

Why Are So Many Girls Still Unprepared  
in Science, Technology, Engineering and Math?



# JUST ASK A GIRL

**It's an Ongoing Problem: The lack of out-of-school opportunities, professional mentors, and science learning with a purpose.**

Without these, girls' opportunities in life are limited. And so is our talent base.

**Every year organizations spend as much as \$250,000 per new employee in training and on-boarding.** Your gift to Pretty Brainy is an investment in young people who are future-ready and can perform and think critically, computationally, collaboratively, and creatively.

A future-ready team makes a positive difference to your bottom line.

## Here's a Lasting Solution: STEAM\* That Matters to Girls and the Communities in Which They Live.

\*STEAM is an abbreviation for science, tech, engineering, art and design, and math.

Pretty Brainy is real-world learning that respects girls as thinkers, problem-solvers, innovators, and leaders. Through Pretty Brainy girls are –

- Serving their communities using STEAM.
- Owning their learning and its outcomes.
- Being mentored by those with whom they can identify.
- Replacing perfectionism with prototyping.
- Learning that mistakes mean progress.
- Gaining soft skills to match STEAM skills.
- Forming new friendships and becoming tech besties.™

### Girls in STEAM Becoming a Force for Innovation and Growth

**100%**  
of girls surveyed

Say Pretty Brainy has increased their interest in innovation and design.

**92%**

Say Pretty Brainy has increased their interest in science and tech.

**8%**

Say Pretty Brainy maintained their interest in science and tech.

### Your Gift Makes a Sustainable Difference

Learn about ways to contribute to Pretty Brainy. Contact us at [ideas@prettybrainy.com](mailto:ideas@prettybrainy.com).

Pretty Brainy is a 501(c)(3) nonprofit organization whose tax ID number is 80-0958846. Your charitable contribution is tax-deductible as permitted by law.

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