



2025 Annual Impact Report

Unlocking Brilliance. Building the Future of Work.



Pioneers of “workforce development and STEM skills training, aligned to the Future of Work.”™

Table of Contents

Table of Contents	2
Welcome Letter	3
1. Executive Summary: Transformation	4
2. Mission & Context: Solving The Gap	5
3. Program Overview: Future of Work Influencers	6
4. Qualitative Impact: We are STEM Culture	10
5. In the News & Media: Pioneers in STEM	11
6. Financial Transparency: Investing in Innovators	13
7. Challenges & Learnings: Feedback is a Gift	14
8. Next Steps & Call to Action: Invest & Amplify	15
9. Sponsors & Partners: Thank You	16

Welcome Letter

Dear Community,

On behalf of Self-eSTEM, I am honored to reflect on what we have built together, and where we are boldly headed next. For **over a decade**, our mission has remained clear: to unlock brilliance, expand opportunity, and prepare youth to lead the future they deserve. Today, that mission feels more urgent than ever.

We are operating in a time where the nonprofit landscape is increasingly challenging. More than half of federally funded nonprofits are financially unstable, and competition for resources continues to intensify. **Yet, in the face of these realities, Self-eSTEM has not only endured, but also grown.**

In 2025, your partnership enabled **197** girls and women (referred to as our Innovators), the majority of whom come from historically overlooked and under-resourced communities. More importantly, we have done more than provide access; we have built confidence, cultivated identity, and created pathways into the Future of Work.

This year marked a **defining milestone** for our organization. We **completed our three-year strategic plan**, a roadmap designed to scale our impact, strengthen our infrastructure, and align every aspect of our work with the evolving demands of the global workforce. **From AI literacy to entrepreneurship and workforce readiness, we are intentionally preparing our Innovators to participate in the future and shape it.**

As we look ahead, our focus is grounded in four key priorities: building long-term financial sustainability, scaling our team and systems, amplifying our story with greater clarity and reach, and continuously evolving our programs to meet the needs of the communities we serve.

None of this work happens in isolation. It is made possible through **your investment**, your partnership, your advocacy, and your belief in what is possible. Every contribution, whether **financial, relational, or strategic**, helps us build the foundation for a more innovative and accessible future.

Beyond access, **this work is about transformation.**

As you move through this report, I invite you to see the impact not only in the numbers, but in the stories, in the young leaders who are discovering their voice, building critical skills, and stepping into spaces where they belong.

Don't just imagine the future. **Let us build our future together.**



In Collaboration,
Adamaka Ajaelo, M.B.A.
Executive Director & Founder, Self-eSTEM

1. Executive Summary: Transformation

In 2025, Self-eSTEM advanced its mission to unlock brilliance and build pathways into the Future of Work for youth and young adults from historically under-resourced communities.

This Year:

197 Unique Innovators Served (Ages 7 - 25)	731 Hours of STEM Programming Delivered	100% Grade-Level Advancement
---	--	--

81% Youth Consider STEM Careers	82% College Alumni Declared STEM Majors	92% Developed a Stronger STEM Identity
--	--	---

Self-eSTEM's impact was recognized beyond our community.

- **The Gratitude Network Fellow:** Executive Director selected for a national fellowship supporting high-impact nonprofit leaders scaling social innovation.
- **F5 Foundation:** Named one of 10 national nonprofit partners advancing STEM education and AI access.
- **Golden State Valkyries' Mentor of the Month presented by NBA 2K:** Recognizing our Executive Director's leadership at the intersection of sports, STEM, and community.

These results reflect what our community already knows: **Self-eSTEM is working;** not just as participation numbers, but as confidence built, identities shaped, and futures redirected.

At a time when **over 52% of nonprofits are financially unstable** (Source: [Bonterra - 2025](#)), your support ensured that Self-eSTEM continued and expanded its impact.

Now, we are scaling.

Your investment fuels the next generation of innovators, leaders, and changemakers.

2. Mission & Context: Solving The Gap

The Need

Despite living in one of the most innovative regions in the world, youth from under-resourced communities across the Bay Area face significant barriers to accessing the STEM skills, networks, and opportunities that lead to economic mobility.

STEM careers offer wages **two to four times** higher than the national average, yet the young people who need those pathways most are the least likely to reach them. Only 28% of STEM bachelor's degrees go to women, dropping to 5.4% for Black women and 3.1% for Latina women. While interest in STEM is rising, girls' confidence in their STEM abilities is declining. Only 59% of girls believe they are good at math and science, down from 73% in 2017. And alarmingly, 58% of high school girls do not think they are smart enough for their dream job. (Source: [The Girls' Index™ - 2024](#)).

<p style="text-align: center;">2x - 4x</p> <p style="text-align: center;">Higher wages in STEM careers vs. national average</p>	<p style="text-align: center;">STEM careers are the pathway to economic mobility, yet access remains deeply uneven for youth and young adults from under-resourced communities.</p>
--	---

The rapid acceleration of AI and digital transformation is widening this gap further, creating a **two-tiered workforce** in which access to opportunity is determined not by potential, but by ZIP code. This is not a pipeline problem. It is an access problem, a belief problem, and a retention problem. **Self-eSTEM exists to solve all three.**

The Opportunity

STEM careers offer wages higher than the national average, yet access remains uneven, especially for youth from under-resourced communities.

At the same time, the rapid acceleration of AI and digital transformation is widening the skills gap, leaving many without access to critical **future-of-work competencies**.

Our Mission

<p style="text-align: center;">Self-eSTEM ignites pride, purpose, and possibility among girls and women, by providing STEM training that strengthens digital, technical, and leadership skills, sustaining their STEM identities.</p>

Our Vision

<p style="text-align: center;">We envision a world where women and girls are recognized, respected, and valued as STEM Innovators, entrepreneurs, and changemakers, driving global solutions that enhance life outcomes and improve the quality of life for their families and communities.</p>

3. Program Overview: Future of Work Influencers

Self-eSTEM delivers **multi-year and multi-generational** workforce development and STEM skills training programs, enabling Innovators to return year-over-year **and move from curiosity to mastery in STEM and the Future of Work.**

Early STEM Immersion Program (Ages 7-17)



During the critical window of ages 7-17, curiosity is the most powerful learning tool we have. Self-eSTEM's Early STEM Immersion Program meets young Innovators where they are, building technical skills in robotics, coding, and AI while nurturing the belief that STEM is for them.

Through hands-on, project-based experiences, we move beyond teaching technology. We build identity.

2025 Program Highlights

- **Academic:** 100% of participants advanced to the next grade level and 96% increased school readiness.
- **Skill Outcomes:** 17%ppt increase in coding confidence, with 81% reporting moderate to extreme comfort after the program.
- **Career Pathway Development:** 81% of youth Innovators consider STEM careers.
- **STEM Identity & Belonging:** 92% have developed a STEM identity and sense of belonging within the STEM fields.
- **Reach & Scale:** Provided ≈80 total hours of programming per youth Innovator, across 165 Innovators.

Innovator Sustainment Program (Ages 18-25)



The STEM journey doesn't stop at 18. Self-eSTEM's **Innovator Sustainment Program** bridges the gap between education and employment for young adults ages 18-25, providing real-world skills, career navigation, and the mentorship needed to step confidently into the Future of Work.

We launched our program's workforce development framework with a few of our corporate partners. Many of our Innovator Sustainment Program participants began their journey in our Early STEM Immersion Program. Now, they are Self-eSTEM program mentors and leaders.

2025 Program Highlights

- **Academic:** 100% of participants advanced to the next grade level.
- **Skill Outcomes:** Provided 13 participants with 50+ hours each of workforce development opportunities and leadership skills at our annual STEM Exploration Camp.
- **Career Pathway Development:** Collaborated with PG&E and the Golden State Warriors on career navigation and network events, and provided skills training in facilitation, project management, career navigation, and AI literacy.
- **STEM Identity & Belonging:** 82% of college alumnae Innovators have declared STEM majors.
- **Reach & Scale:** Provided ≈650 total hours of programming across 32 alumni and adult Innovators.

Future of Work - Community-Based Program



STEM transformation doesn't happen in isolation. Self-eSTEM's Future of Work Community-Based Program was launched in February 2025, extending our reach beyond the multi-year cohorts of our core Early STEM Immersion Program and Innovator Sustainment Program. It reflects our **strategic response** to the major shift within the nonprofit landscape and our **strategic pivot** towards sustainability.

The Future of Work Community-Based Program brings our custom digital and AI literacy curriculum and training into schools,

community spaces, and living rooms across the Bay Area. We invest in youth, in their families, and in the community across generations. This program focuses on the foundational skills to thrive in the Future of Work across key pillars of digital and AI literacy, and entrepreneurship. **"If we can teach a 7-year-old these advanced and abstract concepts, we can teach a 67-year-old,"** said Adamaka, Self-eSTEM Executive Director.

2025 Program Highlights

- Launched our multi-generational AI workshop learning experiences at our Bonding Over Brunch event.
- Secured Digital & AI Literacy programming partnership with **KIPP Bridge Academy** charter school and **We Lead Ours (WELO)** nonprofit.
- Delivered our Digital & AI Literacy Masterclass Series at the City of Oakland's inaugural Oakland Tech Week.

Across the board, these programs ensure continuous development, from exposure to employment.

Our Motion: Programming & Events

Early STEM Immersion Program (7-17)

Spring	Digital & AI Literacy Programming 12+ week internal programming hosted in partnership with WELO community center.
Summer	11th Annual STEM Exploration Camp Robotics, coding, communication, and leadership skills development aligned to the Future of Work.
Fall	Valkyries Career Event Exposure to careers across sports, tech, and innovation.

Innovator Sustainment Program (18-25)

Spring	Warriors STEAM Fest An annual interactive expo at Chase Center connecting youth with Science, Technology, Engineering, Arts, and Mathematics (STEAM) through experiential learning and community exhibits.
Summer	Alumni Leadership Roles: STEM Exploration Camp Alumni receive workforce development training and serve in leadership roles during the camp, co-creating curriculum and facilitating camp training. Golden State Warriors Career Day Event Direct engagement and networking with professionals across sports, tech, and operations. Golden State Valkyries x PG&E STEM Experience Exposure to careers across sports, energy, and innovation through hands-on professional engagement.
Fall	PG&E Career Day Event Exposure to careers in energy, engineering, and infrastructure. Hack the Hood Externship Facilitated through Self-eSTEM's partnership with Hack the Hood, externing for hands-on experience in event execution, project management, and professional communication within a live corporate environment. KIPP Digital & AI Literacy Facilitation Facilitating a multi-week Digital and AI Literacy program, deepening both

	technical skills and leadership experience.
--	---

Year-Round	<p>Executive Assistance and Marketing & Communications Internships Hands-on professional experience through marketing and executive assistant internship roles, supporting organizational communications, content creation, and strategy.</p>
-------------------	--

Future of Work Community-Based Program

Spring	<p>Bonding Over Brunch - Digital & AI Literacy Programming Community-centered AI engagement experience.</p> <p>We Lead Ours - Digital & AI Literacy Programming 12-week partnership launch for after-school training.</p>
---------------	---

Fall	<p>KIPP Bridge Academy - Digital & AI Literacy Programming 10-week partnership launch for after-school training.</p> <p>Oakland Tech Week - Digital & AI Literacy Programming Digital & AI Workshop Masterclass and Future of Work Panel event.</p>
-------------	---

4. Qualitative Impact: We are STEM Culture

Youth Innovator Spotlight: Sydney



The Moment She Took the Lead

At the 2025 STEM Exploration Camp, Sydney saw her peers struggling and stepped up to support without being prompted.

Breaking down coding and mathematical concepts at the whiteboard, she helped everyone in the room succeed while modeling leadership and adaptability.

"Self-eSTEM is the perfect program for me because it teaches leadership and goal setting... and gives me an advantage outside traditional school." - Sydney, Youth Facilitator.

Current Role: Youth Facilitator with Self-eSTEM

Status: Junior in high school

Goal: Becoming a software developer, learning, leading, and giving back.

Alumni Innovator Spotlight: Erikah



The Transformation of Multi-Year Engagement

Erikah joined our Early STEM Immersion Program at age eight during our first STEM Exploration Camp programming in 2015, an experience that shaped her path forward.

"The only reason I thought I could do computer science is because of Self-eSTEM." - Erikah, Alumni Facilitator.

This motivated Erikah to return while in college to mentor and train young girls in the 2025 Early STEM Immersion Program,

demonstrating leadership skills and our program's transformation.

Current Role: Alumni Facilitator, guiding the next generation of Innovators

Status: College alumni Innovator majoring in Digital Arts

Impact: Her journey reflects the full arc of Self-eSTEM's impact, from early exposure to sustained identity, leadership, and career direction.

Check out more **Innovator Impact** stories at www.selfestem.org/innovator-impact.

Community Spotlight: Carli

Self-eSTEM pioneered efforts to expand access to digital and AI literacy for under-resourced communities, equipping individuals with the skills and confidence to participate in today's digital economy. "Attending the Self-eSTEM workshop at the Kapor Center during Oakland Tech Week was my favorite experience of the entire week. The energy, the precision, the brilliance you cultivated in your workshop stayed with me. Whenever you're welcoming 'new friends' into that prompt-party crew, I'd love an invitation." - Carli K., Educator & Entrepreneur.

From classrooms to community spaces, Self-eSTEM is expanding access, shifting perceptions, and building belonging.

This is how individual transformation becomes collective impact.

5. In the News & Media: Pioneers in STEM

Expanding Our Voice, Amplifying Our Impact

In 2025, Self-eSTEM expanded its visibility across media, industry platforms, and community spaces, amplifying our leadership in STEM access, AI literacy, and workforce development aligned to the Future of Work. As pioneers in STEM, Self-eSTEM's leadership continues to shape conversations at the intersection of STEM, equity, and the Future of Work.

Media Features & Press Coverage

LIVE! in the Bay: February 2025

Featured segment highlighting Self-eSTEM's impact in empowering youth in STEM across the Bay Area and expanding access to opportunity.

California Girls STEM Collaborative: October 2025

Spotlight recognizing Self-eSTEM's contributions to advancing equity and access in STEM education across California.

Recognition & Organizational Milestones

F5 STEM Education & AI Grant Finalist: May 2025

Recognized for innovation in STEM and AI literacy, and workforce development programming.

2025 Gratitude Network Fellow: June 2025

Executive Director selected for national fellowship supporting high-impact nonprofit leaders scaling social innovation.

F5 Grant Partnership Announcement: July 2025

Selected as one of 10 nonprofit partners advancing STEM education and AI access.

Gratitude Network Newsletter Feature: August 2025

Organizational spotlight highlighting Self-eSTEM's model and long-term impact.

Golden State Valkyries: Mentor of the Month: August 2025

Recognition of Adamaka's leadership and mentorship impact within the broader sports and STEM ecosystem.

Thought Leadership, Speaking & Industry Engagement

Tech Intersections Workshop: January 2025

Adamaka led sessions on negotiating base pay and navigating career advancement in tech.

AAUW Speaking Engagement Series: February - April 2025

The Executive Director delivered three sessions focused on STEM access, workforce readiness, and equitable pathways into STEM careers.

Becoming Big Mama Podcast: August 2025

The Executive Director was featured in a discussion on leadership, impact, and building sustainable nonprofit ecosystems.

Business RadioX: Bay Area Business Radio: October 2025

The Executive Director interview highlighting Self-eSTEM's mission, growth, and approach to workforce-aligned programming.

Lyft & UpLyft ERG Engagement: October 2025

Adamaka facilitated employee workshops with 350+ attendees across 13 organizations, including leaders from manager to VP level.

Oakland Tech Week: November 2025

Facilitated Digital & AI-focused sessions, positioning Self-eSTEM at the center of local innovation and community-based tech engagement, aligned to the Future of Work.

SF Technology Week - Panel & Workshop: December 2025

Adamaka spoke on a panel and co-delivered a workshop titled "Practical AI for Small Businesses and Community Organizations," expanding access to applied AI tools and knowledge.

Continuing the Conversation

From national recognition to community-centered engagement, these moments reflect Self-eSTEM's growing influence as both a program provider and a trusted voice shaping equitable access to the Future of Work.

View more at: www.selfestem.org/news-and-updates.

6. Financial Transparency: Investing in Innovators

Self-eSTEM's Steady Growth Amid Funding Challenges

Self-eSTEM has continued to grow steadily over the last 11 years, and 2025 marked a particularly defining moment in that trajectory. Despite a challenging philanthropic landscape marked by shifting corporate and institutional funding priorities, Self-eSTEM crossed the \$500,000 threshold for funds raised in a single calendar year, **closing 2025 with \$560,822 in revenue**. This represents a **32%** year-over-year increase from \$425,185 in 2024, demonstrating the organization's ability to attract new funders and expand its reach even as traditional funding streams contracted.

A pivotal driver of this momentum was the Executive Director's transition to full-time leadership in July 2025, bringing more than 15 years of Silicon Valley experience and a data-driven operating discipline to the organization. Under this leadership, Self-eSTEM **grew revenue at three times the rate of expense growth**, holding operational cost growth to a measured 10% while protecting core mission spending. Assets grew 59%, from \$119,788 to \$190,305, providing the liquidity and runway needed to pursue ambitious, multi-year initiatives, while total liabilities rose by just \$1,494 (6%), a rate well below cost-of-living increases and a clear signal of fiscal discipline.

Together, these results reflect more than financial recovery; they show an organization strategically repositioned for long-term, high-impact growth. With strengthened infrastructure, deepened relationships with funders, and lean operations, Self-eSTEM is well-equipped to scale its programming and serve more communities in the digital and AI-driven Future of Work.

Your investment directly fuels access and skills for long-term career opportunities.

\$560,822 Total Revenue 2025	32% YoY Revenue Growth (from \$425,185 in 2024)	59% Asset Growth (\$119,788 to \$190,305)
--	--	--

Revenue Breakdown

Revenue Category	Total	% of Total Revenue
Grants	\$464,438	83%
Program Service Fees	\$8,250	1%
Individual Donations	\$88,134	16%
Total Revenue	\$560,822	100%

Expense Breakdown

Expense Category	Total	% of Total Expense
Programs	\$275,351	54%
Fundraising	\$46,617	9%
Operating*	\$185,063	36%
Total Expense	\$507,032	100%
Net Operating Income	\$53,790	-

Percentage totals may not add up to 100% due to rounding.

*Note: Operating does not reflect the adjusted time allocation of key organizational roles to programs.

7. Challenges & Learnings: Feedback is a Gift Navigating a Changing Landscape

The nonprofit sector is facing increasing instability:

- **52%+ of federally funded nonprofits are financially unstable**
- Funding pipelines are shrinking as competition increases
- Entire support systems are being reduced or eliminated

Self-eSTEM lost a major funding stream, underscoring the need to diversify and strengthen revenue strategies.

What We Learned

Clarity matters: We are refining how we articulate our unique value as a workforce development pipeline.

Activation matters: Growth requires stronger engagement across our network, partners, board, and community.

Adaptability matters: Rapid shifts in AI and workforce demands require continuous program evolution.

Our Response

We are actively:

- Engaging external advisors and partners, and investing in our development infrastructure to accelerate growth.
- Strengthening positioning through strategic alignment and amplifying our story to increase our organization's marketing and brand visibility.
- Expanding partnerships and activating networks to generate new revenue streams and sustain funding.

We view these challenging times as a catalyst for growth and resilience.

Looking Ahead: Our 2026 Commitment

Grounded in what we learned this year, Self-eSTEM enters 2026 with clarity and purpose. Our goal is to grow and expand our reach, while diversifying our funding base to reduce reliance on any single revenue stream.

We are rebuilding stronger, with the infrastructure, partnerships, and strategic focus to match the scale of the problem we are solving.

8. Next Steps & Call to Action: Invest & Amplify The Future We're Building

Self-eSTEM is scaling to meet the moment by increasing access to AI and digital literacy nationwide and strengthening workforce development pathways.

In 2025 alone, **92%** of our Innovators developed a stronger STEM identity, and **82%** of our college alumni declared STEM majors. This is evidence that sustained, multi-year engagement changes trajectories.

However, this work is bigger than individual outcomes. We are not simply preparing students for jobs; we are building a workforce development ecosystem that disrupts inequitable access and strengthens the long-term innovation pipeline for our communities.

Your Role

Behind every breakthrough moment, there is **you**.

When a young innovator opens a laptop for the first time, **that's your investment**. When a girl raises her hand in a coding workshop and finally feels like she belongs, **that's your belief in her**.

When a future tech leader lands her first internship and calls home with the news, **that's your legacy**.

Your support changes the trajectory of a life.

Every dollar you give fuels something irreplaceable:

- **A device** that opens a world she didn't know was available to her

- **A mentor** who sees her potential before she sees it herself
- **A career pathway** that turns her ambition into a livelihood

She may never know your name, but she will carry your impact, **every single day of her future.**

Thank you for believing that every girl deserves access to the future.

Invest in Your Future - Take Action

<u>DONATE</u>	Fuel direct program impact Give to Self-eSTEM and power STEM programs, curriculum, and tools directly.
<u>PARTNER</u>	Expand access and scale Partner with Self-eSTEM to expand reach and grow the number of Innovators served.
<u>ADVOCATE</u>	Open doors and opportunities Amplify our story, make introductions, and create pathways for Innovators.

Your investment supports programs and builds your futures. Contact us at info@selfestem.org.

9. Sponsors & Partners: Thank You

Self-eSTEM's impact is powered by partners committed to equity, innovation, and access. None of what you've read in these pages happens without the partners who believed in this work before the outcomes were proven. To every sponsor, funder, and collaborator in our ecosystem, **thank you.**

Your investment is not a line item to us. It is the reason **Sydney**, without hesitation or prompting, stood at a whiteboard helping her peers solve a mathematical problem. It is the reason **Erikah** returned as an alumna to mentor young girls in our program, continuing a 10-year engagement with Self-eSTEM.

We are especially grateful to the Golden State Community Foundation and the PG&E Foundation for their sustained leadership as **Disruptor** program partners, and to Google, Comcast, F5, Cisco, Intuitive Surgical, and the LLH/LHM Foundation for their **Trailblazing** commitment to expanding access. To Lawrence Berkeley National Lab, Lyft, Synopsys Outreach Foundation, AAUW, Bank of Marin, East Bay Community Foundation, and Alameda County Children and Family Services, your **Explorer** partnership extends our reach into the communities that need it most.

Collectively, you are funding Self-eSTEM and investing in the future workforce.

DISRUPTOR PROGRAM PARTNERS Golden State Community Foundation PG&E Foundation

TRAILBLAZER PROGRAM PARTNERS

Google
Comcast
F5

Cisco
Intuitive Surgical
LLH / LHM Foundation

** In memory of Dennis Richmond and his years of service to the Bay Area
as an anchor and news reporter at KTVU Oakland, CA. **

EXPLORER PROGRAM PARTNERS

Lawrence Berkeley National Lab
Lyft
Synopsys Outreach Foundation
AAUW
Bank of Marin
East Bay Community Foundation
Alameda County Children and Family Services

The Foundation Is Built. Now We Scale.

Every name on this page represents more than a funding line; it represents a belief that the next generation of STEM innovators deserves access, support, and the space to lead. With your support, our Innovators know that STEM is for them and are prepared for the Future of Work.

As we look to 2026 and beyond, we invite you to grow with us. Whether you are a returning partner or discovering Self-eSTEM for the first time, there is a role for you in building what comes next.

Invest

www.selfestem.org/donate

Get Involved

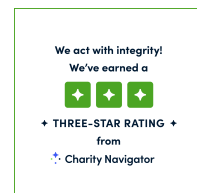
www.selfestem.org/get-involved

Learn More

www.selfestem.org

Contact

Adamaka Ajaelo
Executive Director & Founder
development@selfestem.org



@selfestem



@self-estem



@selfestem.org



@selfestemorg