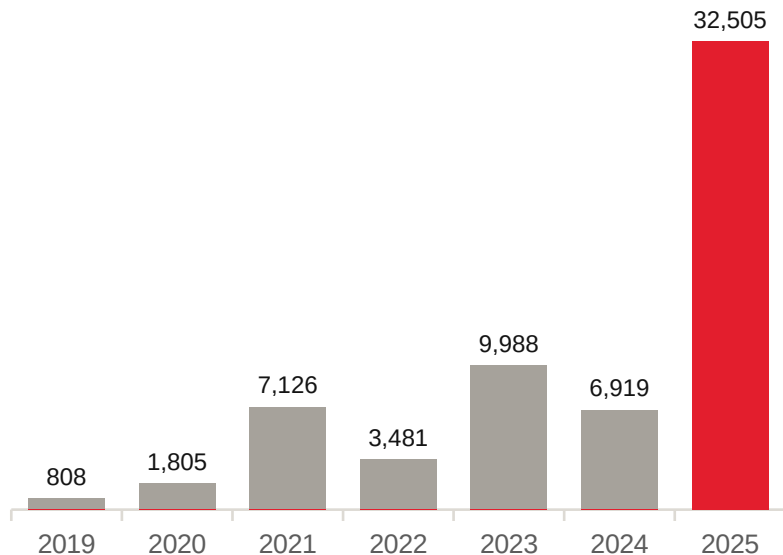
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Impact data

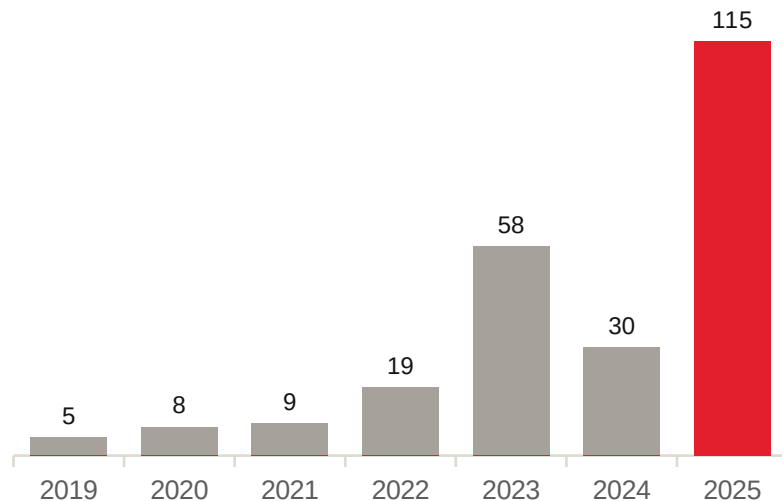
Seven years of growth, a record 2025, and what students gain

2025 scholar reach was 4.7x the prior year, and events nearly quadrupled

Scholars engaged per year



Events delivered per year



CODE313 delivered programming year-round through six models

Community & signature events

Ford Field Arcade, education days, showcases

Events by delivery model, 2025 (115 total)



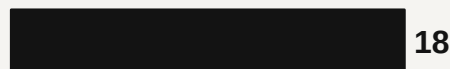
In-school & after-school programs

Multi-week enrichment, clubs, AI and VR modules



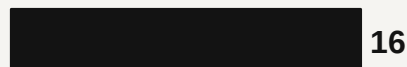
Credentials & career pathways

Part 107 prep, dual enrollment, career days



Field trips to CODE313 HQ

S.T.E.A.M. eXperience Center visits



S.T.E.A.M. SLAM & school tours

Including SLAM x SEFMD at Huntington Place



Summer innovation camps

Drones, robotics, game dev, music production



12

months of programming,
January through
December

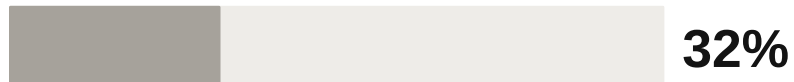
50+

distinct host sites, from
schools to Ford Field

After CODE313, 88% of students want to pursue STEAM, up from 32% before

Students who see a future in STEAM

Before CODE313



could visualize themselves in a tech career

After CODE313



express a strong desire to pursue STEAM majors or careers

56%+

growth in career identity

93%

success rate on team-based capstone projects

87%

continuous retention across multi-week modules

About these results Pre- and post-program surveys of students in CODE313 multi-week programs (8–10 week clubs, cohorts, and camps), ages 7–17, collected at program start and completion across the 2023–2025 program years.

Since 2019, CODE313 has reached more than 82,000 scholars

82,236+

scholars reached

Youth ages 7–17 across Wayne, Oakland, Macomb, and Washtenaw counties, with an emphasis on Title I schools.

65+

schools reached

35+

communities served

250+

workshops
completed

20+

credentials issued

15+

drone pilots certified

30+

people employed by
CODE313

Totals to date, 2019 through 2026. Bottom row: workforce outcomes.



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Program highlights

Where Detroit students met game studios, drones, and the S.T.E.A.M. SLAM

Xbox Game Camp Arcade at Ford Field

Microsoft MakeCode x CODE313 x Detroit Lions | October 2025, Hall of Legends



100+

students from Southeastern High School and Detroit Lions Academy

What students built

Their own 8-bit football video games, using Microsoft MakeCode's official NFL game as the starting point.

Why it matters

Students explored game development careers inside an NFL stadium, with Roary the Lion joining the lessons.

Near-peer mentors

CODE313 proctor Jovell Arnold, a former CODE313 participant turned full-time staff member, spoke to students.

What comes next

Xbox plans a "game camp in a box" after-school program for U.S. middle and high schools, with CODE313 supporting the curriculum.

Large-scale events put hands-on STEAM in front of thousands at once

S.T.E.A.M. SLAM x Science & Engineering Fair of Metro Detroit
Huntington Place, March

Motor City Cruise Education Day
Wayne State Fieldhouse, December

Ford Fireworks
Center Garage Rooftop, June

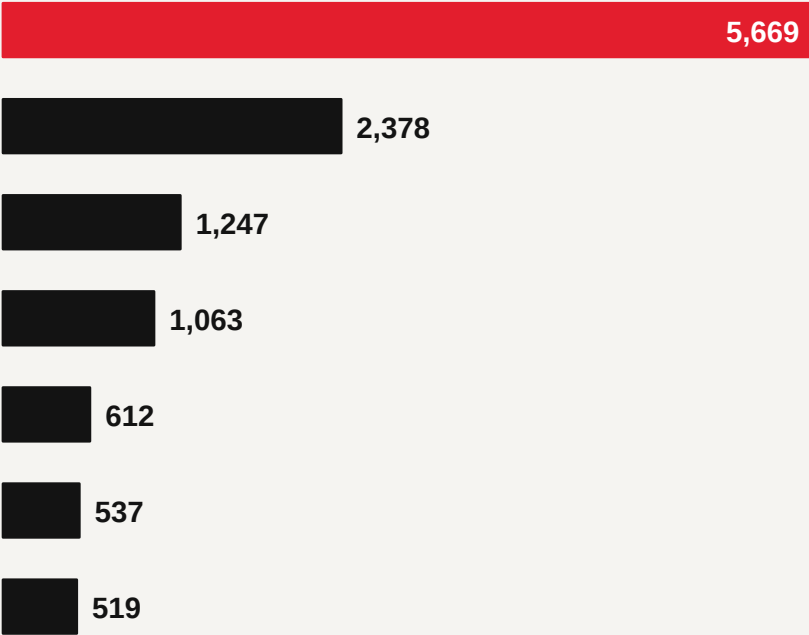
Hope in the Field Community Event
New Baptist Church, August

S.T.E.A.M. SLAM Tour: Cass Tech High School
November

Aviation STEM Career Day
October

S.T.E.A.M. SLAM Tour: Brownstown Middle School
October

Students per event, largest 2025 single activations



The tour brought drones, VR, and coding into schools

12 S.T.E.A.M. SLAM tour stops in 2025

2025 stops included

- Cass Technical High School
- Brownstown Middle School
- Pontiac Middle School
- Bow Elementary-Middle
- Adams-Young Middle School
- MLK Jr. Senior High School
- Breithaupt Career & Technical Center
- Thompson International Academy
- Hope of Detroit Academy
- DPJ Football Camp at Renaissance HS

Tour model: about 10 schools and 3,000+ students per cycle, identifying the pathways each student wants to go deeper in.



Camps and multi-week programs turned one-day sparks into real skills



Drone basketball: students pilot, compete, and learn flight fundamentals.

13

summer camp sites

26

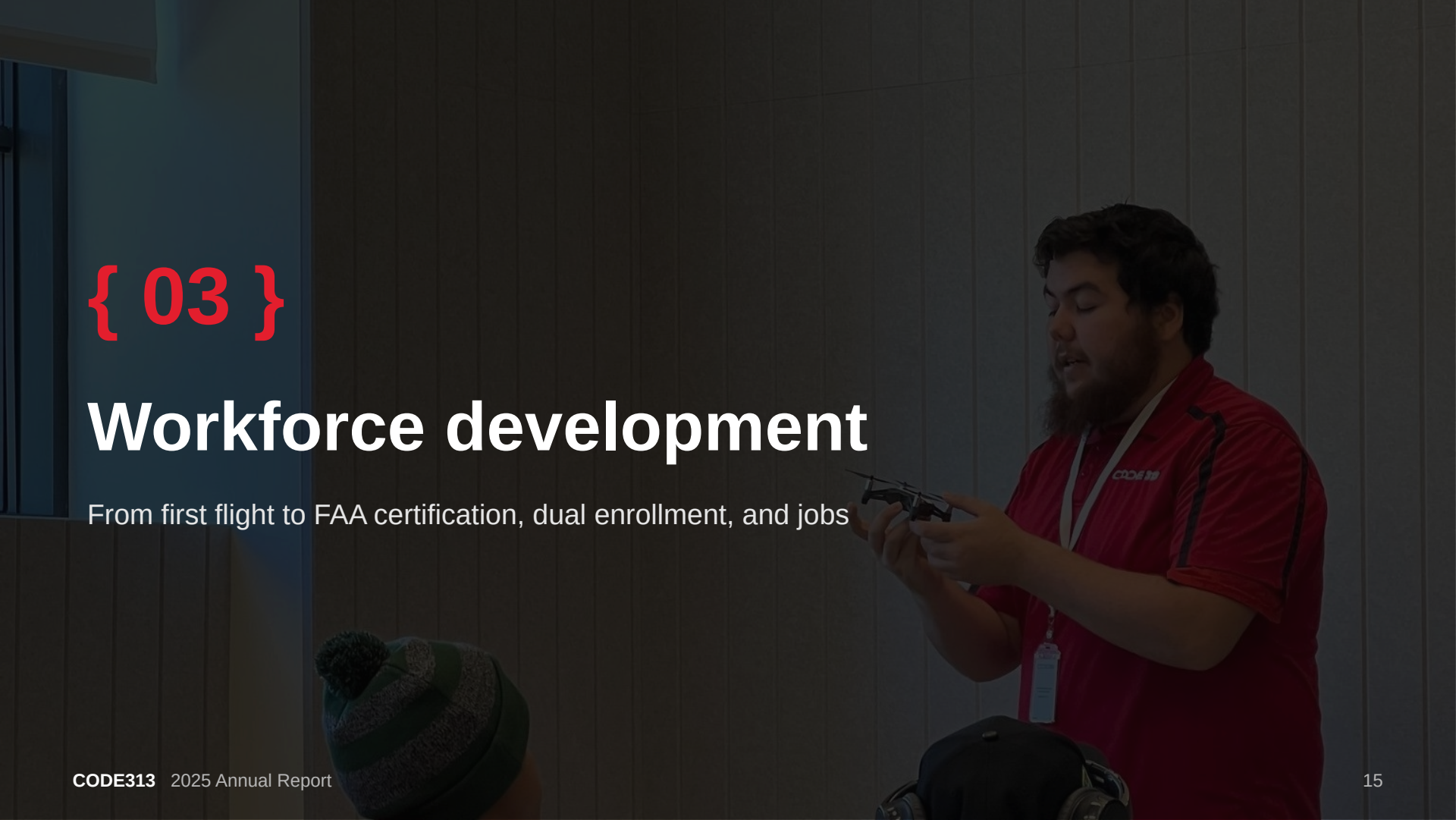
school-year programs

SUMMER 2025

David Ellis Academy	Drones, 320 students
University Prep Middle School	Music production, 120 students
Black Girls Code at CODE313 HQ	Coding, 50 students
Warrior Academy at Marygrove	Robotics & drones, 45 students
Michigan Central Youth Drone Camp	Drones, 10 students

SCHOOL YEAR 2025

Hope of Detroit Academy	Youth Introduction to AI, 120 students
Detroit Boys Mentoring Club	5-month cohort, 45 students
Five afterschool enrichment sites	Tyrone, Thompson, Harper Woods, Adler, Birney
Tomlinson Middle School	Virtual reality enrichment

A man with a beard, wearing a red polo shirt with a 'CODE 313' logo and a lanyard, is holding a small drone. In the foreground, a green and grey striped beanie with a pom-pom is visible. The background is a dark, textured wall.

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Workforce development

From first flight to FAA certification, dual enrollment, and jobs

CODE313 is converting interest into credentials, college credit, and jobs

CUMULATIVE SINCE 2019

20+

industry credentials issued

15+

drone pilots certified

30+

people employed by CODE313

2025 CAREER-CONNECTED PROGRAMS

FAA Part 107 prep	20 youth at Newlab @ Michigan Central and 15 adults at CODE313 HQ
Adult drone pilot certification	Fall cohort at CODE313 HQ, November–December
WCCCD dual enrollment	Two cohorts, 40 high school students earning college credit
Detroit Mercy iDraw dual enrollment	Two engineering events, 350 students
Aviation STEM Career Day	537 students exploring aviation careers
Youth Drone Demo Day	400 students at Michigan Central
Manufacturing Day & WC3 career services	100 students at LIFT, 200 at Newlab
Hustle 2 Success & app development	Career readiness and a Yunion app cohort

Scholars become staff: the pathway already works

01

Spark

S.T.E.A.M. SLAM,
school tours, field
trips

02

Build

Multi-week clubs and
summer camps

03

Certify

Part 107, dual
enrollment,
credentials

04

Employ

Internships, jobs, and
CODE313 staff roles

Jovell Arnold, CODE313 proctor

More than five years ago, Jovell attended a CODE313 event and discovered a love for coding. He grew into a full-time CODE313 employee and now trains students in the same seat he once sat in, including at the Xbox Game Camp Arcade at Ford Field.



Jovell is one of 30+ people CODE313 has employed since 2019.

Industry, education, and community partners make the pathway real

INDUSTRY & TECHNOLOGY

Microsoft & Xbox

Google

Apple Developer Academy

Cisco Networking Academy

Ford Motor Company

Stellantis

COMMUNITY & CIVIC

Detroit Lions

Michigan Central & Newlab

Broadcom Foundation

Comerica Bank

Chase

Motor City Cruise

EDUCATION & WORKFORCE

Wayne County Community
College District

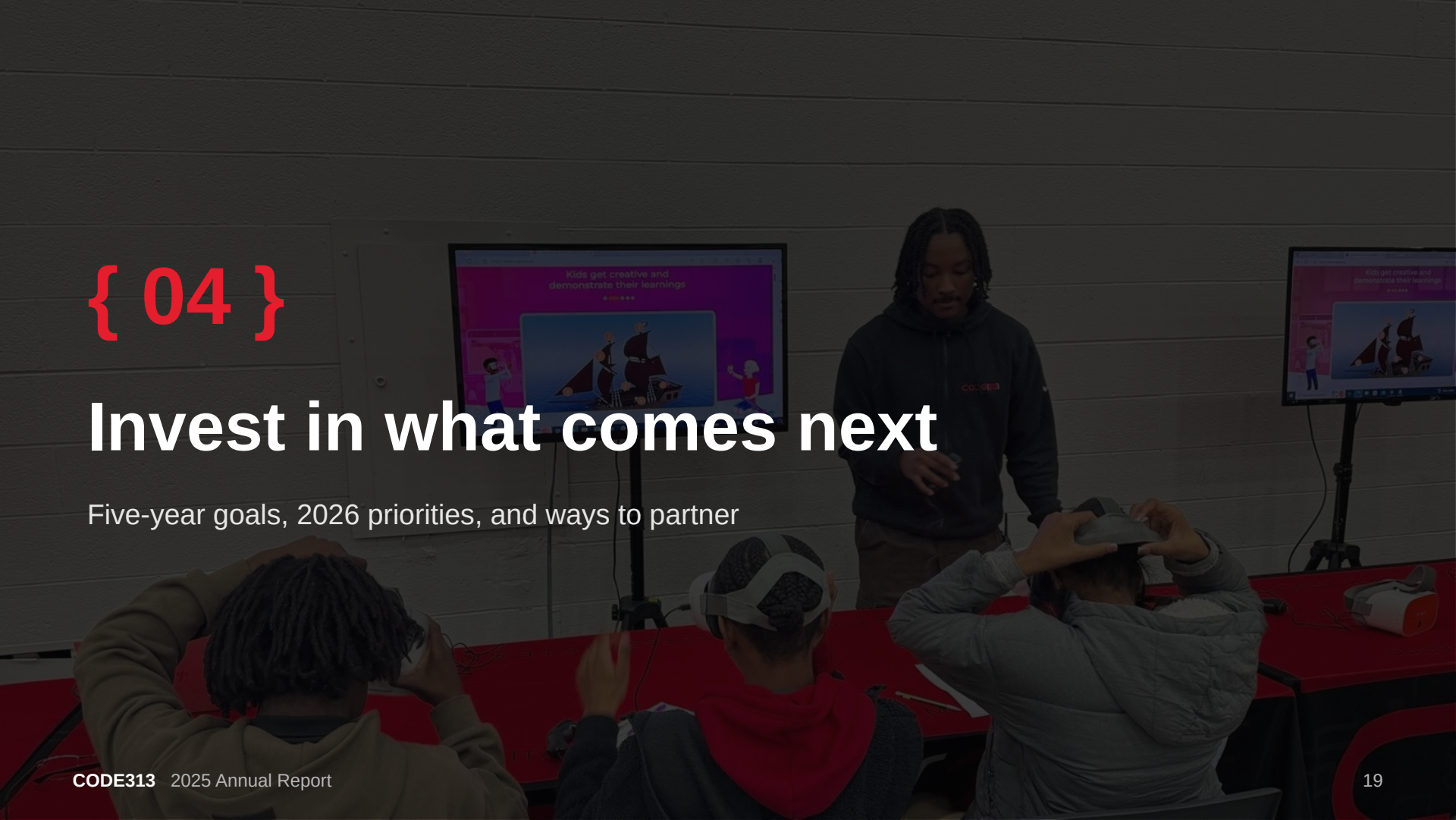
University of Detroit Mercy

Science & Engineering Fair of
Metro Detroit

Black Girls Code

Junior Achievement of Southeast
Michigan

LIFT



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Invest in what comes next

Five-year goals, 2026 priorities, and ways to partner

The goal: become Michigan's premier pipeline for youth technology talent

Student certifications per year

25x

Current 20

Goal 500+

Workforce placements per year

6.7x

Current 30

Goal 200+

Club & workshop locations per year

4x

Current 12

Goal 50+

Yearly event attendance

1.8x

Current 32,505

Goal 60,000+

Five investments will deepen, sustain, and scale CODE313's impact

- | | | |
|-----------|--|---|
| 01 | Year-round school & community programs | Instructors, curriculum, transportation, meals, and evaluation for multi-week clubs and after-school cohorts. |
| 02 | Technology & equipment access | Laptops, robotics kits, drones, VR/AR headsets, software licenses, maintenance, and secure storage. |
| 03 | S.T.E.A.M. SLAM tour & signature events | Free or low-cost school stops, student transportation, interactive stations, and accessibility supports. |
| 04 | Credentials & career pathways | Scholarships, exam fees, lab supplies, mentors, and employer engagement for Part 107, AI, cybersecurity, and dual enrollment. |
| 05 | Capacity, measurement & innovation hubs | Educator training, data systems, outcome evaluation, family engagement, and permanent Metro Detroit hubs. |

Fund a priority directly, sponsor a club (p. 22), or choose a sponsorship level from \$500 to \$300,000 (p. 23).

\$25,000 sponsors one Coding & Innovation Club for 15–25 students



 \$10,000 Instruction & coordination	 \$6,000 Technology & supplies
 \$3,000 Transportation, meals & access	 \$2,500 Career exposure & mentorship
 \$2,000 Evaluation & reporting	 \$1,500 Recognition & family showcase

One-time activations spark curiosity. Sustained, year-long programming is what moves a student from "I tried it" to "I can do it."

WHAT YOUR GIFT DELIVERS

- A full school year (Sep–Jun) of hands-on STEAM sessions
- A chosen pathway: game dev, robotics, drones, AI, or immersive tech
- At least one mentor, speaker, or field experience
- A student showcase for families
- Attendance and outcomes reporting to you

Give once or pledge over three years: every level moves students forward

NAMING & BRAND PARTNERS

TOTAL	3-YEAR PLEDGE	RECOGNITION
\$300,000	\$100,000/yr	Activity room naming (3 yrs); logo on office plaque/banner, certificates, swag, web & marketing; reception speaking and reserved tables
\$100,000	~\$33,333/yr	Summer program naming; logo on office banner, certificates, swag, web & marketing; reception speaking and tickets
\$60,000	\$20,000/yr	Saturday program naming; logo on certificates, swag, social, website & marketing
\$30,000	\$10,000/yr	Donor wall recognition; logo on donor wall, social media & website
\$15,000	\$5,000/yr	Logo on social media & website
\$12,000	\$4,000/yr	Logo on social media & website

SUPPORTERS

TOTAL	3-YEAR PLEDGE	RECOGNITION
\$10,000	~\$3,333/yr	Acknowledgement on social media & website
\$7,500	\$2,500/yr	Acknowledgement on social media & website
\$5,000	~\$1,667/yr	Acknowledgement on website
\$3,000	\$1,000/yr	Acknowledgement on website
\$2,000	~\$667/yr	Letter of acknowledgement
\$1,000	~\$333/yr	Letter of acknowledgement
\$500	~\$167/yr	Letter of acknowledgement

Also available: a \$25,000 Coding & Innovation Club (p. 22), Family Nights sponsorships, equipment donations, and volunteering.



Help Detroit students own the future

Sponsorship levels run from \$500 to \$300,000, as a one-time gift or a 3-year pledge. We also welcome operating support, equipment, and volunteers.

S.T.E.A.M. eXperience Center HQ

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