

## BrainPOP Grant Writers Reference

*When submitting a grant proposal, you'll likely be asked for an explanation of BrainPOP. Take advantage of the text in this one-pager to help craft a successful description.*

*Best of luck to you on your grant application!*

Founded in 1999, BrainPOP creates animated, curriculum-based content that engages students, supports educators, and bolsters achievement. Our proven and award-winning educational resources include [BrainPOP Jr.](#) (K-3), [BrainPOP](#), [BrainPOP Español](#), and [BrainPOP ESL](#). In June 2011, we launched [GameUp™](#), a collection of top free online game titles that tie right in to curriculum. All of our resources are supported by [BrainPOP Educators](#), our online professional community containing thousands of free teacher resources like lesson plans, video tutorials, graphic organizers, tips for using My BrainPOP to inform assessment and differentiation strategies, and much more.

BrainPOP is a web-delivered, multimedia learning tool that delivers instructional content using animation, graphics, audio, text, and interactive quizzes and games. [BrainPOP](#) is based on what is often referred to as the fundamental multimedia principle: information is more effectively processed and retained when presented in words, pictures, and sound than in words alone (Mayer, 2005). By taking advantage of the brain's multimodal processing capability, and capitalizing on the draw of animation, BrainPOP enhances student learning.

A recent [research](#) project conducted by SEG Research found that students in classes using BrainPOP made significant improvement in Science, Reading Comprehension, Language, and Vocabulary as compared to students in classes that did not use BrainPOP. BrainPOP was found to be effective at all three grade levels included in the study (grades 3, 5 and 8). The controlled study included 1,100 students within 46 classrooms across Florida and New York. The study was controlled for students' initial ability. BrainPOP users finished the year with scores that were 16 scale-score points higher in Reading Comprehension, 13 scale-score points higher in Science, eight scale-score points higher in Language, and five points higher in Vocabulary than the Control Group on the SAT 10 assessments. BrainPOP was found to be equally effective for boys and girls; students of different ethnicities; and both students receiving free or reduced lunch services and those not.

Ideal for group, one-to-one and flipped classroom settings, BrainPOP is used in numerous ways in classrooms, at home, and on mobile devices, from introducing a new lesson or topic to illustrating complex subject matter to reviewing before a test. Content is aligned to academic standards and easily searchable with our online [Standards Tool](#). Uniquely suited for 21st-century learning, our products are fully compatible with interactive whiteboards, projectors, Macs, and PCs. No downloading, installation, or special hardware is required. Today, we host millions of visits to our web sites each month.