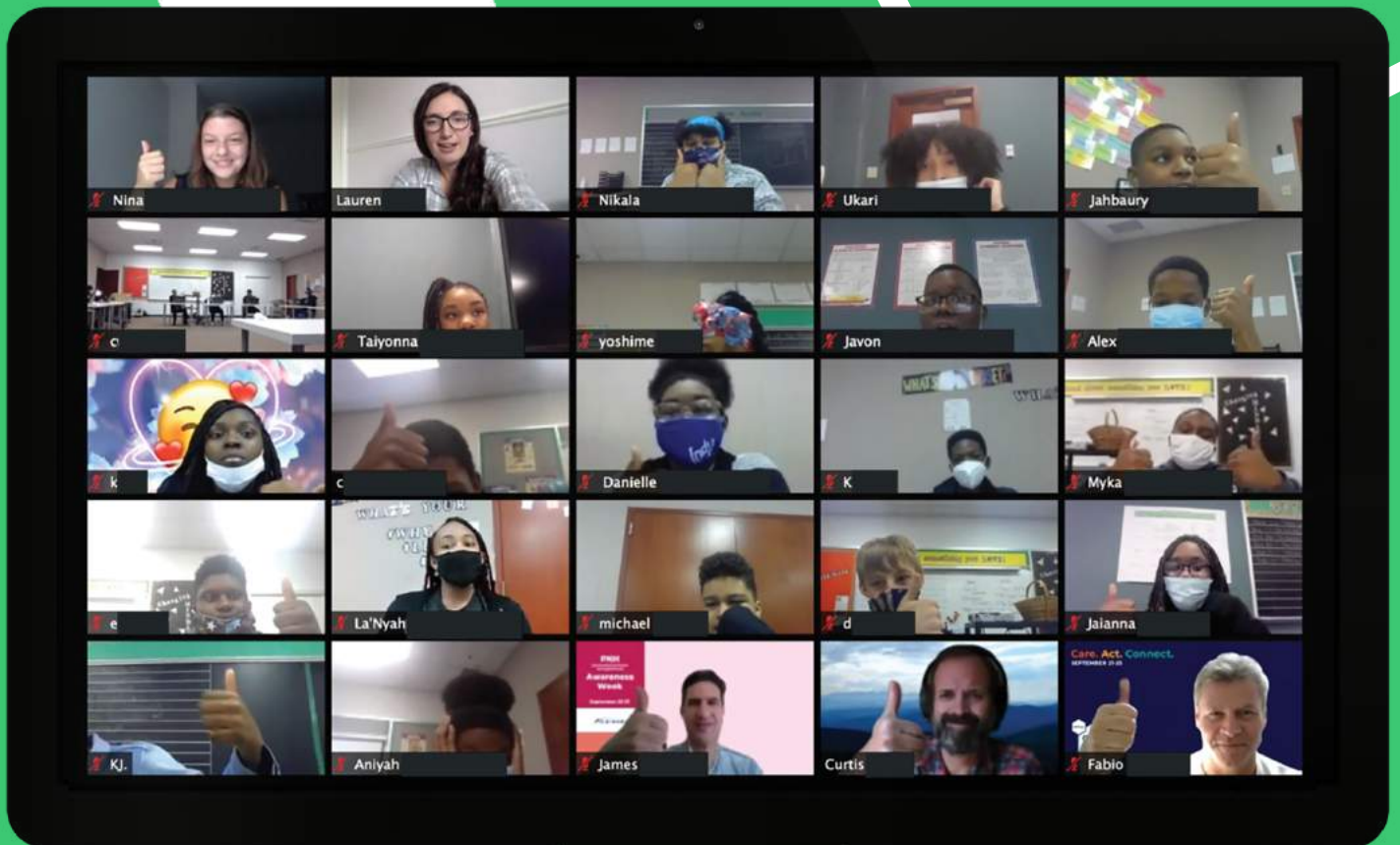


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SUIT
UP



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MESSAGE FROM OUR EXECUTIVE DIRECTOR



I know I'm not alone in saying I have spent a good chunk of 2020 asking, "is it over yet?" This year, our society was confronted with seemingly insurmountable challenges. A global pandemic and systemic issues of racial injustice and inequity threatened our very way of living, working, teaching, learning, and more. And with these compounded crises, I had to reflect on who we were as an organization, what we were saying explicitly, but also implicitly in our actions and programming.

As an organization that, prior to 2020, ran solely in-person volunteer events of 60+ students and volunteers, SuitUp's very existence was called into question.

By April 1st, it was clear there was no way to work safely with our corporate volunteers and students in offices or schools across the US. With this reality, I talked seriously with our board about pausing our operations, furloughing staff, and resuming our programs once the world went back to normal.

But pausing operations meant we were leaving our schools, our students, and their families without career programming. By closing our organization, (and thus, remaining silent) we would be widening the opportunity gap that disproportionately plagues underserved communities. And so, on April 2nd, we pivoted to build a virtual program. Because our students were counting on us.

One month later, we launched SuitUp at Home, a virtual one-week business competition.

Our virtual program allows corporate volunteers to coach students via video conference.

Fast forward 6 months later and in true SuitUp fashion—even a global pandemic couldn't bring us down. I'm proud to share this has been SuitUp's biggest year yet.

1. SuitUp's program expanded nationwide, running 61 programs, and bringing in our biggest program revenue to date.

While many non-profits scaled back programs, we leveraged technology to scale up. We secured \$190,000 in earned income, hired college students, contractors, and 2 additional full-time staff to partner with new companies and schools across 10 different states.

2. SuitUp provided culturally responsive curricula and programming.

The tragic deaths of Trayvon Martin, Breonna Taylor, George Floyd, and many others pushed SuitUp to reflect our program approach, curricula, and facilitator training.

Our team is clear-eyed about the challenges facing students of color and we stand with them to dismantle systems of oppression that bar them from the business world.

3. SuitUp went through a makeover.

While we have always enjoyed the pun and the tie instead of the "i", our logo was just one more way we were silencing groups of students. A tie is synonymous with men's dress clothes and at SuitUp we want to ensure that all students know anyone can be a professional, regardless of what you wear, your race, your gender, your zipcode, etc.

I hope you use this annual report to see the amazing progress SuitUp has made this year. 2021 will be a year of rebuilding

to create a world where equity is possible. A world where we fight against oppression and speak out against injustice.

A handwritten signature in black ink that reads "Lauren Reilly". The signature is fluid and cursive, with a large, stylized "L" and "R".

Lauren Reilly

Executive Director, SuitUp

Lauren@volunteerSuitUp.org



Opening Doors and Reimagining Pathways

THE WORK (Our Mission)

SuitUp's mission is to increase career readiness for all students through innovative business plan competitions.



THE WHY (Our Vision)

SuitUp's vision is to align the incentives of schools and corporations to ensure that all students have the access and awareness to pursue the college and career of their choosing.

THE WAY (Our Values)

Passion: We love making a difference in the lives of others and it fuels the work that we do.

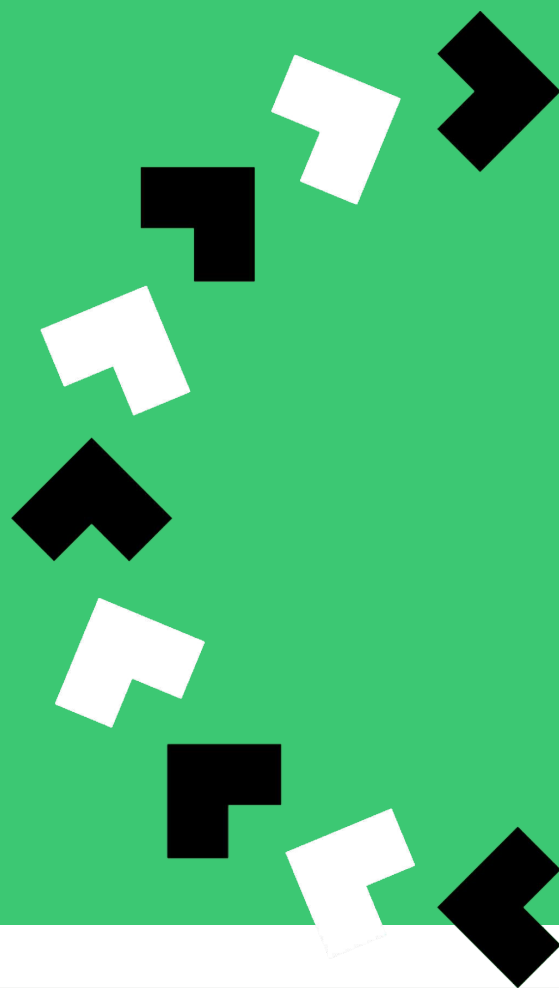
Perseverance: We are steadfast in achieving our goals, despite challenges or obstacles that get in our way.

Innovation: We recognize that entrepreneurship and execution are fundamental to succeeding in today's global society.

Integrity: We never forget that it's as simple as always doing the right thing.

**SUIT
UP**

**MEET OUR
NEW BRAND**



SUIT UP



New Year, New Brand!

**SUIT
UP**



In January of 2021, SuitUp launched our new branding. This was a huge strategic decision for our team over the last couple of months as we critically reflected on our old logo (with the red tie instead of the “i”). Given the current climate in our nation, we kept looking at our logo and seeing it as a potential hindrance to our mission and an unconscious symbol that didn’t promote the inclusivity we always champion in our programs and within our team.

With our old logo, we had to ask ourselves: were we unconsciously telling our students you had to wear a tie to be a professional? Or that ties are normally associated with men and thus men were the only professionals we were promoting?

With this in mind, we launched our new branding in black, white, and green. We placed our name within an arrow pointing up to promote the idea of upward mobility. Whether you grew up with all the resources in the world or all you have is the feet in your shoes and the brain in your head, when you SuitUp, you rise up. And nothing can get in the way of that. We are incredibly excited about this next year. Get ready for the impossible. We’re going national.

We’re doubling our student count. We’re rising up. **We’re suiting up.**



“By closing our organization (and thus, remaining silent), we would be widening the opportunity gap that disproportionately plagues underserved communities. And so, on April 2nd, we pivoted to build a virtual program. Because our students were counting on us.”

LaRethy



SuitUp ran ONLY 56 in-person competitions

PRE-COVID

2019



SuitUp at Home expands nationwide with new school & corporate partners

63 competitions executed in 7 months
\$190,000 in earned income
1,400+ volunteers
1,300+ students

SuitUp POST-COVID

2020

SuitUp rolls out virtual program



- Revolutionizes virtual volunteering for CSR teams
- Provides opportunity to serve students nationwide
- Drives engagement and academic outcomes
- Creates opportunity for virtual mentorship



Try our SuitUp at home virtual volunteer experience

Through SuitUp, students experience solving a realistic corporate challenge, such as designing a new product for Nike.



SuitUp

At Home

volunteerSuitUp.org



200+
Competitions Run

9,800+
Students Impacted

7,900+
Volunteers Engaged

6,500+
Corporate Executives Engaged



Kickoff Session

Available to be scheduled Mon or Tues

Students meet the SuitUp staff and complete pre-survey

Volunteers receive SuitUp Coach training

Students join volunteer coaches to learn about the company partner, competition challenge, and overview of the week

Students and volunteer coaches move into separate team breakout rooms to complete Steps 1-5 of the Kickoff Session



Office Hours Session

Available to be scheduled Tues or Wed

Students join the SuitUp team to review session tasks and finalize any work before meeting coaches

Students and volunteer coaches move into separate division breakout rooms to work on strategy, marketing, and design portions of their pitch

Students and volunteer coaches rejoin their team in team breakout rooms to finalize, practice, and film their 5-minute business pitch

Final Presentation Session

Typically takes place on Fri

Students and volunteer coaches join the SuitUp team in learning about the session agenda

Participants meet the judging panel learning about their position at the company and education background

Participants watch the pitch videos before completing a post-survey and sharing reflections from the week whole group

Program Data



of students served

1305



of volunteers engaged

1455

Our Programs:



In-Person Competitions: 5



SuitUp Virtual Competitions: 48



SuitUp Employee Hackathons: 10

Student Satisfaction:



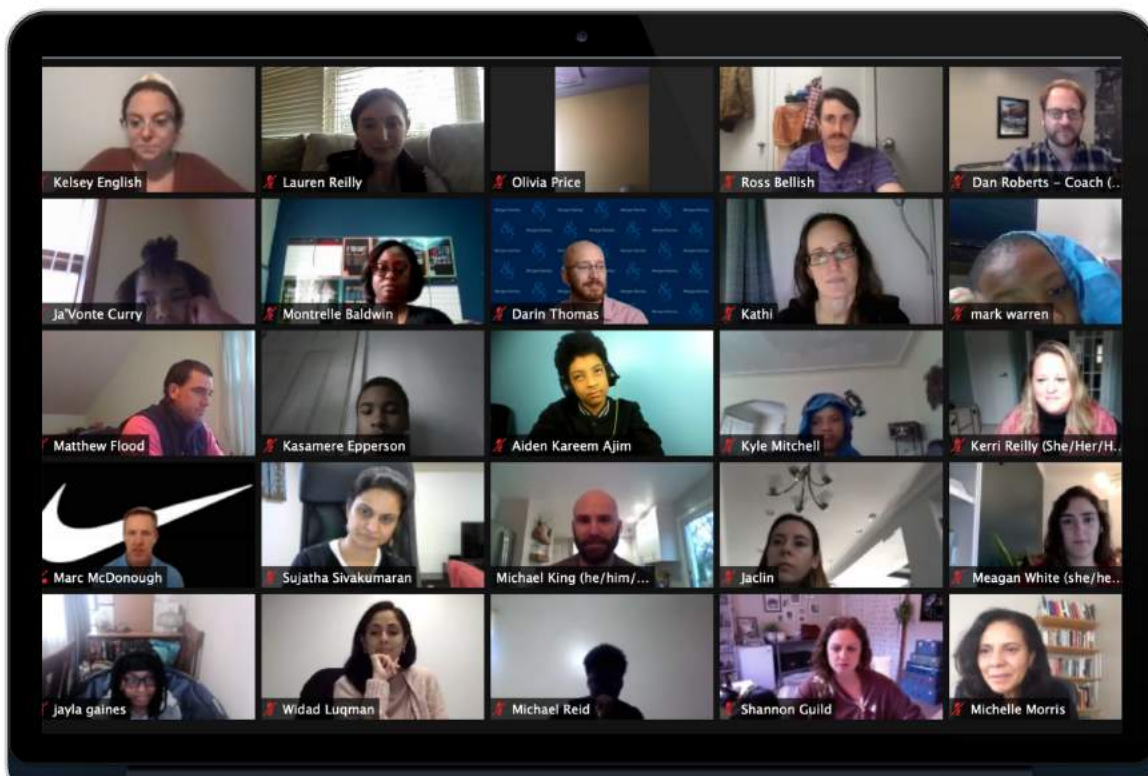
% of students liked their SuitUp competition and coaches

98%



% of students would like to participate again

92%



Student Career Readiness



After participating in SuitUp, we found that 93% of students could see themselves using the skills they learned during their SuitUp competition in a future career.



% of students said that the skills they learned through SuitUp will be helpful for a future career

93%



% of students liked learning more after participating in SuitUp

92%



% of students can see themselves having a career using the skills they learned through SuitUp

87%

Volunteer Satisfaction:



Companies volunteer with SuitUp for their annual day of service, quarterly volunteer day, or even as individuals wanting to give back. SuitUp facilitates the competition, but relies on the volunteers to work directly with the students to solve a corporate challenge.

SuitUp supports the volunteers in teaching students not only about their profession, but also how to be a successful professional.



% of volunteers are interested in participating again

99%



% of volunteers said SuitUp did an excellent job running the event

99%



% of volunteers said events like SuitUp make them proud to work at their company

99%



% of volunteers believe they had a positive impact on students

99%

What is your favorite part of SuitUp?



"Working so closely with the students and being able to provide them with feedback. I think that this is a wonderful thing for students at such a young age to familiarize themselves with creating a business plan."

"I wish I would have done something like this when I was their age."

"LOVED working with the students and had so much fun!"



"Seeing how engaged and creative the students were."

"It was amazing to see the ideas they came up with, how socially conscious they were and all looked to make an impact through their product."



"Hearing the ideas of the students, and how shy they were on day 1 to growing confidence to share their thoughts on day 2."

What do our students have to say about their experience?



“I really liked being able to use creativity to make something of my own.”

“I'm interested in a business-based career in the future (somewhere between marketing and advertising) and being able to see the real behind the scenes for making a show and having creative freedom was great.”

“I feel like an actual businesswoman now.”

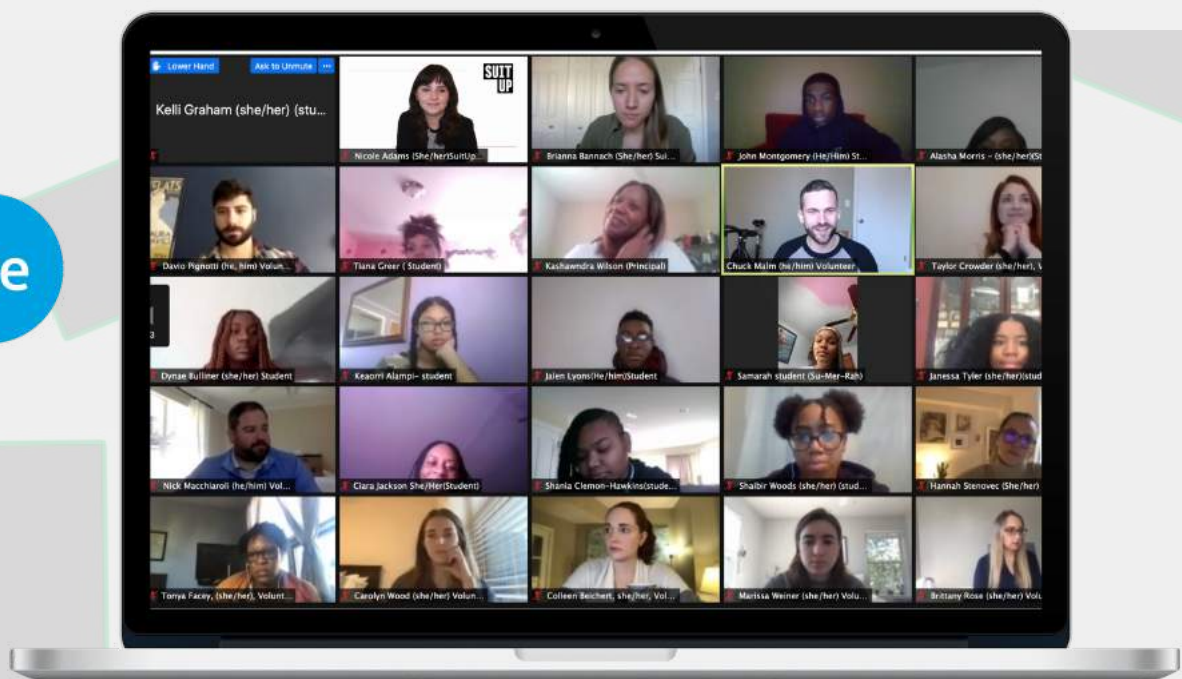
“My favorite part was getting to work with these amazing people, learning about teamwork and how to create a product like this.”

Salesforce Partnership

SuitUp launched its first partnership with the global software company, Salesforce, in the fall of 2019. Nearly a year later, SuitUp concluded the first Multi-Market Salesforce Competition with three of their teams nationwide in November of 2020. Teams of volunteers from the New York, Chicago, and San Francisco offices coached students from their respective cities through a custom competition challenge through the week of November 2nd.

The winning student teams from each city not only won a cash prize but also went on to compete head to head for the National Salesforce Championship Title. On Friday, November 13, the three winning teams presented their ideas one last time to a panel of judges from the Salesforce team. While all groups did incredibly well, ultimately, the New York Young Women's Leadership School team won due to their clarity in pitch, design, and strategy. The students created a new, teen-friendly podcast, HoneyBuzz, that focuses on life skills that aren't taught in school, such as how to pay taxes, apply for jobs, and more. They made their voice heard by filling a gap in their own education that they felt would help others their age be successful too.

Through this partnership, SuitUp was able to serve 90+ students and engaged 60+ volunteers.



Our Wins!



01

GROWTH & DEVELOPMENT

Our Team Became 5 Virtual Amazing Women:
Lauren, Nicole, Kelsey, Erica, and Isis

Our Wins!

02

GOVERNMENT FUNDING

Secured New York City government funding and federal funding from PPP

03

NEW GRANTS

Grant Funding from AXA, Santander Bank, American Eagle, and The Trimble Family

04

NEW SERVICES

2 New Program Offerings: Virtual Business Competition and Corporate Hackathon



Revenue

Individual	\$ 38,916.41	11%
Board Giving	\$ 22,666.10	6%
Corporate Giving	\$ 13,517.85	4%
Fundraising Event	\$ 16,863.00	5%
Competition Fees	\$ 189,638.38	51%
Grants/Federal Funds	\$ 88,269.76	24%

Expenses

Programs	\$135,243.61	44%
Operations	\$17,556.65	6%
HR	\$135,251.59	44%
Fundraising	\$15,980.42	5%

Name and Title	Company	Board Position
Zach Graumann Senior Advisor	Senior Advisor to Andrew Yang	Co-Founder and Board Chair
Casey Miller Director, Business Development	League Apps	Co-Founder and Vice-Chair
William Gouveia Senior Managing Director	S-RM: Corporate Intelligence, Crisis Management	Secretary
Jordan Graumann Senior Vice President	Ares Management	Treasurer
Kerri Dahill COO, Field Services	Morgan Stanley	Board Member
Michael Castiglione Attorney	Fragomen	Board Member
Larry Rukin Senior Director	Andersen Tax	Board Member
Shawn Managar Founding Principal	Baychester Middle School	Principal Advisor to the Governing Board
Cindy Vinueza Strategy Manager, Multicultural Initiative	Paychex	Board Member

Corporate Leadership Board



Name	Role	Company	Years of Service
Jordan Brumer	Sales Director, Programmatic	Unruly	2
Michael Buono	Investment Specialist	EquityZen	1
Eric Crowley	Associate	H.I.G. Capital	2
Brendan Cuddihy	Managing Director	CAIS Group	1
Taylor Deaton	Datorama Sales	Salesforce	2
Lauren Feld	Venture Lead	R3	4
Cole Fitzgerald	Corporate Sales Professional	Palo Alto Network	1
Cassie Goldring	Partnerships Manager	Conde Nast	1
Tamara Greenberg	Women's Segment Strategic Analyst	UBS	2
Katy Haber	Vice President	Morgan Stanley	2
David Haber	Managing Director	Centerview Partners	2
Alexis Hamill	Presidential Associate	Estee Lauder	1
Jake Huff	Portfolio Manager	UBS Private Wealth Management	4
Caitlyn Hughes	Associate	Amazon	3
Diana Jin	Analyst	Loews Corporation	4

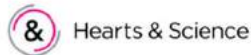
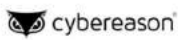
Corporate Leadership Board

**SUIT
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Name	Role	Company	Years of Service
Brian Kelly	Senior Analyst	Permian Investment Partners	4
Jill Kohn	Associate	Alpha Sights	1
Chris Marsicano	Director	UBS Investment Bank	2
Elizabeth Meyers	Associate Director	Ernst and Young	4
Ben Newman	Vice President	Sixpoint Capital	4
Jihae Moon	Assistant Director	Columbia University Events	1
Chris Park	Associate	Blackstone	2
Erik Poldroo	Senior Partnerships Manager	Dynamic	1
Zach Schwartz	Senior Associate, Direct Lending Group	Ares Management	4
Bobby Shomrony	Customer Experience and Chief of Staff	Felix Gray	1
Ian Singleton	Associate	Vestar Capital Partners	2
Jon Sklaroff	Director	New Ventures at Redesign Health	4
Molly Smith	Corporate Finance Reporter	Bloomberg	1
Shannon Usher	Technical Solutions Consultant	Google	2
Alex Weaver	Business Development	Stryker Corporation	2
Allison Weisman	Learning and Development Manager	Wix.com	2
Adam Whitten	Senior Strategy Analyst	Ground Truth	2
Taylor Zografakis	Analyst	Millennium Management	2

2020 Corporate Partners

SUIT UP



**THANK YOU FOR A
WONDERFUL 2020**



**AND WE LOOK
FORWARD TO A
SUCCESSFUL 2021**

20
20

SUIT
UP