STUDENTS CAN CHANGE THE WORLD.

4 of 10 of the largest tech companies (by market cap) were started by founders under 25.

StudentRND helps them start.
Our programs get students building projects they care about.
Dear volunteers, donors, sponsors, and students,

StudentRND was founded with a simple premise: technology gives students the power to change the world, but many don’t know it yet. Over the past five years, we have used this understanding to grow to a leader in technology education, both in theory and practice, creating tech leaders in dozens of cities across the US.

While a fair amount of my work as StudentRND’s Executive Director is managing budgets and coordinating curriculum, being a part of this organization affords me the frequent privilege of spending time with these future tech leaders.

In November, for example, I headed to a CodeDay in Des Moines, Iowa to meet seventy of the most talented programmers in the Silicon Prairie, a humbling experience since many were much better than me and many professional programmers I’ve worked with.

A few months later, a member of our team who had run CodeDay in Corvallis, Oregon introduced me to an exchange student from Thailand (selected to come to the US as one of the top 30 biology students in the country!) who had spent his time at CodeDay creating a beautifully-designed game to explain concepts of bioremediation to the public.

These stories of new participants come in addition to the enormous number from repeat CodeDay participants and summer program alumni who have since gotten jobs, been accepted into the most prestigious CS programs around the country, and even started venture-backed companies.

2014 marks the completion of one very large goal: to have CodeDay in every major US city. With every student in the US now within two-hours of a CodeDay, we begin to focus on our next goal: reaching every high school student in the US. While this goal is perhaps ten times as ambitious as the last, what follows in this report will make evident that with support from our community, we can make our tremendous ambitions for future technologists real.

This is not just the accounting of what we’ve done, it’s proof that with the support of our donors, volunteers, and supporters — people like you — we can achieve great things. Thank you for your support.

Tyler Menezes
Executive Director
CodeDay would not be possible without the support of our sponsors.

Our expansion in 2013-2014 was financed by generous grants from Splunk, Intellectual Ventures, and the University of Washington Jones+Foster Milestone Accelerator, as well as by the following sponsors:

This Year's Sponsors

![Sponsors image]

This Year's Team

![Team image]

Full-Time Staff

- Tyler Menezes
- Edward Jiang
- Amyr Haq

Tech Evangelists

- Aakash Adesara
- Adam Ryman
- Amelia Bertozzi-Villa
- Amyr Haq
- Ankirt Ranjan
- Atanas Kirilov
- Brett Neese
- Bryan Wade
- Case Sandberg
- Chris Gervang
- Edward Jiang
- Fisher Adelakin
- George Matter VI
- Hamzah Khan
- Jaydeep Singh
- John Harrison
- Jouella Fabe
- Kevin Beason
- Kevin Chen
- Kshitij Grover
- Matt Ryan
- Mohammad Adib
- Moya O'Grady
- Sara Evensen
- Shelvacu Tebbis
- Shrinithi Narayanan
- Thibaut LaBarre
- Tyler Menezes
- Zach Latta
- Zaq Wiedmann

Regional Managers and Organizers

- Anay Katyal
- Avijeet Sachdev
- Brandon Ramirez
- Brett Neese
- Case Sandberg
- Chris Engelbrecht
- Chris Gervang
- Colin McIllece
- Dave Welch
- Dylan Swiggett
- Elliot Lewis
- Emma Barber
- Evan Ye
- Fisher Adelakin
- Gabriel Kulp
- George Matter VI
- Hamzah Khan
- Mike Naughton
- Jackson Peng
- Jared Beymer
- Jennifer Funk
- Jesse Michelsen
- Josepha Haden
- Kari Keefe
- Krish Dholakiya
- Leslie Scott
- Luke Wright
- Matt Makai
- Megh Vakharia
- Patrick Ellis
- Paul Vorobyev
- Phil Fishbien
- Ray Zhou
- Ronald Kwan
- Sayym Bashneer
- Scott Motte
- Shraw Mehta
- Sonia Sehra
- Ventura Rangel
- Wendigo Li
- Yash Pforer
- Zach Latta
- Zaq Wiedmann
It works: this year, 80% of attendees who came to CodeDay continued to work on personal coding projects and attend industry events after the event — including total beginners.

Because we’ve developed something which works so well, our focus this year has been to bring it to new places.

Thanks to the support of our sponsors, this year we grew our base to 26 cities, up from just five at the beginning.
CodeDay is a 24-hour event where students passionate about technology get together and build cool things together. It happens simultaneously in cities around the US several times a year — three-day weekends in the fall, winter, and spring.

Each event is hosted at a local tech company, co-working space, or event space, and is limited to 120 participants so that everyone attending gets help from our staff, and gets to meet the sponsors and each other.

CodeDay starts at noon (local time) on Saturday, and ends at noon on Sunday. At the start of the event, students pitch ideas for things they’d like to make.

The students break into teams of 2-6 focused on an idea they liked, then spend the rest of the event working to build it. Optional workshops are offered early in the event.

Throughout the event, our staff provides students with the help they need and makes sure they have fun and stay motivated. At the end of the event, all students present what they made.

Although CodeDay happens only a few weekends a year, organizers work year-round to secure venues and sponsors for each city, and to promote the event to students. This year, we rolled-out the event to 26 cities:

- Seattle
- Portland
- Corvallis
- San Francisco
- San Jose
- Los Angeles
- San Diego
- Salt Lake City
- Phoenix
- Denver
- Minneapolis
- Omaha
- Kansas City
- Des Moines
- Cedar Rapids
- St Louis
- Austin
- Houston
- Detroit
- Columbus
- Atlanta
- Orlando
- Boston
- New York
- Philadelphia
- DC

CodeDay participants have a wide background. The event is open to both high school and college students, and attracts a sizable number of total beginners (25%).

Unlike many programs, CodeDay is not exclusively for women or under-represented minorities. However, that doesn’t mean we’re not working to increase the equality in tech!

When promoting CodeDay, we aim to market heavily to girls and under-represented minorities to drive a larger number of them to the event.

The limited sizes of our events allow our staff to ensure all participants leave feeling like part of one community, which means greater diversity in the tech community at large.
At a CodeDay...

**Corvallis:**
Pat Pataranutaporn, a high school student who wants to study bio, makes game to teach bioremediation.

**San Francisco:**
Ignyte becomes first CodeDay app to be featured in a news article.

**Los Angeles:**
NPR’s All Things Considered, the most popular radio show in the US, does a profile on the participants of CodeDay Los Angeles.

**Chicago:**
Middle school team makes world’s first iOS 7 screen recording app.

**Orlando:**
15 participants across several carpools travel four hours to attend CodeDay Orlando.

**Des Moines:**
Team of beginners is unsatisfied with making only one game, makes 5.
Results and Metrics

83% continued working on tech projects after the event.

79% plan to bring a friend to the next CodeDay.

Confidence after Event
- Increased (80%)
- Same (13%)
- Decreased (7%)

Participant Demographics

Education Level
- High School 40%
- Middle School 10%
- College 50%

Gender
- Female 29%
- Male 71%

Experience
- Beginner 25%
- Advanced 25%
- Intermediate 50%

Team “Error: /assets/ may be corrupt” poses for a team photo at CodeDay.

Increased (80%)
Same (13%)
Decreased (7%)
Financial Summary

Revenue Summary

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>CodeDay Sponsorships</td>
<td>$100,169</td>
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<tr>
<td>CodeDay Ticket Sales</td>
<td>19,217</td>
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<tr>
<td>Direct Public Support</td>
<td>35,913</td>
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<tr>
<td>Labs Tuition</td>
<td>682</td>
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<tr>
<td>Total Revenue</td>
<td>156,035</td>
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Expenses Summary

<table>
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<tr>
<th>Type</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>CodeDay</td>
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<tr>
<td>Labs</td>
<td>19,491</td>
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<tr>
<td>Management</td>
<td>9,189</td>
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<tr>
<td>Total Expenses</td>
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</tr>
</tbody>
</table>

Increase in Net Assets

$30,130

Total Net Assets

$52,117

Statement of Activities

For the period from January 1, 2014 to June 30, 2014

<table>
<thead>
<tr>
<th>Source</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>CodeDay Sponsorships</td>
<td>$100,169</td>
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<td>$100,169</td>
</tr>
<tr>
<td>CodeDay Ticket Sales</td>
<td>19,217</td>
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<tr>
<td>Direct Public Support</td>
<td>35,913</td>
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<td>35,913</td>
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<tr>
<td>Labs Tuition</td>
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<tr>
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<tr>
<td>Net Assets Released</td>
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Expenses

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<td>Management and General</td>
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<tr>
<td>Fundraising</td>
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<td>Total Expenses</td>
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Net Assets

<table>
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<td>Change in Net Assets</td>
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<td>Net Assets, End of Year</td>
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Statement of Financial Position

As at June 30, 2014

<table>
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<tr>
<th>Category</th>
<th>Amount</th>
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<tr>
<td>Assets</td>
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<table>
<thead>
<tr>
<th>Liabilities and Net Assets</th>
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<tr>
<td>Unrestricted</td>
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<tr>
<td>Total Liabilities and Net Assets</td>
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</tr>
</tbody>
</table>

Notes to the Statements

The financial statements are presented on an accrual basis, using generally-accepted accounting principles. Receivables are stated at their estimated realizable value. Bad debts are written off in the year in which they are identified. All fixed assets are recorded at cost less accumulated depreciation.

The fiscal year was changed from the calendar year, to the year ending June 30 to better represent the cash flow of our programs. The financial statements presented here represent the short year created by this change.

There have been no other changes in accounting policies. All policies have been applied on bases consistent with those used in previous years.

These financial statements have not been audited.