

czechitas

Annual Report 2023



SECTIONS

Level _ 1: Challenges of an accelerated world

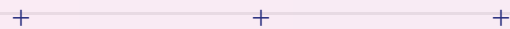
Level _ 2: A map you won't get lost with

Level _ 3: Girls in IT

Level _ 4: Care that powers progress

Level _ 5: Mission completed

Game inventory: To keep everything running like clockwork



2023

EDITION



***Harnessing the potential of women
in the IT world***

+ + +

LOADING.....



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FOREWORD

Can an annual report be playful? Absolutely! And can it be turned into a video game? For Czechitas it's easy.

Our heroine, Czechita, has been on her mission for nine seasons now. Her superpowers? Determination, perseverance, and a passion for creating a future where women are fully engaged in the world of technology.

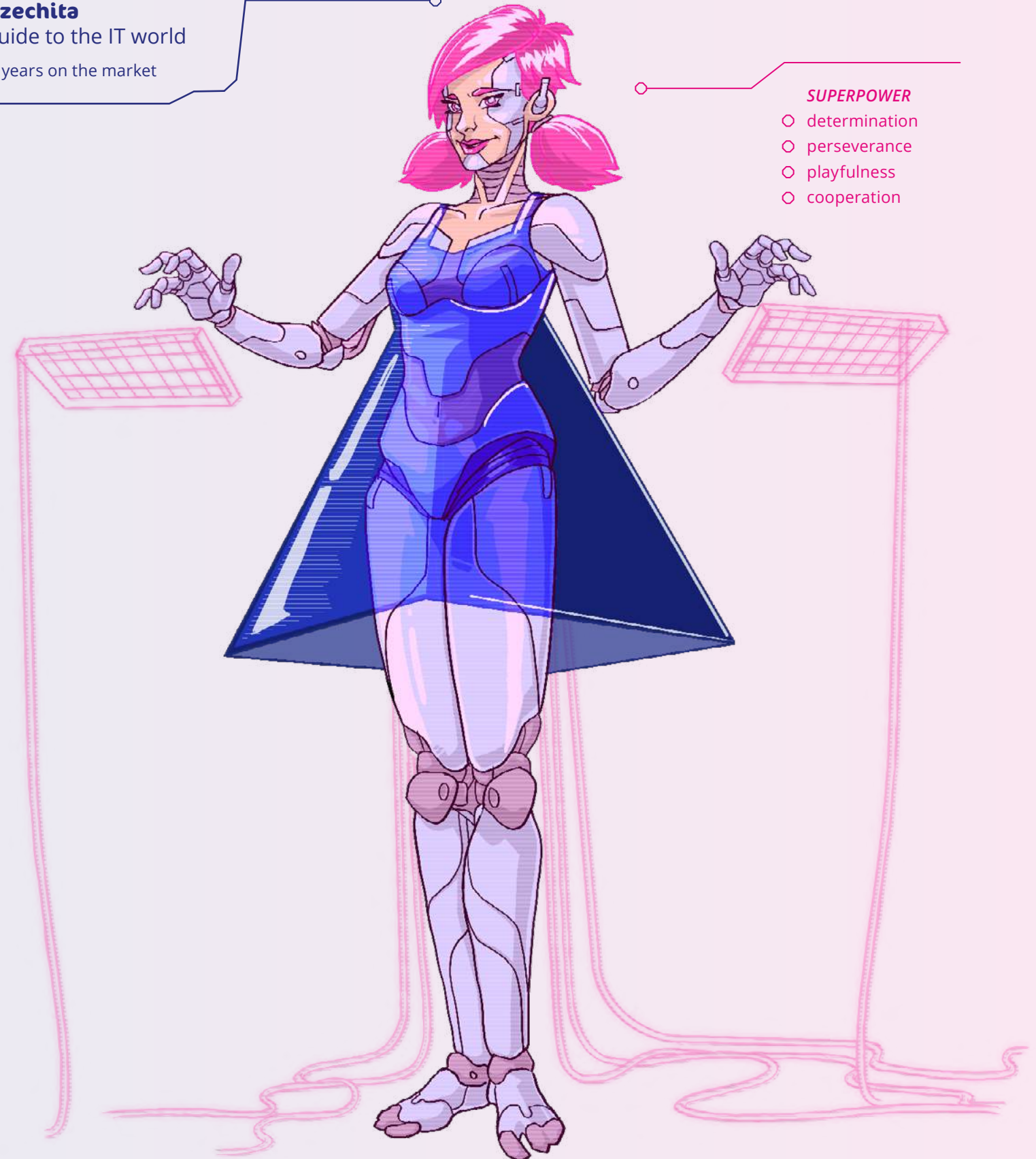
This game has had its rules for a long time—and Czechita knows them well. She faces obstacles, but she's ready for them.

The 2023 edition is faster and tougher than ever before, bringing new challenges. What will our heroine do? She could start over, take a deep breath, or try something new. Of course, she's going to try! She'll use all her skills, power-ups, and experience to jump to the next level.



Czechita
guide to the IT world
9 years on the market

- SUPERPOWER**
- determination
 - perseverance
 - playfulness
 - cooperation



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Czechita
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LEVEL 1

Challenges of an accelerated
WORLD



In 2023, it's clear that the rapid pace of technological change presents both opportunities and challenges. Despite these advances, the IT sector still faces a critical issue: a shortage of skilled professionals and a significant gender gap.

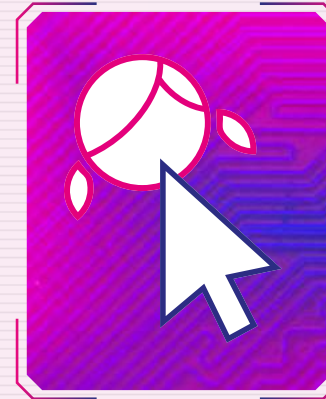
There are not enough qualified people in IT

According to Eurostat, the Czech Republic struggles the most with finding IT talent. There is a shortage of around 30,000 ICT specialists, and 80% of Czech companies face difficulties in hiring qualified employees.^I

Generative Artificial Intelligence (GAI) is reshaping the labor market.

It's no longer enough to write code quickly—automation and GAI are transforming job roles. Women are particularly affected, as they are at higher risk from automation and job loss fears.^{II}

I Johnston, R. (2020). Czech firms have the second-hardest time in the EU filling ICT positions
 II Generative AI and jobs: A global analysis of potential effects on job quantity and quality



CZECHITA:

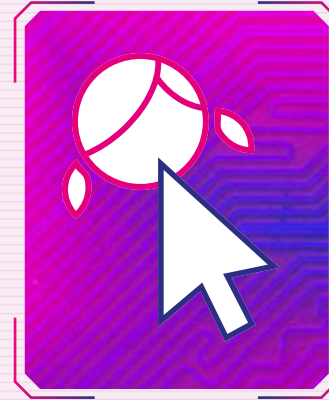
C: Despite progress, the Czech Republic still ranks among the lowest in the EU for gender equality. In 2023, we are the third worst in terms of equal opportunities.^{III}

There continues to be an alarming shortage of women in the industry

The ICT sector remains heavily male-dominated, with women making up only 11% of the workforce.^{III} Research shows that around 300,000 women are underutilized, often due to barriers like high childcare costs or lack of qualifications.^{IV} Despite being the majority of college graduates in the Czech Republic, women represent just 44% of the workforce.^V

Closing the gender gap could significantly boost the Czech economy—by up to EUR 20 billion annually by 2030, representing a 7.8% increase.^{VI} Increasing women's representation in high-productivity sectors like ICT and enhancing their digital skills can make them more competitive and fill crucial gaps in the labor market.

III Gender Equality Index 2023 (2023)
 III Eurostat (online data code: ISOC_SKS_ITSPS 2022)
 IV LMC Data for Breakfast (2021).
 V McKinsey (2021). Central Europe's Great Gender Opportunity
 VI McKinsey (2021). Central Europe's Great Gender Opportunity



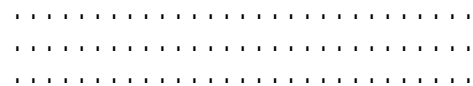
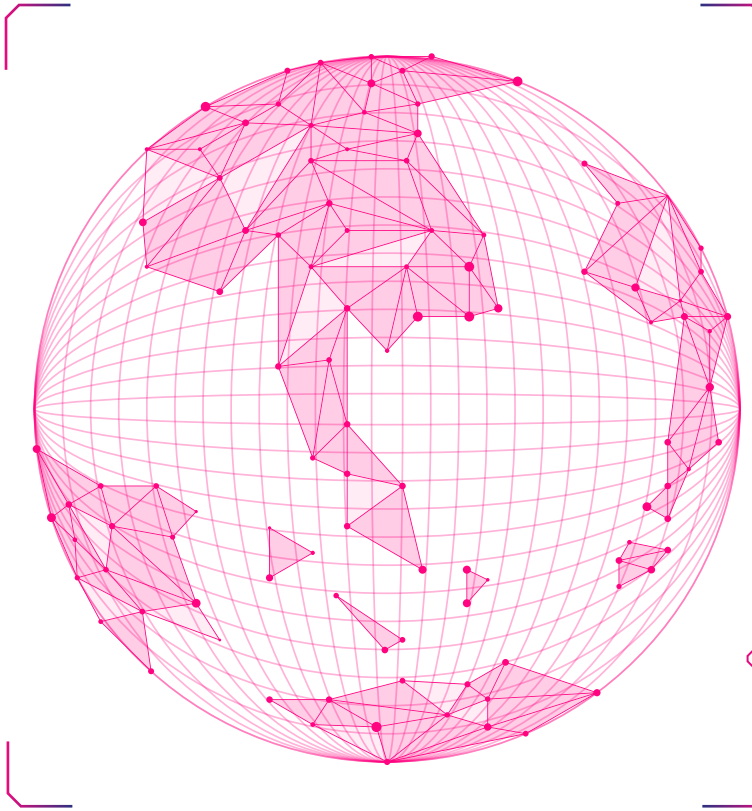
CZECHITA:

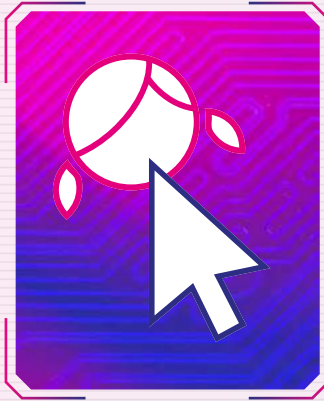
C: We bring together everyone working to open the world of IT to women! |

Our mission is to inspire, educate, and introduce new talent into IT, driving diversity and competitiveness.

By 2025, our vision is to become the leading platform for lifelong learning in IT and digital skills, empowering women to advance into future-focused careers. In doing so, we help foster diversity and innovation across the Czech Republic

Having achieved this vision in 2023 and 2024, we will begin shaping a new vision that aligns with the rapid pace of change in the digital world.





CZECHITA:

C: And who's going to help me navigate this super-fast world? |

 **ADMIN:**

A: Lucie, of course. And because two super heads are better than one, Senta will join the team in September. Both can count on the strong Czechitas team. |

A WORD FROM THE DIRECTORS

Lucie Mairychová
COO

LUCIE

The year 2023 was a great challenge for me as the new Chief Operating Officer of Czechitas. It quickly turned into a true adventure. Just like in a computer game, each level brought unexpected tasks, and we faced unforeseen obstacles due to the tough economic climate. In response, we restructured our team and adopted the OKR (Objectives and Key Results) method, which helped us better navigate our priorities.

During these tough times, we had to part ways with some projects and colleagues. But we also welcomed strong, experienced leaders who brought fresh innovation. As a result, we've moved forward, helping hundreds more women enter the IT world.

Technological trends, especially in AI, gave us new tools to sail faster through the turbulent waters of the labor market. Thanks to the dedication and heart of our team, we navigated the storms of this year and gained speed for 2024.

In this "game," I took on the role of connector—bringing together ideas, people, and strategies to open the IT world to as many women as possible, while also keeping Czechitas a great place to work. I'm excited for the next levels, with new stories and adventures ahead. The heart and perseverance of our community drive us forward, and for that, I am deeply grateful.

CONDITION
Strong



SUPERPOWER
networking champion
heroine of functional processes



Senta Čermáková
CEO

SENTA

CONDITION
Excellent

SUPERPOWER

- communication champion
- innovator

I took on the leadership of Czechitas during a pivotal time, as the Czech Republic, Europe, and the world grappled with significant challenges and the rise of generative artificial intelligence. My background in international IT has made this role especially meaningful.

Czechitas was founded to empower women to shape their careers. Our programs teach coding, web design, data analysis, cybersecurity, and the transformative impact of AI on the workforce.

As an IT enthusiast, I am dedicated to encouraging women in the Czech Republic to pursue exciting and rewarding careers. Beyond acquiring digital skills, being part of a supportive community helps turn dreams into reality. Flexibility, freedom, and good salaries are achievable goals.

Nine years of operation validate our mission. I deeply appreciate the trust and support from our team, students, teaching staff, partners, and all supporters who are with us on this journey.



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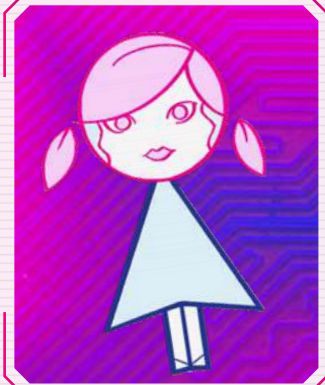


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LEVEL_2

A MAP
you won't get lost with



CZECHITA:

C: Let's clear the path and make the IT world easy to navigate. |

(Un)Safe network

SQL 1

Agile development: Scrum

Introduction to SEO

Introduction to programming 2: Python

Introduction to UX

UX

Introduction to data analysis

Excel 1

Canva

Microsoft Azure Fundamentals

Introduction to HTML and CSS

Introduction to programming 1: C#

Introduction to testing

Figma

Power BI 1

React 1

IT analysis

SQL 1

Python for data 1

+ + + +



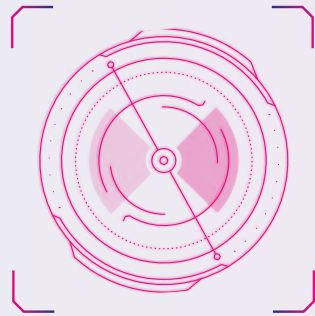
MAP
CAREER
PATHS



NAME
PAVEL FRANCO

POSITION
Head of Product

//
If you want to get the most out of your journey, you need to choose the right tools for the task. Just like picking crampons for climbing Mount Everest instead of a snorkel, our new course structure helps you focus on what you need for your IT career. We've removed the extra baggage so you can concentrate on the essentials.



We've designed clear career paths from our wide range of courses so every woman can see exactly what she needs to study and in what order to prepare for her future IT career. These updates will shape our modern course offerings for 2024.

CAREER PATHS



CZECHITA:



C: Let's get this career going... |

Web and application development

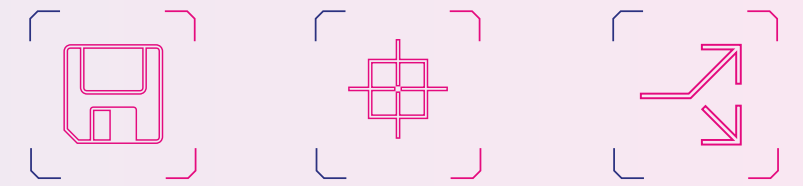
- Backend Developer
- Frontend Developer
- HTML/CSS coder
- Tester
- UX Designer

Data analysis and AI

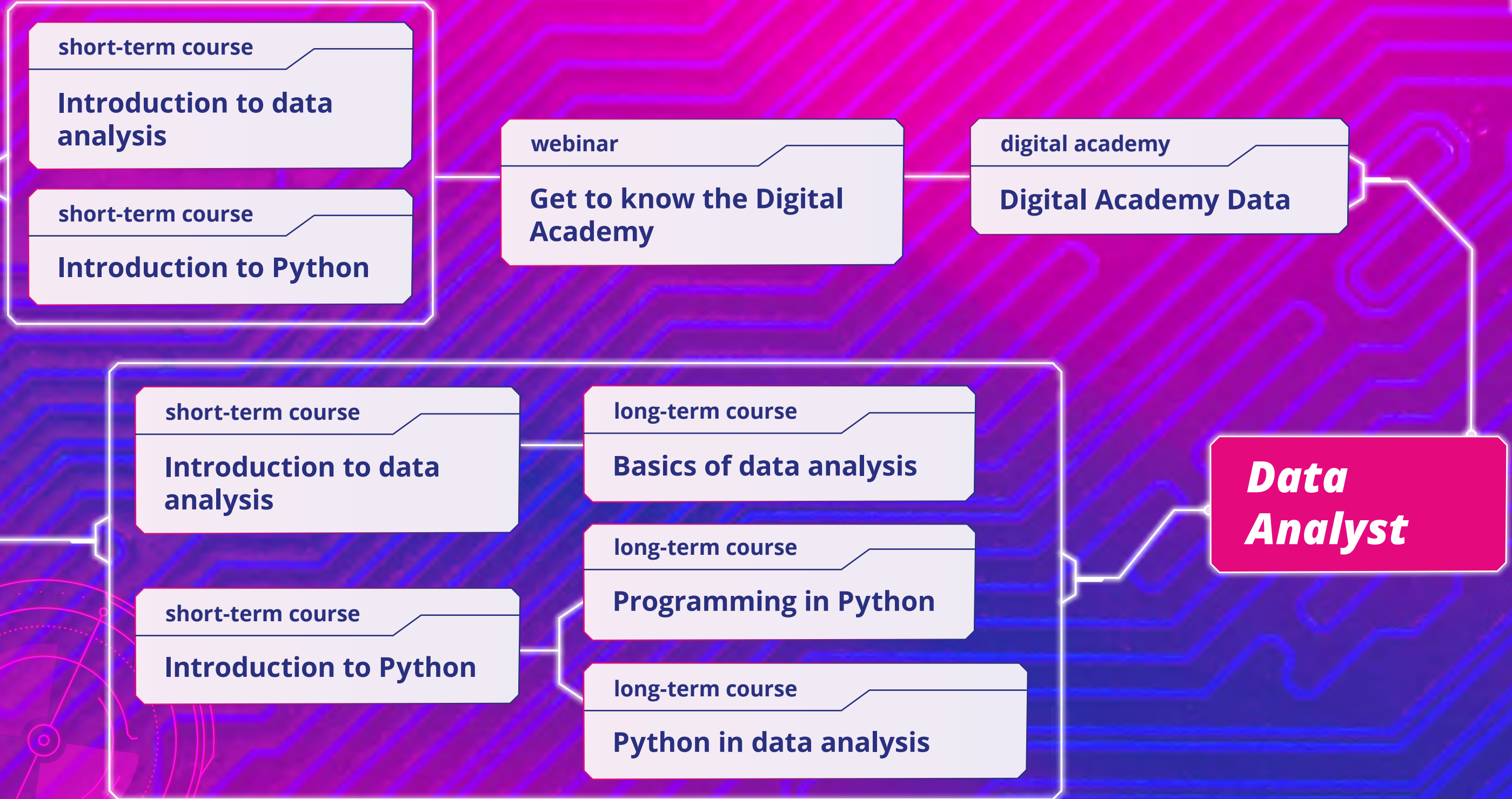
- Data Engineer
- Data Analyst

Cyber security

- Cybersecurity Analyst



EXAMPLE
CAREER
PATHS



ARTIFICIAL INTELLIGENCE



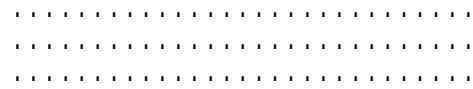
NAME
SENTA

POSITION CEO	SINCE 2023
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“
We’ve integrated AI principles into every course. Looking ahead, we plan to introduce more career paths focused on AI. In 2024, we will start training women to become AI Transformation Managers.

✕

CYBER SECURITY



In 2023, cybersecurity became a key focus for us. We enhanced our efforts in this area through our pilot Cybersecurity Digital Academy, where 25 women are training to become Cybersecurity Analysts.



CZECHITA:

C: It's cool, it's ethical, and most importantly, it's meaningful and impactful for society! |

ADMIN:

A: Studies suggest that by 2030, the demand for cybersecurity experts will grow by nearly a third. |



CYBER SECURITY



MARTA



NAME
MARTA

POSITION
student

FIELD
cybersecurity

//
I currently work as a Frontend Developer and enjoy viewing software development from a broader perspective, from form inputs to penetration test results. My new knowledge in cybersecurity is already helping me gain unique insights and ask the right questions.



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Czechita
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LEVEL 3

Girls in IT

OPENING IT
DOORS

What makes this game special? It is open, fancy and full of adrenaline. And most importantly: it is easier than it looks to jump to the next level of your education and career. That is why Czechitas wants to show everyone that the IT world is not an impregnable fortress for women.

Our great community is doing everything it can to bring IT women into the public sphere. And we are succeeding.

10

FESTIVALS AND
FAIRS

19

CONFERENCES

29

LECTURES AND
PANEL DISCUSSIONS

12

INTERVIEWS OR
PODCASTS

475

MENTIONS IN THE MEDIA

MEDIA

TOP media appearances in 2023

Forbes

↗ **The girls from Czechitas are getting stronger. Senta Čermáková becomes Executive Director**

LUPA^{CZ}

↗ **Senta Čermáková (Czechitas): With generative AI, we are bringing more smart women into the digital world**

iDNES.cz

↗ **After maternity leave, we feel useless. But this is nonsense, says the Innovation Manager**

iDNES.cz

↗ **The long-term trend is that Czech women do not want to work in IT. Artificial intelligence can change that.**

ČT24

↗ **ČT24: Assessment: Women offside**

PROŽENY

↗ **Dita Formánková on women in IT: Girls score better than boys in mathematics, we just lack confidence**



EVENTS



CZECHITA:

C: We are a love brand! |

We have participated in almost forty great events. If we add up their attendance, we could have been seen by up to

126 000 PEOPLE.

Maker Faire

Barcamp Ostrava

Science Fair

Colours of Ostrava:

The light, music, technology, enthusiasm and playfulness that filled our festival tent show that IT clearly belongs at festivals. We joined forces with the wonderful startup Spectoda, which allowed everyone to program their own light show on a touch screen! And then take a picture with it, show it off on social media and let the world know that IT is sexy.

+ + + +





BARBIE
POP UP
CORNER

It is not only the iconic pink that connects us with Mattel's Barbie brand, but above all the desire to break social stereotypes. We had a shiny photo booth in the shape of a Barbie doll box at the Brno Science Festival, Job Fair, Science Fair and the Brno Reunion and it generated extraordinary interest everywhere.



BARBIE:

A: Take a break from stereotypes and be the Barbie you want to be!

CZECHITA:



C: You can be an IT girl if you like.

GALLERY OF STORIES

To inspire as many people as possible to explore new career opportunities or even transform their lives, we created the traveling exhibition **Gallery of Stories**.

In partnership with shopping centers and libraries, we showcased it in Olomouc, Ostrava, Zlín, and Brno. From January to September, a total of 969,417 people visited the gallery.

LEVEL_3 GIRLS IN IT



STORIES OF 2023

In 2023, we know of **389** women who have changed careers because of us. That's the most in one year since Czechitas was founded!

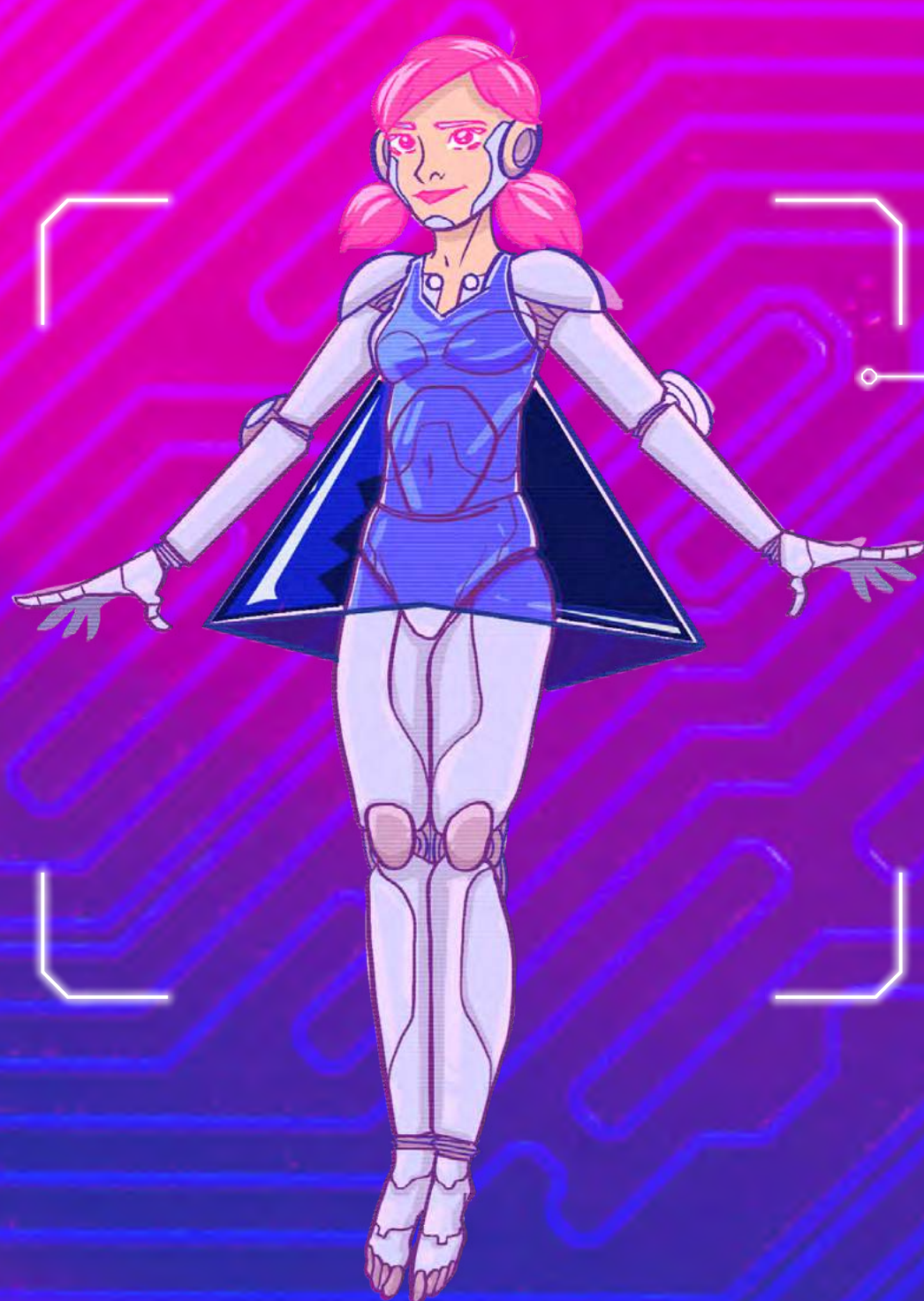
NAME ANNA	AGE 43
BEFORE producer in a theater	
NOW Marketing Campaign Data Specialist at Česká spořitelna	
// I went into IT to have more time to spend with my three children.	

NAME SLÁVKA	AGE 38
BEFORE Mortgage Advisor	
NOW Developer at Bosch	
// My husband and I laughed at the information that I could do this for a living one day, as there are only boys in IT. But I found out as early as the first courses that I really enjoyed it. I could have gone back to my original job, but I didn't want to be there until six in the evening because I had children. In IT, you can make life with kids a lot more manageable.	

NAME ELENA	AGE 36
BEFORE war refugee	
NOW JIP Wholesale Data Analyst	
// Studying in a foreign language was very difficult, but the teachers and other (Czech) students were always happy to help. It also took a lot of time. But despite how intense and challenging it was, I was very glad that I managed to complete it, and I truly appreciate the opportunity. In addition, during my studies, I made new friends, which I had lacked before, and significantly improved my level of Czech.	

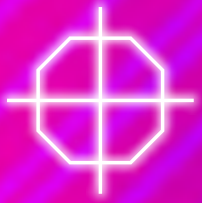
NAME ANDREA	AGE 52
BEFORE Financial Controlling Manager	
NOW IT Analyst at ČSOB	
// The change has been wonderfully liberating for me. The choice is always yours to make. Do you just sit and grumble or do you change it and finally do the things you enjoy in life?	

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Czechita

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LEVEL 4

Care that powers progress

OUR CARE



CZECHITA:

C: At Czechitas, we know how important it is to care for others. That's why care is an integral part of our courses. |

ADMIN:

A: In addition to teachers, we involve coaches who assist students with their practice. They are available to support students and answer their questions. |



CZECHITA:

C: This way, we create a safe environment where no one is afraid to ask for help. |

**We have the following motto:
"No question is stupid."**



COMMUNITY

Who makes up the Czechitas community:

DONORS

WIDER TEAM

ALUMNI

300000 [Human Figure]

PARTICIPANTS

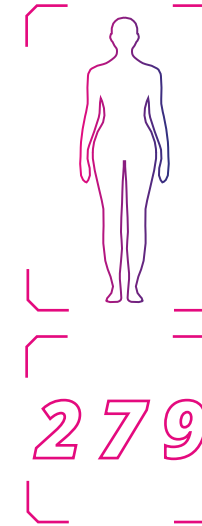
INTERNAL TEAM

PARTNER COMPANIES

OUR TEAM

The tools and goals change with each level, but without the support of the team it would be absolutely impossible. They are the superpower that allows Czechitas to keep up the good work.

1 team



Who makes up the wider team:

- # 170 teachers
- # 381 coaches
- # 78 workshop leaders
- # 8 photographers

279 new members joined the wider team in 2023

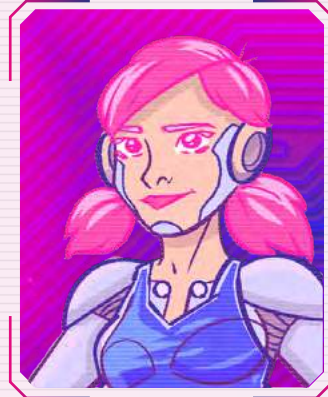
73 internal team members

+ 535 wider team members



FEEDBACK FROM STUDENTS

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CZECHITA:

C: How do our students rate the wider team? |

97%

level of student satisfaction with the teachers

+ + + +

//

Thank you so much for what you do, for the opportunity to go in a whole new direction and hopefully land a dream job in the future :)

//

I often use the Czechitas materials; they have helped me many times. It's an amazing community of people who just get that talent out of us. You guys are awesome!

//

Thanks so much for what you do, and thanks for making the courses available online. And thank you also for the quality, the helpfulness and the human touch; it's not taken for granted and I appreciate it all the more!

//

I have already attended some of the Czechitas courses, but this one totally exceeded my expectations and confirmed that I would like to continue in this direction.

TRADE FAIR
JOB FAIR



To ensure our graduates find jobs in the field, we created a smart Job Fair. It connects women who have taken our courses with companies actively seeking qualified talents for junior-level positions.

At Czechitas, we're making significant strides in helping women enter IT. From our inception in 2014 through the end of 2023,

1424 WOMEN
have secured jobs thanks to our support.

This 'super number' only represents the success stories told to us directly. The actual number of women who have benefited is likely even higher.



JOB FAIR CZECHITAS

4. 11. 2023

Přednáškový sál

1. patro

13:30 - 13:45	Zahájení	14:00 - 20:00	Stánky firem
13:45 - 14:00	Keynote - Bára Búhnová		
14:00 - 15:30	Mash up partnerských firem		
16:00 - 16:30	Přednáška - Radka Hlaváčová - SAP - "S věci, které bych poradila svému mladšímu já"		
17:00 - 17:45	Panelová diskuze s absolventkami Czechitas		
18:15 - 19:00	Přednáška - Whistleblowing - Klára Hrdličková, Lucie Baljová - Gali legal		
19:00 - 19:10	Ukončení Job Fair Czechitas		
19:10 ...	Neformální networking		

czechitas

INSPIRING PARTNERSHIPS

Our partners at Generali demonstrate one notable example of how we collaborate to successfully help women break into the IT world.

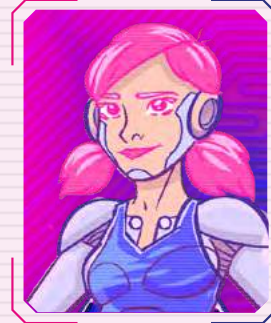
A meeting was organized with female employees, all of whom had completed courses with Czechitas. Some of these women had previously worked at Generali, while others were motivated to enhance their education and knowledge to apply for newly created IT positions.

Among the stories and experiences shared were those of a young woman with health issues from the food service industry, an accountant returning from maternity leave, and a mother of three children, one of whom has severe disabilities. Despite their initial fears that their careers were over, they transitioned into IT and are now thriving.

The success of these women is closely tied to the support of employers committed to facilitating women's re-entry into the workforce, as well as retaining and growing their talent.



THANKS TO PARTNERS



CZECHITA:

C: Thanks to you, we can offer our courses at a third of the market price. This makes our programs more accessible and affordable for women who truly want and need them. ♡





CZECHITA:

C: Our role extends beyond creating smart courses and placing women in the labor market. When we talk about the untapped potential of women, we truly mean it. |

ADMIN:

A: Systemic changes is required to help women balance their personal and professional lives. That's why we participate in discussions about the benefits of diversity and varied teams, both within companies and institutions and across society as a whole. |

FAIR ENVIRONMENT

We want our graduates—and all women—to enjoy fair and inclusive environments with their employers in which to grow and thrive in their jobs.

Therefore, we also offer workshops and lectures on diversity and inclusion for companies, including:

- **Unconscious Bias**
- **Diversity in Recruitment**
- **Inclusive Leadership**



CZECHITA:

C: Diversity and inclusion will win this game because they ensure that everyone wins. |





CZECHITA:

C: Our commitment to networking and sharing inspiration is simply world-class. |

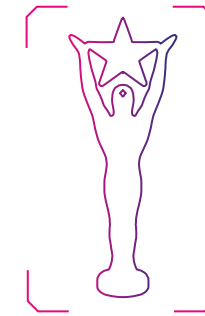
As part of the Czech government delegation, we participated in the UN Commission on the Status of Women, a global forum held in New York. The gathering focused on how innovation, technological change, and digital education can advance gender equality and support women and girls. This event provided us the opportunity to represent the nonprofit sector, highlight our commitment to equal opportunities and career growth, and demonstrate our alignment with the Digital Czech Republic strategy.

Monika Ptáčnicková

CO-FOUNDER
AND MEMBER OF THE GOVERNING BOARD



We have received several **AWARDS** for our social commitment and care for a better world.



Equals in Tech

Czechitas is the first organization in the Czech Republic to receive the Equals in Tech award.

EQUALS
IN TECH AWARDS

ORGANIZATION
International Telecommunication Union

AWARD
The EQUALS Global Partnership for Gender Equality in the Digital Age

WINNER

 **Association of social responsibility**

ORGANIZATION
Social Responsibility Association

AWARD
SDG awards

FINALIST

NROCS

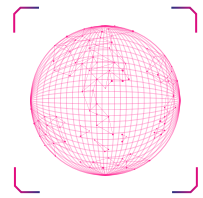
Nadace rozvoje občanské společnosti

ORGANIZATION
Civil Society Development Foundation

AWARD
Non-Profit of the Year

3RD PLACE

RESPONSIBLE ORGANIZATION



At Czechitas, we know our mission goes beyond just caring for our students and graduates. We strive to integrate our activities with our broader social and environmental values, ensuring that we contribute positively to the world around us.



CZECHITA:

C: Our values are Meaningfulness, Sustainability, Playfulness, Learning and Cooperation. |



Social area

We support IT education

We help women improve their qualifications, enabling them to excel both in the labor market and in their personal lives. This directly contributes to achieving the Sustainable Development Goals of Quality Education (SDG 4) and Gender Equality (SDG 5).

We support equal opportunities

For us, equal opportunities and diversity in IT are the foundation of everything we do. Within our team, we apply the principles of equal opportunities for women and men by ensuring that everyone experiences equal treatment and has access to career development.

We are an attractive employer

At Czechitas, we value every person on our team and strive to create the best possible conditions for their well-being. Based on feedback, our team values flexibility, the meaningfulness of the work, and the shared values within our corporate culture.

We also provide free access to educational courses and specialized content in various fields, ensuring that our team can continuously improve. Every member of our team has the opportunity to dedicate one half-day per month during working hours to further training and education.

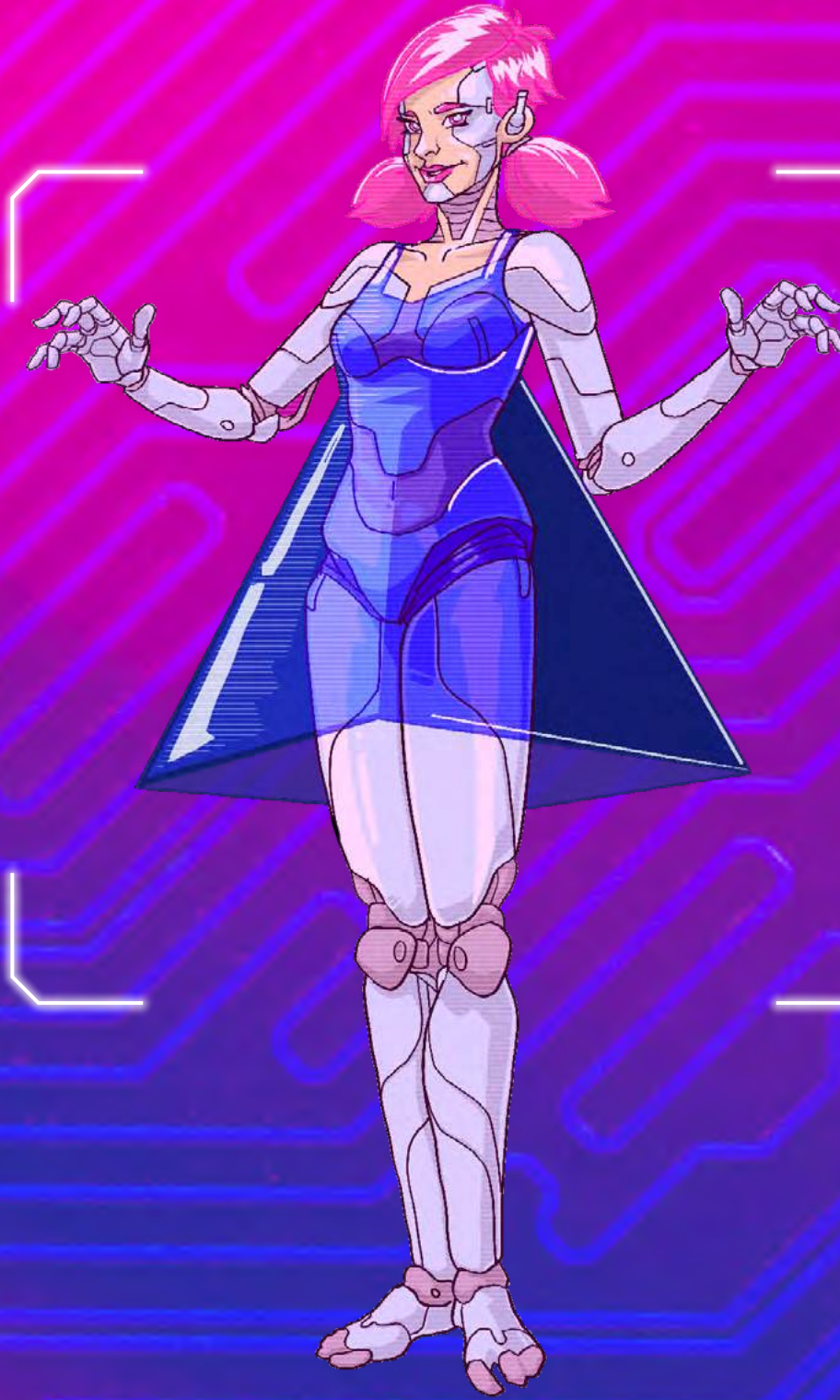
Environmental area

We minimize our environmental impact

We are committed to reducing our environmental footprint and ensuring sustainable operations.

We reduce and recycle waste, use returnable packaging, and minimize pollution and energy consumption. To further reduce our environmental impact, we limit printing by using electronic contracts and digital backups wherever possible. These efforts help us manage resources efficiently and reduce unnecessary consumption.

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Czechita





LEVEL 5

Mission completed



CZECHITAS
FOR UKRAINE



We successfully completed the Czechitas for Ukraine project, which aimed to provide IT education to women who had fled the war. A key part of the project was the Digital UAcademy, a long-term education program where women could study testing, data analysis, or web development. In the spring of 2023, 109 women applied to our Digital Academies, and we accepted 25 of them. The program was a success, with 21 women earning certificates and gaining the opportunity to start new careers in IT.

In the autumn session, interest grew, with 159 applications, of which 24 women were accepted. Of those, 17 women earned certificates. Thanks to the Work in Tech Ukraine program, we also distributed Coursera licenses for IT Support and Digital Marketing courses in Ukrainian. A total of 1,391 licenses were issued, and 141 participants earned certificates. To support the women as they navigated difficult life circumstances, we organized community meetings, webinars, and other activities with experts on the topics of IT support and digital marketing.



NAME IRINA		AGE 42
BEFORE war refugee	NOW Data Management Analyst at ČSOB	
//		
<p>In Ukraine I worked as the editor-in-chief of a newspaper, but I couldn't do that in the Czech Republic without knowing the language. When I was looking for a job after successfully completing the Academy, I was pleased to find that there were virtually no junior positions for which my knowledge was not sufficient.</p>		

COOPERATION

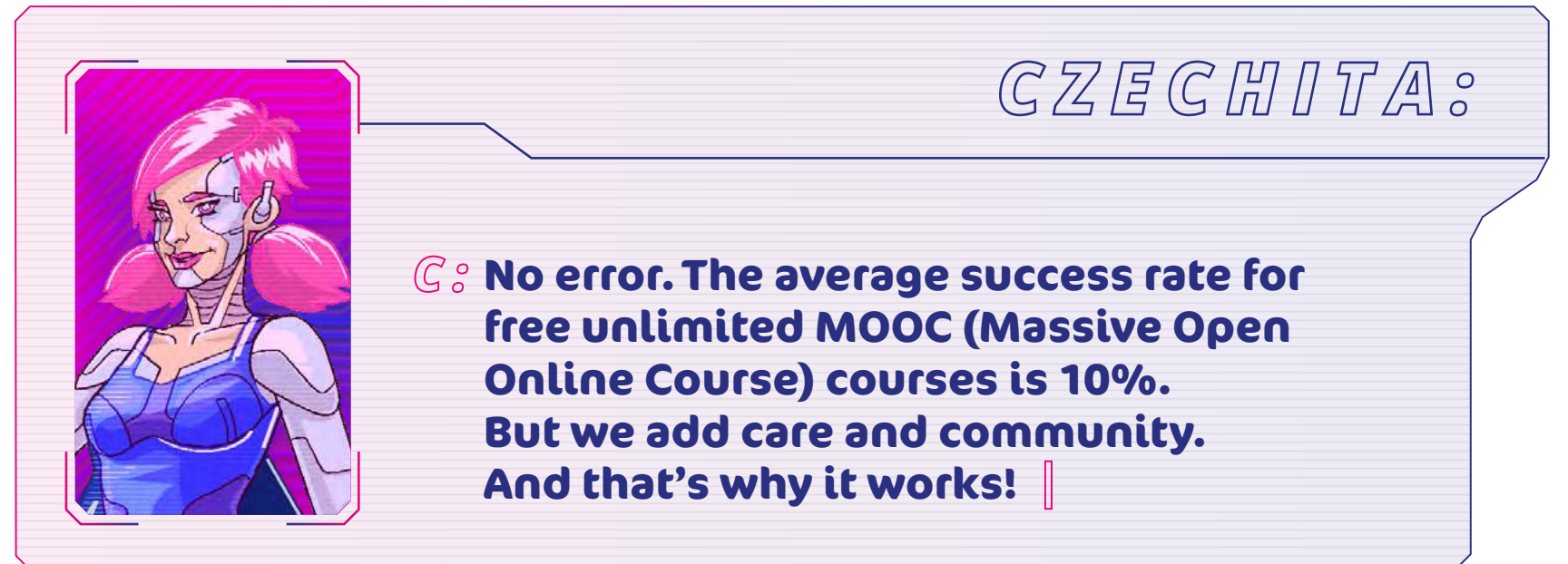
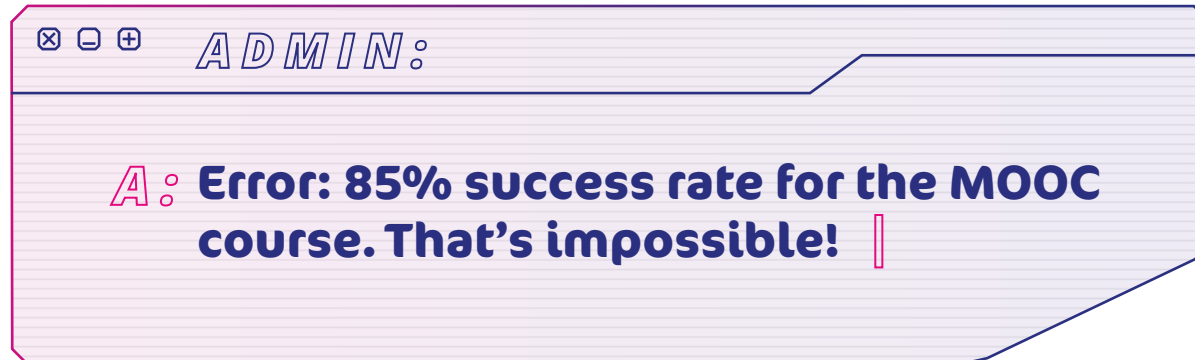
IBM SkillsBuild

In partnership with IBM, we launched free courses aimed at expanding digital technology skills. Their aim was to develop practical IT knowledge and improve soft skills, because we know that employers really value these. The IBM SkillsBuild platform helped the students gain the necessary experience and find a suitable career path. In addition, they received a digital certificate after completing selected courses.

In the first wave (July 2022 – June 2023), we had 2,104 registrations and 292 active students. For the second wave (July 2023 – June 2024), we're continuing to motivate students to register through engaging activities like workshops on Generative AI and a special podcast. So far, 887 students have registered, with 264 actively participating.

Google Cybersecurity Certificate

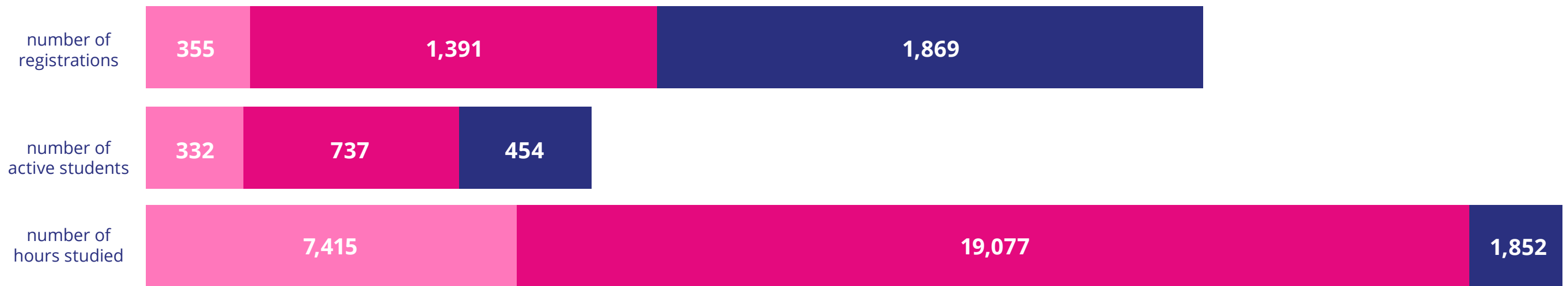
We distributed licenses for online cybersecurity training through the Google Cybersecurity Certificate. Students received substantial support throughout the six-month course, including access to our coaches, free consultation hours, and a peer learner community built in the way we know best at Czechitas. We helped them establish an appropriate pace and set key milestones. A small, refundable deposit further motivated students to complete the course, contributing to an above-average graduation rate. Though this initiative is currently scheduled to conclude in 2024, we believe it will continue to be successful.



COOPERATION

Training on other platforms

We partner with various organizations to offer digital skills training to thousands of additional learners. By joining forces with these platforms, we broaden our reach and provide valuable education to a wider audience.



GOOGLE CYBERSECURITY PROFESSIONAL CERTIFICATE



WORK IN TECH UKRAINE





In 2023, our primary strategic goal was to engage **45 000** people with technology and enhance their IT skills. We achieved this goal and accomplished much more.

We organized three Job Fairs and conducted 10 Digital Academies, graduating 302 students.

We also concluded our successful projects for children with the year 2023, launching two day camps, two summer schools, and two courses.

Additionally, we awarded the Czechitas Prize for outstanding bachelor's and master's theses in IT.



48 150 837

reaching out through
media and events

47 671

people newly
passionate about IT

827

employees trained

24 531

hours taught

11 639

participants

540

qualifications for
junior IT positions

3 89+

new careers in IT



YEAR-ON-YEAR COMPARISON



Achieved goals	2023	2022*	2021	2020	2019	2018
Number of our training courses	251	242	418	286	238	146
Number of graduates of full-time and online training courses (min. 4 h)	8,280	8,082	12,396	8,011	5,821	4,344
Number of women employed in IT thanks to our direct connection	389	302	338	81	96	113

*Comment on the decline between 2021 and 2022:

In 2022, we refined the impact metrics and moved some activities that had been included in the Education pillar until 2021 to the Popularization pillar, so they are not shown in this table.

PLANS FOR 2024

In 2024, Czechitas embarks on another exciting adventure! Our new career path, AI Transformation Manager, will bring women into the IT world who are eager to harness artificial intelligence for business efficiency.

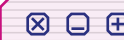
Another major step will be the launch of our **blended learning** offerings. This next stage combines the strengths of asynchronous and synchronous learning. Currently, our courses offer asynchronous learning, allowing students to study at their own pace with various materials and assignments. Synchronous learning, in contrast, involves real-time classes with instructors, either online or in-person. The new blended learning format will integrate both methods: students will participate in live classes and complete other parts of the course through video lectures, reading materials, and assignments at their own pace. This flexible approach will enhance our ability to meet the diverse needs of our learners.

We're also launching **the Maternity Plus program** to support women on maternity and parental leave. This initiative aims to boost their confidence and keep them connected to their careers. With focused support from employers, these women are more likely to return to their roles, ensuring the IT industry retains valuable talent.



CZECHITA:

C: Our students are often taking care of their children and family. That is why they need to choose when to study. |



ADMIN:

A: But we still want to meet! It is important for building a community and for mutual support among the students. |



PLANS FOR 2024

ADMIN:

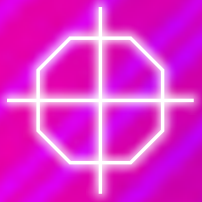
A: We will harness the energy and momentum gained from completing all the levels of the 2023 edition to craft a long-term strategy and a new vision. Czechitas will celebrate its 10th anniversary in 2024, providing a perfect opportunity to reflect and plan for the future. To ensure our vision stays forward-looking, we will seek advice from top experts in companies, non-profit organizations, government, and education at both high school and university levels. |



CZECHITA:

C: This is gonna be a blast!
#staytuned |





GAME INVENTORY

*To keep everything
running like clockwork*



ORGANIZATIONAL STRUCTURE

Dita Formánková

Founder

The Founder is behind the establishment of the Institute and decides on changes to the founding legal acts. They elect and dismiss the Auditor. By their decision, the Institute may be dissolved.

Barbora Bůhnová Miloslav Formánek Monika Ptáčníková

Governing Board

It consists of three members who actively oversee the running of the organization and help its development through their expert advice and presentations at public events. At the same time, they guarantee the fulfillment of Czechitas' mission and vision, including adherence to its core values. It is the supreme body of the Institute, appointed and removed by the Founder. The Governing Board also decides, in particular, on the election and dismissal of the position of Director (since August 2023 Non-Executive Director), the distribution of profits, strategic objectives, the launch of the Institute's non-core activities and any change of the Institute's headquarters.

Petr Vitek

Auditor

Directors:

Lucie Mairychová

Chief Operations Officer

The COO manages the operations and functioning of the organization with an emphasis on the product, operational and personnel parts of the strategy. Together with the CEO, they set the strategy of the organization, and beyond that, it is the COO's job to ensure that the strategies are implemented. They are responsible for the day-to-day operations and efficiency of the organization, including risk management and process optimization. The COO also leads a team of managers.

Senta Čermáková

Chief Executive Officer (since 1 September 2023)

The CEO represents the organization externally, builds relationships with key stakeholders and is responsible for the business, marketing and fundraising parts of the strategy. Together with the COO, they set the strategy of the organization. The CEO is also involved in external risk management, leading a team of managers and strengthening the brand in the Czechitas community and beyond.

As of 1 September 2023, the CEO and COO work in tandem and manage the organization together.

Dita Formánková

Interim CEO (from 1 January 2023 to 1 July 2023)

The Interim CEO has a vital role in managing the organization through a period of transition. Their responsibilities include leading the project of transition of the Director's responsibilities, representing the organization and its brand outwards, approving the organization's long-term strategy and objectives, and nurturing relationships with key stakeholders. They are also responsible for evaluating the performance and effectiveness of the organization, prioritizing projects of each specialization according to the long-term strategy, and guiding the COO.

Non-Executive Director (since 1 October 2023)

The Non-Executive Director focuses primarily on the strategic aspects and development of the organization. Their responsibilities include approving strategies and tactical plans, building relationships with key stakeholders and seeking fundraising opportunities. They speak publicly on behalf of the organization, participate in building a positive brand for the organization and act in the capacity of Executive Director.

ORGANIZATIONAL
STRUCTURE

Heads:

Věra Janičinová

Head of Partnerships & Career Development

Žaneta Kubová Andělová

Head of Delivery & Projects (since 1 April 2023)

Pavel Franc

Head of Product (since 1 May 2023)

Olga Maximová

Head of Development

Jana Majorská

Head of People & Culture

Kateřina Králíková

Head of Finance

Kristina Sedeke

Head of Marketing (until 31 October 2023)

Central Departments

Central Departments ensure the running of the organization and the delivery of quality services and operate in the following areas:

- Delivery & Projects
- Data & Impact
- Development
- Finance
- People & Culture
- IT & Infrastructure
- Marketing
- Partnerships & Career Development
- Product

Wider team

It consists of a community of teachers, coaches, photographers and workshop leaders organizing events on-site or online, and specialists expanding the expert knowledge for the running of the organization.

+ + +

We cooperate with organizations

General partners

IBM
 INCO
 Československá obchodní banka, a.s.
 ŠKODA AUTO
 Google.org
 GEN DIGITAL
 MoLSA
 Velux (until 3/2023)
 Microsoft Philanthropies (until 8/2023)

Strategic partners

Pure Good Foundation
 Accenture
 Barclays
 Cisco
 Continental Barum
 SAP
 Thermo Fisher Scientific
 Oracle Netsuite
 Statutory City of Brno
 IKEA
 Unicef
 Capital City of Prague
 South Moravian Region
 AT&T Believes Foundation (until 5/2023)

Regional partners

Commerzbank
 KBC Group
 Mews
 Nestlé
 ICZ a.s.
 ZF Engineering
 Siemens
 Radio Free Europe/Radio Liberty
 Sodexo Pass Česká republika a.s.
 Merkle
 Moravia IT s.r.o. (RWS)
 Notino
 FNZ
 Anthology
 Vendavo
 Quadient
 Generali Česká pojišťovna
 Letiště Praha, a.s.
 Zentiva Group
 Komerční banka a.s.
 AT&T Believes Foundation (since 6/2023)
 FE Fundinfo
 Keboola

Other cooperating companies and organizations in 2023

Gasnet
 Kentico
 Novanta
 Redhat
 Axians
 CGI IT Czech Republic s.r.o.
 Billigence
 Apify
 VCCP/BERNADETTE
 OKsystem
 Intecs
 IRESOFT
 Paylocity
 MSD
 Honeywell
 EmbedIT
 2N Telekomunikace
 Showmax
 Aricoma
 Raiffeisenbank
 Thales
 KPMG
 BIS
 SmartEmailing (SmartSelling a.s.)

JetBrains
 Rainfellows
 Copy General
 Česká asociace umělé inteligence z.ú.
 ABSL
 Canva
 House of Řezáč
 BOZP (CRDR s.r.o.)
 CRM
 DigiKoalice (NPI)
 Replug me
 NGO SOURCE
 and others

INTRODUCTION OF THE ORGANIZATION

Basic information

Name of organization
Registered office

Czechitas z.ú.
Václavské náměstí 837/11,
Prague 1 – Nové Město, 110 00

Establishment of the organization
Other branches of the organization
Legal form
Contact details
Articles of Association

22 August 2014
Brno, Ostrava
registered institute
czechitas.cz/kontakt
Articles of Association of the organization

Number of workers	2021	2022	2023
Number of employees	487	267	387
of which under employment contracts	46	60	50
of which on maternity/parental leave	8	8	10
of which under agreements to complete a job/agreements to perform work	433	199	327
Number of volunteers	143	130	165
Number of freelancers (consultants, teachers, coaches, workshop leaders and photographers)	717	813	637

As of 31 December 2023, we had 387 associates working under employment contracts, agreements to complete a job or agreements to perform work, both full-time and part-time, which represents a 45% increase compared to 2022.

In 2023, there was a managed reduction in the internal team of employees. Under the influence of external factors, which meant that obtaining financing could be more challenging, we focused on sustainability and eliminating the risk associated with a possible low cash flow reserve. Personnel costs are consistently the highest item in the organization's budget, and it was necessary to reduce them for the sake of stability. After a thorough review of the agendas in the teams, priority activities and optimization and automation of processes, we said goodbye to colleagues whose agendas could be reallocated or discontinued. As a result, we were able to reduce personnel costs by 25% (July vs. December 2023 comparison). The decision and the process were challenging for all team members, but the change has significantly strengthened our financial stability, allowing us to continue to focus on creating positive societal change.

Our internal staff has flexible working hours and can work from home at their own discretion. We allow and support part-time work for women on maternity leave or parents on parental leave, as well as for other employees who are engaged in studies, other activities or projects.



MANAGEMENT AND ADMINISTRATION

Management and executive bodies

The founder of the Institute is Dita Formánková. The supreme body of Czechitas z.ú. is the Governing Board, which meets at least once a year and elects an individual executive body – the Director of the Institute. The Governing Board met six times in 2023. The powers of the Governing Board include the approval of the Institute's budget and the approval of the ordinary and extraordinary Financial Statements and the Annual Report. The Governing Board shall take care to preserve the purpose for which the Institute was established and to ensure the proper management of its assets. The term of office of each member of the Governing Board is three years; the members of the Governing Board are appointed and removed by the founder of the Institute.

Members of the Governing Board as of 31 December 2023:

Formánková Dita (Chairwoman)

Bühnová Barbora

Ptáčníková Monika

Formánek Miloslav

The executive (governing) body is the Director of the Institute. They shall be elected to their office by the Governing Board. The Director has the following authority: acts on behalf of the Institute, decides on issues related to the functioning of the Institute, disposes of its assets, and approves strategies and tactical plans. They build relationships with key stakeholders and seek fundraising opportunities. They speak publicly on behalf of the organization and participate in building a positive brand for the organization. As of 2 August 2023, the position of Non-Executive Director corresponds to the role of Director within the internal organization management structure.

Director of the Institute as of 31 December 2023:

Formánková Dita

Supervision

The auditor is the supervisory and auditing body of the Institute.

Auditor of the Institute as of 31 December 2023:

Vítek Petr

Conflict of interest

In 2020, an internal guideline governing conflicts of interest between Czechitas employees and their employer came into force.

Internal control systems

The organization uses several internal control systems:

- the establishment of the office of the Institute's Auditor;
- Governing Board meetings at least once a year;
- approval of decisions by a majority of the votes cast;
- a quorum of the Governing Board;
- clear competences set out in the Deed of Foundation.

Ownership structure, membership and forms of close cooperation

Ownership structure

Pursuant to Act No. 253/2008 Coll. on selected measures against legitimization of proceeds of crime and financing of terrorism, the founder is the beneficial owner of the Institute. The founder of the Institute is also duly registered as the beneficial owner in the Register of Beneficial Owners.

Affiliated persons and forms of close cooperation

No affiliated persons or forms of close cooperation.

Bookkeeping

The organization keeps accounting in accordance with Act No. 593/1991 Coll. on accounting, as amended, Implementing Decree No. 504/2002 Coll., as amended, and the Czech accounting standards for accounting entities whose main activity is not business. The fiscal year is the calendar year.

Czechitas managed its accounting and tax obligations through 22HLAV s.r.o., using the ABRA Flexibee accounting software. Accounting documents are archived in electronic form on a separate server of the accounting company and in written form at the office of the organization at Václavské náměstí 837/11, 110 00, Prague 1.

Balance Sheet of Czechitas z.ú. as at 31 December 2023 (in CZK '000)

Assets		Balance as of the first day of the fiscal year	Balance as of the last day of the fiscal year
A.	Total fixed assets	69	52
I.	Total intangible fixed assets	0	0
II.	Total tangible fixed assets	85	85
III.	Total long-term investments	1	1
IV.	Total fixed asset allowances	-17	-34
B.	Total current assets	18,598	9,522
I.	Total stocks	81	76
II.	Total receivables	3,484	5,378
III.	Total short-term investments	12,776	2,428
IV.	Total other assets	2,257	1,640
	Total assets	18,667	9,574

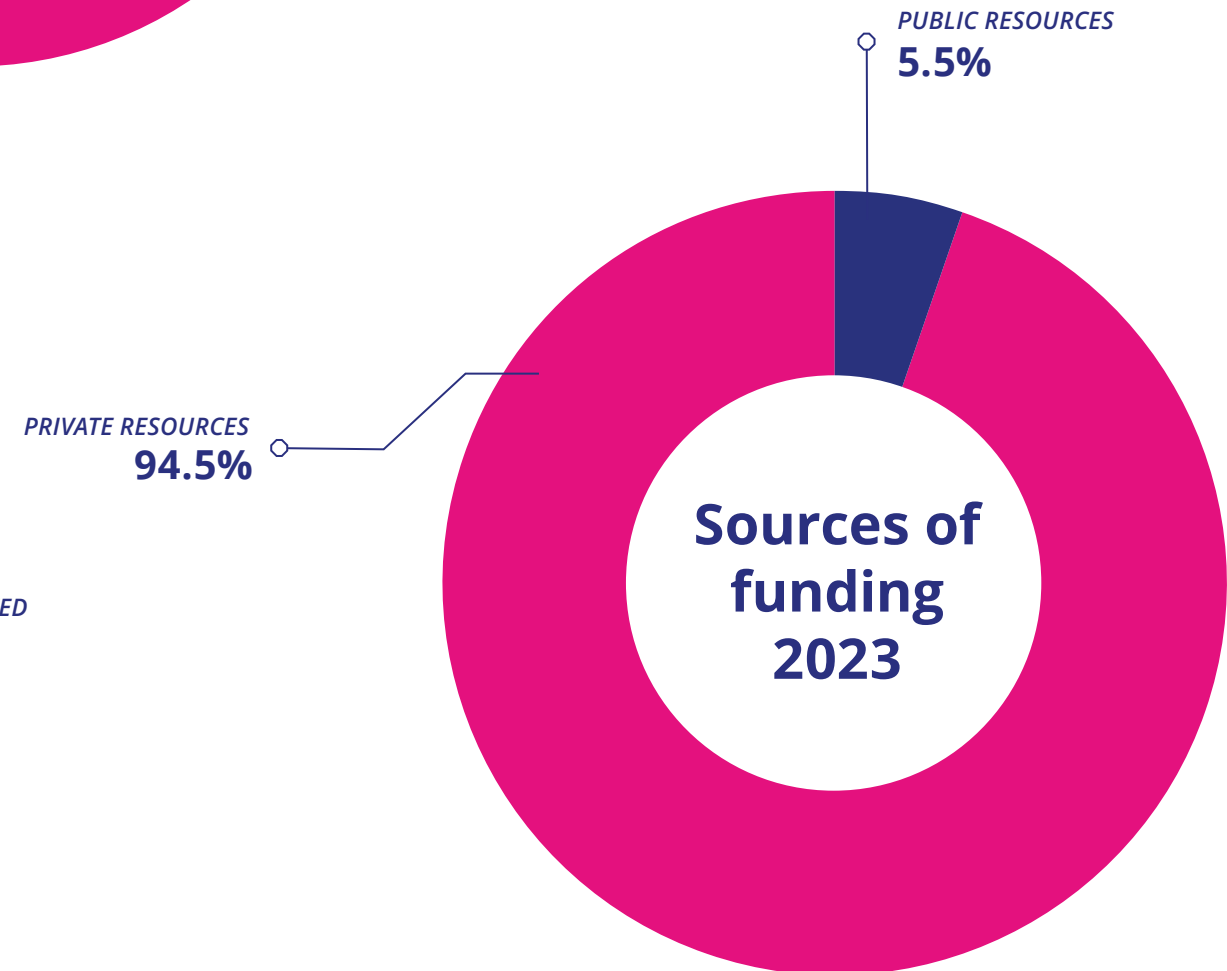
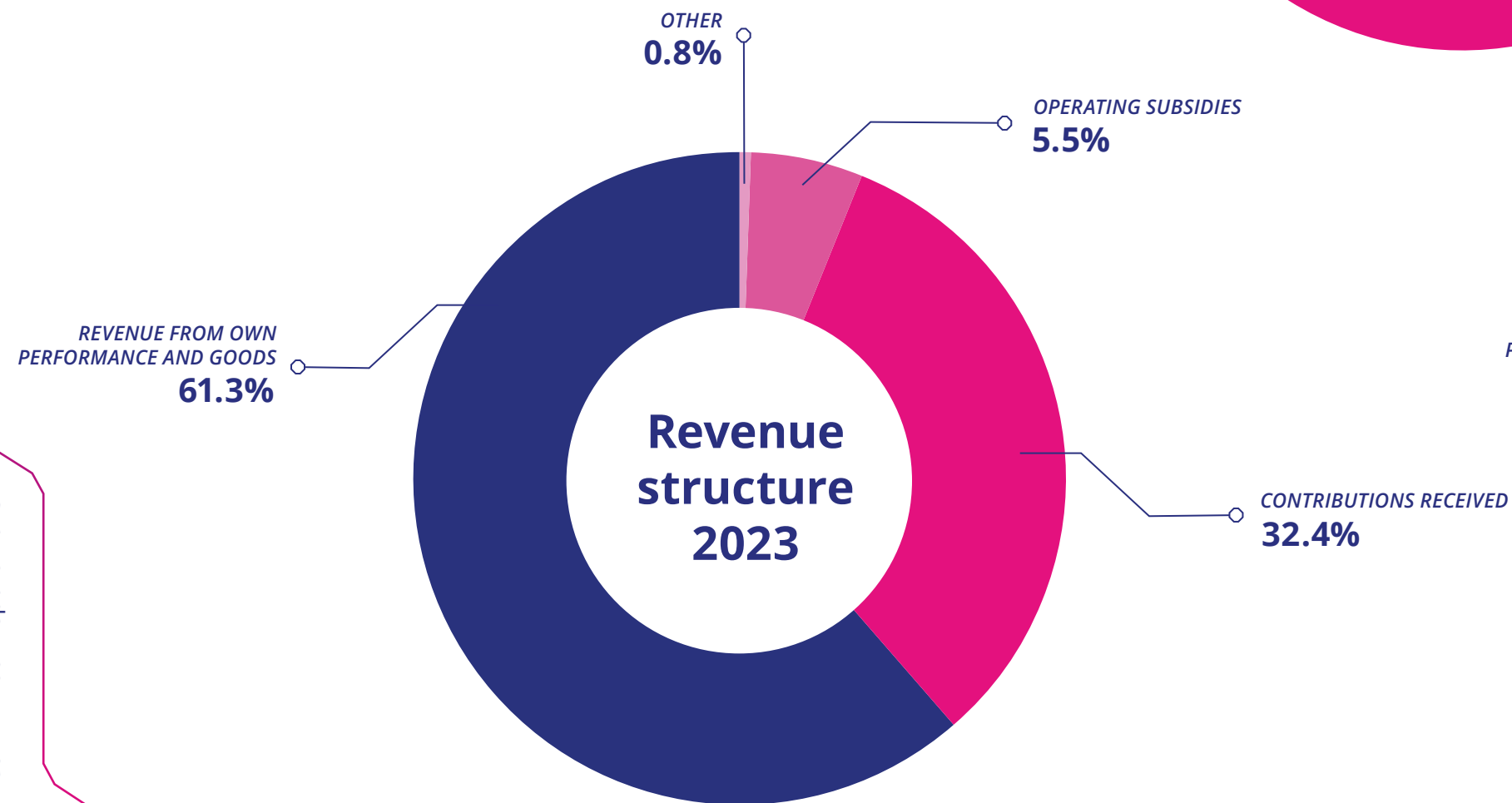
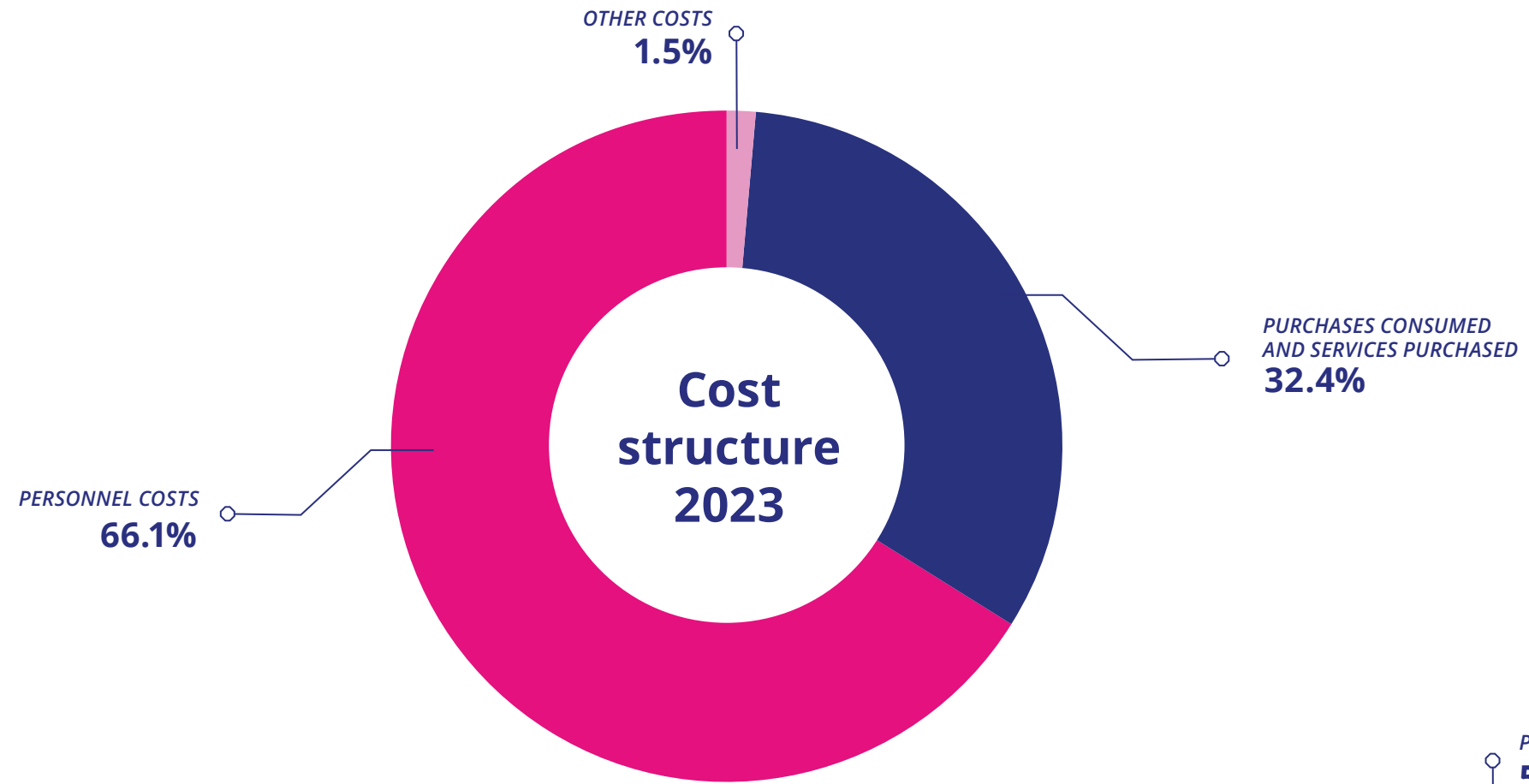
Liabilities		Balance as of the first day of the fiscal year	Balance as of the last day of the fiscal year
A.	Total own resources	9,177	-1,256
I.	Total equity	9,412	1,307
II.	Total profit/loss	-235	-2,563
B.	Total debt	9,490	10,830
I.	Total provisions	0	0
II.	Total non-current liabilities	0	0
III.	Total current liabilities	6,334	6,973
II.	Total other liabilities	3,156	3,857
	Total liabilities	18,667	9,574

Profit and Loss Account of Czechitas z.ú. as of 31 December 2023 (in CZK '000)

	Activity	Activity		
		Primary	Economic	Total
A.	Cost			
I.	Purchases consumed and services purchased	14,804	5,706	20,540
II.	Changes in inventories of own operations and capitalization	5,738	0	0
III.	Personnel costs	20,542	10,654	41,937
IV.	Taxes and fees	0	1	2
V.	Other costs	0	222	937
VI.	Depreciation, assets sold, generation and use of provisions and adjustments	0	8	17
VII.	Contributions made	31,214	0	0
VIII.	Income tax	10,723	0	25
	Total costs	41,937	16,591	63,433

	Activity	Activity		
		Primary	Economic	Total
B.	Revenue			
I.	Operating subsidies	3,344	0	3,344
II.	Contributions received	19,849	0	19,849
III.	Revenue from own performance and goods	20,390	17,044	37,434
IV.	Other income	238	246	484
V.	Proceeds from the sale of assets	0	0	0
	Total revenue	43,821	17,290	61,111
C.	Profit before tax	-2,925	597	-2,328
D.	Profit after tax	-2,925	597	-2,328

SELECTED
**FINANCIAL
INDICATORS**



Plan for further management

For 2024, we have carefully planned a balanced budget with a 5% reserve. In 2023, we were adversely affected by the developments in the Czech economy and the associated high inflation and decline in real wages. This translated into an unfavorable financial forecast until the end of 2023, and we were forced to part ways with some colleagues after a thorough review of the situation.

We monitor inflation with great attention so that we can react immediately and minimize its negative impact on the financial performance of our organization.

In addition to inflation, we analyze the possible impact of the current geopolitical situation, in particular the wars in Ukraine and Israel, on our financial situation and performance. We strive to be prepared for any changes in cost plans, to respond flexibly to new conditions, and to reduce potential risks. At the same time, we are considering the creation of a financial reserve to help us with any investment plans or to cover our liabilities in the event of a shortfall in planned revenues.

We are carefully monitoring the impact of the current geopolitical and economic situation on the financial support of non-profit organizations. We are actively seeking alternative sources of funding and are prepared, through financial scenarios, for possible reductions in financial support from individual and corporate donors, foundations, endowment funds, and government and European Union grant opportunities.

We are continuously working to increase the efficiency of our work through automation and digitalization of activities. We regularly identify manual activities that can be replaced by automated processes, which can significantly reduce costs and in turn increase productivity. These measures are key to maintaining financial stability even in difficult times.

Other events occurring after the balance sheet date

No other events have occurred after the balance sheet date and up to the date of the Financial Statements that materially affect the reported amounts of assets and liabilities, financial position and profit or loss of the Company in the Financial Statements as at 31 December 2023.



Independent auditor's report on the verification of the Financial Statements

of
Czechitas z.ú.

with its registered office at:
Václavské náměstí 837/11, Prague, 110 00

Company ID No.: 228 34 958

for the fiscal year from 1 January 2023 to 31 December 2023

ZH BOHEMIA, spol. s r. o., Pražská 469/22a, 460 01 Liberec II - Nové Město

auditorská společnost, evidenční číslo 091

Společnost je zapsána dne 9. 2. 1993 v obchodním rejstříku vedeném Krajským soudem v Ústí n. L. oddíl C, vložka 4372

Auditor's opinion

We have audited the accompanying Financial Statements of Czechitas z.ú. (hereinafter also referred to as the "Institute") prepared in accordance with Czech accounting regulations, which comprise the Balance Sheet as of 31 December 2023, the Profit and Loss Account for the year ending 31 December 2023 and the Notes to the Financial Statements, including significant (material) disclosures about the accounting policies used. Information about the Institute is presented in the section "Description of the accounting entity".

In our opinion, the Financial Statements give a true and fair view of the assets and liabilities of Czechitas z.ú. as of 31 December 2023, and of its costs, income and profit/loss for the year ending 31 December 2023 in accordance with Czech accounting regulations.

Basis for the opinion

We conducted the audit in accordance with the Act on Auditors and the standards of the Chamber of Auditors of the Czech Republic for auditing, which are the International Standards on Auditing (ISA), supplemented and modified by related application clauses, where relevant. Our responsibilities under these regulations are described in greater detail in the section "Auditor's responsibility for the audit of the Financial Statements". In accordance with the Act on Auditors and the Code of Ethics adopted by the Chamber of Auditors of the Czech Republic, we are independent of the Institute and have fulfilled other ethical obligations arising from these regulations. We believe that the evidence we have gathered provides a sufficient and appropriate basis for our opinion.

Other information

In accordance with Section 2(b) of the Act on Auditors, other information is information contained in the Annual Report other than the Financial Statements and our auditor's report. The governing body of the Institute is responsible for other information.

Our opinion on the Financial Statements is not applicable to the other information. Nevertheless, part of our responsibilities in connection with an audit of Financial Statements is to read the other information and assess whether the other information is not materially inconsistent with the Financial Statements or our knowledge of the accounting entity obtained in the course of performing the audit, or whether the other information does not otherwise appear to be materially misstated. We also assess whether the other information has been prepared in all material respects in accordance with the relevant legislation. The assessment is an evaluation of whether the other information complies with the legal requirements on formal elements and the process of preparation of the other information in the context of materiality, i.e. whether any failure to comply with these requirements would be likely to affect the judgment made on the basis of the other information.

On the basis of the procedures carried out, to the extent that we can judge, we state that

- the other information that describes the facts that are also presented in the Financial Statements is consistent in all material respects with the Financial Statements; and
- the other information has been prepared in accordance with the applicable legislation.

We are also required to state whether, based on our knowledge and understanding of the Institute obtained in the course of our audit, the other information is free from material misstatement. As part of these procedures, we did not identify any material misstatement in the other information received.

Responsibility of the governing body of the Institute for the Financial Statements

The Institute's governing body is responsible for the preparation of Financial Statements that give a true and fair view in accordance with Czech accounting regulations and for such an internal control system as it determines is necessary to enable the preparation of Financial Statements that are free from material misstatement, whether due to fraud or error.

ZH BOHEMIA, spol. s r. o., Pražská 469/22a, 460 01 Liberec II - Nové Město

auditorská společnost, evidenční číslo 091

Společnost je zapsána dne 9. 2. 1993 v obchodním rejstříku vedeném Krajským soudem v Ústí n. L. oddíl C, vložka 4372

In preparing the Financial Statements, the governing body of the Institute is required to assess the going concern status of the Company and, if applicable, to describe in the Notes to the Financial Statements the matters relating to going concern and the application of the going concern assumption in preparing the Financial Statements, except where the governing body plans to wind up the Institute or to cease its activities, or has no realistic alternative but to do so.

Auditor's responsibility for the audit of the Financial Statements

Our objective is to obtain reasonable assurance that the Financial Statements taken as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. A reasonable degree of assurance is a high degree of assurance; nevertheless, it is not a guarantee that an audit performed in accordance with the above provisions will, in all cases, detect any material misstatement that may exist in the Financial Statements. Misstatements may arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions that users of the Financial Statements make on the basis of the Financial Statements.

In conducting an audit in accordance with the above regulations, it is our responsibility to exercise professional judgment and maintain professional skepticism throughout the audit. Furthermore, it is our duty to:

- identify and evaluate the risks of material misstatement of the Financial Statements, whether due to fraud or error, design and perform audit procedures to address those risks, and obtain sufficient appropriate audit evidence to provide a basis for our opinion. The risk of not detecting a material misstatement due to fraud is greater than the risk of not detecting a material misstatement due to error because fraud may involve collusion, forgery, deliberate omissions, false statements or circumvention of internal controls.
- familiarize ourselves with the Institute's internal control system relevant to the audit to the extent necessary to enable us to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of that internal control system.
- Assess the appropriateness of the accounting policies used, the reasonableness of the accounting estimates made and the disclosures made by the Institute's governing body in this regard in the Notes to the Financial Statements.

- Assess the appropriateness of the use of the going concern basis of accounting in the preparation of the Financial Statements by the Board of Directors and whether, in light of the evidence gathered, a material uncertainty exists as a result of events or conditions that may cast significant doubt about the Institute's ability to continue as a going concern. If we conclude that such a material uncertainty exists, it is our responsibility to draw attention in our report to the information provided in the Notes to the Financial Statements in this regard and, if that information is not sufficient, to express a modified opinion. Our conclusions regarding the Institute's ability to continue as a going concern are based on the evidence we have gathered up to the date of our report. However, future events or conditions may cause the Company to lose its ability to continue as a going concern.
- evaluate the overall presentation, structuring and content of the Financial Statements, including the Notes, and whether the Financial Statements present the underlying transactions and events in a manner that results in a fair presentation.

Our responsibility is to inform the governing body of, among other things, the planned scope and timing of the audit and the significant findings we have made during the audit, including any identified material deficiencies in the internal control system.

In Prague on 7 June 2024



ZH BOHEMIA, spol. s r. o.
Pražská 469/22a
Liberec II – Nové Město
Evidenční číslo auditorské společnosti 091

Zprávu jménem společnosti vypracoval
Ing. Jan Jindřich
statutární auditor
Evidenční č. auditorského oprávnění 1133

+ + +



MISSION

DONE

