

Changing The Face Of Tech: Ada Developers Academy



EXECUTIVE SUMMARY



Women represent only **26%** of the computing workforce and **11%** of senior leadership roles in tech.



Only **3%** of computing professionals are Black and there are **zero** Black or Latine women CEOs of Fortune 500 tech companies.



Women's quit rate (**41%**) in tech is over twice that of men (**17%**)



31% of women feel stuck/unsupported in their careers.

Ada Developers Academy advocates for and supports shifting the culture of tech to be more inclusive of women, gender expansive, BIPOC, and other underserved and disinvested communities, narrowing the gap in one of our most economically prosperous and culturally influential sectors. Through this grant we will scale our in-person and digital learning models nationally. Our goal is to create a self-perpetuating flywheel that brings women and gender expansive people into tech, retains and grows them into leadership roles, and enables them to hire and develop exponentially more women and gender expansive people.

Funding Impact



A GIFT OF \$1 MILLION

will help Ada expand on existing Seattle and Digital campuses to serve 216 students every 6 months.



A GIFT OF \$5 MILLION

will help Ada add two new markets and serve 324 students across 4 campuses every 6 months.



A GIFT OF \$10 MILLION

will help open four new markets, serving 554 students at 6 campuses every 6 months and ongoing growth.

HOW WE INCREASE EQUITY IN TECH

Ada Developers Academy engages in partnerships to ensure that not only are our programs **100% tuition-free**, but that we give additional to support, in the form of a **community-funded 0% interest loan**, to our students from low-income backgrounds. These loans cover basic needs for them and their families, which help our students very quickly jump into software development careers and reinvest back into the Ada community.

To learn more about investing in our work and our students, connect with us.

Alexandra Holien

VP of Revenue and Strategy,
Deputy Director

alexandra@adadevelopersacademy.org