WOMEN WHO CODE

INSPIRING women to EXCEL in technology careers

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WHAT WE DO

We provide an AVENUE into tech, empower women with skills needed for professional ADVANCEMENT, and provide environments where NETWORKING and MENTORSHIP are valued.

HOW WE DO IT

- EVENTS: Technical study groups, speaking events, hack events, career and leadership development

- CODE Review: Applaud Her, inspirational quote, announcements, ticket giveaway, pro tip, community reflection, jobs, conferences and hackathons
  - Women more involved in the tech community
  - Increasing the percentage of female speakers and judges at conferences and hackathons

WHY

WOMEN HOLD 51% OF ALL PROFESSIONAL OCCUPATIONS

26% OF THE 3,816,000 COMPUTING-RELATED OCCUPATIONS

- Department of Labor Population Survey

INDUSTRY NEEDS

- 1.4 million software engineering jobs will be available in 2020
- 1,000,000 jobs are expected to go unfilled by traditional avenues (CS programs at Universities)

THE GAP

Company	% Women in Engineering	% Women in Leadership
eBay	24%	29%
Pinterest	21%	19%
Apple	20%	28%
Pandora (2014)	17%	38.8%
Google	18%	22%
Linkedin	18%	30%
Yahoo (2014)	15%	23%
Facebook	16%	23%
Twitter	10%	21%

THE INVESTMENT GAP

- **4.2%** of investing Venture Partners are women (Fortune)

- **7%** of Venture Capital funding is received by women owned businesses (Center for Venture Research)

RETAINING WOMEN

- Science 47% leave mid-career
- Engineering 39% leave mid-career
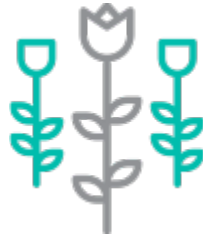- Technology 56% leave mid-career

A career with the flexibility to work from home should be have a higher retention rate.

OUR SUCCESS

BRAGGING RIGHTS

Traction: To date we have held more than 2,000 events globally for 30,000 members spanning 18 countries.

WHERE WE ARE

al-Jazair, Algeria
Atlanta, GA
Austin, TX
Bangalore, India
Belfast, Northern Ireland
Berlin, Germany
Birmingham, Alabama
Belo Horizonte, Brazil
Boston, MA
Brisbane, Australia
Bristol, UK
Boulder/Denver, CO
Campina Grande, Brazil
Charleston, SC
Chicago, IL
Cluj-Napoca, Romania
Colima, Mexico
Dallas, TX
Delhi, India
East Bay, CA
Fort Collins, CO
Frankfurt, Germany
Gujarat, India
Greenville, SC

Hong Kong, China
Indore, India
Jerusalem, Israel
Kingston, Jamaica
Kuala Lumpur, Malaysia
London, UK
Los Angeles, CA
Melbourne, Australia
Los Angeles, CA
Melbourne, Australia
Mexico City, Mexico
Montevideo, Uruguay
New York, NY
Philadelphia, PA
Portland, OR
Rajasthan, India
Recife, Brazil
Reno, NV
Sacramento, CA
Santiago, Chile
San Francisco, CA
Seattle, WA
Silicon Valley, CA
Stamford, CT

Stamford, CT
Sydney, Australia
Tel Aviv, Israel
Tampa, FL
Tokyo, Japan
Toronto, ON
Vinnytsia, Ukraine
Washington, D.C.
Waterloo, ON
Wichita, Kansas

BUILDING LEADERS GLOBALLY
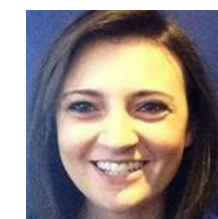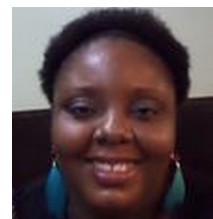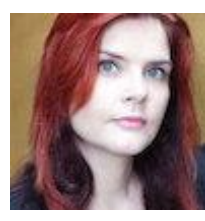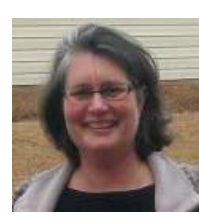
WORDS FROM A LEADER

"I'm a pretty shy person, but leading WWCode is building my confidence. We are making a huge impact on women in tech."

– Dana, Engineer & Director WWCode Kingston

OUR OPERATIONS

2015 INPUT GOALS

- Time - 50,000+ volunteer hours
- Money - $1,000,000 (sponsorship, donations, revenue generating programs)
- $1,000,000 in-kind donations to produce programs

2015 OUTPUT GOALS

- 1000 free technical events
- 40,000 program participants
- 20 new cities

MEMBER OUTCOME GOALS

- Progression: Career changes and Promotions
- Visibility: Give tech talks & judge hackathons
- Contribute: Launch products and found companies
- Give back: Advance to WWCode leadership roles

We awarded $94,507 in conference tickets (2014)

We awarded $75,000 in coding scholarships (2014)

80% reported a positive career impact by participating in WWCode Programs

WE WANT OUR MEMBERS TO KEEP SAYING

"I had a career highlight while at Google I/O. I sat in an audience with 6,000 engineers and the android app I'd just built was featured during the Keynote address. I wouldn't have been able to attend the conference if it hadn't been for Women Who Code."

– Sandy, Sr. Engineer & Member WWCode Portland

YOUR CONTRIBUTION

YOUR IMPACT

Your support directly impacts our ability to efficiently run this growing organization, produce new programs that will dramatically increase our reach, and enable us to expand into new cities around the world ensuring that women and girls everywhere have the opportunity to pursue and excel in technology careers.

Be part of the solution!

YOUR VALUE

RECRUIT MORE ENGINEERS
RETAIN TALENTED ENGINEERS
INSPIRE YOUR WORKPLACE

PLATINUM SPONSOR: $100,000+

All included in Bronze, Silver, and Gold plus...

- Only limited offering
- We will launch in a city of your choosing
  - You tell us where and we'll make it happen
- Three consulting hours quarterly on successful diversity practices
- Offer a position on the advisory board
  - involves personal commitment outside of realm of the sponsorship

GOLD SPONSOR: $50K

All included in Bronze and Silver plus...

- WWCode City founding sponsorship
  - Joint PR efforts leading up to city launch
- Company logo featured on WWCode website for one year
  - Your logo on our homepage
- Dedicated e-mail
  - We tell our members about YOU in a dedicated E-blast including your company logo and brief description
- Networking event/mixer
  - Need UX designers or Rails Engineers? Let's have an invite only mixer at your office
- Unconscious bias training or three consulting hours on successful diversity practices

SILVER SPONSOR: $25K

All included in Bronze plus…

- Sponsor logo featured on WWCode City Meetup page of sponsor's choosing for one year
  - Need additional exposure in a certain market? Are you launching a massive hiring campaign? We've got your audience!
- Optional WWCode event series host (1-6 events)
  - Choose from our existing curriculum or choose one that helps you reach the engineers you need!
- Office Hour - our members will apply to speak with an executive or engineering expert from your company on the topics of your choosing

BRONZE SPONSOR: $10K

- **Donation matching campaign** announced via social media & the CODE Review
  - Mentions on Facebook and Twitter to our 50,000+ audience
- Three **featured job advertisements** in CODE Review
  - Advertise your job opening to 30,000+ members. Reddit and Nike have had success and you can too!
- **Sponsor** of the **CODE Review**
  - Your logo and brief description
- We will feature one of your female engineers on our blog
- **Social media mention**
  - We endorse you to our 60,000+ social audience
- **Co-branded schwag** (optional)
  - Your logo featured beside the WWCode logo on t-shirts, bags, mugs, chapstick, laptop sleeves…

TAKE A PLEDGE TO PARITY

By supporting Women Who Code we can work together to ensure that more women enter and stay in engineering careers.
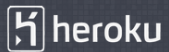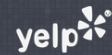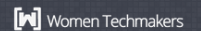
YOU'RE IN GOOD COMPANY
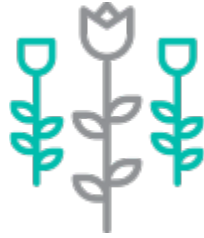
THANK YOU

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ADDITIONAL INFORMATION

The Facts:
- The U.S. Bureau of Labor Statistics predicts that IT will be one of the fastest-growing sectors of the U.S. economy, adding nearly 1.4 million job openings by 2020. Over two-thirds of these jobs could go unfilled due to the insufficient pool of college graduates with computing-related degrees. Women represent a vastly untapped talent pool.
- Groups with greater diversity solve complex problems better and faster than do homogenous groups, and the presence of women in a group is more likely to increase the collective intelligence of the group.
- Companies with the highest representation of women in their management teams have a 34% higher return on investment than did those with few or no women.

CONTINUED...

The Statistics:

•57% of professional occupations in the 2013 U.S. workforce were held by women

•26% of professional computing occupations in the 2013 U.S. workforce were held by women

- 3% of these were African-American women
- 5% of these were Asian women
- 2% of these were Hispanic women

•1.2 million is the expected number of computing related job openings in the U.S. by 2022

PERFORMANT COMPANIES HAVE WOMEN IN SENIOR MANAGEMENT

- Fortune 500 companies with at least three female directors have seen their return on invested capital increase by at least 66%, return on sales increase by 42%, and return on equity increase by at least 53%.
- In a study by Dezsö and Ross of 1,500 U.S. firms in the S&P, female representation in top management improved financial performance for organizations where innovation is a key piece of the business strategy.
- In 2012, a NCWIT analysis of women's participation in IT patents found that U.S. patents produced by mixed-gender teams were cited 30% to 40% more than other similar patents.
- Gallup has found that companies with more diverse teams (including more women) have a 22% lower turnover rate. Organizations with more inclusive cultures also have an easier time with recruiting.

- FastCoExist / Anita Borg: The Case For Investing In Women

CONTINUED...

The Statistics:

- Professional women earn .73 cents to the dollar vs men - according to Narrow the Gapp. That adds up to $333 of a weekly paycheck and annually that's a difference of $17,316
- In the 1980s 37% of computer science majors were women, in 2012 it was just 18%
- A recent study by researchers out of Harvard Business School showed that even with the same exact pitch, venture capitalists and the average person chose the man over the woman. That is in line with the fact that 7% of venture capital funding in the US goes to women, according to the Center for Venture Research.
- According to NCWIT, of the women who leave, 24% take a non-technical job in a different company; 22% become self-employed in a tech field, 20% take time out of the workforce, and 10% go to work with a startup company. This is double the turnover rate of men.

CONTINUED…

The Statistics:

- 56% of women in technology leave their employer mid careers According to NCWIT, of the women who leave, 24% take a non-technical job in a different company; 22% become self-employed in a tech field, 20% take time out of the workforce, and 10% go to work with a startup company. This is double the turnover rate of men

According to Women Who Tech (a project of the Rad campaign) the top markets for women in tech include:

1. Washington, DC Metro area – women account for 32.3% of the IT workforce.
2. Detroit – women account for 31.5% of the IT workforce.
3. Baltimore – women account for 28.6% of the IT workforce.
4. Philadelphia – women account for 28.2% of the IT workforce.
5. Atlanta – women account for 28.2% of the IT workforce.

WOMEN IN THE WORKFORCE (2013)

- There were 127.1 million working age women in the U.S. in 2013 – 72.7 million were in the labor force
  - of these 127.1 million, 99.5 million were White, 16.6 million were Black or African American, 7.1 million were Asian, and 18.7 million were of Hispanic or Latino ethnicity
- Women's participation in the labor force accounted for 57.2 percent of the working age women population in 2013, compared to 69.7 percent participation rate for men
- The four industries with the smallest percentage of total women employed were; transportation and utilities industry(2.6%), **information technology (1.7%),** construction (1.3%), and mining (0.2%)
- Based on projections for growth spanning 2010 - 2020, the demand for software developers will rise 32%, which translates to 127,200 new jobs. Unfortunately it's estimated that women will hold only 22% of these positions – which translates to 27,984 positions total

*http://www.dol.gov/wb/stats/idoccupations.htm

* http://www.dol.gov/wb/stats/recentfacts.htm#earnings

GREAT SOURCES

- http://www.techrepublic.com/article/the-state-of-women-in-technology-15-data-points-you-should-know/
- http://fortune.com/2014/10/02/women-leave-tech-culture/ (slide 31)
- http://www.dowjones.com/collateral/files/WomenPE_report_final.pdf
- https://hbr.org/2014/10/hacking-techs-diversity-problem/ar/1
- http://www.scientificamerican.com/article/how-diversity-makes-us-smarter/?&WT.mc_id=SA_MB_20140917
- http://insight.kellogg.northwestern.edu/article/better_decisions_through_diversity
- http://www.nytimes.com/2008/01/08/science/08conv.html?_r=5&
- http://www.newyorker.com/science/maria-konnikova/lean-out-the-dangers-for-women-who-negotiate
- http://blogs.wsj.com/atwork/2014/07/21/women-penalized-for-promoting-women-study-finds/
- http://www.nytimes.com/2015/01/11/opinion/sunday/speaking-while-female.html
- https://app.box.com/s/f0n1dk683bzrslznan3ligco681jgu6a
- http://www.dowjones.com/collateral/files/WomenPE_report_final.pdf
- http://www.mckinsey.com/insights/organization/is_there_a_payoff_from_top-team_diversity
- http://www.babson.edu/Academics/centers/blank-center/global-research/diana/Documents/diana-project-executive-summary-2014.pdf