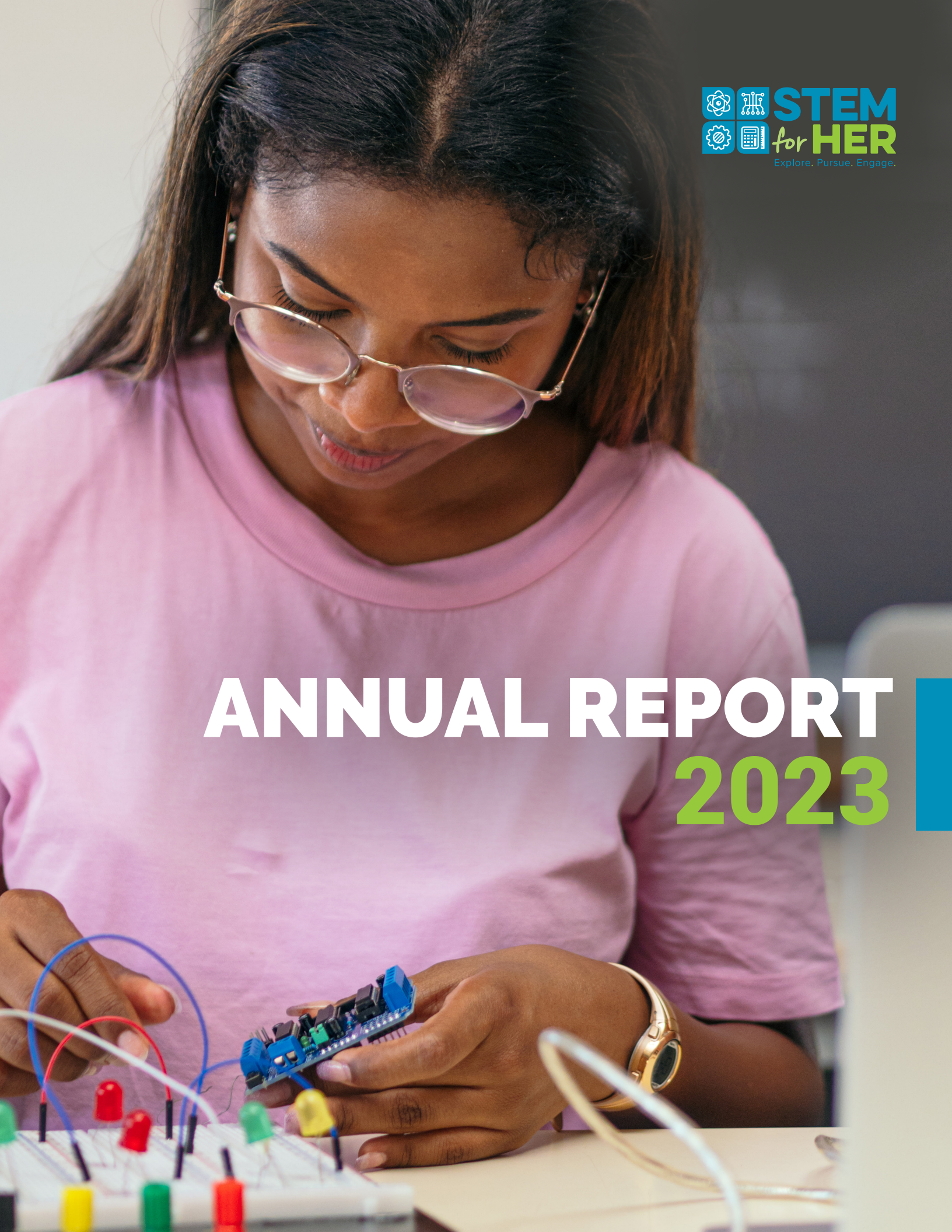
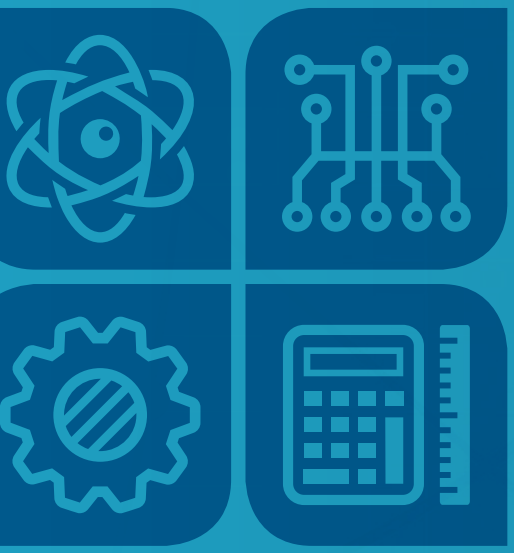


STEM for HER
Explore. Pursue. Engage.

ANNUAL REPORT 2023



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.

Letter from the Chair

What an amazing 365 days 2023 has been. Over 1,200 students served, 22 scholarships worth $100,000 , 16 various programs, and one incredible *STEM For Her* Day. None of this would have been possible without an amazing Board of Directors, an Active Advisory Council, and a dedicated group of volunteers.

This year, *STEM For Her* celebrated its 20th Anniversary. What started as a small education arm has transformed into a robust organization and instrument to unlock the potential in young girls. This year alone, we provided 16 programs. Our mentor/protégé reached a milestone with 60 mentors and 60 protégés. We launched our BioSciences program. We awarded 17 first-year scholarships and provided five renewal scholarships. We worked with our students to conduct a Girls Empowered by Math (GEM) Hunt program for high school and a GEM Journeys for elementary school students. In partnership with WUSA9 and our Board Member, Kaitlyn McGrath, we visited Digital Pioneers Academy in Washington, D.C., and conducted an Earth Day project, as well as donated $1,000 to the school for continuing STEM education for their students. The Audi Drive Like a Girl program had a record of seven teams this year (up from five the previous year). We also provided summer programs with partnerships with Beat the Bomb, where the girls were able to watch AI in action and undergo an immersive gaming experience, as well as celebrate the FAA's 20th anniversary of the Wide Area Augmentation System, where the girls were able to meet female pilots and experience flight simulator activities.

Our fundraising efforts proved successful with our Gala raising $225,000. We launched our Sponsor a Student campaign, which brought in $5,600, and sponsored 22 students for *STEM for Her* Day. Our Giving Tuesday was incredible, raising almost $19,000 with a generous match from PillowtalkDerm.

In the beginning of the year, my goal was to increase our brand recognition so that *STEM For Her* can expand its reach to impact more girls. This year, we were able to participate in multifarious events that reached so many facets of the community. I was fortunate enough to be able to take part in a ribbon-cutting ceremony for a new Arts Center for Horton's Kids in D.C. and speak at a Rosie Riveter's Women in STEM Day summit, a National Association of Academies of Science STEM Education event, and AccelerEd's Women in Tech summit at the University of Maryland Global Campus. Our Board also attended Mosaic's Women Changing Policy Luncheon to discuss the future workforce per the Chips and Science Act and attended GovCIO's Women in Tech event. Ana Echemendia, Board Member for Programs, judged the TSA Regional Fair for Robotics, and she also joined Meg Klekner, Advisory Council Lead, at the World Bank Group's Women Symposium for "Women in STEM." Our Executive Director, Jennifer Fortney, attended the Women's STEM Caucus dinner, Annual State of Majority Summit, and the State of Girls in STEM Summit for the National Girls Collaboration Project. She also joined Lindsey Kearney, [title?], at Loreal's Women in Science Ceremony. Margo Gorra-Stockman, Board Member for Digital Marketing, participated in the Virginia Tech STEM Discovery Fair, and Audra Upchurch, Board Member for Volunteers, participated in the SheSuite Summit. The journey to making *STEM For Her* a universal acronym continues, and I believe our outreach this year is a great start in moving that needle forward.

As I reflect on this year, one word comes to mind – growth. Our organization post-COVID has seen exponential growth, from increased demand for partnerships and collaborations to increased demand from schools requesting our programs. This means one thing - *STEM for Her* demand is real, and it is here to stay. I believe that this Board, the Advisory Council, and our *Stem For Her* team has the power to unequivocally unearth the true potential of our girls, to help them discover their unique talent, and to support them in their STEM journey. With our support and their talent, we can meet the demands of the future and change the world.

I close with the same three words I used during *STEM For Her* Day: Imagine, Network, Believe. Let's continue to introduce girls to fields where they belong but may not otherwise have the opportunity to experience, so that they can imagine and view themselves as leaders and changemakers. Let use our networks to multiply our voices, expand our reach, and ensure continuous support for our students. And let us continue to make them believe they can, so they can focus on their potential rather than their limitations and focus on making earth-shattering changes – instead of trying to shatter glass ceilings.

It has been an honor to serve as your 2023 Chair. I look forward to 2024 and another 365 days of opportunities to inspire dreams in our students and help change their futures.

Cristine Gollayan
Chair, *Stem for Her* Board of Directors

"Your greatest legacy is the dreams you inspire in others."

STEM for Her Day 2023

November 3, 2023

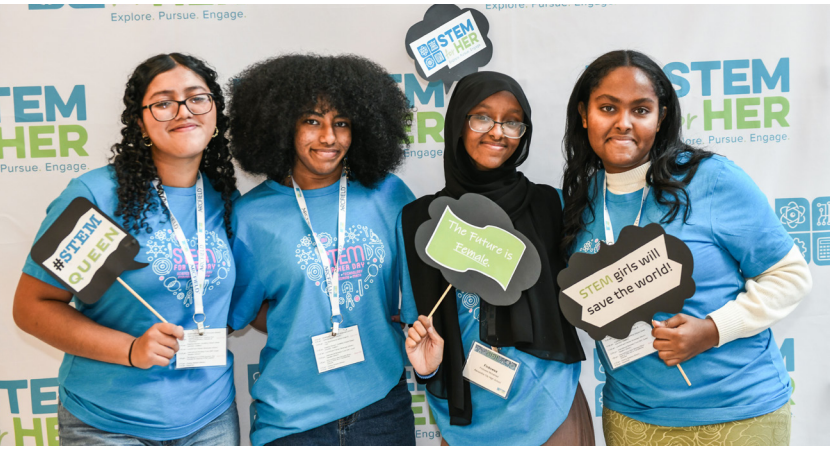
International Monetary Fund, Washington, D.C.

Women are historically underrepresented in STEM fields, with women globally comprising only 28 percent of the STEM workforce in 146 nations evaluated, compared to nearly 50 percent of non-STEM occupations . In response, *STEM For Her* has continued its relentless pursuit of introducing girls and young women to opportunities in the STEM field. After launching its first-ever *STEM For Her* Day in 2022, our effort gained enormous momentum in 2023 with another blockbuster *STEM For Her* Day hosted by the International Monetary Fund in Washington, D.C.

More than 250 students from 11 high schools representing Virginia, Maryland, and D.C. attended, enjoying a full day of hands-on workshops; experiential, STEM-focused workshops; conference-style presentations; competitions; and networking opportunities. Students engaged with industry professionals, gained new insights into career opportunities, and experienced firsthand some of our partner companies' newest initiatives.

Through it all, presenters and supporters were encouraged to think critically about the inequities that girls and women, particularly those of color, face in the STEM world and how we can work together and empower each other to eradicate these inequalities.

Gender equality is essential for fostering a fair and inclusive society, and focused day-long immersion events like these play a vital role in advancing this cause. We can inspire the next generation of leaders and innovators.



Workshops

Students chose from a variety of session tracks, with topics as wide-ranging as:

- UX (User Experience) Design is All Around Us!
- Big Data is a Big Deal! How Data Visualization Can Bring Data to Life
- Music – The Heuristic Path to a Digital Signal Processing Career
- Blockchain Basics
- Let's Get Agile!
- Weathering Climate Change
- Calling All Innovators
- Careers that POP. Charting Your Path in Prosthetics, Orthotics & Pedorthics
- How Do Data Centers Get Built?
- Faces of Offensive Cyber: Overview and Panel Discussion
- A Journey from Idea to Product through Sky, Land, and Sea
- Achieving Accuracy through Automation
- Discovering a New Dinosaur Bone – How to Think Like a Translational Scientist
- Elevating HER: Building the Future of Media & Entertainment with Amazon Web Services
- You HAVE to Buy This!
- The Neuroscience Behind Anger & Love
- Igniting the EntreprenuHER©
- The Blueprint to STEM Success: Key Courses for STEM Leaders
- She Believed She Could and She STEM(ed) (Fostering Diversity & Inclusion in STEM.

Featured Speaker

Shawn Purvis
President & CEO, QinetiQ

Shawn Purvis, president and CEO of QinetiQ, shared her remarkable journey in the STEM field. She discussed how she selected her career path, the pivotal moments that shaped her, and the influential figures who have supported her along the way. Students gained a deeper understanding of her leadership style at QinetiQ, the accomplishments that have defined her career, and her dedication to fostering diversity and inclusion within the industry. She ended her inspirational session by answering countless questions about her experiences and insights.

"I felt very welcomed at *STEM For Her* Day from the beginning to the end. I appreciated the atmosphere of the whole event, the mentors who took their time to explain so many different things to me, and all the speakers who really took their time to inspire everyone."

"Leaving *STEM For Her* Day made me feel like a different person and built an idea of what career I want to follow in the future."

10/10
would recommend

Overall rating of SFH Day 2023:
4/5 ★★★★☆

"My experience at *STEM For Her* Day was amazing, I loved the networking and seeing all of my opportunities. I also liked the speakers at this event; they really inspired me to do what I love."

Women in STEM

Engineering Majors
21%

Computer Science Majors
19%

Minority Women Engineering Majors
1.6%

Minority Women Computer Science Majors
3%

Female STEM Industry CEOs
3%

Women of Color STEM Bachelor Degrees
14.1%

THANK YOU TO OUR EVENT PARTNERS

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Create the unforgettable

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Spotlight

Meet Dr. Lataisia Jones

Dr. Lataisia Jones is many things. By training, she's a molecular biologist and neuroscientist. Professionally, she's the Scientific Review Officer for the National Institute of Neurological Disorders and Stroke. She's also known as "Dr. Tay," host of youth-oriented educational programs, such as "Young Scientist Wednesday" at Children's National Hospital, and an avid YouTuber and TikToker, where she ably uses both platforms to teach kids science concepts through at-home experiments. She's the brainchild behind "S.T.E.M.ing While Black," an initiative to connect Black students with Black STEM professionals as mentors.

She's an "If/Then" Ambassador, an American Association for the Advancement of Science (AAAS) program that brings together 125 women from a variety of STEM careers to serve as high-profile role models for middle school girls. She's one of the AAAS/Smithsonian's life-size, 3D-printed "orange statues," which honor women who have excelled in the field of science and technology – a nod to Dr. Jones' status as the first Black woman to earn a biomedical sciences PhD at Florida State University and one of the few Black neuroscientists in the country. She's a member of *STEM For Her*'s Board of Directors. And, in 2023, she presented "The Neuroscience Behind Anger & Love" at *STEM For Her* Day, helping students understand the science behind the emotions one feels when using social media.

Learn more about this inspiring scientist who *STEM For Her* feels very lucky to welcome to our Board and to our events, where she directly impacts countless girls and young women in their pursuit of STEM.

"It all started in middle school, when I played basketball. My plan was to be a great basketball player – I was tall for my age, and I was good on defense. I was tough. But then one day a teacher sent home a note saying I was talking too much in class, and my mom warned me that if that continued, there would be no more basketball. But I was a teen, and I was talkative. My mom delivered on her warning, with the advice to be less talkative and more attentive. I rediscovered my love of science, which led me to want to pursue pre-med and biology.

That eventually led to a freshman year laboratory internship at the College of William and Mary under the guidance of Dr. Diane Shakes; the internship was intended for upperclassmen, but my persistence and eagerness won out. They gave me a chance, and I ended up there three summers in a row. It was my first time meeting a woman who led a lab, and she opened my eyes as she hired, fired, and guided. She was invited to give keynote presentations. She was impressive. Meanwhile, I was working on cell cycle mutations and cancer research, and the whole experience brought molecular biology alive for me while showing me how impactful women can be when given the chance.

I went to Ghana during my masters, teaching science, math, and English while there, which led me to fall in love with teaching kids. That led me to pursue my PhD, and in so doing became the first Black woman to earn a PhD in my program.

That led to my involvement with the If/Then program, and I'll never forget seeing my statue for the first time. I felt like I was seeing a physical symbol of my success; it made me cry, and it strengthened my resolve to continue to inspire the next generation of females working toward STEM careers. I want to pay it forward and change the narrative.

The display of statues at the Smithsonian, ironically, is how I learned about *STEM For Her*; I met the executive director at the Smithsonian event, which evolved into more conversations and eventually the invitation to speak on a panel *STEM For Her* Day in 2022. That was my first glimpse inside the organization, and I told them I was 'all in' for whatever would further their mission. Attending their Gala came next, where QinetiQ CEO

Shawn Purvis was the keynote speaker. That night, she said something that really resonated with me, which brought me to my next step: She said that to make real impact, you sometimes need to just join the Board.

See where this is going? I realized joining the *STEM For Her* Board would give me real influence, and I could help more directly spark the interest and confidence of young women interested in STEM. I joined in 2023, and I've found that serving on this Board uplifts and elevates my desire to pay it forward and build a stronger community. I've been able to champion diversity in STEM careers and education more than ever. I love being surrounded by like-minded women with dynamic networks; we all want to empower the next generation. We want to be champions of diversity, breaking down barriers and opening doors for the underrepresented groups.

To anyone out there wondering about serving, do it. Looking forward, it lets you be a part of the movement and the mission. But I'd also say, 'Remember to look back, and thank those who came before us and opened doors for us.'"

Why We Do What We Do

Challenges

Despite progress in gender equity and growing interest over the last decade in computer science, engineering, math, and statistics among both men and women, the underrepresentation of women in STEM fields continues to persist.
Source: UNESCO Institute for Statistics. 2021. Women in Science.

In elementary, middle, and high school, girls and boys take math and science courses in roughly equal numbers, and about as many girls as boys leave high school prepared to pursue science and engineering majors in college. Yet fewer women than men pursue these majors. Among first-year college students, women are much less likely than men to say that they intend to major in STEM. By graduation, men outnumber women in nearly every science and engineering field, and in some, such as physics, engineering, and computer science, the difference is dramatic, with women earning only 20 percent of bachelor's degrees. Women's representation in science and engineering declines further at the graduate level and yet again in the transition to the workplace. *Source: AAUW: Why So Few?*

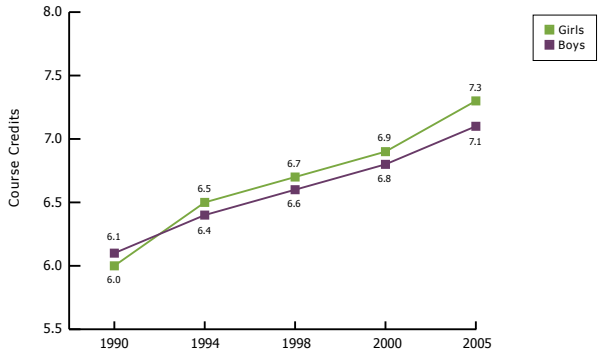
"I still remember asking my high school guidance teacher to take a second year of algebra instead of a fifth year of Latin. She looked down her nose at me and sneered, 'What lady would take mathematics instead of Latin?'"

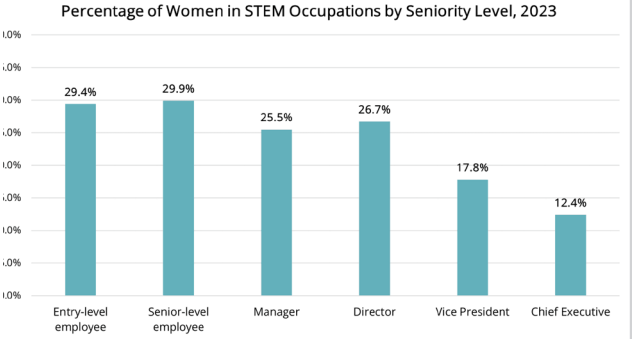
Nancy Grace Roman
AAUW member and "Mother of the Hubble Telescope"

Academic research on why there are fewer girls and women in STEM is prolific, with three themes emerging from the literature. First, the notion that men are mathematically superior and innately better suited to STEM fields than women are remains a common belief, with a large number of articles addressing cognitive gender differences as an explanation for the small numbers of women in STEM. A second theme revolves around girls' lack of interest in STEM. A third theme involves the STEM workplace, with issues ranging from work-life balance to bias. *Source: AAUW: Why So Few?*

A typical STEM worker earns two-thirds more than those employed in other fields, yet some of the highest-earning STEM occupations – such as computer science and engineering – have the lowest percentages of women workers. *Source: Pew Research Center*

Figure 1. High School Credits Earned in Mathematics and Science, by Gender, 1990–2005





Source: World Economic Forum, Global Gender Gap Report 2023.

By 2022, large global tech firms are **predicted to have nearly 33% women representation in their workforce.**
(Deloitte, 2019)

Only **29.3%**, less than one-third, **of those employed in scientific research and development (R&D) are women.**
(UNESCO, 2019)

Companies with more women on their boards outperformed rivals by **42% higher return in sales, 66% higher return on invested capital, and 53% higher return on equity.**
(Women on Boards, 2011)

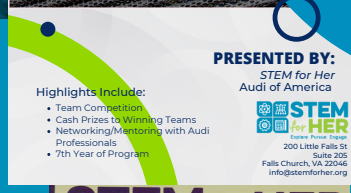
The Solution

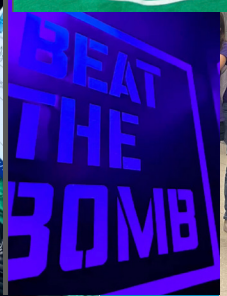
STEM for Her is…

- **bridging** the gender gap by creating a stronger, more diverse, equitable, inclusive and productive future workforce. By creating and providing programs, offering mentoring opportunities, growing our awards and scholarship program, and supporting school-sponsored and community-based programs, we foster distinct STEM interest in girls and young women ages 12–25.
- **enabling** girls and young women to envision the path to an education and a career in STEM.
- **sparking** interest and providing avenues – including awards – for girls to pursue their dreams through hands-on activities, resume writing, access to leaders, networking, online resources, programs and frequent interaction.

STEM For Her
Programs

In 2023, *STEM for Her* continued to focus on broader content and programming of our own, expanding the breadth and depth of STEM resources developed for girls and young women – especially for under-resourced and underserved populations. In fact, we removed barriers for those wanting to participate by providing transportation to our events, via bus reimbursements, as well as providing meals for food-insecure students.





Navigating the Skies:
A Hands-on Aviation Celebration

STEM for HER Explore. Pursue. Engage.
FEDERAL AVIATION ADMINISTRATION
WAAS20

Earth Day

STEM for Her partnered with Digital Pioneers Academy (DPA) to commemorate Earth Day 2023, with DPA presenters discussing climate change and associated career paths. Participants assembled "seed bombs" during the event to create DPA Gardens on campus, with plans to drop the seed bombs at the beginning of the fourth quarter of the school year so that wildflowers could grow. DPA's girls soccer team stepped up to serve as *STEM For Her* Fellows, committing to learn the skills of gardening, maintaining a garden, and growing food for self and community. WUSA9 Meteorologist Kaitlyn McGrath covered the event.

Additionally, *STEM For Her* held an Earth Day Innovation Contest, inviting female high school students within a 60-mile radius of Washington, D.C., to apply. Two students were awarded prizes for their innovative ideas about recycling and repurposing batteries, as well as oil spill clean ups.

DRIVE Like a Girl

Now in its eighth year, eight teams of girls from six high schools in the Washington, D.C., metro area – the most in our history – competed in an engineering innovation contest, sponsored by Audi and in partnership with *STEM for Her*. Women make up just 27 percent of workers in the automotive industry, and DRIVE Like a Girl gave a record-setting number of girls the opportunity to identify and design a five-week project that focused on the automobile transportation industry. At the end of the session, the teams competed in an event at *STEM for Her* Day, judged by a panel of Audi engineers and employees.

Projects focused on electric vehicles, Audi's "green initiative," and sustainability.

Exploring BioSciences Opportunities (EBO)

Launched in Fall 2022, Exploring BioSciences Opportunities (EBO) sought to spark interest in the biosciences in the D.C. metro area and provide insights into how to pursue a career in this expanding area of science. In 2023, EBO continued its quest to provide young women interested in Biosciences and Biopharmaceuticals the opportunity to explore education and career opportunities:

- Hosted two virtual panels with Bristol Myers Squibbs and Merz Aesthetics.
- Transported students from a nearby high school to the AstraZeneca headquarters in Gaithersburg, MD, where they enjoyed a half-day field trip exploring the AstraZeneca campus and participating in hands-on activities and panel discussions.
- Encouraged those enrolled in EBO to take a deeper dive with industry leaders on topics like research, development, trials, manufacturing, sales, and more.
- Hosted a year-end wrap-up event in the Spring, with an AstraZeneca facility tour , haz-mat suit, relay race, and other fun activities. Participants received certificates at the conclusion of their EBO enrollment.

Beat The Bomb

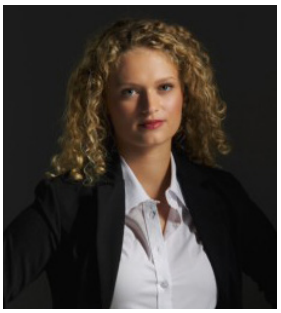
In July 2023, *STEM For Her* rolled out a new summer enrichment program, partnering with the "Beat the Bomb" escape room experience in Washington, D.C. The immersive game included a Technology Showcase, where participants could explore cutting-edge equipment and gadgets used by the escape room designers. Girls engaged with motion sensors, sound effects, interactive displays, and other innovative technologies, followed by a lively Q&A session with the experts behind the Beat the Bomb game. Teams learned valuable collaboration, problem-solving, and communication skills while working with their peers to solve puzzles and challenges; heard from successful women working in the technology and entertainment industries; and had time to network with like-minded high school girls who are interested in technology and gaming.

Navigating the Skies with the FAA

On July 11, *STEM for Her* and the Federal Aviation Administration (FAA) partnered to celebrate the FAA's 20th anniversary of the Wide Area Augmentation System (WAAS), the satellite-based navigation system that corrects errors in GPS signals – resulting in more precise information about a plane's position, speed, and altitude – and enables pilots to fly more accurately, efficiently, and safely.

This one-of-a-kind event was developed to empower middle and high school girls (grades 7-12) to explore STEM in aviation and was kicked off by a panel of women – FAA Engineers Deborah Lawrence, Pamela Gomez, and Patricia Morrison – who shared information about their career paths and provided advice and suggestions to girls pursuing STEM-related fields. Following the panel, participants enjoyed learning table activities and flight simulators.

Connecting Women Through Mentoring



In 2022, we launched a Mentorship program that paired college-aged women interested in STEM careers with diverse STEM professionals. Since then, we've hosted four cohorts in the 12-week program during both the Spring and Fall semesters. Reaching more than 100 participants across all sessions, we allow mentees and mentors to engage, develop rapport, set and work to attain mentees' goals, and attend program events. Looking forward, we are investing in "Chronus," a mentoring software that will increase administrative efficiencies and allow us to scale the program, reaching and impacting more young women.

In a full-circle moment, we sat down with Laney Phillips, now working in Cyber Warfare Systems and Information Sciences for Johns Hopkins University Applied Physics Laboratory (APL). Laney was one of *STEM For Her*'s first student mentees in 2022 and became a mentor in 2023. Learning more about her journey reminded us why efforts like mentoring are so important to our future and our ability to build and support girls and young women pursuing careers in STEM.

Laney first learned about *STEM For Her* when she moved to Washington, D.C., to pursue her master's degree at Georgetown University. Landing in her new hometown, she realized she didn't know anyone and didn't yet have a job that would help her meet new people. She began looking for internships and stumbled across a *STEM For Her* newsletter, which included information about our then-brand new mentoring program. She applied and was quickly matched with a mentor at Microsoft.

"It was an enormously important connection, especially during my first few months when I didn't have a community," Laney remembered. "My mentor helped me meet other women in STEM roles and understand more deeply how the tech companies 'worked' behind the scenes in terms of hiring, which helped me get a foot in the door."

Fast forward to the next semester, when Laney was working for the State Department and felt ready to give back and pay it forward by serving as a mentor, hoping to help other young women in the same way she had been.

"My job experience at that point was from the perspective of intelligence analysis – not the typical STEM route – so my advice and guidance focused on being ready for interviews, helping my mentee with her resume, and offering strategies for staying on top of schoolwork while job hunting. It was such a great experience, I volunteered again the following semester, working with another young woman."

Next came the pursuit of an intelligence scholarship, which led to another woman contacting Laney and encouraging her to apply for a position at Johns Hopkins – a role that Laney doubts she would have otherwise known about or thought she would have been qualified for.

"The importance of that kind of woman-to-woman support cannot be overstated; I have this position thanks to another woman who believed in me. So, when I heard about *STEM For Her Day* 2023, I knew I should be there.

I realized that there had to be other young women who had the same mindset I used to, and maybe my story could help them recognize how we can all support one another. As the intern coordinator in my office for high school and college students interested in interning at APL, I sent an application to present, was selected, and brought four other women from APL with me – our first organizational connection to *STEM For Her*."

When asked what drives and inspires her to continue supporting *STEM For Her* in such impactful ways, Laney reflects on her growing up in a small town in Maine, with comparatively fewer opportunities and resources than she's seen made available by *STEM For Her*.

"If I can bring the same kind of opportunities to the high school girls we work with through APL's internship program, we can make real change. I would never have had access to anything like this in high school, and I don't want that same reality for girls here. Similarly, I enjoy having a platform from which to promote scholarships: I was able to pay for part of my undergrad thanks to scholarships, and if anyone has the option to apply for one, they should. Look for and take advantage of everything out there – you just never know."

Our Impact

In 2023, *STEM For Her* served 1,150 high school and college women through 21 scholarships worth $82,500 – more than triple the amount we awarded in 2022 – plus 16 programs and one unforgettable *STEM For Her* Day. More than 360 professionals and volunteers dedicated their time and expertise to empower students throughout the year, working behind the scenes and providing one-on-one help during our programming.

In 2023, *STEM For Her* took significant strides in expanding its scholarship offerings, awarding 21 scholarships totaling $82,500— more than triple the amount granted in 2022, where we awarded six scholarships for a total of $25,000. This remarkable growth was driven by our unwavering commitment to providing financial support to the next generation of female STEM leaders, as well as addressing the growing demand for scholarships.

One of the pivotal changes we introduced in 2023 was allowing 2022 recipients the option of reapplying for continued support. We recognized that many students face ongoing financial challenges throughout their academic journeys, and this option allowed us to provide sustained assistance to help them stay on track with their STEM education.

In addition to *STEM For Her*'s internal efforts, we pursued external funding sources and targeted grant applications specifically designed to bolster and expand our scholarship fund.

Another major factor in this expansion was our dedicated fundraising campaign at the Annual Gala. For the first time, we devoted a special portion of the event exclusively to raising money for scholarships, ensuring that every dollar raised during that segment was allocated directly to the scholarship fund. This campaign was instrumental in helping us meet the growing demand for financial assistance.

Looking ahead, *STEM for Her* remains committed to finding innovative ways to meet it, ensuring that we can continue empowering talented students to pursue their STEM dreams without financial barriers.

Making Dreams Possible through Scholarships

2021 **Awarded 2 scholarships for total of $10k**

2022 **Awarded 6 scholarships for total of $25k**

2023 **Awarded 21 scholarships for a total of $82,500**

Total: $117,500

Financial Summary

REVENUE AND SUPPORT	JAN-DEC 2023	JAN-DEC 2022
Direct public support	423,031	451,683
Special events	134,658	132,992
Interest	4,940	1,133
Total revenue and support	**562,629**	**585,808**

EXPENSE		
Programs	451,204	328,795
Fundraising expense	4,391	26,742
Management and general	144,202	144,741
Total expense	**599,797**	**500,278**
Beginning cash	431,961	346,431
Ending cash	**401,739**	**431,961**

Corporate Sponsors

$25,000 - $50,000

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Booz Allen

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$10,000 - $24,999

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Lonza
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