

CASE STUDY // ACCESS & DEVICES

# PCs for People

COX Connect2  
Compete.



## INTRODUCTION

At the height of the COVID-19 pandemic in 2020, families around the country suddenly found themselves isolated more than ever before. While those with home computers and internet access had an easier path to transition, families without proper equipment found it difficult to adapt to the new online learning and working environment.

Enter PCs for People, a national leader in digital inclusion that is dedicated to providing high-quality, refurbished computer equipment for low-income families. This mission made them a perfect fit for the Connect2Compete program, and since 2020, they've been a vital partner for our efforts.

## SOLUTION

Seeing the increased need for equipment, Cox obtained a \$100,000 grant from the James M. Cox Foundation and worked with PCs for People to expand its Connect2Compete services. This grant money went directly towards delivering discounted computers and other necessary hardware to low-income families across Cox's nationwide footprint. The goal of this initiative was to level the remote work playing field and, ultimately, improve access to opportunities for struggling households.

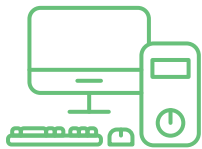
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## RESULTS

Due to the James M. Cox Foundation grant and enhanced partnership between Cox and PCs for People, students from 1,000 qualifying households were able to get the computer equipment and software needed to fully engage with online learning during the pandemic.

We shipped a premium, all-in-one Dell OptiPlex desktop with Wifi compatibility (or similar-brand computer) to each qualifying household for free. In addition, every package came with all needed accessories for learning, such as: a 19-inch screen, Windows 10 Pro software, webcam, microphone, keyboard, mouse and power cords. These details helped ensure that families could easily receive their equipment and immediately start remote schoolwork.

## BIG WINS



Provided complete  
equipment package to  
**1,000 households**



**\$100,000**  
in grant  
money donated



**Free 2 months**  
of Connect2Compete  
services

"We're proud to provide computers to kids and look forward to partnering with our communities to ensure more kids have access to their digital schoolwork."

– PAT ESSER, PRESIDENT AND CEO  
OF COX COMMUNICATIONS

