



ANNUAL REPORT 2019



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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 an accelerated rate between now and 2030. With current trends, only a fraction of girls and women pursue STEM degrees and career paths and 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.



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.

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

I am pleased to share that 2019 was a transformative year for *STEM for Her*! We had 28 programs for middle and high school girls and college young women. Our support of many programs continued from 2018, in many cases helping them grow. New program relationships were also established. Our outreach was greater than ever before – covering all four STEM disciplines for the first time and expanding our geographic reach throughout the Washington, D.C. metropolitan area.

There's so much to reflect on this year. Watching hundreds of high school girls learn about the possibilities of college and job-bound opportunities at Northern Virginia Community College was amazing! The girls participated in hands-on workshops on robotics, drones and other topics. They heard from professional women in early and mid-stage technology careers talk about the path to getting there.

The excitement of high school girls in Maryland realizing their hopes of creating a math-based learning opportunity was energizing. As the name GEM Hunt suggests, it was also fun! Interacting with the college women who are preparing for careers in STEM policy with the PLEN organization was inspiring. Participating in the YWCA summer camp expo – listening to middle and high school girls show and tell the things they learned in five weeks of science, math, engineering, and technology projects – was even somewhat intimidating.

We had a dramatic increase in both the number and size of corporate sponsors. We forged relationships with many new corporate entities and several of our existing sponsors increased their support levels. Many new individual donors sought us out to fund our work – including one who put us on her wedding gift registry! It was our best fundraising year ever. All of us on the *STEM for Her* Board of Directors want to thank you for your commitment and belief in us. Together, we make a difference for so many girls!

And there's more... Driven by the passion of our mission and energized by our vision, we continued to make great progress on our strategic goals. We laid the foundation to hire an Executive Director which we hope to announce in 2020. We attracted five new board members as we said goodbye to those who had reached their term dates. We grieved mightily over the tragic sudden loss of our Programs director, Louise Peabody, whose contributions to growing our Programs were significant and impactful. We miss Louise greatly and she will continue to motivate us to work as passionately as she did. We were fortunate to have a former board member step forward to rejoin the board and help us continue moving Programs forward. The year continued to present challenges as we lost a founding board member and former Chair, Dede Haskins, to a long illness; but, as Dede would have wanted, we powered through all of the adversity sent our way and kept our momentum. We announced the creation of the Louise Peabody Memorial Scholarship program. We will also award scholarships in the name of Dede Haskins with criteria suggested in a fund named for her.



We launched a wonderful new Advisory Council of influential women and men excited to be aligned with us. All are committed to offering ideas, making connections, and contributing resources to help further our work.

The year was capped with the best gala ever. We had maximum capacity attendance, with a truly elegant recognition and thank you for our donors and sponsors. Maximum fun was also had as we raised more dollars than ever with our live and silent auctions.

STEM for Her is poised for an outstanding 2020 – continuing on our trajectory as a substantial nonprofit recognized in the community for helping girls and young women realize all that they can accomplish in STEM. We are empowering them to choose a STEM career.

Thank you so much for your continued support!

Marguerete Luter
Chair, *STEM for Her*

With a 25 year career in technology, Dede was recognized as an influential businesswoman in the D.C. area. She was president of WIT, and also a founding member and board chair of *STEM for Her* where she focused on bridging the gender gap to create a more diverse and productive workforce.

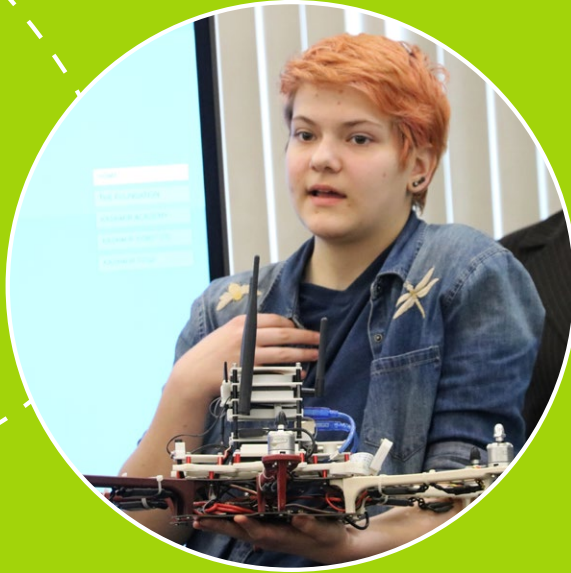


Dede Haskins
(1960-2019)

As the first woman partner at a Tyson's Corner accounting firm, Louise was committed to her community through her work with WIT where she served as Treasurer and Special Interest Group Chair. She then served *STEM for Her* as Treasurer and, more recently she was devoted to building *STEM for Her* programs and mentoring young women to develop skills and a love for tech and education.



Louise Peabody
(1951-2019)



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. SFH also contributes program resources for clubs and after school groups in the Washington, D.C. metro area. These programs enable girls to explore STEM topics they might not otherwise have an opportunity to discover.

How we do what we do

PARTICIPANTS	PROGRAMS	OBJECTIVES	ACTIVITIES
College/ University	PLEN NOVA Tech Conference	Prepare for job search and professional career in STEM	Career Planning Internships Mentoring (up and down); Building Networks
High School Grades 9-12	GIT Mentor Protégé, GIT CyberPatriots, GIT SOS, NOVA Tech Conference, YWCA, AUDI, GEM Hunt, Slalom Escape Room NCWIT, What's Your Ology?	Develop problem solving and leadership skills; Begin to consider college major and career direction	Intro to STEM Deeper Dives Competitions Scholarships Mentoring
Middle School Grades 6-8	GIT CyberPatriots, YWCA, SheSoft, Girls Inspired	Expose to options and opportunities; Build excitement about STEM	Intro to STEM Hands-on Activities Mentoring

STEM for Her Programs

DRIVE: Like a Girl

In our program's third year, teams of girls from high schools in the Washington D.C. metro area competed in an engineering innovation contest, sponsored by Audi in partnership with *STEM for Her*. Four teams designed a six-week engineering project which was focused on the automobile / transportation industry. At the end of the session, the teams competed in an event at Audi's US Headquarters, judged by a panel of Audi executives and *STEM for Her* Board Members. Competing high schools were awarded funds to support their STEM programs and Audi invited the girls back for a follow-up workshop on ways to move their projects forward in Audi's product cycle.

STEM for Her + NOVA Technology Conference

In 2019, *STEM for Her* partnered with Northern Virginia Community College (NOVA) to present a Day of Tech for high school girls from across the Washington D.C. metro area on five NOVA campuses. The Day of Tech focused on providing young women with resources and knowledge about the many benefits of pursuing a career in technology. The day included technology workshops and STEM activities, panel discussions with technology professionals, lunch with panelists and NOVA students, and highlights of NOVA opportunities.

The GEM Hunt

In October 2019, the Gem Hunt program was hosted at Millipore Sigma in Rockville, Md. 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. This program was conceived by two seniors from Churchill High School with attendees coming from Walt Whitman, Walter Johnson, Wooten and Winston Churchill high schools.

What's Your Ology?

In March, 2019, *STEM for Her* in partnership with Learning Undeclared presented an immersive, hands-on afterschool workshop dedicated to teaching laboratory practices and furthering the relationships between high school students and mentors in the STEM industry. The event took place onboard the Mobile eXploration Lab in the parking lot of Friendly High School. In addition, a panel of science professionals took place giving the students the opportunity to ask questions about career paths and positions to learn more about how these professionals got involved with STEM. In July 2019, *STEM for Her* held a second event with YWCA at the Smithsonian Museum where the girls received private tours, held table talks over pizza, and explored the Smithsonian's Discovery Center.

Slalom Escape Room

During 2019, *STEM for Her* collaborated on two events with the women from the technology consulting firm, Slalom. The programs used a fun and innovative "escape room" style activity showing high school girls how they use technology and consulting skills to help companies grow thrive. These girls were exposed to different types of opportunities in technology. Further, they were shown what consultants do at work and what role STEM played in their careers.

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 a committee of 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 2019, the program included a Career Development Day and various 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 US 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 that have programs which 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 (Science, Technology, Engineering, Arts, Mathematics) Summer Academy

This five-week immersive summer program is offered free of charge to approximately 130 underserved/low income girls ages 11-17 from DC and Maryland. The camp provides a broad range of hands-on experiences across the STEAM disciplines. In 2019, *STEM for Her* joined the many local companies and organizations that have partnered with the YWCA to help fund this exceptional program. In addition, we sponsored a day at the Smithsonian's National Museum of Natural History to provide these girls with hands-on experiences and exposure to high school, college, and graduate female students who are pursuing STEM careers. There were also tours of the museum as well as exploration of the Discovery Center.

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 DC 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.



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 which recognizes and showcases the amazing “apps” developed by the girls.

Girls Inspired and Ready to Lead (GIRL) - Spring Break STEAM Camp for Girls of Color

For the third year, *STEM for Her* supported the GIRL’s STEAM Camp program. The Camp’s objective is to expose and educate girls of color on possible career paths in STEAM and to provide them with hands-on experience. GIRL is a small, local nonprofit serving underserved youth in Fairfax County, VA. Over the past three years girls in grades 6-8 participated in these spring break camps. This year’s focus was on forensic science where 29 girls learned about deductive reasoning and participated in activities such as fingerprinting, handwriting analysis, soil analysis, and chromatography.

NCWIT Award for Aspirations in Computing

The National Center for Women & Information Technology (NCWIT) is a non-profit community of more than 1,100 universities, companies, non-profits, and government organizations nationwide working to increase girls’ and women’s meaningful participation in computing.

The NCWIT Award for Aspirations in Computing (AiC) honors women in grades 9 through 12 who are active and interested in computing and technology and encourages them to pursue their passions. *STEM for Her* worked with NCWIT to hold a one-day event to honor recipients, hear speakers discuss the future of women in computing, and highlight the Aspirations in Computing program.

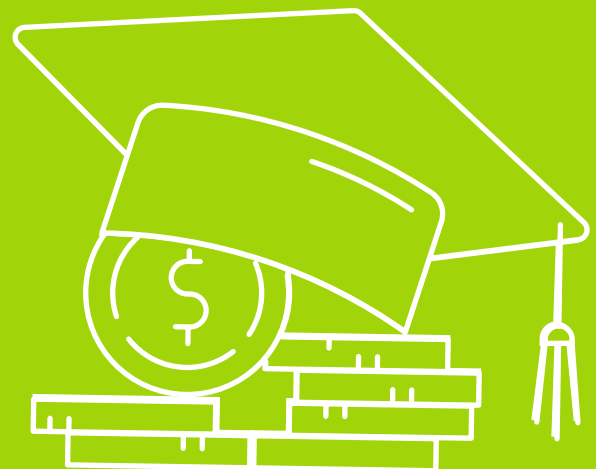
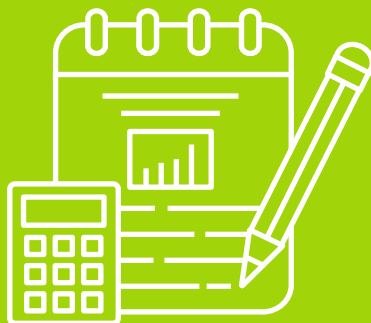


Our Impact

STEM for Her has helped thousands of girls and women in the Washington, D.C. metro 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 2019, *STEM for Her* served approximately **800** girls through **28 programs**.

We also awarded over **\$6,500** in scholarships in 2019 and have funded over **\$54,000** 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 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 considered before
- Develop girls' confidence, presentation, research, and STEM skills

Financial Summary

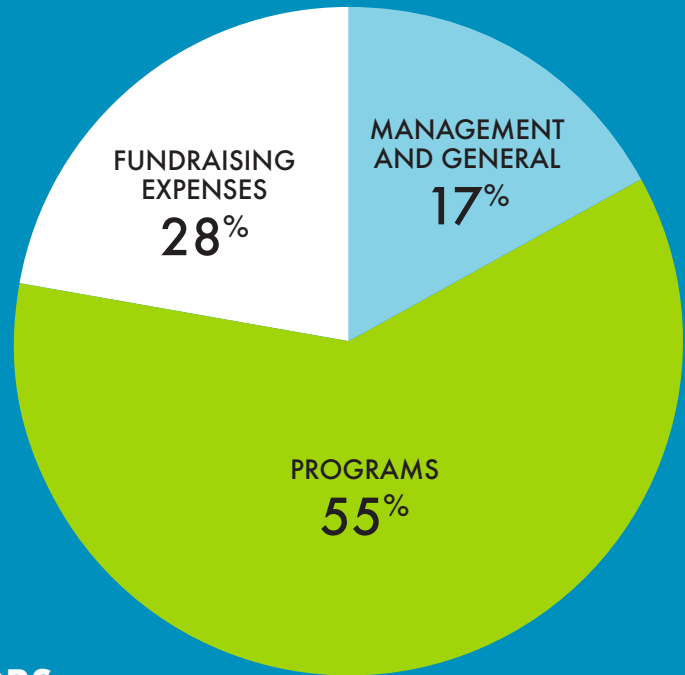
	Jan – Dec 2019	Jan – Dec 2018
REVENUE AND SUPPORT		
Direct Public Support	382,983	192,438
Interest	170	151
Total Revenue and Support	383,153	192,589
EXPENSE		
Programs	124,793	130,228
Fundraising Expense	64,552	47,758
Management and General	39,100	37,089
Total Expense	228,445	215,075
Beginning Cash	103,968	131,555
Change in Unrestricted Net Assets	154,708	(22,486)
Change in Working Capital	50,240	(5,101)
Ending Cash	\$307,651	\$103,968

2019 Analysis

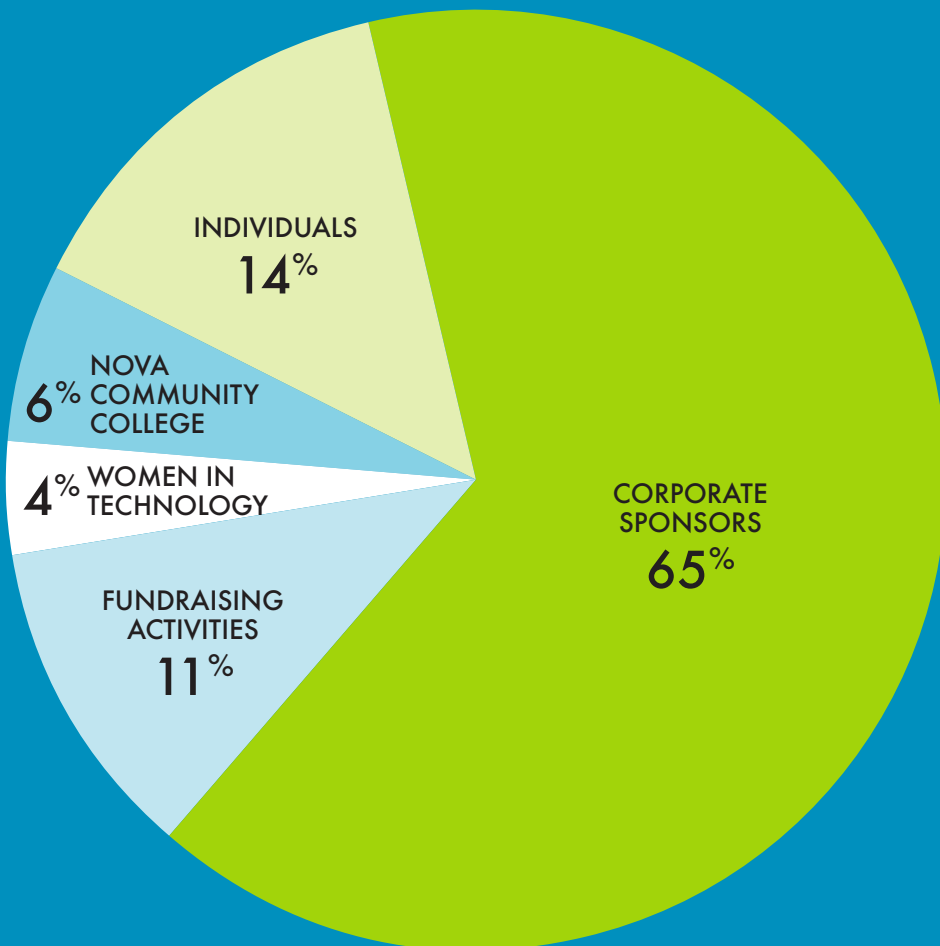
SOURCES OF REVENUE



EXPENSES



DONORS



2019 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 2019:

Platinum

ÂME
E*TRADE
SAP Concur

Diamond

Audi
BDO USA, LLP
Millipore Sigma
Northern Virginia
Community College (NOVA)
Women in Technology

Ruby

Agile Defense
Booz Allen Hamilton
Deloitte
Leidos

Sapphire

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Salesforce.com
sbLiftOff
Xcentral

Friends of SFH

General Infomatics Inc.
RSM

2019 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>

Advisory Council

In 2019, *STEM for Her* launched a new Advisory Council, a group of committed professional leaders who have a passion for our work and our mission. The Advisory Council has allowed us to extend our reach through talented professionals and thought leaders interested in supporting our mission. This Advisory Council has enabled us to partner and collaborate with established professional and community leaders in our area representing such great companies and institutions.

Alison Banziger
xScion

Padma Chitrapu
Neustar

Heather Combs
3Pillar

Fran Craig
Unanet

Joan Guilfoyle

Abbe Herzig, Ph.D.
American Mathematical Society

Amy Holcomb
Deloitte

John Kinzer
Stripes Group

Gretchen Larsen Idsinga
Avineon

Sandy Lee
Neustar

Suzanne Libby
Booz Allen Hamilton

Emily Markmann
The Knot

Kathy McNeill
General Services Administration

Marian McKee, Ph.D.
Eurofins

Angela Leimkuhler Moran, Ph.D.
US Naval Academy

Tiffany Morris
MDC Partners

Chaitali Patel
100 Women in Finance

Kammy Sanghera, Ph.D.
George Mason University

Lori Sher
E*TRADE

Coke Stewart
US Patent and Trade Office

Jesse Sun
Salesforce.com

Kate Ward
Consultant

Jason Whitesell
BDO USA, LLP

April Young, Ph.D.
Hercules Capital

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Programs

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Programs

Samaria Sherman
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*Current Members of the Board

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