

**ANITA BORG INSTITUTE**

# 2014 Impact Report

*The Anita Borg Institute (ABI) is a non-profit social enterprise committed to increasing the number of women technologists in the global workforce. ABI reaches tens of thousands of women and leading organizations in over 65 countries around the world.*

## **OUR VISION**

We envision a future where the people who imagine and build technology mirror the people and societies they build it for.

## **OUR MISSION**

We connect, inspire and guide women in computing and organizations that view technology innovation as a strategic imperative.



**ANITA BORG INSTITUTE**  
WOMEN TRANSFORMING TECHNOLOGY



*By all measures, 2014 was an exciting and successful year for the Anita Borg Institute (ABI), and I'm proud to share ABI's Impact Report with you. With the help of our partners, sponsors and our global community of women in technology, we made important strides towards our mission to connect, inspire and guide women in computing and organizations where technology innovation drives growth.*

This year, ABI saw growth in all of our key programs, while our vision and mission reached new audiences through speaking engagements at prestigious institutions and greater coverage by influential media outlets.

The Grace Hopper Celebration for Women in Computing (GHC), ABI's flagship conference, broke records in both the United States and India. In Phoenix, Arizona, GHC's attendance grew by 64 percent to nearly 8,000 attendees, and in Bangalore, we welcomed 1,600 attendees, a 33 percent jump from the prior year.

I'm also thrilled that we launched the pilot chapter of ABI.Local, a network of locally organized communities for women technologists, in New York City. ABI.Local is an important aspect of ABI's global growth strategy, and I'm excited to see how the network will expand around the world.

Of course, these are just a few highlights. As you will see in more detail, ABI has had a phenomenal and memorable year. Building diverse, inclusive and collaborative work environments has never been more important for businesses to succeed. I look forward to growing our impact together in the future.



A blue ink handwritten signature of Telle Whitney.

**Telle Whitney**

*President and CEO, Anita Borg Institute*

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# OUR THEORY OF CHANGE

*Driving meaningful, long-term change requires addressing:*



### PERCEPTION

Persuade leaders and influencers to look beyond the stereotypes, and acknowledge the many faces and contributions of women in technology.



### SUPPORT

Provide strategies, tools and best practices to women technologists and organizations in order to help them achieve their goals.



### ACCOUNTABILITY

Hold organizational leadership accountable for measuring and improving the diversity of their technical workforce and recognize their successes.



### OPPORTUNITY

Create opportunities for our network of women technologists and organizations to engage for mutual benefit.



### CULTURE

Activate and guide organizational leaders and women technologists on the workplace changes necessary to build inclusive cultures.

**TO DRIVE THIS CHANGE, ABI ENGAGES KEY INFLUENCERS (PAGE 4),  
WOMEN TECHNOLOGISTS (PAGE 5) AND ORGANIZATIONS (PAGE 6)**





# ABI amplifies the voices of women technologists on a global scale

We use our global reach to shed light on the myriad ways women transform technology around the world.

## LEADERS FROM INDUSTRY AND ACADEMIA SHARED INSIGHTS AND INSPIRATION WITH ABI'S GLOBAL AUDIENCE.



**MEGAN SMITH**  
U.S. CTO



**SATYA NADELLA**  
CEO, Microsoft



**ARATI PRABHAKAR**  
Director, DARPA



**JAYSHREE ULLAL**  
CEO & President, Arista Networks



**JANE MORAN**  
CIO, Unilever



“ I always find being at GHC incredibly inspirational. Being surrounded by enthusiasm and energy of thousands of technical women from all over the world is such an amazing experience.”

**MARIA KLAWE**, PRESIDENT, HARVEY MUDD COLLEGE



**HILARY MASON**  
Founder, Fast Forward Labs & Data Scientist in Residence, Accel



**TAL RABIN**  
Head of Cryptography Research Group, IBM T.J. Watson Research Center



**KATHRIN WINKLER**  
Chief Sustainability Officer & Senior VP, Corp. Sustainability, EMC Corporation



**SHAFI GOLDWASSER**  
2012 ACM Turing Award Co-winner; RSA Professor of EE and CS, MIT



**LAKSHMI PRATURY**  
Host & Curator, INK Conference



## ABI'S GLOBAL INFLUENCE

### SPEAKING ENGAGEMENTS



### U.S. PRESS COVERAGE



### INDIA PRESS COVERAGE



In 2014, ABI executives spoke at influential global institutions, including:



# ABI connects, inspires and guides women technologists

Our roots are in the vibrant and diverse community of women technologists around the world.

## ABI'S PROGRAMS FOR WOMEN IN COMPUTING CHAMPION THEIR PERSPECTIVES.

### Women of Vision (WOV)

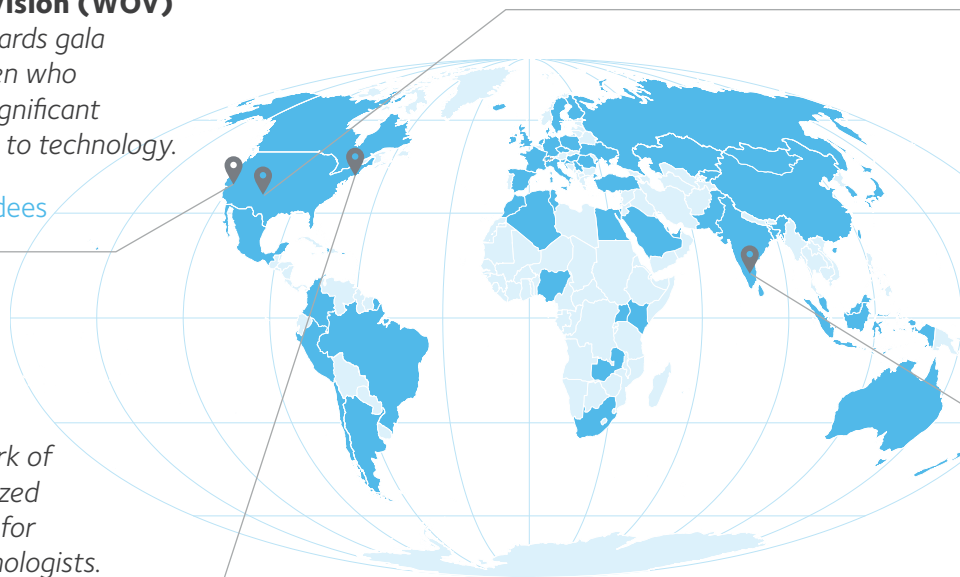
The WOVI awards gala honors women who are making significant contributions to technology.

**821** attendees

### ABI.Local

ABI.Local is a global network of locally organized communities for women technologists.

**370** attendees at the pilot event held by ABI.New York



### Grace Hopper Celebration of Women in Computing (GHC)

GHC brings together the best minds in computing.

**7,803** attendees from 65 countries up 64% from 2013

### ABI India was incorporated in 2014 in Bangalore

GHC India is the largest gathering of women technologists in India.

**1,600** GHC India attendees up 33% from 2013

## GHC, ABI'S FLAGSHIP EVENT, IS THE WORLD'S LARGEST GATHERING OF WOMEN TECHNOLOGISTS

 **92%** RATED GHC 2014 AS 'EXCELLENT/GOOD'

“Every woman in CS should go to GHC at least once in their lifetime.”

BESTE YUKSEL, PH.D CANDIDATE, TUFTS UNIVERSITY

> READ THE [GHC IMPACT REPORT](#) FOR A DEEPER LOOK

## ONLINE COMMUNITY ENGAGEMENT

### SOCIAL MEDIA

**102,831** up 24% since 2013 likes, comments, shares and other social engagement

### WEBSITE ENGAGEMENT

**797,119** 138% growth

### Systems

Established in 1987 by Anita Borg, Systems is the world's largest online community of women in computing.

 **6,000+** members in 60 countries

# ABI engages organizations to help women technologists thrive

*We work with forward-thinking organizations to increase the participation of women technologists and build diverse teams.*

## ABI PROVIDES ORGANIZATIONS WITH UNIQUE OPPORTUNITIES TO ENGAGE AND SUPPORT WOMEN TECHNOLOGISTS AND ENSURE THEIR SUCCESS.

**233** Event Sponsors

across technology, media, retail, insurance, finance industries.

**30%** of Fortune 100 companies

work with ABI to find top talent and engage their female technologists.

“There are a lot of best practices that need to be shared. We need to challenge each other, push each other towards better results.”

EXECUTIVE AT ABI PARTNER COMPANY



**RECRUIT**



### BRAID

*Building, Recruiting and Inclusion for Diversity (BRAID), an initiative with Harvey Mudd College, launched this year to grow the number of women and students of color in CS departments.*

 **15** BRAID Institutions



**RETAIN**



### ABI PARTNER PROGRAM

*Leadership at each of these organizations is committed to working with ABI year-round to increase the representation of women in technical roles at all levels.*

**39** Partners

up 26% from 2013



**ADVANCE**



### TOP COMPANY INITIATIVE

*ABI's Top Company for Women in Computing award recognizes organizations that create workplaces where women technologists can thrive.*

 **24**

Companies that submitted diversity data for analysis and consultation –up 50% from 2013.

**2014 Winner** 

2014 ANITA BORG INSTITUTE

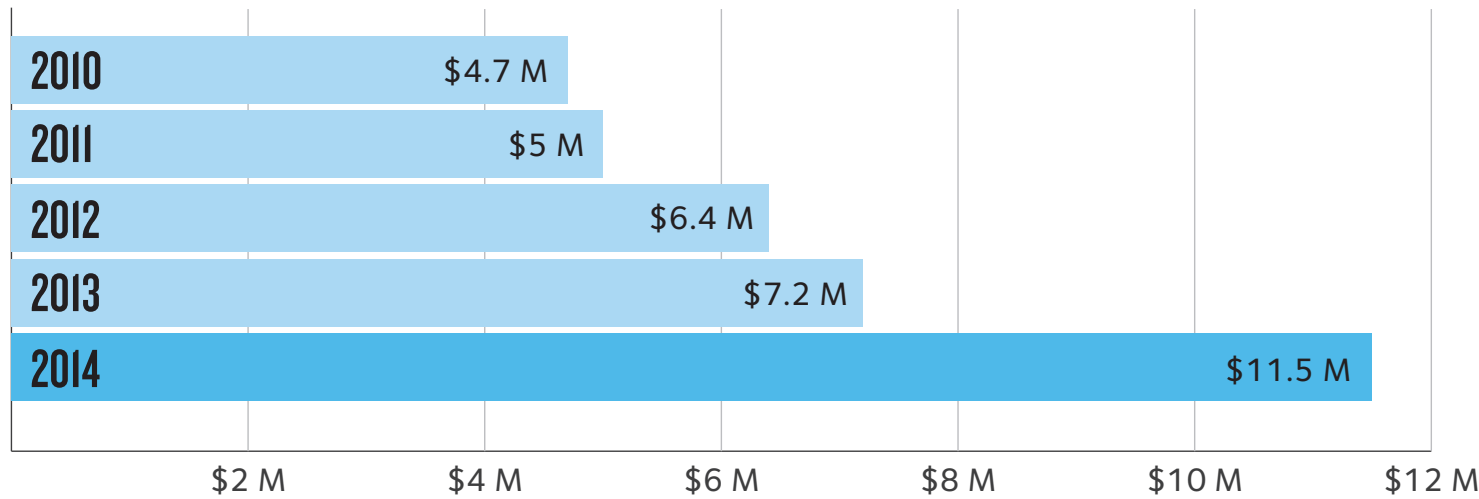
# Financials and Donors



# Revenue and Support

In 2014, the Anita Borg Institute generated contributions and support of \$11,542,000 — a 61% increase over 2013.

## 5 YEAR REVENUE HISTORY

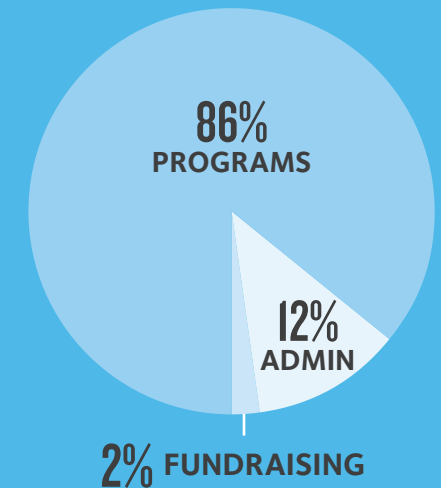


Grace Hopper Celebration of Women in Computing	\$7,974,000	ABI Partner Program	\$835,000
Grace Hopper Celebration India	\$716,000	Grants and Individual Donations	\$573,000
Other ABI Programs	\$1,245,000	In-kind Donations, Interest and Other Income	\$199,000

## 2014 TOTAL CONTRIBUTIONS AND SUPPORT OF \$11,542,000

ABI's programs contributed a total of \$9,423,000 in 2014, a 60% increase from 2013. The Grace Hopper Celebration of Women in Computing, ABI's flagship program, yielded \$7,974,000 in 2014, a 69% increase from 2013. The Grace Hopper Celebration India yielded \$716,000, a 55% increase from 2013. Individual donations totaled \$365,000. In-kind facility services, and equipment donations represented \$194,000. Interest and other income was \$5,100.

## EXPENSES



In 2014, 86% of expenses were directly related to programs, 12% to administration, and 2% to fundraising. The audited financial statement for 2014 is available upon request.



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## Individual donors

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### \$1,000-\$4,999

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Rosario Robinson

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Roy R. Well & Mary M. Shaw

### \$100-\$499

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Elaine Kant  
Heather Stickler  
Rita Thissen  
William Flaherty

### \$1-\$99

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To learn more about ABI, reach us at [contact@anitaborg.org](mailto:contact@anitaborg.org)

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**ANITA BORG  
INSTITUTE**  
WOMEN TRANSFORMING  
TECHNOLOGY

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[www.anitaborg.org](http://www.anitaborg.org)

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