



OUR VISION

We envision a prosperous Canada in which all people have the knowledge and confidence to harness the power of technology to achieve economic and personal fulfillment.





CANADA
LEARNING
CODE

#CODE4CHANGE

ANNUAL REPORT 2019

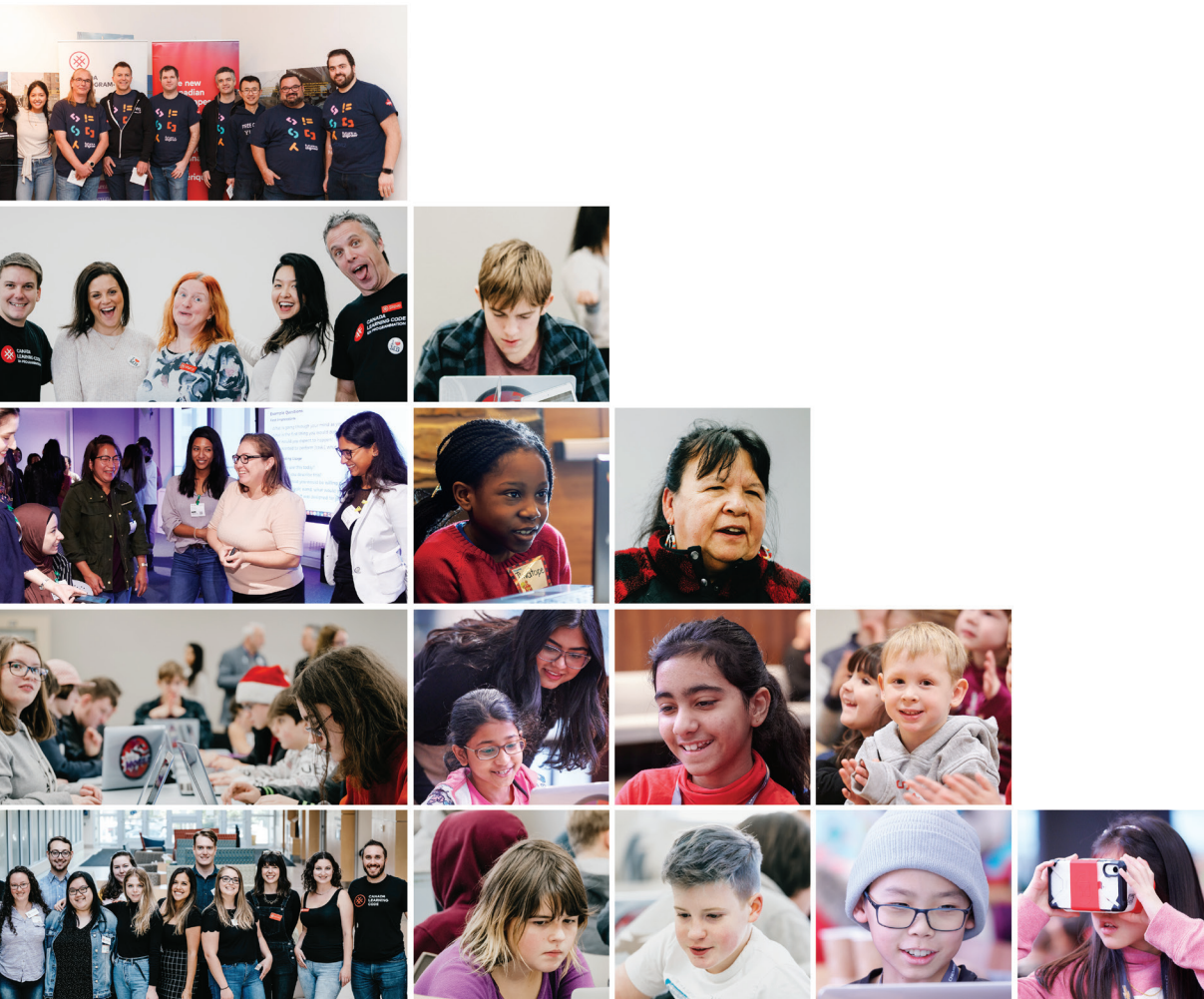
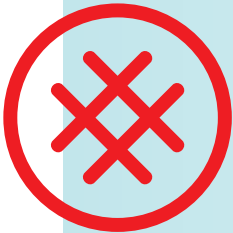




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MESSAGE FROM THE CHAIR OF THE BOARD AND CEO

Each year, we make bold leaps towards our big vision for Canada—one in which all people have the knowledge and confidence to harness the power of technology to achieve economic or personal fulfillment. 2019 was a year defined by momentum towards this vision and specifically towards our 2027 goal of creating 10 million meaningful learning experiences for people in Canada.

Throughout the year, we created over 310,000 meaningful learning experiences with the support, collaboration and partnership of our team, our funders and our community of volunteers coast-to-coast-to-coast. We hosted 3100 workshops, meetups, courses and camps—all hands-on, beginner-friendly opportunities for learners to build, and not just consume, technology. We've heard stories from across the country of the positive impact these experiences have on the lives of people in Canada and we're excited to share some of these Magic Moments throughout the report with you.

We know, though, that our work is not done yet. We're so thankful for those who helped us make our work possible and we're committed to continuing to build relationships, design experiences and deliver our programs to make our vision for Canada a reality for all.

Breanna Hughes
Board Chair

Melissa Sariffodeen
CEO

OUR BOARD OF DIRECTORS

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OUR COMMUNITY

At Canada Learning Code, we live and breathe a volunteer-driven approach. We wouldn't be able to do what we do without our incredible network of volunteers who dedicate themselves to empowering all people in Canada by teaching digital skills. This year alone, we've taught coding in over 420 communities from coast-to-coast-to-coast resulting in countless magic moments!

STORIES FROM OUR CODE MOBILES

Our Code Mobiles are drivers of change. Each vehicle serves as a fully equipped computer lab on wheels. From community centres to schools to fairs and festivals, we travel far and wide to teach digital literacy across Canada.



"We took part in a career expo at the Farm Progress Show in Regina where nearly 200 students came to learn about different career options in Agriculture. We modified our Dash robots to look like autonomous tractors spraying a crop field. With the students, we discussed robotics and automation in agriculture, and they coded the Dash robot up and down a "field". A representative from the Ministry of Agriculture even recorded a video of the robotics stations to share with her colleagues. It was amazing to be able to demonstrate how technology can be used with more traditional skills like farming."

- Raea, Communications Lead, Saskatoon Code Mobile



"As we settled in for our very first Digital Skills for Entrepreneurship lesson, we were getting to know our learners and what brought them to the workshop. An adult father-daughter duo signed up for our program because they had developed a product and were ready to extend the business beyond local connections and into online sales. It was then revealed that the father had lost his job working in a local industrial business after many of the jobs had become automated. It was amazing to see this family team supporting each other by upgrading their digital skills."

- Jess, Communications Lead, Halifax Code Mobile



INSTRUCTOR HIGHLIGHTS

Our Chapters are led by amazing and passionate volunteers. Each learning experience is made possible thanks to all of our volunteers who work hard to plan the events, instruct, mentor and more. Our 4:1 student to mentor ratio, inclusive mindset and project-based activities result in a safe and collaborative space for all people in Canada to learn—and teach—coding.



"That amazing moment when you realize that five individual chapter members have received jobs or job offers directly due to their work with Canada Learning Code or the network we've built."

- Leah, Chapter Lead, Edmonton

"Teaching today's workshop was amazing and so much fun! What a dream team Canada Learning Code has in Halifax! Big thanks to the organizers who made today happen. Also... there is no way I will have a voice tomorrow morning. Worth it!"

- Gab, Instructor, Halifax

"Forgot how much I loved this. Teaching makes my heart so full and it's something I'll continue to do for the rest of my life."

- Nat, Instructor, Toronto

"Today was my first time mentoring with Canada Learning Code!! Thank you so much for having me, I can't wait to do it again!!"

- Kay, Mentor, Toronto

"Loving leading an intro to UX workshop for #IlcCodeDay. Already so many interesting ideas for problems to solve with tech!!"

- Sasha, Instructor, Montreal

83%

of instructors and mentors felt more confident to teach and facilitate because of their experience.

75%

feel that mentoring has positive impacts on their career.



OUR REACH

In 2019, we delivered over 310,000+ learning experiences! For some, we sparked brand new learning journeys with our beginner-friendly workshops; and for others, we've reignited their passion for coding.

REACH # OVERVIEW

310,000+

learning experiences in 2019



590,000+

learning experiences since 2011



420+

communities where we are actively running in-person learning experiences



47%

of ticketed learners have joined us for repeat experiences across all programs since 2011



VANCOUVER



EDMONTON



CALGARY



MILTON



GEOGRAPHY

STORIES FROM COAST-TO-COAST-TO-COAST

"The first time I wrote a line of code was in 2016 at a Ladies Learning Code workshop. Today I lead the Hamilton Chapter! Best moment of my morning today was waking up to find my 7-year-old son teaching his 5-year-old sister how to code on scratch. What we do at CLC is beyond control. It is affecting generations!"

- Azza, Chapter Lead, Hamilton

"After our 2-Day Hackathon at McAdam High School, the Principal made a point of addressing the group to say what a great opportunity it was to have this type of experience and how happy he was to see all the students' projects. He then emphatically added that it was a great example of how despite being located in a small rural community, their school was no more limited than any other in terms of incorporating technology into their learning!"

- Marcy, Communications Lead, Moncton Code Mobile

"I had a pair come in and the mother mentioned how her daughter really didn't want to come. They bumped into another learner the girl knew and she ended up having a blast all day. They decided to create the business Pup-pee Loo—a place for your dog to go to the bathroom indoors!"

- Sarah, Chapter Lead, Windsor

"During the Digital Skills for Entrepreneurship Expo, the Newcomer Women we worked with were incredibly excited to use their newly polished demo and pitching skills to showcase their work. One learner decided to showcase herself today not as a developer looking for work, but as an Entrepreneur starting up her own clothing business. For her, the User Experience Design workshop helped her really think about accessibility and about how to plan out her Shopify store and website to make sure her clothing is available to as many women as possible."

- Kim, Education Lead, Toronto Code Mobile



TORONTO



MARKHAM



OTTAWA



MONTREAL

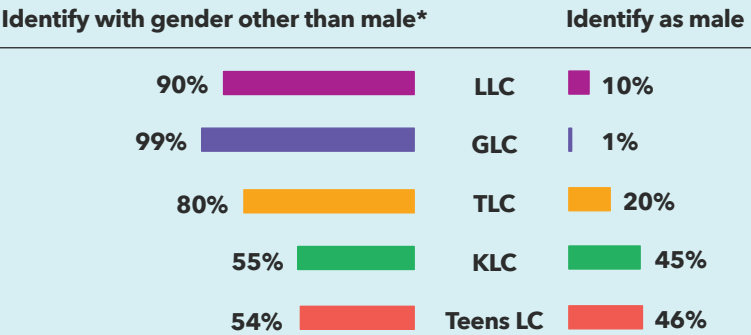


HALIFAX

OUR IMPACT

Learning about the different domains of computer science (Coding and Programming, Computing and Networks, Data, Technology and Society, and finally, Design) is more than learning a new skill. It's about gaining confidence and harnessing the power of technology for personal and professional fulfillment. Our learners walk away from every workshop with a better understanding of a digital tool and its applications in the personal or professional space.

LEARNER GENDER IDENTITY BY PROGRAM



*between transgender, gender fluid, gender non-conforming, and female respondents compared to male identified respondents

Source: post experience surveys

COMMUNITY OUTCOMES

% of Annual Survey Respondents

- 3% identify as Indigenous (including First Nations, Métis, or Inuit)
- 11% identify as a member of the LGBTQ2S+ community
- 6% are newcomers
- 81% identify as a gender other than male
- 12% live in northern or rural parts of Canada
- 8% identify as a person with a disability
- 38% meet the Statistics Canada definition of visible minority

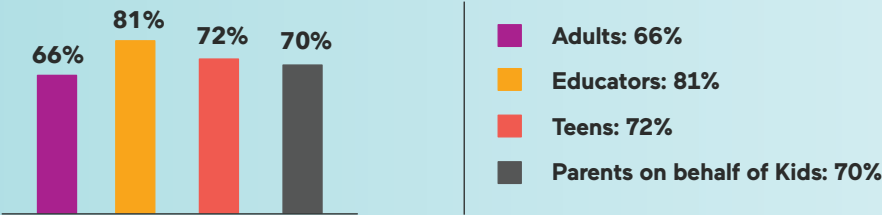
*Results represent learner respondents where contact information is available

Source: annual survey results

% of respondents interested in further education or training in tech and code because of their experience	83%	86%	91%	84%	91%	85%	91%
% of respondents more confident that they can build things or solve problems using tech and code because of their experience	75%	69%	74%	67%	77%	69%	67%
% of respondents using tech and code more because of their experience	80%	84%	79%	75%	76%	87%	74%

BUILDING CONFIDENCE

% of respondents more confident that they can build things or solve problems using tech and code because of their experience



ANNUAL SURVEY HIGHLIGHTS

BEYOND CANADA LEARNING CODE WORKSHOPS

Newcomer respondents were most likely to report changes in their employment due to their Canada Learning Code experiences:

16%

accepted an offer of full-time non-seasonal employment

7%

started a business

22%

started freelancing/gig work

29%

attained additional job quality improvements



→ Northern/rural respondents were the most likely subgroup

(42%)

to report taking on new job-related tasks or leadership roles in their current employment because of their experience.

→ Northern/rural respondents were the most likely subgroup to learn more about tech and code on their own through self-directed learning

(87%)

because of their experience.

→ Respondents who identify as a person with a disability were the most likely subgroup to enroll in a continuing education course in tech and code

(19%)

because of their experience.

EQUIPPING EDUCATORS TO EMPOWER THEIR STUDENTS TO BECOME CREATORS OF TECHNOLOGY

Educators who teach across the grade level spectrum, from kindergarten to post-secondary, used Canada Learning Code lesson plans.

→ **88%** of educators trained and supported by Canada Learning Code reported that they currently incorporate tech and code into their curriculums

52% of that group (46% overall) indicated that they do so because of their experiences with Canada Learning Code.

→ **92%** feel like they have developed or improved the skills that they need to successfully teach tech and code because of their experience(s) with Canada Learning Code in 2019.

→ **88%** feel like they have increased their knowledge about ways to connect coding and computational thinking to their classroom curriculum because of their experience(s) with Canada Learning Code in 2019.

→ **93%** are more interested in teaching tech and code because of their experience(s) with Canada Learning Code in 2019.

**88%**

of educators indicated that they had a better understanding of the importance of incorporating digital literacy into their lessons

75%

of educators shared it was their first time teaching coding

CLC WEEK

We hosted our third annual Canada Learning Code Week — the most anticipated week of computer science education! We empowered almost 4,000 educators from coast-to-coast-to-coast to bring technology education into their classrooms and extracurricular programs resulting in over 200,000 students reached. Here are two magic moments submitted from our signature event educators.

“Most of our students are not caucasian, and the concept of algorithmic bias really hit home with them. Students talked about having trouble with their Xbox or Wii cameras not recognizing them, for example. These were things that had happened to them before our workshop that they just took to be part of life. After the CLC lessons, they seemed to realize that real people were behind these situations, and that something could be done to change things. Discussions about how we could change things began, who could we contact, etc. and are still happening in pockets of the classroom. Having a lesson resonate so personally with my students is so exciting.”

- **Diana, Teacher, Toronto**



“... I’ve always loved using technology in the classroom, and this event introduced me to a lot of new tools and strategies. I feel more confident helping students learn through digital literacy, and I believe my students feel more confident using technology!”

It was incredible to see how excited the students were to use ScratchJr even at such a young age [5-7 years old]. They absolutely loved it which made teaching such a large group that much easier! I also found that the CLC mentors were ready and eager to help so I didn’t feel like I was on my own and I definitely had the support I needed to feel prepared!”

- **Lindsay, Teacher, Calgary**

TEEN AMBASSADOR PROGRAM

We launched our very first cohort of Canada Learning Code Teen Ambassadors in October. The Teen Ambassador Program was designed for teens who are passionate about tech and growing digital skills within their community. We had hundreds of applicants across the Canada. We're pleased to share that we now have 60 Teen Ambassadors and over 500 meaningful learning experiences among the group. In just two months, Teen Ambassadors have brought technology education to over 140 teens in their own communities.

"When I tell my friends I like computer science, they think it's an area that is very technical, boring, and difficult. I see coding as a space where creative potential is so vast and I hope I can work towards getting other people to see it that way as well.[...]For me, it was a perfect blend of using logical and creative thinking. It's so important that we teach coding and highlight this creative perspective to showcase a space for the innovative makers of tomorrow."

- **Charelle, Teen Ambassador, Winnipeg**



✖teens learning code



NATIONAL GIRLS LEARNING CODE DAY

Our sixth annual National Girls Learning Code Day theme was "Entrepreneurship with Webmaking" using Glitch. We challenged girls to work in groups to identify and tackle one problem they cared about. At the end of the day, girls presented their ideas and proposed solutions using the website they built during the workshop. We hosted workshops in 48 communities and taught over 750 girls. 97% of parents said they would recommend Canada Learning Code to others and 92% of parents shared that they intend to register their child for another Canada Learning Code workshop.

"A big highlight for me was seeing these three girls shyly go up to the front of the room and present. They shared that their favourite part of the day was meeting each other... and colouring; but mostly finding like minded peers who all wanted to find a way to help kids like them feel less alone if they have/ are experiencing bullying. Their project was about creating playlists for their peers to listen to so that they can feel less alone in the world."

- **Jocelyn, Chapter Lead, Calgary**



✖girls learning code



DIGITAL SKILLS FOR ENTREPRENEURSHIP

In 2019, we piloted our brand new course, Digital Skills for Entrepreneurship. This course offers learners the opportunity to develop basic digital skills or upskill, allowing them to pursue their business idea, grow their existing business or get a new job. Our pilot was a success—one learner even shared her success story with us—she found her first job since coming to Canada!

“Canada Learning Code’s classes helped me improve my technical skills and made me realize that I already had a lot of basic knowledge and foundational skills; I just needed to brush them up a little to gain my confidence back. We all know that technology is always changing. Canada Learning Code taught us that even though there are new technologies, the most important thing is to learn those new skills, adapt to the environment and always be confident in yourself.”

- Swati, Digital Skills for Entrepreneurship learner, Ontario



✳ ladies learning code

NATIONAL LADIES LEARNING CODE DAY

Our seventh annual National Ladies Learning Code Day focused on User Experience (UX) Design. In this collaborative workshop, we explored how experiences with technology can be tough when it isn't accessible and designed for all users. By the end of the workshop, learners had a basic understanding of information collection (research), user testing and how to use data and feedback to build accessible websites and apps.

“The biggest takeaway for me is that with my current career, part of my role, which is in academic research experience (qualitative data analysis/grounded theory) actually applies to researching UX. This workshop will indeed help my with my job.”

- Kate F., Learner, Ottawa



OUR PARTNERS

Thank you to our incredible funding partners. Your support makes our work possible!



FINANCIAL SUMMARY

Through the generous support of our sponsors and donors, Canada Learning Code raised over \$8 million to grow and respond to the needs of our community in 2019. Through generous donations and individual contributions over the past two years, we were able to create, for the first time, an Operating Reserve that will help support our future sustainability as an organization.

Our budget was \$6.239 million which includes the local operating budgets of our 14 Code Mobile teams and 30+ Chapters for the year. 2019 was one of incredible growth for Canada Learning Code and we are committed to honouring each and every contribution to our shared mission.

For a complete picture please see our [Financial Statements here](#).



REVENUE

- Government grants 43%
- Corporate contributions 38%
- Individual contributions 13%
- Amortization of deferred capital grants 3%
- Program service fees 3%
- Other income 0.4%



EXPENSES

- Wages and benefits 44%
- Production and supplies 17%
- Advertising and promotion 13%
- Office and general 11%
- Occupancy 3%
- Professional fees 3%
- Insurance 1%
- Amortization 8%





GET INVOLVED

HELP FUTURE-PROOF ALL PEOPLE IN CANADA

We have an ambitious goal: to create 10 million meaningful learning experiences by 2027. We're demystifying buzzwords used in the technology industry, introducing digital skills, helping to upskill people in Canada and more. We invite you to join us on this incredible journey to providing all people in Canada access to learning opportunities.

Donate here: donate.canadalearningcode.ca

91%

of Adult and Teen learners would recommend taking a Canada Learning Code experience.

