



ITWOMEN CORPORATE PARTNERSHIPS 2020-2021

Providing Access to Opportunity

INSPIRING GIRLS AND ADVANCING WOMEN ACROSS TECH AND ENGINEERING

ITWomen is a volunteer-driven non-profit organization founded in 2002 by executive women across the technology sector.

Through our partnerships with non-profits, schools, universities, corporate sponsors and the CIO Community, we strive to narrow the gender gap in technology and increase the potential for innovation and economic growth through gender equity.

Our programs help ignite a passion for technology in the next generation and provide access to opportunity in STEM to underserved girls in middle and high school through our Role Model Speaker programs, FREE Summer Coding & Robotics Camps, Scholarships and Mentoring programs. ITWomen is a multi-generational organization that began in the South Florida tri-county areas of Miami-Dade, Broward and Palm Beach. In 2020, we expanded our reach through the delivery of virtual programs across the United States.

Historical Impact

To date, ITWomen has awarded over \$780,000 in scholarships to 126 girls pursuing degrees in IT and engineering. Scholars are selected based on academic achievements, community impact and financial need. It should also be noted, the majority of our scholars are underserved minorities who are the first in their families to attend college, so the impact of these scholarships is far reaching.

Our Role Model outreach programs have reached over 25,000 girls in South Florida and our Summer Camps have provided a safe space for 400 girls to gain hands-on experience in UX/ UI Design, Programming, and Engineering principles, instilling the confidence in these young women that they too can take their place in the digital economy.

Partnering for Progress

Despite COVID-19, we are proud to have continued producing our programs, and successfully launched a FREE Virtual Web Development Boot Camp that served 80 girls this summer, thanks to a generous grant funded by Citrix. The camp led by ITWomen Scholars featured twenty inspiring female technology speakers from Citrix, Facebook, Microsoft, Wal-Mart Labs, Publicis, Southern Glazers Wine & Spirits, FPL, Shopify, Bacardi, Lyft and Modernizing Medicine, showcasing careers in UX/ UI, Data Science, Software Engineering, Program & Product Management, proving Girls can do more than Code. ITWomen continues to manage the Scholarship Program in-house enabling 100% of funds to be awarded to recipients. 2020 saw scholarships awarded to 10 more incredible young women now attending Stanford, Cornell, UCF, UF, MDC, Embry Riddle, and the Rochester Institute. Together, is how we amplify this impact.

NOVEMBER 2020



Summer Robotics and Coding Camps

Through a generous grant from Sustaining Partner Citrix, ITWomen developed and delivered two weeks of robotics and coding camps to over 3 dozen middle and high school girls at Northeast High School in June 2019.



Field Trips and Role Model Speakers

ITWomen partner World Fuel Services, a local Fortune 100 company, hosts an amazing "day in the life of a technologist" for young ladies each February. The girls are inspired by all of the role models who represent so many varied roles within this innovative company.

Sustaining Partner

\$15,000

- ⇒ Customizable contribution structure
- ⇒ Customizable benefit package
- ⇒ Advisory Board position available

The Sustaining Partner program was developed in response to donor requests for flexibility in the designations of their contributions, as well as the freedom to design a benefit package tailored to the social responsibility and corporate citizenship goals of their organizations.

As a Sustaining Partner, you will contribute to the following ITWomen initiatives:

- ⇒ \$8k to the Scholarship Fund for college-bound girls pursuing technology and engineering majors
- ⇒ \$2k to the ITWomen Inspire Program raising awareness in middle and high school female students about technology and engineering careers
- ⇒ \$2k to ITWomen Professional Development Programs
- ⇒ Assignment of a Mentor to ITWomen Scholar



Sustaining Partner benefits include:

- ⇒ ITWomen memberships for 100 employees (value \$5000)
- ⇒ Complimentary admission for employees to attend Virtual Professional Development programs throughout the year (*Excludes Leadership Summit)
- ⇒ Company spotlight page on ITWomen's website, showcasing D&I initiatives, internships & career opportunities linked to Company website
- ⇒ Company Career Fairs promoted on ITWomen's social media accounts Facebook/LinkedIn/Twitter/ Instagram
- ⇒ Editorial feature showcasing female leaders and technologists distributed through ITWomen.org, enews & LinkedIn.
- ⇒ Future Forward Guest Speaker / Program moderator opportunity
- ⇒ Company logo displayed on ITWomen website and published materials as a sustaining sponsor committed to Diversity, Equity & Inclusion
- ⇒ Honorary Advisory Board Member position for ITWomen, increasing your company's visibility in the local community
- ⇒ Volunteer opportunities for employees



Scholarship Partner

\$8,000

As a Scholarship Partner, your investment will support a female scholar throughout their four-year college journey to earn a degree in Technology or Engineering.

- ⇒ \$8k to the Scholarship Fund
- ⇒ Assignment of Mentor to ITWomen Scholar

Scholarship Partner benefits include:

- ⇒ ITWomen memberships for 50 employees (\$2500 value)
- ⇒ Complimentary admission for up to 50 attendees Virtual Professional Development programs (excludes ITWomen Summit)
- ⇒ Future Forward Guest Speaker / Program moderator or sponsor spotlight opportunity
- ⇒ Company internship and new graduate opportunities promoted to ITWomen Scholarship Program Participants
- ⇒ Scholarship Partner recognition and Company Logo on ITWomen.org, published materials as a corporate sponsor, including newsletter exposure and social media as a company committed to Diversity and Inclusion within Tech.

ITWOMEN INITIATIVES

Role Model Programs

ITWomen role models such as Krista Theodore, Penn State Grad, Cyber Security Professional & ITWomen Scholarship Alum and Alysha Naples, Experience Advisor & Magic Leap alum are instrumental in enabling girls to see what they can be as inspirational speakers at the Miami NAF (National Academy Foundation) Mega Student Conference.



Professional Development

ITWomen professional development events are designed to help advance women into leadership. The annual ITWomen Leadership Summit features inspiring speakers, topical panels and networking. The launch of our Virtual Future Forward Speaker series has also proven a valuable forum to support members and serves as a resource to our corporate partners ERGs.



Fundraising

For the past 16 years, the IT industry has come together to raise funds for college scholarships at ITWomen's Annual Celebrity CIO Poker Tournament and Casino Night. Due to the fantastic support of the tech community, 2019 saw another \$80,000 raised for scholarships, allowing us to fund an additional 10 girls to pursue their college dreams! Total ITWomen Scholarship funds raised to date have now surpassed \$780,000. Supporting CIOs include Ryder, Office Depot, ILG, JCI, Memorial Healthcare, Mount Sinai, Burger King, RCCL, NCL, Carnival Corp, AutoNation, WFS, Tracfone, Bank United, Bayview Financial, IPC Subway, Perry Ellis, Blue Green Vacations, Broward College, Nova Southeastern, University of Miami & more.



Mentors

As the majority of ITWomen Scholars are the first in their family to attend college, ITWomen's Mentor program has proven vital to enabling these young women to not only survive, but thrive during their college journey. Scholars are paired with a female technologist for the duration of their 4-year degree and many have gone on to develop lifelong friendships as seen in the Mentor / Mentee relationship between Rachel Hill now a Software Engineer at Lockheed Martin and Margaret Brisbane, Sr Director, Information Technology for Miami-Dade County.



Moving the Diversity Dial Requires Grassroots Efforts

The Current Landscape

No one can deny 2020 has brought unprecedented challenges on a global scale, with society's reliance on technology not only highlighted, but also accelerated by the COVID-19 pandemic. Those of us who work in the Tech sector know first-hand how critical diversity of thought is to developing inclusive solutions that reflect the society we serve, and many would argue we are best positioned to understand how advancements in AI & ML have the potential to widen the digital divide.

However, despite widespread good intentions and census reports that job openings in technology and engineering fields continue to rise, the gap between men and women employed in them is widening.

According to NCWIT data, while women hold more than half of all professional occupations, fewer **than 26% of them are computing-related occupations**. The statistics for **women of color** working in the fields of technology and engineering are even more dire, **representing only 3% of the Tech workforce**.

The circumstances presented highlight the importance for ITWomen to continue to provide access to opportunities in Tech to girls across our community if we are to inspire more girls to pursue STEM related careers.

ITWomen believes that our responsibility is to act as a catalyst between youth organizations and industry to provide pathways toward gender equity and professional opportunities for women in South Florida

Looking Ahead

This year, ITWomen needs the support of corporate partners more than ever to ensure women and girls don't fall into the digital divide. Our grassroots experience has proven early intervention is key to fueling the future Tech workforce and achieving more equitable representation of Women and Girls.

With your support, ITWomen can continue to improve the economic outlook and lives of more girls and women through our programs.



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For sponsorship opportunities:

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