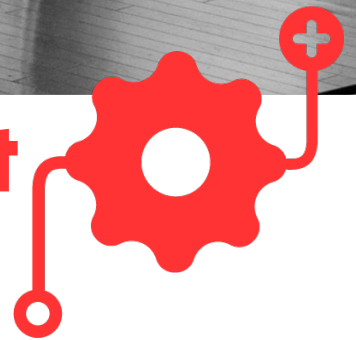




2021 annual report
mouse_





Letter From Leadership

As the 2020-2021 school year came to a close, educators across the country held onto hope for a brighter year ahead. Little did they know the COVID-19 pandemic would only continue to exacerbate the already well-known disadvantages facing students of color and in low-income communities, from lack of resources that would prohibit participation in a remote or hybrid class environment, to getting personalized attention on difficult subjects, assignments and tests.

Mouse couldn't watch from the sidelines as these unfair challenges only deepened the learning crisis that exists in our country. As a result, Mouse grew its programs to impressive, new heights, successfully equipping educators with the tools they needed and inspiring underprivileged youth to not only imagine their dreams, but to create them.

Highlights include:



Mouse's Design League, a human-centered design and computational thinking program, grew **+1,000%** in student participation from last year and expanded its sites **+280%** across Title 1 schools in high-need communities, reaching

- **1,000** students in **17** Title 1 schools, **14** middle schools, and **3** high schools in New York City alone. **93%** are students of color.
- **2,600** students in **42** schools in total. **95%** are students of color.
- **46%** female students, **52%** male students, and **1%** non-binary.

Mouse ensured Design League's success by training **51** educators to run this essential program both in their classrooms and in after-school programs.



For the 13th year in a row, Mouse held its year-end Emoti-Con NYC Youth Digital Media & Technology Challenge, offering Design League students the opportunity to create and share their innovative ideas with CS, STEM and design professionals across prestigious, high-profile companies including Meta, Google, Verizon, IBM, Accenture, and many more.

- In its second consecutive year as a virtual project fair, Mouse Emoti-Con student participants grew by **+33%** from last year, bringing in **453** ambitious teens to submit their ideas to Mouse's project-sharing portal, Mouse Create.



As we entered the second year of the pandemic, Mouse was able to pause our emergency remote education training for teachers and resume our renowned, in-depth teacher training, from K through AP computer science. In 2021, Mouse taught the broadest range of CS curricula to bolster technology education for teachers in the classrooms and in after-school programs, promoting teacher confidence and comfortability to guarantee the highest possible rate of student success.

We thank all of our stakeholders, partners, funders, and industry mentors for the vigorous and passionate new support that is enabling Mouse to devoutly educate and empower the next generation of technology leaders as we prepare for continued growth in 2022 and beyond, especially in the New York Metro Area.

As the harsh effects of the pandemic continue to disproportionately impact students of color and low-income communities, your investments in education equity and continued support have never been more vital in helping Mouse pour its energy into closing the ever-widening technology education gap.

Together, we can use technology as a force for good to create more opportunities for our youth and a brighter future for the world.

With Sincere Gratitude,
Larry Lieberman, CEO



A Force For Good

Mouse is a national youth development nonprofit that puts tech education equity first. For more than 20 years, our goal has been to ensure students of color and youth 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, *even against the backdrop of the COVID-19 pandemic.*

As a result of the pandemic...

- ⚙️ Learning loss fell **disproportionately on low-income, minority and underserved students** as academic gaps in STEM continued to increase.
- ⚙️ **1 in 6 students** taking a STEM course, **particularly students of color or from low-income households**, often had internet connectivity or other technology problems, gravely impacting their ability to learn.
- ⚙️ Experts predict that the long-term impact of pandemic learning could result in a **further reduction in the quantity and diversity of future STEM professionals.**

At the same time...

- ⚙️ More than **1,000,000 STEM jobs** will be added by 2029, an **11% growth** compared to less than 8% for all other industries.
- ⚙️ STEM jobs earn **higher than average wages (\$89,780 vs \$40,020)** and are **more resistant to economic shocks** (unemployment in STEM jobs peaked at 9% in 2020 vs 16% for non-STEM jobs).
- ⚙️ **47% of STEM jobs** are explicitly computer-related (projected to grow to 49% by 2029).



A Force For Support



// We participated in the program last year and saw a 20% improvement in attendance along with increased participation in classroom activities. //

- Suleika Dotel | Principal – Is 318; Bronx, NY

// It wasn't just creating, co-creating, and learning technology, it was also teaching empathy, compassion and service. //

- Sofia Russo | Assistant Principal – High School For Media + Communication; NYC



// The way Mouse Design League broke down different lessons and had resources and videos at our fingertips allows us to seamlessly share that with our students so they can have the potential to grow. //

- Pauline Kim | Visual Arts Teacher – Magnet School Of Innovation + Applied Learning; Queens, NY

// As a first-year teacher, The Design League was a really good template to implement design. It wasn't just a competition with criteria, they also added a curriculum. It gave me a rubric for years to come and I look forward to participating for as many years as it runs. //

- Victor Pinnock | Teacher - Bronx International High School; Bronx, NY





A Force For Impact

By The Numbers

As the pandemic continued to negatively impact student and educator attendance, Mouse focused on program growth to aid current and future students and educators.

| | FY 2020 | FY 2021 | YOY Change |
|--|---------|---------|------------|
| Mouse Design League Schools in NYC | 5 | 19 | +280% |
| Mouse Design League Students Enrolled | 74 | 991 | +1,240% |
| NYC Emotic-Con Student Innovators | 326 | 453 | +39% |
| Professional Development Training Hours Provided for Teachers | 20,500 | 35,272 | +72% |
| Mouse Create Online Learning Schools | 1,055 | 1,427 | +35% |



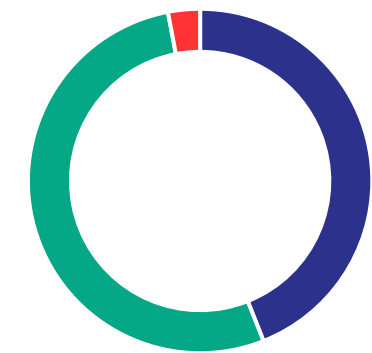
A Force For Diversity

Demographics

Student Demographics

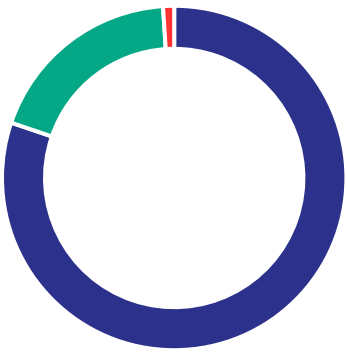
Design League:

Gender



■ Male
■ Female
■ Chose Not to Describe

Education



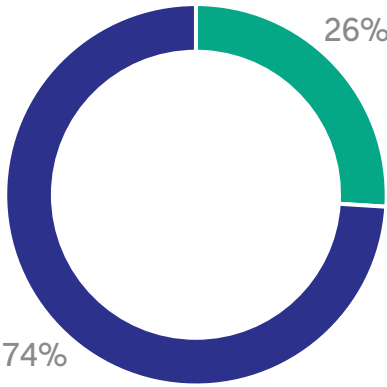
■ Middle School
■ High School
■ Post High School/College

Students
Of Color

95%

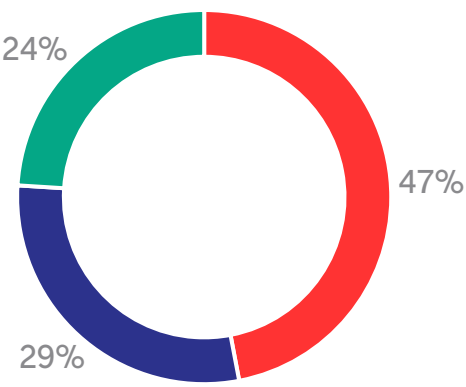
Teacher Demographics

Gender



■ Male ■ Female

Education



■ K-5 ■ 6-8 ■ 9-12

Teachers Of Color

53%

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



A Force For Innovation

Design League

Mouse Design League is an in-depth digital design program in which students work in teams to invent an original app that addresses a social need using the human-centered design process.

Our goal is to prepare youth from communities historically excluded from tech employment to succeed as professional technologists solving real problems and making meaningful change in our world.

Mouse is proud that Design League is providing the hard and soft skills young people will need to be successful in any career path they choose.

Mouse Design League is a comprehensive 6-month program for middle and high school students.

991 students participated at **19 NYC schools**.

68% of students reported leaving Design League with Good or Great career knowledge and skills.

80% of students improved in Applied SEL skills, **60% improved** in Adaptive Mindset.

After college, many Design League alums head toward a career path that was **inspired by their Design League experience**.



"We participated in Design League last year and saw a 20% improvement in attendance along with increased participation in classroom activities."

**- Principal Dotel
IS 318 (Bronx)**



A Force For Success

Design League Alum Spotlight: Avishek



Mouse is helping build the pipeline that will make the tech workplace more diverse and inclusive.



Despite his young age, it would not be an exaggeration to say that Avishek Paul is an exemplar of the American Dream. Born in Bangladesh, Avishek moved to America with his parents when he was four. Growing up in the Jamaica neighborhood of Queens, he attended the Baccalaureate School for Global Education in Astoria, NY.

Avishek joined the Mouse Design League in 2013, during his junior year, and stayed on until 2015. One of his fondest memories is that of attending the Emoti-Con youth tech fair for the first time. He and his team had worked hard on the mutual aid project they presented at the event. The project was the result of conversations he had had with members of the Adapt Community Network, formerly known as United Cerebral Palsy. He learned that people in wheelchairs often had difficulty negotiating the small gap that exists between a subway platform and the train door.

He and his teammates subsequently produced a wheelchair add-on they named "Gap-Assist." This device was designed to help people in wheelchairs to negotiate the gap without getting their front wheels stuck. "I was really proud of that project," he says. "It was very well-designed." He adds with a chuckle, "Anyway, it was as well-designed as we could make it at the time."

He also enjoyed the general camaraderie of belonging to the Design League. "During my senior year there were several other seniors in the group. We would talk about things like college applications, financial aid and so on."

Mouse also played a key role in helping Avishek find an internship at AppNexus during the summer of 2014. During his internship Avishek worked alongside a tech mentor from the company. He stayed in touch with his mentor over the following years as he completed his degree in Computer Engineering from Binghamton University. Approaching graduation in 2019, he reached out to his contact at AppNexus, which by then had been acquired by Xandr, the advertising arm of AT&T. His networking skills enabled him to secure an interview with Xandr, and he was soon offered a full-time job at the company.

Avishek worked at Xandr for two years. During that time, he became adept at product support and solutions consulting as part of a software development team. He continues that career trajectory today as a Senior Solutions Engineer at FreeWheel, another ad tech company that he joined in September 2021.



A Force For Success

Design League Alum Spotlight: Kaylah

After completing the Mouse program, Kaylah graduated from the New York City College of Technology in the summer of 2021 with a degree in Computer Information Systems. She is currently completing a six-month training program at Citibank. Her job involves a lot of coding, which Kaylah was first introduced to at Mouse. "At the time I thought I was never going to use coding again," she says with a laugh. "But now that I'm doing it all the time, I'm glad I had an opportunity to learn it when I did."

One of Kaylah's favorite memories of Design League is going to her first Maker Event. She was impressed that people her own age had such divergent and unusual approaches to solving problems. "I thought to myself, 'Whoa, I really need to get out of the box and look at things in a new way.'"

Besides technical skills, she credits Mouse with teaching her important life skills, such as critical thinking and communication. "Critical thinking is what I do every day. I have to come up with solutions to all kinds of problems but understanding how to present your solution is just as critical. When I was in the Design League, we had to practice our pitch until we could present an idea or concept coherently and fluently. It all comes down to how to talk to your target audience, it's a skill many people don't have."

As for her future career goals, Kaylah would like to build on the coding foundation she learned at Mouse. "I eventually want to get a job that primarily involves coding. Coding gives you endless possibilities. Once you know how to code well, you can do almost anything you want."

Kaylah believes more young people would benefit from belonging to programs like Mouse, not least because of the human connections it facilitates. "Making new connections is one of the best things in life you can do," she asserts. She is still in touch with most of the friends she made at Mouse. "No matter how much time has gone by, I can just pick up the phone and we connect immediately. Having a community around you that takes a genuine interest in you and your accomplishments can be a powerful force. Young people today need that because everything around us is so depressing. You need some positivity in your life."

"Having a community around you that takes a genuine interest in you and your accomplishments can be a powerful force."





A Force For Innovation

Additional Student Services & Programs



Mouse Create

Mouse Create is Mouse's proprietary learning platform for computer science and STEM. It comprises more than **300** hands-on projects in **30+** competency areas, including design, cybersecurity, coding, games, web literacy, and more. **Mouse Create continues to make impressive strides, used by 10,127 students at 1,427 sites nationwide this year, an increase of 35% from the previous year.**



Emoti-Con

The 13th 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, 453 teens from 42 schools and afterschool programs across NYC submitted 194 innovative projects, a 39% increase from last year.** At the end of the Virtual Project Fair, **80+** judges from Meta, Google, Verizon, IBM, Accenture, and many other technology and media organizations and college programs evaluated each submission to select **30** amazing finalists and **5** winners.



A Force For Growth

Educator Services & Programs



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 2021, Mouse provided 250 teachers with 1.5 hours of professional development training in Google CS First.

Code.org

Mouse offers 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 2021, Mouse provided 124 NY teachers with comprehensive professional development for Code.org computer science curricula.
- In 2021, Mouse provided 18 teachers with 72 hours of CS Principles PD.
- In 2021, Mouse provided 120 teachers with 6 hours of CS Fundamentals PD.

CS4All Exploring Computer Science (FY21)

- In 2021, Mouse provided 23 teachers with 72 hours of Exploring Computer Science PD.



Mouse Financial

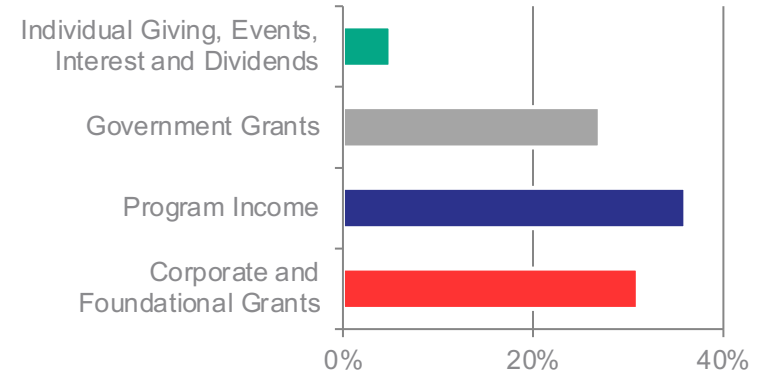
| ASSETS | 2020 | 2021 |
|--------------------------------|--------------------|--------------------|
| Cash and cash equivalents | \$1,136,457 | \$1,440,065 |
| Investments | \$388,437 | \$415,939 |
| Unconditional promises to give | \$15,000 | \$0 |
| Government grants receivable | \$251,377 | \$98,526 |
| Program fees receivable | \$149,033 | \$35,666 |
| Prepaid and other expenses | \$21,342 | \$32,364 |
| Cash held for letter of credit | \$32,400 | \$0 |
| Fixed assets | \$4,260 | \$1,567 |
| TOTAL ASSETS | \$1,998,306 | \$2,024,127 |

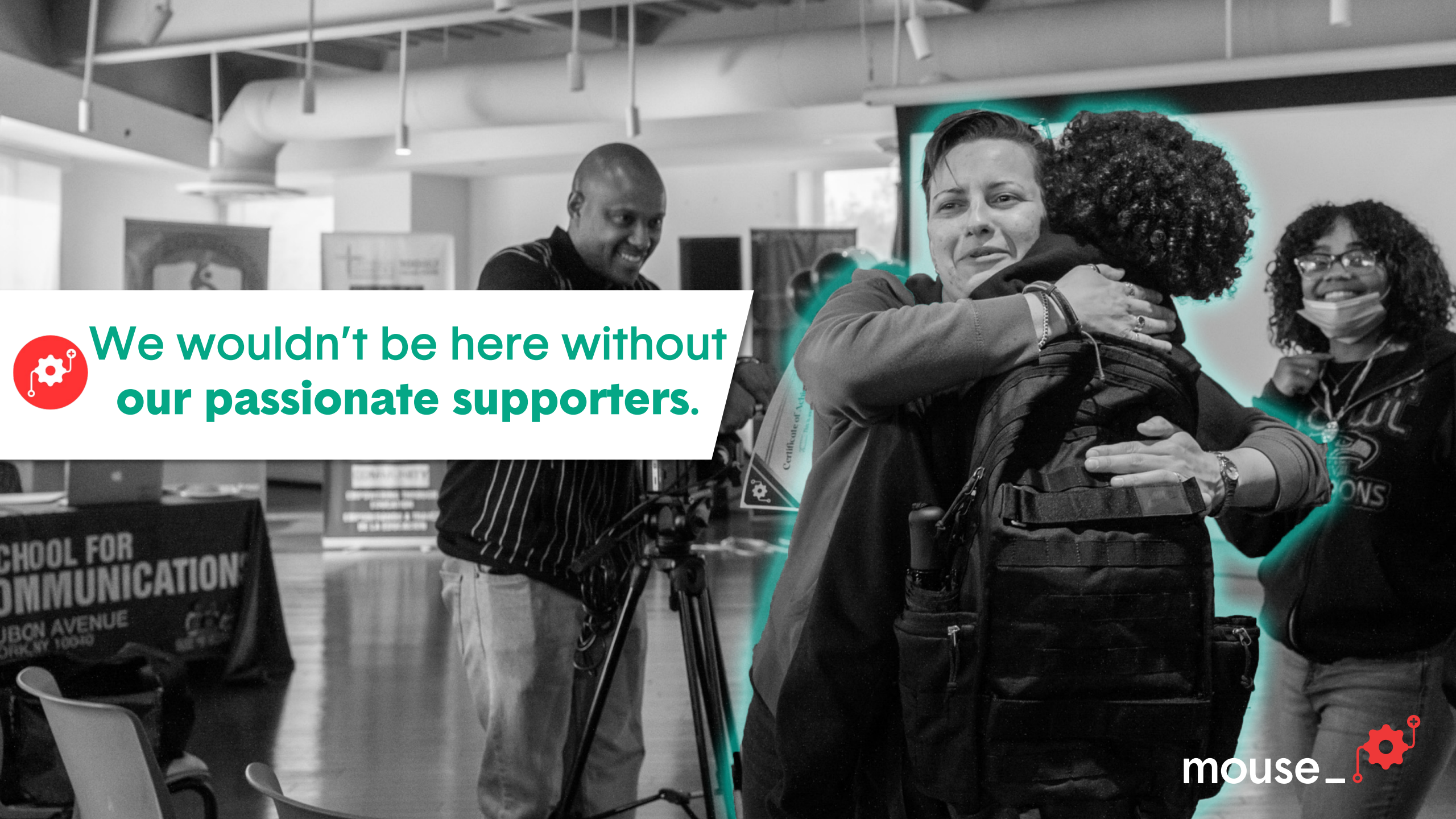
| LIABILITIES AND NET ASSETS | 2020 | 2021 |
|---|--------------------|--------------------|
| Accounts payable and accrued expenses | \$35,879 | \$52,855 |
| Deferred rent | \$28,112 | \$0 |
| Conditional contributions | \$25,000 | \$0 |
| Paycheck Protection Program loan | \$359,750 | \$359,700 |
| Loan payable | \$149,900 | \$149,900 |
| TOTAL LIABILITIES | \$598,641 | \$562,455 |
| Without donor restrictions | \$1,086,733 | \$1,436,672 |
| With donor restrictions | \$312,932 | \$25,000 |
| TOTAL NET ASSETS | \$1,399,665 | \$1,461,672 |
| TOTAL LIABILITIES AND NET ASSETS | \$1,998,306 | \$2,024,127 |

| REVENUE | 2020 | 2021 |
|---|--------------------|--------------------|
| Protection Program | \$0 | \$359,750 |
| Other government grants | \$646,461 | \$216,320 |
| Contributions | \$841,427 | \$499,695 |
| Earned income | \$864,108 | \$682,869 |
| In-kind contributions | \$0 | \$50,723 |
| Interest and dividends | \$9,893 | \$9,722 |
| Other income | \$9,842 | \$1,474 |
| TOTAL PUBLIC SUPPORT AND REVENUE | \$2,371,731 | \$1,954,162 |

| EXPENSE | 2020 | 2021 |
|------------------------|--------------------|--------------------|
| Program services | \$1,662,881 | \$1,415,562 |
| Management and general | \$383,976 | \$321,871 |
| Fundraising | \$265,828 | \$173,559 |
| TOTAL EXPENSES | \$2,312,685 | \$1,910,992 |

2021 REVENUE:





**We wouldn't be here without
our passionate supporters.**

Our Corporate Volunteers



Our Donors

\$50,000+



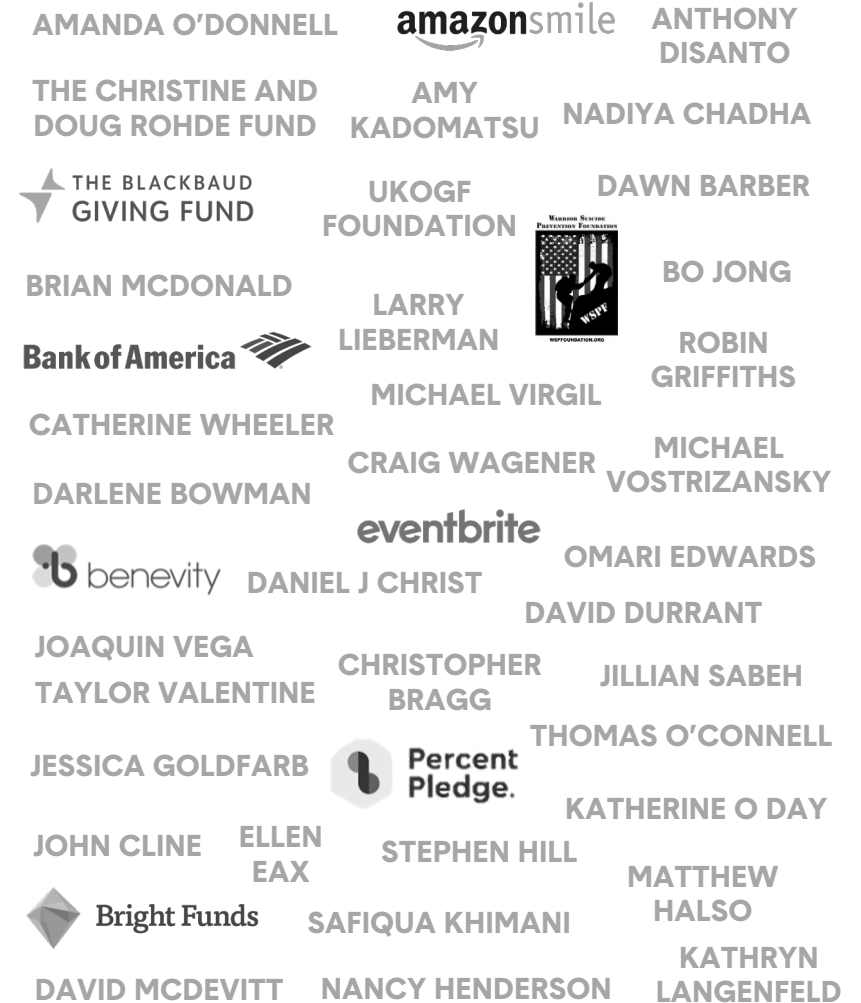
\$15,000 - \$50,000



\$1,000 - \$15,000



Friends





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_
THANK YOU!

