BE A STEP UP PARTNER

STEP UP PARTNERS SHARE OUR BELIEF THAT ALL GIRLS SHOULD HAVE THE OPPORTUNITY TO PURSUE THEIR DREAMS OF SUCCESS.

ARE YOU READY TO PLAY AN ACTIVE ROLE IN OUR MISSION?

advancing the lives of girls
suwn.org
@stepupwomensnetwork
STEP UP BELIEVES ALL GIRLS SHOULD HAVE THE OPPORTUNITY TO PURSUE THEIR DREAMS OF SUCCESS.

AS A MENTORSHIP NONPROFIT, STEP UP WORKS TO:
• CLOSE THE OPPORTUNITY GAP
• TRANSCEND GENDER + RACIAL INEQUITIES
• ADVANCE FAMILIES AND COMMUNITIES

STEP UP’S IMPACT:
• 97% of Step Up girls report experiencing Step Up as a safe space
• 97% of Step Up teens graduate high school on time
• 85% of Step Up teens report feeling more prepared for the workforce
• Teens with a mentor are 55% more likely to enroll in college
• Young adults with a mentor are 130% more likely to hold leadership positions
• 100% of Step Up teens have access to multiple mentors.

STEP UP SUPPORTS
• high school girls + gender-expansive teens 14–18
• young women + gender-expansive young adults 18–23
• girls of color facing systemic barriers and/or first generation students

STEP UP PROGRAMS PROVIDE
• mentorship – benefiting from the experiences of others to nurture personal and professional growth
• community + connection – leaning on the collective whole of the Step Up network to access opportunity and lifelong support
• social emotional learning skills– developing identity through self-awareness, self-mastery and interpersonal skills
• career practice – gaining real-world experience through hands-on application, access and support

130% YOUNG ADULTS WITH A MENTOR ARE 130% MORE LIKELY TO HOLD LEADERSHIP POSITIONS
WHY PARTNER WITH STEP UP?

WHETHER YOUR BRAND IS LOOKING TO CREATE LASTING IMPACT, ENGAGE EMPLOYEES IN MEANINGFUL MENTORSHIP, OR REACH A TARGET AUDIENCE OF WOMEN OR GIRLS, STEP UP CRAFTS MUTUALLY-BENEFICIAL PARTNERSHIPS WITH YOUR GOALS IN MIND.

INVEST IN NEXT GEN WOMEN
Through free mentorship programs, Step Up works with girls and gender-expansive teens facing systemic barriers on becoming confident, career-focused, and ready to join the next generation of leaders. We know it’s their voices at the vanguard that will bring a more just and prosperous society for all. When you invest in Step Up, you join us in this important work.

ENGAGE YOUR EMPLOYEES
Studies show that 83% of employees are more likely to put in more effort at work when they feel good about the way their employer contributes to community. Through Step Up’s Employee Engagement Partnerships, your organization will have hands-on opportunities for mentoring and volunteering, along with access to networking and community-building programs.

REACH YOUR TARGET AUDIENCE
Step Up crafts activations that connect your brand with our community of women members and/or young women mentees. From opportunities for sampling, to program and event sponsorships, to social media and media relations, to celebrity gifting, Step Up looks forward to supporting the brands that invest in our mission.
COMCAST NBCUNIVERSAL

PARTNERSHIP ENGAGEMENT:

• **Career Steps in Media + Entertainment:** NBCU hosts virtual and in-person field trips for Step Up girls so they can experience the workplace and learn about the various roles and careers from NBCU mentors themselves. This program allows their team to serve as mentors without even leaving their office/home!

• **Experienceship:** NBCU is the founding partner of this powerful career prep program, hosting more than 20 hours of job shadowing opportunities for Step Up girls. It’s an accelerated, virtual micro-internship designed for today’s interns and partners like NBCU.

• **Black Girls Town Hall presented by Comcast NBCUniversal:** NBCU serves as the presenting sponsor for this multi-generational conversation that celebrates the unique gifts and contributions, acknowledges fears and barriers and casts vision for the future for Step Up’s Black community.

“Mentorship shows young women that there are many paths to success and many ways to live a life in which they feel fulfilled. The important work that Step Up fosters allows these young women to see themselves reflected in a spectrum of opportunities, and gives them the freedom to see possibilities where they may have previously seen limitations.”

— PRITHA OGDEN
NBCUnites mentor + volunteer

A LOOK AT SOME STEP UP PARTNERSHIPS AND THEIR IMPACT ON OUR FUTURE LEADERS.
ULTA BEAUTY

PARTNERSHIP ENGAGEMENT:

• So You Wanna...: Ulta Beauty provided behind-the-scenes access to the world of corporate social responsibility when it participated in this career exploration mentoring session focused on community impact. The Step Up “So You Wanna” series features opportunities for young women to connect with mentors who work in industries of interest, an important part of our commitment to expanding both the networks of young women and the pipeline for diverse workforce talent for our partners.

• Step Up Together: As a sponsor of Step Up’s digital summit, Ulta Beauty curated a session on leadership in the beauty industry and invited the day’s 1800 guests to visit its brand lounge where it showcased its famous 21 Days of Beauty event.

“It has been a truly rewarding experience to partner with Step Up since 2015. We are proud to partner with this incredible organization by supporting impactful mentorship programs that prepare our next generation of leaders to pursue their dreams of success. Each mentoring event allows our associates to bring their lived experiences to empower girls, helping them to become more confident while furthering the development of our associates by providing them with an opportunity to strengthen their network, leadership skills and knowledge. Participating in specific events such as Step Up’s Black Girl and Latinx Town Halls is also a perfect fit for our diversity, equity and inclusion commitments, deepening our support for organizations serving communities of color.”

— ULTA BEAUTY
IDEAS FOR IMPACT

UNDERWRITE A MENTORSHIP PROGRAM
Step Up relies on funding to carry out its many mentorship programs for teens and young adults. Partners who invest in programs have tangible examples of the impact they’re creating and may enjoy naming rights and other program integration opportunities.

BUILD CORPORATE CULTURE THROUGH AN EMPLOYEE ENGAGEMENT PARTNERSHIP
Step Up’s Employee Engagement Partnerships provide your employees with the opportunity to get involved in their communities. Your employees will enjoy access to Step Up’s member and mentoring programs, including networking and community-building conversations.

SPONSOR AN EVENT
Step Up regularly unites its community of members and mentors for conversations and connections. Partners who invest in Step Up events have the chance to share their brand with Step Up members, enjoying naming rights, sampling or other integration opportunities.

BECOME A MEMBER
Step Up invites you to become a member of our community of women and gender-expansive adults. Your membership dues are both an investment in yourself and an investment in the next generation of leaders. Your annual gift of $75 or more makes you a Step Up member.

BENEFICIARY PARTNERSHIP
Are you interested in donating a percentage of proceeds to Step Up, either on a rolling basis or surrounding a special holiday or initiative? Step Up loves to partner with brands who share our vision of a world where all girls have the opportunity to fulfill their dreams of success.
STEP UP MENTORSHIP PROGRAMS

PARTNER WITH US ON ANY OF THESE PROGRAMS, HELPING TO LAUNCH OR EXPAND OUR IMPACT

a peer + career mentorship program featuring eight hours of social emotional learning programming that helps teens build the skills necessary to successfully engage in future career pursuits, including Step Up’s Experienceship

LUMINARIES CAREER COACHING

5 hours of career coaching, mentorship and informational interviews that prepare participants to successfully engage in future career pursuits, including Step Up’s Experienceship
Step Up Mentorship Programs

The Blueprint

In partnership with Visible

This series provides behind-the-scenes access to industries and hands-on experience with the mentors who work there, as part of our commitment to expanding community and connection for young women from diverse backgrounds.

Career Steps

Help us expand this program with an investment of $25,000!

Virtual and in-person field trips to experience a workplace and learn about the various roles and careers from the brand’s employees themselves.

The Pipeline Career Channel

Become the presenting sponsor of our popular pipeline with an investment of $25,000!

Powerful tool connecting Step Up young women who have received career-readiness and social emotional learning skill training with businesses who are intentional about creating more inclusive workplaces through their hiring practices.

Catalyst Conference

Launch this program with an investment of $75,000!

A day of multi-generational mentorship on turning inspiration into action, and focusing on creating change in one’s life, school, community and the world.

Ask Me Anything

Become the presenting sponsor of this program with an investment of $100,000!

One-of-a-kind access to industry-leading mentors for the chance to develop a career-advancing skill.

So You Wanna

Become the presenting sponsor of this program with an investment of $150,000!

This series provides behind-the-scenes access to industries and hands-on experience with the mentors who work there, as part of our commitment to expanding community and connection for young women from diverse backgrounds.

Experienceship

Become the presenting sponsor of this program with an investment of $200,000!

More than 20 hours of powerful career prep begins with a week of intensive training and culminates in a 2-week job shadowing placement with a Step Up partner brand - an accelerated, virtual internship designed for today’s interns and workplace hosts.
Step Up’s Employee Engagement Partnerships provide your employees with the opportunity to get involved in their communities. Your employees will enjoy access to Step Up’s member and mentoring programs, including networking and community-building conversations.

Beginning with an investment of $10,000, Step Up’s employee engagement program offers your employees the opportunity to...

**SERVE AS MENTORS**
Mentoring with Step Up gives your team members the chance to be directly involved in fighting racial injustice, closing opportunity gaps, and building community, while serving as thought-leaders, helping women and girls build their futures.

**ATTEND COMMUNITY EVENTS**
Whether virtual or in-person, Step Up hosts community-building and networking events for our Step Up members and mentors.

**JOIN OUR NETWORK**
Step Up girls go on to join an ecosystem of supportive women leaders that form our member and mentor network. This cadre of leaders supports one another and equips the next generation of girls through their mentorship and investment. Ever supportive of Step Up, these influential women are eager to support Step Up partner brands.
# Employee Engagement Partnership Benefits by Investment Level

<table>
<thead>
<tr>
<th>Employee Engagement Partnership Benefits by Investment Level</th>
<th>$25,000</th>
<th>$15,000</th>
<th>$10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to <strong>host a Career Steps</strong> - virtual career exploration field trip</td>
<td>Yes</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Opportunity for a <strong>company panelist</strong> + mentoring spots at a <strong>So You Wanna...</strong> program</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
</tr>
<tr>
<td>Opportunity to <strong>host an Experienceship</strong> - two week-long internship</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Tickets for employees to mentor at Step Up programs annually - workshops, conferences and more</td>
<td>60</td>
<td>40</td>
<td>20</td>
</tr>
<tr>
<td>Tickets for employees to attend member events annually - panels, Power Breakfasts, Summer Series, networking sessions and more</td>
<td>75</td>
<td>50</td>
<td>25</td>
</tr>
<tr>
<td>Opportunity to post unlimited jobs + internships on <strong>The Pipeline</strong> - attracting a diverse pipeline of Step Up alumnæ</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Opportunity for employees to mentor and engage on Step Up’s Mentorship App</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Opportunity to write letters of encouragement to Step Up mentees</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Opportunity to <strong>host a Lunch &amp; Learn with a Step Up representative</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Receive monthly calendar of upcoming events</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Social media mentions on Step Up’s social channels</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Name listed on Step Up’s website as corporate partner</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Name listed in Step Up’s annual report</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>
EVENT SPONSORSHIP OPPORTUNITIES

STEP UP REGULARLY UNITES ITS COMMUNITY OF MEMBERS AND MENTORS FOR CONVERSATIONS AND CONNECTIONS. PARTNERS WHO INVEST IN STEP UP EVENTS HAVE THE CHANCE TO SHARE THEIR BRAND WITH STEP UP MEMBERS, OFTEN ENJOYING NAMING RIGHTS, SAMPLING AND OTHER INTEGRATION OPPORTUNITIES.

WOMEN’S HISTORY MONTH PANEL: MARCH
Celebrate Women’s History Month with Step Up as a sponsor of our annual panel conversation. Each year, attendees hear from thought-leaders, connect with members of Step Up’s community and leave the conversation empowered to create a world where all girls have the opportunity to pursue their dreams of success.

SUMMER SERIES: MAY–JULY
Join Step Up as a partner this summer for a series of events curated to connect our community.
• Power Breakfasts for Step Up members in Chicago, Dallas, Los Angeles and New York
• Grab a Drink with CEOs – virtual happy hour

STEP UP TOGETHER DIGITAL SUMMIT: SEPTEMBER 2022
Your company can serve as a sponsor of our digital summit – a day of content featuring sessions and celebrity speakers on topics like social justice + mentorship. This virtual event averages 2600 registrants, including mentors and mentees alike!

INSPIRATION AWARDS: 2023
As a sponsor, your company can help Step Up re-launch Inspiration Awards with gusto in 2023 for Step Up’s 25th anniversary. Prior to the pandemic, Inspiration Awards annually welcomed 800+ influential guests for a red carpet luncheon benefiting Step Up.
BENEFICIARY PARTNERSHIP OPPORTUNITIES

STEP UP LOVES TO PARTNER WITH BRANDS WHO SHARE OUR VISION OF A WORLD WHERE ALL GIRLS HAVE THE OPPORTUNITY TO PURSUE THEIR DREAMS OF SUCCESS.

LET’S PARTNER!
identify important dates for your brand + Step Up and celebrate the day by donating a percentage of proceeds or fixed dollar amount from your promotion or campaign to Step Up

partnership can be on a rolling basis or surrounding a special holiday or initiative

Step Up can promote the days + incentive to shop to its network of members*

SPECIAL AWARENESS DAYS

- **International Women’s Day** March 8
- **Women’s History Month** March 1-31
- **National Nonprofit Day** August 17
- **Women's Equality Day** August 26
- **Day of the Girl** October 11
- **Giving Tuesday** November 29

*For partnerships below $5,000, Step Up will support the promotion on the organization’s social media channels as space allows.
PARTNERSHIP SPOTLIGHTS

BH COSMETICS
The makeup brand known for star-studded collaborations celebrated girl power with a co-branded 12 Color Shadow Palette. 100% of net proceeds from this palette are donated to Step Up with a minimum donation of $25,000.

FOREVER 21
Forever 21 donates $1 for every item purchased from its International Women’s Day collection to Step Up and provides shoppers with the chance to round up their purchase at checkout to donate “change” to Step Up. This collaboration raised over $400,000 for Step Up in 2021.

KARUNA SKIN
During March, this celebrity-loved skincare line donates 10% of proceeds from its Uplift kit.

Step Up loves to help spread the word about its partners! For investments at the $5,000+ level, we can include you in our editorial calendar.

Check out our featured partner Blogs.

For more on beneficiary partnerships, contact Amanda.
NATIONAL BOARD OF DIRECTORS

Maria Walker, CHAIR
Patient Square Capital

Andrya Smith, VICE CHAIR
PwC

Tara Farnsworth, TREASURER
Bayshore Global Management

Suzanne Norr, SECRETARY
AvatarLabs, Inc.

Vanessa Salinas Beckstrom
PwC

Rachel Begun
Food and Nutrition Solutions, LLC

Tamika Chambers
Northwest Evaluation Association

Bernadette Fitzpatrick
Bare Necessities

Heather Foster
Lyft Inc.

Marnie Kain
Grey Group

Kaye Popofsky Kramer
Step Up Founder

Molly Luetkemeyer
M. Design Interiors

Sara Link
Verizon

Marta Martinez
Google

Mark Page
AT&T executive (retired)

Beth Radichel
Neal, Gerber, & Eisenberg LLP

Barri Rafferty
Wells Fargo

Maria Salcedo
Ulta Beauty

Hilary Smith
NBCUniversal

Maggie Stockdale
Media Math
LET’S CRAFT A PARTNERSHIP THAT EMBOLDENS THE NEXT GENERATION OF LEADERS!

Contact Jamie
jamie@suwn.org
310.497.3514