



STEP UP WOMEN'S NETWORK

2009 annual report





The need for Step Up's programming for women and girls creates a tremendous opportunity to serve.

Just as women are beginning to make strides in the workforce, underserved teen girls are at greater risk of falling behind. As education budgets are cut, the rest of the economy is moving ahead. Without a high school diploma and college degree, Step Up teen girls are likely to miss out on nearly \$1 million in earnings over a lifetime.

As Step Up stays true to its strength - members' ability to leverage their personal and professional skills and relationships to give back to the community – the organization recognizes that it is uniquely suited to provide a cycle of philanthropy that advances women and girls to new heights as each generation of Step Up women gives back to the next. It is an exciting time to be a woman, and perhaps, a more exciting time to be a part of Step Up Women's Network.

Jenni Luke
Chief Executive Officer



CONTENTS

Welcome - CEO Jenni Luke.....	3
Our Work.....	4
Confident.....	7
College-Bound.....	8
Career-Ready.....	11
Member Programs.....	12
Luminary Circle.....	15
Leadership.....	17
Financials.....	18

OUR WORK

Step Up connects you to the professional women you need and the underserved teen girls who need you.

By bridging communities of professional women and underserved teen girls through mentorship, networking and advancement, we ensure women and girls have the opportunities they need to create a better future. Step Up empowers high school girls in underserved communities to reach their full potential through dynamic after-school and Saturday enrichment programming that helps girls become confident, college-bound, and career-ready.





CONFIDENT

During adolescence, girls' self-esteem drops twice as much as boys' self-esteem. *But more than 85% of Step Up girls report feeling more positive about themselves.*

The Step Up curriculum begins with programming that builds confidence. Arts-based programming like photojournalism, drama, filmmaking, and spoken word provides girls with a platform to find their voice within the safe confines of Step Up. During the programs, Step Up members are paired with the students as mentors, like during the "I Dream To..." Photojournalism program. The semester-long classes focus on photography as a form of self expression and end with a photojournalism project showcasing a mentor who works in a career the teen is passionate about exploring.

*"Step Up has given me a sense of pride and self-worth.
Before Step Up, I was embarrassed to speak up, but now I am more confident."*

-Diana Castro, Step Up Class of 2010, Yale Class of 2014

COLLEGE-BOUND

In America's urban neighborhoods, nearly one in three high school students will not complete high school. *But Step Up students receive an average of 100 hours of enrichment programming a year, including programs focused on college preparation.*

As Step Up teens continue along the trajectory of programs, the focus shifts toward preparing for college. Whether a girl works with her mentor to discuss the best college options, visits an out-of-town campus on the College Tour, or attends a College Connections Conference, Step Up teens are exposed to all aspects of college, from the application process to understanding financial aid and scholarships, to student life on campus.

"Our students are told over and over again how these experiences of college and career are within their reach. Once in Step Up, our students are talking about which college they want to go to, not whether they will go."

-Roger Lowenstein, founder/executive director of Los Angeles Leadership Academy, partner since 2005



CIARA
JOSHUA
15

Shannon
Coit

MICHIGAN

EXIT



CAUTION

Supreme Air

CAREER-READY

Women over age 16 without a college degree are 2.5 times more likely to be unemployed. *But more than 85% of Step Up girls report that Step Up pushes them to consider new college and career possibilities.*

As Step Up teens move toward high school graduation, they experience career exploration programming that provides once-in-a-lifetime opportunities. Teens are paired directly with Step Up members for 1-on-1 career role modeling. They visit businesses of all sizes and industries on Pathways to Professions trips. They attend Career Connections Conferences and “Cool Women, Hot Jobs” panel discussions. Think of where we all could be if we had had informational interviews with the CEOs of global brands by age 15!

*“Step Up is the best thing that has ever happened to me.
It’s not about your past, but about what Step Up can do to better you for the future.”*

-Jasmine Johnson, Step Up Class of 2010, Johnson & Wales University Class of 2014

MEMBER PROGRAMS

Step Up is a network of over 50,000 supporters nationwide, with the core of our membership found around our offices in Los Angeles, New York and Chicago.

The Step Up woman is professional, ambitious, savvy and philanthropically-minded. She looks to Step Up to provide her with career development programming that is effective and enjoyable, while giving her the opportunity to make a difference in her community.





The 2009 Luminary Circle is Step Up's elite tier of philanthropists who individually contribute \$1,000+ annually. Each \$1,000 donation represents a year of after-school programming for one underserved teen girl.

LUMINARY CIRCLE

Ali Brown	Jane Madden	Mariah Brandt
Amy Erbesfeld	Jane Wurwand	Marianne Llewellyn
Aneysha Pearce	Jeanne LaCour	Marissa Vitagliano
Anne Burke	Jenna F. Leavitt	Marta Jevenois
Annette Winkelman	Jenni Luke	Mary Ann Fitzmaurice Reilly
Beth Aldrich	Jennifer Daniels	May Yeung
Beth Hubbard Cervantes	Jennifer Collins	Megan Wolfe
Betsi Roach	Jessica Weiner	Meghan O'Brien
Betsy Sobiech	Jessica Lanier	Melissa Grouzard
Bonnie Tseng	Jill Cohen	Mia Gorman
Brenda Saget Darling	JL Pomeroy	Michele Polz
Cammy Grusd	Johanna Toman	Mindy Lamont
Candace Gomez-Ortigoza	Julianne Hartzell	Monica Koplewski Rogan
Cari Sommer	Julie Langdon	Nancy Rink
Catherine Cassidy	Julie Burgener	Nancy Utley
Catherine A. Miller	Julie Bollinger	Naomi Despres
Cheryl Ainsworth	Julie Darmody	Naomi Kent
Christine Kurban	Karin Gilford	Nicole Gruenebaum Simonds
Christine Holland	Kathryn McKechnie	Nicole Hunter
Claire Burke	Keli Lee	Nicole Nasser Lundy
Clar Ryu Dern	Kelly Hanker	Nina Sutton
Crister DelaCruz	Kim Atkinson	Paola Palazzo
Cynthia Wolff	Kim Lichtenstein	Philline Parlan
Cynthia Occelli	Kim Martin	Rachel Williams
Daphne Ortiz	Kimberly Adams	Robbin L. Itkin
Dawn Jackson Blatner	Kimberly Buffington	Rosabel Tao
Delia Swan	Kitsy Blanc	Sandy Sabean
Diana Fujimura	Kristi Faulkner	Sara Holoubek
Diane Reichenberger	Laura Wasser	Sarah Carberry
Dinah McLean	Laura Probst	Sarah Emerson
Dorthy Bright	Leigh-Ellen Louie	Sarretta McDonough
Elizabeth Holt	Letta Nagel	Shanna Rosen Belott
Elizabeth Pagliarini	Lida Orzeck	Sioban McCarthy
Elizabeth Harrison	Lina Kitsos	Sonya Rosenfeld
Elizabeth Bowen	Linda Descano	Susan Malfa
Emily Della Maggiora	Lindsey Pollak	Suzi Weiss-Fischmann
Erica Strama	Lindy Huang	Tal Gilad
Erica Weinrich	Ling Chan	Tara Kamradt
Erin Carpenter	Lisa Caputo	Theresa Durham
Felice Keller	Lisa Kovner	Tia Browsh
Genevieve Thiers	Lisa Wolford	Tina Kuska
Geri Stein	Lisa Simmons	Tinamarie Feil
Heather Ouida	Liz Dennerly Sanders	Victoria Stull
Heather McPhail Sridharan	Lori Dernavich	Victoria Lelash
Hope Calder-Katz	Louisa Shipnuck	Wendi Sturgis
Jackie Wilgar	Margo Wolf O'Donnell	Wendy Betts



LEADERSHIP

National Board of Directors

Karin Gilford - SVP, digital media, Disney | ABC Television Group

Tal Gilad - executive director, Peace First Los Angeles

Linda Descano - president & COO, Women & Co./Citi

Wendi Sturgis - VP, account management, Yahoo!

Megan Wolfe - senior manager, sales, marketing & business development, Deloitte

Betsy Sobiech - partner, Tiara, The Exceptional Women's Coach Program

Kaye Popofsky Kramer (chair) - founder, Step Up Women's Network

Staff Leadership

Jenni Luke - chief executive officer

Angie Grabski - managing director, New York

Gina Marotta - managing director, Chicago

Jamie Kogan - managing director, Los Angeles

Alissa Zito - director, marketing & communications


stepup
women's network
from: Stepup teens!

T

H

A

N

K

Y

O

U



PARTNERS

2009 Donations

\$50,000+

DSW Inc
Merck & Co., Inc.
NBC Universal

\$25,000-49,999

Ali International, LLC
Carefree
Container Store
YWL Foundation

\$10,000-24,999

Ann Taylor
AT&T
Club Monaco
Dermalogica
Diller Von Furstenberg Family Fnt.
Universal City Studios
WE tv

\$5,000-9,999

ABC
Allergan Medical
Alston & Bird LLP
ARCADE by Rochelle Gores
Beverly Hills Plastic Surgery
Chloe
Discovery Network
Glowelle
Julie Bollinger
Kooba, LLC.
Lifetime Networks
Lida Orzeck
Marie Keese Lelash Foundation
Michael Dweck
Michael Stars

One Thing Productions, Inc.
Raytheon
Seattle Foundation
SONY Pictures
Terry&Verne Holoubeck Foundation
Ticket Master
VIVMag
Vtech Communications
WME Entertainment
Women & Co

\$2,500-4,999

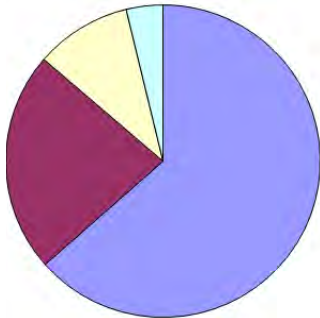
Amy Gavin
Andrew Immerman
Bingham McCutchen LLP
Botkier
Burwell Industries
CAA Foundation
City National Bank
Destination Kohler
Diane Riechenberger
Entertainment Industry Foundation
Equinox
Fresh Events Company Inc.
Heather Ouida
LV North America
Magaschoni
Manhattan Modern Luxury
Marcia Cross
Ralph Lauren Corp
Richemont North America Inc.
Sara Holoubek
Stila
Temperley London
Therapie
Tibetan Tea
Tina Marie Feil

\$1,001-2,499

Ameriprize Financial Giving
Angie Grabski
Answer Center America
Bank of America
Cash
Claire Lea-Howard
Comerica
Denney Marks Inc
Extend Fertility
Geri Stein
Gina Marotta
GUESS?
Horowitz Managment, Inc
Howard Weisman
Joanne Dunbar
Justine Lassoff
Karen McKechnie
Ken Hunt
Kerrie MacPherson
Ling Chan
Lodis Accessories
Me & Ro, Inc.
Melanie Bar
Merrill Lynch
Michelle Wroan
Nancy Morgan
Peter Sanders
Renee Simon
Sandaboo Entertainment
Sonya Rosenfeld
Sound Mind
Steptoe & Johnson
The Brixton Group
Tracy Settel

FINANCIALS

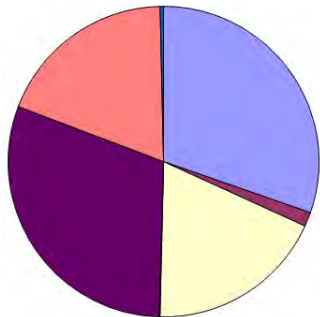
2009 Functional Expenses



- Programs
- Special Event
- Administrative
- Fundraising & Development

Expense Areas	Amount
Programs	\$1,141,084
Special Events	\$410,291
Administrative	\$178,168
Fundraising & Development	\$67,785
Total Expenses	1,797,328

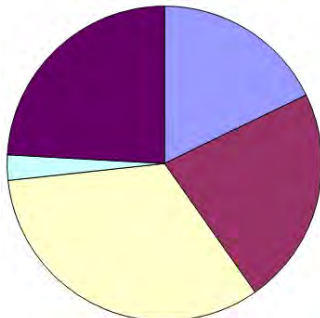
2009 Income



- Donations
- Grants
- Membership
- Scholarships
- Special Events
- In-kind
- Interest & Dividends

Income Area	Amount
Donations	\$570,181
Grants	\$27,896
Membership	\$349,186
Scholarships	\$1,268
Special Events	\$570,201
In Kind	\$354,819
Interest & Dividends	\$6,652
Total Income	\$1,880,203

2009 In Kind



- Program Costs
- Gift Bags
- Auction Items
- Fixtures
- Other

In Kind Area	Amount
Program Costs	\$63,255.89
Gift Bags	\$79,508.25
Auction Items	\$117,275.36
Fixtures	\$9,222.00
Other	\$85,557.68
Total In Kind	\$354,819.18

Beginning Net Assets	\$2,489,589
Income	
Donations	\$570,181
Grants	\$27,896
Membership	\$349,186
Scholarship Funds	\$1,268
Special Events	\$570,201
In Kind Donations	\$354,819
Interest & Dividends	\$6,652
 Total Net Income	 \$1,880,203
Expenses	
Programs	\$1,141,084
Special Events	\$410,291
Management & Administration	\$178,168
Fundraising	\$67,785
 Total	 \$1,797,328
 Net Income	 \$82,875
Ending Net Assets	2,493,865



