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!
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.
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
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<thead>
<tr>
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<td>BuzzFeed, CSP Family Foundation, Dallas Women’s Foundation, Ernst &amp; Young LLP, Exelon, Extima Inc., GE Foundation, Group M, Horizon Media, Hudson Gray, IT Cosmetics, Jewish Community Foundation of LA, Kargo, Ketchum, KPMG, Living Proof, Marie Keese Lelash Foundation, Mark &amp; Lynda Coffman, Marketo, MediaLink</td>
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Venus Devnani McClelland, chief operating officer
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Jessica Champness, vp, development
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Allison Leanos, national senior manager, communications
Nickie Acero, national manager, data strategy, teen programs
Brianna Williams, national manager, finance + operations
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Margaret Humphrey, teen programs facilitator

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Tiera Diaz, teen programs manager
Jessica Smith, program manager, development + events
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Jane Baron, teen programs facilitator
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Natalie Wees, teen programs facilitator

NEW YORK

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Laurel Saito, teen programs facilitator
Laura Weiss, teen programs facilitator
INCOME
$4,338,172

- Grants: 67% ($2,897,310)
- Special Events: 20% ($875,769)
- Donations: 10% ($552,233)
- Interest & Dividends: 3% ($12,860)
Inspiration Awards 75% ($125,584)
Power Hour 5% ($8,260)
Shine & Dine 20% ($32,860)

IN KIND $166,704
THANK YOU