

2018

Annual Report



SuitUp

www.SuitUpNYC.com

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Message from Executive Director

Dear Friends,

This was a year of transition and excitement for SuitUp. In past years, co-founders Zach Graumann and Casey Miller used every spare minute they had outside their full-time jobs to run this organization. Starting in April, Zach and Casey moved over to SuitUp’s Governing Board and I assumed the position of Executive Director.



**Lauren Reilly, Executive Director
SuitUp Incorporated**

From the very beginning in 2014, SuitUp has provided business competitions with the support of corporate volunteers that increase college and career awareness in communities that need it most. By the end of a SuitUp day, students can see the corporate world as part of “their world,” and know that job titles, such as CEO, Senior Director of Marketing, Product Manager, etc. are now in their grasp.

This year, we put our programming to the test. We tested our model outside of New York in cities like Durham, North Carolina as well as San Francisco and Los Angeles, California. We closely measured program impact and carefully scrutinized our sustainability. Our Governing Board and Executive Team thought diligently about where we want to be in 3-5 years and what our long-term outcomes can and should be. We even were featured on News12!

With the support of our corporate partners and strategic advisors, we’ve been able to serve 1,100 students this year and engage over 700 corporate volunteers. Because of SuitUp, students across the country know the different career paths they can venture down and the choices they have.

I am thrilled at the opportunity to share all the achievements we’ve accomplished this year and where we are going as an organization. With a dedicated Governing Board, Corporate Leadership Board, and group of corporate partners, 2019 plans to be our most impactful year yet.

Warmly,

A handwritten signature in cursive script that reads "La Reilly".

Executive Director

SuitUp

Mission

SuitUp provides educational competitions that connect corporations with schools in low-income communities to increase student career awareness and marketable skills.

Program Beneficiaries



Students

Through SuitUp, students have the opportunity to see a corporate office and be mentored by a employees at Fortune 500 companies. They learn valuable soft skills such as how to brainstorm, create a presentation, public speaking, working in a team, and more. After SuitUp, student mindsets are changed and they know no career or college is out of their grasp with hard work and determination.



Schools

Our Title I school partners rarely have the opportunity to collaborate with corporate partners. With the pressures of state testing and adhering to Common Core standards, there is little funding or personnel to create an enriching college or career readiness program. SuitUp is completely free for schools, and their students come back from competitions with an increased willingness to learn—seeing the connection between academic success and viable career possibilities.



Corporate Partners

Our corporate partners love working with SuitUp because we make it easy to volunteer and make an impact. Company volunteers act as “coaches” to teams of 10 students and help them solve a corporate challenge—like designing a new product for Nike. Through the competition, volunteers coach students on marketing, financing, and strategy before helping them pitch their idea to a panel of live judges.

Program Impact

1,088

Students Served

720

Corporate Volunteers Engaged



Competition Feedback

From Our Students

95%

of students liked their SuitUp Coaches and Competition

93%

of students learned something new during their competition

90%

of students like learning more after SuitUp

From Our Corporate Partners

100%

of volunteers believe they made a positive impact

99%

of volunteers believe that events like SuitUp make them proud to work at their company

98%

of volunteers want to participate in a SuitUp event again

College and Career Readiness Reporting

91%

of students believe the skills they learned during SuitUp will be helpful for the future

86%

of students see themselves having a career that uses the skills they learned during their SuitUp competition

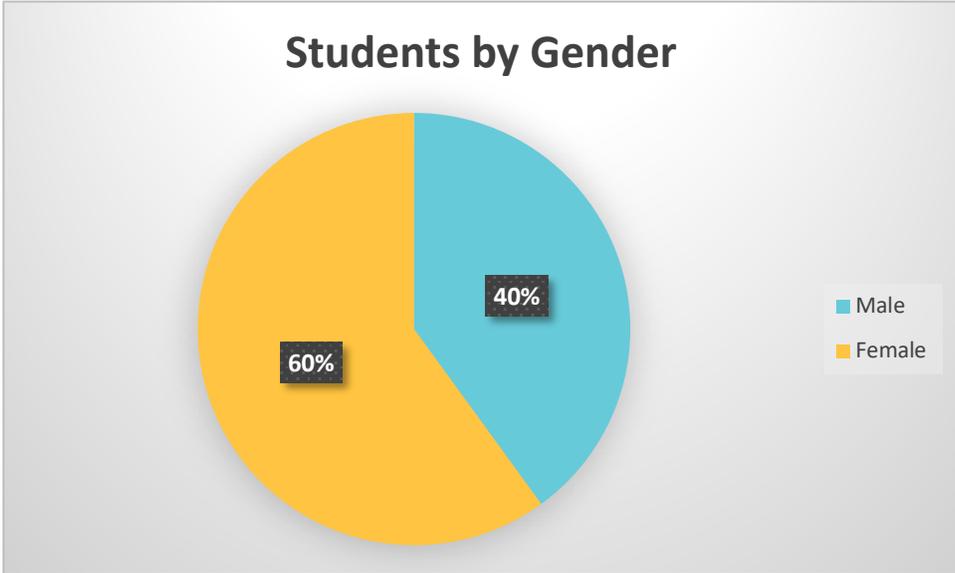
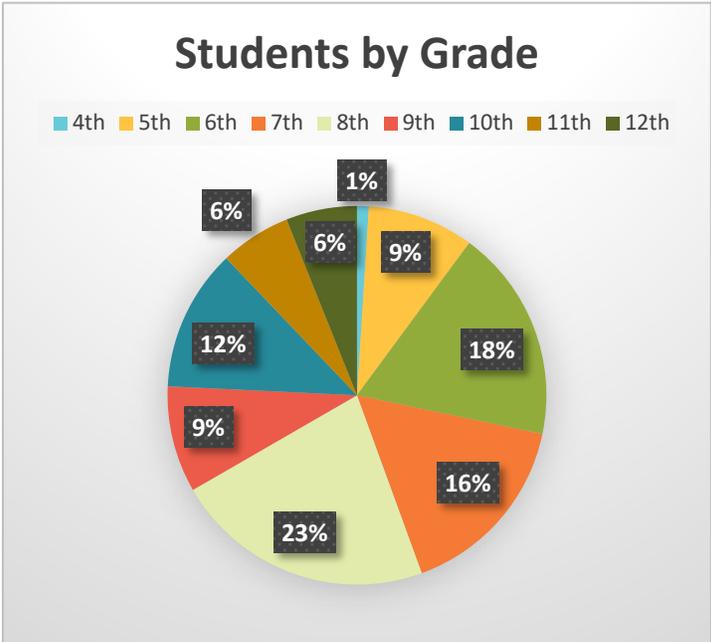
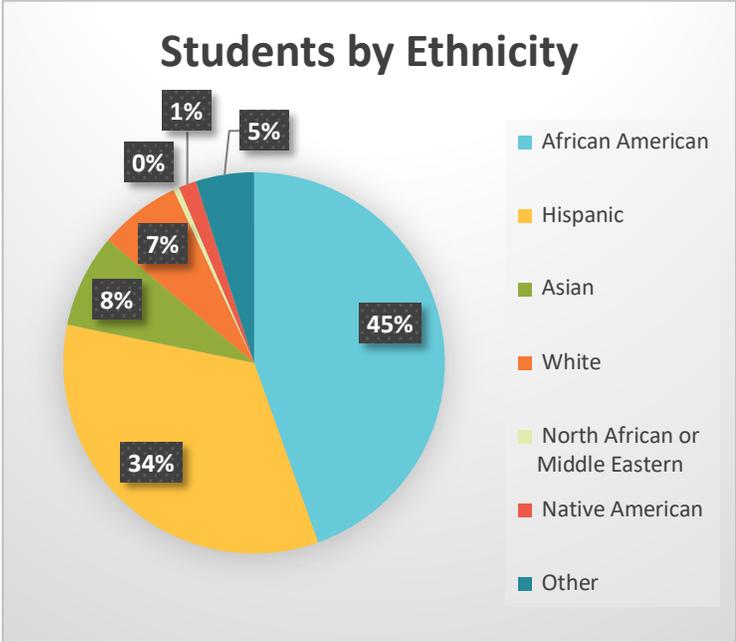
Fields and College Majors Our Students Want to Study In

- 17% of our students want to major in Marketing
- 10% in Finance
- 14% in Graphic Design
- 6% in Sales
- 8% in Math
- 5% Economics

- 9% in Business Administration
- 7% in Communications
- 8% in Computer Science
- 8% in Web/Digital Media
- 4% in Entrepreneurial Studies
- 4% in Accounting

88% of students said that **SuitUp** helped them decide their future college and career path

Program Impact Cont'd



100% of SuitUp School Partners are either Title I Schools or serve students in low-income, high need communities.

Meet James

James goes to KIPP Academy, a charter school, on East 156th in the South Bronx in New York City. He is a 7th grader who hasn't really thought about what he wants to be when he grows up. He doesn't particularly like school but gets good grades in math and struggles in English Language Arts. His ELA teacher says if he can just apply himself, he'll do better. He'd rather stay in Math class.

James was one of the 30 students chosen by his teacher to participate in a SuitUp competition at Felix Gray, a startup eyeglasses company in Soho. Felix Gray employees partnered with SuitUp to create a business competition in which students create a new pair of glasses that solves a need in society. Felix Gray employees coached James and his teammates on the marketing, financing, and strategy of their new glasses before helping them prepare a pitch to live judges.



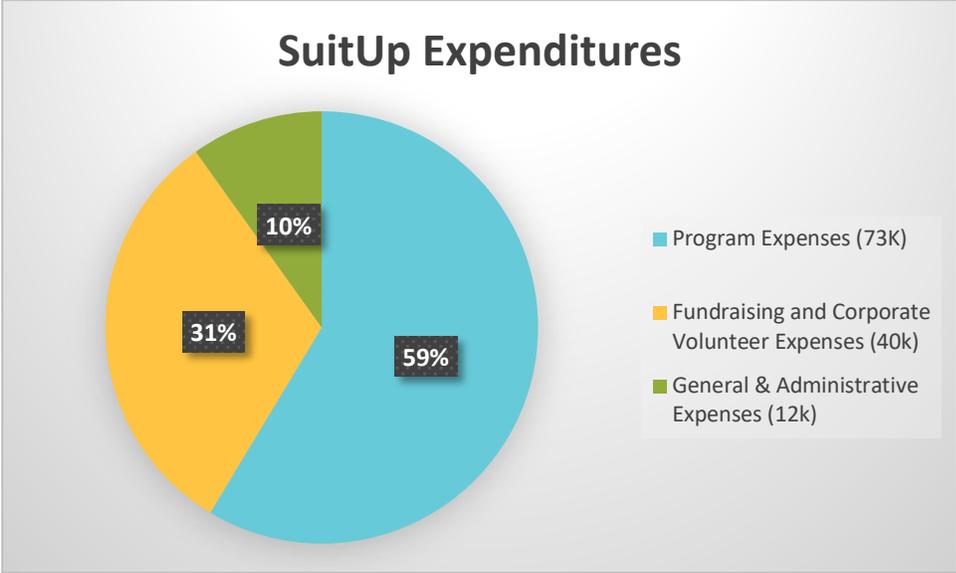
James said “I want to be part of SuitUp because I want to experience what a CEO would do and experience working with other people. I would gain knowledge about how to communicate and work together with others...as well as facts about business.” Not knowing anything about SuitUp, James dove right in, getting to know his coaches: one of the co-founders of Felix Gray, a product manager, and an operations associate.

Through the four-hour competition, you could see the “lightbulb” come on for James. He contributed ideas (coming up with a GPS locator glasses that reads your heartbeat), gave feedback to his teammates about their portions of the pitch, and worked directly along the co-founder of Felix Gray to identify the profit margin of their product. James loved the experience. Even when his team didn't win. Without SuitUp, he shared, “I wouldn't get taught any of this stuff at home, at school, or in my neighborhood.”

Although James' team didn't win, he shared that “grit” is something he learned from this experience, “especially when things don't work out.” After the competition, James shared that he wants to learn more about business administration, and one of his coaches told him to look into Baruch's business school.

SuitUp strives to make these connections for all students, and knows that even a four-hour competition can make a huge impact in students' lives. At James' school's competition, 100% of students said they learned something new, 92% could see themselves having a career that uses the skills taught in the competition, and 100% of students said the corporate volunteers from Felix Gray made an impact on what they want to study when they go to college.

Financial Management



SuitUp Revenue	
Category	(\$) Amount
Individual Donations	\$8,289.06
Corporate Giving	\$2,859.92
Grants	\$3,500.00
Program Revenue (SU Competitions)	\$61,471.49
Fundraising Event (SuitUp for SuitUp)	\$62,547.99

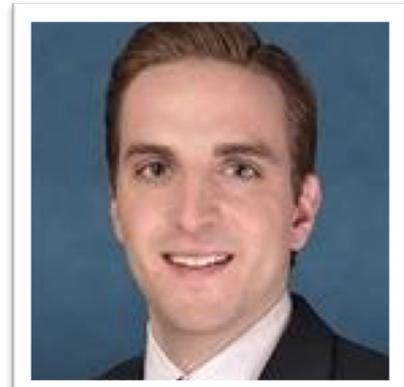
SuitUp's Governing Board



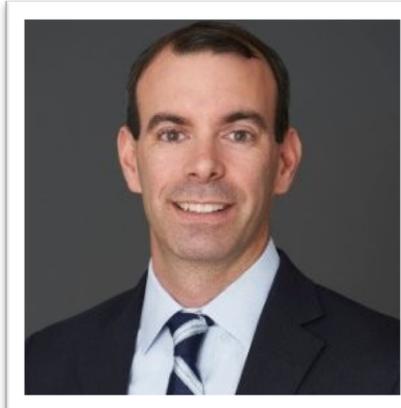
Zach Graumann
*Co-Founder and
Board Chair
Campaign Manager, Yang
2020*



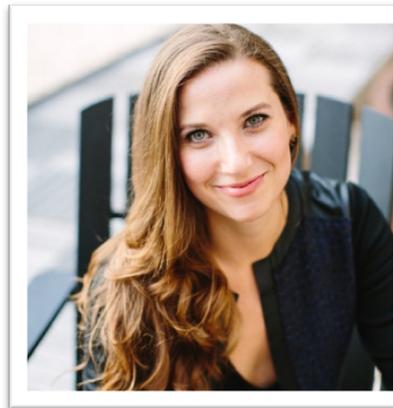
Casey Miller
*Co-Founder and
Vice Chair
Head of Business
Development, LeagueApps*



Jordan Graumann
*Treasurer
Senior Vice President, Ares
Management*



William Gouveia
*Secretary
COO, Zanaris*



Adair Mueller
*Board Member
CEO, Durham Food Hall*



Mayowa Oyebadejo
*Board Member
Associate, The Boston
Consulting Group*

Thank You to All of Our Corporate Partners

Thank you so much to our wonderful corporate partners. Without your support and participate in SuitUp, our impact wouldn't be possible!



Thank You to All of Our School Partners

Thank you so much to our wonderful schools. We are so glad to work with you year after year!

- 📍 Boys and Girls Club of Durham
- 📍 Baychester Middle School
- 📍 Boys and Girls Club of Hoboken
- 📍 Citizens of the World Charter School
- 📍 City Knoll Middle School
- 📍 Coalition School for Social Change
- 📍 IS 117, Bronx
- 📍 James E. Shepard International Baccalaureate Magnet Middle School
- 📍 KIPP Academy
- 📍 LMU Family of Schools
- 📍 Maxine Greene High School
- 📍 McBurney YMCA
- 📍 New Design High School
- 📍 Partnership with Children
- 📍 PAVE Academy
- 📍 Practice Makes Perfect
- 📍 PS 15, Jersey City
- 📍 PS 303, Bronx
- 📍 PS 72, Queens
- 📍 The GO! Project
- 📍 The Young Women's Leadership School of Astoria
- 📍 The Young Women's Leadership School of Brooklyn
- 📍 The Young Women's Leadership School of the Bronx
- 📍 Urban Assembly Maker's Academy
- 📍 Urban Assembly Women's School of Business
- 📍 Wadleigh School of Music

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