

90% of Campers felt confident working in groups and expressing themselves during camp.

90%

88%

88% of Chicas felt confident in their ability to make a change in their community after attending Camp.

In 2021, 92% of students developed confidence in their communication and problem solving skills at our conferences.

92%

100%

In 2021, our speaking panel was 100% Latinx women-identified.

After attending Club Latinitas, 95% of chicas expressed interest in pursuing a college degree.

95%

92%

After Club Latinitas, 92% of chicas expressed interest in obtaining a job in the STEM field.

In Cohort 12, Fall 2021, 100% of students would recommend Code Chica, 100% felt more confident in their coding abilities, and 100% rated the class as a great experience.

100%

88%

In 2021, 88% of students felt more confident in their coding abilities after attending Code Chica.

According to survey data from the inaugural cohort of Code Chica++, 100% of students reported having a great experience in the program, rated their instructor as great, and learned about new jobs and professions during the program.

100%

## THE LIFE CYCLE OF THE MARIPOSA



Latinitas, Inc.

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# Latinitas

Empowering All Girls to Innovate with Media and Technology



## Impact Report

2021-2022



## FOUNDER'S LETTER

Years ago on a field trip with about 15 girls from our first Club Latinitas to a local TV news station we asked the anchor if he was ok that there was an army of young Latinas and other girls of color coming up the ranks in digital media, journalism and tech through our programs at Latinitas that might at some point soon, replace him.

He is a very stoic anchor and without smiling or much emotion he said he'd be happy to accommodate that! I guess even then I was referring to Latinitas more as a movement than a youth enrichment club because since day one STEM/STEAM has been the device - write a story, design a website or shoot a film - but what the students create, say and feed back to the world that doesn't always acknowledge them or their value - now that was something else - that was the spark or magic that happened at Latinitas events. It has been the long-game of building a community of acceptance, empowerment and action and the outcomes, even in this current climate of social unrest, have been delightful.

- Over 8,000 digital media projects generated after school - sites, films, podcasts, VR stories and more
- Nearly 200 business started at Startup Chica Conferences since 2014
- Over 500 original video games invented with female/non-binary/BIPOC central characters
- More than 30,000 touch points/interactions and encouraging exchanges between reflective mentors and girls, teens and non-binary students
- 67 Club Latinitas sites in Central Texas, but also virtually in 25 other states
- 2000+ parents experienced lessons in tech literacy, entrepreneurship, college attainment and financial literacy
- Latinitas has awarded over \$70,000 in college scholarships and launched a permanent scholarship fund in 2020
- Latinitas programs continue to be only ones of these kind - just a handful of culture centric STEM nonprofits nationwide
- Brand giants such as JCPenney, Barbie, American Honda and eBay have dedicated their D&I campaigns to annually since 2018
- Latinitas' alumni are showing up as employees in that same newsroom, but also at corporate giants like Dell, Bumble, General Motors and ShopLC but also Hawaiian NPR, the Hispanic Caucus and Austin's City Council's public policy advisors.
- 200 teens have graduated from Latinitas signature coding boot camp: Code Chica and many were the impetus for Code Chica++ and now Code Chiquitas for younger students

Latinitas was founded to combat stereotypes girls face, not only in gender, but also culture. Born out of this - reflective executive, board and program leadership, project-based learning, culturally inclusive themes and a frank understanding of the cultural headwinds and those themes and expertise continues to advance because diversity is deeper than race or ethnicity.



**Laura Donnelly**  
Founder, CEO Latinitas

### our mission

To empower all girls to innovate using media and technology

### our vision

To create courageous leaders

## Latinitas Impact Report Financials



## Increases were attributed to

- Increased city, county and state relief funding
- Compensation for Latinitas' "powerful cultural IQ", a combination of culturally relevant lessons and staff (100% BIPOC board, 90% BIPOC staff) strong Spanish language capacity and a 20 year intimacy serving diverse audiences
- Turned that gross revenue into 50% staff growth (7 FTE to 22) including adding 2 new C-level positions including 1st Chief Programs Officer, Director of Communications and a market competitive salary for Director of Development and Engagement

# Our Impact

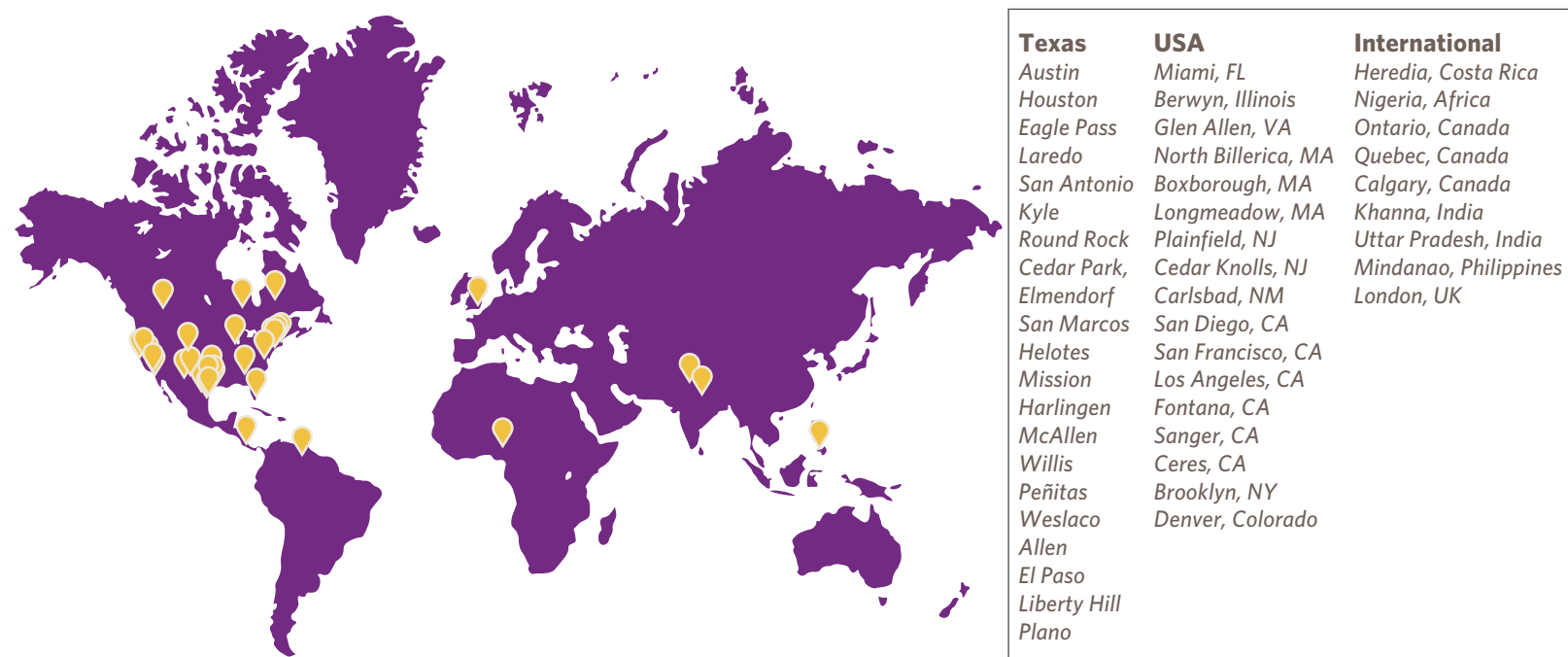
**Startup Chica**  
**505 Students**

**Code Chica/++**  
**184 Students Served**

**Club Latinitas**  
**231 Students Served**

**Camp Latinitas**  
**192 Students Served**

- Our programs work with mentors and speakers from many different companies such as: Google, Oracle, Dell, Capital Metro, Indeed, Zen Business, Div Inc, USAA, Apple, PIMCO, Brass Lion Entertainment, EA, Benevity, Meta, IBM, GitHub, Microsoft, and much more.
- For all of our conferences, 99% of our students feel that they have connected with their mentors.
- 90% of Campers felt confident working in groups and expressing themselves during camp.
- Latinitas currently serves students all over the world.



With each tier of the Code Chica Certification Program, Latinitas aims to build a pipeline of BIPOC and other underrepresented students entering the tech sector. The vision is to uplift coders from a young age and support them at each tier of the program, and then connect alumni with further mentorship, networking and career opportunities. As the program grows, we work to empower girls with the tools, resources and connections to build their careers and join an inclusive and empowering community of students, mentors and volunteers.



**40,000**  
girls and teens  
served since 2002



**Only bilingual tech education non-profit in Austin for over two decades**



**First all female, predominantly Latina**  
Robotics in the state of Texas



**100%** of Code Chicas express  
interest in pursuing a  
Computer Science Degree\*



**Completely BIPOC Board and**  
predominantly Latinx staff



**36%** of girls in Club  
Latinitas are **English Language Learners**



Alumni graduate **STEM majors** at a **50% higher rate** than the national average for girls, overall



Produces and hosts over **5 conferences** per year focused on media, innovation, and technology



Publishes the **only magazine of its kind** made for and by **young Latinas**



Latinitas has awarded **\$75k+** in scholarships to alumni since 2002

\*Based on Code Chica Results 2021

## A Year In Review

### 2021

**Club Latinitas launched pilot program in San Antonio**  
September 13th - December 10th

**Inaugurated Code Chica++ Cohort 1**

Saturdays 11 - 2PM  
September 11th - November 13th

**Startup Chica Nacional Virtual Conference**

Girls and non-binary students ages 9 - 14

**Startup Chica SATX**

First ever in San Antonio  
In-person conference  
Girls and non-binary students ages 9 - 14

### 2022

**Startup Chica - Bertha Sadler Means**

55+ girls in attendance

**Startup Chica DVISD**

First ever Bilingual Conference

**Cine Chica** (In Office)

June 27th - July 1st

**Design Chica** (In Office)

July 4th - July 8th

**Power Chica** (In Office and Austin Public Library)

July 11th - July 15th

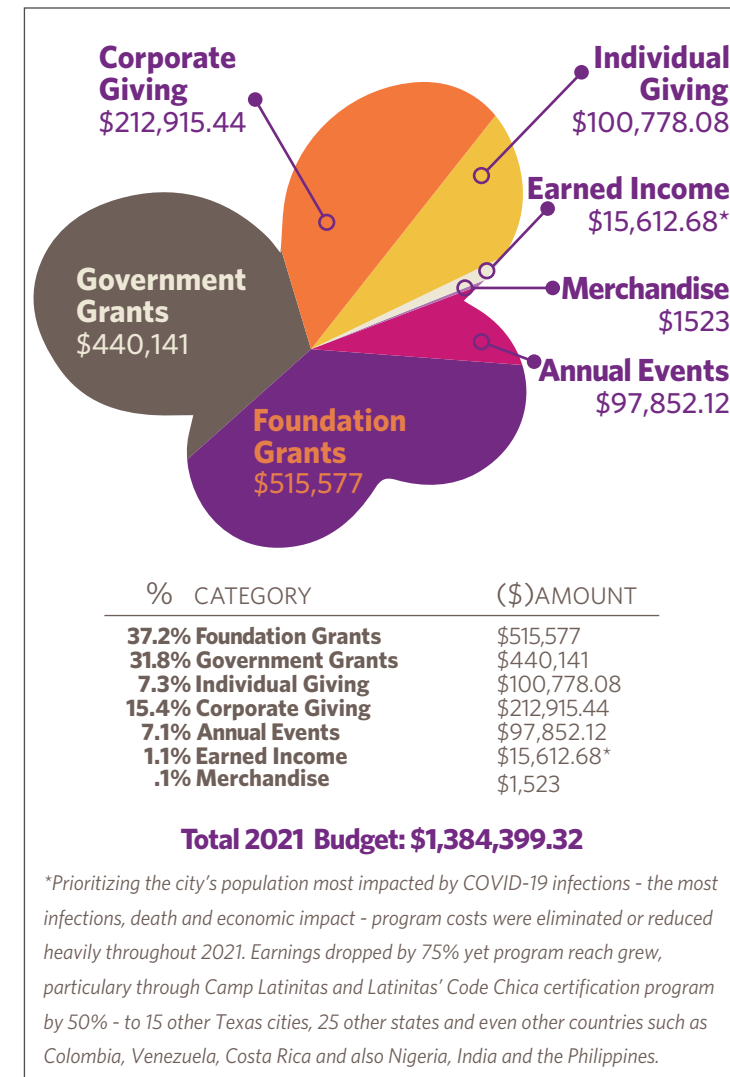
**Healthy Chica** (In Office and Austin Public Library)

July 18th - July 22nd

**Game Chica** (In Office, Austin Public Library, and Virtual)

July 25th - July 29th

First time doing in person camps after COVID and doing simultaneous camps at multiple locations across Austin.



## Summer Camp 2022:

What does being a power chica mean to you?

*"Power Chica means to fight for what I believe in."*

-Alexandria

*"It means having the ability to do everything as a woman."*

-Mia

How would you like to make a difference in the world?

*"Helping people find their purpose."*

What will you be telling your friends about camp?

*"I will tell them that they will get out of their comfort zone they will also have so much fun doing it."*

- Maylin

## Startup Chica Del Valle ISD:

What did you learn about yourself?

*"I learned that I am a good leader."*

80% of attendees reported feeling confident in their ability to use technology

*"I learned to believe in myself more"*

- Maylin