



# Rock The Street, Wall Street

## Sponsorship Kit & Quick Facts

Background to Share with Firms', Leadership, Communications, Marketing, DEI & CSR Teams



# Rock The Street, Wall Street

Change WHO we invest in to change WHAT we invest in

## 1. About RTSWS

Welcome to Rock The Street, Wall Street (RTSWS) - a 501(c)3 nonprofit organization that engages high school girls and alumnae in financial and investment math. Our primary goal is to uplift diverse high school girls and our college aged and early career alumnae through comprehensive financial and investment engagement, career development, and invaluable industry access.

Our dedication to diversity is evident in our cohorts, where **73% identify as BIPOC** (Black, Indigenous, and People of Color). Additionally, we are proud to support young women from diverse backgrounds, with **50% attending schools with free or reduced lunch programs**.

At RTSWS, we firmly believe in bringing the “M” in STEM to the forefront for these aspiring young women. We harness the power of mathematics and leverage the vast opportunities that STEM careers offer to drive upward mobility within a single generation.

Join us in this transformative journey of making a real impact on the lives of diverse female students, as we pave the way for a brighter and more inclusive future.



## Connect with Us

[info@rockthestreetwallstreet.com](mailto:info@rockthestreetwallstreet.com)

[pictures@rockthestreetwallstreet.com](mailto:pictures@rockthestreetwallstreet.com)

## Follow Us



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## 2. RTSWS Impact

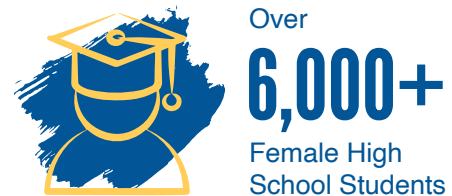
Thanks to our early intervention programs, RTSWS alumnae are achieving remarkable success, with an astounding **5X** higher rate of pursuing degrees in finance, economics, and related business fields compared to the average female university student. This exceptional outcome underscores the urgency and significance of our work now more than ever. We are committed to ensuring that diverse girls have a clear and attainable path to navigating college and Wall Street, breaking barriers and paving the way for their future success.

With the support of dedicated volunteers, sponsors and allies RTSWS has already empowered over **6,000** female students over the past ten years, leading to an impressive **71%** increase in their understanding of financial and investment literacy. Our reach extends far and wide, as we are now impacting the lives of girls in over **30** cities and growing across the **United States, London, and Toronto**.

Your commitment and involvement are vital to our collective mission, and we are excited to continue this transformative journey with you.



RTSWS alumnae achieve **5X** more degrees in finance, economics, & related fields than the average female university student.



With dedicated volunteers & sponsors, RTSWS has empowered 6,000+ female students in a decade.



On average, our alumnae have shown a **71% INCREASE** in financial and investment literacy.



We are now impacting the lives of girls in over **30** cities & growing across the **US, UK, & Canada**



### 3. Maximize Firmwide Impact

Drive maximum impact and align your sponsorship with broader organizational engagement from stakeholders across your firm including Employee Resource Groups, Executives, HR, DEI, ESG, CSR, RFP and Communications Teams. With the aim of promoting and advancing women, we have set clear objectives to achieve our shared mission.

- **Rally Support from Senior Leaders.** Identify an influential senior executive as a leading advocate who can inspire and encourage other employees to participate as mentors and volunteers.
  - **Leverage Internal Departments/Groups** Share information about the RTSWS sponsorship and its key dates with various departments and groups within the organization. **Create a core support team** from these areas to help publicize volunteer efforts both internally and externally. These groups include:
    - Diversity, Equity & Inclusion Councils
    - Employee Resource Groups that emphasis gender diversity and those that highlight racial diversity
    - Human Resources; where applicable position the program as having significant benefits for recruitment, retainment and team building
    - RFP Team who can share our impact metrics to clients asking for DEI data
    - Communications Teams (marketing, public relations, social media, and internal communications)
  - **Emphasize the Significance Illuminate the Influence** Showcase the importance of the financial education offered to girls through our program by crafting engaging articles for your employee newsletter or intranet.
  - As your volunteers mentor a cohort of students, they will engage in a rewarding journey consisting of a total of 8 one-hour sessions. These sessions include 5 immersive fall classroom hours where they will utilize our project-based curriculum, along with 3 dedicated mentoring hours in the spring, (curriculum and training for volunteers also provided) all held at the school campus.
  - Send classroom pictures of your volunteers in action with our students. We will share on our social media with particular focus on LinkedIn. Email photos to: [\*\*pictures@rockthestreetwallstreet.com\*\*](mailto:pictures@rockthestreetwallstreet.com)
- To ensure consistent programming and effective communication, kindly refrain from reaching out to the school directly for quality control purposes. Instead, rely on your RTSWS contact as part of our programming agreement with the school and sponsoring firms.





## 4. Fall Field Trip at Your Office

Following the completion of the Project Based learning sessions held at the high school campus, our program offers an exciting and powerful opportunity for the girls to experience a field trip to the sponsoring firm. This visit provides a valuable and immersive experience where students get to tour various departments and engage with the leaders and rising stars selected by the firm. Students will ask questions, explore potential career paths, and participate in enriching panel discussions with employees from diverse backgrounds, including senior leaders and recent college graduates.

Research has consistently shown that role models play a pivotal role, especially for girls from low-income families and diverse communities. By offering this field trip, we emphasize the *"if she can see it, she can be it"* concept, empowering the girls and showcasing their remarkable capabilities and future potential in the world of "M" in STEM (Mathematics and STEM-related fields).

**The students consistently give this field trip rave reviews**, and when combined with the engaging classroom sessions and 3 mentoring discourses, it equips these talented and ambitious students – many of whom are the first in the family to attend college – with valuable skills and better preparation for college and beyond.



## 5. RTSWS Alumnae & Career Center

### Post an Internship, or Job Opportunity

The **RTSWS Alumnae & Career Center** offers a valuable opportunity for your firm to engage with our extensive alumnae community **6,000** members strong, including more than **1,000** students soon to enter the job market. Sponsors gain access to our **Career Center**, where your team can post internship and job opportunities. This platform allows you to connect with our diverse alumnae base, many of whom are just beginning to enter and make an impact in the industry.

To participate, simply email [careercenter@rockthestreetwallstreet.com](mailto:careercenter@rockthestreetwallstreet.com) to request access.

In addition, we are building robust programming and support for our alumnae and invite sponsors to participate, including:

- Post Internships, Entry-level, and Junior Roles
- Share Virtual Career Skills Workshops and Recruitment Events
- Promote Early Career Events and Opportunities
- Targeted Communication to LinkedIn RTSWS Alumnae Network
- Experience the advantage of delivering tailored messages to the alumnae community of the RTSWS program on LinkedIn.



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## 6. RTSWS Background & History

Founded by Maura Cunningham, who brings over 25 years of experience from Wall Street and the markets, RTSWS is a beacon for change within the financial industry, dedicated to addressing its evident diversity gaps.

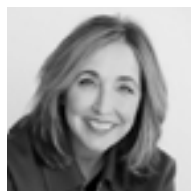
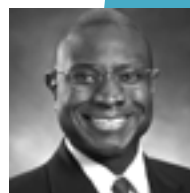
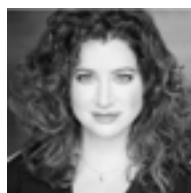
Over the past decade, from Proof of Concept to the present day, we have successfully empowered more than 6,000 young women with financial and investment education, career guidance, and mentoring. As our students have progressed, we have expanded our efforts to provide access to career opportunities and the industry itself, thus fostering change in the financial sector's talent pipeline through the [RTSWS Alumnae and Career Center](#)

## 7. What's Next

As our group of nearly **1,000** college-aged alumnae prepares to transition into the workforce, their need for RTSWS counsel, involvement, and support is ever-increasing. This requirement for immersive support is particularly pronounced for girls coming from underserved communities and those whose families lack prior experience in collegiate and corporate environments. We are committed to providing the necessary resources and guidance to empower these talented young women, ensuring they can thrive in their academic pursuits and future careers.

## 8. Community & Leadership

RTSWS takes pride in fostering a community that embraces diversity, including a vibrant group of high school girls from marginalized racial and ethnic backgrounds, with **50%** from schools with free or reduced lunch programs. To ensure a comprehensive and inclusive approach, our Board consists of a diverse assembly of experienced voices, with **25%** representation from BIPOC individuals; **42%** identify as male and **58%** identify as female. This diversity within our leadership team brings invaluable insights and perspectives, allowing us to identify and implement actionable steps to address and support the unique needs of our community effectively. We are dedicated to empowering and uplifting these young women as they pursue their academic and career aspirations. Our commitment involves providing the necessary resources, opportunities, and guidance they deserve, enabling these talented individuals to thrive in both their academic pursuits and future careers.





## 9. Corporate Involvement

### ERGs, CSR Reports, Social Media & More

Help us promote your team by engaging with us on social media. We regularly feature sponsors and volunteers on LinkedIn. Share photos and updates with our main contact via the email [pictures@rockthestreetwallstreet.com](mailto:pictures@rockthestreetwallstreet.com). Include your firm and employee engagement with RTSWS in your annual reports.

For tiered sponsorships, we are delighted to collaborate with your communication teams. [We can draft and issue press releases that showcase your firm's commitment to Diversity, Equity, and Inclusion \(DEI\). These releases will highlight your efforts in bringing the "M" in STEM to diverse high school girls and supporting alumnae as they expand the industry's talent pipeline.](#)

RTSWS is a registered 501(c)3 nonprofit organization with EIN 36-474-6332. Many firms choose to include us as their nonprofit of choice during donor days, making us eligible for company matching programs and donations related to speaking engagements.

Moreover, we are actively aligned with the **United Nations Sustainable Development Goals**, specifically goal #5 which is gender equality, as part of our commitment to making a positive impact on the global stage.



## 10. Helpful TIPS

Get ready for an exhilarating and rewarding experience with RTSWS High School Girls! These young women are incredibly talented and amazing, though at times, their teenage spirit shines through – and that's all part of the fun! Embrace and celebrate every small win, knowing that each of these triumphs adds up to something incredible. Your volunteers are an inspiration to them, and they look up to them as a role model.

Remember, these students chose to spend time with your employees, and their presence in their lives has the power to change their trajectory. It's an extraordinary gift they're offering them! So, let's make the most of this opportunity together.

Here's how your volunteers can make a lasting impact

- Show up and be present in the students journey.
- Share stories and experiences to connect on a personal level.
- Capture special moments with photos, cherishing the memories.

Provide feedback to help us continually improve – we value your input, and we even have a volunteer survey available. Feel free to send any feedback to [info@rockthestreetwallstreet.com](mailto:info@rockthestreetwallstreet.com)

Let's join forces and make a difference together!

