

GIVE EQUITY TO EQUITY™

A Self-eSTEM
Fundraising
Campaign



Self-eSTEM | selfestem.org

WHAT IS GIVE EQUITY TO EQUITY™?



Give Equity to Equity™ is Self-eSTEM's groundbreaking fundraising campaign

that challenges the status quo and aims to maximize opportunities in STEM for BIPOC girls and women. Our **\$1 million campaign**, is a rallying call for change, a transformative movement that recognizes the **power of equity** and the urgency to create a level playing field for historically marginalized populations.

Give Equity to Equity™ will **ignite the possibility of breaking down barriers** that hinder the dreams and aspirations of BIPOC girls and women in STEM. Funds will be used to:

- **Expand** Self-eSTEM's programming to more young Innovators and STEM women
- **Amplify** a counternarrative that provides a new voice for BIPOC girls and women interested in STEM careers
- **Scale** Self-eSTEM's operational capacity to ensure the long-term sustainability of the program

Over time, we aspire to grow our Give Equity to Equity™ campaign to **catalyze change** by providing BIPOC women innovators and entrepreneurs with access to the **capital** they deserve. Through Give Equity to Equity™ we can build a future that is limitless for all.



WHY GIVE EQUITY TO EQUITY™?



Racial and Gender Disparities in Funding

Black women-led nonprofits, like Self-eSTEM, face significant challenges when it comes to accessing funding. In fact, a [recent study](#) found that only **0.5%** of funding goes to Black women-led organizations. For our communities to thrive we have to invest in BIPOC women and girls at every level we can - at the individual, organizational, and systemic. **Give Equity to Equity™** is about this investment.

At Self-eSTEM, we imagine a world where every BIPOC girl and woman has equal access to quality education, mentorship, and resources. We see a future where **talent is nurtured and empowered**, regardless of ethnicity, gender, or socioeconomic background. **Give Equity to Equity™**, we have the opportunity to turn this vision into a reality.

Your support of the **Give Equity to Equity™** campaign is not just an act of generosity; it is an **investment in the brilliance of untapped potential**, in the dreams of those who have been silenced for far too long.

BY GIVING EQUITY TO EQUITY™



You are enabling transformative and innovative programming:



1

Demystifying and decolonizing STEM through culturally sustaining project-based learning



2

Increasing knowledge in robotics, coding and STEM literacy through real-world application



3

Developing problem-solving, entrepreneurship and computational skills through hands-on training



4

Nurturing career identities by linking self-esteem and self-efficacy to promote wellness and retention



5

Linking Innovators in networks that accelerate upward mobility and facilitate community value and impact

BY GIVING EQUITY TO EQUITY™



You'll fuel Self-eSTEM's Theory of Action:



ENGAGE

Lead with heart and empower BIPOC girls & women in STEM

BUILD

the largest network of BIPOC women in STEM

SHIFT

mainstream narratives about BIPOC women and STEM

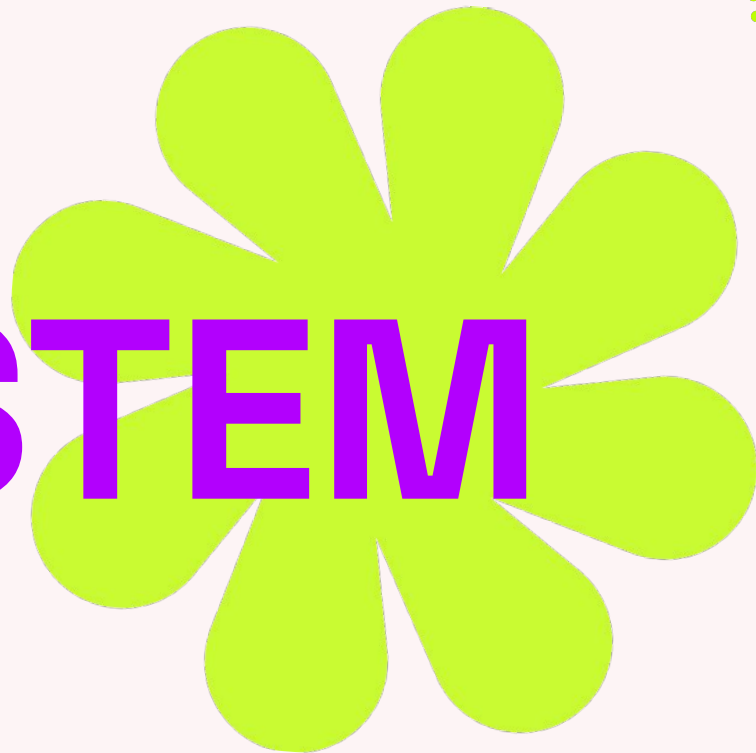
INSPIRE

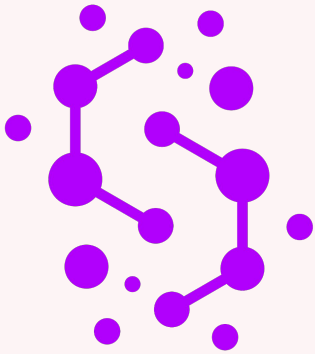
the next generation of STEM innovators



ABOUT

SELF-eSTEM





Self-eSTEM

The new face and culture of
STEM innovation.



OUR STORY

For nearly a decade, the Self-eSTEM team has been dedicated to developing and delivering our innovative approach to address the underrepresentation and inequity faced by BIPOC girls and women in STEM.

It all began with the launch of our **free, one-week STEM Exploration Camp**, welcoming **over 60 girls** and ignited their passion for STEM.

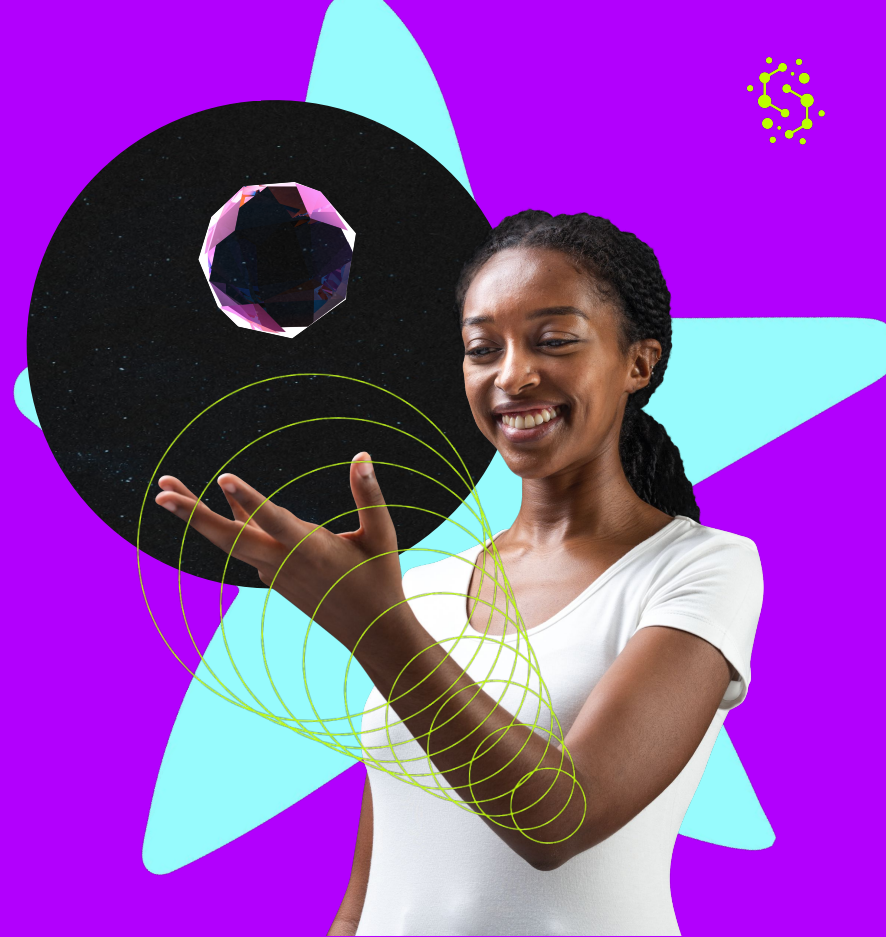
Building upon the camp's success, we expanded our program to include monthly **STEM Engagement** workshops and a weekly after-school **Robotics** program.

Today, these initiatives have collectively reached and engaged **1,325 girls**, empowering them with the knowledge, skills, and confidence to pursue STEM education and careers.

OUR MISSION

At Self-eSTEM, our mission is to ignite **pride, purpose, and possibility** among BIPOC girls and women through STEM by providing:

- ✦ culturally relevant education,
- ✦ training & mentorship,
- ✦ and access to a network of support to fuel their personal and professional development throughout the talent pipeline.



OUR IMPACT TO DATE



40+
Corporate &
Educational
partners secured



150+
BIPOC women in
our STEM network

1,000+ volunteers activated



1,300+
BIPOC girls (ages 7-17)
reached

65% from low-income families
90% attendance rate



81%
of youth realize their
STEM career identities

100% matriculation rate

OUR FOUNDER

“The underrepresentation and high attrition of BIPOC women in STEM is not a skill and capability issue. Instead, it is the by-product of a lack of investment in the things BIPOC women need to thrive.”

Self-eSTEM was founded in 2014 by Adamaka Ajalo, an Oakland native, mathematician, and STEM trailblazer with a unshakeable passion for the social, emotional and economic empowerment of young women of color. Self-eSTEM's vision to transform STEM is rooted in the lived experience and strength of BIPOC women. Adamaka, and the Self-eSTEM Team, are on a quests to disrupt the status quo.




Adamaka Ajalo, M.B.A.
Founding Executive Director



THANK YOU!

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