2024 IMPACT REPORT

CREATING CODING CAREERS

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Message from the CEO

Reflecting on the past year, it is impossible to overlook the transformative changes sweeping across our economy and the technology sector. Amidst this uncertainty, one thing remains clear: our commitment to fostering talent and creating opportunities has never been stronger.

Last year, our focus was on the promising horizons ahead. In 2024, we pivoted slightly to navigate the evolving environment in the tech industry and global community. Rapid advancements in AI and economic shifts have posed challenges, but they've also presented unique opportunities for growth and innovation. Through it all, we have not only persevered but have thrived.

Our SkillBridge program has expanded significantly, allowing us to assist often-overlooked transitioning service members eager to make an impact in their new civilian careers. We've forged new partnerships that have allowed us to push the boundaries of what is possible, even in the face of uncertainty. These achievements stand as a testament to our team's dedication and the resilience of our community.

Looking forward, we remain hopeful and optimistic. The strides we've made over the past five years are just the beginning. Our thoughtfully cultivated relationships and expanded programs provide a strong foundation for the future. Together, we will continue to tackle ever-changing circumstances, seize opportunities, and build a brighter tomorrow. Thank you for being an integral part of our journey.

Mike Roberts

Founder and CEO
Creating Coding Careers

COMPANY OVERVIEW

Our mission is to open doors for everyone who dreams of a better future, especially those who have had barriers to accessing high-growth career opportunities.

By building employer-driven, earn-and-learn pathways into the tech field, we're making it possible for anyone to gain the real skills they need to move up.

We believe that economic mobility shouldn't be reserved for a few—it should be a real possibility for every person in America. That's why we stand behind new-collar careers that offer high wages, strong growth, and a fair shot at success, no matter your background.

Our participants enter the tech industry as engineers, bypassing the traditional entry-level service desk positions. They graduate with in-demand skills and are on the fast track to career growth.

Best of all, our apprentices never pay us a dime and graduate 100% debt-free.

At CCC, we're committed to enhancing lives, enriching local communities, and reshaping the tech industry.

STRATEGIC FINANCIAL SUSTAINABILITY

Unlike traditional nonprofit models that rely heavily on grants or philanthropic donations to cover core operating expenses, we've prioritized a self-sustaining revenue model rooted in industry partnerships. This means that our programs are meticulously designed to meet the specific needs of industry partners, ensuring that every apprenticeship translates directly into a high-quality job. This direct link to employment has always been our core driver and differentiated us in the social impact landscape.

At Creating Coding Careers, our commitment to connecting individuals with meaningful, well-paying jobs is the bedrock of our financial sustainability. From our inception, we've operated with a value-driven model, aligning our success with the demand for skilled talent in the marketplace. This approach, focused on delivering tangible value to employers through job-ready apprentices, has allowed us to build a robust and independent financial foundation.

"One thing I learned a long time ago is that if you focus on the jobs, everything else will fall into place. And if you're folks aren't landing great jobs, nothing else is going to work."
- Mike Roberts

	2020	2021	2022	2023	2024
EARNED REVENUE	$ 131,742	$ 954,794	$ 1,638,886	$ 1,461,747	$ 1,555,164
DONATION REVENUE	$ 154,264	$ 355,593	$ 106,453	$ 358,659	$ 198,978
TOTAL REVENUE	$ 286,006	$ 1,310,386	$ 1,745,339	$ 1,820,406	$ 1,754,142
% EARNED REVENUE	46.1%	72.9%	93.9%	80.3%	88.6%
% DONATIONS	53.9%	27.1%	6.1%	19.7%	11.3%

ENROLLMENTS AND OUTCOMES 2024

	2024	SINCE 2020
PRE-APPRENTICES	**1,755**	**3,858**
SERVICENOW	**1,000**	**1,950**
APPRENTICES	**33**	**112**
TOTAL TRAINED	**2,788**	**5,920**

$79k

AVG STARTING SALARY

96%

COMPLETE APPRENTICESHIP

Jessica Hotsko's Journey

From the Air Force to Web Developer in 4 Months

"Without the program, I would not have gotten the job that I have now. So, it was definitely the difference."
- Jessica Hotsko

In just four months at Creating Coding Careers' (CCC) SkillBridge program, Jessica Hotsko grew her web development skills and landed her first civilian job as a front-end developer.

After years of serving in the U.S. Air Force, Jessica was worried about leaving the military and being able to secure work as a civilian. She says that CCC's support was key to launching her new career.

Discovering CCC: A Lifeline for Veterans

Jessica's journey took a turn when she discovered the Department of Defense SkillBridge program, which led her to CCC. Unlike other technology-based SkillBridge programs, which required prior programming knowledge, CCC offered an education-focused environment where participants could learn new skills that are in demand for today's job market.

"A lot of the other SkillBridge programs, even if it was for software development, they wanted you to have experience... I didn't have the experience...So that's what really intrigued me about CCC was that it gave me that opportunity to learn."

Finding A New Job

After absorbing the CCC curriculum, where she created projects, made websites, and developed apps, Jessica knew it was time to start job hunting. The CCC team equipped her with resume reviews, online portfolio help, interview tips, opportunities for networking, and other insider advice for applying and interviewing in the tech industry. Jessica applied to many jobs but made headway when she found an open position at a small AI-powered marketing company.

During her time at CCC, Jessica participated in the daily team coding challenges, which translated into valuable technical interviewing skills.

According to Jessica "The coding challenges were definitely the most helpful with preparing for that…This technical interview wasn't overly complex, but you know, you still had to know what you were doing. I think they also just wanted to see what my thought process was because, you know, as I was working, I was explaining what I was doing.

And I mean, it's the same thing when we're working in a group… you're still talking about what you're doing, what your thought processes are when you're working with the other students…I really just built my confidence up, which is huge."

A New Beginning at Intuitive Analytica

After going through rounds of interviews, Jessica anxiously waited to hear back from the company. Although she had doubts that she would be picked for the role, Jessica received the job offer as a junior front-end web developer with Intuitive Analytica.

A New Career in Four Months

From starting CCC with minimal web developing experience to landing a full-time front-end role, Jessica changed her whole career trajectory in just four months.

"I started the CCC program in the very beginning of September. And then, I got the job on January 2nd."

Looking Ahead and Supporting Future Veterans

Reflecting on her transition, Jessica said, *"I'm most excited to see how life and work is in the civilian world…right out of college, I went into the military, so I've only ever known the military side of things."*

Jessica's story is a testament to CCC's impact, its ability to transform lives, and its mission to support veterans like Jessica in the pursuit of new careers in tech. Her journey from the Air Force to tech highlights how essential supportive programs and communities are in navigating difficult transitions.

With each new skill learned and hurdle overcome, Jessica exemplifies the potential that veterans bring to the tech industry. Jessica's story shows that the CCC program is not just shaping careers; it's changing lives.

Alfred Peñaranda
Inspiring Career Change From Service to Software

"Getting the offer letter was phenomenal... It was surreal, right? I didn't think I would be in a Fortune 500 company doing software engineering."
- Alfred Peñaranda.

For Alfred, joining a Fortune 500 company as a software engineer after years of military service felt unreal. He fast-tracked through Creating Coding Career's SkillBridge apprenticeship program and earned a six-figure job offer within 10 months.

The Uncertainty of Leaving the Military

After eight years of service in the U.S. Marine Corps, Alfred was at a crossroads and unsure of which direction to go.

"Anybody that's transitioning out of the military would tell you it's like an emotional rollercoaster," Alfred shared. Like many veterans, he grappled with concerns about how to earn income as a civilian and where to live.

Alfred has always had an interest in technology, so when he walked into the Department of Defense SkillBridge office in early 2023, he knew that the Creating Coding Careers program, was the right choice for him. With the goal of honing his technical skills, he embraced CCC's approach to learning and development.

The program offered him a chance to explore software engineering pathways in his last 180 days of service. He felt relief that he could focus on learning full-time while continuing to receive military pay and benefits.

Building Confidence as a Developer

Starting CCC's curriculum in February of 2023, Alfred wasn't confident about his coding abilities but gained momentum as he worked with fellow apprentices and instructors. Alfred remarked on the support he received, *"They really do want you to succeed."*

CCC's hands-on approach advanced his software skills and job readiness. He credits mentors and instructors for helping him through challenges and teaching him the importance of both researching documentation for issues and seeking advice to overcome hurdles.

Alfred Peñaranda's Story Continued...

Gaining Competitive Technical Skills for A Successful Career

With CCC's guidance and Alfred's perseverance, he secured a half-year apprenticeship with ServiceNow's STAR program in May of 2023. The week before completing the apprenticeship, Alfred was offered a six-figure developer role at the company complete with bonuses and stock options.

Alfred's experience at CCC not only equipped him with the technical skills required in today's competitive job market but also instilled a belief in continuous learning. As Alfred reflects on his journey, he says, *"I didn't think in any time I would be in a Fortune 500 company... doing software engineering. I would have never thought that."*

He started his role at ServiceNow in January of 2024 and more than a year later he's continuing to grow there as a developer. He plans to work his way up into management roles within tech in the future.

Alfred's story highlights the invaluable role of Creating Coding Careers in bridging the gap and opening doors for veterans and often-overlooked talent in the tech industry. CCC's curriculum goes beyond technical skills training; it supports people by providing empowerment, community, and a clear path to employment in tech, helping them secure their place in a constantly evolving field.

Alfred Peñaranda's journey from the Marine Corps to a respected software engineer at ServiceNow demonstrates the profound impact of dedication, supportive mentorship, and the right training opportunities. His success story is an inspiration for those looking to transition careers and find a place in the dynamic world of technology.

> *I had the opportunity to support Alfred Penaranda in his transition into the tech industry... I worked closely with him to build his confidence in JavaScript. I also connected him with two mentors for additional guidance.*
>
> **After securing his role, Alfred generously returned to our program to mentor incoming cohorts, paying it forward and helping others make similar transitions.**

Alex Martinez, CCC Instructor

Ronnie Imagawa's Story

Finding the Door Into Tech

"Before joining CCC, I didn't really have a solid roadmap into tech... The apprenticeship really changed my perspective."
– Ronnie Kaito Imagawa

Ronnie shares, *"I knew, while I still had experience, I didn't really feel like I had enough experience..., but after going through CCC, I feel it gave me like a better perspective on what I have to do, in order to be competitive in this job market."*

Finding Support and Building Skills

Ronnie discovered CCC through LinkedIn while seeking SkillBridge opportunities. He was drawn to CCC's track record of helping often-overlooked people break into tech. After successfully joining the program, he found himself surrounded by a supportive community, *"...just being around an environment of other people who have similar backgrounds...all working for one goal is very motivating."*

As a student, Ronnie diligently worked through the curriculum and even took on a teaching assistant role within CCC's ServiceNow development curriculum, solidifying his own knowledge while inspiring future participants.

In just five transformative months at Creating Coding Careers (CCC), Ronnie Imagawa successfully transitioned from military life in the U.S. Air Force to a budding career in software development.

Embracing a New Path in Tech

Born in Guam, Ronnie's early exposure to technology sparked an interest that followed him throughout his career. When he was younger, he loved to craft Minecraft mods, which inspired him to get into software development.

After serving four years in the Air Force working in IT Support, Ronnie knew his passion was to advance into software engineering. However, the leap from military to civilian tech roles came with its challenges.

Ronnie Imagawa's Story Continued...

Ronnie thrived in daily coding challenges, which mirrored the collaborative atmosphere he would encounter on the job. Not only did he enhance his technical skills, but he also grew his ability to articulate his thoughts and talk people through his code during interviews.

Achieving Career Milestones

When it came time for the job hunt, Ronnie averaged about 10 job applications a day. Getting your first tech role isn't easy, but advice and encouragement from instructors, mentors, and fellow SkillBridge apprentices strengthened Ronnie's persistence amidst wavering confidence.

Ronnie's dedication landed him a software developer position with T2S Solutions, a veteran-owned company based in Maryland. This new role nearly doubled his previous military income, with opportunities to advance.

Reflecting on the job offer, he expressed, *"Man, I felt super relieved once I got the call from [the] recruiter... It just felt like all the hard work and the sacrifices finally paid off."*

Ronnie credits his instructors and mentors, particularly Alex from CCC, who played an invaluable role in his success. Alex provided job-hunting advice that resonated deeply with Ronnie: *"The squeaky wheel gets the oil,"* a philosophy that fueled his determination in the difficult process of applying and interviewing for roles.
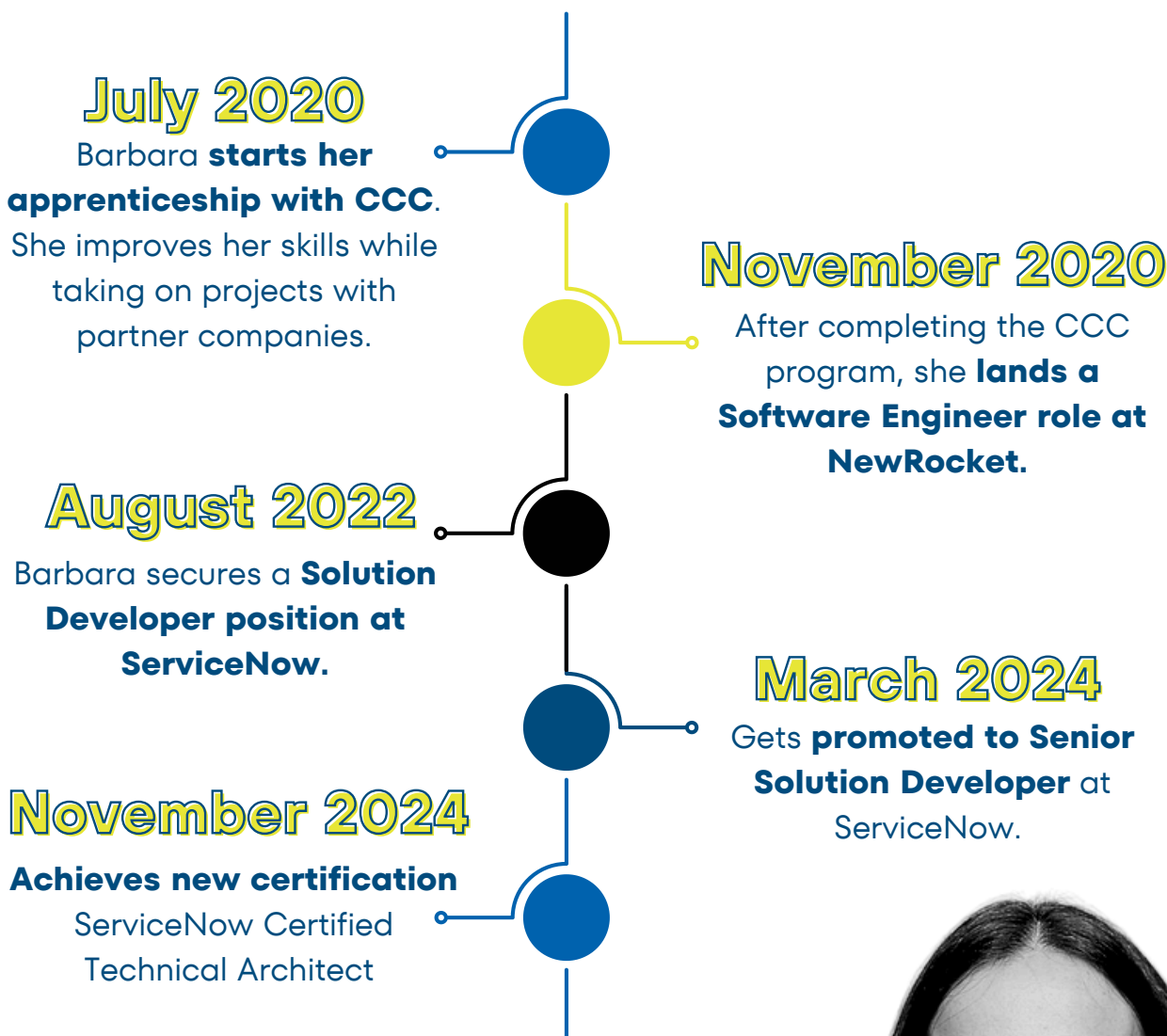
Looking Forward to Career Growth

With Ronnie embarking on his new career path as a software engineer, he is excited to gain experience and grow his skills.

Ronnie's story shows that this program's impact goes beyond technical training and job readiness. CCC also offers transformative growth and community building, which change lives and reshape the tech industry with new voices.

Barbara Mooney's Career Growth

Barbara was an apprentice in one of our first cohorts at CCC. Over the last five years, she has grown immensely as a developer while advancing her career.

July 2020

Barbara **starts her apprenticeship with CCC**. She improves her skills while taking on projects with partner companies.

November 2020

After completing the CCC program, she **lands a Software Engineer role at NewRocket.**

August 2022

Barbara secures a **Solution Developer position at ServiceNow.**

March 2024

Gets **promoted to Senior Solution Developer** at ServiceNow.

November 2024

Achieves new certification
ServiceNow Certified Technical Architect

CCC has been instrumental in helping me gain the knowledge, experience and confidence needed to solve problems and tackle projects in a successful manner.

Barbara Mooney
ServiceNow
Senior Solution Developer

FUTURE READY
COMPREHENSIVE IT SKILLS PROGRAM

In 2024, Creating Coding Careers partnered with the City of Elk Grove and Cyber Proud to launch the Future Ready Comprehensive IT Skills Program, a bold new approach to community-based upskilling that proves what's possible when public and nonprofit partners come together to reimagine what opportunity looks like. This fully funded tech pre-apprenticeship gave Elk Grove residents access to over three hundred hours of world-class training and personalized career support, all at no cost to participants.

Creating Coding Careers designed and delivered a 16-week curriculum to break through the barriers that keep too many people from entering the tech workforce. We started with the fundamentals of digital literacy and built all the way up to advanced skills in cloud, AI, and data engineering. Participants worked through real-world labs and tackled a capstone project built around the kinds of challenges local employers actually face. They had coaches, mentors, and career services guiding them every step of the way.

The impact was clear. Participants left this program with confidence, a certification, and a clear roadmap for long-term success. Several have already secured tech jobs, while others are pursuing additional credentials or apprenticeships.

All participants earned a $1,000 retention incentive—paid directly to participants who remain employed in a program-related field for at least six months. Our first year launching this program is proof that high-quality, high-impact training can be done outside traditional institutions. It's proof that forward-thinking local government and community organizations can collaborate to create real change. And it's a model we're ready to scale.

NEW PARTNERSHIPS AND STUDENT RESOURCES

APPRENTICESHIP GRANTS

CCC was awarded $1.4 million in California Apprenticeship Initiative grants to expand into Cybersecurity, AI, Cloud, and Data Engineering—critical fields shaping the future of technology.

SERVICENOW CAREERS

We are proud to be a customer and vendor with ServiceNow. We've collaborated for the past four years providing training to over 2,500 people.
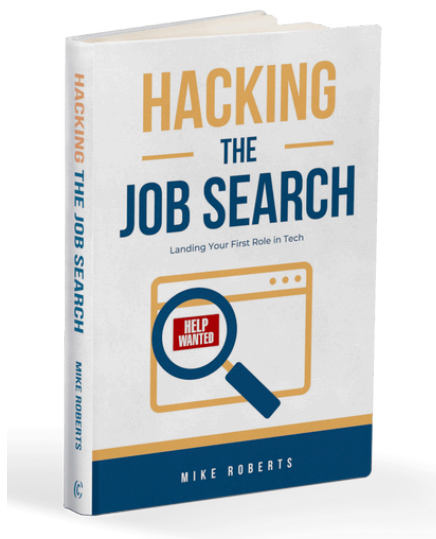
PARTNERSHIP WITH EBAY

This year, we began partnering with eBay's product team to develop a Technical Product Owner pathway.

APPRENTICESHIPS AND AI CURRICULUM

We began collaborating with Foothill College, a Northern California Community College, to support new apprenticeship pathways and AI curriculum.

STUDENT RESOURCE PUBLICATION

CCC founder and CEO Mike Roberts published *Hacking the Job Search*, a powerful resource for aspiring tech professionals.

HOW YOU CAN GET INVOLVED

We recognize that to scale apprenticeships, new strategic philanthropic partnerships truly are crucial. We believe philanthropy should play a greater role in **enabling** and **accelerating** our mission. While we remain committed to ensuring industry demand fuels our long-term growth, more philanthropic support will empower us to:

Reach underserved communities and individuals who may face barriers to entry into our training programs, providing scholarships, transportation assistance, and other critical support services.

Explore new training models and partnerships to address emerging skills gaps and workforce development challenges.

Invest in technology, staff development, and organizational capacity to ensure the quality and sustainability of our programs.

Provide critical funding during periods of expansion and program development, allowing us to launch new initiatives without compromising our core mission.

We envision philanthropy as a catalyst that will amplify our industry-driven revenue model, allowing us to address key gaps, innovate, and accelerate our growth.

WORK WITH US

Are you a company or funder?
Partner with us to create earn-and-learn pathways.

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