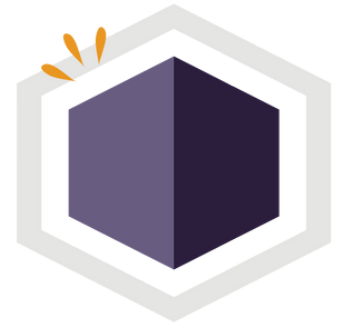


2022

# ANNUAL REPORT



**<BOLD IDEA>**

June 2021 - May 2022



# CEO'S MESSAGE

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**October 2022**

## **Building the Future of Computer Science**

At Bold Idea, we are excited about our students' big, bold ideas that will one day reshape our lives and solve global problems. We are also excited about the students who will one day shape the future of computer science as technologists, developers, designers, engineers, and business and community leaders.

Bold Idea is developing the youth of Dallas to be technology creators and our digital workforce of the future. We are building the future of computer science in Dallas.

Computer science skills are increasingly critical to functioning in today's workforce. Teaching students computer science is no longer an elective. It is mission critical to their future success. That's why Bold Idea has partnered with Dallas ISD and local corporations to serve as a bridge between K-12 education and the technology industry.

Together, we are invested in building a pipeline of technology talent for the jobs of tomorrow. And we're starting by introducing computer science to students as young as 3rd grade. By partnering with Dallas ISD, we are also creating opportunities in computer science for girls and students from marginalized communities.

Our work is centered on creating quality, long-term relationships - between students and mentors, between students and computer science, and between students and a love of life-long learning.

I am excited to share with you our 2022 Annual Report, highlighting the impact of our second year-round Coding Clubs & Camps program. **You make this work possible - thank you!**



**Robyn Brown**

CEO & Founder

# BOLD IDEA STAFF & BOARD



**BOLD IDEA STAFF**  
**Robyn Brown**  
CEO & Founder



**BOLD IDEA STAFF**  
**Yaw Asante-Bio**  
Education Director



**BOLD IDEA STAFF**  
**Lorene Sugars**  
Program Manager



**BOLD IDEA STAFF**  
**Sheridan Singleton**  
Development  
Coordinator



**BOARD CHAIR**  
**Greg Crouse**  
FTI Consulting



**SECRETARY**  
**Amy Czuchlewski**  
Blue Label Labs



**TREASURER**  
**Susan Paul**  
Pariveda Solutions



**BOARD MEMBER**  
**Aaron Metzger**  
Genius Digital  
Marketing



**BOARD MEMBER**  
**LaQuita Hall**  
Community Volunteer



**BOARD MEMBER**  
**Ann Montgomery**  
United Way of  
Metropolitan Dallas



**BOARD MEMBER**  
**Manneet Singh**  
Neiman Marcus



**BOARD MEMBER**  
**Dr. Toni Harrison-Kelly**  
Southern Methodist  
University



**BOARD MEMBER**  
**Roderick Burns**  
Bank of America  
Securities, LLC



**BOARD MEMBER**  
**Kris Torres**  
Accenture

# CODING CLUBS & CAMPS

## {ideaSpark}

ideaSpark Coding Clubs & Camps offer equitable access to learning computer science through hands-on projects led by volunteer mentors from Dallas-area corporations. Our focus is providing girls and students of color a pathway to pursue careers requiring computer science in an inclusive learning environment that values student voice.



This year,

**194** STUDENTS in 3rd - 12th grades

received

**3,102** HOURS of volunteer mentor time.

**23%**

**of students**

have participated in Bold Idea for more than 1 year

**74%**

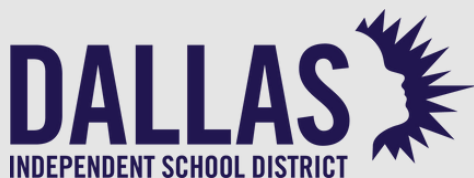
**of students**

participated for free or at a reduced cost

**31**

**students**

received a gently-used laptop computer



**6 Dallas ISD schools** hosted an ideaSpark Coding Club, serving 120 students in west Dallas, Oak Cliff, and southern Dallas.

We serve a diverse student community.

**80%**

**students of color**

**43%**

**female students**

We are creating access to computer science education.

**59%**

**of students**

discovered Computer Science for the 1st time

**31%**

**more students**

learned computer science for the first time compared to the previous year



Students increased their computer science knowledge.

**100%**

**of students**

learned new Computer Science concepts

**266**

**digital badges**

were awarded to students, demonstrating their new skills and completed projects

Students increased their computer science interest.

"I think computer science is interesting."

**95%**  
**agree**



**67%**  
**\*improved their response**



Students are interested in computer science careers.

"What future careers are you interested in?"

**19%**

chose a computing career, like computer scientist, game developer or engineer.

# MEET OUR YOUNG CODERS



## ELIAS

(PHOTO WITH HIS MENTOR IN MIDDLE SCHOOL)

### Meet Elias - Future Computer Science Grad

Elias Land is a 10th-grade student who has been a part of Bold Idea's Coding Clubs for five years. He also participates in the P-TECH (Pathways in Technology Early College High School) at Adamson.

**"All I want to say is that being in Bold Idea was probably the best decision I've ever made. I have learned a lot from this program and I am grateful for everyone I have met throughout the years and all the knowledge that has been taught to me."**



[Read Elias' Interview](#)



[Watch Elias's Demo Day Presentation](#)  
[Or go to page 10 to explore his website!](#)

### Young Coders to Mentors - Meet Bold Idea Alumni!

As Bold Idea grows - so do our students! Previous Bold Idea students are now in college and returning as mentors. Makayla and Ascension both returned to volunteer with Bold Idea in 2022, and we are excited to have them share their stories and knowledge with young coders.



MAKAYLA MENTORING IN FALL 2022



[Watch Ascension's presentation during our 2022 Town Hall...](#)



[What did Makayla and Ascension create as young coders? Watch their 2018 Demo...](#)

**"I didn't even know what Computer Science was before Bold Idea..it has definitely opened my eyes to the Big World of Computer Science."**

- Ascension Brown, Bold Idea Alumni



ASCENSION AND MAKAYLA IN 2018 AT DEMO DAY

# MEET OUR TEACHER LIAISONS

## Meet De'Onna Washington

My name is De'Onna Washington and I am a native of Dallas, TX. I am in my 5th year of teaching, but I worked for Dallas ISD for 20 years as an Office Manager. I graduated from Strayer University, where I received my Bachelors of Science Degree in Information Technology with a concentration in Database Administration. I am currently the 8th grade Technology teacher at Dr. Frederick D. Todd Sr. Middle School. I teach Path College Careers 2 and Principles of Information Technology.



Ms. Washington with Todd MS Coding Club from the 2021 - 22 School Year - with co-teacher Dr. Toni Harrison-Kelly (Bold Idea Board Member)

"My favorite thing about Bold Idea as a teacher is when I hear my students excited to share what they learned from each coding class."

"Bold Idea has impacted several of my students by providing them the opportunity to learn coding, for the new students in the club, and has expanded the learning of the returning students."

## Thank you to all our 2021-2022 Bold Idea Teacher Liaisons

Dr. Toni Harrison-Kelly  
Ms. De'Onna Washington  
Ms. Kennedy Polk  
Mr. Javier Alvarado

Mr. Jeronimo Martinez  
Ms. Elizabeth Denicola  
Ms. Priscilla Campos  
Mr. Giovanni Fraire  
Ms. Elaine Fontenot

# MEET OUR MENTORS

**Our mentors are industry professionals who build students' confidence through relationships.**

**50%**

**mentors of color**

**45%**

**female mentors**

## Representation matters in mentoring

OD Lusk grew up in southern Dallas. A self-described video game nerd and the son of a Dallas ISD teacher, OD enjoyed computer camps during the summer as a kid. Looking around him, he was always aware that he was the only Black student in a room full of white kids. That didn't stop his interest though. "I was seeking. I wanted to know more about computers," he said.

Then, one day his mom enrolled him in a new computer skills camp - this one taught by a Black woman. The other students were also Black. For him, it was a new feeling of comfort and belonging.

Today, OD is a Senior Quality Assurance Analyst at Bottle Rocket. He gave his time to mentor students of color in his old neighborhood last year. Alongside his colleagues, OD inspired the Bold Idea Coding Club students at Zumwalt Middle School to get excited about coding and pursue a tech career like his. We are grateful that OD is part of our mentor community at Bold Idea and is impacting young coders in Dallas ISD.



When it comes to mentoring, representation matters. After all, you can't be what you can't see. "It's very important," said OD. "There's a feeling you get when you see someone who looks like you. We have such a diverse group of people working with the kids, and it's probably so powerful for them."



**Watch OD's full interview with Bold Idea CEO Robyn Brown**



# VOLUNTEER AWARDS

## Congratulations to this year's Outstanding Mentor Award recipients

Abigail Swigert  
Alex Alspaw  
Anna Mayer  
Antriksh Agarwal  
Bree Nicholas  
Bryant Miano  
Chelsea Herdia  
Cheryl Foulks  
Christian Ayala  
Colette Cottman  
Curtis Ludwig  
Damien Chamness  
Daniel Lozano  
David Metcalf  
Dawn Pattison  
Eghosa Amadin  
Gabriel Chavez  
Jack Reagor  
Jacob Rettig  
Janie Kim  
Jason Brewer

Jim Brown  
Johnny Reichman  
Jonathan Diamond  
Jonathan Dominguez  
Jose Real  
Julia Lorch  
Kate Frye  
Kris Fawcett  
Kuntal Patel  
Lachlan Franckx  
Lakshmi Talluri  
Leslie Deutsch  
Lisa Rhoads  
Madeleine Phillips  
Marissa Robinson  
Mary Wenzel  
Michael Coburn  
Nicolas Ramos  
Peter Bandy  
Phillip Hatton  
Phillip Pham

Phoenix Shane  
Prasanna Manikonda  
Riley Byars  
Robert Spina  
Ross Allen  
Sana Hameed  
Sanya Sharma  
Sarah Colvin  
Scott Robinson  
Sean McCullough  
Shannon Polk  
Shraddha Sharma  
Stephanie Cheng  
Syed Hussain  
Tala Hawari  
Tearyne Almendariz  
Teri Colwell  
Tramy Nguyen  
Tyler Hart  
Will Retzloff  
Yolanda Sims  
Zach L'Anglois

# DEMO DAY

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In Spring 2022 Bold Idea hosted a Demo Day for the public featuring our creative project students.

Check out these young coder's projects - click each photo to explore a website or play a game.

## Web Development Projects



Anthony's Comic Panels

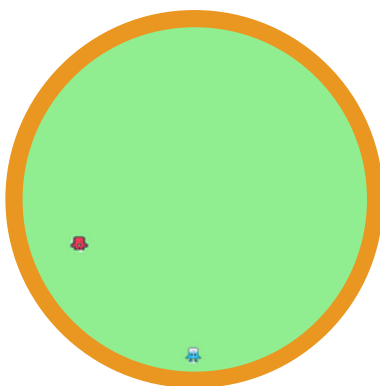


Alaya and Nidia's Jan Boutique



Elias' Discovering the Beyond

## Game Development Projects



Benjamin's Shoot'N Run



Astha's Space Dynamike



Writwick's Lava Realm



Watch All the Spring 2022 Demo Day Presentations

# ANNUAL CELEBRATION

Event host:

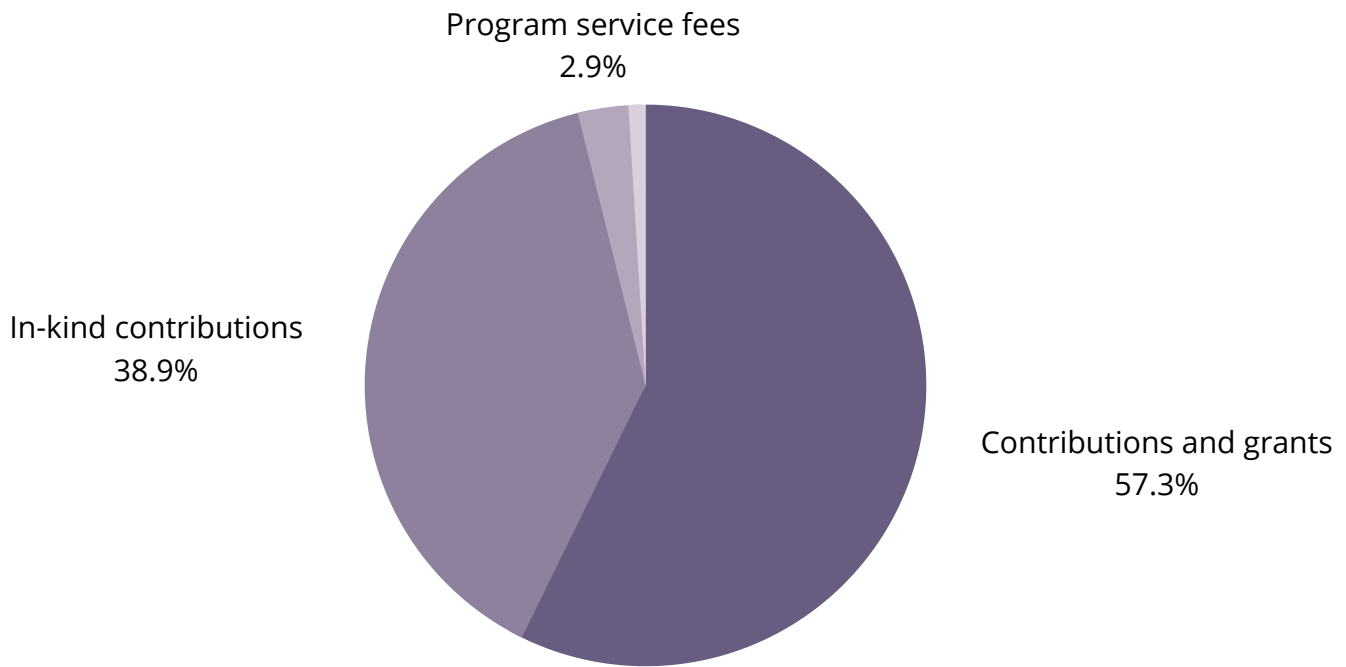


## 2022 Annual Celebration

OrderMyGear hosted our first Celebration in three years. The appreciation event brought together volunteers, corporate and school partners, donors, and supporters to celebrate our collective impact over the past year. Students Anthony Marquez, Astha Choubey, and Homero Hernandez demoed their video game and website projects.



# FINANCIALS – REVENUES & SUPPORT



## 2022

Individual contributions	\$63,350
Corporate contributions	\$139,325
Grants	\$35,718
Program fees, net	\$12,100
Other income	\$4,061

## In-kind contributions

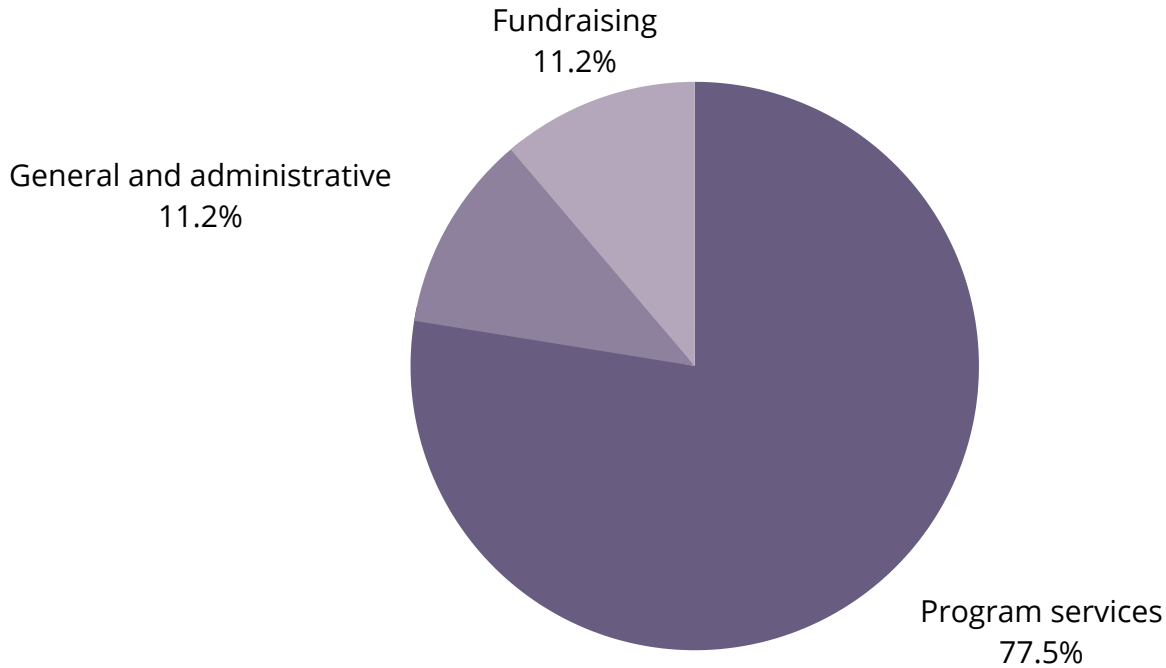
Donated services	\$4,810
Volunteer mentor hours	\$78,925
Gifts in kind - equipment	\$52,410
Gifts in kind - goods	\$20,033
Rent - donated	\$5,600

## Total revenue and support

**\$416,332**

\*Financial statements for the year ended June 30, 2022 were audited by Sutton Frost Cary LLP.

# FINANCIALS – EXPENSE BY ACTIVITY



## 2022

Program services	\$232,211
General and administrative	\$33,679
Fundraising	\$33,567

**Total expenses** **\$299,457**



"Coding is super fun, and it's challenging too - when you actually get there and finish something you really feel great about yourself: "I finally did it!"

Alaya, Dallas 6th-grader

# SUPPORTERS

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## CORPORATE DONORS

### Terabyte Level - \$20,000+

EY  
Fidelity Investments  
State Farm

### Gigabyte Level - \$10,000+

Alkami Technology  
Texas Capital Bank

### Megabyte Level - \$5,000+

Bottle Rocket  
Mindsize  
TEKsystems  
Triumph Group Charitable Foundation

### Kilobyte Level - \$2,500+

Pariveda Solutions

### Corporate Contributors - \$1,000+

A Cloud Guru  
Amazech Solutions  
Blue Label Labs  
FTI Consulting  
Microsoft  
National Life Group Foundation  
OrderMyGear  
Plano Overhead Inc.  
Valent Partners  
ViacomCBS

## FOUNDATIONS, DONOR-ADVISED FUNDS, UNITED WAY

American Endowment Foundation  
Communities Foundation of Texas /  
North Texas Giving Day  
The Craig & Kathryn Hall Foundation  
Fidelity Charitable  
United Way of Metropolitan Dallas  
Vanguard Charitable

## INDIVIDUAL DONORS

### Individuals - \$10,000+

Greg Crouse  
Paul and Carol Davis

### Individuals - \$5,000+

Jonathan Tucker  
Meredith Black

### Individuals - \$2,500+

Amy Czuchlewski  
Ann Montgomery  
Kris Torres  
LaQuita Hall  
Susan Paul

### Individuals - \$1,500+

Aaron Metzger  
Brian Erickson  
David and Antonette Balcom  
David Becker  
Erika Brooks  
Jennifer and Michael Beecham  
Shannon and Collin Ray

# SUPPORTERS

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## INDIVIDUAL DONORS, CONT.

### Individuals - \$750+

Abraham Nadimi  
Anees Bedi  
Brennan and Kelly Saul  
Sean McCullough  
Stan Vlasimsky

Fenil Sevak  
Glenn Onstad  
Harriet Boorhem  
Jieshi Luo  
John Bianchini  
Josh Fishman  
Justin Wilks

### Individuals - \$250+

Byron Busby  
Carolyn Jenkins  
Chase Culpepper  
Clayton Brown  
Cynthia McGregor  
Daniel Lozano  
Dawn McKenzie

Kelsey Zhu  
Matt Sunbulli  
Neil and Debbie Brown  
Nicki Hames  
Sarah Sahibzada  
Scott Robinson  
Wendy Habicht

## IN-KIND SUPPORT

Amazon Web Services  
BetterUp  
CNM  
Codio  
Microsoft  
OrderMyGear  
Pamela Thompson  
Preston Hollow Caterers  
Shannon Ray  
Sherry Lambe  
The Meadows Foundation

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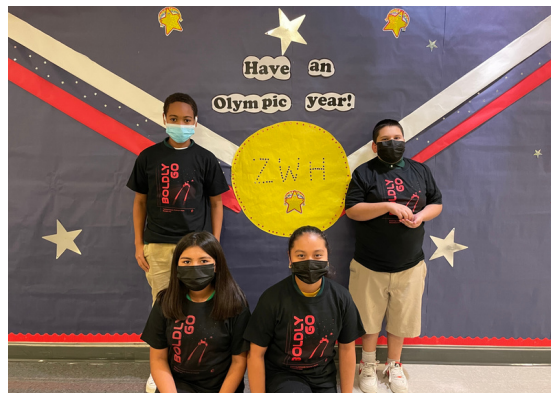
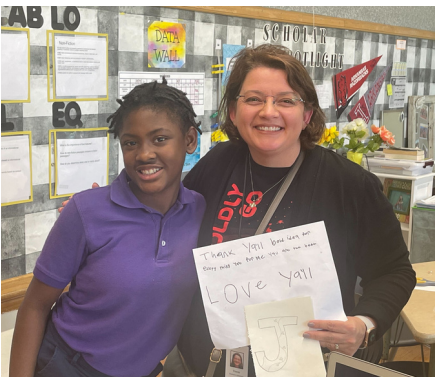
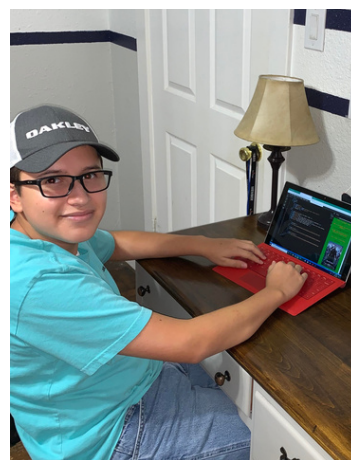
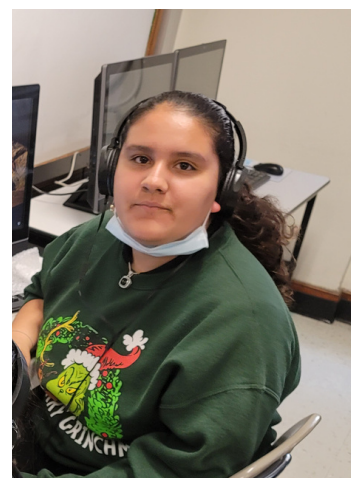
## Give Monthly to Sustain Our Coding Clubs

Your donation will sustain our Coding Clubs & Camps throughout the year and ensure that more students can access this program afterschool and during the summer.

Your gift will close the digital skills opportunity gap for Dallas students - especially those marginalized by race and income. All students deserve an excellent education that prepares them for the careers of the future, not just those born in the right neighborhoods. **Your generosity makes this possible.**



 Give today at [boldidea.org/monthly-giving](https://boldidea.org/monthly-giving)





# CORPORATE PARTNERS

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## Collaborating to Increase Participation in Computer Science

Our corporate partners are committed to ensuring that students in our community have the technical and interpersonal skills for the careers of the digital future. When we tackle education equity together and add more students to the pipeline for careers in technology, **then we all win**. Our students qualify for higher paying jobs, and local businesses thrive with access to talented and diverse workers prepared for the jobs of tomorrow.



Today, these companies benefit from an engaged workforce that is involved in their local community as volunteer mentors. From June 2021 to May 2022, Bold Idea mentors gave **3,102 cumulative hours of mentoring - all virtually**. We are grateful to the **129 volunteers and 12 companies** who continue to support our Coding Clubs & Camps program.

Teaching students crucial technical knowledge is no longer an elective – it is mission critical to position them for future success. Together, we are accomplishing this for north Texas students.



"I had a lot of fun coding my games. Even when it got rough, I kept on coding and making small little changes."

- Dallas 7th-grader

# CORPORATE PARTNERS



- ✓ Partner since 2019
- ✓ **846.5** mentoring hours
- ✓ **44** volunteer mentors
- ✓ Dallas-ISD Coding Club partner



Coding Club students at Margaret B. Henderson Elementary School



- ✓ Partner since 2021
- ✓ **357** mentoring hours
- ✓ **23** volunteer mentors
- ✓ Megabyte Sponsor

"One of the great things about the development industry is the desire to share, learn, and grow together. So many of our tools are open source, and TEKsystems in particular fosters a culture of mentoring and collaboration. That's why Bold Idea is such a great fit for myself and many of my coworkers. It's incredibly rewarding to teach young individuals about software development. More than that, we are being role models for children to learn and to help others - often they help each other with no prompting from us and I'd like to think we're setting a great example! As a woman in tech, it's very meaningful for me to see young girls succeed and be passionate about coding in a way I had never thought about. Celebrating their wins is often a highlight of my week. Bold Idea reminds myself and my co-workers to always keep working and to help others. Thank you Bold Idea and TEKsystems for this opportunity and Abigail Swigert for making it happen!"

**Anna Conover, TEKsystems**

# CORPORATE PARTNERS

## bottle rocket

- ✓ Partner since 2016
- ✓ **270** mentoring hours
- ✓ **15** volunteer mentors
- ✓ Megabyte Sponsor



Coding Club students at Zan Wesley Holmes Jr Middle School

## PARIVEDA

- ✓ Partner since 2016
- ✓ **237** mentoring hours
- ✓ **14** volunteer mentors
- ✓ Kilobyte Sponsor

"Last year I started volunteering with Bold Idea as a mentor for some really ambitious young coders. I love working with this organization because it allows me to make a difference in my community through encouraging and empowering students in something I am passionate about in a fun and impactful way. Getting to see kids light up when they experience their work coming to life in front of them every week is a treat that helps make partnering with Bold Idea so rewarding."

**Jim Brown, Pariveda Solutions**

# CORPORATE PARTNERS

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"It was a joy to be part of the Carr Elementary Coding Club. Developing relationships, building skills, and having fun while making a lasting impact on the lives of these boys and girls."

**Tracey Haley, Texas Capital Bank**

- ✓ Partner since 2020
- ✓ **193** mentoring hours
- ✓ **20** volunteer mentors
- ✓ Gigabyte Sponsor



C R E D E R A

"Seeing these young students learn so fast and light up when they achieve their goals is extremely inspiring. These students have pushed me to learn more and reach for more as they spend time learning and sharing their passions with me. It is crazy to think about how far they will go in the future."

**Phillip Pham, Credera**

- ✓ Partner since 2019
- ✓ **174** mentoring hours
- ✓ **4** volunteer mentors
- ✓ Dallas-ISD Coding Club partner

# CORPORATE PARTNERS



- ✓ Partner since 2020
- ✓ **174** mentoring hours
- ✓ **17** volunteer mentors
- ✓ Terabyte Sponsor



Coding Club students at Whitney Young Elementary School



- ✓ Partner since 2021
- ✓ **116** mentoring hours
- ✓ **4** volunteer mentors



Volunteers from OrderMyGear

# CORPORATE PARTNERS



"Volunteering with Bold Idea has been a rewarding experience for me. It's inspiring to see how the students work through and solve problems through code and at such a young age too. There's a moment when a concept finally clicks and you can tell they understand it. You just have to be there for it! They are always excited to publish their code to the internet so they can show their friends and family outside of a session. At Bold Idea's Coding Clubs, students get to meet with and learn alongside technology professionals from around DFW and I love being a part of that."

**Daniel Lozano, Valent Partners**



Partner since 2021



**80** mentoring hours



**1** volunteer mentor



## Partner with Us

By partnering with Bold Idea, companies can invest in a pipeline of technology talent, while giving their employees an avenue to engage in the community as volunteer mentors.

**Join us. [boldidea.org/corporate-partner](https://boldidea.org/corporate-partner)**



"Honestly this organization has made me more interested in web development as well as teaching with middle schoolers and elementary schoolers. For me it's been an amazing experience to not only see my growth but their growth as well."

**- Jonathan Dominguez,  
Bold Idea mentor**

# OUR BOLD 5-YEAR GOAL



## Where we're heading

We will impact **1,500** 3rd to 8th grade students in 5 priority neighborhoods in Dallas: Oak Cliff, West Dallas, Vickery Meadow, South Dallas, and Pleasant Grove, filling 35% of new tech careers in north Texas.

## How to get involved

### Donate

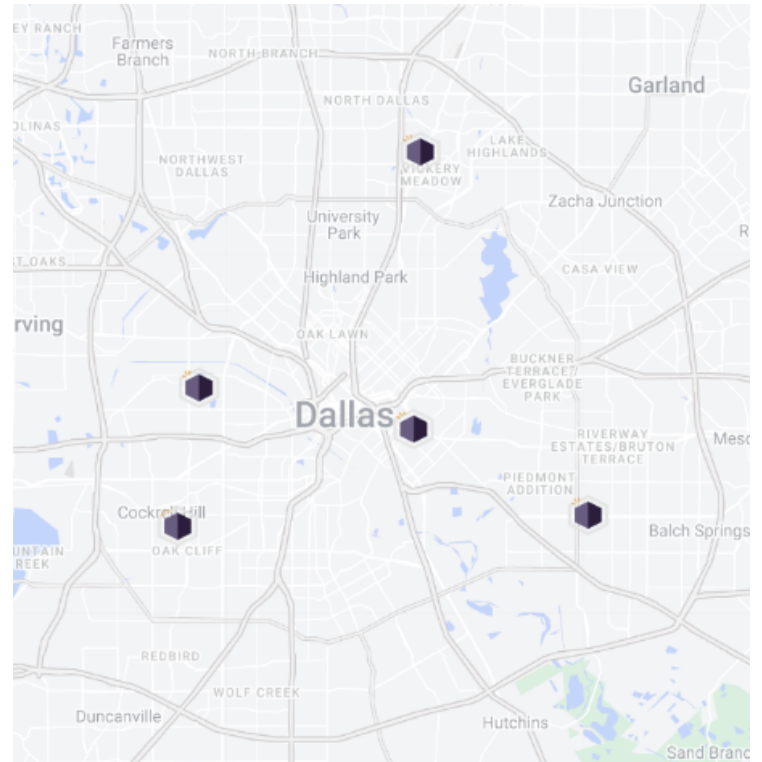
Whether you make an annual contribution or give quarterly or monthly, you are having a direct impact on students in our community who are learning computer science skills.

[> Give Today](#)

### Partner

Invest in building a pipeline of technology talent in north Texas, while giving your employees an avenue to become involved in the community using their skillsets in computer science.

[> Partner Today](#)



### Volunteer

Give your time to mentor students, lend your coding or project management skills to develop our technology resources, govern with our Board of Directors, or develop new coding projects for students.

[> Sign Up Today](#)



## WHY I GIVE

"I give because a career in tech can provide a flexible, creative, and potentially lucrative livelihood. It doesn't require expensive educational degrees, just lots of curiosity and dedication to learning. Bold Idea is planting the seeds for our next generation of computer scientists and providing kids across Dallas a fun introduction to an industry that can sometimes be hard to get into."

**Shannon Ray**