



Maydm
CHANGING
THE FACE
OF STEM

RESILIENCE • GROWTH • TRANSITION

2021
Annual
Report





.....
*When day comes, we step out of
the shade of flame and unafraid.
The new dawn balloons as we free it.
For there is always light, if only
we're brave enough to see it.
If only we're brave enough to be it.*
.....

Amanda Gorman



mission

Maydm provides 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. Maydm's holistic approach prepares students from traditionally underrepresented populations to engage in and revolutionize 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, or professors.

values

INCLUSIVITY

We check power, privilege, & attitudes to produce an environment that uplifts and supports our mental, physical, and emotional capacity to enact change for our communities.

QUALITY

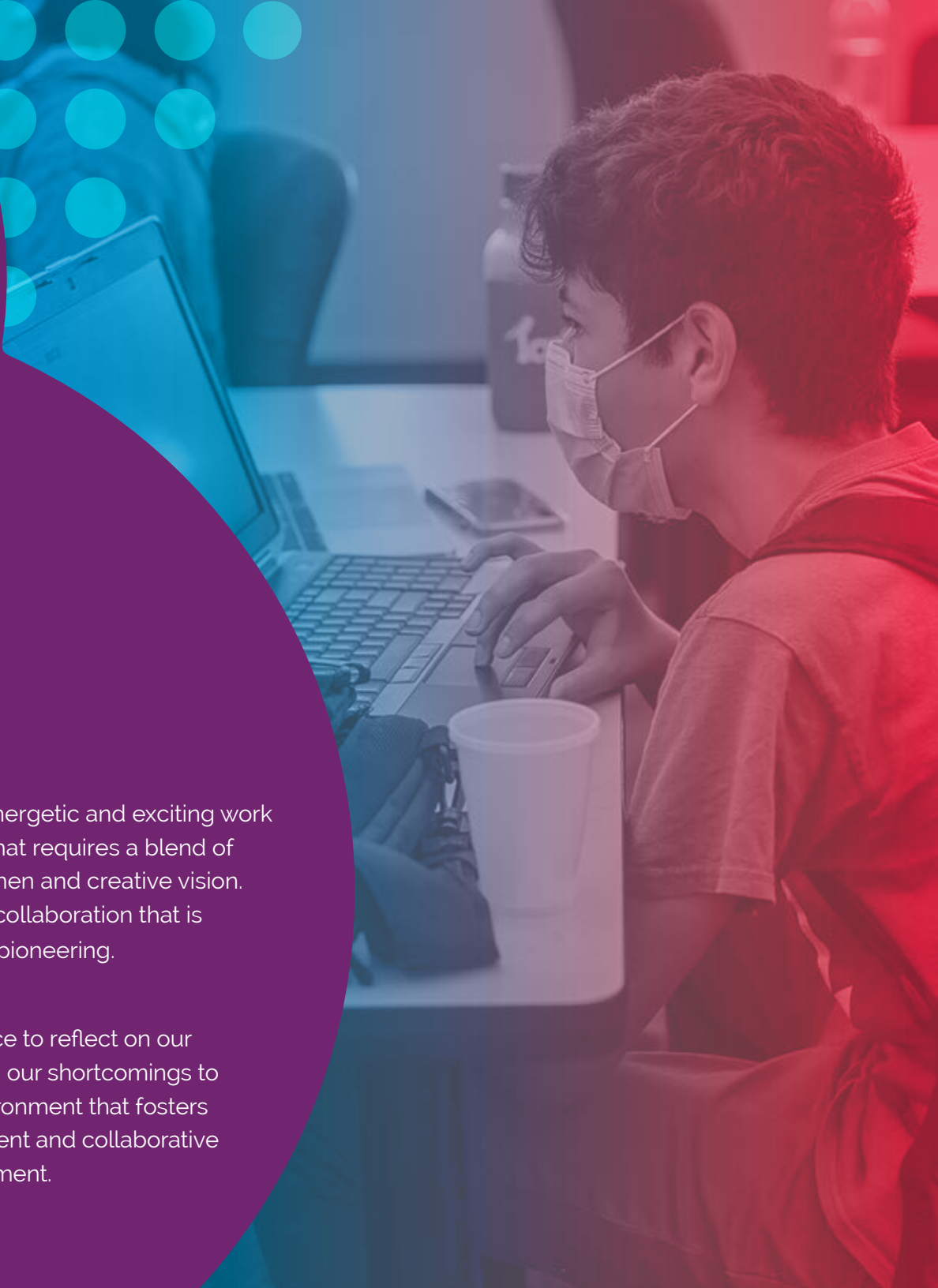
We implement the highest standards and techniques to consistently deliver transformational instruction and guidance for Maydm's students.

BOLDNESS

We have an energetic and exciting work environment that requires a blend of technical acumen and creative vision. We welcome collaboration that is forthright and pioneering.

REFLECTION

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





JEFF MACK

Chairman, Maydm Board of Directors

a letter from our board chair

Dear Maydm Donors, Partners and Friends,

It is my honor to present our 2021 Maydm Annual Report. This past year has been one of transition for Maydm. One of the greatest lessons we have learned was how through the journey of 2022, we grew as a team and we found the journey was just as important as the goal. With transition comes change, and with change comes new ideas, and with new ideas comes a new drive for success. This is the challenge we have been waiting for!

While many things have changed for Maydm, our commitment to our scholars and our responsibility to our community have not. We are steadfast in our understanding of, and focus on our families, partners, and donors. Our team is dedicated to our mission of changing the face of STEM by providing educational and work opportunities with intentionality. Our commitment remains to creating the next generation of leaders in the workforce in Madison and Dane County.

As we look to 2022, we are excited to move into our next chapter, under the leadership of our new executive director, Dr. Christina Outlay. Christina provides us the opportunity to be in an

excellent position by promoting consistency through experienced leadership, and a deep-rooted commitment to Dane County and changing the face of STEM.

I want to thank the board and our staff (both old and new), for all the work and tireless effort for this year. Success does not happen without a collective effort toward a common goal. Providing our scholars with the resources and opportunities is an excellent achievement. I am so proud to be a part of this Board and to be able to work with the Maydm team.

Onward,

A handwritten signature in black ink, appearing to read 'Jeff Mack', with a stylized flourish at the end.

JEFF MACK

Chairman, Maydm Board of Directors



board of directors

Jeff Mack, Board Chair

First VP Private Banking, Park Bank

Ryan Zerwer, Treasurer

President & CEO,
Forward Community Investments

Amy Carrick, Secretary

Owner & Partner, Mindful HR LLC

Anna Burish

Associate Director, The Burish Group | UBS
Financial Services Inc.

Mark Gehring

CTO, ImageMoverMD

Gwyn Hughes

Math Teacher, Madison Metropolitan
School District

Jeremy Wodajo

Attorney, Quarles & Brady LLP

Than Astin

Retired, Apple

2021 programs

In 2021, we were able to safely transition back into in-person programming! It was the highlight of our year to see our students in-person together again, creating community and collaboration with one another. It was also the year of firsts! In 2021, we introduced many new programs to our Maydm students.

Because of the ongoing pandemic, we hosted several, smaller programs in order to transition back to in-person safely. While our program numbers were smaller, the quality of our programs shined through and that was clear in our students and staff.



middle school programs

STEM POWER IS GIRL POWER

In Maydm's second year of STEM Power is Girl Power, female-identifying students had a space just for them! Our students learned topics, such as, 3D Modeling, Raspberry Pi, and Sphero Bots. Students in this program used their learned experiences to make their own tech, like programming traffic lights and 3D modeling their perfect home. Our students worked together as a team and built lasting relationships.

GAME DEVELOPMENT WITH UNITY

2021 was the first year we hosted an immersive game development program in partnership with Unity software. Students worked in teams to build their own 2D and 3D games! The students learned how to make animations, code their own games, and finally display them in class. One game that was highlighted by a team of our students was a racing game that was enjoyed by everyone in class.



high school programs

STEM MIXER

2021 was also the first year for our STEM Mixer program! In this immersive program, students explored various careers across the STEM fields. They learned what it's like to be an engineer, cyber security expert, data analyst and more! The skills these students learned directly related to multiple open roles at companies around the country, and our program gave our students their first steps into exploring these careers.

MONEYWISE; FRONT-END WEB DEVELOPMENT WITH PARK BANK

In partnership with Park Bank, this new program hosted high school students while they learned components of web development as they worked as a team to build a website on a financial literacy topic. Each group took on a different component of the website and built their content around the lessons learned from the Park Bank staff.

Thank you to Park Bank and their staff for making this program a huge success!



*We delight in the beauty of the butterfly,
but rarely admit the changes it has gone
through to achieve that beauty.*

Maya Angelou





.....
Whatever you choose to do, leave tracks. That means don't do it just for yourself. You will want to leave the world a little better for your having lived.
.....

Ruth Bader Ginsburg



new!

internship program

In addition to our summer programs, we placed our first cohort of internship students in paid internships around Madison. Twelve students got to learn from professionals in UX, UI, web development, data analysis, and quality assurance at companies including Exact Sciences, Fetch Rewards, First Business Bank, ImageMoverMD, MG&E and Phoenix LLC. Our internship program allows our students to grow in their STEM skills, all while earning money during the summer!

Thank you to our internship corporate partners for making this program successful!

Exact Sciences

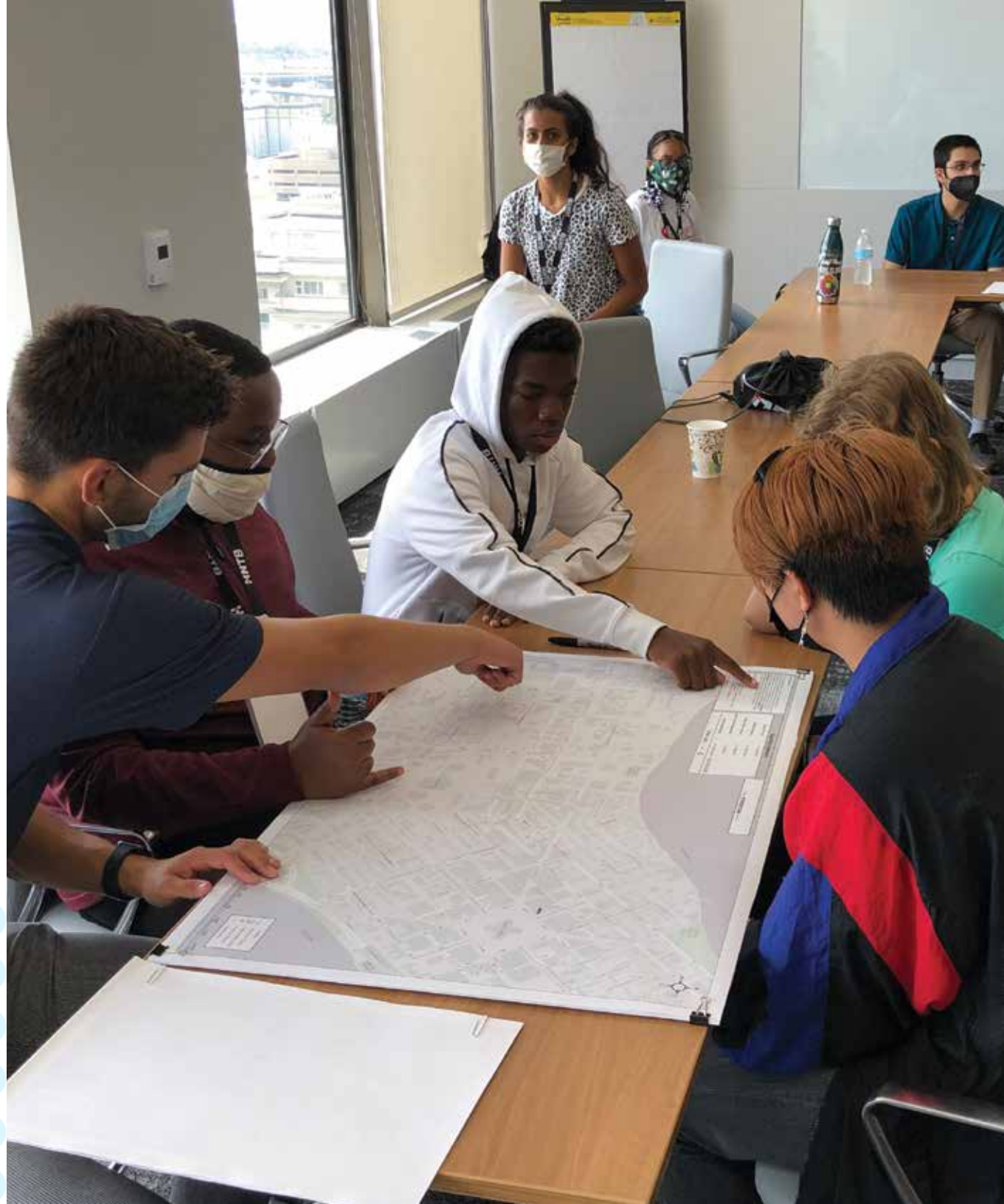
Fetch Rewards

First Business Bank

ImageMoverMD

MG&E

Phoenix LLC



partnership programs

BIG BROTHERS BIG SISTERS OF DANE COUNTY

In the Fall of 2021, we provided a fun opportunity for bigs and littles from Big Brothers and Big Sisters of Dane County to spend a Saturday morning learning the basics of coding. After they had honed their skills in coding, they used their knowledge to move and maneuver a SpheroBot robot. It was a great team building experience and introduced bigs and littles alike to coding.

OTHER PARTNERSHIPS

With the ongoing COVID-19 global pandemic, we were limited in partner programming opportunities, however we also worked with Boys and Girls Club of Dane and Walworth Counties, Prairie Phoenix Academy, Wisconsin Youth Company at Elver Park Community Center and MMSD's Black Excellence Program.



our students
then and now!



Giselle



We love to see our students grow and learn as they continue on their Maydm path with us.

Giselle attended a Maydm event in 2018 as a shy, quiet 3rd grader. In 2021, she flourished in our STEM Power is Girl Power summer program.

Kiyem, Aarya, Nasrudin and Brandon participated in one of our 2019 Summer Programs and each were also part of our first internship cohort in 2021.

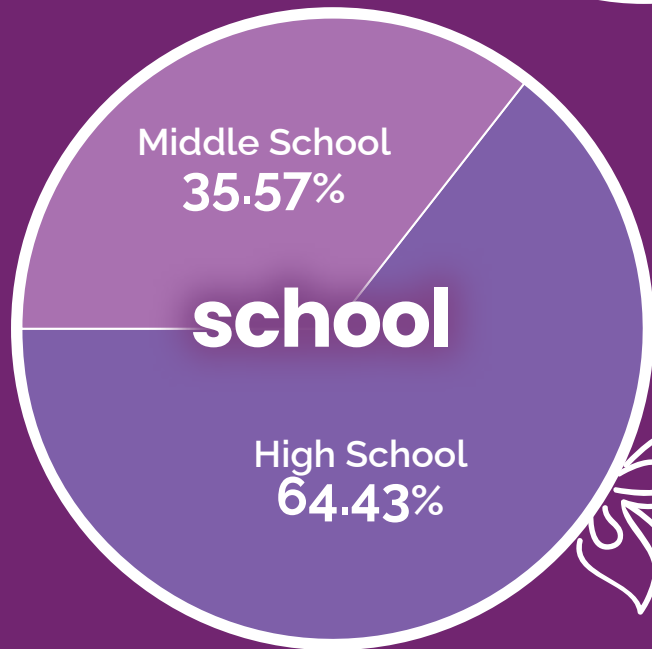
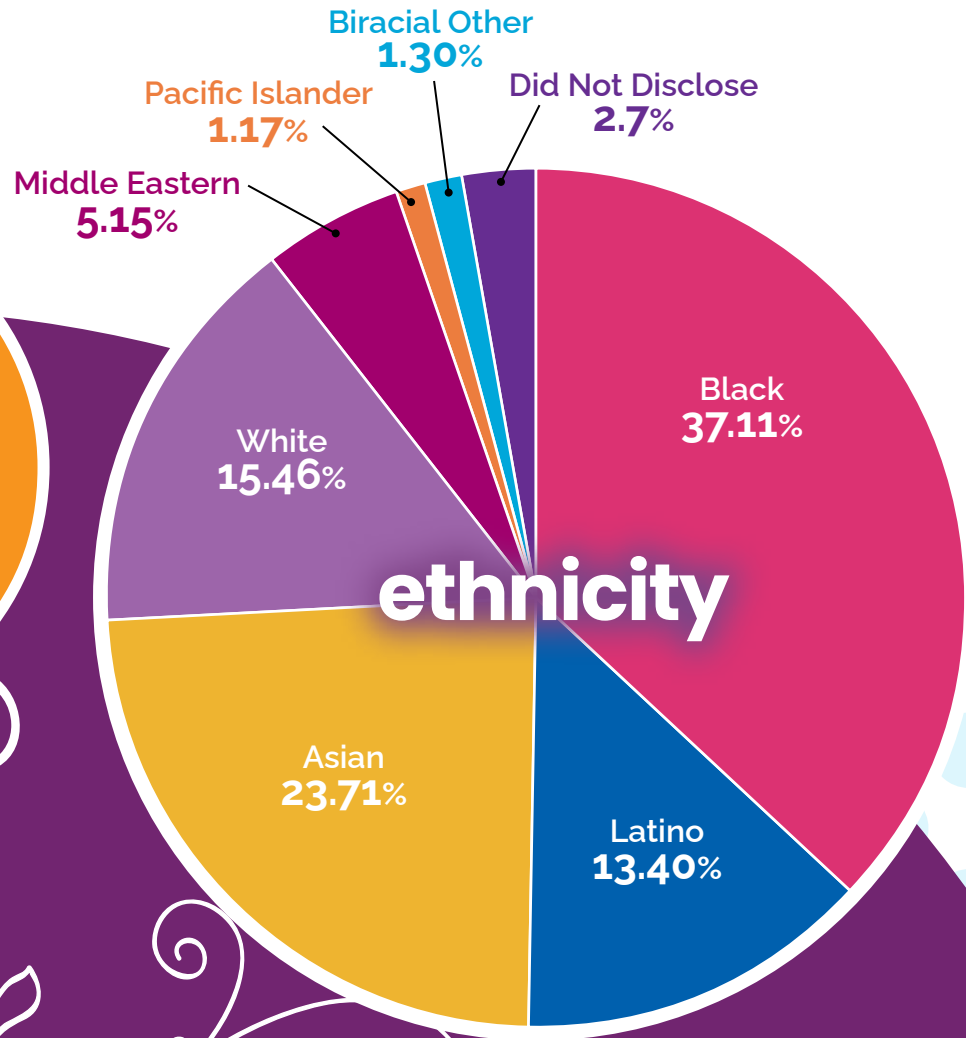
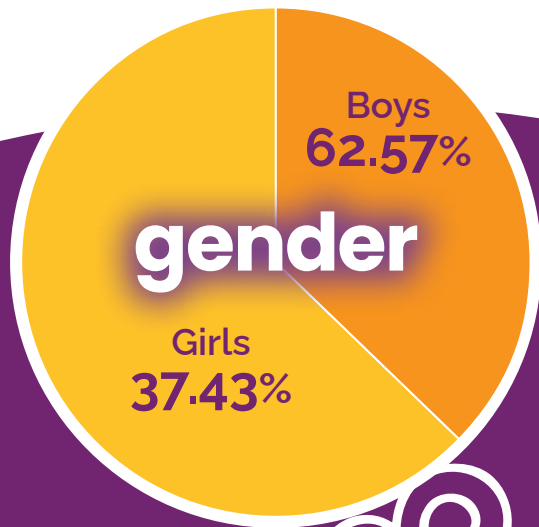


Kiyem & Nasrudin



Aarya & Brandon

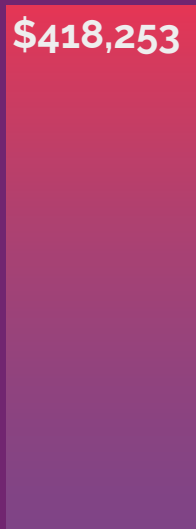
2021 students



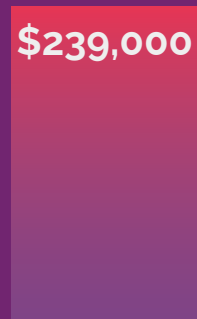
total students
171

2021 financials

Without Donor
Restrictions



With Donor
Restrictions

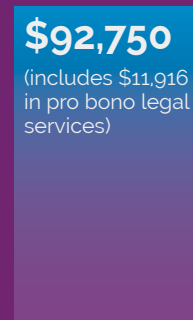


total revenue
\$657,253

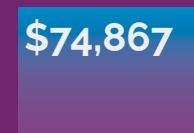
Programs



Management & Admin



Fundraising



total expenses
\$500,018

donors

Legacy Leaders (\$50,000+)

Caritas Foundation
CUNA Mutual Group Foundation
Schlecht Family Foundation
UW Credit Union Racial Equity Fund

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

AE Cares
Blackhawk Church Impact Ministry
Chi-Matic
Madison Gas and Electric Foundation
Mallinckrodt Pharmaceuticals
Mary P. Burke Fund for Girls & Women
Park Bank
The Evjue Foundation, Inc.

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

Activision/Raven Software
American Family Insurance Dreams Foundation
Covenant Presbyterian Church
Delve
First Business Bank
Joel & Jessica Fields
Gwyneth Hughes & Michael Cardiff
M3 Insurance Foundation
Marathon Petroleum Corporation (Virent)
Mary & Richard Lynch
The Miller Family
PLATO
PRL Keystone Foundation
ResMed Corp.
Smart Solutions
Starion Bank
Steve Stricker American Family Insurance Foundation
TASC
UW Health

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

American Express Company
Amy Carrick
Anonymous
Apple, Inc.
TDS Connecting With Our Communities
Christopher Dolan
Facebook Fundraising
John Flad
Dave & Vicky Franchino
Neil & Cindy Gleason
Brian Hampton
Sarah Hart
Eric Horler
Linda Hughes
Ryan Zerwer
Verona Bakers
Zonta Madison Foundation Inc.
ImageMoverMD
Wisconsin Alumni Research Foundation

Bridge Builders
(\$250 - \$999)

Lauren Banks
David Baum
Boulders, Inc.
Collin Brinkman
Mo Cheeks
Thomas Chester
Ten Forward Consulting
Donna Dressler
Andrew Foxwell
Gary & Sarah Frings
CINK Fundraising
Google
Rebecca Hildebrandt
Amie Hoag
Melissa Hunter
Tania Ibarra
Esther Weyinmi Isack
Jennifer Javornik
Anna Kaminski
Kensey Katz
Jenn & Coby Kavanaugh
Saverio Maglio
Andrew Maicke
Bridget McCullough
John Moser
Ronald & Jean Nohr

Tim Otis
Susan Pommer
Britt Ryan
Stephanie Sarr
Carolyn Shadrach
Mike Sobek Ozburn
Hilary Stohs-Krause
Matt Storms
Kevin & Cheryl Sullivan
The Doyle Giving Fund
The GE Foundation
Trent Tinsley
Wendy Weiler
Daniel Wessel
KT Wiriyana
Westwood Professional
Services

Friends of Maydm
(\$100 - \$250)

American Family Insurance
Gibs Bar
Ashley Jennings
Erin Joswick
Taylor Kirby
Kirk Brown and Lori DiPrete Brown
Family Foundation
Ron Luskin
Microsoft
Andrea Pence
Dale Reborn
Kevin Spitler
Sunil Vangara
Logan Vine
Ben Williams
Jim Winkle

thank you!

At the end of the day it's not about what you have or even what you have accomplished...it's about who you've lifted up, who you've made better. It's about what you've given back.

Denzel Washington

a letter from our NEW executive director



CHRISTINA OUTLAY
Maydm Executive Director

Dear Maydm Family,

I write this letter with great pleasure, as I am incredibly honored to join Maydm as the new Executive Director. As a Black woman with an IT background in corporate, military, and higher ed, I am well aware of the challenges and opportunities that exist for women and people of color in our industry. The tech sector right here in Madison is booming and science and engineering job opportunities are growing as well. Yet, we have a wealth of local untapped talent, particularly among our girls and youth of color that aren't aware of or equipped for STEM careers. Further, IT fluency is becoming a non-negotiable skill for many jobs, STEM or otherwise. I am committed to preparing more of our diverse youth for STEM careers and I want to thank Maydm's Board and team members for welcoming me into this new role.

Maydm has been actively working to change the face of STEM since 2015. We are poised to expand our services and impact throughout Dane County and strengthen our ability to provide jobs and educational and career growth for our youth. In doing so, we strive to be the go-to organization to help prepare underrepresented youth for STEM jobs. That means schools who need assistance with their curriculum, or extra in-school or out-of-school programming or guidance, come to us. Community organizations partner with us, so that we can combine our efforts to serve the diverse youth that we're all looking to uplift.


We would also like to see a measurable impact in the number of jobs that become available to our local youth, particularly in technology and engineering, and for employers to view us as a pipeline for diverse STEM talent.

With these goals in mind, Maydm will host five immersive STEM summer programs for middle and high school students in 2022 as well as provide STEM programming for other organizations that serve our local youth. We will host our 2nd cohort of high school interns with local companies like Exact Sciences, CUNA Mutual Group, First Business Bank, and others. Looking internally, we will obtain the support, training, and resources needed to develop and support ourselves as a team so that we may provide the best service possible to our girls and youth of color.

But, we can't do it without you. Thank you for your support of Maydm! Thank you for helping us change the face of STEM. We look forward to continuing to serve our community and to work with friends, family, and partners like you. Please feel free to reach out to any of us on our team at any time.

Warmest regards,

Christina N. Outlay, Ph.D.
Executive Director, Maydm



*Bring your whole self to the experience.
Because the more we do that, the more that
people get to see that, the more comfortable
everybody's gonna be with it.*

Bozoma Saint John



We have moved to our new
Maydm Innovation Studio.

Our new address is:

Maydm

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Madison, WI 53703

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www.maydm.org

