THE LIFE CYCLE OF THE MARIPOSA

90% of Campers felt confident working in groups and expressing themselves during camp.

90% of Chicas felt confident in their ability to make a change in their community after attending Camp.

In 2021, 92% of students developed confidence in their communication and problem solving skills at our conferences.

Our conferences are the largest gatherings of girls of color exploring entrepreneurship, tech and more in Austin!

In 2021, 92% of chicas expressed interest in pursuing a college degree.

According to survey data from the inaugural cohort of Code Chica++, 100% of students felt more confident in their coding abilities, and 100% rated the class as a great experience.

90% of Campers felt more confident in their coding abilities after attending Code Chica.

Our virtual certification programs and conferences have reached over 25 states and various countries including Costa Rica, Columbia, and Venezuela!

We exclusively serve underfunded schools and communities. Our flagship program are our clubs, where girls can learn about STEAM, their identity, and more!

Alumni, community members, and partners volunteer with Latinitas regularly, mentoring our chicas and helping us close the gap in STEAM for Latinas and beyond.

We publish our magazine and podcast featuring new and diverse voices of tomorrow’s courageous leaders including our Latinitas.

93% of Latinitas chicas graduate from High School and 81% attend college, Latinitas also provides scholarships for higher education and a vibrant alumni network.

The Life Cycle of the Mariposa

92% of Latinitas chicas graduated from High School.

92% of chicas felt confident working in groups and expressing themselves during camp.

92% of students felt more confident in their coding abilities after attending Code Chica.

88% of Chicas felt confident in their ability to make a change in their community after attending Camp.

In Cohort 12, Fall 2021, 100% of students would recommend Code Chica, 100% felt more confident in their coding abilities, and 100% rated the class as a great experience.

90% of Campers felt more confident in their coding abilities after attending Code Chica.

100% of Latinitas chicas graduate from High School and 81% attend college, Latinitas also provides scholarships for higher education and a vibrant alumni network.

93% of Latinitas chicas express interest in obtaining a job in the STEM field.

88% of Chicas felt confident in their ability to make a change in their community after attending Camp.

88% of students felt more confident in their coding abilities after attending Code Chica.

100% of students felt more confident in their coding abilities after attending Code Chica.

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Empowering All Girls to Innovate with Media and Technology

Impact Report
2021-2022
Years ago on a field trip with about 15 girls from our first Club Latinitas to a local TV news station we asked the anchor if he was ok. Years later, we learned it was his last day. Laura Donnelly, the anchor, referred to Latinitas more as a movement than a youth enrichment club because since day one STEM/STEAM has been the device - a way to make girls see themselves in a narrative that has not been ours. Laura was very stoic that day and said he’d be happy to accommodate that! I guess even then I was seeing the true impact Latinitas was having: to build girls of the future and make them comfortable in a field that feels unattainable to them. This is why Latinitas exists: to push the boundaries of what girls can be and do. We believe girls can do anything they want to do, but we believe girls NEED to believe they can do it too. It’s why we teach girls in all grade levels how to code, create, design, write a story, design a website, shoot a film; but while the students (today, and now back to the world that doesn’t always believe in them) feel empowered by these experiences, we know that they will ultimately only have as much faith in themselves as we give them. It’s why that long-game of building a community of acceptance, empowerment and action and the outcomes, even in this current moment of change, can only be gifted.

With each tier of the Code Chica Certification Program, Latinitas aims to build a pipeline of BIPOC and other underrepresented students entering the tech sector. The vision is to uplift coders from a young age and support them at each tier of the program, and then connect alumni with further mentorship, networking and career opportunities. As the program grows, we work to empower girls with the tools, resources and connections to build their careers and join an inclusive and empowering community of students, mentors and volunteers.

A Year In Review

2021

• 26 Teens have launched their first business: New Dolls, LLC.
• Launched Code Chica Coding in Office at Austin Public Library.
• 100% of its kind made for and by girls and non-binary students ages 9-14.
• 50% higher rate of girls overall
• Alumni graduate at the national average for girls, overall
• 90% of Campers felt confident working in groups and expressing themselves during camp.
• Nearly 200 business started at Startup Chica Conferences since 2014
• Over 8,000 digital media projects generated after school - sites, films, podcasts, VR stories and more
• Brand giants such as JCPenney, Barbie, American Honda and eBay have dedicated their D&I campaigns to Latinitas since 2018
• Latinitas programs continue to be only ones of this kind - just a handful of culture centric STEM nonprofits nationwide
• Latinitas has awarded over $70,000 in college scholarships and launched a permanent scholarship fund in 2020
• More than 30,000 touch points/interactions and encouraging exchanges between reflective mentors and girls, teens and non-binary students.
• 200 teens have graduated from Latinitas signature coding boot camp: Code Chica and many were the impetus for Code Chica in Office and Austin Public Library
• 2022

• Startup Chica - Berlin: Sugar Mountain Girls from ages 9-14
• 2023

• Startup Chica - Del Valle: Sugar Mountain Girls from ages 9-14
• “Power Chica means to fight for what I believe in.”
• “I learned that I can do a good deed.”
• “I learned to believe in myself more”
• “I will tell them that they will get out of their comfort zone and do things they never thought they could do.”
• “Helping people find their purpose.”

With a team of two, and in 10 years, Latinitas has served over 9,000 girls ages 9-14 in-person conference, online and through camps and workshops. Our programs work with over 50 companies such as Google, Oracle, Dell, Capital Metro, Indeed, Zen Business, Div Inc USA, Apple, PMI, BBDO, Land Entertainment, EA, Best Buy, Meta, IBM, GitHub, Microsoft, and many more.

For all of our conferences, 90% of our students feel that they have connected with their mentors.

• Our programs work with mentors from many different companies such as Google, Oracle, Dell, Capital Metro, Indeed, Zen Business, Div Inc USA, Apple, PMI, BBDO, Land Entertainment, EA, Best Buy, Meta, IBM, GitHub, Microsoft, and many more.

• Latinitas was founded to combat stereotypes girls face, not only in gender, but also culture. Latinitas is a movement of acceptance, empowerment and action.

Laura Donnelly, Founder, CEO Latinitas

F R I E N D S A N D F O U N D A T I O N S

100% of its kind made for and by girls and non-binary students ages 9-14.

• Annual Events
• Government Grants
• Foundation Grants
• Corporate Giving

Total 2021: $1,384,393

Summer Camp 2022:

• What would you like to do in order to make a difference in the world? Helping people find their purpose.
• How will you be telling your friends about camp?
• I will tell them that they will get out of their comfort zone and do things they never thought they could do.

Startup Chica Del Valle ISD:

• What did you learn from your summer internship experience?
• I learned that I can do a good deed.

80% of attendees reported feeling confident in their ability to use technology.

• I learned to believe in myself more.

—Mary