



Impact Report

Organisation name

Code Like a Girl

Your name and position

Alexandra (Ally) Watson, CEO + Founder

Please tell us a short story about someone who has benefited from this funding.

Amelia is a student who came to Code Like a Girl for the very first time. She has always had an "I can do that" approach to most things and Code Like a Girl has allowed her to prove she can do it in the technology, something she never considered before. Amelia left camp feeling a new found enthusiasm for coding and is looking forward to returning to another camp during the next school holidays.

(source: testimonial from a parent)

Please describe the impact that the specific TFN funding has had.

In the 12 months since receiving the funding we've:-

- Grown our operational team from 3 FTE to 4 FTE
- We've delivered 20 coding camps across 3 states (VIC, NSW, ACT) including regional areas
- That's 450 hours of teaching and 346 girls in total!
- 44 of our students came to our coding camps for free through scholarships of corporate sponsorship

Please provide a quantitative breakdown of how TFN funds have been used

- Curriculum development (\$3,000)
- Hardware purchase: 50 x Makey Makey hardware sets (\$2,200)
- Marketing/Social Media Assistant @ 1 day per week for 12 months (\$9,000)
- Operations Assistant @ 3 days per week for 6 months (\$18,000)

Describe any ways the funding was used that differs from that described your original pitch

Shortly after TFN we were introduced to Lenovo (PC Manufacturer) who donated 60 ex-demo devices which meant we were able to re-allocate the funding to other operational costs to our business.

How many people have been affected by programs or activities that were supported with TFN funding?

- 346 students spent 3-days at our school holiday coding camps
- 82% of girls who attended our camps said they felt more confident in technology and coding after attending
- 60% of girls who attended our camps said that they would now like to pursue coding as a career
- 97% of girls who attended our camps would like to return to another camp
- 92% of girls who attended our camps would like to learn coding further at school

What measures did you use to assess the impact?

Out of the 346 students who spent 3 days with us, we surveyed their responses pre and post camp.

Describe three ways that your organisation has changed in the last 12 months since the event

- Secured corporate pro-bono support from a large PC manufacturer
- Secured funding contracts to deliver free coding camps in regional areas
- Grew our educator pool (casual/seasonal teachers) by 30%

Over the last 12 months, did you receive any additional financial support from anyone you met through TFN?

No

Over the last 12 months, did you receive any goods in-kind and/or pro-bono services from anyone you met through TFN?

Yes, pro-bono services

What did you receive and from whom?

Accenture provided volunteer assistants to our camps

How important was TFN funding in helping you achieve your objectives this year?

We would have found it difficult to achieve our objectives without TFN funding

Has the TFN pitch coaching and mentoring helped you successfully secure funding from other sources you did not meet through TFN?

No

What were some of the other benefits of participating in TFN?

It was a really valuable pitching opportunity and the coach was one of the best I've ever worked with. Thank you!!!

Do you have any other comments or feedback on the TFN experience or funding process?

Really enjoyable experience. It was a remarkable amount of funding we received and we're incredibly grateful to have been given the opportunity.