2014
What A Difference A Year Makes!
In 2014, we set a vision for our future, invested in technology and empowered more girls than ever before.
We committed to growth.

In 2014, Step Up took the plunge and made a pledge: to grow its programs to serve Dallas and Atlanta by the year 2017. This will make our organization truly national in scope – collaborating from our headquarters in Los Angeles to New York, Chicago and soon, Dallas and Atlanta.
We got a new logo and learned some new lingo.

After all of our rebranding work thanks to the pro bono support of the fantastic team at Womenkind, we had the chance to share the results with the world in 2014. Yes, there was a new mission statement, logo, tagline and colors to implement. But at the heart of our evolution was a shift in the way we talk about Step Up- starting every conversation by sharing why we exist: because Step Up believes that all girls should have the opportunity to fulfill their potential.
We made some famous friends.

When Oprah decided to go on tour to help America live the life they want, she chose Step Up mentors and mentees to come along. As the official charity partner of Oprah’s The Life You Want Tour, Step Up mentorship pairs in eight cities were treated to weekends of inspiration Oprah-style. We also were proud to become friends with AOL and CoverGirl, two new sponsors of Step Up’s work, who invested in programs that empower girls to become confident and career-ready. #GIRLSCAN
But we kept our existing friends, too!

In fact, longtime friends of Step Up like The Container Store, Dermalogica and Yahoo! all increased their investment in the organization during 2014.
We found a better way to keep our supporters more engaged and informed.

Our website underwent a complete redesign, launching anew on Halloween 2014. But the result was anything but scary: members and partners had a more modern, inspiring way to connect with our work, whether viewing it on a desktop, laptop, or even from their mobile phones. Beautiful imagery, typography, and functionality were the focus – allowing the dedication of our girls and members to take center stage.
We launched a new campaign.

We’ve long known that members drive our impact. Without our members, our programs would not have funding and our girls would not have role models. So we dedicated the month of November to celebrating membership, calling it the Membership Matters Campaign. We surprised 300+ Luminary Circle members with gift bags and brought in more than $50,000 in membership donations, all while sharing the difference that our members make in the lives of teen girls from under-resourced communities.
We became part of a pop culture campaign to stop photo retouching.

It all started with the February issue of Vogue. Lena Dunham was its cover star. Feminist website Jezebel felt the photos were too retouched and offered $10,000 to any Vogue employee willing to turn over the unretouched photos of Dunham. Well, our friends Brad Walsh and Nicolette Mason thought this was a little silly – why not put the $10,000 toward something positive, like programs that help boost girls’ confidence? Lucky for us, they started a campaign to raise those funds for Step Up – and just like that, the conversation and campaign took off. Receiving coverage in Marie Claire, ELLE and more, this campaign put Step Up in the spotlight and drew donations from stars like Alyssa Milano, Christian Siriano, Tyler Oakley and Dunham herself.
And with all this amazing support, we raised $1.9 million for mentorship programs for teen girls.
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PARTNERS
$50,000+
Cover Girl
AOL Charitable Foundation

$25,000-$49,999
The Container Store
Dogeared
AT&T Foundation
Young Women's Leadership Network
Dermalogica Foundation
Yahoo!
U.S. Bank
MJK Family Foundation
The Plumb Spring Foundation
The Terri & Verne Holoubek Family Foundation

$10,000-$24,999
ArcelorMittal
LUNA
Marie Keese Lelash Foundation
Neuberger Berman Foundation
Neutrogena
Women’s Foundation of California
Baker Tilly Virchow Krause, LLP
Alcoa
Allstate
CBS Entertainment
Coach Foundation
Frog Crossing Foundation, Inc.
Glamour Magazine
Insurance Industry Foundation

$5,000-$9,999
KPMG
NiSource
The Annenberg Foundation

$5,000-$9,999
Accenture
Coalition of Women’s Initiatives in Law
Eileen Fisher Inc.
Boston Consulting Group
City National Bank
Ernst & Young LLP
Zadig & Voltaire
Wintrust
Sephora
Loeb & Loeb
Neal Gerber Eisenberg LLP
20th Century Fox
36 Foundation Inc.
A.N. & Pearl G. Barnett Fam. Foundation
Arent Fox LLP
CAA Foundation
Cornerstone OnDemand, Inc.
Create Advertising
Deloitte
Deutsche Bank
HBO
ICM Partners
Ilanit Goodman
Katten Muchin Roseman Foundation, Inc.
Lifetime Networks
Lionsgate
Littler Mendelson
NBC
Norman Broadbent Inc
O’Gara Coach Company, LLC
Pillsbury Winthrop Shaw Pittman
PulsePoint
Raytheon
SMP
Sony Pictures Entertainment
TBJ Women’s Association
The Luetkemeyer Jr Family Foundation, Inc.
Tiara International
United Talent Agency
Vince
WME Entertainment

$2,500-$4,999

P&G
Grainger
Halston
Cintas Corporation
CNA Foundation
ComEd
Comerica
Elle Magazine
EMC Corp
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Ogletree Deakins
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Chicago Foundation for Women
The Patterson Law Group
The Quaker Oats Company
Unison Consulting, Inc.
Bartlit Beck Herman Palenchar & Scott LLP
Ann Inc.
BMO Financial Group
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Luminary Circle - $1,000+
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Monica Allen
Susan Aminoff
Amara Angelier
Kate Angelo
Mary Ann Fitzmaurice Reilly
Allison Arden
Julie Bachman
Paramita Bandyopadhyay
Tammi Bedolla
Crystal Beecher
Carolyn Bekkedahl
Vaneat Bellizzi
Vaneat Bellizzi
Jeanne Berger
Julie Bessent
Jamie Betts
Wendy Betts
Tiffany Birkett
Jennifer Blair
Monica Bowe
Carol Bradford
Mariah Brandt
Dorthy Bright
Meredith Brooks
Laura Brown
Tia Browsh
Nicole Buchanan
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Gina Judge
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Kati Kasch
Felice Keller
Sandra Kemp
Gina Kiefer
Monica Klunk
Lara Koester
Lisa Kovner
FINANCIALS
Expenses

- Fundraising & Development: 7.49%
- Administrative: 13.86%
- Programs: 78.65%
Income

Grants 19.69%
Special Events 27.55%
Donations 52.15%
Interest & Dividends 0.62%