Some words from our CEO

Dear Ada community,

2022 was a year of unprecedented growth for Ada Developers Academy. We served more students than ever before, expanded our team, launched our campus in Atlanta, began hiring for our DC campus, and increased services for students.

The end of 2022 brought dramatic changes in the tech industry, pushing Ada to evolve to continue to provide our students with skills and experiences that lead to successful careers in tech. This has meant pursuing new corporate partners, pivoting our program strategy, and reducing our growth expectations to ensure Ada persists through this tech contraction.

At Ada, we are committed to promoting equity in the tech industry, and as the industry evolves Ada is adapting as well.

At Ada, we are committed to promoting equity in the tech industry, and as the industry evolves Ada is adapting as well. This includes addressing how the introduction of AI-enabled software development tools are impacting the gender disparity in tech. As noted by the World Economic Forum, "the lack of gender diversity in the workforce and uneven distribution of power and leadership in the AI sector are very concerning... These systems replicate patterns of gender bias in ways that can exacerbate the current gender divide by spreading and reinforcing harmful gender stereotypes." In order to continue to Change the Face of Tech, we need to build a future in which the humanity AI is built to serve is represented at the development table.

We also recognize that this moment truly calls for an ecosystem approach — emphasizing the importance of community, collective power, and movement building. We will continue to expand our movement at Ada by adding new internship partners in new sectors and new community partnerships to provide the supports that allow our students to thrive. In 2023 we will facilitate conversations, gatherings and opportunities to connect to this ecosystem, including the roll-out of "Ada Connect," our new alumni portal, and save the date for AdieCon October 12-13.

Lauren Sato
Ada CEO

Our staff

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<thead>
<tr>
<th>Name</th>
<th>Title</th>
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<td>Lauren Sato, CEO</td>
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<td>Adrian Prado</td>
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<td>Alexandra Holien</td>
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<td>Yolanda Eng</td>
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These lists reflect Ada's team as of June 2023.

Our board

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<thead>
<tr>
<th>Name</th>
<th>Role</th>
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<tr>
<td>Latoya Singleton, Board Chair</td>
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<td>Alan Cole</td>
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<td>Angela Fan</td>
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<td>Collin Foulds</td>
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<td>Hala Haddad</td>
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<td>Jane Billbe</td>
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<td>Jeffrey Spector</td>
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<td>Karsten Vagner</td>
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<td>Maureen Ezekwugo</td>
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<td>Michael Chang</td>
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<td>Michelle Broderick</td>
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<td>Rachel Klein</td>
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<td>Sally Moore</td>
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<td>Tina-Marie Gulley</td>
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Lauren Sato, CEO
Education, by the numbers

**Cohorts in our Core program**

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<th>GRADUATED IN 2022</th>
<th>ENROLLED IN 2022</th>
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<tr>
<td>Cohort 15</td>
<td>71 students</td>
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<tr>
<td>Cohort 16</td>
<td>93 students</td>
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<tr>
<td>Cohort 17</td>
<td>108 students</td>
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<td>Cohort 18</td>
<td>153 students</td>
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Demographics across our Seattle, Digital and Atlanta campuses

- 425 students served
- 78% students of color
- 45% underrepresented minorities in tech*
- 36% LGBTQIA+

Student success

- 95% student retention rate
- 97% graduation rate
- 76 → 84 2022 NPS Score** increase

Post-graduation

- Cohort 15 and Cohort 16 entered the job market in 2022 ...
- 90% found full-time employment within 6 months of graduating
- +238% average salary rate change

*Black, Latine, Indigenous, Native Hawaiian and/or Pacific Islander

**Net promoter score is a market research metric that is based on a single survey question asking respondents to rate the likelihood that they would recommend a company, product, or a service to a friend or colleague.

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**Thursdays at Ada**

In 2022, the Internship & Career Services team created new professional development programming through the Thursdays at Ada series, offering live learning sessions on topics such as

- effective resume building, job hunting, networking, interviewing
- tech recruiting (including a panel with hiring managers)
- negotiating compensation, managing up, self-advocating

Resources for these topics and more are now available anytime to interns and alumni through a new digital library launched in 2022.

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**Other programs**

**Ada’s preparatory programs**

Ada offers Ada Build and Ada Build Live as free preparatory programs designed to introduce potential applicants to Python and coding fundamentals.

**Ada Build**

- SELF GUIDED curriculum always available online

**Ada Build Live**

- INSTRUCTOR GUIDED workshop series offered quarterly

- 476 participants (Ada Build Live participants who applied to our Core program in 2022 were accepted***

**Lovelace Learning Labs**

Lovelace Learning Labs is a free, biannual continuing education series for Ada alumni focusing on technical skills, career advancement, and personal development.

- 118 participants

***We don’t track who accesses the Ada Build self-guided curriculum on their own, only those who attend the ABL workshop series.

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Visit our website to learn more about Ada Build + Ada Build Live
Alum spotlights

Take Haction!

In response to the devastating setback to reproductive freedom that came with the US Supreme Court overturning Roe V Wade, Ada hosted a hackathon event to build collective power and action within our community.

Learn more about Take Haction!  Read our CEO's op-ed on Forbes

Equity + Policy

In 2022, the Equity & Policy team integrated social justice training into the Ada student experience with a curriculum spanning allyship, self advocacy, power, privilege, implicit bias, racial justice, gender justice, microaggressions, identity and intersectionality, and community agreement.

150+ intern managers

received inclusive leadership training to build their skills for cognizance of bias, cultural humility, and collaboration across diversity. This programming culminated in the Inclusion Summit in August, when managers and interns came together to deepen their knowledge through practice-based workshops, panels, and guest speakers.

Within Ada, our executives engaged “Be the Change” in a series of structured thinking routines and workshops to design antiracist organizational practices, and our education team attended workshops to build and enhance anti-racist instructor competencies. Additionally, the E&P team initiated a racial equity task force for staff and introduced open Equity Office Hours (also available to students).

Our team

We invested in our people through competitive compensation packages and professional development (including expanded mental health benefits through BetterHelp and monthly training on topics such as emotional intelligence, change management, neurodiversity and more). In August, we convened an all-staff retreat at our Seattle HQ to galvanize our collective commitment to each other as well as the communities we serve.

Alum Brooke's Inspiring Journey from Retail to Tech with Ada’s Program

Experience the inspiring journey of Ada C16 alum Brooke, from a career in fashion retail, music, and working in a grocery store; she transformed her life through Ada’s program.

Watch on YouTube

Alum Annalee's Career Journey 7 Years After Graduating from Ada

Hear Cohort 4 alum Annalee’s story about her life-changing career journey from conservationist turned software developer through Ada Developers Academy’s transformative program.

Watch on YouTube

2022 Annual Report
Ada in the classroom

Ada provides access to financial assistance, laptops, therapy, and childcare during the classroom phase to meet students’ needs holistically.

Adies receive coaching and career services throughout the program.

Ada values community over competition.

2022 Financials

In 2022 Ada focused on implementing the growth strategy initiated by Equality Can't Wait funding received in 2021. We made significant investments in our people, resources, and infrastructure to support an increased student count, which started 2022 with a 62% increase in students over 2021. Through that growth, Ada continued providing students with wrap-around services for equitable access to our tuition-free program, such as laptop loans, financial assistance for living expenses, childcare subsidies, and mental health counseling.

Revenue

+$11.4 million

Expenses

-$14.2 million

Revenue breakdown

$10,168,640
Business Development: corporate partnership philanthropy

$202,666
Philanthropy: individual giving

$1,003,600
Philanthropy: institutional funding

$35,870
Other

Expenses breakdown

59%
Personnel

27%
Program services

11%
General admin

3%
Contracted program support

Current net assets

$3,488,242
Temporary Restricted Net Assets

$11,142,375
Unrestricted Net Assets

-$2.8 million loss in net assets
Not only have the employees that we have hired through Ada internships continued to grow in their careers, given the strong foundation they started with, but they have all been strong carriers of our core values.”

VP of Community & Culture for Zillow

Thank you to our corporate partners

In 2022, students in Cohorts 16 + 17 received invaluable training through internship with:

The Allen Institute +
The Allen Institute for AI
Amazon
Anaconda
Blue Origin
Concur
Crowdstrike
Dropbox
GoDaddy
GoodRx
Google
Highspot
Indeed
Khan Academy
Microsoft
Nordstrom
Ookla
Oracle
Parallels
Qumulo
Redfin
Remitly
Skytap
Smartsheet
Sofi
Strike Graph
Submittable
Two Sigma
Volkswagen Group of America
Zulily

Thank you to our philanthropic partners

In 2022, our mission to change the face of tech was made possible by investments from:

8th Light
AdaCore
Alaska Airlines Women in Technology
Alliant Credit Union Foundation
AppFolio
BECU Foundation
Byron and Alice Lockwood Foundation
Boeing
Capital Group
Cognizant Foundation
Community Foundation for Greater Atlanta
Elastic Search
Ellison Foundation
Envestnet Asset Management
Etsy Impact Fund
King County Digital Equity Fund
Lacewing Foundation
LiveRamp
Lucky 7 Foundation
Marie Lamfrom Foundation
Nordson Foundation
Shihara Family Foundation
Slashdata
TripAdvisor
Trust Foundation
Tulalip Tribes Charitable Fund
Umpqua Bank Charitable Foundation
Wells Fargo Atlanta Foundation

Let’s connect

Ada is always looking for new partnerships across industries and geographies for intern placement, especially for our new campuses in Atlanta and DC. Click here to learn more and get in touch with our business development team!

Learn more and get in touch with our business development team

2022 Annual Report
Join us in building a movement to change the face of tech

Volunteer

Become a partner

Give Today

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