

ANNUAL REPORT 2017

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Board of
Directors

2017 ACHIEVEMENTS

800+

GIRLS WHO BENEFITTED FROM OUR PROGRAMS

23

PROGRAMS OFFERED

\$17,000+

SCHOLARSHIPS AWARDED

MISSION

**Promote education
to create awareness,
excitement and
opportunities among
girls and young women
to launch successful
STEM-related careers.**



FROM THE CHAIR

Fifty years ago, when a child was asked to draw a picture of a scientist, 99% of the drawings were of men. Today, close to one third of the pictures would be of women.¹

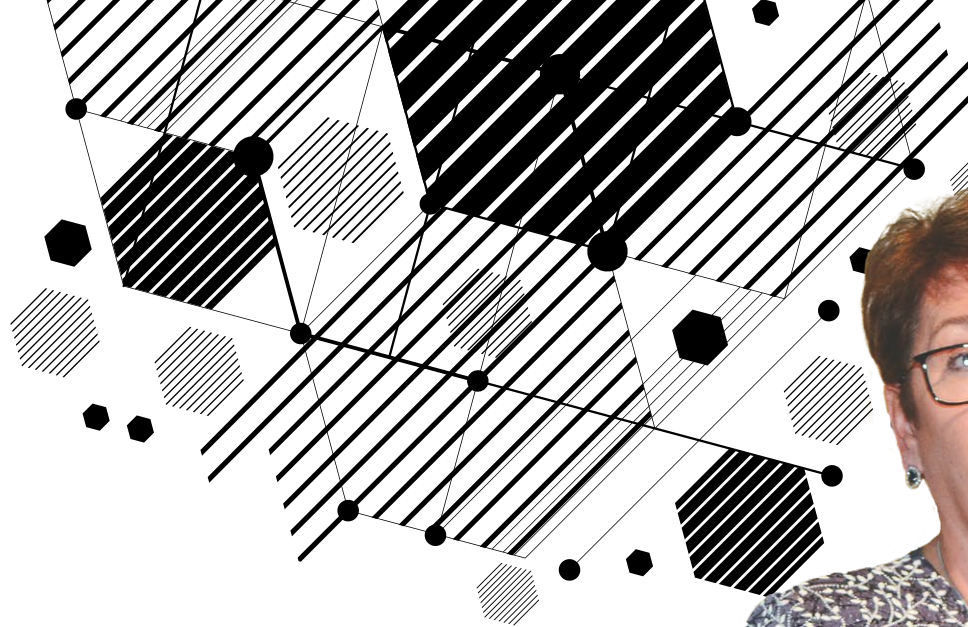
While the overall trend has been positive, researchers also found that as kids age, especially as they reach the middle and high school years, a regression takes place, and they start depicting scientists as men by a ratio of 4:1. *STEM for Her* takes this trend seriously. Through field trips, speakers, programs and curriculum development, and contribution to program resources for clubs and after school groups in the D.C. metropolitan area, *STEM for Her* strives to close the gender gap in STEM fields. With our focus on girls at the critical point where the perception changes in middle school through high school, *STEM for Her* endeavors to support and build confidence in these young women to thrive in science, technology, engineering, and math fields.

We cannot wait any longer to close the gender gap. *STEM for Her* is taking action now. Programs such as DRIVE: Like a Girl opened high school girls' eyes to

careers in the engineering and automotive industry. We are inspiring and guiding the next generation of leaders through our long-time partnership with Girls in Technology (GIT) mentoring programs. New partnerships with Girl Scouts, Audi, Girls Inspired, Mason Game and Technology Academy, and continued growth in our relationships with TechBridge and PLEN have allowed *STEM for Her* to reach more deeply into the underserved areas of the D.C. metropolitan area. As we continue to engage, we are watching girls get excited about what their strengths in math or science can bring them. Listening to a senior at the Columbia Heights Education Campus (CHEC) say she wants to be a rocket scientist, and then only expand that to also consider being an automotive engineer when she competed in the program from Audi, reinforces the importance of the work we do.

Our goal is to provide girls exposure to the array of career paths available to them, and help guide them along those paths through high school and on to college. As Melinda Gates points out "it's important that women technologists support each other by spreading the word that while the industry is still far from perfect, it's also a place where you can have a successful and rewarding career and an outsized impact on the world."² At *STEM for Her*, we understand that representation matters, and work to connect professional STEM women with the girls that look up to them.

Support from corporate and individual sponsors, grants, and the United Way and Combined Federal Campaign increased in 2017 by 32%, which allowed *STEM for Her* to reach over 800 girls. We were able to grow the number and type of programs we supported to bring a broader range of opportunities to girls throughout the D.C.



metropolitan region. The *STEM for Her* Board of Directors and I thank all our donors and sponsors for their continued support of our shared mission. *STEM for Her* is committed to ensuring that our programs deliver maximum value to our donors' investment.

As we enter into our 15th year, with continued support from the community, we believe we can reach even more girls and make a bigger impact on their aspirations toward STEM education and careers. These girls are smart, driven, and the future. The time is now.

Thank you for your continued support.

Marian L. McKee, Ph.D.
Chair, *STEM for Her*



STEM FOR HER: GUIDING THE FUTURE

Currently women make up 47% of the workforce, however only 24% of science, technology, engineering and math (STEM) workers are female – and it is time for change³. *STEM for Her* is committed to encouraging more girls to pursue STEM related careers, and works every day to increase the number of women in these critical fields by exposing them to STEM at an early age.

STEM for Her is a 501(c)(3) non-profit foundation that promotes education to empower girls to change the world through STEM-related careers. By providing financial support and organizing programs that foster interest in STEM, the foundation works to create awareness, excitement and opportunities for girls and young women throughout the D.C. metropolitan region.

Influential organizations like *STEM for Her* are striving to bridge the gender gap to create a stronger, more globally competitive and productive workforce. Through the efforts of *STEM for Her*,

thousands of young women in the D.C. metropolitan area have had the opportunity to meet female role models in STEM and participate in programs that expose them to the endless possibilities a STEM-related career can bring. By engaging with girls at a young age, we are able to encourage their development and growth into our future leaders, computer scientists, environmentalists, doctors, engineers, chemists, or physicists – wherever their heart takes them.

As the foundation grows, *STEM for Her* is focused on expanding its support to programs in underserved communities throughout the region. Founded in 2003 by Women in Technology (WIT), *STEM for Her* has been working with organizations to provide mentoring, tools, speakers and scholarships, as well as support school-sponsored and community-based programs for girls ages 12-25.

As a locally focused non-profit, *STEM for Her* relies on donations and strategic partnerships to operate

**"I had fun and this
inspires me to believe in
myself and accomplish
new things."**

**– GIT CYBERPATRIOTS
STEM TREK PARTICIPANT**

and thanks to ongoing support from our partners, we can continue to work towards closing the gender gap in STEM-related careers. WIT and *STEM for Her* hold an Annual Giving Gala and Silent Auction, which serves as our primary fundraiser and opportunity to thank our sponsors, and also provides our guests a chance to meet some of the girls impacted by *STEM for Her* funded programs.

STEM for Her has been a member of the United Way – National Capital Region (UW-NCA) as well as the Combined Federal Campaign (CFC) since 2012. Each year *STEM for Her* participates in various seminars, fundraising campaigns and events offered through the UW-NCA, which help promote the work of our foundation. Being a member of the UW-NCA has enabled *STEM for Her* to reach donors in Arlington, Alexandria, Fairfax/Falls Church, Loudoun, and Prince William counties in Virginia; Calvert, Charles, Montgomery, and Prince George's counties in Maryland and Washington, D.C.

THE TIME IS NOW

Over the past decade, we have seen STEM occupations growing at a much faster rate than non-STEM occupations (24.4% vs 4.0%³). This trend is expected to continue; however, women remain underrepresented in both STEM jobs and STEM degree holders.

It is imperative we ensure women are provided the education and opportunity to pursue careers in STEM fields. Our time is now, and *STEM for Her* works throughout the D.C. metropolitan area to foster STEM interest in the girls and young women who will feed the pipeline of opportunity tomorrow.

STEM for Her provides critical funding for programs that engage girls' interests in STEM. We sponsor programs and curriculum development, field trips, speakers and mentors, and contribute program resources for camps and after school groups. These programs enable girls to explore STEM topics they might not otherwise have an opportunity to discover. Studies show that 72% of young girls want jobs that have an impact, yet in a world where STEM skills are crucial for generating new ideas and providing the critical thinking required for organizations to be successful in the new economy, 64% of girls

have never met a woman in a STEM profession⁴. Representation matters, and this is where *STEM for Her* comes in. We help girls meet STEM role models, explore careers paths and opportunities, and experience STEM work in a safe and fun environment.

Each year, *STEM for Her* seeks to significantly expand outreach to underprivileged and underserved girls. By actively increasing funding, *STEM for Her* can broaden the programs we support and partner with an expanded range of organizations to include more hands-on exposure to the four STEM components – Science, Technology, Engineering and Mathematics – across all demographics in our region.

Now is the time to make a difference. Now is the time to encourage the next generation of girls to pursue careers in STEM.

***STEM for Her* funded programs play a vital role in young girls' lives and:**

- » **Challenge girls to explore innovation and creativity within STEM fields**
- » **Prepare girls for college and/or careers by developing professionalism and critical thinking skills**
- » **Teach girls about teamwork and problem solving**
- » **Show girls how to apply STEM to help an industry with a problem, to better our society and move it into the future**
- » **Open the door to internship opportunities or a career they may not have thought of before**
- » **Develop confidence, presentation, research, and STEM skills**

WOMEN MAKE UP

47%
OF THE WORKFORCE

» ENGINEER INNOVATION

STEM for Her partnered with Audi of America to develop “DRIVE: Like a Girl”, an engineering innovation competition targeted to local D.C. metro area high schools. An Audi employee mentored each team of four girls as they developed the semester-long project focused on the automobile and transportation industry. At the end of the semester, the teams competed in an event at Audi of America Headquarters in Herndon, VA, judged by a panel of Audi and *STEM for Her* executives. DRIVE: Like a Girl provided local high school girls the opportunity to explore how organizations are working to solve tomorrow’s technology challenges, while exposing them to STEM career paths that they may not have considered in the auto industry. Participating schools received financial awards to fund their STEM programs. The result of the competition also provided Audi with an opportunity to gather input regarding emerging technologies from the next generation of female engineers.

» LEARN AND TEACH

STEM for Her and Girl Scouts Nation’s Capital (GSCNC) partnered for STEMtastic, an all-day event to introduce Girl Scout Cadettes to Robotics. A panel of professional women representing the four STEM fields answered questions from the girls about their education and career paths. *STEM for Her* volunteers used hands-on activities to demonstrate how science, technology, engineering and math are all critical to advancing robotics. The girls formed teams to build boats, catapults, algorithms and encrypted messages. In the afternoon, the Cadettes used what they learned to mentor younger Girl Scouts. Over 50 girls throughout the D.C. metro region benefitted from this “STEMtastic” event.

YET ONLY

24%
OF STEM JOBS³

» INSPIRE YOUNG WOMEN

Not everyone has an opportunity to be exposed to heroes in STEM – those who define our dreams and our careers. *STEM for Her* provided a grant to Rising Tides Foundation, in support of a screening of *Hidden Figures*, a film about three female African American mathematicians and engineers working for NASA in the 1950s. The movie showed the tenacity, strength and genius these three women embodied and the path they forged for girls and women of color. The grant helped enable over 200 less fortunate girls and young women in the D.C. metro area to see the movie and participate in a panel with local female STEM professionals to further discuss opportunities in STEM.

“I liked building the catapult... because it was what challenged me the most... it made the gears in my brain set to work, and connect two and two like a jigsaw puzzle. Even though I didn’t succeed, I learned a lot!”

– GIRL SCOUTS STEM TASTIC PARTICIPANT

» CREATE AND BUILD

STEM for Her provided funding to support GirlsInspired.org’s week-long Spring STEAM Camp for 16 middle school girls of color. During this camp the girls combined digital art, programming, game design, web page development, and entrepreneurship to create video games. The girls were introduced to the video game industry and formed teams to plan the games they developed throughout the course of the week. The program ended with a presentation to a panel of *STEM for Her* leaders, which helped build the girls confidence. The skills learned throughout this innovative camp will assist them to identify and pursue a variety of careers.

» GUIDE THE NEXT GENERATION OF FEMALE LEADERS

Our programs engage girls and young women through a variety of initiatives. *STEM for Her* has featured WIT's Girls in Technology (GIT) program as a signature program since its inception. GIT volunteers have created programs showcasing how girls can prepare themselves for careers in STEM fields. In 2017, the activities offered to girls through GIT included:



GIT MENTOR/PROTÉGÉ

Through a series of monthly sessions, the mentorship program introduced high school girls to STEM-focused leadership development, networking and public speaking activities. Programs were held at Microsoft in Reston, Virginia, Johns Hopkins University in Montgomery County, Maryland, and at the National Academy of Sciences in Washington, D.C. Over 170 girls benefited from mentoring via the 2017 GIT Mentor-Protégé program!

GIT SHARING OUR SUCCESS

Sharing our Success (SOS) generated awareness and nurtured girls' interest in STEM. The girls heard from professional women in successful STEM careers, and participated in panel discussions and hands-on STEM activities. The 2017 programs were held at Visa in Loudoun County and at Booz Allen Hamilton in Washington, D.C. Through *STEM for Her* and corporate sponsorships, these events were free for girls in the metropolitan area. SOS served over 140 girls in grades six through twelve in 2017.

CYBERPATRIOTS

GIT, in partnership with the University of Maryland, provides encouragement and mentoring to "CyberPatriot Girls" from high schools in Maryland and Virginia who participate in the Air Force Association's CyberPatriot program (www.uscyberpatriot.org), a web-based, tournament-style cyber defense competition. A STEM Trek event in June gathered 30 Cyber-Patriot and GIT girls for a day of hands-on activities.

GIT CAREER PREPARATION

In April, GIT held an all-day seminar at the corporate offices of Blackboard Inc for 18 female college students from the D.C. area. The seminar focused on providing the tools and skills necessary to identify career opportunities in STEM fields, including resume building, exploring career options and interview training. Women in STEM fields from Leidos, World Bank, Booz Allen Hamilton, Willis Towers Watson, and Strategic Ed Tech participated in round table discussions with the girls, creating instrumental opportunities for young women.

SCHOLARSHIPS

Each year, *STEM for Her* funds scholarships for girls participating in GIT programs. In 2017, Freddie Mac provided significant underwriting of the scholarship program.

\$11,000

in cash scholarships were awarded to five high school seniors for higher education expenses.

\$6,000

in experience scholarships, including drone building and a range of STEM workshops for 10 middle and high school girls.



“What worked well for me with the GIT program was going in feeling uncomfortable and shy, but leaving feeling confident, inspired, and empowered from the presentations by speakers, by talking to other protégés, and from the discussions with the many mentors.” – GIT MENTEE

» DIRECT CHANGE

As a continuation of an alliance with Techbridge D.C., *STEM for Her* expanded its funding of Techbridge Girls after school STEM programs for underserved girls in D.C. schools. Funding supported their ChangeMakers Community Impact projects, which are long-term design thinking experiences that assist girls in grades six to eight identify and solve challenges facing their own community. Girls worked on projects with real-world applications, from creating apps, to helping autistic children navigate a school, to learning the fundamentals of chemical engineering by mixing their own lip balm. The foundation of these projects begins with skill development in an array of STEM disciplines, resulting in increased exposure to areas and fields within STEM. *STEM for Her* has also provided funds to take Techbridge Girls on field trips including National Oceanic and Atmospheric Administration and the Koshland Science Museum. The girls met STEM professionals in unusual jobs and were exposed to information that is not provided at home or in their school classrooms.



» TAKE STEM TO THE HILL

Building on a long-term partnership with the Public Leadership Education Network (PLEN), *STEM for Her* sponsored seven ambitious women to attend PLEN's Women in STEM Policy seminar in January 2017. For five days, 54 students from 19 colleges and universities gathered in Washington, D.C. to gain the skills, knowledge, and networks that will prepare them for a career at the intersection of science and technology and policy. The cohort traveled to locations around the city, including Capitol Hill, the Pentagon, and the National Institutes of Health (NIH), to learn firsthand how STEM and policy interact. *STEM for Her* also moderated a panel of female STEM policy gurus who shared their career experiences and fielded challenging questions for the conference participants.

» LEARN BY DOING

In Fall 2017, *STEM for Her* launched a pilot program to introduce middle school girls to game design. The kick-off program was presented to 20 middle school girls participating in Techbridge Girls STEM program at Capital City Charter School in Washington, D.C. Instructors from Mason Game and Technology Academy (MGTA) explained the fundamentals of game design including coding, gaming software and tools and techniques, creative story development and components of graphic design. The girls also learned how game design is used in real life and the variety of career opportunities in the field. *STEM for Her* hopes to continue its partnership with MGTA in 2018 by bringing this program to middle and high school girls in the D.C. area.



“The most important thing that I learned at this seminar was an idea that was repeated at many of the panels and workshops that we went to, ‘don’t limit yourself, with hard work you can get anywhere.’”

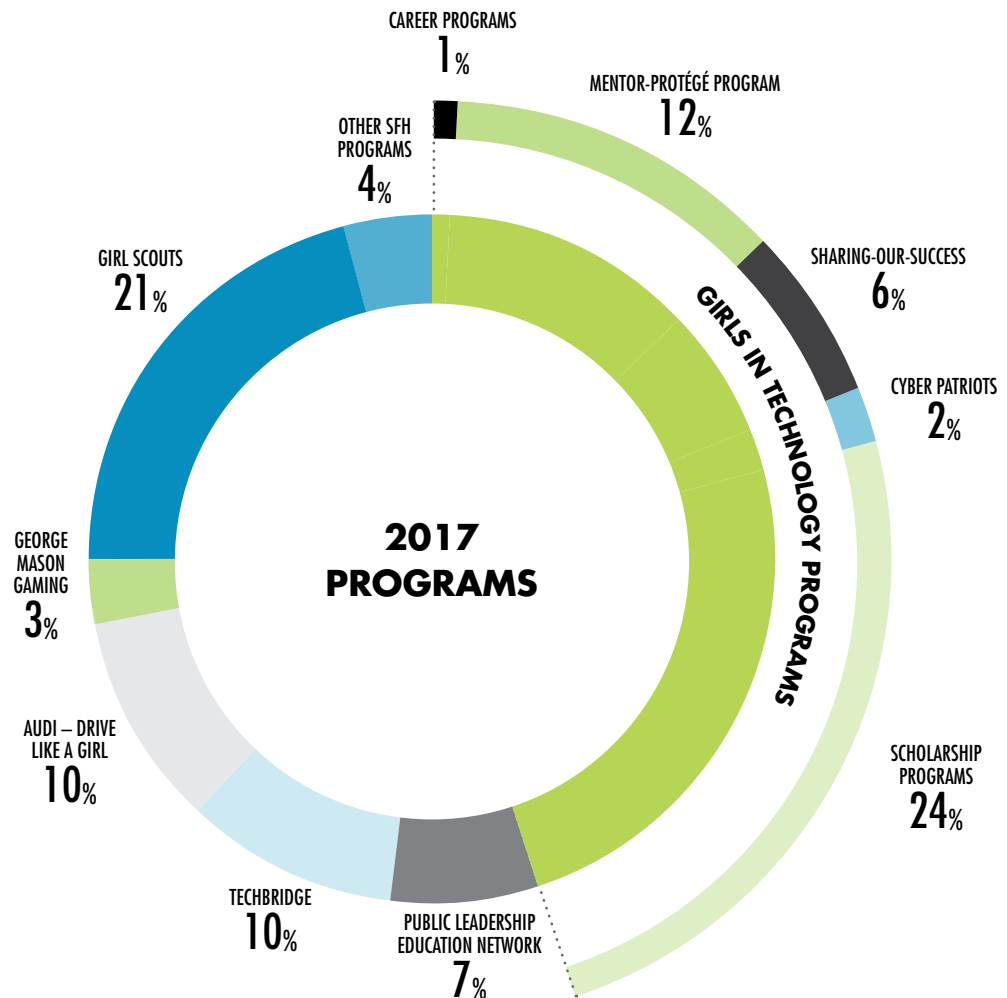
– STUDENT ATTENDEE AT PLEN

Funding provided by *STEM for Her*, along with the help of our generous volunteers, has enabled us to reach over 800 local girls and young women throughout 2017.

A recent study conducted by Microsoft highlights that a girl's likelihood of pursuing a STEM-related career correlates to hands-on access to STEM activities and clubs. Middle school girls who participate in these programs are 74% more likely to study computer science, twice as likely to study physics and three times as likely to study engineering in high school. The trend continues at the high school level, where girls participating in STEM clubs and activities are over 2.5 times more likely to say they will continue studying STEM in college⁴.

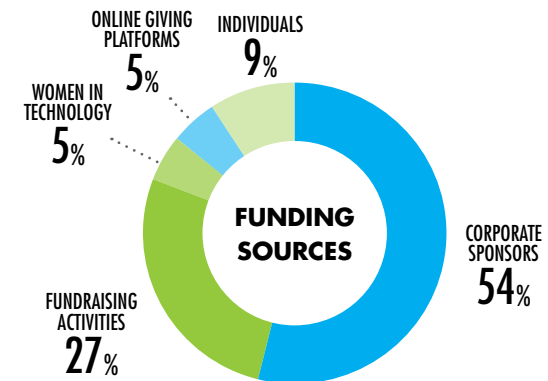
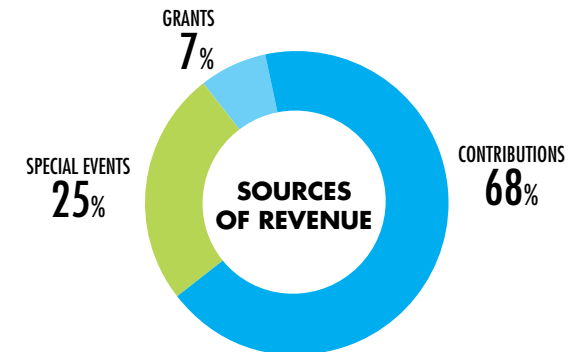
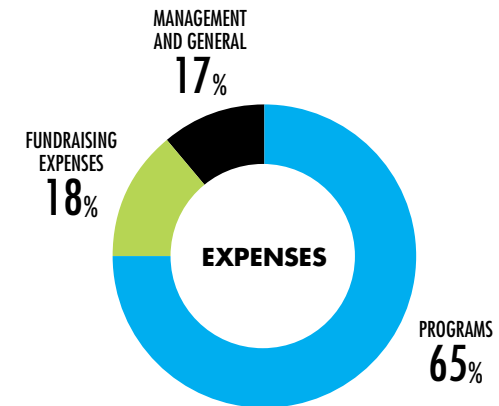
Our time is now. It is important that we feed the pipeline early, engage girls at a young age, introduce them to women in STEM fields, and offer compelling, practical experience that brings STEM to life in compelling ways. *STEM for Her* does exactly this, as we provide hands-on programs and funding to enable girls to explore their options, pursue their dreams, and engage in STEM fields to which they may not have otherwise been exposed.

PROGRAMS



FINANCIAL SUMMARY

	Jan – Dec 2017	Jan – Dec 2016
Revenue and Support		
Contributions	89,812	60,167
Special Events Income	32,510	36,754
Grants	10,000	3,000
Interest	191	264
Total Revenue and Support	132,513	100,185
Expense		
Programs	96,523	42,855
Fundraising Expenses	21,707	6,490
Management and General	31,011	12,847
Total Expense	149,241	62,192
Change in Unrestricted Net Assets	\$ (16,728)	\$1,126



2017 CORPORATE PARTNERS

STEM for Her continues to broaden its relationships with corporate partners, as well as expand funding sources. Our corporate partners are critical to the success of the Foundation, as their monetary and voluntary contributions empower *STEM for Her* to provide even more opportunities to girls in the D.C. metropolitan area. The opportunities *STEM for Her* program participants receive are priceless and the experiences will serve them as they grow and move through their careers. Thank you to our corporate partners and donors for 2017:

GRANT

Blackboard Inc.

PLATINUM LEVEL DONORS

Audi of America, LLC
Blackboard Inc.
Women in Technology*

SILVER LEVEL DONORS

Belcan, LLC
Deloitte
Eagle Ray, Inc
Oracle Corporation
MicroStrategy

BRONZE LEVEL DONORS

Aon PLC
Cordia Partners
CrossCountry Consulting
Cushman & Wakefield
Ernst & Young
Stout Advisory

EVENT SPONSORS

Lockton Companies
Riverson Consulting

FRIEND

RSM US LLP

IN-KIND DONORS

Accenture Federal
Services
Banfield Agency
Cohn Reznick, LLP

In 2017, MicroStrategy selected *STEM for Her* as its charity of choice, which is the start of a budding partnership to encourage more girls in STEM and support them throughout their careers in the technology field. Through work with MicroStrategy's At the Table women's networking and mentoring group, the team participated in several events including a 5k run at MicroStrategy's annual user conference, hosted by MicroStrategy and Datastrong, benefitting *STEM for Her*. At the Table members also volunteered at our Annual Giving Gala, ensuring the event was our most successful to date. As a leading *STEM for Her* Ambassador, our partnership with MicroStrategy is continuing to grow as we both work to provide more opportunities to women in STEM.

*A portion of sponsorship contributions above a manager level made to WIT is distributed to *STEM for Her*

VOLUNTEERS

STEM for Her is 100% run and operated by a dedicated group of volunteers committed to encouraging girls and young women to explore and pursue STEM-related careers.

Volunteering for *STEM for Her* provides an excellent opportunity to learn something new, develop and round out skills, while still contributing to an important mission. The *STEM for Her* volunteer network in 2017 consisted of the following key contributors who worked tirelessly to ensure successful programs and events:

VOLUNTEERS

Nicole Fleischmann

DEVELOPMENT

Katherine Dunnigan
Ambreen Khalih
Phoebe Koenigsberg
Jamila Taylor
Emily Walter

MARKETING & COMMUNICATIONS

Catalina Grillo
Allie Kendrick
Kendra Klossner
Keena Jones
Florence Lee
Corinne Pitts

PROGRAMS

Ricardo Arancibia
Aditi Chaudhry
Carly Coho
Brooke Curtin
Ryan Decker
Sharin Gerstenberger
Shobhit Gupta
Ava Kingsley
Lauren Kokernak
Arati Krishnamoorthy
Marley Leitner
Eileen McMahon
Nicole Musgrove
Caitlan Reilly
Taylor Renaud
Dr. Krista Spreng
Emily Tozzi

ANNUAL GIVING GALA

Yuliya Belaya
Jamil Lorraine Brightwell
Shelly Brown-Phillips
Jennifer Bugard
Lauren Burger
Maria Cabanilla
Tiffany Chen
Tiffany Collins
Lauren Cowans
Laura Davidson
Alpa Goel
Karen Greene
Ruthie Grimsdale
Darshana Hamond
Elease Houston
Chelsea Hutton
Nida Imtiaz

Amena Johnson
Antoinette Jones
Brianna Kalach
Juliana Kim
Rachel Landers
Amy Laresch
Crystal Lister
Erin Mascarella
Marzia Motta
Yasmine Musa
Joty Paparello
Reagan Payne
Monica Rodriguez
Sarah Sims
Kimberly Ta
Erika Thompson
Carnell Triplett

*"I have had the privilege of working at *STEM for Her* for over a year now, and am proud to be part of a diverse and dynamic team of passionate and driven volunteers who constantly work to surpass the organizations goals."*

– CATALINA GRILLO, MARKETING COMMITTEE CHAIR



BOARD OF DIRECTORS FOR FISCAL YEAR 2017

Members are elected to the *STEM for Her* Board of Directors and serve a two-year term. They are eligible for re-election, but must not serve more than three consecutive terms. Active board members are located on the *STEM for Her* website (www.stemforher.org).

**MARIAN L. MCKEE,
PH.D.***

Chair

MARGUERETE LUTER*

Vice-Chair

LISA MAYR*

Treasurer

AMY SEIBEL*

Secretary

DAGNY EVANS

Development

CLAIRE KELLY

Technology

LOUISE PEABODY

Programs

NANCI SCHIMIZZI

Strategic Alliances

SAMARIA SHERMAN

Volunteers

JULIA WILTON

Marketing and
Communications

TRISH BARBER

President, Women
in Technology

**WOMEN
MAKE UP**

43%

**PHYSICAL AND LIFE
SCIENCES JOBS**

14%

OF ENGINEERING JOBS

* Executive Committee

26%

COMPUTER SCIENCE
AND MATH JOBS

"I learned how to
brainstorm properly,
which will serve me well
in the rest of my life."

– AUDI DRIVE: LIKE A GIRL PARTICIPANT



AND ONLY

25%

STEM MANAGEMENT
JOBS³

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- 2 Fortune, Melinda Gates: How Women Grand can Succeed in Tech. June 6, 2017
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