



2020 ANNUAL REPORT

mouse_





WHAT DOES IT TAKE TO CLOSE THE TECHNOLOGY EDUCATION EQUITY GAP?

OUR ANSWER:

EMPOWER students of color living in communities that have been historically excluded from technology education.

EDUCATE students with the skills to succeed in STEM learning in public schools and into the world of higher education.

PROVIDE high-quality resources to write their own future in the technology industry.

COMMIT to serving as the gateway that guides them to success.

18%

Of teachers, predominantly those serving students of color and low-income students, temporarily suspended computer science instruction in the shift to virtual learning due to equity gaps

- 2020 Kapor Center & CSTA Report



LETTER FROM LEADERSHIP

The events of this past year have further emphasized the importance of our mission.

As the COVID-19 pandemic created a higher demand for technology and technology education, students of color and of low-income communities were disproportionately affected by the pandemic, creating a deeper divide in the technology education equity gap.

With Mouse's existing, large-scale programs and its new frontline technology programs in response to the division caused by COVID-19, more youth and educators are receiving high-quality technology education tools than ever before:

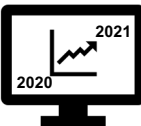


Mouse became one of the largest remote trainers for educators in the country, preparing more than 8,000 teachers at low-income schools to lead online instruction, impacting more than 226,000 students.



Mouse's Summer Tech Programs trained 745 students in New York City as part of a multi-agency Summer Bridge emergency alternative to the Summer Youth Employment Program.

The circumstances that have been amplified by COVID-19 strengthen our collective call to prioritize equal technology education. It is against this backdrop of historical inequity and crisis response that we're thrilled to have welcomed Larry Lieberman as Mouse's new Chief Executive Officer this past year. Larry is driving Mouse's mission as we embrace and scale new equity practices to impact technology education and lay the groundwork for new and emerging approaches.

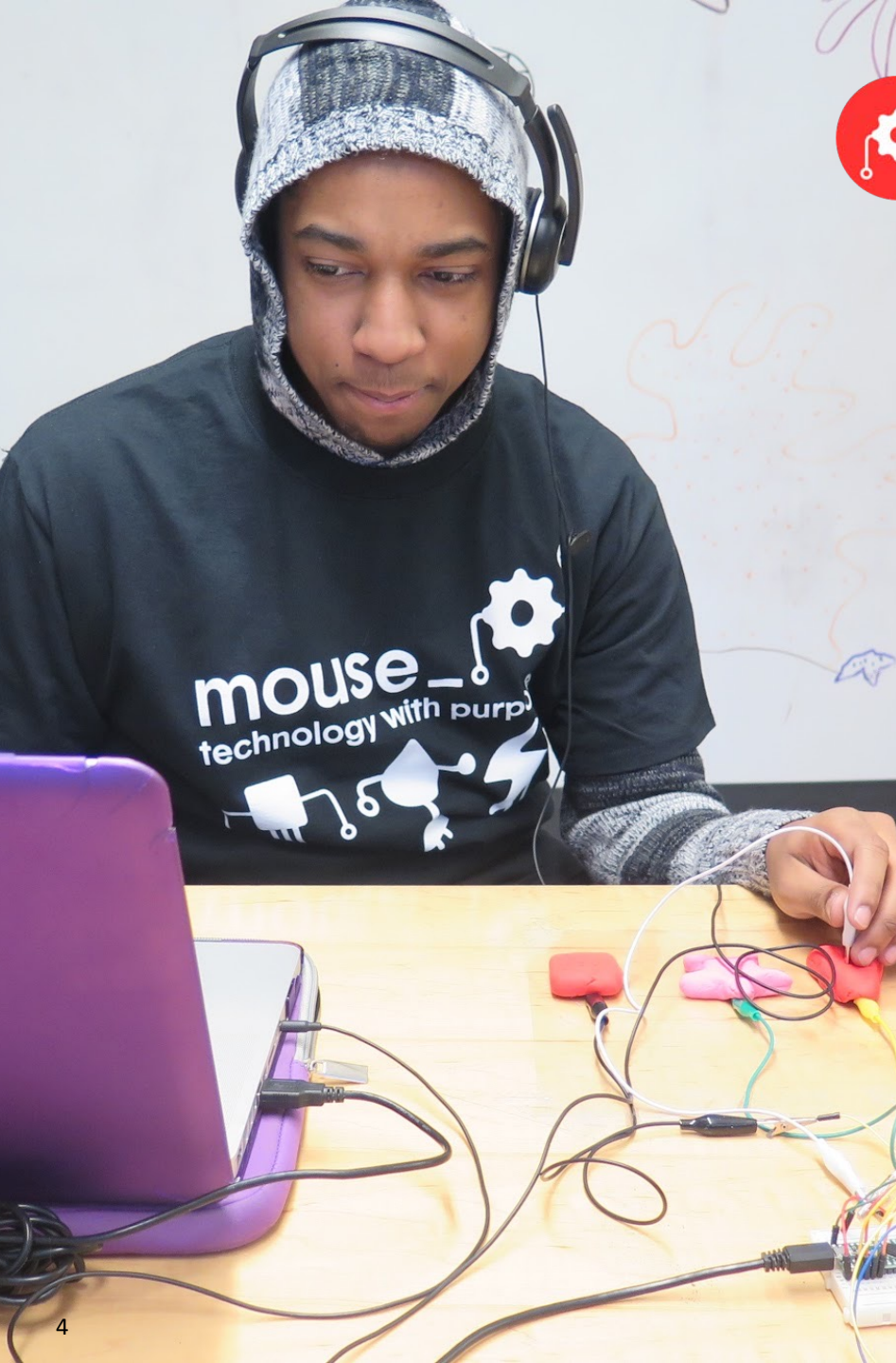


We thank all of our stakeholders, partners, and funders, and welcome the vigorous and passionate new support that is enabling Mouse to further educate and empower the next generation of technology leaders as we prepare for growth in 2021 and beyond, especially in the New York Metro Area.

In the face of increasing systemic discrimination, your investments in education equity and continued support to close the technology education equity gap has never been more critical.

With Sincere Gratitude,







Kirk McDonald, Amy Kadomatsu & Larry Lieberman



WHO WE ARE

Mouse is a national youth development nonprofit that puts tech education equity first. Our goal is to ensure that people of color and students from low-income communities have the opportunity for equitable social and economic advancement, and to ensure that the future of STEM and tech is inclusive and representative of our society.

This has been our mission for more than 20 years, and we have no plans of stopping.
Here's why:

-  Every month, the tech industry adds **9,600 jobs** to the U.S. economy.
-  Between May 2009 and May 2015, **over 800,000** net STEM jobs were added to the U.S. economy.
-  Between 2015 and 2024, it's estimated that STEM jobs will continue to grow by another **8.9%**.
-  The percentage of Black and Latinx employees at major tech companies is especially low, making up just **1 to 3%** of the tech workforce.
-  In total, the ratio of African American and Latinx coworkers is **about half** in the tech sector of what it is in the rest of the private sector.
-  **83%** of all tech execs are currently White

Source: [Recruiting Innovation](#)



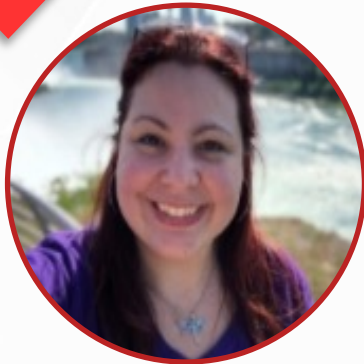
OUR STORIES

“Being involved in Mouse made me who I am. Mouse taught me to believe in myself and to create something that will have a lasting impact.”



ZAINAB
NIGERIA IMMIGRANT + MOUSE
ALUM

“For me, Mouse is a valuable source of knowledge. It offers me -- as well as my students -- an opportunity to learn and put into action what we learned. It sparks our creativity and connects CS concepts with real world applications.”



LUNA RAMIREZ
TEACHER - THOMAS EDISON HS,
NEW YORK CITY

“We consider it our responsibility and privilege to help students and educators any way we can; it benefits them and the technology community because we are helping to build our future workforce. We partnered with Mouse because they share these values and because they can bring together the people, programs and platforms to realize that goal... I’m excited to see this grow.”



HEATHER WANG
DONOR – MARKETING STRATEGIST,
ARCHERPOINT

“Mouse works diligently to prepare teachers across NYC so their students can become leaders in tech. Mouse has also changed the lives of my students by giving them the opportunity to learn, create, and achieve success in the field of technology. Their social skills have grown along with their tech skills. For that – I can’t thank you enough.”



DARLENE BOWMAN
TEACHER – DAVID MARQUIS HS,
STATEN ISLAND, NY



OUR IMPACT

BY THE NUMBERS

	FY 2019	FY 2020	YOY Increase
TOTAL STUDENTS	64,602	226,300	+250%
TOTAL EDUCATORS	1,074	8,000	+645%
TOTAL MOUSE CREATE SITES	595	1,055	+77%
TOTAL MOUSE CREATE ACTIVE LEARNERS	11,204	14,870	+32%
TOTAL STUDENTS AT EMOTIC-CON!	115	326	+183%
TOTAL DESIGN LEAGUE SITES	3	5 (Includes Virtual Sites)	+67%
TOTAL DESIGN LEAGUE STUDENTS	65	74	+14%



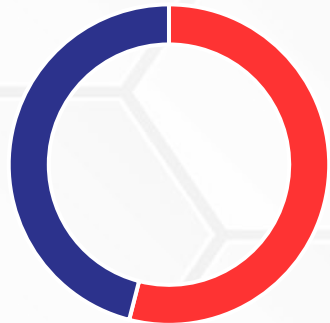
OUR IMPACT

DEMOGRAPHICS

STUDENT DEMOGRAPHICS

Design League:

Gender



■ Male ■ Female

Students Of Color

96%

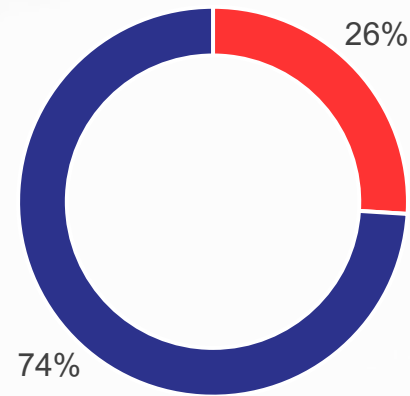
Mouse Create:

Students Of Color:

81%

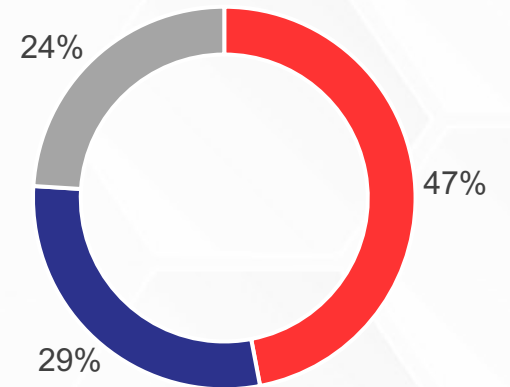
TEACHER DEMOGRAPHICS

Gender



■ Male ■ Female

Grade-Level



■ K-5 ■ 6-8 ■ 9-12

Teachers Of Color

53%

In The U.S., **79%** Of Teachers Are White Women



DOMESTIC PRESENCE



of Mouse Programs Serve the NYC Metro Area



GLOBAL PRESENCE

Students in these countries access Mouse Create:

ALGERIA
AUSTRALIA
BELGIUM
BRAZIL
CANADA
CHINA
CZECHIA
DENMARK
D.R. CONGO
FRANCE
GERMANY
GHANA
GUATEMALA
INDIA
INDONESIA
IRELAND

ITALY
ISRAEL
MEXICO
MONGOLIA
NEW ZEALAND
PAKISTAN
POLAND
PORTUGAL
SPAIN
SOUTH KOREA
ST. KITTS
THAILAND
TURKEY
UK
UKRAINE



OUR SERVICES & PROGRAMS

FOR STUDENTS

MOUSE CREATE:

Mouse Create is Mouse's proprietary learning platform for computer science and STEM. It comprises more than 200 hands-on projects in 30+ competency areas, including design, circuitry, coding, games, web literacy, and more. **Mouse Create continues to make impressive strides, reaching 1,055 schools nationwide this year and serving 14,870 students, an increase of 45% over the previous year.**

MOUSE DESIGN LEAGUE:

Mouse Design League is an after-school design and technology program in which high school students apply human-centered design concepts and technology skills to create inventions that make a positive impact on the lives of others. Over the course of this year-long program, students brainstorm, prototype, and present assistive technology and projects with practical applications. **During fiscal year 2020, 74 students at four sites participated in Design League, which Mouse invested to turn into a 30-hour in-classroom tech curriculum for middle and high school students. This program will grow to reach 1,000 students in NYC in 2021.**

EMOTI-CON:

The 12th annual Emoti-Con NYC Youth Digital Media & Technology Challenge was a virtual project fair and competition for young people throughout the City. **This past year, 326 teens from 29 schools and afterschool programs across NYC submitted 87 innovative projects, a 47% increase from last year.** At the end of the Virtual Project Fair, Judges from Facebook, Netflix, Verizon, Google, Smithsonian, IBM and many other technology and media organizations and college programs evaluated each submission to select 5 winners and 5 honorable mentions.





OUR SERVICES & PROGRAMS

FOR EDUCATORS

GOOGLE CS FIRST:

Mouse runs professional development workshops throughout the year based on Google's CS First curriculum. This free, video-based computer science curriculum is designed for teachers with no prior computer science knowledge. In these hands-on training workshops led by Mouse, teachers learn how to use CS First in tech classrooms. Mouse's instruction prepared teachers to introduce students to fundamental computer science concepts and build computer programs using Scratch, a block-based programming language.

In 2020, Mouse provided over 180 hours of professional development training in Google CS First to 60 teachers.

CODE.ORG:

Mouse offers several levels of professional training workshops based on curricula developed by Code.org, a leader in STEM and computer science education for K-12 students. These include CS Fundamentals (Grades K-5); CS Discoveries (Grades 6-10); and CS Principles (Grades 9-12). All curricula are compliant with New York State's Computer Science and Digital Fluency learning standards.

In 2020, Mouse conducted 141 hours of professional development in Code.org to 124 teachers.

NATIONAL SCIENCE FOUNDATION (NSF):

Mouse is a recipient of a prestigious grant from the National Science Foundation (NSF) in partnership with New York City's CS4All initiative. Under this program, Mouse provides training to teachers and school administrators in various regions of New York State. This training is based on Strategic Computer Science for All Resource & Implementation Planning Tool (SCRIPT), a research-based framework that enables school leaders to create or expand computer science education programs in their respective schools and school districts.

Mouse provided SCRIPT training to 10 principals and school administrators.



OUR COVID-19 RESPONSE

EMPOWERING STUDENTS TO THRIVE

When New York City ordered all schools closed on March 16, 2020 in response to the fast-spreading COVID-19 pandemic, over one million K-12 students were plunged into a deeply uncertain future. Isolated from their friends and regular activities, they were forced to continue their learning in a radically altered environment.

Mouse, too, was affected by these unprecedented circumstances. It is a testament to Mouse's agility and resourcefulness that we were able to pivot quickly in a highly fluid situation. We successfully moved all of our programs to virtual environments while maintaining the quality and substance of these programs. The following is a brief overview of our activities during this period:

SUMMER BRIDGE:

Mouse was one of the elite organizations selected to participate in New York City's Summer Bridge program in the summer of 2020. This program was created to fill the gap created by the cancellation of the city's Summer Youth Employment Program (SYEP) due to COVID-19. Mouse provided learning content to **745 city youth**, helping them build a shareable digital portfolio showcasing their new skills in web coding, game design, video creation, graphic design, and 3D/CAD design.

MOUSE DESIGN LEAGUE:

At the start of the COVID-19 pandemic, Mouse converted this popular program to a wholly online format. In addition to the regular curriculum, we organized a series of career-oriented **Ask Me Anything** talks where several tech professionals discussed their careers and answered questions live from students. Hundreds of NYC high school students participated in these forums.



"I am ecstatic about the idea of Emoti-Con celebrating student projects virtually this year. A virtual Emoti-Con is symbolic of human perseverance during times of crisis. It shows that although coronavirus might have confined us inside our homes for now, it cannot deter us from developing creative ways to solve urgent problems."

- ABHAY B., DESIGN LEAGUE MEMBER



OUR COVID-19 RESPONSE

EMPOWERING TEACHERS AND PARENTS IN LOCKDOWN

EMERGENCY TEACHER TRAINING

Teachers similarly had to scramble to adapt their pedagogy to the unfamiliar landscape of remote learning.

When the COVID-19 pandemic forced the closure of all schools in New York City on March 16, 2020, over one million K-12 students were suddenly faced with the prospect of losing months of instruction and suffering permanent setbacks to their academic careers. Mouse has played a direct and notable role in efforts to defuse the K-12 educational crisis. Responding to an urgent request from the New York City Department of Education (NYC DOE), Mouse geared up its resources and began to train teachers in the implementation of a remote learning model. We also conducted a series of training workshops for various partner organizations such as Code.org, Google, Verizon and Per Scholas in addition to playing an important role in Infosys Pathfinders Summer Institute 2020.

As a result, Mouse successfully trained teachers in 22 states including over 8,000 teachers in New York City in 2020.

PARENT RESOURCES

School closures and families choosing to stay home during the COVID-19 crisis, created an immediate need for Mouse to create special resources to help parents keep their children interested in STEM and computer science learning. We selected and published several projects from our Mouse Create online learning platform including stop motion animation, JavaScript and 3D design projects. Students worked on these projects at home without an account, educator guidance, or materials. Each project included a lesson plan and step by step instructions, so students could work by themselves or with an adult. Parent resources were also provided with guidance on project features such as work submission, collaboration, assignment, and commenting.



"I love that these workshops are being held often. I am able to implement the new skills I am learning in the virtual classroom immediately. The workshops expand my knowledge of the topics and allow me to approach STEM learning with a wider lense."

- TEACHER ON MOUSE TRAININGS



2020 DIVERSITY IN TECH AWARDS

MEET THE “EXCELLENT MOUSE STUDENT INNOVATOR”: KHS STEM CLUB



“Students with disabilities can benefit from Mouse, from the step by step visual instructions to the time given to explore a topic between tasks. Also, the students’ digital skill level doesn’t matter. They all can create with Mouse.”

- MS. BOWMAN, GKHS STEM CLUB TEACHER

At the 2020 Diversity in Tech Awards, which Mouse organizes every year, the award for **“Excellent Mouse Student Innovator”** went to a group of high school students from Staten Island. The students belong to a group called **GKHS STEM Club**, a club in which all of its members have Autism or other developmental challenges. Their school is part of NYC Department of Education’s District 75, a designation that serves students with special needs.

Among the innovative projects developed by this group is a game called **Animal Rescue Go! Deer Remix**. This project, which was submitted to the 2020 Emoti-Con science fair, addresses the issue of wild deer that populate Staten Island. The students’ vision was to create a mobile Augmented Reality app that would allow users to send geo-location data to wildlife conservation agencies as well as report on real-life deer sightings by individual players.

GKHS STEM Club is led by a remarkable teacher named Darlene Bowman, herself a winner of a Mouse teaching excellence award. Ms. Bowman’s school adopted the Mouse Create online platform four years ago. Since then, she has developed a robust Mouse program at her school and has participated in a number of professional development workshops offered by Mouse to develop her knowledge in a variety of STEM and CS topics.



2020 DIVERSITY IN TECH AWARDS

MEET THE “MOVING MOUNTAINS MOUSE EDUCATOR”: LILY HO TURULA



The winner of the “***Moving Mountains Mouse Educator***” award at Diversity in Tech Awards 2020, **Lily Ho Turula** is a K-5 Special Education & Computer Science Lead Educator at PS 133 in Queens. She is a passionate advocate for educational equity and culturally responsive learning that lowers barriers for children from disadvantaged backgrounds.

She is an active member of the NYC CS4ALL initiative, responsible for staff development, CS curriculum integration and promotion of CS culture within the school community. Besides her regular teaching duties, she advances the cause of STEM education in a number of different roles: as a Queens representative to NYC CS4ALL Family Council and workshop coach and facilitator for “Girls Who Code.”

“I love Mouse because it helps me with curriculum materials that would personally take me months to create. Thanks to Mouse, I now have them at my fingertips, including lesson plans with learning standards and simple instructions for students to follow.”

- LILY HO TURULA, TEACHER

Ms. Turula feels a strong connection to the community she serves. In her words, “Community is a feeling. It is not where you are, but how connected you feel. It is a feeling of inclusion and belonging, belonging to something greater than yourself.” Ms. Turula’s commitment to the community extends far beyond words. She is the creator of an innovative program called “***Scratch Social Justice Choice Board***,” which teachers can use to lead students through an activity where they choose control flow structures for a protest movement.



OUR FINANCIALS

ASSETS

Cash and cash equivalents	\$1,136,457
Investments	\$388,437
Unconditional promises to give	\$15,000
Government grants receivable	\$251,377
Program fees receivable	\$149,033
Prepaid and other expense	\$21,342
Cash held for letter of credit	\$32,400
Fixed assets	\$4,260
TOTAL ASSETS	\$1,998,306

LIABILITIES AND NET ASSETS

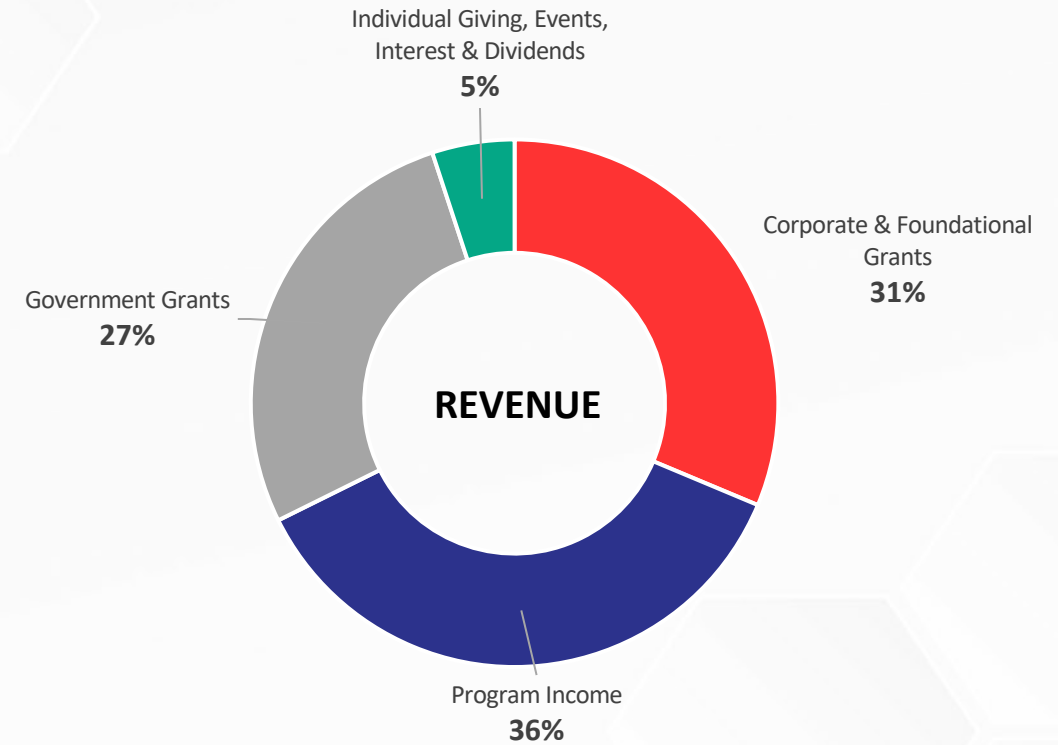
Accounts payable and accrued expenses	\$35,879
Deferred rent	\$28,112
Conditional contributions	\$25,000
Paycheck Protection Program loan	\$359,750
Loan payable	\$149,900
TOTAL LIABILITIES	\$598,641
Without donor restrictions	\$1,086,733
With donor restrictions	\$312,932
TOTAL NET ASSETS	\$1,399,665
TOTAL LIABILITIES AND NET ASSETS	\$1,998,306

REVENUE

Government grants	\$646,461
Contributions	\$841,427
Earned income	\$864,108
Interest and dividends	\$9,893
Other income	\$9,842
TOTAL REVENUE	\$2,371,731

EXPENSE

Program services	\$1,662,881
Management and general	\$383,976
Fundraising	\$265,828
TOTAL EXPENSES	\$2,312,685





OUR DONORS



Proud to earn:

CHANGEMAKERS: \$200,000+



LEADERS: \$100,000 - \$199,000



INNOVATORS: \$50,000 - \$99,999



INVENTORS: \$25,000 - \$49,999



ENTREPRENEURS: \$10,000 - \$24,999





OUR DONORS

CREATORS: \$5,000 - \$9,999

- Benevity Community Impact Fund
- Henry Street Settlement
- Dynamo Events
- ION Group
- Fred and Maxine Rumack Family Foundation
- Lisa Carlin
- Seth Goldberg
- Wells Fargo Foundation

SUPPORTERS: \$2,500 - \$4,999

- Harmony School of Excellence
- California Emerging Technology Fund
- McMaster-Carr Supply Company
- Capital One
- Dutchess County BOCES
- EY
- Amy Kadomatsu
- Orin and Sons Mechanical
- Quantitative Brokers

CONTRIBUTERS: \$1,000 - \$2,499

- WSP Foundation
- Tasso Argyros
- Bright Funds
- Learning Community Charter School
- Eventbrite
- BOE Eastchester Union Free School District
- Melissa Womack
- Clemson University
- University of California
- Northeast (Webutuck) Central School District
- Assoc for Independent Schools of Western Australia
- David Durrant
- Facebook Payment
- Archerpoint
- Burnsville Senior High School
- Dawn Barber
- Eastview Senior High
- Jeri Finard
- San Mateo County Schools

FRIENDS: \$1 - \$999

- Percent Pledge
- Ellen Boardman
- Pine Bush CSD
- Grigoriy Lauren Shub
- Ezra Werlinich
- YourCause
- Conejo Valley Unified School District
- Harlem Academy
- Independent School District
- Manhattan Bridges High School
- McPherson Magnet School
- Moreno Valley Unified School District
- National Heritage Academies
- Orinda Union School District
- Rodgers Middle School
- Rolesville Charter
- Sonoma County Schools
- St. Joseph High School
- Stephen Hill
- Summit Schools at Queens
- The Atlanta Academy
- Well Springs Unified Union SD
- Madeleine Wax
- Jenniffer Sanchez
- Bank of America Employee Giving
- Honeywell International Charity Matching
- Daniel Rabuzzi & Deborah Mills
- Fidelity Charitable Gift Fund
- Joy Marcus
- Amazonsmile Foundation
- Amy Nelson
- Austin and Megan Ocello
- Catherine Holloway
- Glenn Florent
- Jennifer Lakin
- DuWayne Harrison
- Social Good Fund
- Arlen Khodadadi
- Danny Wright
- Erik Cortez
- John Cline
- Kwabena Agyemang
- Larry Lieberman
- Lauren Shanley
- Melinda Inzani LLC
- The Humana Foundation
- Tushar Sheth
- Zach Bubolo
- Thomas O'Connell
- Allison Fallier
- Dee Chambliss
- Kate Rosenbloom
- Elyse Richardson
- Thom Kozik
- Kathleen Dolan
- Elizabeth Martin
- Michael Feliu
- Give inLieu Foundation
- Network for Good



OUR MOUSE FAMILY



Anderson Emerole
Learning Design
Manager



Amelia Forrest
Financial Operations
Coordinator



Chelsea Formica
Chief of Staff



Julia Barraford-Temel
Sr. Director of Program
Management



Larry Lieberman
Chief Executive
Officer



Renae Williams
Chief Programs
Officer



Maggie Muldoon
Sr. Manager
Design League



Meredith Summs
Sr. Director After
School + Informal
Learning



Neil Bhattacharya
Development
Manager



Peizhu Yuan
Marketing +
Comm Coordinator



Tom Bijesse
Director Of
Instructional Design



Sarah Maldonado
Program Manager
DIIT Design League



MOUSE ALUM SPOTLIGHT

KHALEEL ANDERSON

Over the years, many Mouse alumni have gone on to achieve remarkable success in a variety of fields. To this list, we are proud to add Khaleel Anderson. Anderson, who was a Mouse Squad member at the P256Q school in Queens in 2012, was recently elected to the New York State Assembly for Assembly District 31. He represents parts of Arverne, Brookville, Far Rockaway, Hammels, Rosedale, South Ozone Park, South Richmond Hill, Springfield Gardens and John F. Kennedy International Airport.

Anderson began his young career as a community organizer at the age of 13 and has since been dedicated to leadership, service and advocacy. In 2011, he was an organizer for a local non-profit that trains cohorts of youth in civic engagement. Anderson was the youngest member of Queens Community Board 14 and his local Police Precinct Council during his tenure.

Anderson was born in Brooklyn and raised in the Rockaways. He received his BA from Queens College and is completing his MA in Urban Affairs.

Assembly Member Anderson is a leading voice in addressing issues of food insecurity, disaster preparedness, housing, transportation and healthcare planning in Assembly District 31.

Growing up with disabilities himself, Anderson joined Mouse to find solutions to help other students with disabilities. With the Mouse team at his school, Anderson designed an IT Repair Manual and TAP, a set of tools that people with disabilities can use to make their day-to-day life easier, including a locker opener and zipper pull.

Mouse is proud to have played a formative role in Anderson's remarkable journey. We wish him much success in his future public service career.

"Mouse has helped me to solidify my ideas in what I believe in -- to be a citizen of change."

- KHALEEL ANDERSON,
MOUSE ALUM



ON BEHALF OF EVERYONE AT MOUSE,

THANK YOU.