

# MCWT Foundation 2016 Annual Report



Dear Partners, Members and Friends of MCWT Foundation,

Last year's efforts drove significant progress for our operational and strategic transformation – both of which set us on a path for greater growth in the next five years. This is key as we position MCWT to play a critical role in Michigan's continued economic success as new business models rise and industries reinvent themselves before our eyes.

### *Increasing our impact by the thousands*

Our growth will fuel programs and connections enabling us to inspire more girls and women to pursue or advance in technology careers in Michigan. Our primary focus is to drive measurable impact for our K-8 programming, getting thousands of young girls interested through hands-on experiences and introducing them to other women who are making a difference in the world through IT. Developing a can-do attitude toward STEM is important at an early age, as their generation will usher in a new kind of leadership using data and information to create efficiencies and solve challenges our world faces.

### *Growing our revenue by the double digits*

We must reverse the current trend of gender disparity in the IT field and work on changing systemic attitudes regarding the role women can play in IT. Our 90 partner companies know there is a strong business case for doing so. Not only do Michigan companies face an IT shortage as Baby Boomers begin to retire, but ensuring that talent pipeline is full of diverse candidates will further fuel the innovation for which Michigan is known. These organizations contributed significant in-kind support and \$1 million in donations in 2016.

### *Expanding our reach further into the state*

We now have a strong West Michigan presence, expanding beyond our metro Detroit core. Four new sponsors – Meijer, Open Systems Technologies, Gordon Food Services and Spectrum Health – joined us, enabling greater connections with more businesses and entrepreneurs in cities such as Grand Rapids, Benton Harbor and Kalamazoo.

### *Mobilizing our network*

In my nearly 15 years of engagement with MCWT, it never ceases to amaze me what a largely volunteer-based organization can accomplish in one year. Summer technology camps, Girl Scouts collaborations, high school IT clubs, website design competitions, robotics programs, scholarships, internships, mentoring and networking – all of which we execute with dedicated and skilled volunteers who believe in our vision of making Michigan the No. 1 state for women in IT. Our leadership, staff and boards provide the foundation for success, working hard to keep the momentum rapidly moving forward.

This is who we are – 750 members, 380 active volunteers, 90 partners – all united through a mission to inspire and grow girls and women in technology. Thank you for the role you play. We cannot do it without you.

With gratitude,



A handwritten signature in black ink that reads 'Carey Pachla'.

Carey Pachla  
President, MCWT Foundation

Our hourglass strategy enables us to broadly attract girls to consider technology and deeply connect with those that choose an IT path.

# MCWT's Lifecycle Engagement Approach

## 2016 IMPACT: BY THE NUMBERS

### ENGAGE, INSPIRE AND BUILD CONFIDENCE

Kindergarten – 12th Grade • Lives Impacted: 1,424



### GUIDE, RETAIN AND SUPPORT

College & Early Career • Lives Impacted: 82

Committed to supporting  
girls and women  
throughout their lives



### ADVANCE, NETWORK AND GIVE BACK

Mid & Late Career • Lives Impacted: 2,832



## **CAMP INFINITY**

In 2016, MCWT introduced 217 girls in grades 5 to 8 to IT during our weeklong interactive summer technology camps held at several college campuses. The girls designed websites, used mobile apps to create video games and stories, and programmed robots. This flagship program began in 2004, benefitting 1,047 girls since then. Technology interest tends to wane during a girl's middle school years, so MCWT designed the camp to keep them engaged, introduce the innovation and social impact opportunities involved in IT, and provide access to relatable role models in vibrant technology careers.

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*“From robot sumo competitions to learning how to build an app, these activities can help girls realize how they can make an impact on the world through IT.”*

*– Cindy Warner, MCWT President in 2016*

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## **GIRLS ARE IT**

Hundreds of girls in grades 4 through 12 converge on a college campus to spend the day exploring the many facets of computer science. More than 20 workshops cover topics such as cybersecurity and video game and app development. The girls interact with role models from partner companies who lead sessions and provide hands-on learning of how they use IT in their careers. More than 600 girls participated in 2016 for a total of 1,300 attendees positively impacted since the program's launch in 2014.



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*“We are taking very deliberate steps into the future, riding the technology wave, and inspiring the next generation of IT employees to think innovatively about mobility and helping make people's lives better. The world needs Michigan's traditional automotive industry to support a global mobility mindset – who better to do this than young girls with a passion for STEM?”*

*– Marcy Klevorn, former MCWT president, president of mobility, Ford Motor Co.*

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# Engaging and Encouraging Girls to Pursue IT Education and Careers



## **GIRLS GET-IT SCHOOL CLUBS**

The Girls Exploring Together IT program engages students throughout the school year in technology education. This weekly during- or after-school technology club provides structured hands-on learning activities through a comprehensive technology-focused curriculum. Established in 2005, the program has supported 50 clubs involving 657 middle and high school students. During the 2016-2017 school year, 197 girls participated in 14 of these clubs.

“At Ally, giving back to the communities where we live and work is core to our culture. We support the Michigan Council of Women in Technology Get-IT Girls program and Website Design Competition because we believe it’s important to have a diverse pipeline of technology candidates to ensure we include all perspectives for the successful growth of all our businesses.”

– Jennifer Charters, CIO Corporate Technology, Ally



## **WEBSITE DESIGN COMPETITION**

During a three-month-long competition, one- or two-girl teams demonstrate their web design skills and knowledge of HTML to industry experts. Finalists in the advanced group then compete in an in-person judging event. MCWT offers an optional free training session to kick off the event on topics such as usability, design and coding. In 2016, MCWT hosted 146 teams, comprised of 179 young women from 32 Michigan high schools. Sixteen high school girls took home \$2,775 in combined prizes. Since its inception in 2006, the program has attracted 1,042 participants.

“The experience I gained from participating in MCWT’s web design competition led me to getting a job at Grand Valley State University in web development. Technology can be a creative field; it can combine art with a lot of different things.”

– Ariel Magyar, MCWT undergraduate scholarship winner

# Engaging and Encouraging Girls to Pursue IT Education and Careers

## ROBOTICS GRANTS

The annual international Robofest competition hosted by Lawrence Technological University provides the ideal environment for girls in grades 5 through 12 to engage deeply in the application of technology, displaying their work while learning from competing teams. In 2016, MCWT sponsored seven robotics teams – from the Cyborg Waffles from Bethany Christian School in Troy to the Dynamic Robo Pandas from Lincoln King Academy in Detroit – comprising 31 girls altogether. Since 2005, MCWT’s contributions total \$30,000 in grants for 57 teams and 253 girls.



Christina Li, recipient of one of MCWT’s robotics grants, website design competition winner from 2014, and a Camp Infinity counselor, received recognition from the White House in 2016 for being a “Champion of Change for Computer Science Education.” She created Hello World, a weeklong computer science camp for middle school girls.

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“This is a tremendous success story for MCWT. We help girls early, they keep pursuing technology, and they learn the value of community service and helping other girls.”

– Rosemary Bayer, MCWT Foundation interim executive director, 2016

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## GIRLS ROCK IT

MCWT partners with the Girl Scouts of Southeastern Michigan on a one-day program where scouts complete hands-on activities to earn a technology badge and patch. Girls Rock IT ran twice in 2016 and involved 92 girls. Now, 226 scouts have earned technology credentials since the program’s 2015 launch.

# Providing Financial and Mentoring Support for Women to Advance in IT



## SCHOLARSHIPS

Each year, we provide scholarships to several women who have the interest, aptitude and potential for a successful career in computer science. MCWT works to find this talent so students can continue their education and ultimately help Michigan become the No. 1 state for women in technology. Ten recipients earned scholarships in 2016, including three laptop recipients, at a value of \$71,000. Since 2006, MCWT has awarded 134 scholarships at a total value of \$933,000. Retention of women in tech majors in college is below 10 percent; among MCWT scholarship recipients that rate is over 90 percent.

“Right now I work two jobs. This scholarship will allow me to go to the University of Michigan and have time to explore everything that’s available there and take full advantage of all the incredible opportunities.”

– Rhea Singh, a Friends of MCWT Foundation scholarship winner now majoring in computer science

## MEMBERSHIP BENEFITS

MCWT members include 750 people from 227 companies. They comprise a community of resources and wisdom, connections and camaraderie, and benefit from education, mentoring, networking, and volunteer opportunities throughout the year.



“I believe that growth is attained not solely by academic success, but also through the richness of service to others. My volunteering experience allows me to immerse myself into the world around me and broaden my perspective. It is not about individual success, but the vision of building a great future generation and a vibrant community.”

– Kathleen D’Souza, an MCWT \$15,000 Undergraduate Scholarship recipient

# Providing Financial and Mentoring Support for Women to Advance in IT

## MENTORING

All MCWT members enjoy access to our Ignite! Mentoring program, designed to help early- to mid-career IT professionals develop leadership skills and gain access to important networks of women in IT. In 2016, MCWT also granted eight of its members with scholarships to participate in We Build Character's mentoring program, a community partner's organization hosting a powerful 10-month program for seasoned IT professionals. Altogether, MCWT facilitated 18 mentor pairs last year. The programs have enriched the lives of 228 women since its launch in 2007.



“I hope to pursue higher education and work at a startup. Through this, I wish to develop more entrepreneurial skills, undertake exciting technology projects, and build products that I’m invested in. But most of all, I hope to become a mentor to others. MCWT showed me the importance of great mentorship programs and guidance/support on a career path.”

– Angela Chen, past recipient of an MCWT scholarship



## MAKING CONNECTIONS AND LIFELONG FRIENDS

We stay in touch with our members and make connections for women and girls to succeed through social media and newsletters. MCWT's members-only LinkedIn group includes 674 people. More than 2,000 people follow our Facebook page and 2,300 people receive our e-newsletters.

## Recognizing Leadership: The Launch of the Woman of the Year in Technology



MCWT launched the Woman of the Year in Technology award to recognize a woman in Michigan leading or driving change for women in information technology careers or fields of study. To qualify, the nominee must embody our mission of inspiring and growing girls and women in technology. In 2016, we named Nancy Benovich Gilby our Woman of the Year, an educator and entrepreneur with 10 high-tech startups to her credit.



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“Michigan is full of visionary women strengthening our state’s IT economy. This award serves to shine a light on them and their efforts, and hopefully raise awareness of the need to continue inspiring more people to support and encourage women’s technology pursuits.”

– Carey Pachla, 2017 president of the MCWT Foundation

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“My focus is to give back by providing support, encouragement, and that push so that more women and entrepreneurs can achieve their dreams.”

– Nancy Benovich Gilby

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WOMAN OF THE YEAR  
in technology



## Our Partners Fuel Our Mission

MCWT's partners are committed to our mission and vision and are critical stakeholders in ensuring we reach our goals. In 2016, we received support from 90 corporate partners, helping us make a difference in the lives and aspirations of girls and women throughout the MCWT lifecycle. With their generosity, more girls and women can attend summer technology camps, compete in website design competitions, receive robotics grants, afford college or participate in mentoring programs.



Together these companies are strengthening Michigan, and their own businesses, through programs tailored to inspire and grow girls and women in the technology field. MCWT also thanks all of the individual members and supporters who financially contributed to our programming.

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*“Our network here continues to grow. We are partnering with organizations who have a stake in building a steady pipeline of IT talent, and they want to be part of the change MCWT is creating in Michigan.”*

*– Rob Geer, MCWT West Michigan mission director*



*“IT is more important now than ever for companies of all sizes in any industry. At GM our teams are driving innovation in ride sharing and other new ownership models, autonomous vehicles, and literally every facet of our business around the world. We are continually looking for great STEM talent and value diverse perspectives and fresh thinking.”*

*– Randy Mott, senior vice president and global CIO, General Motors*

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### FUNDRAISING TO SUPPORT PROGRAMMING

Our partners and members provide financial support through sponsorships, direct donations, grants and memberships. Many IT professionals in Michigan will tell you, “MCWT has the best events in the industry!” With a combination of thought leadership, networking, professional development and engaging formats, MCWT draws the best and brightest to a variety of events throughout the year, including our CIO Breakfast and Executive Connection Summit. Our stakeholders enabled us to positively impact more than 1,300 girls in 2016 by raising more than \$500,000 through sponsorships of our annual Golf Classic and Signature Gala.



**OUR PARTNERS**

|   |  |  |
|---|--|--|
| Accenture..... Emerald                    | Grand Circus..... Bronze                         | RSA (Dell)..... Gold                                   |
| Acro Corporation..... Gold                | GTB..... Gold                                    | Secure-24..... Gold                                    |
| Ally..... Emerald                         | HMG Strategy..... Gold                           | ServiceNow..... Bronze                                 |
| AMI Strategies..... Bronze                | HP..... Platinum                                 | Society of Information<br>Managers - Detroit..... Gold |
| Amway..... Gold                           | IBM..... Diamond                                 | Spectrum Health..... Bronze                            |
| AppDynamics..... Gold                     | Information Builders..... Gold                   | Stefanini..... Gold                                    |
| AT&T..... Diamond                         | JDM Systems Consultants..... Gold                | Systems Technology<br>Group, Inc..... Diamond          |
| Blue Care Network..... Platinum           | Lochbridge..... Gold                             | TEKsystems..... Gold                                   |
| CA Technologies..... Gold                 | Meijer..... Platinum                             | TD Ameritrade..... Emerald                             |
| CareerBuilder..... Bronze                 | Mercedes-Benz<br>Financial Services..... Emerald | Thirdware, LLC..... Bronze                             |
| Chrysalis Global<br>Consulting..... Gold  | Meta7..... Gold                                  | V2Soft..... Bronze                                     |
| Cisco..... Diamond                        | Microsoft..... Gold                              | VisionIT..... Bronze                                   |
| Cognizant..... Bronze                     | NetApp..... Emerald                              | VMWare (Dell)..... Emerald                             |
| Comerica..... Gold                        | Netlink..... Bronze                              | Wayne County<br>Comm College..... Platinum             |
| Consumers Energy..... Emerald             | New Horizons..... Gold                           | Web Savvy Marketing..... Bronze                        |
| Covisint..... Emerald                     | NITS Solutions..... Gold                         | Whirlpool..... Gold                                    |
| Deloitte..... Platinum                    | NSK Green Construction..... Gold                 | ZF TRW..... Bronze                                     |
| Dynatrace..... Platinum                   | Okta..... Gold                                   |  |
| EMC (Dell)..... Gold                      | Online Tech..... Gold                            |  |
| Epitec..... Diamond                       | OnStar..... Gold                                 |  |
| Executive Search<br>Partners..... Emerald | Open System Technologies..... Gold               |  |
| Fast Switch, Ltd..... Emerald             | OpTech..... Gold                                 |  |
| FCA US LLC..... Diamond Elite             | Oracle..... Platinum                             |  |
| Ford Motor Company ... Diamond Elite      | Pegasystems..... Gold                            |  |
| Fujitsu..... Diamond                      | Plantronics..... Emerald                         |  |
| General Motors..... Diamond Elite         | Quicken Loans..... Platinum                      |  |
| Gordon Food Services..... Bronze          | Red Hat..... Bronze                              |  |
|   | Red Level..... Bronze                            |  |

MCWT also thanks all of the individual members and supporters who financially contributed to our programming.

**JOIN US**

Visit [mcwt.org](http://mcwt.org) to learn more about our cause, programs, and how to become a member or partner. Anyone interested in our mission is welcome to join us. Individuals can even help fund a technology scholarship in 2018 by becoming a Friend of MCWT; just go to our website to contribute an online donation. Every bit helps.

Read about our progress throughout the year at [mcwt.org](http://mcwt.org) and connect with us 24/7: [LinkedIn](#) [Facebook](#)



# 2016 Statement of Financial Position



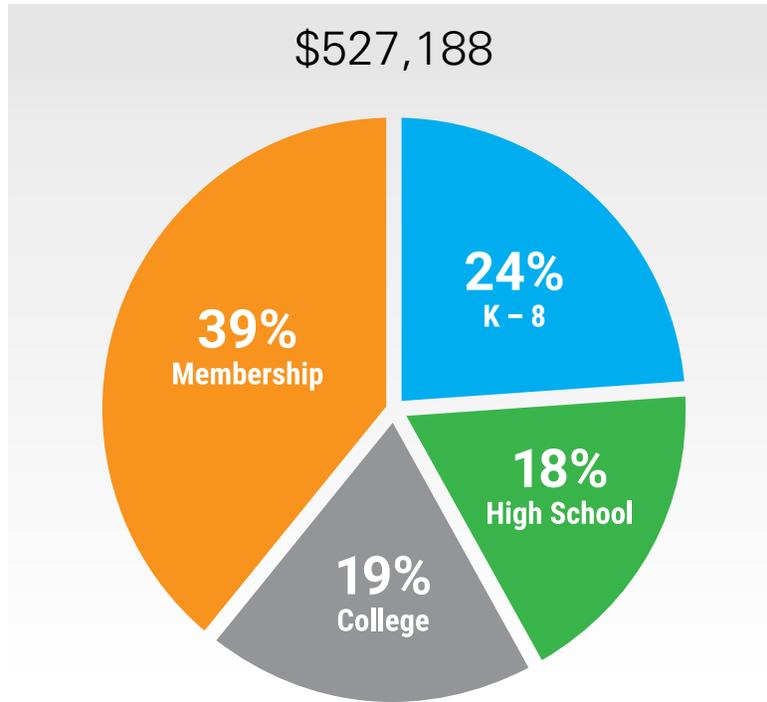
## Current Assets

|   | 2016             | 2015             |
|---|------------------|------------------|
| Cash and Cash Equivalents                 | \$230,764        | \$214,055        |
| Investments                               | \$565,083        | \$652,829        |
| Contributions receivable                  | \$88,000         | \$46,500         |
| Prepaid expenses                          | \$7,701          | \$3,153          |
| <b>TOTAL CURRENT ASSETS</b>               | <b>\$891,548</b> | <b>\$916,537</b> |
| Fixed Assets:                             |                  |                  |
| Computers                                 | \$5,970          | \$5,455          |
| Furniture and Fixtures                    | \$7,500          | \$7,500          |
| Leasehold Improvements                    | \$1,494          | \$1,494          |
| Less: accumulated depreciation            | (\$6,491)        | (\$2,894)        |
| <b>TOTAL FIXED ASSETS</b>                 | <b>\$8,473</b>   | <b>\$11,555</b>  |
| Other assets:                             |                  |                  |
| Deferred expense – long-term scholarships | \$83,220         | \$118,930        |
| <b>TOTAL ASSETS</b>                       | <b>\$983,241</b> | <b>1,047,022</b> |

## Liabilities and Net Assets

|   |                  |                    |
|---|------------------|--------------------|
| CURRENT LIABILITIES                     |                  |                    |
| Accounts payable                        | \$4,945          | \$45,917           |
| Accrued expenses                        | \$11,490         | \$2,700            |
| Scholarships payable                    | \$83,220         | \$118,930          |
| <b>TOTAL CURRENT LIABILITIES</b>        | <b>\$99,655</b>  | <b>\$167,547</b>   |
| NET ASSETS                              |                  |                    |
| Unrestricted                            | \$797,946        | \$827,475          |
| Temporarily Restricted                  | \$85,640         | \$52,000           |
| <b>TOTAL NET ASSETS</b>                 | <b>\$883,586</b> | <b>\$879,475</b>   |
| <b>TOTAL LIABILITIES AND NET ASSETS</b> | <b>\$983,241</b> | <b>\$1,047,022</b> |

### 2016 Program Spending



### 2016 Expense Allocation

