



2017
A Luminous Year

StepUp



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!



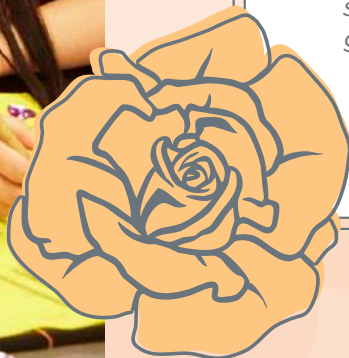


Coach x Step Up

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

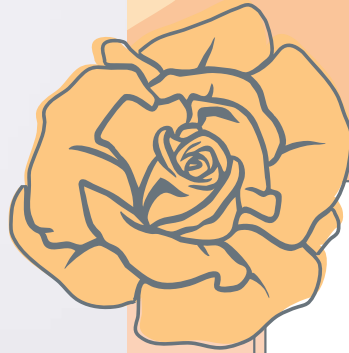




Stacy's Pita Chips x Step Up

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



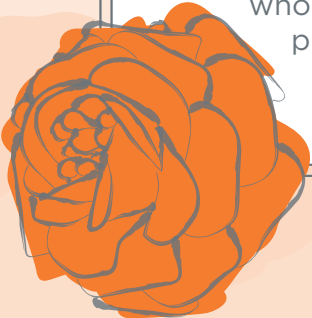


NBC's Hoda Kotb Emceed Step Up's 6th Annual Power Hour presented by Coach

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





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

AT&T

C'est Moi

IPG Media Brands

MJK Family Foundation

NBCUniversal

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Skylight Foundation

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Ulta, Inc.

\$10,000+

21st Century Fox

Accenture

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BuzzFeed

CSP Family Foundation

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\$5,000+

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Southwest Airlines Co.
Standard Motor Products

T.J. MAXX
The Louis B And Joan M Perry Foundation
The Luetkemeyer Jr Family Fnd, Inc.
Trunk Club
United Talent Agency
Vedder Price
Vox Media
WSM Foundation
Young Women's Leadership Network

\$2,500+

Joan Kupersmith Larkin
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MediaMath
Mercedes-Benz Financial Services
Molly Luetkemeyer
White Horse Pictures
Yext

A group of young people are gathered in a workshop or classroom setting. In the foreground, a young woman with dark hair tied in a bun is speaking into a microphone, holding a piece of paper. She is wearing a black jacket with a colorful floral pattern over an orange t-shirt. Behind her, several other young people are looking on, some smiling. They are also wearing orange t-shirts with the word "Step" visible. The background shows shelves with various items, including bags and papers. The word "LEADERSHIP" is overlaid in large white letters across the center of the image.

LEADERSHIP

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Jessica Champness, *vp, development*

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

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Cleopatra LaMothe, *national manager, teen programs*

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Summer Peet, *executive assistant*





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Katrina Reed, *teen programs manager*
Audrey Prim, *teen programs facilitator*
LaJoi Royston, *teen programs facilitator*

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Michelle Mirzoian, *director of development*
Kia Whitney, *senior teen programs manager*
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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Cordelia Tullous, *managing director*
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*

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Jennifer Hernandez, *teen programs facilitator*

Mariela Hernandez, *teen programs facilitator*

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NEW YORK

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Brenda Guzman, *teen programs facilitator*

Blanca Moore, *teen programs facilitator*

Pricelis Perreaux-Dominguez, *teen programs facilitator*

Laurel Saito, *teen programs facilitator*

Laura Weiss, *teen programs facilitator*

A photograph of a woman with blonde hair, wearing a dark sleeveless dress, standing at a podium and speaking into a microphone. She is gesturing with her right hand. The podium has a sign that says "Step Up" with a flower icon. Behind her is a large screen displaying a presentation slide. The slide has the text "Hoda Kotb" and "POWERED BY" at the bottom. The background is a dimly lit room with many people seated at round tables, some holding up phones to take pictures. There are orange and white balloons hanging from the ceiling. The entire image is overlaid with a semi-transparent orange filter.

FINANCIALS

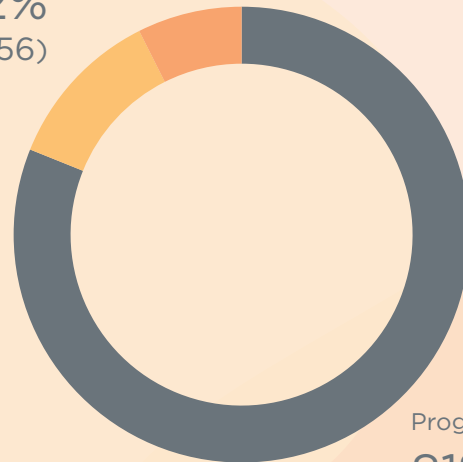


EXPENSES

\$4,222,065

Fundraising &
Development
7%
(\$312,894)

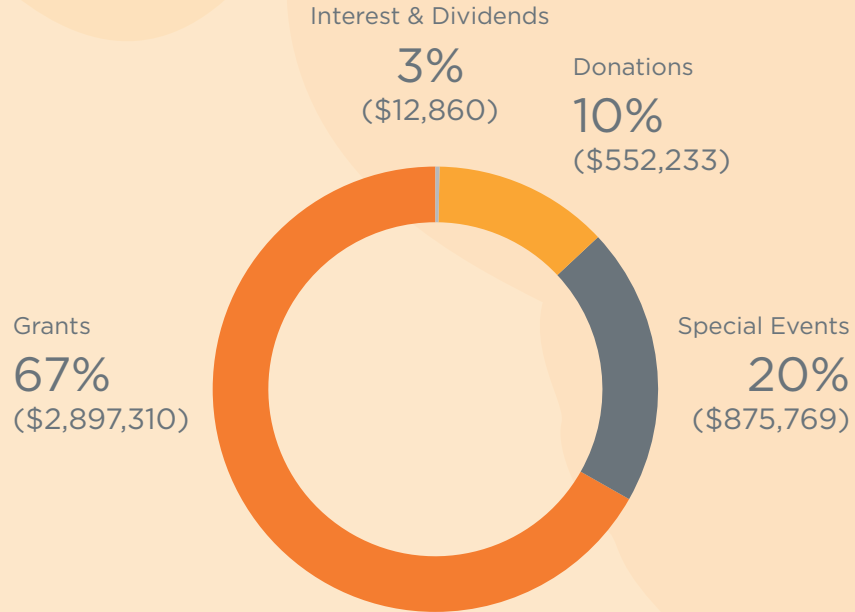
Administrative
12%
(\$485,556)



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

INCOME

\$4,338,172





IN KIND

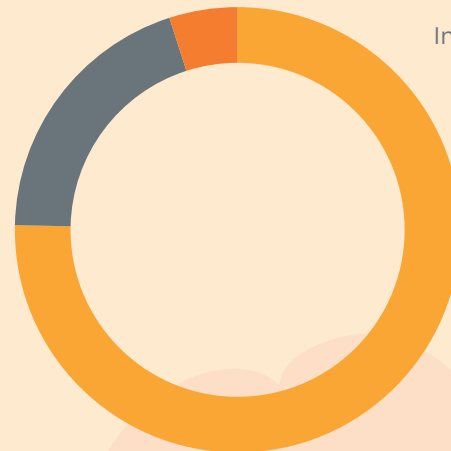
\$166,704

Power Hour

5%
(\$8,260)

Shine & Dine
20%
(\$32,860)

Inspiration Awards
75%
(\$125,584)



A group of approximately 15 young Black women are posed in two rows in front of a wall with a colorful mosaic. Most of the women are wearing bright orange t-shirts that feature the word "StepUp" in a stylized font, surrounded by small white snowflake-like patterns. They are all smiling and looking towards the camera. The woman on the far right of the back row is wearing a black shirt. The woman on the far right of the front row is wearing a black shirt and a white headband. The entire image has a warm, orange-toned overlay and is framed by a thin white border.

THANK YOU