CHANGING THE FACE OF TECH

a pivotal year

Ada Annual Report
January 1, 2021 – December 31, 2021

ada developers academy

Ada Leadership

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CHIEF EXECUTIVE OFFICER

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VP OF REVENUE AND STRATEGY,
DEPUTY DIRECTOR

Bethany Lindsey
VP OF EDUCATION AND
INNOVATION

Danielle Ishem
VP OF EQUITY AND POLICY

Charline Zavaleta
CHIEF OF STAFF

Alina Brunner
DIRECTOR OF FINANCE

Campus Program Directors

Sylvia Artiga Monreal
PROGRAM DIRECTOR,
SEATTLE CAMPUS

Emily Schifferling
PROGRAM DIRECTOR,
DIGITAL CAMPUS

Tara Merriweather
PROGRAM DIRECTOR,
ATLANTA CAMPUS

Scan the QR code to visit adadevelopersacademy.org/team and learn more about our staff.

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Ada Community by the Numbers

$60k stock gifts

19,851 volunteer hours

17 major donors

28 monthly donors

385 individual donors

358 volunteers

$427k raised in individual giving

25 internship companies

132 completed internships in 2021

170 Lovelace Learning Lab participants

Ada cohorts graduated in 2021

Ada Developers Academy is a nonprofit, tuition-free coding school for women and gender diverse adults. We focus on serving low income people, underrepresented minorities, and members of the LGBTQIA+ community

2021 ADA COHORTS

TOTAL NUMBER OF STUDENTS
Cohort 13: 48 students
Cohort 14: 51 students

DEMOGRAPHICS
Cohort 13: 71% POC, 33% URM, 33% LGBTQIA+
Cohort 14: 75% POC, 35% URM, 33% LGBTQIA+

SALARY CHANGE
Cohort 13: 152% $46,500–$117,000
Cohort 14: 186% $41,000–$117,000

GRADUATION RATE
Cohort 13: 98%
Cohort 14: 98%

PLACEMENT RATE (graduates offered full-time jobs in tech within 180 days of graduation)
Cohort 13: 89%
Cohort 14: 92%

Letter from Lauren Sato, Ada's CEO

2021 WAS AN EXCEPTIONAL YEAR, IN EVERY POSSIBLE DEFINITION OF THE WORD.

Across our country, we saw women continue to face massive setbacks in getting back to work—in fact, at the close of 2021 women were still down 2.1 million jobs since before the pandemic. The jobs they've left or were ousted from span the workforce, but are concentrated in hospitality and retail areas as unpredictable and inflexible schedules, along with poor benefits, made it impossible to work and manage families. And we learned that on average, family management for mothers with children under 12 amounted to 8.6 hours per day— the equivalent of an additional full-time job. We also know that Hispanic and Black women collectively accounted for 46% of the total decrease among women but represent less than one-third of the U.S. female labor force. On top of that, new data is revealing what many of us see experientially, and that is the significant job loss for transgender people—19% of whom became unemployed due to COVID-19 (compared to 12% of the general population).

Filling the gap

Meanwhile, in the tech industry, business continues to expand at a rate far out pacing our existing educational pathways' ability to meet the ever-growing demand for talent. In 2021 our university systems produced 48,000 computer science graduates, and as of September 2021, there were 1.2 million unfilled software development jobs in the US. This widening gap is deeply alarming from an economic perspective, but does offer an opportunity for us to think about talent development differently and

Ada gained national recognition in 2021 as a solution that both dramatically shortens the talent development cycle, and increases representation in tech for women, gender expansive people, and people of color.

address the impactful representation gap in tech at the same time. Ada gained national recognition in 2021 as a solution that both dramatically shortens the talent development cycle, and increases representation in tech for women, gender expansive people, and people of color.

This national recognition came with $11 million from MacKenzie Scott and Dan Jewett, Pivotal Ventures, Charles and Lynn Schusterman Family Philanthropies, and Cognizant Foundation. These grants are a powerful validation and call to action for Ada to lean into the growing demand for our work.

Expanding locations

In 2021 we grew our Seattle and Digital campuses by over 50%, and we launched our Atlanta campus as the first of 5 new campuses planned and funded through 2025. Our education team also created and rolled out a new curriculum in 2021, and shepherded our students through the ever-changing dynamics of digital vs. in-person learning through Year Two of the COVID-19 pandemic.

Retaining growth

We also significantly increased the scope of our work to support our corporate partners in retaining and growing their increasingly diverse workforces in 2021. To do this we launched our Equity & Policy team in 2021 with Danielle Ishem at the helm, and aimed at building out foundational training and best practices for our corporate partners, staff, and student communities in areas of gender and racial equity.

New programs

And finally, we expanded our Lovelace Learning Labs program in 2021—a continuing education offering for Ada alums to support their on-going career development. These programs are critical to the success of our mission to change the face of tech as we work not only to diversify the talent coming into the industry, but to make tech a place where everyone can grow their careers and aspire to top-level leadership. In this vein,

in 2021 we also celebrated our second Ada alum becoming a Chief Technology Officer—Sally Moore became CTO at digital security start-up Strikegraph, founded by Ada board member Justin Beals. For all of us at Ada, selling internships to one of our own was a really powerful moment in the evolution of this growing movement, and a trend we hope to see continue into 2022 as we deepen our relationships with our long—term partners and build on the momentum of 2021 to bring many new students, managers, and corporate leaders into the Ada community.

Lauren Sato
Ada Chief Executive Officer

Liv Mulholland's Story: Switching careers for a better future

I first learned about Ada Developers Academy in May of 2019 from a friend who worked for one of Ada's sponsor companies. He mentioned the program after getting tired of me constantly pestering him with questions about what he was doing while he worked. "Why don't you just learn to code?" he asked. Truthfully, it wasn't something I had ever considered. From a young age I had a firm idea of what I wanted to do with my life and never considered other options because of that. That plan got thrown out when Uni didn't go as hoped and I ended up with a degree in history instead of astrophysics. I kind of just wandered directionless for a few years after graduating, working all sorts of odd jobs. I worked as a party coordinator straight out of college, and later took a job as a preschool teacher and eventually landed at a local non-profit. None of those jobs covered the bills though so on the side I did everything from private lifeguarding to babysitting/housesitting to coaching swim team. I worked 80+ hour weeks for years. I was tired, financially stressed, and had no life outside of work. If you asked me what my hobbies were, I probably would've cracked a joke that 'working' was my hobby since it was

> ### "I worked 80+ hour weeks for years. I was tired, financially stressed, and had no life outside of work."

pretty much all I did. I was deeply unhappy. It reached a point where I was willing to try anything to get out of the sludge my life had become at the time. I wanted to see friends and have hobbies. I wanted to work a normal 40-hour week and not worry about money. I wanted to feel the same sense of peace and purpose that I so admired in my friend. I wanted a better life for myself.

For the few months after learning about Ada I spent every lunch break, nap time, and down time between jobs or bus connections on my computer learning to code. I loved it. It hit all my strengths while also containing aspects of things I was passionate about: languages, creativity, problem solving, etc. I applied for Ada that August and got my acceptance phone call on November 27th, 2019. I remember watching the Reddit thread for C13 as people celebrated their acceptance. I was shaking so badly I'm surprised the screws in my chair didn't come loose. My acceptance call came, and I instantly broke down, incoherently sobbing gratitude to the person on the other end because I knew in that moment that my entire life was going to change. For the first time in seven years, I felt hopeful about my future.

This time two years ago I was at the beginning of my journey to become a software engineer, as

LIV MULHOLLAND

C13 GRADUATE, SOFTWARE ENGINEER, INSPECTIFY

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one of forty-seven members of Ada Developers Academy's Cohort 13. I chose Ada for a couple of reasons. First, it was the best and most accessible program out there. Not only did Ada have a track record of producing top-notch engineers and providing a guaranteed internship opportunity, but the zero-cost aspect of the program meant I was able to do it. I had looked into other bootcamps but the $12,000+ price tag made them all infeasible for me. Second, the social and community aspect of Ada really spoke to me. Ada is a massive life shift in so many ways and knowing I wouldn't have to go through that alone made taking the risk much less scary. The amount of support offered by instructors and TA's, and the availability of mentors and tutors, was another big factor in my desire to be a part of Ada.

The first few weeks of the program were tough, but it never fazed me because I felt a tremendous amount of support from everyone and having a space to go to and collaborate was amazing. Everyone truly wanted me and my classmates to succeed and being in that kind of atmosphere is invaluable. It didn't last for long though. Less than five weeks into the

classroom portion of the program we got the news that we would be going remote due to COVID-19. We were told that Ada would be monitoring the situation closely and would let us know when we would be returning to in-person instruction.

We never went back. The move to remote learning was hard, not even taking into consideration

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the global stress of a pandemic. Ada was designed as an in-person learning experience, so everyone was scrambling to adjust to this new, remote world on the fly. I know how stressful and overwhelming it was to make that adjustment as a student, but I cannot commend the instructors and staff enough for the amount of time, energy and love

they put into making the remaining five months of classroom work as well as they did. There is no word in the English language that can adequately express how thankful I am to each of them. After the classroom portion, I went on to intern at Zulily on their Data Engineering team. I did not stay at Zulily and took a 6-month contract position with Amazon as a data engineer.

Data engineering was cool and a great learning experience, but I missed the creativity and collaboration that I had gotten during my time at Ada doing software engineering stuff. I applied to various software engineering positions, and eventually accepted an offer from an early-stage startup called Inspectify. Inspectify is a managed marketplace for home inspections, and we have an app for inspectors to do the inspections with. Despite only having a few months of software engineering experience and a one-year gap doing data engineering stuff, this small company took a risk on me, and I was hired on as the third engineer. I get to work directly under and collaborate with our CTO, an invaluable learning opportunity given how early I am in my career.

I get to touch every aspect of our product, providing me with a truly full-stack skillset. I've built entire APIs and web pages—the foundation that other engineers down the line will work and improve upon. That's damn cool for someone who not long ago was teaching two-year-old's their ABCs.

For the first time in a long time, I can look at my life and truthfully say that I am content. That feeling of peace and purpose I once admired in my friend is something I now feel in myself. There aren't a lot of people in the world who are fortunate enough to be able to say that. I am just one story of many about the impact Ada has on people's lives. There are hundreds of other people whose lives have changed for the better because Ada gave them the opportunity to better their lives. The fact that there are many more to come and I get to be a part of helping future Adies achieve their goals, whether as a mentor or tutor, excites me a lot. I will be forever proud to be a part of this community. ■

Milestones and Future Plans

Over the last year, Ada has grown immensely in two notable ways. Our organization is expanding, soon launching our Atlanta campus later in 2022, after already growing our digital campus in the last year. We've also expanded as a team, welcoming an influx of new staff members—our Education team more than doubled in the last year.

With growth, we know that it's more important than ever to integrate and embody our values. At Ada, we continue to believe that:

■ We must continue to build a better, more inclusive technology sector through creating pathways to careers and leadership roles in tech for women and gender expansive people

■ Our work continues to be centered around equity and antiracism

■ We must hold ourselves and our stakeholders accountable to the communities that we serve

As Ada's leadership team, our job is to ensure the programmatic and fundraising work of our organization are continually reinforced and looped with our equity policies.

Education Team Highlights

Over the last year, we doubled the number of students in Ada Build, Ada Core, and Lovelace Learning Labs while maintaining high program quality (with a 76 Net Promoter Score from

our students) and instructor effectiveness scores.

■ **74%** of our instructors received "highly effective" ratings from our students

■ We retained **84%** of our Education Team members

■ Our team more than doubled, from **11 to 23** staff members

■ We have a **98%** classroom retention rate

In the coming year, the Education team will work with more established systems and processes to further improve the quality of the classroom experience while continuing

to integrate social justice and professional development (such as internships) into the classroom experience. We're also hard at work and are looking forward to the launch of the Atlanta campus as well as our second Accelerate class, a program designed to boost the careers of students who have been through a full stack program and have not found lasting full-time employment as software developers. We've dedicated increased staffing to Ada Build and Lovelace Learning Labs to further expand those programs.

Revenue Team Highlights

The Revenue team has been working hard over the past year, and that work paid off tremendously when Ada was awarded $10 million from the Equality Can't Wait Challenge. This recognition and investment from Pivotal Ventures, MacKenzie Scott and Dan Jewett, and Charles and Lynn Schusterman Family

Connected Teamwork

Education & Programming

Equity & Policy

Corporate Partnerships

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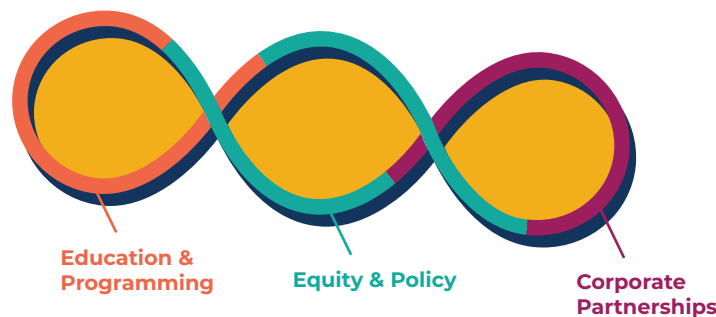
Our team more than doubled, from **11 to 23** staff members.

Philanthropies will allow Ada to further its mission across the United States. Along with the success of the grants we've been awarded, we also have oversold two of our largest cohorts yet, and we've increased the amount of individual donors.

We understand that our team, due to the nature of our work, is inherently the most capitalistic part of our organization, and our focus over the next year will be to thoughtfully balance the increased visibility and reach of Ada's programming with our commitment to our values of centering equity and racial justice.

Career Services Team Highlights

The Internship and Career Services team has graduated another 97 students into the tech industry. Both cohorts (Cohorts 13 and 14) are seeing an average placement rate of 91%, and the average salary rate post-graduation continues to increase. We are seeing Ada students increasingly well-positioned to thrive in their careers more and more with each cohort.

In this next year, our team is introducing a new professional development curriculum to prepare our students for all sides of the tech industry. Additionally, we are excited to hire and structure this team for scale and capacity-building, in anticipation of our national growth.

Equity and Policy Team Highlights

Over the last year, the Equity and Policy team doubled in size with the hiring of the VP of Equity and Policy and the Social Justice Program Manager for the student curriculum.

Student programming in 2021 included noteworthy speakers such as Yujin Lee, Jodi Ann Burey, and Lily Zheng, and introduced the topic of neurodiversity.

For 2022, we've brought this education in-house, with 6-8 social justice sessions being woven into the student curriculum. The social justice learning objectives integrate tools and resources for self-advocacy into lessons on foundational topics, ranging from race and gender identity inclusivity as well as the importance of diversifying tech.

Our corporate partner training program gained a dedicated strategist and facilitator over the last year. The piloted manager accountability training educates managers on the creation of more inclusive work environments. In 2021, we augmented the programming through small group facilitations with DEI executive coaches. This year, an additional offering, titled Equity Build, will create a space for managers at the beginning of their social justice journey. The intent is to engage new managers in content where they can feel more confident in creating supportive spaces and provide the setting for all interns to thrive.

Staff training in 2021 saw 16 staff members complete a three-part facilitators training to raise the staff comfort level of facilitating equity conversations. Staff members serving on the Equity task force are now engaged in identifying solutions and alternative pathways to ensure that all Ada staff feel they work in an equitable and inclusive environment that is supportive of change and embracing difference.

Co-building success

A truism is that everyone suffers when anyone is oppressed. This is why it's so imperative that solutions-building happens through an intersectional lens. We believe in the transformational power of Ada, not only for the students who have gone through our programs and are now making waves in their tech careers, but also industry-wide. We've seen the ripples of change that Ada has made in a sector that is becoming more and more inclusive and equitable day by day. ■

Thank you to our corporate partners

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Uber

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Zillow

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Ada's National Expansion Fueled by Impactful Grants

In 2021, we leveraged our powerful vision of change and proven program model to secure grant funding for our national expansion. Ada received three grants that will support up-front growth expenses in each new market, including first-year salaries for new staff and rent for classroom space.

Equality Can't Wait

We received a $10M grant from the Equality Can't Wait Challenge to expand to four new US markets over the next five years. The Equality Can't Wait Challenge—hosted by Pivotal Ventures, with support from MacKenzie Scott and Dan Jewett, and Charles and Lynn Schusterman Family Philanthropies—is the largest competition centered on gender equality.

Cognizant Foundation

We received a $1.25M grant from the Cognizant Foundation to kickstart the launch of our first new location—Atlanta. The Cognizant Foundation works to ensure all individuals have equitable opportunities to thrive in the digital economy.

Boeing

We received a $70,000 grant from Boeing for our wraparound student support services, which ensure students' living expenses, childcare, technology, therapy, and other needs are met while they are in the program.

After one year in each market, growth expenses will be fully covered by program revenue. We will continue to seek philanthropic investment for these wraparound services.

An Adie in Atlanta

"I'd been postponing applying for Ada because leaving Atlanta wasn't an option for me. When I heard Ada was coming to Atlanta, I felt to be in the right place at the right time for once. I am delighted to see that Ada is getting expanded over the country. I believe that women can be agents of change and progress- all they need is a chance to play.

Ada builds a bridge for those striving to step beyond the bounds of possibility. I have always wanted to learn to code, but being an immigrant with limited resources and in full-time education did not allow me to pursue this passion. As someone in the healthcare industry, this training would be so meaningful in my career trajectory. This program has changed everything, and I'm super grateful."

— *Fatemeh, C17 Incoming student*

Alice Boone's Story: Finding your place through Ada opportunities

ALICE BOONE

C14 GRADUATE, SOFTWARE ENGINEER, NORDSTROM

My name is Alice Boone, and I grew up in a small town in the center of Brazil. When I was 18, I moved to Barcelona, Spain, where I went to college, and I graduated in Business Administration and Economics. My first interests in the tech industry start when I got hired as a finance analyst, in a tech company in Madrid, Spain.

In 2012 I decided to move back to Brazil where I started a new job as a business analyst for another tech company and it sparked my interest further. In 2015 the desire to experience other cultures spared my move to Seattle and I was surrounded by people who worked in the tech industry. I had a dream to one day become a software engineer, so I started studying programming fundamentals on my own through online courses.

My intention was always to find a boot camp where I could study and get an internship, but I did not have an idea of where I could find such an opportunity. One day I saw a post from an old friend on her Facebook about her graduation at Ada. Right away I visited the website and read all the information about the Ada program on the website. I was so happy to learn about Ada for the first time. It was then when the admissions for C13 were opened, I started the application, but I had to delay my application because I could not figure out how I could study and take care of a baby at the same time. Once I figured out how to get some help with my baby, I was able to apply in March of 2020. The applications were opened for C14, I applied and got in.

When I started my journey at Ada it was really challenging. I felt overwhelmed by how much information, materials, study, and work on many projects in such a small period. I knew it was going to be a challenge, but at the same time I knew it was the first step in a life-long career. I wanted to have the best experience and I made the commitment to myself for the change.

Ada has changed my life in a great way. Today I have a job that I love, I met and collaborated with amazing people and made some great friends. I was surrounded by wonderful human beings, people who made all the effort to help me succeed. I feel so lucky to be part of this amazing organization and look forward to contributing to Ada's mission so that people like me can have the same opportunity and amazing experience. ■

> **"Ada is a safe, diverse, and inclusive community. The mission aligned perfectly with my personal beliefs on respect and social justice, focused on supporting marginalized and underrepresented people."**
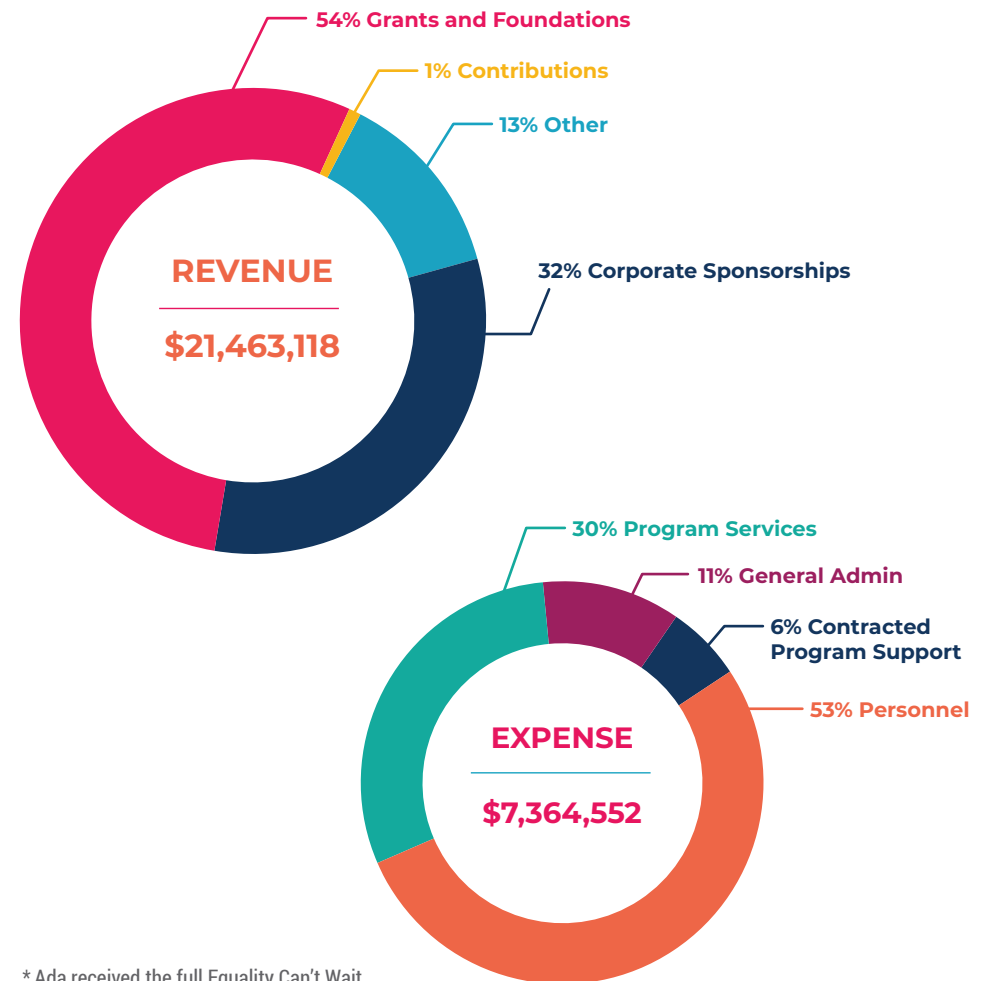
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Financials

2021 marked the first year of Ada operating as an independent 501c3, after spinning out from our previous fiscal sponsorship under Third Sector New England. We headed into 2021 with a strong foundation and ambitious goals to increase our students served and provide them with the resources necessary to be successful in our program and change the face of tech. To reach our goals, investments in staff count and student services were required to support our program growth. By the middle of the year, staff count had increased 80% with the primary addition of Instructors, and student support grew 65% with the addition of childcare and student therapy services. On track to increase our revenue 50% over prior year, we then received a trajectory changing $10M grant from Equality Can't Wait, and a $1.25M grant from the Cognizant Foundation to support our growth initiatives over the next 5 years.

Ada quickly transitioned to scaling our program in the second half of the year. By the end of 2021, Ada staff increased 140%, an additional floor of office space was procured at our Seattle Headquarters to service students and staff, and we had entered our second market in Atlanta, GA. Ending the year with a 21 month cash reserve to support our 5 year growth strategy, we are ready to enter the next phase of expansion and look forward to accelerating our growth and impact with your support.

Snapshot of giving

REVENUE

$21,463,118

54% Grants and Foundations
1% Contributions
13% Other
32% Corporate Sponsorships

EXPENSE

$7,364,552

30% Program Services
11% General Admin
6% Contracted Program Support
53% Personnel

* Ada received the full Equality Can't Wait funding amount of $10M in 2021 which will be allocated over the next five years.

Alyssa Hursh: Reconnecting with alumni turned donor

From being a student in Cohort 6; to becoming a beacon of familiarity and support to Adies within one of the largest tech companies, to creating curriculum for students hoping to join the Amazon community, Alyssa has become an impactful partner to Ada.

We wanted to know the hows and whys behind her unwavering support. Here is what she had to say:

What has life been like post Ada?

I'm going to be totally honest—it hasn't been easy. My first two years in industry were the hardest two years I've ever had. I definitely spent time in the "trough of sorrow" where I questioned whether I had made the right choice in pursuing this career change. I thought about quitting all the time. I think it's really important to state this explicitly because I know that current students see me now, more than five years into this journey, and think that I somehow never experienced the struggles

they're experiencing. Trust me, I went through it. At the two year mark, getting to five years felt impossible. Now that I'm at the five year mark, I have no doubt I'll make it to ten. It gets harder before it gets easier, but it does eventually get easier.

## How do you give back to Ada Developers Academy?

In 2018, I appointed myself as the manager of alumni support for Ada interns at Amazon. As a collective, we've provided one-on-one alum mentorship for 112 Amazon interns. We offer technical office hours five days a week; last year, we provided more than 150 hours of hands-on technical training and answered more than 750 questions. Hosting my weekly office hour shift is one of my favorite parts of the week—even though I'm the "teacher" when I host, I almost always learn something new.

I own the manager selection process for Ada interns at Amazon. Every year we make the application process more challenging, and every year we get more applicants. For C16, we received 190 manager applications for 30 interns. One manager said he felt like he'd "been accepted to an Ivy league

> **"My most important advice is to get away from anyone who doesn't believe in you and move towards the people who do."**

university" when he got his acceptance letter because the process is so competitive.

Last year, I noticed a gap in the Ada curriculum around production-level use of git. I made a five-hour video tutorial to teach git the way I
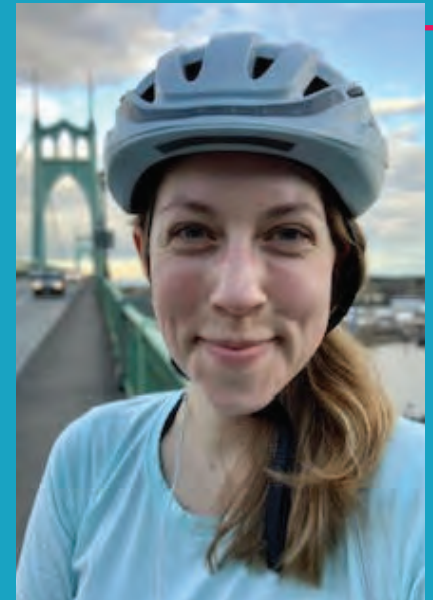
ALYSSA HURSH

C6 GRADUATE, SD AT AMAZON

want to see it taught, and I donated the curriculum to Ada for use in the classroom. When I see a gap that I know how to fill, I do everything I can to fill it.

I joke that I'm the "Amazon Ada alum mob boss"—I will teach you everything I know, I will do everything I can to help you, but you have to understand that I intend to collect on that debt. Not this week, not this year, but one day I'm going to show up in your Slack DMs and ask you to teach someone new the skills I taught you. I expect that you will say yes. Those are my terms.

What advice do you have to current and future Ada students?

My most important advice is to get away from anyone who doesn't believe in you and move towards the people who do. One of my first engineering managers did not see my potential. He didn't have any idea how to help me close my technical gaps and he made me feel like that was my fault. It took me a long time to realize that his reaction to my background was about him, not about me. I got really lucky—an Ada friend helped me find an opportunity to move to a new team with a manager and mentors who had experience working with folks from non-traditional backgrounds. My experience was night and day; things just immediately started to click. I grew more in the first few months on the new team than I had in my first two years in industry.

People often ask me for advice on how to "advocate for themselves." My advice is to use the Ada community to move away from people who require you to advocate for yourself and towards people who proactively advocate for, sponsor, and support you. People who require you to advocate for yourself don't deserve you. I will never work for anyone who does not believe in me ever again.

What are you excited about in regards to the future of Ada?

When I was an intern in 2017, there were eight or ten of us total at Amazon. Today there are 104. Twenty-seven of us have been promoted to SDE2. My manager has five Ada alums reporting to him.

Every cohort our numbers grow, which means that every cohort there are more of us available to support the Ada students coming up behind us. We are out here. We are successful. We are taking down barriers. We are changing tech. ◼

Thank You

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Mackenzie Scott and Dan Jewett

Pivotal Ventures

Charles and Lynn Schusterman Family Philanthropies

Cognizant Foundation

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Bill Shihara Family Foundation

Lacewing Foundation

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Alyssa Hursh — curriculum

James Ward — student laptops

Lindsay Terchin — student laptops

Watchguard — classroom monitors

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Year Up

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WA State DSHS Division of Vocational Rehabilitaion

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