

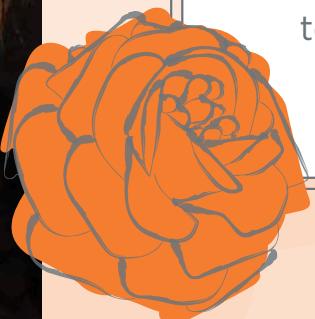
A group of young women in orange StepUp shirts are gathered together, smiling and laughing. The image is framed by a white border.

2017  
A Luminous Year





In 2017, we began programming in Step Up's second newest city, had a number of star-studded engagements, dipped into data, and empowered more teens and women! We couldn't have done it without your commitment to mentorship and empowering teen girls to be confident, college-bound, career-focused and ready to join the next generation of professional women.



## Step Up went to Atlanta

In 2017, we brought Step Up to a new city when we piloted after-school programming in Atlanta.

Step Up reached girls in 9th and 10th grades in four partner high schools. Growth into the Atlanta community

gave way to meeting women with a passion for mentorship and teens with a passion for college and career!





## Coach x Step Up

In 2017, we partnered with the Coach Foundation to surprise Step Up teens in Los Angeles with an exclusive mentoring experience with Selena Gomez.

*"I have a mantra for myself that I want to share with Step Up teens—'Love yourself first.' You all can be more, so never give up on your dreams. I am so grateful to have met you and you're truly an inspiration to me and my friends at the Coach Foundation."*

—Selena Gomez

## **Stacy's Pita Chips x Step Up**

In 2017, snacking took on a whole new meaning. On International Women's Day (March 8), Stacy's Pita Chips encouraged people to register to receive one of eight girl power inspired limited-edition exclusively designed chip bags. For every person that registered, Stacy's Pita Chips donated \$10 to Step Up, up to \$100,000!





## Step Up Geeked Out on Data

Quality was the focus of 2017 in the world of teen programs data. The 2016-2017 school year saw investment in the first ever data strategist on staff, and partnership with the Strategic Data Project at the Center for Education Policy Research at Harvard. We refined the program evaluation framework and implemented new data collection and analysis tools. Facilitators on staff met or exceeded quality objectives, and teens end of year outcomes met goals in all targeted areas, indicating the quality of our curriculum implementation.

## Step Up Honored the Cast of ABC's Black-ish

In 2017, we honored the cast of Black-ish at Step Up's 14th annual Inspiration Awards presented by Coach. The award was presented by Los Angeles Board Member and ABC Network President Channing Dungey.

*"As someone who is a senior and is graduating this year, I am so inspired by the many peers of mine that are committed to going to college because I know how insane it can be...I'm so excited to see what we do together.*

*—Yara Shahidi of ABC's black-ish,  
Inspiration Awards honoree*





## NBC's Hoda Kotb Emceed Step Up's 6th Annual Power Hour presented by Coach

In 2017, Step Up honored teen  
Serena and mentorship champion  
Linda Yaccarino, chairman of  
advertising sales and client  
partnerships, NBCUniversal, with the  
help of Hoda Kotb, host of the fourth  
hour of NBC's "TODAY."

## Chicago's Culinary Community Rallies to Support Step Up Mentorship

More than 20 of Chicago's top eateries, including 9 helmed by women, came together to help Step Up raise more than \$350,000 at its annual Shine & Dine event. The evening also honored alumna Natalie Avila '16 who is pursuing dual degrees in physics and anthropology at Coe College.



Empowered  
women  
Empower  
women

#MentorshipMatters  
#FundHerFuture



## Step Up Raised More than \$100K during Mentorship Matters Month

With the help of supporters,  
mentors and the Coach Foundation,  
Step Up raised \$130,000  
to help fund mentorship and  
after-school programs.



## Step Up Got Woke at the Teen Vogue Summit

Step Up was honored to partner with Teen Vogue on its first-ever Teen Vogue Summit on the selection process for Summit scholarship winners. Step Up CEO Jenni Luke and three Step Up teens sat on a panel to select 50 attendees to receive a scholarship which enabled travel and participation at the Summit all expenses paid. Step Up teens in Los Angeles were given the opportunity to attend, which included hearing Hillary Clinton interviewed by Yara Shahidi! Our friends at Coach made sure their style was extra with bright backpacks and scarves.





## Step Up Offers More than 2500 Hours of Mentorship Programming During School Year 2017

### School Year '17 By the Numbers

**1,521** total girls enrolled

**23** school partners

**1,008** professional women who served as mentors

**117** seniors enrolled

**100%** of seniors who graduated high school

**100%** of seniors who were accepted to college

**27** seniors placed in summer internships through Step Up

**22** Pathways to Professions field trips offered

**514** girls paired with mentors at 1-day mentoring conferences

**2,515.5** total hours of mentorship programming offered

# Google PARTNERS



# PARTNERS

## **\$1,000,000+**

Coach Foundation

## **\$250,000+**

Benefit Cosmetics

## **\$75,000+**

ArcelorMittal  
Dermstore  
Foot Locker  
Frito-Lay  
Oath  
The Plum Spring Foundation

## **\$50,000+**

AOL Charitable Foundation  
Good American, LLC  
Howard Hughes  
The Container Store  
U.S. Bank

## **\$25,000+**

Allstate  
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Skylight Foundation  
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## **\$10,000+**

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The Louis B And Joan M Perry Foundation  
The Luetkemeyer Jr Family Fnd, Inc.  
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United Talent Agency  
Vedder Price  
Vox Media  
WSM Foundation  
Young Women's Leadership Network

**\$2,500+**  
Joan Kupersmith Larkin  
Jones Lange LaSalle  
Joules Ltd.  
Lifeway  
MediaMath  
Mercedes-Benz Financial Services  
Molly Luetkemeyer  
White Horse Pictures  
Yext

A group of diverse young adults are gathered in a workshop or classroom setting. In the foreground, a woman with dark hair tied up in a bun, wearing a yellow t-shirt with a floral pattern over a dark long-sleeved shirt, is speaking into a black microphone. She is holding a white piece of paper with a red logo on it. Behind her, several other people are visible, including a woman with long blonde hair, a man with a beard, and another woman with dark hair. The background shows shelves with various items and a window. The entire image is framed by a white border.

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Blair Rich  
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**Nickie Acero**, *national manager, data strategy, teen programs*

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**Summer Peet**, *executive assistant*





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**Ann McMikel**, *executive director*  
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**Tiera Diaz**, *teen programs manager*  
**Jessica Smith**, *program manager, development + events*  
**Aledia Evans**, *manager, individual giving + external relations*  
**Jane Baron**, *teen programs facilitator*  
**Nya Brooks**, *teen programs facilitator*  
**Tydra McLaren**, *teen programs facilitator*  
**Grace Dickman**, *teen programs facilitator*  
**Benita Brown**, *teen programs facilitator*  
**Brittney Thomas**, *teen programs facilitator*  
**Oletha Styles**, *teen programs facilitator*



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**Raven Jones**, *teen programs manager*  
**Danielle Hedke**, *teen programs facilitator*  
**Margaret Humphrey**, *teen programs facilitator*



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**Lubna Hindi**, *manager, individual giving + external relations*  
**Ariana Ceballos**, *teen programs manager*  
**Paula Kashtan**, *teen programs manager*  
**Adriana Gonzalez**, *teen programs facilitator*  
**Jennifer Hernandez**, *teen programs facilitator*  
**Mariela Hernandez**, *teen programs facilitator*  
**Sofia Lilly**, *teen programs facilitator*  
**Maya Mackey**, *teen programs facilitator*  
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**Albany Vega**, *teen programs facilitator*  
**Natalie Wees**, *teen programs facilitator*



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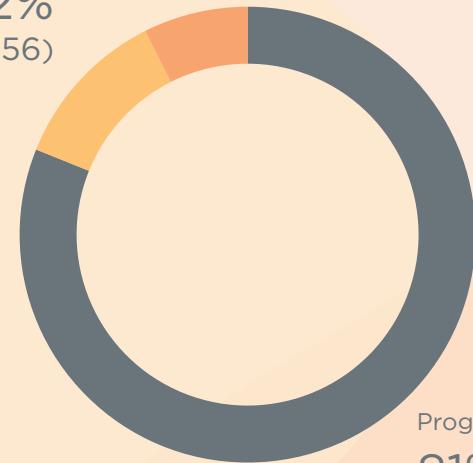
# EXPENSES

\$4,222,065

Fundraising &  
Development

7%  
(\$312,894)

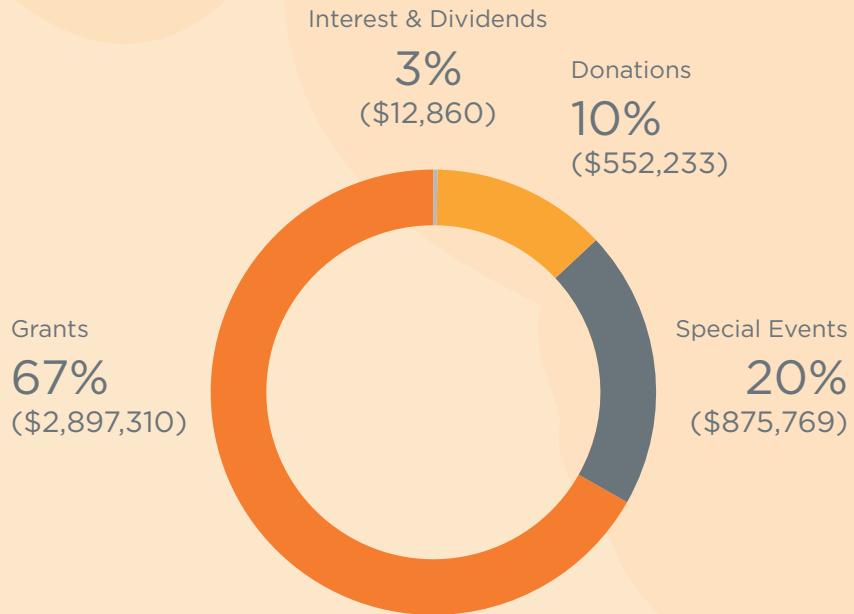
Administrative  
12%  
(\$485,556)



Programs  
81%  
(\$3,423,615)

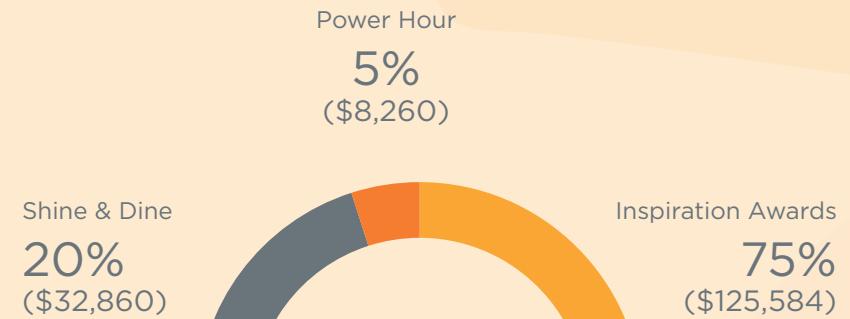
# INCOME

\$4,338,172





**IN KIND**  
**\$166,704**



A group of approximately 15 young women of diverse ethnicities are posing for a group photo. They are all wearing bright orange t-shirts with the "StepUp" logo, which features a stylized sunburst design above the word "StepUp". The women are arranged in three rows: a back row standing, a middle row kneeling, and a front row sitting on the floor. They are all smiling and looking towards the camera. The background is a vibrant, colorful mosaic wall made of small tiles in various colors like yellow, green, and blue. The entire image is framed by a white border.

THANK YOU