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

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

Telle Whitney
President and CEO, Anita Borg Institute
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).
KEY INFLUENCERS

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.

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

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 WOV 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

**GHC, ABI’S FLAGSHIP EVENT, IS THE WORLD’S LARGEST GATHERING OF WOMEN TECHNOLOGISTS**

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

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

**Systers**
Established in 1987 by Anita Borg, Systers is the world’s largest online community of women in computing.

6,000+ members in 60 countries

**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

**ONLINE COMMUNITY ENGAGEMENT**

102,831 likes, comments, shares and other social engagement since 2013

**WEBSITE ENGAGEMENT**

797,119 138% growth
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.

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

233 Event Sponsors

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

24 up 26% from 2013

39 Partners

up 26% from 2013

2014 Winner

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

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.

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 ANITA BORG INSTITUTE

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

5 YEAR REVENUE HISTORY

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue (M)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$4.7 M</td>
</tr>
<tr>
<td>2011</td>
<td>$5 M</td>
</tr>
<tr>
<td>2012</td>
<td>$6.4 M</td>
</tr>
<tr>
<td>2013</td>
<td>$7.2 M</td>
</tr>
<tr>
<td>2014</td>
<td>$11.5 M</td>
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</table>

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Revenue (M)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grace Hopper Celebration of Women in Computing</td>
<td>$7,974,000</td>
</tr>
<tr>
<td>ABI Partner Program</td>
<td>$835,000</td>
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<tr>
<td>Grace Hopper Celebration India</td>
<td>$716,000</td>
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<tr>
<td>Grants and Individual Donations</td>
<td>$573,000</td>
</tr>
<tr>
<td>Other ABI Programs</td>
<td>$1,245,000</td>
</tr>
<tr>
<td>In-kind Donations, Interest and Other Income</td>
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</tbody>
</table>

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.
## 2014 FINANCIALS

### Anita Borg Institute Donors

#### Individual donators

<table>
<thead>
<tr>
<th>Range</th>
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<tbody>
<tr>
<td>$50,000-$99,999</td>
<td>Eustace Kwan Family Foundation</td>
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<tr>
<td>$25,000-$49,999</td>
<td>Brian Pawlowski, O'Reilly Media</td>
</tr>
<tr>
<td>$10,000-$24,999</td>
<td>Heising Simon Foundation, Jack Dorsey Revocable Trust, Mike Schroepfer and Erin Hoffmann, Nicolas Sallembien, The O'Brien Family Charitable Fund</td>
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<tr>
<td>$5,000-$9,999</td>
<td>Manatt, Willard, Martani, Pavi Dianji, Radhika Nagpal, Urs Hoelzel, The Sage Group, Richard F. Rashid, Silicon Valley Community Foundation, Microsoft Matching</td>
</tr>
<tr>
<td>$1,000-$4,999</td>
<td>Anonymous, Anne Hardy, Bradley Horowitz, Caryn Effron, Colin Bodell, Daniel L. BoleyIndi Gibson Family Charitable Fund, Jesse Truscott, Justin Schuh, Kathryn M. Hill, Robin Abrams, Donna Crawford, Qualcomm General Donation, Mathias Schmidt, Marvin Chow, Francine Berman, Ana Pinczuk, Deborah Coleman, Justin Rattner, William Hewitt, IBM Employee Services Center, Nathaniel Laney, Steve Kiraly &amp; Janet Cho</td>
</tr>
</tbody>
</table>

#### Systers pass-it-on donators

<table>
<thead>
<tr>
<th>Range</th>
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<tbody>
<tr>
<td>$5,000-$9,999</td>
<td>Google Summer of Code Program</td>
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<tr>
<td>$1,000-$4,999</td>
<td>Priscilla Oppenheimer, Rosario Robinson</td>
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<tr>
<td>$500-$999</td>
<td>Christine Fryeda, Roy R. Will &amp; Mary M. Shaw</td>
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<tr>
<td>$100-$499</td>
<td>Diane Budzik, Elaine Kant, Heather Stickler, Rita Thissen, William Flaherty</td>
</tr>
<tr>
<td>$1-$99</td>
<td>Anonymous GHC 2014, Esther Massimini, Magni Onsoien</td>
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Telle Whitney, President and CEO, Anita Borg Institute

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Join us in engaging, inspiring and supporting women technologists around the world.

To learn more about ABI, reach us at contact@anitaborg.org

MORE INFORMATION AT ANITABORG.ORG

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