



BUILDING A NEW FOUNDATION

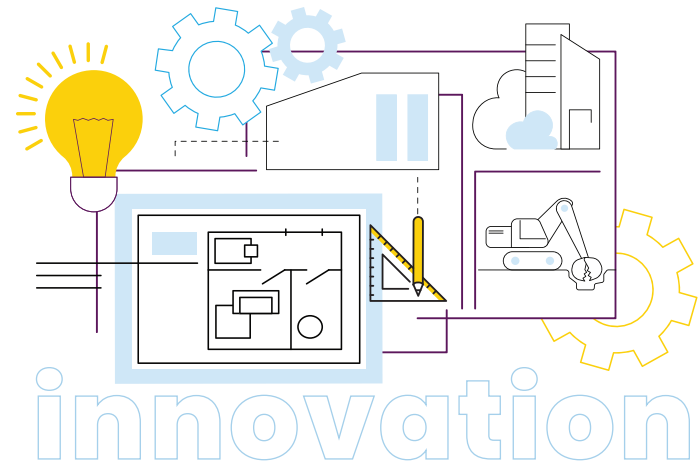
2022 ANNUAL REPORT



Maydm interns at UW Vet School for a site visit.

Innovation comes from change, so be the change. Change starts with you.

Amanda Gorman



MISSION

Maydm provides girls and youth of color in grades 6th through 12th with the skills, experiences, and connections to pursue careers in and change the face of STEM.

VISION

We envision a world where all students know that a career in STEM is possible for them; a world where all students can pursue their dreams as entrepreneurs, developers, engineers, professors, and more.

VALUES

BALANCE

We embrace an environment that uplifts and supports our mental, physical, and emotional capacity to enact change for our communities.

INNOVATION

We implement the highest standards and techniques to consistently deliver cutting-edge and transformational programs for our students.

BOLDNESS

We have an energetic and exciting work approach that requires a blend of technical acumen and creative vision. We welcome collaboration that is forthright and pioneering and challenges the status quo.

REFLECTION

We make space to reflect on our successes and shortcomings to encourage an environment that fosters self-improvement and collaborative team development.

EMPOWERMENT

We are committed to social justice through access to education, opportunity, and financial literacy and growth, by disrupting systemic barriers to equal representation.

A LETTER FROM OUR EXECUTIVE DIRECTOR

director

Dear Maydm Family,

I am pleased to present to you our 2022 Annual Report, which highlights the many exciting changes and accomplishments that we have achieved this year, despite the ongoing challenges of operating in a pandemic. It has been a year filled with new beginnings, challenges, and achievements, and we are excited to share our progress with you.

Our team has been working hard to build relationships and develop new initiatives that address the needs of our community, and we will continue to do so in the upcoming year.

As you may already know, this year we welcomed a new Executive Director (me!), along with several new staff members. We developed new content for our summer programs and built new partnerships that have enabled us to introduce more youth to the wonders of science, technology, engineering, and math (STEM). Our team has been working hard to build relationships and develop new initiatives that address the needs of our community, and we will continue to do so in the upcoming year.

In addition to new staff and programs, we have also moved to a new office location at 203 S. Paterson Street, in Madison, affectionately named the Maydm Innovation Studio by our summer interns. This new

space better accommodates our growing team and includes a training classroom and media room that is available for us to provide youth programming, services, and support as well as team and partner training on-site. We are proud of our new home and are excited to have a space that enables us to deliver even more great programming and services to our Maydm youth and surrounding community.

We could not have made it through this past year without your support. Your financial and physical contributions have enabled us to continue in our mission to provide girls and youth of color in grades 6-12 with the skills, experiences, and connections to pursue careers in and change the face of STEM. We hope that you will continue to stand with us as we work to provide education, skill development, and work experience to underrepresented youth.

Thank you so much for supporting Maydm through our year of transition and helping us to build a new foundation. Together, we have accomplished so much, and we look forward to the years to come.

Sincerely,



Christina N. Outlay, Ph.D.
Executive Director



DR. CHRISTINA OUTLAY
Maydm Executive Director



A LETTER FROM OUR BOARD CHAIR

Chairman



JEFF MACK
*Chairman, Maydm Board
of Directors*

Dear Maydm Donors, Partners and Friends,

It is my honor to present our 2022 Maydm Annual Report. I am excited to report that we've had a great year of growth and expansion at Maydm. Not only did we bring on our new Executive Director, Dr. Christina Outlay, but we also welcomed

additional staff members to the Maydm team. I am proud of the work the Maydm team continues to present to our community every day. Through their efficiency, creativity, and hard work, Maydm staff produce important, high-quality programs for our local scholars.

**Through their efficiency, creativity,
and hard work, Maydm staff produce
important, high-quality programs
for our local scholars.**

2021 was the year of change for Maydm, and 2022 has been a year of growth. With Dr. Christina Outlay as our new Executive Director, we have been able to expand our engagement with the Dane County community to tell the story of our scholars as they break barriers in STEM education and careers, with the help of Maydm. Through Christina's vision, we have been able to align and develop a program pathway for our students to grow in their knowledge to enter a career in STEM.

With our program and organizational growth, we had a need to move our students and staff to a larger space. We welcomed students to the new Maydm Innovation Studio – a space that has been an amazing place for our youth to gather together, have increased access to technology, and grow in their knowledge.

I would like to thank all of our supporters, donors, sponsors, and partners who have helped Maydm this past year. I can see the renewed commitment amongst our donors and friends to uplift and empower our scholars in STEM. Additionally, I would like to thank the Maydm Board Members and their dedication to Maydm. I am excited to welcome one of our newest board members, Jen Ilk, who has been a supporter of Maydm for many years. We are grateful to have her expertise on our board.

I am proud to be the Chairman of the Maydm Board, and see the hard work that our staff does every day as they work towards our mission of changing the face of STEM.

Onward,

A handwritten signature in black ink, appearing to read 'Jeff Mack', written over a white background.

JEFF MACK
Chairman, Maydm Board of Directors



*Maydm's new office space at 203 S. Paterson St.,
Madison, Wisconsin*

grow we explore
learn

2022 PROGRAMS

In 2022, we hosted five immersive summer programs for middle and high school-aged students. One program was a new offering and we expanded the other four. These programs gave our students the chance to learn, create, and explore together. In addition, we hosted our second cohort of interns for our paid Summer STEM Internship Program. Over 100 students were with us in the summer of 2022, growing their skills, gaining practical STEM experience, and making new friends!

develop build
vision

middle school

INTRO TO STEMINISM

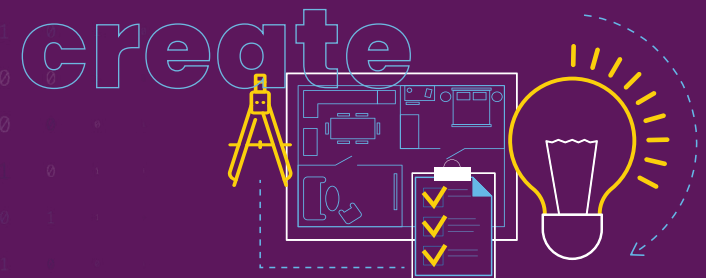
Previously titled "STEM Power is Girl Power," we revamped and extended our most popular program to allow more middle school girls to join. We designed this program to blend elements of technology and engineering, while giving students space to discuss equity in STEM. We were able to host this program at two different locations for the second year to improve access for families. In total, 21 girls learned about 3D Modeling, Robotics, Spherobots, Block Coding, and more. At the end of the program, we had a full showcase where the girls demonstrated their knowledge by building their own robotic pet for our robotic petting zoo. Our girls collaborated with one another, all while building long-lasting friendships.

GAME DEVELOPMENT WITH UNITY 1 & 2

In our newly expanded game development program curriculum, students had the opportunity to truly build on their skills throughout the summer. If students attended both programs, they had a full eight weeks of exposure to game development. Students worked on their own 2D and 3D games, animation, sound, C# coding, and more. They also heard from industry experts on what a career in game development looks like. This program was very successful, having our largest program attendance all summer.

When there is no vision, there is no hope.

George Washington Carver



high school

STEM MIXER

In our second year of hosting our STEM Mixer program, we saw another year of great success. This program was created for high school students to explore a variety of STEM topics over the course of this six-week program. This program had an emphasis on careers within STEM and students got to explore many of these careers at in-person site visits throughout the summer. Each week, students got to explore companies such as SmithGroup, UW Arboretum, HNTB, and more to see what a career in technology or engineering truly looks like.

MONEYWISE WITH PARK BANK

We partnered with Park Bank for the second year of our Moneywise program. We adjusted our curriculum to include the very sought after data analytics training. We blended financial literacy and data analytics together for this two-week program. Students learned about topics from saving money, stocks, credit cards, and loans all while applying data analytic tools within these concepts. At the end of the program, students presented on a variety of subjects including budgeting, entrepreneurship, redlining, and building generational wealth.



“Race, age, experience, geography, language, none of these should restrict you. All of these are assets. We should be willing to embrace differences.”

John D. Harris



internship program

grow
learn



Following the successful launch of our internship program in 2021, in 2022, we placed our next cohort of 18 high school students in internships across several companies in the Madison area. The 2022 group of interns included nine students previously placed in internships during the summer of 2021 and 9 new students selected from past program participants.

It was a pivotal milestone year in our efforts to develop the internship program into one of our primary flagship programs. This year, we not only managed to secure the commitment of some of our previous corporate partners to, once again, host Maydms interns but were also able to recruit new companies for the program. As a result, we were able to offer our students a broad range of STEM-related internship opportunities, including placements in Information Technology, Facilities/Process Engineering, Project Management, IT Networks and Systems, and Civil Engineering positions. The program has now officially transitioned from the pilot project stage to becoming one of our critical multi-year programs.

INTERNSHIP CORPORATE PARTNERS:

Exact Sciences Corporation

HNTB Corporation

First Business Bank

CUNA Mutual Group

Promega Corporation

Gordon Flesch Company

Madison Gas & Electric



Thank You...

to our Maydm Summer Program Sponsors!



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MADISON
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PRL KEYSTONE
— FOUNDATION —



VIRENT



South Madison Partnership
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unity



MADISON ROTARY
FOUNDATION



GENERAC

summit
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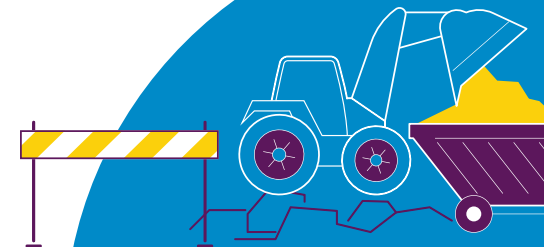
partner programs

BLACK GIRL MAGIC CONFERENCE

In the spring of 2022, Maydm hosted a workshop during the Black Girl Magic (BGM) Conference to teach students about introductory coding skills using the Sphero Mini. Using maze boards for the Sphero bots, groups competed for prizes while challenging their logical skills and encouraging one another through teamwork. Students also learned about the field of robotics, how robots are used in different parts of Madison, and the impact Black women continue to have on the STEM industry. Our event at the BGM Conference was one of several workshops we hosted in partnership with Black Girl Magic in 2022.

PUBG X MAYDM

In this one day workshop in collaboration with PUBG Studios, students got to play PUBG Battlegrounds with the game developers. Students tried their best but were only able to beat the developers once! Additionally, students got to go behind-the-scenes to look at future PUBG plans and view a demo game from the developers. In the second half of the day, students attended various clinics surrounding video game development, animation, how to stream on YouTube, and more. It was amazing to see the engagement in our students! We're grateful to PUBG Studios for partnering with us for this awesome event.



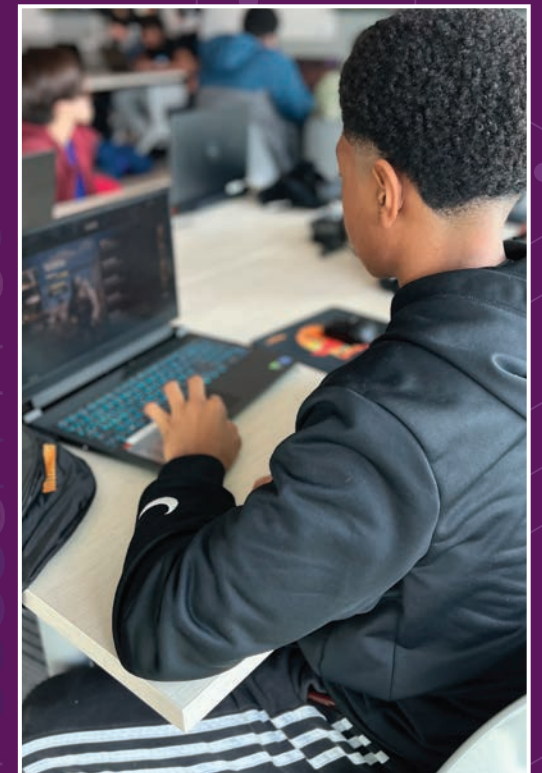
LIGHTHOUSE CHRISTIAN SCHOOL

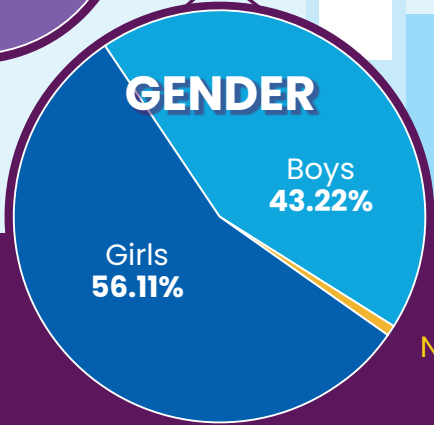
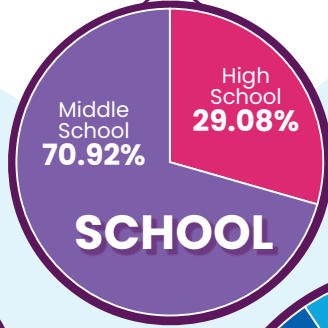
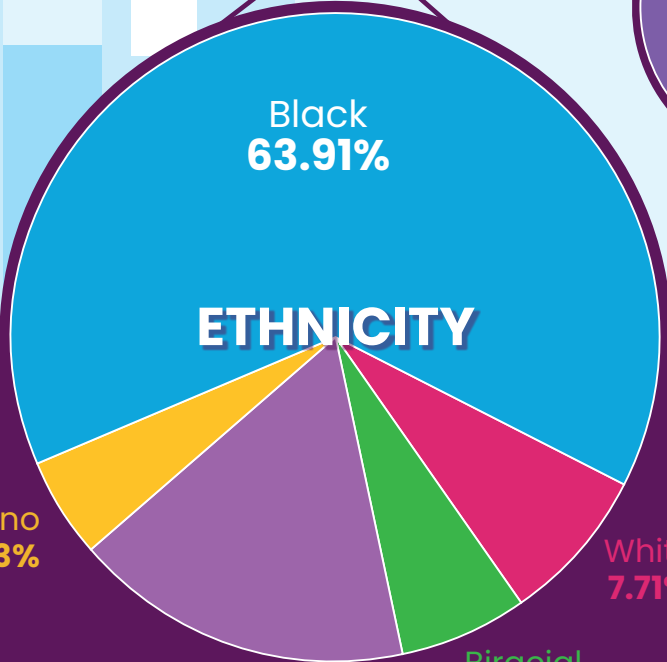
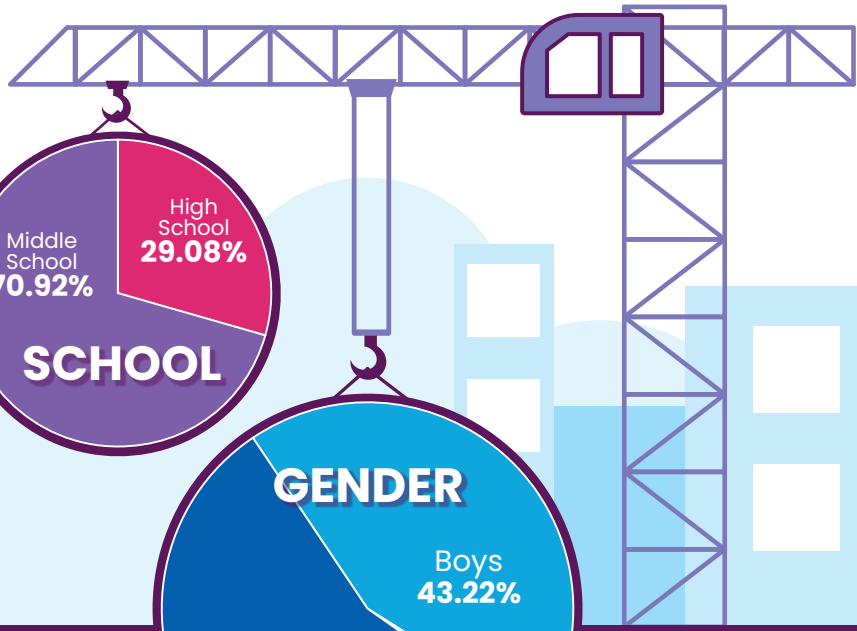
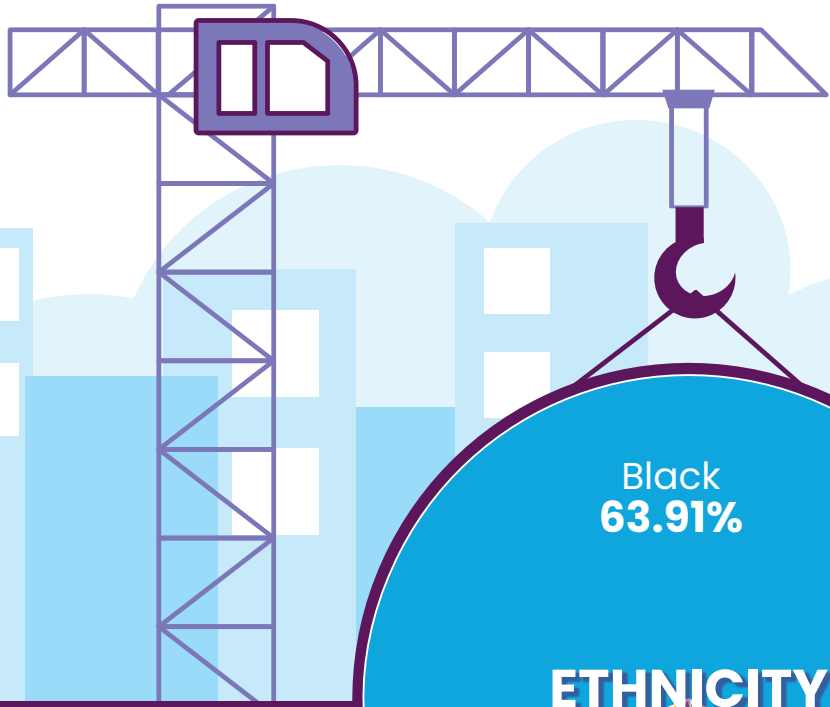
In the spring of 2022, Maydm partnered with Lighthouse Christian School and offered a Sphero Bot and 3D Modeling program with 6th, 7th, and 8th grade students. Through our Sphero Bot program, students learned introductory coding skills and explored the field of robotics. In our 3D Modeling program, students learned introductory design skills, artistic skills, and gained exposure to the Game Development industry. We had an awesome time visiting these students every week and helping them build their passion for STEM!



“Don’t let anyone rob you of your imagination, your creativity, or your curiosity. It’s your place in the world; it’s your life. Go on and do all you can with it, and make it the life you want to live.”

Mae Jemison



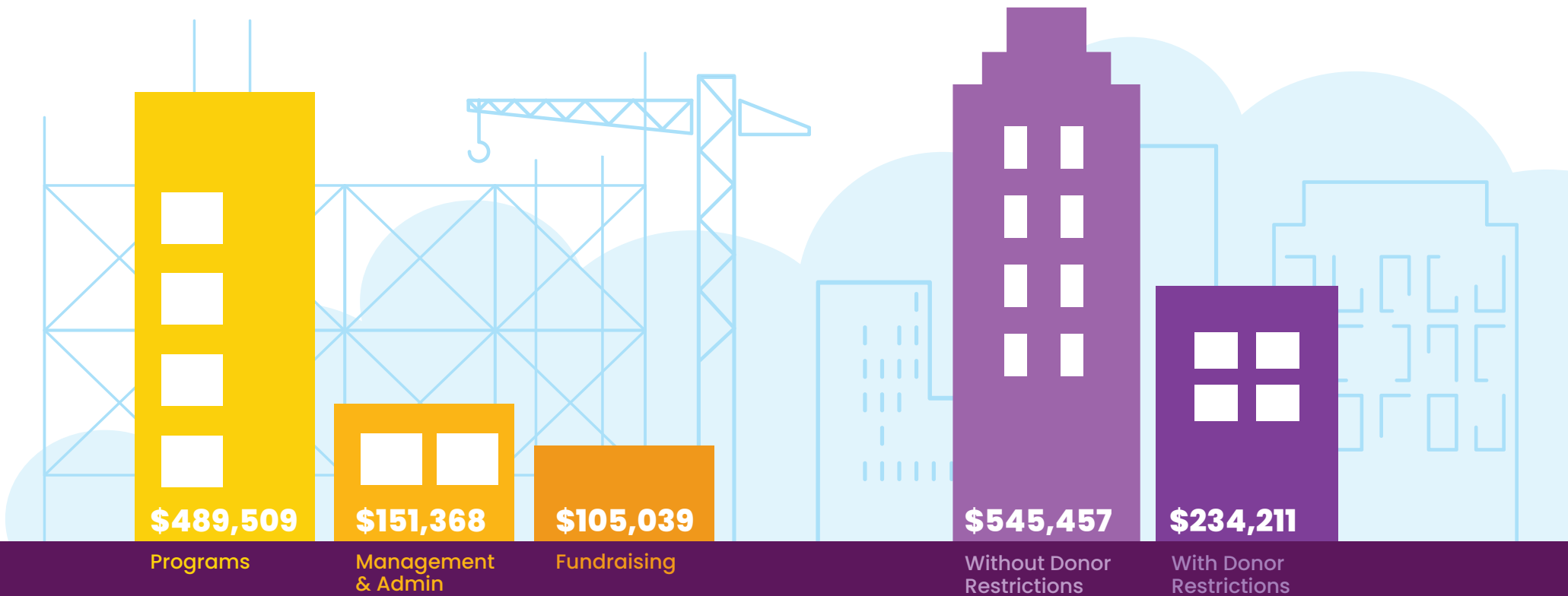


NonBinary
0.67%

- Summer Immersive: **83**
- Internship: **18**
- School-Based: **85**
- Maydm Onsite: **22**
- Other Partnerships: **270**

2022 students

TOTAL STUDENTS
478



TOTAL EXPENSES
\$745,916

TOTAL REVENUE
\$779,668

2022
financials

donors

LEGACY LEADERS

(\$50,000+)

Beyond the Classroom
colorcoded inc
CUNA Mutual Group Foundation
Equitable Recovery Grant Program

CHANGE AGENTS

(\$10,000 - \$49,999)

AE Cares
American Family Insurance Institute for
Corporate and Social Impact
Mary Burke
Madison Community Foundation
Madison Region Economic Partnership
(MadREP)
Mallinckrodt Pharmaceuticals
MSA Professional Services, Inc.
Park Bank
Joel Petersen
The Evjue Foundation, Inc.
United Way of Dane County
Widen Family Foundation

TRANSFORMATION ADVOCATES

(\$2,500 - \$9,999)

American Family Insurance
Dreams Foundation
American Girl Fund for Children
Anna & Andy Burish
Amy Carrick
Anonymous
Exact Sciences
Generac Power Systems
Eric Horler
Gwyn Hughes & Michael Cardiff
Incisive Consultants
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Madison Rotary Foundation
Marathon Petroleum Corporation (Virent)
PLATO
Steve Stricker American Family Insurance
Foundation
Technology Education Foundation (TEF)
Treehouse Foundation, LTD
UW Health
Ryan Zerwer

COMMUNITY CONNECTORS

(\$1,000 - \$2,499)

BioForward Wisconsin
Christopher Dolan
Mark Gehring
Zachery Griffith
Jenn & Coby Kavanaugh
Matthew Nowick
Power System Engineering, Inc.
Summit Credit Union
Jeremy Wodajo

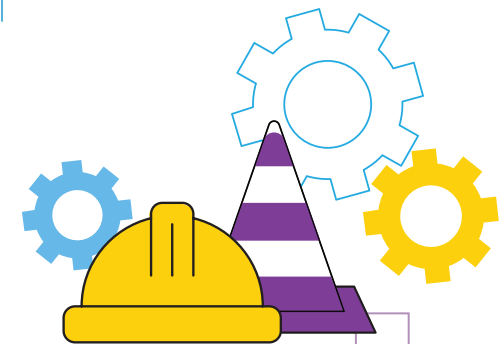
BRIDGE BUILDERS
(\$251 - \$999)

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Patricia Christiansen
Gary Frings
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Cindy & Neil Gleason
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Dr. Christina Outlay
Promega Corporation
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Salesforce
Melissa Schneider
Hillary Stohs-Krause
Cheryl & Kevin Sullivan
Terso Solutions
Trent Tinsley
Elicia Turnbull
Jim Winkle
Joseph Winkle
KT Wirriyan

FRIENDS OF MAYDM
(\$150 - \$250)

Amazon Smile Fundraising
Vivek Deshpande
Goodman Community Center, Inc.
Anna Kaminski
Bridget McCullough
Gail Stirr
Andrea Pence
Elliott Valentine



thank
you!



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Forward Community Investments

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Owner & Partner, Mindful HR LLC

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Associate Director, The Burish Group | UBS
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Gwyn Hughes

Math Teacher, Madison Metropolitan
School District

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Than Astin

Retired, Apple

Jen Ilk

Vice President Information Technology,
CUNA Mutual Group

Dr. Christina Outlay

Executive Director, Maydm
(ex-officio)

STAFF

Dr. Christina Outlay,

Executive Director

Rebecca Hildebrandt,

Director of Operations

Carmelo Dávila,

Program Outreach Manager

Ben Pate,

Program Manager -
Summer & School Immersives

Yannira Perez,

Program Manager - Internship

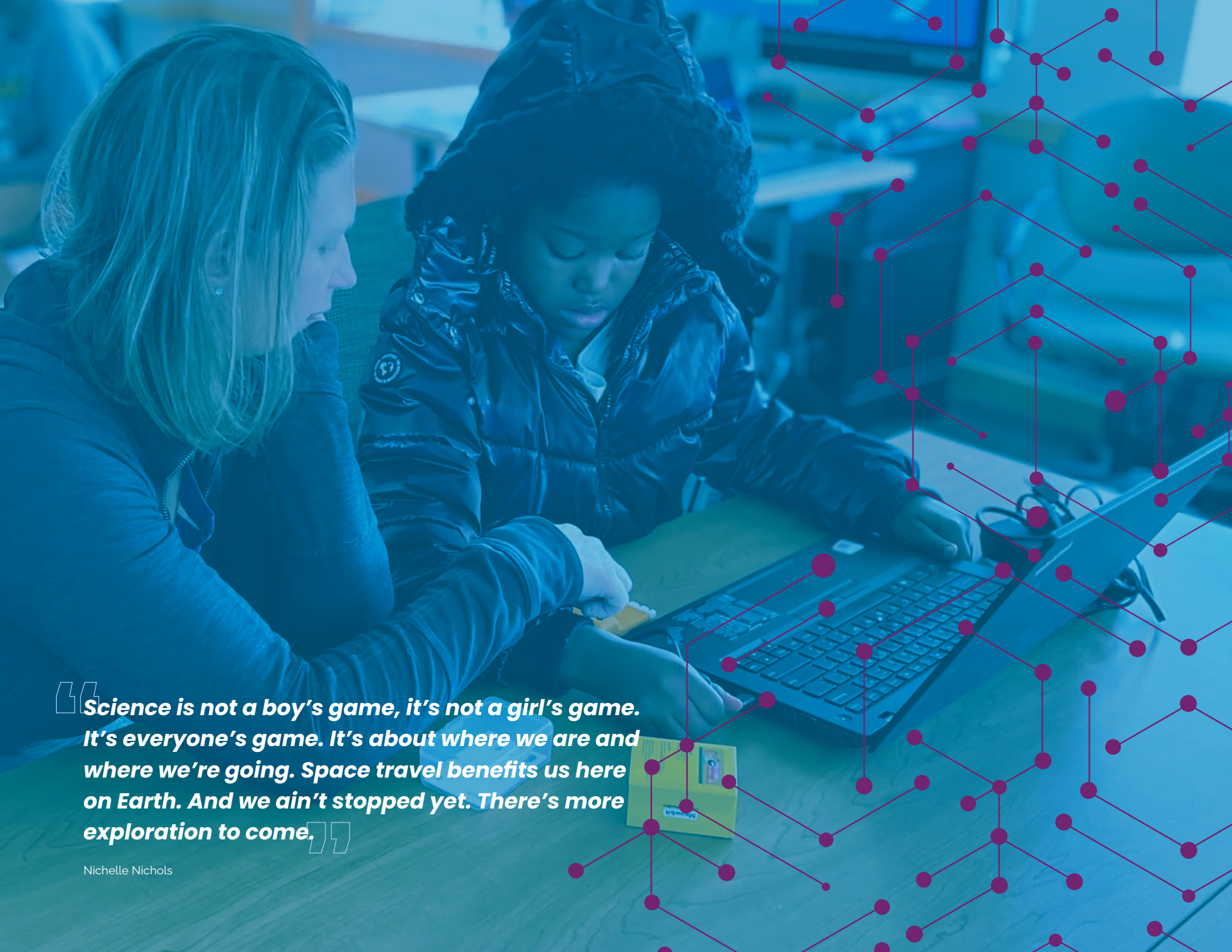
Melissa Pfahl,

Development & Executive Assistant

Anjali Gali,

Curriculum Specialist

directors
staff



“Science is not a boy’s game, it’s not a girl’s game. It’s everyone’s game. It’s about where we are and where we’re going. Space travel benefits us here on Earth. And we ain’t stopped yet. There’s more exploration to come.”

Nichelle Nichols



203 S. Paterson Street, Suite 400

Madison, WI 53703

608.819.6616

hello@maydm.org

www.maydm.org