

MCWT Foundation 2017 Annual Report



Dear Partners, Members and Friends of MCWT Foundation,

As we reflect on 2017, we see it was an incredible year in our Foundation's progress toward making Michigan the No. 1 state for women in technology. We expanded all areas of our programming to influence thousands of girls and women. Record contributions enabled this progress, with over \$550,000 in sponsorships, grants and personal contributions, over \$395,000 in fundraising events, and \$70,000 in-kind donations.

We are grateful to work with a community of people who share the same passion for our mission to grow and inspire girls and women in IT. It is a privilege to celebrate our successes with you, as we know such impact would not be possible without your support and the generosity of our donors, volunteers, and community partners.

Together our work is helping secure a stronger future for Michigan and our region. For 16 years running, MCWT works to bridge the gender gap within the technology community. We know that greater diversity results in better problem solving and more innovation.

We must influence early

Our work has shown that to deliver long-term change, we must engage girls at a young age to spark their interest in IT careers. Our K-8 programming has become more relevant and impactful because of this insight, and we built on that momentum in 2017. Now our GET IT (Girls Exploring Together Information Technology) program and web design competition are open to middle school girls.

We must band together

We also strive to spread our impact geographically. By further cultivating our support networks, we developed a stronger presence on the west side of the state, that now includes corporate partners throughout Grand Rapids. We are also grateful to have a key partner championing our efforts in the Great Lakes Bay region.

We must strive for representation

While we have come a long way, there is much more work to be done to ensure our technology workforce represents our community. Thank you for your ongoing commitment to ensure we achieve such representation in the future. We continue on this path because the benefits are so great – positively impacting the lives of individual professionals, strengthening our organizations and businesses, and increasing the health and resiliency of our state's economy.

With gratitude,



Rebecca Bray
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

2017 IMPACT: BY THE NUMBERS

ENGAGE, INSPIRE AND BUILD CONFIDENCE

Kindergarten – 12th Grade • Lives Impacted: 1,373

31
girls on
7 robotics teams

217
campers at
Camp Infinity

600
girls are
IT! participants

197
girls in
11 GET-IT clubs

179
website design
competition participants

92
Girls Rock
IT participants

GUIDE, RETAIN AND SUPPORT

College & Early Career • Lives Impacted: 125

Committed to supporting
girls and women
throughout their lives

40
mentors
and mentees

75
ConnectNet professional development
and networking events and webinars

10
scholarship
winners



ADVANCE, NETWORK AND GIVE BACK

Mid & Late Career • Lives Impacted: 3,120

750
members

380
volunteers

90
partners

1,900
attendees at five
major networking and
fundraising events

\$1M
raised

MCWT Foundation programs include summer technology camps, Girl Scout collaborations, high school IT clubs, website design competitions, robotics programs, scholarships, internships, mentoring and networking – all executed with a small staff and hundreds of skilled volunteers who believe in its vision of making Michigan the No. 1 state for women in IT. Our network includes 750 members, 380 volunteers and 90 partners united through a mission to inspire and grow girls and women in technology.

“The opportunities that MCWT made available to me have truly changed my life. I have made amazing professional connections and obtained a phenomenal internship.”

– Andrea Salamay, Lawrence Technological University student and MCWT scholarship recipient

GET IT GIRLS

The Girls Exploring Together IT program engages the girls 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. Our corporate sponsors host several field trips to further engage the girls throughout the year with hands-on activities and tech role models. Established in 2005, the program has supported 63 clubs involving 825 middle and high school students. During the 2016-2017 school year, MCWT supported 14 clubs in which 197 girls participated

On GET IT Girls Day, hundreds of girls in grades 4 through 12, converged on a college campus to spend the day exploring the many facets of computer science. Over 20 workshops covered topics such as using IT to customize beauty products, cyber security, and creating video games and apps. The girls interacted with role models from our corporate sponsors and volunteers who presented during sessions and demonstrated how their companies use IT. Over 250 girls participated in 2017 and over 1640, since the program started in 2014.



WEBSITE DESIGN COMPETITION

MCWT provides an opportunity for one- or two-girl teams to showcase their web design skills and knowledge of HTML. Industry experts judge applicants, and then finalists in the advanced group compete in an in-person judging event. MCWT hosted 206 competitors from 43 schools in December 2017. This popular program has drawn 1,211 girls to compete since its inception in 2006.



“Inspiring young minds and encouraging students of all backgrounds to pursue careers in science, technology, engineering, the arts, and mathematics is a priority for us. We are excited to join the Michigan Council of Women in Technology Foundation in promoting a technology path for girls and building a diverse talent pipeline.”

– Yisel Cabrera, government and community relations manager at Ford Motor Company Fund



CAMP INFINITY

For girls entering grades 5 to 8, this weeklong summer camp is held at several college campuses across Southeast Michigan. The girls design websites, use mobile apps to create video games and stories, and program robots. The program began with one camp in 2004 and has since expanded to seven, including one in West Michigan. In 2017, 300 girls attended the camps and, 1325 girls in total have benefited.

“MCWT’s mentoring program is an amazing program for aspiring women in tech. It provides inspiration and helps springboard a budding career. I have learned the importance of identifying and applying strengths, maintaining genuine lifelong connections and continued professional support and interaction.”

– Tanvi Sathe, IT analyst at Herman Miller

Providing Financial and Mentoring Support for Women to Advance in IT

SCHOLARSHIPS AND INTERNSHIPS

The most tangible aspect of our mission is the financial scholarships we provide to women with the interest, aptitude and potential for a successful career in computer science, combined with ongoing membership support and community engagement.



These women are pursuing degrees that will prepare them for future careers in areas such as cyber security, machine learning, software engineering and electrical engineering. Eleven recipients earned scholarships in 2017, at a total value of \$119,300. Since 2006, we have provided 145 women with scholarships totaling more than \$1,052,455. Retention of women in technology majors in college is below 10 percent; among MCWT scholarship recipients that rate is over 90 percent.

“If I can put aside financial concerns, I intend to focus on volunteering in student outreach programs to enable other girls in Michigan to take more interest in technology-related fields. By partaking in more MCWT activities, I can hone my skills as an engineer, make lasting connections with others, and encourage younger girls to develop an interest in coding.”

– Shazeen Biviji, MCWT scholarship recipient who plans to study computer engineering at University of Michigan

MENTORING

All MCWT members enjoy access to our Ignite mentoring program, designed to help early- to mid-career IT professionals develop leadership skills and to provide access to important networks of women in IT. MCWT mentoring has enriched the lives of 258 women since its launch in 2007.



Recognizing Leadership: MCWT's Woman of the Year in Technology - Allison Gleeson

MCWT recognized Allison Gleeson with its second annual Woman of the Year in Technology Award. The award shines a light on a woman who reflects MCWT's mission to inspire and grow girls and women in technology.

Allison Gleeson's IT career includes nearly 22 years at Cisco. She empowers women in technology throughout her company and community at large. She is a frequent guest lecturer at Michigan State's Broad College of Business; meets with middle and high school girls at Cisco's Girls Power Tech; champions MCWT's GET-IT clubs; and mentors women interested in pursuing or advancing in IT careers.



Gleeson founded the Women's Action Network for Sales and Engineering at Cisco to create a community to attract, develop and retain women as part of a competitive and diverse workforce. Twenty years later, the organization now known as Connected Women features 6,850 members across 42 countries.

"Thank you MCWT for being a driving force for change in our Michigan community. Your tireless efforts pave the way for a brighter and more gender-diverse future in technology."

– Allison Gleeson, senior vice president of the Americas for Cisco

*W*OMAN OF THE YEAR
in technology

OUR MEMBERS

We stay in touch with our members and make connections for women and girls to succeed through social media and newsletters. MCWT's LinkedIn group includes 753 members; Twitter followers total 1,913; MCWT on Facebook has 2,389 followers, and throughout 2017 we reached over 458,000 Facebook users. In 2017, over 4,200 people received our e-blasts and quarterly newsletters.



GALA

Hosted by Ford Motor Co., the event raised a record \$384,000 in gross revenue for programs that help inspire and grow girls and women in technology. In 2017 alone, 14 new MCWT partners joined the cause. More than 38 companies were present at the Gala, including second-year event sponsor Fujitsu. About 500 IT professionals attended.

"My experiences with my mentor exceeded any expectations I had! Instead of just feeding me her resume and experiences, she took the time to listen and asked questions that allowed me to learn things about myself. She helped open my mind to other career opportunities I felt were out of reach."

– Tatiana Duggan



MAKING AN IMPACT

Our partners and members provide financial support through sponsorships, direct donations, grants and memberships. Our stakeholders enabled us to positively impact 1,261 girls in 2017 by raising more than \$540,000 by sponsoring our annual Golf Classic and Gala events. 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.



EXECUTIVE CONNECTION SUMMIT

Last year was our fifth Executive Connection Summit, sponsored by Ford, FCA US LLC, and General Motors. Technology leaders from the three automakers convened for a panel discussion on the role of IT in the growing mobility sector.

“Our IT and business teams are developing applications and tools to help propel the future of personal mobility. The emergence of autonomy, electrification and connectivity technologies, as well as car- and ridesharing services, places us at the center of an incredible transformation. This creates great opportunities in technology careers. For example, GM hired people with STEM backgrounds at a rate of one every 26 minutes last year.”

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

OUR PARTNERS

Diamond Elite

FCA US
Ford Motor Company
General Motors

Diamond

Ally Financial
AT&T
Cisco
Consumers Energy
Dow Chemical
Epitec
Fujitsu
IBM
STG
TD Ameritrade

Emerald

Accenture
Ahead
Credit Acceptance
Covisint
Dell Technologies
Deloitte
Executive Search Partners
Fast Switch
Intel
NetApp
NITS Solutions
Nutanix

Platinum

Blue Cross Blue Shield of Michigan
Chrysalis Global
Delphi
Dynatrace
Harman
HermanMiller Cares
KLA Laboratories
Lawrence Technological University
Meijer

Platinum cont.

Mercedes Benz Financial Services
Microsoft
Oracle
Quicken Loans
U of D Mercy
University of Michigan
Vertiv
WCCCD
WSU

Gold

Access
ACRO
Amway
CA
Comerica
Commercial Progression
GTB
Hewlett Packard Enterprise
HMG Strategy
IHS Markit
Information Builders
META7
NASCO
New Horizons
Nexcess
Oakland University
Okta
OST
Plante Moran
Pega
Ricoh
Salesforce
Secure-24
SIM
Tanium
TEKSystems
Whirlpool
Wipro

Bronze

AMI Strategies
Baker College
Career Builder
Cherwell
Citrix
Cloudera
Cognizant
Continental Automotive
Davenport University
Gordon Food Service
Grand Circus
Henry Ford Health Systems
Integral
JDM
Lighttower
Netlink
OnStar
OpTech
OtterBase
Randstad
Red Level
Saginaw Valley State University
Softura
Spectrum Health
Thirdware
US Signal
V2Soft
We Build Character
WebSavvy Marketing
ZF TRW
Zscaler

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

JOIN US

Visit 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. Help fund technology programs in 2019 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 and connect with us 24/7 on, [LinkedIn](#), [Facebook](#) and [Twitter](#).



2017 Statement of Financial Position



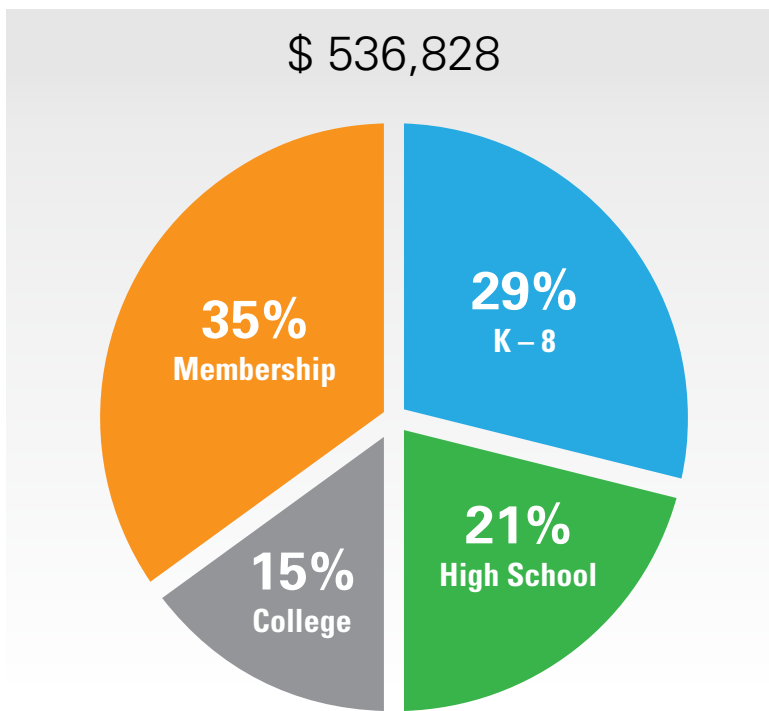
Current Assets

	2017	2016
Cash and Cash Equivalents	\$1,034,473	\$230,764
Investments	--	\$565,083
Contributions receivable	\$69,500	\$88,000
Prepaid expenses	\$11,025	\$7,701
TOTAL CURRENT ASSETS	\$1,114,998	\$891,548
Fixed Assets:		
Computers	\$5,969	\$5,970
Furniture and Fixtures	\$7,500	\$7,500
Leasehold Improvements	\$1,494	\$1,494
Less: accumulated depreciation	(\$8,808)	(\$6,491)
TOTAL FIXED ASSETS	\$6,156	\$8,473
Other assets:		
Deferred expense – long-term scholarships	\$140,000	\$83,220
TOTAL ASSETS	\$1,261,154	\$983,241

Liabilities and Net Assets

CURRENT LIABILITIES		
Accounts payable	\$7,486	\$4,945
Accrued expenses	\$16,444	\$11,490
Scholarships payable	\$72,500	\$83,220
TOTAL CURRENT LIABILITIES	\$96,430	\$99,655
NET ASSETS		
Unrestricted	\$928,380	\$797,946
Temporarily Restricted	\$168,844	\$85,640
TOTAL NET ASSETS	\$1,097,224	\$883,586
TOTAL LIABILITIES AND NET ASSETS	\$1,261,154	\$983,241

2017 Program Spending



2017 Expense Allocation

