ANNUAL REPORT 2013

StepUp
Inspiring women
to inspire girls.
“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
Step Up believes all girls should have the opportunity to fulfill their potential.

The mission of Step Up is to propel girls from under-resourced communities to fulfill their potential by empowering them to become confident, college-bound, career-focused, and ready to join the next generation of professional women.
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 goal of Step Up’s teen empowerment programming is for girls to graduate high-school confident, college-bound and career-ready. Our partner schools focus on the IQ: the reading, writing and arithmetic.

At Step Up, we focus on the EQ: the emotional and social skills they need to be successful and pull themselves out of poverty. Our 9th and 10th grade confidence curriculum offers 30 weeks of after-school programs annually dedicated to increasing girls’ confidence by exploring identity, relationships, voice, vision, action and expression. Step Up’s professional women members volunteer as guest speakers and mentors in the classroom to enable our students to interact with and learn from the women they hope to become.
In America’s urban neighborhoods, more than one in three high school students will not complete high school.


As Step Up teens continue along the trajectory of our national curriculum, 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.
Women 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 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 a network reaching 130,000 supporters nationwide, with the core of our membership found around our offices in Los Angeles, New York and Chicago.

The Step Up woman is ambitious and proactive. She values connections and is driven to help others succeed.
2013
LUMINARY CIRCLE

Adrienne Smith
Alexandra Lynch
Alisa Norris
Alison Deyette
Alison Paul
Alliah Livingstone
Amanda Arrillaga
Amanda Steinberg
Amara Angelier
Amy Carney
Angela Batterson
Archana Acharya
Ashley Korody
Ashley Mariell Prentice
Bridgette Blake
Brooke Wall
Callie Miller
Cally Eckles
Carly Cooper
Carrie Malachowski
Christine DeMott
Cie Nicholson
Courtney Levering
Cristina Massa
Dale Oberst Hopmans
Daleta Mitchell
Danelle Snider
Danielle Garcia
Danielle Valkner
Darla Anderson
Dawn Gepfert
Debora Leighton
Deborah Ludwig
Debra Sapp
Della Richards
Delta Jones-Walker
Desiree Gruber
Donna Towle
Elinor Hart
Elizabeth Davis
Elizabeth Lombardo
Elizabeth O’Connor
Erin Roberts
Gina Kiefer
Gina Truitt
Ginger Shukrun
Griselda Walls
Jan Heidinger
Janice Coonley
Jeanne Berger
Jennifer Blair
Jennifer Harding
Jennifer Sheehan
Jessica James
Jessica Mays
Judi Rosenthal
Julie Paluch
Karen Klein
Kate Ernst
Katherine Toll
Kathryn Walker
Kathy Marryat
Kaye Popofsky Kramer
Kelly Pasterick
Kerry Heiple
Kim Quinn
Kim Withee
Kristie Tippner
Kristin Borostyan
Laura Flamion
Leila Milano
Lenny van Eijk
Leslie DeHoff
Lily Ho
Lorraine DiSanto
Lorraine Massey
Madeline Loef
Marietta Daniel
Marnie Kain Cacossa
Marta Martinez
Mary DeLand
Mary Smendzuik
Megan Wolfe
Meghan O’Kelly
Meryl Weinsaft Cooper
Michelle Molise
Mindy Truitt
Molly Kohrs
Monica Bowe
Monica Klunk
Myrna Chao
Naana Grant-Acquah
Nadia Rawlinson
Naomi Sheridan
Nathalie Doobin
Nicolle Pangis
Nikki Mark
Osi Shoham Ettlinger
Rahsaana Allen
Rebecca Busch
Rhea Roberts
Ronda Jackson
Ruby Kular
Sadaf Chaudhry
Samantha Hallman
Sandra Kemp
Sarah Byrnes
Sarah Wendt
Shalanda Holmes
Shannon Carpenter
Shannon Sugar
Sonya Shelton
Stacee Hasenbalg
Stefanie Fischel
Stephanie Tsai
Susan Montgomery
Susan O’Connor
Suzanne Bell
Tai Beauchamp
Tammi Bedolla
Tatiana Simonian
Tracy DeFreitas
Tracy Raiser
Vanessa Alexander
Victoria Roig
Violet Sistovaris
Yolanda McCoy-Thomas
Zoe Bogan
Angela Elbert  CHAIR  
partner, Neal, Gerber & Eisenberg, LLP

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global chief financial officer, Possible Worldwide

Wendi Sturgis  CO-VICE CHAIR  
EVP, sales and services, Yext

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fashion and beauty industry executive

Shayna Cook  
attorney & partner, Goldman Ismail LLP

Tanya Hekimian  
president, Duchess of Television

Sara Holoubek  
CEO, Luminary Labs

Kaye Popofsky Kramer  
founder, Step Up

Stacy London  
co-host, “What Not to Wear”;  
co-founder, Style For Hire;  
New York Times best-selling author

Jenni Luke  
CEO, Step Up

Jess Weiner  
chief creative officer, Talk to Jess, LLC

Megan Wolfe  
industry marketing director, Grant Thornton LLP
LEADERSHIP

STAFF

Jenni Luke
chief executive officer

Angie Franchino
VP, operations and fundraising strategy

Cassandra Gaddo
managing director, Chicago

Jamie Kogan
managing director, Los Angeles

Sarah Wendt
managing director, New York

Alissa Zito
VP, communications
2013 DONATIONS

$50,000+
  The Terri & Verne Holoubek Family Foundation

$25,000-$49,999
  Young Women’s Leadership Network
  Gillette Venus
  Dogeared
  U.S. Bank
  Dwight Stuart Youth Fund
  The Container Store

$10,000-$24,999
  City National Bank
  Moroccanoil
  Neutrogena
  Dermalogica
  FitnessGlo
  PwC
  LUNA
  Coach Foundation
  Coalition of Women’s Initiatives
  in Law Firms
  Raytheon
  Allstate
  Bloomfield Family Foundation
  Lifetime Networks
  LuLu Avenue
  Maker LLC
  Marie Keese Lelash Foundation
  MiSci
  SONY Pictures Entertainment

$5,000-$9,999
  Accenture
  Baker Tilly Virchow Krause, LLP
  KPMG
  Loeb & Loeb LLP
  Patrina Foundation
  Pillsbury Winthrop Shaw Pittman
  SEO

$2,500-$4,999
  Herman Miller
  Comerica
  The MJK Family Foundation
  Rockefeller Foundation
  AAR

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Altier Advisers LLC
American Express Charitable Fund
BMO Financial Group
Bri Seeley
C.Wonder
Chapman and Cutler LLP
Cintas Corporation
Citi
Equinox
Gio Group
Goldman Ismail Tomaselli Brennan & Baum LLP
Grant Thornton LLP
HALSTON HERITAGE
Intermix
Joie
Katten Muchin Roseman LLP
Linda Descano
Neal Gerber & Eisenberg LLP
Northwest Evaluation Association
Olgetree Deakins
Panda Express
PGA Tour, Inc.
Quaker Foods North America
Resurrecting Venus
Saks Fifth Avenue
Schiff Harden LLP
Sperry Top-Sider
The Brunswick Group
The Chicago Community Trust
The Hillshire Brands Company
Theory
Tory Burch
UFS, Inc.
United Talent Agency
Viacom
Way Easy Gifts
2013 FUNCTIONAL EXPENSES

Expense Area
- Programs: $1,328,959
- Administrative: $296,071
- Fundraising & Development: $109,010
Total Expenses: $1,734,040

2013 INCOME

Income Area
- Donations: $355,330
- Grants: $197,492
- Membership: $533,518
- Special Events: $459,302
- In Kind Donations: $75,522
- Interest & Dividends: $12,148
- New York Office Rent: $40,950
Total Income: $1,674,262

2013 IN KIND

In Kind Area
- Shine & Dine: $0.00
- Inspiration Awards: $9,295
- Power Hour: $66,227
Total In Kind: $75,522

FINANCIALS