hack the hood

A DECADE OF UNLOCKING OPPORTUNITY

2023

ANNUAL REPORT

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Our Mission

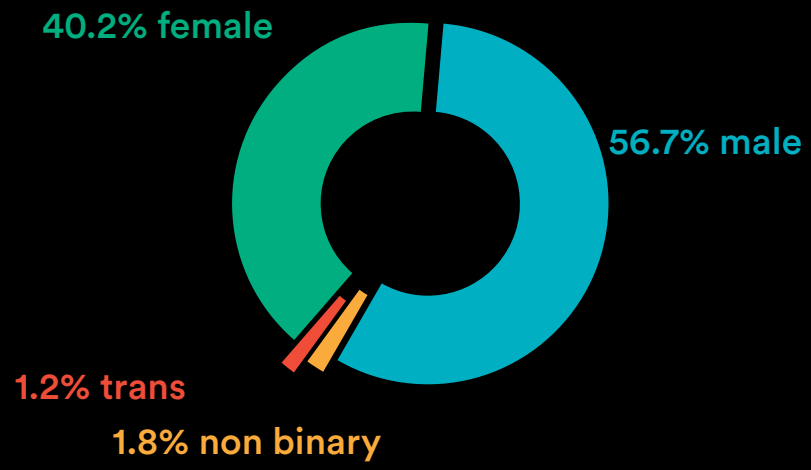
Hack the Hood is an Oakland-based organization that is harnessing the power of homegrown talent by preparing Bay Area youth of color for opportunities in tech.

Our mission is to provide Black, Latinx, Indigenous and AAPI youth, who experience the greatest barriers to tech-based learning and careers, with tech skill-building programs and career navigation support that is grounded in justice and supports economic mobility.

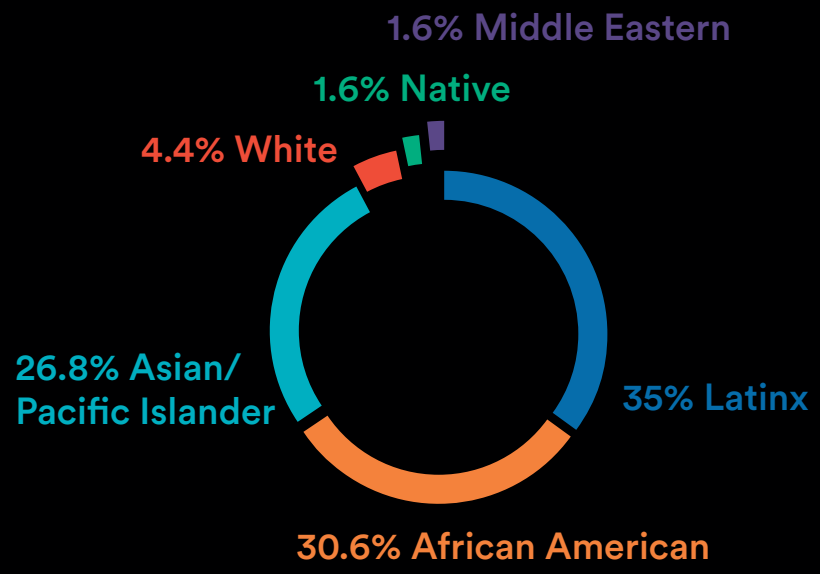
Demographics

164 Learners Served

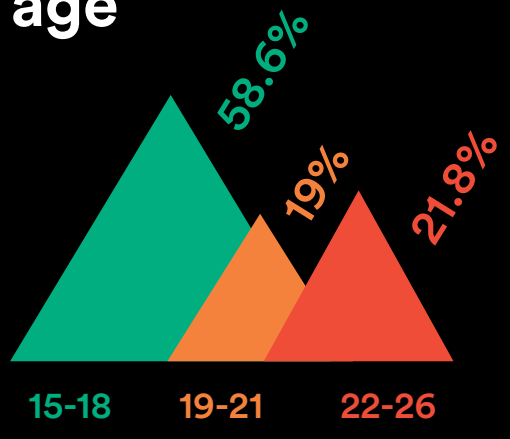
gender



race



age



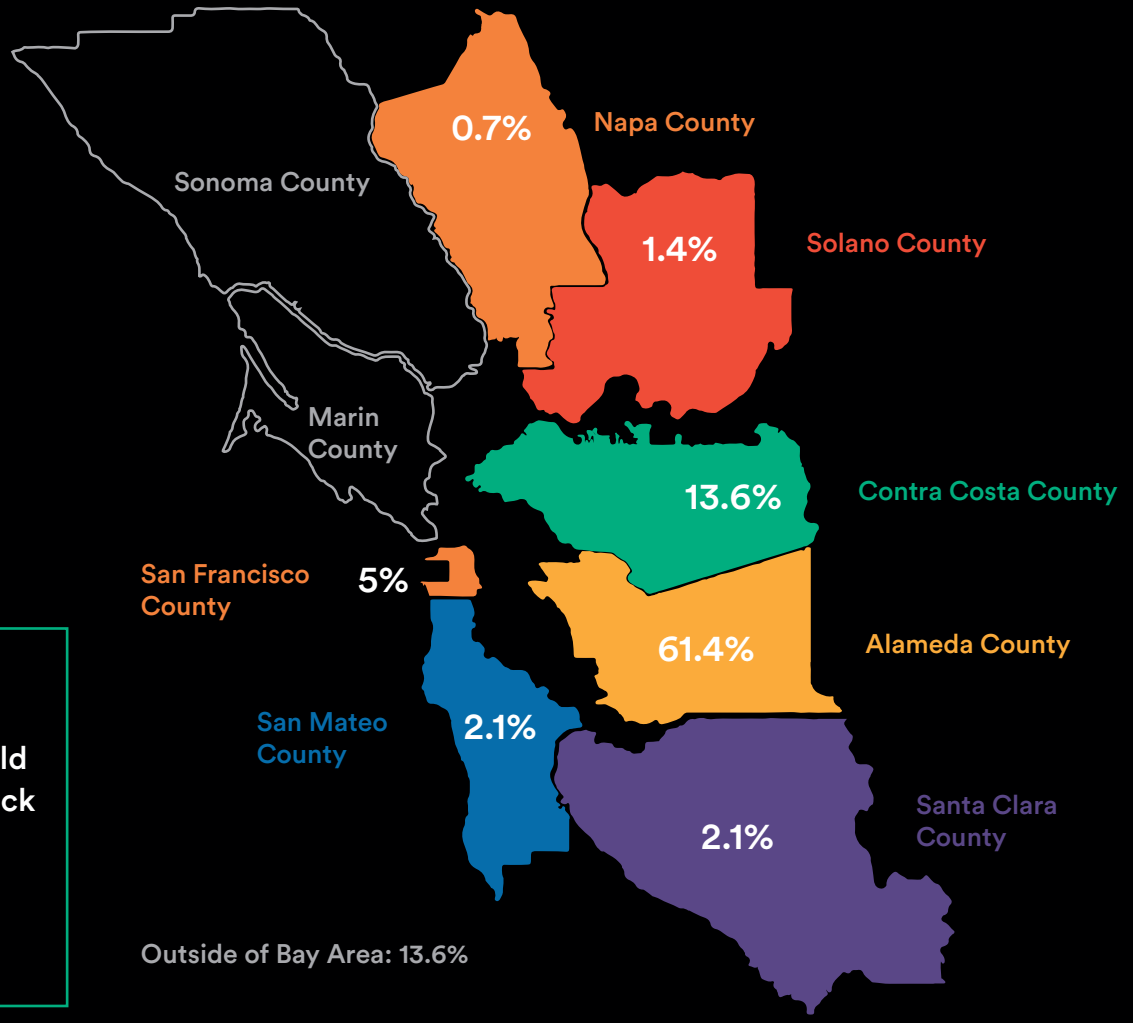
16% In California, just 16% of students who participate in AP Computer Science are Black, Latinx, or Native American/ Alaskan Native, affecting participation in computing in higher education (Kapor Center, 2018).

Demographics

Rooted in Oakland, Serving the San Francisco Bay Area

The San Francisco Bay Area is well-known as a vibrant hub of technology and innovation, however many talented individuals from historically marginalized communities face uphill battles in pursuing careers in the industry.

Hack the Hood is working to dismantle these barriers to help realize a more diverse tech ecosystem. In 2023, our programs reached youth from seven Bay Area counties.



>10% In the greater San Francisco metro area, Latinx people held only 8% of tech jobs, and Black people held only 3% of tech jobs (Silicon Valley Business Journal, 2021).

Dear Hackers,

It is with great pleasure that I share with you *A Decade of Unlocking Opportunity*, Hack the Hood's 2023 Annual Report. It was a memorable year for the organization as we celebrated our 10 year anniversary - a milestone that not only signifies a decade of dedication to our mission but also serves as a testament to the resilience and determination of our community. Together, we've transformed the lives of countless Black, Latinx, Indigenous, and AAPI youth in the Bay Area, providing them with the skills, opportunities, and support they need to thrive in technology careers.

Just months after celebrating our 10th birthday, we received game-changing news that will amplify our impact for years to come. We were announced as one of the award winners of MacKenzie Scott's Yield Giving Open Call, receiving a $2 million unrestricted donation - the largest gift in Hack the Hood history.

This recognition is a nod to the tireless efforts of our team and the promising potential of our programs in driving inclusivity and innovation in the tech ecosystem. With this transformative gift, we are entering an exciting era of growth and opportunity, and I am incredibly honored to have been tapped as the new Executive Director to lead us into this next phase of impact and stability.

Looking ahead to 2024, we're excited to pilot a new web development curriculum, Hustle 2.0, which will equip our learners with cutting-edge skills in emerging and high-demand roles. We also look forward to developing an alumni advisory board and expanding our career pathways through new programmatic partnerships and registering Hack the Hood as a pre-apprenticeship program. These initiatives, among others we have in the works, will continue to open up new pathways to success and opportunity for our youth.

I want to extend a sincere THANK YOU to all of you – our supporters, partners, volunteers, and advocates – for being with us on this journey. Your unwavering belief in our mission fuels our work and inspires us to push the boundaries of what's possible.

With gratitude and optimism,

Samia Zuber
Executive Director

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Press Play!

Our Programs

Hustle, Build, Drive

At Hack the Hood, we're working to confront tech inequities head-on, recognizing the urgent need to bridge the gap and create pathways to success for young people of color.

STEM employment growth is projected to outpace economy-wide employment growth from 2019 to 2029. However, research shows that current trends in STEM degree attainment are unlikely to narrow tech equity gaps. (Pew Research Center)

Our programs feature:

+ Free hands-on technical training courses in coding and data science

+ Engaging career exploration and professional development workshops

+ Exclusive and tailored work-based learning opportunities

+ Unique access to social capital through mentorship and networking

+ Direct linkage to advanced certifications, apprenticeships, and internships in the tech field

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Learner Testimonials

Our Programs

Tech for Justice Curriculum

Hack the Hood's teaching goes far beyond technical skills. Our one-of-a-kind curriculum integrates racial justice topics and encourages learners to use technology to address social problems. Examples of our Tech for Justice curriculum:

Facial Recognition
Examines the pervasive issue of racial biases in facial recognition and surveillance technologies and its disproportionate impact on communities of color.

Algorithmic Medicine
Explores how algorithms and technology impact healthcare diagnoses, treatment, and access to care, particularly in underserved communities.

Speculative Fiction
Encourages learners to envision a more equitable and inclusive future through technology using creative storytelling and world-building exercises.

Workplace Tours

In the summer, Hustle learners visited our Oakland neighbors at thredUP for a product challenge and networking opportunity with diverse professionals. In the fall, Drive learners toured the cutting-edge labs of Exelixis, an Alameda based company specializing in biotechnology and advancements on cancer treatments.

Our learners took part in a lab tour and career exposure panel where they engaged in discussions with bio-tech experts who generously shared their personal and professional experiences.

We also had the privilege to extend an invitation to select Hack the Hood participants to the RSA cybersecurity conference in San Francisco, courtesy of our partners at SentinelOne. Our participants gained a new, comprehensive understanding of the cybersecurity landscape and cultivated meaningful connections with the SentinelOne team and fellow conference attendees.

Our Programs

Program Partnerships

We couldn't do this work alone. Hack the Hood is proud to collaborate with a diverse array of partners who provide invaluable resources, expertise, and networks that amplify our impact.

OAKLAND UNIFIED SCHOOL DISTRICT
Community Schools, Thriving Students

With a decade-long presence in Oakland, Hack the Hood has established a robust relationship with the Oakland Unified School District (OUSD), cultivating a pipeline of OUSD learners engaged in our programs, including students in African American Male Achievement (AAMA) and the Exploring College, Career, and Community Options (ECCCO) program.

Tech Exchange

Oakland-based Tech Exchange has been instrumental in supporting Hack the Hood's mission by generously offering deeply discounted digital devices, which have played a pivotal role in empowering our learners. This collaboration exemplifies the synergy between our organizations in fostering digital inclusivity and narrowing the digital divide.

Laney College

We're now in our third year of partnership with Laney College! Through our Drive program, learners enroll at Laney College and complete their Certificate of Achievement in Data Science while receiving mentorship, career navigation, and wraparound support from Hack the Hood.

Our Programs

Program Partnerships

In partnership with NPower, Hack the Hood learners and alumni now gain priority admission to NPower's advanced certification programs in cybersecurity and cloud computing, marking an exciting chapter for us as we expand our tech-centered certifications and career pathways.

First Place for Youth participants receive priority admission to Hack the Hood programs, all while benefiting from dedicated support from their case managers. This collaboration represents a concerted effort to amplify our collective commitment to historically underrepresented and marginalized populations, addressing barriers to education and employment opportunities.

This year, Hack the Hood proudly entered a new partnership with Life Science Cares (LSC) to facilitate connections with prominent life science companies such as Exelexis and Sangamo and internship opportunities through their Project Onramp initiative.

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Our Impact

By the Numbers

168

Hours of Tech Instruction Delivered

29

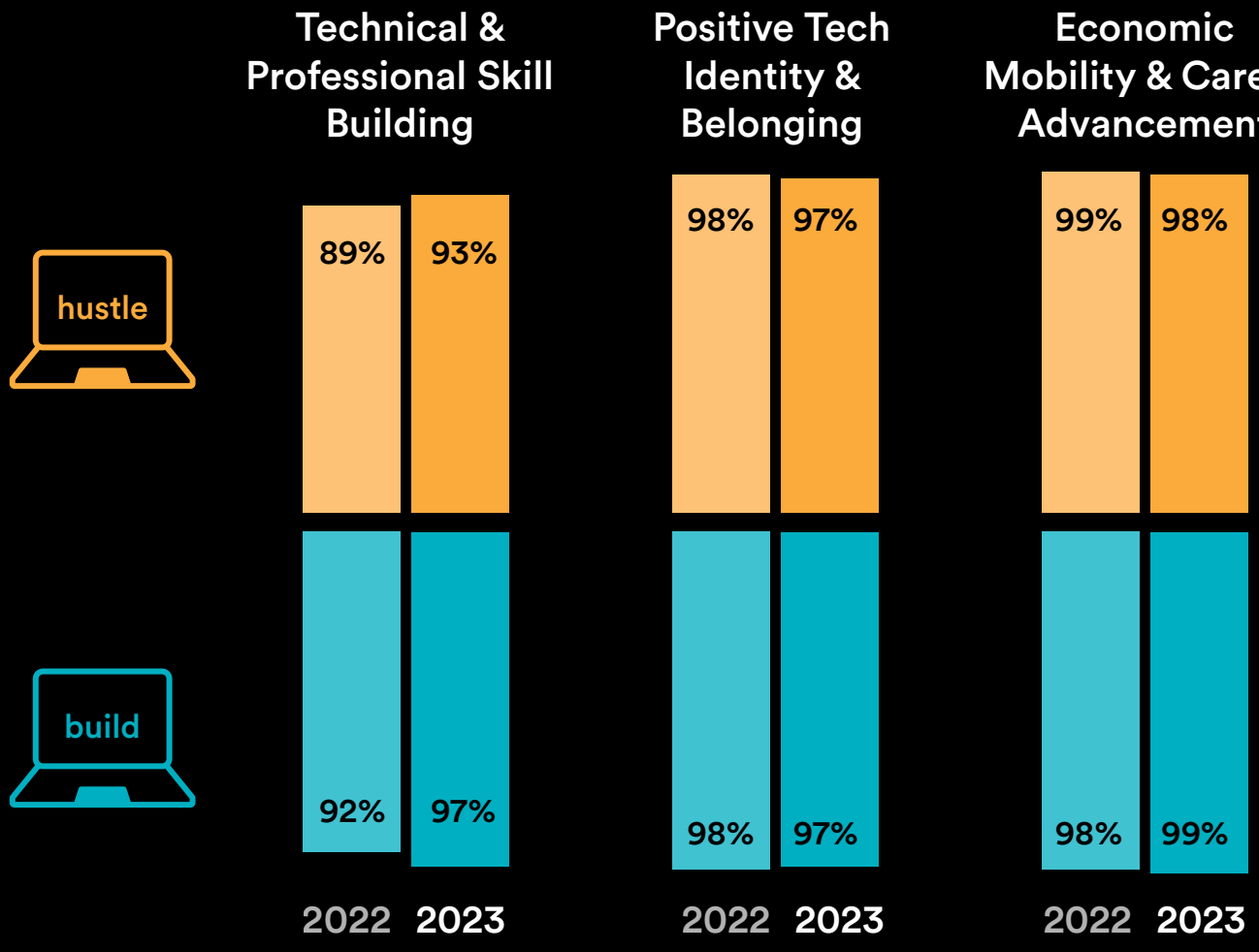
Hours of Professional Development Delivered

188

Volunteer and Mentor Hours

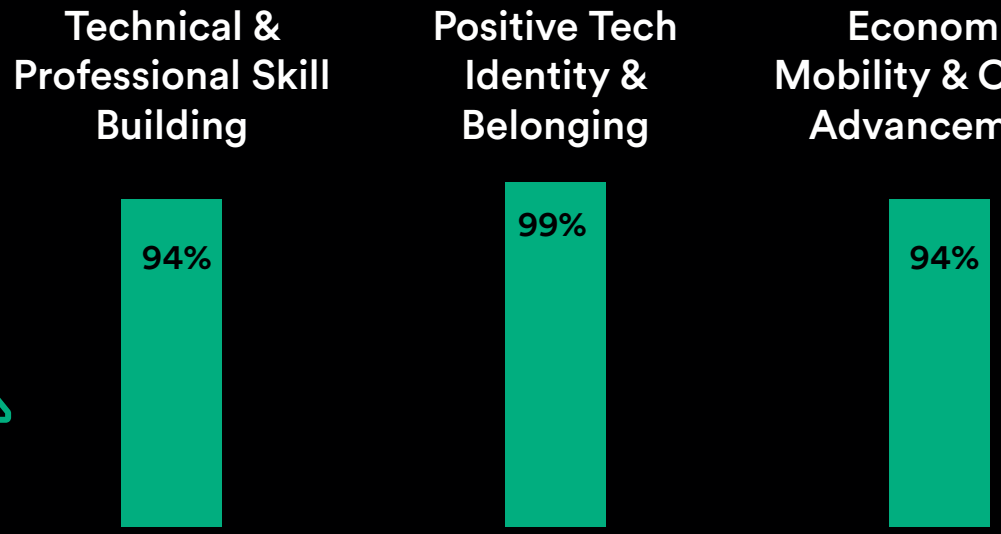
Through hundreds of hours of hands-on training sessions and immersive workshops, we're equipping our participants with the skills and knowledge they need to thrive in tech pathways. This represents more than just time spent – they're investments in the future of our youth. Additionally, our volunteer community plays a crucial role in unlocking possibilities through mentorship, coaching, and support. Their commitment embodies the spirit of community that defines Hack the Hood, creating transformative experiences for our participants.

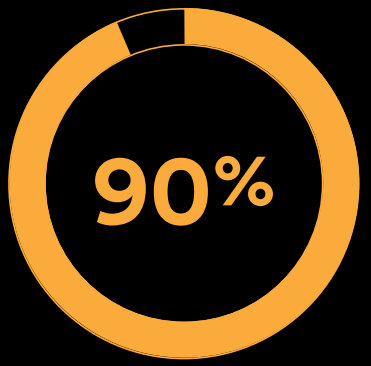
Year-to-Year Comparison of Key Metrics 2022 & 2023



Our Impact

Key Metrics
School Year 2022-2023

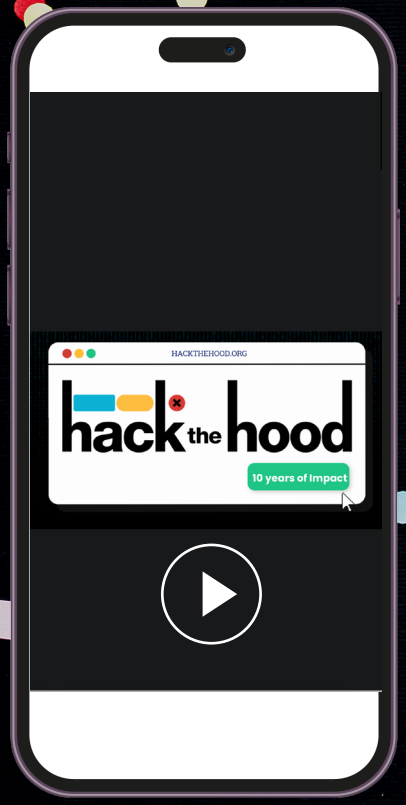




Hack the Hood consistently achieves a 90% success rate in helping learners to increase their technical and professional skills, increase their sense of belonging and community in the tech space, and continue on a path towards a technology career.

10 Year Celebration

HAPPY 10th BIRTHDAY TO US!



On November 1, 2023, Hack the Hood welcomed our community of friends and supporters at our 10-year anniversary event, **Breaking Barriers with Code: Celebrating 10 Years of Impact.** Hosted at the Block Community Hub in Oakland, we heard from three amazing alumni who are thriving in their tech journeys, honored community partners who have been instrumental in moving our mission forward, and were **inspired by co-founder Susan Mernit's founding story and vision** for empowering youth to diversify the tech industry.

10 Year Celebration

ALUMNI SPEAKERS

Natalie Contreras
Seetia Akpawu
Jocelyne Gallegos

AWARDS

Distinguished Community Partner:
Laney College
Distinguished Corporate Partner:
JPMorgan Chase & Co.
Volunteer Engagement Champion:
Okta
Co-Founder Recognition Award:
Susan Mernit
Notable Alumni Award:
Ne'Quwan Taylor

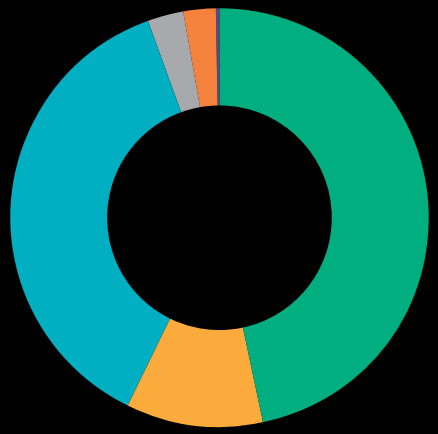
THANK YOU TO OUR SPONSORS

Block, New Relic, U.S. Bank,
Golden State Warriors,
Kaiser Permanente, Comcast,
Port of Oakland, Kapor Center,
Beneficial State Bank

2023 Financials

January 1, 2023 – December 31, 2023

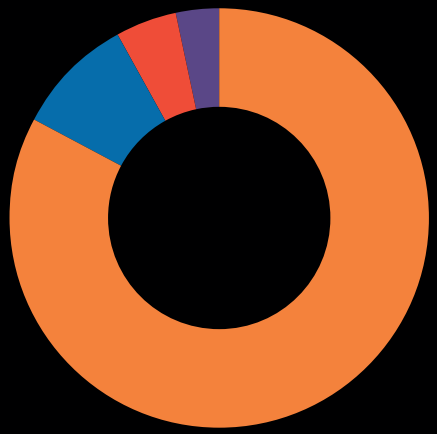
Revenue



- Foundation Grants | $706,157
- Individual Contributions | $161,684
- Corporate Contributions | $560,546
- Government Contracts | $40,000
- Special Event Revenue | $40,000
- Interest & Dividends | $2
- Other Income | $1,685

TOTAL REVENUE | $1,510,074

Expenses



- Personnel | $1,393,453
- Programs & Partnerships | $156,308
- Professional Services | $77,785
- Operations | $55,724
- Non-Cash Expense | ($13,573)

TOTAL EXPENSES | $1,672,696

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*Unaudited financial statements prepared by Nonprofit Suite. Hack the Hood's audited financial statements for fiscal year 2023 will be available upon request in October 2024.

Ahmed Ali Bob, Global Social Impact Lead, Block, Inc.

“Hack the Hood is leading the charge toward a more inclusive future by empowering the next generation of talent with the skills they need to access the jobs of the future. We are so proud to be partnering to develop the capacity of our BIPOC communities to contribute to the next generation of tech innovation.”

Special Thanks

JPMorgan Chase & Co.

NBA Foundation

okta

salesforce

Institutional Donors

Affirm Cares
Akamai Foundation
Alameda County-Oakland Community Action Partnership (AC-OCAP)
American Endowment Foundation
American Online Giving
Anonymous
BAR Architects & Interiors
Beneficial State Bank
Blackbaud Giving Fund
Block, Inc.
Bright Funds Foundation
Capital One
Celigo
Comcast
Daffy Charitable Fund
Edward Jones Trust
Empowering Pathways Giving Circle
Everlaw
Fidelity Charitable
Google Play
JD Finish Line Foundation
Joyful Blessings Foundation
JPMorgan Chase Foundation
June and Julian Foss Foundation
Kahawa 1893 Coffee
Kaiser Permanente
Kapor Center
Lawrence Livermore National Lab
Life Science Cares
Mangrove Web Development
Mile High United Way
Morris Stulsaft Foundation
NBA Foundation
New Relic
Nicholson Family Foundation
NXP Semiconductors
Oakland Athletics
Okta For Good Fund (Tides Foundation)
Palo Alto Networks
Panorama Global Fund
Pantheon
Paull Foundation Fund
Platypus Advisors
Port of Oakland
S Foundation (Silicon Valley Community Foundation)
Salesforce (Catalyst Fund)
Schwab Charitable
Sirius XM
Strategic Economics Inc.
Target Foundation
Teichert Foundation
The Barrios Trust
The Venable Foundation
thredUP
Umpqua Bank
Unity Charitable Fund (Tides Foundation)
US Bank
Veson Nautical
Visa
Warriors Community Foundation
Wells Fargo (via YourCause)
West Monroe
Western Digital
Youth Opportunity Scholarships Program

Victor Cordon, Director of Social Impact, Okta

“Hack the Hood is strongly aligned with Okta’s commitment to enabling equitable access to opportunity and thriving careers in technology. From employee engagement to informing our strategy as funders in the educational equality space, we are thrilled to be among their supporters and look forward to the impact we’ll drive together in 2024 and beyond.”

Special Thanks

Individual Donors

Alison Acerra
Stacey Acheampong
Danielle Adsit
Alice Ahmed
Ahmed Ali Bob
Roger Amrhein
Laura and John Arnold
Meredith Aydelotte
Eric Bachman
Tsehayu Bantidagne
Michael Barnes
Barr Family Charitable Foundation
Jana Beck
James Benhardus
Ben Blass
Margaret Bradshaw
Paul Brakeman
Steve Bratman
Max Brown
Michael Bruin
Sara Brunson
Harold Burns
Patrick Cable
Jack Caragol
Tanya Caragol
Theresa Caragol
Nancy Carleton
Alexandra Carlson
Gabriel Castillo
Michelle Chantarasatian
Sylvia Chen
Dana Chinn
Karen Chuang
Victor Cordon
David Cotton
Kevin Crane
Dorothy Dansey
Stephen Davenport
Michael Davidson
Michael Davie
Peter Dayton
Geert De Cnodder
Elaine de Lara
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Fiona Dearth
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Michael Deck
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Cinthia Diaz
Nevin Ditzler
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Shelley Donheiser
Kathryn Donnelly
Jihad Dphrepaulezz
Harrison Dunning
Kate Dunning
Morris Dye
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Brian Lassiter
Rachel Lawrie
Lauren Lazo
Elese Lebsack
John Lee
Lauren Leinweber
David Levaton
Rose Lew
Sandra Linke
Susan Ellis and Mark Linton
Chanda Lockhart
Justin Lyons

Lauren Keeler, Social Impact Manager at New Relic

“The critical work of Hack the Hood aligns so well with our focus on inspiring and enabling the next generation of technologists. At New Relic, we’re so proud to partner with Hack the Hood and to play a small role in helping them drive their mission forward.”

Special Thanks

Charlie Manlapaz
Jo Margadant
Ted Margadant
Nazia Mastan
Chrissy Mazzeo
Kelly McBride
August McConnell
Allison McCovey-Patrick
Zachary McHale
Robbin McInturff
Ti McNeil
Julienne Medina
Chris Mehling
Mohit Mehta
Jerene Meissert
Adam Mendelson
Helen Merlin
Susan Mernit
David Middleton
Sean Miller
Andrew Mills
Chris Morgan
Destiny and Cristwell Muhammed
Davi Muri
Kyler Murlas
Marianne Murphy
Angela Murray
Joaquin Murrieta
Nathan Murthy
Taylor Nanz
Robert Nelson
Jocelyn Newman
Christoph Neyer
Alexandre Nichols
Margaret Nyamumbo
Macaira O'Connell
Patrice O'Neill
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Jing Zhang
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Rob Zides
Jeff Zira
Samia Zuber
Susan Zupko

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Oakland Athletics
Oakland Museum of California (OMCA)
Oakland Zoo
San Francisco Giants
Ken Sorey
The New Parkway Theatre
Trader Joe's
Visa
Warriors Community Foundation

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