

20 Annual 22 Report

SUIT UP

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Our Team





SUIT UP

A Message From Our Executive Director: Lauren Reilly Dear Readers,

Here at SuitUp, we have this thing that happens. It's called "The SuitUp Magic." Our Programs team sees it almost every day as we work with our students. They see the "lightbulb moments" where our students realize the world is bigger than their 10-block radius in the South Bronx or that their Zoom screen has allowed them access to a whole new city, state, or country. It's that special moment when everything clicks, and you walk away knowing things will never be the same. For that child now has the access and the awareness to pursue the college and career of their choosing.

But The SuitUp Magic happens outside of our interactions with our students as well. It appears when I work with our Leadership team and we build a whole new strategy that will allow us to scale—not just by the breadth of students—but by the depth of impact. It happens when our Development team meets with a donor, and they now think a little bit more critically about diversity and how to push the needle as we strive for a more equitable society. It arises when our former interns come back and tell us they miss SuitUp and share that the culture isn't as strong in their new position. "Oh, that's just The SuitUp Magic," I tell them. It can't be bottled. It can't be sold. It's something that lives and grows within our team and becomes more contagious with every passing day.

In 2022, The SuitUp Magic allowed us to hit so many milestones. We hosted 185 events engaging over 5,400 students. We served youth partners across 27 different states and 3 different countries. And we introduced our kids to some of the biggest names in the world including Tapestry, Goldman Sachs, Forbes, PayPal, Salesforce, Snap Inc., The TJX Companies, TOMS, and more.

But this year also pushed us on what's next for SuitUp. It confronted our Leadership team to think beyond the day-to-day and how we can be more intentional in building community among our stakeholders. It made us invest and put resources behind longitudinal outcomes and alumni opportunities for our students. It challenged us to continue building a non-profit that can truly change life trajectories. And for that, I am eternally grateful.

So, as you look through our Annual Report, I hope you see a glimmer of The SuitUp Magic. It may be in the twinkle of a student's eye. Or in the words of one of our favorite corporate partners. It might be in the percentage sign in some of our outcomes. But it's there. And it's not wavering. Whenever I reflect on any year here at SuitUp, I can't help but think: I am the luckiest person alive to wake up every day and be part of a team that shares The SuitUp Magic with the world.

Warmly,

Lan Relly

Lauren Reilly Executive Director

SuitUp 101:

Everything you need to know about our mission, vision and values.

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

Innovation



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

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.

Integrity



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

Program Offerings

An overview of the varied and innovative career readiness programming we offered in 2022.

OFFERING	DESCRIPTION
3-Day Business Competition	Students and volunteers work together over the course of three virtual sessions to solve a business challenge.
1-Day Business Competition	Students and volunteers work together in-person to solve a business challenge.
Mock Interview Competition	Students and volunteers work together to prepare for a competitive job interview.
Meet & Eat	A lunch and panel discussion between volunteers and students exploring different pathways to pursuing a career in a specific industry.
College & Career Panel	A panel discussion about college/career readiness between volunteers and students.
Networking in a Snap	Students get the opportunity to experience what it's like to network with corporate volunteers in a professional setting.
Hackathon	Volunteers work together 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 to tackle a challenge in the education realm.

Suiting Up Your Way.

2022 was all about finding new and innovative ways to expand our programming. No matter the request, we made it happen. Check out all the ways we suited up:



VIRTUAL. IN-PERSON. OR HYBRID

Still working from home? Last-minute meeting popped up and you're only able to dial in to the final judges' call? Aching to get back in office? Suiting up can happen anywhere, any way.

LOCALIZED IMPACT

Eager to work with students in your direct community or in target areas of your choosing? We'll source a youth partner and help you make an impact where it matters most.



THE MULTI-MARKET

When you're in a competitive spirit, sign up for a multi-market event where teams -- from across your company -- work with students nationwide.

CELEBRATIONS

Whether it be Black History Month, World Kindness Week, Pride Month, or Giving Tuesday, we will always find ways to show up and show out with our corporate partners.



INDUSTRY-WIDE EVENTS

Sometimes engaging one company just isn't enough. We can capture a whole industry -- just check out our inaugural Battle of the Boroughs: A Financial Services x SuitUp Competition (page 24).



NEW PROGRAMS

Do you have an idea for an event you want us to host? No problem. We'll develop new curriculum and make sure it's mission aligned for both your team and our students.





Program Data

5,419

students served

3,186

volunteers engaged

185

events run

145

youth partners

108

corporate partners

94%

of students feel more confident in school and preparing for a career after participating in SuitUp and engaging with the volunteers

98%

of students enjoyed their SuitUp experience and would like to participate in SuitUp again

98%

of students enjoyed interacting with the SuitUp volunteers

90%

of students believe their SuitUp experience influenced their future career choice





98%

of volunteers believe volunteering is an important value at their company

100%

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

99%

of volunteers are interested in participating in a SuitUp event again

99%

of volunteers think SuitUp events are a great way to introduce more students to explore their industry or company

97%

of volunteers said SuitUp did an excellent/great job organizing and executing the event

Our Youth Partners

We're so thrilled to have partnered with some incredible schools and youth organizations this year.

145

total youth partners

54

youth partners participated in 2 or more events

9

youth partners participated in 4 or more events



A special thank you to our most engaged partners:



Brain Power



City Knoll Middle School



Idaho Technical Career Academy



IS 392



John Adams High School



Lehigh Career & Technical Institute



One World Middle School



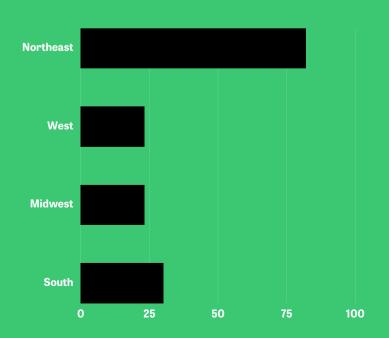
Orange High School



Peabody
Personalized Remote
Education Program

We Suited Up Far and Wide. WA ME МТ ND OR MN ID SD WI WY IA PA NE NV ОН IN IL UT CO CA VA KS MO KY NC TN OK AZ SC AR NM AL GA MS TX LA

YOUTH PARTNERS BY REGION



This year, we had the honor of hosting SuitUp programming in 27 states and even expanded abroad to Germany, the United Kingdom, and Canada. Whether our corporate partners were looking to make a localized impact in a target area or we had the opportunity to engage an international team, we loved building the SuitUp community at large.

Our goal is to be in every Title I school in the country, offering free career readiness programming to those that need it most.

WHO ARE SUITUP'S YOUTH PARTNERS?

Underserved is not something you can see.

In order to make the world a more equitable place, SuitUp engages communities that are **underserved**, **underrepresented**, and **under-resourced**.

But what does that actually mean? So often, our mind immediately goes to ethnic and racial minorities. And while they are an example of underrepresentation, it is a narrow scope that leaves many students with "invisible" inequities unserved.

To prevent unconscious bias, below you'll see some examples of our students' various backgrounds. It may be where they come from, but you may not see it—and by no means is it the only thing that defines them.



...and so many more

When you partner with SuitUp, you're opening doors and helping students reimagine college and career pathways. In order to do that successfully, we must start by thinking critically about our own definitions and biases around diversity, equity, and inclusion. SuitUp is always happy to engage in deeper conversations about our youth partners and why they've been chosen to participate. Thank you for your commitment to a more equitable world and we look forward to having you meet our students!

Meet Our Students



Elated. Excited and ambitious to reach my professional goals.

Determined to give back. Grateful.





Exploring, learning and finding my own talents. Creating innovative ideas. The ability to interact and learn with people my age.

WHEN I GROW UP, MY DREAM IS...

To be an entrepreneur. A teacher.
Start my own criminal defense law firm.
Coach young minds.



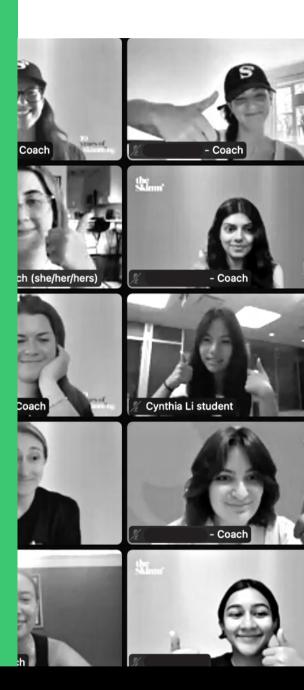
SUITUP x THESKIMM

Partner Spotlight

SuitUp and the Skimm partnered together for the first time in 2022 in 3 innovative business plan competitions serving over 110 students and engaging 90+ volunteers in celebration of the Skimm's birthday week. Not only was this a once-in-a-lifetime opportunity for students to learn more about the media industry, but it was also a safe space to open up a dialogue about the power and importance of voting in the U.S. Through the competition, students were tasked with creating a new service that increased voter registration and voter turnout. This unique challenge was in alignment with Skimm Impact, the Skimm's purpose-driven platform, in which the company is proud to support "get-out-thevote" efforts with Skimm Your Ballot, which has spurred 1 million voting-related actions across the last three election cycles.

A special thank you to the Skimm for empowering our students to discuss such an important topic and encouraging them to be informed and involved. These are the types of challenges that make a difference in the way they see the world and come to the corporate table.





IMPACT SNAPSHOT

3

360

110

90

events

minutes of programming

students served

volunteers engaged

Chobani.



SUITUP x CHOBANI

Partner Spotlight

SuitUp launched its partnership with Chobani in 2022, offering students unique access to a product they know and love. During our first event in May, students from MESA Charter School took a field trip from Brooklyn to Chobani's beautiful SoHo office. They teamed up with volunteers to create a new product or service for Chobani focused on promoting a social cause for the target market of their choosing. They even got to sample some products and experience what it might be like to work at Chobani and have ownership over product development and strategy!

A few months later, in October, SuitUp hosted its second event with Chobani, this time with students from City Knoll Middle School in Manhattan.

Volunteers were able to connect with students on an intimate scale, tackling a new challenge centered on sustainability for the brand. Student CEOs excelled, embodying Chobani's values of Community and Accessibility.

Both events were beautifully captured on video by the incredible team at Chobani. To get a glimpse of the SuitUp magic in action, take a look at both our May and October events, and hear from volunteers and students about their experience 'suiting up'.

IMPACT SNAPSHOT

2

480

38

23

events

minutes of programming

students served

volunteers engaged

SUITUP x TOMS

Partner Spotlight

On Giving Tuesday, SuitUp had the honor of partnering with TOMS on a unique business competition centered around generosity and the power of community -- arguably, what TOMS does best.

In order to maximize impact and involvement, SuitUp was able to engage both remote and inperson volunteers -- on the same day, at the same time. While some tuned in on Zoom to work with students in New York City, others came into the LA-based office for a fun day of activities and networking. The business competition challenge was the same for everyone: create a new shoe and marketing campaign based on a collaboration with one of TOMS' LGBTQ+-focused Impact Partners. Volunteers and students from IS 392 and The City School got to work on their product development, strategizing through the marketing, design, and finances of their ideas. The results were nothing short of amazing. We are so grateful to TOMS for showing our students what it means to give back and that they can be at the forefront of change.

TOMS WEAR GOOD



IMPACT SNAPSHOT

2

390

87

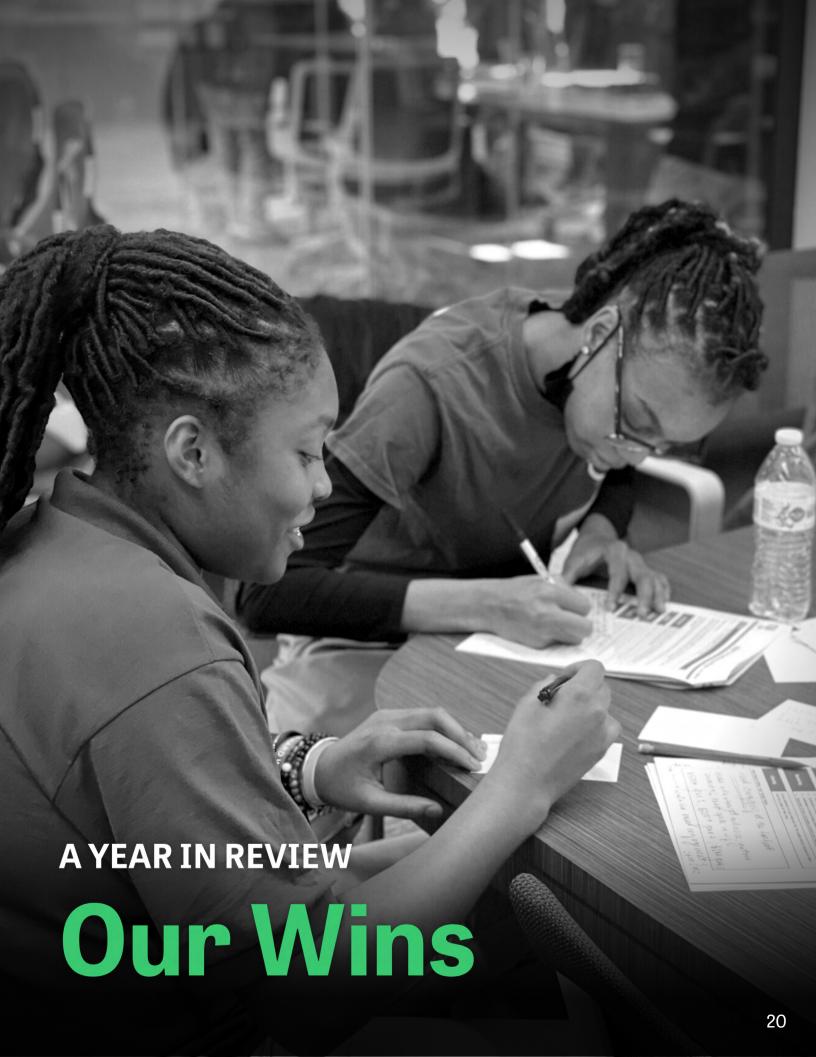
76

events

minutes of programming

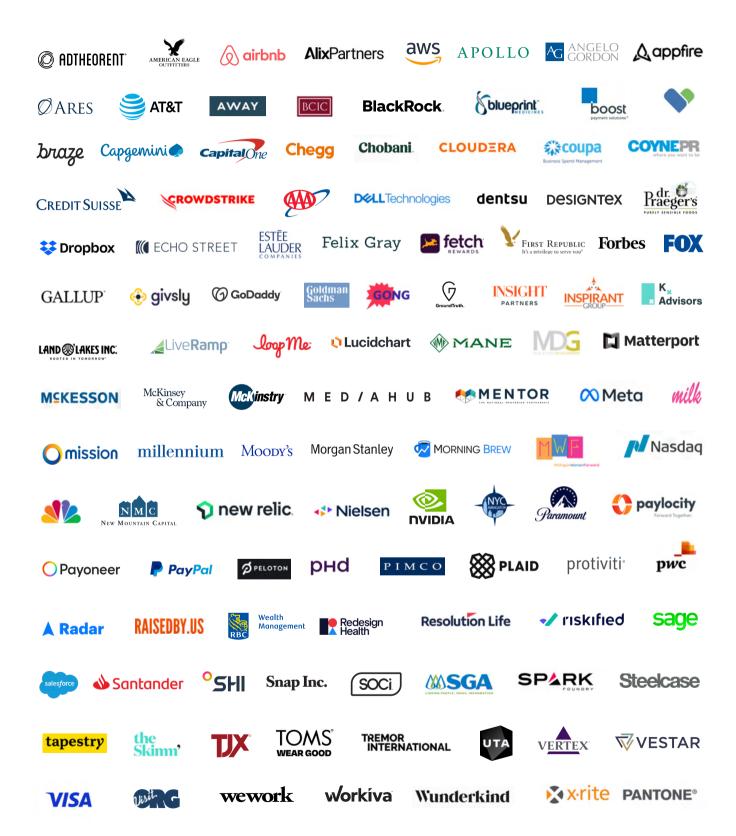
students served

volunteers engaged



Our 2022 Partners

Thank you to all of our corporate partners for providing generous funding to execute our programs in 2022 and inspiring the next generation of leaders!



ALL ABOUT ACCESS Virtual Programming

In 2022, SuitUp's virtual programming provided a space for mentorship and career exploration that many students would not have had access to otherwise. On video conference, geographic location was no longer a factor. It was a place where all participants could expand their knowledge beyond their communities, where SuitUp's impact could reach multiple places at once, and where students and volunteers could unite regardless of where they are from.



99

WHAT OUR EDUCATORS HAVE TO SAY

"With all of the uncertainty and restrictions regarding the pandemic and its impact on field trips, it was wonderful to have a special activity for the students to partake in that was both engaging and academic, that they could do virtually. So many more students now have access to a fun extension program that they don't even have to leave their classroom for. Not to mention, the fact that the program is free is so beneficial for the schools that do not have the funding for special experiences like this." -- Educator at Garden City Park School

258

hours of virtual programming

We went the extra mile at the New York City Marathon

UNITED AND RUNNERS AND RUNNERS

A special thank you to our 12 runners:
Ruby Yip, Claire Zielinski, Emily
Sanders, Bryan Batory, Dominic
Bernetti, Julia O'Loughlin, Corinne
Walters, Cole Fitzgerald, Austin
Hawkins, Sebastian Hickman,
Alexander Harwood, and Martine
Szanto for running to raise awareness
around SuitUp's mission and vision.



A GRAND TOTAL OF:

\$36,560

raised for student CEOs





The Battle of the Boroughs

In December, we hosted our first-ever Battle of the Boroughs: A Financial Services x SuitUp Competition at Fordham's Gabelli School of Business. 135 students from across the 5 boroughs teamed up with over 70 volunteers from some of the most renowned companies in the financial services industry to 'rebuild a sense of community in New York City.' The pitches were nothing short of innovative, empowering, and compelling. Our finals judges -- Andrew Yang, Zach Graumann, Meisha Ross Porter, and Shaun Johnson -- had the difficult decision of selecting a winner, but Queens took home the championship title with their "Us: it begins with you" idea.

OUR EVENT SPONSORS

















The Suit Up for Suit Up Gala

In 2022, we hosted our 7th annual Suit Up for SuitUp Gala! It was an absolute pleasure connecting with our SuitUp community in New York City and raising funds to serve 7,500 students in 2023. A special thank you to the Stevens family for being our presenting sponsor, and Ares Management, Tito's Vodka and the Huff family for their generous contributions to the event.









3,318

Our Donors

Thank you to our strategic, corporate, individual, and foundation partners.

\$50,000 and Above

Snap Inc.

\$25,000 - \$49,999

Givsly PayPal SHI

Salesforce Santander Bank Tapestry

The Stevens Family
The TJX Companies

\$10,000 - \$24,999

AdTheorent

Amazon Web Services

American Eagle Outfitter Foundation

Ares Management Bloomberg

Capgemini Chegg

Comcast Foundation
Dell Technologies

Digital Lift Dropbox

Goldman Sachs

Johnson Controls International

Lucid Spark Mission Cloud Morgan Stanley NBC Universal

PayPal Protiviti Roku SOCi

Silicon Valley Bank

Toms Twilio

United Talent Agency Vertex Pharmaceuticals

\$2,000 - \$9,999

Airbnb

AlixPartners
Angelo Gordon

Apollo Global Management

Appfire Away BlackRo

Blueprint Medicines
Boost Payment Solutions

Boston College Investment Club

Braze
CSAA
Charlesbank
Cloudera
Coupa
CoynePR
Credit Suisse
Crowdstrike
Cybereason
Dentsu Media
Designtex

Estée Lauder Fetch Rewards First Republic Bank

Forbes Fox Gallup

Gerber Foundation

GoDaddy Gong GroundTruth

Insight Partners
Inspirant Group
KxAdvisors
Land O' Lakes
Liveramp
LoopMe
Louis Vuitton
MANE
MENTOR

MENTOR
Marx Development Group

Matterport McKesson

McKinsey & Company

McKinstry

MediaHub

Michigan Women Forward

Millennium Moody's Morning Brew NVIDIA

NYC Navigator Nasdaq

New Relic Nielsen OtterCares PHD Media PIMCO PSEG Paramount Paylocity Payoneer Peloton Plaid

RBC Wealth Management

Radar Read to Lead Redesign Health Resolution Life Riskified

SK Capital Partners
Sage Therapeutics
Southern Gas Association

Spark Foundry

Steelcase Foundation Stephanie Altman The Deaton Family The Huff Family Tremor International Trimble Foundation

VTS

Vestar Capital

Visa
WeWork
Workiva
Wunderkind
X-rite
theSkimm

Our Financials

From inception, SuitUp set out to be a sustainable non-profit that could scale and invest in its own growth. With the financial data from 2022, SuitUp will be able to continue saturating the market and pilot alumni programming nationwide.

Metric	Amount (\$)
Revenue	\$1,268,526.99
Board	\$18,826.35
Individuals	\$59,590.42
Corporations	\$33,874.40
Grants	\$55,389.70
Events	\$128,495.78
Program Service Revenue	\$888,700.42
Employee Rentention Credit	\$83,632.06
Interest	\$17.86
Expenses	\$1,173,561.30
Programming	\$581,173.13
HR/Benefits	\$422,197.60
Operations	\$115,326.81
Fundraising	\$52,869.10
Marketing/Business Development	\$1,994.66
Net Operating Revenue	\$94,965.69
Net without ERC	\$11,333.63

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 CEO & Founder, Samarity



Casey Miller
SuitUp Co-Founder,
President & Co-Founder
GSD Advisory Group



Lauren Reilly
Co-Founder &
Executive Director
SuitUp



Jordan Graumann Board Treasurer Chief Investment Officer Caplin Family Offices



Michael Castiglione
Attorney
Fragomen



Kerri Dahill Board Secretary Managing Director Morgan Stanley



Shawn Mangar
Founding Principal
Baychester Middle
School



William Gouveia
Founder & CEO
Surefire Cyber Inc.



Larry Rukin

Managing Director

FTS US Inc.



Cindy Vinueza
Senior Manager
Community Growth
Justworks

Board Chair

Taylor Zografakis

Millennium

Strategy & Expansion Committee

Marcus Ellis	Vista Equity Partners
Danny Gluck	Ares Management
Isaac Greenwood	New Mountain Capital
Brian Kelly	Sunbird Capital
Jill Kohn	AlphaSights
Max Rondenborn	Blackstone
Ian Singleton	Vestar Capital
Jon Sklaroff	Optum Ventures
Hannah Sorkin	Anheuser-Bush
Katie Smith	Goldman Sachs
Giorgio Caterini	Morgan Stanley

Fundraising Committee

Sarah Barcia	KKR
Ross Bellish	Morgan Stanley
Connor DeLaney	KKR
Karan Goyal	Hudson Capital
Tori Graumann	Handshake
Kristine Miller	Warburg Pincus
Ashish Nagi	KPMG
Corinne Walters	Apollo Global Management

Meet Our Corporate Leadership Board

The group of professionals bringing the SuitUp mission and vision to life.





Business D	evelopment	Committee

Brad Balber	WeWork
Michael Culhane	Salesforce
Cole Fitzgerald	Mimecast
Slade Heathcott	More Than Baseball
Caitlyn Hughes	Amazon Web Services
Conor Kline	Greenhouse Software
Danielle O'Banner	Echo Street Capital
Josh Devincenzo	Columbia University
Keshav Sota	BlackRock
Cassie Watroba	HALO

Marketing Committee

Taylor Deaton	Radar
Tim Healy	Salesforce
Janie Hendrickson	Amazon Web Services
Alex Hickey	University of Virginia
Nancy Lin	Salesforce
Jihae Moon	Columbia University
Ruby Yip	GCN

R&O Committee

Alexis Byrd	Qualtrics
Alexis Hamill	Avalan
Allison Ronon	Wix
Molly Smith	Bloomberg
Skylar Thoma	QuestBridge

Our CEO Circle

Thank you to all of the CEOs who have shown up for our students and actively participated in our SuitUp programs.



fetch

boost

Matterport

What's Next: Life After SuitUp

In 2023, we are excited to build out our Life After SuitUp (LASU) pilot and address the preset gap between SuitUp's short-term impact and the articulated desire from stakeholders to have more long-term engagement and mentorship opportunities. Take a look at our proposed theory of change:

JOLUNTEERS

After participating in SuitUp events, volunteers consistently say, "I wish we could hire you guys!" and companies are looking for opportunities to impact and advance the lives and careers of students

THE PROBLEM

With only a singular instance of engagement with SuitUp, students don't have the chance to further explore their interests and maintain their engagement with volunteers

SUDENTS

JOLUNTEERS

Give volunteers the ability to form deep, lasting bonds with students through mentorship and give companies opportunities to articulate the skills and values they look for in their new hires

IF WE...

Develop a multi-year career readiness curriculum that connects middle school, high school, college, and career pathways for students, all the while maintaining mentorship with volunteers SUDENTS

JOLUNTEERS

Volunteers are internally motivated to help our students accomplish their goals, and companies can develop a diverse talent pipeline of SuitUp alumni starting as early as age 10

THEN...

Students will be able to use the knowledge and skills they've acquired through our curriculum to explore and determine their college and career pathways STUDENT

JOLUNTEERS

Volunteers can actively support the movement to increase future diversity in their industry and companies can have a streamlined pathway to access a more diverse talent pool

SO....

Student alumni will live out their dream career that they discovered during their time with SuitUp

SUDENTS

AND...

Our SuitUp alumni will one day hold the same jobs (or better!) as their SuitUp coaches and return to SuitUp to be coaches themselves and keep the cycle of opportunity going.



Lauren Reilly Executive Director



Erica DavisDirector of Operations



Kelsey EnglishManaging Director of
Partnerships



Jeffri WhittingtonCorporate Partnerships
Manager



Dr. Sara HillDirector of Programs



Hana Tunis Senior Program Manager



Madison Combs Senior Program Manager



Defne MorovaProgram Alumni and Impact
Coordinator



Daniela Lebron Program Coordinator



Robyn Hill Development Manager



Lucile Perrot Marketing Manager

Thank you for suiting up.

SUIT UP



SuitUp is a 501c3 education non-profit (EIN 46-3381399) headquartered in New York City. Since inception, SuitUp has served over 14,500 students and engaged over 10,500 corporate executives in 400+ programs.

For more information, check out our website at www.volunteersuitup.org