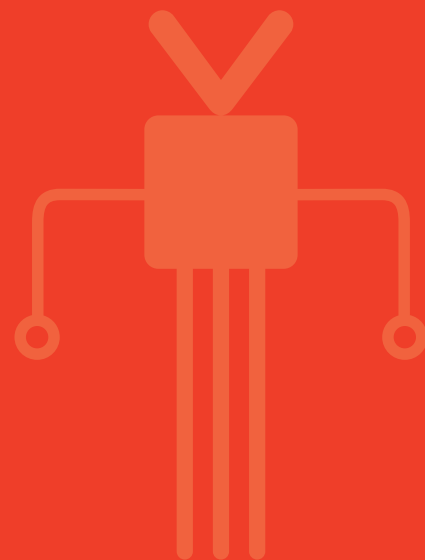
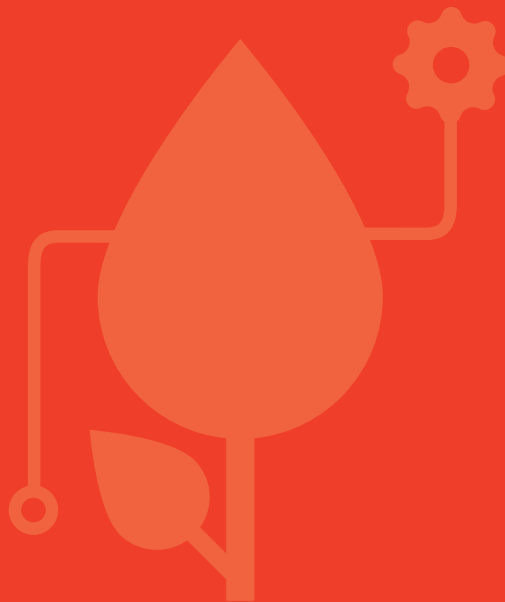
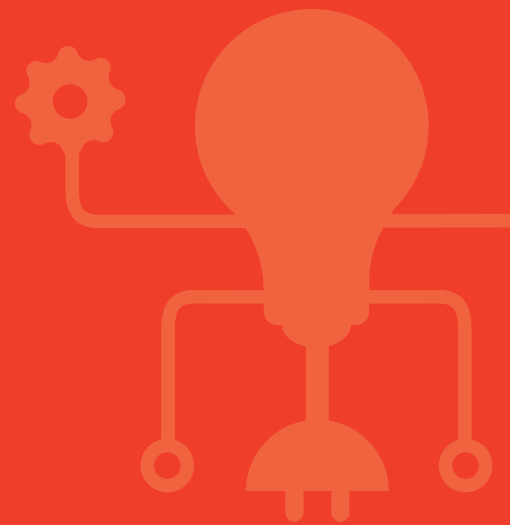


Technology with Purpose



mouse_ 

Annual Report 2014 – 2015

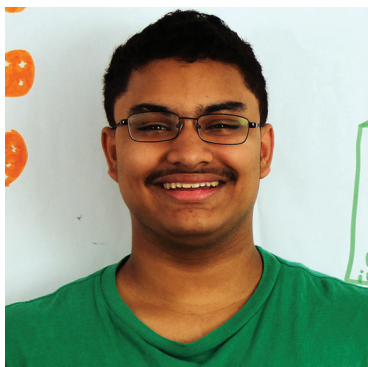
Our Students



"I feel proud to be a woman pursuing interests in engineering. Many think it is a major for men. I want to change that thought in society. Women can do this too. In my country, women are limited in what they can do. Women can do everything."

— Navisha, Mouse Alum

Our Students



“Mouse has been an amazing experience. It is great knowing that I could create something that would change someone’s life.”

— Abraham, Mouse Alum



“Spending time with my mentor was the best part of my day. I learned about her job as a software engineer and found out she was from San Jose. It meant so much for me to see a woman engineer from where I grew up. I realized that if she can do this work, so can I!”

— Gisella, Mouse Student



“Mouse is a really different program than anything else in the city. I am doing something that helps other people and I think globally about what my project may mean not just in NYC or our country—but in the world.”

— Hiram, Mouse Alum



“Mouse has been life changing. When I joined Mouse, I knew this is what I wanted to do. Being involved with Mouse has helped me to become a better presenter, helped my social skills, and given me that final push out of the shy zone.”

—Isabela, Mouse Alum



Technology as a Force for Good

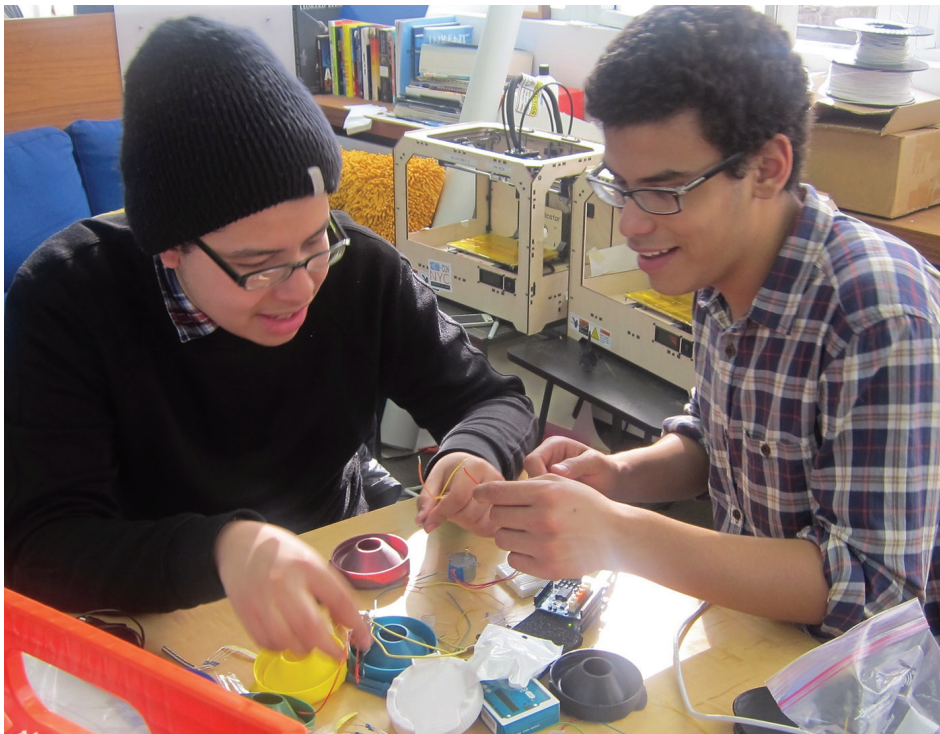
Mouse empowers all students to create with technology to solve real problems and make meaningful change in our world. As a result of Mouse, students report:

88%

Improved creativity, problem solving, and team building skills

87%

Increased confidence



85%

Better prepared for college

83%

Believe they can make a difference in our world

75%

More motivated to pursue a career in STEM

Mouse Presence

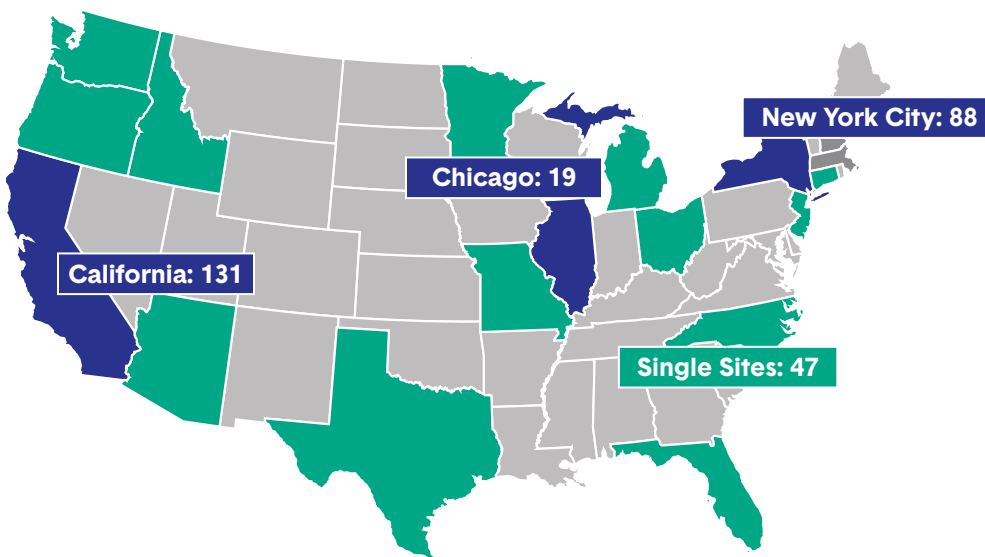


"Mouse gives you a sense of accomplishment and purpose. It gives you a sense of self like you're somebody important and you're making something that is going to help people and impact someone's life."

—Winston, Mouse Alum

National Presence

Since 2000, more than **32,000** students have been actively involved in Mouse programs.



Ethnicity

Latino/Latina	31%
Caucasian	18%
Black/African American	15%
Asian/South Asian	10%
American Indian	2%
Native Hawaiian	1%
Other	23%

Grade Level

High School/GED	38%
Middle School	44%
Elementary School	18%

Gender

Male	67%
Female	33%

Impact

5,709

Students participating in the Mouse Squad program

617

Educators participating in the Mouse Squad program

285

Total Mouse sites

69%

Percentage of students at Mouse Squad schools eligible for free and reduced price lunch

223,420

Technology supported for 210,112 students and 13,318 educators

NATIONAL: California, Florida, Indiana, Illinois, Idaho, Michigan, Minnesota, Missouri, North Carolina, New Jersey, New York, Ohio, Oregon, Texas, Washington,

INTERNATIONAL: China, Ecuador, Jamaica, Singapore

Mouse Supporters



The Pinkerton Foundation



STEM Leaders \$100,000+

Best Buy Foundation
City Council of New York

Innovators \$50,000 - \$99,999

Aspiranet
Chicago Public Schools
CME Group Foundation
National Science Foundation
The Peter and Carmen Lucia Buck Foundation
Polk Bros. Foundation

Entrepreneurs \$25,000 - \$49,999

The Pinkerton Foundation
SAP
Symantec

Leaders \$10,000 - \$24,999

Anonymous
Con Edison
Amy Kadomatsu
Council Member Benjamin Kallos, 5th Council District
Marc Haas Foundation
Mozilla Foundation
Mozilla Hive NYC Learning Network
Nellie Mae Education Foundation
New York Community Trust
Council Member Deborah Rose, 49th Council District
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Creators \$5,000 - \$9,999

BrainPOP
Council Member Costa Constantinedes, 22nd Council District
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The Musher Family Fund
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Council Member Annabel Palma, 18th Council District
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Council Member Donovan Richards, 31st Council District
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Supporters \$2,500 - \$4,999

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Manhattan Borough President Gale A. Brewer
Council Member Margaret Chin, 1st Council District
Control Group
DTZ
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Council Member Rosie Mendez, 2nd Council District
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Joshua Musher
New York Department of Education
Schulte Roth & Zabel LLP
Daniel A. Rabuzzi and Deborah A. Mills
Research Foundation of CUNY
ROKO Labs
Peter Vincent

Contributors \$1,000 - \$2,499

Dawn Barber
David Eisner

Dara and Adam Freed
Matt Greenfield
Robin and Alice Griffiths
Judith and Gregg Hammerschlag
Michele and Kevah Konner
Sheila Marmon
Caroline McCarthy
New York Public Library
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Martha Revenaugh and Mark Rosenthal
Linda Roberts
Christine and Doug Rohde
Susan and Sam Schwartz
Blaze Waleski
Alison Washabaugh
TBWA Worldwide Inc.

Friends \$1 - \$999

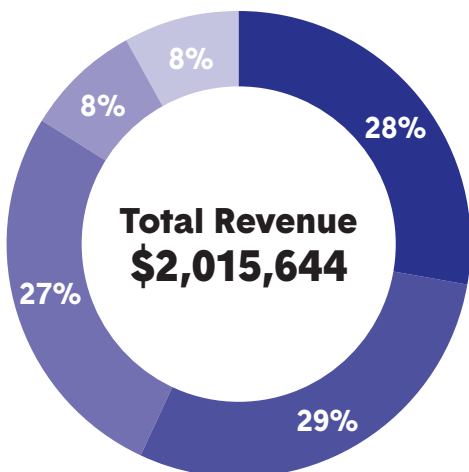
Greg and Alison Adams-Woodford
Alliance Computing Solutions
Amazon Smile Foundation
Vladimir Baranov
Jeffrey Bornheimer
Samantha Brody
Paul Burani
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The Causemopolitan
Kevin Chong
Eric and Lori Diton
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Kiara Ellozy
Jennifer Fenwick
Robert Foy
Jeffrey and Nicole Goldberger
Brina Goldstein
Google
Trace Harris

Leslie Hinderstein
Sarah Holloway
Hudson River CIO Advisors
Curtis Kendrick
Kimberly King-Burns
Beth Kite
Harold Levy
Helen Lin
Mayra Linares
Darren and Sara MacDonald
Richard McCune
Michelle Miller
Liza Millgrim-Reyes
Linda Mosley
Amanda O'Donnell
The OnSwitch
Bre Pettis and Kio Stark
Sharon Pollack
Debbie Potash-Turner
James McQueen
David Rosenberg
Chad Rucker
Lindsay Siegel
Marcia Skalnik
Andrew Swartz
Carole Wacey

In-Kind Support

Paul Burani
Center for Children & Technology
Gartner
Google
KCSA
MakerFaire
MediaMath
Brian Miller
Jennifer Schecter
Blaze Waleski

Mouse Financials (For Fiscal Year Ending June 2015)



REVENUE

TOTAL: \$2,015,644

- Corporate and Foundation Grants: \$560,251
- Earned Income: \$574,126
- In-Kind Donations: \$552,276
- Government Grants: \$167,384
- Individual Giving and Other Income: \$161,607

Highlights

Mouse has Net Assets of

\$1,906,112

80%

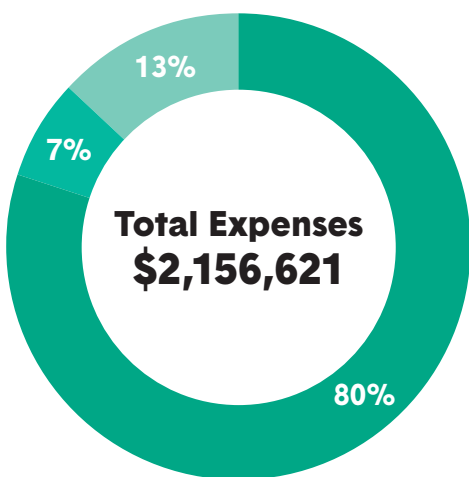
of Expenses were dedicated to Mouse Programs, exceeding the Better Business Bureau Standard (65%)

29%

of Total Revenue was Earned Income

28%

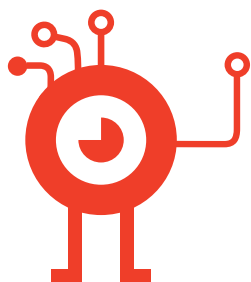
of Total Revenue was Corporate and Foundation Grants



EXPENSES

TOTAL: 2,156,621

- Program Services: \$1,728,411
- Fundraising: \$152,863
- Management & General: \$275,347



"Best Buy has supported Mouse since 2003. Mouse is an impressive organization that shares our goal of giving youth opportunities to develop 21st-century skills to become future innovators in our digitally connected world."

— Susan Bass Roberts, Senior Director of Community Relations, Best Buy

Our Team at Mouse



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Co-Founder and President,
ROKO Labs

Caroline McCarthy

Vice Chair, Mouse
Vice President, Communications
and Content, true[X] media

Dawn Barber

Secretary, Mouse
Co-Founder, NY Tech Meetup

Robin Griffiths

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Executive Director, Finance &
Infrastructure, Davis Polk &
Wardwell LLP

Ted Cohen

Managing Partner, TAG Strategic

Tony DiSanto

Managing Director, Citigroup

Byrne Doyle

Territory General Manager and
Vice President, Best Buy

Matt Greenfield

Managing Director, Rethink
Education

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Financial Officer, KB Financial
Partners

Joy Marcus

EVP and General Manager, Digital
Video, Condé Nast Entertainment

Sheila Marmon

Founder & CEO, Mirror Digital Inc.

Jeanne P. Meyer

Founder, Watch This Space
Consulting

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General Counsel, Handy

Ejovi Nuwera

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Touche LLP

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Intersection

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National Consultant on Technology
and Education

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Vice President, Education, WNET

Blaze D. Waleski

Of Counsel at Moses & Singer LLP

Advisory Council for Learning Design

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Executive Vice President, Product
Management, E-Line Media

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for Design

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Curtin University

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Learning Sciences Program,
Indiana University

Sarah M. Holloway

Director, School of International and
Public Affairs, Columbia University

Curtis Kendrick

University Dean for Libraries and
Information Resources, The City
University of New York

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College, The City University of
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Community, Mozilla

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Founding Principal, The Science
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Chandler Sansing

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Literacy, Mozilla

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Author, Digital and Social Media
Researcher

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Educational Leadership, NYU

Rachna Bhasin

Chief Business Officer, Magic Leap

Paul Burani

Global Business Lead, Automotive
Top Accounts, Google

Mike Capobianco

Vice President of Development,
Tourette Association of America

Gene DeRose

Founder/CEO, Skymarker Labs
Founder/Chairman, House Party, Inc.

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Entrepreneur in Residence,
City Light Capital
Co-Founder, Wireless Generation

Trace Harris

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Development, Vivendi

Daniel Hibbert

Derivatives Strategy and
Business Design, Vice President
at Goldman Sachs

Jeffrey Goldberger

Managing Partner, KCSA Strategic
Communications

Mayra Linares

Director of Latino Affairs at Office of
the Governor of New York State

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Director of Leadership Development,
The ZOOM Foundation
Founder, DiversityMBAPrep.com

Matt O'Connell

President, MOC Partners

Andrew Rasiej

Founder, Personal Democracy Media;
Founder, Mouse

Michael S. Rockefeller

Chief Executive Officer, Active Media

Sadna Samaranyake

Project Director, Ultra-Poor Graduation
Initiative, BRAC USA; Founder &
Managing Partner, B Inclusive

Hazel Sy

Executive Director, JP Morgan Chief
Data Office

Jennifer Vento

Chief Operating Officer, Personal
Democracy

Peter Vincent

Vice President Human Resources,
National Audubon Society

Hank Williams*

CEO, Kloudco; Founder, Platform

Joanne Wilson

Angel Investor; Co-Founder
Women's Entrepreneur Festival

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*Deceased