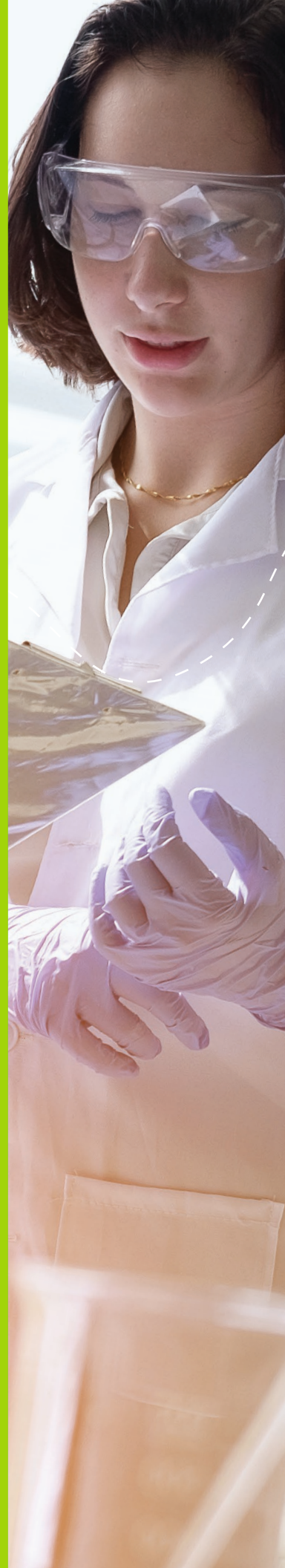




ANNUAL REPORT 2018



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OUR FOCUS

Through direct exposure to hands-on experiences, mentors and role models, we connect girls and young women to a community of STEM (Science, Technology, Engineering, and Mathematics) women and other girls, enabling them to envision the path to an education and a career in STEM.



THE CHALLENGES:

(Microsoft Corporation research, 2018)

Supply and Demand....
Innovation and Problem Solving
at our highest potential

The demand for technology professionals, especially computer science fields, is predicted to grow at the highest rate between now and 2030. With current trends of only a fraction of girls and women pursuing STEM degrees and career paths, we are left with a large gap between supply and demand that will impact our ability to innovate and solve today's challenges at scale.

Why we do

Why do girls and young women lose interest?

- **They have a hard time picturing themselves in STEM roles** because they cannot visualize what STEM jobs look like without direct exposure to jobs, role models and career possibilities.
- **They do not have an understanding of what qualities and interests they should possess** (i.e. creativity and desire to make an impact on the world) to follow a STEM career path. Therefore, girls do not recognize their potential for a career in STEM.
- **They lack hands-on activities** that provide the physical experiences and create curiosity and passion for STEM related subjects.

Loss of interest in STEM among MS/HS girls and college young women



THE SOLUTIONS:

Access to positive female role models with STEM careers

Girls who know a woman in a STEM profession are substantially more likely to feel empowered when they engage in STEM activities than those who don't know a woman in a STEM profession.



Exposure to the specifics of STEM jobs and the ability to have a positive impact on the world

Large majorities of girls also say it's important to them that their job or career directly helps the world. But relatively few girls and young women associate STEM jobs with either of those things.

what we do.

Girls who participate in hands-on and practical extracurricular STEM clubs and activities, compared to classroom instruction solely, are positively and profoundly impacted on how they feel and what they know about STEM subjects and careers.

Exploration of STEM jobs and hands-on activities

STEM for Her focuses on the opportunities to teach girls and young women about how varied, engaging, and impactful STEM jobs can be.



Letter From the Chair

What a year 2018 was for *STEM for Her*! Over 1,600 middle and high school girls and college young women participated in 23 programs developed by *STEM for Her* and through a variety of partnerships, grants and scholarships. Over the past 4 years, we experienced an impressive average year-over-year growth of 87% in terms of the number of girls we have served. In addition, through our broad array of programs across the D.C. Metro area, we were able to address an economically and socially diverse group of girls. These strong results occurred through the support of our corporate and individual sponsors which allowed us to grow our programs and our exposure.

Over the last 15 years, *STEM for Her* has brought girls aged 12–25 direct exposure to mentors and role models showing middle and high school girls and college young women what a career in STEM looks and feels like. These girls learn lessons from professional women in STEM that can guide them and make them feel empowered to fulfill their dreams.

The community fostered through our programs allows these girls and young women to visualize the path to an education and a career in STEM and provides them with support along the way. *STEM for Her* is about women helping girls and girls helping each other.

During a panel discussion of science professionals from industry, academia and research held at George Washington University, participants heard about career paths, life at work and specific advice and encouragement around resiliency and curiosity. Three key pieces of advice this panel offered our young female participants: ignore the voice in your head that says you can't do it, be willing to fail and get back up, and don't be afraid to ask questions and seek a mentor. This kind of advice would have been priceless had I received this in my middle and high school years.



In 2019, we have high expectations to serve even more girls through impactful programming and exposure to a community of STEM professionals. The *STEM for Her* Board of Directors and I thank all of our donors and sponsors for their continued support and want to ensure you that we are committed to delivering the maximum value for your generous donations.

Thank you for your continued support.

Marian L. McKee, Ph.D.

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

The Board would like to give a very special thank you to Marian McKee for leading the Board for the past 4 years and for serving on the Board for a total of 6 years. Marian has guided our growth and impact.

She will be missed!



78%
of Middle School girls who participate in STEM clubs or activities say **they feel powerful when they do STEM activities.**

75%
of girls who participate in STEM clubs and activities understand the types of jobs they could do with STEM knowledge...

Among girls who also encounter STEM in activities or clubs outside of school, the feeling of empowerment is more than **2X** as common.



...compared to **53%** who do not participate in those activities.

STEM for Her Programs address the challenges girls and young women face when pursuing STEM education and career paths.

STEM for Her programs foster STEM interest in girls and young women through the sponsorship of speakers, mentors, programs and curriculum development, and contributes program resources for clubs and after school groups in the metropolitan D.C. area. These programs enable girls to explore STEM topics they might not otherwise have an opportunity to discover.

How we do what we do

SCHOOL AGE	2018	VISION	OBJECTIVES
College/ University	PLEN GWU Program Ology NOVA TechgIRL	Career Planning Internships Mentoring (up and down); Buiding Networks	Prepare for job search and professional career in STEM
High School Grades 9-12	GIT - Mentor Protégé, GIT CyberPatriots NOVA TechgIRL GWU Ology, YWCA Girl Scouts, AUDI	Intro to S-T-E-M Deeper Dives Competitions Scholarships Mentoring	Develop problem solving and leadership skills; Begin to consider college major and career direction
Middle School Grades 6-8	GIT CyberPatriots TECHBRIDGE Girl Scouts YWCA, SheSoft	Intro to S-T-E-M Hands on Activities Mentoring	Expose to options and opportunities; Excite about STEM

STEM for Her programs*

DRIVE: Like a Girl

In our program’s second year, teams of girls from high schools in the Washington D.C. metro region competed in an engineering innovation contest, sponsored by Audi in partnership with *STEM for Her*. Each team of four girls designed a semester-long project, focused on the automobile / transportation industry. Audi mentors and *STEM for Her* volunteers coached the teams during weekly sessions. At the end of the semester, the teams competed in an event at Audi’s US Headquarters, judged by a panel of Audi executives and our Board Members. Competing high schools were awarded funds to support their STEM programs.

STEM for Her + NOVA Technology Conference

In 2018, *STEM for Her* partnered with Northern Virginia Community College (NOVA), Loudoun, VA Campus, to present a full day of STEM activities for high school girls from Loudoun County. The program featured a panel discussion of female STEM professionals and breakout sessions on drone building, data analytics, DNA and game design. Our keynote speaker presented on the future of women in technology. In 2019, we will be bringing the program to all five NOVA Campuses.

What’s Your Ology?

In November 2018, *STEM for Her* hosted a program about Science for high school girls with George Washington University’s Center for Advanced Study of Human Paleobiology. A panel of science professionals from industry, academia and research spoke with participants about career paths, life at work and provided specific advice and encouragement around resiliency and curiosity. In smaller roundtables, the girls talked with university students and early career professionals to gain first-hand knowledge about their experiences. Plans for 2019 include similar programs in Maryland and Virginia.

* The majority of the photos shown in this annual report were taken at our programs.

Girls In Technology (GIT)

Since the early 2000’s, Girls in Technology (GIT) volunteers, funded by *STEM for Her*, have created amazing programs showcasing how girls and young women can prepare themselves for careers in STEM fields. *STEM for Her* also funds GIT Higher Education and STEM Camp scholarships for GIT girls. GIT is powered by our founding organization, Women in Technology.

Mentor Protégé

This legacy program in Maryland and Virginia expanded into D.C. in 2016. Future plans include adding programs in Prince George’s County, Maryland and Alexandria/Arlington, Virginia. Through a series of five sessions, the mentorship programs introduce high school girls to STEM focused leadership development, networking and public speaking activities. In 2018 the program included a Career Development Day and field trips.

Sharing Our Success (SOS)

This GIT program for girls in grades 6–12 generates awareness and nurtures girls interest in STEM. The girls hear from professional women in successful STEM careers, participate in panel discussions and hands on STEM activities.

CyberPatriots – STEM Trek

In partnership with University of Maryland, GIT supports girls participation in CyberPatriots in schools in Maryland and Northern Virginia. The program offers high school students the opportunity to participate in web-based, tournament style cyber-defense competitions sponsored by the U.S. Air Force. Since 2016, *STEM for Her* has funded a “STEM Trek” event to bring CyberPatriot girls together with girls from other GIT Programs to demonstrate cyber skills, hear speakers and have fun!



Of girls who encounter STEM and computer science in the classroom alone, only

34%

feel powerful while engaging with STEM

Impact Through Community Collaboration

STEM for Her provides funding to a variety of local organizations whose programs align with our mission and vision. Preference is given to programs with outreach to underserved and/or underprivileged girls who may not have been exposed to the broad variety of opportunities available in STEM fields. In addition to financial support, our Board Members and volunteers actively engage with these organizations, serving as panelists, providing technical expertise, volunteer resources, and program content.

YWCA National Capital Area – Empower STEAM Summer Academy

This five-week immersive summer program is offered free of charge to approximately 70 underserved/low income girls ages 11-17 from D.C. and Maryland. The camp provides a broad range of hands-on experiences across the STEAM disciplines. In 2018, STEM for Her joined the many local companies and organizations who have partnered with the YWCA to help fund this exceptional program. Girls from the summer camp participated in our What’s Your Ology? program at George Washington University and attended our Giving Gala in December.

TechBridge Girls – Career Exploration Tour and Change Makers

TechBridge and STEM for Her share a deep commitment to building a more diverse STEM workforce and opening doors to STEM careers for underserved populations. In partnership with TechBridge Girls D.C., STEM for Her funded a Career Exploration Tour - three field trips in the 2016/2017 school year. The Tour provided middle school girls from D.C. exposure to incredible STEM-connected places in their own city – places they might not otherwise visit. In 2018, we expanded our support to include Change Maker activities in TechBridge’s after school STEM program for girls.

Public Leadership Education Network (PLEN) - Women In STEM Policy Program

STEM for Her has supported this PLEN program since 2013. From coding to medical breakthroughs to funding research, women are at the forefront of STEM innovation. The goal of PLEN’s Women in STEM Policy program is to increase the number of women pursuing careers in STEM-related policy fields. Each year, PLEN brings together between 45-50 college women from around the country to D.C. for a five-day seminar to discuss current issues in the field, build professional skills, and hear from women leaders on the front lines of policy making in science, technology, engineering, and mathematics

Girls Inspired And Ready to Lead (GIRL) - Spring Break STEAM Camp for Girls Of Color

The Camp objective is to expose and educate girls of color on possible career paths in STEAM and provide them with hands on experience. GIRL is a small, local nonprofit serving underserved locations in Fairfax County, VA. In 2017 and 2018, 6th to 8th grade girls took on roles of producers, programmers, designers, and artists and worked in teams to form their own game design companies and design video games. Two camps will be offered in 2019, one introducing technology based fashion design and one focused on forensic science.

SheSoft Conference

SheSoft, founded by a high school girl, organizes an annual software application championship for middle school girls culminating in an annual conference. STEM for Her provides financial support, speakers, panelists and volunteer resources for the Conference that recognizes and showcases the amazing “apps” developed by the girls.

Girl Scouts National Capital Area - Citizen Science

STEM for Her supports the Girl Scouts STEM initiative in a variety of ways. In 2018, we funded Girl Scout overnight camps in Hughesville, MD and Leesburg, VA. Immersed in the outdoors, the majority of a camper’s time was spent engaged in activities that promote skills essential to STEM development – observation, critical thinking, problem solving, collaboration and communication. In 2018, we hosted “STEM-tastic”, bringing together 50 Girl Scouts from grades 6 to 8 (Cadettes) to participate in a day-long event around STEM and in particular, robotics. The program also provided 6-8 grade girls the opportunity to mentor and guide younger scouts.



Our Impact

STEM for Her has helped thousands of girls and young women in the metropolitan D.C. area learn about the exciting opportunities available to them in STEM-related careers. Each year, STEM for Her seeks to significantly expand outreach to underprivileged and underserved girls.

In 2018, STEM for Her served over **1,600** girls through our **23 programs**, an impressive average year-over-year growth of **87%**.

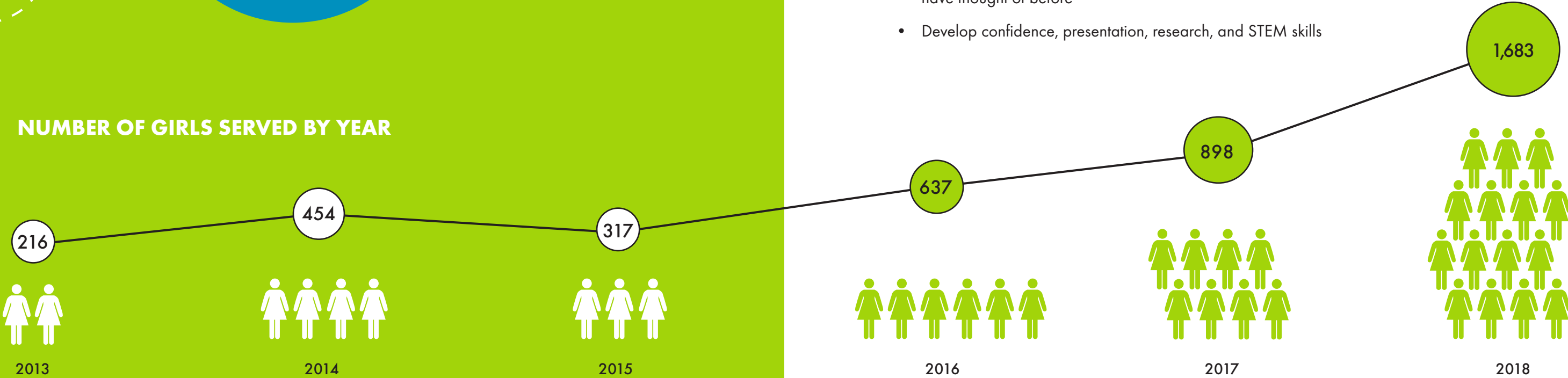
We awarded over **\$5,000** in scholarships in 2018 and have funded over **\$48,000** in scholarships since 2013.



Our long-term outcomes from STEM for Her programs:

- 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 solve 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

NUMBER OF GIRLS SERVED BY YEAR



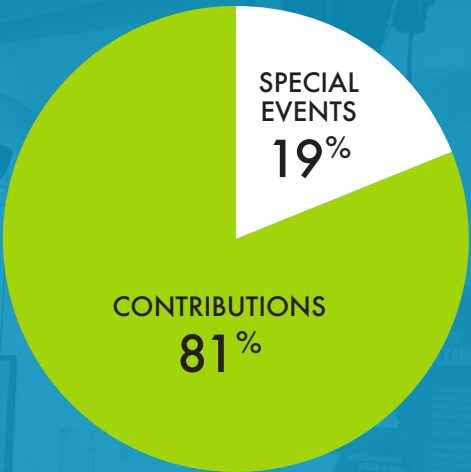
Financial Summary

In 2017 & 2018, STEM for Her deployed funds in excess of revenue and support in order to fund and serve its programs; however, STEM for Her continues to maintain adequate cash reserves to maintain ongoing operations.

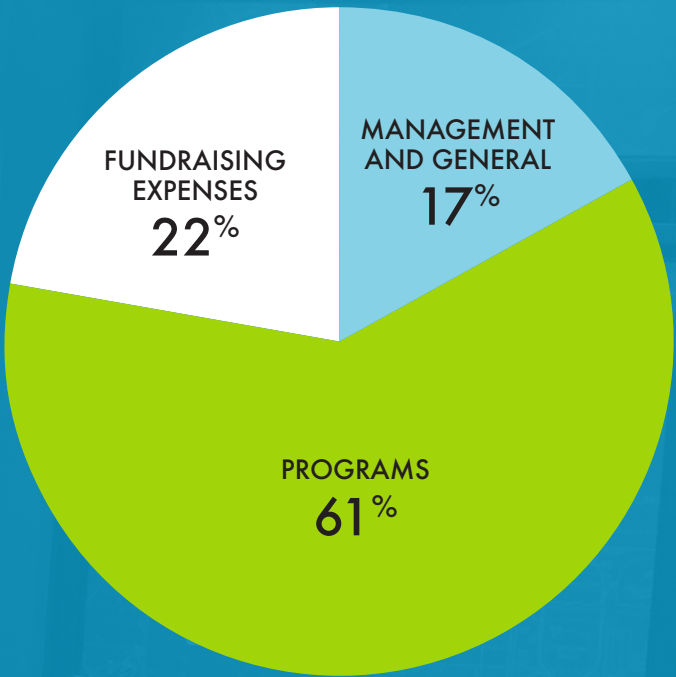
	Jan - Dec 2018	Jan - Dec 2017
REVENUE AND SUPPORT		
Direct Public Support	192,438	132,322
Interest	151	191
Total Revenue and Support	192,589	132,513
EXPENSE		
Programs	130,228	96,523
Fundraising Expense	47,758	21,708
Management and General	37,089	31,011
Total Expense	215,075	149,242
Balance Sheet		
Beginning Cash	131,555	135,284
Change in Unrestricted Net Assets	(22,486)	(16,729)
Change in Working Capital	(5,101)	(13,000)
Ending Cash	\$103,968	\$131,555

2018 Analysis

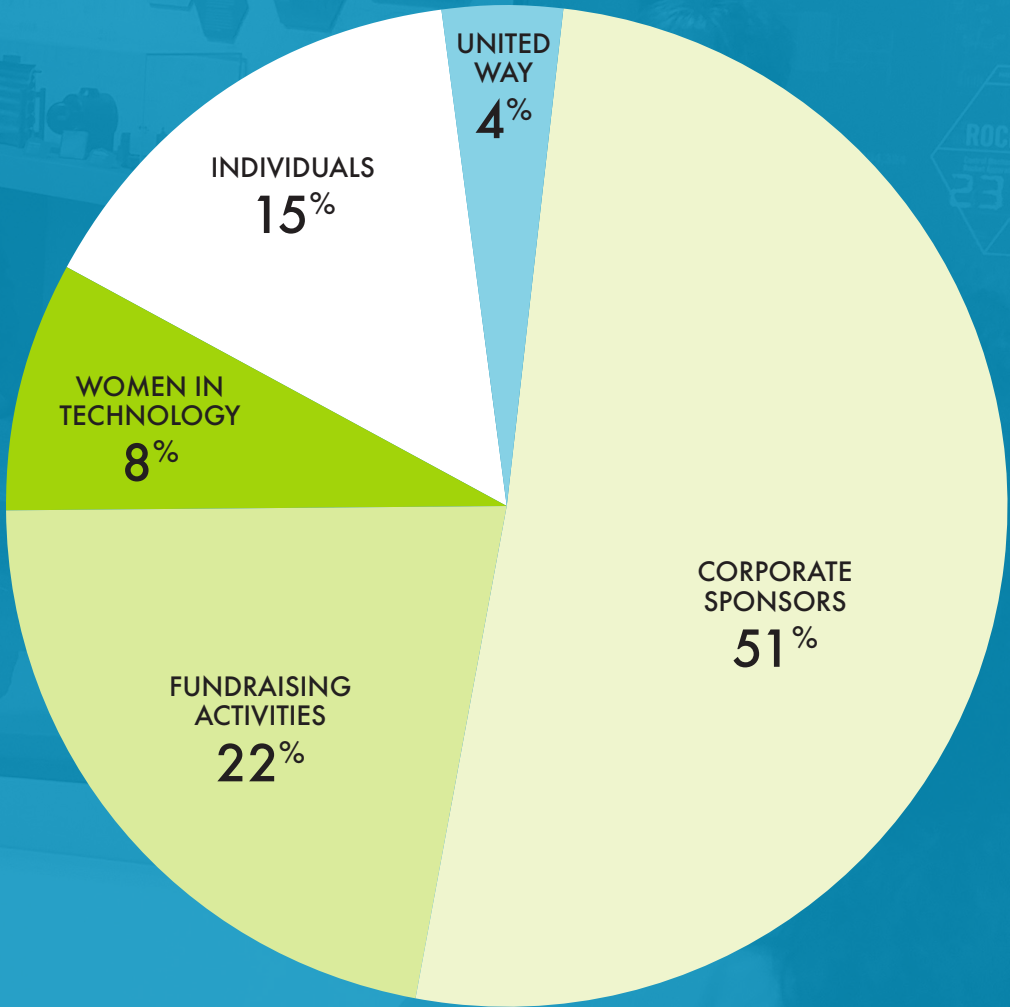
SOURCES OF REVENUE



EXPENSES



DONORS



2018 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 *STEM for Her*, as their contributions enable us to provide even more valuable opportunities to girls in the D.C. metropolitan area. Thank you to our corporate partners and donors for 2018:

Platinum Level Donors

Amazon	Audi	E*Trade	Women in Technology
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Silver Level Donors

BDO USA	Ernst & Young	Lockton Companies
Capgemini	EverFi	Society for Information Management (SIM)
Deloitte	HCL Technologies	
DLA Piper	Jones Lang LaSalle, Inc.	

Bronze Level Donors

Appian Corporation	CrossCountry Consulting
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Friend

Cascade Cart Solutions	Noblis	SWIFT
Cordia Partners	Riveron Consulting	Scion Solutions
MicroStrategy	RSM US LLP	

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. The *STEM for Her* volunteer network in 2018 consisted of the following key contributors who worked tirelessly to ensure successful programs and events:

Development

Nicole Fleischmann

PR/Marketing

Luza Bohorquez
Marissa Carrillo
Haley Dunavant
Blair McKee
Negin Rezazad

Programs

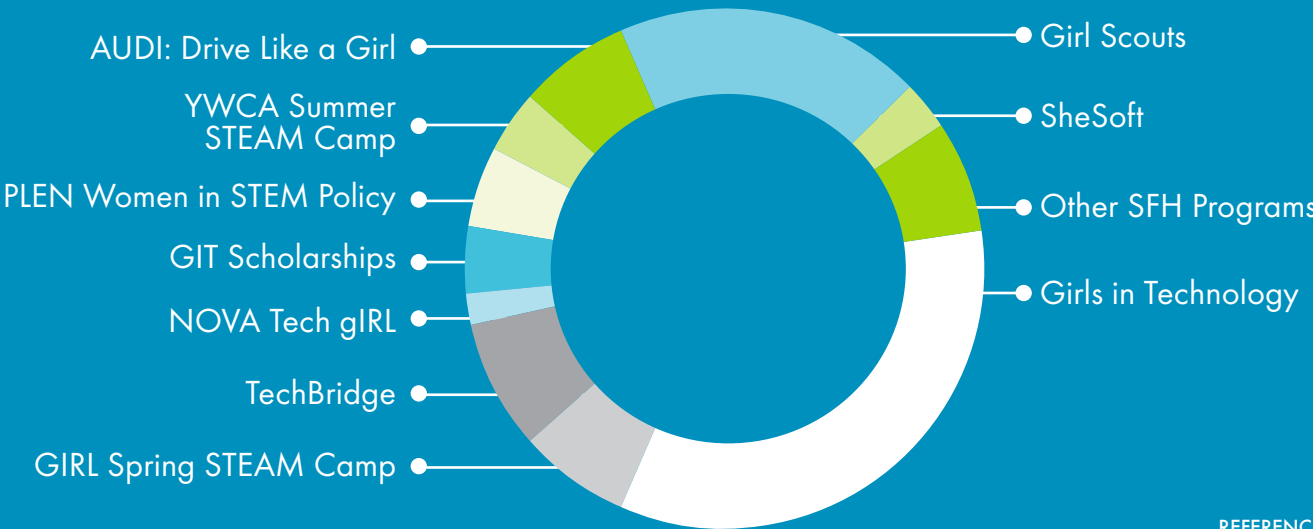
Orin Adcox
Dawn Amore
Eve Boyle
Shelley Brosnan
Michelle Brown
Meagan Canning
Leanne Chambers
Aditi Chaudhry

Archana Chidanandan
Monica DeAngelo
Isabel Decolin
Itzy Erin Houser
Diane Kain
Lauren Kokernak
Saja Kuder
Florence Lee
Tara Liflin
Tierney Little
Victoria Lockwood
Mollie Manier, Ph.D.
Tara McCaleb
Emer McPolin
Danielle Onda
Aliyah Pandolfi
Harshal Patel,

Briana Pobiner
Deepa Raghu, PhD
Taylor Renault
Shambhu Roy
Yumna Sirgi
Natalya Sousa
Sherry Stevens
Chitra Sudarshan
Elizabeth Tapanes
Emily Tozzer
Kristen Tuosto
Meagan Vakiener
Jess Williams
Tory Yeonas
Annual Gala
Amanda Araneda
Rijuta Bhagwat

Susanna Bost
Maureen Cannon
Nicole Coover
Nicole Cordes
Mary Anne Dooley
Ivana Erceg
Rebecca Fasolo
Elease Houston
Kylie Johnson
Brianne Kalach
Liana Lipkowitz
Sadaf Malik
Kelly Ricker
Sarah Sims
Natasha Wad
Christine Williams
Hebba Youssef

2018 Program Spending



REFERENCE
Microsoft 2018 study:
<https://news.microsoft.com/features/why-do-girls-lose-interest-in-stem-new-research-has-some-answers-and-what-we-can-do-about-it/>

Board of Directors for fiscal year 2018

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Marguerete Luter* Vice Chair	Debbie E. Miller* Public Relations	Carole Davis* Treasurer
Lisa Mayr* Treasurer	Stephanie Evans* Legal	Julia Wilton Marketing & Communications
Samaria Sherman* Secretary	Carolyn Eichler* Technology	Dagny Evans Development
Chaitali Patel* Development	Meg Klekner* Strategic Alliances	Claire Kelly Technology
Louise Peabody* Programs	Helle Huxley* Marketing	Trish Barber President, Women in Technology

* Current Members of the Board

Thank you to our annual report designer, Jodi Sinatra Design: ijodi.com

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