

ASTRA

F E M I N A

IMPACT REPORT



2024

OUR MISSION

INSPIRING TODAY'S GIRLS TO BE TOMORROW'S STEM STARS

WHO WE ARE

At AstraFemina, we know how powerful women can be in science, technology, engineering, and math (STEM) because we ARE those women. We are a collective of prominent STEM leaders who have made a significant difference in the world because we chose the excitement, challenge, and opportunities available in the many fields of STEM.

As a 501(c)(3) nonprofit organization, our mission is simple but powerful – to open more girls' minds to joining our ranks and soaring to new heights. Our current goal is to reach 10,000 girls and young women by the end of each year.

OUR CURRENT PARTNERS

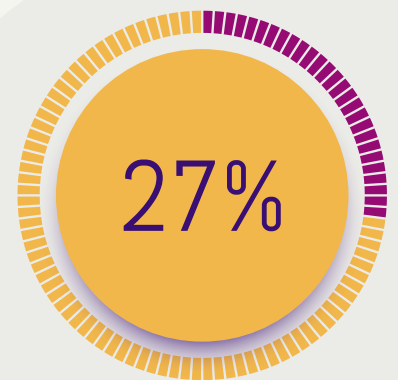
Girl Scouts USA
Girls in STEAM
Girlstart
InspiHER
IntelliHer
Museum of Discovery Girls In STEM
Million Girls Moonshot
National Center of Women's Innovations (NCWI)
Rosie Riveters
Scientific Adventures for Girls
Scobee Education Center Artemis Academy & STEM Summit
Tech Trek
Techbridge Girls
Texas ACE (Afterschool Centers on Education)
The WhizGirls Academy
WOW STEM

We team with existing organizations that already have strong STEM outreach programs, serving as a resource for these organizations to help them inspire girls and young women to not only dream big, but to pursue those dreams as well. Our cadre of successful STEM leaders provides concrete examples of what women can achieve.

WHAT WE DO

AstraFemina works with our partner organizations to amplify their outreach efforts. Through venues such as personal appearances, video forums, and online experiences, we reach large groups of girls and young women, showing them the benefits of STEM as a career choice.

By sharing our stories and offering advice, we hope to encourage them to overcome stereotypes, biases, and unwelcoming environments and prove that STEM isn't just a "boy thing." In fact, we need more girls to follow in our footsteps, harnessing their bright young minds to become a dynamic force in STEM fields and make an impact in our world.



~27% OF TODAY'S U.S.

STEM WORKERS

**ARE WOMEN.
THAT MUST CHANGE!**

2024 IMPACT

Like 2023, AstraFemina added new partners and members this year, following our plan of steady growth. Our members continued to participate in a mix of in-person and virtual events. The number of events in 2024 wasn't as high as we hoped, as one of our partners wasn't able to resume their virtual programs by the end of the year.

Working closely with WOW STEM (World of Women in STEM), we completed production of nine member video interviews. These videos are now on the AstraFemina and WOW STEM websites and are being shared on the WOW STEM social media platforms. In total, our videos have been viewed nearly 7,000 times since being posted in the middle of the year. Thanks to the WOW STEM team, a Girl Scout Badge Guide has been created based on these videos.

This year, the board initiated a mentoring effort for our members. We hosted a series of "Tell Your Story" workshops to help interested members craft the story of their journey to a career in STEM. Based on the positive feedback, we will continue to periodically hold these workshops.

Additionally, the board spent much of 2024 discussing a social media strategy, with the goal of increasing our presence on our social media platforms to build our brand, find more partners and members, and expand our fundraising. The board released a "request for proposal" to social media companies in November with the aim of hiring one of these companies by the end of January 2025.

- ★ Participated in 23 events in 2024. Since 2020, we have supported 137 engagements and reached over 30,000 girls.
- ★ Widened our areas of expertise, adding role models specializing in autonomous vehicles, bioinformatics and genome analysis, biomedical and chemical engineering, energy, marine biology, meteorology, physics, robotics, and software entrepreneurship.
- ★ Grew our partnerships to 16 non-profit organizations with STEM programs specifically designed to inspire girls and young women.

Here's what the girls, event coordinators and parents are saying . . .

"Thank you so much for talking to us today. This was very fun and interesting. I can't wait to learn more." - Katie

"Thank you for taking time to explain to us the importance of your career. It was so cool to meet you!" - Ellie

"Working with AstraFemina helped me add real-world connections. The students left the workshop inspired, excited, and ready to learn more!" - Kristin James (event coordinator)

"Very impressed with the program. My daughter can't stop raving about it! Thank you for offering it!" - Anonymous Parent



ABOUT US

AstraFemina members are volunteer contributors and have a wide variety of STEM experience. We strive to inspire young girls every day!

EXECUTIVE LEADERSHIP

Dr. Sandy Magnus, President
Lt Gen (Ret, USAF) Susan Helms, Vice President
Captain (Ret, USN) Wendy Lawrence, Secretary
Dr. Jan Davis, Treasurer
Ginger Barnes, Board Member
Barbara Morgan, Board Member
Dr. Ashley Williams, Board Member



Wendy Lawrence, Barbara Morgan, Susan Helms, Sandy Magnus, Ashley Williams, Ginger Barnes, and Jan Davis (L to R)

ACKNOWLEDGEMENTS

THANK YOU FOR YOUR SUPPORT!

CORPORATE SUPPORTERS

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AstraFemina is a 501(c)(3) nonprofit organization
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