

2024 @ Scratch: Creativity Around the World

Explore the Annual Report



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01. Message from Margaret Honey, President & CEO



Dear Friends,

2024 was a landmark year for Scratch. We celebrated our one billionth project and welcomed 21.5 million new users, expanding our reach to more than 140 million children worldwide. Scratch continues to grow—not just as a platform, but as a global movement that is powered by creativity, curiosity, and connection.

Last year, we deepened our global impact, partnering with 229 organizations across 49 countries, serving more than 4 million young people from around the world. In collaboration with UNICEF, we made important strides in understanding how engaging with Scratch supports children’s well-being. And we welcomed the inaugural cohort of the Youth Advisory Board, inviting 50 young people from 14 countries to help shape the future of Scratch as co-designers, mentors, and leaders.

As we look ahead to Scratch 4.0 and our ambitious goal to reach the next 100 million children by 2027, we are driven by a simple but powerful idea: that all young people deserve the opportunity to imagine, explore, and express themselves. Scratch is more than just a coding platform—it is a canvas for creativity, a community for connection, and a launchpad for lifelong learning.

Thank you for being part of our journey.

With gratitude and excitement for what lies ahead,

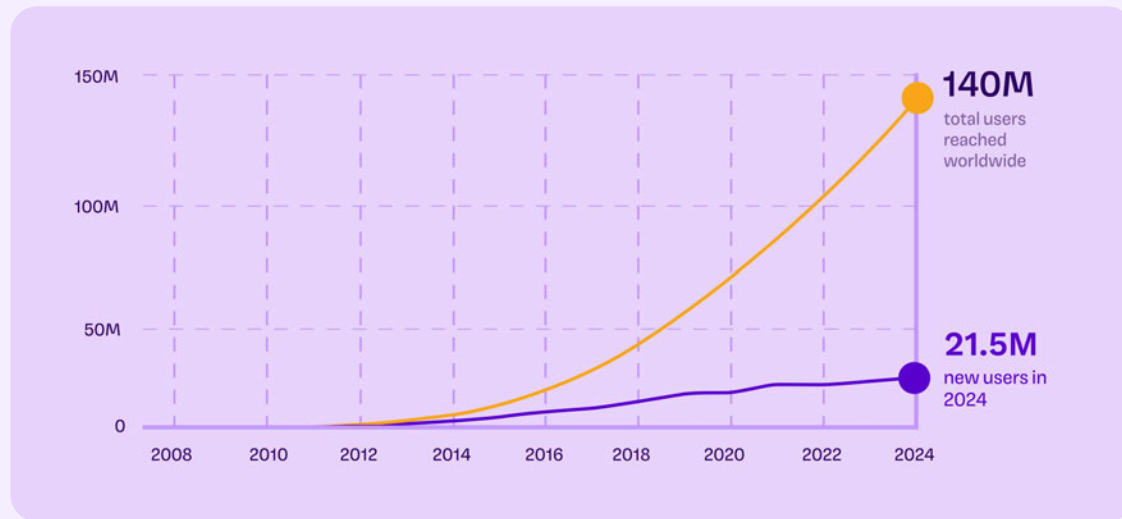
Margaret Honey

President & CEO, Scratch Foundation

02. Growth & Global Engagement

Scratch is more than just a tool for coding; it's a growing global movement. Across tens of thousands of schools, dozens of ministries of education, and diverse community-based organizations, Scratch has become the go-to platform for sparking curiosity, creativity, and confidence in the next generation of learners.

2024: A Year of Remarkable Growth



Expanding International Engagement

Globally, Scratch has worked with 229 organizations across 49 countries that have brought creative coding opportunities to more than 4 million children. In 2024, we worked with 54 new organizations representing 20 countries. These organizations provide localized support, resource sharing, and advocacy for creative coding in their countries.



United Kingdom

“Getting hands-on and creating pieces of work through engaging projects and challenges encourages tinkering, critical thinking, collaboration and self-expression, whilst developing essential problem-solving life skills.”

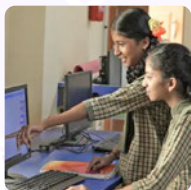
- Barefoot Computing at School



Nairobi, Kenya

“Creative learning is an approach that gives our learners a unique multifaceted approach that takes into consideration each learner’s unique perspectives, and locally available materials to promote knowledge and skill-building.”

- STEM Impact Center Kenya



Bengaluru, India

“Collaboration is not just about working together; it's about co-creating a shared vision, leveraging diverse strengths, and navigating challenges collectively. To build a successful collaborative, careful planning, open communication, and a focus on equity are essential.”

- Quest Alliance



Hanoi, Vietnam

“In Vietnam, traditional classrooms have long emphasized lecturing, leaving many students disengaged and unenthusiastic. Creative learning is crucial because it leverages students’ expertise, using their passions to motivate and inspire them.”

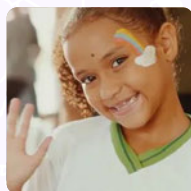
- STEAM for Vietnam



New Orleans, Louisiana

“Through our model to “expose, inspire, and engage” youth in hands-on STEM experiences, we are continuing to help them build the communication, collaboration, and critical thinking skills that we know will open up future opportunities in STEM for them.”

- STEM NOLA



Sao Paulo, Brazil

“Collaboration is not just about working together; it's about co-creating a shared vision, leveraging diverse strengths, and navigating challenges collectively. To build a successful collaborative, careful planning, open communication, and a focus on equity are essential.”

- Brazilian Creative Learning Network (BCLN)

03. Impact

In 2024, Scratch expanded its commitment to youth well-being and leadership, exploring the ways in which young people express themselves, connect with others, and grow as creative leaders.



Engagement and Well-Being in the Scratch Community

The Scratch Foundation launched a research study examining children's engagement and well-being on the Scratch Platform. Supported by the LEGO Foundation as part of UNICEF's Responsible Innovation in Technology for Children (RITEC) initiative, this study reveals how using Scratch supports key dimensions of children's well-being—including creativity, autonomy, competence, and relationships.

About Scratchers

The study identified three primary user profiles that reflect how children interact on Scratch:



Coding Creators

focus on building complex, original projects with sophisticated code and multimedia elements



Social Creators

thrive on community interaction by sharing projects, commenting on others' projects, curating studios, and remixing others' projects



Remix Creators

blend creativity, collaboration, and skill-building, primarily remixing others' work while contributing original ideas

Pathways to Play

Children use Scratch to create a wide range of projects, including games, art, animation, educational content, and more. The study found that:

- **Girls** are more likely to create self-expressive projects about their identity.
- **Boys** are more inclined toward making games and remixing.

The Importance of Belonging

In addition to being a creative tool, Scratch is also a social and emotional learning space. The research study showed:

86%

of users enjoy connecting with others

81%

feel empowered to share their ideas

87%

experience joy while using Scratch

Elevating Youth Voices

Youth Advisory Board

Launched in August 2024, the Scratch Youth Advisory Board (YAB) is an engagement program that invites young people to shape the future of the Scratch platform while developing leadership skills as mentors, facilitators, and co-designers.

In its first year, 50 young people from 14 countries contributed thousands of ideas and insights, providing invaluable feedback to the Scratch team. Building on last year's success, Scratch will expand this program in 2025.



"It's truly been a magical experience sharing my voice and representing the Scratch community that's home to over 121 million users."

Nisa, USA



"Being a leader on Scratch is to be kind ... When people are kind and helpful and friendly to each other, I think that's an example of being a leader. When you spread kindness you're leading everyone else to be [kind], too."

Charlotte, USA



"It's important to remember that learning to code, draw, or use any other creative tool is a journey with no endpoint."

Sawsan, UAE



"There is hope for the future! The generation of kids that are using Scratch are some of the kindest, friendly, creative, smart and optimistic kids ever."

Annabel, Australia



"All Scratchers are leaders ... In fact, leadership is integral to the very essence of Scratch — a community where kids lead each other."

Max, Hong Kong

04. Scratch Events

Scratch events are a celebration of imagination and a testament to what's possible when young people, educators, and families come together to create. In 2024, from classrooms in Kenya to conference halls in New York City, Scratch events brought the world closer through joyful, hands-on moments of discovery and collaboration.

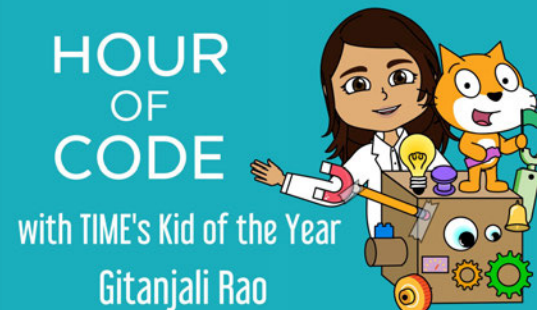


Scratch Day NYC

Scratch Day NYC brought together over 600 kids and their family members for a joyful, hands-on celebration of creativity and digital exploration at New York's renowned Civic Hall. Alongside the family event, the Foundation held a special reception for donors and partners to get an inside look at the future of Scratch.

Hour of Code Celebration with Gitanjali Rao

To celebrate Hour of Code 2024, Scratch teamed up with Gitanjali Rao—scientist, activist, inventor, and TIME's first-ever Kid of the Year. In our "Create-Along," a live coding event broadcast from YouTube into over 2,200 classrooms and homes worldwide, Gitanjali inspired Scratchers to overcome challenges, harness their creativity, and achieve their goals. Scratchers in our online community created projects inspired by Gitanjali's work, projects showcasing their own inventions and powerful anti-bullying messages.



Over 800 Scratch Days Worldwide

In 2024, partner organizations hosted 800+ Scratch Days in 30 different countries, reaching 100,000+ participants worldwide! The Scratch Foundation supports these events by providing activities, facilitation tips, and promotional materials to help bring creative coding to life in all corners of the globe.



 Brazil



 Peru



 Spain



 Taiwan

A Year of Making, Remixing, and Sharing

Throughout 2024, Scratch hosted a variety of events to engage young people and educators worldwide.

Scratch Week

5000 projects shared



Scratch Camp

3,400 projects shared



Scratchtober

7,000 projects shared



05. Message from Mitch Resnick, Founder



Dear Friends,

When we launched Scratch 18 years ago, our goal was to create a space where children could learn to think creatively, reason systematically, and work collaboratively. We designed a new type of programming language and also a new type of online community, so that young people could create and share projects based on their interests -- and learn new skills in the process.

Today, Scratch has reached a scale we never imagined, expanding learning opportunities for millions of young people around the world. As we look ahead, the Scratch Foundation is now squarely focused on building a sustainable organization, so that we can continue to evolve the platform, support the community, and keep Scratch free forever.

As new artificial intelligence technologies proliferate through society, it is becoming more important than ever for young people to develop the most human of their abilities -- their creativity, curiosity, and empathy -- so that they can deal creatively, thoughtfully, and collectively with the challenges of a fast-changing world. We are now developing a new generation of Scratch, called Scratch 4.0, that integrates generative AI into the Scratch platform in ways that will support (not replace) young people's creativity.

At the same time, we are building a sustainable non-profit infrastructure that will blend philanthropic partnerships, licensing, and mission-driven earned-revenue strategies to support our dramatic growth and ensure that millions of young people can continue to create, connect, and learn on our free Scratch platform.

Scratch has always been about possibilities. Each day, when I look at the Scratch website, I'm inspired and delighted to see what young people around the world are creating -- and I can't wait to see the new ideas, projects, and connections that Scratchers will bring into the world in the future.

Thank you for believing in Scratch.

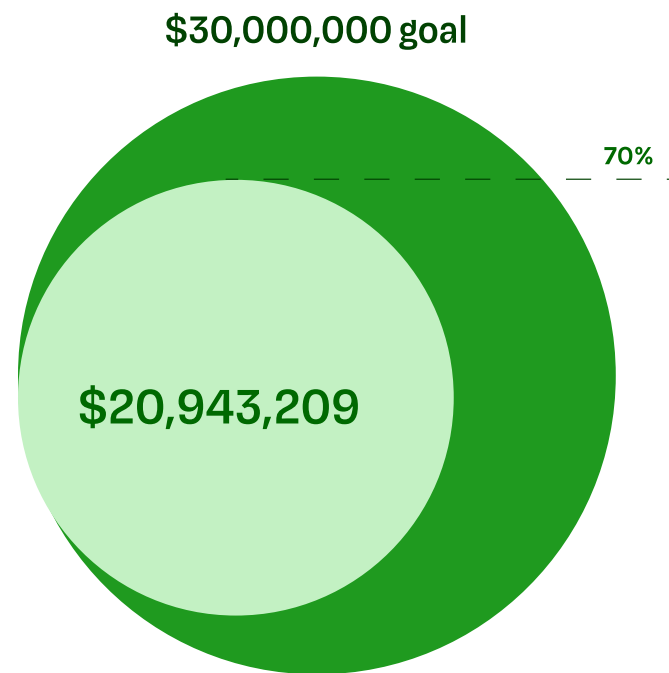
With deep appreciation,

Prof. Mitch Resnick

Professor at MIT Media Lab, Founder of Scratch, Chair of the Scratch Foundation Board

06. The 100 Million More Campaign

Scratch is on a mission to reach 100 million more young people by 2027. This bold, \$30M initiative will fuel the creation of Scratch 4.0, help us amplify youth voices around the world, lay the groundwork for a sustainable future, and ensure that the Scratch platform remains free so that every child, everywhere, can create what they imagine.



We thank our foundational and generous supporters for getting the 100 Million More Campaign off to a great start.

[Donate Now](#)



The
LEGO
Foundation



GORDON AND BETTY
MOORE
FOUNDATION

Priscilla Chan and
Mark Zuckerberg

Ford
Foundation



The Scratch Foundation is thankful for the many partners and supporters who make our work possible.

Catalyst \$5,000,000+

- Siegel Family Endowment
- The LEGO Foundation
- Google
- Fastly*

Visionary \$2,500,000-\$4,999,999

- AWS*

Innovator \$1,000,000-\$2,499,999

- Endless
- Gordon and Betty Moore Foundation
- Little BlueBridge Foundation

Creator \$250,000-\$999,000

- AT&T (The Achievery)
- Wilson Sonsini Goodrich & Rosati*

Supporter \$1,000-\$249,000

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|--------------------------------------|------------------------------|---------------------------------|
| • Bill Ackman and Neri Oxman | • General Motors Foundation | • Benjamin Porter |
| • Ken Aspeslagh and Rachel Harris | • Evan and Cindy Goldberg | • PwC Charitable Foundation |
| • BrainPOP | • Google Cloud Platform* | • Mitchel Resnick |
| • Brockman, Inc. | • Herman Family Fund | • Rogers Family Foundation |
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| • Michael Freedman | • Christina Miller | • Kristin Yeoman |
| • Fundacion Cruzando Chile | • N-able | • Christos Zoulas |
| • General Atlantic Foundation | • Pershing Square Foundation | |

Community

\$100-\$999

- | | | | |
|-------------------------------|--------------------------|----------------------------------|------------------------|
| • Kevin Barenblat | • Patrick Jaromin | • Heiko Moye | • Kevin Sullivan |
| • Leonid Boytsov | • Andrew Jennings | • John Naiker | • Sharon Sung |
| • David Brown | • John Wiley & Sons | • Bob Nelson | • Sheethal Surendran |
| • Pandian Cindhuja | • Julio Jimenez | • Masao Niizuma | • Hideyuki Takada |
| • Kai Coders | • Byungsuh Kang | • Sean Oakes | • Andre Teunissen |
| • Neil Cottrell | • Meyer Katzper | • Amanda Phillips | • Alice Tewksbury |
| • Tim Devoto | • James Keniston | • Tamara Podrove Maxwell | • Brandon Traffanstedt |
| • Joel Dietz | • KidsLab gGmbH* | • Katelyn Potter | • Elena Tsoy |
| • Aaron Dodson | • Ani King | • David Rand | • Biana Varga |
| • Matthew Dorin | • Hisaaki Komazaki | • Allen Rembert | • Kareen Vu |
| • Luis Dos Santos | • James Krug | • Stefan Rogin | • Susan Weiss |
| • Pedro Antonio Fábrega Pérez | • Gabriel Kwadwo Afram | • Amy Rosenberg and John Slafsky | • Abigail Welborn |
| • Brian Foley | • Guillaume Lefebvre | • Laura Ruival | • Ellen Winsor |
| • Mimi Gerhardt-Roth | • Brad and Leanne Lisien | • Yoriko Sako | • Kyle Yang |
| • Tetsuya Harada | • Stirling Martin | • Roland Schier | • Valerii Zamaraiev |
| • Jan Hartman | • Helen Mastico | • Kendra Scott | |
| • Michel Ingham | • Todd Moseley | • Walter Silver | |

We are grateful to have received support from hundreds of donors who gave under \$100 in 2024—including the young Scratchers!

**In-kind donations*

07. Audited Financials

Statement of Financial Position

	2024
ASSETS	
Current Assets	
Cash and cash equivalents	\$ 9,627,006
Restricted cash	-
Contributions receivable	3,512,000
Prepaid expenses and other assets	66,342
Total current assets	13,205,348
Property and equipment, net	97,866
Right-of-use asset - operating	-
Security deposit	10,612
Contributions receivable, net of current portion	370,283
Total assets	\$ 13,684,109

LIABILITIES AND NET ASSETS**Current liabilities**

Accounts payable and accrued expenses	\$ 491,995
Accrued payroll and related liabilities	87,695
Current portion of operating lease liability	-
Total current liabilities	579,690

Operating lease liability, net of current portion	-
Total liabilities	579,690

Net assets**Without donor restrictions**

Undesignated	4,287,796
Board-designated	3,455,000
Total without donor restrictions	7,742,796

With donor restrictions	5,361,623
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Total net assets	13,104,419
Total liabilities and net assets	\$ 13,684,109

Statement of Activities

	Without Donor Restrictions			With Donor Restrictions	2024
	Undesignated	Designated	Total		
Support and revenue					
Contributions and grants	\$ 550,581	\$ 5,050,000	\$ 5,600,581	\$ 14,239,000	\$19,839,581
Contributions in-kind	5,729,951	-	5,729,951	-	5,729,951
Retail revenue	7,287	-	7,287	-	7,287
Other income	171,659	-	171,659	-	171,659
Net assets released from restrictions	13,476,513	(1,595,000)	11,881,513	(11,881,513)	-
Total support and revenue	19,935,99	3,455,000	23,390,991	2,357,487	25,748,478
Expenses					
Program service	15,500,236	-	15,500,236	-	15,500,236
Management and general	2,030,684	-	2,030,684	-	2,030,684
Fundraising	535,420	-	535,420	-	535,420
Total expenses	18,066,340	-	18,066,340	-	18,066,340
Change in net assets	1,869,651	3,455,000	5,324,651	2,357,487	7,682,138
Net assets, beginning of year	2,418,145	-	2,418,145	3,004,136	5,422,281
Net assets, end of year	\$ 4,287,796	\$ 3,455,000	\$ 7,742,796	\$ 5,361,623	\$13,104,419