



Rock The Street, Wall Street

Moving Girls Forward in The Field of Finance



Annual Report 2017

Letter from the Founder and Executive Director



Rock The Street, Wall Street strengthens the financial skills of present-day female students and is changing the face of tomorrow's workforce by reaching one girl at a time today. My own personal story is just one example of how STEM studies and entering into a STEM profession can lift people out of poverty in one generation. With the generous support of our sponsors and volunteers, over the past five years we have equipped nearly 1,000 high school girls across the U.S. to not only own their daily money management practices, we have also opened their eyes to a career in finance, where the jobs are growing by over 20% each year.

Supporting RTSWS is about supporting freedom. Being financially illiterate **robs** people of their freedom — the ability to provide for themselves, their families, and to fulfill their dreams. Our volunteers — local women in financial services careers — rip from the headlines and share their financial skills with our students, providing them with the tools and practices to own their future financial responsibilities. These are students who otherwise would have an 80% chance of being taught these subjects by teachers who admit that they are not competent to teach them. Current math curriculum also results in losing girls in math as early as age nine in the U.S. Given this, is it any wonder that two out of three women state that they know little to nothing about finance?

RTSWS provides accessible learning activities that invite intentional role-playing, hands-on financial projects requiring research and critical thinking on costs of living, salaries, income taxes, 401k contributions and investment products. In addition to learning how to budget and save, our students are also learning how to invest - a key differential from other financial literacy programs. We're giving our most disadvantaged students a road map to, at a minimum, the middle class. Our largest increases in pretest vs posttest scores of financial comprehension occurs in our most underserved communities.

We're also giving our students from better economic vantage points the knowledge that studying and getting good grades in school is not enough. Recent research indicates that, of job applications submitted from equally high-achieving male and female personas, men received calls for further discussion three times as often as did women with equal grades. We alert girls to this fact while they are in high school and train them on ways to better their odds of getting the job. It is not only the underserved who need to know what we unveil in our workshops.

RTSWS is breaking the stereotypes of what it is to be a professional in the world of finance. We are working to develop a future American workforce across STEM industries that is larger, more diverse, and better equipped to help employers and our nation remain competitive.

We're at the beginning of building this revolutionary organization. We're forging a new business model to change how financial education is delivered in America's schools while we recruit more women into professions that are at the levers of power.

Now is your opportunity to help us do this right.

A handwritten signature in black ink that reads "Maura". The signature is fluid and cursive, with a long horizontal line extending to the right.

Maura Cunningham
Founder and Executive Director
Rock The Street, Wall Street

Voices of Impact

Advocates, participants and donors are vital members of our support system. All of our champions are inspired to stand for *Rock The Street, Wall Street* and amplify our voice and impact. Read the thoughts from just a few of our ambassadors—they, and others like them, not only applaud us for our accomplishments, but sustain us with hope and inspire every young woman to be financially independent.

Board Member Spotlight

“In particular, our millennial employees at TD Ameritrade have expressed to us that they wanted to have a portal to make a difference in their community. *Rock The Street, Wall Street* is the perfect match — our employees have shown an incredible spirit of volunteerism and are able to use their work skills to financially educate girls in their local communities.”

Judy Ricketts
President of Clearing and Managing Director of Brokerage Operations,
TD Ameritrade



Sponsor Spotlight

“Our female financial professionals have enjoyed teaching the girls foundational building blocks to help them make wise choices every day — to budget, to save and to invest for future financial success. Over the course of the school year they have seen first-hand the impact these conversations can have on the students’ thinking about the world and their future.”

Jennifer Gray
Community Relations Manager,
Fidelity Investments

Alumna Spotlight

“I am indebted to these experiences as they prepared me to better manage my time, money, and professional goals. In addition, the *Rock The Street, Wall Street* program empowered me. It was the first time that I truly understood what it meant to be a voice at the table.”

Jane
University of North Carolina at Chapel Hill
Kenan-Flagler Business School

Parent Spotlight

“I knew there had to be a more authentic source of learning for teenagers. In my personal and professional life, I’ve noticed a big difference in how women approach risk and new challenges. As mothers, we need to share fundamentals early with our daughters and provide them with tools to make them more capable in managing their future selves and expose them, too, to careers that may now be considered male-centric.”

Sabina Lippman, MBA
Lippman Jungers LLC

Teacher Spotlight

“The program, for me as a teacher, is another way for to open up doors for my students. They are exposed to dozens of women who are coming from diverse backgrounds, and ended up in the financial services industry. They can learn from these women (about how to save and invest and careers). They can glean from the pearls of wisdom they’re receiving from the women, and they can use those to help plan for their own future.”

Estie Cuellar
Business Management and
Entrepreneurship Teacher,
V.R. Eaton High School, Texas

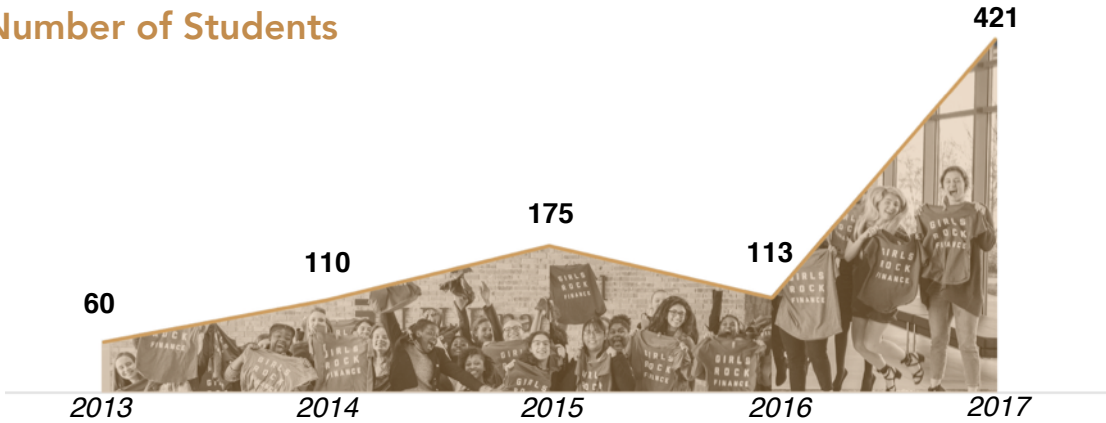
Student Spotlight

“Math and science and finance aren’t just some school subjects that I have to sit through. They are things I am going to need in the real world. I’m so lucky to be learning about it now, because so many young women, and youth in general, don’t get the opportunity... My entire group of classmates realized that it isn’t just this fictional person named “Jane”— that it’s going to be us when we graduate in two years and when we’re in college...and then when we’re independent.”

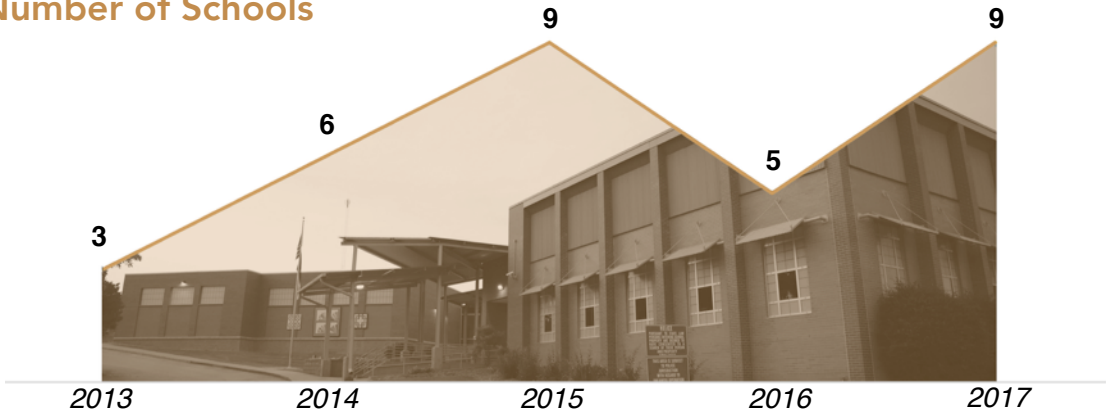
Kay
2017 *Rock The Street, Wall Street* Participant
New York City

Measuring Our Impact

Number of Students



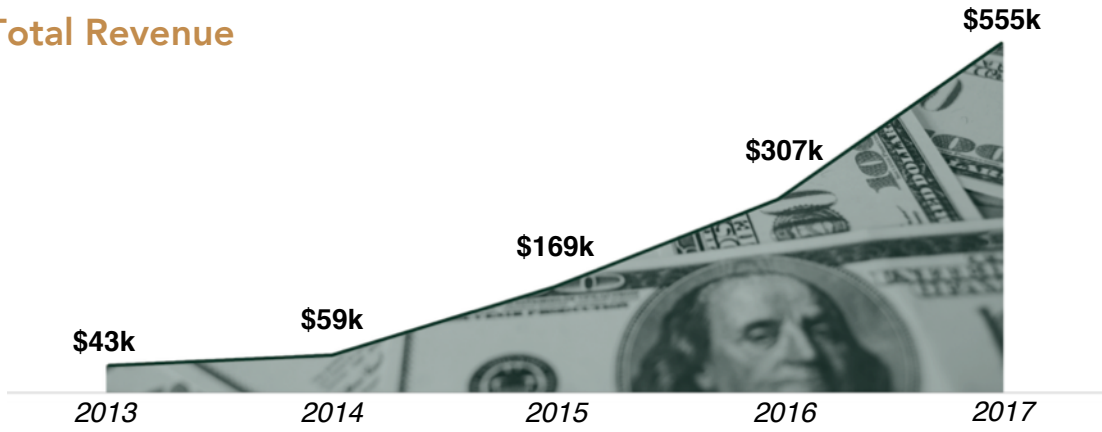
Number of Schools



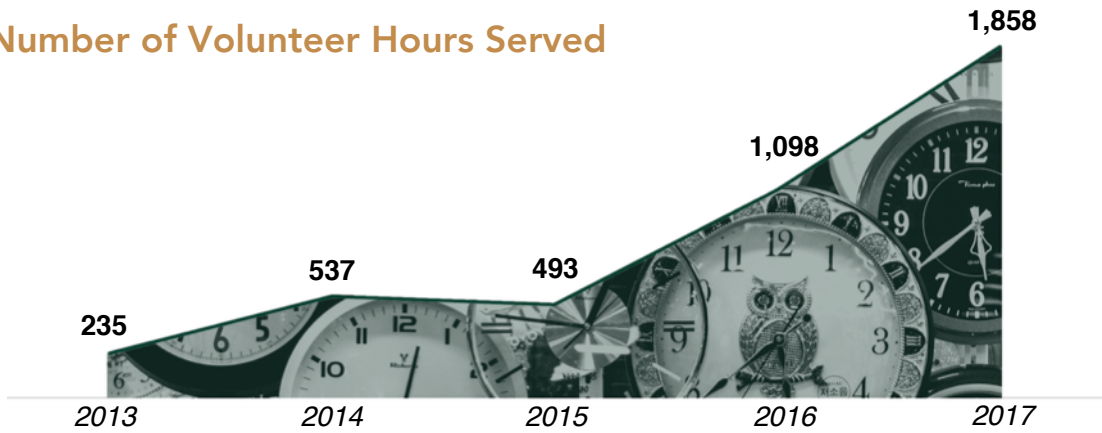
Milestones

<p>Achieved 501(c)(3) status</p>	<p>March: RTSWS was one of seven U.S. organizations recognized by Catalyst, a global nonprofit that builds workplaces for women.</p>	<p>Scaled to 4 cities, adding New York City</p>
<p>2013</p>	<p>2014</p>	<p>2015</p>
<p>Launched program in Nashville</p>	<p>Scaled to 3 cities, adding Chicago and Memphis First corporate volunteers from Nissan and Dollar General</p>	

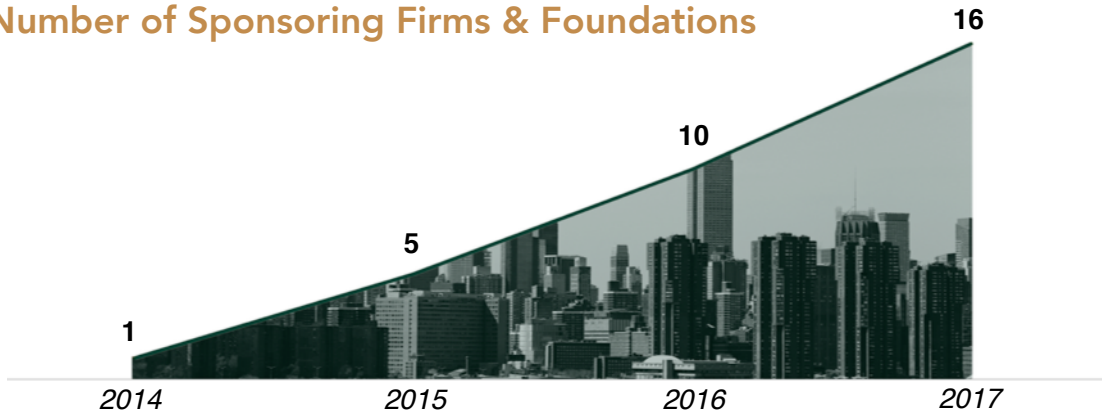
Total Revenue



Number of Volunteer Hours Served



Number of Sponsoring Firms & Foundations



<p>December: Founder invited to ring the closing bell at NASDAQ in Times Square in NYC</p> <p>Jackson National Life Insurance and TD Ameritrade become major donors</p>	<p>Launched in Los Angeles</p> <p>HCA Hack-a-Thon (TN)</p>
2016	2017

<p>October: Founder invited to The White House Conference on Inclusive STEM Education</p>	<p>Scaled to 6 cities, including Charlotte and Fort Worth</p>	<p>Fidelity Investments Hack-a-Thon (TX)</p>
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Scaling Our Impact

Since our program's inception five years ago, *Rock The Street, Wall Street* has expanded across the U.S. to six cities and we are growing. Our relationships with public and private school systems enable our classroom workshops to be introduced in before-, during-, or after-school settings. In addition, the nearby financial offices make field trips convenient and the mentoring protege relationships in the spring can easily be accommodated due to close proximity to school grounds.

Our 2017-2018 Locations

Charlotte
Dallas
Fort Worth
Los Angeles
Nashville
New York City

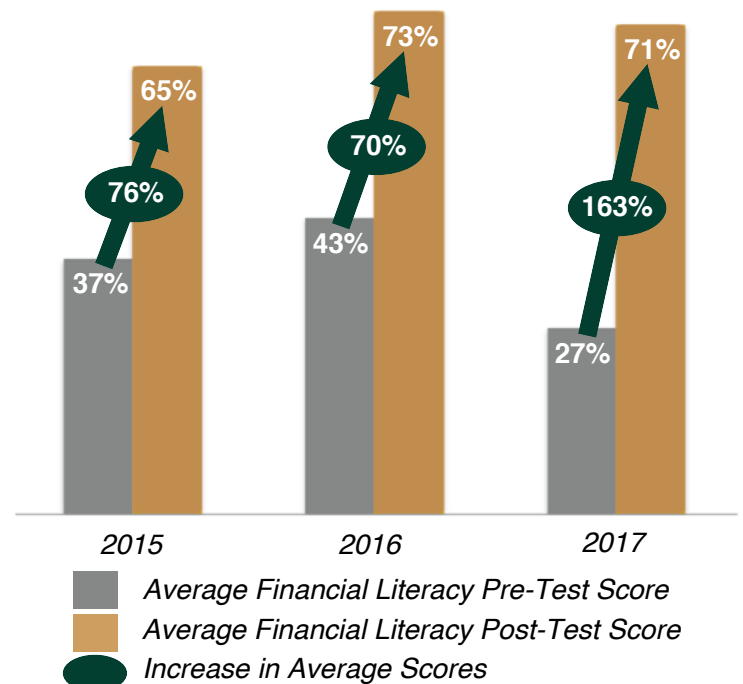


Individual Outcomes

RTSWS has educated close to 1,000 female high school students of various socioeconomic levels in our five years. Our numbers speak for themselves. **Students who have participated in our workshops since 2013 have had an average increase of 97% in their comprehension of financial concepts. 67% state that they are “very likely” or “extremely likely” to explore a major or minor in economics, finance or accounting.** This is coming from girls who once thought these were professions neither attainable nor open to them.

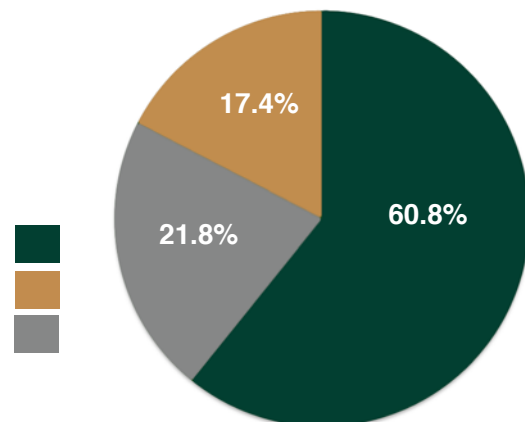
RTSWS students are administered a Financial Literacy assessment at the beginning of the program, and upon program graduation.

Among *RTSWS* high school graduates who responded to our survey, 60.8% are pursuing or attained a major in Economics, Finance or Accounting.



RTSWS High School Graduates with a Major in:

- Economics, Finance or Accounting
- Basic, Applied, Behavioral or Health Sciences
- Liberal Arts, Media or Other



Top 10 Ways We Are Making an Impact



- 1 Reaching more high school girls with our programs at no cost to students or schools
- 2 Closing the gender gaps in wages, student debt, retirement savings and home ownership, with a special focus on helping economically disadvantaged girls attain future financial security

- 3 Increasing female student engagement in the M of STEM

- 4 Creating a world-class curriculum and hands-on financial projects for our classroom workshops

- 5 Providing a "Wall Street Experience" field trip to a local financial institution

- 6 Connecting students with career financial professionals who serve as academic advisors and open doors to life-changing job opportunities

- 7 Tracking our students post high school graduation—into college and beyond to promote financial fitness and career dialogs

- 8 Expanding perceptions on what a person who works in finance looks like beyond the traditional stereotypes

- 9 Fulfilling the newly minted mandates of corporate leadership to attract more women into the financial services talent pipeline

- 10 Offering our corporate partners the opportunity to engage their employees in meaningful skills-based volunteerism where they live and work



Get involved.

info@RockTheStreetWallStreet.com

School Sponsors

Thank you to the following corporations and foundations that supported *Rock The Street, Wall Street* in 2017.



Sponsor a school in your community.
info@RockTheStreetWallStreet.com



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