

HOPE

**COMMUNITY
JUSTICE**



2020 Annual Report



"I felt like it was necessary to be seen and to not be a hidden figure."

Dr. Kizzmekia (Kizzy) Corbett

A Scientist with the National Institute of Health who worked with Moderna on the COVID-19 vaccine

A LETTER FROM OUR FOUNDER

This last year was a year of rising up and responding to a global pandemic in conjunction with the ongoing social injustice that disrupted our daily way of life. We have seen our community evolve to the changing environments. At Maydm, we took the time to deepen our relationships with our students and families by focusing on the students' holistic selves, alongside teaching them the skills on which our technology-driven world relies.

At the beginning of March, Maydm was set to launch new programs, including a spring break offering for our high school innovators - at the same time, the COVID-19 pandemic began. We created an environment where students learned high level tech skills and explored how they intersected with their own personal passions. During this program, students designed their own website about a different social cause or issue that they were passionate about seeing change.

Going into the summer, we connected each student with all of the materials they would need to succeed - breaking down barriers to access. Each student received a bag with all necessary program supplies, laptop, books, and screen-free tech activities. Throughout the summer, students came together virtually every day to learn STEM skills, form community, and engage in a safe space to talk about the challenges that emerged throughout the year.

We believe in our students, in their voices and stories, in their skills and abilities, in their passions, and in their futures.

We intentionally created space in our programs, in new ways, to hold conversations about racial injustice, the Black experience in America, as well as the social-emotional impact of the pandemic that surrounded their everyday lives. These conversations and events led us to focus on the systems that impact BIPOC individuals in our communities and what change looks like within them. We all have a role to disrupt the inequities that have been created and move toward change for our BIPOC students.

Through all of this, Maydm celebrated its 5 year anniversary. In 5 years, we have served more than 1900 brilliant students, who are now pursuing greatness in STEM. They are taking AP Computer Science, joining robotics clubs, and pursuing STEM degrees at top tier universities and colleges. We have seen growth in our programs, growth in our team, and most importantly, growth in our students.

2020 was a year of tension and a lot of difficulty that forced us to reflect and wrestle with the change that needed to happen in our current systems. We had the opportunity to not just envision change, but take action to create a community that allows us to see the brilliance of the students who will become the next generation of tech leaders.

Best,



WINNIE KARANJA

Founder and Executive Director of Maydm



A LETTER FROM OUR BOARD CHAIR



Dear Maydm Partners and Friends,

I am humbled as I reflect on this past year.

The pandemic was detrimental not only to many of our scholars' opportunities but also interrupted our vital connection to the community. In tandem with our temporary disconnection, social unrest and racial justice were at the forefront of our minds. The murder of George Floyd affected all of us: staff members, board members, and most importantly our scholars and their families.

As a Black founded non-profit organization we felt the duty to be intentional in strengthening our connections to scholars and our community to combat these realities. Through that intentionality we were able to reach our goal of working with 647 students. Additionally, with the amazing help from our corporate and community donors and our board, we achieved our revenue goals as well. I would also be remiss if I did not speak to the dedication and hard work of our staff, who worked tirelessly to provide the utmost experience for our scholars.

It was imperative that we maintained our focus on our vision where all students know a career in STEM is attainable, because they are equipped with the tools to elevate their quality of life in the technology sector. These achievements are so important to me, as a born and raised Madisonian. In the past two years, I have seen our growth spur a light in our scholars, all at the time of our community wanting actionable change and more diversity in the workplace. Maydm is the intersectionality of both - where we create the change we want to see in the world, through cultivation of the mind of a new and brave demographic of our larger Madison community, and connect them to a collection of donors, corporate and individual, who know what intentionality means and looks like. Maydm is here to provide Madison, WI the workforce of our future. And even with all the darkness of 2020, the light of our scholars' growth and success shines through.

It is with great respect and appreciation that I thank you for your time, energy, and encouragement for all you have done to contribute to Maydm's cause and direction.

Onward,

A handwritten signature in black ink, appearing to read 'Jeff Mack'. The signature is stylized with a large loop at the beginning and a long horizontal stroke at the end.

JEFF MACK
Maydm Board Chair



MISSION

Maydm provides girls and youth of color in grades 6-12 with skill-based training for the technology sector. Maydm's holistic approach prepares students from traditionally underrepresented populations to engage in and revolutionize the tech industries.

VISION

We envision a world where all students know that a career in STEM is possible for them; a world where all students are equipped with the skills to elevate their quality of life; a world where all students can pursue their dreams as entrepreneurs, developers, engineers, or professors.

VALUES

INCLUSIVITY

Every day, we check power, privilege, and attitudes at the door to produce an environment that uplifts and supports our mental, physical, emotional, and spiritual capacity to bring about change for the communities that we serve.

QUALITY

We implement the highest standards and techniques so that we always deliver transformational instruction and guidance to Maydm's students.

BOLDNESS

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

REFELCTION

We thoughtfully and intentionally consider input from our colleagues, students, stakeholders, and community.

BOARD OF DIRECTORS

JEFF MACK, Board Chair

First VP Private Banking, Park Bank

RYAN ZERWER, Treasurer

Proud House Properties, Owner

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 Specialist, Boise State University

WINNIE KARANJA

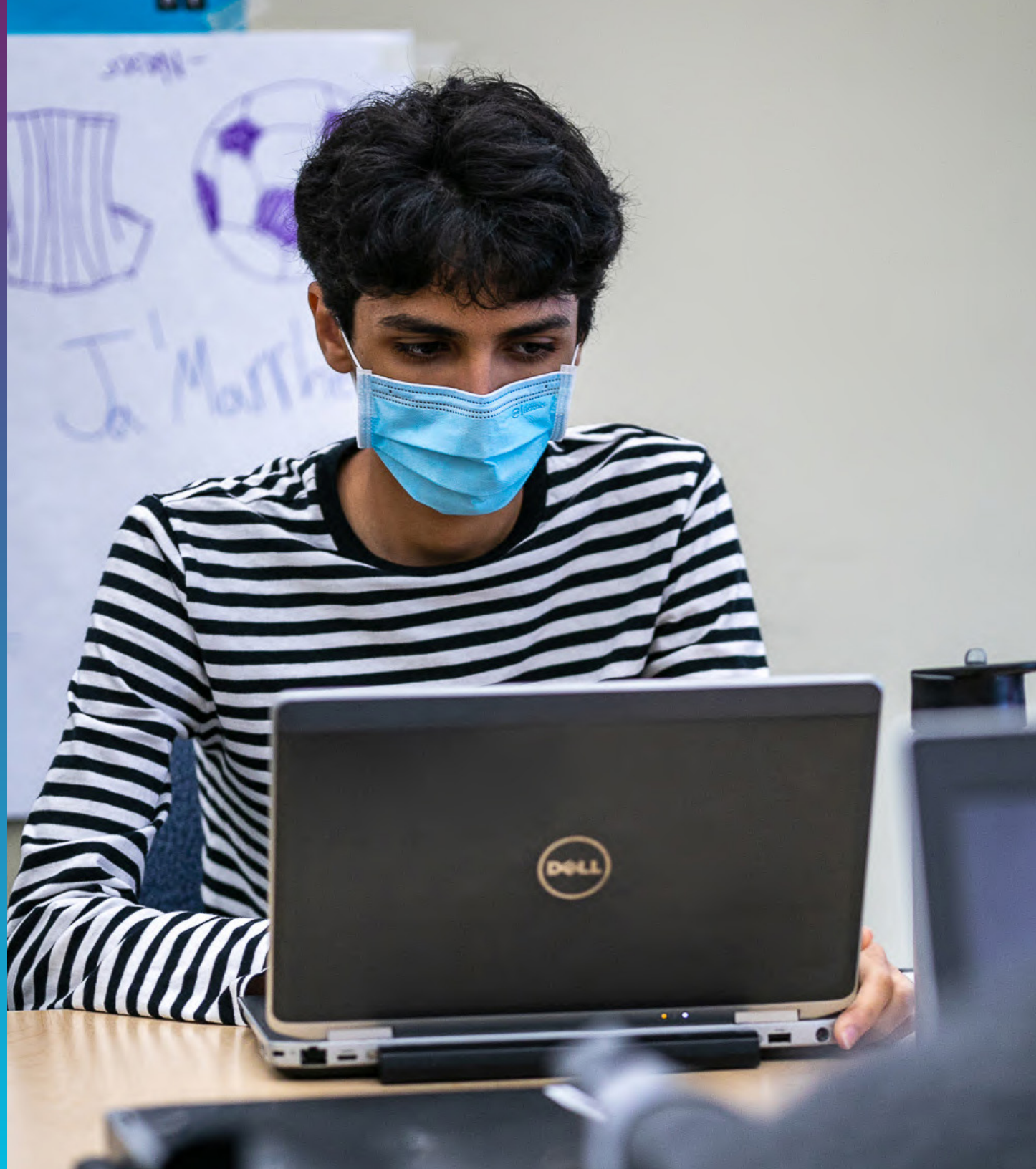
Founder & Executive Director,
Maydm (ex-officio)

JEREMY WODAJO

Attorney, Quarles & Brady LLP

THAN ASTIN

Retired, Apple



2020 PROGRAMS



2020 was a busy year at Maydm! We offered more programs than any other year and served more students than we had in 2019. We also expanded our content to include fun, self-paced learned activities that we called #MakeWithMaydm.

PROGRAMS: January - Early March



BADGER ROCK MIDDLE SCHOOL

Pre-pandemic, we visited Badger Rock Middle School twice a week to teach middle school youth critical programming concepts using handheld computers called Micro:bits and Finch robots that students were able to code to work through mazes and obstacle courses.



I want to innovate and help others. It's important to have diversity and representation in STEM so people know that it doesn't matter who you are; you can do anything."

ASHLEY (Web Dev and STEM Power Student)

MILWAUKEE URBAN LEAGUE

In February, we traveled to Milwaukee to work with the Milwaukee Urban League where we worked with 41 Black middle school girls. They learned how to program in Swift Playgrounds, a game that teaches students the Swift programming language for iPhone apps by helping an alien collect gems. We also partnered with Madison Reading Project for this event and were able to donate nearly 100 books to the youth.

MADISON LINKS EVENT

Our final in-person event was with the Madison Chapter of The Links, Inc. The Maydm Team had a fantastic time working with 38 excited young Black future innovators.



“

*You should do
Maydm Programs.
It's really fun! There
can be even more
creative ideas and
everyone can do
this cool thing.”*

MEI (STEM Power is Girl Power Student)

PROGRAMS: Mid March - May



HEAR ME NOW – SPRING BREAK PROGRAM

During the 2020 Spring Break, we had our first virtual offering: Hear Me Now. Ten students participated with perfect attendance and by the end of the program, they were building websites with CodePen in small groups about issues and topics that were important to them.

#MAKEWITHMAYDM

In response to the pandemic, our staff created a new all-virtual, self-paced learning experience called #MakeWithMaydm. We published 8 issues that highlighted a story about diverse engineers and scientists that have greatly contributed to our culture and technological advancement. Each issue also included fun math trivia and a programming exercise that could be done at home, completely for free. This initiative reached 370 members of our community in 2020.



Maydm provides life-changing opportunities to students of color – and in particular, young girls – which allow them to innovate and fully participate in the technology sector. Maydm's comprehensive approach ensures students not only learn valuable skills, but they also receive mentorship, paid internships and job opportunities. Maydm is a game changer for both the STEM sector and our community. Husch Blackwell is proud to support their important work."

MINDI GIFTOS (Managing Partner, Husch Blackwell)

PROGRAMS: June - August, Summer Programs



Though all immersive programs in 2020 were completely virtual, students were still able to go through the entire Maydm experience including going on virtual site visits, meeting weekly with mentors, and playing games to get to know their fellow classmates.

STEM POWER IS GIRL POWER

2020 was Maydm's first opportunity in Madison to host an immersive program for all female-identifying students. Over the course of 3 weeks, these middle school girls learned web development, programming hardware, and robotics as they built their own websites and programmed robots to travel through obstacle courses. Many students from this program made new friendships and shared the power in having female community in STEM.

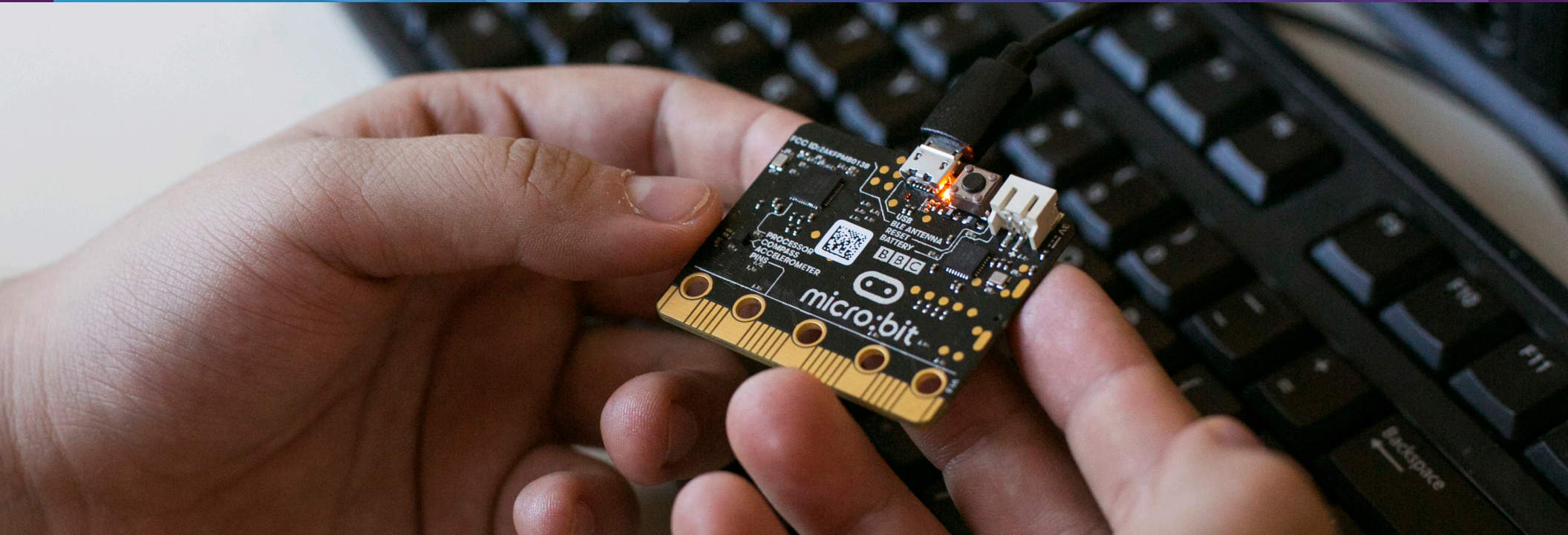
WONDERFUL WORLD OF WEB DEVELOPMENT

In the Wonderful World of Web Development, a group of 20 middle school students learned the fundamentals of web development and design using HTML and CSS. Each student designed websites about their favorite artists, animals, and civil rights activists.

SOLIDWORKS: DRAFT YOUR MODEL FOR THE FUTURE

Our high school students took on Solidworks, one of the most popular CAD (Computer-Assisted Design) programs on the market. 3DS and Alignex provided SolidWorks training to jumpstart our programming, Alignex sponsored licenses and tests codes so our students could use the most recent version of SolidWorks and take a certified test, in some cases, more than once. We also partnered with MasterCAM to offer the best in online training, and are proud to report that 5 of our high school students earned their CSWA, Certificate as a SolidWorks Associate, a title held by only 500,000 professionals around the world! We owe a huge debt of gratitude to our Solidworks partners, the program would not have been such a success without their support.

PROGRAMS: September - December



ELVER PARK COMMUNITY CENTER + REMAKE LEARNING DAYS

We also provided programming with our partners at Elver Park Community Center, and offered one-hour workshops with our friends at Remake Learning. Through these partnerships, students had key introductory experiences with STEM that stimulated excitement for future careers in innovation.

BOYS AND GIRLS CLUB OF WALWORTH COUNTY

Just before the year ended, we worked with the Boys & Girls Club of Walworth County to offer online programming where students used their very own Micro:bit handheld computers to learn how to program fun games and interactive programs. At the end of the program, students were able to keep their micro:bits!

URBAN LEAGUE GAMING AND CODING DAY

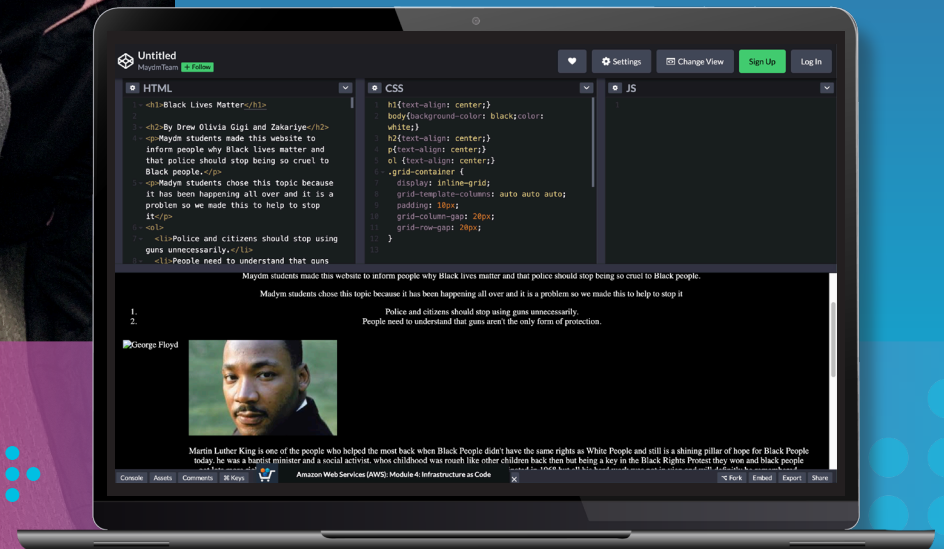
We worked with the Urban League of Greater Madison for their holiday season Virtual Game and Coding Day, where we joined the Mayor and many other Madison area organizations to teach middle and high school youth how they can become makers of technology.



“

I had a lot of fun here. Maydm really supports me and what I like to do. It's also at my level!”

OLIVIA (STEM Power and Web Dev Student)



SEE HER CODE!



OUR STUDENTS

GENDER

57%

FEMALE



42%

MALE



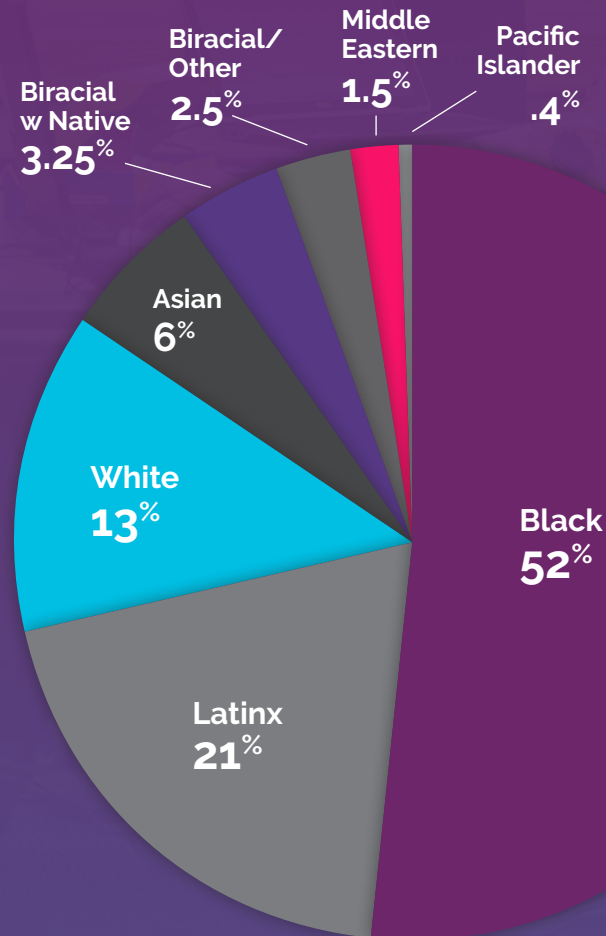
1%

NONBINARY



*Demographic numbers do not include #MakeWithMaydm numbers

ETHNICITY



82%
MIDDLE SCHOOL



18%
HIGH SCHOOL



647
TOTAL
STUDENTS

FINANCIALS



2020 REVENUE

\$632,509

\$394,509

Without Donor Restrictions

\$238,000

With Donor Restrictions

2020 Revenue includes \$215,000 restricted for 2021 Programs and Expenses.



2020 EXPENSES

\$392,853

\$231,612

Programs

\$107,550

Management & Admin

This total includes \$20,310 in ProBono legal fees.

\$53,691

Fundraising

DONOR LISTING

Legacy Leaders (\$50,000+)

CUNA Mutual Group Foundation
Schlecht Family Foundation

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

365 Media Foundation
Anonymous
Diane Ballweg
Bankers' Bank
City of Madison
Exact Sciences
Ana & Paul Hooker
Husch Blackwell
Jennifer Ilk
Madison Community Foundation
Mallinckrodt Pharmaceuticals
Mary P. Burke Fund for Girls & Women
Park Bank
Verizon

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

American Family Insurance Dreams Foundation
Benevity Community Impact Fund
Enterprise Holdings Foundation
First Business Bank
Vicky & Dave Franchino
Gehring Family Foundation Inc
Gwyneth Hughes & Michael Cardiff
M3 Insurance Foundation
Tiffany & Jeffrey Mack
Madison Gas and Electric Foundation
Nelson-Arts Family Foundation
Phoenix
The Miller Family
Smart Solutions
SPL Legacy Foundation
Steve Stricker American Family Insurance Foundation
TDS Telecommunications Corp.
US Bank National Association
UW Health



I've really enjoyed getting to experience the Maydm programs in action as a mentor. The team has done a great job making the experience as positive as they could considering it has to be virtual. A particular highlight for me has been seeing the growth in confidence in Mokshaa – from when we first met and said her dad sort of forced her to sign up for the summer program, and she was afraid in class to “look smart”, to teaching some of her peers what she learned come fall.”

JEN ILK (Maydm Mentor and Donor, VP of IT, CUNA Mutual Group)

DONOR LISTING

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

Anonymous
Than Astin
Mark Bakken
Tim Bartholow
Clint Bauch
BioForward Wisconsin
Collin Brinkman
Anna Burish
Amy Carrick
Covenant Presbyterian Church
Christopher Dolan
Thomas Erickson
Don Geier
Fritz Grutzner
Zach Halmstad
Erica & Richard Halverson
Arlan Hamilton
Rebecca Hildebrandt
Melissa Hornung & David Hughbanks
Linda Hughes
Ice Cream Social
Ironwood Pharmaceuticals
John F. Suby & Associates
Heather Kleist
KollathKares
Madison Investments
Genevieve Murtaugh
PLATO
TASC
The Jackson Family Charitable Fund
Greg Tracy
Wisconsin Power & Light
(Alliant Energy)
Jeremy Wodajo
Ryan Zerwer

Bridge Builders (\$250-\$999)

Linda & Danny Andersen
Chirag Bhargava
Ted Burns
Logan Campbell
Daniel Cech
Alexander Conklin
Michael Donnelly
Lauri B Droster
Scott Finley
John Flad
Mark Gehring
Tom Geier
Cindy & Neil Gleason
Jay Handy
Melinda Heinritz
Eric Horler
Kevin Hubbard
Phillip Hurley
Jennifer Javornik
Andrea & Tom Kaminski
John Koffel
Ben Kosmatka
Ken Lammersfeld
James Lloyd
Ron Luskin
Saverio Maglio
Matthew Michalak
Tim Otis
Jen & Brian Parker
Mellissa & John Patterson
Stephanie Peace
Joel Petersen
Michael Pinkert
Robert Salas
Megan Schmeisser
Colby Seyferth
Carl Sherven
Hilary Stohs-Krause
Rebecca Splitt
Suzanne and Michael Swift
Ryan Taber
Patricia Titti-Garfoot
United Way of Dane County
Nola Walker
Ziva & James Wear
Wendy Weiler
Susan Werner
Esther Weyinmi Isack
Jeanne Whitish

DONOR LISTING



Friends of Maydm (\$150-\$250)

Marwa Bassiouni
Steve Books
Patricia Christiansen
Kevin Conroy
Donald Curtis
Mark Davis
Sarah & Gary Frings
Shannon Goeldi
Google
Jason Gorman
Gail Green
Ian Gurfield
Deborah Herman
Tom Hoffner
Anna Kaminski
Mark Koehl
Rachel Meyer
Bridget McCullough
Todd Micholic
Briana Nestler
PayPal Giving Fund
Rick Pfleeger
Karine Sloan
Peter Shackelford
Sherri Stroebel
Sean Sullivan
Jim Winkle
Elizabeth Winston
Woolworth Family Fund



We are proud to be a community partner in support of Maydm's work. We believe it is critical that all individuals have access to career opportunities within the STEM field, and the team at Maydm is doing exceptional work in making this a reality!"

JIM HEGENBARTH (President/CEO, Park Bank)

THANK YOU

In June 2020, The Digital Ring posted to their social media that they stand in solidarity with Black community members, neighbors, colleagues and friends. They promised to focus on listening, learning and advocating for those in need after the death of George Floyd. With the fight against racial inequality and the meaningful commitment to change that is needed, Maydm looked to see which companies posted their support for Black Lives Matter. The Digital Ring was one who didn't remain silent. We reached out to them to explore ways we could partner to positively impact black youth.

We are excited to announce that The Digital Ring has partnered with Maydm for a rebrand. This is the first time we are showcasing our new brand image designed by The Digital Ring. We are grateful to the team for their support and for the students who have helped make this project possible.



The Digital Ring | thedigitalring.com



Maydm

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