

# Innovator Showcase ✨

## 11th Annual Fundraiser Sponsorship Proposal

Oakstop in Oakland, CA  
Saturday, October 4, 2025  
12:30PM-4:00PM PST

Drive Innovation Through Self-eSTEM,  
Investing in STEM Creativity & Talent!



# SELF-eSTEM'S MISSION & PURPOSE:

## Mission:

- To ignite **pride, purpose, and possibility** among girls and women by providing science, technology, engineering and mathematics (**STEM**) training that strengthens digital, technical and leadership skills, **reinforcing their STEM identities**.

## Purpose:

- To provide **multi-year and human-centered** STEM programming that engages, sustains and propels young women into STEM careers.
- To create a **robust talent pipeline of Innovators** prepared for **Future of Work<sup>1</sup>**, enabling social and economic mobility.

<sup>1</sup>(Source: [McKinsey & Company, 2023](#))



# THE URGENCY - THE STEM SYSTEM CRISIS



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

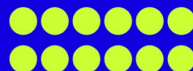
This crisis impacts global innovation, national security and economic growth.<sup>1</sup>

How we know this is a problem...

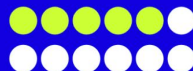
# 5%

of STEM professionals are underrepresented women

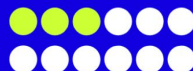
For every 12 women that graduate with a STEM degree...



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



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



Source: [National Center for Science and Engineering Statistics. 2019.](#)

Source: [Georgetown University: Center of on Education & the Workforce: STEM. 2014.](#)

<sup>1</sup>[United States Department of Education. 2016.](#)

[selfestem.org](https://selfestem.org)



# OUR MOVEMENT - MULTI-YEAR PROGRAMMING STRATEGY

Human-centered support at the critical stages ensuring early development & sustainment of a STEM identity



## Early STEM Immersion Program

(Foundation Stage: Ages 7 - 17)

### Engage & Inspire

Progressive skills training in computer programming, robotics, AI, and digital literacy, aligned with Future of Work skills.



## Emerging STEM Leader Program

(Sustainability Stage: Ages 18 - 25)

### Sustain & Recruit

Post-secondary and professional training in intellectual property, self-advocacy, career navigation and industry networking.

**Close the STEM  
Opportunity Gap**



**Unlock Hidden Sources of  
Innovation Talent**



**Inspire Future Innovators &  
STEM Leaders**

[selfestem.org](https://selfestem.org)



# HOW WE'RE DIFFERENT - OUR COMPETITIVE ADVANTAGE

All our programming is free for our Innovators



## “Workforce development and STEM skills training aligned to the Future of Work!”™

Focus on Future of Work	Program Structure	Curriculum Design	Mentorship & Career Pathways	Community & Support System	Founder & Leadership
STEM-forward programming incorporating <b>AI, robotics, digital, intellectual property training, and workforce development.</b>	<b>Multi-year, immersive approach</b> (ages 7-25), sustaining STEM identity and career persistence. <b>“School-to-Career”</b> support enabling economic mobility.	<b>Culturally responsive, human-centered curriculum</b> integrating social identity, leadership, and STEM skills. <b>“Edutainment”</b> learning model.	<b>Sustained mentorship model from middle school through early career</b> , with industry exposure and internship pipelines.	Fosters a <b>“sisterhood” network</b> , emphasizing peer support, leadership, and professional networking.	Industry leaders and pioneers reflecting demographics & lived experiences of <b>program participants</b> , ensuring culturally relevant mentorship and role models.

- Through a **human-centered, project-based approach**, Self-eSTEM invests in girls and young women, cultivating an **ecosystem of equity, creativity and empowerment.**
- Creating pathways to **high-wage, future-forward careers**, we are creating **sisterhood of Innovators and changemakers** prepared to lead and thrive.

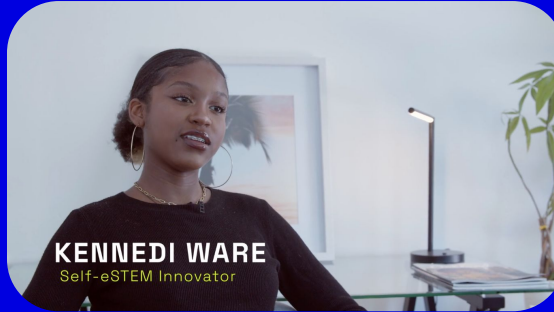
# MEASURABLE IMPACT - PROOF OF SUCCESS

Click the images to watch the impact stories and the innovation!



**SIARA EDMOND**  
Self-eSTEM Innovator

**SIARA** is currently a sophomore at UC Davis with a full scholarship, double majoring in Computer Science and Neuroscience.



**KENNEDI WARE**  
Self-eSTEM Innovator

**KENNEDI** is currently a freshman at North Carolina Central University, majoring in Architecture (Fine Arts & Design).



**Trinity Taylor**  
Self-eSTEM Innovator, 7th Year

**TRINITY** is currently 7th Year, Innovator, and created a groundbreaking product that is a life-saving temperature monitoring vest for dogs.

## 1,625

Girls Impact  
(ages 7 to 17)

## 65%

Eligible For  
Free/Reduced  
Lunch

## 92%

STEM Identity  
Reached

## 100%

High School to  
College  
Matriculation Rates

## 30%

First-Generation  
College Student

## 70%

Declared STEM  
Majors

Data as of December 2024

[selfestem.org](https://selfestem.org)

# FUNDRAISER EVENT AGENDA HIGHLIGHTS

Innovator Showcase - Investing in STEM innovation and talent!

## Our Vision:

Bringing everything together with an epic and inspiring celebration with our community honoring our innovators, volunteers and partners.



Host,  
José Magaña



Musical Talent,  
Rose Crelli



## Fundraiser Features:

- **Innovator Showcase**
- Musical Performances
- 200+ Professional Attendees
- Demonstrations & Sponsor Acknowledgements
- Awards Brunch with DJ, Food & Drinks
- Influencer Content Lounge (Product Activations & Photo-op)
- Live Auction & Raffle Prizes
- News & Press

[2024 Fundraiser Video Linked Here](#)

[Oakstop - California Ballroom, Oakland, CA](#) | **Saturday, October 4, 2025** | **12:30pm - 4:00pm PST**

1736 Franklin Street, Oakland, CA 94612

[selfestem.org](https://selfestem.org)

# REACH BY THE NUMBERS



**168,848+**

Digital  
Reach

**200+**

Average Event  
Attendees

**55%**

Corporate (Tech)  
Professionals

**20%**

Community &  
Political Leaders

**25%**

Entrepreneurs &  
Philanthropists

## Current & Sponsor Support



# INVEST IN INNOVATION - BRIDGE THE GAP



## Disparities in Funding

Black women-led nonprofits, like Self-eSTEM, face significant challenges when it comes to accessing funding.

**0.5%** of funding goes to Black women-led organizations.

Your support is more than an act of generosity; it's an investment in innovation and nurtures girls' and women's **talent and dreams for a thriving future.**

Investment in the brilliance of **untapped** talent pools.

**Adamaka Ajalo, Founding Executive Director**  
Innovator. People Analytics Pioneer.  
Mathematician. Movement Builder.



# SPONSORSHIP INVESTMENT LEVELS



Without intervention, the next generation of innovators will lack holistic perspectives, critical for solving global challenges!

BENEFITS (RETURN ON INVESTMENT)	CHANGEMAKER \$100,000	INNOVATOR \$75,000	TRAILBLAZER \$50,000	ADVENTURER \$25,000	EXPLORER \$10,000
Logo on official event materials	✓	✓	✓	✓	✓
Logo on partner & events web pages	✓	✓	✓	✓	✓
Acknowledge during events	✓	✓	✓	✓	✓
VIP seating at annual fundraiser event	20 guests	16 guests	12 guests	6 guests	4 guests
Visual slide during events	✓	✓	✓	✓	
Recognition in e-newsletters	Logo & Features	Logo & Feature	Logo	Logo	
Bi-weekly social media acknowledgement	✓	✓	✓		
Events press release mention	✓	✓	✓		
30 to 60-second ad/video during events	✓	✓			
Official Award Sponsor & Event Presentation	✓				

Sponsorship includes acknowledgement for Conversations in STEM, STEM Exploration Camp and Fundraiser events.



**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.

# 2025 FUNDRAISER TARGET - \$500,000 FUNDING PYRAMID

To reach our target, we need your investment to check off the boxes and fuel the future of Innovators!



## Social Return on Investment

**\$100,000+** enables the launch of a new school site expansion, building a sustainable STEM talent pipeline

**\$75,000** expands curriculum and mentorship programs across existing schools & community partners

**\$50,000** supports 15 girls in STEM programming for a year, inclusive of STEM identity kits

**\$25,000** supports 10 girls in FIRST Lego League robotics programming for one semester

\$100,000

\$75,000

\$75,000

\$50,000

\$50,000

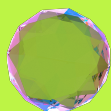
\$50,000

\$25,000

\$25,000

\$25,000

\$25,000



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# SPONSORSHIP BENEFITS



**Make Your Brand Iconic** by championing social impact with bold logo recognition



**Connect with the Next Gen of Innovators** and amplify your influence



**Own the Room** by engaging future STEM leaders and decision-makers



**Fuel the Future** by building a workforce that thrives on innovation



**Inspire Your Team** by showing up for a cause that matters



**Walk the Talk on Social Responsibility** and make real change happen



**Leave Your Legacy** by empowering the next wave of STEM leaders



# JOIN THE MOVEMENT - THANK YOU

Join us in redefining the future of innovation. As investors at the helm of this movement, you are empowering the next generation of leaders to thrive, and fueling a movement that is transforming the innovation economy and STEM industry.

## Next Steps:

- **Fund the Program:** Invest in STEM education and career opportunities for underrepresented girls.
- **Amplify Our Work:** Help spread the word to increase visibility and funding.

## Contact:

Adamaka Ajalo, Executive Director

[aaajalo@selfestem.org](mailto:aaajalo@selfestem.org) | [www.selfestem.org/donate](http://www.selfestem.org/donate)



Then & Now

 @selfestem

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 @self-estem

 @selfestemorg

[selfestem.org](http://selfestem.org)

# APPENDIX: TARGET AUDIENCE - DEMOGRAPHICS



Demographic Category	Data Breakdown
Age Distribution	31% aged 29-35 35% aged 36-54 24% aged 55+
Gender	69% female 31% male
Income Levels	27% earn more than \$150K/year
Family Status	76% have two or more children living at home
Education Levels	45% hold a master's degree or higher 38% have a bachelor's degree 17% have professional certifications
Occupations	Tech Executives (21%), STEM Professionals (24%), Venture Capitalists (13%), Educators (18%), Consultants (12%), Other (12%)
Location	75% reside in the East Bay, California



# APPENDIX: TARGETED AUDIENCE - PSYCHOGRAPHICS



<u>%</u>	<u>Behavior &amp; Intentions</u>
54%	plan to take a domestic vacation in the next 12 months.
28%	intend to travel internationally
72%	of consumers shop online at least once a month.
45%	have made a purchase through social media platforms.
38%	use mobile wallets for online purchases.
36%	attend live sporting events annually.
58%	watch sports content via streaming platforms.
31%	use ride-sharing services weekly.
21%	are considering switching their primary bank.
47%	purchase beauty products online.
34%	are influenced by social media in their beauty purchases.
26%	prioritize clean and sustainable beauty products.