



# StudentRND

FY2014 Annual Report





**4 of 10**

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

**STUDENTS  
CAN CHANGE  
THE WORLD.**

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



Chris Gervang, a CodeDay Regional Manager, gives the kickoff speech at CodeDay.

We hope you find this report useful and interesting! If you have any questions, don't hesitate to contact us!

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Seattle, WA 98102  
Web: <https://studentrnd.org/>

A link to the most recent version of this report — as well as copies of financial statements, tax forms, and other records — can be found at <https://studentrnd.org/open>.

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This Year's Sponsors

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:

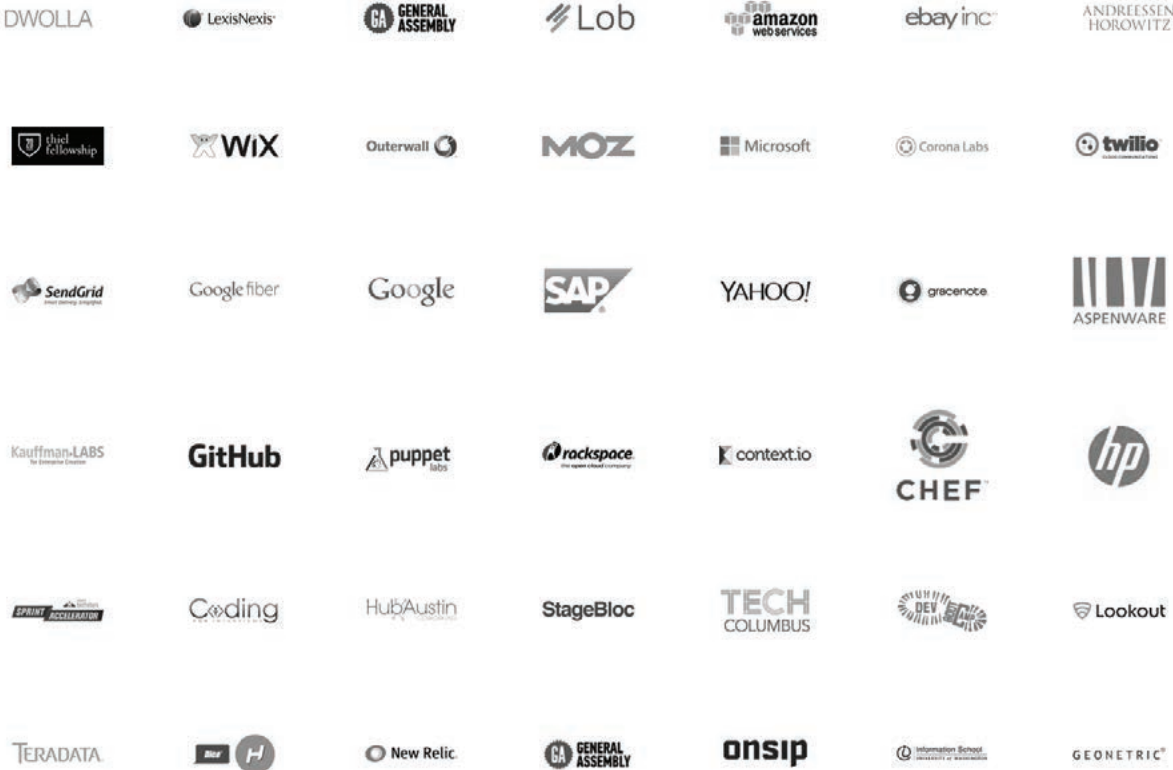


Students at CodeDay Des Moines display Splunk stickers on their laptops.

This Year's Team



Staff and volunteers form a pyramid at CodeDay Portland.



Full-Time Staff

Tyler Menezes  
Edward Jiang  
Amyr Haq

Tech Evangelists

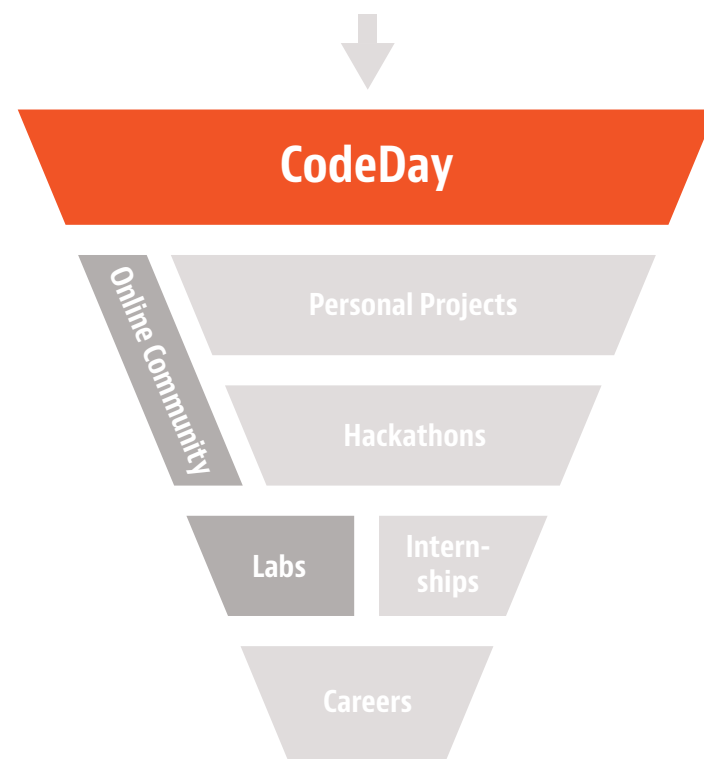
Aakash Adesara	John Harrison
Adam Ryman	Jouella Fabe
Amelia Bertozzi-Villa	Kevin Beason
Amyr Haq	Kevin Chen
Ankit Ranjan	Kshitij Grover
Atanas Kirilov	Matt Ryan
Brett Neese	Mohammad Adib
Bryan Wade	Moya O'Grady
Case Sandberg	Sara Evensen
Chris Gervang	Shelvacu Tebbs
Edward Jiang	Shrinithi Narayanan
Fisher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

Regional Managers and Organizers

Anay Katyal	Jesse Michelsen
Avijeet Sachdev	Josepha Haden
Brandon Ramirez	Kari Keefe
Brett Neese	Krish Dholakiya
Brian Haug	Leslie Scott
Case Sandberg	Luke Wright
Chris Engelbrecht	Matt Makai
Chris Gervang	Megh Vakharia
Colin McIllece	Patrick Ellis
Dave Welch	Paul Vorobyev
Dylan Swiggett	Phil Fishbien
Elliot Lewis	Ray Zhou
Emma Barber	Ronald Kwan
Evan Ye	Saym Basheer
Fisher Adelakin	Scott Motte
Gabriel Kulp	Shrav Mehta
George Matter VI	Sonia Sehra
Hamzah KhanMike	Ventura Rangel
Naughton	Wendingo Li
Jackson Peng	Yash Plorer
Jared Beymer	Zach Latta
Jennifer Funk	Zaq Wiedmann



# CODEDAY ISN'T ABOUT TEACHING STUDENTS TO CODE...



CodeDay isn't about teaching students to code — the internet has plenty of resources for that. Instead, we aim to do two things:

1. Get students **excited** about coding
2. Help students get **started**

Because CodeDay's goal isn't just education, we're not constrained by what we can accomplish in one event.

CodeDays build up a community; our events are simply a bastion for this group, and a way to introduce new people to it.

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 AN INTRODUCTION TO THE TECH COMMUNITY

*A team poses for a picture at CodeDay Portland.*





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.

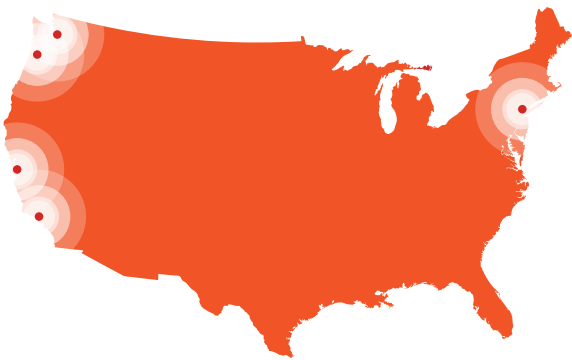
CodeDay participants have a wide background. The event is open to both high school and college students, and attracts a sizable number of total beginners (25%).

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!

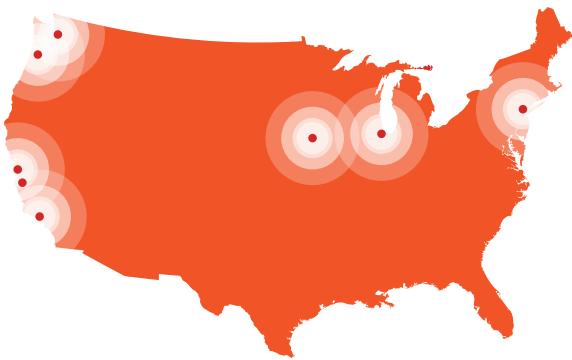
When promoting CodeDay, we aim to market heavily to girls and under-represented minorities to drive a larger number of them to the event.

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.

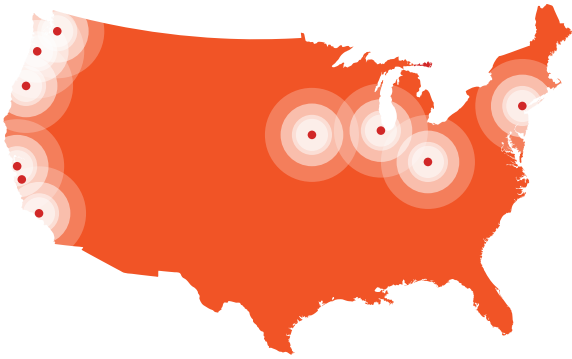
Although CodeDay happens only a few weekends a year, organizers work year-round to secure venues and sponsors for each city, and to promote the event to students. This year, we rolled-out the event to 26 cities:



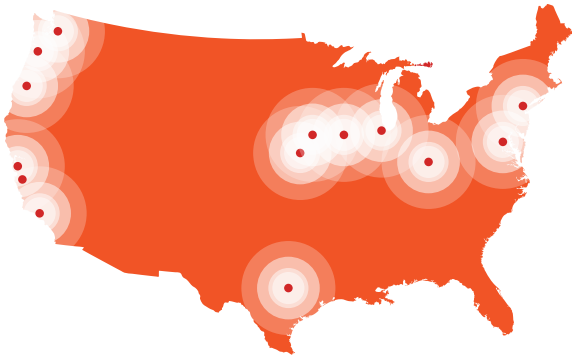
Spring 2013 (Prior)



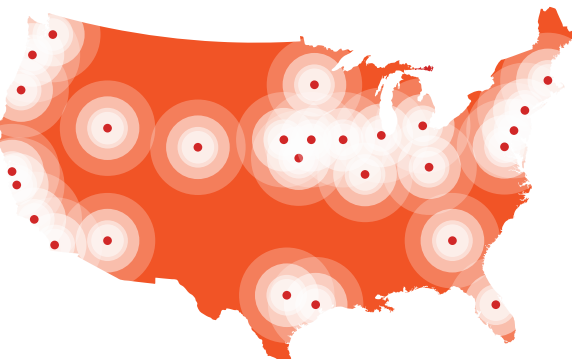
November 8-9, 2013



January 18-19, 2014



February 15-16, 2014



May 24-25, 2014

CodeDay now has a presence in...

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

## 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:

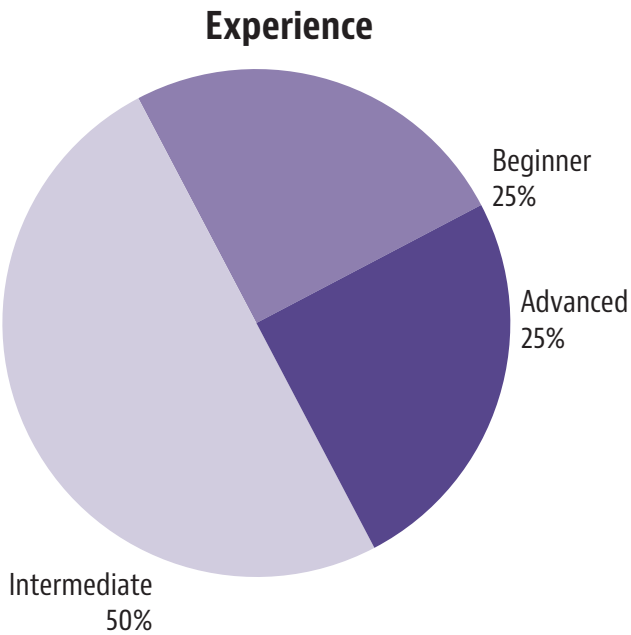
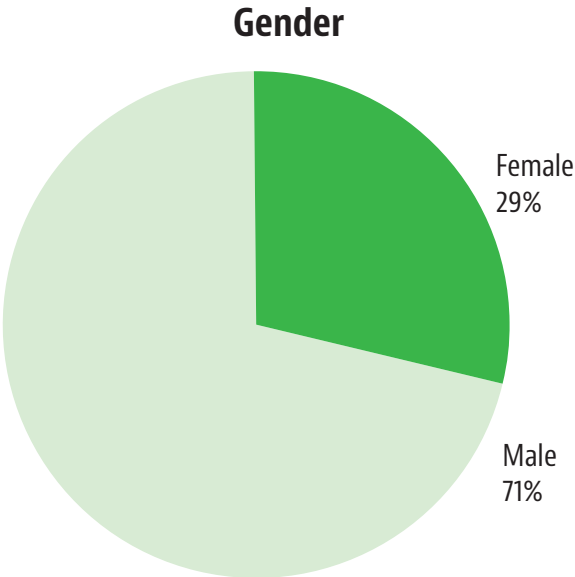
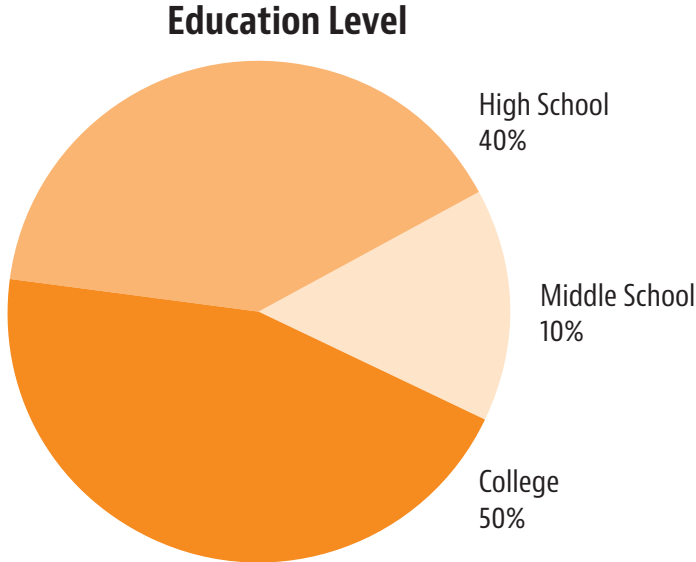
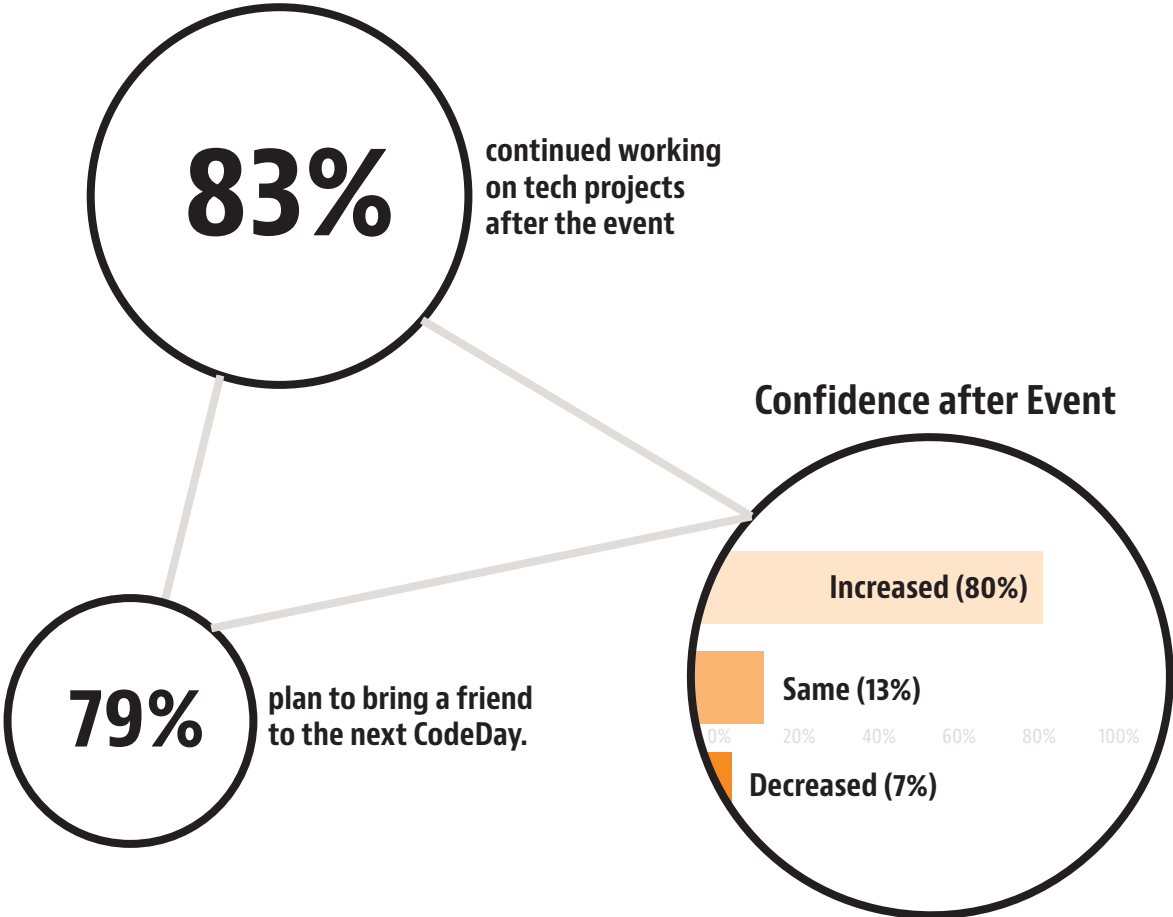
15 participants across several carpools travel four hours to attend CodeDay Orlando

### Des Moines:

Team of beginners is unsatisfied with making only one game, makes 5.

Results and Metrics

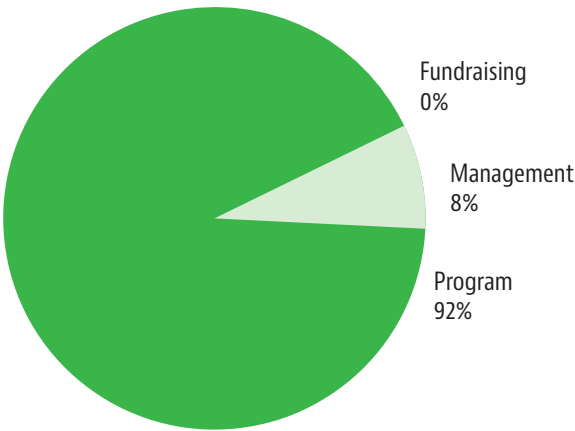
Participant Demographics



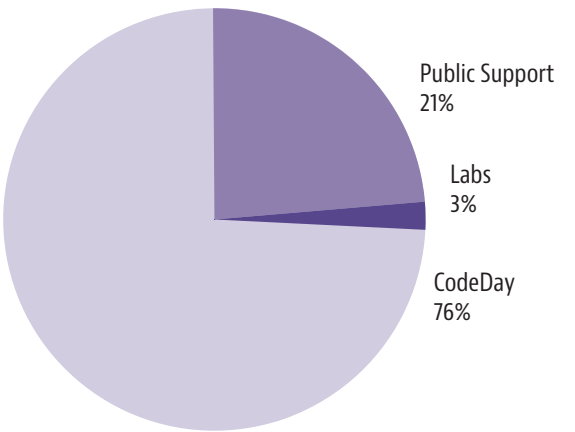


Financial Summary

Expenses by Type



Revenue by Source



Notes to the Statements

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.

Revenue Summary

CodeDay	\$119,400
Labs	682
Direct Public Support	35,913
<b>Total Revenue</b>	<b>156,035</b>

Expenses Summary

CodeDay	\$97,225
Labs	19,491
Management	9,189
<b>Total Expenses</b>	<b>125,905</b>

Increase in Net Assets

\$30,130

Total Net Assets

\$52,117

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.

These financial statements have not been audited.

Statement of Activities

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

	Unrestricted	Temporarily Restricted	Total
<b>Support and Revenue</b>			
CodeDay Sponsorships	\$100,169		\$100,169
CodeDay Ticket Sales	19,217		19,217
Direct Public Support	35,913		35,913
Labs Tuition	682		682
Total Support and Revenue Before Release of Restrictions	156,035	\$0	156,035
Net Assets Released	0	0	0
<b>Total Support and Revenue</b>	<b>156,035</b>	<b>\$0</b>	<b>156,035</b>
<b>Expenses</b>			
Program Services	116,716		116,716
Management and General	9,189		9,189
Fundraising	0		0
<b>Total Expenses</b>	<b>125,905</b>	<b>0</b>	<b>125,905</b>
<b>Net Assets</b>			
Net Assets, Beginning of Year	22,047		22,047
Change in Net Assets	30,130		30,130
<b>Net Assets, End of Year</b>	<b>52,117</b>	<b>0</b>	<b>52,117</b>

Statement of Financial Position

As at June 30, 2014

<b>Assets</b>	
Cash and Equivalents	\$73,654
Current Receivables	1,000
<b>Total Assets</b>	<b>74,654</b>
<b>Liabilities and Net Assets</b>	
<b>Current Liabilities</b>	
Credit Cards Payable	10,968
Unearned Labs Tuition	11,509
<b>Total Liabilities</b>	<b>22,477</b>
Unrestricted	52,117
<b>Total Net Assets</b>	<b>52,117</b>
<b>Total Liabilities and Net Assets</b>	<b>74,654</b>







