



# 2020

IMPACT REPORT



Tech  
Exchange



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# THE DIGITAL DIVIDE IN 2020

## NEW URGENCY FOR A LONGSTANDING ISSUE

# IN 2020

**93% of households**  
with school-age children engaged  
in some form of distance learning<sup>1</sup>

Pandemic impacts caused the use of  
telehealth services to jump from  
**11% to 49%**<sup>2</sup>

**87% of job recruiters**

used online platforms to connect  
with candidates<sup>3</sup>



# ...YET

**1 in 5 households**

lacked access to necessary digital devices,  
skills, and internet connection.<sup>4</sup>

**5+ million children**

couldn't fully access their schools'  
online education and resources.<sup>5</sup>

<sup>1</sup> US Census Bureau

<sup>2</sup> McKinsey & Company

<sup>3</sup> Jobvite Recruiter Nation Report

<sup>4</sup> American Community Survey

<sup>5</sup> USAFacts.org



# TECH EXCHANGE

narrows the digital divide  
in Oakland and beyond.

## ADVISORY BOARD

Linda Best  
*East Bay  
Broadband Consortium*

Bruce Buckelew  
*Tech Exchange Founder*

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Mark Hall  
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Seth Hubbert received a 2020-21 Jefferson Award from Multiplying Good and KPIX/ CBS San Francisco Bay Area for his leadership of Tech Exchange.  
*Congratulations, Seth!*

## A NOTE FROM EXECUTIVE DIRECTOR SETH HUBBERT



As we look back on the extraordinary events of 2020, I feel honored to have been in my position at Tech Exchange as we made a difference for the better. When we laid our plans for the year, we originally projected a steady increase to 5,000 individuals served. We could never have imagined that a global pandemic would hit our community so hard—or that Tech Exchange would grow exponentially.

Tech Exchange's immediate response in March 2020 was to create a text and phone call center which provided support to 3,500 digitally-disconnected families in its first three months. Through the spring and summer of 2020, Tech Exchange followed up to provide 2,500 Oakland students with computers and hotspots.

At the same time, we became a core implementation partner of #OaklandUndivided. This alliance between Oakland Mayor Libby Schaaf's Office of Education, Oakland Promise, Oakland Public Education Fund, Oakland Unified School District, and Tech Exchange raised over \$13MM to connect over 29,000 students with home access support in its first year.

Tech Exchange scaled up operations with safety precautions in place, adding warehouse space and skilled staff who continued working through the pandemic. Our program managers worked remotely to adapt services for online outreach and training in Oakland, with new services in San Jose. Altogether, our staff distributed over 34,000 devices from the beginning of COVID-related closures through the end of the 2020-21 school year.

My pride in our team, along with my gratitude for Tech Exchange's partners and funders, is profound. At the same time, I feel humbled by the immensity of the digital access problem that still remains. The pandemic shone a light on societal injustices that have existed for many years, and the community's response in 2020 was remarkable. As society re-opens, Tech Exchange's capacity and commitment to closing the digital divide is stronger than ever, and we invite you to join us.

A stylized, handwritten signature in blue ink.

Seth Hubbert, *Executive Director*

# TECH EXCHANGE ANSWERS THE CALL

School closures and other impacts of the 2020 pandemic made access to computers, internet connection, and digital fluency more important than ever. **To respond to these critical needs of the community, Tech Exchange:**

- Established a new tech support text/call line to respond to over **10,000 service calls** from individuals.
- Collected **74 tons** of used equipment, diverting **4,039 laptops**, **2,315 desktops**, and **1,774 monitors** from landfills.
- Distributed **29,000 devices** to Oakland students as a founding partner of **#OaklandUndivided**, with a total of **34,000 computers** through the year.

**Total # of  
Free and  
Low-Cost  
Computers  
Distributed**

3,500

4,000

34,000

2018

2019

2020

# A GROWING NONPROFIT

**Founded in 1995**, Tech Exchange has experienced strategic growth since 2015, with a massive increase in services during the 2020 pandemic. Annual revenue has grown accordingly, and the organization's geographic footprint has broadened from serving only Oakland residents to now including households throughout Alameda, Contra Costa, San Francisco, and Santa Clara Counties. Early seed funding from the T.J. Long Foundation has developed into a diversified portfolio of earned and contributed income that sustains robust, mission-driven operations.



**Bruce Buckelew**  
Tech Exchange Founder



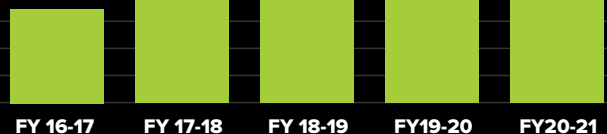
Tech Exchange  
Warehouse Team

**“Today more than ever, Tech Exchange’s mission to bring digital equity to students and families has been felt across Oakland and the East Bay. The Oakland Public Education Fund is proud to serve as Tech Exchange’s fiscal sponsor. As they grow to serve the greater Bay Area, the future is bright!”**

*Alexandria Medina, Executive Director  
Oakland Public Education Fund*

## ANNUAL REVENUE

#OAKLANDUNDIVIDED



# #OaklandUndivided

In 2020 Tech Exchange was an integral partner in the launch of #OaklandUndivided, a city-wide initiative to ensure every Oakland public school student has the tools necessary to support online learning in their home by providing access to a computer, reliable internet connection, and ongoing tech support.



**“As the lead implementation partner of #OaklandUndivided, Tech Exchange provided an immeasurable impact for the students and families of our city. Tech Exchange’s hard work to collect and distribute over 29,000 devices to Oakland students during the 2020 pandemic will benefit our community for many years to come.”**

**- OAKLAND MAYOR LIBBY SCHAAF**



Warehouse team members shipping out the first of the 29,000 Chromebooks to Oakland students in support of #OaklandUndivided

# FLAGSHIP PROGRAMS

Tech Exchange's core program, **Tech For All**, supplies everything our neighbors need to get connected and bridge the digital divide:

- a refurbished computer with a 1-year warranty
- assistance accessing affordable internet
- ongoing tech support
- fundamental digital skills training

Our digital skills curriculum introduces the fundamentals of how to use technology in daily life, and pivoted in 2020 to be offered online and by phone/ text. Participants are matched to our culturally-competent, multi-lingual trainers in order to accomplish self-determined learning goals.

Individuals and families can also find support at the **Tech Hub**, located at 2530 International Blvd. in Oakland's San Antonio Neighborhood, in which, historically, 41% of residents have lacked broadband internet service at home. Pre-pandemic, the Tech Hub offered digital literacy workshops for learning basic and intermediate computer skills, an open lab, and a community space for residents to access wifi, and will do so again when public health and safety allows.

“Tech Exchange is dedicated to bridging the digital divide and leveling the playing field for the most vulnerable—especially during the pandemic.

Our program staff has been inspirational, working long hours as a remote team to adapt our outreach and training modules.

I'm thankful we have been able to continue supporting community members, as they strive to be graduates, business owners, engineers, and more.”

- **SHINQUELL GREEN**  
TECH EXCHANGE  
DIRECTOR OF  
PROGRAMS



An Oakland parent stops by our Tech Hub to receive support after her child accidentally dropped their laptop.

# PARTICIPANTS & PARTNERS

**Tech Exchange prioritizes underserved communities.**

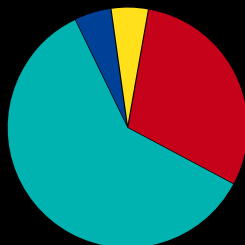
Tech Exchange closes the digital divide for individuals and families who qualify as low income through their participation in public services such as:

- School Free and Reduced Price Lunch Program
- Supplemental Security Income (SSI)
- CalFresh Program
- Subsidized Affordable Housing

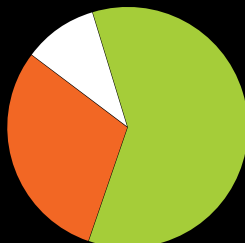


## DEMOGRAPHICS OF PARTICIPANTS SERVED

- 5% Asian / Pacific Islander
- 30% Black / African American
- 60% Hispanic / Latino
- 5% White / Other



- 60% = Below 50% of Area Median Family Income
- 30% = 50-80% of Area Median Family Income
- 10% = 80-120% of Area Median Family Income



Prior to the pandemic, outreach was primarily conducted through Tech Fairs at libraries and community centers, and services were offered at our Oakland Tech Hub. When COVID-19 limited these in-person efforts, Tech Exchange worked with partners to reach out through shared networks, maximizing text messaging and social media as we continued to place informational fliers in high-need neighborhoods.

# WORKFORCE DEVELOPMENT

Involving Oakland youth in our organization is essential to our mission. Tech Exchange interns gain hardware knowledge and become comfortable troubleshooting and refurbishing computers. Students earn market-rate wages and engage in robust work alongside technicians at schools and public housing sites to resolve technical issues and upgrade machines.



“Tech Exchange is a huge step to achieving my career goals. This opportunity has opened many doors to me and I’ve been able to make connections with other people.”

- GABRIEL GARCIA, OUSD/METWEST HIGH SCHOOL INTERN, TECH HUB TEAM

“If not for Tech Exchange I would not have continued on with IT.”

- KAMILLE INOCETO, UNITEK COLLEGE INTERN



“My ultimate career goal is to become self-managed or in a manager position. The leadership skills I developed at Tech Exchange can be applied to creating a friendly work environment for my peers and me, as well as communicating effectively to get things done.”

- GERSON MARTINEZ, UNITY COUNCIL STEP PROGRAM INTERN;  
FORMER TECH EXCHANGE PRODUCTION FACILITY  
(CURRENTLY EMPLOYED BY FEDEX)



Program Coordinator Nick Wong (L) demonstrates how to wrap a pallet of #OU Chromebooks with intern Gerson Martinez. Originally connected through our partners at Unity Council, Gerson was eventually hired by Tech Exchange during the pandemic to assist with order fulfillment for #OU. Experiences like these later helped him land a job at FedEx.

# FACILITIES & ENTERPRISE

We employ an environmentally sustainable, re-use model by refurbishing donated computers and providing them to families, schools and community organizations, along with training and support. Over the last 25 years, we have distributed over **75,000 computers** to our community, provided over **10,000 instructional hours** of training, offered **300 youth technical internships**, and diverted over **1,000 tons of e-waste** from landfills.

Tech Exchange sources used devices from generous businesses and individuals. Our drivers pick up bulk donations and bring them to our Oakland warehouse. The devices are then refurbished by staff technicians and paid interns before distribution to recipients in Tech for All and our other programs. Equipment that cannot be salvaged and re-used is taken to our partners at Civicorps E-waste Recycling. In 2020, in order to accommodate social distancing as well as increased program activities, the warehouse tripled in size to **13,000 square feet**.



Our warehouse team proudly displays the used devices (generously donated by Salesforce) that the team has refurbished and prepared for shipment to a local youth group.

“Typically, we receive computers from nearly 200 companies each year cycling out their older inventory. Due to COVID-19 business closures incoming device donations decreased in 2020, but our facilities stayed busy supporting #OaklandUndivided. I am so grateful to our warehouse staff, who continued to work (with safety protocols in place) throughout the pandemic.”

- JOEL PEÑA, DIRECTOR OF STRATEGIC PARTNERSHIPS



# OUR SUPPORTERS

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## \$100,000+

Anonymous • California Emerging Technology Fund • California Public Utilities Commission  
Gilead • #OaklandUndivided • San Jose Digital Inclusion Partnership

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## \$25,000 - \$99,999

Anonymous • City and County of San Francisco • East Bay Community Foundation • Family and Beyond  
Jewish Community Federation & Endowment Fund • Sustainable Grantmaking Partners Fund  
Tides Foundation • H. and J. Ullman Philanthropic Fund

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## \$10,000 - \$24,999

The Anonymous Fund • Bachrodt PTA • COVID-19: A Just East Bay Response Fund  
Enel X North America, Inc • Google • Miranda Lux Foundation  
Newhall Foundation • Birrell Walsh and Nancy Grant

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## \$5,000 - \$9,999

Will DeVries • Kappy Dye • PlayStation • Y&H Soda

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## \$2,500 - \$4,999

ABS Global Trading Limited • Linda Best • Norman & Jo Budman • Phillip Clark  
Cox Family Trust • EACH Foundation • Arti Garg

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## \$1,000 - \$2,499

Anonymous • David Beaver • Pamela Covington & Paul Costa • Matt Gainsborough  
Gallagher-Goldman Fund • Jody Hahn • Hewlett Packard Enterprise Foundation • Alissa Isaacson  
Anita Joseph • Chris Lau • Candace Marbury • Allan Ng • Rodric O'Connor • Sharon Robinson  
Matt & Lauren Ruhstaller • Heather Shaffer • Leota Tennant • Hawthorn Ubell Family Fund • Matt Vieyra

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## \$250 - \$999

Bereket Abraham • Jonathan Adams • Postoria Aguirre • Apple • Richard Archer  
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Rosalind Vega • Dana Wellhausen • Hal Wine • Betty Woodward

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Tech Exchange is deeply grateful to the above donors, as well as to the hundreds of individuals who made gifts under \$250, for their generosity in 2020. If you have questions about your donation, or would like to make a change to your listing, please email [community@techexchange.org](mailto:community@techexchange.org). Thank you!

# EQUIPMENT DONORS

## SPECIAL THANKS TO OUR LEAD EQUIPMENT DONORS IN 2020

Gap Inc. • PC Professional, Inc. • Oakland Unified School District • Caltrans

Aaron Cammarata  
AC Transit  
Access Softek  
Alameda County Office of Education  
Alameda Health System  
Alto Pharmacy  
Anchor QEA LLC  
Appen  
Asian Americans Advancing Justice  
Asian Health Services  
AssetMark  
ASUS Computer International  
AUHSD Tech Department  
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Clari, Inc.  
Clever tech  
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Contra Costa Economic Partnership  
Credit Karma  
Crocker Highland Elementary School  
Dronedeploy

East Bay Regional Park District  
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Mills College  
Mozilla  
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Tusker Television LLC  
Twitter, Inc.  
Virtana  
Walnut Creek School District  
Western Digital  
Yerba Buena Arts & Events



# HOW TO PLUG IN

**Join us!** Your involvement empowers Tech Exchange to bring digital equity to our community, and provide essential devices, internet assistance, and skills to students and families stranded by the digital divide.

## DONATE DEVICES

Do you have an old laptop or desktop gathering dust? Bring your old computers to our Tech Hub—no appointment needed! Does your company have aging equipment? Reach out to your IT/ hardware team. Tech Exchange can pick up bulk quantities of new and used computers throughout the Bay Area, refurbish them, and get them into the hands of those who lack a device. Our biggest need is for working laptops and Chromebooks, although all types of computer equipment are accepted.

## MAKE A GIFT

Your tax-deductible contribution helps us bridge the digital divide for students and families in Oakland and beyond.

- >> **\$50** provides for ongoing tech support & resources
- >> **\$100** assists 1 participant with internet connectivity
- >> **\$150** covers the cost of 1 refurbished computer + shipping
- >> **\$300** funds all of the above—our Tech For All solution—for 1 household
- >> **\$1,000** underwrites one 4-meeting online digital skills course
- >> **\$3,000** brings Tech For All to 10 households
- >> **\$7,500** supports one youth in a 3-month paid tech internship
- >> **\$10,000** sponsors our Tech Hub and call center for 1 month

Visit **[donate.techexchange.org](https://donate.techexchange.org)** to make an impactful donation today! Or, you can choose to mail a check to PO Box 27422, Oakland CA 94602. For details about how to make a gift of stock, request a matching gift from your employer, or sign up to donate monthly, please email Director of Development Amy Himes at [community@techexchange.org](mailto:community@techexchange.org).

## VOLUNTEER

Although the 2020 pandemic paused our in-person activities, we look forward to offering more ways to get involved soon. Join our eNews list for updates about ongoing and done-in-a-day volunteer opportunities at our Oakland warehouse and Tech Hub, as well as exciting new online volunteer programs for individuals and groups.

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*The Oakland Public Education Fund, a non-profit 501(c)(3) organization, serves as our fiscal sponsor. To request a copy of our most recent financial statement, please email [community@techexchange.org](mailto:community@techexchange.org).*



Tech Exchange works to ensure that all families have a computer, internet access, and technology skills necessary to improve and enhance their lives.

We are dedicated to building a community of digitally proficient Bay Area residents who can access online education, employment, health, financial, and civic services.

**PHONE:** (510) 866-2260

**EMAIL:** [info@techexchange.org](mailto:info@techexchange.org)

**WEBSITE:** [www.techexchange.org](http://www.techexchange.org)

**MAILING:** PO Box 27422, Oakland, CA 94602

**TECH HUB:** 2530 International Blvd, Oakland, CA 94601

**WAREHOUSE:** 2201 Poplar Street, Oakland, CA 94607 (appt. only)

   @TECHXORG



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