※ladies learning code

Sponsorship Package 2014

Spreading digital literacy from coast to coast

Our Story

It's hard to believe that it's been over two years since Ladies Learning Code's first workshop. Back then, it was a small idea - workshops for women who want to learn to code - but it quickly grew into so much more. Today, we are a major force shaping digital literacy education for adults and youth in Canada, and we're just getting started.

For those of you who don't know the story of how Ladies Learning Code came to be, allow me to share. Upon returning from a trip to Los Angeles where I'd had the chance to participate in beginner-friendly Python workshop for women led by a local non-profit group, I had a realization. Why had I spent the past two years struggling to learn to code on my own when there was clearly a better way? Knowing that we would all benefit from a more balanced tech industry, I tweeted that we should have a group in Toronto for women who want to learn to code. The response was immediate and enthusiastic. Soon after, we were on our way.

Our first workshop, an Introduction to JavaScript, was held on August 6th, 2011. When we put tickets on sale, they sold out in a day. So we planned another workshop. And another. Now, over two years later, Ladies Learning Code operates in ten cities across the country (with more coming soon) and has served over 6,000 learners to date. But that was only the beginning.

Shortly after starting Ladies Learning Code, we realized that it wasn't going to be enough. If we really wanted to have an impact on the number of women in tech, we would need to start younger. So, in early 2012, we launched Girls Learning Code, which offers workshops, camps and other events for 8- to 13-year-old girls. Hundreds of girls in Toronto have already participated in Girls Learning Code programs, and we're now expanding the program to new cities.

A year later, due to overwhelming demand from parents, we launched Kids Learning Code - co-ed workshops, camps and events for 8- to 12- and 13- to 17-year-old boys and girls.

One of the best things about our youth programs is our commitment to ensuring they're accessible. Approximately 50% of participants attend our youth workshops, camps and events thanks to a full or partial scholarship. We've also made it a priority to acquire our own set of laptops so that we can loan them to youth participants who might not be able to bring their own.

But none of this would have been possible without our incredible team of sponsors and donors. These innovative companies and individuals not only have their eye on the future - they are actively shaping it. Thank you for helping us make technology education accessible to all!

Heather Payne
Founder, Ladies Learning Code
heather@ladieslearningcode.com

Meet the Founding Team

Heather Payne
Founder
@heatherpayne

Melissa Crnic
Director of Operations & Expansion
@melissacrnic

Laura Plant
Director of Youth Programs
@lauralynplant

Breanna Hughes
Director of Content
@unbrelievable

What We Do

Ladies Learning Code

Founded in August 2011, Ladies Learning Code is a not-for-profit organization that runs workshops for women (and men) who want to learn beginner-friendly computer programming and other technical skills in a social and collaborative way.

Workshops cover everything from introductory HTML & CSS, to WordPress, Python, Ruby, web design and more. These hands-on, project-based learning experiences are designed to give beginners the skills and confidence they need to become digital creators and are open to adults of all ages. They are especially popular and successful because of the 4:1 ratio of students to volunteer instructors at every workshop, which is only possible because of overwhelming support from the technology and startup communities in the cities where we operate.

Girls Learning Code

Through Girls Learning Code, creative 8- to 12- and 13 to 17-year old girls from all across the Greater Toronto Area (and beyond!) join us to participate in the city's only all-girls technology workshops, camps and other events. These programs are designed to help girls see technology in a whole new light – as a medium for self-expression, and as a means for changing the world.

Workshops cover a variety of topics from HTML & CSS and Ruby to image editing and blog creation, to 3D printing to hardware hacking with arduinos and more. We maintain a 4:1 ratio of youth to instructors at these workshops and focus on selecting volunteers who will serve as especially effective role models for the young women. In addition to our camps and workshops, we also offer 'We'll Take Your Kids to Work' days where we bring girls on a tour of local technology companies to learn more about careers in tech.

Kids Learning Code

Like Girls Learning Code, these workshops are beginner-friendly, hands-on and fun. Our 4:1 ratio of kids to mentors is maintained with balanced numbers of male and female mentors. At each workshop, 50% of tickets are reserved for boys and 50% for girls. In 2013, we have already offered workshops on HTML & CSS, Ruby and game design. We plan to offer the same wide variety of content that we currently offer through our Girls Learning Code program through Kids Learning Code in 2014.
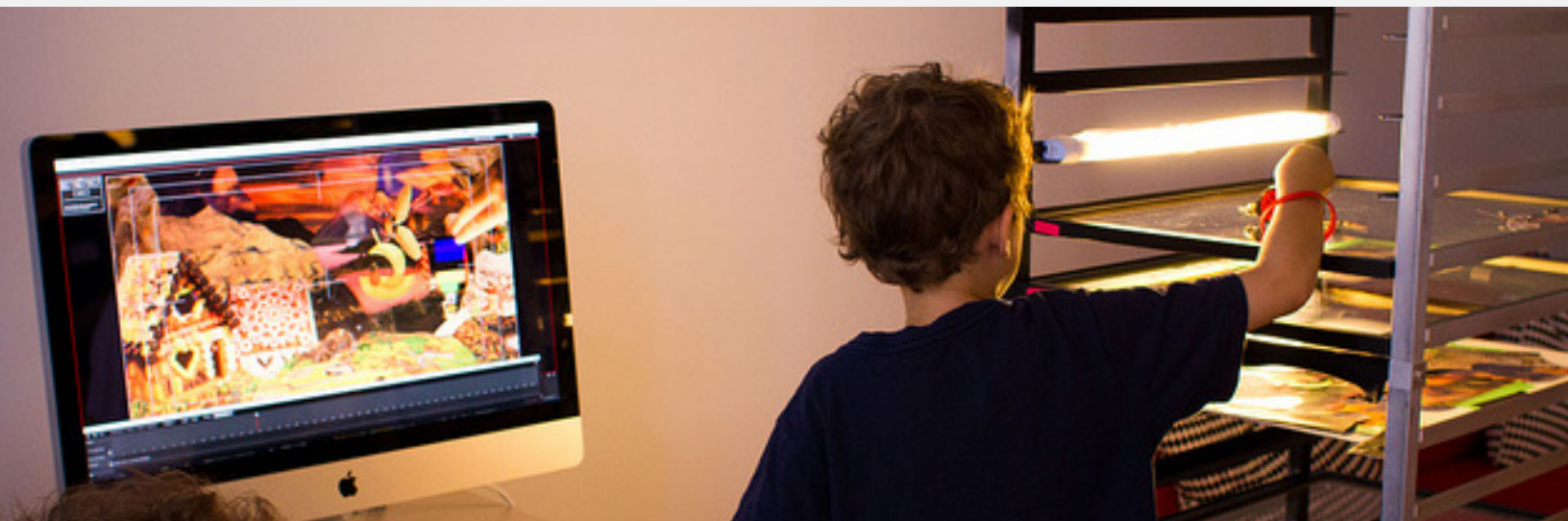
In the Press

Along with our sponsors, we've received some great national and international media coverage over the last couple of years. Here are some of the outlets that we've been featured in:

The Impact: Stories from our Community

Since we were founded in August of 2011, we've consistently grown our national community of learners, volunteers and supporters. It has been a privilege to watch this community develop around Ladies Learning Code, Girls Learning Code, and now, Kids Learning Code.

From that community has come hundreds of powerful personal stories about the transformative power of technology through exposure at our programs. Here are just a few:
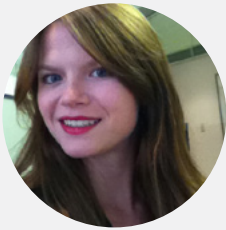
@indeedemma
emmajenkin.com

Emma Jenkin - From Ladies Learning Code Student to Mentor

I signed up for my first Ladies Learning Code workshop on a whim. I had been teaching myself bits and pieces of HTML and CSS, but I knew a more intensive learning experience would really boost my understanding. Within the first few minutes of the workshop, I was hooked. I had no idea that learning code could be such a welcoming, empowering, and even fun, experience.

Thanks to Ladies Learning Code I was able to build my own website (emmajenkin.com), and start building websites for others. One year after attending my first workshop as a student, I started volunteering as a Ladies Learning Code mentor. I am thrilled to be able to give back to the organization that had supported me building such a powerful skill set, and it is extremely rewarding to help others build their confidence in coding in such a positive environment.

@byleejones
leejones.ca
artandsciencejournal.com

Lee Jones - Empowering Entrepreneurs Across Canada

As an entrepreneur, I am always looking for opportunities to expand my skill set in order to become a more effective business owner - and one of the most valuable skills a founder can have is the ability to code. For a long time, I relied on information that I found online to modify my website's HTML and CSS, but it was a slow learning process. Attending Ladies Learning Code workshops really accelerated my learning. The low ratio of students to mentors meant that I was able to learn so much more in a one-day workshops than I could alone, and I had the support of the mentors whenever I got stuck. I would definitely recommend Ladies Learning Code!

Pablo Sosin - *Girls Learning Code Parent and Carol's Dad*

When my daughter was in the fifth grade, she attended a computer club ran by Girls Learning Code at her school and she immediately got a taste for technology. I registered her in the first Girls Learning Code March Break Camp and I remember Carol coming back home and talking about HTML, CSS, Hackasaurus* and Scratch* without even stopping to breathe. Fortunately, Girls Learning Code has offered very generous scholarships to my daughter which have allowed her to attend many, many workshops and camps after that.

Carol has been exposed to countless tools, technologies and coding languages through Girls Learning Code. Among others, she has had the opportunity to learn about HTML & CSS, Ruby, Python, as well as image editing and has had the chance to work with hardware including Arduino kits and 3D printers. All these activities were taught and led by knowledgeable and caring professional women and a great team of mentors in an environment that made the girls feel at ease and eager to learn.

In addition to awareness about the role women play in the IT industry, Carol not only acquired new skills but also increased her self-confidence. I'd say that as a result of attending Girls Learning Code camps and workshops my daughter is now extremely curious about technology and ready to try new things and create stuff.

I feel that there's a ton of value in what Girls Learning Code offers and the program's sponsors expand the reach of your program to girls who otherwise wouldn't be able to attend. My daughter is one of those girls and I'm deeply grateful for what Girls Learning Code and its sponsors have made available to her.

@caitlin_chua

Caitlin Chua - Leading the Next Generation

For as long as I can remember, I've been interested in computers and how they work. My earliest memory on the computer is playing 'Neopets' and 'Rollercoaster Tycoon' on my dad's old computer. My mom supported my interests and encouraged me to explore the world beyond computer games. One day, she was reading the Toronto Star and she came across an article about Girls Learning Code. She immediately signed me up for Girls Learning Code's first ever March Break camp.

I learned so much about coding that week, met so many friends, and had so many amazing opportunities (it's not everyday you get to visit the Google office!) Later that year, at the summer camp, Laura Plant approached me and asked if I wanted to be a mentor in Girls Learning Code events and I was ecstatic! Since then, I've mentored at numerous Girls Learning Code events and camps. I truly believe that Girls Learning Code is a once in a lifetime opportunity for innovative girls interested in computers. Girls Learning Code taught me that I don't always just have to be a consumer of the internet; instead, I can be a producer. In the future, I am positive that I will participate in more Girls Learning Code events and possibly some Ladies Learning Code events, too!
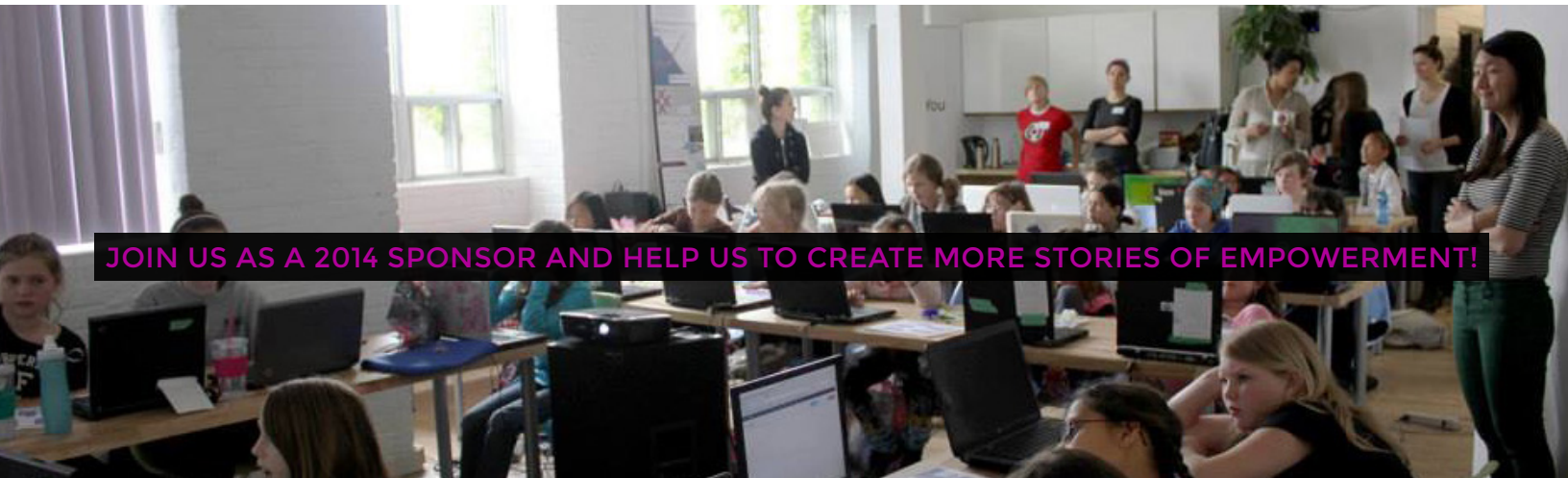
JOIN US AS A 2014 SPONSOR AND HELP US TO CREATE MORE STORIES OF EMPOWERMENT!

What does it mean to be a sponsor?

Hubba - Ben Zifkin, Founder & CEO

Sponsoring Ladies Learning Code was one of the best investments our company has made. First, it allows us to get involved with enhancing digital literacy, a cause that directly aligns with our company values. Second, it immediately embedded Hubba into the fabric of the startup community. Third, it cultivated relationships for us that has led to our team becoming closer, introductions to clients and partners and, most importantly, a lot of great new friends. There are few things that I can think of that can have such a sizeable impact on a growing startup.

Mozilla - Matt Thompson, Chief Storyteller & Community Engagement Director at Mozilla

Mozilla has always been thrilled to support the work of Ladies Learning Code. We've been proud to contribute the use of our Mozilla Toronto Community space so that the Ladies Learning Code team would have somewhere to host their fantastic Girls Learning Code March Break and summer camps.

Mozilla's non-profit mission to help teach and learn web skills is closely aligned with the goals of Ladies Learning Code, and hosting the camps always brings a lot of life, joy and creativity into our office. We're excited to see passionate web creators and developers who got their start at Girls Learning Code become Mozillians in the future.

Nascent Digital - Shawn Konopinsky, Co-Founder & CEO

Being a relatively small company of 30 people, Nascent has pretty sporadic needs in terms of finding the right people to work with on our team. For example, when we started working with TELUS we quickly realized that we needed a rockstar front-end developer who could not only lead TELUS through the process of making their technology choices as they contemplated the future of all of their web properties, but who could also create a significant shift in the development culture towards exploration and experimentation. The catch? We needed to find that person in under a month.

Luckily, through our relationship with Ladies Learning Code, we had met Pearl Chen who had instructed several workshops. We reached out to Pearl with an offer, and within a week Pearl was onboarding with the team and has been kicking-ass at TELUS since January.

Microsoft - Marc Gagne, Senior Developer Evangelist at Microsoft

Microsoft has always been supportive of organizations that support and nurture women in technology. We were thrilled to sponsor and work alongside Ladies Learning Code to help teach and mentor their community on Microsoft technologies and the Windows platform. The amazing team behind LLC and the bright and energetic members of the community were an absolute pleasure to work with.

Where will your dollars go?

As an not-for-profit organization, we pride ourselves on being as self-sufficient as possible. Through selling tickets to our workshops, we're able to cover a large percentage of our annual operating budget. While this grassroots approach to funding has served us well by allowing us to focus on serving our community, we need support from organizations like yours to help us grow our programs, expand our reach, and operate an innovative national not-for-profit organization that will offer unique technology learning experiences to thousands of women, men, and youth across Canada in 2014.

Our fundraising goal for 2014 across Ladies Learning Code, Girls Learning Code, and Kids Learning Code is $150,000. $90,000 of that amount (approximately 60%) is required in order for us to maintain the same level of programming as we offered in 2013. The remainder of the funds - $60,000 - will enable us to offer even more innovative programs in 2014 from coast to coast.

Our fundraising goal for 2014 across Ladies Learning Code, Girls Learning Code, and Kids Learning Code is $150,000.

Here is a breakdown of our projected costs and revenues for 2014:

Breakdown of Costs
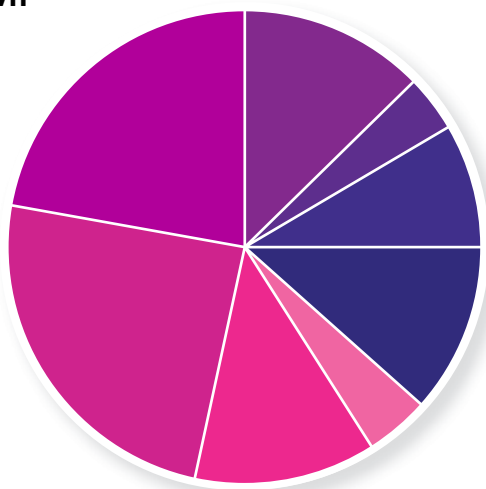
- ■ Workshop, Camp & Event Space e.g. rent - $34,200 (12.7%)
- ■ Volunteer Appreciation e.g. Mentor Appreciation Nights $10,000
- ■ Workshop Costs e.g. food, venue & security - $23,500 (8.7%)
- ■ Administrative Salaries - $30,800 (11.4%)
- ■ New Content Creation - $12,000
- ■ Chapter Support - $33,000 (12.2%)
- ■ Youth Program Operations - $66,000 (24.5%)
- ■ Growth Opportunities (see below) - $60,000 (22.2%)

Program Contributions 2014
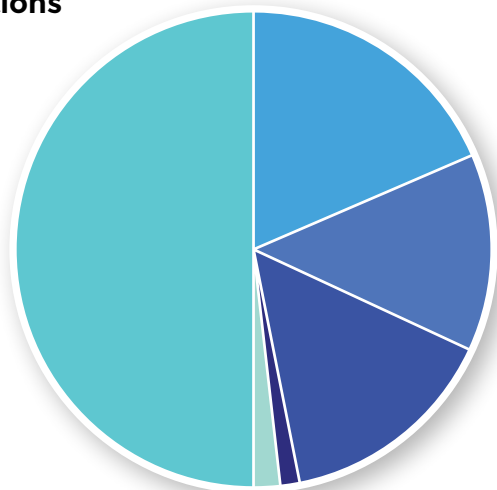
- ■ Adult Workshops (Toronto) - $55,000 (18.4%)
- ■ Youth Events - $40,000 (13.4%)
- ■ Adult Workshops (Chapter Cities) - $45,000 (15.1%)
- ■ Job Board Revenue - $3,600
- ■ Annual Fundraising Event - $5,000
- ■ Community Support - $150,000 (50.2%)

Total Costs: $269,700.00 / **Total Contributions:** $298,600.00

Here are the five main areas of growth that your dollars will contribute to in 2014:

Creating even more awesome new content - $20,000

Technology is constantly evolving, and so is our workshop content. We are continuously updating our curriculum as well as developing new workshops to better respond to the needs of our learner community. With this additional funding, we'll be able to offer more new workshops as well as new workshop formats, plus six weeks of Girls and Kids Learning Code summer camp, week-long web development bootcamp programs for youth, and more.

Expanding to new cities + chapter development - $15,000

We've launched Ladies Learning Code Chapters in 10 cities across Canada and now it's important we ensure their continued success. We'll be using additional contributions to help our Chapter cities by investing in things they need like projectors and spare laptops. We'll also be supporting our Chapters as they further grow their own communities through traditional marketing and direct support from the Ladies Learning Code core team.

Furniture and fixtures for our new space - $10,000

Space-wise, we're busting at the seams! In 2014, Ladies Learning Code has the opportunity to share a 7,000 square foot digital literacy classroom and lab space that will allow us to increase the number of people that we serve, as well as the number of workshops and events that we can host. Though our rent won't increase, our furniture needs will, because we'll now have a 60-person classroom to furnish. This space will also enable us to run six weeks of camp each summer, instead of just two.

Makerspace and hardware - $10,000

We hope to be able to purchase additional equipment and supplies in 2014 that will allow us to open a beginner-friendly Maker Space. We already have a 3D printer (graciously purchased for us by Hubba*), but we need more! This equipment may include 30 arduinos (so that we can do workshops!), Makey Makey kits, additional 3D printers, soldering machines, electronic components, and camera equipment. We also hope to purchase additional computers that can be offered to learners who do not have access to their own devices.

New opportunities to be innovative - $5,000

Ladies Learning Code has achieved a lot in the past two years. Much of this was because of our openness to new ideas and our desire to innovate, and that drive hasn't disappeared. In 2013, for example, we invested in developing our first-ever online workshop, which was made available for National "Learn to Code" Day and which can now be accessed from anywhere in the world via SkillShare and uDemy. We want to continue innovating, and your support will help make this possible.

Hubba is a Toronto-based software company that gives brands and retailers the power to manage and share their consumer-ready product information ensuring that the right message gets to the right consumers at exactly the right moment in the purchase decision process.

They were also our first sponsor ever. Find out more at hubba.com.

A few details about our audience...

Ladies Learning Code

Ladies Learning Code now operates chapters in the following cities:

Vancouver
Victoria
(coming in 2014)
Edmonton
Calgary
Saskatoon
coming in 2014
Regina
coming in 2014
Barrie
London
Toronto
Hamilton
Ottawa
Montreal
coming in 2014
New Brunswick
Halifax
Newfoundland
coming in 2014

...with more on the way

In total, we have reached over 6000 learners to date. Approximately 110 learners attend workshops in Toronto each month and approximately 40 learners a month in each of our Chapter cities.

Our Reach

General mailing list of over 4,000+

Developer mailing list size: 1,000+

Twitter followers: 7000+

Facebook fans: 3400+

Estimated number of Ladies Learning Code participants in 2014:
1,320 in Toronto and 2,500 across Canada, bringing us very close to the 10,000 total participant mark.

Save the date! Our second annual National 'Learn to Code' Day will be held on Saturday, September 27th, 2014. Check out ladieslearningcode.com/codeday for details.

Girls Learning Code

In just over a year of operations, Girls Learning Code has reached over 600 youth in Toronto through the following programs:

March Break Camp x 2 weeks

Summer Camp x 3 weeks

Winter Camp x 1 week

Workshops x 17

Take Your Kid to Work Day x 3

Girls Learning Code sponsors not only have exposure to hundreds of girls, but their parents as well! To date, over 600 individuals have signed up to our youth mailing list.

Due to overwhelming demand for Girls Learning Code programs outside of Toronto, Girls Learning Code has expanded to Ottawa and plans to continue growing in new cities across Canada in 2014!

Estimated number of Girls Learning Code participants in 2014: 600+

Kids Learning Code

After launching in the Summer of 2013, Kids Learning Code has already developed a strong following in Toronto. By the end of 2013, Kids Learning Code will have reached over 300 youth.

Estimated number of participants in 2014: 600+

2014 Sponsorship Levels

Ladies Learning Code

TITLE SPONSOR – $30,000 per year
Available for 2014

GOLD SPONSORS – $10,000 per year
5 available for 2014

SILVER SPONSORS – $5,000 per year
5 available for 2014

COMMUNITY SPONSORS – $1,000 per year
Unlimited for 2014

Girls Learning Code & Kids Learning Code

TITLE SPONSOR – $10,000 per year
Available for 2014

GOLD SPONSORS – $5,000 per year
5 available for 2014

SILVER SPONSORS – $3,000 per year
5 available for 2014

COMMUNITY SPONSORS – $1,000 per year
Unlimited for 2014

Recognition / Ladies Learning Code

At the Community level and above, sponsors receive:

- Your company or organization logo on our website (we have new websites coming for all organizations coming in November 2013) at the sponsorship level selected by you beginning January 2014
- You will receive our monthly Sponsor Updates newsletter which shares news about our organization and opportunities for you and your team members to get involved

At the Silver Level, you'll also receive:

- Mentions on Ladies Learning Code social media channels (you can also email us when you'd specifically like help promoting something!)
- One blog post interview in 2014 featuring your organization (here's an example)
- Be featured in monthly "What's Up with Our Sponsors" sponsor blog post where we share updates about our sponsors with our community. This is a great opportunity to share info about hiring announcements, product launches, events and more.
- Free job posts on our job board (http://jobs.ladieslearningcode.com)
- An invitation to attend signature events, such as Demo Days and Mentor Appreciation Nights. You will be welcome to bring your own corporate signage to display at these events.

At the Gold Level, you'll receive everything above plus:

- The opportunity to address the crowd at our signature events (such as Demo Days and Mentor Appreciation Nights), as well as two free tickets to each event
- Access to one full-day free rental of our 7000 square foot event space (think Hackathons), as well as a discounted rate for additional rentals
- Five free Ladies Learning Code, Girls Learning Code or Kids Learning Code workshop tickets for yourself or your team members for 2014
- Casual assistance with identifying potential candidates for your company's open positions

At the Title Sponsor Level, you'll receive everything above plus:

- Your logo and a brief write-up about your company will be included in every Mailchimp campaign that we send out to both our general and developer mailing lists
- We'll work with you to create a win-win sponsorship arrangement designed to help you meet your business objectives, perhaps with one of the following:
    - Technical recruitment and employer branding -- we can work with you to develop and implement strategies to help you reach your technical recruitment goals. For example:
        - Quarterly e-blasts to our developer mailing list featuring job opportunities
        - Hosting job fairs for your organization
    - Employee volunteer engagement -- we can work with you to create meaningful opportunities for your staff to contribute to the community. This could include:
        - Creating a quarterly e-blast for your staff featuring volunteer opportunities
        - Co-hosting an event where your employees are given the opportunity to participate in the organization and execution of the event
        - Providing your team with opportunities to volunteer where their professional skills are being utilized
    - Demonstrate your industry expertise by jointly creating co-branded custom content for our learners.
        - This could range from full-day workshops, to info sessions and more.
    - Promotion of diversity -- we can work with you to create educational opportunities for your organization and employees around the importance of fostering diversity. For example:
        - Creating and delivering workshop content for your employees
        - A speaking engagement with one or more of our founding members for your organization

Recognition / Girls Learning Code/Kids Learning Code

At the Community level and above, sponsors receive:

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- You will receive our monthly Sponsor Updates newsletter

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• The opportunity to address the crowd at our signature events, as well as two free tickets to the event
• Access to one full day free rental of our event space, as well as a discounted rate for future rentals
• Five free Ladies Learning Code, Girls Learning Code or Kids Learning Code workshop tickets for yourself or your team members for 2014

Contact info

Looking for more info? Want to chat about opportunities?

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