



2011 ANNUAL REPORT



THERE ARE 67 MILLION CHILDREN IN THE
WORLD WITHOUT ACCESS TO EDUCATION.

EDUCATION CREATES OPPORTUNITY.

TOGETHER, WE CAN PROVIDE **EDUCATION FOR ALL.**

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PHOTO BY NICK ONKEN

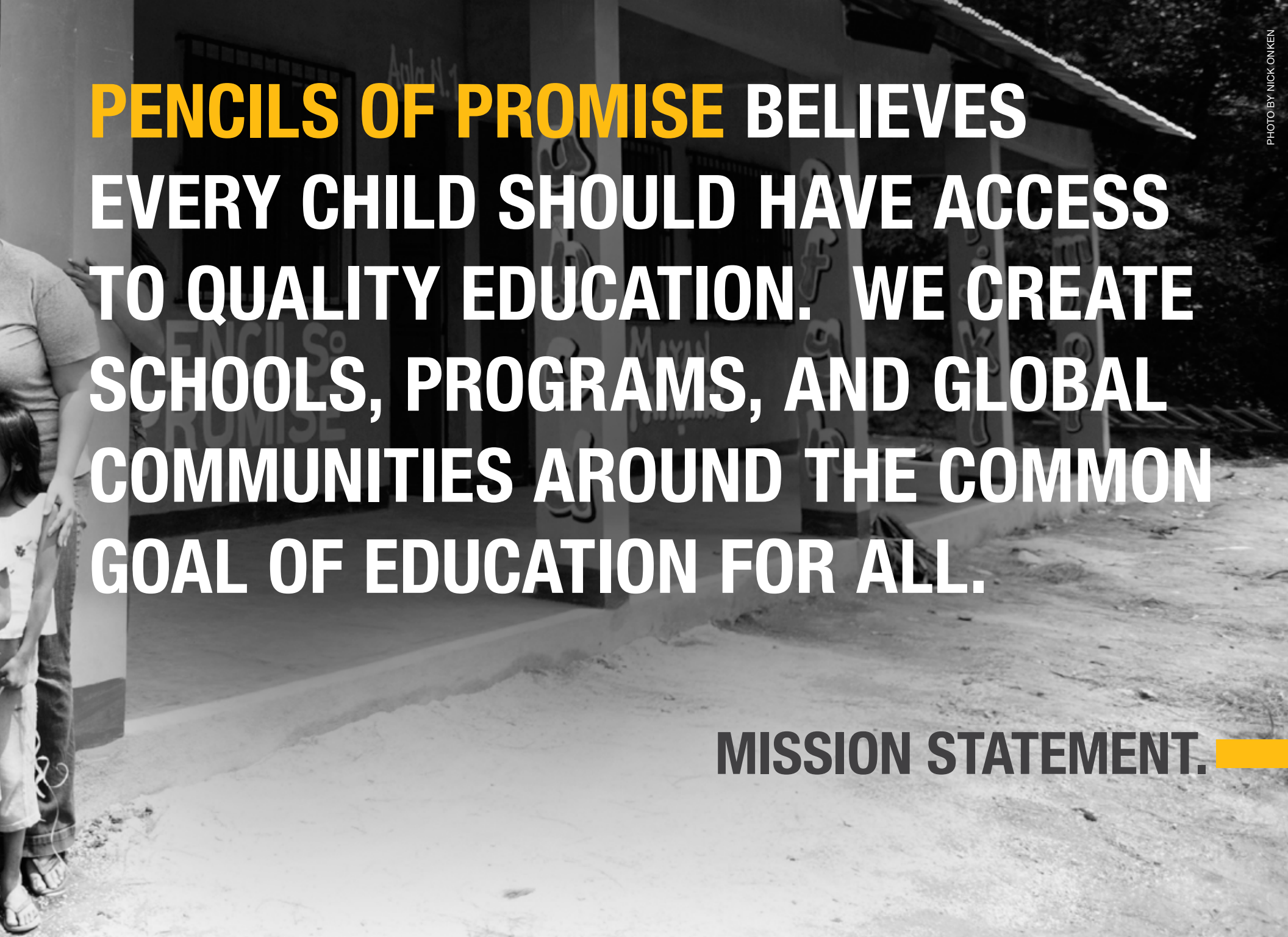




PHOTOGRAPHY: Bryce Ericksen, Marisa McGrody,
Nick Onken & Agent of Change

DESIGN: Carlo Dumandan & Kristin Hodge



A black and white photograph of a school building. In the foreground, a young child stands next to an adult, both looking towards the camera. The school building has a sign that reads "PENCILS OF PROMISE" and "MAYAN". The text "PENCILS OF PROMISE BELIEVES EVERY CHILD SHOULD HAVE ACCESS TO QUALITY EDUCATION. WE CREATE SCHOOLS, PROGRAMS, AND GLOBAL COMMUNITIES AROUND THE COMMON GOAL OF EDUCATION FOR ALL." is overlaid on the image in large, bold, white and yellow capital letters.

PENCILS OF PROMISE BELIEVES
EVERY CHILD SHOULD HAVE ACCESS
TO QUALITY EDUCATION. WE CREATE
SCHOOLS, PROGRAMS, AND GLOBAL
COMMUNITIES AROUND THE COMMON
GOAL OF EDUCATION FOR ALL.

MISSION STATEMENT.

OPENING REMARKS.



WHILE THE DREAM OF
ONE SCHOOL ONCE
SEEMED UNFATHOMABLE,
WE HAVE NOW BROKEN
GROUND ON 50 SCHOOLS
AROUND THE WORLD.

ADAM BRAUN, Founder and Executive Director

It's hard to believe that a little over three years ago Pencils of Promise started with \$25 and the small ambition of completing one school.

I still remember the moment when the name "Pencils of Promise" revealed itself. I was at my first symphony, witnessing the passion of one man and his piano. There was a stroke of inspiration so deep that it felt like a bolt of lightning, and I immediately knew that this organization would become incredibly meaningful to so many of us.

As I look back at this past year, it's hard not to be proud of the tremendous accomplishments of the PoP movement. Over the past 365 days, led by values, acumen, and heart, this organization has seen over 250,000 people actively join us through social media. We have inspired the creation of over 23,000 individual fundraising initiatives, exemplified by a 13 year-old girl who raised enough funds to build an entire school, and organized our first annual Gala that raised over \$1,000,000 in a single night. Most importantly, we have provided access to education for thousands of students and delivered over 1.3 million educational hours.

All of this serves to further inspire each of us towards our mission of increasing access to quality education for children in extreme poverty. This past year we successfully entered Guatemala while expanding our programs significantly in Nicaragua and Laos. While the dream of one school once seemed unfathomable, we have now broken ground on over 50 schools around the world.

PoP wants to reach 100 schools between Asia and Latin America by the end of this year. We are deeply committed to building out robust programs within each of our communities, focusing not just on the buildings themselves but on the student, teacher and parent successes as well.

These are lofty goals. These are goals that were once thought impossible.

But that's okay. We believe they can become reality.

As we've always said- we're the Impossible Ones.

A handwritten signature in black ink, appearing to read 'AB', with a long horizontal line extending to the right.

HOPE TAITZ, Board of Directors

I have worked in many strenuous environments during volatile financial times but the single most challenging job I have had is raising children—especially ethical ones.

In a world focused on the idea of “me” and “mine,” teaching the next generation the importance of sharing and giving is critical to our future success. Our children represent hope, and instilling in them an appreciation of the world in which they live will unleash creativity and brighten our outlook.

The work that PoP performs on the ground in countries like Laos, Nicaragua, and Guatemala is quantifiable. We have successfully partnered with the local villagers and municipalities to build schools. Every month our progress and tally of builds goes up and we can count the number of projects completed and students impacted. I have witnessed this work first hand and felt the gratitude of the families we are positively impacting. However, these numbers only represent a portion of PoP’s work.

What is truly impressive and much less tangible is the work that the PoP staff accomplishes both domestically and abroad in inspiring the next generation of leaders. These young role models are not satisfied with just erecting structures; they choose to teach, to tirelessly train, and to inspire others to care each and every day about our global education crisis.

PoP’s staff works with students to spread the message of social good. They invite them to be a part of their work, to create fundraisers, and dare to make a difference. These are lessons not learned in a classroom, but build character and instill core values.

PoP knows that charity is not solely defined by a dollar sign, plaque or structure. Every minute of involvement raises the bar on social consciousness and leads to change. PoP educates our children on the concept of giving— the most important parenting lesson.



POP KNOWS THAT CHARITY
IS NOT SOLELY DEFINED
BY A DOLLAR SIGN, PLAQUE
OR STRUCTURE.

NOAH MARWIL, Latin America Regional Director



With every endeavor comes unforeseen revelations.

From a cramped one-room office with a few Americans to a full-sized house with 10 local staff members, we are clearly growing in Guatemala. And with over a dozen projects either in construction or already completed, it is hard to deny that 2011 has been wildly successful.

As I reflect back upon our very humble beginnings, I truly appreciate the enormous transformation we have undergone in only 12 short months.

Pencils of Promise's bottom-up approach signifies that we work with communities to identify and solve local challenges. However, we quickly learned that the word 'community' is an oversimplification of how people operate, especially in Guatemala, where competition over resources and lingering distrust still reign supreme.

In order to address this issue, we developed community workshops and increased the amount of time spent getting to know community members before investing in construction projects. We used these opportunities to strive to push the importance of education and its long-term benefits on the community as a whole.

Our efforts have seen unexpected success.

Not only has the added participation gleaned from each community member accelerated the construction process, but also our projects have served as the rallying point to bring together a formerly fragmented people. As a result, PoP can now say that we no longer just build schools, but help build entire communities.

With one geographic expansion to the impoverished Boca Costa Region already under our belt, we have begun making in-roads and planning a second expansion into the war-torn Ixil area. And as the reach and depth of our impact continues to grow, so does our incredibly passionate and dedicated local staff, which without whom none of this would be possible.

The future looks bright from PoP Guatemala.

PENCILS OF PROMISE GAVE ME THE POWER TO HELP OTHER PEOPLE.



LANOY KEOSOUVANE, Laos Country Coordinator

My name is Lanoy. I am the Laos Country Coordinator and this is my story.

I was working with my family at Rattana Guesthouse in Luang Prabang when I met Adam Braun, a backpacker staying at the guesthouse. I didn't know yet that Adam was building schools in the countryside. One day, Adam brought me to visit Champhet, where PoP was building a dormitory. It made me so sad to see the huts that the students lived in.

I was confused; Champhet was not so far from the town— right across the river. How had I never been there? How could I help them?

After that day, Adam helped explain Pencils of Promise to me and invited me to work with him. Adam helped train me to work for him. He explained about PoP's partner organizations, taught me how to collect information, and explained that I needed to study more English and learn how to use the computer. Now, I'm in charge of getting all of the information about our villages, and controlling a build from start to finish.

Adam and Pencils of Promise gave me the power to help other people. I'm so very happy to work with Pencils of Promise, and I will work with Pencils of Promise all my life.

I give you my heart!

FOUNDING PRINCIPLES.

1

If we don't love what we do, then we are doing something wrong.

2

We must profoundly understand local cultures before we can hope to improve their educational opportunities.

3

Our most important partners are the communities themselves.

4

We build more than just four walls: we foster lasting and sustainable education.

5

Innovation, collaboration and creativity are at our core.

6

We are dedicated to the long-term sustainability of each project we support.

7

A nonprofit should operate with complete transparency and efficiency.

8

All donors should have the opportunity to choose where their money goes.

9

Every single contribution and contributor is a valuable part of the movement.

POP HISTORY: A TIMELINE.

Pencils of Promise began with a simple act of giving when founder, Adam Braun, placed \$25 into a bank account on his 25th birthday. This was PoP's first donation, and from there, we began our development into a new kind of nonprofit. Over the last four years we have expanded immensely, both internationally and domestically. We are now in three countries, have impacted over 38,000 lives and have successfully built 50 schools. We are proud of our accomplishments, but we can't wait for what is to come.

THIS IS ONLY THE BEGINNING.



OCTOBER 2008

PoP is founded

SEPTEMBER 2009

First school in
Laos completed

APRIL 2010

First school
in Nicaragua
completed

2008

2009

2010



JANUARY 2012

Successfully broken ground on 50 schools

NOVEMBER 2011

First gala raises \$1 million in one night

JULY / AUGUST 2011

PoP Leadership Institute launched

SEPTEMBER 2011

Concept of “For Purpose” is introduced

JUNE 2011

Over 21,000 fundraising pages created with Schools4All campaign

MAY 2011

First school in Guatemala completed

AUGUST 2010

Hired first staff member in NYC

DECEMBER 2010

PoP becomes a \$1 million organization

2011

2012

ACCOMPLISHMENTS.

STUDENTS SERVED

4,000+

FUNDRAISING PAGES CREATED

23,000

LIVES IMPACTED

38,000

50

SCHOOLS



AS OF JANUARY 2012, WE BROKE
GROUND ON 50 SCHOOLS

DOMESTIC VOLUNTEER HOURS

125,000

INTERNATIONAL VOLUNTEER HOURS

150,000

INSTRUCTIONAL HOURS

1,300,000

THE IMPACT OF EDUCATION.

EDUCATION CREATES OPPORTUNITY...



FOR THE STUDENT WHO IS NOW:

- + Healthy
- + Literate
- + Safe

WHO THEN GROWS UP AND BECOMES:

- + An Active Citizen
- + A Leader
- + A Provider

AND CAN HELP CHANGE THE WORLD.

- + Democracy
- + Economic Opportunity
- + Female Empowerment
- + Societal Health

PHOTO BY NICK ONKEN





INTERNATIONAL PROGRAMS



HOW WE BUILD.

IDENTIFY



We work with the local Education Ministry to identify villages for potential school builds.

BUILD



We collaborate with village leaders and community members. Each community provides at least 10 to 20% of the project costs in materials or labor.

SUPPORT



With the goal of each project becoming community owned, we provide 3 years of supplies and programming to ensure academic success and sustainability.

MENTOR



We invest in local talent and provide ongoing professional development.

MONITOR



We compile data and exhaustively monitor the progress of each school.

At Pencils of Promise, we focus on building strong structures and sustainable education programs. By forming long-lasting, collaborative relationships with communities, we increase access to quality education and positively impact students and parents in high-need communities throughout Laos, Nicaragua, and Guatemala.

LOCAL STAFF.

MEET ANASTASIA.

SHE IS THE LOCAL MONITORING AND EVALUATION MANAGER IN GUATEMALA.



WHY IS MENTORSHIP SO IMPORTANT?

PoP believes in the power of our local teams. These incredible men and women are the heart of our organization and make up over half of our paid staff. We provide them with professional development opportunities, ongoing mentorship, and empower them to grow as professionals and take on leadership roles. Here are the inspiring stories of two of our local staff members.

Anastasia is a remarkable woman. As an indigenous woman in Guatemala, she is up against a lot:

20%

of indigenous girls drop out of first grade [UNICEF, 2008]

85%

of schools have inadequate facilities for girls [UNICEF, 2008]

90%

of girls never reach secondary school [UNICEF, 2008]

Anastasia refused to succumb to the barriers of education that exist in Guatemala, especially for women.

She is the only one of her family of 8 to successfully finish secondary school and is now studying social studies at university. Anastasia is proud to say that she is at the top of her class. Despite her busy schedule of university and motherhood, she generously dedicates her time to PoP. Anastasia is passionate about providing educational opportunities to rural communities in order to improve the future of indigenous women like herself.

She speaks five languages: three local indigenous dialects, Spanish and a little bit of English. Because of her fluency in indigenous languages, she is primed to connect with our community partners on a much deeper level, allowing PoP to effectively measure and monitor our impact.

STAFF THOUGHTS ON WORKING FOR PENCILS OF PROMISE

I like working with PoP because we help children and encourage them to go school. We focus on education and building schools as well as support through playing games and activities with kids.

— Bay

PoP focuses on education, which for me is most important for the development of countries like Guatemala. That's why I work with Pencils of Promise.

—Anastasia

GET TO KNOW BAY.

HE IS THE ACCOUNTANT AND
OFFICE MANAGER IN LAOS.



Bay represents the ambitious and positive spirit of the Laos team. There is an incredible need for education in Laos, especially among minorities and Bay understands this first-hand:

25%

of Lao villages are more than 30 minutes away from the closest primary school [DECIDE.LA.85]

37%

of 12–18 year olds are enrolled in secondary school [WORLD BANK]

27%

of Laos is illiterate, with rates higher among ethnic minorities like Khmu, which is Bay's ethnicity [WORLD BANK]

As the youngest of 7 children, Bay learned about the importance of education and moved away from home after primary school to cut down on his 2.5 hour commute.

In 2005, he started learning English and continued his studies to expand into accounting, which he currently oversees in the Laos office. When Bay joined PoP, he encapsulated the best attitude you could ask for— he was pure smiles and sunshine. While he had no previous experience with computers, he expressed interest and excitement for knowledge acquisition.

Bay is so passionate about learning that he reads professional development books in Thai in his spare time to increase his organizational and managerial skillset.

WHY LAOS, NICARAGUA & GUATEMALA?



BEFORE



AFTER, Xongja Preschool & Primary School, Laos

PHOTO BY MEGAN WILLIAMS

LAOS

Distance can be a huge barrier to accessing education, especially in rural areas. In Laos, where 67% of the population lives in rural areas, 25% of Lao villages are more than 30 minutes away from their nearest primary school. (Decide.la.85)

With over 40 official ethnic groups, ethnic discrimination in Laos plays a large factor in disparities of educational attainment. 80% of Tri and 33% of Khmu minority ethnicities have never attended school, compared to only 11.8% of the Lao majority peoples. (Decide.la.85)

NICARAGUA

Poverty can deter school attendance when families cannot afford school fees or uniforms, and instead must have their children contribute to family income. Nicaragua is the second poorest country in the Americas after Haiti. (World Factbook)

Only 50% of the total Nicaraguan population has access to adequate sanitation facilities. This can lead to decreased school attendance, due to health problems. (World Bank)

GUATEMALA

School facilities are a large problem in Guatemala. 85% of existing schools are inadequate. They lack sufficient space, classrooms, electricity, drinking water and sanitation. This increases the possibility for distraction, especially in Guatemala, where inadequate facilities in the rainy season provide a particularly large incentive to stay home. (UNHCR)

Discrimination along gender and ethnic lines, particularly severe in Guatemala where only 5% of rural indigenous girls ever finish primary school, can clearly discourage ethnic minority educational participation and achievement. (UNICEF)

WHAT WE BUILD.

SCHOOLS

Adequate school facilities protect students from barriers to learning such as adverse weather conditions, outside distractions and overcrowding.

LIBRARIES

The presence of a library improves reading behaviors and literacy, creating a culture of reading.

COMMUNITY LEARNING CENTERS

Community Learning Centers give students an after-hours learning facility to get help with homework and socialize with classmates.

BATHROOMS

Bathrooms provide sanitary facilities that keep children healthy.



DORMITORIES

Dormitories provide a safe place on campus for students to stay overnight on the weekdays, enabling many students to attend secondary school.

KITCHENS

Clean and well-equipped kitchens give an important incentive and nutritional meal to some children whose only hot meals are provided during school.

FURNITURE

Desks, chairs, and chalkboards are all integral to creating a structured and supportive learning environment.

PHOTO BY MARISA MCGRODY





DOMESTIC PROGRAMS

SISTER SCHOOLS.

PHOTO BY NICK ONKEN



Students in our Sister School Program
Nunsavat Preschool, Laos

TODAY'S DIGITAL PEN PAL



The Sister School program is truly the cross-section between PoP's international and domestic programming. In its second year, PoP's Sister School program paired 12 classrooms in Guatemala and Laos with "sister classrooms" in the United States, connecting our efforts abroad with our supporters at home.

Through the program, Sister Schools engage in various activities throughout the academic year. Students and teachers electronically share cultural information about their identities, customs, and experiences over Pencils of Promise's website.

These lessons and exchanges foster cultural understanding and identify ways for students to create a more equitable world.

SCHOOLS4ALL.

A CROWDSOURCED FUNDRAISING SUCCESS

The Schools4All fundraising challenge rallied friends, families, classmates, and communities together to raise money to help build schools for the 67 million children without access to education.

THE GRAND PRIZE



A visit from Justin Bieber and Adam Braun to the team's winning school.

CAMPAIGN HIGHLIGHTS

1 FAMILY → 2,540 LIVES IMPACTED

The Finocchario family won the contest and raised enough money to build two schools.

1 VIDEO → 230 LIVES IMPACTED

One of our young supporters produced and starred in the music video "Fundraise Friday," which was a creative way to galvanize lots of donations from friends and family.

1 SCHOOL → 533 LIVES IMPACTED

Bringing together their entire student body in the campaign, this elementary school held a "Wear Yellow to School Day."

A SIMPLE PROCESS



SUPPORTERS CREATED
21,000+ FUNDRAISING CAMPAIGNS



LIKE BAKE SALES, E-MAIL
CAMPAIGNS AND CAR WASHES

+ \$290,000

TO RAISE OVER \$290,000
(DONATIONS RANGING
FROM \$1-\$51,739)



RESULTING IN 14 SCHOOLS

INTERNSHIPS.



OUR YEAR-ROUND DOMESTIC PROFESSIONAL DEVELOPMENT PROGRAM

There is no better way to teach young people to take action than to house the most passionate, energetic, creative and ambitious young people at our office. PoP's interns act as a catalyst for social good and serve as an internal innovation incubator. That's why our interns don't just stuff envelopes.

At PoP we believe in having our interns spearhead a variety of integral company initiatives, including website design, fundraising campaigns, and Gala execution— all the way acquiring valuable skills to help them succeed in the professional work force.

The clearest manifestation of our interns' impact is our SHINE program. SHINE is PoP's supplemental curriculum designed to improve educational achievement by teaching students in the communities to lead healthier and more fulfilling lifestyles. It was created by the Intern Summer Class of 2010 with Founder and Executive Director, Adam Braun.

INTERNSHIP POSITIONS

Special Projects	Finance
Technology	Social Media
Design	Partnerships
Community Engagement	International Programs



At Pencils of Promise, I am able to work on meaningful assignments with some of the brightest and most passionate people, preparing me to not only be successful in the professional world, but to make a difference.

— Suzanne Maietta, Community Engagement Intern

POP LEADERSHIP INSTITUTE.

THE FIRST EVER

In Summer 2011, PoP hosted its first ever PoP Leadership Institute, a series of free seminars aiming to educate, inspire, and motivate students to become socially conscious leaders within their communities. More than 25 speakers and over 150 students attended the five summer sessions.

FEATURED SPEAKERS

Aria Finger

DoSomething.org

Alex Albelin

Google

James Wu

Acumen Fund

Billy Wheelan

Sentia LLC

They made me realize that as long as I have passion, I will achieve what I want as a leader. Each speaker was so approachable and they answered my questions so sincerely.

—Victoria, High School Student



5 SUMMER SESSIONS

25+ SPEAKERS

150+ STUDENTS ATTENDED

PHOTO BY FOSSANE WANG & JASON MALIHAN





CAMPAIGNS & SPECIAL EVENTS

THE PENCIL SHOP.



PENCILS OF PROMISE ONE-FOR-ONE PENCILS

Pencils of Promise created our own line of one-for-one pencils with leading art supplier Faber Castell. Pencils range from \$25 to educate one child to \$25,000 to build a full school.



MADE WITH PENCILS.

In partnership with AKQA, Pencils of Promise secured the world's leading influentials to create original works of art made from pencil. Their pieces were auctioned off on our website and all funds raised went to build schools abroad.

HUGH JACKMAN

SHAQUILLE O'NEAL

DAVID FREESE

LEA MICHELE

KATIE COURIC

CHELSEA CLINTON

STEVE NASH

COLDPLAY



JONATHAN ADLER



MARIAH CAREY



JOE FENTON

OUR FIRST GALA.

ONE NIGHT'S IMPACT

The Pencils of Promise gala raised over \$1 million and enabled the development of 40 new schools. With a sold-out crowd of new and old friends, we honored three of our most steadfast supporters— AgencyNet, Scott “Scooter” Braun and Justin Bieber.

It was a truly memorable evening and surpassed our wildest expectations. It demonstrated how far we've come as an organization and allowed us the humble privilege of honoring our original supporters.

— Brad Haugen, Chairman of the Board





DIGITAL ENGAGEMENT.



INDIVIDUAL FUNDRAISING INITIATIVES:



#SCHOOLS4ALL BECAME A
WORLDWIDE TRENDING TOPIC IN:



TOP POP TWEETER:

@miyamonique



ONLINE COMMUNITY MEMBERS:



TOTAL YOUTUBE VIDEO VIEWS:



FIRST FACEBOOK POST:



POP IN THE PRESS.

PHOTO BY ELIZABETH MITARO



Adam Braun on PoP: *"The movement grew really quickly as did the staff and our presence on the ground. Then with the support of Justin and my brother, it almost put nitrous fuel behind it...The goal is now to build, to break ground on 100 schools by the end of 2012. I think that it's possible."*

— **THE HOLLYWOOD REPORTER, PHILANTHROPY EDITION**
July 2011

MEDIA HIGHLIGHTS

Actress Sophia Bush on her admiration for the PoP communities in Laos: *"I'm thrilled by the commitments each village makes before construction begins, as it creates pride in the school with community investment."*

— **ENTERTAINMENT WEEKLY**
December 2011

"These entrepreneurs are putting those words into action. They have launched for-profit and nonprofit firms, representing many different industries, and are at various growth stages. They were part of a pool of some 2,000 competition entrants who submitted video or written essays about how they plan to expand their businesses internationally...It was a tight race, but Pencils of Promise, a nonprofit dedicated to building primary schools in developing countries, ultimately beat out contestants..."

— **THE WALL STREET JOURNAL**
February 2011

Mashable
All That's New on the Web

abc NEWS

AdvertisingAge.

EW.com
ENTERTAINMENT WEEKLY

THE WALL STREET JOURNAL.

WWD

THE HUFFINGTON POST
THE ONLINE NEWSPAPER NEW ABOUT EVERYTHING

GOTHAM

ecorazzi
good gossip



FINANCIALS.

Pencils of Promise FY 2011 Internal Statement Of Activities

REVENUE	2011 UNAUDITED				2010 AUDITED TOTAL
	UNRESTRICTED	TEMP. REST.	PERM. REST.	TOTAL	
PUBLIC SUPPORT					
Contributions	\$ 1,234,586	\$ 238,588	\$50,000	\$ 1,523,174	\$1,133,364
Satisfaction of Prior Year's Restrictions	450,261	(450,261)	-	-	
In-Kind Contributions	125,843	-	-	125,843	333,627
Special Events	523,074	-	-	523,074	45,584
Merchandise Sales	4,985	-	-	4,985	1,620
Other Income	634	-	-	633	12
TOTAL REVENUE	2,339,383	(211,673)	50,000	2,177,710	1,514,207
EXPENSES					
Program Services	1,216,227	-	-	1,216,277	452,099
Management & General	98,417	-	-	98,417	25,749
Fundraising	134,634	-	-	134,634	47,023
TOTAL EXPENSES	1,449,278	-	-	1,449,278	524,871
CHANGE IN NET ASSETS	890,105	(211,673)	50,000	728,432	989,336
NET ASSETS					
BEGINNING OF YEAR	618,011	450,261	-	1,068,272	78,936
END OF YEAR	\$1,508,116	\$238,588	\$50,000	\$1,796,704	\$1,068,272

Pencils of Promise FY 2011 Internal Statement Of Financial Position

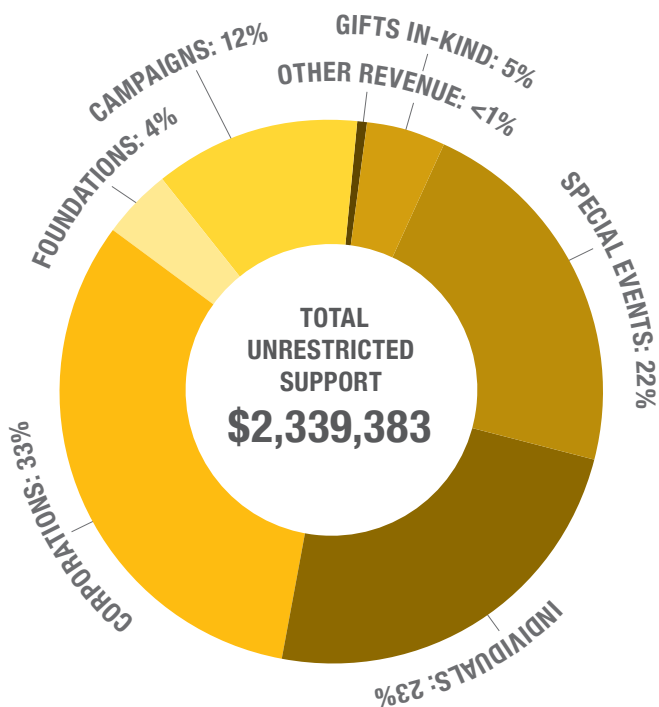
CASH FLOWS FROM OPERATING EXPENSES	2011 UNAUDITED	2010 AUDITED
Cash and Cash Equivalents	\$1,429,205	\$344,893
Accounts Receivable	18,560	457,313
Prepaid Expenses	28,385	19,347
Security Deposit	35,810	3,000
Property and Equipment, Net	300,372	256,893
	\$1,812,332	\$1,081,446
LIABILITIES AND NET ASSETS		
Total Liabilities	\$15,628	\$13,174
Accounts payable and accrued expenses		
NET ASSETS		
Unrestricted	1,508,116	618,011
Temporarily Restricted	238,588	450,261
Permanently Restricted	50,000	-
TOTAL NET ASSETS	1,796,704	1,068,272
	\$1,812,332	\$1,081,446

75% OF DONATIONS
RECEIVED WERE
UNDER \$100

3X INCREASE IN SPENDING ON INTERNATIONAL
PROJECTS AND PROGRAMMING INITIATIVES
FROM 2010 TO 2011

4,000 UNIQUE DONORS
SUPPORTING POP
IN 2011

OUR FINANCIALS

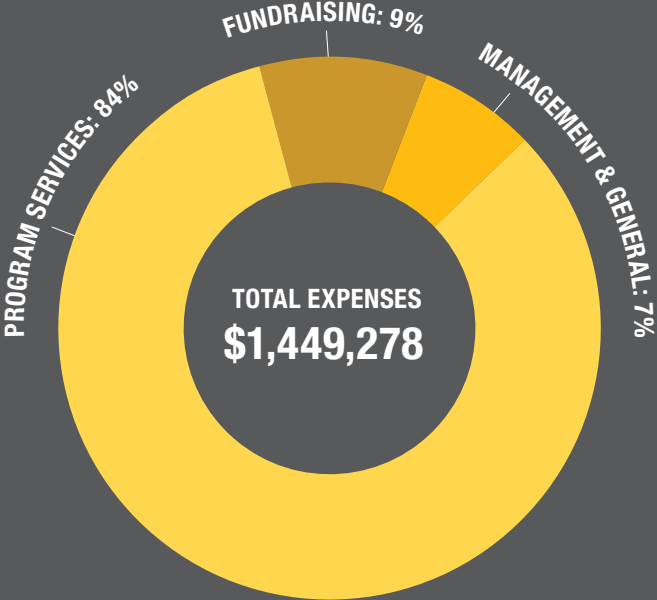


TOTAL UNRESTRICTED SUPPORT \$2,339,383

CORPORATIONS	\$765,018	33%
INDIVIDUALS	\$527,761	23%
SPECIAL EVENTS	\$523,074	22%
CAMPAIGNS	\$292,353	12%
GIFTS IN-KIND	\$125,843	5%
FOUNDATIONS	\$99,715	4%
OTHER REVENUE	\$5,619	<1%

TOTAL EXPENSES \$1,449,278

PROGRAM SERVICES	\$1,216,227	84%
FUNDRAISING	\$134,634	9%
MANAGEMENT & GENERAL	\$98,417	7%





WITH GRATITUDE.

Our warmest thanks to the donors who have shown extraordinary support to Pencils of Promise in 2011.

100,000+

AEG LIVE
GOOGLE, INC.

50,000+

A.B. DIVERSIFIED
JUSTIN BIEBER
THE CAHILL FAMILY
THE WRIGHT FOUNDATION, INC.

25,000+

SCOTT "SCOOTER" BRAUN
CHRISTOPHER CLARKE
DOLCE AND GABBANA
CRAIG & CARYN EFFRON
THE FINOCCHIARO FAMILY
FIRMENICH
FJC/TOPSPIN FUND
PAUL FRASER
ISLAND DEF JAM
SHAKIL KHAN
THE MCKENZIE FOUNDATION
OPI PRODUCTS, INC.
JOSEPH PATANELLA
PIZZA HUT OF AMERICA, INC.
USHER RAYMOND IV
DAVID SELIKTAR
STANFORD UNIVERSITY
THE WIGGINS FOUNDATION

15,000+

1 800 FLOWERS
ALEX & ANA BOGUSKY
BRACED-LETS
DHB FOUNDATION
JAN R. LEWIS
MR. YOUTH
PACIFICA FOUNDATION
PURE GROWTH PARTNERS, LLC
DAVID M. SCHULTE
RANDI & BOAZ SIDIKARO
HOPE & GLENN TAITZ

10,000+

DRS. ERVIN & SUSAN BRAUN
RALPH & NANCY CASAZZONE
CELLAIRIS
ROBERT E. DICKEY CHILDREN'S
TRUST
FEELGOODZ
GIVE BACK BRANDS
FOUNDATION
PETER GLATZER
MATTHEW KLINE
WILLIAM MCDONOUGH
THE MCKENZIE RIVER
CORPORATION
MARIE OCCHIGROSSI
PECO FOUNDATION

PHONEGUARD
LAURENE POWELL JOBS
R.E.A.L. CHANGE PRODUCTION,
LLC
MARC ROWAN
KIM & MARTY SANDS
WEBKINZ FOUNDATION
DAVID YURMAN

5,000+

ARTISTS ARENA
BNY MELLON WEALTH
MANAGEMENT
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JEFFREY FLUHR
ALEX GARDNER
SHERI & DAVID GELLMAN
HALPER-RAWISZER FINANCIAL
GROUP
KAREN & IAN HARRIS
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SECTION H
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RYAN SMITH
THE SORENSEN FAMILY
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CONSIGLIERE BRAND CAPITAL, LLC
COUNTRY MUSIC TELEVISION
MARTIN CUNNINGHAM
BRIAN DAME
DEMOCRACY PREP HARLEM
CHARTER SCHOOL
EPIPHANY SCHOOL -
6TH GRADE GIRLS
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DANIELA ALTOMARE
AMERICAN EXPRESS MATCHING
GIFTS
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ASHLEY BEKTON
CLIFFORD BERGER
JON BOND
TERESA BORN
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TOBY ETHINGTON
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FURLA USA
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LLP

Thank You.

COMPANY CULTURE.



MOST UNIQUE OFFICE ITEM:

Guatemala: Lemon Tree
Laos: Lulu The Dog
New York: 6 ft. Tall Lego Pencil
Nicaragua: Ceramic Dog



47%



53%

FAVORITE LUNCH & LEARN QUESTIONS:



What is something that no one here knows about you?



What was your original AOL screen name?



Name a moment that clearly changed the trajectory of your life.

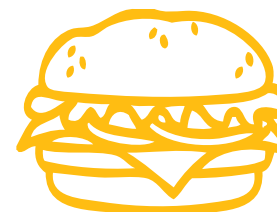


If you were an ice cream flavor, what would you be?



BEST STAFF NAME:

David Sunshine Hamburger



LANGUAGES WE SPEAK:

18

OUR FRIENDS WHO FEED US:



Kind Healthy Snacks
LesserEvil Snacks
Pop Chips
Prometheus Springs
Runa Beverages
Shreddies
Whole Foods



MOST POPULAR ARTIST



PLAYED IN THE OFFICE

Guatemala: Adrian Roberto- Dame Letra
Laos: Phanh
New York: Rihanna
Nicaragua: Jamie Cullum

- | | |
|--------------|----------------|
| 1. Chapina | 10. Khumu |
| 2. English | 11. Lao |
| 3. French | 12. Macedonian |
| 4. Hebrew | 13. Nicanol |
| 5. Hmong | 14. Portugese |
| 6. Italian | 15. Quiche |
| 7. Ixil | 16. Spanish |
| 8. Japanese | 17. Z'utujil |
| 9. Kaqchikel | 18. Vietnamese |



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ADAM BRAUN

Founder & Executive Director



TOM CASAZZONE

Chief Financial Officer



LESLIE ENGLE

Laos Country Director



EMILY GORE

Director of International Programs



JOCELYN KMET

Director of Community Engagement



NOAH MARWIL

Latin America Regional Director



MELANIE STEVENSON

Director of Operations



JONATHAN STILES

Director of Technology



WENDY WECKSELL

Director of Partnerships

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Marlon Alvarado
Alice Anléu
Rocío Araujo
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Edwin Cosme De León
Pablo Cordedda
Nilvia González
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Partner, SB Projects



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ANN VENEMAN

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OUR VISION FOR 2012

Break ground on **100 schools** in Laos, Nicaragua & Guatemala.

Launch a national campaign to rally **millions of young people**
around education.

**PENCILS OF PROMISE,
HEARTIEST
CONGRATULATIONS
ON YOUR WORK.
KEEP LEARNING.
KEEP WORKING.
THE WORLD NEEDS YOU.**

— *Archbishop Desmond Tutu,
Nobel Peace Laureate*

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