



2023 Impact Report

CHANGING THE LANDSCAPE OF LEADERSHIP





Our Mission

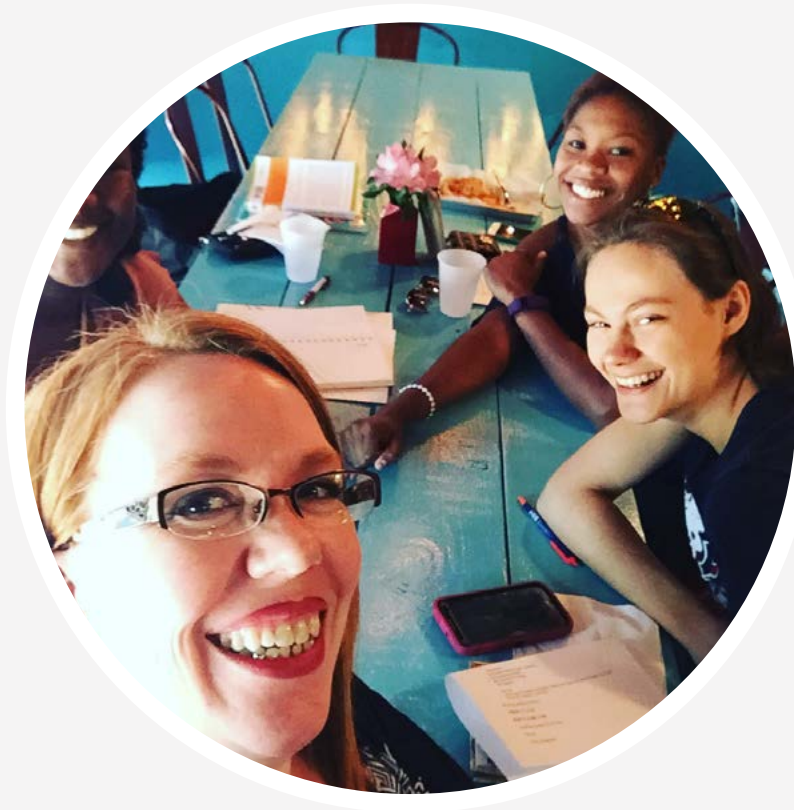
To change the landscape of leadership by supporting and preparing young women to become the leaders of today and tomorrow.

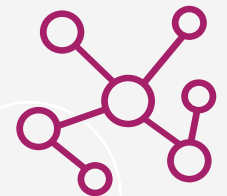
THANK YOU TO OUR 2023 PARTNERS & SUPPORTERS



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FOUNDER LETTER

Empowering Women for Success

2023 marks a major milestone for Nerdy Girl Success. We are celebrating our 5-year anniversary! This feels bittersweet given how many organizations struggled the last few years through the pandemic, causing many to close their doors.

I am filled with such pride over the growth that NGS has been able to achieve. We have gone from a small local organization serving ten girls at one facility in Richmond, TX, to delivering over 500 hours of free programming to over 600 young women across the country. I am overwhelmed with gratitude for every volunteer who raised their hand, every donor who gave, and every company who took a chance on us. You are the ones who make the work we do possible. You are a hero not just to NGS but to all of the young women whose lives you have positively impacted. When you read over these pages, I hope that you are able to see your fingerprint on what has been accomplished. YOU made this happen.

Looking toward the future, there is more expansion planned as we continue to develop our partnerships and onboard new sites for high school clubs and summits. I invite you to join Nerdy Girl Success in our mission of changing the landscape of leadership. Share our events with young women you know. Sign up to be a volunteer. Lend your expertise on our Advisory Board. Connect us with companies who are looking to make a difference. With your support, we can look forward to many more years of shaping and impacting the women leaders of tomorrow.



Sincerely,

Christina

- Christina Meade
Executive Director & Founder



HISTORY & MILESTONES

The Nerdy Girl Story

In 2016, the initial incarnation of Nerdy Girl Success was called “Nerdy Girl Supplies,” a venture founded by Christina Meade that combined her love of office supplies, teaching, and giving back to the community.

In 2018, the organization aligned itself more closely with empowering young women, rebranding as Nerdy Girl Success and shifting its focus solely toward programs and educational support. Nerdy Girl

Success transitioned to a nonprofit structure, and the organization’s evolution continued as it introduced high school programs aiming to inspire and educate the next generation of young women.

Today, Nerdy Girl Success’ influence extends to multiple states and diverse communities, offering young women valuable opportunities for personal and professional development.



2018

- Houston Based
- Programming with Boys & Girls Club
- Summer Business Camp for Girls
- 3 Board Members
- Working with Middle-Schoolers

2019

- Houston Based
- 5 Board Members
- 1st High-School Club
- 1st Career & Leadership Summit for High School Girls
- 1st Fundraisers

2020/21

- Mostly Virtual = Expanded Reach
- 2 Houston High School Clubs
- 10 Board Members
- Advisory Board Launched
- Teen Advisory Board Launched
- 1st Nationwide Fundraising Efforts

2022

- In-Person Programs in Chicago, San Francisco, and Houston
- Virtual Program Nationwide
- Awarded 4 Scholarships

2023

- 3 High School Clubs (4 in TX, 1 in IL)
- Summits Expanded to Boston and DC
- Partnership Launched with Women in Tech USA
- PowHER Leaders Award Celebration

“

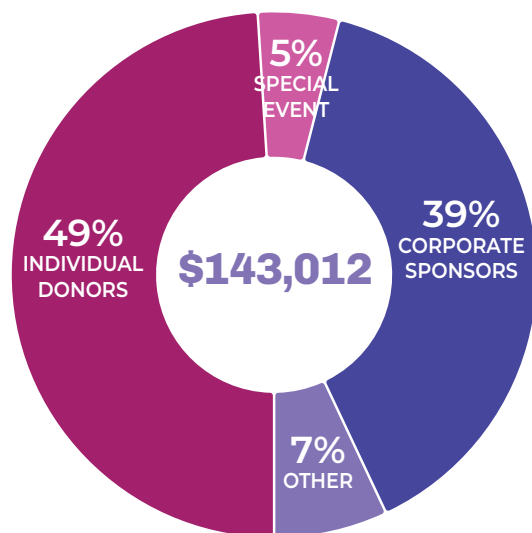
I am constantly inspired by the dedication and passion of our team and the positive change we are bringing to the lives of young women everywhere. Our achievements over these last five years would not have been possible without the support and commitment of our members, volunteers, and partners. Together, we are breaking down barriers and creating a brighter future for the next generation of women.”

- **Tracie Parent**
Nerdy Girl Success
Board President

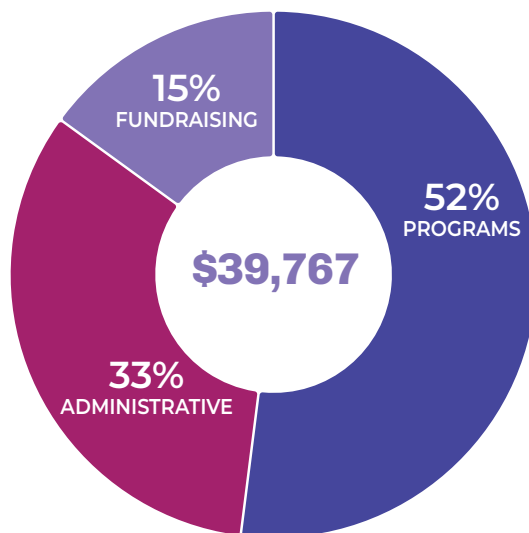


IMPACT & REACH (2022)

Turning Vision into Impact



REVENUE SUMMARY



EXPENSE SUMMARY

183

VOLUNTEERS

11,712

VOLUNTEER
HOURS

\$372,441

WORTH OF
VOLUNTEER
SERVICE

64 Hours

FREE
PROGRAMMING

CAMPUS POPULATIONS THAT WE SERVE

High School Clubs:

74%

Economically
disadvantaged*

71%

Free
lunch

5%

Reduced
lunch

Career & Leadership Summits:

62%

Economically
disadvantaged

25%

Free
lunch

16%

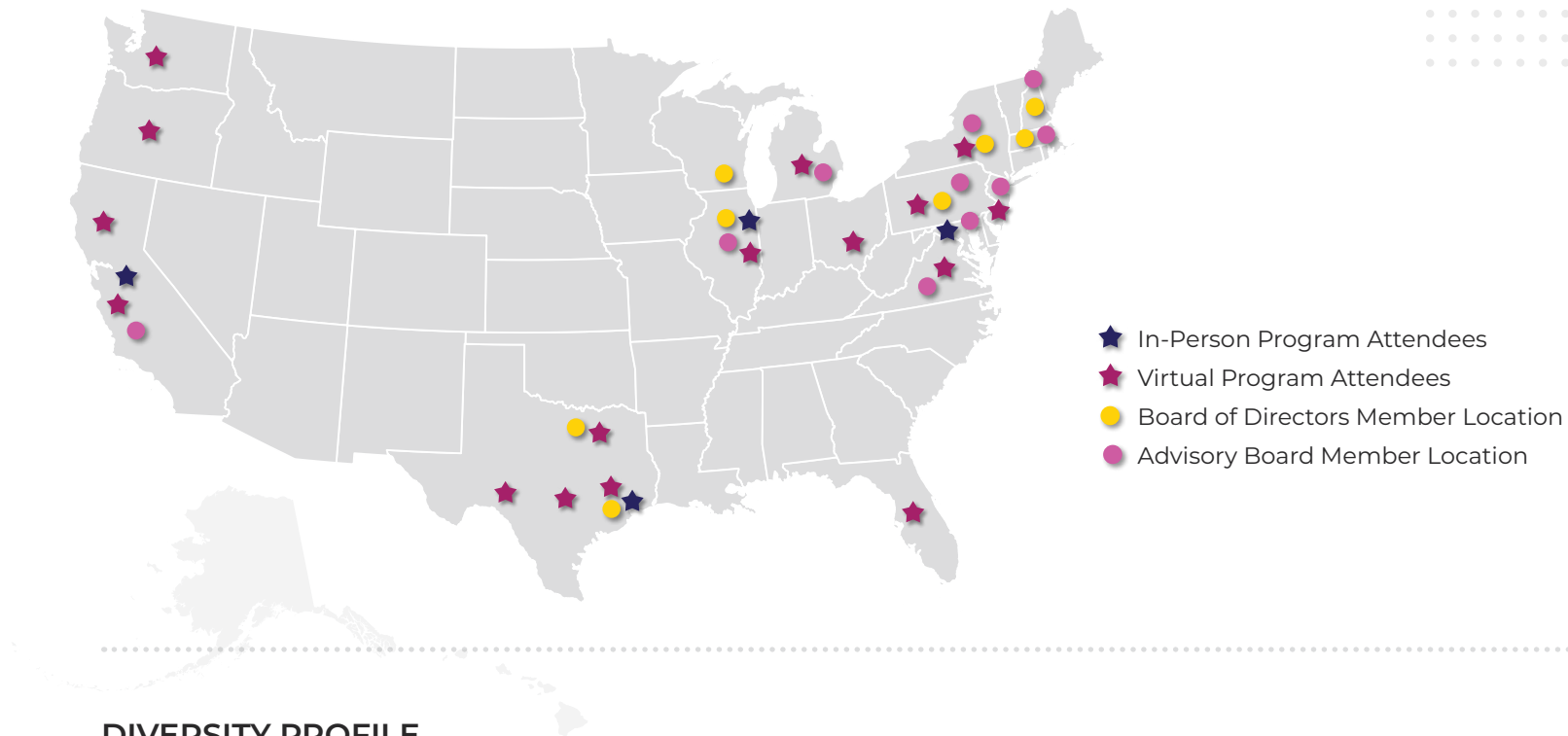
Reduced
lunch

*Averaged across campuses.

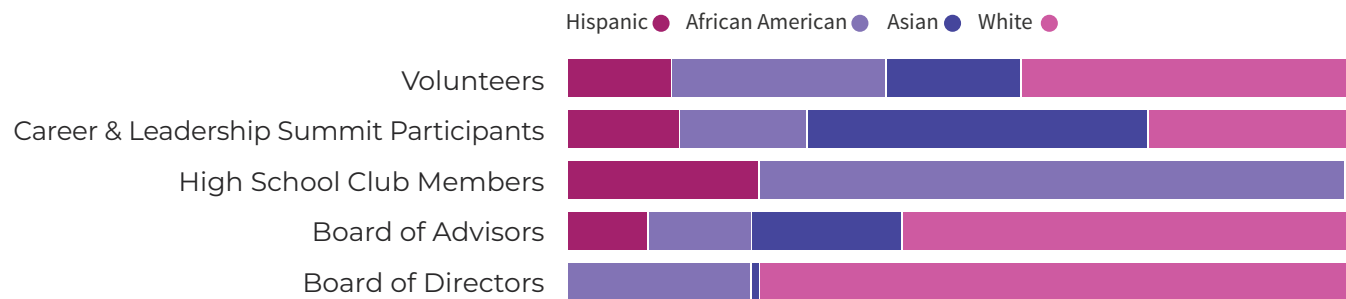
We are committed to promoting global peace and prosperity, and we align with the [U.N.'s 17 Sustainable Development Goals](#), focusing on these specific goals in our programming:



GEOGRAPHIC PROFILE



DIVERSITY PROFILE



OUR PROGRAMS

Preparing for Tomorrow's Opportunities

Nerdy Girl Success programs are designed for young women in high school through college and take place both virtually and in person.

CAREER AND LEADERSHIP SUMMIT

Purpose: To provide the young women with an immersive experience spending the day with girls and women who are just like them. These young women get the opportunity to learn about the career possibilities that exist and, more importantly, see themselves in those roles.

Outcome: Attendees are introduced to 20+ career paths and learn essential skill sets for success in school, career and life. Through talks and sessions, they learn to navigate the world to achieve their goals.

HIGH SCHOOL CLUB

Purpose: To provide a club in which girls have a safe place to cultivate essential soft skills for success: leadership, public speaking, advocacy, and business acumen. The club fosters a supportive learning community, emphasizing unity over competition and empowering them to find their voices and recognize their worth.

Outcome: Participants acquire valuable insights into business operations, enabling them to apply this knowledge beyond the club. They gain a comprehensive understanding of diverse career opportunities and enhance their overall skill set.

CAREER PREP

Purpose: To prepare and place young women in internships and job shadowing opportunities while instilling a mindset focused on not just finding any job, but the right role within the right company. We guide them in positioning themselves for future leadership positions.

Outcome: Participants finish the program with a completed resume and LinkedIn profile, valuable connections at companies of interest, a deeper understanding of their desired careers, and improved interviewing skills. It is a goal that (eventually) the girls receive internships and job shadowing offers, ensuring they are well-prepared candidates for these roles.

FLASH MENTORING

Purpose: Flash Mentoring is our informal, virtual mentoring program. High school and college-aged young women can explore our Mentor Roster on our website and sign up to chat with the mentors of their choice. Most sessions are one-time meetings, providing opportunities to learn about careers, alma maters, or even receive resume assistance.

Outcome: Participants gain greater control in selecting their own mentors and learn the value of having multiple mentors for specific purposes.





PARTICIPANT INSIGHTS

Stories of Growth & Confidence

“..what I liked most about it is that [I] could learn about how there are many different people with so many different backgrounds in tech.”

- Debora

“Nerdy Girl was a big factor in me choosing to major in computer science in college. ...that major is very male-dominated, and I was not confident that I would be able to do well in it. But I feel like this program really gave me the confidence to go into it.

- Shimrah

“...thank you guys so much. It's been extremely helpful going to the career prep program. I have to say now I'm more confident, more well equipped, and I have a knowledge of what to expect.”

- Diya

“I also like how empowering it was to see women be successful coming from different backgrounds and different stories.”

- Faith

“The presenters really encouraged the girls to be present, which I thought was wonderful because it showed me that they saw me individually and really wanted the best for me.”

- Natalia

“...you get the opportunity to help out other people and really get to know each other and form closer bonds.”

- Jessica

“...I learned and noticed is how writing was in a lot of the careers and how something that I personally want to pursue—which is writing—is in all these different careers.”

- Ashley



“ I went to a leadership conference they were hosting in my city. And it was really helpful because I was able to talk to a lot of different women in different fields. They’re all very passionate about what they were doing...

Also, just through going to that leadership conference, I was able to start writing for their blog, which was really amazing because I want to do something related to writing...

And I think overall, this organization has really given me a lot to set myself up for success. And this writing thing I’ve been doing with the blog, I mean, I put it in my NHS application. It really is a great thing to do. I totally recommend.”

- Katelyn





VOLUNTEER & PARTNER FEEDBACK

Supporting Young Leaders



Cassandra Khoury
Mastery Faculty at Google

"I want to be a doctor but also start my own marketing business."

"I want to be a lawyer to help displaced people and those escaping violence and poverty."

"I want to study software engineering and create the next Google."

Yesterday, I was lucky enough to be a part of the Nerdy Girl Success Career & Leadership Summit.

Speaking with these bright and motivated young women reminded me how bold our dreams are when we're young, and how quickly we alter, settle, and give up on them as we navigate the real world.

Reminding us all to dream BIG dreams, try new things, and remember how unlimited our possibilities are.

#dreambigger #femaleleaders



Michele Calhoun
Global Chief Revenue Offices

Thank you **Christina Meade**, your vision came to life today and I'm proud and grateful to be able to contribute as an Advisory Board member of **Nerdy Girl Success®, Inc.**!



Karen Habercoss
Chief Privacy Officer at the University of Chicago Medicine

Thank you **Christina Meade**! Today was very special and it was my honor to help share my leadership story with these young ladies. **Valarie Gilbert, MS, PCC** you did an amazing job leading our panel. I'm so proud to support the vision as an Advisory Board member of **Nerdy Girl Success®, Inc.**



Kiley Peters, MBA, CEPA
Small Business Executive Coach & Strategist

Thank you so much for the opportunity to be part of the event! ❤️



Heidi Anderson Hupe
Leader | Builder | Innovator | Connector
Transforming Healthcare President | Chief Growth Officer | Board Director | Advisor

Inspiring morning participating in the **Nerdy Girl Success®, Inc.** Career & Leadership Summit at **Maine South High School**.

Thank you **Michele Calhoun** and Christina Meade for inviting me to such a powerful event. The future for female leaders is bright!



We are constantly seeking to expand our career exploration opportunities for our students in Maine Township District 207. We had been promoting the virtual programming of Nerdy Girl Success for some time and had seen great results.

In 2021, we collaborated with Christina to bring an in-person Nerdy Girl Careers of the Future Summit to District 207. We hosted the event at one of our campuses, inviting girls from all three of our high schools and nearby schools. It was a smashing success!

The level of professionalism and diversity among the industry partners of Nerdy Girl Success is impressive. We have since made the Nerdy Girl Summit an annual district event. We rotate which campus hosts it each year. It has become one of the highlights of our school year!

Collaborating with Christina has always been delightful. I have recommended her to other districts and club sponsors within our District. I will continue to do so.



- **Laura Wilkens**
Manager of Business and Community Relations
Maine Township High School District 207



Tikijah Parsons, M. Ed, BBA
Versatile Veteran: Bridging Logistics, Education,
and Career Guidances

In my last role as English Teacher and Student Council Sponsor at CFISD, the council partnered with **Nerdy Girl Success®, Inc.** to mentor girls about future career goals. This program allowed the young ladies on the council to learn about different career fields they may not have otherwise known about. Nerdy Girl allowed them to network with female web developers, chemical and aerospace engineers, statisticians, etc.

Many of my young ladies said Nerdy Girl was the most meaningful program they had participated in throughout their high school careers.

Happy Anniversary Nerdy Girl! I look forward to seeing you continue to inspire and empower young women to excel in career fields where female representation is limited. Here's to many more years of positive impact!



BOARD OF DIRECTORS



Christina Meade
Executive Director
& Founder



Tracie Parent
President



Miara Shaw
Vice President



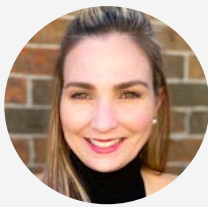
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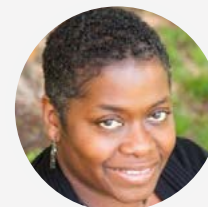
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Program
Co-Director



Karen Blades
Program
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Emma Plouffe
Program
Co-Director



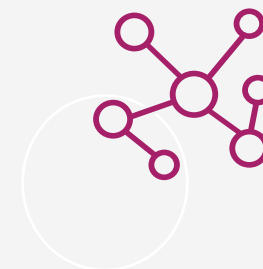
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Expansion
Director



Pamela Oberg
Volunteer
Co-Director



Julia Wilson
Volunteer
Co-Director





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Nerdy Girl Success supports and prepares young women from diverse backgrounds to become the decision makers in business, politics, the arts, and more, so they can make a lasting impact on society. Visit nerdygirlsuccess.com to learn how you can support our next generation of female leaders.



Nerdy Girl Success is a 501(c)3 nonprofit organization.



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