

IMPACT REPORT

2023

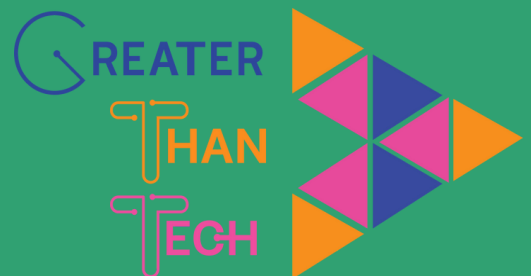


TABLE OF CONTENTS

3
EXECUTIVE
DIRECTOR LETTER

4
INTRODUCTION

6
PARTICIPANTS

7
DIRECTOR OF
EDUCATION LETTER

8
PROGRAMS

9
PERFORMANCE
SUMMARY

14
2023 FISCAL
YEAR FINANCIALS

16
SUPPORTERS

17
COLLABORATORS

19
2024 GOALS

20
GET INVOLVED

22
ACKNOWLEDGMENTS



A NOTE FROM THE EXECUTIVE DIRECTOR

Dear Friends,

I'm excited to present our 2023 impact report!

As a grassroots organization, we've been diligently bootstrapping and pouring loads of energy into GTT. Despite our modest beginnings, our impact models one of a large nonprofit. The success of this year, in particular, owes much to our incredible community of supporters who generously shared their time, talent, and treasure. Amidst the financial challenges faced by many nonprofits in 2023, we not only weathered the storm but excelled in achieving our four major goals, staying true to our mission.

Goal 1 - GTT Community Robotics and GTT Demo Day Expansion.

We collaborated with Gompers Prep to elevate our Community Robotics & Entrepreneurship Program (CREP) into an inclusive summer initiative. This allowed students from the Southeast San Diego community, irrespective of their school affiliation, to actively participate. Moreover, in partnership with the University of San Diego's Black in Ingenius Initiative (BiGI), we extended our impactful 1-week Tech Outside the Box Camp to a select group of talented Black 6th graders. These collaborations also demonstrate the immense benefits of engaging college interns to deliver our content – a triple-win scenario benefiting us, the students, the interns, and our valued partners.

Goal 2 - Launch GTT Alumnae Club virtually. We've successfully brought the GTT Alumnae Club to life, our exclusive non-curriculum initiative dedicated to nurturing the self-efficacy of girls who completed a GTT program. With consistent attendance in virtual meetings and tours, we also proudly introduced our inaugural Alumnae Club scholarship for capstone participants.

Goal 3 - Create defined Career Pathways via GTT Alumnae Network. This goal is still in progress as we continuously connect with potential pathway partners. Additionally, with emerging technology, many pathways in the industry may not have yet been developed for secondary students.

Goal 4 - Raise \$1M. This goal is the heaviest lift of all our goals and helps the other goals become more actionable. As of now, we have positioned ourselves to have the capability to raise \$1M. We are continuously enhancing our strategic plan and working with our partners to achieve our goal.

Sincerely,

Jasmine LeFlore, MSE, MBA

Co-Founder & Executive Director



OUR BOARD

BOARD CHAIR

Brandi Neloms

VICE CHAIR

Marcus Stallworth

TREASURER

Keri Minnick

SECRETARY

Gina Trivellini

BOARD MEMBER

Tanya Hertz

BOARD MEMBER

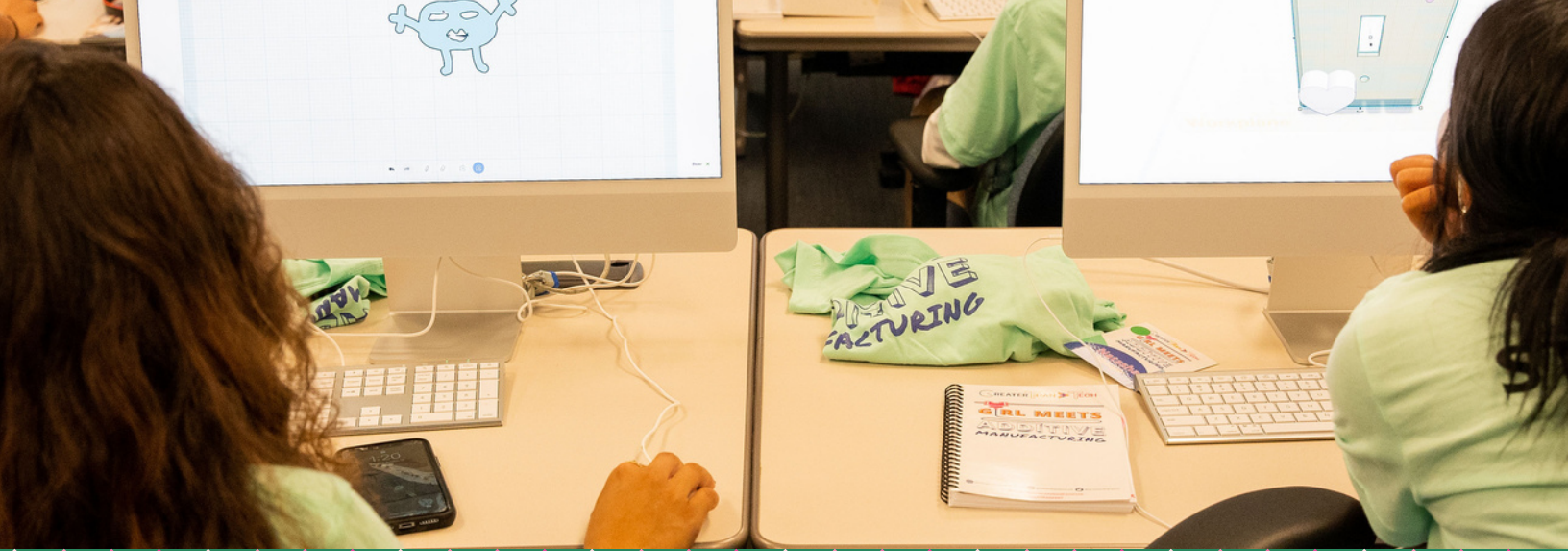
Vanessa Ruiz

BOARD MEMBER

DeAnnah Stinson Reese

BOARD MEMBER

Wondu Wolde-Mariam



INTRODUCTION

OUR MISSION

Greater Than Tech is a 501(c)(3) nonprofit organization dedicated to helping create the next generation of innovative technology leaders by introducing girls and underserved students to immersive educational programs at the intersection of STEM and business.

WHO WE ARE

Greater Than Tech (GTT) is reaching to levels beyond STEM to build the next generation of diverse technology business leaders. We instill the importance of self-efficacy, an entrepreneurial mindset, and teamwork in all our programming. Our programs give students access to cutting-edge, hands-on technology experiences to bring their ideas to life.

OUR CORE VALUES

Our core values are the heart of how we work together in whatever we do. We encourage our future leaders to adopt this same mindset the same way we teach them how engineering works alongside business.

- ▶ **Talents, alongside interests**
- ▶ **Creativity, alongside innovation**
- ▶ **Respect, alongside honesty**
- ▶ **Growth-focused, alongside accountability**
- ▶ **Humility, alongside confidence**

WHAT'S THE UNCOMMON?

Oftentimes, women of color in tech spaces and especially in technical leadership positions are considered “unicorns“. We want to dispel that fairytale! Let’s normalize women of color in tech instead of further isolating them.



FROM CALI

I love GTT! Greater Than Tech is a great program for me where I get to learn about how some technology works. A couple of my friends are also in this program and I made some new friends along the way. In 6th grade, my friends and I made our own robot and named it MooBot. I went to the Fleet Science Center and I was able to see things I never knew existed with science. I participated in the Capstone project and showed how I can help the elderly using the Internet Of Things. One of the main apps I used for this project is an app called Tinkercad. I enjoyed presenting my capstone project in front of an audience. I was one of the presenters alongside with two other groups presenting. I came inside empty-handed and walked out with a check for \$250! When I was making this capstone project there were some good parts and some challenges. I had all of my information and my 3D model, but I didn't know if I was setting it up correctly. I had to take a couple of one-on-one classes to double check if the right slides had the right information overall, I really enjoy the Greater Than Tech program and hope to be a part of it for a long time.

Cali C | Gompers Academy

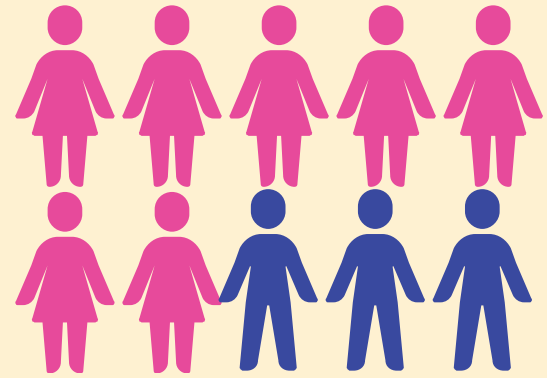
GREATER THAN TECH ALUMNA

Community Robotics & Entrepreneurship (2023)

PARTICIPANTS

According to the most recent United States census data, San Diego County's estimated population is 3,298,634 and the median household income is \$84,545. The population is 45% White, 34% Latinx, 5.5% Black, 1% Indigenous peoples, and 13% Asian/Pacific Islander.

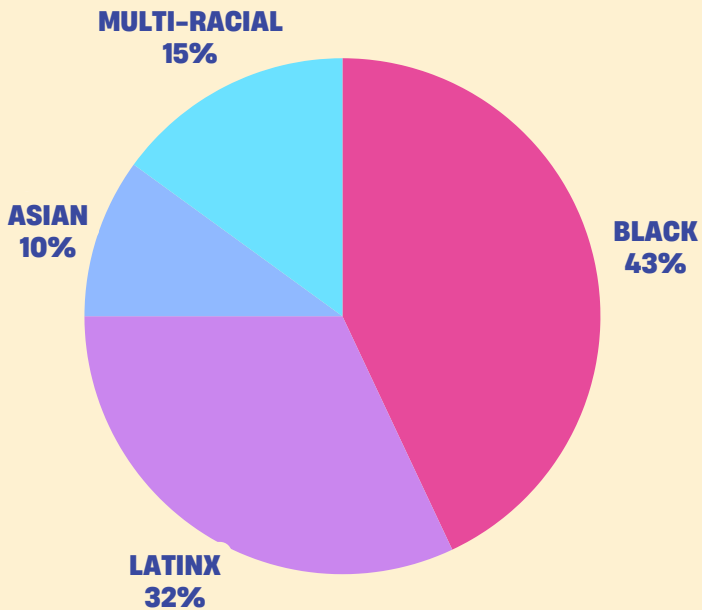
We consider underseved students as those who reside in 'Promise Zone' areas who may have little to no access to quality STEM education programs.



70% FEMALE AND 30% MALE

In 2023 we served 500+ girls and underserved students between the ages of 11 and 18 in San Diego County. Most of the students we serve come from Southeast San Diego, Barrio Logan and National City with zip codes such as 92114, 92113, and 92105. The median income of families served in GTT is \$40,000.

THE DEMOGRAPHICS OF STUDENTS



All students we serve also come from Title-1 schools and are eligible for the Free and Reduced Lunch program and their demographic makeup is 43% Black, 32% Latinx, 10% Asian, 15% multi-racial

For the community programs, we average serving 150 students a year (girls and boys ages 11 to 18) from underserved communities.

Most students come into the program with little to no hands-on STEM learning but leave with more intentions of forming a STEM or entrepreneurship identity.



A NOTE FROM THE DIRECTOR OF EDUCATION

Dear Supporters & Friends,

As we reflect on the past year, I am thrilled to share with you the remarkable strides that Greater Than Tech (GTT) has made in advancing our mission to empower the next generation of innovative technology leaders. At GTT, we are dedicated to bridging the gap between STEM and business education, instilling in our students a holistic understanding of how their skills can be applied to real-world challenges. Our commitment to providing practical, hands-on experiences remains unwavering, as we believe that this approach not only enhances academic learning but also fosters crucial skills such as self-efficacy, teamwork, and entrepreneurship.

This year, we have placed a particular emphasis on our core pillars Community, Career, and Clubs—which form the foundation of our organization and have yielded exciting results. Our Community Programs continues to reach underserved areas, offering students real-world exposure to emerging technologies like robotics. Similarly, our Career Programs empower high school girls to explore tech and entrepreneurship opportunities.

One of the highlights of this year has been the establishment and growth of the GTT Alumnae Club. In just one year, this vibrant community has flourished, providing our alumnae with a platform to connect, learn, and grow. From engaging Tech Talks with industry leaders to exciting tech tours and participation in prestigious competitions, our alumnae have seized every opportunity to expand their horizons and make a difference.

The inaugural year of the GTT Alumnae Club has been nothing short of inspiring. Our alumnae have showcased their creativity and ingenuity through their participation in an Independent Capstone Project, demonstrating their ability to leverage technology for social good. We are immensely proud of their accomplishments and look forward to witnessing their continued success in the years to come.

As we celebrate this milestone anniversary, I want to express my heartfelt gratitude to each and every one of you for your unwavering support of GTT. Together, we are shaping the future of technology and empowering the leaders of tomorrow. With your continued partnership, I am confident that we will continue to make a meaningful impact on the lives of countless students in our community.

Sincerely,

Dr. Brittany Wheeler
Co-Founder & Director Of Education



OUR TEAM

EXECUTIVE ADMINISTRATOR
Jackie Massheimer

BOOKKEEPER
Priscilla Miranda

STRATEGY LEAD
Kirthi Linnan

COMMUNICATIONS LEAD
Fernanda Ramirez

PROGRAM PROFESSIONALS
Sean Bentz
Jordan Mora

PROGRAM INTERNS
Oliver Casillas
Michael Kidane
Arabella Kriedmann
Jacquie Salinas
Julia Smith
Jacob Warren
Jason Yager

PROJECT INTERNS
Dominic Parker
J’Kai Walker

PROGRAMS

Core Pillars Built Into Our Programs

Self Efficacy

STEM Entrepreneurship

Social Impact

Greater than Tech provides dynamic STEM educational programming for both K-12 students and educators. The interdisciplinary lessons and workshops provide experiential learning that goes beyond words on a page – giving students the ability and access to bring their ideas to life through emerging technologies. We offer the following program tracks:

GTT Community Programs (Middle and HS students) Robotics Program

Delivers our GTT program curriculum to our community partners who already serve students from underserved communities within the region.



GTT Career Programs (High School Girls) Emerging Technologies Opportunities



Designed to provide high school girls from underserved communities access to emerging technology and entrepreneurship.

GTT Club Programs (Middle and High School Girls)

Outside of curriculum programs, we provide mentorship, college and industry tours, guest speakers and homework help to strengthen the STEM Identity of BIPOC middle and high school girls



2023 PERFORMANCE SUMMARY

PROGRAM	DETAILS	OUTCOME
Fly Your Ride Competiton (GTT Alumnae Club)	10 middle school students experienced a 2 month competition to build the most sustaible flying car hosted by San Diego Air and Space museum	<ul style="list-style-type: none"> • 100% of students received financial reward for most creative tech design • At least 75% of student attendance during practice
SDG&E Go Red for Women Workshop (Community Program)	50 students high school students experienced an 1 hour workshop on using robots for sustainability	<ul style="list-style-type: none"> • 90% first time coding robots • 50% of students were interested in learning more about STEM as a career
Spring STEAM Workshop (Community Program)	60 students students experienced an 1.5 hour robotics workshop using coding a business finance to nagivatage sustainability city scenario with assistance from GTT Staff and industry professional volunteers	<ul style="list-style-type: none"> • 70% of students first time coding a robot • 30% of signups for upcoming GTT programs
Robotics STEM Kits (Created for Cedars-Sinai)	Developed a science/medical based individual STEM kit including coding exercises for 175 students	<ul style="list-style-type: none"> • 100% participation in STEM Kit Program • Expanding GTT and STEM programming in Los Angeles reaching a new audience
Community Robotics & Entrepreneurship	40+ students experienced a 3-week summer robotics and entrepreneurial camp learning how to create a company using robots to solve social impact solutions	<ul style="list-style-type: none"> • 85% of female students continued on to our GTT alumnae club program • 90% of students attended all program days and demo day • 60% of students are interested in learning more about STEM or pursuing STEM careers in the future
Tech Outside the Box (Community Program for BiGI program)	60+ students experienced 1-week immersive STEM camp use the fundamentals of building and coding to create android solution to help GTT community scenario	<ul style="list-style-type: none"> • Over 40% of student participants. stated they were very interested in taking STEM classes after the program. • 30% of student participants stated they are more interested in pursuing business as a career path after the program
Girl Meets Cyber 1-Day Workshop	15 female students experienced a 1-day hands on workshop in partnership with Cyber Center of Excellence to deliver an introductory level exposure to cybersecurity industry	<ul style="list-style-type: none"> • 15 students received Haiku licensing to use in the future at home • 50% of student participants were interested in pursuing cybersecurity as a career

2023 PERFORMANCE SUMMARY

PROGRAM	DETAILS	OUTCOME
GTT Alumnae Club - Virtual Meetings	A monthly virtual network offers mentorship from industry pros, quarterly tech and college tours, and ongoing support for past female program graduates	<ul style="list-style-type: none"> • 75% student participation during virtual meetings • 20 active alumnae club members
GTT Alumnae Club - Tours	Provided alumnae students tours at tech or STEM organizations similar to field trips so they are able to gain real world exposure in the industry	<ul style="list-style-type: none"> • Hosted 4 technology tours • 50% of students left a tour wanting to know more about the Industry or technology discussed
GTT Alumnae Club - Capstone Project	Members of the GTT Alumnae Club had the option to participate in a 5-month Independent Capstone Project based on their learnings from previous GTT programs and a technology tour held at Qualcomm.	<ul style="list-style-type: none"> • 5 alumnae students participated in the capstone project • Provided \$2,000 in scholarships to capstone participants
Tech Over Tapas Fundraiser	Held Inaugural fundraiser event to support GTT Alumnae club program	<ul style="list-style-type: none"> • Raised \$9000 towards GTT Alumnae Club • 100+ of community and professionals attend TOT • 5 organizations supported as event champions

2023 RECOGNITION



CBS 8 & KPBS

“We’re teaching students not only to be engineers and scientists but also entrepreneurs and patent owners. I realize how important it is for engineers to understand the real world applicability of STEM”

**-Jasmine LeFlore, MSE, MBA
Co-Founder & Executive Director**



Women Take The Lead, SD Business Journal, & SD Union Tribune

“Their[Scientists from the movie, Apollo 13] ingenious solution not only saved the astronauts from the grips of freezing space, but also unveiled to me the remarkable capacity of engineers to unravel life-threatening problems.”

**-Dr. Brittany Wheeler
Co-Founder & Director Of Education**



ABC10 Leadership Award & SD Branch NAACP Award

“There is a lot more space for new ideas, new inventions to come out especially for people of color and under represented groups.”

**-Jasmine LeFlore, MSE, MBA
Co-Founder & Executive Director**

FROM JACOB

As a college student pursuing Aerospace Engineering at SDSU, my time with GTT stands out as a major milestone in my academic journey. At GTT, I found a supportive community that has been instrumental throughout my college years. The program not only deepened my understanding of STEM but also provided invaluable opportunities to teach and learn alongside other students. A key part of my experience at GTT was the collaborative effort in building and troubleshooting robots. Working as part of a team, I honed my technical skills and learned the significance of patience and adaptability in diverse learning environments. These team projects were not just about technicalities; they were exercises in cooperation, communication, and collective problem-solving. The weekly sessions with students, where we worked together on robotics, were particularly fulfilling. Watching their enthusiasm and growth, and being part of a team that brought practical aspects of aerospace engineering to life, was an enriching experience that highlighted the power and joy of collaborative learning.

Jacob | SDSU STUDENT, BSE Aero '26
GREATER THAN TECH INTERN:
GTT Community Robotics & Entrepreneurship
(2023)



2023 HIGHLIGHTS

FUNDS RAISED & STUDENTS SERVED

~\$210,000

In Grants, Donations and In-Kind Support

530+
Students served

5
GTT Alumnae Fund
Scholarship Recipients

50%
Recurring GTT
student sign-ups

6*
Community Engagement
(Outreach & Workshops)

96%
Program satisfaction
from students

175
STEM Kits developed for
LA-based students

*Exclusive of CREP and BiGI
Programs

10
Interns hired for their first
technical job experience

4
Collaborations with industry
leading companies



**Over 40
volunteers
supported GTT in
2023**



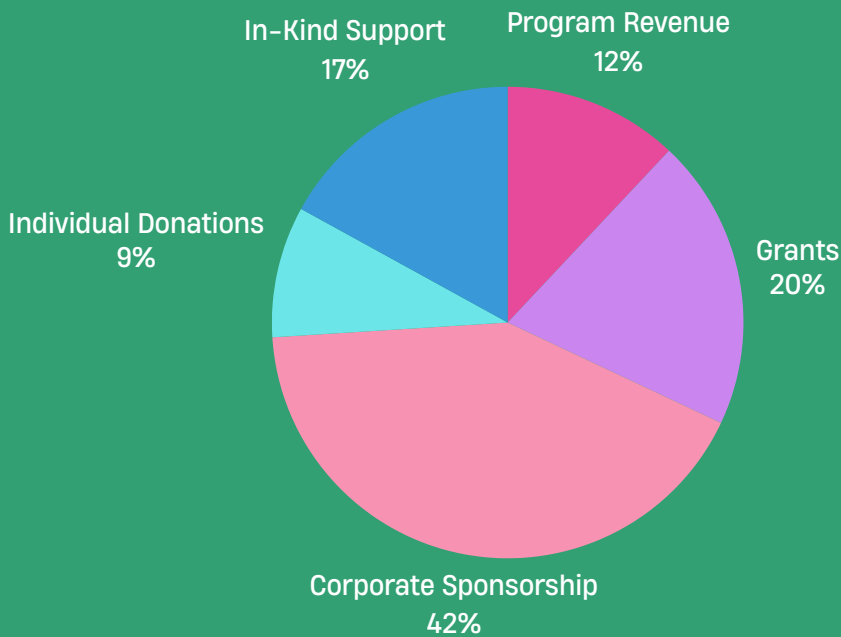
65%

**After participating in GTT in 2023, 65% of the students
continued with other advanced STEM programs.**



2023 FISCAL YEAR FINANCIALS

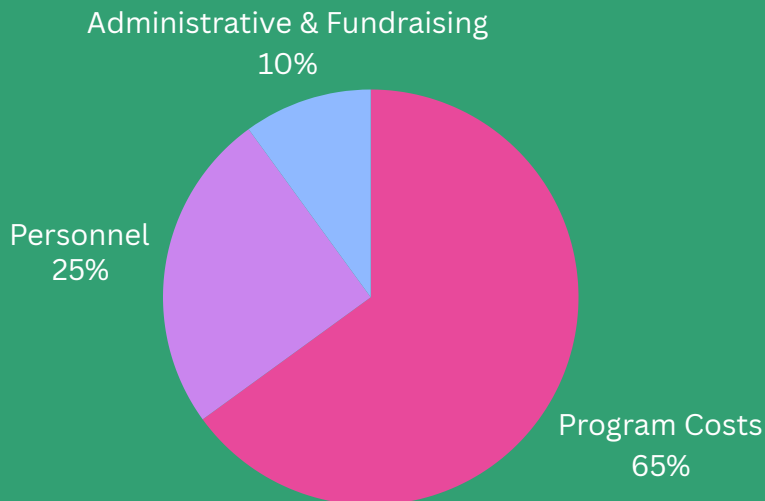
TOTAL REVENUE, \$210,000



\$450
Average cost per student for 6-weeks GTT program

\$36,000
Value in in-Kind Donations such as computers, tablets, event space and expertise

TOTAL EXPENSES \$243,000



\$\$\$
Thousands of dollars saved, thanks to volunteers.

Greater Than Tech is a direct-service organization.



“

My first impression of GTT was this is an amazing program and I want to be part of it!

After participating as a volunteer my lasting impression was that the mentoring and positive stem experience these girls are having is going to impact them for the rest of their lives.

Maya Madsen | CEO, Maya's Cookies
GREATER THAN TECH VOLUNTEER:
Tech Over Tapas

OUR SUPPORTERS

KEY MAKER SPONSORS

We think of our key maker sponsors as organizations that made a key in order to open the door for us. We are immensely grateful for these organizations who invested in us early and often.



PROGRAM & EVENT SPONSORS



IN-KIND SPONSORS



We thank our all financial and program sponsors who have made us successful for the 2023 year.

OUR COLLABORATORS

Our collaborators help us better serve our mission. We thank these organizations for joining us on our journey to impacting more students.



SAN DIEGO
REGIONAL
CYBER LAB





FROM PERLA

What truly sets Greater Than Tech apart is its ability to seamlessly blend education with a real-world, customer-centric approach. Our scholars left with technical skills and a holistic understanding of how engineering and business can work in harmony to meet customer needs.

Kudos to the Greater Than Tech team for providing an enriching and impactful experience for our scholars. We look forward to continued collaborations and we are certain that the outstanding Greater than Tech will continue to have a great impact in the community!

Perla Myers | University of San Diego (USD)
GREATER THAN TECH PARTNER
Executive Director, Jacobs Institute for Innovation in
Education, School of Leadership and Education Sciences

OUR 2024 GOALS

1

CREP improvement and growth

Our Community Robotics & Entrepreneurship Program (CREP) continues to be a success. For 2024, we aim to increase the number of school participants, number of students and improve on the technology hardware utilized for the program.

2

Raise \$1M

With enough resources, we can scale and reach more students nationally and globally. With \$1M we can hire staff full-time, upgrade software and tools, and create new roles to enhance our student, partner and volunteer experience. We know that through streamlined processes and automation, we can better document our methodologies and focus on unlocking opportunities and access for GTT students.

3

Identify strategic partners for GTT Careers Programs

In order to keep up with today's latest technology, we need strategic partners who are dedicated to being innovative. It's important for GTT to focus on the right technologies that promote innovation and leads to lucrative careers.

4

Create Job Shadow opportunities via GTT Alumnae Network

Job shadowing opportunities are paramount in helping our alumnae understand what a 'day of a life' could be for their future careers. The more hands on experience we can provide, the better off they will be and we need partners who can open the door to these experiences that lead to paid internships.

GET INVOLVED



1

DONATE

We appreciate all forms of donations and all forms of donations count. As we grow our reach with students, please consider providing a recurring donation to our cause.

3

VOLUNTEER

Like any nonprofit, dedicated volunteers truly change the lives of our students. We are always eager to work with individuals who are passionate about STEM or entrepreneurship, like to work with students and can help us move our mission forward.

2

SPONSOR

Sponsors are immensely helpful to develop new programs and connect our students to industry professionals. If you would like to sponsor GTT programs and events, please contact us at contact@greaterthantech.org

4

COLLABORATE

Anytime we can make a bigger impact on students with like-minded organizations, we want to! Contact us if you think Greater Than Tech may be a good partner for you.

FROM HAWAA

“Greater Than Tech has given me a community that I longed for. I am able to build friendships with girls with similar interests, goals, and experiences as me. GTT has inspired me to be authentic and pursue any career in STEM that interests me. I’ve gained that inspiration through Girl Meets Additive Manufacturing. I was given the opportunity to build a bridge and decorate a light switch plate through CAD. As an Alumna and Change Agent, I am able to represent and support the GTT team through social media. I capture memories from the trips to the Fleet Science Center, and GTT events so that more girls join the GTT community. GTT gave me the confidence to be great and to take advantage of every opportunity I get because together we can add to the statistics of girls in these male-dominated STEM professions.”

Hawaa | Mira Mesa High School

GREATER THAN TECH ALUMNA:

Girl Meets Additive Manufacturing (2022)

Greater Than Tech Volunteer:

GTT DEMO DAY 2022 & SD STEM

EXPO 2022



ACKNOWLEDGEMENTS

We want to acknowledge our colleagues and partners for their contributions as they worked tirelessly on the projects mentioned in and this report:

Those responsible for **concept and coordination:** Jasmine LeFlore, Brittany Wheeler, Brandi Neloms, Keri Minnick

Group of Researchers:
Arabella Kriedmann, Jackie Massheimer

Writers behind the impact report:
Jasmine LeFlore, Brittany Wheeler

Designers of the impact report:
Sheila Ray

Colleagues from Local and Partner Organizations:
Perla Myers, Maya Madsen

GREATER THAN TECH

6608 El Cajon. Blvd. San Diego, CA 92115

www.greaterthantech.org

contact@greaterthantech.org

FOLLOW US

 **GREATERTHANTECH.SD**

 **GREATERTHANTECH**

 **GREATER THAN TECH**

 **GREATER THAN TECH**

**WE THANK YOU
FOR YOUR
CONTINUED
SUPPORT OF
OUR PROGRAMS**

WWW.GREATERTHANTECH.ORG #MAKINGTHEUNCOMMONCOMMON

