



GIRLS WHO CODE ANNUAL REPORT 2020 : **BRAVERY IN A CRISIS**



**ANNUAL LETTER
FROM FOUNDER
RESHMA**



THIS YEAR WAS AS DIFFICULT AS THEY COME – A PANDEMIC, AN OVERDUE RECKONING AROUND RACIAL INJUSTICE, A TRANSITION TO REMOTE WORK AND LEARNING.

But through it all, I saw nothing but resilience, bravery, and leadership from our team, our partners, our girls, our community.

The staff at Girls Who Code spent the year working to design and deploy new virtual initiatives for our community. Our amazing partners stepped up to support Girls Who Code when we needed it most. And our girls showed a kind of leadership that we should all admire and aspire to.

I've never been more proud to be the leader of this incredible organization. And I believe, in my heart of hearts, that leaders must know when to step aside and make room for new vision and leadership. That's why this year, I announced that I'll be passing the baton to my amazing friend and Girls Who Code Chief Operating Officer Dr. Tarika Barrett to replace me as the Chief Executive Officer of Girls Who Code. I will remain on as the new Chair of the Board of Directors, and the organization's biggest cheerleader.

This is a new chapter for Girls Who Code. In our first decade, we reached 450,000 girls—half of them Black, Latinx, or low-income. Our cohort of college-aged alumni grew to 90,000 young women. And our culture-change work is shifting hearts and minds.

Now, heading into our second decade with Dr. Barrett at the helm, all data points to the organization closing the gender gap in new entry-level tech jobs by 2030. I can think of no better moment for a transition in leadership, and no better person to step into the role. Tarika has lived the experience of so many of our girls and spent her career fighting for equity. Our girls will see her in this new role, and know anything is possible.

I hope you can join me in congratulating Dr. Barrett, and in cheering for Girls Who Code in the years to come.

With love,
Reshma Saujani



BY THE NUMBERS



2030

is the year in which we are on track to close the gender gap in new entry-level tech jobs.

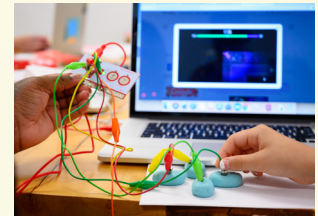


13 BILLION

billion engagements globally

450,000

girls and young women served to date



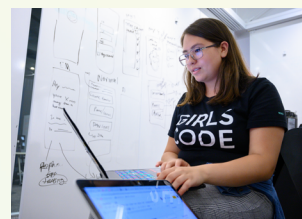
50%

of girls served come from historically underrepresented groups in tech

In 2021, there are nearly

90,000

Girls Who Code alumni who are college-aged or post-college aged.



There are now almost

3X

more Girls Who Code college-aged or post-college aged alumni than the number of women graduating with CS and related degrees in the US in 2019.

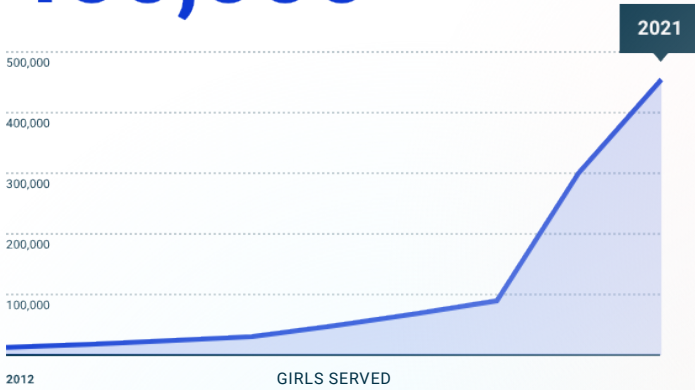


OUR PROGRAMMATIC WORK



GIRLS SERVED SINCE 2012

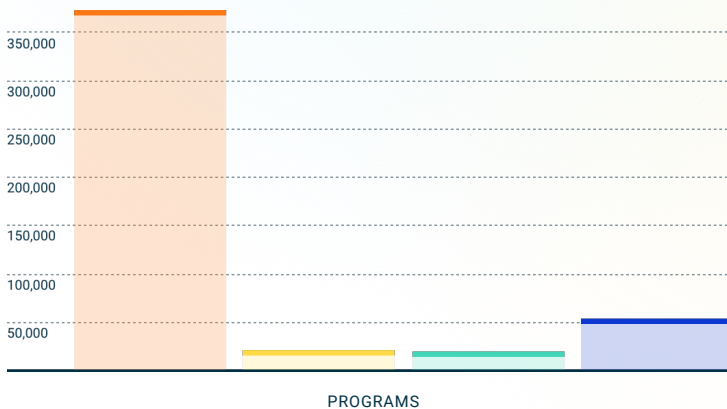
450,000



Girls Who Code has served 450,000 girls to date. We know that our Clubs, virtual Summer Immersion Program, and Code From Home activities are constantly expanding the pipeline of girls in computer science, and that our programming for college and workforce-aged young women is helping to retain girls in tech. We are getting closer to parity everyday.

STUDENTS & ALUMNI SERVED BY PROGRAM

Our programs continue to grow and serve girls all along the pipeline.



Clubs Students
375,500

Summer Programming
12,500

College-Aged Programming
12,000

Educational content
Including Code at Home, WiT
Lesson Plans, and books

50,000

OUR PIVOT TO VIRTUAL PROGRAMMING



The global pandemic has exposed and exacerbated the inequities in our education system and workforce, making it even more critical for Girls Who Code to step into the gap and serve girls in the highest-need communities. Yet there has been a silver lining. While challenging, the shift to remote learning has allowed Girls Who Code to serve more students, eliminating barriers like geography and pushing our organization to deploy new virtual initiatives to address the needs of our community. We remain committed to supporting girls in the highest-need communities, closing the gender gap in tech, and coming out of this pandemic even stronger.



VIRTUAL SIP

Served 5,000 girls around the world—the largest number we’ve ever served in the summer and 3X the number of girls served in-person the year prior. More than half our students are Black, Latinx, or low-income. Research indicates our virtual program is as effective at sparking interest in Computer Science as our in-person summer program.

VIRTUAL CLUBS

Adapted our Clubs program to offer an all-virtual option for Fall 2020 and rolled out new resources for Facilitators to lead their Clubs remotely.



CODE AT HOME

Released dozens of free, downloadable coding activities. Millions of people engaged with Code at Home in 2020.

GIRLS WHO CODE TALKS

Launched to address the educational and professional needs of young women in response to the COVID-19 pandemic, GWC Talks reached more than 5,000 young women in 2020.



OUR ALUMNI



IN THE LAST YEAR, THE NUMBER OF GIRLS WHO CODE COLLEGE-AGED ALUMNI GREW TO

90,000

That number is 3 times the number of women who graduated with computer science and related degrees in the US in 2019. We continue to develop programming to help young women persist and succeed in the tech workforce, including: Girls Who Code Talks, Girls Who Code Virtual Hiring Summit, and more.

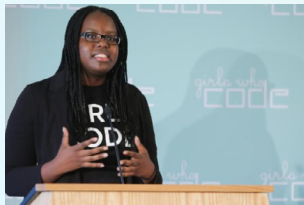
OUR ALUMNI ARE DOING INCREDIBLE WORK



KARINA POPOVICH

[This Teen Sparked a Global 3D Printing Movement to Protect Healthcare Workers](#)

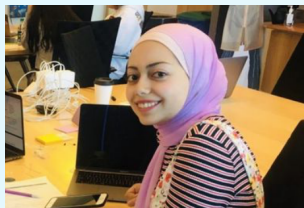
cheddar



KAYESU MACHAYO

[What I fear about remote learning](#)

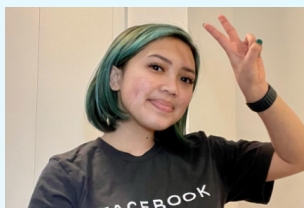
CNN



LOREEN TUMEH

[Oak Lawn grad lauded for computer coding skills: 'I'm interested in knowing the language of the future'](#)

Chicago Tribune



VIVIAN PHUNG

[Huge update: I accepted my @Facebook SWE offer in New York City! Moving to NYC has been my dream, and I'm so excited to finally pursue it!](#)



OUR CULTURE CHANGE WORK



Girls Who Code has always been a leader in the fight for women's equality. We're not just teaching girls to code, we are changing culture—culture that says women and girls aren't as smart or valuable or as worthy as men, and that they don't have a place in tech. Our campaigns and brand partnerships help shift hearts and minds, showing that girls belong in tech.

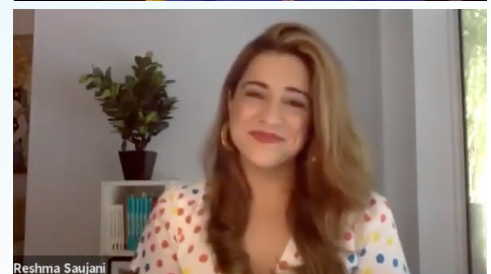


GIRLS WHO CODE GOES TO THE SUPER BOWL

We partnered with Olay on a Super Bowl ad featuring actors Busy Phillips and Taraji P. Henson, comedian Lilly Singh, journalist Katie Couric, and retired astronaut Nicole Stott. The ad was a part of Olay's incredible #MakeSpace-ForWomen campaign.

STAR-STUDED SUMMER SPEAKER SERIES

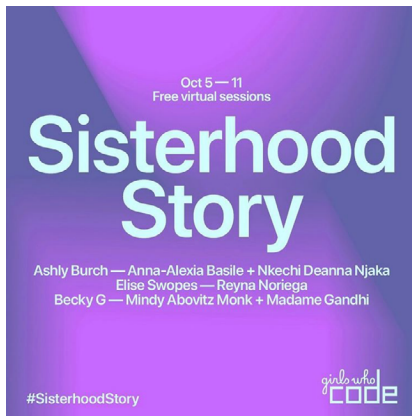
We knew we had to do something special this year for the girls in our first-ever virtual Summer Immersion Program, so we lined up a star-studded speaker series to lend them words of inspiration. Speakers included First Lady Dr. Jill Biden, Co-CEO and President of Ariel Investments Melody Hobson, journalist Soledad O'Brien, actress & activist Yara Shahidi, former Secretary of State Hillary Rodham Clinton, former CEO of Pepsico Indra Nooyi, CEO of Twitter and Square Jack Dorsey, Co-Chair and Founder of the Gates Foundation Melinda Gates, NASA astronaut Christina Koch, Netflix CMO Bozoma Saint John, Zoom CEO Eric Yuan, body positivity advocate Jessamyn Stanley, former U.S. Education Secretary John King Jr., and Co-founder and CEO of Co-Star Banu Guler.



GIRLS WHO CODE AMERICAN GIRL

You cannot be what you cannot see! It was an honor to partner with American Girl on their first-ever gamer girl doll: Courtney. As a part of the partnership, American Girl granted four \$5,000 scholarships to Girls Who Code students to help further their education in computer science.

**OUR CULTURE
CHANGE WORK**

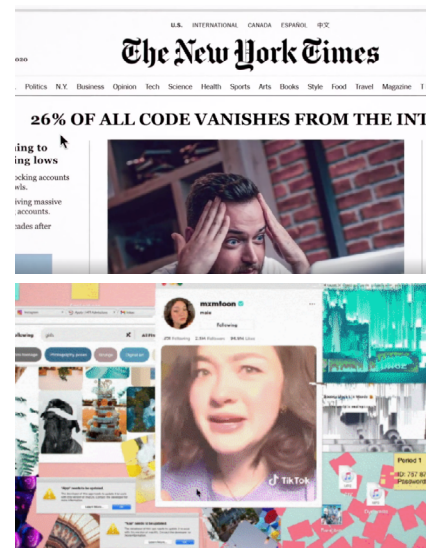


#SISTERHOODSTORY

We teamed up with Apple this year for Day of the Girl, offering a multidisciplinary week of virtual programming celebrating the power of storytelling and sisterhood. Our creative sessions featured incredible women artists and creators including Becky G, Madame Gandhi, Ashly Burch, Reyna Noriega and more.

BREAKING THE INTERNET FOR COMPUTER SCIENCE EDUCATION WEEK

In a move designed to celebrate the unseen contributions of female coders, Girls Who Code launched “Missing Code,” a digital campaign that illustrated how broken the internet would be if not for the work done by women. The campaign was made possible by the generous support of Lyda Hill Philanthropies’ IF/THEN® Initiative



MARSHALL PLAN FOR MOMS

In January 2020, Girls Who Code took out a full-page ad in The New York Times calling on the Biden Administration to implement a Marshall Plan for Moms—a 360 plan to pay mothers for their unpaid, unseen labor and to pass policies addressing parental leave, affordable childcare, and pay equity. 50 prominent women signed the ad, led by our CEO and founder Reshma Saujani, including Amy Schumer, Alexis McGill Johnson, Julianne Moore, Tarana Burke, Whitney Wolfe Herd, Charlize Theron, Eva Longoria, Gabrielle Union, and Ana Ortiz.



OUR PARTNERS



\$1M+

#StartSmall
AT&T
Bank of America

Prudential Financial
Walmart
Xandr

\$500K - \$999,999

Apple
Craig Newmark Philanthropies
Deloitte
FOX
JPMorgan Chase & Co.

News Corp
P&G
Raytheon Technologies
Synchrony

\$250K - \$499,999

Accenture
ADP
Arthur M. Blank Family Foundation
Chuck Lorre Family Foundation
Citrix Systems
DeepMind
Dell Technologies

KPMG
Logitech
Lyda Hill Philanthropies
Morgan Stanley
Olay
TransPerfect
U.S. Bank

As the pace of digital transformation accelerates, it's critical that we close the gender gap in tech – by both building the talent pipeline and creating inclusive workplaces. While not everyone's journey will be the same, everyone's opportunities should be equal. Synchrony's partnership with Girls Who Code is critical to help build opportunities for mentorship, leadership and skills training for the next generation of women leaders.

CAROL JUEL

EVP and CIO of Synchrony and a member of the Board of Directors at Girls Who Code

OUR PARTNERS



\$150K - \$249,999

BlackRock

Fiserv

Ford Motor Company

General Dynamics Information Technology

General Motors

George Lucas Family Foundation

Humble Bundle

Lyft

Moody's Corporation

Patrick J. McGovern Foundation

S&P Global and the S&P Global Foundation

The Depository Trust and Clearing Corporation (DTCC)

ViacomCBS

Wells Fargo

\$75K - \$149,999

Amazon

athenahealth

Cadence Design Systems

CNA

Credit Suisse Services (USA) LLC

Delta Air Lines

Dolby Laboratories

Electronic Arts

Goldman Sachs

Intuit

Johnson & Johnson

Kate Spade New York Foundation

Lisa Su

Match Group

MetLife and MetLife Foundation

Microsoft

New York Life Insurance Company

Pfizer Inc.

Pinkerton Foundation

Riot Games

Software.org: the BSA Foundation

State Farm(R)

Tango Card, Inc.

The Travelers Companies, Inc.

The Walt Disney Company

Toyota USA Foundation

Yardi

Zotec Partners

\$25K - \$74,999

American Express

American Girl

Anonymous

Anonymous

Ansys

BAE Systems

Bare Minerals

Ben and Divya Silbermann

Capital One

Chicago Trading Co.

Decoded Advertising

Elizabeth and Brian O'Kelley Charitable Fund

F5 Networks

Harvest

Huawei Technologies USA Inc.

J3 Events Inc

Lip-Bu Tan and Ysa Loo

McEvoy Spero Family Charitable Fund

Nike

RocketGenius

SAP

The D. E. Shaw Group

Verizon Media

Weikart Family Foundation

WeWork

OUR PARTNERS



\$10K - \$24,999

Ableton Inc	Klayivo, Inc
Annenberg Foundation	Leyla Seka
Anonymous	Macy's
Ayzenberg Group	Marianne Brown
Autodesk	MasterClass
Balazs Family Giving Fund	McKesson
Bright Funds Foundation	McLelland Family Foundation
Clarkston Consulting	National Christian Foundation Indiana
Cox Enterprises	Northrop Grumman Corporation
Databricks	Okta
DW Gore Family Foundation	OVHcloud
E*TRADE Financial	Pinterest
Experian PLC	SEI
Fidelity Charitable	Shockwave Medical, INC
FreeWheel	Sock It to Me
G2	Spain-U.S. Chamber of Commerce
GEICO	Synopsys
Google	Syntax
IEX Group, Inc.	The Breman Foundation
IndraSoft	Thomas Jordan
Insight	TJX Companies
Interior Design	Valor Management
James M. and Margaret V. Stine Foundation	Vetterly Company
Jeffrey A. Dean and Heidi Hopper	Wayfair LLC
Jeri Juergens	

At Raytheon Technologies, we believe the future of our industries will be written in code and fueled by the power of technology. Together, with our partners at Girls Who Code, we are continuing our important work to inspire and provide opportunities to the next generation of digital technology leaders. We all have an important role to play in driving positive change and fostering a world where equity and opportunity prevail – and as a result, positively impacting the future of young girls and women around the world.

VINCE CAMPISI

SVP, Enterprise Services & Chief Digital Officer at Raytheon Technologies

OUR PARTNERS



\$5K - \$9,999

ACM Sigmod	Juan Benet
Adeena Moylan	Justin Chalfant
Anne Marie Phillips	Kara Sprague
Aspect Capital	Kolide, Inc.
Association for Unmanned Vehicle Systems International	LinkedIn
BairesDev	Lore Family Fund
Brides for a Cause	Major League Baseball Player's Association
CarGurus	Marissa Shorenstein
Catey DeBalko	Michael Levy
Charles and Angela Sunderland Fund - Greater Kansas City Community Foundation	Nancy Pine
CSRA	Navis LLC
Custom House Financial (UK)	Netflix
Female Founders Fund	Northwestern Mutual
First Tech Credit Union	Pentair
Four-Four Foundation	Phil Shawe
Gisell Navarro	Portland Access User Group
GoodRx	Robert Andrews
Herman Singh	SafeBreach Inc
Hudson River Trading LLC	SAS
IDC Research, Inc	SearchSpring
IPG Photonics	SecurityScorecard
Jam3	Sheila Stanek
Jeffrey Gordon	Shein
John Shewchuk	The FalCarthy Foundation
Jonathan David Perlow	Third Door Media, Inc.
	TrustRadius
	Zachary Johnson

Prudential's partnership with Girls Who Code demonstrates our commitment to closing the gender gap in the technology field. We generate excitement by providing young women with resources to explore technology at an early age, then continue our advocacy by focusing on career opportunities for women who want to pursue their passion in technology.

BOB BASTIAN

Vice President and CIO, Global Technology and Enabling Solutions at Prudential Financial



IN THE FIVE YEARS SINCE I'VE JOINED GIRLS WHO CODE — FIRST AS VP OF PROGRAMS, AND THEN AS CHIEF OPERATING OFFICER — I'VE WATCHED OUR TEAM DO THE MOST INCREDIBLE WORK.



Thanks to Reshma, we are in sight of our goal, in sight of closing the gender gap in tech by 2030.

But the road ahead is long. The COVID-19 pandemic has set countless girls back academically and professionally. And we're still up against a culture that says girls do not belong in tech; up against an industry that needs to be held accountable for hiring, retaining, and promoting women and people of color.

As CEO, I plan to harness every ounce of my personal and professional experience, and bring it to bear on behalf of our girls. Because passionate, ambitious, and diverse young women are the key to transforming our economy and our society. If they can rise to the top, we will all live in a better, more equitable world.

Thank you for your support,

Dr. Tarika Barrett

We expanded our signature Clubs in the U.S. and abroad, serving 450,000 girls. We designed and deployed programs dedicated to supporting our ever-growing cohort of college-aged alumni—a group now 90,000 strong. In 2019, we were named the #1 Most Innovative Non-Profit by Fast Company.

And when the COVID-19 pandemic hit, we pivoted quickly—dramatically expanding our reach through virtual programming that was effective, equitable, and accessible. We served the girls who needed us most, the girls most impacted by the pandemic.

For all this, I want to thank Reshma. Without her visionary leadership, our world, our organization, the lives of our girls would all look very different. Her legacy will inspire us all for years to come.



STATEMENT OF FINANCIAL POSITION

ASSETS	2020	2019
Cash	9,029,000	4,598,000
Receivable	10,012,000	10,489,000
Investments	20,922,000	15,596,000
Other	2,529,000	1,625,000
Total Assets	42,492,000	32,308,000
.....		
LIABILITIES	2020	2019
Total Liabilities	1,133,000	945,000
.....		
NET ASSETS	2020	2019
Unrestricted	26,266,000	16,483,000
Restricted	15,093,000	14,880,000
Total Net Assets	41,359,000	31,363,000
.....		
TOTAL LIABILITIES AND NET ASSETS	42,492,000	32,308,000

STATEMENT OF ACTIVITIES

REVENUE AND SUPPORT	2020	2019
Contributions and grants	21,160,000	20,864,000
In-kind donations	765,000	1,416,000
Other income	401,000	956,000
Total Revenue and Support	22,326,000	23,236,000
.....		
EXPENSES	2020	2019
Program services	10,593,000	17,245,000
Management and general	1,931,000	2,305,000
Fundraising	1,460,000	1,340,000
Total Expenses	13,984,000	20,890,000
.....		
Gain on forgiveness of PPP loan	1,654,000	0
Change in Net Assets	9,996,000	2,346,000
Net Assets - Beginning of year	31,363,000	29,017,000
Net Assets - End of year	41,359,000	31,363,000



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For partnership inquiries: corporatepartnerships@girlswhocode.com

For press inquiries: press@girlswhocode.com

For program inquiries: programs@girlswhocode.com