Girls
Who
Code

Annual Report 2017

Letter from Reshma

When I started Girls Who Code, I never would have imagined that we would grow to become a movement reaching almost 90,000 girls of all backgrounds in all 50 states.

And now, just six years into our work, we've reached a tipping point.

We are on track to achieve gender parity in computer science by 2027. And we know why: because our work is as much about quantity, as it is about quality. We scale our programs to reach more girls in more places, and give them the chance to forge lifelong bonds so they may persist in computer science.

Equal
Women and men entering tech by 2027

90K
Girls from all 50 states

It's incredible. But for us, parity is really just the beginning.

We've reached a moment unmatched in our history, a moment as full of anger and anguish as it is promise and potential. Women and girls across the country are coming together to correct centuries-long power imbalances across lines of gender, race, sexuality, and more.

Girls Who Code is proud to be a part of this movement, and even prouder because our girls - girls of all races and ethnicities and abilities and zip codes - are leading it.

They are solving problems in their communities, empowering their friends, and defining the future of our world.

We're thrilled to be giving them the tools they need to get there.

I hope you'll join us and make sure every girl has the chance to change her world - our world - for the better. Thank you for your support.
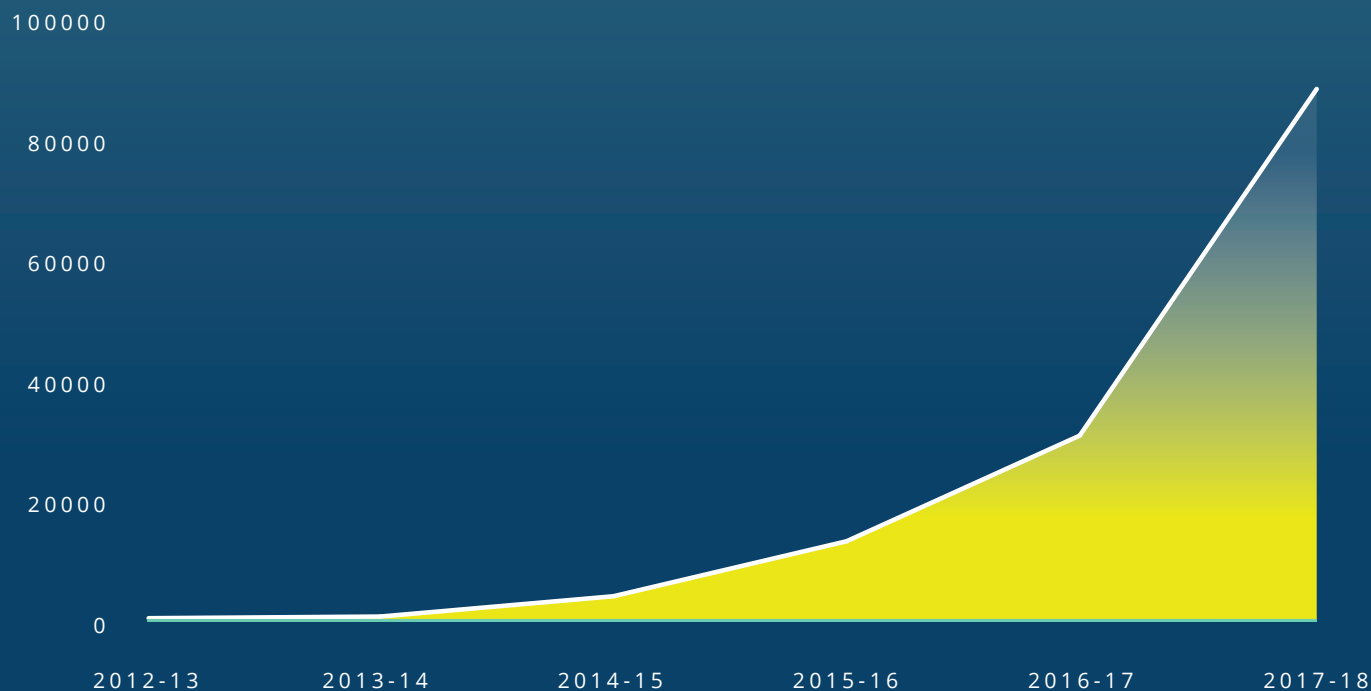
RESHMA SAUJANI

CEO AND FOUNDER, GIRLS WHO CODE

Impact and Growth

Girls Who Code has reached 12 Million people indirectly
and served nearly 90,000 girls directly across the United States.

CUMULATIVE GIRLS SERVED BY GIRLS WHO CODE

*Based on people reached through our book series, website, videos and social media.

Clubs

Our after school clubs, run by volunteer facilitators in communities across the country, give 6-12th grade girls the chance to explore coding in a fun and friendly environment.

Tatiana, **Worcester, MA, 12 years old**

" Girls Who Code makes me feel brave because I'm confident in myself; I know that I can do it. I'm a 12-year-old, and usually I have to listen to an adult—but now I know that girls can be inspired to try new things and know they can be engineers. "

Summer Immersion Program

Our 7-week Summer Immersion Programs (SIPs) teach 10th and 11th grade girls computer science skills, provide them with exposure to tech jobs, and offer them a supportive sisterhood of thousands of girls across the U.S.
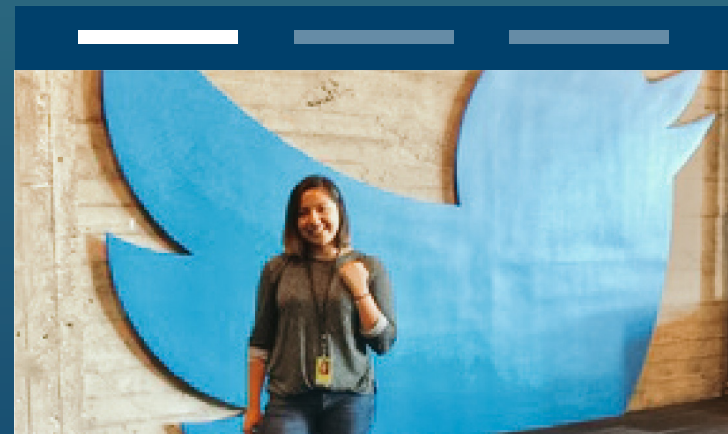
Edie, Burlingame, CA
2017 SIP hosted by Twitter

" At Twitter, I realized I actually love to code and am darn good at it! I had amazing female black and Latina mentors who are engineers and showed me that I can be a successful woman of color in the tech world. "

Diversity, Equity, and Inclusion

Girls Who Code values diversity, equity, and inclusion as essential to our mission.
We focus our work not only on gender diversity but also on young women who are
historically underrepresented in computer science fields.
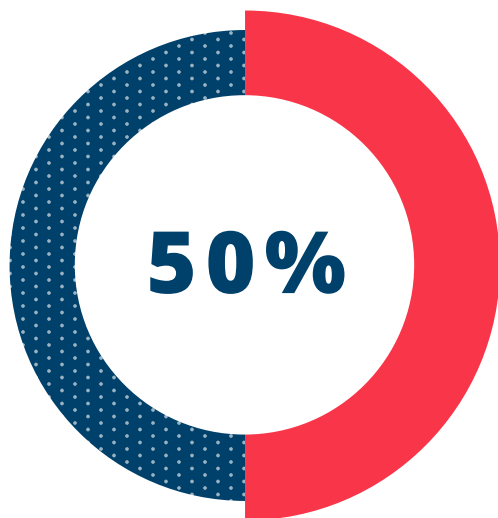
50% of girls served come from Historically Underrepresented Groups

*This includes girls who are Black, Latina, and from low-income households.

Our Alumni

Our alumni are entering college and declaring majors in large numbers for the first time in our six-year history. We have approximately 5,000 college-aged alumni.

STUDENTS AND ALUMNI BY SCHOOL YEAR

Our alumni who have already declared their majors are choosing to major in CS, or related fields at a rate

15 TIMES THE NATIONAL AVERAGE.

2017 New Initiatives

BEST SELLING BOOKS

The first four books in our series with Penguin are out now!
Two New York Times Best Sellers. Nine books to come in 2018.

CAMPUS

With the launch of our newest program, Campus, girls aged 10-18 can dive even deeper into coding with courses including Introduction to Computer Science, Website Design & Development, Wearable Tech & Fashion Design, and iPhone App Development.

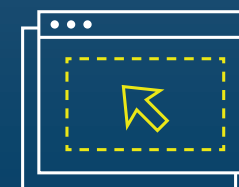Campus condenses our award-winning curriculum into an accelerated 10-day summer course.

INTRODUCTION TO COMPUTER SCIENCE

IPHONE APP DEVELOPMENT

WEARABLE TECH & FASHION DESIGN

WEBSITE DESIGN & DEVELOPMENT

ADVOCACY

Girls Who Code is working with state and federal lawmakers to advocate for policies that track and report computer science classroom diversity and increase the participation of girls, especially those from underrepresented groups, in computer science classes.

This year, we convened the Girls Who Code Female Governors' Summit with Sheryl Sandberg at Facebook, held a hackathon at the National Governors' Association Conference, and announced a partnership with Governor Hogan of Maryland for the nation's first Governor's Club challenge.

Vision:
Our Five Year
Strategy

In our next five years, Girls Who Code will launch initiatives that bring us closer to our goal of achieving gender parity in computer science by 2027, while also reinforcing our organization as a clear leader in the global movement for equality.

1 EXPAND OUR SISTERHOOD

We know just how important it is to give girls access to computer science at a young age, so we're launching 3rd to 5th grade Clubs!

And we're learning from our alumni about how important it is for them to stay connected to one another so we're piloting College Loops - an easy way for alumni to engage with one another and persist through CS in college.

2 GROW OUR FOOTPRINT

We plan to expand our Summer Immersion Programs, launch Campus in new markets, double the number of after-school Clubs in cities across the U.S., and develop our international presence.

3 BUILD OUR MOVEMENT

We are committed to building our movement through our books, merchandising, and forthcoming Global Girls Summit.

And our advocacy efforts, a new component of our work, will help us guarantee that states are working to attract girls to and retain them in computer science.

Our Partners

$500K+

Adobe and the Adobe Foundation ◯ ☐
AppNexus* ☐
AT&T ◯ ▲ ☐
The John S. and James L. Knight Foundation ☐
News Corp
Pivotal Ventures
Prudential Financial ◯ ▲ ☐
Turner ▲ ☐
Uber ▲

$250K–$499,999

Accenture ☐
Amazon ☐
Blizzard Entertainment ▲ ☐
Dell ▲ ☐
Deloitte
Eileen Fisher
General Electric ☐
General Motors Foundation ▲
Google.org
JPMorgan Chase & Co. ☐
Kate Spade & Company Foundation ◯ ▲ ☐
Lyft
Oath Foundation ▲ ☐
Synchrony Financial ▲ ☐
Walmart ▲

$150K–$249,999

Anonymous ☐
Cotton Bureau
Goldman Sachs ☐
IBM ▲ ☐
Lockheed Martin ☐
Moody's and The Moody's Foundation ☐
Microsoft ☐
Salesforce.org ☐
Pfizer Inc. ☐
Verizon ☐
The Walt Disney Company ☐

▲ Clubs   ☐ SIP   ◯ Alumni   *home to GWC office

girls who code

$75K — $149,999

AIG ☐
Akamai ☐
Bank of America ☐
Benevity Community Impact Fund
Best Buy Foundation ▲
BlackRock ☐
CA Technologies ▲
Cadence ▲
Capital One ▲ ◯
Cheryl Saban Self-Worth Foundation
for Women & Girls ☐
Citrix ☐
Coca-Cola Foundation ▲
craigslist Charitable Fund
Electronic Arts ☐
Facebook ☐
First Data ☐
Ford Motor Company ☐
GoDaddy ☐
IAC ☐
Intuit ☐
LifeLock ☐
Pivotal ☐
Pixar Animation Studios ☐

Riot Games, Inc ▲
RBC Capital Markets ☐
Sephora ☐
Sergey Brin Family Foundation
Software.org : the BSA Foundation ☐
State Farm ☐
The Broder Family Foundation
Twitter ☐
Viacom ☐
Warner Bros. Technology ☐
Workday Foundation ☐

$25K — $74,999

Amazon Web Services
Autodesk ☐
Clarkston Consulting ☐
Cornerstone Research ▲
CSRA ▲
DaRin Butz Foundation ▲
Dolby ☐
Estée Lauder Companies ▲
Ford Fund ▲
Guardian ▲
Humble Bundle
Theory
McEvoy Spero Family Charitable Fund
New York Life
Northwestern Mutual ▲
Salesforce
SAP
Schwab Chartiable
SRS Acquiom Charitable Escrow Up Fund
Vertical Knowledge ▲
Walgreens ▲
Xsolla ▲

▲ Clubs   ☐ SIP   ◯ Alumni

$10K — $24,999

Anonymous
Ashley Pogue
Avanade
Barclays
Beth Kobliner Shaw
Bonobos
Capterra
Charles Broderick
Clark S. Smith Family Foundation
Economist Charitable Trust ☐
Elizabeth Morse Genius Charitable Trust
Georgia Power Foundation ☐
Henry Kravis
Infor
Isobar
Johnson Charitable Gift Fund
American Express
Lenovo
Lionsgate Entertainment
Matthew Mullenweg
Options Group
Motorola Solutions Foundation ▲
Newman's Own Foundation ▲
O'Reilly Media Inc.

Okta, Inc.
Pitney Bowes
Roberts Foundation
Robin Pitman
Satya and Rao Remala Foundation
Silicon Valley Community Foundation
Tango Card
Tinder
Valor Equity Partners
Vanguard Charitable
VeriFone Foundation
Vivek Shah
Wells Fargo
West Monroe Partners ☐

$5K — $9,999

Alexis Maybank
American Online Giving Foundation
Arago US
Arizona Community Foundation
Brit + Co
Carol Juel
Cozen O'Connor Foundation
Deborah Jackson
Four-Four Foundation
Guy Melamed
Herald Chen
India Simpson
InteropITX
IPsoft
Jeffrey Smith
Joseph Floyd
JPMorgan Chase Foundation
Kara Sprague
Katherine O'Neil
KKR
Liam McGregor
McKinsey & Company
Nancy & Richard Pine Family Foundation
Network For Good

▲ Clubs   ☐ SIP   ⭕ Alumni

$5K — $9,999 (cont'd)

Nginx Software
Rachel Kropa
Samsung
Stack Exchange
Tania Ahuja
The San Francisco Foundation
Third Door Media, Inc.
Urs Hoelzle

UNIVERSITY & HOST PARTNERS (2017)

Boyle Heights YouthSource Technology Center
Florida International University
Foothill College
Georgetown University
The Idea Center at Miami Dade College
New Jersey Institute of Technology
NYU Tandon School of Engineering

The Advanced Science Research Center
at the Graduate School, CUNY
University of Illinois at Chicago
USC Marshall School of Business

Financials

STATEMENT OF FINANCIAL POSITION

ASSETS	2017	2016
Cash	$16,588,286	$8,329,045
Contributions + grants receivable	$3,260,848	$7,669,094
Prepaid expenses + other current assets	$61,524	$576,761
Total current assets	$19,910,658	$16,574,899
Long-term assets	$580,920	$18,205
Other assets	$26,775	$7,975
TOTAL ASSETS	**$20,518,353**	**$15,878,088**
LIABILITIES + NET ASSETS		
Total liabilities	$526,816	$388,892
NET ASSETS		
Unrestricted	$10,280,016	$6,787,619
Restricted assets	$9,711,521	$8,701,577
Total net assets	$19,991,537	$15,489,196
TOTAL LIABILITIES AND NET ASSETS	**$20,518,353**	**$15,878,088**

STATEMENT OF ACTIVITIES

REVENUE + SUPPORT	2017	2016
Unrestricted contributions + grants	$13,936,053	$11,493,356
In-kind donations	$843,841	$827,497
Gala	$814,680	—
Other income	$55,344	$4,244
TOTAL NET ASSETS	**$12,387,097**	**$8,463,929**
EXPENSES		
Program services	$10,017,189	$8,940,803
Management + general	$1,253,106	$1,020,693
Fundraising	$887,226	$741,210
TOTAL EXPENSES	**$12,157,521**	**$10,702,706**
Change in unrestricted net assets	$3,492,397	$1,622,391
Change in temporarily restricted net assets	$1,009,944	-$2,596,901
Net assets - Beginning of year	$15,489,196	$16,463,706
Net assets - End of year	$19,991,537	$15,489,196