



# ANNUAL REPORT 2020



## OUR VISION

We envision a prosperous Canada in which all people have the skills and confidence to harness the power of technology to create a better and more inclusive future.



**CANADA  
LEARNING CODE**  
EN PROGRAMMATION

# OUR MISSION

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Canada Learning Code brings accessible computer science to communities across Canada so everyone can create with technology. We do this by partnering with educators, designing resources, and delivering learning experiences.

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## LETTER FROM THE CEO AND CHAIR OF THE BOARD



Like for much of the world, 2020 was a year defined by tremendous and unprecedented change. Change, that highlighted more than ever, the critical importance of computer science skills to help people in Canada build, use and critically navigate the digital world around us. Change, that we quickly embraced as an opportunity and responsibility to meet the needs of our learners in new and meaningful ways.

For youth and educators across Canada who ended the school year unexpectedly and entered the Fall in a whole new digital world, we are proud to have hosted virtual learning experiences to help kids navigate their new school year and to help teachers feel a little more confident in their virtual classrooms. For the millions of adults in Canada who lost their jobs, we are proud to have created opportunities for them to learn new skills through free online workshops and help them feel a little more confident in themselves and their digital skills.

We've been so moved by the positive impact these experiences have had on the lives of people in Canada and we're honoured to share some of these Magic Moments throughout the report with you.

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## OUR BOARD OF DIRECTORS

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**Breanna Hughes**

Co-Founder & COO, The Bird & Be Co.

**Boris Wertz**

Managing Partner, VersionOne Ventures

**Justin LaFayette**

Partner, Georgian Partners

**Julia MacPherson**

Senior Manager, KPMG


**Ali Leung**

Head of Marketing, Shopify Canada

**Lisa Cole**

Director of Programming, K2I Academy

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Magic Moments that were possible because of the immense passion, resolve and collaboration of our team, our funders and our community of volunteers coast-to-coast-to-coast who reimaged our learning experiences and helped create over 84,000 meaningful learning experiences. Together, we advanced on our vision for Canada — one in which all people have the skills and confidence to harness the power of technology to create a better and more inclusive future. Thank you!

We know, though, that there are still millions of people in Canada who need us more than ever. As we look to 2021, we keep our bold vision front and centre as we remain committed to meet the needs of our community however the year unfolds.

**Breanna Hughes**

Co-Founder & COO, The Bird & Be Co.

**Melissa Sariffodeen**

CEO



## 2020... WHAT A YEAR!

Bringing accessible computer science education to people in Canada is our goal and in 2020, COVID-19 challenged us to reimagine how we deliver our experiences.

While our popular hands-on and collaborative in-person workshops came to a halt as we did our part in slowing the spread of the virus, it created a space for us to innovate and grow. Our CEO, Melissa Sariffodeen, shared a tweet to see if there would be interest in online Canada Learning Code experiences and the response was overwhelmingly positive!

We knew that the climate had changed but our goal remains: create accessible learning experiences for people across Canada.



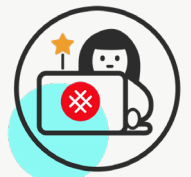


In 2020, we engaged learners in **more than 84,000** meaningful learning experiences across Canada! Our virtual learning environment provided us with the opportunity to help prepare and support girls, kids, teens, ladies and teachers to learn, work and prosper in the online world.

## OUR REACH

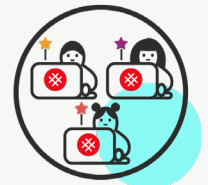
**84,000+**

Meaningful learning experiences in 2020



**670,000+**

Meaningful learning experiences since 2011



**49,000+**

Students reached through educators



**900+**

Live online experiences delivered



## TEACHING WOMEN IN CANADA SKILLS FOR THE FUTURE OF WORK



WITH WOMEN'S EMPLOYMENT DISPROPORTIONATELY AFFECTED BY THE PANDEMIC, OUR DIGITAL SKILLS FOR ENTREPRENEURS PROGRAM OFFERS LEARNERS THE DIGITAL SKILLS THEY NEED TO BUILD BUSINESSES AND DRIVE AWARENESS FOR WHAT THEY ARE PASSIONATE ABOUT!

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"We ran a Digital Skills for Entrepreneurship course in Salmon Arm for women trying to grow or start their small businesses. One of the learner's businesses is helping other small businesses, and she reached out to me for some advice for her client's new Shopify store. **It was so nice to see her building on the skills from our workshops**, as well as help another small local business adapt to needing to be online."

- Crysta W., Community Success Manager, British Columbia

"Our Digital Skills for Entrepreneurship course has supported learners from coast-to-coast-to-coast, including a group from tourism PEI where the tourism sector was being severely impacted by COVID. **They worked together to draft social media plans that would get visitors really excited** about being able to travel to PEI again!"

- Kim K., Code Squad Education Lead, Ontario

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## OUR SHIFT TO ONLINE EXPERIENCES ALLOWED US TO MAKE LEARNING POSSIBLE THROUGH VIRTUAL DELIVERY TO RURAL/REMOTE COMMUNITIES AND OUR LAPTOP LENDING PROGRAM.

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*"Through our laptop lending program, we've been able to run some amazing workshops at Springvalley Middle School. After one week of workshops, I received an email from a grade 7 teacher, Tara K., stating that **the class had so much fun, the kids want to code every day** and they are teaching her lots!"*

*- Kirby L., Code Squad Communications Lead, Alberta*

*"Teaching students about computer science and giving them the chance to learn about coding opens up a whole new world of opportunities for them. **By bringing these opportunities into our rural school, we give every student the chance to learn and excel.**"*

*- Sandra, Teacher, Nova Scotia*

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## CLC GOES VIRTUAL IN CLASSROOMS ACROSS CANADA

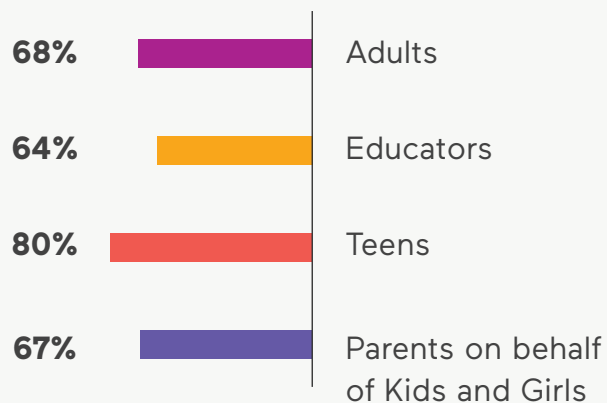




# THEORY OF CHANGE

## BUILDING CONFIDENCE

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



Source : annual survey results

Our Theory of Change hypothesizes that providing learners with the skills and confidence to harness the power of technology will allow them to create a better and more inclusive future. Our learners walk away from every experience with a better understanding of computer science concepts and their applications in the personal or professional space.

## CREATING CONFIDENCE IN THE COMMUNITIES WE SERVE

**83%** of Black and Indigenous annual survey respondents are interested in further education or training in tech and code because of their experience.

**74%** of People of Colour annual survey respondents are more confident that they can build things or solve problems using tech and code because of their experience.

**72%** of low income annual survey respondents are using tech and code more because of their experience(s) with Canada Learning Code.

## EACH YEAR, WE HOST THREE NATIONAL SIGNATURE EVENTS THAT BRING TOGETHER THOUSANDS OF LEARNERS FROM COAST-TO-COAST-TO-COAST!

In September, learners joined us on **NATIONAL LADIES LEARNING CODE DAY** to learn how to use SQL to make data-driven decisions related to sales, marketing, customer base, finance, health care and more.

**“Loved that National Ladies Learning Code Day was on a Saturday and that it was digital! I reached a plateau in terms of learning so I decided that I really wanted to try my hand at operations. I knew that SQL was something that I needed because I needed to know how to analyze data and how to use it to make decisions.”**

- Ivana, learner

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## CELEBRATING COMPUTER SCIENCE ACROSS CANADA



Photo by: British Library on Unsplash

A promotional banner for the National Ladies Learning Code Day event. The banner has a purple background. On the left, there is a photograph of two people, a man and a woman, looking at a laptop. The woman is pointing at the screen. The laptop has a purple hashtag symbol on it. To the right of the photo, the text reads: "September 26, 2020", "Managing Data with SQL", "Register now!", and "National Ladies Learning Code Day". At the bottom right, there is a logo for "ladies learning code" and text that says "In partnership with Google.org".

September 26, 2020

### Managing Data with SQL

Register now!

National Ladies Learning Code Day

In partnership with **Google.org**



Girls across the country learned to tackle cyberbullying in June using machine learning at **NATIONAL GIRLS LEARNING CODE DAY**.

"I had the pleasure of participating with my 10-year old daughter and found the program to be perfectly geared to the age group, provided an amazing hands-on learning experience and support in their virtual delivery model, and allowed the girls to experience directly how machine learning works and how it can be applied to important social issues. **My daughter now says she wants to change the world through code!**"

*- Elissa Strome, AVP Research and Executive Director, Pan-Canadian AI Strategy and parent of a learner*

**CANADA LEARNING CODE WEEK** brought educators and learners together from across Canada to learn about digital citizenship and staying safe online. Bill Nye even made an appearance!!

**"Big shout out to Canada Learning Code for the lessons that not only support students learning to code but build confidence in teachers like me to execute them properly. Loved exploring and learning alongside my students during Canada Learning Code Week. We loved the Envision a Better World in Virtual Reality (VR) lesson plan!"**

*- Rodenna, educator*



# OUR PARTNERS

THANK YOU TO OUR INCREDIBLE FUNDING PARTNERS.  
YOUR SUPPORT MAKES OUR WORK POSSIBLE!

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THALES



# FINANCIAL SUMMARY

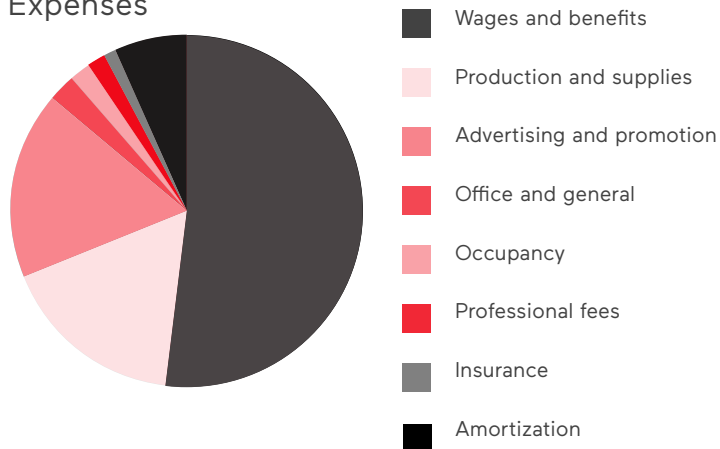
As for much of the world, 2020 was a challenging year for us at Canada Learning Code. In response to the global pandemic, we shifted our operations dramatically from in-person learning to online learning. This included parking our fleet of Code Mobiles and hosting all of our experiences live online. In 2020, our operating expenses were \$6 million, which includes the local operations of our Code Mobile teams and Chapters for the year.

Through the generous support of our funders, Canada Learning Code raised over \$6 million to grow and respond to the needs of our community in 2020. We are so thankful for the continued support, flexibility and generosity of our funders during this time. As always, we remain committed to honouring each and every contribution to our shared mission.

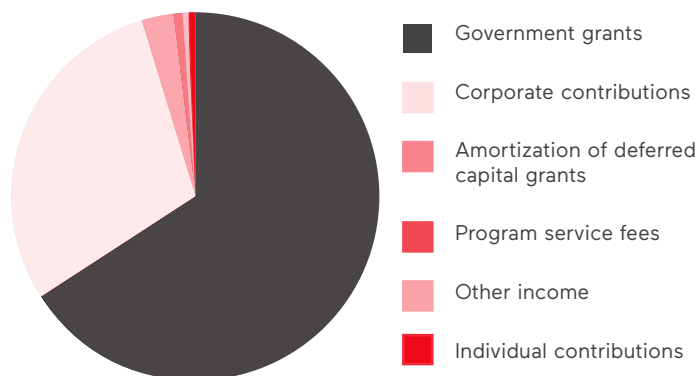
For a complete financial picture of our organization in 2020, please see our Financial Statements [\*\*here\*\*](#).

## Expenses and Revenues

### Expenses



### Revenue



# SUPPORT CANADA LEARNING CODE

## HELP US MAKE COMPUTER SCIENCE EDUCATION ACCESSIBLE TO ALL PEOPLE IN CANADA

We're constantly improving how we design and deliver our experiences to help us reach our ambitious goal: 10 million meaningful learning experiences by 2027.

We're unleashing the potential of our learners by creating amazing learning opportunities to upskill and building strong networks within our communities.

We thank you for joining us on this incredible journey to provide all people in Canada access to computer science learning opportunities. Please continue to support our mission:

**Donate here: [donate.canadalearningcode.ca](https://donate.canadalearningcode.ca)**

**THANK YOU!**