



Annual Report 2023-2024

Opening curiosity since 2013

A Year in Review

This past year, Digital Moment continued to evolve alongside a fast-changing digital world. As artificial intelligence becomes an everyday presence, digital literacy is no longer optional—it's essential. Our programs have grown not just in reach, but in depth, helping young people develop both technical knowledge and the broader skills they need to navigate an increasingly digital future. While we've deepened our work in artificial intelligence literacy, algorithm and data literacy, cybersecurity education and coding, we've also leaned further into the real-world connections that make digital education meaningful. Entrepreneurship, workforce readiness, and life skills have long been part of our approach—but this year, they've taken on renewed significance as we support youth in turning digital learning into tangible opportunities. Our goal remains the same: to equip youth, educators, and communities with the skills and knowledge they need to navigate and shape the future of technology.

This past year, our impact has continued to grow. Since 2013, we have reached more than **944,500 youth**, engaging them in hands-on programs that spark creativity, critical thinking, and ethical awareness. To date, we have also trained over **32,700 educators** across Canada, providing them with the tools to make digital learning more accessible and inclusive.

These achievements have only been possible through the unwavering support of our community. Strong partnerships with government agencies, industry leaders, and organizations have amplified our reach and impact, helping us advance our vision and shape the future of digital education.

Looking ahead, we remain committed to leading innovation in education. As we navigate the ever-evolving technological landscape, we are ensuring that young people are prepared to not only participate in but also shape a sustainable, equitable, and ethical digital future.

This annual report serves as both a reflection on our achievements, the challenges and a look toward what lies ahead. We invite you to explore the milestones of this past year as we work together to empower youth and educators around the world.



Since 2013, we have reached more than 944,500 youth, and trained over 32,700 educators across Canada.

Opening Letter

This past year has been one that presented exciting new opportunities but also required us to revisit our purpose and revise our theory of change, to focus on the most impactful and scalable programs for Digital Moment. As the digital landscape continues to evolve rapidly—especially with the growing presence of artificial intelligence—digital literacy has become more critical than ever and presents an element of uncertainty for our communities. In response to this important shift, we have deepened our commitment to equipping youth and educators with the most important skills needed to navigate this continued evolving landscape.

Our programs have continued to grow in reach but have also in depth, covering essential areas such as artificial intelligence literacy, cybersecurity, data science, and digital citizenship. We have placed renewed emphasis on connecting these technical skills with real-world applications, supporting young people in turning learning into meaningful opportunities through entrepreneurship, workforce readiness, and life skills development.

We are proud to have launched Experience AI in Canada and expanded our Social Innovation Lab, along with introducing Digital2030 Challenge— next year's challenge topic will focus on the circular economy and continues to engage youth through a thoughtful, hands-on exploration of technology's role in building a sustainable and equitable future. Throughout all this work, our commitment to educators remains central, as we continue to provide the

tools and support they need to foster inclusive, impactful digital learning environments.

Despite a challenging year for many charitable organizations, Digital Moment has remained resilient, holding steady as a leader in digital skills education across Canada. This resilience is a testament to the dedication of our staff, partners, educators, and supporters, whose collaboration and trust have been invaluable.

We also want to take this opportunity to thank our community—government partners, industry leaders, organizations, and especially the educators and youth who inspire our work every day. Your ongoing support makes everything we do possible.

As we look forward, we have refreshed our strategic goals to remain steadfast in our commitment to meet communities where they are, focus on innovative skills-development and tools, and invest in scaling through partners and volunteers. This annual report offers a snapshot of our highlights over the past year, as well as a glimpse of what lies ahead. Together, we are building a future where young people are not just consumers of technology, but empowered creators, critical thinkers, and thoughtful citizens in an increasingly digital era.

Thank you for joining us on this journey.

With gratitude,

Indra Kubicek, CEO



Our Initiatives



Teacher Training
Community partnerships
AI Literacy



The Challenge
Digital Leaders
Algorithm & Data Literacy



Official Launch
Program Expansion

Digital Moment



Digital Moment is committed to equipping youth and educators with the digital skills needed to thrive in our rapidly evolving technological landscape. This section highlights our core programs and initiatives, designed to foster digital literacy, creativity, and ethical responsibility. Through our efforts, we aim to inspire and empower the next generation of digital leaders. Discover how our work is shaping the future of education and technology.

Teacher Training

In 2024, we made a strategic shift in focus toward expanding our teacher training initiatives, recognizing the pivotal role educators play in fostering digital literacy among youth.

This decision has proven to be both highly successful and transformative in the ongoing restructuring of our organization. By equipping more educators with the necessary skills and confidence to teach digital literacy, we have created a ripple effect, empowering students with the digital tools they need to thrive in an increasingly digital world.


Throughout the year, we conducted **2,637 teacher training sessions**, which directly impacted **108,367 students**. The reach of our teacher training has been far-reaching, with every trained educator becoming a catalyst for further spreading digital learning within their classrooms. As we continue to expand and diversify

our training programs to meet the evolving needs of educators, we are deeply grateful for all the progress made together this year.

Looking ahead, we remain committed to staying at the forefront of the ever-changing digital landscape. Our dedication to ensuring that our programs and offerings remain up-to-date and relevant to both educators and students alike is unwavering. Together, we will continue to empower the next generation of digital leaders and ensure that every youth has access to high-quality digital learning experiences.

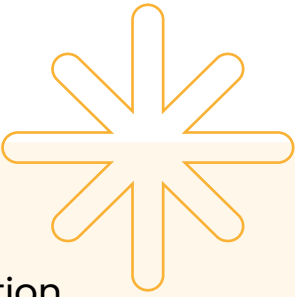
2,637 teacher
training
sessions
108,367
students
reached

DIGITAL MOMENT



"I noticed that Digital Moment excels in providing resources and support for educators. The professional development opportunities and the community of practice have been invaluable for sharing experiences and strategies. This collaborative environment fosters continuous learning and improvement, which is essential for staying current in the ever-evolving field of education technology."

— **Quote from Zachary,
UBC pre-service teacher**



Highlight

Expanding Cybersecurity Education

As the demand for cybersecurity education grows, our newly launched Cybersecurity Program has proven to be an essential resource for educators and students alike. Designed to build awareness and practical skills, the guide equips learners with the knowledge they need to navigate the digital world safely. Its success speaks for itself!

**Total
Downloads:**
10,706 in just 3
months!

Community Partnerships

Our approach to serving communities aims to expand access to digital education and promote equity in communities through collaboration, especially with organizations serving equity-deserving youth aged 5-22.

Our Community programming sparks an awareness and interest for youth to engage with technology, develop socio-emotional skills, apply digital skills in meaningful ways, and forge new relationships.



By the numbers!

Community workshops	41
Kids reached through the workshops	6,651
Community partners	231

DIGITAL MOMENT

Highlight

Mistissini Northern Quebec

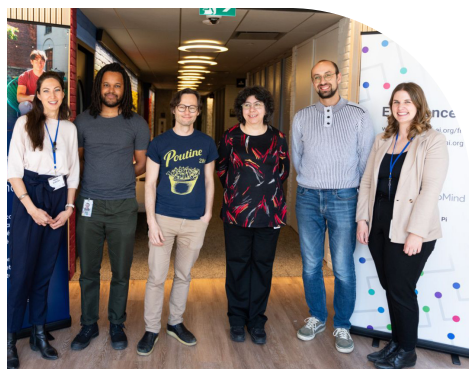
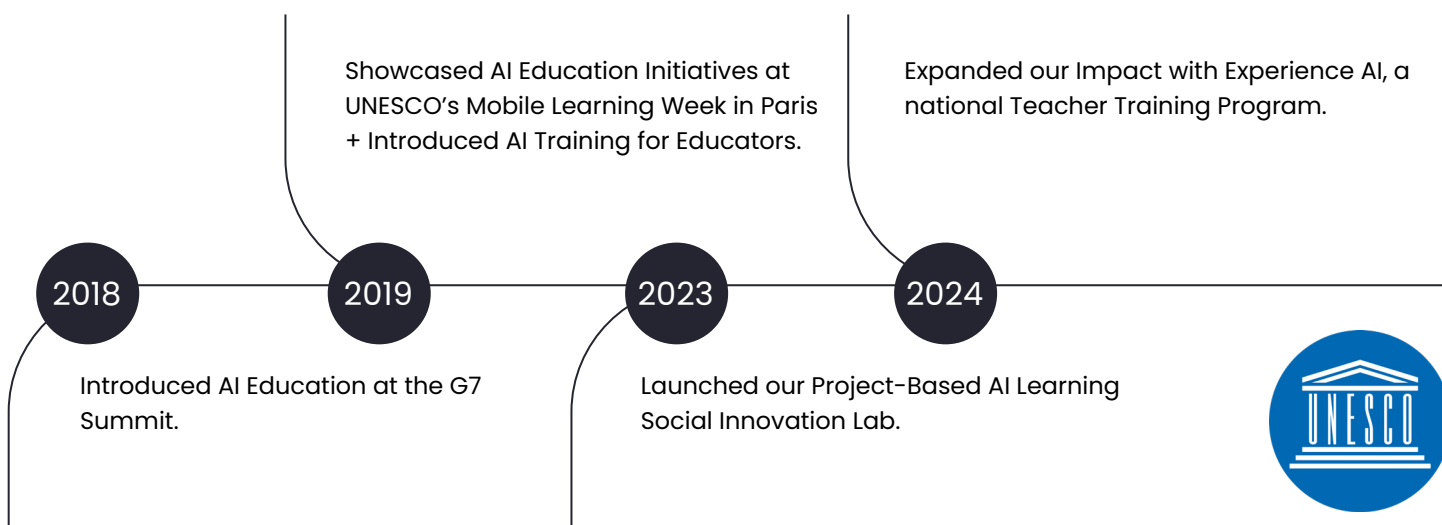
Through our partnership with Voyageur Memorial Elementary School, our instructors traveled to Mistissini, in Eeyou Istchee, to introduce students from grades 3 to 6 to coding with Scratch. Over two weeks, students explored programming and technology, developing new skills and gaining hands-on experience in digital creativity.

This collaboration with the Cree Nation of Mistissini reflects our commitment to making digital learning more accessible to underrepresented communities. Opening curiosity is at the heart of our approach, empowering youth with the tools to explore, create, and innovate



AI Literacy

Our Journey in Advancing AI Education (2018–2024)



Experience AI: Shaping Canada's Future Innovators

As the Canadian partner for the Experience AI program, developed by the Raspberry Pi Foundation and Google DeepMind, launching the program marks a pivotal achievement in our mission to broaden access to digital education.

As pioneers in AI education, this collaboration reflects a strong commitment to empowering educators with the resources, training, and confidence to introduce complex subjects such as artificial intelligence, machine learning and the ethical use of AI in ways that are accessible, safe and engaging. The program's curriculum fosters foundational AI skills, critical thinking, and a deeper understanding of AI's societal impact, including ethics, data use, and its applications in fields like

environmental science and emerging careers.

Through interactive workshops and hands-on projects, we provide educators with support to guide students in exploring AI. This program aims to inspire Canada's next generation of digital innovators, giving youth the skills to shape the future of technology. Together, we are building a community of AI-literate educators and students ready to engage with the social and ethical challenges of these transformative technologies. Aligned with national curriculum goals, Experience AI strengthens Canada's commitment to progressive digital literacy and prepares young people to become responsible leaders in a technology-driven future.

Experience AI

Google DeepMind



digital 2030

Digital2030

The Challenge: Inspiring Youth to Drive Global Change

In partnership with UNESCO and CCUNESCO, the Digital2030 Challenge inspires young people in Canada and beyond to tackle the UN's 17 Sustainable Development Goals (SDGs) through digital skills and ethical technology use. Each year, the challenge spotlights a different SDG, giving participants the opportunity to explore real-world issues, develop innovative solutions, and share their ideas on a global stage.

By exploring the SDGs, we empower youth to deeply engage with global challenges, create impactful projects, and understand how technology can drive meaningful change.

This Year's Challenge: Reducing Inequality

This year, the challenge centered on Reducing Inequality (SDG #10), inviting youth to explore global disparities using digital tools. Participants leveraged their digital skills in areas like data visualization and generative AI to address and share perspectives on the experience and impact of inequality worldwide. Through these tools, participants brought to light powerful narratives and data-driven insights on income disparities, social inclusion, and equal opportunity.

This year by the numbers!

Participants **8,799**

Countries **104**



Previous Challenges

2021: Tackling Plastic Pollution

2022: Advancing Good Health & Well-Being

What Inequality represents for some youth:

"Inequality is being discarded based on something one can't control. Like when my mom isn't listened to because of her accent, or I'm expected to forget my culture and heritage since I was born and raised in a different country. I don't have an exceptional story about inequality I've faced in my life, but it's the day to day microaggressions that have come to define my experience as a Pakistani-Canadian."

"Inequality manifests itself as a disparity or distinction between different elements, individuals or groups within a specific context. For example, when it comes to education in Africa, some countries have significantly lower levels of schooling for girls than for boys. This situation calls for special attention, as it is vital that all children have equal opportunities to succeed. Efforts should be made to remedy this situation and guarantee equal opportunities for all."

"Inequality of chances in access to education: I'm one of those people who grew up in a poor country (Madagascar) but had the chance to pursue their studies in a foreign country, such as France. Many students don't have this opportunity because of the inequality of opportunity in access to education: sometimes it's simply out of reach, and they need a helping hand that they didn't get at the right time because they didn't grow up or live in the right place."



Next Challenge: Sustainable Consumption & Production 2024

The next challenge will focus on Sustainable Consumption & Production (SDG #12) and Climate Action (SDG #13). Participants will be encouraged to design solutions that promote responsible consumption, reduce waste, and advocate for sustainable resource management through ethical technology use.



Impact Over the Years

Participants	69,012
Countries	157

The Digital2030 Challenge continues to inspire young people worldwide to use technology thoughtfully, building awareness, empathy, and skills to address complex global challenges through innovation and ethical tech practices.

Digital Leaders Program: Empowering Youth Voices

Our Digital Leaders initiative is dedicated to creating spaces where young people can reflect on and discuss the issues that matter most to them. Through interactive roundtables and dynamic discussions, participants explore how emerging technologies can be harnessed ethically to address global challenges, from climate change to social justice. This program not only empowers youth to voice their ideas but also equips them with critical thinking skills around the ethical implications of technology in solving real-world problems.

Highlights

Each Digital Leaders session is structured to encourage active engagement, collaboration, and thoughtful exploration of technology's role in society. Roundtables feature a diverse range of topics, giving participants a platform to:

- Share insights and personal perspectives on pressing global issues;
- Develop a critical understanding of ethical technology use;
- Collaborate with peers and mentors to brainstorm solutions that could make a difference in their communities and beyond; and
- Gain inspiration and leadership skills to become proactive digital citizens in an increasingly tech-driven world.



Program Reach and Impact

Since its launch in 2021, the **Digital Leaders** program has:

- Hosted **39 roundtables**, each designed to spark thoughtful discussions and inspire actionable ideas;
- Engaged **1,922 youth** from diverse backgrounds, providing them with a safe and supportive environment to explore the ethical dimensions of technology and its potential to effect meaningful change.

Quotes from youth on what really matters to them

"I believe that technology can allow us to see our mistakes and fix them before it's too late. However, the making of technology can also have a negative impact on the environment."

— Emma, 5th grade

"My advice is to listen to the next generation, because it's us, who has new ideas and we want to do something. And not only that, but it's us who have to face the problems that come after the adults have polluted the waters."

— Arushi, 6th grade



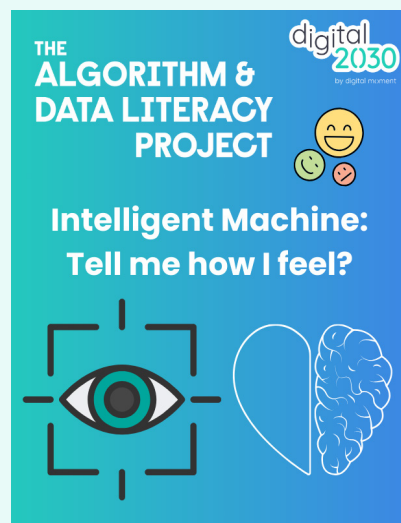
"I think right now schools focus on memorization, and not enough hands on activities. So i think for younger students, hands on activities are better, so that they could get their brain kind of going and think of new solutions, and improve their creativity."

— Araf, HS Student

Algorithm & Data Literacy

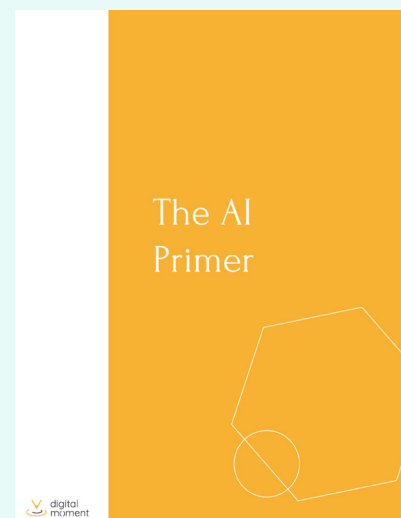
Understanding Data Literacy

In 2021, in partnership with **CCUNESCO and UNESCO**, we've launched the **Algorithm Literacy & Data Project**—a transformative initiative aimed at demystifying the algorithms that shape our digital lives. By uncovering the hidden mechanisms behind our online interactions, we're empowering young minds to become critical thinkers and active participants in the digital world. Since its inception, the project has **reached over 47,000 youth and educators**.



New Resources This Year

1. **Data Literacy in the AI Era**
A workshop that helps students recognize the role of data in their daily lives and how they can use it to navigate the digital world more effectively;
1. **Intelligent Machine, Tell Me How I Feel**
An exploration of AI-driven emotion detection, questioning its accuracy, ethics, and societal implications;
1. **Trustworthy AI Litepaper**
An introduction to Mozilla's concept of Trustworthy AI, highlighting the importance of safety and transparency in AI systems;
1. **AI Primer**
A beginner-friendly guide to understanding AI, explaining key concepts in an accessible way for learners and educators alike.



Highlight: Virtual Classroom Workshop

On Earth Day, we united climate activists and AI experts for an inspiring discussion on harnessing AI ethically for climate justice, engaging over 400 students from across Canada. The session was filled with powerful, thought-provoking insights and provided youth with actionable steps to drive meaningful climate action.

Thank you to our amazing panelists!



"[...]Learning more about AI's various biases (patriarchal etc.) is definitely something that I was glad (and sad!) to learn more about and would like to help change."

"I am a UBC Teacher ED student and Digital Moment is my Community Field Experience partner. This webinar was so helpful in preparing me for the projects I will be working on!"

**Some
feedback
from
attendees**

social innovation lab

Social Innovation Lab

Official Launch of Our Social Innovation Lab

Launched in the summer of 2023, the Social Innovation Lab transitioned from its successful pilot phase into a key initiative in our mission to empower youth from diverse backgrounds. This program equips youth with the tools and support to tackle pressing societal challenges through the innovative application of technology and digital skills. The inaugural cohort's success demonstrated the Lab's ability to foster creativity, entrepreneurial thinking, and meaningful real-world solutions.



Empowering Youth to Lead Through Innovation

The Lab offers participants the opportunity to:

- **Explore Technology:** Hands-on experiences with cutting-edge tools and emerging technologies, including artificial intelligence, coding, and design thinking;
- **Foster Entrepreneurship:** Encourages entrepreneurial thinking by guiding participants to design and execute innovative programs;
- **Address Social Challenges:** Focuses on actionable solutions to pressing societal issues, empowering youth to make meaningful contributions.

Participants gain not only technical expertise but also the confidence to lead, collaborate, and innovate in various contexts.

By the Numbers

Launch of the Lab (July 2023):

- 22 participants in the first cohort
- 10 in the second cohort
- 9 in the third cohort

87

hours of engaging, hands-on content delivered.

54%

girls' participation, fostering gender equity in tech.

41

total participants have been involved since the Lab's launch.

100%

participant satisfaction, with all participants recommending the Lab to others!



Last day of the cohort

"With everything I learned, I realized there's so much more to technology than I initially thought. I discovered how AI can be biased and understood it as a tool—not something to fear. It's not about AI being inherently good or bad; it's about how we, as users, choose to apply it. That knowledge is empowering."

— Josh, Lab Participant

"In high school, we learned how to use tech—like iPads and Google Docs. At the Lab, we discovered a whole new world! We learned to understand technology and AI, their tremendous potential, and risks. We used design thinking to break down a problem, its effect on people, and find tech solutions. It was empowering! It made creating change approachable, and it's a skill I can apply to any challenge. The work Digital Moment does is so important—I hope it becomes part of the standard curriculum. If all youth had access to this, imagine how it could shape our future world!"

— Brianna, Lab Alumni and Mentor

"After taking this Lab, I viewed technology in a different light—a more understanding, positive light. I learned that technology isn't just about profit for large businesses; it can genuinely help and improve lives. That realization changed my perspective on tech entirely."

— Aisha, Lab Participant

HIGHLIGHTS

Highlights of the Year

Startupfest 2023

Our Social Innovation Lab participants joined Canada's original startup conference, immersing themselves in a vibrant festival where entrepreneurs, investors, innovators, and industry leaders shape the future of technology. They connected with mentors, gained one-on-one insights, and heard inspiring stories — an exceptional opportunity to develop skills, grow their confidence, and spark new interests.

#GetDataLit with TikTok

To celebrate our partnership with TikTok, we hosted an inspiring event featuring a social activist and a young scientist in a panel discussion on how technology and AI can drive positive change. The conversation was followed by youth roundtables, where 17 participants engaged with Digital Moment facilitators and TikTok staff to explore themes of AI, machine learning, and data.



"I'd really like to know more about critically analyzing how data is created and how we can link this to the broad theme of media literacy."

— Grade 12 Teacher



Key Data

2023-2024 in Numbers

Youth reached

184,520

Total: **944,520**

Tracking **1,000,000** by 2030

Educators reached

5,277

Total: **32,777**

Tracking **50,000** by 2030

Students reached through
teachers **163,763**

50%
Girls

Gender

50%
Boys

Language

English **84%**

French **16%**

Sponsors and Partners

In addition to our partnerships with schools, communities, and volunteers, Digital Moment is supported by a network of future-focused partners and sponsors, including international leaders in education and technology sectors and trailblazing innovators. **We thank them for sharing our vision.**





The Year Ahead

As Digital Moment enters a new chapter, we do so with a refreshed strategic direction. Guided by our revised Theory of Change, we're focused on three core pillars: ensuring equitable access to digital education, staying at the forefront of innovation in digital literacy, and empowering young people to use technology—and especially AI—for good. This clarity will help us stay aligned with what youth and educators need most.

Growing Programs and Strengthening Foundations

In the year ahead, we'll continue to scale programs that connect digital learning with the real world. With new federal investments in artificial intelligence, we're poised to grow **Experience AI**, the perfect opportunity to reinforce the importance of AI literacy, including understanding how AI works, how it shapes our daily lives, and most importantly, how it will impact our future.

We're also excited to launch the next **Digital2030 Challenge**, inviting youth to think critically and creatively about the role of technology in building a more just and sustainable future. Through a hands-on interactive activity and real-world problem-solving, the challenge offers a tangible way for young people to explore complex social issues. It's a unique opportunity for them to engage in meaningful conversations and begin forming their own opinions on topics that matter. Stay tuned for this year's SDG topic!

At the same time, the **Social Innovation Lab** will shift its format to be tested in classrooms—to better understand how we can work with youth throughout the year, not just during the summer or school breaks. This change will allow us to reach more youth and provide educators with the tools and support they need to run a Lab directly with their own students. We'll also place greater emphasis on entrepreneurship to help prepare young people for the future of work, equipping them with the skills they need to thrive in tomorrow's job market. It's also the perfect opportunity for youth to discover new career paths and passions along the way.

The return of **Code Club** marks an important milestone in the year ahead. After the difficult period many in-person volunteer programs faced during the pandemic, we're relaunching the program by building on past successes while updating our approach to better meet the needs and realities communities face today.

In addition, new board members and cross-sector partnerships are playing a key role in strengthening our organization. Their diverse expertise and fresh perspectives are helping us build our own sustainability and more robust foundations—enhancing our strategic direction, expanding our reach, and ensuring we're well-equipped to grow and adapt to future challenges through collaborations that are vital to our long-term impact and organizational resilience.

Meeting the Moment in Education

Educators remain central to everything we do. In the coming year, we'll continue developing resources and training opportunities that make it easier to teach complex topics like AI and data literacy, and cybersecurity with confidence. We know these concepts are only meaningful when paired with durable life skills—like critical thinking, confidence, and persistence.

To support all this work, we're launching a new website designed to be more accessible, intuitive, and responsive to the needs of our growing community. Whether it's a teacher looking for ready-to-use tools, or a volunteer eager to get involved, our digital presence will make it easier to take action—and connect with our mission.

Ways to Get Involved

Donate Today

Lay the foundations for sustainable learning.

[Donate >](#)



Become a Volunteer

Give back some time - on your own, or as a team.

[Volunteer >](#)



Become a Partner

Empower young people around the world to drive change.

[Contact Us >](#)



Acknowledgements

In addition to its network of engaged students, educators, and parents, Digital Moment benefits from the dedication of Board members, advisors, donors, volunteers, and committed team of professionals. We thank you all for your support and for sharing our vision.

Board of Directors



Maura O'Shea

Treasurer of the Board, Montréal, Québec

Retired (former Vice President, Finance Improvements and Controls, Bell Canada)
Joined Board: June 2021



David Da Costa

Montréal, Québec

Partner and Practice Director, Sourcing – Sourcing
Joined Board: Nov 2022



François-Bernard Poulin

London, UK

Founder, FBP Capital
Joined Board: Nov 2020

Treasurer's Report

I am happy to report that Digital Moment received an unqualified audit report on their financial statements for the year ended May 31st, 2024.

DM's net assets as at May 31st, 2024, were \$3,789,094 which included a deficiency of revenues over expenses of \$602,669. This represented a net decrease in the excess of revenues over expenses over the prior year of \$749,453 due mainly to the completion and loss of government grants.

Revenue year over year decreased \$1,114,762. The decrease was due primarily to the timing of the completion and loss of government grants partially offset by an increase in other revenues, namely interest revenue.

Overall expenditures were \$4,485,136, a decrease of 7.5% or \$365,309 from the prior year. The decrease in expenditures was due primarily to decreased salary and benefits and subcontractors due to the completion and loss of projects heavily dependent on labor offset by an increase in in-kind advertising.

Digital Moment has a healthy balance sheet and its cash & equivalents position remained strong at \$3,391,059, a decrease of \$463,543 or 12%.

Digital Moment continues to manage its operations prudently, has a healthy balance sheet and cash position to support its operations as at May 31, 2024 to enable Digital Moment to focus on its efforts to diversify funding and build team agility.

Maura O'Shea

Treasurer of the Board, Montréal, Québec

The mandate of the Audit & Risk Management Committee is to oversee the following:

- DM's financial statements and related information;
- Assessment of key accounting policies, practices, and estimates;
- DM's compliance with applicable legal and regulatory requirements;
- Assessment and reporting of the effectiveness of internal controls ;
- The external auditors and audit process;
- Assessment and reporting on enterprise risks and related mitigation plans.

Digital Moment

Statement of Operations

For the year ended May 31, 2024

	2024	2023
REVENUE		
Grants from governments	2,445,851	3,669,613
Donations from corporations	964,423	974,962
Other contributions	107,312	154,030
Other revenues	195,349	108,944
Program service fees	23,002	79,750
Donations from individuals	6,022	9,930
In-Kind Revenue	140,508	-
Total revenues	3,882,467	4,997,229
EXPENSES		
Salaries and benefits	3,534,224	3,704,470
Subcontracts	392,595	585,816
Purchases	165,407	159,276
Travel	38,209	117,150
Fundraising fees	166,969	89,125
Office expenses	40,341	61,685
Rent	40,173	45,423
Professional fees	45,510	22,184
Interest and bank charges	17,172	11,303
Conferences	14,466	9,492
Telecommunications	3,133	7,437
Loss on disposal of capital assets	2,871	9,323
Amortization of capital assets	24,066	27,761
Total expenses	4,485,136	4,850,445
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	(602,669)	146,784

Digital Moment

Statement of Financial Position

As at May 31, 2024

	2024	2023
ASSETS		
Current		
Cash	2,391,059	1,854,602
Accounts receivable (Note 3)	27,655	84,297
Term Deposit (Note 4)	1,000,000	2,000,000
Grants receivable (Note 5)	453,296	481,358
Prepaid expenses	8,724	57,040
	3,880,734	4,477,297
Capital assets (Note 6)	62,544	89,810
	3,943,278	4,567,107
LIABILITIES		
Current		
Accounts payable and accruals (Note 7)	86,751	148,683
Deferred contributions (Note 8)	67,433	26,661
	154,184	175,344
NET ASSETS		
Invested in capital assets	62,543	89,810
Unrestricted	3,726,551	4,301,953
	3,789,094	4,391,763
	3,943,278	4,567,107



Get involved
digitalmoment.org

