



{p r o g r a m m i n g}

Annual Report

2023

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This is Pink Programming

Our vision

We want to make the joy of programming available for everybody and build a tech world where women (cis and trans) and non-binary developers are not the exception anymore.

Our mission

Inspire beginners and make coding accessible for more women and non-binary

By arranging coding events and creating community, we arouse curiosity, inspire and share the joy of programming. We create an engaging and safe space for all women regardless of age and background.

Support existing programmers

We create a network of support and empowerment for beginners as well as senior programmers. By arranging networking events we enable knowledge & experience sharing and contribute to keep the existing female and non-binary developers on the market.

Educate the industry

We partner up, inspire and educate companies on how to create more diverse and inclusive workplaces in order to improve their journey in DEI, to not only attract more women and non-binary programmers but also retain the existing ones.

Our story

Pink Programming is a non-profit, volunteer driven organization with the goal to increase the number of women and non-binary programmers.

It all started with a coding camp back in 2015. Three women working within software development had grown tired of the lack of female colleagues, and to solve the problem they brought women and non-binary people together to spread the joy of programming.

Today, we code and spark curiosity in programming together with more than 1000 people every year. We have around 100 active volunteers, over 27.000 followers on social media, 1300 newsletter subscribers, and are leading the way towards a more diverse and inclusive tech industry as Sweden's biggest network for female and non-binary developers.

Through the enormous engagement of our community, Pink Programming stands for inclusiveness, creativity and sustainability. We create inspiring, joyful and educational experiences for all involved. This unique sense of community goes back to that very first camp, and we like to call it the Pink Spirit.

Our aim is to keep this fire burning and spread the spirit in order to keep creating a more gender equal tech industry.



Organisational chart



Words from Chairperson

Shortly after recovering from the pandemic's challenges, we faced another tough year in civil society due to the economic downturn in late 2023. Fortunately, thanks to our strong branding, by the end of the year, we achieved financial stability and also secured good funding for the upcoming year. This clearly shows our significant impact on the industry! We are now bigger, stronger, and more influential than ever before. It proves that women (cis and trans) and non-binary people can work together to achieve important things.

As my four years as chairperson is coming to an end, I want to thank all our beloved volunteers, engaged participants, sponsors, donors, funders, consultants, dear employees, eminent board members, and the advisory board. Together, we've kept this organization strong! It has truly been a life-changing experience to be involved in this amazing journey together with all of you. I'm passing on my role to the new board with confidence, but I'll stay involved with Pink and its lively community! Let's Pink on!

Vida Eivazi,

Chairperson of the board



Highlights

The year in a glance

- **Nominated** for Swedish Gender Equality Prize!
- **+2800 new followers** in our social channels - *new year record!*
- **42 Pink events** during the year - *new year record!*
- **1000+ people joining** our Pink events!
- **Launched** our afterwork concept in Sthlm
- **Explored new targets groups** in the project Programming for the Future
- **New organizational documents** like How to Pink, Pink Manifest & Comms Policy
- **Increased funding** from national, regional and local institutions.
- **Expanded the Pink workforce** with a third employee





A year of building

2022 was the year of many firsts, where Pink initiated and piloted new projects and concepts. **2023 was the year we built onto these new initiatives, further growing and taking our organisation to the next level.**

We built engagement in our community by

- upgrading recruitment and onboarding experience
- arranging the biggest member getaway this far
- facilitating team building in volunteer teams
- introducing internal team work and intranet in Coda

We built onto the success of our events by

- hosting our first afterworks outside Malmö
- exploring new target groups (youth project) and event formats (pre camp event and youth events)
- refining evaluation processes for our events

We built stability and improved clarity within the organisation by

- introducing Pink Manifest and How to Pink guides
- Finalizing Communications strategy and policies
- Refining our target group and exploring new member structure

We built up our visibility and brand by

- upgrading our graphics and creating new merch and marketing materials
- entertaining new and existing partnerships within the industry and beyond
- initiating work for a new website

Impressions and Impact



Hosiyat, 34, kan bli Årets utvecklare: "Jag förtjänar att vinna"

Brobybon Hosiyat Sobir, 34, kan bli Årets utvecklare på Developers Day i Stockholm.
– Jag har redan fått tre erbjudanden om att jobba för Apple i Barcelona, säger hon.

Broby • Publicerad tisdag 06:00 • Uppdaterad tisdag 07:08



SEB och Pink Programming bjöd in till AW i Arenastaden

SEB vill göra det enklare för fler kvinnor att... med fler yrkesverksamma kvinnor i bransch... under året. Förra veckan samlades 70 utvec... som SEB anordnade tillsammans med Pink P...

11h • Edited

Just had these five amazing days in Deep Learning Winter Camp (coding and skiing 🏔️) with **Pink Programming** where I've met many wonderful, talented females who have the same passion in tech & data.

By getting to know everyone of them, listening to their inspirational talks how we end up in tech & data and what they are up to doing for their work or studies was very fascinating. Especially, got to share one another the soft side, to know how brave and resilient we were to overcome the fears and beat the odds to be where we are, considering that females are still in small numbers in tech & data field.

Such great times and great pinky vibes to be surrounded by these talents who have strong desire to be doing cool stuff out there. 💕💕💕

Another event with **Pink Programming**, where we had the opportunity to learn more about 'consulting and in-house jobs' with Jade Lu, after that we had a Java workshop with **Enikő Matók**.

I'm glad that I'm learning new stuff everytime with **Pink Programming** 😊.

Thank you for the nice evening 😊.

Operations recap

Pink Events

Sundays, After Works, and other events

14 different coding languages in 2023!

- **Successfully delivered 30 external Pink events**
 - 19 Pink Sundays
 - 8 Pink After Works
 - 2 Youth Project events
 - 1 Pre-camp event
- **50% of our participants join for the first time**
- **Explored a youth target group**, through 2 events together with 2 new partners
- **Amping up the event experience in each city with event kits**
 - Including beach flags, decorations and equipment
- **New event coordinator role at the Pink Office**

In 2023 we offered events on different levels

- 4 beginner events
- 6 beginner /intermediate
- 6 intermediate
- 3 "open to all"

14 different languages/topics

Python, R, HTML, CSS, JS, Cypher, Azure, AppSheet, Typescript, Java, Haskell, Kotlin, Arduino, Terraform



Event highlights

4.6 Overall event rating

4.8 Likelihood to recommend us

4.9 Likelihood to continue coding

First year bringing Pink After works outside of Malmö, and continued the exploration with great feedback! Great interest in After Work's – from participants and sponsors.

Pink Sundays and After Works – a great combo

"I love both, they serve different purposes. Coding events give more professional experience and AW events gives an opportunity to talk with the members of the community. I made many new friends there."

"I love both, this one (After Work) is perfect for the people that don't have to much time"

"I really like both concepts. I haven't been able to participate recently in the Sundays since I haven't had the time so that's why I enjoyed this concept also, so I can keep going to Pink events :)"



*After Work with Spotify
fully booked in less than
2 hours. After Work with
SEB fully booked within
48 hours!*



Pink Camps

- Hosted 1 Deep Learning Winter camp in Järvsö with 15 participants
- Hosted 1 Intermediate Backend Python camp in Skåne with 12 participants
- Planned 1 Beginner Pretty Electronics Summer Camp that was cancelled due to sickness
- Improved camp work sustainability w Pink Office event coordinator
- Explored camp structure and strategy together with board and previous camp teachers
- Tried out hosting a pre-camp event as a marketing and engagement strategy

Camp highlights

Inspirational and impactful

“Continue with the impactful work, for it holds immense significance and serves as a true inspiration to so many people. The camp, along with the dedicated teachers, imparts such a big amount of knowledge to all of us. Despite any potential areas for enhancement, the value we gain remains so much higher. I would even consider volunteering for the next camps because the experience was so inspiring”
(Summer camp participant)



*Winter camp 2023 was so inspiring that **two of our participants became camp teachers themselves** for the 2024 winter camp!*

Pink Community

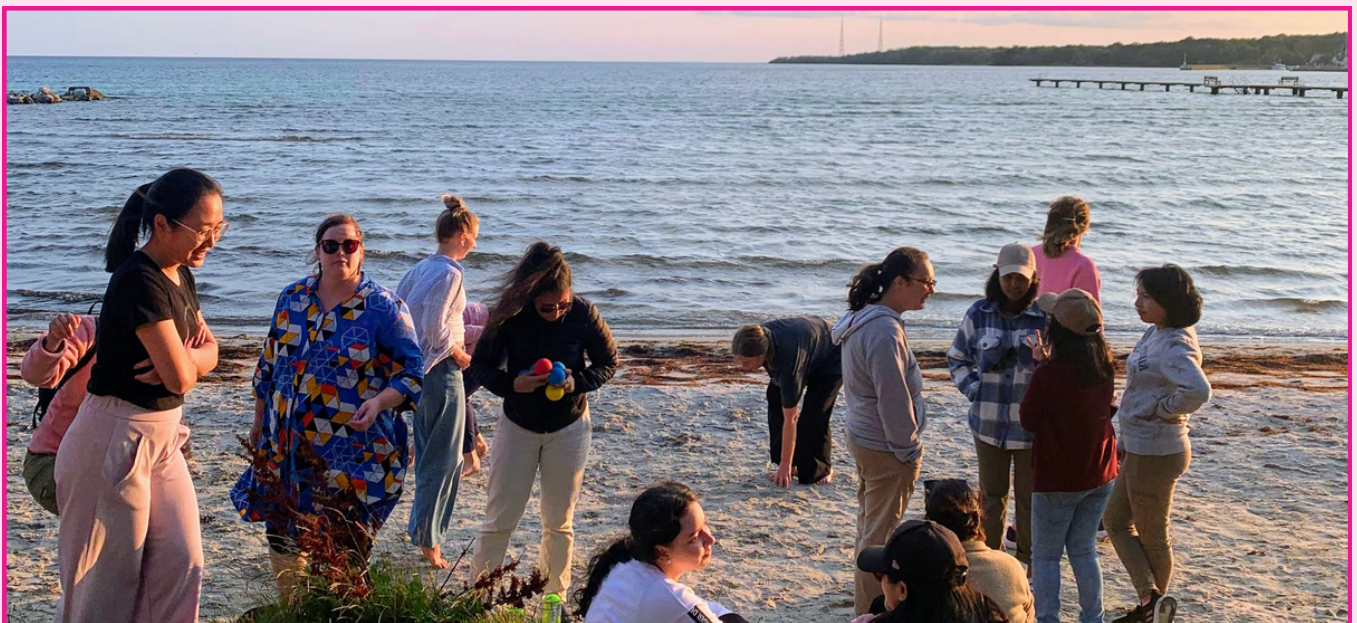
Members

- **188 members** throughout the year
 - **10 internal events** including onboarding, parties and getaway
 - **Almost doubled the attendance for Pink Getaway**, 29 members attending
 - **Annual Meeting in Gothenburg** with 36 members attending
 - **Joint workshop and roundtable** for Youth Project
 - **Appreciated Pink meet-ups** at Oredev Developers Conference and Women in Tech
 - **Entertained member communications** through internal newsletter and Slack
-

Member highlights

High engagement and ambassadorship amongst both old and new members and volunteers. We see this in the attendance at external and internal events and sharing our message in Social Channels.

Adding value to the Pink Membership by offering tickets and meet-ups for events like Women in Tech and Øredev conference



Pink Getaway member weekend, arranged by the Social Team, with support from Pink Office

Pink Community Volunteers



- **61 new volunteers!**
- **Refining** recruiting, onboarding and team experience
- **All time high in applications** for our volunteer positions
- **High volunteer engagement:**
 - Volunteers leading coding workshop for the first time
 - Volunteers initiating new concepts (like pre-camp event)
 - Fully staffed teams for Sundays and Afterworks
 - Initiating monthly meetings with all team leaders
 - Continuing with bi-weekly event manager meetings

Why do volunteers and members choose Pink Programming?

"The community, support and an amazing goal to make tech more accessible for everyone."

"I went to an event and got inspired by the amazing women (participants and volunteers alike) I met there and wanted to be a part of it right away"

"Wanted to give back to the community that welcomed me when I was changing careers"

Voices from Community Survey 2023

"Volunteering is well managed and arranged, everything works much better than in other organisations."

Communications



- **2800 new followers**
- **Initiated website development work**
- **Representing Pink digitally and at physical events**
- **Improving opening- and engagement rates**
 - Newsletters 60–75% opening rate (20% is newsletter average)
 - Social media engagement: up to 7.5% (1–3% is considered good)
- **Upgraded our graphics and creating new merch** and marketing materials
- **Further expanded audience** for our external newsletter, including job ads
- **Finalized comms policy and strategy**

Selection of visibility highlights

- Highlighted by Swedish Radio regarding the lack of women in tech
- Invited as experts to Mobile Heights event on recruitment & diversity in IT sector
- Speaking at Women in Tech launch in Malmö
- Speaking at Frihamnsdagarna in Gothenburg
- Nominated for the Swedish Gender Equality Award





Partnerships

- **Established and renewed partnerships with 20+ companies** in the tech industry and beyond
- **Expanded our sponsor offer** with afterworks in all cities and visibility option such as job ads in external newsletter
- **Build onto our relationship** with local, regional and national institutions.
- **Refined work with Sponsor Team**
- **Successful collaboration** with Øredev Developers Conference & Women in Tech Conference
- **Partnered up with Media Evolution** in Malmö for office space and collaboration
- **Secured sponsorship for stickers and items** for camp goodie bags
- **Connected to sibling organisations** for inspiration and joint work

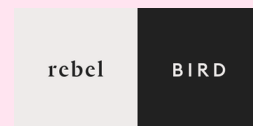
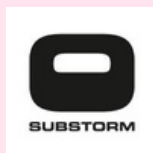
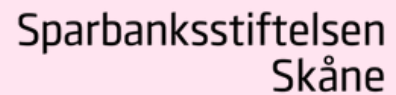
Partner statement about collaborating with Pink Programming

"We work with Pink Programming because we want to support a more gender equal tech industry. Within Neo4j it's our goal to promote an open, diverse, and positive company culture. The collaboration ensures our employees to have the opportunity to provide hands-on support to the 'diversity in tech' initiative, by helping to organize various events for female and non-binary developers together with Pink Programming." - Neo4j

"Mentorship and knowledge sharing are the very heart of tretton37, much like Pink Programming. The work Pink does is so important in making tech a more inclusive and equal industry, and we are really proud to support and partner with them. Keep up the great work!" - Tretton37



Partners 2023



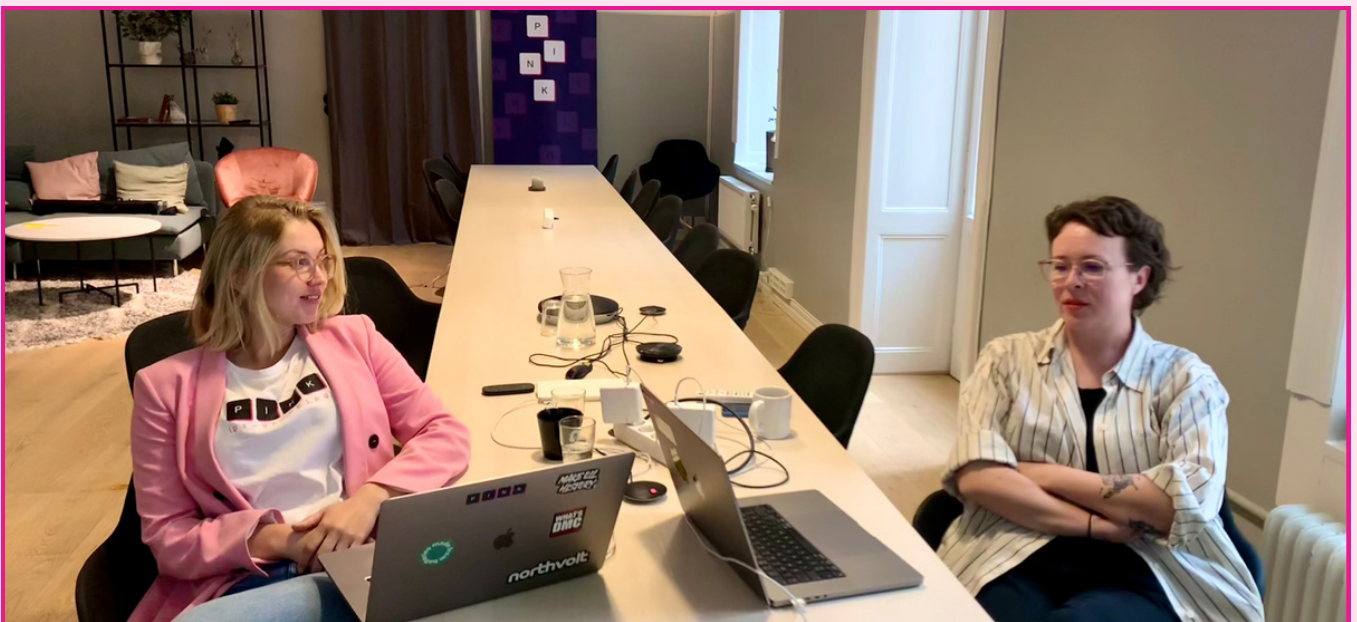
Leading for Inclusion in Tech

- **Hosted the Leading for Inclusion course** with 12 participants from both existing partners and new companies
- **Continued exploring how to integrate education** in the operations
- **Preparing a follow up course** for one of our main partners in Spring 2024

Voices of course participants:

"Thank you for this experience. It made me inspired to be more mindful about the language I use and actions I do in my daily work and private life."

"Thank you it's been wonderful taking part of this course. I feel like I've been given tools on how to create a more inclusive space. It's great pointing out how phrasing things change the experience."



From 2024, our funding from Jämställdhetsmyndigheten will cover 2 years, and funding from Region Skåne 3 years

Financial

- **Succeeded in securing more longterm and sustainable** operational fundings
- **Increased funding** from national, regional and local institutions
- **More than doubled our organisational grants** from 2022 to 2023
- **First time operational grant from Region Skåne**

The years financial result & comments

Income	
1. Sponsoring from companies	1,455,238
2. Grants	1,263,072
3. Participant fees	113,755
4. Other income	37,211
5. Equity	
Total income	2,869,276

Costs	
Operational costs	1,203,568
Staff & remuneration	1,733,200
Total costs	2,936,769
Result	-67,492

According to budget predictions for the year, the organization aimed to invest some of its saved buffer in longterm sustainability for the organization in 2023* which meant predicting a minus result for the year. This was also the case, however the actual minus result was a bit less than expected.

*For example by allowing for the financial consultant to work alongside the MD during Spring, and to recruit a third staff member for the Pink Office. These investments have shown successful for the future growth and development of Pink Programming and we have now secured more longterm funding than ever before, as well as a more structured organisation and activities.

Pink Board Work

- **Gathered more than 40 Pink members for the first physical Annual Meeting** since 2020 including a weekend of member activities at the Apple Hotel in Gothenburg
- **Profound board work during monthly digital board meetings** and 5 weekend meet-ups (digitally as well as physically) including kickoffs and workshops
- **Further development of board workforce groups**, and updated board routines and working documents, onboarding and offboarding of board members.
- **Made deeper research** and amended Pinks target group statement.
- **Worked closely with the office** to renew policies and steering documents
- **Kept contact and advised with the advisory board.**
- **Boards employee responsible oversaw and renewed employee contracts** and did further work on employee handbook.



Pink Office Work

- **Overall responsibility managing organisation** and its operations
- **Expanded the Pink workforce** with another employee
- **Continued internship program** with 2-4 Pink interns every year
- **Moved the Pink Office to Media Evolution City** for new possibilities in visibility and partnerships
- **Facilitating the Pink Community** through recruiting, onboarding, management, member administration and internal communications like Coda and Slack.
- **Running daily external communications** through newsletter, website, social media and press/PR.
- **Securing finances** through sponsorships, grants and public funding.
- **Budget work and reporting.**
- **Scoping for development projects** together with the board.



P I N K

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**Thank you for
another great
Pink year!**