

Impact Report 2024

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Thank you to our community

Tech She Can is now **3 years old**, and the vision we set out in 2021 - for women to be equal in creating and developing the technology shaping our world - has never been more relevant. With jobs and work being increasingly shaped by technologies, such as AI, we must make sure that our next generation, and **especially girls** and women, are inspired and included to make technology a force for good.

With access to technology talent now critical and its shortage costing the UK economy £60bn every year, getting more girls and women into technology careers is vital to closing the technology skills and diversity gaps.



"The growth Tech She Can has had in the last 3 years is phenomenal. Directly reaching over 130,000 children to date and half a million globally online, are huge milestones for the charity. But they also highlight the ongoing pressing need.

With the team's unique education expertise and commitment from industry partners, they are bridging - and closing - the gap between education and industry.

The work Tech She Can does matter. As Chair of the Board of Trustees I'm so proud of the sheer scale of the impact which is being accomplished and the hyper focus on social mobility. They are genuinely inspiring children (especially girls), opening doors and changing lives".

- Auriol Stevens, Kyndryl & Chair of Trustees at Tech She Can

We have been overwhelmed by demand for inclusive, industry-relevant tech careers inspiration from schools and the enthusiasm of all the students and teachers we have reached. Nothing has given us more pleasure than to see the way young people respond to our lessons and experiences.

Supported by our wonderful industry partners, we reached over **half a million children**, especially girls, with inclusive, **free** resources that show them tech careers are within their reach.

Together, we've made a **real impact**, and we're just getting started! Thank you to our unique community of over 250 member organisations spanning over 40 sectors including our 33 Strategic Partners, our Steering Group members, our Board of Trustees, and our +800 industry Champions for joining us on this mission. **This is all only possible with your support.**

**Sheridan Ash MBE, Founder & Dr Claire Thorne
Tech She Can Co-CEOs**



Our Impact

We inspire all children, but especially girls through our **Tech We Can** schools resources. Thousands of teachers and career advisers across the UK and beyond- even in rural Africa are using our resources. One of our most successful products is our LIVE lessons, which are filled with diverse role models from our strategic partner organisations.

LIVE lessons show how technology can be used to solve important problems, for example; **Tech for helping people, Tech for the planet and Tech for living in space**. Shining a light on opportunities for technology careers that align with children's passions. Our most successful LIVE to date sponsored by Accenture had **40,000** children attend in one morning.

In the last 3 years, our cross-curricular learning resources and LIVE experiences have directly reached over **130,000** UK children in the classrooms, and over **half a million** children from the UK and overseas have independently enjoyed our resources online.

We are particularly focused on reaching children that need us the most.

50% of the schools we work with in England have an above average number of students eligible for free school meals.

+500,000

children have used our online resources in school or at home

+130,000

children directly reached and inspired to pursue tech careers

800

Champion volunteers registered

+440

girls have experienced an immersive Career Insight Day

390

teachers attended our CPD sessions

90%

schools are from Educational Investment Areas

Bringing the educational voice

Only **1 in 4** of tech workers are **women**, with just **1 in 10** in leadership roles*. At Tech She Can, we know that the key to closing the tech skills gap lies in inspiring more girls to pursue technology careers.

Research shows that girls often lack awareness of tech opportunities or are actively discouraged from entering the field. Our work with primary school teachers highlights that **harmful gender stereotypes** around STEM begin early, with **70%** of teachers noting these biases emerge before age 11**.

We're tackling the problem head-on by **starting young** - providing inspirational, inclusive resources and experiences from age 5 years that challenge stereotypes, showing young girls that technology careers are for them.

"The educators voice is missing from the debate on tech skills and talent"

And we also know that a modern, agile STEM curriculum is vital. With 65% of today's children set to do jobs that don't yet exist, it must keep pace with technological advancements, be inclusive, appealing to all, and reflect the UK's thriving sectors and priorities. A **bridge** between industry, education, and **policy**, Tech She Can is uniquely positioned, bringing together many voices across education, careers inspiration, skills, and talent.

At London Tech Week 2024, we launched the 3-step **Manifesto for Generational Change**: a 10-year roadmap for education, industry and policy, realising opportunity for all. [[Read full Manifesto here](#)]

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Technology and education have the power to build a better world. The work Tech She Can is doing is urgent and vital.

Tech She Can's approach to tackling the UK's critical tech skills gap and the diversity gap is unique; they're tackling the problem at source and bringing organisations, sectors, everyone together.

Tech She Can is leading the change.

- Dr Dave Smith, UK National Technology Adviser

*Forbes - Woman in Tech Stats 2024

** Templeton Research - The future of education 2024

Manifesto launch

Over the last year there has been lots of thinking behind how we influence policy and recognising our unique position - bridging the gap between educators and policy makers. During London Tech Week we launched our Manifesto for Generational Change together with key figures from government, industry, and education, supported by Lord Knight and the Mayor of London's office.



Penny Horwood from [Computing.co.uk](https://www.computing.co.uk) covered the Manifesto launch in an article with a circulation of 100,000+



Guest speakers:

Bobby Seagull, Kirsty McFaul, Lord James Knight, Dr Dave Smith, Joshua Wohle, Usha Kong, Howard Dawber, Isobel Banfield, Dr Aoibheann McNally, Prof Paul Sant, Pepe Di'lasio Anna Wake, Elizabeth Kanter

Our interventions

New! LIVE lessons

Interactive, live, virtual, 45 - minute lessons for students, featuring discussions, creative tasks, note-taking, and live Q&A with Tech She Can team members. All of our LIVES are also available on-demand for teachers and the children themselves to click and play at any time.

Assemblies

Live assemblies, covering a variety of cross curricular links to technology, lasting 20-25 minutes, delivered online or in-person to large groups of students in a hall setting.

New! Twilights

Our LIVE lessons delivered in the evening for children in their homes to watch and participate alongside their parents.

Career Insight Days

Literally opening doors to our industry partners', inviting 20-200 secondary-age girls into the workplace to spend an immersive, behind-the-scenes day - hearing from female role models, learning about the breadth of tech roles, shadowing professionals, and exploring pathways into technology careers.

Champions

Our national volunteer scheme - a ready-made CSR volunteering opportunity for men and women in all roles in our partner organisations to be trained, matched and placed into schools to deliver Tech We Can lessons themselves, directly inspiring children in UK classrooms. We also offer bespoke Champions training directly to partners that have a larger internal group of volunteers.

New! Continuous Personal Development

Our CPD sessions, are designed to inspire teachers about how pathways into technology roles can be taught to children empowering them to make best use of the readily available Tech We Can resources in their classrooms.

Animated lessons

Short animations inspiring primary school children to explore and discuss the role of technology in their lives - urging them to be 'tech curious', considering themselves as active creators, not passive consumers, of future tech.

Biggest LIVE lesson – 40,000!

On 6th February 2024, in celebration of Safer Internet Day, Tech She Can partnered with **Accenture** to deliver its biggest ever **LIVE**, virtual lesson – ‘**Tech for Gen AI**’. Reaching over **40,000** primary and secondary pupils across the UK, this interactive session introduced young minds to the world of Generative AI, exploring its applications, and featuring industry role models such as **Accenture apprentice** Phoebe Poku and **UI/UX** designer Armani Okoye. The lesson aimed to demystify AI technology, making it accessible and exciting for students, while highlighting the vital role it plays in the future of tech careers. With engaging tasks, downloadable worksheets, and live discussions, pupils were not only able to learn about the potential of AI but also reflect on its impact. The reach **surpassed all expectations**, demonstrating the scale of the need.



“Very positive, brilliant delivery & engaging activities – really impressed & we learned lots as teachers, an amazing opportunity to learn from experts & join the children in being fascinated to delve further into the tech world. A huge thank you”

- Teacher



“The children found the activities enjoyable and all learnt something about AI and the jobs that they may have in the future as well as ensuring they know how to use them safely.”

- Teacher



RIAT – LIVE lesson on stage

Our Tech She Can Teachers Rachael and Katie took to the stage at **RIAT** (Royal International Air Tattoo) in July 2024 to deliver a live version of our **Tech for Living in Space** lesson sponsored by the **RAF Charitable Trust**. During the day, Katie and Rachael spoke to 100s of children about the technology used to eat, play and keep healthy in space. They also explored the many different careers available in this field. The animation including within this lesson features the amazing role model Dr Meganne Christian who is a reserve astronaut for the UK Space Agency.



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I used to think tech was just for boys. After Tech She Can's lesson I know it's for everyone, and I can't wait to become a software engineer.

- Mia, 10"

“It really made them believe that a future STEM career could be for them.”
Science Lead



Career Insight Days

Tech She Can's Career Insight Days provide students with a unique opportunity to immerse themselves in the **world of technology**. These days are designed to inspire and inform, offering **hands-on experiences** and direct interactions with professionals across various tech sectors. By visiting leading companies and engaging in workshops, students get a first-hand look at the **diverse career paths** within technology, beyond just coding or engineering.

Our Career Insight Days aim to break down stereotypes and showcase the creativity and social impact that tech careers can offer, particularly highlighting roles that resonate with girls' interests in creativity and societal good.

These past 3 years we have reached over **440** students directly with our CID days. This year we delivered 12 CID days with **Barclays, Accenture, RBS and Deutsche Bank**.

After attending a Careers Insight Day over **80%** of the students shared that the day had changed their perceptions about what a person who works in tech is like in a **positive way**.

Through these experiences, students not only gain valuable **industry insights** but also build confidence in their ability to pursue tech careers, seeing firsthand how their **passions** can translate into impactful, fulfilling jobs in the tech industry.

By far the most valuable part of the day is meeting the role models. They see women they relate to - from the same backgrounds they come from - having a successful and rewarding career in tech.

80% of the girls said the days changed their thoughts about their next step.

We also see their understanding, and interest, in different career paths grow, with **70% interested** in tech apprenticeships after the day.



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I absolutely loved hosting the Careers Insight Day at our offices. Tech She Can's teaching expertise really bridges the gap between us and the students, making complex concepts accessible and ensuring that these days are engaging and streamlined.

-Bally Chahal, Accenture



Our largest Career Insight Day to date was hosted by **RBS** and **NatWest** in Edinburgh this October, featuring **80** school girls

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"Our students had a fantastic day. Thank you all for broadening their horizons and actively making sure the next generation of young women are smashing those glass ceilings."

-Deputy Head Teacher

Champions

Our Champions programme sees hundreds of real-life, relatable role models **trained and matched** into UK classrooms (virtually or/in-person). Our community of Champions are equipped to deliver lessons and experiences themselves, with access to our full primary and secondary catalogue of content.

To date we have **200** trained champions that have helped us to reach over **130,000** students.

After an assembly, children are twice as likely to consider a tech career. After a second or even third interventions there are even better results.

This is a real, tangible progress that is changing the pipeline, resulting in more women in the tech work-force right now. We aim to engage more Champions by encouraging our partners and supporters to offer their employees the opportunity to become a Champion through their **CSR programmes**. It's a ready-made, meaningful CSR opportunity for our industry partners.

Super Champions

We have some Super Champions such as Isobel Banfield and Geraint Worgan from PwC Wales, reaching over 1,800 pupils!



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At The Hut Group, we're delighted to have worked with Tech She Can this year. We brought 50 employees together for a bespoke Champion training session and our employees have together reached over 700 children directly. That is incredible.

-Jo Drake, CIO The Hut Group

Continuous Professional Development Programme

Our Continuous Professional Development (CPD) programme is an essential part of our mission to close the gender gap in tech by inspiring and educating teachers, who are key influencers in shaping students' career aspirations.

With **400** teachers having attended so far, our CPD programme is designed to equip teachers with the knowledge, tools, and confidence to inspire the next generation about the possibilities in technology.

Our CPD sessions are led by experienced educators who understand the challenges of today's classrooms and are passionate about **supporting** teachers in embedding technology careers inspiration into their lessons.

Delivered both virtually and in-person, our CPD sessions provide practical guidance on how to introduce tech career pathways to students from a young age, starting as early as five years old. We share research on how to engage girls in STEM subjects, discuss current and future tech job opportunities, and showcase how our free Tech We Can resources can be seamlessly integrated into the curriculum.

As we enter our fourth year as a charity, we remain committed to educating and **empowering** teachers by expanding the reach of our CPD sessions. In the coming months we will be offering subject specific CPD sessions into topics like technology in art, sport and geography highlighting the cross curricular nature of technology and related career opportunities..



“The training was very straight forward and clear. The resources look great. I'm looking forward to seeing where we can fit in some lessons”

Primary Teacher

Award winning charity

This past year at Tech She Can has been incredibly impactful and full of milestones. Our team actively participated in a wide range of events, including major industry gatherings like **BETT**, **UN Women UK**, **Tech Talent Charter**, **Women in Tech Week** etc, as well as speaking on numerous panels, podcasts, and roundtables. We also won the Best Gender Equality Education Resource voted by the children themselves as part of **'Kids Judge Bett 2024'**.

These engagements have allowed us to share our mission of increasing the number of girls pursuing careers in technology with broader audiences and further cementing us as a big player in the industry.

Highlighting the strength and dedication of our team we are also proud to celebrate individual achievements. Our Head of Education, Becky Patel, won the prestigious **Editors Choice Award** at WeAreTheCity Rising Star awards, for her work in inspiring students. Our Education Consultant, Katie King won the **Everywoman Tech Innovator Award** for her work with BioOrbit and for women in STEM. As we continue to grow and make strides, these moments fuel our ongoing commitment to inspire and educate the next generation about technology.



Vision for the future

As we enter Year 4, Tech She Can remains dedicated to **driving real and lasting impact**, with a special focus on repeated engagements that make a difference. We're committed to establishing clear pathways where we can truly track the long-term impact of our work, including initiatives like our Careers Insight Days and more LIVE lessons. These initiatives are more than one-off events – they are designed to **inspire** and guide children, particularly **girls**, on a path toward **tech careers**, with measurable outcomes.

Our vision is not just about inspiring children; it's about **influencing policy**. We continue to play an active role in public affairs, working with government, industry, and educational institutions.

Our **ambition** is for Tech We Can resources and experiences to reach **every UK child**, multiple times – at the **moments that matter**

By participating in roundtables and policy discussions, we ensure that our mission is at the forefront of conversations around **education reform** and tech careers. It's critical that these three sectors – government, industry, and education – **collaborate**, and we'll use our platform to advocate for the changes needed to make tech more inclusive.

But we can't do this alone. We need the continued support and funding of our incredible partners, and if you want to join us in driving this change, there are **many ways to get involved**:

- Partner with us
- Host a Careers Insight Day
- Sponsor a LIVE Lesson
- Name us as your Charity of the Year
- Donate
- Make us part of your CSR programme
- Become a Tech We Can Champion
- Engage with us on social media and share stories that inspire others to **#ChangeTheRatio**.

Our team is impatient for change, and we're just getting started. Our ambition is now more important than ever!

Thank you

A huge thank you to our Strategic Partners, Trustees, Steering Group and all the organisations that support us. Your contributions help us create relevant, engaging resources and provide tech role models to inspire the next generation. With your continued support, we'll keep offering our resources to schools at **no cost**, empowering even more young minds to consider a future in tech. Support our mission by joining our community, together, we can make a lasting impact!

