

2024 IMPACT REPORT



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Message from the President & CEO

As we reflect on 2024, we find ourselves at a pivotal moment for the tech industry. Layoffs and uncertainty have left many reeling, but they have also underscored why our work matters so deeply. At AnitaB.org, we stand firm in our commitment to empower and uplift, and this year, we are proud to share that we directly impacted the lives of more than 123,000 people. That's 123,000 moments of possibility, progress, and change.

One of the year's brightest highlights was moving the Grace Hopper Celebration to Philadelphia—a decision that proved transformative. Together, we created a space that wasn't just about celebrating accomplishments but about sparking new ideas and building lasting connections. With thoughtful updates to our policies and practices, we ensured this year's Celebration inspired action and set a higher standard for inclusion and impact.

Our Membership program also saw unprecedented growth. With the largest number of Members to date and nearly 250 events hosted worldwide, this community is proving that when women in tech come together, they can reimagine what's possible.

And our Apprenticeship Pathway Program (APP) continues to change lives, building bridges for women to enter and thrive in the tech workforce. With the support of new partners this year, we're ready to scale this work even further in 2025.

But let's be clear: the fight for gender equity and pay parity in tech is far from over. The barriers are persistent, and the challenges are real—but so is our resolve. We draw strength from this community—our Sponsors, Members, Volunteers, Donors, and Partners—because we know that together, we are unstoppable.

I invite you to explore our 2024 Impact Report and see how AnitaB.org is rewriting the story for women in tech. With grit, heart, and unwavering courage, we are not just imagining a better future—we are building it.

Brenda Wilkerson

Brenda Darden Wilkerson

President and CEO of AnitaB.org



Our Why

Only 27% of professional computing occupations in the 2022 U.S. workforce are held by **women**.¹



LACK OF REPRESENTATION

- 30%** of mid-career technologists in the U.S. workforce are women²
- 26%** of senior technologists in the U.S. workforce are women²
- 23%** of the total tech C-suite positions in Fortune 500 companies are held by women¹
- 8%** of the tech workforce identify as Black, Latino, Native American, or Pacific Islander women²



LACK OF SAFE ENVIRONMENTS

- 93%** of women technologists report experiencing discrimination in the workplace³
- 87%** of women technologists report experiencing harassment in the workplace³
- 56%** of senior-level women technologists report being gaslit in the workplace³
- 28%** of entry-level women technologists report feeling uncomfortable taking a risk on their team³



LACK OF FOCUS ON INTERSECTIONAL IDENTITIES

- 6.5x** women technologists who are caregivers are 6.5x more likely to experience parental discrimination than their male peers³
- 54%** of LGBTQIA+ women technologists report experiencing discrimination based on their sexual orientation³
- 1.3x** women technologists with disabilities are 13x more likely to experience burnout than men with disabilities³
- 58%** of companies provide a nonbinary or third gender to employees²

¹ National Center for Women & Information Technology, By the Numbers, [available here](#).

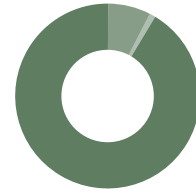
² AnitaB.org, Top Companies for Women Technologists 2023 Key Findings and Insights, [available here](#).

³ AnitaB.org, 2022 Technical Equity Experience Survey, [available here](#).

By the Numbers

 **123,387**

People served worldwide
through direct programming



86% Women
7% Men
1% Nonbinary



10%
LGBTQIA+

32% Entry

16% Senior

1% Entrepreneur/
Founder

10% Intern

38% Mid-Career

2% Executive



148

Countries
Represented
by Program
Participants



250

Member Events



20,340

Member Event Registrants





Our Core Programming

Grace Hopper Celebration 2024

CORE PROGRAMMING

Grace Hopper Celebration is the world's largest gathering of women in technology, creating a space to share knowledge, foster connections, and inspire innovation. Through keynotes, workshops, and networking opportunities, the event empowers attendees to advance their careers, celebrate achievements, and drive change in the tech industry. It's a powerful reminder of the impact we can create when we come together.



20,000
Total Attendees



4+ MILLION
Minutes of Content Watched



Membership

CORE PROGRAMMING

Our membership program offers a vibrant community and resources for people in tech to grow and succeed at every career stage.

Members gain access to impactful mentorship opportunities that foster belonging and inspire leadership, Local Communities that build connections in shared regions, and hiring events that open doors to new roles. With leadership workshops, upskilling sessions, and a variety of events, our program provides the tools, support, and opportunities needed to thrive in tech. Together, we're shaping a more inclusive tech ecosystem.



250

Member Events



20,340

Member Events Registrants

GLOBAL COMMUNITIES



18

Syster Communities

44

Local Communities

Apprenticeship Pathway Program

CORE PROGRAMMING

The AnitaB.org Apprenticeship Pathway Program (APP) promotes a diverse, inclusive, and equitable tech workforce, focusing on historically excluded communities including Black, Latine, Indigenous, Pacific Islander, LGBTQIA+ women, and nonbinary people.


Participants are paid to learn and can convert to a full-time career in tech upon completion of the program.




2
Total Partnerships



3
New Cohorts



15
Incoming Cohort Members



19
Cohort Members that Completed the Apprenticeship Phase

PitchHER™

CORE PROGRAMMING

The annual AnitaB.org PitchHER™ competition brings women entrepreneurs building leading early-stage tech startups to GHC with the goal of supporting, encouraging, and providing new funding opportunities to these entrepreneurs.

In 2024, AnitaB.org partnered with Philly Startup Leaders. This powerhouse partnership offered incredible promise for women and other under-resourced groups in the entrepreneurial ecosystem by providing them with the resources and support they need to succeed.



2024 PARTNER

PHILLY
STARTUP
LEADERS



323

Total Competition
Attendees



\$100,000

Investment in Winners

PitchHER™

CORE PROGRAMMING

PitchHER was an AMAZING experience! I loved hearing from the women who passionately pitched their ideas/products and being part of the selection process with the audience favorite.

– PitchHER AUDIENCE PARTICIPANT



100%

of PitchHER Finalist respondents indicate they met with other women and nonbinary entrepreneurs.



A photograph of four women in a modern lounge setting. One woman is seated on a dark sofa on the left, facing right. Another woman sits in a tan armchair in the center, facing forward. Two other women are seated on a light brown leather sofa on the right, facing left. They appear to be in conversation. A large, dark wood coffee table is in the foreground. The background features large windows with white blinds and a potted plant. A sign on the wall reads "ATTENTION POSSIBLE PHOTO & VIDEO SHOOT" and another sign on the window says "EMERGENCY EXIT ONLY".

Building Bridges to Belonging

Building Bridges To Belonging

At AnitaB.org, connection is more than just networking- it's about fostering a sense of belonging in the tech ecosystem for all. We recognize that while the ultimate goal of equity benefits all, the paths to get there must be tailored to meet the unique needs of each community. By creating intentional spaces- GHC and the Membership Platform, we connect individuals with resources, opportunities, and allies who understand their journeys.



Grace Hopper Celebration 2024

BUILDING BRIDGES TO BELONGING

66
Attending GHC feels like coming home. The energy, the people, the incredible women and non-binary attendees, and the dedicated organizers create an atmosphere where there's never a dull moment. This was my third GHC, and each time, I've felt a deep sense of belonging and support. It's a place where everyone feels welcome, safe, and empowered. I know I'll always have FOMO if I miss it, because GHC has truly become a cornerstone in my journey.

– GHC 24 ATTENDEE

BRAINDATES



SPONSOR GROUP MEETINGS



Community Connections

BUILDING BRIDGES TO BELONGING

Our Local Communities program brings our membership to life by fostering meaningful connections within shared geographical regions. These communities, formed as part of our broader membership network, provide a space for members to meet, collaborate, and grow—whether in person or virtually. From coffee meetups to career workshops, these gatherings spark authentic relationships and empower members to support one another personally and professionally. Each connection made reflects the strength of our collective, proving that no matter where we are, we're stronger together.



Events



Participants



Local Communities



96%

rate their overall experience as good or excellent



85%

indicate they gained new knowledge during the community event

Connecting Individuals to Mentors

BUILDING BRIDGES TO BELONGING

Our mentorship program offers tailored opportunities for women and men in tech to connect, grow, and thrive. Through 1:1 mentoring, speed mentoring, and mentoring circles, members gain valuable guidance and build relationships that foster a deeper sense of belonging in tech. Complemented by events that demystify the mentoring process, the program inspires confidence, cultivates leadership aspirations, and drives meaningful career advancement. The impact is clear: when we uplift each other, we all rise.

1:1 MENTORING



4

Cohorts



1,385

Participants

SPEED MENTORING



1

Event



44

Participants

MENTORING 101 DISCUSSIONS



2

Events



339

Participants

MENTORING CIRCLES



8

Events



1,428

Participants

Connecting Individuals to Mentors

BUILDING BRIDGES TO BELONGING

The AnitaB.org Mentorship Program connected me with an opportunity to build confidence in the next generation of female leaders in tech which is extremely important if we want to see more female leaders in this space. It is so important for these kinds of programs to exist and foster community amongst those of us already in the space as well as those looking to build their careers in tech.

 **80%**

report an increased sense of belonging after the mentorship program

 **77%**

report the program helped them build more confidence



Connecting Academics

BUILDING BRIDGES TO BELONGING

Launched in 2024, the Academic Equity Coalition's objective is to elevate, educate, and encourage academic stakeholders who have shown leadership in DEI, and leverage them to implement future activations that align with AnitaB.org goals and resonate with our collective constituents. The Coalition is comprised of 30 rotating members – 15 members currently involved in academia (Presidents, Vice Presidents, DEI leads, or equivalent) and 15 members tangentially supporting academia (corporations, nonprofits, or government representatives).



A photograph of three diverse professionals in a modern office setting. A woman with dark hair tied back, wearing a brown top, stands and points at a large computer monitor. Two men, one with glasses and a beard, are seated at the desk, looking at the screen. The man on the right is holding a pen. The background shows office shelves and a window with a view of a city at night. The text "Fueling Innovation and Empowerment" is overlaid in white, bold font.

Fueling Innovation and Empowerment

Fueling Innovation and Empowerment

Inspiration is most powerful when it's rooted in belonging. At AnitaB.org we believe that everyone deserves to see themselves reflected in the stories of success and innovation in tech. This year, we witnessed countless moments where participants felt a renewed sense of purpose through mentorship, skill-building opportunities, and the shared stories of others navigating similar challenges.



Grace Hopper Celebration 2024

FUELING INNOVATION AND EMPOWERMENT

SPEAKERS



92%

of speaker respondents gained confidence as a thought leader in tech



91%

of speaker respondents share they increased their recognition as a thought leader in tech

SPONSORS



84%

of sponsor respondents report GHC helped their orgs connect with new talent



82%

of sponsor respondents share GHC provided them an opportunity to support DEI in tech

Voices of Grit, Heart, Courage

FUELING INNOVATION AND EMPOWERMENT

GRIT

I have been encouraged to be even more aware of the me + we mentality. If I advocate for myself enough to make it through I have to make sure to bring other women up with me. If I can withstand the discomfort enough to make change, I will do it for the betterment of my whole community rather than just for myself. GHC has really solidified this goal for me.

INTERN LEVEL TECHNOLOGIST

HEART

Meeting other black women in tech made me feel so seen. The whole conference made me feel like I could let my hair down and get real. The conference was such a great time.

ENTRY LEVEL TECHNOLOGIST

COURAGE

Attending GHC 2024 helped me feel secure and confident about my place within the technology field. I sometimes feel as if I'm on an island to myself; but at Grace Hopper, I felt the eagerness of all the women and nonbinary technologists present to collaborate on forging our paths in our fields. I feel connection, inclusion, and a new sense of purpose.

SENIOR LEVEL TECHNOLOGIST

Advancing Inclusion Scholars

FUELING INNOVATION AND EMPOWERMENT

Our scholarship program creates opportunities for women in tech to attend the largest global tech conference for women technologists, Grace Hopper Celebration. With dedicated scholarships for students, faculty, and bootcamp participants, the program supports the next generation of innovators, educators, and emerging professionals.

By providing access to this transformative experience, we're helping women build networks, gain inspiration, and take bold steps in their tech journeys.

Attending GHC as an AnitaB.org Inclusion Scholar was exactly the spark I needed for my career journey. Every session provided unique insights, leaving me inspired and eager to contribute as a speaker at next year's conference.



887
Scholars



83%

felt more inspired about the career journey ahead post GHC



85%

felt the content at GHC was relevant to their professional interests



83%

had increased sense of belonging after GHC


Kamala Scholars

FUELING INNOVATION AND EMPOWERMENT

The Kamala Scholar program supports 3rd- and 4th-year students as they prepare to launch their tech careers. In addition to attending the Grace Hopper Celebration, recipients gain access to 12 personalized coaching sessions, a one-year membership in our community, and informative workshops about navigating the tech industry. This comprehensive program equips students with the skills, connections, and confidence to thrive in their transition from academia to the tech workforce.

 **99**
Scholars

 **12**
Coaching Sessions

 **100%**
felt inspired to become a leader in tech

 **89%**
planned to apply to a job or internship
they learned about during GHC

A woman with dark hair and glasses, wearing a blue V-neck sweater, stands in front of a large screen displaying code. She is holding a tablet in her left hand and gesturing with her right hand. The background is a dark blue wall with a large screen showing code. The text "Driving Systemic Change in Tech" is overlaid in white.

Driving Systemic Change in Tech

Driving Systemic Change in Tech

Advancing innovation in tech requires more than individual action; it demands systemic change rooted in belonging. By fostering belonging within organization and empowering leaders to adopt inclusive practices, we've catalyzed change that benefits not only individuals but the entire tech industry.



Grace Hopper Celebration 2024

DRIVING SYSTEMIC CHANGE IN TECH

Attending the GHC 24 conference as a recent graduate was an incredibly enriching experience. The event provided unparalleled networking opportunities, insightful sessions, and a platform to connect with industry leaders. I left feeling inspired and empowered, ready to contribute to the tech community with renewed enthusiasm. Highly recommended for anyone looking to make meaningful connections and advance their career.



Apprenticeship Pathway Program

DRIVING SYSTEMIC CHANGE IN TECH

This program was life changing; it provided both the push and the financial cushion for me to successfully launch my software engineering career!

2024 COHORT OUTCOMES



90%

rated their experience in the Apprenticeship Phase as good or excellent



112%

increase in Apprentices reporting they have a robust professional network in tech



90%

rated the cohort model was essential to their success in the program



119%

increase in Apprentices reporting they have a strong relationship with a mentor in tech



85%

of Apprentices who completed the Apprenticeship Phase received a full-time job offer

Apprenticeship Pathway Program

DRIVING SYSTEMIC CHANGE IN TECH

“APP provided me the opportunity of a lifetime. I am extremely grateful to have been part of this program who provides support, financial security, knowledge and encouragement to underrepresented women from non-traditional programs to have a place in a technology space. I would recommend anyone interested in the software engineering field to apply to APP, it can change your life!”

PILOT OUTCOMES*



100%

report they have financial stability from their current occupation, or a **127%** increase since baseline



80%

report having a strong relationship with a mentor in the field of tech, or a **334%** increase since baseline



100%

report feeling confident in their abilities to perform their job well

Membership

DRIVING SYSTEMIC CHANGE IN TECH



Membership Events
focused on leadership



Open Source Day


DRIVING SYSTEMIC CHANGE IN TECH

Open Source Day (OSD) is an all-day hackathon at GHC during which participants can work with peers as well as experienced mentors to contribute to projects that solve real-world issues.

Participants can attend workshops designed level-up and learn new skills in open source and engage with the open source ecosystem, no matter their experience level.

“One of the best moments at GHC 2024 for me was participating in the Open Source Day. Getting the chance to collaborate with technologists from different backgrounds, all contributing to meaningful open-source projects, really stood out. It felt empowering to be part of a community that was not only diverse but also deeply committed to making a positive impact through technology. The hands-on workshops were also great because they pushed me out of my comfort zone and helped me level up my technical skills.”

 **1,192**
Attendees

 **11**
OS Projects

Pass It On Awards

DRIVING SYSTEMIC CHANGE IN TECH

★ ★ 83%



of survey respondents reported
PIO having a positive impact on
their professional career



A woman with long braids, wearing a white shirt and a brown vest, is speaking into a black microphone. She is smiling and gesturing with her hands. Behind her, three other people are standing: a woman on the left in a grey blazer, a man in the center in a red sweater, and a man on the right in a brown jacket. They are all wearing blue lanyards. The background is a large window with a view of a city skyline.

The Way Forward

Grace Hopper Celebration 2025

THE WAY FORWARD



NOV 4-7 | CHICAGO, IL

In 2025, Grace Hopper Celebration will focus on empowering technologists with opportunities to deepen their expertise, expand their networks, and drive meaningful change in the tech industry. The event will include exclusive leadership panels, advanced technical workshops, and tailored networking opportunities, this year's event is designed to address the unique challenges and aspirations of leaders in tech.

Responsible AI Forum: an AnitaB.org Tech Collaborative

THE WAY FORWARD



**RESPONSIBLE
AI FORUM**

MARCH 24–26 | CHICAGO, IL

This year we are excited to introduce Tech Collaboratives by AnitaB.org, an intimate gathering of mid and senior-level tech professionals and decision-makers dedicated to advancing the tech industry for the better. Each year, the Tech Collaborative will bring together innovative minds to share best practices, foster collaboration, and spark actionable strategies.

As artificial intelligence reshapes every corner of society, at our inaugural event, the Responsible AI Forum, we will bring together thought leaders, innovators, and change agents for a civil and solution-focused dialogue about the pressing ethical and societal challenges of artificial intelligence. From addressing algorithmic biases to creating equitable opportunities for women in AI careers, we aim to spark ideas and forge collaborations that place humanity at the core of technology.

AnitaB.org Research

THE WAY FORWARD

As we look into 2025, the AnitaB.org Research Team is preparing to release a key report in the spring that will provide critical insights into the current experience of technologists within the technical ecosystem. The foundational report will be accompanied by a series of additional research papers and white papers throughout the year, each designed to further inform and shape the future of the technical ecosystem. By sharing these findings, we aim to empower organizations to create environments where all technologists can thrive.



Join the Movement

GIVING

Platinum
Transparency
2024

Candid.

When you give to AnitaB.org, you support a mission that is making an incredible impact in advancing women in technology.

By educating the philanthropic community on the importance of unrestricted giving to organizations like ours, we build equitable relationships and greater return on investment (ROI) for everyone.

We are continuing to build a stable and sustainable organization to meet the needs of those we serve, developing programming that is responsive to their needs. We strive to build trusting relationships with donors and supporters to foster innovation and longevity.



WEBSITE
ANITAB.ORG/DONATE



UNIVERSAL IMPACT POOL
WITH **ENDAOMENT**



REACH OUT TO
GIVING@ANITAB.ORG FOR A
DISCUSSION ON WAYS TO GIVE



Join the Movement

VOLUNTEER

AnitaB.org relies on volunteers to accomplish most of our goals. From speaking at workshops and assisting at GHC, to leading a local community and selecting award recipients, our volunteers have a direct impact on our mission. We're changing the direction of tech, together.





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