



Latinitas

Empowering All Girls to Innovate with Media and Technology

Our Annual Report

2018-2019

By age 6, girls start doubting their STEM intelligence and continue to lose confidence as classes become less gender-balanced and more intimidating due to the lack of female role models and access to resources and tools.

6

80%

80% of Austin's incoming public school kindergarten is LatinX.

10,000 jobs in tech have moved to Austin in the last 5 years and more are coming.

10,000

17%

17% of the U.S. tech workforce is female, less than 1% is Latina. At the same time 40% of women leave computer science fields within the first year of working due to discrimination and inclusion issues.

90% of Latinitas program attendees are Latina, 8% are African American.

90%

100%

100% of Club Latinitas participants are defined as economically challenged by federal standards.

Latinitas is graduating 50% more STEM majors than the national average for girls overall.

50%

93%

93% of Latinitas Code Chica graduates feel more confident in making websites.

Club Latinitas top 3 favorite activities: VR storytelling, Robotics, and Photography

3

FOUNDER'S LETTER

If the past two years have shown us anything, it's that it takes a perfect storm for inclusivity and diversity to thrive, whether it's in media, technology or any realm. It takes allies, invitation, and relevancy, but it also takes a certain amount of disruption and leveling of old ways. Whether it's the turnout of the greatest number of female representatives in our government's history or ceilings shattering in the worlds of production, tech development, entrepreneurialism, and leadership - there is a massive shift happening that says you don't have to be a certain age, race, gender or religion to run a company, start a movement, or invent something new and that feeling is permeating Latinitas clubs, camps, workshops, and conferences on a daily basis as we leap into the next decade.

Laura Donnelly
Founder, CEO Latinitas



DEPUTY EXECUTIVE DIRECTOR LETTER

If we're going to diversify the media and tech industries and empower girls to be courageous leaders, we need allies that want to take an active role in moving the needle on representation and inclusivity in these spaces. We need the valuable partnerships that have been catalysts in expanding program reach and staff capacity thus far that can continue to support our vision to grow. We appreciate our staff who hail from a variety of backgrounds and proudly claim who they are, which encourages the girls they mentor to feel confident exploring their identity, culture, and gender. We acknowledge all who have proudly served the Latinitas community and the women who have made and will continue to make a difference in the lives of the girls they once were. Thank you for making 2019 another impactful year for Latinitas.

Sylvia Butanda
Deputy Executive Director



OUR MISSION

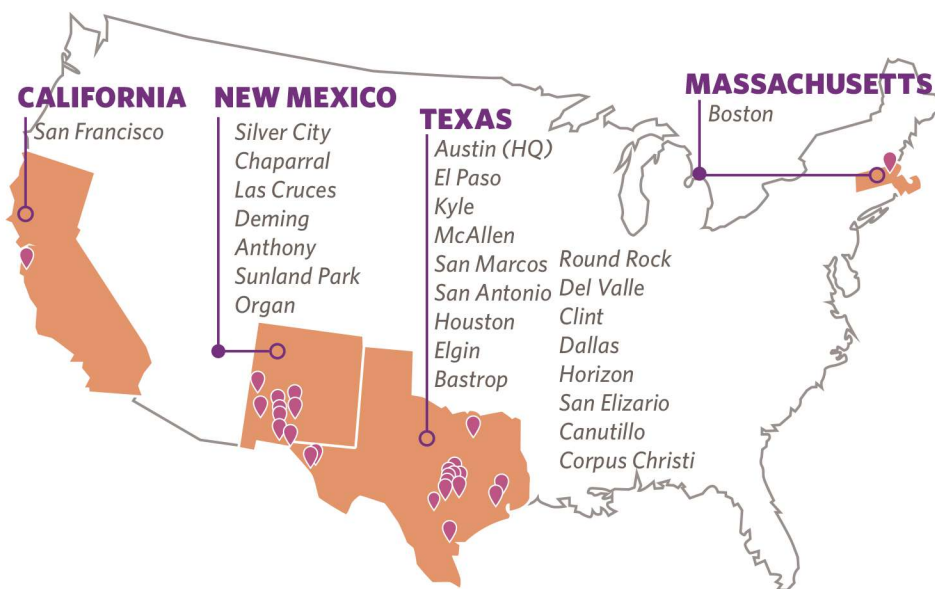
To empower all girls to innovate
using media and technology

OUR VISION

To create courageous leaders

Our Impact

Big issues consumed this past year including climate, civil rights, and the election of the most females in our U.S. national government, ever. One thing is clear: the future is female and with 80% of Austin's incoming public school kindergarten identifying as LatinX - **that future, if female, is Latina**. Latinitas is growing its mission in and outside of Austin's perimeters replicating its conferences and other program platforms steeped in the cultural competency necessary to attract young voices of color to the development and production tables. Despite the fact



“Thank you so much for the opportunity to participate in such a wonderful event. My daughter Fabiola truly enjoyed the game design conference and is excited about starting her own game. She is already talking about who might be her ‘BETA’ testers. I am very impressed with your program.”

**—MARIA GUADALUPE PALOP, MOTHER,
SOFTWARE ENGINEER**

that health morbidity rates are highest among Hispanic girls, the Coalition of Spanish-Speaking Mental Health Organizations (COSSMHO) reports that fewer prevention and treatment services reach Hispanic girls than any other racial or ethnic group. According to the National Latino Children's Institute (NLCI), Latino youth are underserved by social service providers. Moreover, NLCI affirms few youth-serving programs have adequately adapted their programming to bridge the cultural and linguistic barriers that exist for Latino youth, the largest group of minority children. Latinitas is still one of the only organizations of its kind nationwide.

ALUMNI SPOTLIGHTS



CECILY GOLD MOORE
Director

Community Experience at Bumble



SARA MARTINEZ
Marketing Specialist

Shop LC

A Year in Review



Moved to **new statewide headquarters** in Austin's Center for Social Innovation



Partnered with University of Texas network in Austin and El Paso's Computer Science and Engineering Departments



Received our **largest foundation grant yet**



Tripled corporate funding allowing us to provide scholarship opportunities for our alumni



Created a **coding certification program** for teens



Launched first **Giving Circle** reaching kick-off goal of \$16K commemorating 16 years of Latinitas



Formalized alumni organization: Latinitas Por Vida and partnered with **over 20 corporations and other programs** including The National Center for Women In Technology (NCWIT), the Nonprofit Technology Education Network, the University of Texas' computer science department, Digital Inclusion Austin and the Society of Hispanic Engineers.



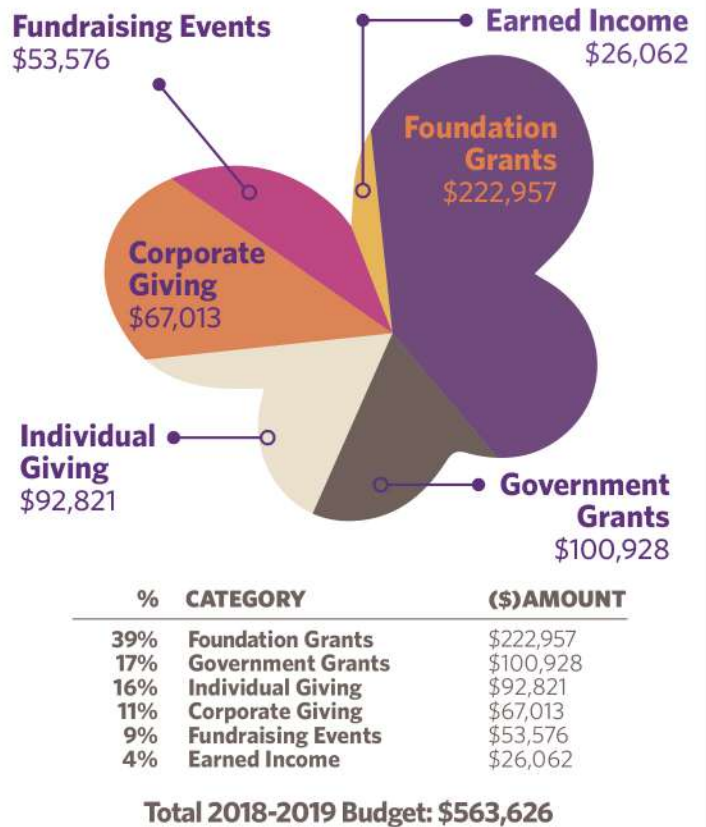
Received \$180K in in-kind support in space, advertising, media training and data collection



LAURA MONROY
Electrical Engineering
St. Edward's University



LIZETTE MELENDEZ
Policy Advisor
City of Austin



"I know this will help me along the way to college and my dreams of being a software engineer."

-CAMILA, 10TH GRADE, CODE CHICA

"I think what draws me (to volunteering at Latinitas) is that it's a community first organization - they really care about investing resources necessary to create the next generation of leadership. I don't think there is another organization, locally or in the state that does as much as Latinitas does for Latinas."

-ESTEVAN AVILES, CONFERENCE PLANNER, GAME INDUSTRY LEAD SXSW

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