

A photograph of a person with curly hair, seen from the back, wearing a dark grey t-shirt with the 'CODE ON WHEELS' logo. They are sitting at a desk with a laptop, working on a project. The background shows a classroom or workshop environment with other people and laptops.

Annual Report

From Curiosity to Confidence: Nurturing
Tomorrow's Tech Leaders in Every Community.

September 2024 – August 2025



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Dear Friends, Partners, and Supporters of Code on Wheels,

When we reflect on the 2024–2025 program year, we are filled with deep gratitude and excitement for what our community has built together. This was the year we stopped asking whether we could grow — and simply grew.

Luis Perez

CO-FOUNDER & EXECUTIVE DIRECTOR



We served 197 young people across coding camps, classes, and our CoW Club. We deepened our partnerships across nine organizations throughout West Michigan. We expanded into new schools and community sites, reaching students from 46 different schools — many of whom had never touched a line of code before walking through our doors.

But more than the numbers, it's the stories that drive us. Students who built their first websites. Students who said Code on Wheels helped them realize what they want to do with their lives. Students who walked in nervous and walked out confident.

Our mission has always been simple: to bring technology and curriculum to underrepresented communities. That mission has never felt more urgent — and we have never felt more equipped to fulfill it. None of this happens without you. To our funders, partners, volunteers, instructors, board members, and families — thank you. You are the reason Code on Wheels exists, and the reason it keeps growing.



Why we exist

Women make up only 27% of the STEM workforce nationally. People of Color represent just 17%. At Code on Wheels, we believe that closing this gap starts early, with access to great instructors, fun and engaging activities, and with learning environments where every student sees themselves reflected. We don't just teach code. We open doors.

Vission

We envision our students using coding and technical skills as tools to shape their future.

Mission

To bring technology and curriculums to underrepresented communities.



Our Story

Code on Wheels began with a simple observation: the tech industry's diversity problem won't fix itself. It requires intentional, community-rooted action. Since becoming an official 501(c)(3) organization in 2022, we have grown from a local idea into a thriving nonprofit serving hundreds of young people across West Michigan each year.



In the 2024–2025 program year, Code on Wheels served 197 young people through Coding Camps, Classes, and CoW Club — our largest cohort to date. Students came from 46 schools across the greater Grand Rapids area.

By Program

- Coding Camps & Classes: 71% of participants
- CoW Club: 29% of participants

By Grade Level

- Elementary (2nd–5th grade): Largest overall group
- 6th grade: Highest enrollment by individual grade
- Programs served students from 2nd grade through 12th grade

By Race/Ethnicity

- Hispanic or Latino: 38%
- Black or African American: 30%
- White: 16%
- Multiracial: 6%
- Other/Not listed: 9%

By Gender

- Male: 52%
- Female: 46%
- Nonbinary/Other: 2%

Community partners

- Godwin Heights Public Schools
 - Grandville Avenue Arts and Humanities
 - STEM Greenhouse
 - YMCA of Greater Grand Rapids
 - Bridge Street Ministries
 - Hispanic Center of West Michigan
 - Urban League of Western Michigan
 - The Dock
 - Grand Valley State University
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Exploration Workshops

Our 2–3 hour Exploration Workshops introduce students to web development, app creation, and game design. These sessions serve as ideal on-ramps for students who are curious about technology — flexible enough to fit any partner's schedule, impactful enough to spark a lasting interest.



Coding Classes & Camps

Our Coding Classes provide a collaborative, hands-on environment where students build real digital projects — from interactive websites to mobile apps and video games. Every class features a personalized curriculum, typing instruction, and a focus on online safety best practices.

Coding Camps bring this same content to school breaks — including winter and summer sessions — in an intensive, multi-day format that lets students dive deeper, collaborate more, and build bigger.



CoW Club

CoW Club is our after-school technology program, designed for students who want to stay connected to technology beyond the classroom. In a low-pressure, project-based environment, participants explore coding, software tools, game design, and digital creativity at their own pace.

CoW Club sessions incorporate both no-code and low-code platforms to ensure accessibility while introducing foundational programming logic, computational thinking, and peer-to-peer collaboration. Access to real computers, and even VR headsets makes CoW Club a highlight of many students' week.



What the Numbers Say

In 2024–2025, our external evaluation partner, Side Strategies, surveyed students at the conclusion of each program. Here's what they found:

Program Experience

- 96% of students rated their overall experience as Good, Very Good, or Excellent
- 94% rated support from instructors as Good, Very Good, or Excellent
- 93% rated the quality of technology as Good, Very Good, or Excellent

Technology & Confidence

- 95% of CoW Club participants agreed their confidence in using technology increased
- 89% of Coding Camps & Classes participants agreed their ability to use tech for schoolwork increased
- 88% of CoW Club participants agreed the program provided a safe and encouraging space to learn
- 88% of Coding Camps & Classes participants agreed the program increased their confidence in completing a project
- 87% of all students agreed the program increased their ability to use technology for schoolwork
- 85% of all students agreed the program increased their interest in technology

Skills Development (Coding Camps & Classes)

- 88% said the program increased their confidence in completing a project
- 85% said it increased their ability to express themselves creatively
- 84% said it increased their ability to work through challenges on projects
- 82% said it improved their ability to work with a partner or on a team

Program Recommendation

- 95% of students said they would recommend Code on Wheels to others (Yes or Maybe)
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September 2024 – August 2025

Total Revenue: \$141,103.54

Revenue Source	Amount
Foundation Contributions	\$117,000.00
Corporate Contributions	\$9,000.00
Individual Contributions	\$8,562.74
Program Sales & Fees	\$7,040.80
Other	(\$500.00)

Total Expenditures: \$91,847.00

Expense Category	Amount
Contract Services	\$79,887.40
Materials, Hardware & Subscriptions	\$6,827.41
Fundraising	\$2,543.40
Programs	\$2,000.00
Others	\$588.79



The 2024–2025 year proved what's possible when a community invests in its young people. As we look to 2025–2026, Code on Wheels is focused on:

- **Expanding our reach** — growing our presence into additional schools and community sites across West Michigan
- **Deepening our CoW Club model** — building on our strongest satisfaction scores to bring after-school coding to more neighborhoods
- **Strengthening our curriculum** — incorporating more student-driven learning, including AI exploration and advanced game development
- **Growing our team** — adding instructors and support staff to match our expanding programs
- **Building financial sustainability** — diversifying our funding base to complement our strong foundation support





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