IMPACT REPORT

Thank you for your investment in our digital summit, benefitting Step Up. With support from companies like yours, we hosted a monumental day of content for 1,800+ global supporters that raised over $500,000 to support critical mentorship programming for teen girls and gender-expansive young adults.

Jamie Kogan
Executive Director, Development
jamie@suwn.org | 310.497.3514
“You have the power to write the pages to your own story. So, continue to thrive, find your why and most definitely always keep your head up.”

- Tiara Soto, teen activist, Step Up Teen Honoree
LESSONS FROM MOTHERHOOD

featuring Gabrielle Union and Step Up alumna Kalen Isreal

RISE TOGETHER: THE VOICES WE'RE LISTENING TO POST-PANDEMIC

featuring Francesca Batista, Phoebe Robinson and Minda Harts

TRUTH TALK: THE ART OF BECOMING MYSELF

featuring Julie Bowen, Step Up teen hrilina and Step Up alumna Melanie Remkus

LOOKING BACK ON STEP UP TOGETHER

The Summit’s 31 Sessions

• All-Access Happy Hour
• Ask Me Anything: Women on Corporate Boards
• Build Your World: Javascript for Teens
• Committing to Diversity + Inclusion at Work
• FALL in Love with Step Up: a look at our free fall programs for high school teens and young adults
• Helping Women Thrive with Honoree Michelle Klein of Facebook
• Ideas that Lead to Innovation
• Industry Networking: Board Service
• Industry Networking: Branding + Partnerships
• Industry Networking: Diversity, Equity + Inclusion
• Industry Networking: Entertainment
• Industry Networking: Financial Services
• Keep Your Head Up with Mandy Moore and Teen Honoree Tiara Soto, 17
• Lessons from Motherhood
• Pillars of Potential powered by GSTQ
• Rise Together: the Voices we’re Listening to Post-Pandemic
• Sports Renaissance: How Women are Evolving the Game
• Summit Reflections
• Truth Talk: First Gen College Experiences
• Truth Talk: From Passion to Action Part 1
• Truth Talk: From Passion to Action Part 2
• Truth Talk: The Art of Becoming Myself
• View from the Top with Ulta Beauty
• Welcome to Step Up Together
• Whose Voice is Included? Discussing Diversity in Journalism
• Why We Can’t Wait to Save Our Future with Honoree Briana Carbajal, 22
• Women in Financial Services: How to Feel at Home in the C-Suite presented by U.S. Bank

Rise Together: the Voices we're Listening to Post-Pandemic featuring Francesca Batista, Phoebe Robinson and Minda Harts

Lessons from Motherhood featuring Gabrielle Union and Step Up alumna Kalen Isreal

Truth Talk: The Art of Becoming Myself featuring Julie Bowen, Step Up teen hrilina and Step Up alumna Melanie Remkus
Our summit speakers are thought-leaders!

Everywoman Studios’ Abby Greensfelder • Winget, Spadafora & Schwartzberg, LLP’s Allison J. Beatty • Andrea Contres Moore • PwC’s Andrya Smith • PepsiCo Foods North • Procter & Gamble’s Ashley Taylor • Baaba Holland Agency’s Fitzpatrick • 50/50 Women on Boards • Berkhemer

Gabrielle Union actress, activist • author, You Got Anything Stronger?

Phoebe Robinson author, comedian • producer, Please Don’t Sit On My Bed In Your Outside Clothes

Julie Bowen activist + actress

Lilliana Vazquez host, style expert + tastemaker

Claudia Benshimon Senior Vice President & General Manager, Esteé Lauder & AERIN Beauty, North America

Minda Harts CEO • author, Right Within

Sarah Fuller first woman to play NCAA Power 5 Conference football

Lacey Chabert actress

Malena Higuera GM, Urban Decay

Mandy Moore actress, singer, activist

Sheryl Sandberg COO, Facebook

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2021 SPONSORS INCLUDED...

AND MORE!
STEP UP TOGETHER’S REACH

The Coverage

EDITORIAL
online impressions (UVPM): 514,189,880
print impressions: 3,400,000
total Step Up Together impressions: 1,031,779,760

DONATED AD SPACE
Print: 3,411,860
Online: 6,040,592

WEB TRAFFIC
18,000 website sessions during September

STEP UP TOGETHER WAS COVERED BY MEDIA OUTLETS INCLUDING:
People
Spectrum News 1
ET Online
Ebony

SOCIAL ENGAGEMENT (Aug 26 – Sept 9, 2021)
39,997 total event social impressions (Facebook, Instagram, Twitter, Linkedin)

STEP UP TOGETHER’S MOST ENGAGING INSTAGRAM POSTS:
8.90% Stay Connected with Step Up
7.64% Your Guide to Enjoying Step Up Together
7.13% Rise Together Session Announcement
7.12% Last Chance to RSVP for Step Up Together

The Sessions
114 speakers
20 Step Up alumnae + teen speakers
31 sessions, 2,317 total session views (live + on demand)
75 average session views (live + on demand)

The Attendee Profile
1,800+ registrants
16 countries represented
30+ US states represented

The App + Web-Browser Engagement
484,230 total user engagement
389,730 total app banner views
74,001 total minutes open
4,046 total user contributions
A variety of brand activations connected influential attendees with Step Up Together partners.

Sponsored Summit Sessions

Partners hosted programming for attendees on the main stage.

- Women in Financial Services: How to Feel at Home in the C-Suite presented by U.S. Bank featured above
- Pillars of Potential powered by GSTQ featured below
- View from the Top with Ulta Beauty
- Helping Women Thrive with Honoree Michelle Klein of Facebook

Brand Lounges

Attendees visited virtual lounges to engage with global brands!

U.S. Bank

The visionary sponsor offered guests a resource to boost their short-term and long-term financial goals through a quick guide on the 5 Key Components of a Financial Plan.

GSTQ

The GSTQ Lounge offered guests the chance to win a week of 5 fall outfits while learning about “clothing that’s polished to perform to your potential.”

Benefit Cosmetics

Guests discovered their brow bestie in the Benefit Brow Lounge and entered to win a free brow wax.

PwC

Attendees explored professional development programs, learned about The New Equation and explored careers in consulting in the PwC Lounge.

Michael Stars

The Vintage Style Lounge provided guests the chance to win a $500 online gift card while exploring for fall fashion needs.

Ulta Beauty

Attendees stepped into a virtual 21 Days of Beauty pop-up to shop beauty’s biggest event.

Even More Brand Engagement!

Even more brand engagement opportunities for attendees included:

- U.S. Bank: The visionary sponsor offered guests a resource to boost their short-term and long-term financial goals through a quick guide on the 5 Key Components of a Financial Plan.
- GSTQ: The GSTQ Lounge offered guests the chance to win a week of 5 fall outfits while learning about “clothing that’s polished to perform to your potential.”
- Benefit Cosmetics: Guests discovered their brow bestie in the Benefit Brow Lounge and entered to win a free brow wax.
- PwC: Attendees explored professional development programs, learned about The New Equation and explored careers in consulting in the PwC Lounge.
- Michael Stars: The Vintage Style Lounge provided guests the chance to win a $500 online gift card while exploring for fall fashion needs.
- Ulta Beauty: Attendees stepped into a virtual 21 Days of Beauty pop-up to shop beauty’s biggest event.

Step Up Together Kit:

- 250 All-Access Pass holders received a curated summit kit filled with gifts from our partners!

App Banner Ads:

- Attendees interacted directly with partners on the event mobile app + web browser via banner ads and more! Sponsor banner ads received an average of 29,540 views.

Digital Gift Bag:

- Guests left the summit with a digital gift bag filled with goodies curated by Step Up Together partners.
Being apart of Step Up has impacted me and it has taught me so many things that I have been able to incorporate into my life. One example of that is a trip we made to Ketchum, and on this trip, I got a wake up call. I used to stand back in a crowd, and I wouldn’t want to speak up. A mentor noticed that... she told me that you can’t stand back in a crowd you have to speak up and take charge and take these opportunities. Because if you don’t take charge of these opportunities you are going to lose them. That was a really big wake up call for me. The whole ride home I was thinking about what she said... After that, I started speaking up more and I started asking more questions and being more interactive. That was something that really impacted me and it made me a better person today.

Fatou Gumaneh
Step Up Alumna

As a young Latina girl coming from a low income neighborhood and a soon to be first generation college student, I do not have the privilege that some of the other girls my age do... I find comfort in Step Up because I am inspired to use my story as a pedestal for my leadership, growth, and gaining strong passions to create a better tomorrow.

Tiara Soto
2021 Step Up Together Teen Honoree

INVESTING IN THE NEXT GENERATION

In 2021, Step Up Together raised more than $500,000 to fund critical mentorship programs for teen girls and gender-expansive young adults.

Step Up believes all girls should have the opportunity to pursue their dreams of success. Through mentorship, social emotional learning skills, access to experiences, and a community of connections, Step Up advances the lives of girls facing systemic barriers. With mentorship programs beginning in high school and continuing throughout young adulthood, Step Up provides girls with the developmental experiences and relationships needed to challenge gender and racial inequities, close the opportunity gap, create their journey with agency, and ultimately ensure generational advancement.

Teens with a mentor are 55% more likely to enroll in college

100% of Step Up teens have access to multiple professional womxn role models (including virtually!)

97% of Step Up girls identify as a member of a community of color
BUILDING RELATIONSHIPS

Step Up Together connected more than 1,800 global changemakers and brands.

The Networking Experience

- 800+ connections were made during event networking opportunities
- Attendees connected with one another through:
  - Video conferencing networking sessions
  - Networking wall prompts
  - 1 on 1 chat functionality
  - Attendee profiles that served as digital business cards
  - A “shake to connect” next-level networking experience to exchange profiles
CONTINUE YOUR STEP UP TOGETHER EXPERIENCE

Session Recordings
All guests of Step Up Together sponsors have access to view all 30+ sessions and recordings through the end of 2021.

Guests may view these sessions in the “Recordings” icon in the mobile app or web browser.

featured session: Summit Reflections featuring Step Up CEO Delores Morton, retired AT&T executive Mark Page, partnerships & branding professional Baaba Holland and Element Growth Management's Liz O'Connor

Upcoming Events
Continue the inspiration and join us at an upcoming Step Up mentorship event. Visit suwn.org/events to learn more.

Official Step Up Together Images
Want to share your brand’s Step Up Together experience with your own network for editorial purposes?

Access our official Step Up Together photos by Getty Images here.
SAVE THE DATE FOR STEP UP TOGETHER 2022!

Mark your calendar for our 3rd annual Step Up Together in September 2022.
Be on the lookout for dates + details soon.
THANK YOU TO OUR NATIONAL BOARD OF DIRECTORS

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Marta Martinez
Google

Marnie Kain
Grey Group

Kaye Popofsky Kramer
Step Up Founder

Mark Page
AT&T retired

Beth Radichel
Neal, Gerber, & Eisenberg LLP

Barri Rafferty
Wells Fargo

Maria Salcedo
Ulta Beauty

Hilary Smith
NBCUniversal

Maggie Stockdale
MediaMath
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