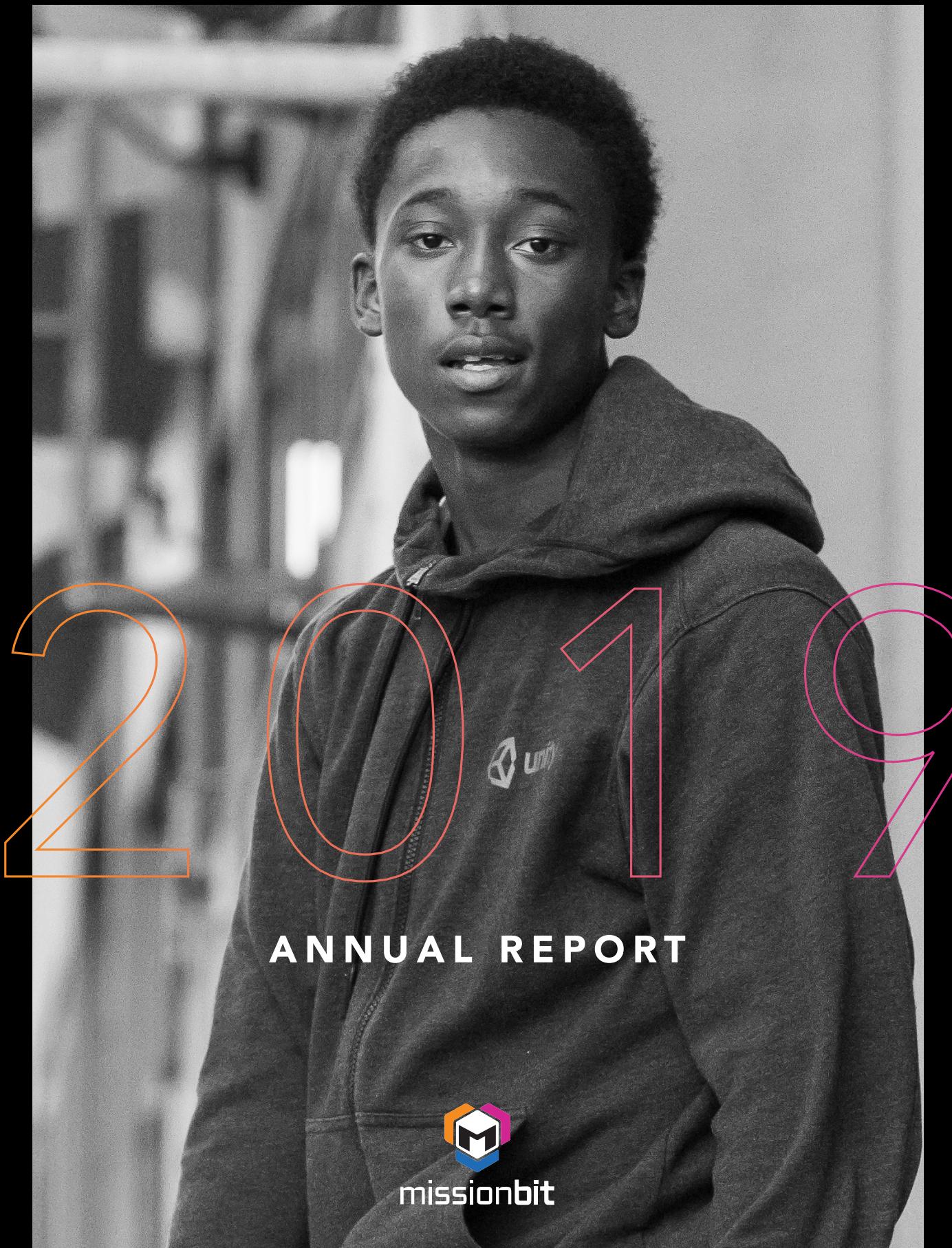




missionbit

MISSIONBIT.COM



# ELIMINATING TECH DIVIDE



## Greetings Mission Bit Community.

I'd like to thank all of the students, educators, volunteers and donors that have helped establish this organization. Over the past five years, Mission Bit has gone from a small volunteer-run after-school club founded by a coding enthusiast to a rapidly growing and deeply committed group of professionals driving social impact through coding education across the San Francisco Bay Area.

To date, we've served over 2,800 students in Mission Bit courses supported by over 200 volunteers. In 2018, we saw a threefold increase in the participation rates of African American and Latino students, and girls. Nearly 70% of our students qualified for free and reduced lunch and we started to hire our graduates as instructors to lead our courses.

Before any of that could happen, we had to align the organization around a set of values that helped define the way we approach our work: social justice, accountability, smart risks, community and love. We ask students we select, employees we hire and volunteers we engage to reflect on what these concepts mean to them. We then go on to share what

they mean for the organization. It is with our values, mission statement and strategic plan in mind that we established an ambitious goal of serving 10,000 students by the year 2020.

In partnership with Bay Area school districts, universities, local government and philanthropic foundations, we have begun to build bridges between youth and the tech industry. We believe that serving as a catalyst to strengthen the interconnectedness between these worlds will bring about long-term, sustainable solutions that will make access to opportunity attainable for generations to come.

We have a lot of work to do to achieve our goals, but it is our mission to get there, bit by bit.

In Community,

A handwritten signature in black ink that reads "Steven Cook".

CEO, Mission Bit



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# MISSION

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## VALUES

Community  
Social Justice  
Smart Risks  
Accountability  
Love

Mission Bit strives to eliminate the tech divide for youth living in urban poverty and rural areas across the San Francisco Bay Area by building computer programming and professional opportunity pathways for public school students.

### EXPANDING ACCESS

Across the nine Bay Area counties (San Francisco, San Mateo, Santa Clara, Alameda, Contra Costa, Marin, Solano, Sonoma and Napa), there are over 100,000 high school students from low-income communities attending high schools with high concentrations of poverty.

### CLOSING THE DIGITAL DIVIDE

Access to laptops and the internet have become a necessity to engage in today's world, yet low-income communities continue to have limited access to the internet and home computers.

### ENGAGING VOLUNTEERS

Tech entrepreneurs, industry professionals and software engineers are uniquely positioned to support student access to technology as schools are not currently equipped to help young people meet the demands of the new economy.

### COLLEGE & CAREER

Our program model is designed to impact the rate that students are becoming computer science majors in college or pursuing a career education opportunity that leads to a job in the tech industry.

### WORKFORCE DEVELOPMENT

It's becoming increasingly evident that the future of our country depends upon our collective ability to prepare a workforce with the technical ability and critical thinking skills to build the future of today and tomorrow.

### AGENTS OF CHANGE

Due to longstanding historical opportunity gaps, the communities we serve at Mission Bit experience tremendous challenges that we believe will become assets as they become agents of change in our community.

### DEVELOPING EDUCATORS

We hire college students that are computer science majors and recent graduates of coding bootcamps to teach our classes at Mission Bit. This allows us to continue to engage our graduates as they begin college and pursue computer science degrees.

### REFORMING POLICY

Mission Bit aims to provide direct service to young people across the Bay Area. However, we understand that education policy, workforce development strategies and hiring practices must be addressed if the work we're doing to develop a pipeline is going to be successful.



# COMMUNITY



“

STUDENT

# Nicholas

I live with my mom in the Tenderloin. I love to laugh, play video games and I love to code. Mission Bit has given me an opportunity to make friends that look like me and share the same interest. I want to become either a professional gamer or a software engineer.



“

ALUMNI

# Abel

It's been a problem that we don't have access to computer science education, thus, we can't be the software engineers who solve problems for people like ourselves. So it's important to get more undeserved students into tech and coding classes so they can solve problems that are meaningful to them and create the change that they want to see.



“

STUDENT

# Eric

Because of Mission Bit, I believe in my ability to become an entrepreneur in the tech industry. I want to start a company in my neighborhood, Bayview Hunters Point.



“

ALUMNI

# Gisela

I started as a student at Mission Bit when I was a sophomore at Lowell High School (San Francisco). I always struggled in math, but I loved the practical aspects of coding. After high school, I enrolled in a coding bootcamp and got an opportunity to teach coding overseas in Jordan. It's so rewarding to return to Mission Bit as an educator and provide the same engaging experience that I received when I was a high school student.



# HIGHLIGHTS



## HACK-A-BIT

Summer Hackathon event brings together all Mission Bit students for a day-long project to work on improving the organization.



## CAREER PREP

Career Prep provides over 100 hours of live supported learning to adults on foundational programming and Javascript skills.



## GROWTH IN OAKLAND

For the past two years, we've launched high school courses across Oakland. We aim to serve 2,500 Oakland Students over the next two years.



## GALA 2018

We received tremendous support for our Second Annual Gala on November 1, 2018. We were joined by hundreds of supporters from across the Bay Area.



## DEMO DAY

We celebrate our students as a community at Demo Day. Mission Bit graduates showcase the games and websites they've built during their 13-week courses.



## ENTREPRENEURS IN RESIDENCE

For the past year, we have launched an entrepreneurs in residence program for Mission Bit upperclassmen interested in learning about different opportunities to build their own online business. Students work directly with Mission Bit's CEO and meet with tech leaders based in San Francisco for mentorship and guidance.

## Student Highlights

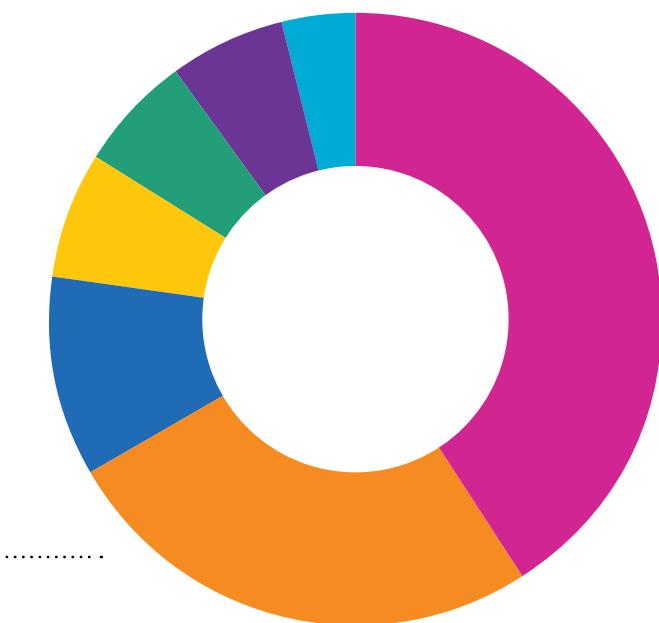
- Total enrollment increased 85%
- Enrollment of girls increased 60%
- Latino enrollment increased 45%
- African American enrollment increased 35%
- We launched courses in the Fillmore and Excelsior Districts in San Francisco, and in East Oakland.

## Instructor Highlights

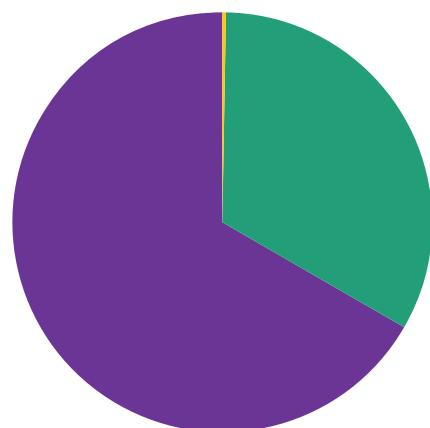
- The majority of our instructors are women and people of color.
- The majority of our instructors returned to Mission Bit after teaching in 2017.
- College students reported a deeper sense of purpose as a result of their work with Mission Bit.

## Who We Serve

● <b>Asian</b>	40.7%
● <b>Multiracial</b>	26.2%
● <b>Prefer not to say</b>	10.6%
● <b>Black/African American</b>	6.7%
● <b>Latinx</b>	6%
● <b>White</b>	6%
● <b>Other</b>	3.9%



## Gender



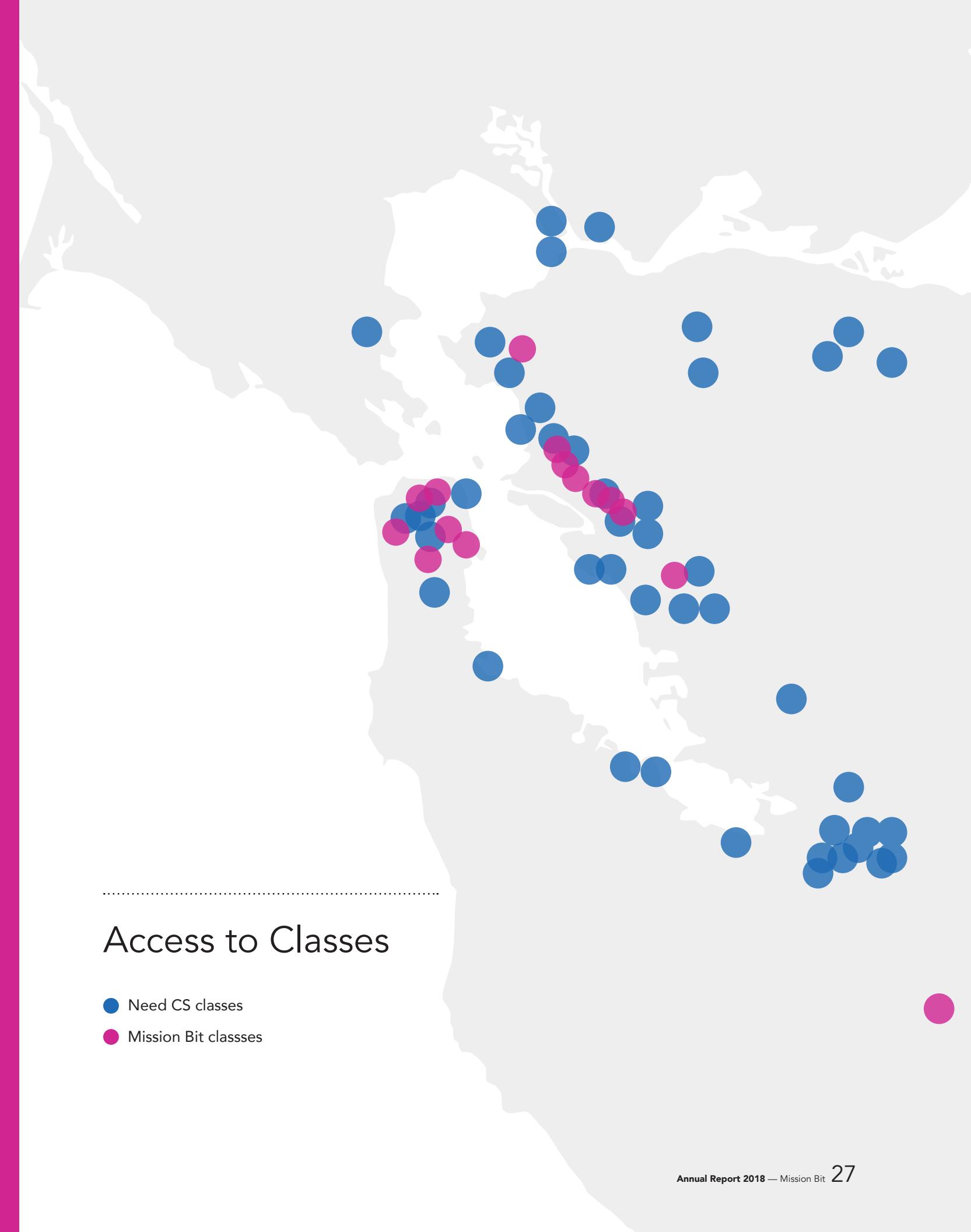
● <b>Male</b>	66.6%
● <b>Female</b>	32.9%
● <b>Other</b>	0.5%



# VISION 2020

Our mission is to eliminate the tech divide for youth living in urban poverty and rural areas. In the Bay Area alone, there are over 100,000 high school students who don't have access to computer science or technology courses.

Our goal is to teach 10,000 Bay Area students how to code by 2020. To date, we've reached 3,500 students with our computer science programming.





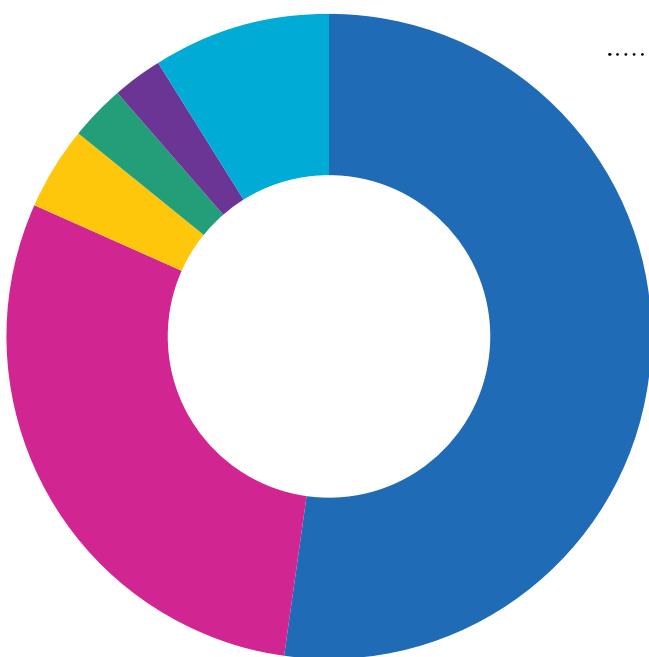
# FINANCIALS, PARTNERS, TEAM, AND BOARD

## Corporate & Community Partners

City College of San Francisco	Jyve	SF Office of Economic and Workforce Development
Coliseum College Prep Academy	Leadership High School	Silicon Valley Bank
Delphix	Lyft	Uber Technologies
Eastwood Developments	Oakland Unified School District	Unity Technologies
Facebook	Radius	Yelp
Gateway High School	Salesforce Foundation	
Golden State Warriors	San Francisco Giants	
Hack Reactor	San Francisco Unified School District	

## Board of Directors

<b>Brian Clark</b> CEO and Founder <i>HDP Health</i>	<b>Clive Downie</b> CMO <i>Unity Technologies</i>	<b>Bob Ippolito</b> Entrepreneur	<b>Abhay Kumar</b> Founder <i>Volley Travel</i>
<b>Mark Jacobson</b> Founder & CEO <i>Terrain Advisors</i>	<b>Jill McNay</b> Marketing Professional	<b>Sam Purtill</b> Co-founder & CTO <i>Jyve</i>	<b>Jeff Schnitz</b> Managing Director and President, <i>SVB Wealth Advisory</i> <i>Silicon Valley Bank</i>
<b>Mikaela Stamas</b> Head of Solution Consulting Strategy <i>Adobe</i>	<b>Farid Vij</b> Head of Corporate Development <i>Citizen</i>	<b>Michael Walker</b> Principal Consultant <i>BrandGeneering, Inc.</i>	



## Financials

<b>Foundations</b>	\$380,000
<b>Government</b>	\$214,000
<b>Corporations</b>	\$30,000
<b>Grants</b>	\$20,000
<b>Earned Revenue</b>	\$20,000
<b>Individuals</b>	\$65,000



## Mission Bit Team

**Stevon Cook**  
Chief Executive Officer

**Davontae Foxx-Drew**  
Program Manager

**Juliana de Heer**  
Director of Curriculum & Technology

**Bethany Byrd-Hill**  
Office Administrator

**Christina Ortega**  
Program Manager



# **COMMUNITY, SOCIAL JUSTICE, SMART RISKS, ACCOUNTABILITY, AND LOVE**