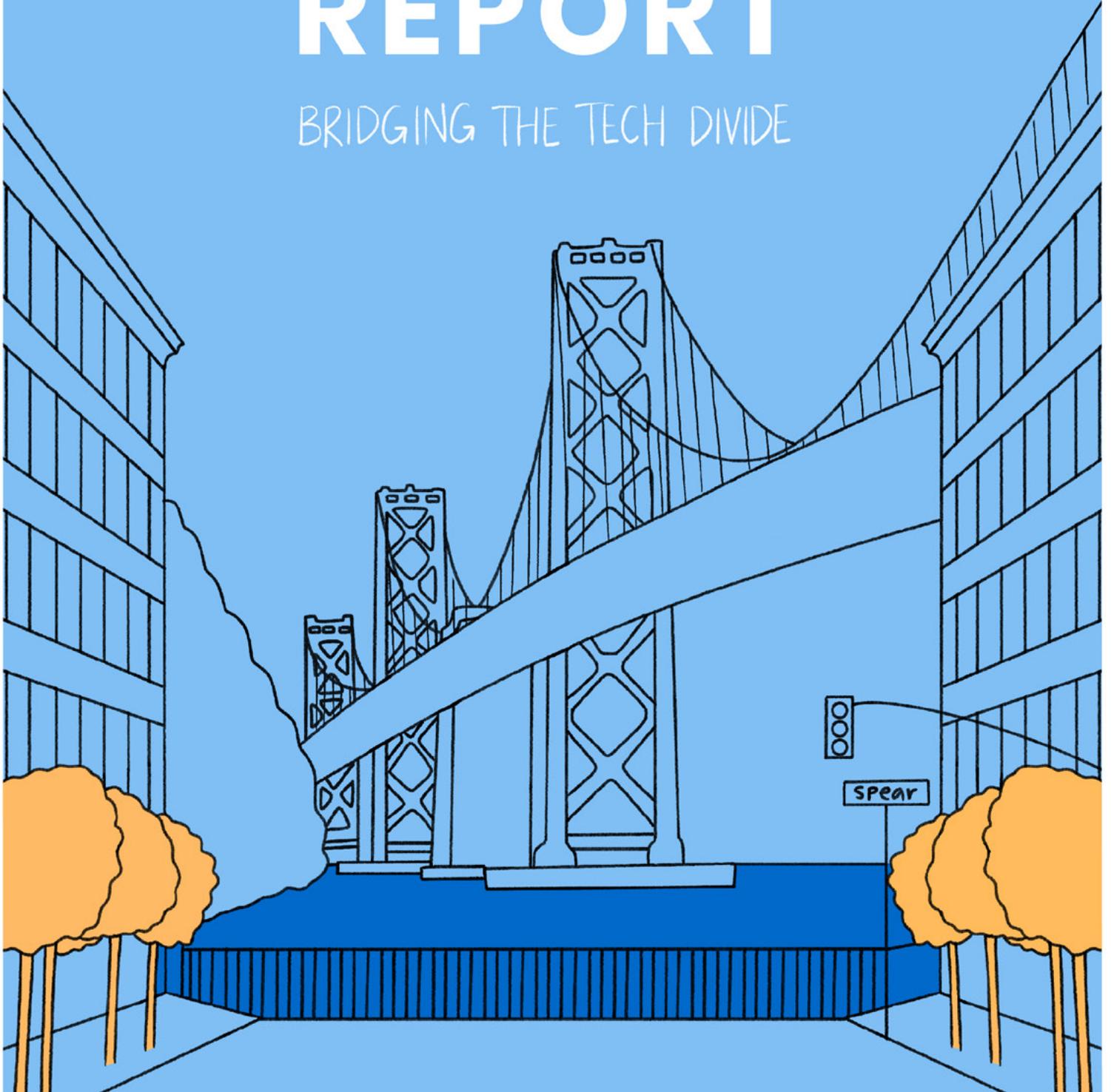


2020

# ANNUAL REPORT

BRIDGING THE TECH DIVIDE



## A Message From Our CEO



*Christina N. Ortega*  
CEO, Mission Bit



### Dear Friends,

2020 was a year like no other and it challenged us to come together like never before. Amidst the overlapping crises of a global pandemic and calls for long overdue racial justice, more than ever before we witnessed the need for access to digital skill-building opportunities for our youth. The fact that thousands of students across the Bay Area are still lacking access to computer science coursework is unacceptable. The Bay Area is a world-renowned tech hub, and our region's own youth are being left without opportunities to gain the skills needed to be a part of the global tech competition.

Mission Bit is here to bridge that gap.

Due to the pandemic and the ensuing mandated school closures in March, we were forced to cancel a semester of classes for the first time ever. None of us foresaw the uncertainty and interruptions to all aspects of life that the COVID-19 pandemic would cause this year. Despite the challenges, our impact has been powerful. This year we served 627 students, an all-time record! Our team added 10 new workshops and 2 new semester classes in virtual reality. We restructured our curriculum for an engaging online learning experience and launched our first virtual program.

The resilience of our team, partners, community, and students helped Mission Bit to reach more students than any year ever before -- and that is a huge feat worth celebrating.

I am excited to share more of our accomplishments this year and our vision for the future in this report. With a dedicated team of mission-driven individuals and your support, we will continue to move forward to create a greater impact next year!

In Community,  
Christina N. Ortega



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# OUR MISSION

Mission Bit is dedicated to inspiring and empowering Bay Area youth to unlock their full potential. We build college and career pathways for under-resourced students by making computer science and tech opportunities more accessible through our free project-based courses.



# CHALLENGE

The San Francisco Bay Area is a global hub of technology innovation, yet the region's youth are being denied opportunities to gain skills necessary to participate in this growing industry. Mission Bit aims to instill a passion for technology in young adults who likely would not have been exposed to computer science without our free programs.

We offer a range of introductory courses to capture a variety of student interests related to computer science: Web Design focusing on HTML, CSS, and UI/UX Design; Python; JavaScript; Unity 3D Game Design with C#; and Virtual Reality Game Design using the Oculus Quest 2.

Due to the COVID-19 pandemic, Mission Bit has faced significant challenges. In the spring, San Francisco's shelter-in-place order forced us to cancel seven classes at six San Francisco Unified School District (SFUSD) sites. To continue serving as many students as possible, we transferred all of our programming to a virtual format. We worked with industry professionals experienced in developing online programming to prepare our curriculum for summer offerings while our Student Advisory Board worked with staff to create remote workshops.

Since we began offering our courses and workshops virtually, we have been able to reach more students than ever before. Historically, we have served an average of 350 students a year. This year we served 627 students—267 in our semester-long courses and 360 in our workshops.

Thanks to a generous donation from the Pincus Family Foundation, we will be able to serve even more students through the launch of our Game Design Academy in 2021. Our growing variety of course options ensures that we can attract more students and retain them as returning participants. Our project-based learning framework engages and excites students as they deepen their understanding of computer science concepts while collaborating as members of a team.

# CORE VALUES



## Social Justice

Providing equal opportunities for the underrepresented & under-resourced



## Community

Cultivating a supportive environment of like-minded peers



## Love

Practicing empathy, honesty, and openness



## Accountability

Embracing the responsibility to inspire future generations



## Smart Risks

Encouraging the pursuit of passions

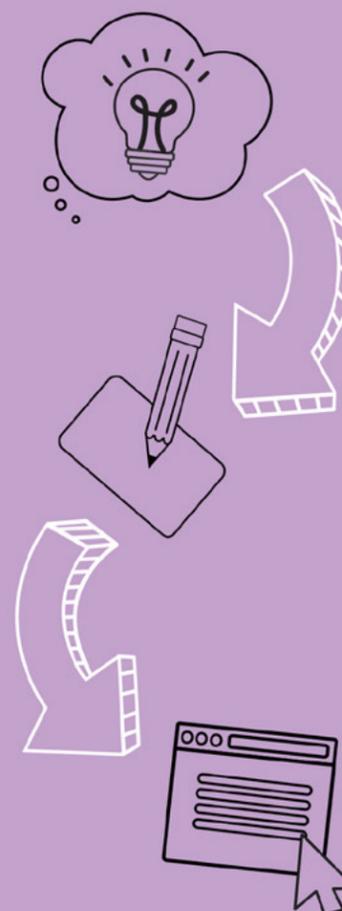


## \* PILOT ADULT PROGRAM

This year Mission Bit expanded its offerings to include a tech sales career preparation program for youth between the ages of 18 and 24 from low-income backgrounds. The program gives participants the opportunity to learn critical career skills and opens the door for entry into the tech profession by providing on-the-job skills through full-time apprenticeship with our partners at Vendition.

Mission Bit was excited to begin this program after seeing that continuation high schools had no computer science offerings. Students from continuation schools were looking for pathways into the tech industry with a low barrier to entry. We developed the program during the COVID-19 pandemic thus kept virtual learning at the forefront when planning components that would best suit young adults who experience unique challenges. We designed the program to help participants get a job as a Sales Development Representative, with typical earnings of around \$60K to start, which helps give them a strong financial and experiential boost to be successful throughout their careers.

Mission Bit provides the 21st-century skills that students require to thrive today and in the future. The tech industry is not just about programming computers; it is about innovation, collaboration, and problem-solving. Mission Bit believes in the importance of providing San Francisco's young adults with the opportunities needed to ensure social and economic empowerment. By providing students with the opportunity to develop their critical thinking skills and build their community with like-minded individuals, we are making this belief a reality.



# COMMUNITY



**Akemi Y.** | STUDENT

I believe what Mission Bit teaches is valuable because they gear us up with the skills to succeed in Web Design, Python, Unity, and computer science in general. This allows us to have more options in the future, like when picking college majors or even our careers. Computer science enables us to do so much and it's gradually taking over different aspects of life.



**Lilian E.** | STUDENT

Mission Bit has given me more confidence to become a leader because it has given me the space and platform to showcase my hidden leadership skills, whether it be on TikTok making coding videos or leading a workshop!



**Miguel G.** | VOLUNTEER

Mission Bit combines two of my favorite things: computer science and teaching. I'm always amazed at the progress the students make and the projects they create. I am grateful for a place like Mission Bit that allows me to give back to the community.



**Janel F.** | VOLUNTEER

It was an honor to serve as a volunteer for Mission Bit's team. I was moved by how dedicated the organization is to ensuring that students of color in the Bay Area had tech skills -- especially during the COVID-19 pandemic. A more inclusive tech sector makes more innovation possible, and I appreciate Mission Bit providing me with the opportunity to work with them to achieve this crucial goal.

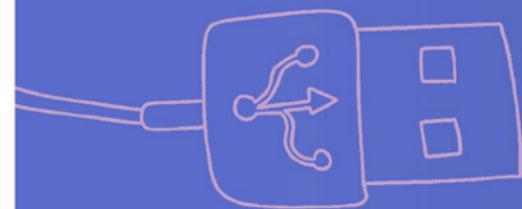


**Walter M.** | STUDENT

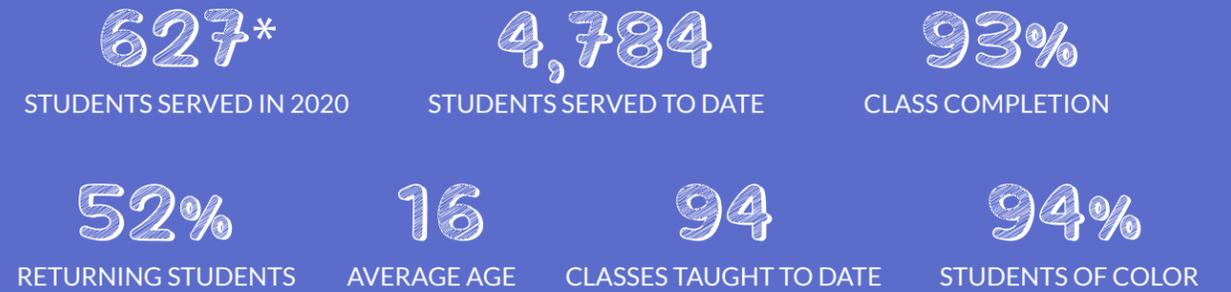
Mission Bit was a place where I felt safe, loved, involved, and included. It was a life-changing opportunity that I was able to be part of. It gave me confidence and strength by showing me that I had people who believed in me, people who wanted me to be successful in school, and most of all, to be successful in computer science.

I found that coding was something that we all had in common and we helped each other as students to learn together as one. I met new students that shared the same interest and love for coding, and that was awesome. I was and still am a shy student, but this program helped me to be more socially motivated and to not be afraid to be part of someone else's life, because meeting new people is not bad—it's great! Meeting and talking to new people is something that is going happen throughout someone's life and we shouldn't be afraid to face it. Going to this program gave me the strength to speak to others more easily and to be a leader by speaking my mind, saying what I need and want to gain. I learned that I can master something if I believe in myself, and I learned not to give up.

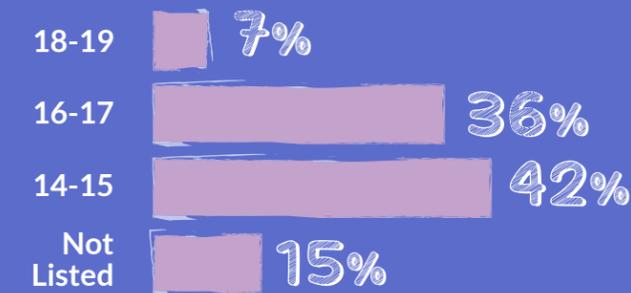
I was able to see people of color like me together in solidarity, helping one another and working together to accomplish a goal. Seeing people of color like me as guest speakers, who were successful in technology, demonstrated to me that I can also be successful in life and can count on people that have more expertise to support me to get there. Mission Bit is important because it builds community by using problem solving, teamwork, one-on-one support, and having high expectations for you. They help students learn by giving them the skills they need to take risks in life in so little time.



# WHO WE SERVE



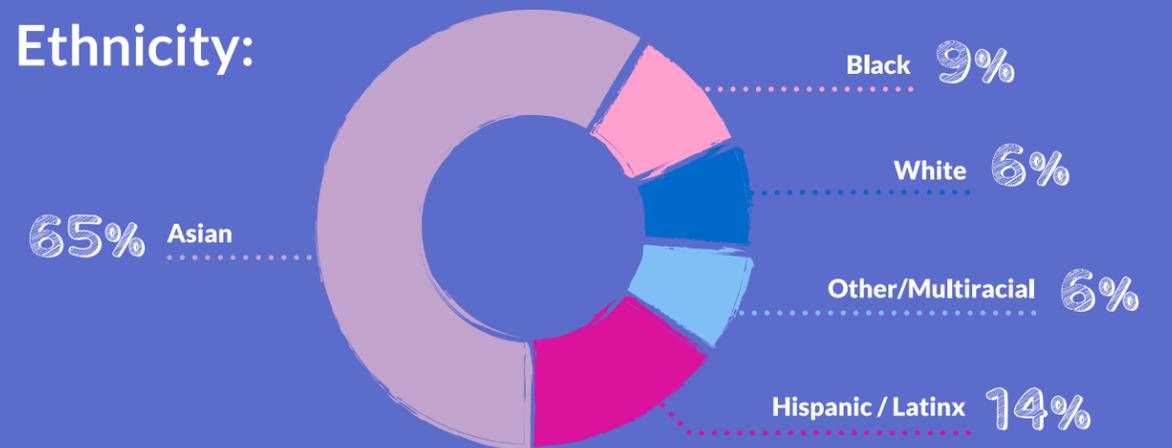
## Age:



## Gender\*:



## Ethnicity:



## Class Survey Data:



\*This includes 360 students who took one of our workshops. All other stats are based off students who took a semester class.

# STUDENT ADVISORY BOARD

In the fall of 2019, Mission Bit created a Student Advisory Board (SAB) to gain a student's perspective on our organizational planning as well as to create leadership opportunities for our students.

Our Student Ambassadors on the Student Advisory Board do amazing work to further our mission, including writing and facilitating workshops for their peers, creating effective social media posts, and planning events and conferences. SAB is entirely student-run, which means the Student Ambassadors have full ownership over their projects and hiring of new members. This independence allows them to gain leadership experience, build teamwork skills, and practice working on long-term, multi-phase goals.



**Alyssa**

*Lowell High School*



**Carmen**

*Galileo High School*



**Derick**

*Wallenberg High School*



**Ernest**

*Washington High School*



**Johnny**

*Washington High School*



**Joshua**

*Lowell High School*



**Lilian**

*Burton High School*



**Natalie**

*Washington High School*



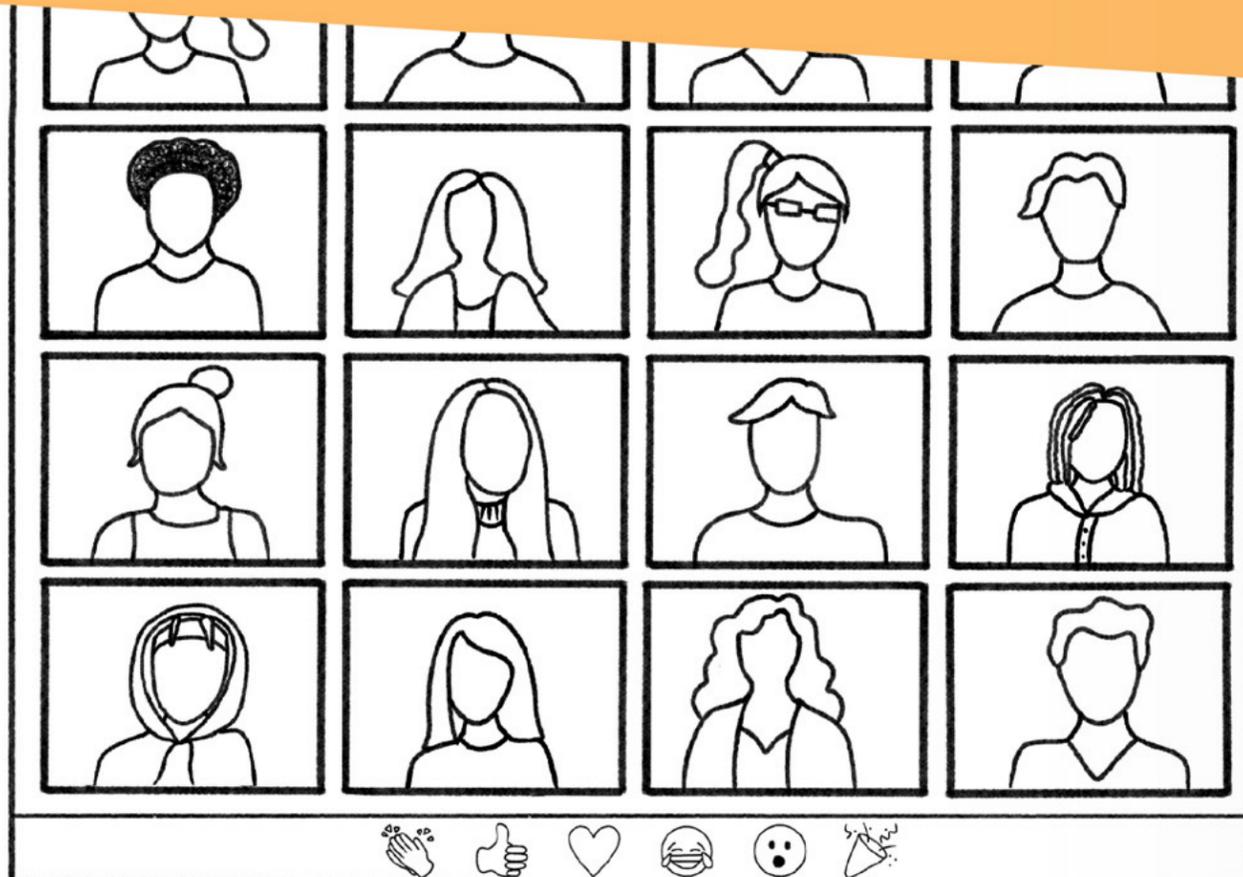
**Tara**

*Lowell High School*



**Trent**

*Skyline High School*



## BYTD: FIRST YOUTH-LED CONFERENCE

Our Student Advisory Board wrote their very own grant proposal to the YMCA and won \$10,000 through the Youth Empowerment Fund. The Student Ambassadors put their hard-earned grant money to good use: not only were they able to organize and facilitate the Bridging the Youth Tech Divide conference to inspire young people to find their niche in the tech field, but they also used the majority of the funds to purchase laptops to give to students in need to make distanced learning more accessible.

[CLICK HERE](#)

## OAKLAND WORKSHOP

Student Ambassadors Oscar, Trent, and Ernest developed the curriculum for their own Unity Game Design workshop and visited an Oakland school to teach their workshop to an 8th-grade class. The Heads Up Oakland program hosted this workshop.

[CLICK HERE](#)



# 2020 EVENTS

# 2020 EVENTS



[CLICK HERE](#)

## 4TH ANNUAL GALA

At this year's annual gala, attendees heard heartwarming Mission Bit student stories, as well as speeches from San Francisco Mayor London Breed and Stockton Mayor Michael Tubbs. The Gala exceeded Mission Bit's fundraising goal, allowing us to continue providing classes and essential tech resources to the students who need them most.



[CLICK HERE](#)

## FIRST VIRTUAL DEMO DAY

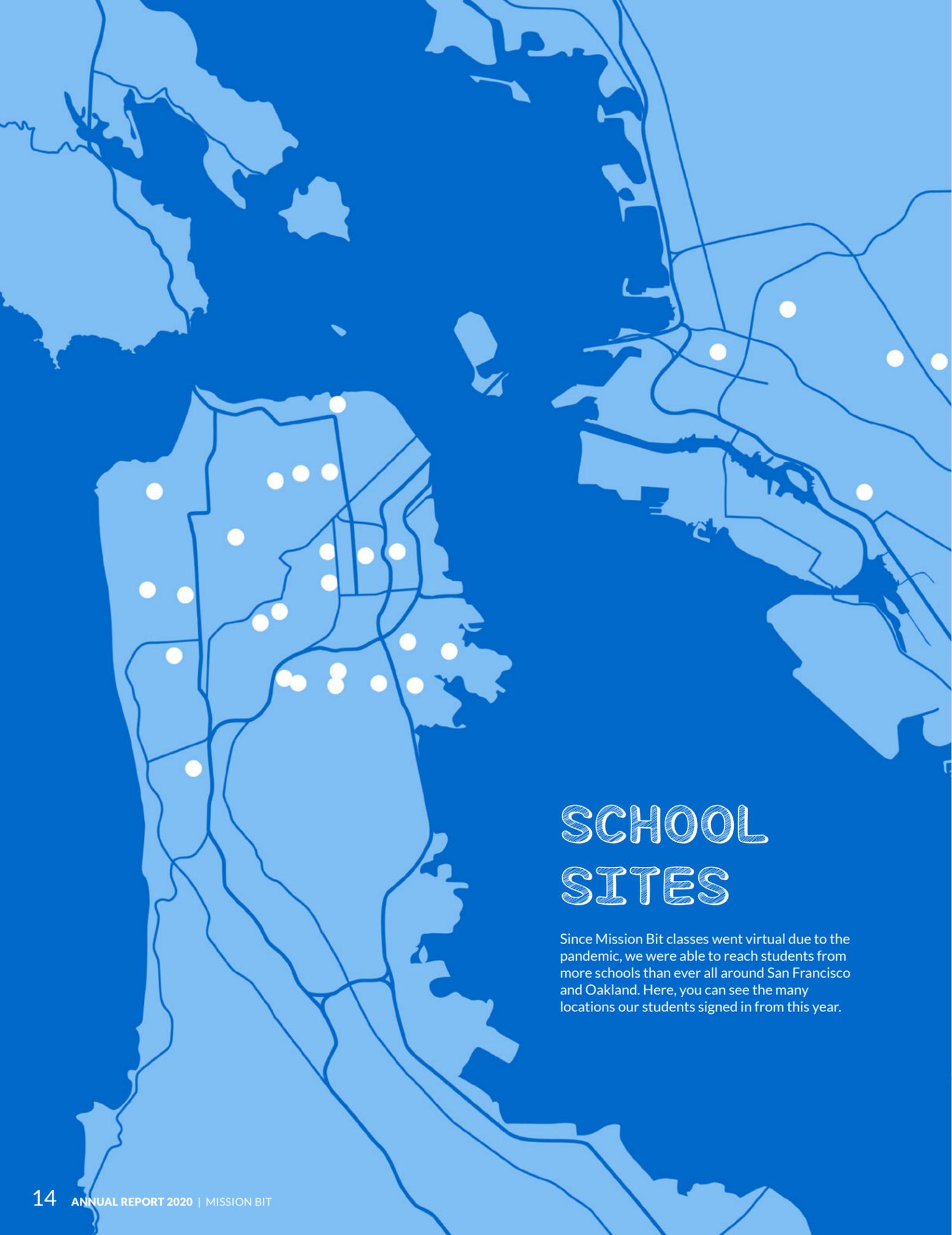
Due to pandemic restrictions, this summer's Demo Day went virtual for the first time. Students had the opportunity to showcase their final projects to our judges on Zoom, who determined winners in the categories Most Significant Impact, Most Innovative, and Most Technical.

# VISION 2021

In 2021, Mission Bit will launch a focused enrollment model to ensure we are serving students who need access to our courses most. This model involves intentionally focusing on and engaging students from school sites that have little to no access to computer science courses.

This way we can empower under-resourced students with the skills necessary for success and upward mobility in the modern world and, in turn, create a positive, lasting impact on their communities.



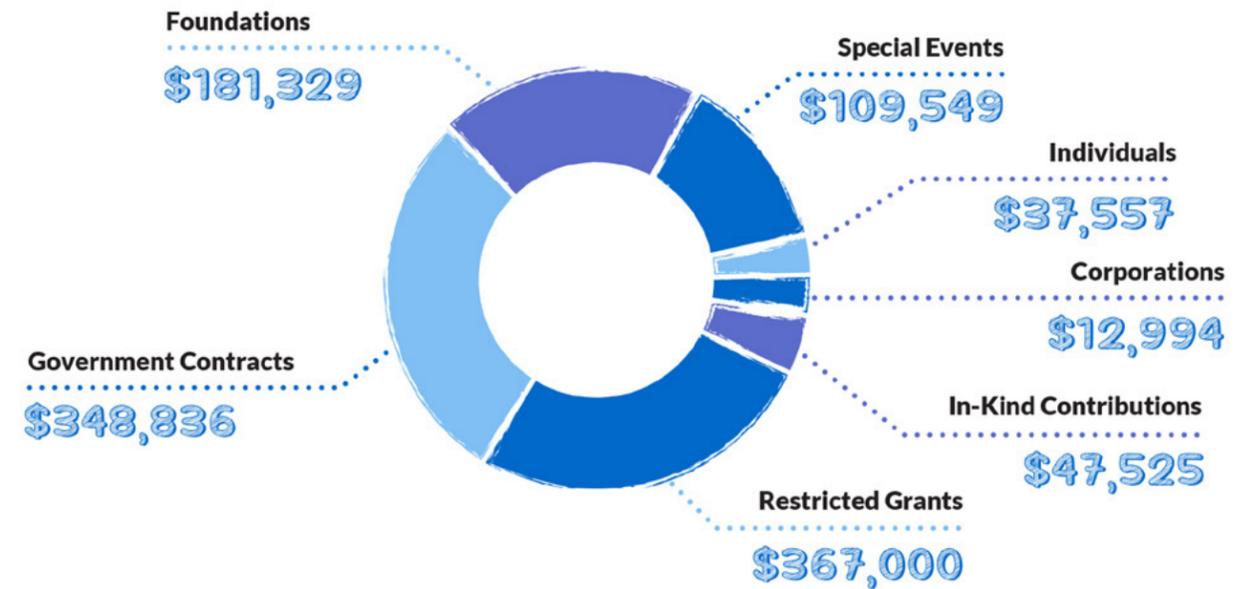


## SCHOOL SITES

Since Mission Bit classes went virtual due to the pandemic, we were able to reach students from more schools than ever all around San Francisco and Oakland. Here, you can see the many locations our students signed in from this year.

# REVENUE & PARTNERS

## Revenue



## Corporate & Community Partners

- |  |  |
|--|--|
| Anthem Blue Cross Foundation                   | Love Haight Computers  |
| Booker T. Washington Community Services Center | MYEEP  |
| Bothin Foundation                              | Oakland Unified School District                                |
| City College of San Francisco                  | Pincus Family Foundation                                       |
| College Track                                  | Related Affordable Foundation                                  |
| Cruise   | San Francisco Black Firefighters Association                   |
| Episcopal Impact Fund                          | San Francisco Department of Children Youth, and their Families |
| Facebook                                       | San Francisco Office of Economic and Workforce Development     |
| Gateway High School                            | San Francisco Unified School District                          |
| Golden State Warriors Foundation               | Silicon Valley Bank  |
| Google   | The Stanley S. Langendorf Foundation                           |
| Jyve   | Thrivetalk   |
| KIPP SF College Prep                           | Unity Technologies   |
| Latino Community Foundation                    |  |
| Leadership High School                         |  |



eliminating  
the tech  
divide

## MISSION BIT TEAM



**Christina Ortega**  
Chief Executive Officer



**Cora Monokandilos**  
Director of Curriculum



**Cynthia Chin**  
Director of Programs



**Genevieve Mossey**  
Program Coordinator



**David Topete**  
Videographer

## BOARD OF DIRECTORS:

**Saskia Leggett**  
Learning Experience Designer

**Sam Purtill**  
Co-founder & CTO  
at Jyve

**Bob Ippolito**  
Entrepreneur

**Brian Clark**  
Engineering Manager  
at Cruise Automation

**Abhay Kumar**  
Chief Product Officer  
at Helium

**Jill McNay**  
Marketing Professional

**Farid Vij**  
Head of Corporate  
at Development  
Citizen

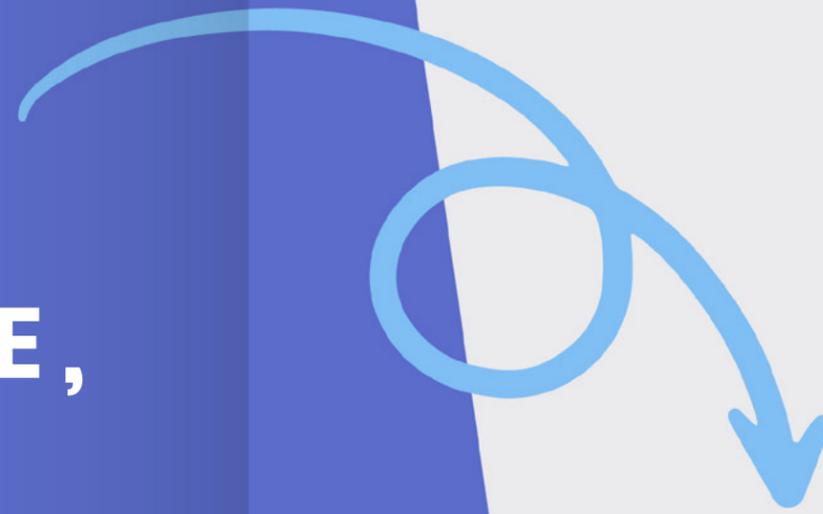
**Clive Downie**  
CMO  
at Unity Technologies

**Michael Walker**  
Principal Consultant  
at BrandGeneering, Inc.

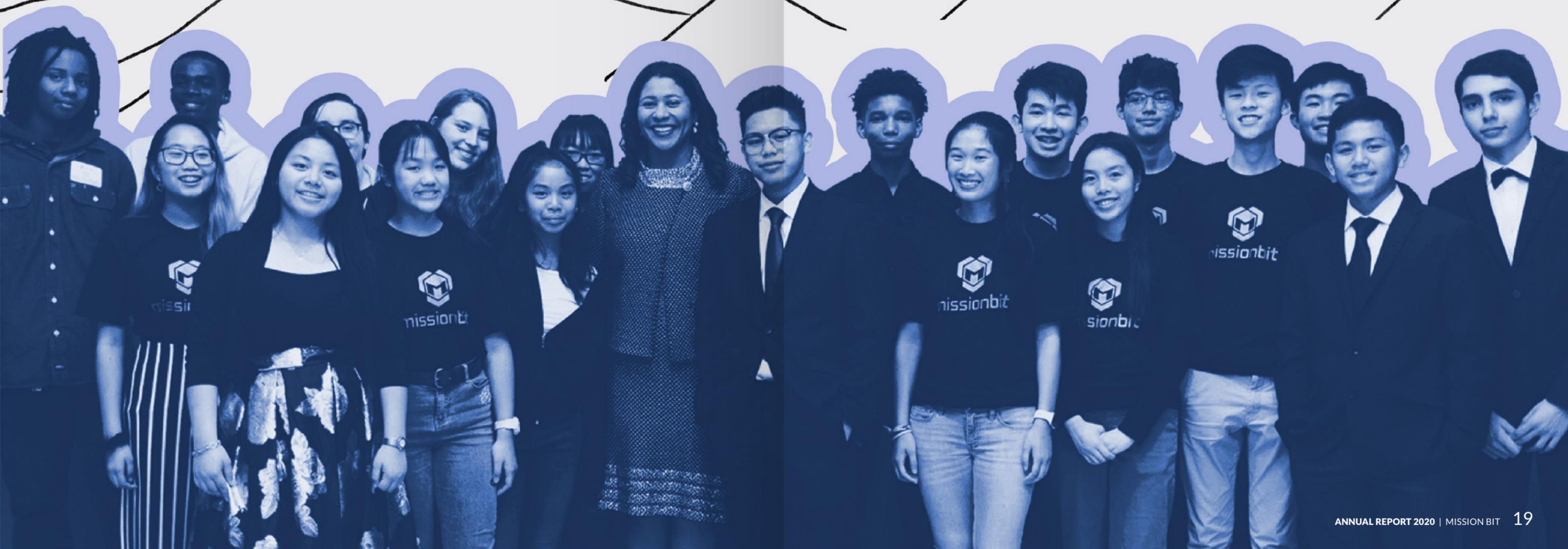
**Jeff Schnitz**  
Managing Director and President  
SVB Wealth Advisory  
at Silicon Valley Bank

WE VALUE:

COMMUNITY,  
SOCIAL JUSTICE,  
SMART RISKS,  
ACCOUNTABILITY,  
AND LOVE.



MISSION BIT



## Volunteer \*

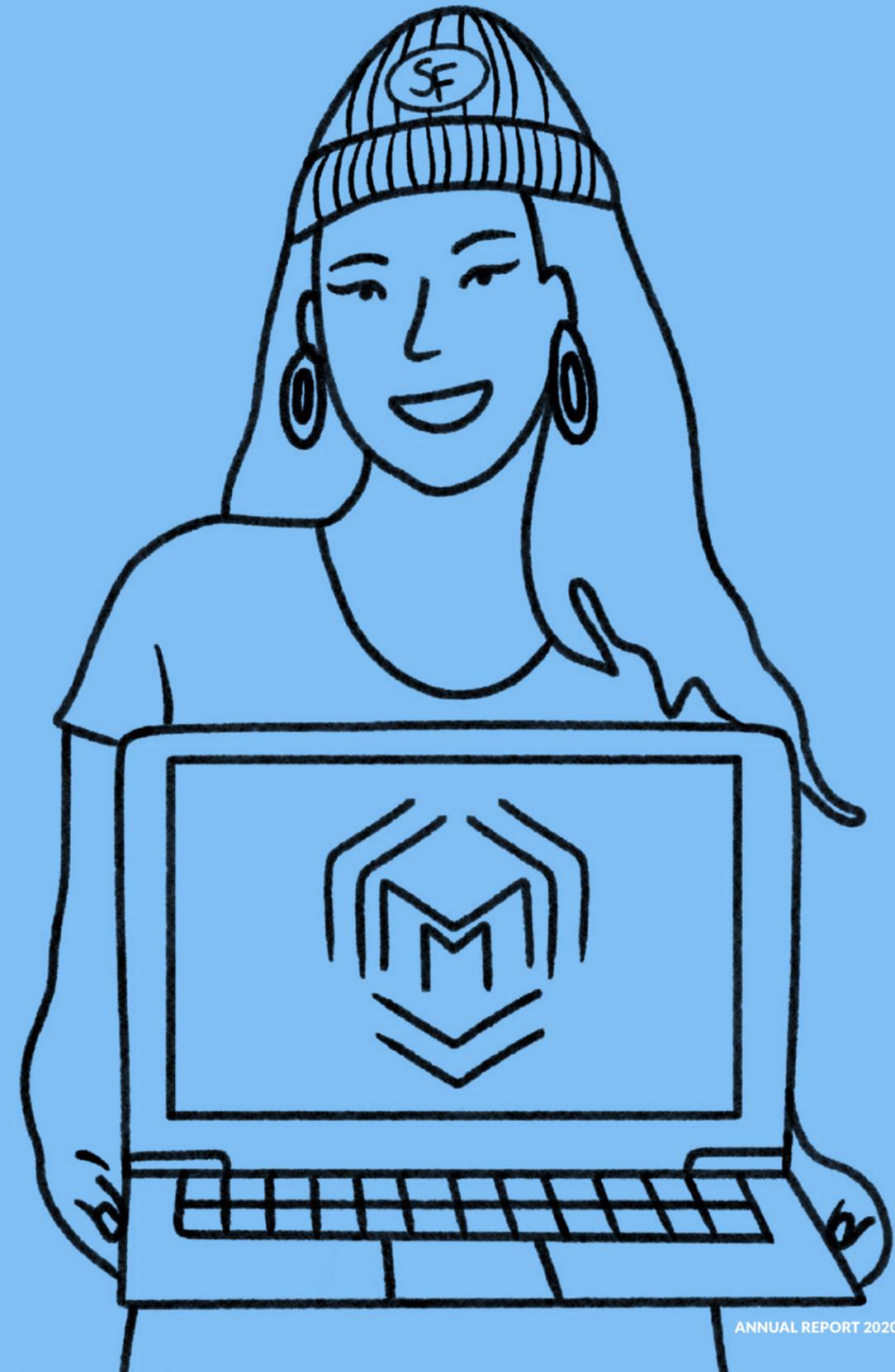
Mission Bit's volunteers are the heart and soul of our organization. Our classroom volunteers play an essential role in providing one-on-one support to our students and assisting our instructors. We also recruit volunteers for one-time events (no technical skills required) to support us during the year. These events include our workshops, Demo Day, and our annual gala.

## Donate \*

When you make a donation to Mission Bit, you are making a tremendous difference in the community by investing in efforts to diversify the tech industry. In 2020, your donations helped us serve 627 students through our free programming, exposing them to quality computer science education. Your donations have a lasting impact, empowering youth to gain the skills and confidence to be the next generation of innovators.

1. Reach more students with our free programs
2. Find and train facilitators and teachers for our semester courses and summer bootcamps
3. Create quality curriculum for our classrooms
4. Provide each student with industry-standard equipment to help them learn

## GET INVOLVED





JOIN US!



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