

# 2021 Annual Report

Hack the Hood (HtH) empowers youth and communities of color with the knowledge, skills, and support needed to succeed in tech careers. Through mentorship, culturally relevant knowledge, and 21st century tech and data science skills, we believe the youth we serve will become architects of change in their communities by leveraging technology for good. By using technology as a tool for gainful mobility, we create generational and economic impact.



“Learning about how data is used was so powerful. In the wrong hands, it can be catastrophic, yet in the right hands, it is a powerful weapon for change. I was afraid of taking a coding course, but this program made me face it. I realized that I could do it. I will continue to learn more about tech and coding. I would do more research about facial recognition.”

– Summer 2021 Participant

The past two years have been a period of collective grief, but also of collective reimagining for our Oakland community at HtH. We watched our youth organize to protest the compounding challenges of systemic racism, police brutality, COVID-19, and increasing economic disparity, and we knew we needed to rise further to meet them. 2021 became a year of visioning, designing, building, evaluating, and iterating in service of our learners, who inspire us with their purpose to positively impact their communities every day.

In response, we recommitted to our core belief that **technology is a central tool in the pursuit of justice**. We understand that true justice is possible when Black, Latinx, AAPI, and Indigenous learners are equipped with the tech and data literacy skills they need to access opportunity and be an agent of change. We spent much of 2021 shaping this vision by creating our [education philosophy](#), our [strategic plan](#), and our [tech for justice values](#). With these to guide us, we accomplished the following:

- **Deepened the technical rigor** of our curriculum to better prepare our learners for the future of work, with a focus on teaching Python skills, data literacy, and tech for justice.
- Continued to **build out post-program career pathways** and laid the foundations for career navigation programs that will help learners better connect to certifications and degrees.
- Began **sharing our tech for justice curriculum** with other educators and supported them to deliver it to their learners.
- **Engaged with our community** by tapping into our local tech and business partners to provide mentorship, tech equipment, and tech training opportunities to our learners and small business partners.
- **Bolstered the effectiveness of local small businesses** via our mentorship program where learners got work experience as a technical consultant.

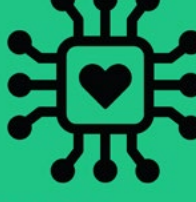
## Updates

Click below to read updates on what we accomplished in 2021



**Our Impact**

Evolving our core programs to teach Python and data literacy




**Core Programs**

Rebuilding the structure for our learners



**Career Pathways**

New pathways to success!



**Curriculum Sharing**

Tech for Justice Curriculum expands beyond Oakland



**Community Engagement & Partnerships**

Tech Opportunities and Mentorship from our corporate partners and volunteers.



**2022 & Beyond**

How we've recalibrated for the future



**Financials**

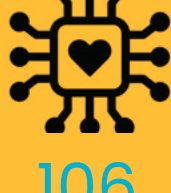
Our financial position continued to strengthen in 2021



**Thank You!**

We couldn't have done it without you!

# Our Impact



106

Core Education Program Graduates



62

Learners reached with our Tech for Justice Curriculum Share



47

Small Businesses Served



**Our learners come first at Hack the Hood.** We are committed to their success. Our programs inspire each learner to begin their journey into the tech sector and take their first step toward opportunities in tech. To evaluate our programs' success and efficacy, we measure 7 distinct impact metrics across all of our programs. We assess our impact by conducting pre and post program surveys to evaluate our learners' experiences. Here are the impacts from our 2021 Programs.\*

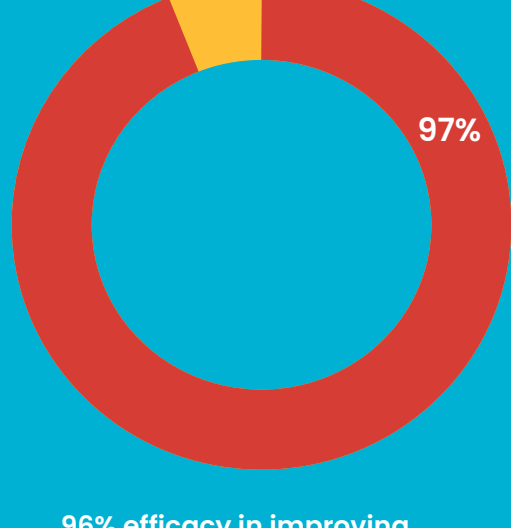
*\* The metrics reported reflect positive percent change only, meaning that on a scale from 1-5, where 1 strongly disagrees and 5 is strongly agree, we are only capturing a response as a positive change if the learner reported moving from neutral to strongly agree. This shows a smaller overall impact number (as some learners move from strongly disagree to neutral) but better captures the positive impact we've had on learners. This a more robust measurement of skill attainment, and captures learners who were not confident at all or neutral in their responses on the pre survey and progressed to confident and very confident in the post survey.*

"The next steps that I plan to take as a result of what I learned in this course is to continue my career path in the tech industry... I want to be able to develop my own game and build my own programming software one day. I do feel inspired on my journey to use technology for good and addressing social justice issues because I learned that technology is advancing more every day and there are things that we can do to make technology better. We should use technology to help out the community and find solutions to social justice issues. Thank you for this amazing opportunity! This program inspired me to pursue a career in the technology industry and I will continue to challenge myself more."

– Summer 2021 participant



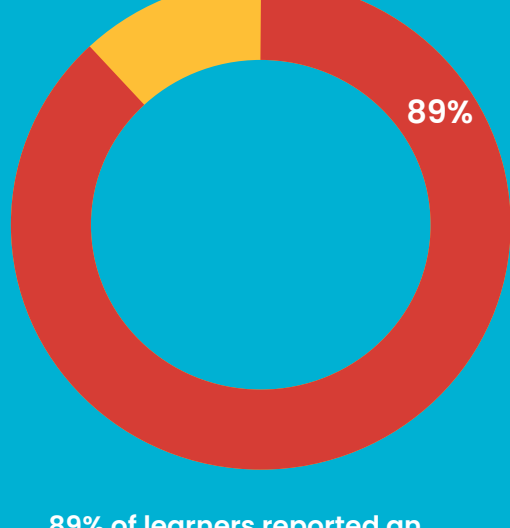
## Efficacy in Improving Employability Skills



96% efficacy in improving employability skills such as communication, career awareness, and career navigation skills.

[See the demographics](#)

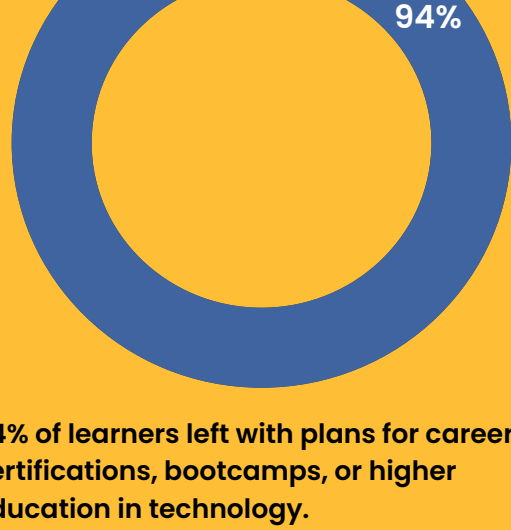
## Increase in Technical Coding Skills



89% of learners reported an increase in their technical coding skills.

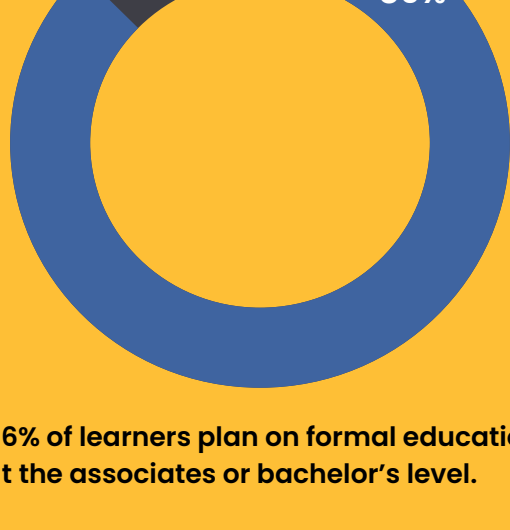
[See the demographics](#)

## Career Planning



94% of learners left with plans for careers, certifications, bootcamps, or higher education in technology.

## Continuing Education

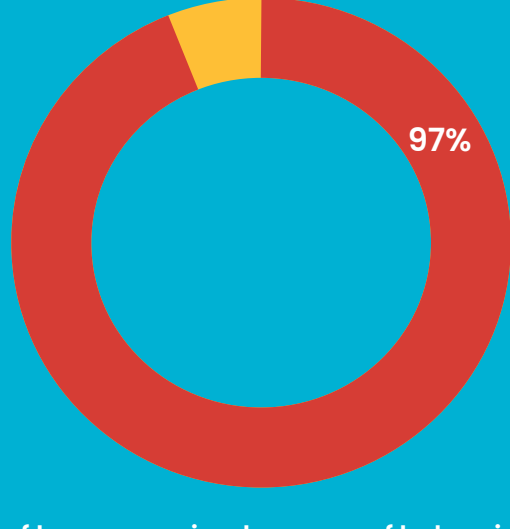


86% of learners plan on formal education at the associates or bachelor's level.

When asked on an open ended question on both the summer and fall post surveys to list any concrete next steps they plan to take as a result of what they learned in the course

- 19% students across both surveys indicated they plan to apply for an internship or explore a career in technology.
- Students without programming experience saw a 64% increase in interest to pursue a degree or certificate in a technology field

## Sense of Belonging in Technology



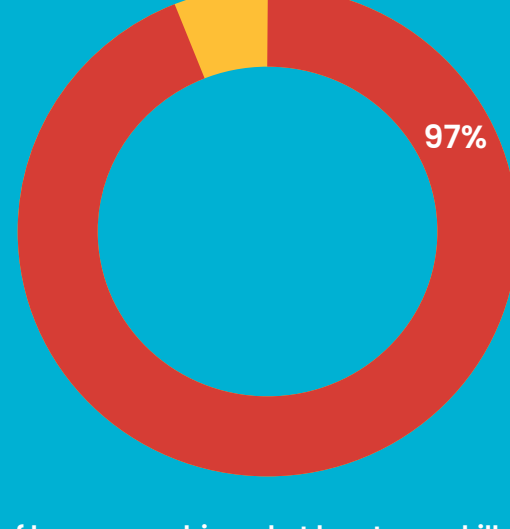
97% of learners gained a sense of belonging in tech when considering their goals, access to role models, and affiliated identity.

We had an even higher impact on the increased sense of belonging for these subgroups:

- 64% for female identifying
- 91% for learners without programming experience
- 73% for Black/African American learners
- 58% for below poverty threshold

[See the demographics](#)

## Reaching Personal Goals

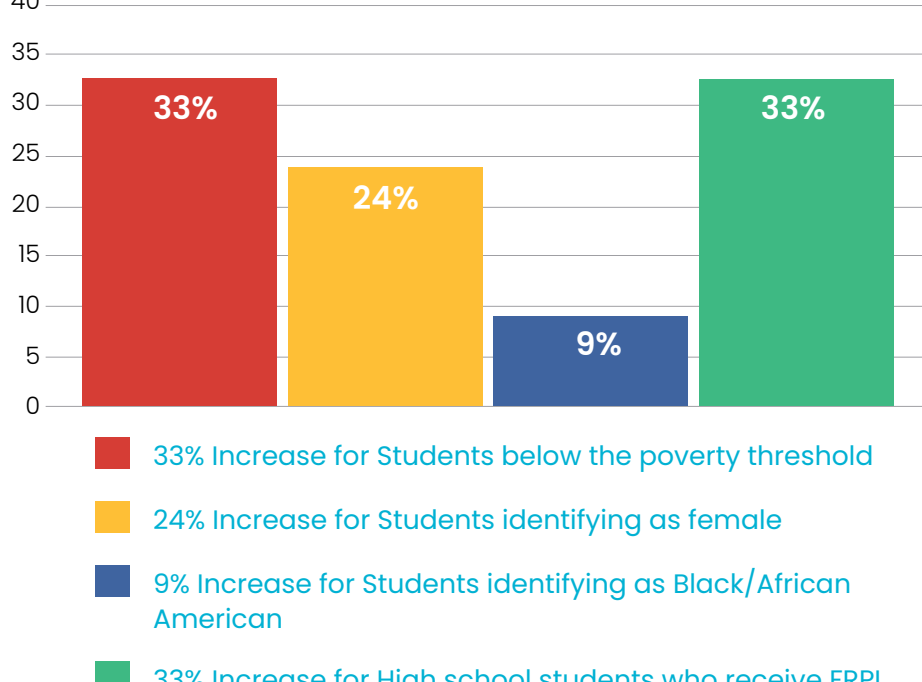


97% of learners achieved at least one skill, career, or economic goal. Learners reached their personal goals "to a great extent" through participation in the program, including their primary goals to improve their programming skills and to learn about different jobs and careers in technology.

- 45% of the learners indicated that the program helped them learn very specific or unexpected programming and computer science skills.
- 37% said mentoring and field expertise incorporated into the program helped them to effectively explore or make a decision about their career or college pathway.
- 26% of learners the Hack the Hood programs helped build confidence so that they could continue to grow their programming skills
- 23% indicated that our program format met their needs by being engaging, and by focusing on project-based learning, digestible content

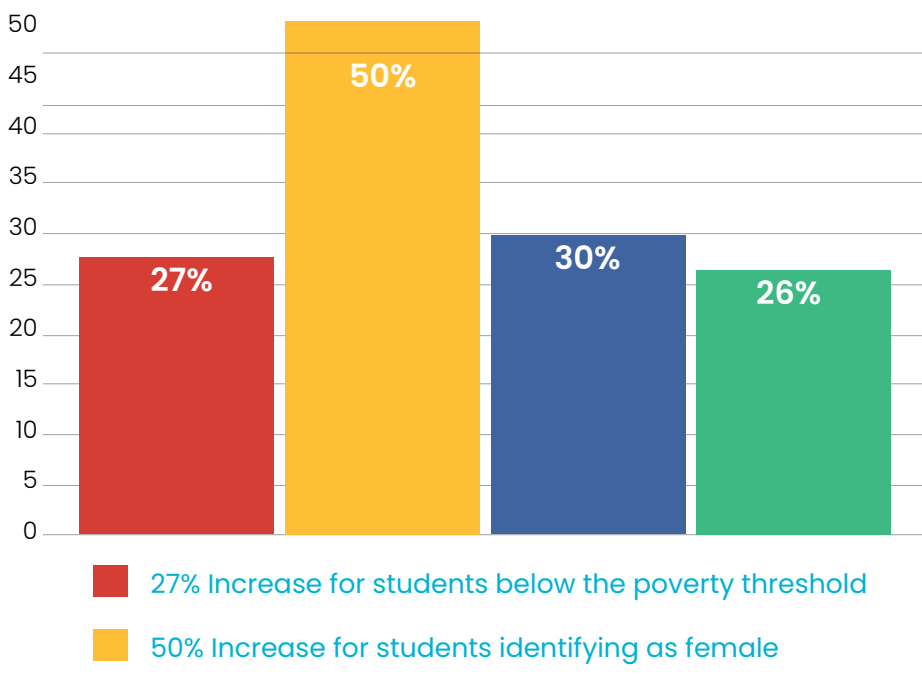
## Ability to Communicate about Technology or Programming

Percentage of Overall Growth from Pre-Program to Post-Program Completion



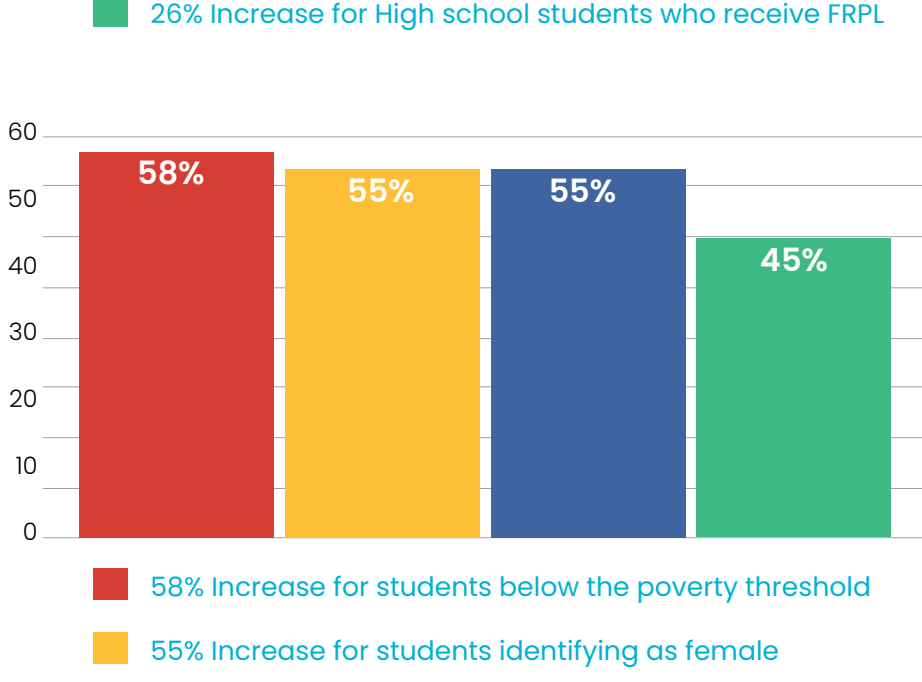
## Ability to Work on Difficult Programming Problems

Percentage of Overall Growth from Pre-Program to Post-Program Completion



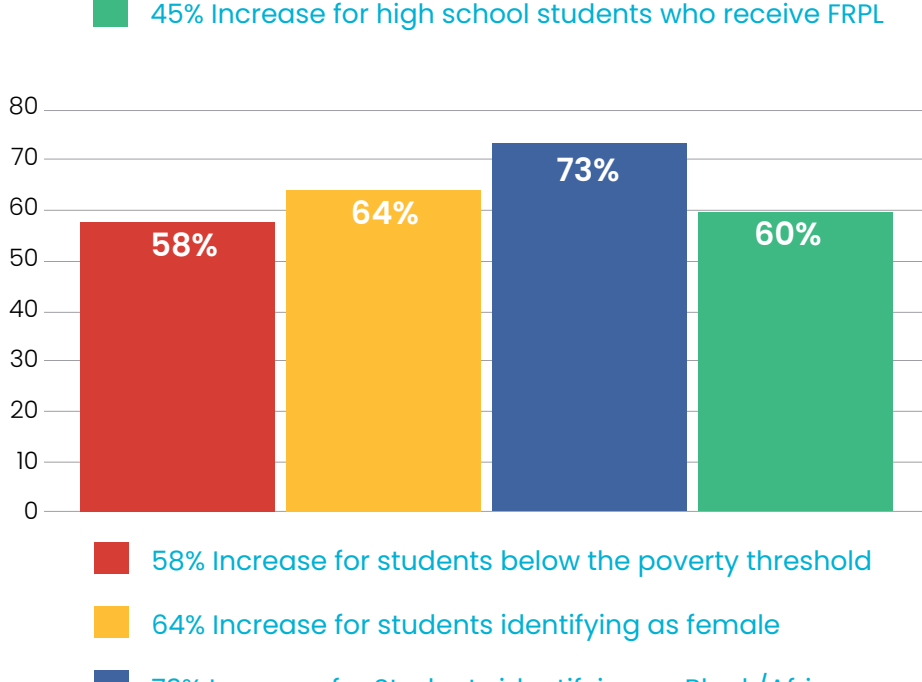
## Awareness of Different Positions and Career Options in Technology

Percentage of Overall Growth from Pre-Program to Post-Program Completion



## Sense of Belonging in Technology Community

Percentage of Overall Growth from Pre-Program to Post-Program Completion



## Our Core Programs



Our 2021 plans included moving Hack the Hood beyond an organization that simply exposes learners of color to tech, to an organization that creates true pathways for learners of color into high-opportunity tech careers. Our commitment to our learners is that they will graduate with tech skills and be prepared for the next steps in their career pathways. We therefore had to rebuild a structure that supported these goals, which included:

### Updating Our Curriculum

Updating our technical curriculum to focus on teaching Python and data analytics foundations in order to better prepare learners for the most in-demand tech and data analytics careers.

### Emphasis on Skill Demonstration

Increasing our emphasis on practical skill demonstration via project-based learning that encourages learners to explore problems that they care about while building a technical portfolio with work samples.

### Spotlighting Tech for Justice

Developing a new tech justice curriculum that highlights how technology can be used to help or harm communities of color. This curriculum contextualizes technical skills in the lived experience of our learners, centers the experiences and contributions of communities of color in technical learning, and empowers learners to advocate for more inclusive and just tech design.

### Evaluation

Strengthening our evaluation approach to better understand the impact we are having on learners. We engaged an evaluation consultant to better define our outcomes and impact metrics, design survey instruments mapped to these, and refine our approach to analyzing learner data to more accurately understand our impact to guide program iteration.

### Refined Recruitment

Refining our recruitment approach to better reach learners who might not have access to tech learning. This included deepening partnerships with other values-aligned community-based organizations, adjusting our recruitment messaging and content to be more engaging and relatable to youth, getting out in the streets to physically flyer in our communities, and updating the demographic information we ask for in applications so we can make more equity-based acceptance decisions.

“It’s a great course! The free laptops and DoorDash credits are a nice bonus, but ultimately, the teachers and the program in general are the real deal. I struggled to get the hang of coding in general when I first started, but over time it started to click in a little more.”

— 2021 participant

Our 2021 goal was to reach 200 learners via our core programs. We received more applications than ever before (500 to be exact) and accepted 240 learners. These were exciting numbers, but we struggled with retention. Despite providing free laptops and offering daily DoorDash meal credits - we saw a 50% attrition rate. The mental health impacts of the pandemic, continued zoom fatigue, and the increased technical rigor of our curriculum caused a drop off. The learners we serve already experience the greatest barriers to accessing tech learning, and the pandemic along with the virtual learning environment have only magnified them. We’ve taken these tough lessons into account as we restructure programs in 2022.



One of the shining lights of the summer, however, was our partnership with Oakland Public Education Fund and Intel. Together, we recruited and served 50 students from Oakland Tech and McClymonds High School – two public high schools in Oakland Unified School District. Unlike our other summer programs, Intel’s support allowed us to **pay stipends to all 50 students for attending classes**. The ‘earn to learn’ model worked, resulting in a **98% graduation rate** for this program and has led to our decision to provide learning stipends to learners in all of our programs in 2022.

The impact was significant for the 106 learners who persisted. Qualitative feedback and the pre and post surveys showed that our new curriculum successfully helped learners feel an increased sense of belonging in tech, feel motivated and inspired to continue pursuing tech learning, increase their technical skills, build their confidence as technologists, and increase their awareness of tech career paths.

## Career Pathways



The team at Tapjoy speaks with our learners about career opportunities.

In early 2021, we held several listening sessions with alumni. They shared that while our programs were igniting their interest in pursuing tech career paths, they needed more structured support to understand what next steps to take. We began envisioning a “career cohort” model that will connect alumni to opportunities for continued learning – such as technical certifications, community college degrees, coding bootcamps and four-year institutions – and provide more wrap-around support, learning stipends and community-building to help them succeed in these pathways.

I plan on continuing with projects to test my skills and keep pushing them to be better. I also plan on taking an AP Computer science this fall to get a taste of what’s to come in college. And from there I’ll see what else I can do to prepare myself for the software engineer life. I’d say some things I learned that opened my mind would have to be facial recognition since it’s something I never thought about how involved it was in our day-to-day lives. It’s honestly crazy, so learning more about it and how it affects people like me was really eye-opening.”

– Summer 2021 Participant

### Laney

We connected with Johnnie Williams, the CIS department co-chair at Laney Community College, located just a few blocks from us in Oakland. Over several months of collaboration, we developed a vision for Hack the Hood learners to matriculate into Laney and receive additional industry mentorship, skill building, and peer support while pursuing their Associate’s Degrees or certifications. We secured a \$50,000 planning grant from the Catalyze Challenge and a \$25,000 award from the Westly Foundation that is helping us launch this cohort in the spring of 2022.

### ServiceNow

We explored another career pathway by partnering with ServiceNow to launch a free bootcamp and ServiceNow certification program. We successfully provided 20 learners with 8-weeks of ServiceNow training and free access to their certification tests. ServiceNow went above and beyond to support our learners, but we realized that they needed more direct alignment between their class content and the certification. We are committed to exploring right-fit certification pathways and partnerships that align with our educational strategy in 2022.

In addition to laying the foundations for career cohorts, we supported 18 alumni to apply to internships at Moody’s, DocuSign, Firewood Marketing, and ServiceNow. Excitingly, we had two alumni who completed internships with Firewood Marketing receive full-time offers for positions at Firewood’s sister company.

“I think exposure is so pivotal to people like us who do come from under-resourced backgrounds. With exposure comes awareness and I became aware of opportunities I didn’t know even existed, but I am now connected to those opportunities and that is such a blessing. Being given the chance to carve out a space for myself in tech is powerful, and it’s more powerful to have someone tell me there already is a space for me, and they’ll do their best to get me there”

– Ariel Rios, 2021 Firewood Marketing Intern



In the fall, with the support of JP Morgan Chase, we partnered with three goal-aligned Oakland organizations: The Hidden Genius Project, OCCUR, and United Roots, to engage our alumni in a seven week-long paid internship program by offering local small businesses basic web and social media services. This pilot provided the opportunity for alumni to experience firsthand what it was like to be a freelance contractor for a small business.



The team at BlackRock speaks with our learners about career opportunities.

We provided learners with additional support to develop their professional skills as they participated in the internship program. We collaborated with partners such as Okta, LinkedIn, and Broadgate Search to deliver six workshops reaching almost 50 alumni on topics such as interviewing, resume building, LinkedIn optimization, job search strategies, and how to work with SMB clients on tech projects.

## Curriculum Sharing

In 2021, we created, designed and launched our Tech for Justice curriculum sharing model which allowed us to reach more learners of color than we could in Oakland, California alone. Our intention is to motivate and inspire our learners to continue pursuing technical skills, deepen their awareness of the overlap of social justice in technology, and create tech for good solutions.



The curriculum is designed to provide an intentional and conscious introduction to the social impacts and opportunities that technology has for Black, Brown and AAPI communities and help learners apply a social justice perspective to design, development, and deconstruction of technical solutions. In addition, the curriculum gives learners strategies for navigating their careers in tech. By setting the stage for better understanding of how technology shapes our lives, we believe our tech justice curriculum is a vital component to creating our next generation of informed intersectional tech leaders.

The curriculum sharing program aims to engage teachers and their students in tech justice education long-term. The curriculum share is designed so teachers can deliver it independently and then refer students to Hack the Hood's programs for more in-depth technical learning, therefore also strengthening our recruitment efforts and connections to our broader education community.

### YouthBuild Philly

Our first curriculum sharing partner - YouthBuild Philly - had a positive impact on **25 learners**



- **80%** of respondents reported that the **YouthBuild and Hack the Hood program helped them understand how technology could impact their community**
- **80%** believed they could now **have an informed conversation about the importance of data in technology**
- **53%** were **interested in learning more about careers in industries that use technology.**

We also shared the Tech Justice curriculum with Foothill College located in Los Altos, California, and RepresentED, in Oakland California.

In 2022, we are thrilled to be sharing our Tech Justice curriculum with additional partners, Unity High School, an OUSD school that serves exclusively Black and Latinx learners as well as Oakland Public Library who will be delivering our curriculum through their Ready, Set, Connect! program that serves Oakland youth by providing opportunities for technical training and practicing those skills while helping older adults improve their digital skills.

## Community Engagement

We help our learners develop their identities as future technologists by providing them with opportunities to access mentorship, engage with folks in tech with similar identities and experiences, and develop their awareness of the career paths available to them. We want them to know that they can succeed and we will support them. Our corporate partners and volunteers help make this possible.

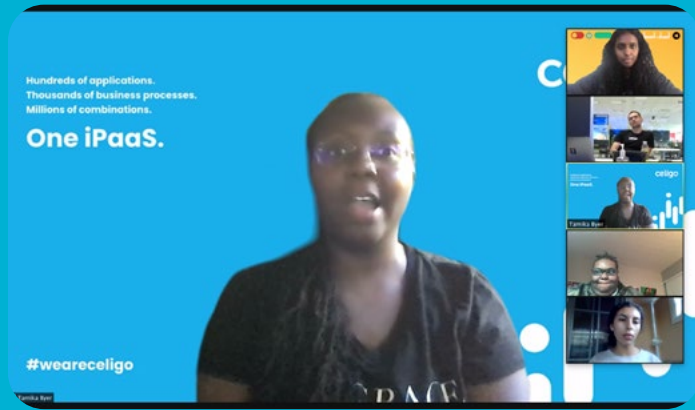
In 2021 we engaged **138 volunteers** to provide **340 hours of mentorship, technical coaching, professional skills development and career exploration** to our learners.

A highlight were our **13 career exposure panels**, where we welcomed groups of 2 - 4 speakers from a variety of different backgrounds and roles in tech to come share their career journeys and insights with our learners. A big thanks to BlackRock, Fastly, New Relic, Square, Tapjoy, Celigo, JPMorgan Chase, Intel, LinkedIn, ServiceNow, Moody's, Mangrove Web Design, and LegalZoom for helping to power our volunteer efforts.



The BlackRock team speaks about career opportunities to Hack the Hood Learners.

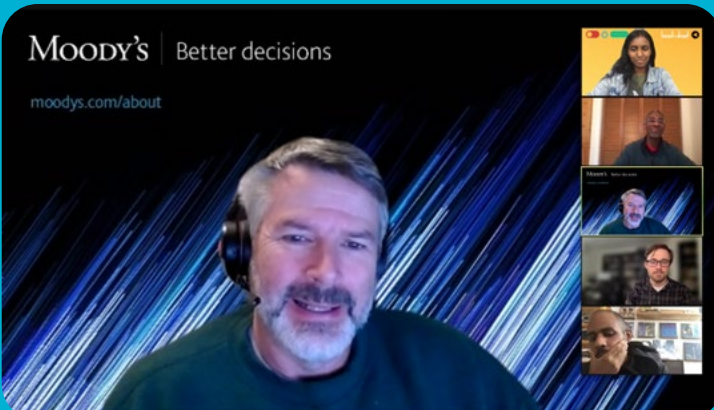
We also engaged our corporate partners to build the tech skills and capacities of our local small business community.



The Celigo team speaks about career opportunities to Hack the Hood Learners.

During Oakland Small Business month, we provided free support and resources to our local small business partners, acknowledging the increased challenges they faced during the pandemic.

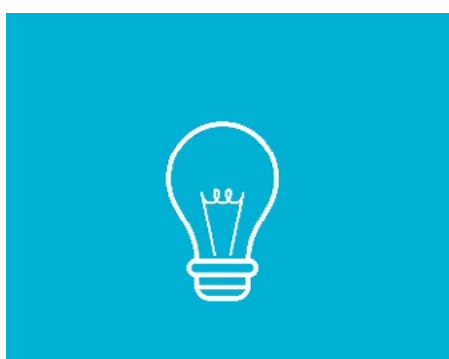
We matched **40 minority and women-owned small businesses** with mentors in our network who provided personalized business coaching on marketing, business planning, and web design. We also engaged Wix, LegalZoom, Square and JPMC to provide **free workshops in business planning, ecommerce, legal 101, and web design.**



The Moody's team speaks with Hack the Hood learners.

## 2022 & Beyond

Here's what we learned this year



### We Love 'Aha' Moments!

Breaking down tech barriers, exploring possibilities, and opening doors to opportunity is our North Star, and in 2022, we look forward to identifying mission aligned partnerships to create even more career pathways and 'aha' moments for our learners.



### If You Can See It, You Can Be It!

Seeing yourself in tech and feeling like you belong are essential components to our curriculum and long-term persistence in tech learning pathways. We saw **the biggest increase in belonging for girls and African American learners, who are among the most underrepresented in the tech industry.** We believe that since our leadership and instructional team is 86% of people of color and 90% women, we are able to mirror the folks we serve and create programs that are relevant and identity affirming for our Black, Latinx, AAPI, and Indigenous learners. We remain committed to having more tech industry leaders that look like our Black, Brown and AAPI learners and are creating more ways of engagement with them throughout our programs in 2022.



### Meeting Learners Where They Are!

We recognized the value and importance of meeting learners where they are. As a result, we've updated our application process in alignment with our expanded program offerings to provide better indicators about our learners' prior programming and tech experience. By doing this, we can **enable various entry points to our programs and to provide learners with the best support** for them. In addition, we continue to make real-time, in class adjustments on our program content and strategy to ensure our learners can stay engaged and continue to develop their skills. Our aim is to ensure a right-fit first learning experience with Hack the Hood and ensure learners a positive experience with STEM education and tech.



### Holistic Support!

As we saw from the Oakland public education fund and Intel program, stipends help increase learner persistence and reduce attrition. Because of this, we've decided to **stipend all programs in 2022, paying \$500 per learner per program** if they successfully graduate. We've also shifted to have more focus on preparing learners for the job force (in terms of resume building, soft skills, persistence), as well as include more workshops and engagement from tech industry professionals.



### Recalibration for the Future!

Last year our attrition rate was 50%, which was on par with what our peer organizations experienced in virtual learning. We are a proactive team we recalibrated our offerings to solve for this in 2022.

First thing we will do is **shift the way we deliver our content**, extending our classes from 8 weeks to 12 weeks to allow more time to absorb the material, contextualize, and identify the social justice relevancy. We shifted the in-class hours to only two days a week to allow more time for asynchronous learning using pre-recorded video content and tutorials.

Secondly, we've incorporated pair programming sessions for community building for more peer-to-peer engagement to **build community, camaraderie and find peers** for support.

Thirdly, we're **dedicating a Programs Assistant** to help our instructors develop fun activities for our learners to engage with each other and build a sense of community beyond class content.



# Our Financials

## Statement of Financial Position

	2021	2020
ASSETS		
Cash	\$1,282,471	\$825,114
Receivables	418,729	391,750
Undeposited Funds	26,027	3,208
Prepaid Expenses	15,066	11,376
Fixed Assets	23,963	22,154
Deposits	5,000	5,000
<b>Total Assets</b>	<b>\$1,771,255</b>	<b>\$1,258,602</b>
LIABILITIES		
<b>Total Liabilities</b>	<b>\$46,181</b>	<b>\$202,233</b>
NET ASSETS		
Unrestricted	230,920	266,168
Restricted	840,327	630,000
Net Income	653,827	160,201
<b>Total Net Assets</b>	<b>\$1,725,074</b>	<b>\$1,056,369</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$1,771,255</b>	<b>\$1,258,603</b>

## Statement of Activities

	2021	2020
REVENUE		
Grants	\$488,297	\$543,411
Individual Donations	254,907	137,894
Corporate Contributions	543,303	241,446
Government Contracts	359,379	27,129
Partnership Income	72,000	61,359
In Kind	68,209	4,550
Other Income	500	
<b>Total Revenue</b>	<b>\$1,786,594</b>	<b>\$1,015,789</b>
EXPENSES		
Personnel	826,760	616,801
Programs & Partnership	180,785	157,618
Professional Services	122,548	232,768
Operations	144,793	126,878
In Kind	68,209	4,550
<b>Total Expenses</b>	<b>\$1,343,095</b>	<b>\$1,138,615</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$443,499</b>	<b>-\$122,826</b>



# Thank You!

We want to especially thank our partners who share our vision for a more inclusive and just tech sector and who champion this work through financial support, volunteerism, collaboration and support.



The New Relic team helps pack up Hack the Hood office.

Alameda County-Oakland Community Action Partnership

AT&T

Benevity

Black Lives Matter Employee Resource Group At Zumper

BlackRock Employee Giving

Brunswick Group

Capital One

Catalyze Challenge

Celigo

Chambers Family Foundation

David Hauser

Dennis and Laura Allaire

Doordash

Earnest (via Navient Community Fund)

Emil Hesslow

Foothill-DeAnza College

Frederic & Sara Kerrest

Github Social Impact

HackerOne

Integrant

Intel

JPMorgan Chase Foundation

Julia Wells

Kyler Murlas

Laura & Dennis Allaire

LegalZoom

Luther Jackson

Mangrove Web Design

Marshanette Nunes

Microsoft Employee Giving

Moody's

New Relic

NextGen Policy

Okta

Peery Foundation

Project YES

Qualcomm

Scratch Marketing + Media

ServiceNow

Soma Equity Partners

Tapjoy

The Sand Hill Group Foundation

The Walt Disney Company (ESPN)

ThredUP

Tyler Technologies

Venturous Counsel A Professional Corporation

Warriors Foundation

Western Digital

Westly Foundation

And thank you to the hundreds of additional individual donors whose generous donations and commitment to Hack the Hood helps us to deliver on our mission everyday.