



Maydm

# 2019 ANNUAL REPORT

Growth, Progress, Achievement



*"Never underestimate the power of dreams and the influence of the human spirit. We are all the same in this notion: The potential for greatness lives within each of us."*

**Wilma Rudolph**

1st African American woman to earn 3 Olympic gold medals in track and field



# LEADING

## **Our 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 industry.

## **Our 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.

## **Our 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.

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

## **Board of Directors**

Rachel Neill, Chair  
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Vanessa Richmond  
*Husch Blackwell*

Winnie Karanja  
*Founder & Executive Director, Maydm (ex-officio)*



# A Letter from Our Founder

What a year it has been here for us at Maydm! It has been the greatest joy leading an incredible team and students and seeing our mission flourish.

2019 has been an exciting year of growth and celebration for Maydm and we're excited to share some of that with you. This would not have been possible without all of the generous support from our community.

Over the course of the year, Maydm grew immersive programs in length, depth, and number. We had our first ever high school immersive program and began to pair students with a mentor for a full year.

Our job is to ensure students have the support, exposure, and boldness to pursue those passions and forge their own path in tech. Maydm aims to be

a resource and a path to growth for students who have been continually underrepresented in tech, and this year we continued to do just that. Our students are brilliant - they are our future engineers, developers, innovators, and professors.

Going into the year, we had a dream to grow, and the community and our partners helped us achieve those dreams. We were honored to have our work celebrated in several different ways this year. In 2019, Maydm was recognized with the Force for Positive Change award, Madison Magazine M List and I was named a Forbes 30 Under 30 Social Entrepreneur. As we look forward to 2020, we are excited to celebrate our 5 year anniversary and see our students soar to even greater heights.

Thank you for your support of Maydm this past year, we are grateful to have you by our side.

Best,  
  
Winnie Karanja

# PROGRAMS

Throughout each of Maydm's Immersive Summer programs, students not only learned a variety of valuable technical knowledge, but they also worked with mentors from the tech field and went on STEM exposure field trips to companies around the area.

## The Wonderful World of Web Development

Students learned the programming languages of the web, including HTML, CSS, and Javascript, by building a portfolio of websites and web-based games.

- ▲ **Madison:** 100% of students felt confident in their ability to learn new things at the end of the program and 81% reported to be makers, not just users of technology.
- ▲ **Milwaukee:** Our all-girl cohort from the Boys and Girls Club of Greater Milwaukee joined us for the two-week version of this program, {Dev}Girls. Half of the students reported an increased desire to work in STEM fields and 75% of students indicated that they want to continue learning how to code on their own.

## Appetite for App Development

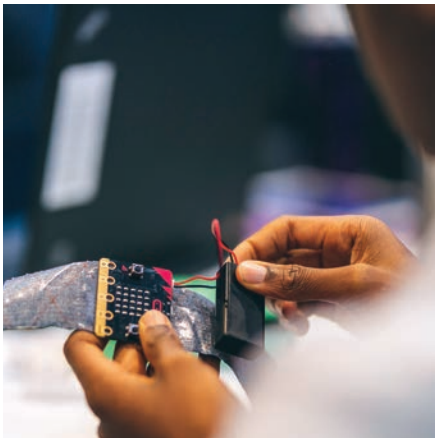
Maydm hosted our first immersive program for high school students in partnership with Madison College. Over the course of the five-week program, Madison-area students quickly learned Java, the preferred programming language of many Fortune 500 enterprises, and then used that knowledge to develop their own Android apps with Android Studio.

- ▲ 88% said they liked or loved STEM, up from 55% before the program.
- ▲ 75% of students said they were likely or very likely to pursue advanced STEM classes in school.

Brandon (15) said he **“wanted to learn new skills instead of just having a job at Culver’s, and I certainly did that. I want to have a career in robotics and continue learning to code.”**

Following our program, Brandon enrolled in AP Computer Science and also was admitted to Madison College's STEM Academy





## M2E2

On December 7, Maydm hosted ***Maydm's Maker's Epic Experience*** at Epic in Verona. There was a Middle School session in the morning, followed by a High School session in the afternoon. Nearly 100 students learned how to program Micro:bit tiny computers and code their own 3D interactive stories. They shared a meal together, worked one on one with professionals in the tech sector, and learned about life at Epic while touring the Deep Space building.

## MISS

Throughout the fall of 2019, Maydm introduced ***Maydm's Innovation Studio Sessions*** as whole-day workshops to introduce students to a variety of introductory coding concepts. These sessions took place at local companies and enabled students to learn about web design, app development, robotics, and hardware programming.

# PROGRAM

## **Centro Hispano**

In 2019, Maydm joined Centro Hispano's Escalera Program at Madison East and West High Schools for 10 sessions to teach students coding concepts after school.

## **Badger Rock Middle School**

During the 1st semester of the 2019-20 school year, Maydm worked closely with Badger Rock Middle School to host a weekly coding class. Two classes of middle school students learned all about hardware programming, robotics, and more!

## **Wisconsin Institute of Discovery**

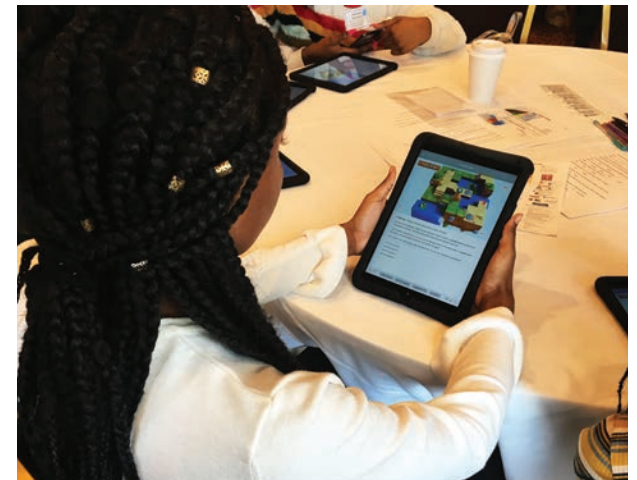
Over the summer Maydm hosted 4 sessions with the Wisconsin Institute for Discovery at the University of Wisconsin-Madison where students learned how to build websites.

## **Wisconsin Youth Company**

Maydm worked with Wisconsin Youth Company to host a series of week long summer programs where students learned about hardware programming and web development.

## **STeAM Summit for Girls**

Maydm worked with Rockwell Automation to host a session at the Milwaukee Business Journal STeAM Summit for Girls in Milwaukee where girls learned introductory coding concepts using apps.





# PARADISE

*"I want to make an app that will be able to help people with their emotions and be able to calm them down or get them in contact with a therapist or something like that."*

Cara, 14

*"One thing that discourages me is, when I was in 4th grade I got more into coding and animating. My teachers didn't think a girl could do that sort of thing because the position was mostly filled by men. Also, at the same time it encourages me to prove them wrong and show them that women can do what men could do."*

Mia, 12



# AWARDS

## Winnie Karanja

**Forbes 30 Under 30 Social Entrepreneur**  
*Innovators, entrepreneurs, and advocates around the world who are committed to pushing our society to think bigger and push for better*



**Forbes evaluated more than 15,000 nominees before choosing 600 revolutionaries in 20 industries who are changing the course—and the face—of business and society.**

## Winnie Karanja

**Timmy Awards - Best Tech Manager (Chicagoland)**  
*Recognizing leaders who go beyond requisite duties of a manager to empower their team through a clear and communicated vision*

## Maydm

**Madison Magazine M List Evolutionary**  
*Recognizing innovation in Diversity and Inclusion*

## Maydm

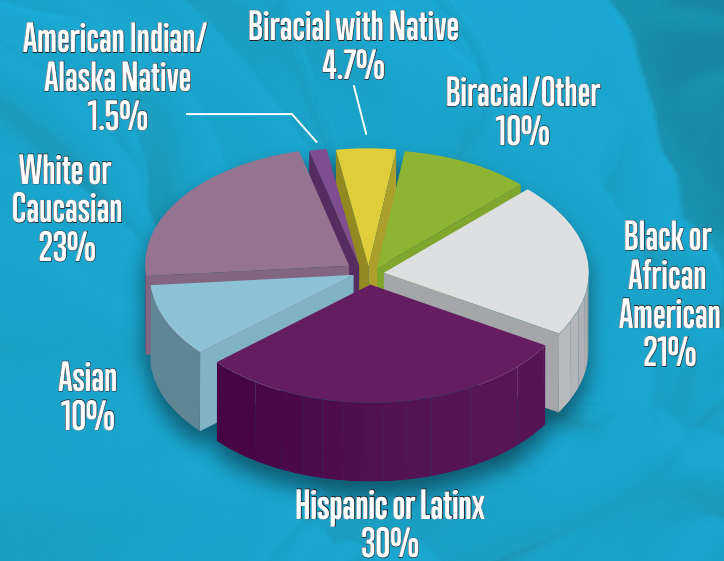
**Force For Positive Change Winner**  
*Recognizing social entrepreneurship as a model for solving social or environmental challenges in a way that is sustainable, just and generates impact in Wisconsin*



# OUR STUDENTS

Number of Students Served in 2020 = 503

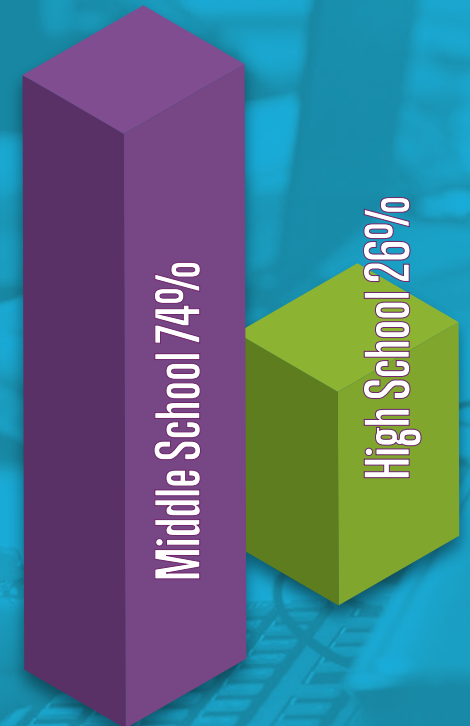
## Ethnicity



## Gender



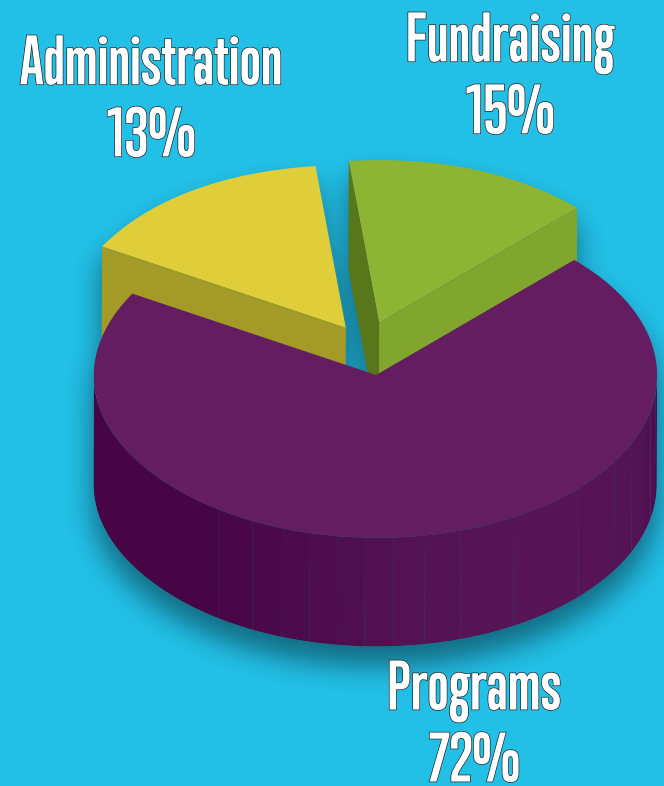
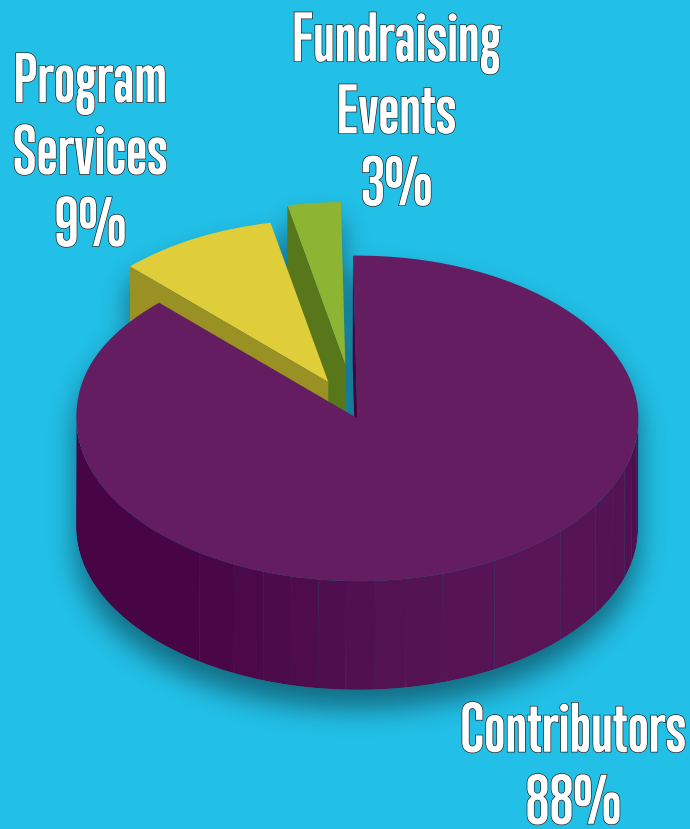
## Age



# FINANCIALS

Revenue: \$527,237

Expenses: \$340,252





# DONORS

## Legacy Leaders (\$50,000 +)

CUNA Mutual Group Foundation  
Schlecht Family Foundation

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

2eof 2nd Market Capital Economic Opportunity  
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Alliant Energy Foundation  
American Family Insurance  
Bell Laboratories  
Endres Manufacturing Company  
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The Evjue Foundation, Inc., the charitable arm  
of the Capital Times  
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Madison Community Foundation  
Mary P. Burke Fund for Girls & Women  
Milwaukee World Festival, Inc.  
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(WARF)

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

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Gehring Family Foundation Inc  
Fritz Grutzner  
Gwyn Hughes  
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Nelson-Arts Family Foundation  
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Foundation  
TDS Telecommunications  
Who's New in Madison  
Zendesk Neighbor Foundation

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

Amy Carrick  
Sheila & Kevin Conroy  
Cresa Cares, Inc.  
Christopher Dolan  
Erica & Richard Halverson  
The Institute of Electrical and Electronics  
Engineers, Inc.  
Genevieve Murtaugh  
PLATO  
Smart Solutions  
Suzanne & Mike Swift  
US Bank



## **Bridge Builders (\$250-\$999)**

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Galín Education  
Patricia Titti-Garfoot  
gener8tor  
Google, Inc.  
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Melissa Hornung and Dave Hughbanks  
Tom Kaminski  
Rachel Neill  
Kathy & Randy Nelson  
Danielle Sands  
Jeffrey Schafer  
Social Media Breakfast - Madison  
Urban Land Interests, LLC  
Widen Enterprises, Inc.

## **Friends of Maydm (\$100 - \$249)**

American Express Company  
American Express Foundation  
BioForward - in honor of Mark Gehring  
William Butrymowicz  
Angela Davis & A Fund for Women  
Coby Kavanaugh  
Vivian Larkin  
Casey Liakos  
Amy Supple  
Elliott Valentine - in honor of his grandmother,  
Rosemary Valentine

## **In Kind Donors**

Nordic Consulting  
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Old National Bank  
Overture Center  
Ryan Schmitz  
Who's New In Madison  
Isthmus  
The Barre Code  
Gabe Krambs  
The AC Hotel  
Madison Reading Project  
Tom Kaminski  
Karben4 Brewing  
Boulder's Rock Climbing Gym  
Comedy Club on State  
Sugar Maple Traditional Music Festival  
EatStreet  
Liliana's  
Madison Boats  
The Flying Hound  
State Line Distillery  
Urban Land Interests, LLC  
Rutabaga  
Madison Children's Museum  
Parthenon Gyros

## **Volunteers**

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Who's New in Madison  
TDS Telecommunications  
Ten Forward Consulting  
American Family Insurance  
YWEB Academy  
Rockwell Automation  
Terso Solutions  
Propeller Health  
Exact Sciences  
Google  
Healthgrades

## **Program Venue Donors**

Madison College - Truax  
Edgewood College  
MSOE  
Epic  
American Family Institute for Corporate  
and Social Impact  
Old National Bank  
TDS Telecommunications  
Galín Education  
Urban Land Interests, LLC



# Maydm

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