

Oakland Digital Awarded Multiyear Grant from Google.org

Attendees included the City of Oakland, Golden State Warriors, NewCo and Twitter

Oakland, CA, October 12, 2015 — Oakland Digital Arts & Literacy Center (Oakland Digital), a not-for-profit digital marketing agency working to bridge the digital literacy and opportunity divide, received news that Google.org, the charitable arm of Google, will award the nonprofit with a multiyear grant. The funds will build and deploy 'BRIDGE for Social Good,' a web-based hiring platform that connects community college designers with real-world job opportunities in the fields of tech and business, while Oakland Digital's six-year track record provides the trust and guidance for success.

Oakland Digital Executive Director Shaun Tai considers 'BRIDGE for Social Good' an "absolute game changer." "'BRIDGE for Social Good' answers the "What's Next?" question that faces 8 million students attending community college: freelance for income, schedule flexibility, and a trajectory of career-oriented jobs," he stated to stakeholders Thursday. "We are seeking three additional funding partners to raise an additional \$100K per year."



In collaboration with Google.org, 'BRIDGE for Social Good' will successfully complete proof of concept and effectively scale Oakland Digital's mission, vision and, community impact. The beta launch date is March 2016, and aims to enroll 2,000 active design students by the end of 2018 while encouraging at least one of three pathways: 1) entry-level role in tech, 2) higher education earning a Bachelor's Degree, or 3) earning a living wage as an independent contractor with meaning and purpose.



About Google.org: Thousands of Googlers call the Bay Area home, and since 2010 we've given more than \$100 million to local nonprofit projects. We look for opportunities to increase social impact in our communities, particularly around the challenges of income inequality and housing displacement.

About Oakland Digital Arts and Literacy Center: Launched in 2009, Oakland Digital is an award-winning, not-for-profit digital marketing agency that trains design students to create social media marketing campaigns for under-resourced women-owned small businesses. Oakland Digital's programs (INSPIRE, DIGITAL EQUITY, and TECH INCLUSION) have boosted the local economy by \$2.5 million and have directly impacted the lives of over 3,000 lower-income Oakland and East Bay entrepreneurs.

To schedule a meeting with Oakland Digital to discuss 'BRIDGE for Social Good,' contact Executive Director Shaun Tai, shaun@odalc.org, 510-435-2945.