Letter from Leadership

Dear Ada Community:

We are so pleased to share with you the first-ever Ada Developers Academy annual report. Ada has grown beyond our startup roots, and we are excited to share our impact results, financials, and programs from fiscal year 2019. During this season of thanks and reflection, we wanted to acknowledge and send our appreciation to each of you for your investment in our work.

The past year has been full of exciting changes and opportunities — as well as a handful of challenges. We’ve welcomed 7 new staff members, 4 new members to our Board of Advisors, and we’ve worked to increase transparency around Ada’s programs in our communities. Ada has been through an important year of transition, and we have appreciated the support and engagement of our community as we evolve. Your support will continue to keep our mission and the Adie (Ada alums) community at the forefront of what we do.

Ada is strong: 89 Adies graduated this past year — including Cohort 9 (January 2019) and Cohort 10 (June 2019) — bringing our total Adie alum community to 333. Adies are deeply engaged individuals and contribute hundreds of hours of volunteer time supporting our current students.

Ada is impactful: 94% of our Cohort 9 and Cohort 10 students complete the Ada program, and 95% have a job in the tech industry within 180 days of graduation. Ada graduates increase their earnings by an average of 126% post-program, resulting in the creation of $24M in new salaries in our community.

Ada is ready: With a talented, experienced, and energized staff, a new strategic plan and direction, and an updated brand and website, Ada is prepared to welcome new leadership in early 2020.

We could not do this work without the amazing support of our corporate partners and community-based philanthropy. With the deep commitment and support from our entire community, women and gender diverse students receive the education, training, and opportunity to change the face of tech. We know that Ada changes lives and helps build healthy, equitable environments, and a more inclusive tech industry.

On behalf of the Ada Staff and Board of Advisors,

Scott Case
Co-founder and Board Chair

Christine Martin
Interim Executive Director
Who We Are

We are a nonprofit, tuition-free coding school for women and gender diverse adults. We focus on serving individuals from low-income, underrepresented minority, and LGBTQIA+ communities.

Ada develops software engineers who are skilled, confident, and work-tested — our graduates are experienced in practical, team-based software development, and they learn new technology rapidly.

We believe that diversity in teams creates more effective work cultures and innovative products. We advocate for and support our students, alums, and partners to foster healthy, equitable environments. Together, we are building toward a more inclusive tech industry.

OUR IMPACT*

- 91% of our graduates were hired into full-time jobs in tech**
- 78% of our graduates are people of color
- 48% of our graduates are from underrepresented communities of color
- 29% of our graduates identify as part of the LGBTQIA+ community
- 51% of all of individual giving came from our alums and students

*between July 1, 2018 and June 30, 2019
**within 180 days of graduating from Ada Developers Academy
Ada’s Future

Ada continues to leave an indelible mark in Seattle’s tech sector — and we want to further increase our impact and serve more individuals from underserved and underrepresented communities.

We are excited for the future. Ada recently completed a strategic planning process and have developed a plan for strategic growth that we will roll out over the next 18-24 months. Ada is poised for growth, expanded support of our students and alums, and an increased reach to the individuals who benefit from Ada programs the most.

We selected the following strategies as our top priorities in the months ahead:

**Strategy 1:** Build a strong student recruiting process and pool of potential applicants that meet our target demographics and best align with the students Ada is best positioned to serve.

**Strategy 2:** Evaluate and align the Ada core curriculum to ensure it reflects company partner standards and the relevant job market for our students. Build additional support systems to help guide student success.

**Strategy 3:** Diversify our funding sources to meet the unique needs of our students outside of the classroom and core program.

Ada Moves!

Ada is moving to a new location in the fall of 2020 so we have the space and program services to support, educate, and prepare more students for internships and jobs at our amazing partner companies.

Through your support, we can:

- Develop new programs
- Educate more students
- Build a stronger community
- Change the face of tech

*For sponsorship opportunities, please reach out to Alexandra Holien, alexandra@adadevelopersacademy.org.*
For the purpose of the annual report, Ada is showing actual contributions received in FY19. This number does not reflect corrections in the audited financial statement for contributions received in prior fiscal years. Total net assets of $1.8M as of June 30, 2019 reflected in the TSNE audited financials remain unchanged.

Fundraising efforts over the past two years have been focused on securing funding for loans to Ada students for living expenses while attending Ada programs. We are deeply appreciative of donations made to support these students. Each cohort, together we raise $175,000–$200,000 prior to the start of a program to create loans of up to $15,000 per qualifying student. As Adies repay these loans, starting with Cohort 9 in the Spring of 2019, funds are invested in this program for future student loans.
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*Sustainers are those who are recurring donors during FY 2019.

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*Sustainers are those who are recurring donors during FY 2019.

*Amplifiers are those who have donated $1,000 or more in FY 2019.

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Ada Annual Report
July 1, 2018 – June 30, 2019
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*Contributors are those who have given their support of Ada through a donation in FY2019.
Contact Us

To learn more about involvement with Ada Developers Academy, please contact Alexandra Holien, our Strategic Partnership and Development Director. Thank you for your engagement and support of Ada Developers Academy.

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