BGC IMPACT REPORT 2023

Constructing Inclusive Futures
Our mission at Black Girls Code (BGC) is to ensure that Black girls* believe they belong in tech and launch them with the skills, opportunities, and resources to lead. We partner with schools, companies, local organizations, and dedicated volunteers to offer a range of in-person and virtual learning opportunities that build the skills and relationships our girls need to thrive.

*Identity is a spectrum of color and gender. If you want to learn tech and rectify that only 2% of tech jobs are held by Black women, then BGC is for you.
The values that guide, focus, and inspire our work.

- **BELONGING**: for Black girls, where they can be themselves and expect nurturing and acceptance.
- **INNOVATION**: beginning with the verve and imagination of Black girls and ending with pioneering tech that helps everyone live better.
- **JUSTICE**: through active solidarity with Black girls to fully access and seize resources and opportunities to thrive.
- **IMPACT**: that propels and affirms individual lives and communities, thereby shaping industries to do the same.
- **JOY**: that beckons, connects, and surges us toward excellence and possibility.
Letter from Cristina
(First 100 days)

Dear BGC Community,

Code is more than algorithms and applications—it’s language that powers dreams and dissolves barriers. In my first 100 days, my role was to explore and build, navigating all the ways Black girls can participate in and lead tech.

We’ve been relentless.

The collaborative event with Hasbro was a wonder—over 150 attendees, including girls and their families. Each completed task, each “paycheck” in the form of a gift bag, represented more than a reward—it symbolized a future where these girls see themselves as creators and innovators.

My inaugural staff retreat was a testament to the strength of unity. We converged from across the nation, shared visions, refined our mission, and bolstered our values to serve our community better.

Our partnerships with industry giants—IBM, L’Oreal, Nextera, Verizon, and more—are leading us to a thriving ecosystem of innovation and learning. With product design courses led by Nike, workshops crafted with Epic Games, and the Build a Beat Challenge alongside Infosys and GoldieBlox, that drove one billion (yes, with a “b”) impressions, we’re proving that the horizon for our girls is infinite.

Yet, as I envision the future, the questions that propel us beckon: Who’s the next ally to join us? Which new communities will we kindle a spark in? How do we expand the platforms and programs that have garnered the affection and enthusiasm of our participants?

At BGC, STEM has always been our core, and now, with the inclusion of Art, we’re transforming STEM into STEAM. Our Build A Beat Challenge and Code Your Own Superhero initiatives exemplify tech as vibrant and expressive as a work on canvas or a song melody. AI and explorations into fashion and cartoons this spring await us.

Further collaborations with ServiceNow, Udemy, and the NBA Foundation promise to deepen our impact.

Our eyes are ever-set on this: launching one million Black girls into tech by 2040. To get there, we’re expanding into new cities, rolling out “always on” programming, and expanding our focus to include a new generation of leaders.

Rooted in our core values of belonging, innovation, justice, impact, and joy, we step into each day with gratitude for people like you, dear donors, who embrace our mission and energize our vision.

Together, we’re coding a bright, equitable, and groundbreaking future. Thank you for standing alongside us.

Warm regards,

Cristina Jones
CEO, Black Girls Code
All BGC Programming

With your support in 2023, we've extended the range, depth, and qualitative impact of both our in-person and virtual programming.

TOTAL STUDENT REACH

2,183,205

BGC Program Session Participants: 2,520
Unique Code Along Viewers: 2,180,685
### Impact Numbers for BGC Program Sessions

#### Participants

<table>
<thead>
<tr>
<th>BGC Program Sessions</th>
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<tbody>
<tr>
<td>TOTAL REACH</td>
<td>2,520</td>
</tr>
<tr>
<td>CHAPTERS</td>
<td>895</td>
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<tr>
<td>VIRTUAL</td>
<td>602</td>
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<tr>
<td>IN-SCHOOLS</td>
<td>594</td>
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<tr>
<td>ALUMNAE</td>
<td>379</td>
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#### Ages

<table>
<thead>
<tr>
<th>BGC Program Sessions</th>
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<tbody>
<tr>
<td>7-10</td>
<td>27.1%</td>
</tr>
<tr>
<td>11-13</td>
<td>36.2%</td>
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<tr>
<td>14-17</td>
<td>34.7%</td>
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<tr>
<td>18-25</td>
<td>14.3%</td>
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Impact Numbers for BGC Program Sessions

- Female: 96.7%
- Male: 1.1%
- Prefer not to say: 1.1%
- Non-binary: 0.05%
- Other (incl. trans): 0.025%
Our free online coding academy produced with GoldieBlox, Code Along provides practical skill-building in computer science. Popular for its culturally responsive, gender-conscious, and entertaining educational projects, it features relatable mentors who look like our girls. The tutorials and interviews with tech industry role models have a global reach, with significant viewership in Ghana, South Africa, Brazil, India, and the UK, as well as in the US. In 2024, we’ll release a new season expressly for younger learners, ages 7-9.
Making Code Fun

Code Along presents tech concepts in accessible and fun ways, increasing learning confidence.
Code Along
Reach + Engagement

TOTAL VIEWS
4,441,323

TOTAL IMPRESSIONS
156 MILLION

UNIQUE VIEWERS
2,180,685

INCREASE IN SUBSCRIBERS YoY
+18,100

TOTAL LIKES
18,044
Code Along by Age

13 - 17: 2.2%
18 - 24: 69.4%
25 - 34: 11.8%
35 - 44: 9.2%
45 - 54: 3.1%
55 - 64: 2.7%
65+: 1.6%
Code Along by Gender

Female: 85.1%
Male: 14.6%
Other: 0.03%
Build A Beat

The Build a Beat Challenge, created in collaboration with GoldieBlox, gave youth, ages 13-18, the opportunity to code their own hit song in the Python programming language. Participants completed a series of tutorials and then used their new skills to create a song in EarSketch. Celebrity judges Ciara, Craig King, MC Lyte, Boske Kante, James Cuthbert, and The BoyKinz awarded tech prizes, as well the grand prize: a video call with Ciara.
Buzz for Build A Beat

Our multichannel campaign, boosted by celebrity judges Ciara and The BoyKinz, promoted the challenge and our sponsor Infosys Foundation USA’s Springboard platform.
Build A Beat
Campaign Engagement

RECEIVED
35 ORGANIC PRESS HITS

REACHED OVER
1 BILLION IMPRESSIONS

COVERED IN TOP MEDIA OUTLETS

Forbes  AFRO TECH  US  VARIETY  BET  Parents  abc
Alumnae Summit

In August 2023, BGC hosted 56 young women for the HolisTECH Summit, a two-day hybrid event in New York City. With workshops, fireside chats, and a Tech Expo, the summit offered a ‘holistic’ experience to build community with other young Black women interested in tech, enhance leadership and career skills, and network with industry leaders.
Inspiring Future Tech Leaders

The HolisTECH Summit gave our community of emerging innovators insights on how to build careers rooted in authenticity, purpose, and self-care.
96% of summit attendees said they felt the event increased their preparedness for a career in tech.

98% of summit attendees said they were highly satisfied by the event.

100% of summit attendees said they would attend another BGC event in the future.
In December 2023, we hosted our first tent-pole kickoff event with Hasbro to introduce local Seattle girls and their families to BGC. Girls in attendance, ages 7-17, participated in a workshop to code their own video games, while family fun included a holiday photo booth, tech activities, goodies, gift bags, and lunch. We hosted over 150 happy attendees.
Sparking Passion for Tech

With a healthy dose of holiday cheer, our Funday brought Seattle families together to learn, connect, and kickstart future tech careers.
In the Words of Our Community ...

Joslyn, participant
2023 DC Summer Camp
"Inspired by other people like me made me feel more included and less pressure about asking questions and interacting with people."

Jillian, participant
2023 DC Summer Camp
"[Black Girls Code] makes sure that you actually grasp what you're learning, and they do that for everybody."

Lalia, alumnae
2023 Alumnae Summit
"I'm surrounded by people who look like me...smart, young students eager to do amazing things in the world...and professionals leading by example, telling us [we] too are capable of doing many great things."

Debbie, staff
2023 DC Summer Camp
"I'm working to change their narrative...for the children we work with to see a Black woman in tech, in STEM, in coding. To have that early impression and to know they can do it."
We hope you’ve enjoyed BGC’s 2023 Impact Report.

Stay tuned for our 2023 Annual Report which will be published Summer 2024.