

2019

Annual Report



“

We believe where you start in life
shouldn't dictate where you finish.

”

Table of Contents

- 2019 in Review 5
- Impact 7
- Memorable Moments 18
- Financials 25
- PoP Family 27
- In Gratitude 30



A Letter From Our CEO



As I reflect upon the past year, I am reminded of how far we have come as an organization in a very short time. The incredible accomplishments and how Pencils of Promise has distinguished itself as a unique and formidable brand among the global education sector is remarkable. With great excitement, we continue to evolve as we move into our second decade of growth and development. No longer a “start-up,” operation, we are looking at the future through a different lens. We continue to expand our model, innovating and applying data, while serving as leaders in our field with whom others seek to collaborate. Firmly established as a successful and sustainable school-build organization, we look ahead to what comes next and the future looks bright.

2019 was a time of change and in 2020 we are investing in our greatest asset: The PoP Family. This includes our donors, our students and our team so that collectively we may advance our mission and serve our global community. Never before has the notion of a global community been clearer than now. As we watch the COVID-19 virus spread throughout the world, it reinforces the necessity of our work beyond infrastructure, including best-in-class Water, Sanitation and Hygiene (WASH) programming; which, with your support, we’ve been implementing in schools for some time.

Last year, we introduced the idea of “BEYOND THE BUILD: From Pencils to Progress.” This represents Pop’s evolution—from our foundation built on the premise that everyone has promise—with a pencil and a school. More than 500 schools and 100,000 students later, we continue to expand our promise to incorporate quality programming, Teacher Support, Social and Emotional Learning (SEL), WASH, technology and other key learning that transport our mission beyond the build into the future and ongoing sustainable success.

We cannot do it without you. With your continued support, we will see a brighter future for all.

With gratitude,

A handwritten signature in black ink that reads "Tanya R." in a cursive, elegant script.

Tanya Ramos

Year In Review



Where there's a will, there's a way

Last year, PoP partnered with a group of exceptional communities in Cantón Xolacul, Guatemala to provide access to a public education for more than 50 students with learning and physical disabilities. Just five months after the project began, an inauguration ceremony was held at Escuela Oficial de Educación Especial to officially welcome 56 excited students to a new school where they will be encouraged, supported and educated by of a dedicated group of teachers.



The School that Love Built

In 2019, PoP was introduced to Sam and Anna, a couple that used a very special moment to make an extraordinary impact! The couple funded a school repair in Matse Dzopke, Ghana with the money they would have used to purchase an engagement ring. The school pays homage to their love with a plaque that reads “In honor of Zouzou, the love of my life. May this school give others the same hope and joy you have given me – Love Sammy.”



James Allen

James Allen joined us for our annual Season of Promise campaign as we highlighted the incredible partners that make our work possible. By donating \$50 from every piece of jewelry sold during its designated Giving Tuesday holiday program, James Allen raised \$50,000 to support 600 students across Laos, Ghana and Guatemala.



100,000 Students

In April 2019, PoP reached an incredible milestone! From the first PoP School Pha Theung, Laos, where 20 students were served, to today with more than 100,000 students served across Ghana, Guatemala and Laos, it has been remarkable to see PoP grow with the generosity and support of stakeholders from around the world.

IMPACT

< PENCILS OF PROMISE

XIII THE GRINDING STONE
THAT GRINDS FLORIN BY PENCIL

There had been another great lesson throughout the day. The children had their first and only lesson in the history of the country. The teacher had been reading to them from a book. The children were listening intently. The teacher had been reading to them from a book. The children were listening intently. The teacher had been reading to them from a book. The children were listening intently.

“
We believe every child should have
access to a quality education.
We create schools, programs and global
communities around the common
goal of education for all.
”



WASH

Water, Sanitation & Hygiene (WASH) program is a globally recognized and effective way to ensure schools are a safe and healthy place for students and teachers. Our WASH program goes beyond the infrastructure of gender-separated bathrooms and hand-washing stations; it provides dignity and safety for students as well. We empower students to serve as change agents in their schools through organized WASH clubs where peers encourage one another to practice healthy behaviors.





Teacher Support

We believe that teachers play the most critical role in educating the next generation of leaders. The keystone of our work in Ghana, Guatemala and Laos is providing teachers with the resources and support to become more effective in the classroom and provide a learning environment where students can grow and thrive. A combination of bringing teachers together for workshops throughout the school year and providing one-on-one coaching sessions at school is how we are improving the classroom environment for everyone involved.





School Builds

We believe that a quality learning environment is critical to increasing student attendance, engagement and overall literacy outcomes—so that is why we build schools to ensure that all of our students have access to a safe and healthy place to learn.



Impact Highlights



A Holistic Approach

The education ecosystem at PoP is at the core of every aspect of our impact; we build safe and healthy public primary school environments, full of well-trained and supported teachers, where students can thrive. Within this ecosystem is a commitment to the growth of students, teachers and the surrounding community beyond the scope of literacy. PoP's belief that all children have the right to a high-quality education is reflected in the innovations we put forth in communities, especially our dedication to growing our work in Social and Emotional Learning (SEL). We were excited to pilot our SEL program in Guatemala this year, and we are thrilled to grow the program as it is scaled to more schools in 2020.

Guatemala

Impact Highlights



Lean on Us

The Teacher Support (TS) program in Laos has supported third and fourth grade teachers with critical English instruction and pronunciation since 2012. In 2019, for the first time ever, TS was provided to fifth grade teachers as well. The team continued to build on its foundational program by developing additional activities and lesson plans to implement in fifth grade classrooms. To support the new programs, PoP's Learning and Evaluation team developed an updated ASER (test designed to assess the English literacy levels among students) to align with a grade-appropriate curriculum. This expansion and update means that PoP teams are well-positioned to continue delivering high-quality programming coupled with reliable evaluations in the future.

Impact Highlights



Sustainable Solutions

To impact more students and teachers, the Ghana Teacher Support team spent this year growing its partnership with two Teacher Training Colleges. In the past, PoP provided workshops to Teacher Training College trainees on both Social and Emotional Learning and classroom management. To build on this approach, PoP partnered with 10 primary schools that host teacher trainees. Those primary schools have mentor teachers that work directly with trainees as they student teach. By providing workshops, coaching sessions and materials to both teacher trainees and their mentors, PoP is providing a comprehensive learning experience for teachers before they even enter their own classrooms.

A Year of Impact

522

SCHOOLS IN OPERATION

21

NEW SCHOOLS BUILT

108,643

STUDENTS SERVED

1,113

TEACHERS SUPPORTED

140

SCHOOLS WITH WASH PROGRAMMING



Student Spotlight

COMMUNITY NAME: KPEGBADZA
PRIMARY SIX STUDENT

What did you do during the summer break?

I helped my parents on their maize, groundnut and cassava farms. I also helped my Auntie at her shop so she can buy my books and new shoes for the term.

What is your favorite part of going to school?

Learning and playing soccer with my friends.

What do you hope to learn at school this year?

I want to learn math but I also want to learn more on English reading and writing. I also want to learn how to dance this term at school; I want to join the dance and culture group.

What do you like about your teachers and classes?

Our teacher is a good teacher and laughs a lot with us. In class, I chat with my friends and we tell each other what we want to do in the future.

If you could do anything in your future, what would you want to do?

For the future, I would love to build for my community so we can stop sleeping in huts and thatch buildings.

What is one superpower that you wish you had? Or, what is one dream you have for the future?

I always dream of becoming a professional teacher at the highest level.

What did you do before there was a water filter and/or bathroom at your school?

We used to fetch water from a stream for drinking before they brought the water filter. We also urinated in bushes before the toilet and urinal came.



Teacher Spotlight

COMMUNITY NAME: KPEGBADZA
PRIMARY THREE TEACHER

How has the Teacher Support program affected your role as a teacher?

In terms of reading, there is a massive change. For instance, I read to the students first, then they read together- after which we identify keywords in the passage and use them to form sentences. I feel like I am at a different level with English Lessons. This is one of the best teacher programs I have come across. We get the opportunity to attend workshops for free, get certificates and a whole lot. I am very grateful.

Which other changes have you noticed in students' behaviours and/or attitudes since the TS program began?

I have noticed students using e-readers even if the teachers are not around. Previously, students were mostly late or absent from school, but now they are always in school because of the early morning activity. Now students even tell me the type of book they want to read and even insist to take some of the books home.

Can you describe a scenario you witnessed in your class or in the school that you can attribute to the WASH program?

I love the WASH program. Water used to be a challenge but PoP provided a Poly Tank to solve that challenge, except for dry season where we suffer a bit. We are also conscious of our health because of the WASH program because every now and then, Sister Jessica (a PoP staff) is coming around. Now when students use the washroom, they always wash their hands at the Handwashing Stations.



MEMORABLE MOMENTS



Gala: An Evolution Within

Last year, the PoP team hosted another spectacular gala, raising over \$1.4M to bring quality education to more students around the world. The “Evolution Within” highlighted the incredible progress of the organization and presented the vision for 2020 BEYOND THE BUILD. We celebrated the generous support of Lil Jon, Timothy Sykes and Trevor Noah. We were graced with the creativity of artists Kelsey Montague and Evan Mock. The evening concluded with an incredible performance by YEBBA.







Shawn Mendes x Smile Direct Club Partnership

In March, we teamed up with Shawn Mendes and SmileDirectClub to launch an innovative campaign and bring smiles to students around the world. With support from Shawn Mendes, SmileDirectClub donated \$10 from each pair of aligners sold for one week in order to help PoP build a new school and bring WASH programming to more than 1,000 PoP Students.



GUESS Watches x Kelsey Montague Collaboration

Following the success of PoP's collaboration with Sequel and Timothy Goodman, we were thrilled to create a second, limited-edition GUESS watch to advance PoP's mission of education for all. Designed by international street artist, Kelsey Montague, the 2019 GUESS x Kelsey Montague watch created an opportunity for PoP supporters to make a positive impact and give back with every purchase.



Give crypto. Give Education.

Led by our core values of audacity and transparency, PoP was proud to increase our ability to accept cryptocurrency donations in 2019. In partnership with our friends at The Giving Block, we celebrated the inaugural #BitcoinTuesday in December and announced our ability to accept six different types of cryptocurrency. PoP remains excited about blockchain technology and its unique approach to creating positive social impact on a transparent and global scale.



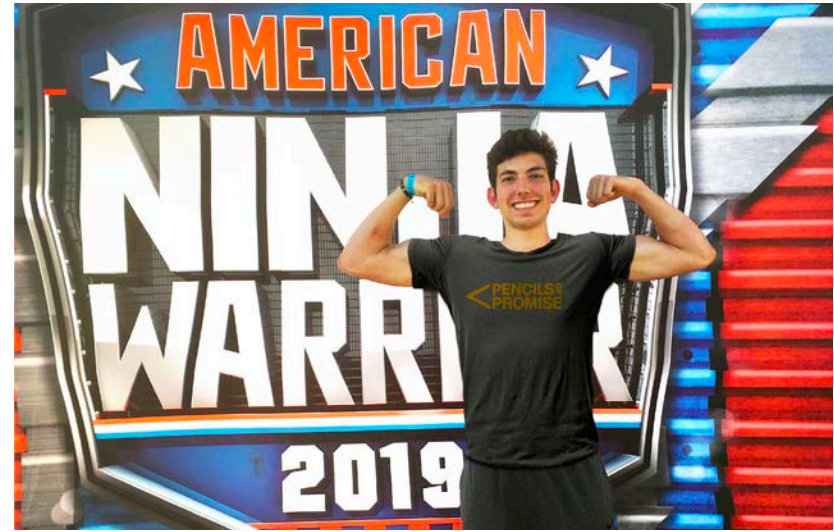
Choose a Challenge

At PoP, we believe that everyone has promise and the ability to make a positive impact in the world. That is why we partner with Choose A Challenge, an adventure program that gives college students the opportunity to make a positive impact by climbing Mount Kilimanjaro, Everest Base Camp or Machu Picchu to raise funds and awareness for PoP. Through our partnership with Choose A Challenge in 2019, the PoP team raised nearly \$46,000 to support our mission of education for all.



Marathons

In 2019, we had our largest marathon teams to date with 35 runners taking on the boroughs of New York and raising over \$100,000. Seven runners braved the cold in the Windy City raising over \$10,000. With their perseverance, more than 1,400 students will have the opportunity to attend school this year.



#PoP Ninja

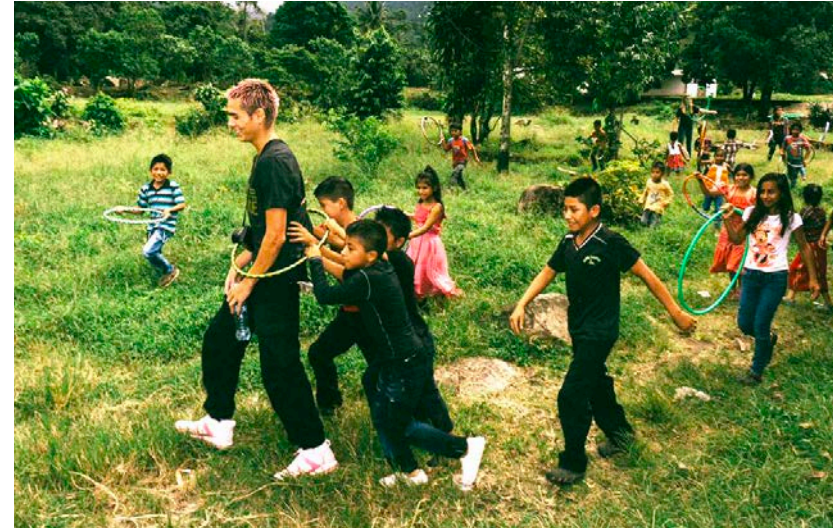
What does it take to be a Ninja Warrior? Just ask PoP club leader and American Ninja Warrior competitor Mike Galeski! PoP Club leaders are high school and university students who go above and beyond for students around the globe. Mike was on a mission to inspire change by raising awareness for PoP on NBC's notorious obstacle challenge. Mike's efforts, alongside his friend, Jason Wilhite, captured our attention and earned them the title of #PoPNinjas. Through the efforts of the Omaha PoP Club and Saint Louis University PoP Club a school will be dedicated in Laos.



Read to Build

For more than three years, Read to Build has connected hundreds of children in San Francisco to PoP students. With support from corporate donors, the Read to Build program empowers local students to unlock funds for PoP by tracking their reading hours.

Inspired after visiting Guatemala with PoP, Jessie Stuart founded the program to connect kids in San Francisco to PoP students so that they can experience what she felt. In addition to building literacy skills, the students who participate in the Read to Build program feel a sense of purpose knowing that they are helping PoP build more schools around the world.



Memories from Guatemala

In preparation for the 2019 PoP Gala, the PoP team traveled to Guatemala with photographer and skater Evan Mock to bring the stories and dreams of PoP students to New York City. Evan spent three days visiting PoP schools to learn more about the students and capture special moments from behind the camera. The students shared their dreams of becoming princesses, lawyers, teachers and opening their own businesses in their communities. These beautiful stories and photos were then shared with guests at the 2019 Gala.



FINANCIALS

Support Income

\$7,278,958

TOTAL SUPPORT INCOME IN 2019

\$4,683,144

2019 END OF YEAR NET ASSETS



- **\$12,523**
Other Revenue
- **\$1,642,808**
Corporations
- **\$1,348,245**
Foundations
- **\$2,667,117**
Individuals
- **\$1,608,265**
Gala, including In-Kind

Expenses

\$7,704,372

TOTAL EXPENSES IN 2019



- **\$1,945,875**
School Builds
- **\$3,016,084**
Teacher Support
- **\$574,805**
WASH
- **\$25,637**
Other Programming
- **\$1,535,898**
Fundraising
- **\$606,073**
Administration

POP FAMILY



Advisory Board

Astrid Womble
Director & General Counsel, EverWatch Financial

Brittany Weeden
Founder & Director, Brittany Michele, LLC

Brittany Knight
Editor-in-Chief, Love Inc. Magazine

Elfriede A. Collis
Collis Family Foundation

Eric Knight
Senior Trader, Jane Street Capital

James Langer
Entrepreneur

Kyle Fogg
Professional Basketball Player

Lawrence Petretti
President & CEO, Petretti & Associates

Lewis Howes
Entrepreneur

Lisa Novak
Executive Director, Novak Family Foundation

Mona Patel
Founder, Couture for Cause

Richard Hearn
CEO at FPX, LLC

Ricky Novak
Co-Managing Partner, The Strategic Group of Companies

Rob Hamwee
Managing Director & President, New Mountain Capital

Scott "Scooter" Braun
Founder, SB Projects

Sophia Bush
Actress & Activist

Suzan Rose
Philanthropist

Timothy Sykes
Karmagawa Foundation

Board of Directors

Astrid Womble

Director & General Counsel, EverWatch Financial

Courtney Beale

Principal Officer, US Consulate General

Gary Vaynerchuk

Co-Founder, VaynerMedia; Chairman, VaynerX

Jason Hodes

Partner, William Morris Endeavor

Karen Harris

Managing Director, Bain & Company

Linda Riefler

Former Chairman, Global Research, Morgan Stanley

Michael Segal

Managing Partner, Fred Segal Family LLC

Michael Weiss

Co-Founder & CEO, ISLY

Richard Hearn

CEO, FPX LLC

Robert Hamwee

Managing Director, New Mountain Capital

Adam Braun*

Founder, Pencils of Promise; COO, WeGrow

Dan Cahill*

Former President, Viking Global

Brad Haugen*

CEO, Westbrook Media

Meighan Stone*

Senior Fellow, Woman & Foreign Policy, Council on Foreign Relations

Hope Taitz*

President, ELY Capital

** Board Emeritus*



IN GRATITUDE

Purpose Council

Joel Sykes
Joseph Walker
Lewis Howes
Matt Long
Maximillian Jabs
Nono Konopka
Pat Flynn
Robin Long
Timothy Sykes

Graphite Creative Council

Jim Carter III
Joe Accardi
Nick Onken
Patrice Lighter

Graphite Impact Council

Andrea Coombes
Ariana Fowler
Charlotte Bergin
Emily Bonfiglio
Emmanuel Novy
Holly Cook
Jaclene Roshan
Jonathan Tan
Joseph Jamison
Julia Firestone
Kaitlyn Crandall
Katie Callahan
Laura Wagner
Lauren Meyer
Margo Goll
Pamela Do
Rachel Cooper
Robert Lindsley
Sarah Jaffe
Sarah McCoy
Tom Casazzone

Leadership Council

Adam Metauro
 Aleksey Kernes
 Anella Bokhari
 Austin Bishop
 Brian Huh
 Brigitte Becquet
 Christina Womble
 Gabriella Cambanis
 Genevieve Ryan
 Hannah Harris
 Hilliary Latham
 Jay Bhagat
 Jed Rooney
 Jolie Yang
 Justin Jones
 Kaitlin Williams
 Kathleen Mulligan
 Matthew Oh
 Melvis Langyintuo
 Mesha VosLevitz
 Neel Bhargava
 Paige Muller
 Rebecca Delman
 Russ Sonenclar
 Rylan Soref

Graphite: Corporate Social Responsibility Council

Alexis Hamill
 Alexis Teixeira
 Anella Bokhari
 Avantika Saisekar
 Brendan Kennedy
 Brian Robertson
 Carly Walter
 Erik Hanson
 Gloria Li
 Grant Ebenger
 Jack Borde
 Jed Rooney
 Jennifer Ali
 Jessica Dahl
 John Hersey
 Lamisa Hossain
 Lelia Kacha
 Padma Tata
 Rajen Tandel
 Richard Gregory
 Samuel Pinion
 Thomas Martin

In Gratitude

\$250 K

CommonBond
Eureka Charitable Trust
The Collis Foundation

\$100 K

AmazonSmile
Anonymous Donor
Foundation Education Actions
Hamwee Family
Karmagawa
Robert Granieri
Swiss Philanthropy Foundation
Womble Family

\$50 K

Brian Rose
Chris & Lori Harder
Furgerson Family
James Allen Company
Killian Family
Knight Family
Kyle Fogg
Lewis Howes
Miller Family
Mona Patel & Dr. Chintan Desai

MoneyGram Foundation
Nader Daneshgar
Sargent Family
Segal Family
Sequel
SmileDirectClub
VaynerMedia
Vitol Foundation

\$25 K

AEG Presents
Air Plant Shop
Andres Zuleta
Caplan Family
Casazzone Family
Foster Family
Freye Family
Geissler Family
Hayden5
Jason Hodes and Steph
Jones
Jonathan Smith
Lazerow Family
Marchese Family
Marshall Wace LLP
Matthew & Robin Long
Michael Tomsyck
Michelle Chiou Foundation

Passion Planner
Petretti Family
Preben Stokkan
Riefler-Boyatt Family
Sam Carl & Anna Guelzim
Schaeffer Family
Stefan Koester
Wafra Capital Partners
Weiss Family

\$10 K

Across the Globe Children's
Foundation
Allison Novak
Atacana Group
Bank of America Charitable
Foundation
Benevity Community Impact
Fund
Bennat & Gretchen Berger
Brian & Katrina Scott
Bright Funds
Brittany Weeden
BubzBeauty
Chris Kesler
Federici Brands
Gabriel Bourgeois
HBO Inspires
James Ryan Dunn

Jason Moore
Jess Glazer & Mike DeRose
Jim Kwik
Karin Cedergren - Mörner
Lemonade
Matt Britton
Meadow Walker
Mutual of America Foundation
Nash Family
NYSE Euronext Foundation
Raoul Plickat
Richard Hourizadeh
Robbins Family
Rustafied
Scott "Scooter" & Yael Braun
Suzan Rose
TD Securities
The Green Foundation
The Paul Walker Foundation
The Strauss Foundation
Todd Middlebrooks
Virginia B. Toulmin Foundation
Zuri Mesica

*This year we remember
Joe Patanella, an incredible
member of the PoP Family*

Campaigners

\$25 K

Biking Borders
 Geissler Family
 Hakkasan Group
 Jess Glazer & Mike DeRose
 Meadow Walker
 Nelson Takle
 NYC Marathon Team
 Omaha and St. Louis University PoP Clubs
 Rustafied
 Team Anomaly

\$10 K

Avner Engel
 Brittany Greyber
 BubzBeauty
 Choose a Challenge Teams
 Cimpliment INC
 Intellectures Inc.
 Jessie Stuart, Read to Build
 Jungle Scout
 Nick Pelletier
 NYC Leadership Council

In-Kind Donors

Artive
 BMH Media
 Carter Family
 City Winery
 Elec Simon
 Evan Mock
 Givewith
 Hayden5
 JJ Johnson
 Kelsey Montague
 Nick Onken
 Park Avenue Artists
 Prominence Films
 Sequel
 VaynerMedia
 Venus ET Fleur
 YEBBA

“
From Pencils to Progress, we’re excited
to go BEYOND THE BUILD and create
a lasting impact together.
”



1115 Broadway, Suite 1157
New York, NY 10010
212 777 3170

El Refugio de Cristina
15 av. 7-42, Zona 1
Quetzaltenango, Guatemala
502 7765 8513

Nasamphang 1 Ban Nasangveuy
Luang Prabang, Laos
03 0993 4561

P.O. Box HP1529
Ho, Ghana
+233 3620 27379