

ALL STAR CODE 2014 ANNUAL REPORT



initiative that prepares qualified young men of color for full-time employment in the technology industry by providing mentorship, industry exposure, & intensive training in computer science. We are dedicated to closing the opportunity gap between young men of color & the tech industry.

Dear Friend.

Nearly two years ago, fourteen-year-old Mamadou Diallo had a great idea. After learning some rudimentary coding at school, Mamadou wanted some work experience at a tech company to further his skills and knowledge. Being a motivated selfstarter, Mamadou, who was raised in Guinea, the seventh of nine children, sought help by posting in the New York Tech Meetup, a free-wheeling online forum for thousands of tech professionals.

"My name is Mamadou Diallo and I am 14 years old and in the 10th grade. All I'm asking is for someone to let me volunteer or help out at a start up or company. I don't want to receive any pay."

Mamadou received some advice, most of it intangible, and all of it ultimately unhelpful

Mamadou failed to get the internship offer he was seeking. Yet, as we teach our students, we celebrate his failure because it led to opportunity. A few months later, I spotted his email and recruited him to attend All Star Code's Fall 2013 launch event at Spotify.

Today, not only is sixteen-year old Mamadou armed with an ASC-provided laptop, but he is one bad-ass coder too. He builds websites. He is paid \$10 an hour to teach coding to middle school students. And he is a winner of the 2015 Princeton Prize for race relations for his work co-founding The Young Hackers, a student-run organization incubated by ASC that fosters a new generation of programmers. I am tremendously proud of Mamadou, and I thank our entire staff for supporting his and his fellow students' learning and growth.

Despite his hard work and tireless dedication, Mamadou would have experienced much frustration breaking into the tech industry without the help of All Star Code. We accelerated his growth. We fostered his relationship with his teammates. And to bring it full circle, he is now one of All Star Code's top recruiters, bringing friends of his to our offices to shake our hands and fill out applications.

In our first year of operation, I am thrilled to share that All Star Code successfully hit all its intended milestones. In two years, we have evolved from an unproven and radical idea with a lone founder into a recognized leader in the tech inclusion and economic justice movement with a core team of six.

We remain early stage, but demand for our program is strong. We received a combined 350+ applications for our unique coding and tech entrepreneurship training courses. Our flagship program, the sixweek Summer Intensive, proved an unqualified success with 100% of graduates planning to pursue a tech-related career post-program and 95% now strongly considering a career in computer science. Overall, we have reached over 200 students through our workshops and other tech-related events. That impact is extraordinary in such a short timeframe. It is a testament to all the help we have received from you, our donors and supporters.

The tech industry is growing faster than ever, but tech talent is becoming more difficult to find. There will be over 1.4 million new tech jobs by 2020, and by 2040, Blacks and Latinos will make up 42% of the population. And yet African-Americans currently comprise less than 1% of startup founding teams, a critical catalyst of job growth and wealth creation. All Star Code has significantly raised awareness about the lack of Blacks and Latinos in the tech sector, the need for dedicated programs focused on young men of color, and the importance of teaching not just coding, but a shift in mindset from consumer to "hacker" as well.

We are currently processing what we learned from our pilot year, and moving forward with exciting new programming. In 2015, you will see us expand our footprint in NYC, growing our Summer Intensive alumni to a total of 60, and raising our total student reach to 800 via our one-day workshops and Hackathons. We will also refine our program model and continue to support our graduates over the next several years. Once you are an All Star, you're with

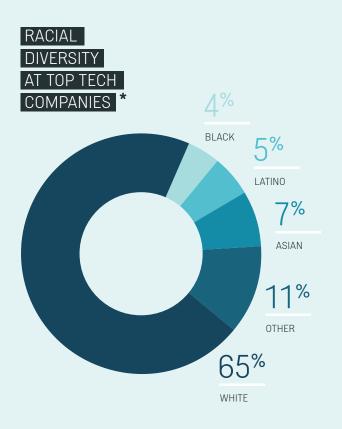
Your support has enabled an extraordinary investment in our boys. Please continue to invest in us and spread our message far and wide. We want to reach more untapped talent, and keep our Summer Intensive entirely free. We cannot do this without you.

Many thanks,



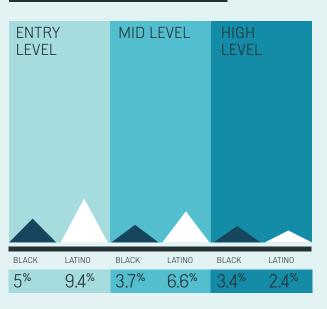


LEWIS HALPERN



 \bigstar These statistics are for silicon valley tech workforce

PROPORTION OF BLACK AND LATINO TECH WORKFORCE BY RANK *



tech's diversity problem

THE OPPORTUNITY GAP

The tech industry is growing faster than ever, but tech talent is becoming more difficult to find. There will be over 1.4 million new tech jobs by 2020. At the rate US universities are producing qualified graduates, 70% of these jobs (more than 1 million) will go unfilled.

By 2040, Blacks and Latino/as will make up 42% of the population. Increasing professional access and STEM education for Blacks and Latinos is vital to the overall growth of the tech sector, minority communities, and the US economy as a whole.

THE LEADERSHIP GAP

African-Americans comprise less than 1% of startup founding teams, a critical catalyst of job growth and wealth creation.

Among tech employees, there are fewer Blacks and Latinos higher up the company leadership ladder.

THE ECONOMIC GAP

The average tech worker makes more than the median household income of a Black and Latino family combined.

THE TECH EDUCATION GAP

Early exposure to CS training is a prerequisite for later industry participation. Four-fifths of all STEM professionals choose their career in HS or earlier.

Despite tech industry growth, computer science offerings in high schools have decreased 17% since 2005.

Only 274 African-Americans and Latinos (10% of all test takers) took the AP Computer Science test in New York State last year.

Blacks and Latinos earn 18% of the computer science bachelor degrees awarded each year.

the challenge for men of color

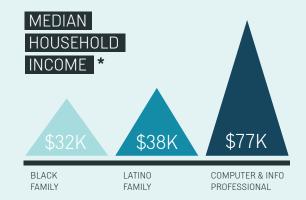
Poverty and single parenthood increase the challenges of success in education for children of color. Blacks and Latinos are over 50% more likely to live in poverty than Whites. Approximately two-thirds of Black and onethird of Hispanic children grow up with one parent and are at greater risk of dropping out of school.

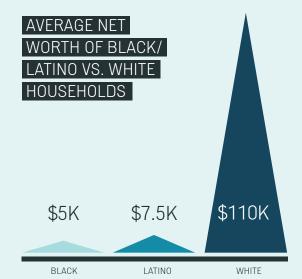
In New York State, 57% of Blacks and Latino males graduate high school as compared to 85% of White males. In New York City, graduation rates for Black and Latino males are even lower at 49% and 48% respectively, compared to 70% of White males. For post-secondary education, the gap widens even further. Only 16% of Black males and 12% of Latino males attain a bachelor's degree or higher, as compared to 32% of White males.

Without a clear educational path and support system, young men of color are more likely to become involved in the criminal justice system. In 2012, Black males were 6 times more likely to be imprisoned than White males and Latino males were 2.5 times more likely. Involvement in the criminal justice system and high rates of recidivism prevent males of color from fully participating in the workforce.

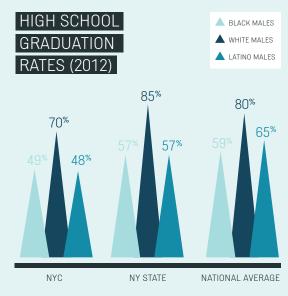
These social, economic, educational, and environmental constructs perpetuate the racial wealth gap for these young men and often result in the same challenges for the next generation.

Sources: Black Lives Matter: The Schott 50 State Report on Public Education and Black Males, 2015, & My Brother's Keeper Task Force Report to the President, 2014





SOURCE: US CENSUS BUREAU







closing the gap

OUR PROGRAM

All Star Code has built a scalable program that prepares talented young men of color for careers in the tech sector. We offer mentorship, industry exposure and intensive training in both computer science and entrepreneurship.

Our program creates and supports annual cohorts of minority male hackers entering the technology pipeline — as CS majors, hackathon participants, impactful employees, and future tech leaders.

OUR SUMMER INTENSIVE

Our flagship six-week Summer Intensive program consists of programming labs, interactions with leading professionals, field trips, and leadership skills development. Of our many qualified applicants, ASC selects a group of smart, talented and driven rising sophomores, juniors, and seniors to participate from 9am — 5pm each weekday for a total of 210 hours of instruction. Here, these young men receive hands-on, project-based instruction in computing concepts, programming fundamentals, app development, robotics, web development, and design.

Our curriculum allows our All Stars to build innovative solutions that further their interest and mastery of core Computer Science concepts. The SI is an experience-based model that represents an innovative approach to Computer Science, programming education, and youth development.

OUR BOYS MATTER

With all of the challenges facing young men of color in New York City, All Star Code aims to be about more than just education. We are part of a movement to prove that black and brown lives matter — to change the pattern and the associated outcomes.

Our All Stars have the potential to be the best and the brightest in whatever they do. We work with parents, schools, and community-based partners to provide an ecosystem of access and education to support our work. Together, we work to empower these young men and get them excited about their futures. Along with like-minded peers and tech mentors who have walked similar paths to success, we ensure that these young men are given the freedom to dream big, and the opportunity to make those dreams a reality.

SKILLS, NETWORKS, & SYSTEM KNOW-HOW



YEAR-ROUND FVENTS

Design a Startup in a Day,
World of Coding, & Hackathons
Students learn the basics of
wireframing, coding, presentatio
skills, and programming robots,
as well as developing a tech
company and a business strateg

FLAGSHIP SUMMER INTENSIVE PROGRAM



essential skills in computer science, entrepreneurship and leadership through applied, hands-on and project-based labs

WORK OPPORTUNITIES

We expose alumni to a range of work opportunities and placements — both paid and volunteer. Some secure internships or job shadowing experiences at tech companies. Others deepen their education through tech-related bootcamps and fellowships.

ALUMNI ENGAGEMENT

that they continue developing a successful career path in the tech sector. College guidance and SAT workshops help prepare students for tech's educational pathway.

CONTINUING EDUCATION

We will monitor student progress throughout college and university. We will ensure that our alumni feel supported while thriving in a STEM related major, en route to a successful graduation.

BEYOND

We will remain connected to alumni (and ensure they remain connected to one another) as they continue along the pathway to leadership in the technology space. Whether they become Google engineers, startup founders, programmers or executives at top-tier firms, All Star Code supports their rise.



 $Tech\ Leader$

ALL STAR CODE'S ECOSYSTEM

All Star Code has built an *ecosystem of access and education* to support students as they develop into tech leaders. Although we are student-centered, we believe that it takes a village of committed stakeholders to create our future tech pioneers.





66 I've learned to embrace failure & turn it into opportunity.

- ASHIM KHADKA

16 Years Old · Rising Senior · Grover Cleveland High School



66 What a nurturing environment. My son came home inspired, happy, and eager to learn. We know that many of the seeds to his future successes were planted at the ASC Summer Intensive. >>

- ASC PARENT

our extraordinary results

All Star Code partnered with WestEd, a leading nonprofit research and evaluation agency, to assess our overall programming and the impact of our Summer Intensive. Summer participants displayed marked changes in the areas of mindset and career choice:

100% ♀

OF SUMMER INTENSIVE STUDENTS COMPLETED THE PROGRAM.

100%



SELF-IDENTIFIED AS CODERS INTERESTED IN SOLVING

100%

REPORTED A PLAN TO PURSUE A TECH-RELATED CAREER AFTER COLLEGE.

99% 🙊



SUMMER INTENSIVE ATTENDANCE

95%



REPORTED VIEWING FAILURE AS AN OPPORTUNITY TO IMPROVE ONE'S SKILLS.

89%





REPORTED AN INCREASE IN INTERPERSONAL & PRESENTATION SKILLS.

85[%] **€**

THEIR LIKELY MAJOR IN COLLEGE.



OUR SUCCESSFUL FIRST

YEAR BY THE NUMBERS

200+

ASC REACH

Over 200 students deepened their exposure to the tech world through our workshops and other tech-related events. 140

SI APPLICANT POOL

Selected from a pool of over 140 applicants, our initial cohort of 20 participants completed our pilot six-week Summer Intensive in 2014. 92

SI APPLICANT SCHOOLS

Applicants came from 92 public, private, charter and parochial schools. 60+

ASC MENTORS

More than 60 tech professionals served as program mentors. 3

ASC TEAM MEMBERS

We hired three new, full-time team members to head up development, student programs, and special projects. \$200,000+

13

ASC BENEFIT

We raised more than \$200,000 at our 2014 Summer Benefit.



RACE/ ETNICITY

Of the 140 applicants, 61% (85) identified as African-American, 26% (36) as Latino, 4% (5) as Asian and 10% (14) as Other.



MEAL STATUS

Of the 140 applicants, 51% (72) were designated "free/reduced lunch", 12% (17) received some form of school financial aid, 13% (18) were designated as receiving both free/reduced lunch and on financial aid, and 24% (33) received no aid.



ASC 1 DEMOGRAPHICS

Demographically, our initial student cohort of 20 (ASC 1) was 75% African-American, 20% Latino, and 5% Asian. 70% of all students received free/reduced-cost lunch or some form of financial aid.

2014 SI APPLICANT POOL, BY LOCATION

LOCATION	Manhattan	Brooklyn	Bronx	Queens	Staten Island	Westchester	Poughkeepsie	Long Island	Other	TOTAL
NUMBER OF APPLICANTS	28	29	28	15	2	4	1	2	21	140
PERCENTAGE	20%	21%	20%	11%	1%	3%	1%	1%	15%	100%

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ALL STAR CODE ALUMNI

Our inaugural cohort of 20 boys have accomplished so much since graduating from ASC's first Summer Intensive in 2014. ASC 1 Alumni have gone on to run high school hackathons, build their own startup (Young Hackers), participate in tech events like PennApps in Philadelphia and HackGenY in Silicon Valley, attend coding bootcamps, and receive early admission to Ivy League universities. We have no doubt that these young men will enjoy many more successes as they become the next generation of tech leaders.

AUSTIN CARVEY

Age 16
Rising Junior
High School for Math, Science,
and Engineering at City College

- **q.** What tech related activities are you up to since participating in The ASC Summer Intensive?
- All Star Code introduced me to hackathons, and gave me the drive and the team to start The Young Hackers, a collective I co-founded with my fellow All Star, Mamadou. We plan hackathons for other high schoolers. Since our inception, we have had four very successful hackathons and over 400 happy hackers in attendance. Most of our fellow All Stars have been involved one way or another as well. All Star Code ignited a fire in me, which has inspired me to create projects like this outside of school, and keep that joy alive.

DEVON HOWELL

Age 16
Rising Senior
Bronx High School of Science,
Columbia University Class of
2019

- **q.** What piece of advice would you give to the next cohort of AllStars?
- Always challenge yourself. If you're not struggling, you're likely not learning. Taking on challenges give you valuable experience and an indescribable sense of accomplishment. Failure IS an option too, so long as you use it as a springboard for success.

ERIC RAZOR

Age 16
Rising Junior
Academy for Software
Engineering

- **q.** Looking back, what was the most valuable thing you learned at the ASC Summer Intensive?
- (1.6) The most valuable thing
 I learned at The ASC Summer
 Intensive was to ask. Along with
 coding, learning to ask is the most
 powerful tool you have. Having
 participated in The ASC Summer
 Intensive, I am a lot more curious
 now. I ask more questions. I want to
 know why things work the way they
 work. I tackle problems more slowly.
 I refuse to give up. I ask for help.

ANTHONY BOX

Age 16 Rising Junior Wakefield HS, Beijing Normal University HS #2

- **q.** What was your experience with coding and tech prior to participating in All Star Code's workshops and Summer Intensive?
- **(1.6)** I took a basic computer science class in high school. I also watched some coding videos on YouTube and tried to teach myself to code. Since participating in The ASC Summer Intensive, I not only know how to code, I know how to code as a member of a TEAM, which is valuable when I participate in hackathons. I know it will be even more valuable in my future career.

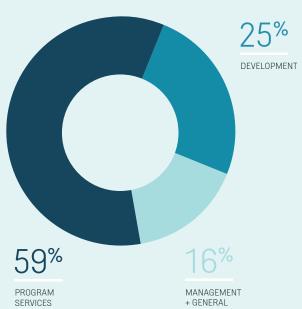
MAMADOU DIALLO

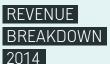
Age 15 Rising Junior A. Philip Randolph Campus High School

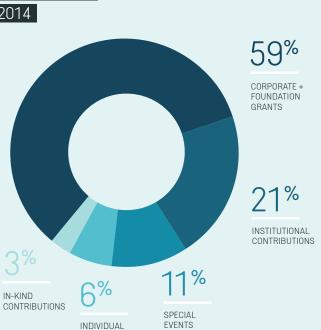
- **q.** How has All Star Code helped you grow with your current tech-related activities post ASC Summer Intensive?
- Young Hackers enormously. They continue to power our hackathon events with support and funding. They have given me invaluable advice on how to keep The Young Hackers organized and stable. They were also vital to our efforts in securing sponsors via outreach and personal introductions. I'm glad I've been able to take advantage of every opportunity All Star Code presents. They invest in me. They ensure that I'm going to be the best possible person I was meant to be.

14 15

EXPENSE BREAKDOWN 2014







CONTRIBUTIONS

FINANCES

STATEMENT OF FINANCIAL POSITION

FY2014 (Preliminary and unaudited)

ASSETS

\$70,979.00 Cash

\$737,892.00 Corporate + Foundation Grants

\$908,870.00 **Total Current Assets**

\$908,870.00 **Total Current Assets**

\$1,825.00 Security Deposits

\$8.00 Other Assets

\$910,703.00 Total Assets

STATEMENT OF

FY2014 (Preliminary and unaudited)

REVENUE + SUPPORT

\$385,760.00 Institutional Contributions

\$111,703.00 **Individual Contributions**

\$1,070,000.00 Grants (Restricted \$750K Included)

\$51,904.00 **In-Kind Contributions**

\$204,768.00 **Fundraising Contributions**

\$1,208.00 Interest

\$1,822,927.00 Total Revenue + Support

EXPENSES

\$418,481.00 **Program Services**

Development \$178,207.00

\$117,098.00 Management + General

\$713,786.00 Total Expenses



2014 RECOGNITION + AWARDS

2014 White House Champion of Change for Stem Access

2014 Echoing Green Black Male Achievement Finalist

Glg Social Impact Fellowship

2014 THOUGHT LEADERSHIP

New York Ideas

Technicolor: Making Silicon (V)alley Look More Like America

Panel Discussion

Christina Lewis Halpern Founder, All Star Code

Taofeek Rabiu

 $Senior\ Technical\ Manager, AOL\ Platforms$

Nikolas Rassoules $All\,Star\,Code\,Student$

Moderated by Megan Garber Staff Writer, The Atlantic

Kapor Foundation Roundtable

Stem4us: Capitol Hill Power Lunch

The Atlantic Technologies In Education Forum

Digital Undivided's Focus 100

Wealth & Giving Forum Symposium

The New York City Foundation for **Computer Science Meetup**

PRESS



FAST @MPANY









Bloomberg

The New Hork Times



16 17





2015 & beyond

EXPANDING OUR PROGRAM & IMPACT

By summer's end, All Star Code will boast 60 alumni from our Summer Intensive program. This year, we will reach 800+ students through workshops, hackathons, & other programming dramatically increasing our reach of 200 in 2014

REVAMPING OUR CURRICULUM

We are investing resources into our curriculum to integrate Computer Science instruction with entrepreneurial thinking and practices. This new curriculum will provide a comprehensive tool to teach not only Computer Science, but also a mindset shift critical to our students' success as innovators in the tech world. With this tool, All Star Code will have more measurable results, teach more students with varying proficiencies in Computer Science, and scale to reach more students in more locations.

PILOTING OUR ALUMNI SERVICES

Our students are accomplishing great things, and we are learning how to best support them. In 2014 and 2015, All Star Code piloted alumni services including SAT preparation, college guidance, and continued hacking opportunities. Our alumni came back as mentors in our workshops, and a select few will be teaching fellows during the 2015 Summer Intensive. All Star Code will deepen its support of our alumni and their enterprises as they continue on the path to a tech career.

PLANNING FOR SCALE

We are creating a three-year strategic plan for our growth in New York City and nationwide. In just a few short years, we will impact change on a national scale, because we know that the incredible untapped potential of young men of color reaches far outside of NYC.

WELCOMING MORE SUPPORTERS

All Star Code is expecting over 150 guests at this year's Summer Benefit—adding to a list of wonderful supporters who have previously contributed to the cause. As our programming grows in NYC and expands nationwide, we will partner with more community-based organizations, corporations, and foundations to ensure that young men of color everywhere gain the skills, networks, and system know-how they need to be successful in the tech industry.



All Star Code was a lifechanging experience. I now have a totally different view on what I can do, and what's possible for my future.

- AUSTIN CARVEY

16 Years Old · Rising Junior · High School for Math, Science & Engineering at City College

OUR 2014 ALL STAR SUPPORTERS

The success that we experienced this year would not be possible without the generosity of the following:

\$100K +

Reginald F. Lewis Foundation Goldman Sachs*

\$25,000—\$99,999

NewsCorp

Ford Foundation

The Betts Family Foundation

MJS Foundation

Valentino Carlotti

Loida Nicolas Lewis

Robert Smith

\$10.000 - \$24.999

Dropbox, Inc.

Major League Baseball Players Association

Google

Parsons Family Foundation

Jennifer Wheary and Paul Walker Fund

Troy and Rebecca Carter

Gary Cohn

Thomas Cornacchia

Don Duet

Stefan Kaluzny Marcus Mitchell

Philip J. Venables

Elisha Wiesel

\$5,000-\$9,999

Booz Allen Hamilton

Charles Atkins

Diana and Joseph DiMenna

Tarrus and Kim Richardson

Russell Simmons

Denmark West

\$1.000 - \$4.999

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GLG

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Pacific American Fish Company

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The Joshua Mailman Foundation

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Kyle Blackmon John Blondel

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Camille and Dr. Luther Clark

Charlynn Goins

Shannon Hales

Dina Habib Powell

Jihee and Peter Huh

Mannie and Catherine Jackson

Douglas Jaffe and Kristen Heavey

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Diana and Chester Lee

Winston and Carolyn Lowe

Ian Lowe and Uyen Vo

Robert Ennis and Amy Chozick

Tracy V. Maitland

Jason Mathews

Jeanne Moutoussamy Ashe

Jorge Ortoll

Robert Simon

Leslie Lewis

Cristina Wang

Christopher and Janice Williams

\$500 - \$999

BlackRock

digitalundivided

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Orly Avidan

Thomas and Patricia Bransford

Valerie Brown

Former Mayor David Dinkins

Lisa Downing

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awiii Josue

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Juanita Shell Peterson . Ph.D.

Juanita Sneil Peterson, Ph.D.

*Includes individual donoradvised contributions & corporate matching support.

UNDER \$500

AOL

Diversity Affluence

Wealth & Giving Forum Fund

Foundation for Filipino Artists

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Dr. Jerome Tolbert

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Emily Wei

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Elliott Wiley, Jr.

E.T. and Lyn Williams

Anonymous

IN-KIND CONTRIBUTIONS

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AOL Dropbox

Finsbury

Flatiron School General Assembly

GLG

Goodwin Proctor

Google

LinkedIn Spotify

Treehouse

COMMUNITY PARTNERS

A Better Chance

Academy for Software Engineering

AlleyNYC

Blacks in Tech Code2040

CSNYC Education

Department of Youth and Community

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Eagle Academy

Emerging Leaders in Technology +

Engineering (ELiTE)
Enstitute

Expanded Success Initiative (NYCDOE)

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Hive NYC Learning Network

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YesWeCode YearUp

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Leslie Lewis Sword

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FOUNDING INSTITUTIONS
Betts Family Foundation

Ford Foundation

IMB Community Foundation
MJS Foundation

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Troy Carter

Gary D. Cohn Thomas Cornacchia

Don J. Duet

Stefan Kaluzny Loida Nicolas Lewis

Phil J. Venables Jennifer Wheary & Paul Walker

Elisha Wiesel





engaged and ready to learn. They came in as strangers. An hour later, they're starting a business together.

KANE SARHAN

Co-Founder, Enstitute

ASC STAFF

Christina Lewis Halpern, Founder & Executive Director

Robert Bonner, Managing Director

Michael Schwartz, Director of Marketing & Events

Christina Licata, Development Manager

Alessandra Carter, Program Manager

Amanda Greenberg, $\it Executive Assistant \&$

 $Special \ Projects \ Coordinator$

David Noel, Outreach & Recruiting

Linda Ashfield, Finance

SI INSTRUCTIONAL TEAM

Paul Marques, Summer Intensive Co-Facilitator

Jonathan Leung, Summer Intensive Co-Facilitator

Kane Sarhan, Hacking Success Instructor

Signe Harriday, Hacking Success Instructor

Sam Riggs, Summer Intensive Teaching Assistant

Moustafa Ndiaye, Summer Intensive Fellow

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Britt Morgan-Saks, Board Member-at-Large

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Jonathon Keidan, InsideHook

Jessica E. Lessin, The Information

Marcus Mitchell, Google, New York

Kathrine Mott, $Citizen\ Schools\ New\ York$

Robert Reffkin, Urban Compass

Reshma Saujani, Girls Who Code



All Star Code's success would not be possible without your support – whether you donated money, time, or expertise. Our sincerest thanks to you for investing in these young men and their futures.

TO JOIN THE CAUSE AND DONATE SECURELY ONLINE, PLEASE VISIT US AT ALLSTARCODE.ORG/DONATE.

Sign up for our newsletter, learn about volunteer opportunities, and be the first to receive details about all of our events at:

WWW.ALLSTARCODE.ORG







@AllStarCode

my passion to learn more.

It gave me motivation. It's brightened my opportunities for the future. I'm really grateful for this program. ">> > > >

LUIS DOMINGUEZ
 16 Years Old · Rising Senior · Phillips Exeter Academy

OUR BOYS MATTER

CELEBRATE FAILURE

LIVE THE MISSION

LEARN TO CODE

ALL STAR C(*)DE

 $\{2014 \text{ ANNUAL}\}$

