



Rock The Street, Wall Street
Moving Girls Forward in the Field of Finance

FOR IMMEDIATE RELEASE

Rock The Street, Wall Street Celebrates National Mentoring Month

Facilitates Mentoring Relationships Between 400+ High School Girls with 200+ Women Who Work in Finance

NASHVILLE, January 16, 2020 — [Rock The Street, Wall Street](#) is working with more than 20 organizations across the U.S. to facilitate mentorship relationships between high school girls and female financial professionals. Rock The Street, Wall Street (RTSWS) is a 501(c)(3) organization that provides financial and investment education to high school girls to spark their interest into careers of finance.

Girls who are enrolled in one of the RTSWS programs that are in 28 high schools across 15 cities have the option to participate in a four-month mentorship program beginning in January. This year, more than 400 of the 541 enrolled students opted into the mentorship program. More than 200 female financial professionals will provide guidance on a wide range of topics including selecting the right college, finding internship opportunities, answering questions about working in finance, and identifying a career path that aligns with their interests.

The program aims to create a more robust pipeline of female talent for an industry where gender diversity is still sorely lacking. For instance, women make up [roughly 10%](#) of mutual fund managers, and control [less than 4%](#) of assets under management.

“Mentorships are a critical component of our program, giving the girls a rare opportunity to develop a deeper understanding of what it’s like to work in a financial job before they enter college and select a major,” said [Maura Cunningham](#), **Founder and CEO of Rock The Street, Wall Street**. “Many of these relationships continue after the program ends, and those professional connections open new doors to future careers. STEM professions desperately need more support networks that connect women to encourage the next generation of girls to enter the field.”

A [recent report](#) from the National Academies of Sciences, Engineering, and Medicine found that a more intentional, inclusive, and evidence-based approach to mentoring students in STEMM (science, technology, engineering, mathematics, and medicine) could engage and help retain a broader group of students in these fields. Graduates of the RTSWS program are four times more likely to pursue degrees in finance, economics, or related fields than the national average for undergraduate females.

Among the organizations working with RTSWS to support its mentorship program are: AllianceBernstein, BlackRock, Broadridge Financial Solutions, Brown Brothers Harriman, CalPERS, CalSTRS, CarVal Investors, CFA Institute, CFA Society Louisiana, CFA Society New York, Fairpointe Capital, HCA Healthcare, Invesco, J.P. Morgan, LPL Financial, Mediant, Parametric, PNC Financial Services, State Street, TD Ameritrade, Waddell & Reed, and Women's Bond Club of New York.

"You can see a distinct improvement in the confidence levels of the girls that complete the Rock The Street, Wall Street program," said Valiere (Val) Simpson, Managing Director of Investor Services Specialty Groups at TD Ameritrade who has been a champion of RTSWS programs in Texas. "As a result, we offered several graduating high school seniors who had participated in Rock The Street, Wall Street an opportunity for a summer internship program at TD Ameritrade."

Simpson will join Cunningham as part of a case study panel titled "Changing Girls' Mindsets on Financial Literacy" at the SXSW EDU 2020 Conference & Festival in March.

About [Rock The Street, Wall Street](#)

Rock The Street, Wall Street is a financial literacy program designed to spark the interest of high school girls into careers of finance. Girls learn about positive money management habits and the capital markets, while simultaneously helping them see the real-world application of the math content they learn in the classroom. RTSWS programs are funded by sponsors; volunteers are female financial professionals who go into local high schools to teach the M in STEM, and serve as real-life role models and mentors for girls. RTSWS programs provide a strong focus on the barriers that need to be removed and the types of interventions that "lift" students' interest, commitment, and ability to persist in the M of the STEM fields. Headquartered in Nashville, Tenn., RTSWS programs are in 28 high schools across 15 U.S. cities in the 2019-20 academic year: Charlotte, Chicago, Dallas/Ft. Worth, Kansas City, Minneapolis, Nashville, New Orleans, New York City, Omaha, Philadelphia, Raleigh, Redwood City, Sacramento, San Diego, and St. Louis. RTSWS is a 501(c)(3) organization.