



Annual Report

SUITUP INCORPORATED

**SUIT
UP**

20
21

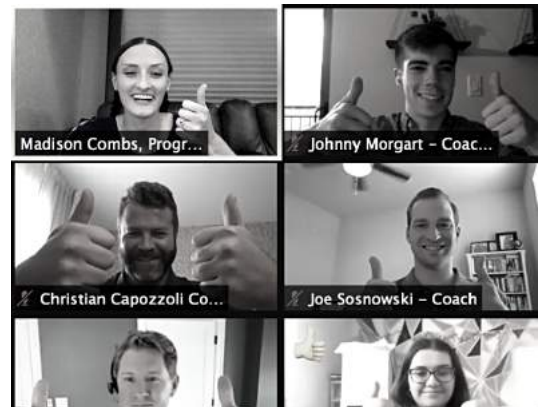


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A Message from our Executive Director: Lauren Reilly



To our community:

Over the past 18 months, students across the country have heard the same word: CAN'T. You can't leave the house due to quarantine. You can't have science class because your teacher quit. You can't go to soccer practice because extracurriculars are canceled. You can't go to school because your father passed away due to this terrible pandemic. I know I speak for the whole SuitUp family when I say we wish we could reach through our Zoom screens and give our kids hugs. Give them stability. Give them hope. And as our world operates in this new normal where "can't culture" becomes more and more prevalent, I hold on to one word. It's a SuitUp company value. Perseverance.

Luckily our kids have that in spades.

With all the challenges our students are facing, SuitUp has become more than just a career readiness program. It's become a community where students can leave their classrooms behind and when they log into SuitUp's virtual program—they transform into the person they want to be when they grow up. And while we knew we had something special before, we now feel the responsibility to provide that experience for more and more students across the nation.

This year SuitUp tripled. Number of students. Number of programs. Number of staff. In a year where every non-profit scaled back saying no no no "we can't", we channeled our students and said WE CAN.

We served students in 21 states. The pandemic and our virtual programming have allowed SuitUp to work with schools in cities across the country. We partnered with Title I schools in Los Angeles, Detroit, Chicago, and even smaller schools in more rural communities like Meridian, ID, Schnecksville, PA, and more.

We revamped the size of our programs, understanding that a 1:1 ratio wasn't a "nice to have" but a "need to have". While our in-person programs boasted 40+ students per competition, our programs staff saw that wasn't conducive to online learning, mentorship, and career education. These smaller programs, with 15-25 students, have helped develop more authentic relationships with coaches, increase intrinsic motivation for school, and exhibit a stronger belief that students can see themselves in the corporate world.

We hired the most talented staff in America. SuitUp had the opportunity to hire professionals from a variety of backgrounds that strengthened not only the program, but also the organization as a whole. As a team of 9, SuitUp staff have backgrounds in education, CSR, public policy, international advocacy, social work and mental health, youth congregate care, African and Black diasporas, and French, Spanish, Haitian Creole languages, and more!

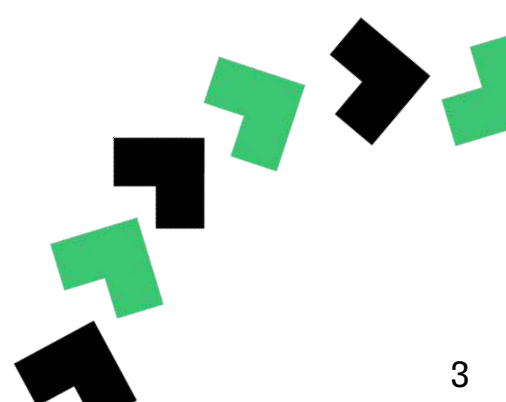
Our corporate partners doubled down to ensure no student was left unserved. Our corporate partners expanded their generous support by over 227% in 2022. Their collective sponsorships, totaling over \$620,000, allowed SuitUp to serve more students than ever before, pilot 3 new programs, and increase program staff to 5!

And so, as you read this annual report, I hope it inspires you to "suit up" and be an I CAN person in 2022.

I can make a difference.
I can change a life.
I can elevate Black and Brown voices.
I can.

In service,

Lauren Reilly
Executive Director
SuitUp



The Work

Mission: SuitUp is a 501(c)(3) education non-profit that increases career readiness for all students through innovative business plan competitions.



The Why

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. We envision a world in which all companies have a corporate executive that can call themselves a SuitUp alumni.

The Way

OUR VALUES



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.



Passion

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

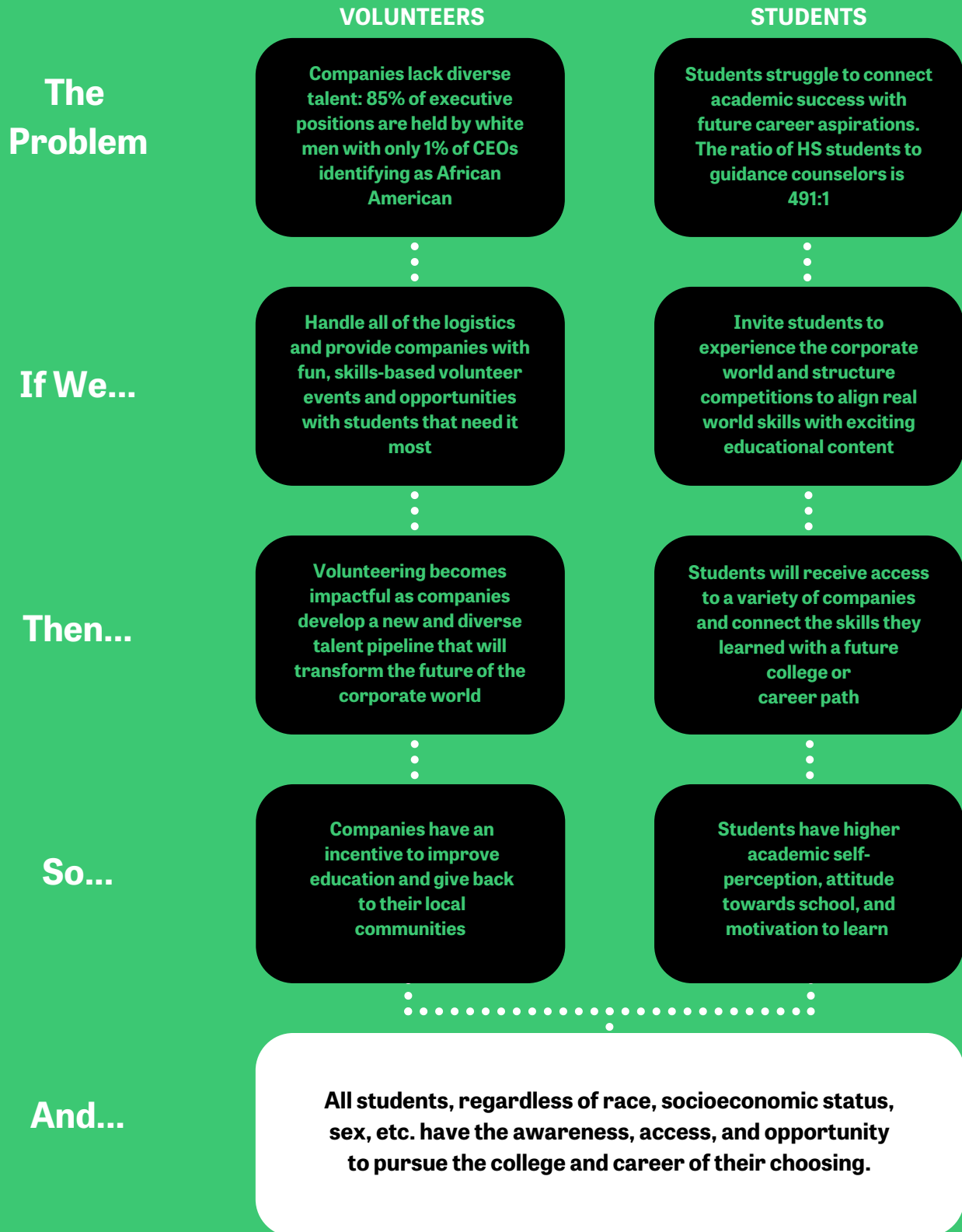


Perseverance

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

Our Theory of Change

A little more on the WHY: We do this work for a reason. From lack of diversity in the corporate world to limited support for students as they prepare for next steps after high school graduation, we have real problems here. SuitUp programming is aimed to solve both.



Program Offerings

AN OVERVIEW

3-Day Business Competition

Students and volunteers work together over the course of three virtual sessions (~4 hours) to solve a business challenge.

1-Day Business Competition

Students and volunteers work together for 2.5 hours (virtual) or 4 hours (in-person) to solve a business challenge.

Hackathon

Volunteers work together for 2 hours to tackle a challenge in the education realm and experience what it's like to be a student.

Think Tank

Students and volunteers work together for 2.5 hours to tackle a challenge in the education realm.

Meet & Eat

A one-hour lunch and panel discussion about college and career readiness between volunteers and students.

College Panel

A one-hour panel discussion about college and career readiness between volunteers and students.

KEY DATA POINTS



140

events



439

hours of programming



184

total partners

Building Community in a Virtual Space

This year provided a lot of unique challenges and opportunities for SuitUp’s Programs Team, prompting us to make intentional pivots as students returned to in-person learning. Between social distancing and sharing laptops, we experienced every tech challenge imaginable. But instead of falling victim to things like Zoom fatigue and “wait-Zoom-isn’t-in-our-school’s-firewall-but-we-just-found-out-two-minutes-before-our-program”, SuitUp leaned into our core value of innovation and got creative. We identified ways that we could maximize the time that volunteers would engage with students, evaluated our competition materials, schedule, and software to ensure we had more 1:1 mentoring opportunities.

These changes have been instrumental in driving impact. Everything from corporate volunteers helping students craft a confident pitch, youth partners participating in additional competitions, companies sending competition SWAG, and students getting more excited about their career potential. Where other non-profits may have limped along with virtual programs, we expanded, knowing our students need our virtual community now more than ever. Alongside our flagship virtual program, SuitUp piloted two new program offerings– a College Panel and a Meet and Eat where students can dive deeper into learning corporate volunteers’ college and career trajectories. Thank you to all of our partners who allow us to bring the SuitUp magic to communities across the country!

— Sara Hill, SuitUp Program Director



Students designed a new logo for their competition with The TJX Companies and the VP of Corporate Solution Delivery sent the winning design on water bottles to all students.



4th grade students share laptops due to lack of resources in our Commonpoint Queens x Gong competition.



Charlesbank sent shirts to each student to wear during their competition.

Program Data

AN OVERVIEW



2,244+*
students



2,143+
volunteers



96
youth partners



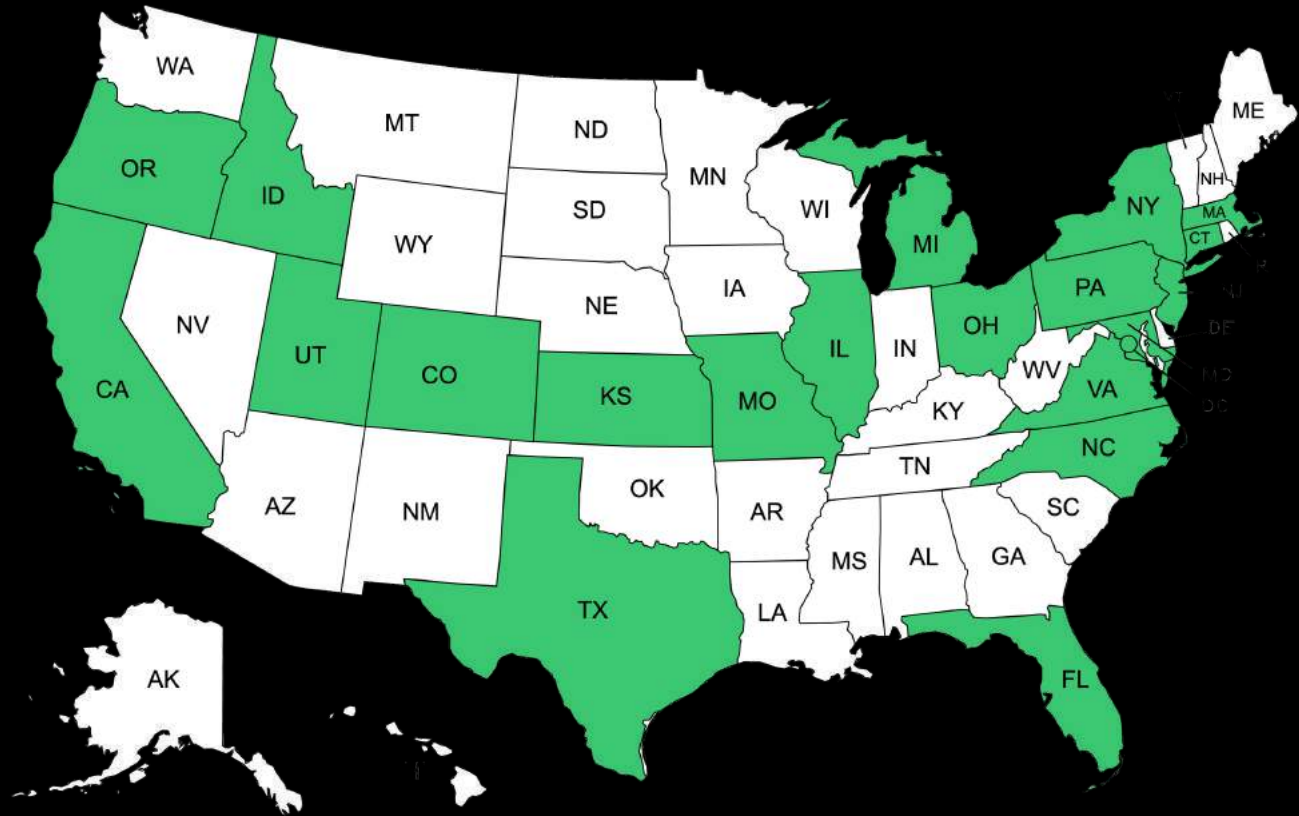
88
corporate partners



*Due to limited tech access, student count is approximate as many youth partners share devices during SuitUp competitions

SuitUp Expanded

This year, SuitUp held programs across 21 states.
Where to next?



California
Colorado
Connecticut
Florida
Idaho

Illinois
Kansas
Maryland
Massachusetts
Michigan
Missouri

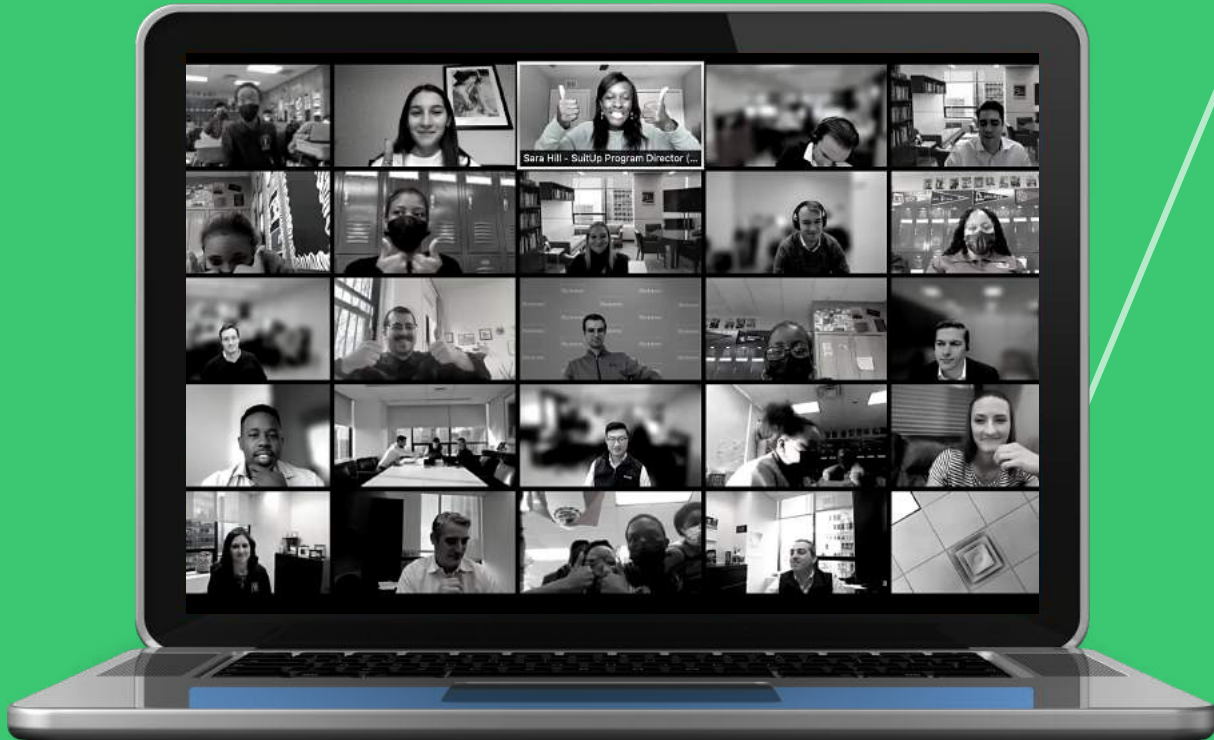
New Jersey
New York
North Carolina
Ohio
Oregon

Pennsylvania
Texas
Utah
Virginia
Washington, D.C

International
Canada
United Kingdom

Student Impact Metrics

SuitUp is data-driven in its approach to increasing college and career awareness and preparedness for students.



98%

of students would like to participate in SuitUp again

99%

of students liked their SuitUp competition and coaches

98%

of students feel more confident in school and preparing for a career after working with SuitUp

93%

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

89%

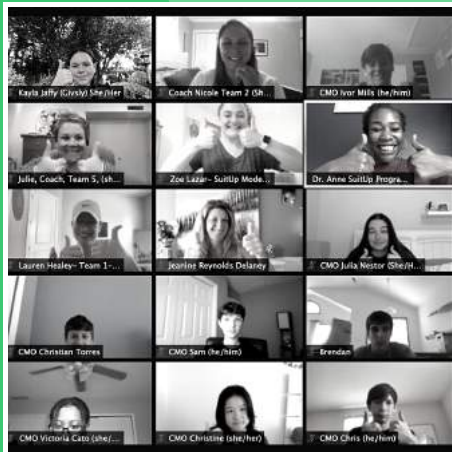
of students shared the company made an impact on their future career choice

93%

of students believe their SuitUp competition and coaches helped them feel more confident in school

Don't Just Take Our Word For It...

Check out what students took away from their SuitUp experience.



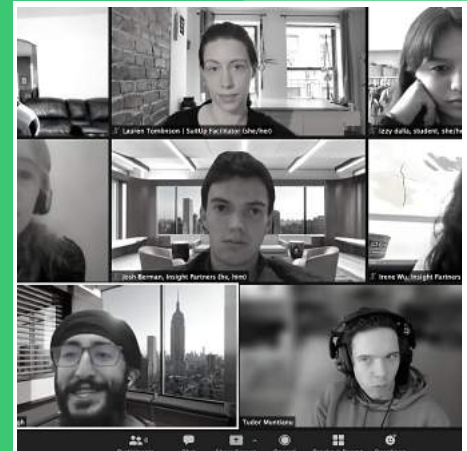
"I definitely want to pursue a career in marketing because I really enjoyed how creative I was able to become."

Kingsway Regional x MobileFuse



"I learned how to do business in real life today!"

Breakthrough Houston x Insight Partners



"I didn't even know what FinTech was before but now I'm seriously interested."

Aspire GSP x Plaid



Volunteer Impact Metrics

SuitUp is committed to providing enriching skills-based volunteer opportunities across the country.



98%

of volunteers are interested in doing a SuitUp competition again

99%

of volunteers said SuitUp did an excellent job running the event

98%

of volunteers see SuitUp as a way to encourage more students to join their industry or company

99%

of volunteers believe their company made a positive impact on students through SuitUp

We Asked Our Volunteers...

What was your favorite part of your SuitUp competition?



"I actually found I was more excited to do my normal job because I got to be creative here, which was really cool."



"I learned so much from working with the students and volunteering is so important. This experience is a true gift."



"I am a big believer in what you guys do. I can already tell you that this work makes a difference."

Morgan Stanley



Partnership Spotlight

We worked with a lot of amazing companies in 2021. There are a few partnerships we're especially proud of and Snap Inc. is one of them. Take a look at what we accomplished together:

APRIL



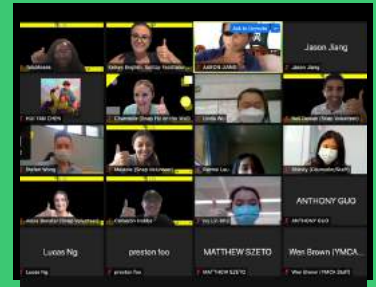
Snap Inc. & SuitUp went global! Check out our first event with the London team.

MAY



Snap Inc. partnered with Washington Leadership Academy to solve challenges associated with remote learning.

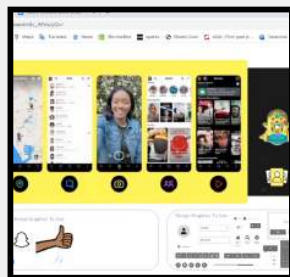
AUGUST



Snap Inc. shared the importance of social impact & coached students through a marketing challenge to support various non-profit organizations.



WORLD KINDNESS WEEK



Snap Inc. hosted 5 events during World Kindness Week & helped students create solutions to challenges in education. A fan favorite? College Cupid. Similar to a dating app, this app would help students match with colleges based on preference!

IMPACT IN ACTION



92% of students feel more confident in school and preparing for a career after working with SuitUp and their coaches



92% of students can see themselves having a career using the skills they learned through SuitUp



100% of volunteers believe their company made a positive impact on students through SuitUp

Large Scale Partnerships

One day of service isn't enough when there is so much work to be done in our communities. A huge thank you to Tapestry and Salesforce for hosting SuitUp programs with different business units and markets across the country.



"I speak on behalf of all the Tapestry volunteers across all of our brands when I say, WE LOVE SUITUP! In a world where COVID-19 has impacted the climate of volunteering, SuitUp has found a way to provide programs that are flexible, fun, and impactful. From the well-organized preparation to the detailed volunteering materials, they cover all the bases so you, your organization, and the volunteers have the most seamless experience possible from start to finish. Aside from the impact they make in career readiness for students, what makes SuitUp the incredible organization it is, is by far the people. After every event we've had, our volunteer ambassador 'coaches' can't stop talking about how much they loved working with the SuitUp team! I can't say enough about the positive sentiment surrounding the Tapestry x SuitUp partnership and look optimistically toward the future for what we will accomplish together!"

-- Nelson Burke, Manager
Global Community Engagement & Social Impact

"At Salesforce, we've had the opportunity to work with SuitUp for the last 3 years beginning in 2019. Since then, the majority of our experience has been virtual, allowing us to further expand the incredible work SuitUp does to regions across the country. Over the last two years, SuitUp has orchestrated our largest multi-market competitions, allowing volunteers from 5 different markets to meet with students in their same region to build products for companies these learners know and love. SuitUp authentically engages with our volunteers, guiding them every step of the way on how to interact with the students they partner with, what makes a great coach in these competitions and how they can further involve themselves with SuitUp. It's been an extreme honor to work with the SuitUp team and I look forward to continuing our impact together in the years to come!"

-- Lexis Valentin, Manager
Employee Volunteerism Associate

PHOTO GALLERY



Students work with their Tapestry coaches while social distancing at school.



The winning team takes a group shot!



Students and volunteers pose for a SuitUp thumbs up!



All smiles during the SuitUp x Salesforce competition.

Youth Partner Success Stories

We're so thrilled to have partnered with 96 schools and youth organizations this year. A huge shout out to our most engaged partners!



Lehigh Career Technical Institute

Number of competitions: 6
Location: Schnecksville, PA
Students engaged: 60+
Grades: 9th - 12th grade



Idaho Technical Career Academy

Number of competitions: 5
Location: Idaho Falls, ID
Students engaged: 50+
Grades: 9th - 12th grade



Commonpoint Queens Summer Program

Number of competitions: 5
Location: Glen Oaks, NY
Students engaged: 80+
Grades: 4th - 5th grade



One World Middle School

Number of competitions: 4
Location: Bronx, NY
Students engaged: 80+
Grades: 6th - 8th grade

JUDGES

Some of our SuitUp programs rely on expert judges from the education world. We are so grateful for these professionals and their dedication to showing up and suiting up for our students.



Sarah Tierney
 President
 Mosaic Admissions



Shaton Dockery
 Founder
 The Museum Detroit



Asia Nelson
 Site Manager
 Wayne Metropolitan

The background is a solid green color. Scattered across the page are several large, stylized geometric shapes. These shapes are composed of thick black and white lines, forming a pattern that resembles a stylized letter 'L' or a corner. The shapes are arranged in a way that they appear to be floating or scattered across the green field. The text 'Our Wins' is centered in the middle of the page in a white, bold, sans-serif font.

Our Wins

Driving the SuitUp Organization Forward

As a non-profit organization, SuitUp is unable to cover its operating costs without traditional philanthropy (i.e. grants, fundraising events, individual gifts, etc.). Through SuitUp's black-tie "Suit Up for SuitUp" gala at the Bowery Hotel and the generous support from funders, SuitUp was able to raise additional funds to cover our overhead and invest in our growth.

THE SUIT UP FOR SUITUP GALA

In 2021, we hosted the 6th annual Suit Up for SuitUp Gala in-person from 9PM-2AM! Taking many safety precautions, our guests were able to dance the night away and celebrate the impact SuitUp made during this challenging time in our nation's history. Take a look at what we were able to accomplish thanks to everyone's generous contributions:



The Details



Funds Raised	\$133,000
Gala Attendees	500
Platinum Sponsors	Ares Management The Huff Family
Gold Sponsor	Angelo Gordon
Silver Sponsor	Titos' Handmade Vodka
In-Kind Spirits and Beer/ Wine Sponsors	Titos' Handmade Vodka, VIDE, Misguided Spirits, Anheuser Busch, Pinhook, Salcomb Distilling, Little Peacock Imports, Yobo Soju, NV Group, Tanteo Spirits, and more

Thank you to our strategic, individual, and foundation partners:

\$50,000+

Snap Inc.

\$30,000+

Blackstone
Santander Bank
Salesforce

\$15,000+

Cigna
Goldman Sachs
Morgan Stanley
PayPal
Plaid
Silicon Valley Bank
Tapestry
The TJX Companies

\$10,000+

Amazon
Uber

\$5,000+

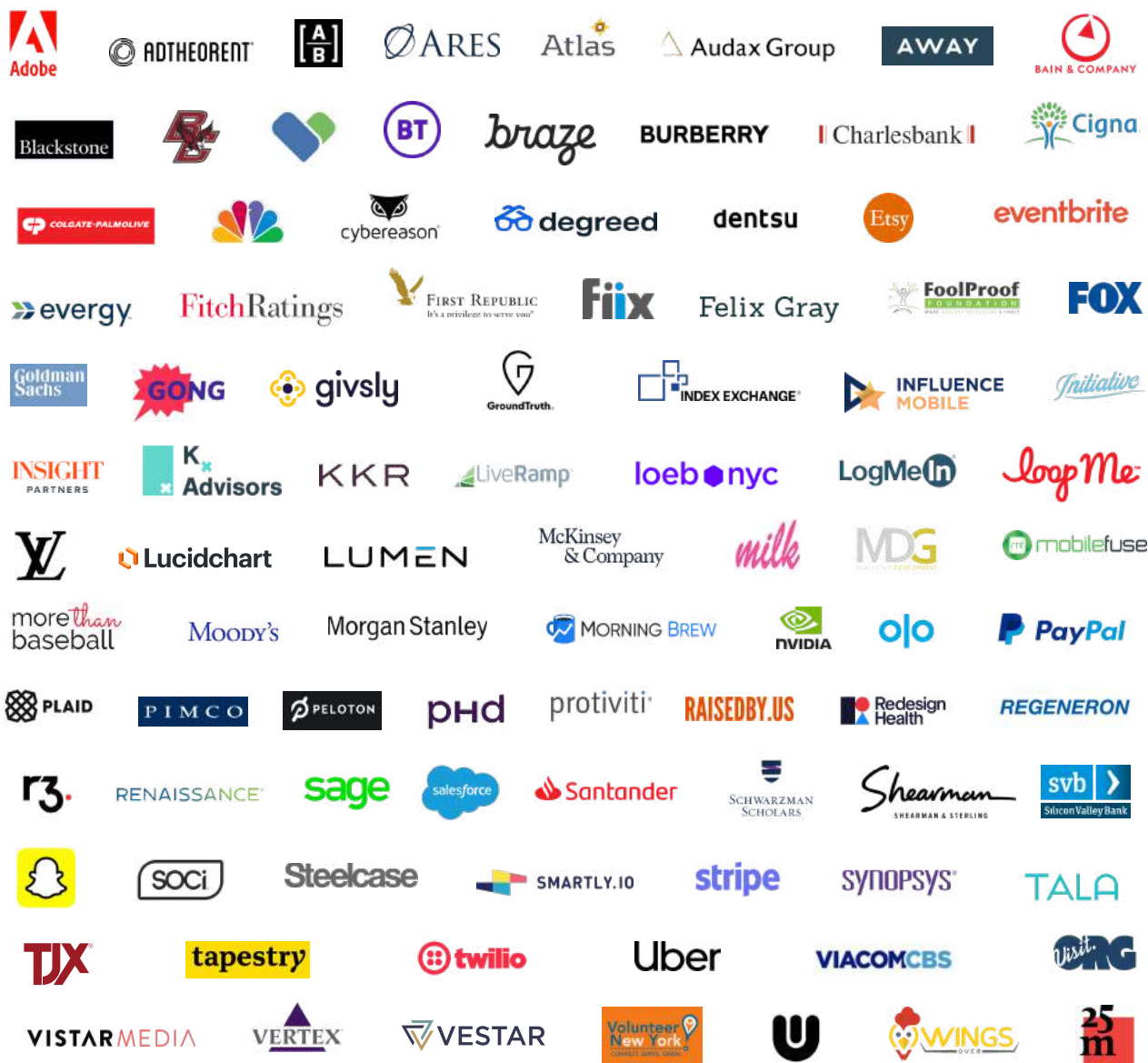
American Eagle
Deaton Family
DoorDash
Joey Santoro
Trimble Family
Gerber Foundation

\$2,500+

Invest in Others
Foundation
Grand Rapids Rotary
Foundation

2021 Partners

Thank you to all of our corporate partners for providing generous funding to execute our programs in 2021!



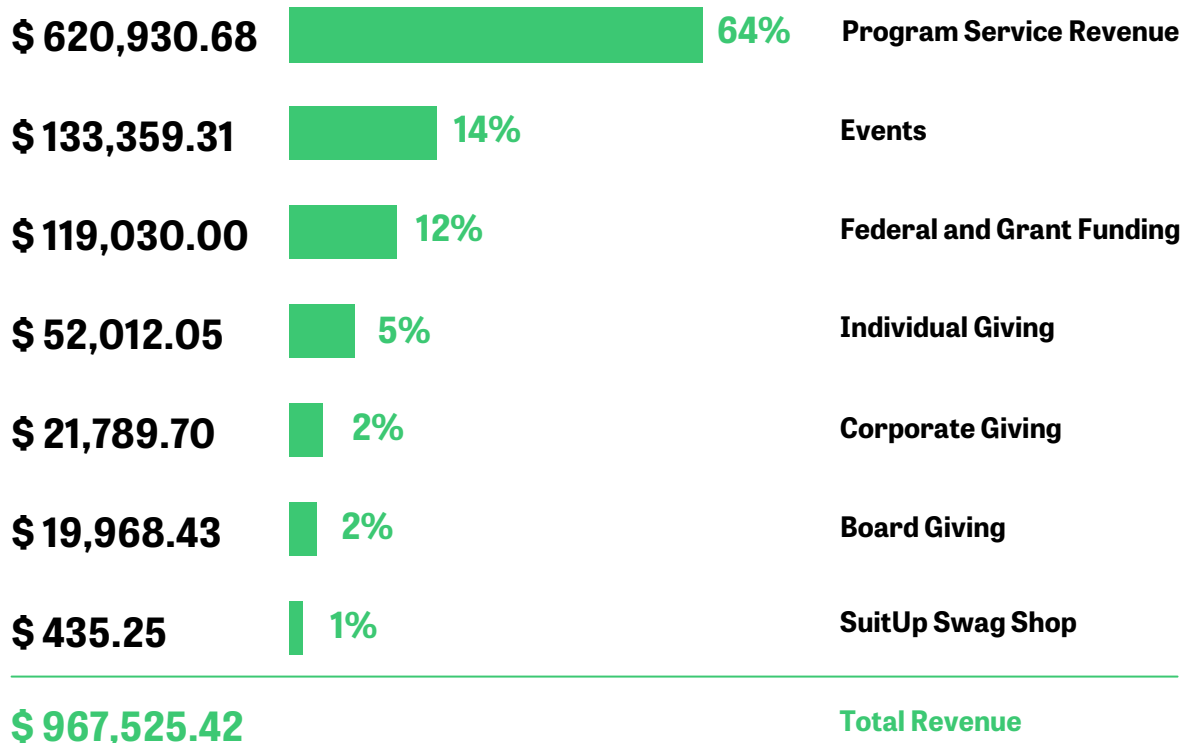
SuitUp's 2021 corporate partners ranged from every industry and every major city across the United States, yet they all had one thing in common: no matter the circumstance – they showed up for our students. They didn't shy away from joining competitions from remote locations. They didn't waver when students had to share devices. They didn't give up when internet connections were unstable. They made every accommodation possible to ensure that all students had a memorable experience and were walking away with skills to carry them beyond the classroom. We are so grateful to each and every one of these companies for their dedication to our students and look forward to the impact to come in 2022!

— Kelsey English, Managing Director, Partnerships

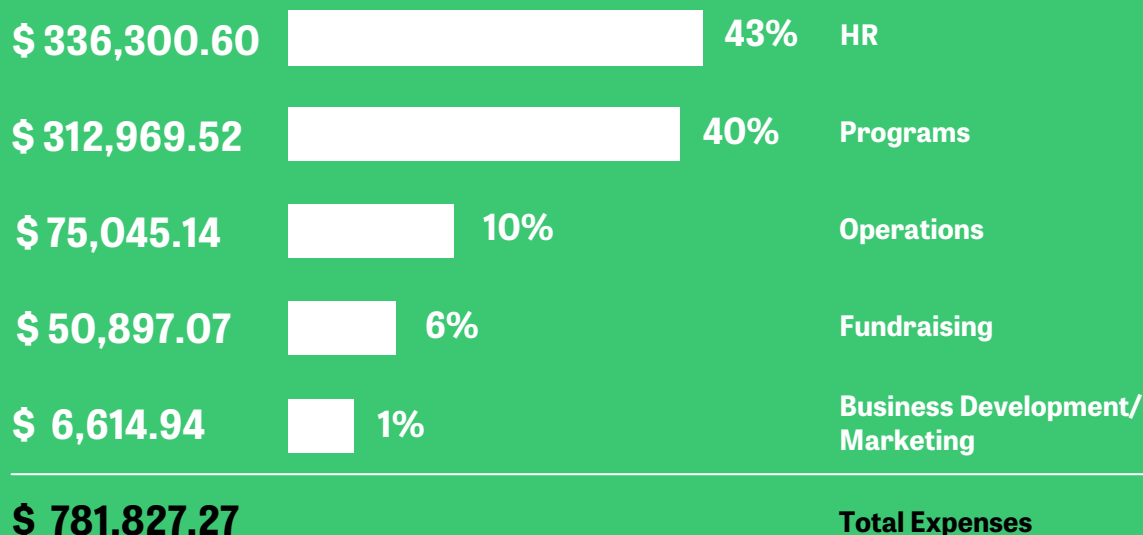
Our Financials

From the very beginning, SuitUp set out to be a sustainable non-profit that could invest in its own growth. With the financial data from 2021, SuitUp will be able to expand into new cities and pilot alumni programming with current SuitUp students.

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\$ 185,698.15	Net Operating Revenue
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Meet our Governing Board

These are the bright minds that challenge SuitUp to be the absolute best it can be.



**Zachary Graumann,
Board Chair**
SuitUp Co-Founder, Senior
Advisor to Andrew Yang



Casey Miller
SuitUp Co-Founder,
President
GSD Advisory Group



Lauren Reilly
Executive Director
SuitUp



Jordan Graumann
Board Treasurer
Managing Director
Caplin Family Offices



Michael Castiglione
Attorney
Fragomen



Kerri Dahill
Board Secretary
Executive Director
Morgan Stanley



Shawn Mangar
Founding Principal
Baychester Middle
School



William Gouveia
Entrepreneur in
Residence
Forgepoint Capital



Larry Rukin
Director
Andersen Tax



Cindy Vinueza
Director
Community Growth
Justworks

Meet our Corporate Leadership Board

The CLB is a group of strategic, future- focused leaders who are passionate about increasing educational equity and inspiring college and career readiness in communities that need it most. The CLB supports the mission of SuitUp through a variety of activities including volunteering, strategic partnerships, fundraising, and brand awareness.

Strategy & Expansion Committee

Name	Company
Brian Kelly	Permian Investment
Chris Park	Blackstone
Danny Gluck	Ares Management
David Haber	Centerview Partners
Ian Singleton	Vestar Capital
Jon Sklaroff	Optum Ventures
Katy Haber	Morgan Stanley
Lauren Feld	3Box Labs
Michael Buono	Equity Zen
Zac Schwartz	Ares Management
Isaac Greenwood	New Mountain Capital
Marcus Ellis	Blackstone

Board Chair

Name	Company
Taylor Zografakis	Millenium

Marketing/PR Committee

Name	Company
Anisha Naik	Virgin Voyages
Janie Hendrickson	Amazon
Jihae Moon	Columbia University
Pam Chueh	Adobe
Taylor Deaton	Radar
Tim Healy	Louis Vuitton

■ =Co-Chair

Hear From our CLB

Curious to know why our board is part of the SuitUp family?
Check out this testimonial.



**Taylor Deaton, Co-Chair
Marketing/PR Committee**

I choose to be part of the SuitUp family every single day because of the incredible and impactful work we do with students who desperately need it right now. The energy of the SuitUp team is contagious - I leave every event or meeting feeling like I'm making a difference in this world, and I never want to stop because of the amazing people.

Meet our Corporate Leadership Board

The CLB is a group of strategic, future- focused leaders who are passionate about increasing educational equity and inspiring college and career readiness in communities that need it most. The CLB supports the mission of SuitUp through a variety of activities including volunteering, strategic partnerships, fundraising, and brand awareness.

Business Development Committee

Name	Company
Caitlyn Hughes	Amazon
Cassie Goldring	W&P Design
Cole Fitzgerald	Mimecast
Jillian Kohn	AlphaSights
Jordan Brumer	Tremor Video
Josh DeVincenzo	Columbia University
Michael Culhane	Gong
Ruby Yip	Vox
Slade Heathcott	More Than Baseball
Alex Hickey	Morning Brew

Fundraising Committee

Name	Company
Chris Marsicano	UBS
Connor DeLaney	KKR
Corinne Walters	Apollo
Jake Huff	UBS
Rich Crews	PitchBook Data
Kristine Miller	Warburg Pincus LLC
Ross Bellish	Morgan Stanley

Recruitment & Oversight Committee

Name	Company
Alexis Byrd	Wunderkind
Adam Whitten	GroundTruth
Alexis Hamill	Estée Lauder
Allison Ronon	Wix.com
Eric Crowley	HIG Capital
Molly Smith	Bloomberg News

 =Co-Chair

Hear From our CLB

Curious to know why our board is part of the SuitUp family?
Check out this testimonial.



**Kristine Miller, Co-Chair
Fundraising Committee**

I am a part of the SuitUp family because myself and so many people I knew growing up would benefit from what SuitUp does. I wholeheartedly believe that you can't be what you can't see, and SuitUp provides those visions of opportunity that every kid needs.

Meet our CEO Circle

It's one thing to endorse a program like SuitUp. It's another to carve out the time to participate and show employees that your company is committed to furthering future diversity in the industry. Thank you to all of our CEOs who've actively participated in our SuitUp programs.



Todd Kahn



Catherine Sullivan



David Roger



Béla Szigethy



Chad Hickey



Giorgio Sarne



David Solomon



Michael Federle



Lior Div



Sharif Shalaan



Daniel Todd



Brett Shaheen



Stephen Upstone



Jacquie Cleary



Jen Rubio



Hiroshi Igarashi



Michael Provenzano



Christina Tosi



John Sampogna



Katlin Smith



Liz Frazer



Michael Choe



Shivani Siroya



Dan Leyva



WHAT'S ON THE HORIZON FOR

2022



Additional Opportunities for Current SuitUp Students

Meet and Eats

Panel Discussions

Summer Programming

Industry-Specific Events with SuitUp Partners:
Givly and Foolproof



Alumni Programming for SuitUp Students

SuitUp was selected by the Steelcase Foundation to build and pilot alumni programming to strengthen SuitUp's impact. Our Director of Operations and Culture, Erica Davis, will be engaging in the fellowship and rolling out the pilot in Q3 and Q4 of 2022.



Additional Corporate Partnership Opportunities

Corporate partners can now work directly with SuitUp's Corporate Partnerships Team to curate and build their annual engagement with SuitUp. Whether it's one event or monthly opportunities, SuitUp now has the capability to customize engagements that work for every company in every industry across the US.



Expanding the SuitUp Staff

SuitUp will be hiring for 3 full-time roles, 5-7 contractors, and dozens of program facilitators. Make sure to look at the jobs page on our website to keep up to date on new positions available.

Our Team

We started the year as a team of 4 and grew our SuitUp family to 9. This is the team that is shaping the next generation of CEOs and the future of the corporate world.



Lauren Reilly
Executive Director



Kelsey English
Managing Director of
Partnerships



Erica Davis
Director of Operations
& Culture



Sara Hill
Program Director



Lucile Perrot
Marketing
Manager



Yoni Sternberg
Youth Partnerships
Manager



Madison Combs
Program Manager



Hananatu Tunis
Program Manager



Jeffri Whittington
Corporate
Partnerships Manager

A black vertical bar on the left side of the page contains several white-outlined geometric shapes, including a zigzag line at the top, a large tilted rectangle in the middle, and a smaller tilted rectangle at the bottom.

**Thank you for
a successful
2021**

**We look
forward to
2022!**

**SUIT
UP**



**SUIT
UP**

Annual Report

SUITUP INCORPORATED



**20
21**

