



learn to code | get a job | hire talent



Impact Report | Annual - 2019

Jarrod Sharp, LaunchCode Alum and Application Software Developer

Our Impact This Year

What can you achieve in 365 days? A lot, it turns out. In 2019, LaunchCode provided free high-quality, job-focused tech training for 1,200 people and kicked off a new tech career for more than 450 individuals. We also paid nearly \$7 million in wages to our apprentices. In one brief year, you can put a whole bunch of people in a much better place. 92 companies in need of talented people to keep up with digital change built

themselves bigger and stronger with at least one LaunchCoder and will benefit from their added business value into 2020 and beyond.

We know future growth requires robust new sources of tech talent. We also know true success comes only when economies grow equitably and inclusively. LaunchCode is deeply proud of the work we did in 2019 to push toward progress on both of those goals.

Byte-Sized Data Adds Up to a Great Year



1,210

students received free education in our job-focused tech courses



459

new tech careers launched in 2019



92

employers welcomed a LaunchCoder to the team



5,000+

hours spent updating our curriculum for high-demand skills



199

Teaching Fellows and instructors led learning



1,100

volunteer hours completed by over 300 community members



9

high school teachers took part in our pilot LCHS curriculum



23

tech courses were taught in seven locations



185

candidates participated in Mock Interview events with 125 interviewers

We Couldn't Do This Without These Top 2019 Supporters:



2019 Programs

Learn to Code

In 2019, the learners in our free core tech skills courses and specialized trainings brought the grand total since 2013 to 6,085 students. Our students learned to code and so much more. Our programs have evolved to include updated technology and professional skills employers are looking for to help folks land the job and succeed in their new roles.



Get a Job

Our mission is to land new tech roles for as many qualified people as possible, regardless of their background. This year we directly placed 360 individuals into new tech roles, and gave 99 more the extra boost they needed to land one on their own – all for free. 73 of those individuals went through custom training programs tailored to a specific role.



Hire Talent

Demand for new tech talent remains high – with an estimated 978,211 tech jobs going unfilled in 2019 alone. We're working on closing that gap by filling it with driven, diverse, nontraditional talent for everyone from startups

to Fortune 500 corporations. Our list of hiring partners and their needs continues to grow, so we've continued to evolve along with them, expanding LC programs and filling 459 open tech seats in the process.

Our Top Hiring Partners of 2019:

- 1 Centene Corporation
- 2 Mastercard
- 3 Cognizant
- 4 Boeing
- 5 Broadcom

Thanks to These Major 2019 Program & Event Donors:



See the complete donor list at LaunchCode.org/impact

Meet LaTasha

Growing up, LaTasha always enjoyed and excelled in math. By the end of high school, it became apparent that learning computer programming would open up doors to the jobs she was most interested in, so she enrolled in the local community college to get started.

Unfortunately, life got in the way, as it does for so many. After having her first child and taking care of family needs, LaTasha had to drop out of college to raise her son and manage other obligations.

"I didn't know what to do after [leaving college], I felt like that was my only opportunity, I wasn't going to accomplish anything after that."

Instead of the programming jobs she'd been dreaming of, LaTasha worked in a series of low-wage call center and clerical jobs.

Years later, LaTasha's husband told her about LaunchCode's Discovery course in partnership with the public library. The self-paced online course was a perfect way for her to dip her toes into the coding waters on a timeline that worked with her life.

Something Different

Because the huge barrier of tuition and years of work was removed, it didn't seem quite so impossible to learn to code anymore. LaTasha completed Discovery quickly, and soon after, applications opened for LaunchCode's free part-time web development course, LC101. she didn't hesitate to apply. After

getting the news she was accepted, she was so excited she had to call her husband at work right away to share the good news. Things were looking up.

When LaTasha entered her first evening LC101 class in Florissant, she was shocked to see so many people. About 80 people of all stripes had gathered to learn together. As classes went on, her initial nerves lessened, and she felt more comfortable asking questions and talking through problems with others. LaTasha relied on her self-motivation and support from family and classmates to help her through to the end. Knowing that this could make a big financial difference at home, LaTasha was focused on being able to care for her four kids and upcoming college tuition.

“The support of my husband helped a lot, and it was something I really wanted to accomplish. I [wasn’t] going to let a thing get in the way or stop me.”

After graduation, LaTasha went on to LaunchCode’s Liftoff program where she did mock interviews, practiced live coding, completed a portfolio project, and worked in a team to prepare for the real world of professional interviewing and a new programming career.

Thoroughly prepared, LaTasha was still nervous walking into the interview room at health care giant, Centene, where three interviewers were waiting for her. Only a few hours after the interview, the call

came – she had nailed the interview and landed the apprenticeship!

Shortly after, LaTasha began her apprenticeship and was paired with a more experienced developer as a mentor. Her diverse and welcoming new team helped her feel at home right away and was always ready to answer questions. Both professional and fun, it was a completely different kind of work than she’d experienced before.

A New Reality

Today, as a Full-Stack Application Software Developer at Centene, LaTasha gets satisfaction doing work every day that she enjoys. Her job allows for a flexible schedule to balance work and family life. Now, after paying off some debt, LaTasha and her husband are able to save for the future and pay their oldest child’s college tuition.



After all of this, LaTasha has been paying it forward to the next generation of grassroots tech talent. She’s helped students one-on-one as a TF in LC101 and has become a regular LaunchCode donor. It’s people like LaTasha, and you, whose financial support makes life-changing stories like this possible.

Thank you.

2019 Financials

Revenue & Contributions

Earned Program Revenue	\$12,188,000	67%
Government Grants	564,000	3
Non-Government Grants	1,463,000	8
In-Kind Donations	3,170,000	17
Direct Contributions	795,000	4
Other Sources & Investments	66,000	1
Total	\$18,246,000	

Expenses

Programs	\$7,896,000	50%
Apprenticeship Wages, Taxes, Benefits, and Other Related Costs	6,295,000	39
Management & General	1,082,000	7
Fundraising	574,000	4
Total	\$15,847,000	

Change in Net Assets	\$2,399,000
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Months of Cash on Hand as of December 31	2017	1.5 months
	2018	5.1 months
	2019	8.1 months



Thank You

Whether you support LaunchCode through donations, volunteering, hiring tech talent, or otherwise, we couldn't do this without you, our community. Thank you for helping us to create opportunities, launch careers, and build a more equitable future.

Watch more stories direct from real LaunchCoders at
LaunchCode.org/impact