

2020 A PIVOTAL YEAR



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OUR FOCUS

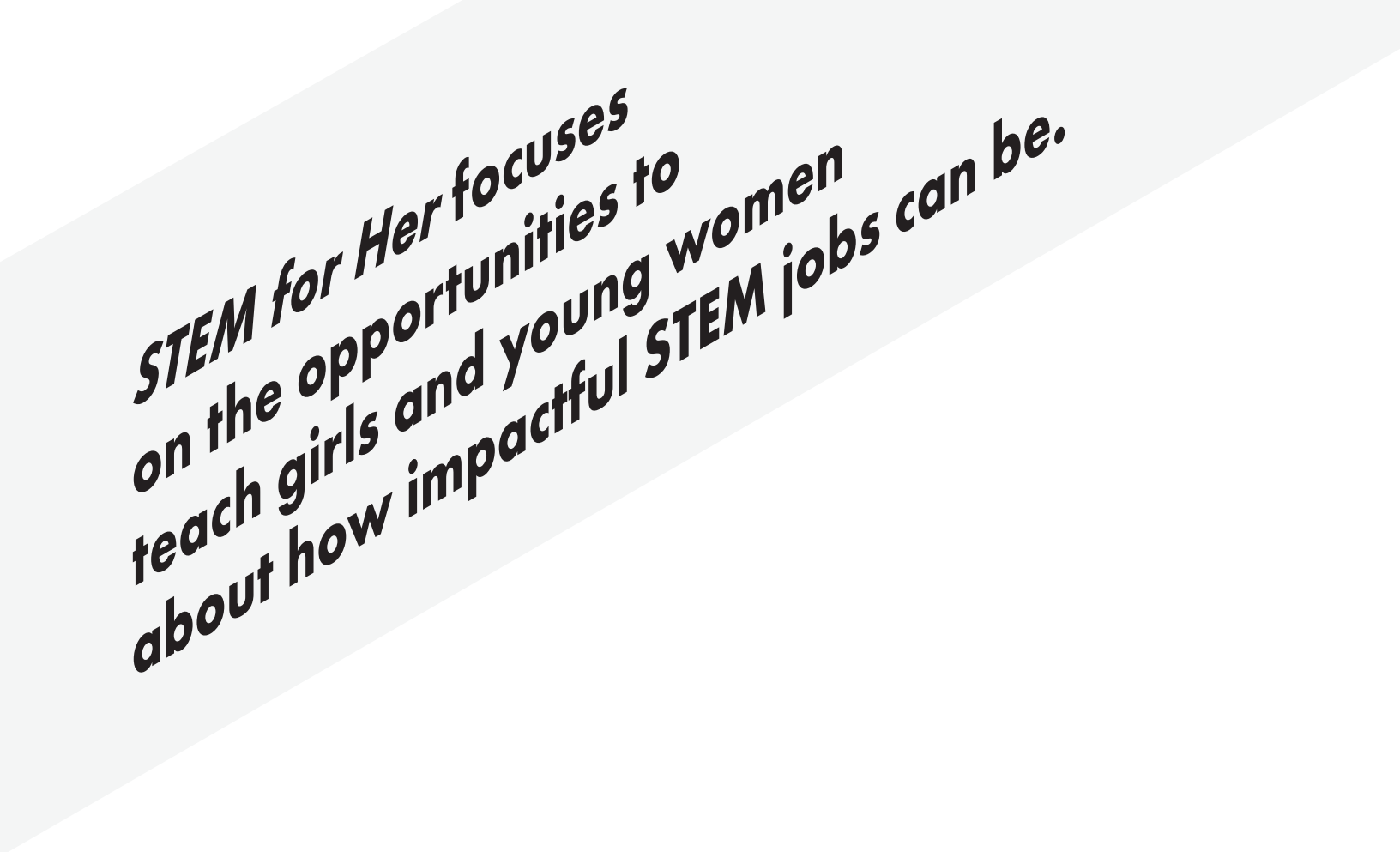
Through direct exposure to hands-on experiences, mentors and role models, we connect girls and young women to a community of STEM (Science, Technology, Engineering, and Mathematics) women and other girls, enabling them to envision the path to an education and a career in STEM.



CHALLENGES:

Globally, women are underrepresented in all industries related to STEM. Only 30 percent of women in higher education choose STEM fields and enrollment in technology and natural science, mathematics and statistics is 3 percent and 5 percent respectively. The GDP growth rate could have doubled (by 1 trillion USD in cumulative output)* if this labor gender gap had been narrowed over the past decade. *STEM for Her* is working to create a pipeline of young women to improve productivity and innovation.

**CLOSING THE
GENDER GAP
IN STEM IS A
KEY GOAL.**



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

SOLUTIONS:

STEM for Her is actively bridging the gender gap by creating stronger, more diverse, equitable, inclusive and productive future workforce. By providing programs, mentoring, scholarships, and supporting school-sponsored and community-based programs, we foster distinct STEM interest in girls and young women ages 12-25. Through direct hands-on experiences, peer to peer opportunities, mentors, and role models, STEM for Her enables girls and young women to envision the path to an education and a career in STEM.

Sharing and Supporting through access and mentorship

- Mentor girls on how to grow stronger through learning flexibility.
- Open their eyes to many paths towards success.
- Build a passion for STEM.
- Nurture overarching skills that will support them no matter which mix of STEM letters they choose.
- Provide girls with opportunities to hear and interact with leaders in the STEM career streams. These women mentors provide advice, offer feedback, share hardships, and help girls see their future selves and what they can be.

STEM FOR HER: 2020 IN REVIEW

2020 was an unprecedented year for *STEM for Her*. When the COVID-19 global pandemic began, our role in supporting girls and young women to pursue their careers in STEM was more important than ever.

With schools and camps closed, *STEM for Her* worked diligently to design and deploy virtual programs, competitions, interactive workshops, and mentoring programs for over 1,700 girls and young women in the Washington D.C. Metro area and beyond. In addition, our scholarship programs provided financial support for programs and select awardees who showed a passion for pursuing careers in STEM.

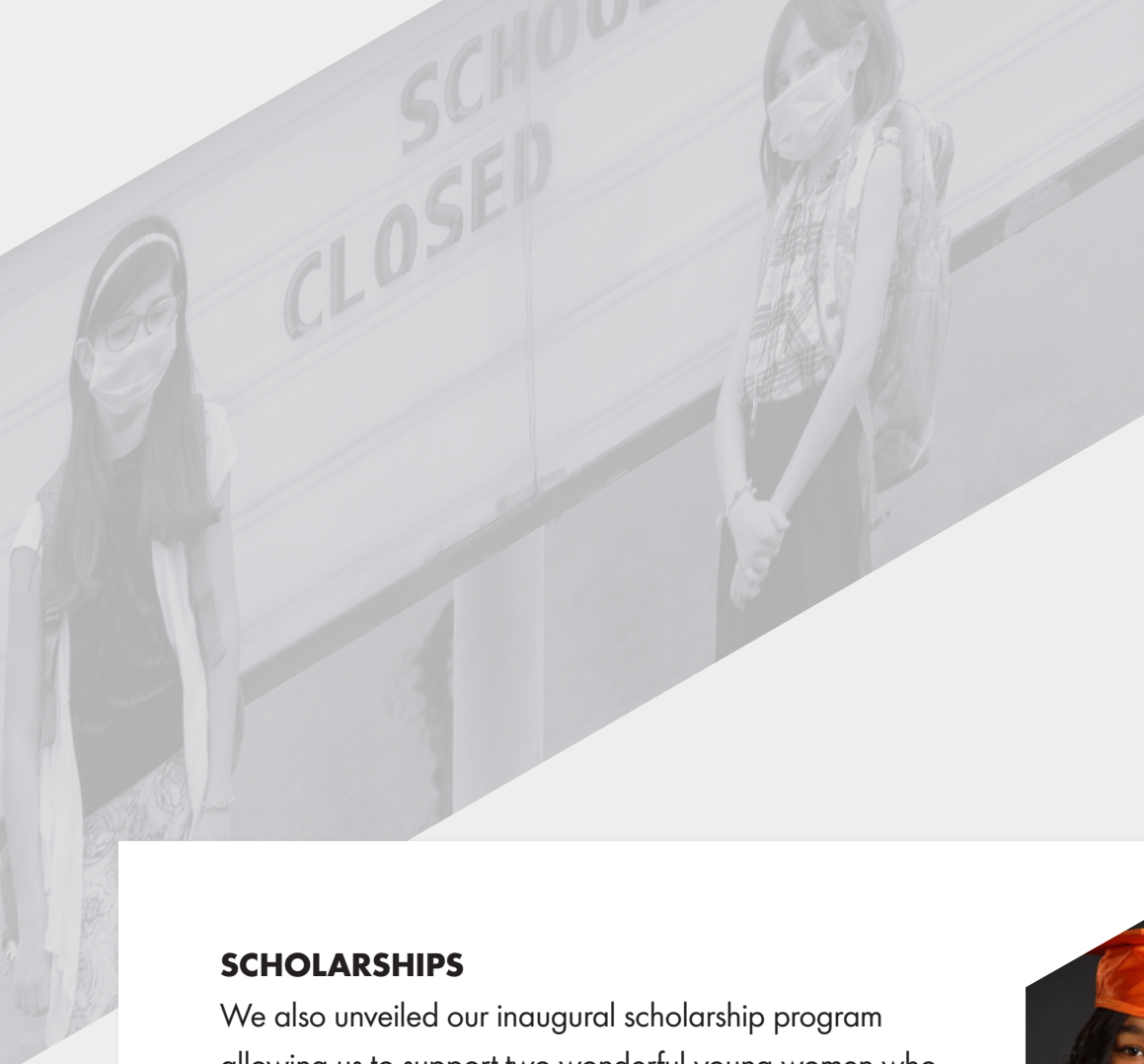
Our objectives at the start of 2020:

- Increase our programming in ways that deepen the impact and influence on participants, by offering programs that covered various age levels and encouraged girls to participate in multiple programs and explore all facets of STEM.
- Expand our reach with all girls and young women in the region, with an emphasis on increasing engagement among under-resourced girls and young women of color.

How did we do it?

- Launched new programs including our own *STEM for Her* led virtual series, many of which were developed by the girls themselves.
- Explored new relevant topics such as being the ‘only girl in the room’ in middle school and high school STEM classes and clubs,
- Guided girls on how to select a college for STEM studies.
- Informed girls on the special challenges that women of color face in STEM fields.

Despite the fatigue these girls were facing due to being virtual all day for their classes, our girls showed up with their usual curiosity, energy and enthusiasm.



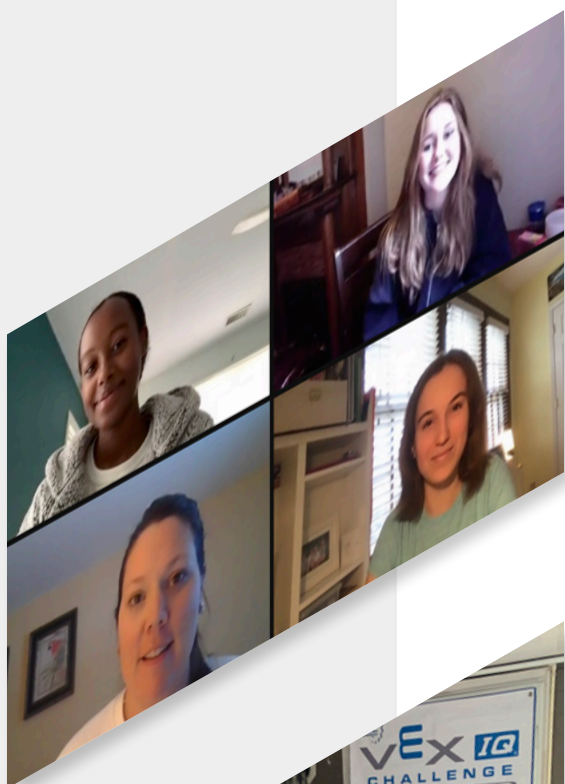
SCHOLARSHIPS

We also unveiled our inaugural scholarship program allowing us to support two wonderful young women who will be studying computer science and medicine. These were launched in the honor of two long-time *STEM for Her* board members, Louise Peabody and Dede Haskins, both of whom gave so much to *STEM for Her* and tragically left us too soon. We are thrilled that their legacy continues and that their family members helped in the selection process as judges.



VIRTUAL PROGRAMS

We hosted our on-going programs virtually and made them interactive and fun. One such example was our annual GEM Hunt which is in coordination with a girl-led organization, Girls Empowered by Math (GEM). This year's event was superb. Sessions were led by female professionals and the girls worked with NASA scientists to calculate fuel needed to reach the moon and back, performed exercises related to infectious disease modeling, discussed evacuation planning in wildfires, and learned about racial bias in facial recognition algorithms.



During our annual competition 'Drive Like a Girl' program with Audi, four high school teams met virtually over a six-week period and presented their findings to corporate executives. The virtual kick-off event included a welcome and fireside chat from Germany with Hildegard Wortmann who has been the Member of the Board of Management of AUDI AG for Sales and Marketing since July 1, 2019.

All of our other partner programs were also successful in the virtual format. During our Girls in Technology (GIT) Mentor-Protégé programs, we employed Zoom breakout room functionality to provide the girls smaller group experiences. And our programs with Girl Scouts and YWCA all continued virtually.

NEW PARTNERSHIPS

Finally, we engaged with new partners in 2020 including Capitol City Robotics which allowed them to launch seven teams of girls in their competitions, and resulted in three teams winning the VEX Championship Awards. In addition, we sponsored three Boolean Girls Workshops targeting Girl Scouts Coding for Good badges for Girl Scouts from the Nation's Capital.



ADVOCACY

Our board advocacy has advanced publicizing the need for diversity and supporting the Black Lives Matter movement and supporting the Asian and Pacific American community. While we have always focused on under-represented populations, this year we took a stand against racial inequalities by ensuring that our programs continued to focus on our Black, Latino, Asian and other minority girls.

We are thrilled to add Diversity, Equity and Inclusion (DEI) expert, Jesse Bridges, to our board giving fresh perspectives to our programs and board leadership. We added specific programming including our panel on 'Women of Color Succeeding in STEM.' We believe that "She can be, what she can see."

**ON BEHALF OF THE BOARD,
OUR PROGRAM PARTICIPANTS,
AND THEIR FAMILIES, THANK
YOU FOR SUPPORTING
STEM FOR HER! YOU ARE
MAKING A DIFFERENCE IN THE
LIVES OF GIRLS AND YOUNG
WOMEN INTERESTED IN STEM.**



STEM for Her provides critical funding for programs that foster STEM interests in girls and young women through the sponsorship of events, field trips, speakers, virtual programs, and curriculum development, and contributes program resources for clubs and after school groups in the D.C. Metropolitan area. These programs enable girls to explore STEM topics they might not otherwise have an opportunity to discover. **STEM for Her** also provides scholarships for summer programs and college tuition to girls and young women who could not otherwise afford these programs.

PROGRAM TYPE	PROGRAM	PARTICIPANTS	SAMPLE ACTIVITIES
Partner Programs	• PLEN: Women in STEM program • Techbridge Girls • YWCA • Boolean Girls • Girl Scouts of the Nations Capital • Girls Inspired and Ready to Lead • Capitol City Robotics • SheSoft	Middle School to High School	• Hands on coding activities • Robotics competitions • Career awareness sessions
Corporate Programs	• Audi Drive: Like a Girl • SAP Concur: Careers in Tech	High School and College	• STEM competitions • Career building sessions with diverse role-models
STEM for Her Led Programs	• GEM Hunt • Virtual Series • SFH Scholarships	Middle School through College	• STEM problem solving workshops • Discussions on topics related to diversity • Pathways to STEM
Girls in Technology	• Mentor Protégé • Sharing our Success • Cyber Patriots • GIT Scholarships	Middle School through College	• Small group mentoring • Cyber competitions • Career panels



STEM for Her has helped thousands of girls and 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. With roots in the professional women in STEM sector, *STEM for Her* is committed to helping more young women across the greater Washington, D.C. region consider and flourish in STEM-related educational and career paths. Further funding will help *STEM for Her* broaden programs, including more hands-on exposure to the four STEM components – Science, Technology, Engineering and Mathematics – across all demographics in the region.

STEM FOR HER PARTNER PROGRAMS

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 2020, the program was held virtually and involved delivering Drone Kits to the participants who were able to assemble and fly their drones in the safety of their homes.



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

Each year, PLEN brings together between 45-50 college women from around the country for a multi 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. While the seminar has traditionally been in Washington DC and in person, PLEN's 2020 seminar was held virtually with very successful engagements of the participants from around the country.



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 several years girls in grades 6-8 participated in these spring break camps. In 2020, focus was on coding where girls learned about deductive reasoning and participated in activities such as fingerprinting, handwriting analysis, soil analysis, and chromatography.



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. In 2020, the event was held virtually and attended by 60 girls.

Boolean Girls

Boolean Girls runs hour of code (HOC) events. By participating in the coding and Ambassador events, girls will be introduced to coding and can support other girls as they progress along their learning journey. Girls that participate receive a certificate that indicates they have completed the requirements. *STEM for Her* has supported Boolean Girls over the past several years with grant funding.

Capitol City Robotics

Capitol City Robotics’ (CCR) mission is to provide underrepresented students with STEM access and education through robotics engineering and computer science. They also help develop critical skills such as leadership, teamwork, and oral and written presentation. This is done by coaching students through the process of preparing for and participating in robotics competitions, specifically VEX IQ Challenge and FIRST LEGO League. Many of the teams have been recognized with awards in VEX IQ Challenge and FIRST LEGO League tournaments - students also gain a sense of self-efficacy (“I can do it!”) that helps fuel them to continue on in robotics and STEM, in general.



Techbridge Girls

Techbridge Girls 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 response to the pandemic, Techbridge Girls, with funding from *STEM for Her*, created Techbridge Girls@Home. During the fall of 2020, programming served approximately 500 girls across the country with a third of them being located in the Washington, DC Metro Area. All the girls come from Title-I schools. The Techbridge Girls@Home series is designed to empower girls to #leadfearlessly through a new virtual learning program that reaches girls at home. The programming included physical STEM kits with materials for hands-on STEM instruction. These were delivered to individual students or sites as needed and are reported by educators as being a true highlight.

STEM FOR HER CORPORATE PROGRAMS

STEM for Her has recently focused on partnering directly with corporations that want to have a great impact on their community. This year's programs with Audi and SAP Concur were held virtually.

DRIVE: Like a Girl

In our program's 4th year, teams of girls from high schools in the Washington D.C. metro area competed in an innovation contest, sponsored by Audi in partnership with *STEM for Her*. Four teams designed a six-week project which was focused on the automobile transportation industry. At the end of the session, the teams competed in an event virtually, judged by a panel of Audi executives and *STEM for Her* Board Members. Competing high schools were awarded funds to support their STEM programs.

SAP Concur Careers in Tech - Internships, First Jobs and Beyond

STEM for Her partnered with SAP Concur to host an interactive discussion around pursuing a career in tech. Leaders from SAP Concur shared experiences and lessons learned through their career journey within the world of tech providing helpful advice, guidance and insight.

STEM FOR HER LED PROGRAMS

With our pivot to virtual programming, *STEM for Her* developed a number of our own programs, including our virtual panel series and also repeated our highly successful GEM Hunt program.

Virtual Panel Series

After the onset of COVID, we pivoted to a virtual method of engaging and inspiring our girls and young women. We conducted a series of four panel sessions, aligned to the various phases of girls lives and careers, with some of the most topical questions relevant to this age group. The first: "Taking the First Steps - The Only Girl in the Room", targeted at high school aged girls. Panelists were from high school, college and one recent graduate. The second: "Choosing and Succeeding in a College for STEM", targeted late high school and college students, with college aged and graduate school panelists. The third: "Succeeding in the Professional World" targeted college and early career audiences, and had a panel of professional women from various STEM fields. The fourth: "Women of Color in STEM" aimed at increasing awareness in all audiences of successful women in color across various STEM careers, and their career journeys.



GEM Hunt

Girls Empowered by Math is a program that began in 2019 and was conceived by two seniors from Winston Churchill High School in Potomac, MD with attendees coming from DC-area high schools. In 2020 we offered a week-long event attended by more than 100 girls to meet with STEM leaders in problem solving workshops around aerospace engineering, environmental science, computer science algorithms and bias, infectious disease modeling and cryptography and cryptanalysis. Invited speakers were represented from University of Maryland, University of California-Davis, Carnegie Mellon University, Fred Hutch Cancer Research Center, and the National Security Agency.

SFH Scholarships

This year *STEM for Her* initiated our own scholarship program in honor of our two former leaders, Lousie Peabody and Dede Haskins. We received many qualified applications and selected two winners who were awarded \$5,000 each. We hope to grow this program in the future.

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

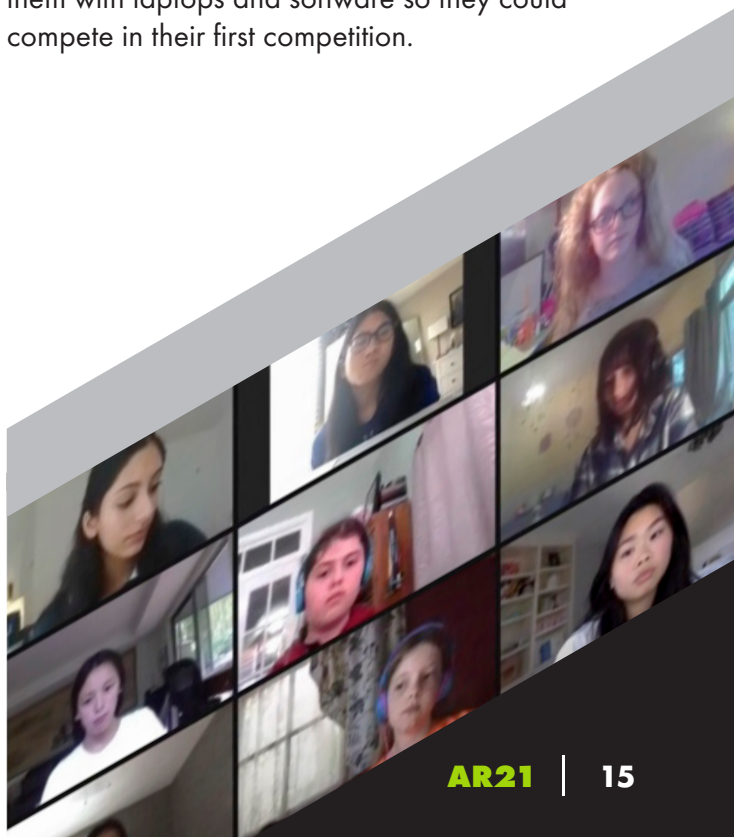
This legacy program currently operates in Maryland, Virginia and DC and has been since 2016. Future plans include adding programs in Prince George's County, Maryland and Alexandria/Arlington, Virginia. Through a series of five sessions, the mentorship program introduces high school girls to STEM focused leadership development, networking, and public speaking activities. In 2020 we pivoted to virtual and brought great speakers and interactive sessions for the girls.

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. This year we worked with our sponsor Verizon who gave an interactive demo session of their innovation center and then we have some hands-on experiments that the girls were able to do as we had representatives from the Smithsonian as well.

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! In 2020 we were able to help a new team start up in Washington, DC and with your support, we were able to provide them with laptops and software so they could compete in their first competition.



OUR IMPACT

STEM for Her has helped thousands of girls and 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 underserved girls.

In 2020,
STEM for Her
served over

1,600

girls through
22 programs,
with over
half our girls
representing the
underserved
population.

OBJECTIVES FOR *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 thought of before
- Develop confidence, presentation, research, and STEM skills

WE ARE UNIQUE

Our programming builds confidence, develops career opportunities, propels peer networks, drives collaboration, and allows each participant to build her personal brand.

We are unique in our focus on track record of successful outcomes.



Our programming encourages these girls to consider career options, fosters a growth mindset and empowers girls to embrace challenges.

We work with a very specific population of girls aged 12-25, in the Washington DC area, largely from underserved populations.



2020 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 2020:

Florence Nightingale Sponsorship Level

SAP Concur

Grace Hopper Sponsorship Level

E*TRADE

Gladys Mae West Sponsorship Level

Amazon Web Services
Women in Technology
Audi
deepwatch
Textron Systems
Frances Craig - Founder Unanet

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Friends of *STEM for Her*

Collins Aerospace
Federal Management Systems
NOVAD Management Consulting

FINANCIAL SUMMARY

	Jan – Dec 2020	Jan – Dec 2019
REVENUE AND SUPPORT		
Direct Public Support	\$253,653	\$382,983
Interest	282	170
Total Revenue and Support	253,936	383,153
EXPENSE		
Programs	181,781	124,793
Fundraising Expense	22,738	64,552
Management and General	65,475	39,100
Total Expense	269,994	228,445
Beginning Cash	307,651	103,968
Change in Unrestricted Net Assets	(16,058)	154,708
Change in Working Capital	10,595	48,975
Ending Cash	\$302,187	\$307,651

Advisory Council

STEM for Her's 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

Nicole Bradley
AWS

Padma Chitrapu
Neustar

Heather Combs
3Pillar

Fran Craig
Unanet

Tori Draude
Varada Consulting

Kristie Grinnell
General Dynamics

Abbe Herzig
American Mathematical Society

Amy Holcomb
Deloitte

John Kinzer
Stripes Group

Jamie Kiser
Talend

Gretchen Larsen Idsinga
Aveion

Sandy Lee
Neustar

Angela Leimkuhler Moran
U.S. Naval Academy

Kathy McNeill
GSA

Marian McKee
Eurofins

Chaitali Patel
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Diversity Equity Inclusion

Lucia Jarrett
Technology

200 LITTLE FALLS STREET, SUITE 205
FALLS CHURCH, VA 22046
T: 703 794 2125
E: INFO@STEMFORHER.ORG
STEMFORHER.ORG



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