CANADA LEARNING CODE

ANNUAL REPORT 2023

BECOMING FUTURE PROOF:
The Start of New Pathways

Letter from the CEO

At the end of 2022, I stepped away from the role of CEO at Canada Learning Code and welcomed a new incredible leader, Rekha Rao-Mayya. While unexpected, I returned to the leadership role in 2024, which makes writing this address fill me with admiration and awe.

Each year, we make bold leaps toward our big vision for Canada — one in which all people have the knowledge and confidence to harness the power of technology to create a better, more inclusive future. 2023 was no exception.

Our team, volunteers, funders, and community came together to create over 203,000 meaningful learning experiences for people throughout Canada, mostly in classrooms and community organizations. Our in-person workshops returned in full force in cities from Victoria, BC to St. John's, NFLD and we launched a first-of-its-kind initiative: Code to Career. This initiative, which aims to help 800 equity-deserving learners make a career shift into tech, has already started to transform lives. On top of that, we ran some of our favourite and beloved events like TeacherCon, International Women's Day celebrations, our Teen Ambassador program and we launched FUTURES; a national, virtual event designed to help professionals upskill with the digital skills they need for the future that lies ahead.

Most importantly and most significantly, we heard stories from around the country about the positive impact our learning experiences have had on the lives of people in Canada, and we're excited to share some of these magic moments with you throughout the report.

We know, though, that our work is far from done. We're so thankful for everyone who helped make our work possible. Your support and dedication have been instrumental in our success. We're committed to continuing to build relationships, design experiences, and deliver our programs to make our vision for Canada a reality for all.

Code time, go time.

MELISSA SARIFFODEEN
CEO

WHAT WE DO AND WHY IT MATTERS

The world is changing, and we want Canada to be ready. We're here to make sure that all people in Canada — particularly those who are marginalized and underrepresented in tech — have access to the knowledge they need to prosper in our digital world.

We envision a prosperous Canada where all people have the skills and confidence to harness the power of technology to create a better and more inclusive future.

In 2023, Canada Learning Code focused on upskilling professionals – with a key focus on teachers and educators – to integrate technology-based education into the classroom, so students could take what they learned with them throughout their education and eventual career.

Going forward, we're expanding upon our decade's plus work to deepen our impact and enable people to confidently navigate through their career trajectory, with the start of new pathways.

We're still the spark that ignites the start of big things.

But now, working as your trusted guide, we're doing those big things, together.

2023 By The Numbers

203,457
meaningful learning experiences in 2023

1,134
educational events in 2023

410,983
hours spent coding in 2023

1,097,000
meaningful learning experiences since 2011

12,000
educational events since 2011

2,280,000
hours spent coding since 2011

What is a meaningful learning experience? At Canada Learning Code, we define a meaningful learning experience (MLE) as a measurable in-person or online interaction between Canada Learning Code and a learner. All of our MLEs are designed to be constructive in their delivery and achieve one or more of our organizational learning objectives.

Community Impact

72%
of Black learners were more confident with tech and code after their experience with Canada Learning Code.

79%
of newcomer learners were more confident with tech and code after their experience with Canada Learning Code.
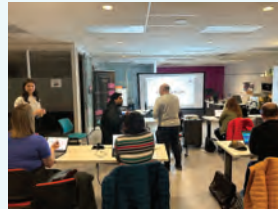
79%
of women and beyond the gender binary learners were more confident with tech and code after their experience with Canada Learning Code.

Yes, we love data. But learning code is so much more than data – and at the heart of it all is people.

That's why one of our core values is our commitment to placing learners at the centre of everything we do. We wholeheartedly believe that these people, these eager learners, possess the potential to accomplish extraordinary things. They are the ones who will bring about transformative changes, shaping the world we live in. But sometimes, all it takes is a gentle nudge, a spark of inspiration, and the nurturing support we offer to ignite their curiosity and equip them to take that next step.

Leaners this Year

To meet the needs of learners in 2023 and beyond, we embraced a multitude of ways to learn – live-online and in-person, synchronous and asynchronous, immersive and introductory, led by us and led by our partners – all in the interest of placing learners at the centre. Scroll through to see some of the incredible people learning with us in 2023.

Chapters Active in 2023

Dely Goicochea

THUNDER BAY CHAPTER LEAD

"I love seeing how, after exploring each project, students discover that they can innovate and create technology. They only need one experience to transform their lives, and that's what Canada Learning Code does with each workshop."

Focus on Our Strategic Priority Areas

Throughout 2020, we engaged our team, our Board of Directors and our community of learners, mentors, instructors, funders and collaborators to outline a three-year strategic plan that would take Canada Learning Code forward.

Our 2021-2023 strategic plan outlined a bold vision for Canada Learning Code, highlighting three priority areas that have guided us towards this vision. With this plan coming to a close in 2023, we spent the year completing work towards achieving these priority areas while planning for what's next.

STRATEGIC PRIORITY AREA 1: We track to create 10 million meaningful learning experiences by 2027 by equipping others to teach.

We invested in building the capacity of educators (traditional and non-traditional) through ongoing professional learning, a robust learning management system, content and other resources to enable them to provide ongoing learning experiences to their learners. Through capacity building, we enabled local educators and organizations to meet the needs of their unique and diverse learners.

In 2023, 79.7% of meaningful learning experiences came from partner educators - teachers, teacher supports, teen ambassadors, community organizations - who we trained to teach.

54,201	**26,692**	**3,340**
children learned code from teachers	teens learned code from teachers	educators learned code from teachers

What's next? This goal we originally set out with needed to evolve to meet the significant shifts in market conditions guiding our strategic vision for 2024 and onwards: framing our impact from breadth to depth and focusing on the learners who we are able to create the deepest impact with. This means we have moved away from supporting children and youth learners through teachers, and towards directly supporting adult learners in advancing their careers.

STRATEGIC PRIORITY AREA 2: We develop learning pathways beyond our current learning experiences.

As we strived to be the introductory experience, or spark, for learners, we established formal pathways beyond our learning experiences by partnering with other NFPs, boot camps & colleges/universities to create accessible pathways into longer-term training opportunities.

Two new pathways were formally established in 2023 for long-term training:

Code to Career was launched in November 2023 and is a national skilling initiative that subsidizes Software Engineering bootcamps to provide tech training to individuals in Canada who have been historically and currently are underrepresented in the tech sector.

This program is powered by the dynamic partnership between Canada Learning Code and BrainStation and is funded by Upskill Canada [powered by Palette Skills] and the Government of Canada.

Grow with Google was launched in May 2023 and is a program developed by Google Canada that provides free training, tools, and events to help people grow their skills, career, or business. The first training opportunity we established as part of this program is a full scholarship and support for Grow with Google's Cybersecurity Career Certificate.

Maintaining flexibility for our learners, this program has been offered asynchronously and through a cohort, so people can choose to learn at their own pace or with others.

What's next? With our focus on supporting adult learners in advancing their careers and shifting from breadth to depth, building these pathways is critical. And to do so, we are continuing to work with our existing partners (hi, we see you!) and build new ones (or maybe that's you!) to incorporate valuable offerings in these pathways.

STRATEGIC PRIORITY AREA 3: We develop learning pathways beyond our current learning experiences.

We made decisions and investments that will have the most positive impact on our Theory of Change. We have measured our Theory of Change through evaluation data like increase in confidence in tech and code and increase in interest in tech and code after taking an experience with Canada Learning Code.

79% of learners felt more confident in tech and code after their experience with Canada Learning Code in 2023.

86% of learners felt more interested in tech and code after their experience with Canada Learning Code in 2023.

What's next? We've been focused since Canada Learning Code's beginning on the immediate outcomes of our Theory of Change: increasing peoples' confidence and interest in tech and code to go onto applying and developing those skills, to ultimately be equipped to become creators — not just consumers — of technology. The Theory of Change still guides our work, but our role in shifting to deeper engagement means shifting from immediate to intermediate and ultimate outcomes. This shift is critical to move away from being solely the spark and enables us to drive lasting impact, ensuring that learners not only gain initial skills and confidence but also achieve meaningful, sustainable career advancement and long-term success.

A Theory of Change (ToC) is a visual description of the changes we would expect to observe as a result of our programs in the short and long term.

In other words, it's our very own conditional (if, then) statement. If we do X then Y will change because...

What We Did

Starting New Pathways

In 2023, we took significant steps to expand beyond our introductory coding workshops towards providing comprehensive pathways for learners to advance their careers using technology. A key milestone for us was the launch of a full scholarship program for Google's Cybersecurity Career Certificate in July 2023, made possible through funding from Grow with Google. This certificate prepares our learners for cybersecurity roles, bridging the gap between our beginner programming workshops and professional opportunities.
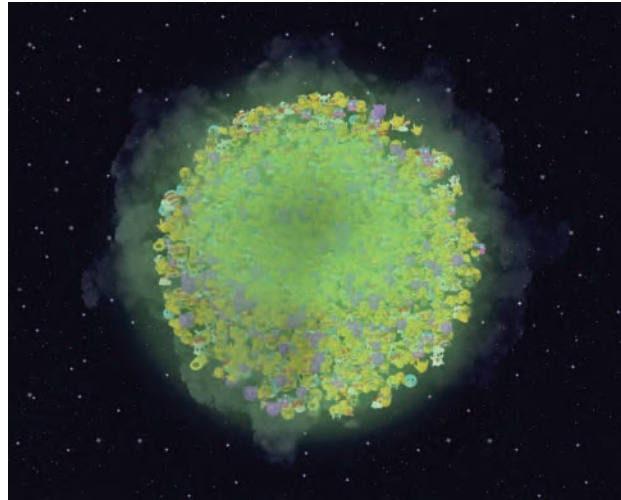
Our most ambitious initiative in the year was launching Code to Career, a national upskilling program offering subsidized access to BrainStation's 12-week Software Engineering Bootcamp. Backed by funding by Upskill Canada [powered by Palette Skills] and the Government of Canada, this unique partnership aims to train 800 underrepresented Canadians from coast to coast to coast, providing them a direct pathway into tech careers. Code to Career marks our evolution at Canada Learning Code from one-time interactions into long-term, comprehensive career support for our learners.

Sparking a New Interest in Tech & Code

With the return to in-person learning that began in 2022, 2023 was focused on re-engaging communities throughout Canada and understanding their evolving needs when it came to tech education. In communities like Thunder Bay, St. John's and Edmonton, we made significant strides in tailoring our workshop offerings to resonate with learners in unique ways. By being present in the community and listening closely, we could curate experiences that opened minds to the potential tech holds.

A highlight was Canada Learning Code: FUTURES, the reimagined evolution of our previous National Ladies Learning Code Day event. With 300 attendees, this national experience brought our Chapters together to simultaneously run in-person workshops, supplemented by virtual panel discussions hosted by our headquarter office. FUTURES helped learners embark on their journeys in tech by seeing the future as more than just a destination— but rather, a journey full of possibilities.

Equipping Educators

At Canada Learning Code, we have long been advocates for integrating computer science education into the classroom, ensuring it is done equitably across demographics and geographies. Although 9 in 10 Canadians believe it is important to learn computer science, many students do not have the opportunity to do so for a variety of reasons. To address this, we led the development of the final K-12 Computer Science framework in 2020, which served as a guide for supporting teachers through coding education over the following three years.

In 2023, this initiative resulted in equipping over 3,000 educators through our 6th annual professional development conference for teachers, TeacherCon, held in August. Additionally, we engaged over 32,000 students and teachers during our annual Canada Learning Code Week, which was made extra special by the evolving Emoji World, a fun tool we developed in 2022 to excite and creatively engage students, which featured a climate-focused theme.

Moving forward, we're proud to say that computer science is more integrated into curriculums all over Canada, with teachers and school boards able to lean on us and the network of organizations who have been committed to this work.

Building Up Local Networks

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After re-launching in-person workshops and events in 2022 for the first time since 2020, we focused on building up networks in each of our Chapter locations in intentional ways. Recognizing that people in each region have unique needs, Chapters began experimenting with different types of events to effectively resonate and connect with their communities.

One example of a well-received event was creatively repurposing our "Generative Art with JavaScript" content to develop a "Paint Night with Code" event. This event, which took place in St. John's, NFLD was eventually adopted by other Chapters. Additionally, International Women's Day served as a rallying moment for Chapters to bring their communities together, allowing them to feel part of something even larger.

What's Next?
Thinking ahead: Guiding professionals through AI acceleration

From Melissa Sariffodeen, CEO, Canada Learning Code

As quickly as technology evolved over the last year, so did our community's needs as we've heard from many of you. To that end, 2023 was also marked by a period of deep strategic planning. Gathering input from various careholders, we set forth to chart the next chapter of Canada Learning Code.

While we're just beginning that evolution, we know our work matters more than ever. The underrepresentation of women, transgender, and non-binary people in computer science persists and is worse for those who are Black, Indigenous or Racialized; and since the pandemic, this situation has been getting worse, not better This is why our commitment to diversity and inclusion is at the core of everything we do. The most significant gaps among tech jobs rely heavily on disruptive tech skills that will drive tomorrow's economy. Further, the acceleration of technology (such as ChatGPT) means everyone needs to increase their fluency to work, build, and live with technology.

As we studied, listened and debated the next chapter for the organization, it was clear that we needed to do more. While every journey starts with a single spark, our work must go deeper. Specifically, we are responsible for leveraging our unique capabilities to support early to mid-career professionals as their trusted guide and help them navigate from their first experience with us to a pathway toward successful and meaningful change in career outcomes.

As a result of the last 13 years of work, we're excited to have launched the **Career Collective**. A private, member-based career platform for people whose current roles aren't in the tech sector but who are looking to enhance their work through a better understanding of how to use technology. It will evolve and grow — right now, the focus is on helping professionals understand how AI is changing the workforce.

We look forward to continuing to build a better, more inclusive future with all of you.

Our Board of Directors

Alison Leung
Head of Marketing, Canada, Shopify

Emily Walsh
Lead Investor, Georgian Partners

Gordon Sandford
Partner - National Leader for Digital Transformation and Future Ready Workforce, Ernst & Young

Jeff Szeto
CFO of Avana Capital & Maytree Foundation/Lead Investor for ACS Ventures

Kevin Chan
Global Policy Campaigns Strategy Director, Meta

Lisa Cole
Director of Programming K2I Academy

OUR FUNDING PARTNERS

Our impact is made possible by the generous investments from organizations and individuals who support our work. Thank you to our incredible donors and funding partners! We are big believers in long-term impact – this list recognizes the contributions of donors from all time, including those who contributed in 2023.

Partner Feature: Georgian Partners

Georgian's engagement goes beyond financial contributions. Their team members regularly participate in our workshops and events, sharing their expertise and providing invaluable insights that help guide our

In our experience, key factors to realizing a successful partnership include trust, shared knowledge and goals, along with consistent and clear communication. These elements are foundational to our long-standing relationship with Georgian. From the onset, Georgian has been more than a funder; they have been a committed ally in our mission to deliver impactful and transformative learning experiences. Their steadfast support has provided a solid foundation for us to expand our reach and enhance the quality of our programs.

Georgian's engagement goes beyond financial contributions. Their team members regularly participate in our workshops and events, sharing their expertise and providing invaluable insights that help guide our strategic direction. This active involvement not only enriches our offerings but also fosters a culture of continuous learning and innovation within our organization. The dedication of Georgian's staff exemplifies their genuine commitment to our shared goals, making them an integral part of our community.

Moreover, Georgian consistently offers strategic guidance as we evolve and grow. Their deep understanding of the technology landscape and their forward-thinking approach have been instrumental in shaping our initiatives and ensuring they are aligned with industry trends. This ongoing dialogue and collaboration enable us to anticipate challenges and seize opportunities, reinforcing our ability to deliver relevant and high-quality learning experiences.

We are grateful for the continued support from organizations like Georgian. Because this partnership is based on aligned values and alongside a shared vision, we believe we can achieve great things together. The synergy between our organizations fuels our optimism for the future, and we are excited to continue this journey with Georgian, confident that our collaborative efforts will lead to even greater impact.

Investors

$1M+

amazon future >> engineer

Canada

Georgian

Google.org

RBC

TD THE READY COMMITMENT

Backers

$500,000- $999,000

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Expenses and Revenue

Expenses

- Wages and Benefits
- Production and Supplies
- Advertising and Promotion
- Occupancy
- Professional Fees
- Insurance
- Office and General
- CAPEX %

68.9%
10.2%
8.7%

Revenue

- Government Grants
- Corporate Grants
- Amortization of Deferred Capital Grants
- Individual Contributions
- Program Service Fees
- Other Income

67.9%
25.3%

Financial Summary

In 2023, we continued to deliver workshops and events in communities nationwide. As many of our Chapters relaunched, we had an opportunity to connect with learners in person for the first time in many years.

Through the generous support of our funders, Canada Learning Code raised over $5.6 million to support our programs and respond to the community's needs. We are thankful for the continued support, flexibility, and generosity of our funders during this time.

Our operating expenses were $5.65 million in 2023, which included more local operations of our delivery team, reflecting the re-launch of long-awaited in-person experiences and laying the foundation for some exciting pathway programming for adults, namely Code to Career.

For a complete financial picture of our organization in 2023, please see our Financial Statements here.

Ways to Get Involved

As Canada's national leading charity championing computer science education, we need your support to continue doing what we do. Here's how you can get involved to give people the skills and confidence to harness the power of technology to create a better and more inclusive future in Canada.

Donate Today
The work we do wouldn't be possible without the help of our amazing donors. Every gift counts - support our work by donating
today!

Become a Partner
We are incredibly grateful for the generosity and support shown by companies, individuals, and organizations around the country. Our sponsors and donors truly make it all possible! Drop us a note and let's make magic moments together.

Give a Gift of Securities
Not only will you be supporting the next generation of tech innovators, gifting your securities also means reducing your capital gains taxes by 100%.