



“Genius is distributed  
by zip code.  
Opportunity is not.”

*Mitch Kapor, Board Member, Kapor Capital*

**SMASH** 

ANNUAL REPORT 2017

At **SMASH**, we believe that all students, regardless of race/ethnicity, economic background, parent education level, or zip code should be provided with opportunities to excel academically, access rigorous courses, and be prepared to apply to, and graduate from, top colleges and universities across the United States

**SMASH** was founded 14 years ago with the belief that all should have equitable access to opportunities in science, technology, engineering and math (STEM) to foster their untapped talent for the advancement of our nation.

**SMASH** will reach 1000+ scholars and alumni across the U.S. by the end of 2018.

Scholars everywhere are united by their passion to use technology to solve problems in their day to day lives and make a positive impact. **SMASH** is here to ensure this is possible.



ELI KENNEDY  
CEO

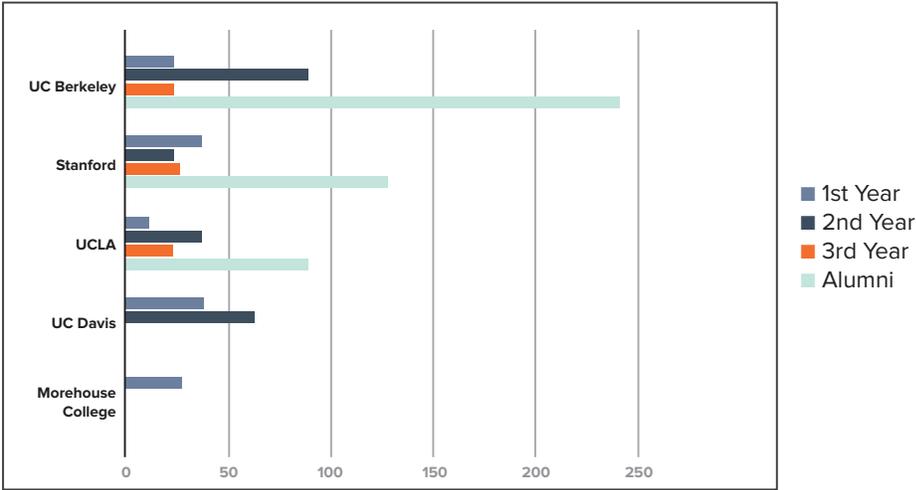


“All students...  
should be provided  
with opportunities to  
excel academically..”

*Eli Kennedy, CEO, SMASH*

# SMASH demographics

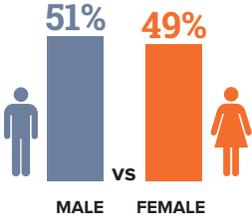
## SCHOLARS — ALUMNI BY SITE



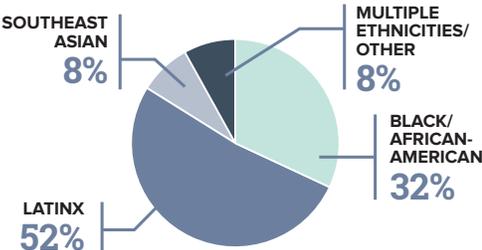
550+ Scholars reached to date      600+ Alumni across the U.S.

## SCHOLAR DEMOGRAPHICS

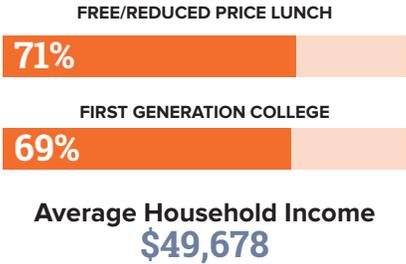
### gender



### race/ethnicity



### socioeconomic status



## MEET: Caleb Carmichael, SMASH Morehouse, Class of 2020

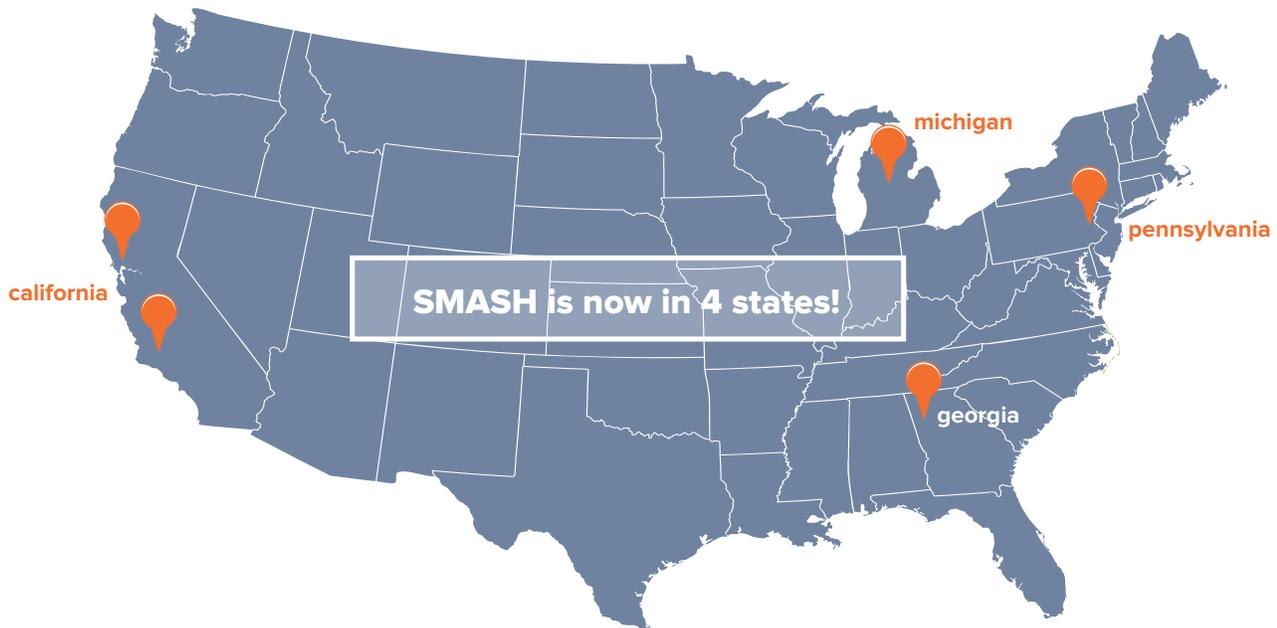
Caleb Carmichael attends Charles R. Drew High School in Riverdale, GA and intends to major in Chemistry

“At SMASH, I’ve met basically everybody who is in STEM. I want to study chemistry, so having experiences like this and being able to meet people who can tell you their experiences, tell you how this career is going to work, and help you out in the future — it really is a blessing.”

# program growth

We've expanded across the U.S. and launched 3 SMASH sites in 2 years.

## SMASH PROGRAM MARKETS



**92%**

of scholars intend to major in CS/STEM field in college

**72%**

of scholars can imagine themselves working in a STEM career

**76%**

of alumni are current/graduated STEM majors in 4-year colleges



MEET:

## Leilani Reyes, SMASH Stanford, Class of 2014

**Graduating from Stanford University in 2018 with a degree in Computer Science. She is currently working on launching her own startup.**

*"Academically, (SMASH Academy) granted me rigor and, more importantly, support from teachers and staff who empowered me to be curious and socially conscious in STEM exploration. Professionally, it granted me resources to develop essential skills like public speaking and connections to mentors and role models who I look to for advice and inspiration."*

# our partners

## **\$250K+**

AT&T  
Google  
TE Connectivity  
Todd Park & Amy Geng  
Kapoor Center  
Cosmo Chandler Fund, San Francisco Foundation

## **\$100K – \$249,999K**

Uber  
Morgan Stanley  
Dhanam Foundation  
Robert R. McCormick Foundation

## **\$50K – \$99,999K**

Satish Dharmaraj  
Bayer USA Foundation  
Brad Feld & Amy Batchelor

## **\$25K – 49,999K**

Oracle  
Amgen  
Symantec  
Autodesk  
SAP Labs  
Rose Hills Foundation  
Leslie Family Foundation  
Heising-Simons Foundation

## **\$10K – \$24,999K**

Cisco  
Salesforce  
Facebook  
500 Startups  
Western Digital  
O'Reilly Media Inc.  
Motorola Solutions  
FedEx Corporation  
Lookout Foundation  
Bell Family Foundation  
Irene Scully Foundation  
Joseph & Vera Long Foundation  
John & Marcia Goldman Foundation  
Anita Borg Institute for Women & Technology

## **\$5K – \$9,999K**

PG&E  
Airbnb  
Genentech  
Wells Fargo  
Legacy Venture  
D.E. Shaw Research  
Teichert Foundation  
Eucalyptus Foundation  
Ricki & Joseph Akiwenzie  
Swartz Family Foundation  
Castellano Family Foundation  
Stanley S. Langendorf Foundation  
The Kelly Foundation



**“Working hard  
means  
getting ahead —  
for everyone.”**

# our partners



## SMASH UNIVERSITY PARTNERS (2017)

University of California, Berkeley | University of California, Los Angeles  
University of California, Davis | Stanford University | Morehouse College  
University of Pennsylvania, Wharton School of Business\* | Wayne State University\*



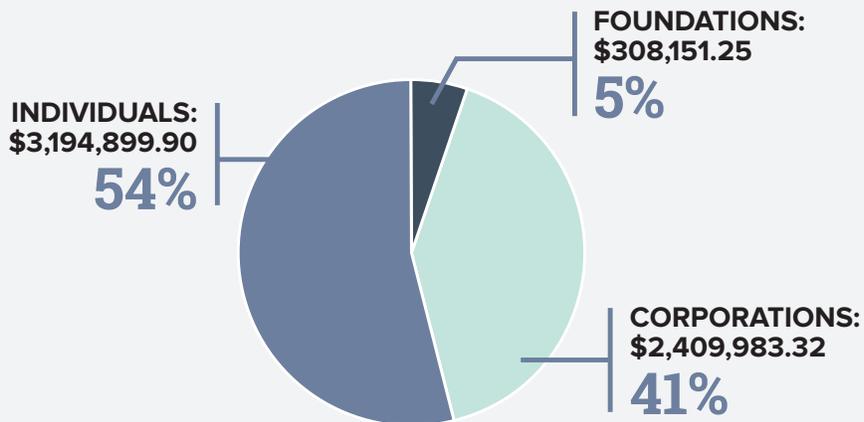
### MEET: Asia Williams, SMASH Berkeley, Class of 2018

**Attending San Francisco State University in 2018 as a Computer Science major.**

*"I had no CS experience in high school, other than SMASH. My high school doesn't have a computer science class. I think that it's very important because I take it and I'm really passionate about it. I feel like my peers should know and have an opportunity to take a class like this too."*

# financials

## REVENUE



## STATEMENT OF ACTIVITIES

	2017	2016
<b>Revenue + Support</b>	\$5,913,034	\$4,275,612
<b>EXPENSES</b>		
Program Services	\$4,334,099	\$3,963,839
Management + General	\$410,956	\$463,151
Fundraising	\$643,312	\$559,995
<b>TOTAL EXPENSES</b>		
Change in unrestricted net assets	\$617,798	(\$711,373)
Net assets – Beginning of year	(\$55,433)	\$655,940
Net assets – End of year	\$562,365	(\$55,433)

\*\* Unaudited financials for 2017    \* Audited financials for 2016

# vision for 2018

In 2018, we're expanding our reach into communities of color with an increased demand for STEM education. We'll continue to scale our program nationally and intend to serve over 1,000 scholars by 2020. Additional site launches across the country are in the initial planning stages. We'll also invest in expanding our tech ecosystem partnerships and providing exposure experience for **SMASH** alumni to gain access to the workplace and begin building skills to succeed in STEM.



**SMASH** has also partnered with Genius Plaza, to expand our reach digitally in order to fully encompass non-**SMASH** scholars into an international ecosystem. Through this partnership, we hope to reach 100,000 additional students per year. Increasing the representation of Black and Latinx STEM and computing professionals has the potential to meet the projected demand for STEM workers in the 21st century economy, while expanding opportunities for and broadening the economic opportunities of underrepresented communities of color.

**Join us in growing the SMASH impact.**



“SMASH is preparing underrepresented students to be the change agents that will innovate, transform and impact the futures of their local communities and our nation.”

*Freeda Kapur Klein*



# SMASH =

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