



Inspiring Girls Now  
In Technology Evolution

# Partner Proposal

Advancing the Next  
Generation of STEM, Together.

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2024-2025 School Year

## Contact

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[www.igniteworldwide.org](http://www.igniteworldwide.org)



# Introduction

IGNITE Worldwide (IGNITE) is the answer to achieving gender equity in science, technology, engineering, and mathematics (STEM). We work directly with educators during the school day to provide events that promote STEM education and career advancement for girls and gender-diverse youth, primarily from Title 1 Schools, rural, and tribal school communities.

The IGNITE Program inspires girls to take charge of their future by building self-confidence through hands-on activities and direct connections to STEM role models from their communities. Our one-of-a-kind events welcome students from all backgrounds to experience STEM first-hand by learning technical skills and being inspired by STEM professionals who look like them.

IGNITE was founded on the principles of supporting girls, girls of color, and gender-diverse students, as these students face the largest barriers to education and career exposure in STEM fields. By providing IGNITE Program events during the school day, IGNITE is able to reach under-resourced student groups, many of whom face obstacles to participating in after-school or summer programs because of transportation availability, obligations at home, and/or safety concerns.

# IGNITE Program: 2024-2025 Event Offerings



The IGNITE Program is aligned with school curriculum and coordinated through Career and Technical Education (CTE) teachers at each school to help recruit and retain girls in STEM classes and clubs as a stepping stone to obtaining foundational skills and pursue high-wage, high-demand careers. These events are offered cost-free to schools and students during the school day, throughout the school year.



## Field Trip

- Behind-the-scenes look at STEM in action with an office tour and hands-on STEM activity
- Includes Panel (see above) and Q&A, facilitated by an IGNITE-trained educator or volunteer
- Available in select areas as an in-person event at a host company's workplace



## Workshop

- Features interactive, hands-on STEM activity
- Includes Panel (see left) and Q&A, facilitated by an IGNITE-trained educator or volunteer
- Available in select areas as in-person at-school event, or nationwide as virtual event



## Panel

- Featuring women and gender-diverse STEM professionals, representing different companies and industries
- Interactive Q&A where students ask their own questions directly to the panelists
- Scheduled on-demand via educator request
- Available in select areas as in-person at-school event, or nationwide as virtual event



## Specialized Offerings

- Show-and-Tell mini-panel for elementary school-aged students
- Conferences designed for postsecondary students and high school graduates
- Out-of-school programming for middle through high school students
- Mentoring for IGNITE Alumni

# IGNITE Program: Creating an Event at Your Company



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## Planning

1

**Your company decides the topic – be creative and have fun!**

IGNITE Partners work with their IGNITE Program Representative to design, develop, and publish their event. Partners determine the topic and activity, while IGNITE integrates IGNITE's best practices and collaborates on curriculum design. All events are led by a group of IGNITE-trained STEM professionals.

*All IGNITE Volunteers are provided training materials and those volunteers who serve as panelists complete the IGNITE Panelist Training and Coaching Sessions prior to their event.*

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## Posting & Registration

2

**We coordinate with the teachers; you work directly with the students.**

Through print and digital advertising, IGNITE supports the posting of your event so that it is as successful as possible. Each event is published on our website so that IGNITE Educators can easily view and register for the event.

*All IGNITE Educators complete the IGNITE Educator Training and are dedicated to introducing STEM or increasing engagement in STEM clubs and/or classes at their school. They recruit the students to attend your event, through the support of their IGNITE Program Representative.*

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## Engagement & Follow-Up

3

**We support you; so that you can inspire the next generation of STEM.**

Every IGNITE Event receives a customized post-event reporting, so that you can hear directly from the students who participated in your event. This is a great way to celebrate your volunteers and your company's engagement and build momentum within your organization to plan your next event!



# Student Impact: Post Event Report



Following each Program event, IGNITE produces a report that provides a spotlight on the success of the event and as a thank you to the incredible volunteers who gave their time and skills to the students. It includes a description of the hands-on activity, results of the student surveys, and quotes from the students.

***“I knew that not many women were in STEM but also knowing how many women of color are in STEM means a lot to me being a first-generation Latina. STEM has always been an interest I’ve had and now I can think about it as a career.”***

IGNITE Student, 7th Grade

***“Seeing women of color taking on such impactful roles assures me that I can do anything I set my mind to. One takeaway was that the challenges you face in life don’t determine your future and that we shouldn’t let our plans limit us from the unknown.”***

IGNITE Student, 12th Grade

[View full event reports at igniteworldwide.org/program](https://www.igniteworldwide.org/program)

\* Qualitative data is collected from 2022–2023 student-provided surveys, following each IGNITE Event.

## IGNITE Program students report\* that...

86% are interested in STEM.

79% know more about the choices and benefits of STEM.

75% feel more comfortable and confident pursuing STEM careers.

79% gained perspective and feel more hopeful about their future.



# Event Snapshot:

## IGNITE Field Trip with AWS



**WATCH SEATTLE SKILLS CENTER YOUTH TECH DAY EVENT, FEATURING AWS VP PETER CRAY AND OTHERS FROM HIS TEAM.**

In October 2023, IGNITE Students from the West Valley Innovation Center were invited to participate in the first-ever AWS Youth Tech Day! The IGNITE Program Field Trip to the AWS Skills Center in Seattle was a collaborative effort between IGNITE Worldwide and Amazon Web Services (AWS). With 27 volunteers from AWS gathered to support the event and interact with the students, including inspiring Panelists Jaime Vest, Ming Huang, Leah Schultheis, and Maria Petrova and special guest Peter Cray, VP of Strategy and Operations, AWS Sales, Marketing, and Global Services.

The exciting atmosphere of the AWS Skills Center set the tone for the event, which featured a mix of STEM activities, including trivia and a block coding exercise that instructed students to animate characters dancing. One lucky student had their dance selected to be acted out by the AWS Volunteers and students! Throughout the day, students were encouraged to raise their hands and ask questions directly to the speaker, including whether diverse experiences impact one's career and if language barriers hinder success in the tech world.

*"Imagine if everyone hosted an event like this, inspiring the next generation of women and nonbinary youth to lean into STEM and unite their superpowers to help us build inclusive tech and solve the world's biggest challenges.*

Bianca Richman, Inclusion Diversity and Equity Business Partner at AWS

*"So proud to have a chance to collaborate with amazing Amazonians... to support the development of our next generation of STEM superstars!"*

Johannah Simon, Sr. Program Owner, Global Operations Learning & Development at Amazon

*"Today inspired me by making me feel like I belong in STEM as a girl."*

8th Grade IGNITE Student



### STUDENTS SURVEYED FOLLOWING PARTICIPATION IN THIS EVENT REPORTED...

**84%**

ARE INTERESTED IN STEM

**72%**

KNOW MORE ABOUT STEM CAREERS AND THE BENEFITS OF WORKING IN STEM

**75%**

FEEL MORE CONFIDENT IN PURSUING STEM

**83%**

FEEL MORE HOPEFUL ABOUT THE FUTURE

# Partnership: A Collaborative Approach



Being an IGNITE Corporate Partner is an incredible opportunity to make a difference in students lives.

**Collaborative Partnerships include:**



## IGNITE Program

- Participation in IGNITE Program Events
- Event Promotion
- Volunteerism
- Post Event Reporting and Social Media Engagement



## Advertising and Promotional

- Logo and Name Placement on Digital and Print Materials
- Partnership Support and Media Kit
- IGNITE Newsletter Spotlight
- Press Release Announcing Partnership



## Funding Support Focus

- IGNITE Program Curriculum Design
- Educator and Volunteer Training and Coaching
- Emerging STEM Skills and Professions



## Custom Initiatives

- Volunteerism and Company Culture
- IGNITE Community Involvement
- Leadership and Volunteer Opportunities (non-program)
- Social Impact / Community Building
- Speaker and/or Attendee Support for Corporate Events

# Partnership: Standard Benefits + Giving Levels



Funding will support the following,  
during the **2024–2025 School Year**

## Standard Benefits

- **IGNITE Program Participation:** All Partners are invited to participate in IGNITE Program events, based on availability and demand. Program offerings currently include both in-person\* and virtual programming. *\*2023–2024 Program offers in-person events to established markets only, including the Puget Sound, WA, San Francisco, CA, and the D.C. Metro areas.*
- **Advertising & Promotional:** Share your commitment by having your logo displayed on print and digital marketing materials, including our website.
- **Funding Support Focus:** Directly support student access to the IGNITE Program by maintaining cost-free events to public schools.
- **Custom Initiatives:** Provide opportunities to your employees with meaningful volunteer opportunities and networking events; including *IGNITE Lunch & Learn* events, participation in the *IGNITE Mentorship Program*, and more.
- **Shared Stewardship:** IGNITE Worldwide strives to be a part of the communities served through the Program. If opportunities (ie. events for employees, connecting with ERG or affinity groups, and similar) present themselves with partnering companies, they are encouraged to share with their IGNITE account manager for the opportunity to participate and/or connect.

**Mary  
Jackson**

\$25k

\$50k

**Mae C.  
Jemison**

\$100k

**Katherine  
Johnson**

\$250k

\$500k+

**Grace  
Hopper**

**Ellen  
Ochoa**



# Partnership: Funding Focus



We collaborate with you to meet your specific wants and needs, including IGNITE Program event participation, so that we can develop a partnership proposal that is as unique as you.

## Customized for You!

### Focus: To Be Determined

- *Example: Field Trip in Seattle, Washington*
- *Example: Workshop in San Francisco Bay Area, CA*
- *Example: Virtual Panel in D.C. Metro Area*

### Other Support Includes:

- Cost-Free Programming to Public Schools
- Intentional Focus on Title 1, Rural, and Tribal School Participation
- Expansion of In-Person Programming to New Communities
- Active Tribal School Expansion Efforts in Washington State
- IGNITE Program Post Event Reporting and Qualitative Analysis
- IGNITE Program Curriculum Design
- Training and Coaching for IGNITE Educators and Volunteers
- Incorporation of Emerging STEM Skills and Professions
- Sustainable Development Initiatives including Gender Equity
- Volunteer Opportunities for Company Employees
- Workforce Pipeline Development, including Internship/Job Postings

*"Listening to the panelists talk about their experiences and what got them through their rough patches in the field showed me that **as long as you persevere and keep going, you can achieve anything you set your mind to.**"*

11th Grade IGNITE Student, West Valley Innovation Center  
AWS Youth Tech Day, October 2023





# Thank you!

Together, we can inspire the next generation of STEM dreamers, innovators, and leaders.

## Contact

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