



**0 - 25,000 people!
Growing a global
community over 10
years**

Kimberley Cook

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**0 - 27,000 people!
Growing a global
community over 11
years**

Kimberley Cook

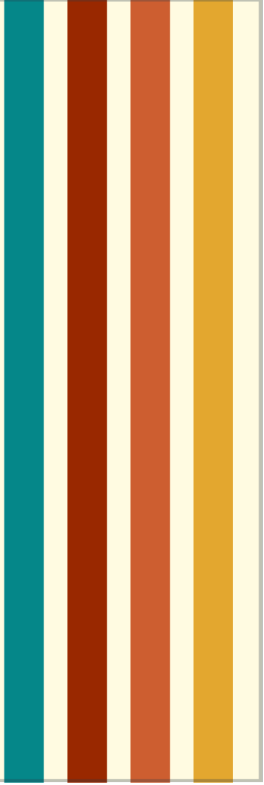
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Who I am and what I do - dev and codebar Director/Trustee





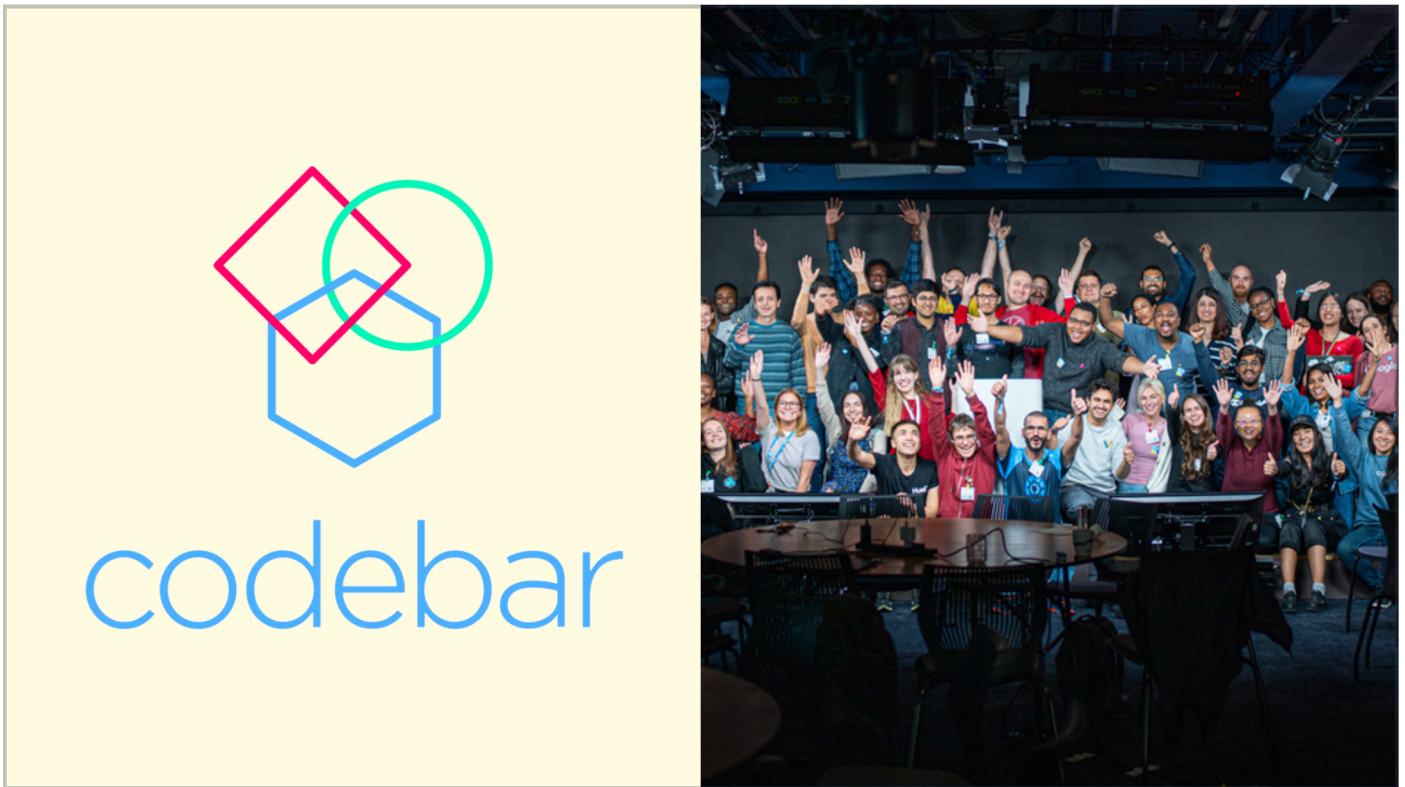
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In this talk:

- Who we are?
- Why and how we started?
- Scaling
- Challenges
- Sustainable
- Reflect



global charity that runs free programming workshops for minority group members in tech.

Why?



the answer (for us) was so simple and actually quite selfish




We were tired of being the only women in our tech teams

We were tired of being the only women on our teams.

We selfishly wanted to make it better for ourselves! And then we thought we can't be the only people feeling this way, so let's do something about it!!

And then when you look at the stats ...

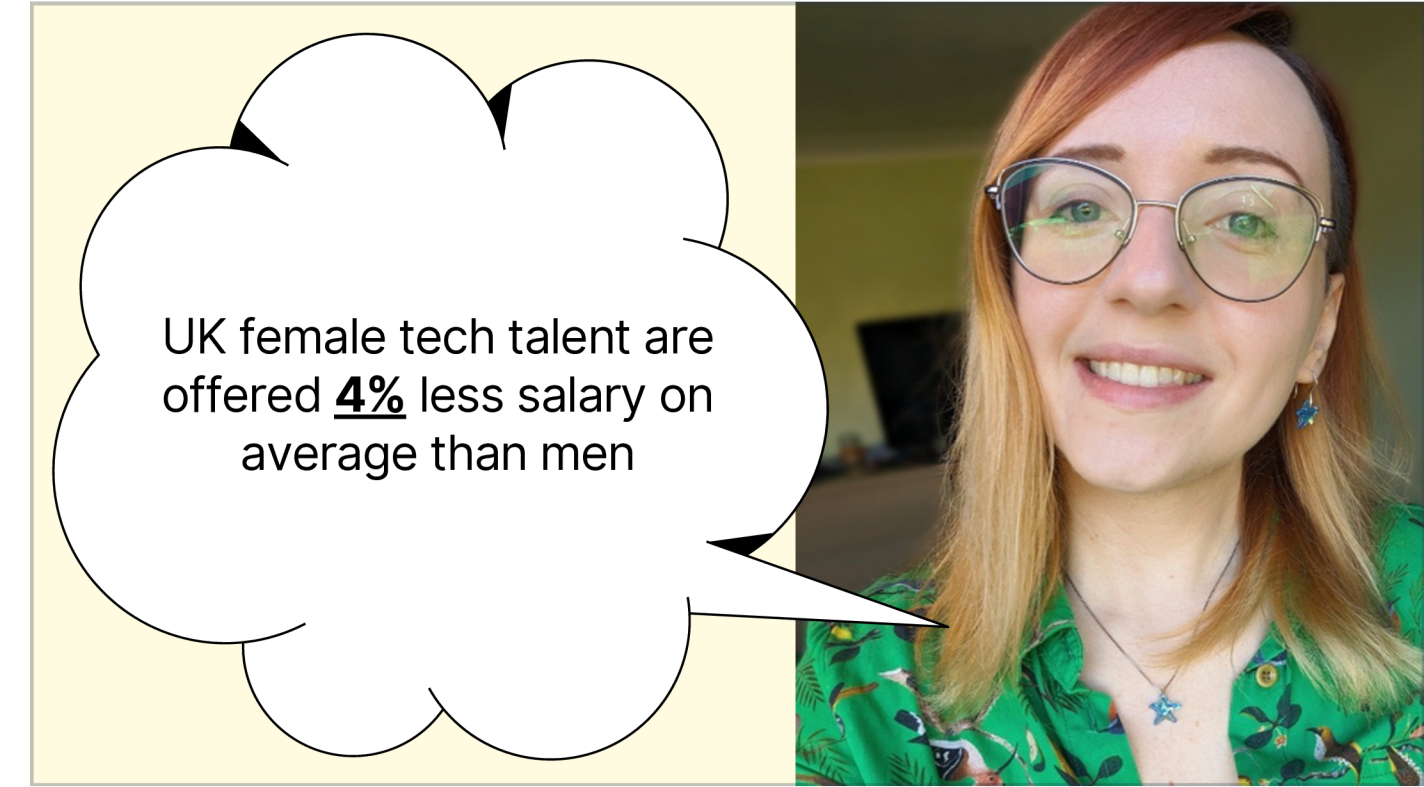


Women in the UK make up **46%** of the workforce, but in technology that number drops significantly to less than **20%**

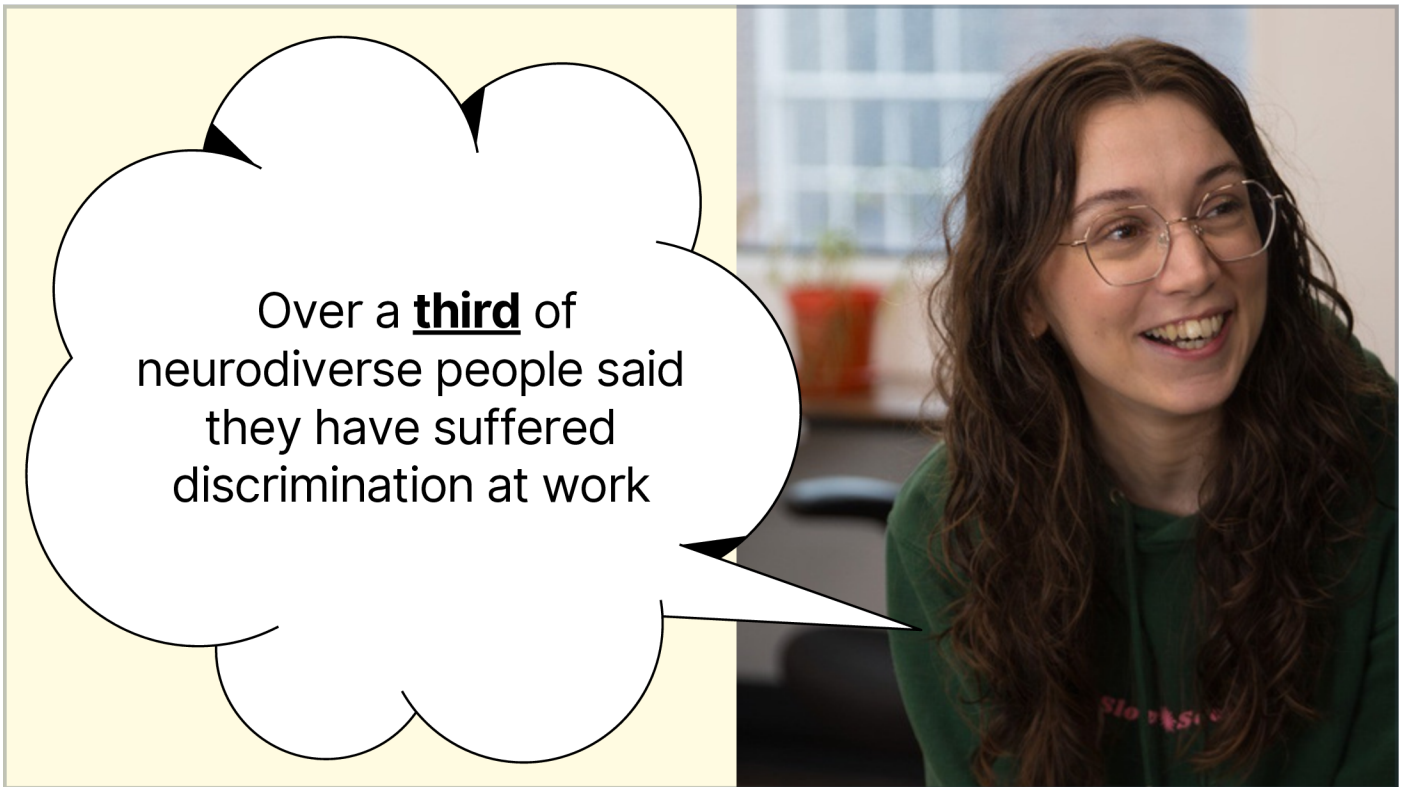
read slide

That number drops even more when you look at black women, they make up only 2%.

So we knew not only did we want to do this for women but our teams were also majority white! I remember mine being all white!



UK female tech talent are offered **4%** less salary on average than men



read slide

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So we knew not only did we want to do this for women but our teams were also majority white! I remember mine being all white!



Getting started





What was the priority and absolute bare minimum needed to get started

Priority

- Space
- Decided to move locations each workshop as it allowed for members to interact with different companies
- Nosey
- See an office before the interview

Bare minimum

- Website where we could invite people
-



Scaling



Scaling for us is such an interesting topic, because it was essentially a wonderful accident. Ya know when we started codebar we never intended to start workshops in 45 locations around the world.

Tell Rosa story ...



15/05/2014

68 Middle Street

15th May, the first workshop outside of London happened.

codebar Locations

- London
 - Brighton
 - Cambridge
 - Birmingham
 - New York
 - Manchester
 - West London
 - Edinburgh
 - Barcelona
 - Berlin
- Glasgow
 - Oxford
 - Paris
 - Kent
 - Helsinki
 - Oslo
 - Nottingham
 - Norwich
 - Peterborough
 - Bristol
- Savannah
 - Houston
 - Boston
 - Amsterdam
 - Nairobi
 - Geneva
 - Brussels
 - Southampton
 - Virtual UK
 - Virtual Europe

Now we have workshops operating in all these locations , not going to list them...

Challenges



There have been some huge challenges as we've grown, particularly when we decided to go from this small meetup running workshops to charity.

Ya know now we have the charity commission to answer to.



Your blessings can become your curses

Some of our absolute blessings became our curses. And I'm going to talk about a few of those now!



This photo right here, taken waaaay back in I think 2014/15...

So this was our absolute blessing. We were a team of female software engineers. We knew exactly how to put on events, and it's why still to this day

But...this quickly became our curse. We did not have diverse skills. So when we became a charity in 2020 we ran into loads of problems.

- None of our team really had any business experience
- None of us had ever run a charity before - we were software engineers

2nd problem being friends!



Lesson number 1

Diversity in your leadership team



It was one of my goals going into 2022 was mixing up the leadership team!

So when 2 trustees stepped down we made it our absolute priority to bring in people who were not in tech. We didn't need anymore of that!

Now, we have a charity chairperson who is lawyer. And a trustee who's background is finance and being an accountant! There is still a long way to go, and actually, we've just had another spot open up so we're looking for someone who has a background in fundraising because yeah..I've been doing it for 3 years now but I'm still a software developer.



**codebar is
universal and
everywhere**

Our second big challenge as we've grown is that codebar is universal!



codebar is universal!!

We never said no to starting a chapter!


We wanted a place where everyone felt welcome. We didn't believe that diversity was just gender, age or ethnicity.


But... one thing we've learnt in the last 12 months is that this has held us back a little. Because this isn't how grants work! We've had so many grant rejection because we're not for one specific demographic.



Lesson number 2

There actually is no lesson from this challenge, as we're not going to change our target audience or stop expanding!






Building your own software

Our second big challenge as we've grown is that codebar is universal!



Lesson number 3

Again there isn't really a lesson here as we've still never found a bit of software that does everything we want





Sustainable





- Involve the community at every chance
- Involve your volunteers and organisers
- Partnerships are crucial
 - Companies
 - Other organisations
 - Conferences
- Show impact



Reflect



- 
- 
- Measure impact
 - People HAVE to be your priority
 - Our organisers feel empowered
 - Pivot/change if you need
 - Particularly with member feedback

Impact - to us it's so obvious what we're doing but it isn't obvious to other people.

Numbers are useful, particularly when asking for money.

We never tracked how many people get jobs from codebar.

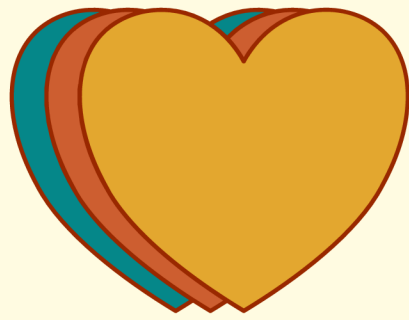
People - tell story of charity being rejected!

**You can get involved
and make
a difference**



codebar stories





Thank you!

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