



# Community Health Report

2024

## Introduction

#### **BY GRACE WITTER**



Tech Sisters began in 2019 with a simple idea: **to create a space where Muslim women in tech could connect, share their stories, and feel seen**.

The inspiration came after attending a large tech conference and realising that I was the only Muslim woman present despite hundreds of attendees. It's so rare to meet another Muslim woman in this industry and I knew that although there were more of us out there, we weren't finding each other.

#### Tech Sisters has always been about acknowledging the many layers of being "the only one" in a space—

whether that's the only woman, the only person of colour, the only mother, the only Muslim. Here, members can connect with others who share similar experiences and struggles while I see that I am not alone, and that there are other sisters in the same situation as me

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finding inspiration from women in our community who have built incredible careers without sacrificing their identity or deen.

### **Reflections Over the Last Year**

Heading into 2024, we set out with two guiding principles:

- Resilient Structured Teams for Scalable Growth – to create stable, engaged volunteer teams that could drive initiatives forward.
- Fostering Wider Community
  Engagement to empower
  members to take more initiative.



I find that Tech Sisters has more intense and one-to-one help and guidance in almost all aspects of my needs, not just employment

These principles led to significant changes in how we operate: structured teams with clear roles and quarterly recruitment cycles, new regional teams to accommodate different time zones, and more member-led initiatives.

You'll be able to read more about the clear impact and success of these changes throughout this report.

This year also marked some of our biggest milestones yet. **We officially registered as a Community Interest Company (CIC)**, formalising Tech Sisters as an organisation dedicated to serving our members. **Our Hackathon collaboration with Muslim Women Connect (MWC) was another huge win**, bringing together teams that built impressive projects and showcased the incredible talent in our community.

Perhaps the most profound challenge this year was the ongoing war in Gaza, which affected many members directly and indirectly. **One of the most beautiful and impactful community-led initiatives came from a member who used lessons from our job search clinics to help Gazans improve their CVs and find remote work**. Through all these highs and lows, Tech Sisters continues to grow and thrive. **What moves me most is seeing members come full circle**—joining as fresh bootcamp graduates or career changers, going through our mentorship programs, job search clinics, or hackathons, and then returning as mentors, volunteers, and leaders in our community.

Looking ahead to the next five years, my vision is for **Tech Sisters to become fully self-managed and selfsustaining, driven by member-led initiatives rather than top-down administration**. With the new team structure and deeper community engagement, we're starting to see this in action, and I'm excited to see how far we can go.

I'm motivated every day by how meaningful and impactful this community is, by watching our members grow and thrive, and by the knowledge that, for so many of our members, Tech Sisters is the only space where they feel truly seen.

Let's see how much more we can achieve over the next five years!

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I love how I can always go to TDS chat if I'm lost or need any advice. It's like having 700 elder sisters

## Value

Our Values metric helps us ensure that we're living up to our community values: **Deen, Sisterhood, Transparency, Collaboration**, and **Giving Back**.

Our strong positive numbers indicate that Tech Sisters members are happy with the value they get from being a member and are happy to recommend us to people they know.

Some feedback suggested that we can improve how we make our resources easy for our members to find and use. We've already introduced new initiatives to improve resource accessibility such as the **resource directory** and **updated community drive**.

We're currently performing well in this area, and expect our scores to improve even more over 2025 as more members use these valuable resources to support their personal and professional development.



I have finally found a community that feels like mine; I don't hesitate to ask questions and everyone is so kind and eager to support

### NPS: 73

**"Excellent"** - Our members are happy and generating positive referrals. This is our highest ever score.

### Impact

**66%** of members believe that joining Tech Sisters has had a positive impact on their personal and professional lives

### Accessibility

**64%** of members believe that it is easy to find and access helpful resources within Tech Sisters

achieve muslims technology together ideas journey learning career good fellow insights sister mentorship learn know love sharing space share working grow like-minded gain join **CONNECT** give SUpport finding able find collaborate looking nmur work connections world growth networking want sisterhood motivation member networ field safe opportunities connection guidance similar muslim women within build job mentor people knowledge help part new experience meet skills industry improve minded experiences others advice projects contribute muslimah



### How are Tech Sisters engaging with

### our programs?

### Hackathon 2024

- 16 participants over 3 teams
- 86% satisfaction rate
- "I have been able to acquire so many skills, form friendships, and make connections"

### **Events**

- 400% participation increase
- 100% satisfaction rate
- Roundtable with Muslim Women Connect at the Muslim Tech Fest
- Interactive career panels
- In-person and virtual meet-ups
- "It's empowering to hear inspiring stories from other women in tech and to have access to a supportive community that understands my unique challenges and aspirations."





### **TS Volunteer Team**

- Average 20 volunteers over 9 teams every 3-month term
- 83% had a good experience as a TS volunteer
- Achieved Community Interest Company (CIC) registration
- Hosted regular halaqa and tajweed sessions
- Weekly job search clinics
- Quarterly skill development challenges
- Community Spotlight series
- Accessible community drive and resource bank
- "Jazakillah khair for this wonderful opportunity. It was honestly a wonderful experience."



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Tech Sisters has been an invaluable resource for me. I've learned so much from the community and the programs offered. I especially appreciate the supportive and inclusive environment.

This year has marked much higher program output, participation, and engagement from Tech Sisters and our members, with the Hackathon 2024 and Career Panels seeing the highest attendance numbers.

Our key strategy pillar for 2024 was the creation of a flexible volunteer format with a fresh recruitment drive every quarter. The new format enabled a clear focus and timeline without getting overwhelmed balancing other life commitments. As a result, volunteers felt much more engaged, committed, and able to achieve their team goals. We've noticed a clear shift from Slack to WhatsApp as our preferred communication platform. Engagement on WhatsApp was 57% with a stickiness of 9%. This indicates that members actively participate in discussions on WhatsApp and return to chat on the group regularly.

The main reason for not participating in our programming was inconvenient timing, especially for Asian and North American time zones. Tech Sisters is a global organisation and scheduling has always been difficult. We plan on introducing more regional teams in 2025 to help address this issue with more region-specific events.

# Belonging

Do Tech Sisters members feel connected, safe, and included?



feel safe



made friends



feel heard

61%

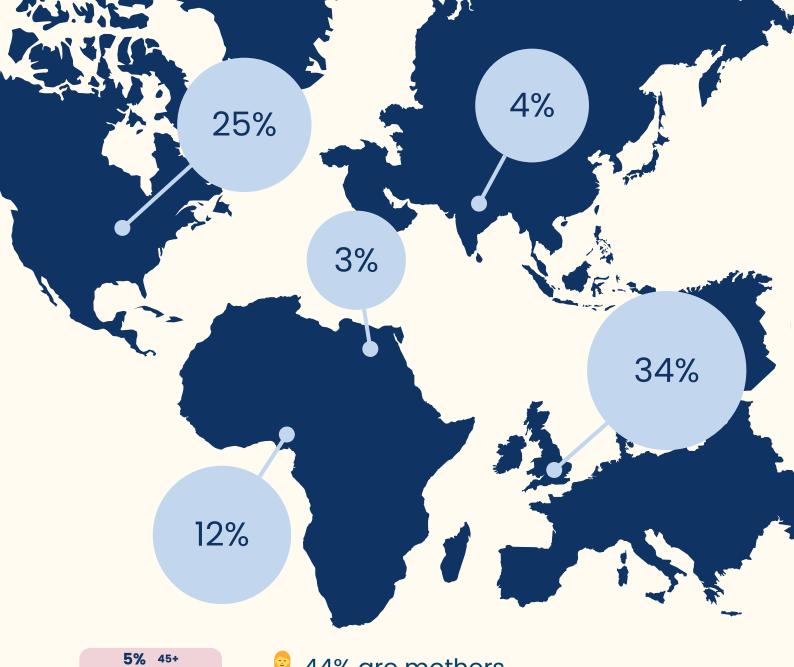
# are happy with their engagement

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I've gained a sense of having someone to turn to when in need of a helping hand whether professionally or spiritually. It is reassuring to have access to Muslim women doing what you want to do.

Our members consistently rate Tech Sisters as an extremely safe and inclusive community. We saw a decline in the number of members feeling happy with their levels of engagement and making friends within the community. We plan to address this in 2025 by having more opportunities to meet and collaborate with other members. An 8% increase in employment from last year is partly due to 12% of members making use of our weekly Job Search Clinics to get support with their job search.

The typical Tech Sister member is a Black woman aged 23-34 living in the UK. She works as a junior developer, speaks Arabic, and heard about Tech Sisters through word of mouth.



### 🤶 44% are mothers

**25%** 35-44

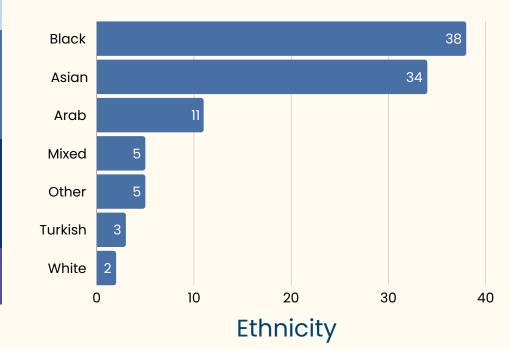
**27%** <sup>28-34</sup>

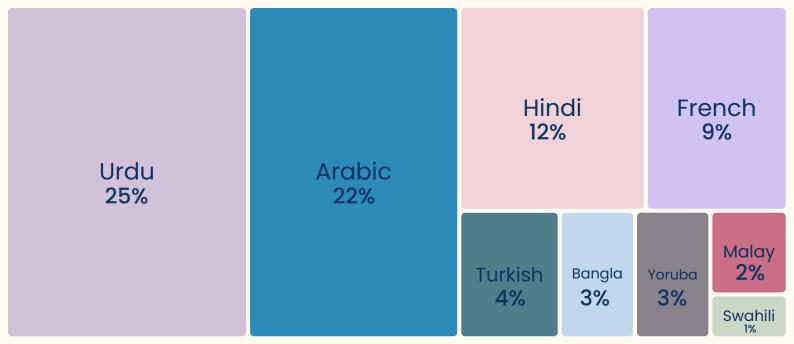
27%

23-27

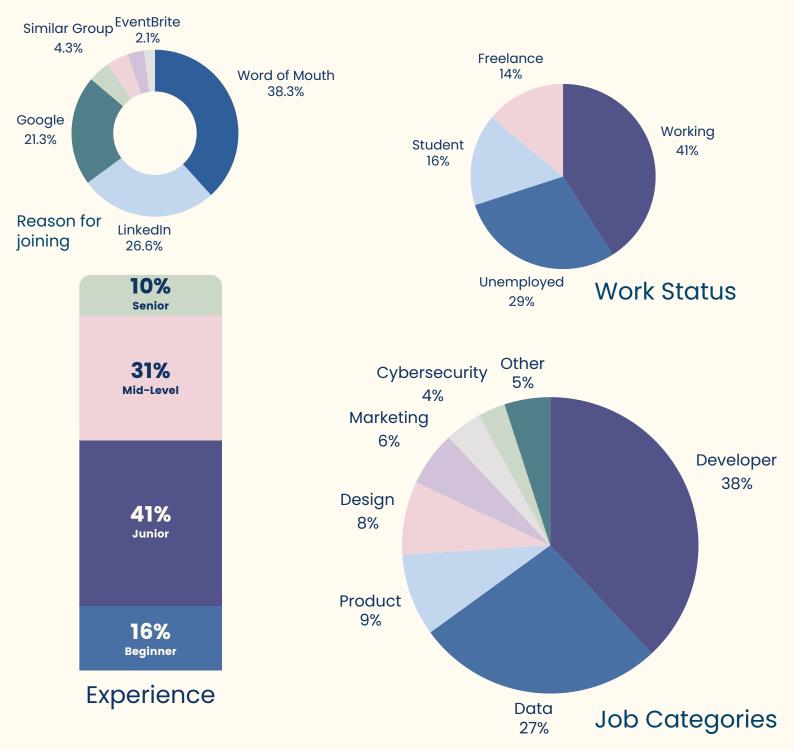
**14%** 18-22

Age





### Spoken languages other than English







Our favourite productivity hacks are the Pomodoro Technique and Time Blocking



### We celebrate wins by thanking Allah SWT





Our favourite emojis are 👬 🖉 🕰





Our most inspirational fictional character is Mulan



# What's next for 2025?

### Expanding Regional Teams and Local Meetups

There is a high demand for more inperson and region-specific events. In 2025, we aim to build on our existing regional team efforts and develop structured plans for local events.

### More Resource Awareness and Accessibility

While we made significant improvements in resource sharing, many members remain unaware of the programs available to them. We will focus on better promotion, onboarding, and accessibility.

#### **Boosting Networking Opportunities**

Members want more ways to connect professionally and make friends. We aim to facilitate even more opportunities to meet and collaborate with other Tech Sisters. We'll also build more community partnerships with organisations that share our values, like our collaboration with MWC.



It's worthwhile joining this community. A true example of sisterhood

### **Get Involved**

### 01

Join our community brainstorming session on 10 Feb to help shape our action agenda for 2024.

#### 02

Stay updated by following us on <u>LinkedIn</u>, <u>Instagram</u>, subscribing to our <u>newsletter</u>, and becoming a <u>member</u>

#### 03

Look out for our next volunteer recruitment after Ramadan



# Thank you for your continued support!

**Tech Sisters** 

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