Hack the Hood (HtH) empowers youth and communities of color with the knowledge, skills, and support needed to succeed in tech careers. Through mentorship, culturally relevant knowledge, and 21st century tech and data science skills, we believe the youth we serve will become architects of change in their communities by leveraging technology for good. By using technology as a tool for gainful mobility, we create generational and economic impact.

"Learning about how data is used was so powerful. In the wrong hands, it can be catastrophic, yet in the right hands, it is a powerful weapon for change. I was afraid of taking a coding course, but this program made me face it. I realized that I could do it. I will continue to learn more about tech and coding. I would do more research about facial recognition."

— Summer 2021 Participant

The past two years have been a period of collective grief, but also of collective reimagining for our Oakland community at HtH. We watched our youth organize to protest the compounding challenges of systemic racism, police brutality, COVID-19, and increasing economic disparity, and we knew we needed to rise further to meet them. 2021 became a year of visioning, designing, building, evaluating, and iterating in service of our learners, who inspire us with their purpose to positively impact their communities every day.

In response, we recommitted to our core belief that technology is a central tool in the pursuit of justice. We understand that true justice is possible when Black, Latinx, AAPI, and Indigenous learners are equipped with the tech and data literacy skills they need to access opportunity and reclaim power from racial harms.

We spent much of 2021 shaping this vision, by creating our education philosophy, our strategic plan, and our tech for justice values. With these to guide us, we accomplished the following:

• Deepened the technical rigor of our curriculum to better prepare our learners for the future of work, with a focus on teaching Python skills, data literacy, and tech for justice.
• Continued to build out post-program career pathways and laid the foundations for other opportunity programs that will help learners better connect to certifications and degrees.
• Began sharing our tech for justice curriculum with other educators and supported them to deliver it to their learners.
• Engaged with our community by tapping into our local tech and business partners to provide mentorship, tech equipment, and tech training opportunities to our learners and small business partners.
• Bolstered the effectiveness of local small businesses via our mentorship program where learners got real work experiences as a technical consultant.

Our 2021 Annual Report

Evolving our core programs to teach Python and data literacy

Our Financial position continued to strengthen in 2021

How we’ve recalibrated for the future

Tech for Justice: Curriculum Sharing

Our Core Programs

Community Engagement & Innovation

The future for 2022 & Beyond

Mentorship for the learner

how we’ve recalibrated for the future

We couldn’t have done it without you!

Evolving our core programs to teach Python and data literacy

New pathways to success!

How we’ve recalibrated for the future

Core Programs

Career Pathways

 Updates

Click below to read updates on what we accomplished in 2021

Our Impact

Curriculum Sharing

Tech for Justice: Curriculum Sharing beyond Oakland

Tech opportunities and support for other corporate partners and small businesses

We couldn’t have done it without you!

The future for 2022 & Beyond

Our Technical & Financial position continued to strengthen in 2021

Thank You!
Our learners came back at Hack the Hood. We are committed to make the tech sector and tech talent more inclusive. Our programs are not just about increasing diversity, they are about creating meaningful pathways to success. Our programs inspire each learner to begin their journey into the tech sector and take their first step toward opportunities in tech. To make these programs impactful, we measure 7 distinct impact metrics across all of our programs. We are committed to their success. Our learners come first at Hack the Hood.

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Overall Impact

- 60% Increase for High school students who receive FRPL
- 30% Increase for students identifying as Black/African American
- 50% Increase for students identifying as female
- 58% Increase for students below the poverty threshold
- 26% Increase for High school students who receive FRPL
- 33% Increase for Students below the poverty threshold
- 9% Increase for Students identifying as Black/African American

Impact on Personal Goals

- 58% of learners reported they increased their programming skills.
- 73% of learners reported they increased their ability to work in teams.
- 91% of learners reported they feel more inspired on their journey to use technology.

Impact on Career Planning

- 58% of learners reported they increased their programming skills.
- 73% of learners reported they increased their ability to work in teams.
- 91% of learners reported they feel more inspired on their journey to use technology.

Impact on Continuing Education

- 58% of learners reported they increased their programming skills.
- 73% of learners reported they increased their ability to work in teams.
- 91% of learners reported they feel more inspired on their journey to use technology.

Impact on Increasing Technical Coding Skills

- 58% of learners reported they increased their programming skills.
- 73% of learners reported they increased their ability to work in teams.
- 91% of learners reported they feel more inspired on their journey to use technology.

Impact on Sense of Belonging in Technology

- 58% of learners reported they increased their programming skills.
- 73% of learners reported they increased their ability to work in teams.
- 91% of learners reported they feel more inspired on their journey to use technology.
Our Core Programs

Our 2021 plans included moving Hack the Hood beyond an organization that simply exposes learners of color to tech, to an organization that creates true pathways for learners of color into high-opportunity tech careers. Our commitment to our learners is that they will graduate with tech skills and be prepared for the next steps in their career pathways. We therefore had to rebuild a structure that supported these goals, which included:

**Updating Our Curriculum**
Updating our technical curriculum to focus on teaching Python and data analytics foundations in order to better prepare learners for the most in-demand tech and data analytics careers.

**Emphasis on Skill Demonstration**
Increasing our emphasis on practical skill demonstration via project-based learning that encourages learners to explore problems that they care about while building a technical portfolio with work samples.

**Spotlighting Tech for Justice**
Developing a new tech justice curriculum that highlights how technology can be used to help or harm communities of color. This curriculum contextualizes technical skills in the lived experience of our learners, centers the experiences and contributions of communities of color in technical learning, and empowers learners to advocate for more inclusive and just tech design.

**Evaluation**
Strengthening our evaluation approach to better understand the impact we are having on learners. We engaged an evaluation consultant to better define our outcomes and impact metrics, design survey instruments mapped to these, and refine our approach to analyzing learner data to more accurately understand our impact to guide program iteration.

**Revised Recruitment**
Refining our recruitment approach to better reach learners who might not have access to tech learning. This included deepening partnerships with other values-aligned community-based organizations, adjusting our recruitment messaging and content to be more engaging and relatable to youth, getting out in the streets to physically flyer in our communities, and updating the demographic information we ask for in applications so we can make more equity-based acceptance decisions.

One of the shining lights of the summer, however, was our partnership with Oakland Public Education Fund and Intel. Together, we recruited and served 50 students from Oakland Tech and McClymonds High School – two public high schools in Oakland Unified School District. Unlike our other summer programs, Intel’s support allowed us to pay stipends to all 50 students for attending classes. The ‘earn to learn’ model worked, resulting in a 98% graduation rate for this program and has led to our decision to provide learning stipends to learners in all of our programs in 2022.

The impact was significant for the 106 learners who persisted. Qualitative feedback and the pre and post surveys showed that our new curriculum successfully helped learners feel an increased sense of belonging in tech, feel motivated and inspired to continue pursuing tech learning, increase their technical skills, build their confidence as technologists, and increase their awareness of tech career paths.

Our 2021 goal was to reach 200 learners via our core programs. We received more applications than ever before (500 to be exact) and accepted 240 learners. These were exciting numbers, but we struggled with retention. Despite providing free laptops and offering daily DoorDash meal credits – we saw a 50% attrition rate. The mental health impacts of the pandemic, continued zoom fatigue, and the increased technical rigor of our curriculum caused a drop off. The learners we serve already experience the greatest barriers to accessing tech learning, and the pandemic along with the need to continue pursuing tech learning, increase their technical skills, build their confidence as technologists, and increase their awareness of tech career paths.

"It’s a great course! The free laptops and DoorDash credits are a nice bonus, but ultimately, the teachers and the program in general are the real deal. I struggled to get the hang of coding in general when I first started, but over time it started to click in a little more.”

— 2021 participant
In early 2021, we held several listening sessions with alumni. They shared that while our programs were igniting their interest in pursuing tech career paths, they needed more structured support to understand what next steps to take. We began envisioning a “career cohort” model that will connect alumni to opportunities for continued learning—such as technical certifications, community college degrees, coding bootcamps and four-year institutions—and provide more wrap-around support, learning stipends and community-building to help them succeed in these pathways.

The team at Tapjoy speaks with our learners about career opportunities.

I plan on continuing with projects to test my skills and keep pushing them to be better. I also plan on taking an AP Computer science this fall to get a feel for what I’d like to come in college. And from there I’ll see what else I can do to prepare myself for the software engineer life.

—I plan on continuing with projects to test my skills and keep pushing them to be better. I also plan on taking an AP Computer science this fall to get a feel for what I’d like to come in college. And from there I’ll see what else I can do to prepare myself for the software engineer life.

I’d say some things I learned that opened my mind would have to be facial recognition since it’s something I never thought about how involved it was in our day-to-day lives. It’s honestly crazy, so learning more about it and how it affects people like me was really eye-opening.” — Summer 2021 Participant

We connected with Johnnie Williams, the CIS department co-chair at Laney Community College, located just a few blocks from us in Oakland. Over several months of collaboration, we developed a vision for hack the Hood learners to matriculate into Laney and receive additional industry mentorship, skill building, and peer support while pursuing their Associate’s Degrees or certifications. We secured a $50,000 planning grant from the Catalyze Challenge and a $25,000 award from the Westly Foundation that is helping us launch this cohort in the spring of 2022.

In addition to laying the foundations for career cohorts, we supported 18 alumni to apply to internships at Moody’s, DocuSign, Firewood Marketing, and ServiceNow. Excitingly, we had two alumni who completed internships with Firewood Marketing receive full-time offers for positions at Firewood’s sister company. We provided learners with additional support to develop their professional skills as they participated in the internship program. We collaborated with partners such as Okta, LinkedIn, and Broadgate Search to deliver workshops reaching almost 50 alumni on topics such as interviewing, resume building, LinkedIn optimization, job search strategies, and how to work with SMB clients on tech projects.

“I think exposure is so pivotal to people like us who do come from under-resourced backgrounds. Exposure comes barrierlessly, it’s not something we have to gain or earn, but how connected to those opportunities and how much you’ve been taught to take the chance to carve out a space for yourself. It’s a lot more powerful to have someone tell me there already is a space for me, and then they help me to get in there.” — Ariel Rios, 2021 Firewood Marketing Intern

In the fall, with the support of JP Morgan Chase, we partnered with three goal-aligned Oakland organizations: The Hidden Genius Project, OCCUR, and United Roots, to engage our alumni in a seven week-long paid internship program by offering local small businesses basic web and social media services. This pilot provided the opportunity for alumni to experience firsthand what it was like to be a freelance contractor for a small business.

We provided learners with additional support to develop their professional skills as they participated in the internship program. We collaborated with partners such as Okta, LinkedIn, and Broadgate Search to deliver workshops reaching almost 50 alumni on topics such as interviewing, resume building, LinkedIn optimization, job search strategies, and how to work with SMB clients on tech projects.
In 2021, we created, designed and launched our Tech for Justice curriculum sharing model which allowed us to reach more learners of color than we could in Oakland, California alone. Our intention is to motivate and inspire our learners to continue pursuing technical skills, deepen their awareness of the overlap of social justice in technology, and create tech for good solutions.

The curriculum is designed to provide an intentional and conscious introduction to the social impacts and opportunities that technology has for Black, Brown and AAPI communities and help learners apply a social justice perspective to design, development, and deconstruction of technical solutions. In addition, the curriculum gives learners strategies for navigating their careers in tech.

By setting the stage for better understanding of how technology shapes our lives, we believe our Tech Justice curriculum is a vital component to creating our next generation of informed intersectional tech leaders.

The curriculum sharing program aims to engage teachers and their students in tech justice education long-term. The curriculum share is designed so teachers can deliver it independently and then refer students to Hack the Hood’s programs for more in-depth technical learning, therefore also strengthening our recruitment efforts and connections to our broader education community.

YouthBuild Philly

Our first curriculum sharing partner - YouthBuild Philly - had a positive impact on 25 learners:

- 80% of respondents reported that the YouthBuild and Hack the Hood program helped them understand how technology could impact their community.
- 80% believed they could now have an informed conversation about the importance of data in technology.
- 53% were interested in learning more about careers in industries that use technology.

We also shared the Tech Justice curriculum with Foothill College located in Los Altos, California, and RepresentED, in Oakland California.

In 2022, we are thrilled to be sharing our Tech Justice curriculum with additional partners, Unity High School (a OUSD school) and Oakland Public Library who will be delivering our curriculum through their Ready, Set, Connect! program that serves Oakland youth by providing opportunities for technical training and practicing those skills while helping older adults improve their digital skills.

Community Engagement

We help our learners develop their identities as future technologists by providing them with opportunities to access mentorship, engage with folks in tech with similar identities and experiences, and highlight their meaningfulness of the career paths available to them. We want them to know that they can succeed and we will support them. Our corporate partners and volunteers help make this possible.

In 2021 we engaged 138 volunteers to provide 340 hours of mentorship, technical coaching, professional skills development and career exploration to our learners.

A highlight were our 13 career exposure panels, where we welcomed groups of community members with diverse backgrounds and roles in tech to come share their career journey and insights with our learners. A big thanks to BlackRock, Fastly, New Relic, Square, Netflix, College Workshop, Chase, Intel, LinkedIn, Salesforce, Moody’s, Strip, T-Mobile, Sun Life Financial for helping to power our volunteer efforts.

During Oakland Small Business month, we provided free support and resources to our local small business partners, acknowledging the increased challenges they faced during the pandemic. We matched 40 minority and women-owned small businesses with mentors in our network who provided personalized business coaching on marketing, business planning and web design. We culminated the month with four free workshops in business planning, e-commerce, legal 101, and web design.

We also engaged our corporate partners to build the tech skills and capacities of our local small business community.

The Celigo team speaks about career opportunities to Hack the Hood learners.

The BlackRock team speaks about career opportunities to Hack the Hood learners.

The Moody’s team speaks with Hack the Hood learners.

We also engaged our corporate partners to build the tech skills and capacities of our local small business community.
Here’s what we learned this year

We Love ‘Aha’ Moments!
Seeing yourself in tech, believing like you belong are essential components to our curriculum and long-term persistence in tech learning pathways. We saw the biggest increase in belonging for girls and African American learners, who are among the most underrepresented in the tech industry.

Breaking down tech barriers, exploring possibilities, and opening doors to opportunity is our North Star, and in 2022, we look forward to identifying mission-aligned partnerships to create even more career pathways and ‘aha’ moments for our learners.

Holistic Support!
As we saw from the Oakland public education fund and Intel program, stipends help increase learner persistence and reduce attrition. Because of this, we’ve decided to stipend all programs in 2022, paying $500 per learner per program if they successfully graduate. We’ve also shifted to have more focus on preparing learners for the job force (in terms of resume building, soft skills, persistence), as well as include more workshops and engagement from tech industry professionals.

Meeting Learners Where They Are!
We recognized the value and importance of meeting long learners where they are. As a result, we’ve updated our application process in alignment with our expanded program offerings to provide better indicators about our learners’ prior programming and tech experience. By doing this, we can enable various entry points to our programs and to provide learners with the best support for them.

Recalibration for the Future!
Last year our attrition rate was 50%, which was on par with what our peer organizations experienced in virtual learning. We are a proactive team and recalibrated our offerings to solve for this in 2022.

First thing we will do is shift the way we deliver our content, extending our classes from 8 weeks to 12 weeks to allow more time to absorb the material, contextualize, and identify the social justice relevancy. We shifted the in-class hours to only two days a week to allow more time for asynchronous learning using pre-recorded video content and tutorials.

Secondly, we’ve incorporated pair programming sessions for community building for more peer-to-peer engagement to build community, camaraderie and find peers for support.

Thirdly, we’re dedicating a Programs Assistant to help our instructors develop fun activities for our learners to engage with each other and build a sense of community beyond class content.

If You Can See It, You Can Be It!
Seeing yourself in tech and feeling like you belong are essential components to our curriculum. We saw the biggest increase in belonging for girls and African American learners, who are among the most underrepresented in the tech industry.

W e believe that since our leadership and instructional team is 86% of people of color and 52% women, we are able to mirror the folks we serve and create programs that are relevant and identity affirming for our Black, Latinx, AAPI, and Indigenous learners. We remain committed to having more tech industry leaders that look like our Black, Brown and AAPI learners and are creating more ways of engagement with them throughout our programs in 2022.
## Our Financials

### Statement of Financial Position

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<tr>
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<th>2020</th>
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### Statement of Activities

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Thank You!

We want to especially thank our partners who share our vision for a more inclusive and just tech sector and who champion this work through financial support, volunteerism, collaboration and support.

Alameda County–Oakland Community Action Partnership
AT&T
Benevity
Black Lives Matter Employee Resource Group At Zumper
BlackRock Employee Giving
Brunswick Group
Capital One
Catalyze Challenge
Celigo
Chambers Family Foundation
David Hauser
Dennis and Laura Allaire
DoorDash
Earnest (via Navient Community Fund)
Emil Hesslow
Foothill–DeAnza College
Frederic & Sara Kerrest
Github Social Impact
HackerOne
Integrant
Intel
JPMorgan Chase Foundation
Julia Wells
Kyler Murlas
Laura & Dennis Allaire
LegalZoom
Luther Jackson
Mangrove Web Design
Marshanette Nunes
Microsoft Employee Giving
Moody’s
New Relic
NextGen Policy
Okta
Peery Foundation
Project YES
Qualcomm
Scratch Marketing + Media
ServiceNow
Soma Equity Partners
Tapjoy
The Sand Hill Group Foundation
The Walt Disney Company (ESPN)
ThredUP
Tyler Technologies
Venturous Counsel & Professional Corporation
Warriors Foundation
Western Digital
Westly Foundation

And thank you to the hundreds of additional individual donors whose generous donations and commitment to Hack the Hood helps us to deliver on our mission everyday.