

Innovator Showcase ✨

11th Annual Fundraiser Partnership 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 Work¹**, enabling social and economic mobility.

¹(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.**

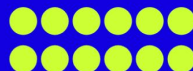
This crisis impacts global innovation, national security and economic growth.¹

How we know this is a problem...

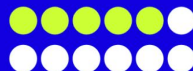
5%

of STEM professionals are underrepresented women

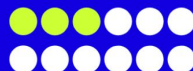
For every 12 women that graduate with a STEM degree...



...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.

¹United States Department of Education. 2016.

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

HOW WE'RE DIFFERENT - OUR COMPETITIVE ADVANTAGE



All our programming is free for our Innovators

“Community responsive, workforce development and STEM skills training aligned to the Future of Work!”TM

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

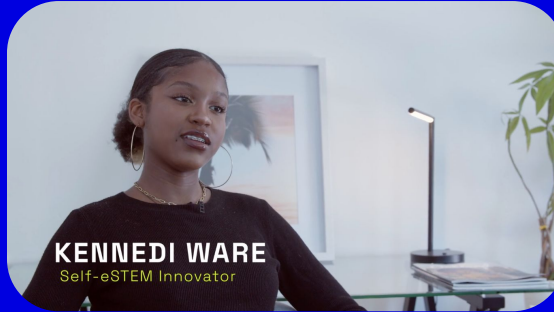
MEASURABLE IMPACT - PROOF OF SUCCESS

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

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 & Partner 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

REACH BY THE NUMBERS



168,848+

Digital
Reach

200+

Average Event
Attendees

55%

Corporate (Tech)
Professionals

20%

Community &
Political Leaders

25%

Entrepreneurs &
Philanthropists

Current & Partner Support



INVEST IN INNOVATION - BRIDGE THE GAP



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

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.

PARTNERSHIP 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 Partner & Event Presentation	✓				

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



DISRUPTOR - Presenting Partner: This partner 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

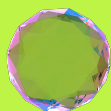
\$50,000

\$25,000

\$25,000

\$25,000

\$25,000



DISRUPTOR - Presenting Partners: This partner 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.

PARTNERSHIP 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 | www.selfestem.org/donate



Then & Now

 @selfestem

 @selfestemorg

 @self-estem

 @selfestemorg

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 & 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.