

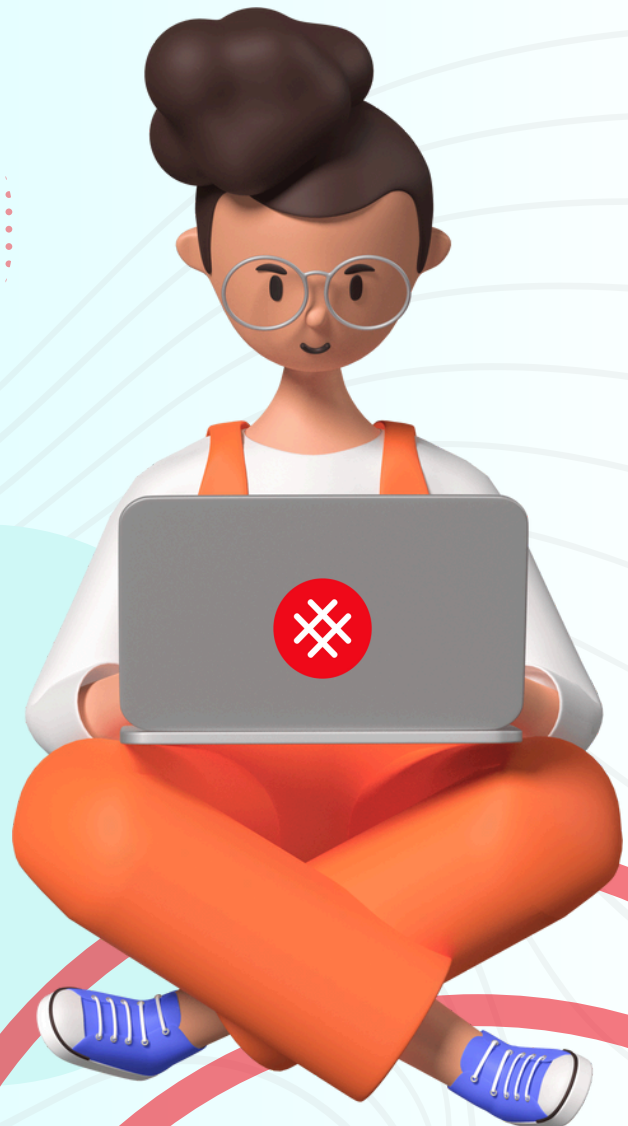


CANADA
LEARNING
CODE

ANNUAL REPORT 2024

DEEPER JOURNEYS:

Building Confidence, Skills, and Futures



LETTER FROM CEO



When we started Canada Learning Code more than a decade ago, coding and other technology skills weren't part of any curriculum and were rare for workforce or professional development opportunities - especially for women. Canada Learning Code quickly rose to the occasion to fill the gaps.

Creating over 1,000,000 learning experiences for learners ages 3 to 93 across every province and territory, we've become Canada's leaders in beginner-friendly technology learning experiences. Think coding, web making, data analytics, design and AI.

As technology and technology education have rapidly evolved in recent years, so have the needs and expectations of our community of learners, volunteers, and funders. While all learning journeys start with a single spark, we recognize the importance of helping our learners go beyond their first introductory experience and meaningfully develop deep, ever-evolving technology skills.

To that end, we've spent the past several years evolving our strategic direction, committed to ensuring that our mission remains responsive to those we serve. This includes expanding our offerings beyond hosting our popular and beloved one-off workshops and events to include longer-duration, more intensive offerings like courses and a membership community.

While we've mastered introductory learning experiences and built a community of learners and alumni across the country over the past decade, we are early into the shift from breadth to depth and we're excited to take the next steps in Canada Learning Code's journey.

A handwritten signature in black ink, reading 'Melissa Sariffodeen'.

Melissa Sariffodeen
CEO

WHAT WE DO AND WHY IT MATTERS

Canada Learning Code's work matters now more than ever. Despite progress, women, transgender, and beyond-binary people remain significantly underrepresented in computer science, with systemic barriers especially evident for groups such as Black women, who make up only 3% of the computing workforce.

Interest in computer science also drops off sharply as students move from middle and high school into higher education, contributing to persistent gaps in representation.



At the same time, the pace of technological change is accelerating.

The skills needed for today's jobs have already shifted dramatically, by about 25% since 2015, and are projected to change by 40% by 2025.

Emerging technologies like artificial intelligence make it clear: digital fluency is no longer optional, it is essential.

This is why our mission continues to focus on equity and access, ensuring that more people from underrepresented communities are equipped not just to keep up with these shifts, but to lead, innovate, and thrive in the digital world. Together, we are working toward a future where all people have the skills and confidence to harness the power of technology to create a better and more inclusive future.

What We Did

Code to Career

This year, Canada Learning Code brought communities together across the country through the launch of Code to Career, our national skilling initiative designed to open pathways into the tech sector for people historically underrepresented in the field. With support from the Government of Canada, Upskill Canada [powered by Palette Skills], BrainStation, and local community leaders, we hosted events in regions from Thunder Bay to London—each one shining a light on the unique opportunities and challenges of Canada’s tech landscape.

At every stop, one message rang clear: inclusive tech ecosystems and accessible pathways matter. Through Code to Career, participants are gaining the skills, networks, and confidence to merge their past experiences with new digital expertise, setting the stage for future opportunities. While the program’s final cohort will wrap up in March 2025, we are already seeing inspiring stories emerge—stories of connection, resilience, and growth that speak to the power of investing in people and communities. As part of Canada Learning Code’s new direction, Code to Career embodies our commitment to creating equitable access to digital skills and ensuring that more people across Canada can thrive in the digital economy.

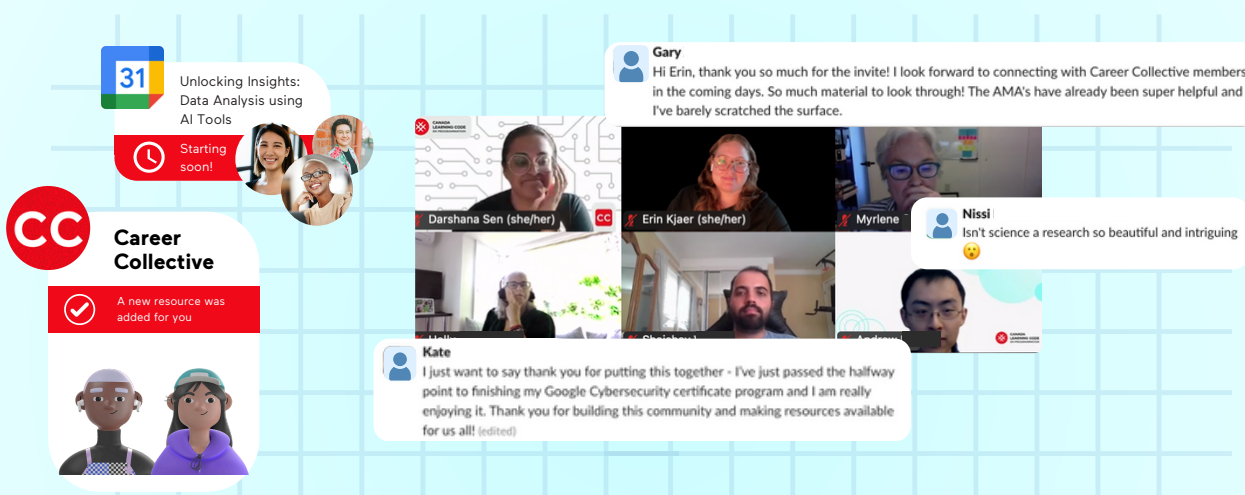


Career Collective

Canada Learning Code empowers equity-deserving groups with the digital skills needed to unlock new career opportunities and thrive in the tech-driven world. After more than a decade of success bridging the tech learning gap with multiple stakeholders Canada Learning Code is now exclusively focusing on supporting adult learning; creating robust learning pathways for adult learners to advance their careers. To meet the diversity of skills required to achieve this goal and to build on our expertise, Canada Learning Code launched a program that combines learning experiences with robust career management supports. The 'Career Collective,' is a private, member based career platform for early to mid career professionals who continue to be marginalized in tech-related roles.

Rooted in our 13+ years of experience supporting learners, this new initiative represents a reframe of what we do and how we do it: helping individuals navigate fast-changing industry demands while fostering a community of shared growth.

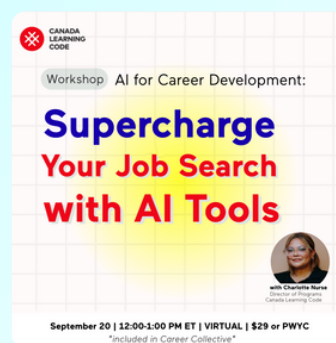
Right now, the Career Collective is focused on one of the most pressing shifts in today's workforce: artificial intelligence. Through curated programming and members-only opportunities, such as access to Grow with Google's AI Essentials Certificate, participants are building the skills and confidence to harness AI in their work. Made possible through strong partnerships and trusted relationships, the Career Collective is just the beginning of our next chapter: empowering professionals with the tools, networks, and community they need to thrive in a digital-first world. As part of Canada Learning Code's new direction, it represents our continued commitment to creating equitable access to digital skills and ensuring people across Canada are prepared not just to adapt to change but to lead it.



Workshops & Events

In 2024, Canada Learning Code hosted more than 150 events and workshops across Canada—both in-person and online. From Victoria to St. John's, and in communities like Vancouver, Edmonton, Regina, Thunder Bay, London, and Toronto, our chapters created spaces where people could come together to learn, share, and connect. Sessions ranged from hands-on workshops in web and game design to panel discussions on local tech landscapes and community meetups centered on digital skills.

At the heart of it all was what Canada Learning Code does best: sparking curiosity, building confidence, and fostering community. Whether participants were exploring technology for the first time or diving deeper into their learning journey, each event reflected the power of people coming together to support one another in developing the skills needed for a digital world.



2024 BY THE NUMBERS



599 Code to Career Graduates with **400** placed in jobs.



74

Career Collective Members

64%

of Career Collective members reported meeting a career goal.

82%

of Career Collective members reported increase in confidence.

82%

of Career Collective members reported increase in skills.

150+

online and in-person events

65%

of learners are more interested in having a job that used tech and code or using tech and code in their current job.



2024 BY THE NUMBERS



70%

of CLC learners with less than a high school diploma indicated that CLC had a positive impact on their careers through employment.

66%

of CLC learners who are newcomers to Canada indicated that CLC had a positive impact on their careers through employment changes, workplace improvements and/or career advancement.

75,290

meaningful learning experiences* in 2024

1,172,290

meaningful learning experiences since 2011

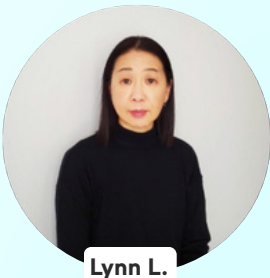


***What is a meaningful learning experience?**

At Canada Learning Code, we define a meaningful learning experience (MLE) as a measurable in-person or online interaction between Canada Learning Code and a learner. All of our MLEs are designed to be constructive in their delivery and achieve one or more of our organizational learning objectives.

COMMUNITY IMPACT

“



Lynn L.

Career Collective Member

The certificate access is amazing... there are so many career paths that you can move toward. I love the AMAs, they're so informative. It's also easy to engage asynchronously because I don't always have time to be online.

Everything feels so current—on the pulse of what's happening. Career Collective does an amazing job of staying current, it's always good to know that going into the workforce I'll be prepared for what is happening. I love being able to participate in office hours, Erin and Darsh are so helpful and I can't wait to engage in career coaching.

I now use AI tools on a regular basis, and I feel more confident doing so. Before doing AI Essentials and Prompting Essentials I used it more as a "search engine"... but now I have a much better understanding of how to use AI more effectively. It's so powerful! It's nice to feel like you belong to something... I'm really proud of it. It's such a warm community. I'm always bragging about it!

”

“



Jerikka S.

Career Collective Member

The career coaches are really valuable for me, understanding how to market myself better to employers. I had a session with Charlotte and she gave me insight into how to approach someone who asked me to work for free. And I'll continue seeing the coaches, Huong has given me some work to do and I'm going to follow up to show her how I've applied it!

”

“



Natalie F.

Career Collective Member

...the social side of things has been really wonderful. I am an introvert for sure so I don't usually initiate conversations but I really enjoy being in an environment where there is a structure that enables conversations to happen. I find it really fulfilling!

It's been really interesting to hear from my peer mentor about her approach to data analysis and AI [...] knowing that all of the data that is being collected and analyzed is what makes the wheels turn!

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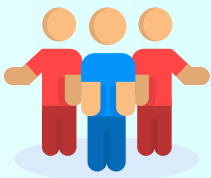
SUCCESS STORIES

Jennifer Zhan, Code to Career Graduate



"I fully experienced a learning approach centred around project practice and web development projects. Through this approach, I not only learned different programming technologies and languages, but also applied this knowledge to build my website project from the very first week. After three months of hard work, I completed the capstone project, participated in three different hackathon projects, and curated a comprehensive project portfolio.

These projects demonstrate my technical growth and serve as valuable resources for building my resume and excelling in future interviews.



Unlike self-study, the bootcamp emphasized teamwork to solve problems.

Whether it was daily exercises or large-scale web projects, we worked collaboratively in groups. This ensured that you are never stuck because you don't understand something—the team is always there to support and advance together with you.



Thanks to this guidance, I secured a new job within two and a half months after graduation, combining my prior work experience with the new knowledge gained during the bootcamp."



After graduating, the career coaches continued to support me in refining my resume, practicing interview skills, and encouraged me to explore different career paths. They also helped me connect with alums who shared similar professional backgrounds."

Desiree Marden: Career Collective Member



When Desiree joined Career Collective, she was feeling stuck. A recent graduate in applied mathematics, she was navigating the challenges of the job market and struggling to stay motivated. But instead of pushing through alone, Desiree chose to invest in herself. That decision changed everything.

"I was losing motivation while applying for jobs," Desiree recalls. "I needed something to hold me accountable and help me grow."

That's exactly what she found in Career Collective: a community designed for individuals who are seeking meaningful growth in their careers. A pivotal moment came when Desiree met with Keelin, one of Career Collective's experienced career coaches. During a resume review, Keelin helped her reframe her skills and recognize her unique strengths.

"She told me, 'You're perfect for this job,' and showed me how to highlight skills others might not have," Desiree shared. "That gave me the confidence to embrace my past experiences and own my story."



That simple mindset shift had a powerful impact. For Desiree, this meant seeing herself in a new light. Desiree found more than just coaching through Career Collective. She discovered a space where she could be vulnerable, reflect honestly, and receive genuine support.

"I felt safe enough to be vulnerable and say things I wouldn't normally share," she said. "The warmth and support from everyone—Keelin, Erin, the whole team—exceeded my expectations. I learned to trust myself."

With a renewed sense of confidence and clarity, Desiree landed a new job and began to envision new possibilities for herself.

"Career Collective has shown me that learning never stops," she said. "I'm proud of how far I've come in such a short period of time, and I'm excited to keep growing."

PERIOD OF TRANSITION



In 2024, Canada Learning Code marked an important milestone: the conclusion of our chapter model. For more than 13 years, 40 chapters—at their peak 32 active at once—were the heart of our work, shaping where we operated, the content we delivered, and the communities we served.

Powered by an incredible network of volunteers, these chapters created welcoming, inclusive spaces that introduced thousands of learners to technology and inspired countless journeys. We are deeply grateful for the dedication, expertise, and passion of our chapter leaders and volunteers, who laid the foundation for everything that comes next.

As we forge ahead, we carry forward the impact of their work into a new era of national programming. By focusing our efforts on scalable initiatives and career pathways, we will continue to build on this legacy—ensuring more learners across Canada, particularly from equity-deserving groups, have access to the tools, resources, and opportunities they need to thrive in a digital world.

EDUCATORS

For over a decade, Canada Learning Code has been proud to stand alongside educators, equipping them with the tools, confidence, and community to bring computer science into classrooms across Canada. Through resources, professional development, and national initiatives, we worked to ensure that teachers felt supported and inspired to integrate technology into their teaching—helping countless students discover the power of digital skills. The impact of this work is clear: computer science is now more deeply embedded in curriculums, and educators across the country are better prepared to guide the next generation.

This year, we were excited to transition our K–12 lesson plans and educator resources to Digital Moment, an organization deeply aligned with our vision. We were also grateful to transition our K-12 Computer Science framework that prepares Canadian students for the future to Ampere, our close partner for many years. Their stewardship will ensure these resources continue to reach classrooms and empower teachers for years to come.

We are deeply grateful to all the educators who embraced this journey with us, whose commitment has shaped the future of learning and inspired thousands of students to see themselves as creators of technology. As we move forward, Canada Learning Code is carrying this legacy into a new direction—focusing on supporting adults and professionals through the Career Collective, where we continue our mission of making digital skills accessible through accessible and meaningful to drive real career impact.

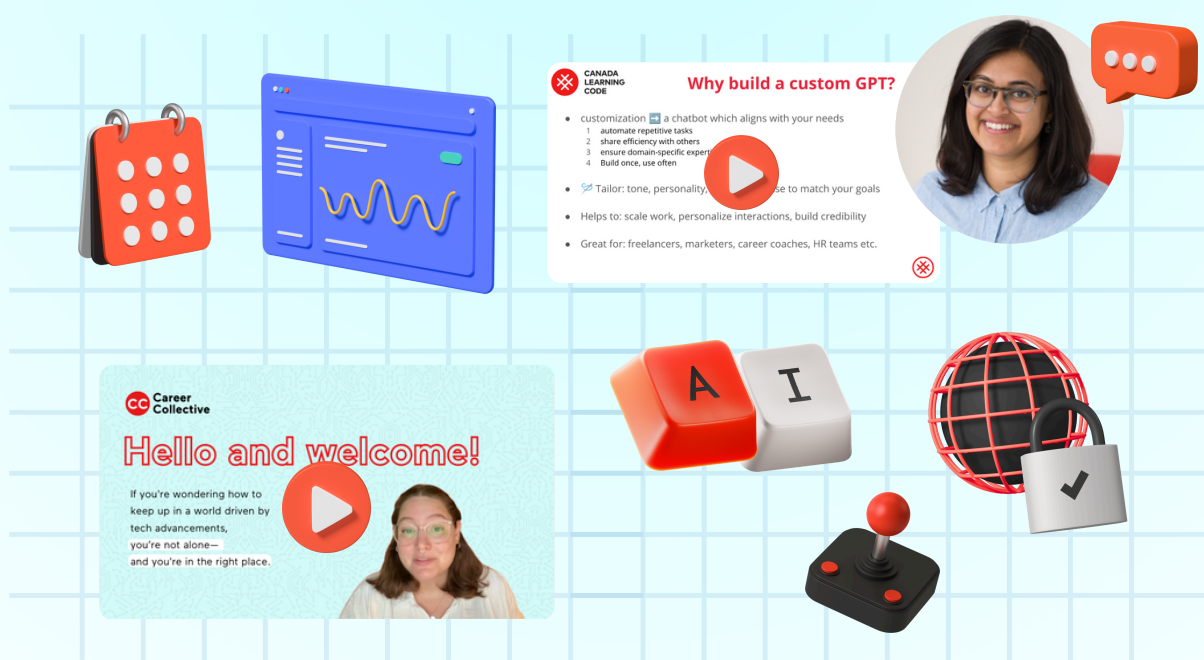
What's Next

As we look ahead, we are carrying the same spirit of connection into our new national initiatives, ensuring even more learners can access the tools, networks, and opportunities to thrive.

In 2025, Canada Learning Code will continue to strive towards our 2030 goal for 10,000 adult learners from equity-deserving groups to secure new or enhanced roles that use technology as a result of participating in a Canada Learning Code learning pathway.

To achieve this, we are expanding our pathway opportunities into growing in-demand fields such as cybersecurity, game making, and data management. These pathways are designed to give learners not only the technical skills they need, but also the confidence to apply them in real-world settings, guiding them toward meaningful, lasting career outcomes. Alongside this, we are strengthening career development support through the Career Collective, offering targeted workshops, events, and personalized 1:1 coaching sessions to help learners translate skills into tangible career success.

We know that technical expertise alone is not enough. Being able to communicate, highlight, and apply these skills is key to career advancement. By combining hands-on learning, mentorship, and community support, Canada Learning Code is committed to creating equitable pathways for learners to thrive, innovate, and lead in Canada's rapidly evolving digital economy. Our focus remains on empowering individuals to not just adapt to change, but to shape it - ensuring the next chapter of digital learning and careers is inclusive, accessible, and transformative.



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Our Funding Partners

Our impact is made possible by the generous investments from organizations and individuals who support our work. Thank you to our incredible donors and funding partners! We are big believers in long-term impact – this list recognizes the contributions of donors from all time, including those who contributed in 2024.

Partner Feature



creativity, problem-solving, and collaboration – some of the key skills behind game making – can empower people to imagine new futures

Our partnership with Electronic Arts (EA) is bringing STEAM skills to life beyond the game through engaging, relevant, and accessible learning. EA knows the positive power of play to connect communities and unlock potential for more people to shape the future of technology. Together, we're blending EA's expertise in interactive storytelling and game design with Canada Learning Code's commitment to tech education to create opportunities that resonate with learners of all backgrounds and inspire budding creators.

A standout element of this collaboration has been the new Game Making Workshop Series co-developed by EA with Canada Learning Code's Programs team. The series introduces learners to foundational game development concepts and provides hands-on opportunities to experiment with designing, testing, and iterating on their own ideas—mirroring aspects of the industry in a way that's approachable and fun. EA's philanthropic investment launched the workshops, and the thoughtful guidance from their creative and technical subject matter experts really transformed the learning experience. As Canada Learning Code's Instructional Training Manager, Darshana Sen, noted: "The folks who volunteered for this project approached knowledge sharing with a great deal of consideration. Ultimately, this allowed us to build a workshop series that should prove to be an engaging introduction to game-making."



Beyond curriculum development, EA's engagement extended to their people with teams participating in a panel discussion that offered Canada Learning Code's learners real-world insights into career pathways in gaming and technology. Through open conversations about their own professional experiences, the panelists provided learners with practical advice and inspiration on navigating the fast-changing tech landscape. The Canada Learning Code community gained first-hand perspectives on building a future in interactive entertainment, leaving the session with actionable guidance and renewed inspiration to pursue their goals.



As Jaimie Vargas, Head of Global Social Impact at EA shared:

"Through our partnership with Canada Learning Code, we've seen firsthand how creativity, problem solving, and collaboration - some of the key skills behind game making - can empower people to imagine new futures for themselves."

We appreciate the support of organizations like Electronic Arts that share our belief that digital skills are tools of empowerment. We're excited to continue collaborating with EA in and around games to help learners gain confidence, discover new skills, and see that STEAM is not just for some, but for everyone.

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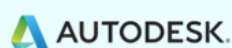
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Financial Summary

In 2024, we continued to deliver workshops and events in communities nationwide. Our Code to Career regional events gave us an opportunity to connect with a large number of learners across the country.

Through the generous support of our funders, Canada Learning Code raised over \$10.3 million to support our programs and respond to the community's needs. We are thankful for the continued support, flexibility, and generosity of our funders during this time.

Our operating expenses were \$11.5 million in 2024, which included more local operations of our delivery team for the Code to Career events as well as the launch of Career Collective and our building of depth for adult learners. For a complete financial picture of our organization in 2024, please see our Financial Statements [here](#).

Ways to Get Involved

As Canada's national leading charity championing computer science education, we need your support to continue doing what we do. Here's how you can get involved to give people the skills and confidence to harness the power of technology to create a better and more inclusive future in Canada.

Donate Today

The work we do wouldn't be possible without the help of our amazing donors. Every gift counts - support our work by donating today!

Become a Partner

We are incredibly grateful for the generosity and support shown by companies, individuals, and organizations around the country. Our sponsors and donors truly make it all possible! Drop us a note and let's make magic moments together.

Give a Gift of Securities

Not only will you be supporting the next generation of tech innovators, gifting your securities also means reducing your capital gains taxes by 100%.