Canada has space for everyone to learn.

Annual Report 2017



METHODOLOGY

Our annual report shares our work for the time period between January 1, 2017 to December 31, 2017.

This year, we partnered with Ryerson University's Diversity Institute to help us better understand our impact on participants (learners, mentors, instructors, parents, community leaders) at both an individual and a systems level through the creation of a Theory of Change, program evaluation framework and evaluation surveys.

The data and findings presented in this annual report were gathered from:

- Participation data collected from our learners, mentors and instructors pre and post learning experiences via Eventbrite and Google forms and includes demographic, postal code as well feedback survey response data.
- Digital survey designed and administered by Ryerson's Diversity Institute. The survey were made available online through the Qualtrics platform. A notice to complete these surveys was sent by Canada Learning Code staff over email to 31,694 participants from June 16th to July 4th, 2018. As an incentive, each participant was entered into a random draw to win a prize pack worth up to \$400. A total of 2,685 participants (8.5% response rate) completed the survey during this period.
- Postal code data is obtained through our Code Mobile visits or participants and mapped in aggregate to 2016 Census of Population and the 2016 National Household Survey data indicators acquired through the Canadian Council on Social Development's Community Data Program.

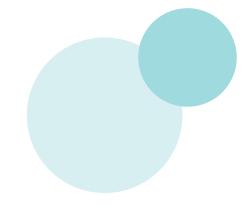
All financial data presented is from our 2017 financial statements audited by Deloitte, LLP for the period January 1, 2017 to December 31, 2017.

Canada Learning Code is a federally registered national charity as of January 15, 2018. Charitable registration number: 834394108RR0001.

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A Note from Our Board Chair

In 2017, Canada Learning Code had its biggest year yet as an organization. Launching its bold new vision for the future of Canada — one where everyone has the power to harness technology has been a source of great pride and excitement for us as a Board.

For years, it was clear to us that the team had created something special with Ladies Learning Code — a super engaged and incredible community across Canada running meaningful technology experiences.

Melissa and her team recognized and embraced the opportunity to take Canada Learning Code's impact to the next level by bringing all Canadians into the fold of their programs and have been working tirelessly to this end ever since.

Over the next 10 years, Canada Learning Code will work to:

- Empower teachers to deliver a curriculum that adapts to and reflects the needs of industry and technology
- Prepare youth to create and work in jobs of the future in Canada
- Ensure that new and transitional digital jobs are filled by workers upskilling with the necessary technology skills
- Diversify the tech sector and ensure access for traditionally underserved communities

We look forward to continuing our work as a Board to support Canada Learning Code and the teams work in 2018 and beyond!



Breanna Hughes Chair, Board of Directors



OUR BOARD OF DIRECTORS

Breanna Hughes (Board Chair) Co-Founder at Canada Learning Code; Director of Product, League

Benjamin Zifkin Founder and CEO at Hubba

Julia Macpherson (Board Treasurer) Senior Manager at KPMG

Justin LaFayette Founder at Georgian Partners

Tobi Lutke CEO at Shopify

Boris Wertz (Board Secretary) CEO at Version One Ventures

A Note From Our CEO

Creating this report to share with you, our community, has been a process filled with introspection, humility and inspiration. As we've connected with our learners, volunteers and community partners coast to coast — hearing many of the stories we share in this report first-hand — I'm reminded how vast and diverse our nation is and the opportunity that technology education and our work has to empower and transform the lives of Canadians.

We are proud and grateful to provide thousands of Canadians with their introduction to coding and 2017 was milestone year for our organization in more ways than one.

In March, the federal government announced a \$50 million CanCode fund and recognized Canada Learning Code in the House of Commons for our exemplary work — putting coding education on the national agenda.

In June, we launched Canada's first ever coding week combining our history, art and culture with technology to inspire and empower Canadians about the intersections of past, present and future.

In October, we evolved from Ladies Learning Code to Canada Learning Code. Canada Learning Code became the brand and the organization to unite all of our programming while also giving us room to grow and serve all Canadians — something we're excited to focus our work on in 2018 and beyond.

Together we have come so far, but there is much work yet to be done. As we better understand the makeup of our community, we know there are many Canadians we still only reach in a small percentage — rural/ remote learners, newcomers, indigenous learners and persons with disabilities. We strongly believe that diversity is Canada's strength and we're focused in 2018 to build relationships, design experiences and deliver our programs in communities across Canada that are most underrepresented in tech.

Alongside new partners and longtime friends, we will continue to roll up our sleeves and put in the work every day to make our vision for Canada a reality. It will be through teamwork and collaboration that we will reach our goal that all Canadians who have been historically underrepresented in the sector — particularly women, girls, people with disabilities, Indigenous youth and newcomers — are given equal opportunity to build our future. Melissa Sariffodeen Co-Founder & CEO

Code time, go time.

Melissa Sariffodeen Co-Founder & CEO

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Our Vision & Mission

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 designs, delivers, and partners on technology education programs for Canadians. Special emphasis is placed on reaching communities who are underrepresented in the tech sector.

Our Values

We believe that confidence makes the impossible possible. We strive to create welcoming, encouraging environments that foster confidence.

We believe that diversity is a strength. We strive to reach communities whose voices and talents have been historically under-represented in the tech industry.

We believe that coming to know yourself as a builder of technology is powerful. All of our educational experiences are hands-on and project-based.

We believe in community over competition. We partner with like-minded organizations to leverage and strengthen our impact and reach.

We believe that learning is a life-long journey. We role model this value by cultivating a spirit of continuous learning among our staff team.

We believe that being called "scrappy" is a compliment. We stay true to our grassroots origins by employing creativity and innovation to maximize our resources and our impact.

We believe in the power of taking bold leaps and decisive action. We believe in experimentation, piloting, and constant iteration.



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From day one, Canada Learning Code has been by the community, for the community. And we believe that has made all the difference.

Our community-driven approach has been the primary driver of our exponential growth throughout Canada in the last several years and we now offer our programs in over 35 communities across the country!

Our Chapters

Each of the communities we are in is led by our incredible Chapter Leads — local leaders who adapt Canada Learning Code learning experiences to suit the unique needs of their community.

Our volunteer-led learning experiences helped Canada Learning Code programs be known as a safe, welcoming environment where beginners of all backgrounds can come together to learn essential 21st century skills.

Add in our wonderful network of local, provincial, and national partners and there is nothing we can't accomplish together!



In 2017, we had over 5,000 volunteers contribute to our work. And, 74% of our volunteer community agrees that volunteering has had a positive impact on their career.

Our Code Mobiles

The Code Mobile initiative began as a cross-country road-trip in the Summer of 2016. We transformed a cargo van into a computer lab on wheels, complete with all the tools needed to host pop-up workshops in communities big and small across the country!

The Code Mobile is powered by a regional Code Squad whose mission is to put technology in the hands of Canadian youth who may not otherwise have the experience. From girls to newcomers to Indigenous youth to young Canadians with disabilities, we want to give all Canadian youth the chance to build, and not just consume, technology.

That first road trip was such a success reaching over 10,000 learners! — that we brought it back, bigger and better than ever travelling throughout Southwestern Ontario in 2017.



Thanks to a generous investment from the federal government's CanCode initiative, in 2018 we've expanded this proven model for technology education outreach by establishing a permanent fleet of trucks that operate year-round across the country. Learn more and request a visit at codemobile.ca.

Our Reach

The follow pages highlight the makeup of our community coast to coast in 2017.

As we've evolved to Canada Learning Code, we look forward to building upon our reach in these key communities in 2018 and beyond.

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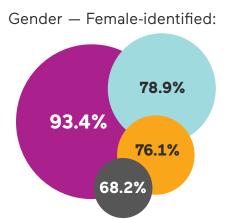
42,700+ learners attended a learning experience in 2017

83,000+

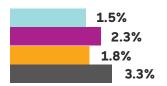
learners attended a learning experience since 2011 **35+** communities we're actively running in-person learning experiences in

33% of learners have joined us for repeat experiences across all programs

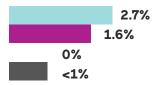
Source: Participant data collected by Canada Learning Code via Eventbrite.



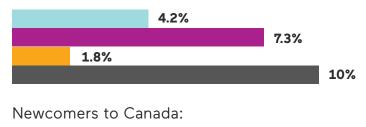
Geography — from rural, remote or northern areas of Canada:

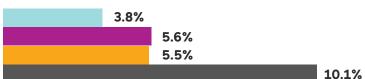


Indigenous:

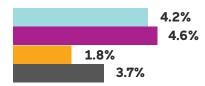


LGBTQ2S+ individuals:





Persons with disabilities:



Racialized Minorities:





At Canada Learning Code, we value diversity, equity, and inclusion and place a special emphasis on groups that are underrepresented in tech. In 2018, we're committed to expanding our work beyond gender including a focus on rural/ remote and indigenous communities.

Youth in Kids/Girls/Teens Learning Code
 Participants in Ladies Learning Code
 Participants in Teachers Learning Code
 Mentors/instructors

Our Theory of Change

A vision as bold as the one we've set for ourselves requires thoughtful, consistent action in service of that vision. It requires careful program planning, and rigorous measurement along the way to ensure we're on track towards our exciting, audacious goals.

At Canada Learning Code, we've developed a Theory of Change to help explain the process of change we'd like to see by outlining linkages between our initiatives and outcomes.

But it's about more than just Canada Learning Code. Because of our community-driven approach, our Theory of Change (and all of its assumptions) illustrate all of the different pathways that might lead to the change we hope to see in Canada.

Built on a set of assumptions — core beliefs about the world that inform the organization's work, the model identifies the 'building blocks' of change, explaining how one positive outcome can lead to another.

Theory of Change

noun • abbreviation ToC

A Theory of Change is a modelling tool used by social-good organizations to:

- Identify the positive change they want to make in the world,
- Identify the conditions necessary to bring about that change,
- 3. And map the journey towards the ultimate goal of a better world.



In Person



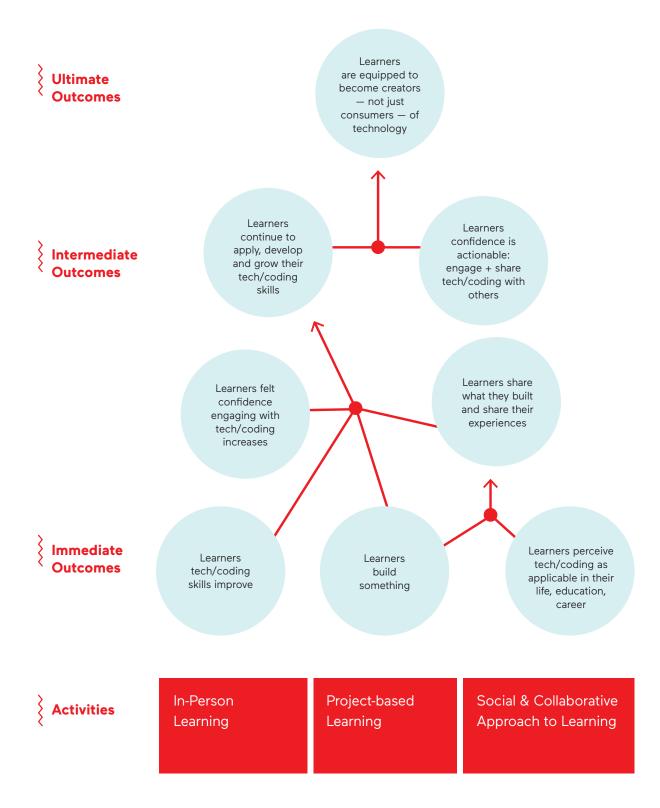
Social & Collaborative



Project Based

Theory of Change









At Canada Learning Code, we have five distinct programs offering different learning experiences in each.

On the following pages, we highlight these programs, their offerings and how they're shaping the lives of their participants. We also include indicators which demonstrate the degree of success that our learning experiences have had in promoting our specified Theory of Change immediate and intermediate outcomes. *ladies
learning
code

- *girls learning code
- *kids learning code
- *teens learning code
- *teachers learning code

Ladies Learning Code

Workshops, courses and meetup experiences for adults of all ages and genders but designed to be a space for women.

Our Ladies Learning Code program offers female-identified and male-identified, trans, and non-binary adults hands-on, project-based learning experiences that are designed to give beginners the skills and confidence they need to become digital creators. Ladies Learning Code programs tackle the tech gender gap one positive, empowering learning experience at a time.

Our workshops, courses and meetups are open to adults of all ages and genders but are designed to be a space where women explicitly are welcome to learn. Workshops cover everything from introductory HTML & CSS, to WordPress, Python, Ruby, artificial intelligence, web design and more. They are especially popular and successful because of our high ratio (4:1 in most programs!) of learners to mentors at every experience, which is only possible because of overwhelming support from the communities in which we operate.

66

I thought learning to code would be really hard to learn but I was very surprised that it wasn't that hard at all. What I liked about the program was that the lessons were easy to understand, I loved that the teachers and the mentors were so eager and willing to help us and they made us feel comfortable.



34% of Ladies Learning Code participants surveyed updated their resume/ LinkedIn to include coding/tech skills

37% took on new coding/tech tasks at work as a result of their participation in Ladies Learning Code

20% applied for a job opportunity involving coding/tech after an experience with Ladies Learning Code

55% used coding/tech in their personal life

67% felt more confident in their use of coding/tech after an experience with Ladies Learning Code

50% engaged in additional coding/ tech learning after an experience with Ladies Learning Code

76% were also actively serving as agents of further change, encouraging others in their life to learn about coding/ tech after an experience with Ladies Learning Code

*ladies learning code

Girls Learning Code

Workshops, camps and tech day experiences for 3-12 year old female-identified, trans and non-binary youth.

Our Girls Learning Code program offers female-identified, trans, and non-binary youth ages 3-12 hands-on experiences designed to inspire them to see technology in a whole new light as a medium for self-expression, and as a means for changing the world. Girls Learning Code gives the next generation of female-identified creators the tools they need to unlock all the possibilities of our digital world!

Our workshops, camps and meetups provide female-identified and non-binary youth with positive and welcoming learning environments through which they can come to know themselves as powerful and capable builders of technology! Learners can choose from workshops and camps covering everything from webmaking to game development to art making. As they learn, they will be supported by local volunteer mentors and instructors who are trained to create supportive and comfortable learning experiences.

*girls learning code

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In addition to awareness about the role women play in the IT industry, Carol not only acquired new skills but also increased her self-confidence. I'd say that as a result of attending Girls Learning Code camps and workshops my daughter is now extremely curious about technology and ready to try new things and create stuff.



Kids Learning Code

Workshops, camps and tech day experiences for 3- to 12-year-old kids.

Our Kids Learning Code program offers youth ages 3-12 hands-on experiences that will empower them to become creators, and not just consumers, of technology.

Our inclusive, hands-on workshops, camps and meetups cover everything from webmaking to gamemaking to digital art making and more! They are especially popular and successful because of the attentive and encouraging support provided to learners by our wonderful team of volunteer mentors from the local communities in which we operate.



Kids Learning Code taught me that I don't always just have to be a consumer of the internet; instead, I can be a producer.

*kids learning code

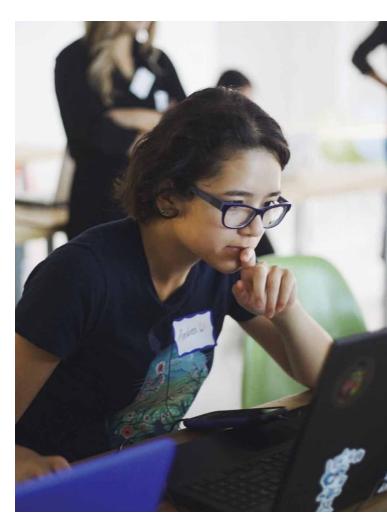
Teens Learning Code

Workshops, industry events and Hackathons for 13-17 year old female-identified, trans and non-binary teens.

Our Teens Learning Code program offers female-identified, trans, and non-binary youth ages 13-17 opportunities to take action on ideas that will shape our future while leveraging the power of technology. Our learning experiences are much more than learning how to code. Our experiences empower teens to learn problem solving skills, how to turn ideas into reality, exposure to what a future in technology could look like, and much more.

Our workshops, industry events and hackathons cover everything from webmaking to gamemaking to app inventing to networking, building a personal brand and more! Learners will also benefit from getting to meet, learn from, and work with local volunteers who participate in our Teens Learning Code events as instructors, mentors, and role-models!



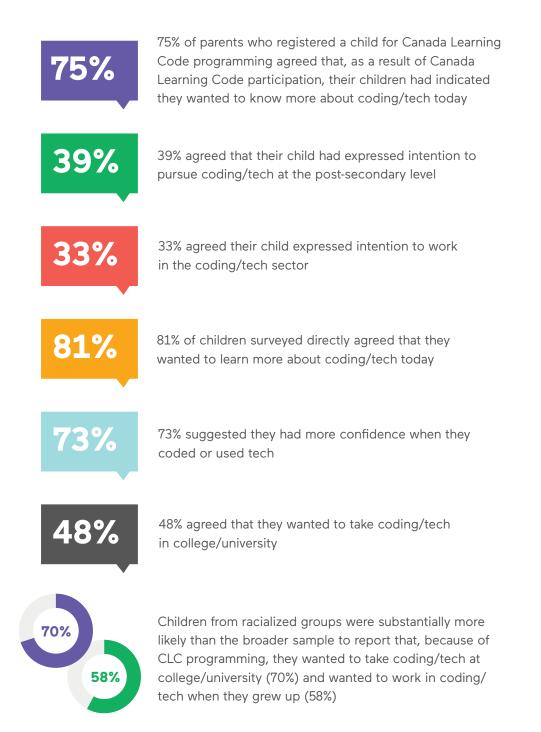


*teens learning code

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Because of Teens Learning Code, tech has become my biggest passion, and nothing will stop me from becoming a C-level executive in the industry.

Mapping Youth Programming to Our Theory of Change



Teachers Learning Code

Workshops, online resources and multi-day conferences for traditional and non-traditional educators.

Our Teachers Learning Code program has been designed for educators with little to no coding experience to be able to teach coding fundamentals to their students. We offer various learning experiences such as workshops and conferences that provide educators with guides, training, and lesson planning tools to help them introduce code and computational thinking to their students.

No coding experience necessary — our Teachers Learning Code program is designed for absolute beginners.

66

After the workshop, I felt confident and excited to bring to my students what I had learned. I no longer felt anxious, but eager. One of the first projects we did was a Mozilla Thimble webpage about Child Labour, which was related to our novel study, lqbal. Students were engaged and produced something that they were proud of.



37% indicated that they updated their resume/LinkedIn to include their newly developed coding/tech skills

28% applied for a job opportunity involving coding/tech (promotion, new role, etc.)

79% suggested that because of Canada Learning Code programming they used tech/ coding to teach in their classroom

52% agreed that because of their Canada Learning Code experience they used coding/ tech in their personal life

76% admitted they were more confident in their use of coding/tech and were engaging additional coding/tech learning

91% suggested they were encouraging others in their life to learn about coding/tech

*teachers learning code

Our Signature Initiatives

As leaders of digital literacy education in Canada, we've founded three unique and first of their kind annual initiatives increasing awareness and access to coding coast to coast.

#IIcCode Day

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> Learn more at learntocodeday.com

Launched in 2013, National Learn to Code Day is a national day of learning and advocacy brings together over 1,500 learners every September in 30+ communities across the country for simultaneous coding workshops.

The vision for National Learn to Code Day is to offer a starting point for adult women who want to learn how to code — a fun place to test the coding waters — and a yearly touchpoint for our continuing learners to support ongoing learning and growth opportunities.

Our 2017 event introduced 1150 women to the world of artificial intelligence. It was encouraging to see so many Canadians getting acquainted with an emerging industry that is sure to create many new jobs over the coming years.

#glcCodeDay > Learn more at girlslearningcodeday.com

Building on the success of National Learn to Code Day, National Girls Learning Code Day is an annual event that introduces 1500+ participants to coding every May through pay-what-you-can local workshops that take place communities across Canada.

This event helps girls discover a passion for learning about technology, experience the joy that comes from being a builder of the web and become more confident and develop a willingness to try new things. Our 2017 edition was all about the exciting world of collaborative game production! Using Scratch, a beginner programming language, learners were introduced to the power of coding as a medium for creativity and storytelling.

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Canada Learning Code Week > Learn more at canadalearningcodeweek.ca

Launched to celebrate Canada's 150th Anniversary in 2017, Canada Learning Code Week is an annual celebration of coding in Canada. Over the course of one week, Canadians assemble in schools, libraries, museums, and other community gathering places to learn about Canadian art, history and culture and learn how to bring these stories, art and culture to life, digitally.

In 2017, we partnered with some exceptional Canadian organizations and individuals to develop lessons used by over 500 educators and 14,000 youth in every province and territory of Canada. A history lesson in partnership with the Terry Fox Foundation drew awareness to Terry's journey. A music making lesson with the David Suzuki Foundation taught kids about endangered Canadian animal species. A digital storytelling lesson with Indigenous author and storyteller David Robertson taught learners and encouraged reflection on Canada's residential school history. And quite possibly the most popular lesson with Let's Talk Science taught learners about Canadarm2 and welcomed some words of encouragement from Commander Chris Hadfield himself!



Stories From Our Community



We have always known that digital literacy has the power to transform lives, and these stories from our community prove just that! Hear about the stories of our community – learners, mentors and instructors alike.



Michelle & Nicole

Michelle and Nicole first joined Canada Learning Code when they registered online for the week-long Kids Learning Code summer game-making camp; Michelle as a camper and Nicole as a volunteer mentor. Michelle learned a lot about code specifically in terms of platform and launch gaming using HTML and CSS. Through these camps she was able to grow an ongoing love for coding and make lifelong friends. Nicole gained many experiences while working with the campers and incredible staff and enhanced her (soft and hard) skills through the continuous development learning. Both girls continue to return and participate in the many programs Canada Learning Code has to offer and love every part of it.



Danielle

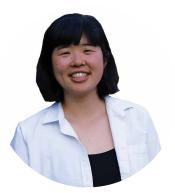
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I got involved with Canada Learning Code through mentoring at the youth summer camps as I wanted to inspire them to pursue higher education and careers in technology. Having been the only female at a number of technology events and workshops during my time in school, I wanted to be a part of an organization that empowers the younger generation to embrace diversity in technology and to share my personal experiences with them. Through these roles and participating in these programs, I have had the opportunity to have a positive impact on the lives of youth learners and develop my own skills along the way.

Stories From Our Community









Ariba

After attending several Teens Learning Code workshops, I developed a passion for digital literacy, so I co-founded a coding club at my own school. I heard about the Teens Learning Code program from a friend who previously attended their workshops. At first, I was hesitant about going as I never coded and thought I would fail miserably. However, the atmosphere at my first HTML and CSS workshop I went to was really encouraging. It didn't matter that I had no experience in code as I walked away from that workshop feeling successful because I made my first fully functioning website!

Aaron

When I heard about Ladies Learning Code, I thought about how amazing it would be for women to come into a workshop and learn how to code from other women. It would be the same atmosphere that got me interested in programming, and I wanted to be a part of it. The thrill of watching someone realize that they just wrote a computer program is an experience that I get every time I mentor or lead a Canada Learning Code lesson. The best part, though, is that I know that even if someone leaves the workshop thinking they are not a coder, it will never be because they felt unwelcome.

Saki

I began the Ladies Learning Code Digital Skills course as a testing ground to see if coding was something I wanted to pursue. I was even lucky enough to receive a partial scholarship, which made participating more feasible as a recent grad. One part time course can't cover everything, but what I took away was more than just the basics of digital literacy. It was the confidence that this was a possible career path for me and a part of my future. The comradery and collaborative atmosphere between the instructors, mentors, and other learners was incredibly encouraging.

Andre & Daisy

Andre started coding at Canada Learning Code 3 years ago, attending the Sundays workshops and summer camps. He's learnt a lot these past years, like how to use the computer properly, make his own projects, create video games, use different computers languages and have fun while doing it. Daisy, also started coding with Canada Learning Code 3 years ago with Girls Learning Code. She was afraid to use the computer before, but now feels really confident every time she needs to do a project at school. They both made a lot of friends attending the summer camps, love their mentors and how much they learn from them.



Through the generous support of our sponsors and donors, Canada Learning Code has been able to grow and respond to the needs of our community.

We are committed to honouring each and every contribution to our shared mission.

In 2017, our budget was \$1.736 million which includes the local operating budgets of our 30+ Chapters.



Revenue

53.9%	Corporate Contributions
30.5%	Program Service Fees
11.5%	Government Grant
2.7%	Other Income
1.3%	Individual Contributions

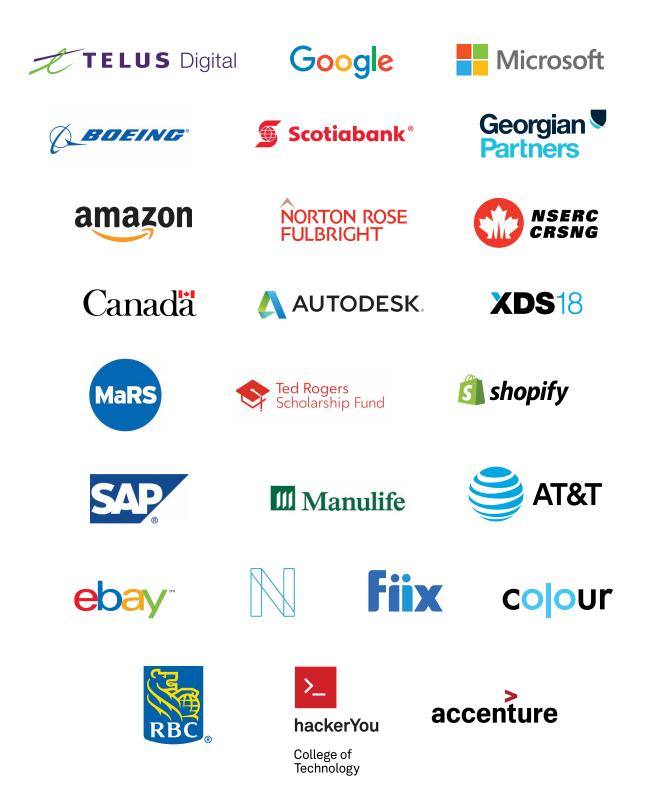
Expenses

50.1%	Wages & Benefits	
21.6%	Production & Supplies	
8.2%	Rent	
7.8%	Office & General	
6.6%	Advertising & Promotion	
2.1%	Professional Fees	
1.9%	Amortization	
1.7%	Other	

Our average cost to reach a learner in 2017 was ~\$40.66, but varies based on learning experience.

Our Partners

Thanks to our national and local partners in 2017 who made our work possible! Featured below are our supporters who made \$10,000+ investments in our work during 2017.



Supporter Testimonials



NORTON ROSE

Microsoft

Fiix

ULBRIGHT

Georgian Partners

"Given our experience with Canada Learning Code we can confidently say their work has the potential to profoundly change the playing field over the coming decade. We can't wait to meet, and work with, many more Canadians excited to harness the power of technology once they've had a chance to discover, through Canada Learning Code, just what they are capable of."

- Emily Walsh, Vice President, Georgian Partners

Norton Rose Fulbright

"We are proud to partner with Canada Learning Code for all their amazing work in educating Canadians for the future."

– Maya Medeiros, Partner, Norton Rose Fulbright

Microsoft

"We are proud to partner with Canada Learning Code as they work tirelessly towards a more connected, educated, and prosperous future for all Canadians."

– Raman Dang, Philanthropies Lead, Microsoft Canada.

FIIX

"At Fiix, we firmly believe that everyone should be able to participate in tech, and no one is more passionate and committed to this cause than Canada Learning Code. They are the catalyst for a massive culture shift in Canada in terms of diversity, inclusion and accessibility in tech—and we couldn't be prouder to be a part of it."

— James Novak, CEO, Fiix



Make a Gift and Light A Spark

Every learning journey begins with a single spark. Your support will make sure thousands of women, girls, kids, teens and educators can unlock the power of code through our hands-on, collaborative and fun educational experiences in communities across the country.

Join us and be that spark for a new learner today.

donate.canadalearningcode.ca 🛞



91% of our surveyed adults agreed that they would likely recommend Canada Learning Code to a friend.

We offer learning experiences for Canadians.

> canadalearningcode.ca

Barrie	Mississauga	St. John's
Belleville	Moncton	Sudbury
Brampton	Montréal	Sydney
Calgary	Nelson	Toronto
Cornwall	Niagara	Vancouver
Durham	North Bay	Vancouver Island
Edmonton	Ottawa	Victoria
Fredericton	PEI	Waterloo
Halifax	Peterborough	Whitehorse
Hamilton	Quebec City	Winnipeg
Huntsville	Red Deer	
Kingston	Regina	
Lethbridge	S. Shore Montreal	
London	Saint John	
Markham	Saskatoon	

The new Canadian landscapes are digital.