



STEP UP WOMEN'S NETWORK

2010 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



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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



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EXIT



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 2010 Luminary Circle is Step Up's influential network of philanthropists who individually contribute \$1,000+ annually. Each \$1,000 donation represents a year of after-school programming for one underserved teen girl.

Kimberly Adams
Devin Adante
Mary Akpovi
Beth Aldrich
Joni Andrioff
Irene Apergis
Allison Arden
Rowena Arguelles
Sabah Ashraf
Kim Atkinson
Jana Augsburg
Rebecca Bacon
Andrea Bahamondes
Marcela Bailey
Amanda Barnel
Dorian Baroni
Melanie Barr
Debra Baum
Lara Baumgarten
Suzan Beck
Susan Bergel
Sloane Berrent
Julie Bessent
Wendy Betts
Ariel Biscan
Kitsy Blanc
Dawn Jackson Blatner
Kristi Blicharski
Elizabeth Bowen
Carol Bradford
Dorothy Bright
Meredith Brooks
Ali Brown
Kimberly Buffington
Julie Burgener
Christy Callahan
Sarah Carberry
Erin Carpenter
Catherine Cassidy
Caroline Ceniza-Levine
Ling Chan
Stella Cheung
Beth Cofsky
Jill Cohen
Marina Cohn
Jeanie Cole
Dawn Collins
Shayna Cook
Kate Coppola
Alexys Coronel
Traci Coulter
Amy Cramer
Nancy Cromer-Grayson
Erika Crowell
Ande D'Addona
Jennifer Daniels
Eli Davidson
Embeth Davidtz
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Crister DelaCruz
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Tina DeSalvo
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Linda Descano
Isabella Di Stefano
Stephanie Dorman

Cynthia Dow
Theresa Durham
Angela Elbert
Jeanne Elfant Festa
Sarah Emerson
Maria Espinosa
Kristi Faulkner
Lucia Fedora
Tinamarie Feil
Maya Fidler
Denise Fisher
M.A. Fitzmaurice Reilly
Diana Fujimura
Jackie Ghedine
Shari Gibbons
Tal Gilad
Danielle Giordano
Paula Giovacchini
Ilanit Goodman
Jessica Goodman
Mia Gorman
Alexandra Grane
Erica Greene
Martie Griffin
Jenna Grosfeld
Melissa Grouzard
N.GruenebaumSimonds
Kammie Grytdahl
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Karen Henry
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Cate Hickey
Kimberly Hicks
Melanie Hildebrandt
Traci Hill
Susanna Hofmann
Christine Holland
Sara Holoubek
Elizabeth Holt
Catherine Hovis
Yao Huang
Christine Hunsicker
Nicole Hunter
Shannon Iliev
Diana Imhoff
Robbin L. Itkin
Darline Jean
Jana Jobes
Aiysha Johnson
Lela Johnson
Shari Johnson
Wendy Jones
Shruti Joshi
Tara Kamradt
Shari Kathe
Felice Keller
Jennifer Kenedy
Naomi Kent
Carrie Kish
M. Koplewski Rogan
Lisa Kovner
Claudia Kremen
Roberta Kung

Christine Kurban
Arla Lach
Jeanne LaCour
Adrienne Lalla
Julie Langdon
Jessica Lanier
Jenna F. Leavitt
Ezina LeBlanc-Hoff
Traci Donaldson Lee
Victoria Lelash
Kim Lichtenstein
Bridget Livingston
Marianne Llewellyn
Leigh-Ellen Louie
Arianne Lowder
Jenni Luke
Holly Lynch
Amy Mahan
Anne Mahoney
Wanda Mann
Kim Martin
Jaklyn Mashak
Sioban McCarthy
Mercedes McFarland
Kathryn McKechnie
Dinah McLean
Susan McPherson
Judy Meguire
Michelle Merriweather
Teri Meyer
Alison Miller
Catherine A. Miller
Naysa Mishler
Diane Mizota
Andrea Mondello
Jennifer Norman
Rene Nourse
Daphne Ortiz
Lida Orzeck
Cheryl Overton
Marcia Owens
Margaret Paddock
Elizabeth Pagliarini
Jane Pak
Paola Palazzo
Debi Palestina
Bruna Papandrea
Philline Parlan
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Aimee Peterson
Alison Phillips
Kate Phillips
Desiree Pierce
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Rosie Pisani
Michele Polz
JL Pomeroy
Lauren Porat
Claudia Poster
Michelle Raimo Kouyate
LaShon Reese
Diane Reichenberger
Erica Reynolds
Hadley Rierson

Jen Robertson
Sheila Robinson
C. Robinson Jackson
Shanna Rosen Belott
Michelle Rosenberg
Sonya Rosenfeld
Terry Ross
Peg (Margaret) Rowe
M. Rudberg-Leshnock
Beth Ruske
Cheryl Russell
Clar Ryu Dern
Sandy Sabean
Lia Saeteurn
Natalia Safran
Liz Dennery Sanders
Gena Schaublin
Ericka Schnitzer-Reese
Jana Schreuder
Lynn Schultz
Jennifer Schulz
Maribel Segovia
Tracy Settel
Jeannine Shao Collins
Suzanne Shier
Louisa Shipnuck
Amanda Silverman
LaShaun Skillings
Betsy Sobiech
Cari Sommer
Elena Sotomayor
Delena Tanya
Bridget Stachowski
Rebecca Stewart
Stella Stolper
Carolyn Stotesbery
Erica Strama
Wendi Sturgis
Delia Swan
Susan Sweet
Rosabel Tao
Genevieve Thiers
Kathryn Thomas
Johanna Toman
Ferne Traeger
Bonnie Tseng
Marcy Twite
Nancy Utley
Kathryn Van Ness
Kristin W. Collier
Jackie Walker
Maggie Walsh
Louise Ward
Wendi Wasik
Laura Wasser
Jessica Weiner
Jackie Wilgar
Rachel Williams
Annette Winkelman
Margo Wolf O'Donnell
Megan Wolfe
Cynthia Wolff
Jane Wurwand
May Yeung

LUMINARY

CIRCLE



LEADERSHIP

National Board of Directors

Linda Descano - president & CEO, Women & Co., Citibank

Tal Gilad - executive director, Peace First Los Angeles

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

Betsy Sobiech - partner, Tiara International

Wendi Sturgis - executive vice president, sales, Yext

Jess Weiner - chief creative officer, Talk to Jess LLC

Megan Wolfe (chair) - senior manager, marketing & business development, Deloitte

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!

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PARTNERS

2010 Donations

\$50,000+

Bayer

\$25,000-49,999

Ann Taylor

Dermalogica

Maidenform Inc.

\$10,000-24,999

Allergan Medical

Are You Smarter Than a 5th Grader

Bally

Creative Artists Agency

Dwight Stuart Youth Foundation

Kohler Waters Spa

Marie Keese Lelash Foundation

The Young Women's Leadership
Foundation

Women & Co

\$5,000-9,999

Ali Brown

American Eagle Outfitters Foundation

CBS Television Network

City National Bank

Coalition of Women's Initiatives in Law Firms

Comcast

Comerica

The Container Store

Disney/ABC Television Group

Fresh Events Company Inc.

Henri Bendel

J. Crew

Julie Darmody

Maricel Vivas

OWN: Oprah Winfrey Network

Raytheon

SONY Pictures

The Seattle Foundation

Vtech Communications

WE tv

WME

\$2,500-4,999

110 West Superior

8840 LLC

Adobe Systems Incorporated

Angus Salon

BCBG MAX AZRIA GROUP

Bingham McCutchen LLP

Catherine Malandrino

Christine Chiu

Clif Bar & Co.

Comcast Interactive Media

Diana Cartwright

EIF

Fertility Centers of Illinois

Gina Despres

Global Impact

Henri Bendel

Herbalife

Infusion Management

Lifetime Networks

Lodis Accessories

Marcus & Jane Buckingham

McGladrey & Pullen, LLP

Michael Berland

Michael Stars

MoroccanOil

Pillsbury Winthrop Shaw Pittman

Ravenswood Health Center

Sephora

Sonya Rosenfeld

Tory Burch

Wedding and Event Specialist

\$1,001-2,499

Albert Parvin Foundation

Allen Pulwalski

Angela Elbert

Bank of America

Deloitte

Elizabeth Holt

Good Karma Properties

Katherine Auld

Mario Enrique Matrin

Michelle Wroan

Renee Simon

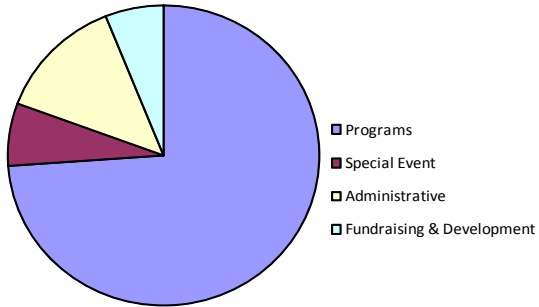
Sarah Emerson

Tracy Settel

Weintraub Financial Services

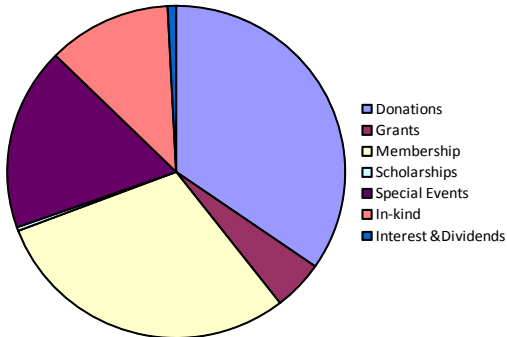
FINANCIALS

2010 Functional Expenses



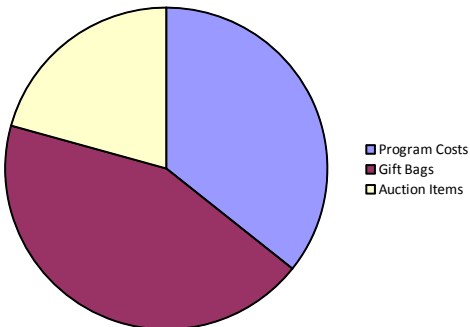
Expense Areas	Amount
Programs	\$1,103,048
Special Events	\$100,688
Administrative	\$198,697
Fundraising & Development	\$90,536
Total Expenses	1,492,969

2010 Income



Income Area	Amount
Donations	\$485,037
Grants	\$67,894
Membership	\$416,755
Scholarships	\$5,046
Special Events	\$249,047
In Kind	\$165,663
Interest & Dividends	\$11,368
Total Income	\$1,400,810

2010 In Kind



In Kind Area	Amount
Program Costs	\$59,130
Gift Bags	\$72,235
Auction Items	\$34,298
Total In Kind	\$165,663

Beginning Net Assets	\$1,959,167
Income	
Donations	\$485,037
Grants	\$67,894
Membership	\$416,755
Scholarship Funds	\$5,046
Special Events	\$249,047
In Kind Donations	\$165,663
Interest & Dividends	\$11,368
 Total Net Income	 \$1,400,810
Expenses	
Programs	\$1,103,048
Special Events	\$100,688
Management & Administration	\$198,697
Fundraising	\$90,536
 Total	 \$1,492,969
 Net Income	 -\$92,159
Ending Net Assets	1,867,008



