

GIVE EQUITY TO EQUITY™

A Self-eSTEM Fundraising Campaign

Empowering the Future
of STEM for BIPOC Girls
and Women



Self-eSTEM | selfestem.org

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UNDERSTANDING SELF-ESTEM: AT A GLANCE



1

Founded in **2014** with the **mission** is to ignite **pride, purpose, and possibility** among BIPOC girls (7-17) and women (18-25) through STEM through **culturally relevant trainings**.

2

Launched free, annual-week **STEM Camp**, in **2015** welcoming 60+ girls and **unleashed** the **brilliance** through **cognitive & non-cognitive** development, and **social & emotional** learning.

3

Expanded our program to include monthly **STEM Engagement** workshops and a weekly after-school **Robotics** program in **2016**.

4

Made history the **1st** all **underrepresented BIPOC girls team** to compete & received Judge's award in the NorCal FIRST Lego League in 2017 and in **2018** for the NorCal FIRST Tech Challenge competitions.

5

Received 5+ organization awards and recognition most notably Honorable Recognition by **Congresswoman Barbara Lee**, Diversifying the Tech Industry Sector Awards at **AfroTech** in **2019**.

6

Brand enhancement in **2022**, refining our **5 Core Values** of Community & Self-Love, Innovator, Creative, Purpose and Equity, **aligned** with the STEM industry shared values, priorities and skills.

7

Identified three core strategies to advance our **vision**: a world where girls & women of color are **recognized, respected, and valued** as STEM **innovators, entrepreneurs, and changemakers**, driving solutions for all.

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

THE STEM ECOSYSTEM PROBLEM



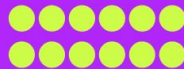
Despite an overall increase in STEM programming and career pathways, **BIPOC Women are still being kept out & pushed out of the STEM talent pipeline.**

How we know this is a problem...

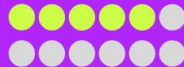
5%

of STEM Professionals
are BIPOC Women

For every **12 women of color** that graduate with a STEM degree...



...only **5 are working** in STEM after 2 years...



...after 10 years that number **drops to 3.**



WHAT IS GIVE EQUITY TO EQUITY™?



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

that challenges the status quo and aims to maximize opportunities in STEM (science, technology, engineering and mathematics) for BIPOC (Black, Indigenous, and People of Color) girls and women. Our **\$500,000 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.

IMPACT STORIES



Siara Edmond

- Siara joined our program in its inaugural year and returned to Early STEM Immersion Program for nine (9) consecutive years until she graduated high school. She led our Robotics teams and served a peer to peer mentor.
- Through our program, Siara enhanced her coding and STEM skills as well as leadership and collaboration skills. She has returned to be a camp facilitator and serves as a shining role model to camp attendees.
- **STEM Impact:** Siara is currently a Sophomore at UC Davis with a full scholarship, majoring in Computer Science and Neuroscience.

"There aren't any STEM jobs a girl can't do!" - Siara, 2016



Nalín Garcia-Sedeno

- After a chance meeting in a coffee shop with Self-eSTEM's Executive Director while in the 2nd grade, Nalín, now a current 9th grader has been a proud seven (7) year participant.
- Self-eSTEM introduced Nalín to the everyday relevance of STEM, igniting here passion during her first summer camp. In the summer 2023, she volunteered to cut short her family vacation to attend the annual STEM Exploration Camp.
- **STEM Impact:** Nalín has evolved into a confident leader, regularly presenting team projects and serves as a mentor to younger Innovators. She maintains an impressive academic record, consistently earning a spot on the honor roll.

"There're so many different aspects of STEM." - Nalín, 2023

Click [HERE](#) to see our most recent Innovator Impact Video.

IMPACT STORIES



Amira & Ayana Preston Hasley

- Twin sisters Amira and Ayana, attended their first STEM Exploration Camp in 2018.
- Self-eSTEM inspired both sisters to enroll in the Computer Science Academy at Oakland Tech High School. They had a significant shift in their STEM outlook after their graduation in 2021.
- **STEM Impact:** Ayana graduated from high school with honors, and both sisters are currently attending Peralta Colleges, and transitioning 4 year universities pursue degrees in Psychology/Film and Natural Science respectively.

"Without Self-eSTEM, my girls would not have seen themselves in the STEM fields." - Ms. Preston, 2022



Sara Topete

- Sara, currently in 11th grade, started in the Early STEM Immersion Program in 5th grade.
- Sara has made positive shifts in her self-esteem, academic responsibility, extracurricular engagement, and overall maturity including assuming a leadership role in our Robotics team.
- Sara and her family have championed Self-eSTEM's mission at local universities and partner-hosted STEM events.
- **STEM Impact:** Sara's career aspirations shifted towards STEM, leading to a scholarship to the prestigious Bishop O'Dowd High School. She plans to pursue STEM-based college degree programs next year.

"Without Self-eSTEM, the pathways to go into Computer Science and Artificial Intelligence would have never opened up for me." - Sara, 2020

Click [HERE](#) to see our most recent Innovator Impact Video.

OUR IMPACT TO DATE



40+

Corporate & Educational
partners secured

Mid-Size Nonprofit



150+

BIPOC women in
our STEM network

1,000+ volunteers activated



1,325+

BIPOC girls (ages 7-17)
reached

65% from low-income families
90% attendance rate



81%

of youth realize their
STEM career identities

100% high school graduation rates
70% declared STEM college majors

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

FUNDING NEEDS AND MEASURABLE OUTCOMES



\$500K INVESTMENT WITH ROBUST REPORTING & ACCOUNTABILITY

Action	Investment	Social Return on Investment
 Hire First 2 Full-Time Staff Members & Paid Facilitators	\$225K	<ul style="list-style-type: none">Program Director & Coordinator focus on sustainability and scaleShifting from volunteer-based & aligned to nonprofit industry standardsChange and broaden the face and culture of STEM innovation
 Double Early STEM Immersion Program Annual Reach (from 250 to 500) for our young Innovators (ages 7 to 17)	\$200K	<ul style="list-style-type: none">Increase knowledge in robotics, coding and STEM literacy through real-world application; developing problem-solving, entrepreneurship and computational skills through hands-on trainingGrow the number of overlooked students selecting and completing STEM majors in collegeExpand STEM literacy access to underserved communities
 Create Series of Robust Marketing & Educational Campaigns	\$75K	<ul style="list-style-type: none">Shift the mainstream perceptions of BIPOC girls & women in STEMIncrease the sense of belonging and resilience to continue STEM education and career pursuits
 Launch 1st Year Emerging STEM Leader Program Focused on Mentoring & Retention of Emerging Talent Innovators (ages 18-25)	\$25K	<ul style="list-style-type: none">Supporting our alumni in the next critical stages of the talent pipelineExpand community-building events and services offerings for network members to thrive within STEMNurture career identities by linking self-esteem and self-efficacy to promote wellness and retention within the STEM talent pipeline

Click [HERE](#) to see our [Logic Model](#) on our Theory of Action

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**

PARTNERSHIP OPPORTUNITIES & BENEFITS

Shape the Future of STEM Talent with Self-eSTEM!



Opportunities	Benefits
<ul style="list-style-type: none">● Financial Support: sponsorship of programs or events● Employee Engagement: volunteering, board membership or pro bono work● In-kind Donations: resources, equipment or expertise● Cause Marketing: Collaborative campaigns, Public Relations and Community Policy	<ul style="list-style-type: none">● Enhanced corporate reputation & positive branding in existing and untapped markets● Demonstrated commitment to diversity, equity and inclusion● Opportunities for employee development and engagement● Potential tax benefits and positive community impact

An Abbreviated List of Current & Previous Partnerships



SPONSORSHIP PACKAGES

(Customization available upon request)



There are 4 sponsorship package levels available:



INNOVATOR \$50,000

This sponsor will acquire the right to:

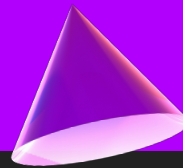
- **1-2 Co-Branded Digital Campaigns:** emphasizing our shared commitment
- **1 keynote speaker** at our annual event
- **1 Prominent Website Feature:** success stories, video and profiles of Innovators
- All items included with the **Trailblazer to Explorer** packages



TRAILBLAZER \$25,000

This sponsor will acquire the right to:

- **1 Media Relation Feature:** offering interviews and content
- **2 Thought Leadership Opportunities:** co-author op-eds & product demos
- **Compelling Storytelling:** Showcasing impact with PR or Policy teams
- All items included with the **Adventurer & Explorer** packages



ADVENTURER \$10,000

This sponsor will acquire the right to:

- **2 Social Media Spotlight:** Features and Updates
- **2 Newsletter Inclusions**
- **Camp & Event Presence:** Signage, Banners, Program Materials
- All items included with the **Explorer** package



EXPLORER \$5,000

This sponsor will acquire the right to:

- **1 Social Media Spotlight:** Features and Updates
- **1 Newsletter Inclusion**
- **Prominent Branding:** Logo on Website and Camp Materials

DISRUPTOR - Presenting Sponsors: This sponsor will acquire the right to have their name and logo included as a “presenter” worded as “presented by” on our video series, social media campaign and all events. For more information, contact Self-eSTEM Executive Director & Founder, Adamaka Ajaelo: aaajaelo@selfestem.org.

NEXT STEPS - Donate, Connect & Collaborate

For Organizations



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



Immediate - Put Equity into Action Within 1 - 3 Months

Initiate Engagement: Schedule meeting with our Executive Director, Adamaka Ajaelo (aajaelo@selfestem.org) to discuss the partnership.

Designate STEM Ambassadors: Nominate a group of employees to serve as STEM Ambassadors to host (virtual) meeting to support Self-eSTEM.

Put Equity into Action Now: Donate cash or stock directly at selfestem.org/donate. See general implementation timeline in appendix.

Long-Term - Cultivating the Relationship Within 6 Months - 1 Years

Customized Partnership Plan: Specific initiatives, activities, and measurable objectives that align with your organization's CSR goals.

Employee Engagement: Actively involve your STEM Ambassadors in Self-eSTEM's activities.

Cause Marketing Campaign: Explore a joint cause marketing campaign to raise awareness and funds for Self-eSTEM.

Cultivating the Relationship: Scheduled progress update meetings to share insights and celebrate milestones and successes for public relations.

NEXT STEPS - Donate & Share

For Individuals & Small Groups



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



THE ASK: SECURE 10% - 20% OF YOUR GROUP OR NETWORK AS DONORS

Donate

- Donate cash or stock on a monthly or one-time basis
- Create a peer-to-peer network fundraiser on the Mighty Cause platform by joining our fundraiser event. For questions, contact Wynnie, Chief of Staff (wmaravilla@selfestem.org).

Be a STEM Ambassador

- Spread the word about our Give Equity to Equity™ fundraising campaign within your network
- Introduce Self-eSTEM to your network via email or social media using our "Key Ways to Support" templates

THANK YOU!

Together, we can drive meaningful change in the STEM community, empower young girls and women, and contribute to a more equitable future for all.

Follow Us:



@selfestem



@selfestemorg



@self-estem



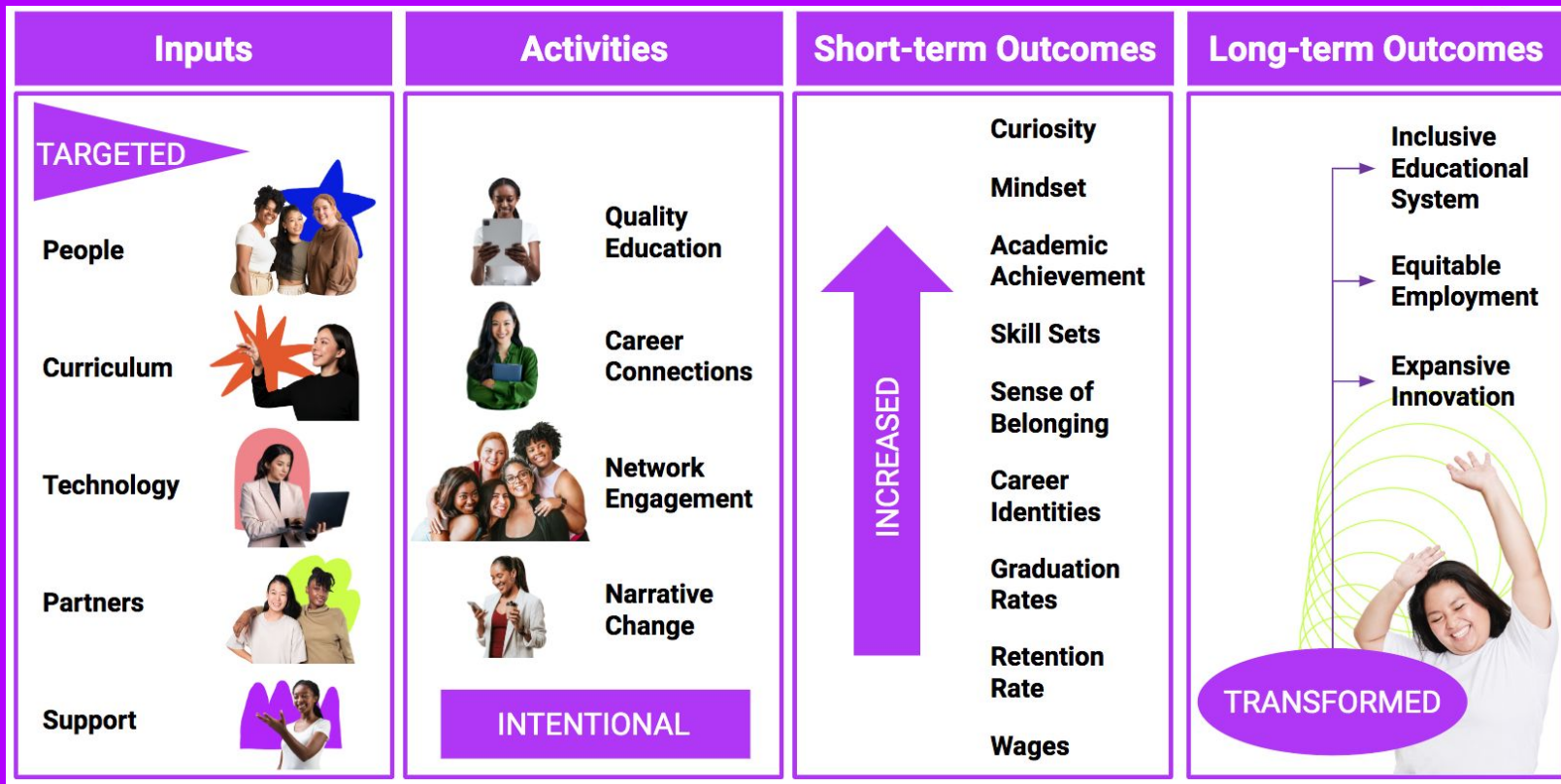
@selfestemorg

Contact: Adamaka Ajaelo, Executive Director
aajaelo@selfestem.org | selfestem.org



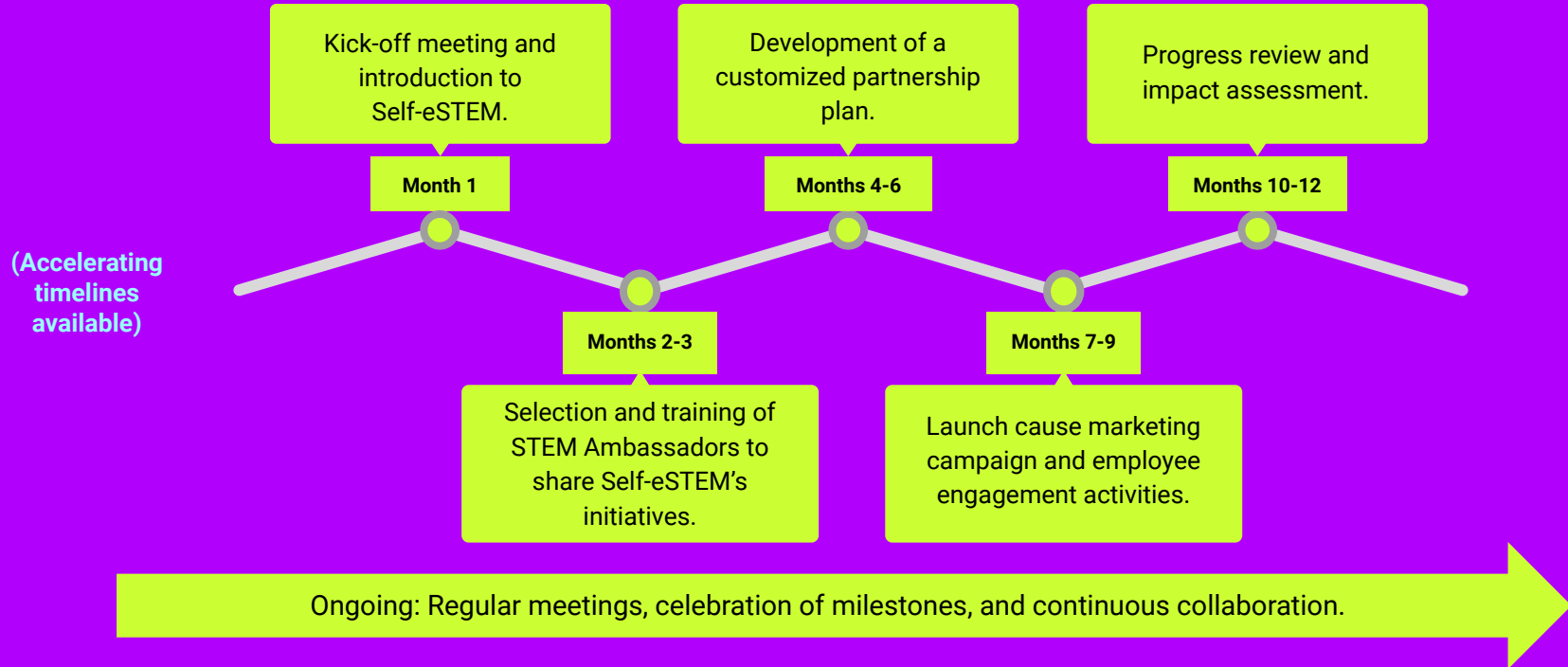
HIGH LEVEL LOGIC MODEL

Detailed Logic Model Available Upon Request



GENERAL IMPLEMENTATION TIMELINE & MILESTONES

Establishing clear path for our partnership's success!



Thank you for your commitment to this important cause.



GIVE EQUITY TO EQUITY™

Fundraising Campaign Kit

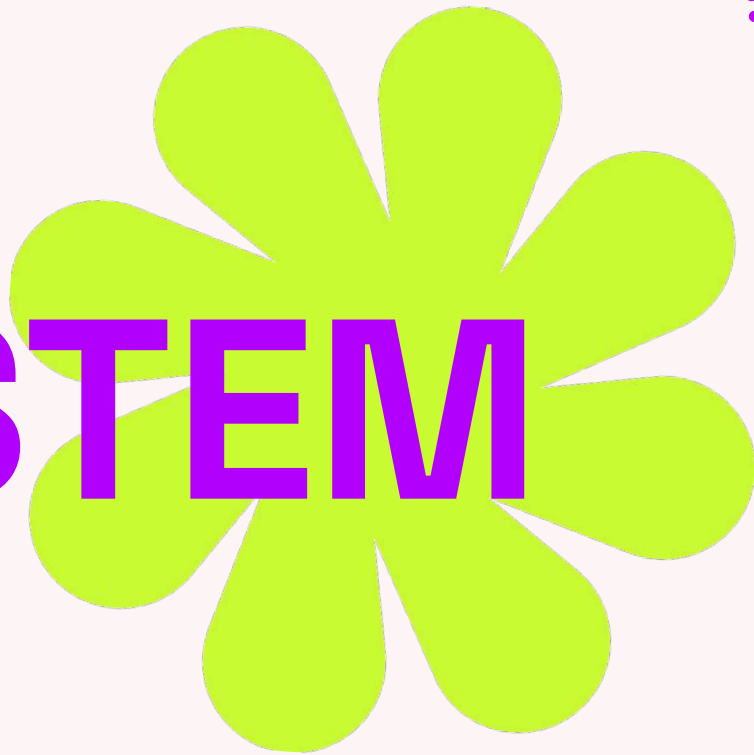
THE NEW FACE & CULTURE OF STEM™

Empowering the Future of STEM for BIPOC Girls and Women

selfestem.org



ABOUT SELF-eSTEM



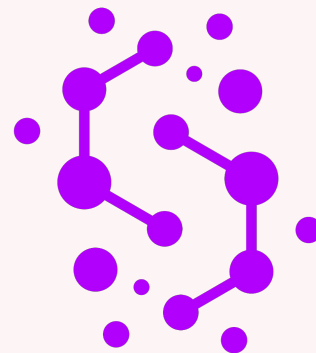
OUR STORY

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.



Self-eSTEM

The new face and culture of
STEM innovation.



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 Ajaelo, 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 Ajaelo, M.B.A.

Founding Executive Director



Our Executive Board of Directors

We are experienced and well-positioned to tackle pressing issues across the STEM talent ecosystem.



**Shalonda
Tillman**

**Chief Operations Officer &
Curriculum Lead**

Educator
Oakland Unified
School District



**Gervetti
Lockett, Ph.D.**

**Director, Marketing
& Digital Content**

Former Learning &
Development Partner
Facebook



**Jeremiah
Tolbert**

**Director, Infrastructure &
Corporate Development**
Founder/CEO, Tolbert Architect
& Designs



**Karen Trapenberg
Frick, Ph.D.**

Treasurer & Grants
Associate Professor,
City & Regional Planning and
Director of Transportation Center
UC Berkeley



Our Advisory Board

We are experienced and well-positioned to build strategic partnerships to advance Self-eSTEM's mission.



**Stevie
Gray**

**Former Vice President,
Ticket Operations**
Golden State Warriors



**Patty
Dingle**

**Global Head of Diversity
& Inclusion**
Riot Games



**Ashley
Tucker**

**Former Senior Manager
Corporate Engineering
& Solutions**
Lyft



**Jacquelyn
Broader**

Research Associate
UC Berkeley

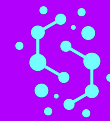
OUR MISSION

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.



INNOVATION IN ACTION



Bridging aptitude and **belief**, we **unleash the brilliance** in BIPOC girls and women by championing STEM through holistic:

- Cognitive & non-cognitive development, and
- Social & emotional learning.



PROGRAM STAGE 1: Early STEM Immersion Program

Unlocking STEM career identities by normalizing BIPOC girls' brilliance and self-esteem through STEM - Innovators ages 7 to 17



STEM Exploration Camp – Engineering Day

STEM Exploration Camp

A **one-week (Summer)** camp that provides STEM curriculum and entrepreneurship training through a culturally responsive lens.

Goal: To recruit and spark STEM curiosity and growth mindset by igniting systems thinking skills.

Cost: \$600 per innovator



Dreamforce Conference – Entrepreneurial Workshop

STEM Engagement

A **monthly weekend program** that curates hands-on fieldtrips and interactive conversations with STEM professionals.

Goal: To engage STEM cohort by encouraging the pursuit of STEM-centric careers and studies.

Cost: \$400 per innovator



FIRST Tech Challenge Team

Robotics

A **weekly (Fall)** after-school FIRST robotics program developing coding and engineering skills.

Goal: To strengthen STEM cohort by encouraging the pursuit of STEM-centric careers and studies, while tackling real-world problems against competing teams.

Cost: \$1,000 to \$1,500 per innovator

PROGRAM STAGE 2: Emerging STEM Leader Program

Equipping BIPOC women with confidence, knowledge & resources to thrive and remain within the STEM pipeline - Innovators ages 18 to 25.



Conversations in STEM - Career & Professional Development Event

School-2-Career

- **Place untapped talent in STEM business and industry**
 - Source paid internships
 - Identify on-the-job training
- **Prepare participants for corporate and economic leadership**
 - Professional & Career Development workshops
 - Life-Coaching (Sustainability)
 - Networking opportunities with influential individuals in STEM
 - Achievement in STEM
 - Entrepreneurship

(In-development. Program details available upon request).



3 WAYS TO SUPPORT SELF-eSTEM



ABOUT THIS CAMPAIGN KIT



Self-eSTEM supports hundreds of women and young girls to thrive in STEM and, by extension, thrive in life.

You can join us by supporting our ongoing **#GiveEquitytoEquity** fundraising campaign. Use this kit to support and promote Self-eSTEM to your networks!

1 - **DONATE: DIRECT REQUEST FOR SUPPORT**



We're asking you, our existing supporters and new community, for assistance with fulfilling our mission.

Please help Give Equity to Equity™ by [donating money or stocks](#) today.

In case you didn't know, when you donate appreciated stock, you can reduce capital gains tax while **deducting 100%** of the value of the contribution. It's a **win-win** for you and us!

Get started [here](#)!

Corporations & Organizations: schedule a meeting with our **Executive Director, Adamaka Ajaelo** (aajaelo@selfestem.org) to discuss a partnership.

2 - ENGAGE: SHARE THIS POST ON SOCIAL



[Download Image to post on your social media](#)

POST ON September 29th (or after)

1. We're asking for all Self-eSTEM supporters to share this post on their social media profiles, whichever you have available, on September 29th.
2. Place this link in your bio: <https://selfestem.org/donate/>

Instagram/Facebook/LinkedIn copy (feel free to edit to match your voice):

I'm helping to raise funds for @selfestem to amplify their impact with BIPOC girls and women in STEM. Help Give Equity to Equity™ by donating to Self-eSTEM today: <https://selfestem.org/donate/> - link in bio.

Tag & share your resources below to help them accomplish their goals of building the largest network of BIPOC women in STEM, shifting mainstream narratives about BIPOC women and STEM, and to inspire the next generation of STEM Innovators!

First comment hashtags: #selfestem #donate #donation #stem #stemeducation #stemforkids #stemgirls #stemminist #womeninstem #equity #crowdfunding #equityineducation

3. Likes, comments & shares of Self-eSTEM's Give Equity to Equity posts would be greatly appreciated.



SCAN
CODE TO
DOWNLOAD

3 - BE A STEM AMBASSADOR: GIVE TIME OR SKILLS



Consider donating your time or skills, especially if your organization matches donated volunteered time.

You can quickly volunteer 5 minutes by **sharing our call-to-action with your networks via email**. See email template below and feel free to edit as you see fit.

Dear [INSERT NAME HERE],

I hope all is well with you this week. I wanted to share a little bit about an organization that I really love called [Self-eSTEM](#) - an organization focused on STEM education. They're currently fundraising and I wanted to invite you to join [Give Equity to Equity™](#) - Self-eSTEM's proactive campaign to continue its mission of igniting a sense of pride, purpose, and possibility among BIPOC girls and women through STEM, and to increase more equitable outcomes within their lives and community.

Download [their campaign kit](#) to learn more about how you can help them achieve their goals. Please help Give Equity to Equity™ by [donating money or stocks](#) today for an amazing cause.

Here's a little bit more context that expresses the importance of helping an organization like Self-eSTEM:

- Racial and gender disparities in funding exist and less than **0.5%** of funding is allocated to Black-women founded and led organizations. Collectively, we can put equity into action!
- Self-eSTEM remains committed to supporting more than 1,300 learners seeking parity in an industry where BIPOC women represent less than 5% of a workforce critical to national security and economic competitiveness. STEM occupations is one of the fastest pathways to economic mobility, paying up to 2 to 4 times the U.S. national average wages.
- Their program participants have experienced 95% growth in cognitive capacities while increasing their confidence and self-efficacy. The Self-eSTEM **award winning** robotics team has a rich history of achievement and success.

Thank you for your consideration and please spread the word with your network!

Best,

[INSERT YOUR NAME HERE]