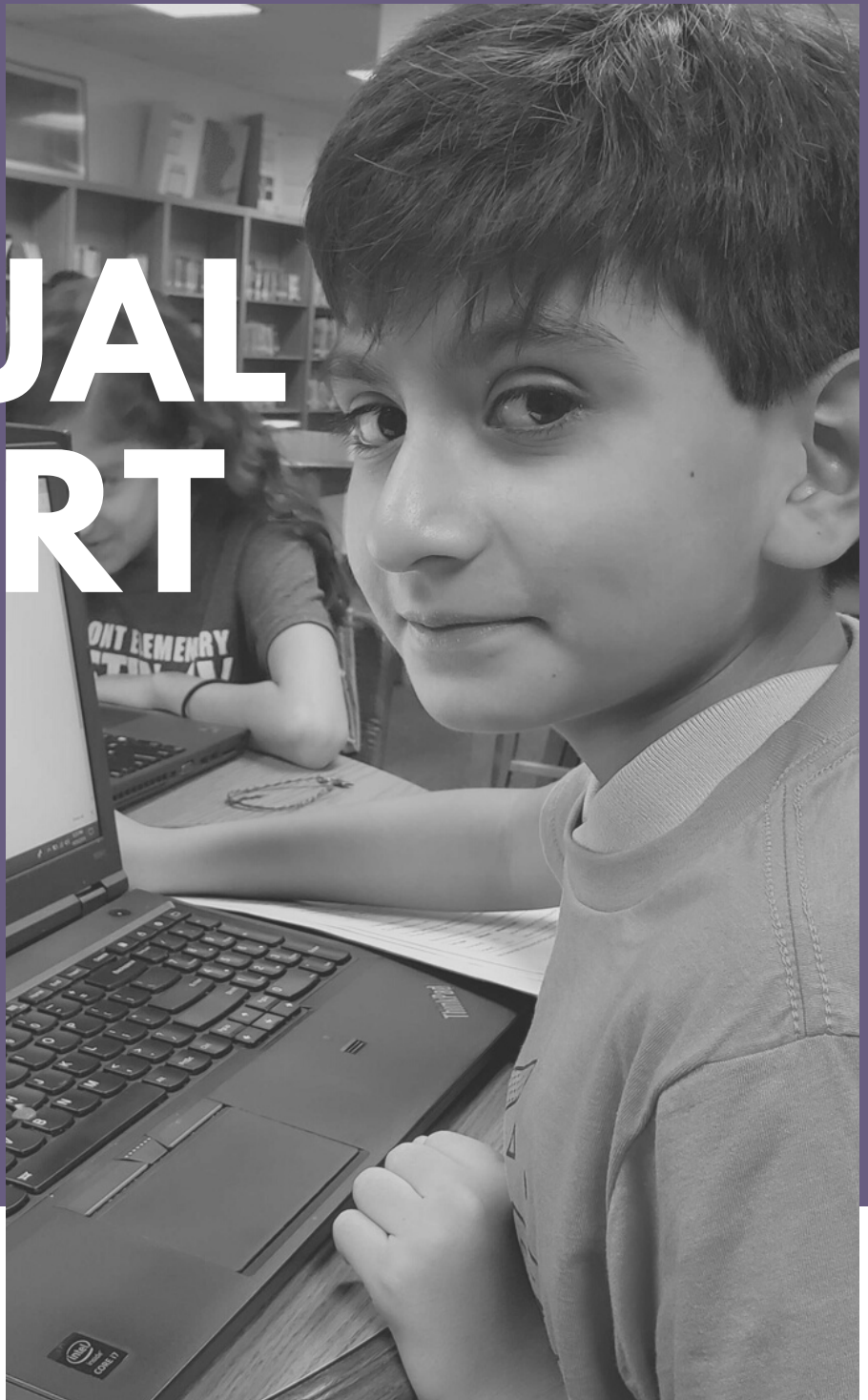# ANNUAL REPORT 2021

July 2020 - June 2021

‹BOLD IDEA›

Dallas ISD student Christopher Contreras continued to learn computer science with Bold Idea this year through an online Coding Club.

CEO'S MESSAGE

October 2021

A year of resiliency

No one could have foreseen the drastic move to virtual learning for the nation's students in late March 2020. Like knowledge workers across the country, students logged into Zoom each morning from their home computers to learn and interact with teachers.

The COVID-19 pandemic adversely affected computer science learning for north Texas youth. Already challenging to access, the pandemic cancelled many after-school or weekend opportunities for STEM learning. Even as virtual options began to appear, students in low-income communities disproportionately lacked access to broadband and laptop computers.

In response to these challenges, Bold Idea stepped up to establish 3 new Coding Clubs at Dallas ISD schools and transitioned existing Coding Clubs online. Students learned computer science and interacted with technology mentors via video conferencing software in their school computer lab or at home using school-owned or personal laptop computers. Bold Idea donated gently-used laptops to students who didn't have access to one.

Students processed their collective anxiety through their coding projects. Nadia created a 2D game where users played as scientists killing the coronavirus in a lab. Elias, Jessica, and Ascension coded a website to educate teens on Black Lives Matter and how to get involved. Others just appreciated the opportunity to interact with one another - not available in most virtual classrooms.

We knew that while in-person learning was on hold, their future was not on hold. Our community has stepped up. I'm grateful to YOU, our donors, partners, volunteers, and friends, for leveling up your support in the past year. Because of you, we were able to quickly pivot our Coding Clubs & Camps to a virtual environment and mentor even more students. Bold Idea is stronger than ever. We remain committed to helping students discover computer science and creating security and hope for their future.

You make that possible!

Robyn Brown

CEO & FOUNDER

BOLD IDEA STAFF & BOARD

BOLD IDEA STAFF
Robyn Brown
CEO & Founder

BOLD IDEA STAFF
Ben Davis
Education Director & Founder

BOLD IDEA STAFF
Lorene Sugars
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Greg Crouse
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Susan Paul
Pariveda Solutions

BOARD MEMBER
Meredith Black
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BOARD MEMBER
David Harrison
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BOARD MEMBER
Theodore Larson, PhD
University of North Texas
at Dallas

BOARD MEMBER
Ann Montgomery
United Way of
Metropolitan Dallas

CODING CLUBS & CAMPS

{ ideaSpark }

ideaSpark Coding Clubs & Camps offer equitable access to learning computer science through hands-on projects led by volunteer mentors from Dallas-area corporations. Our focus is providing girls and minority students a pathway to pursue careers requiring computer science in an inclusive learning environment that values student voice.

This year,

175 **STUDENTS** in 3rd – 12th grades

received

3,690 **HOURS** of volunteer mentor time.

28%
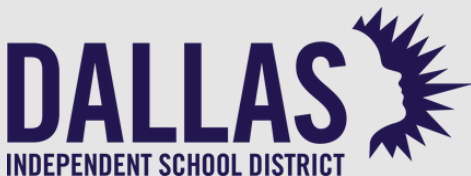**of students**

discovered Computer Science for the 1st time

74%
of students

participated for free or at a reduced cost

14
students

received a gently-used laptop computer

DALLAS
INDEPENDENT SCHOOL DISTRICT

5 Dallas ISD schools hosted an ideaSpark Coding Club, serving 50 students in west Dallas, Oak Cliff, and southern Dallas.

We serve a diverse student community.

80%
students of color

45%
female students

Students increased their computer science interest.

"I think computer science is interesting."

92% agree ✓

24% ↑
*improved their response

"Projects are more interesting when you work on a team with lots of different people."

71% agree ✓

27% ↑
*improved their response

Students increased their computer science self–efficacy.

"I am confident I can create a computer science project."

89% agree ✓

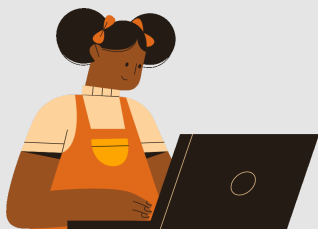**30%** ↑
*improved their response

"I can keep trying computer science even when it's challenging or I don't understand."

91% agree ✓

22% ↑
*improved their response

*when measured from pre- to post-survey each semester

With a **2-to-1** student-to-mentor ratio, every student received focused attention from a mentor.

MEET OUR YOUNG CODERS

Focused on her future coding career

Stacy, a Dallas ISD student in the 6th grade, was motivated to become a coder when she learned that those coding skills would help her secure a place at her preferred high school. "**One of the requirements to be in a high-academic college or high school is to learn how to code and know how coding works.** Also, if you want to be a game technician or designer, that can also work," she said.

Since this summer, Stacy has coded online games in the Javascript programming language. A favorite challenge was coding and animating a yellow sun that melts a snowman.

STACY

▶ **Watch Stacy's interview with her mentor Janie**

Confidence to overcome any challenge

Not even a pandemic could hold back Homero from learning to code. When his Coding Club ended early, Homero continued to practice coding at home using a laptop from school and his Bold Idea learning materials.

After learning with mentors virtually last year, Homero could code a website with reviews of his favorite foods. Now his passion is unstoppable. "I know I am going to be joining Bold Idea for 5th grade, and then if there is a Bold Idea in Middle School I will definitely be doing that, and then if there is one for High School I will join that too."

HOMERO

▶ **Watch Homero's interview with his mentors Phyllis and Mario**

Creativity to code anything – without limits

JOURNEY

8th-grader Journey is always trying new interests to find out what she likes. In January, that curiosity led her to coding with Bold Idea. She started with the beginner-friendly language, Python, coding the classic arcade game Breakout and sharing it with her friends.

And now she's hooked, determined to use her creativity on new coding projects like a volleyball video game. "Coding is something everyone should know, because it's the foundation of technology - and coding is also really fun."

Watch Journey's interview with her mentor Madeleine

Leveling up his coding skills for 3 years

Christopher is in his third year of Coding Club at his Dallas ISD school. Passionate about front-end design, his favorite coding projects have been websites and games with lots of colors and images to engage users.

"I think other students should learn computer science, because it's really fun. It could help them for any job they're applying for. If they want to apply for coding, they could make their own program or game and have fun doing it. So then they could be happy and show how hard they worked. It's really helpful," he said.

CHRISTOPHER

Watch Christopher's interview with his mentor Brennan

CORPORATE PARTNERS

Collaborating to Increase Participation in Computer Science

Our corporate partners are committed to ensuring that students in our community have the technical and interpersonal skills for the careers of the digital future. When we tackle education equity together and add more students to the pipeline for careers in technology, **then we all win**. Our students qualify for higher paying jobs, and local businesses thrive with access to talented and diverse workers prepared for the jobs of tomorrow.

Today, these companies benefit from an engaged workforce that is involved in their local community as volunteer mentors. From July 2020 to June 2021, Bold Idea mentors gave **3,690 cumulative hours of mentoring - all virtually.** We are grateful to the **163 volunteers and 9 companies** who made the transition to virtual learning with us, including State Farm and Texas Capital Bank who joined us in 2020.

Teaching students crucial technical knowledge is no longer an elective – it is mission critical to position them for future success. Together, we are accomplishing this for north Texas students.

"In coding, you can be as creative as you want. Before Bold Idea, I never really thought about computer science much, but now that I'm doing it, I think it's really cool to make my own game. Mentors really help you step by step to get through it. I think it's great."

Nadia, Dallas 7th-grader

PARIVEDA SOLUTIONS

PARIVEDA

✓ **5-year anniversary!** Partner since 2016.

✓ **948** mentoring hours from **35** mentors

✓ Dallas-ISD Coding Club partner

✓ Raised **$12,570** in 3rd employee giving campaign

We partner with Pariveda Solutions to deliver the Coding Club at Rosemont Elementary and Middle School, as well as Coding Clubs available to any north Texas student.

"I believe that one of the biggest ways to make a difference in someone's life is to give them the tools to empower themselves and encourage them! Through Bold Idea I get to do that while teaching something that I'm passionate about! Bold Idea seeks to teach students to think critically and communicate effectively. These are two skills that are important for any occupation even if it isn't technology oriented."

Brennan Saul, Team Captain on Pariveda's mentor team

FEDERAL RESERVE BANK OF DALLAS
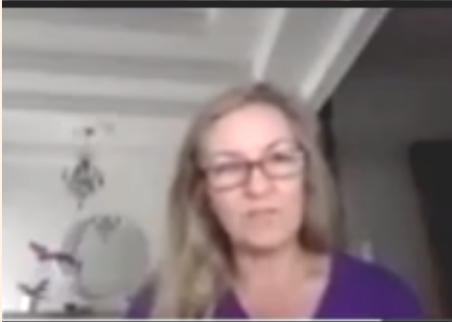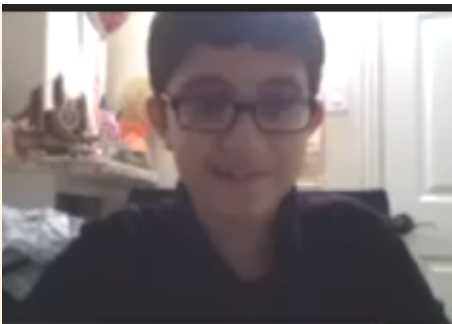

✓ Partner since 2019

✓ **44** volunteer mentors

✓ **846.5** mentoring hours

✓ Dallas-ISD Coding Club partner

Bold Idea partnered with the Federal Reserve Bank of Dallas in 2019 to establish a Coding Club at Margaret B. Henderson Elementary, a Dallas ISD school that the Bank has supported for 25 years. In 2020, the school served as the focus of our 3-month pilot of virtual Coding Clubs in Dallas ISD, alongside the Bank. Due to its success, we deployed the virtual Clubs at four more schools.

"I've always enjoyed volunteering with Margaret B Henderson. Both the faculty and the kids are great to work with. Bold Idea has been especially rewarding because it has allowed me to make a more personal connection with the kids, and to pass on some of my programming knowledge. It's rewarding to see them develop their programming skills."

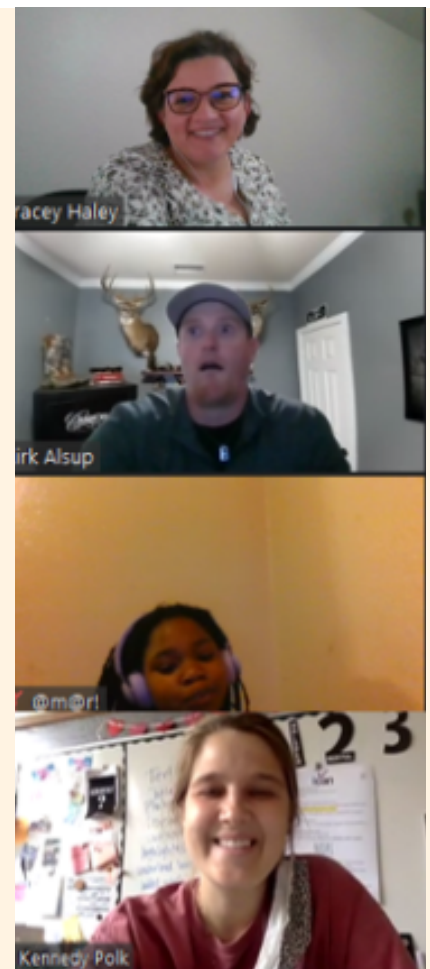**Mark Prill, Team Captain on the Federal Reserve Bank mentor team**

TEXAS CAPITAL BANK

TEXAS CAPITAL BANK®

✓ Partner since 2020

✓ **250.5** mentoring hours from **12** mentors

✓ Gigabyte Sponsor Level

✓ Dallas-ISD Coding Club partner

Bold Idea teamed up with Texas Capital Bank in 2020 to establish a new Coding Club at C.F. Carr Elementary School in west Dallas.

"Serving as a Bold Idea mentor has made me more aware of the challenges that students face on a daily basis. It's a privilege to be a part of something that can make a difference in the lives of others and being able to see the students' smiling faces is something I look forward to each week. The opportunities that await these students are endless and I am excited to continue mentoring and advocating for this inspiring program in the years to come."

Tracey Haley, Team Captain on the Texas Capital Bank mentor team

STATE FARM

State Farm®

✓ Partner since 2020

✓ **163.5** mentoring hours from **10** mentors

✓ Dallas-ISD Coding Club partner

✓ Megabyte Sponsor Level

Bold Idea teamed up with State Farm this year to establish a new Coding Club at Whitney Young Elementary School in southern Dallas.

"It was a very fulfilling experience to be a mentor to the 5th grade students at Whitney Young. I think I learned as much as them, if not more, during the whole program. I joined mid-way as soon as I got to know about it after joining State Farm (March end). I'm already participating in the next volunteer experience at Whitney Young and will continue to do so in the future! Very excited about how this shapes their perspective about coding and what they do in later grades to pursue this."

Samarth Chugh, Mentor on the State Farm volunteer team

"I loved seeing what the students created and hearing their excitement and pride as they shared their coding projects. It was rewarding to be a part of the Bold Idea program and to contribute to the impact it's having on local schools."

Angie Aldrich, Team Captain on the State Farm volunteer team

ALKAMI TECHNOLOGY

Alkami

✓ Partner since 2017

✓ Gigabyte Sponsor Level

✓ **160** mentoring hours from **4** mentors

Alkami Technology was instrumental in helping Bold Idea transition our in-person Coding Clubs to an online format. Within a few weeks in spring 2020, the volunteers designed a virtual and engaging learning experience for students to continue to learn computer science, explore technology careers, and create hands-on projects.

When the spring semester ended, Alkami volunteers continued to mentor students online over the next year. We are grateful to this long-time partner for their flexibility!

FIDELITY INVESTMENTS

✓ Partner since 2018

✓ Megabyte Sponsor Level

✓ **135** mentoring hours from **14** mentors

During summer 2020, Bold Idea teamed up with Girls Inc. of Metropolitan Dallas and Fidelity Investments on a 4-week website development camp. Over 30 high school girls participated. They formed teams to code and design websites alongside tech professionals at Fidelity. The camp was our first virtual program alongside these partners.

"This was such a great experience. I want to do it again. I think mentoring virtually is such a powerful tool in our online world." - Fidelity Investments volunteer

CREDERA

CREDERA

✓ Partner since 2019

✓ **74** mentoring hours

✓ **3** volunteer mentors

✓ Raised **$3,215** in 1st employee giving campaign

Credera initially partnered with Bold Idea to mentor students in Dallas' Vickery Meadow neighborhood. As we transitioned the Coding Clubs to a virtual environment, Credera volunteers have continued to inspire Dallas students as virtual mentors.

"Learning to code changed my life in a very short period of time, so I've wanted to pay that forward since getting my foot in that door. My most memorable moment isn't one – it was all the times I helped a mentee accomplish a task they didn't believe was possible before we started the assignment."

Jordan Mason, Credera volunteer mentor

ACCENTURE & REALPAGE

Accenture and RealPage hosted online workshops that prepared students to give presentations at Demo Day. Our students can create websites about video games and video games about zombies. Just as important, though, is their ability to present their ideas and code to an audience. With our corporate partners, students have the confidence and communication skills to share their bold ideas.

"We thoroughly enjoyed getting to partner with Bold Idea and see their best and brightest students present their innovative creations. It was such a joy to see the students' excitement and dedication to their projects and to see the focus on STEM that Bold Idea is teaching."

Nikki Chronis, Accenture

"RealPage employees recently had a wonderful opportunity to lead a "Presentation Workshop" for Bold Idea students. Each employee told me afterwards they wanted to be included the next time we did the workshop. We were inspired and so impressed by the students' creativity and enthusiasm for their projects, and how well they incorporated the advice and tips they received into their presentations. It was an honor for us to participate in the workshop and support Bold Idea students!"

Lisa Willis, RealPage

NEW PARTNERSHIPS!

A warm welcome to our new and returning corporate partners!

These north Texas companies have recently signed on to support students participating in our Coding Clubs & Camps this year.

bottle rocket

CODE AUTHORITY. CUSTOM SOFTWARE

OMG ORDERMYGEAR

TEKsystems Own change

Partner with Us

By partnering with Bold Idea, companies can invest in a pipeline of technology talent, while giving their employees an avenue to engage in the community as volunteer mentors.

Join us. boldidea.org/corporate-partner

After building an e-commerce site in Coding Camp, 11th-grader Anthony is considering a career as a website developer. He credits his time with the virtual mentors for sparking his interest - perhaps becoming their colleague one day.

VOLUNTEER AWARDS

Congratulations to this year's Outstanding
Mentor Award recipients

Abigail Swigert	Joseph Glover
Allison Raines	Kate Frye
Amy Chapel	Kendra Andersen
Antriksh Agarwal	Kirk Alsup
Ben Clark	Kris Fawcett
Cady Baltz	Lorene Sugars
Caroline Bell	Mario Gonzalez
Cody Dufour	Mark Bob
Collin Rusch	Molly Ilijevich
Daniel Lozano	Patrick Doyle
Dawn Pattison	Phyllis Conway
Earl Hoover	Remington Rogers
Edmund Pan	Scott Mishra
Gabriel Morales	Sean Blonien
James Lee	Tania Madah
Jessica Margherio	Tonica Griffin
John Bianchini	Yolanda Sims

YOU ARE ALL SUPER STARS!

Congratulations to the 2020/2021
Volunteers of the Year

Kris Fawcett

Kris Fawcett, a technology professional at Cardinal Financial, has served as a Mentor and Team Captain with the ideaSpark Coding Clubs since 2018. Clocking in this year with 175 volunteer hours, Kris is one of Bold Idea's longest-serving volunteers. He has an ability to connect with students to help them solve problems and ensure that mentors and students are ready to learn every week.

"Kris is very patient and encouraging. In every session, he made it a priority to solve every issue and answer every question possible. Even when there were times where we were all confused, Kris was able to get us out of any sticky situation we'd find ourselves in one way or another!" - Bold Idea student

John Bianchini

John Bianchini, an IT professional at the Federal Reserve Bank of Dallas, is a Mentor and a Team Captain at our Margaret B Henderson Elementary and Greiner Middle School ideaSpark Coding Clubs in Dallas ISD. Volunteering with Bold Idea since 2019, John is dedicated to ensuring that all students are able to access Bold Idea's programs and get the most out of their learning experience.

"He has always been there for the kids, supporting and understanding to all the needs of the students. I also have learned from him that sometimes there is a hidden treasure under a child and I was able to see many of the students shine. Some of the students I would not have imagined that they were able to do the work but the kids were engaged and eager to learn. He is the best!!!!!" - Bold Idea Teacher Liaison

SUPPORTERS

CORPORATE DONORS

Gigabyte Level - $10,000+

Alkami Technology
Texas Capital Bank

Megabyte Level - $5,000+

American Woodmark Foundation
State Farm

Kilobyte Level - $2,500+

Bottle Rocket
Cisco
Microsoft
Pariveda Solutions
TEKsystems
UnitedHealth Group

Corporate Contributors - $1,000+

JP Morgan Chase
Target
Wells Fargo

FOUNDATIONS, DONOR-ADVISED FUNDS, UNITED WAY

Communities Foundation of Texas /
North Texas Giving Day
Fidelity Charitable
McKesson Foundation
National Life Group Foundation
North Texas WINUP
Python Software Foundation
Texas Instruments Foundation
United Way of Metropolitan Dallas

INDIVIDUAL DONORS

Individuals - $5,000+

Amy Czuchlewski
Meredith Black
Paul and Carol Davis
Susan Paul
Theodore Larson

Individuals - $2,500+

Aaron Boswell
Anju Bhagat
Greg Crouse
Justin Kimble

Individuals - $1,500+

Brian Erickson
David Harrison
David and Antonette Balcom
Jennifer and Michael Beecham
Shannon and Collin Ray

Individuals - $750+

Abrahim Nadimi
Brennan and Kelly Saul
Daniel Lozano
John Bianchini
Joseph Glover
Justin Bell
Lucinda Krahl
Molly Slattery
Peggy Etheridge
Richard Winston
Sean McCullough

INDIVIDUAL DONORS, CONT.
Individuals - $250+

Abha Bhagat
Anees Bedi
Arun Meenakshi Sundaram
David Becker
Debbie and Neil Brown
Dr. Harriet Boorhem
Eric Born
Haley Hutson
Igor Geyfman
Jane Santa Cruz

Jason Goth
Jonathan Tucker
Kathleen Lavallee
Nicki Hames
Sarah Sahibzada
Scott Robinson
Sean Sedlock
Soraya Anderson
Stan Vlasimsky
Wendy Habicht

IN-KIND SUPPORT

Amazon Web Services
CNM
Eric Embery
Microsoft
Pamela Thompson
Shannon Ray
Sherry Lambe
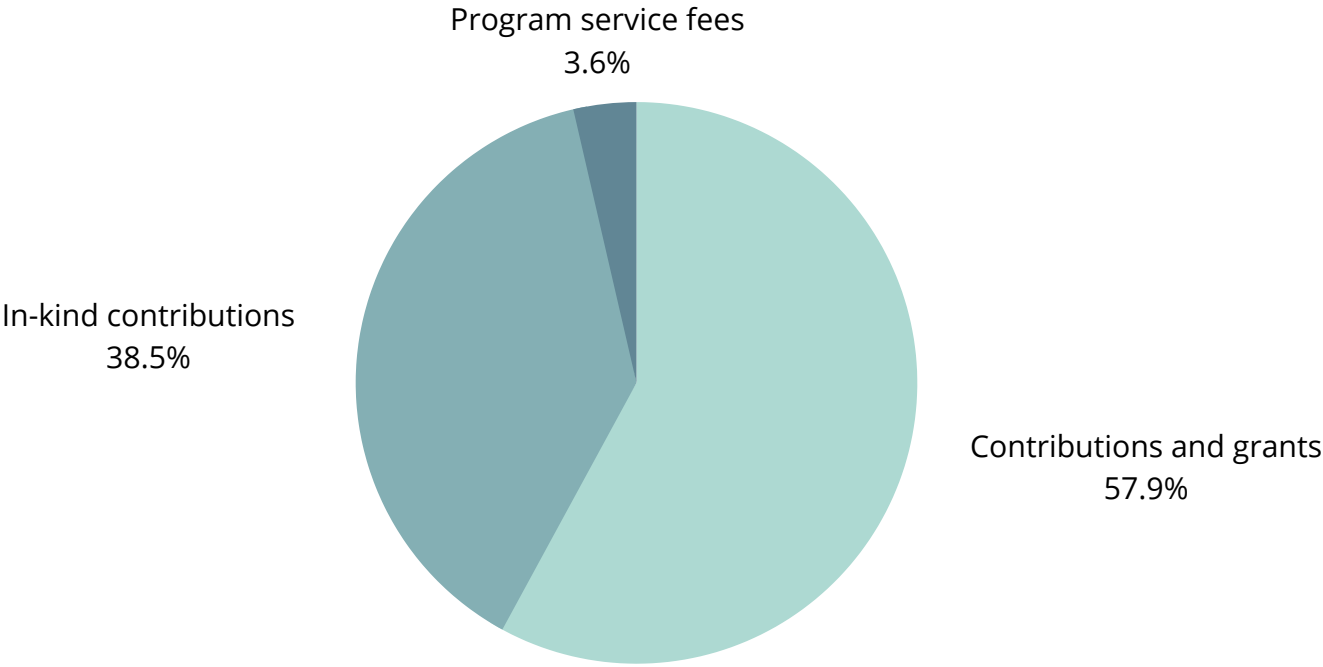The Meadows Foundation

Pledge to Our Annual Fund

The Annual Fund impacts 200+ Dallas ISD students, providing **free** hands-on learning in computer science and mentoring from industry professionals. **Your generosity makes this possible.**

Pledge today at boldidea.org/annual-fund

Karolina, a high school Junior, built a website that serves as her fine arts portfolio. In addition to HTML and CSS, she learned that computer science and the arts go hand in hand.
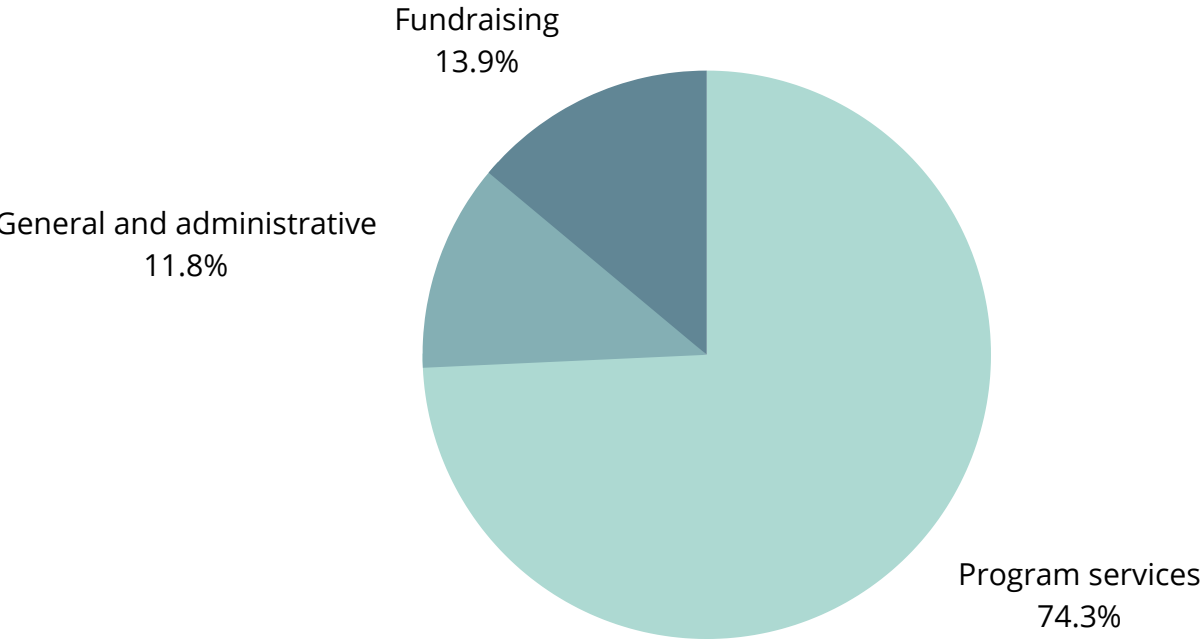
FINANCIALS - REVENUES & SUPPORT

Program service fees
3.6%

In-kind contributions
38.5%

Contributions and grants
57.9%

2021	2021
Individual contributions	$73,896
Corporate contributions	$48,333
Grants	$23,957
Program fees, net	$9,122

In-kind contributions

Donated services	$5,250
Volunteer mentor hours	$80,075
Gifts in kind - goods	$6,267
Rent - donated	$5,460
Total revenue and support	**$252,360**

*Financial statements for the year ended June 30, 2021 were audited by Sutton Frost Cary LLP.

FINANCIALS - EXPENSE BY ACTIVITY

Fundraising
13.9%

General and administrative
11.8%

Program services
74.3%

2021

Program services	$175,911
General and administrative	$27,947
Fundraising	$32,990
Total expenses	**$236,848**

"Not only is computer science a fun thing to do, it also could be a career path. You could grow up to be a coder. You could work for a company that does coding. You could really decide to do it as a hobby or a career."
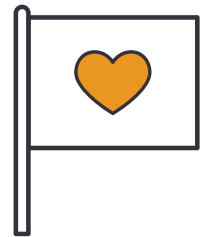
Kalyn, Dallas 9th-grader

2025 STRATEGIC PLAN

In 2020, Bold Idea's Board of Directors and staff completed a strategic plan that identifies the organization's intended impact over the next five years and how we will get there.

Long-term Vision

Bold Idea guides students through High School, putting them on a path to careers or college fields of study in computer science, technology, or engineering.

By 2025, 2,300 students per year will be empowered through the proven, dynamic Bold Idea computer science learning experience with an emphasis on career and college readiness.

The increase of students served with measurable impact toward our long-term outcomes and establishing a career/college readiness mission will be achieved through three strategic priorities identified in the 2021 - 2025 Strategic Plan.

1. **Develop and deliver a repeatable launch model** for each program type: public school, community, and summer camp.
2. **Expand our learning content** to serve students in 3rd to 12th grades across three key areas: computer science skills, 21st century skills, and career exploration/readiness.
3. **Be a data-driven and sustainable organization** by obtaining and effectively deploying the necessary resources, systems, and infrastructure.

Our Strategic Plan is ambitious but built on a track record of achievement and fueled by the talented board leaders, staff, supporters, volunteers, and partners committed to making it possible for many more students to discover computer science and succeed in the careers of the future.

THE NEED IS GREAT

Computing occupations are the number 1 source of all new wages in the U.S. and make up over half of all projected new jobs in STEM fields, making Computer Science one of the most in-demand college degrees. And computing is used all around us and in virtually every field.

Join us at boldidea.org to make computer science accessible to 2,300+ students in north Texas.

WE NEED YOUR HELP

Together, we can create access to computer science education for lower-income students in Dallas. We can equip students with the skills to prepare them for the careers of the digital future, allowing them to compete for higher paying jobs and gain increased economic potential. Will you give the gift of a brighter future to young coders in our community?

How to get involved

Donate

Whether you make an annual contribution or give quarterly or monthly, you are having a direct impact on students in our community who are learning computer science skills.

> Give Today

Sponsor

Sustain our Coding Clubs & Camps as an annual sponsor. Direct financial support enables us to fund program expenses and keep the program free or cost effective for most students.

> Sponsor Today

Partner

Invest in building a pipeline of technology talent in north Texas, while giving your employees an avenue to become involved in the community using their skillsets in computer science.

> Partner Today

Volunteer

Give your time to mentor students, lend your coding or project management skills to develop our technology resources, govern with our Board of Directors, or develop new coding projects for students.

> Sign Up Today

WHY I GIVE

"I give because I get to see the impact first hand. Working with some of the same kids over the last few years, I've gotten to see them grow up and level up their problem solving abilities, creativity, and willingness to delve into new technical solutions, something that was once foreign to them. I also give because this money helps open up the possibility of a future for kids who might not otherwise have the opportunity to engage (or engage at an early age)."

Nicki Hames