



THIS IS NUTH.
PoP's first student

2012 YEARBOOK



WHERE YOU START

SHOULD NOT DEFINE **WHERE YOU FINISH.**

CONTENTS.

10

OUR IMPACT

How We Build
Hello, Ghana
Local Staff
Beyond the Build
Monitoring & Evaluation

18

OUR COMMUNITY

The Impossible Ones
Schools4All
Our Second Gala
Leadership Councils
Digital Engagement
PoP in the Press

26

WHO WE ARE

Our New Homeroom
Company Culture
Partnerships

Faculty + Superlatives
Board of Directors
The Staff

32

OUR FINANCIALS

With Gratitude

40

THE NEXT CHAPTER

2012 TIMELINE.



JANUARY 2012
PoP completes its 50th school

FEBRUARY 2012
PoP moves into a grown-up office space

JUNE 2012
17 year-old Kennedy starts her cross-country bike ride for PoP

JULY 2012
Sophia Bush donates her 30th birthday to PoP

AUGUST 2012
PoP opens its Ghana office

SEPTEMBER 2012
PoP breaks ground in Ghana

Teacher training and student scholarships launch in Laos

OCTOBER 2012
Our second gala raises \$1.5 million in one night

Guatemala breaks ground on a school every day for one week

NOVEMBER 2012
Schools4All launches and raises \$300,000+



JANUARY 2013
We complete our 100th school

JAN

JUN

JUL

AUG

OCT

NOV

JAN

ACCOMPLISHMENTS.

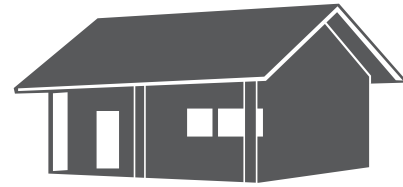
STUDENTS SERVED

7,233 +

LIVES IMPACTED

99,259

111
SCHOOLS



AS OF JANUARY 2013, WE HAVE
BROKEN GROUND ON OVER 100 SCHOOLS.

VOLUNTEER HOURS

150,000

INSTRUCTIONAL HOURS

4,833,000

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.

OUR STORY.

IT STARTED WITH A PENCIL

In 2008, Adam Braun was a young Brown grad and consultant at Bain & Company by trade, backpacker by passion. He developed a travel habit. Adam asked one child in each country what they would want if they could have anything in the world. One boy in India said that his biggest wish was to have a pencil.

The greatest minds all started with a pencil and paper. It's how we learn to express ourselves and our dreams. A pencil is the first tool to pursue a better future.

THEN 1 SCHOOL...

Adam put \$25 into a bank account and threw himself a 25th birthday party with the goal of building one school. Together, Adam's friends raised \$25,000 which built Pha Theung, a two classroom pre-school in Laos. He used Facebook to share photos of the build process and, finally, of the pre-school students on their very first day in their new classrooms. His friends saw their dollars changing lives.



THEN 100.

They wanted to build schools of their own. So did their families. So did the companies they worked for. Adam quit his job at Bain and started Pencils of Promise, uniting his business background with his passion for social change.

Today, PoP works in Laos, Guatemala, Nicaragua and Ghana and has broken ground on over 140 pre and primary schools in remote and underserved regions of these countries. Each school was made possible by a person, a family or a company as idealistic and inspired as Adam as a young backpacker.



OUR IMPACT.

OUR IMPACT

HOW WE BUILD.

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, Ghana, Guatemala and Nicaragua.

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 20% of the project costs in materials or labor.

SUPPORT



With the goal of each project becoming community owned, we provide 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.

HELLO, GHANA.



BEFORE, Avata Primary School

AFTER, Avata Primary School

EXPANSION INTO GHANA

Our biggest news from 2012 is our expansion into Ghana. With a presence in Africa, we can use all of the lessons learned from Nicaragua, Laos and Guatemala to best provide access to quality education to young Ghanaian students.

When considering expansion into new countries, we carefully consider the stability of the national government so we can effectively partner with Ministries of Education. In addition to government stability, we take into account community investment in education, a clear need for access to quality education and the potential for local leadership. Ghana checked all of these boxes.



LOCAL STAFF.

WHY IS LOCAL LEADERSHIP SO IMPORTANT?

We were founded on the belief that ownership leads to sustainability. We knew there were people in our partner countries who were dedicated and capable of spearheading movements of change in their own countries in a way that we as an organization could never quite do. We believe local leadership is the only answer to sustainable change.

MEET FREEMAN.

HE IS OUR GHANA COUNTRY DIRECTOR.



In 2012, our vision of local leadership started in Ghana with the hiring of Freeman Gobah, a Ghanaian with incredible experience, knowledge and dedication to education in his country. In just a few short months he has been able to partner with the government and DIVOG to build 5 schools - people like Freeman are the solution.

MY PASSION OVER THE YEARS IS TO ENGAGE AND MOBILIZE INDIVIDUALS AND COMMUNITIES TO POSITIVELY IMPACT THEIR LIVES.

BEYOND THE BUILD.



SCHOLARSHIPS

PoP scholarships support student progression from primary to secondary school, as there tends to be a huge student drop off in enrollment between these two schools. PoP scholarships are given to students who show very high attendance and investment in education.

The scholarship program was launched in Laos in September 2012 and will be piloted in Guatemala and Ghana in 2013.



S.H.I.N.E.

Supplemental lessons on **Sanitation, Health, Identity, Nutrition and Environment**, also known as S.H.I.N.E, are designed to result in improved educational achievement by teaching students to lead healthier and more fulfilling lifestyles.

A randomized study found that students served in these programs showed a 32% decrease in absences and a 31% decrease in failures.



TEACHER TRAINING

Our **teacher training** program aims to work directly with teachers to support them in being active and engaging in the classroom. We believe that a teacher is key to learning and want to make sure our teachers have a confident handle on the curriculum to pass on to their students.

Our teacher training program was successfully piloted in Laos and will expand to Guatemala and Ghana in 2013.

MONITORING & EVALUATION.

Monitoring and evaluation is key to our process because it allows our teams to measure the successes and identify the opportunities for improvement in our work. When you know what works and what doesn't, you know how to address the issue most effectively.



EMMANUEL NOVY

He has identified the metrics by which we hold ourselves accountable.

Metrics are what we measure. The metrics most important to PoP are primary school literacy, numeracy and progression rates. It's important to not only measure a variety of things - but the right things because it allows us to see the big picture.



ANASTASIA XON

She collects the data we need to track our impact.

Anastacia is an example of our local leadership in Guatemala. She helps to develop long-lasting partnerships with communities because she believes in educating Guatemala's future generations.



CORPORATE PARTNERSHIPS.

WE LOVE OUR PARTNERS.

Consumers are looking for transparency from both companies and nonprofits. We have the opportunity to collaborate on a desired impact, share that goal with our stakeholders, and close the loop by sharing rich media of the change we've created

Barnes & Noble joined our Schools4All campaign. They matched donations to the campaign over the holiday season to encourage student participation and awarded schools with NOOKs for their libraries.



Birchbox and Pencils of Promise teamed up for "beauty school" in August. This month long promotion engaged Birchbox's subscribers in a collective effort to build a school in Guatemala.



Warby Parker expanded their social mission to include education by launching a limited edition line of PoP inspired sunglasses.





OUR COMMUNITY.

OUR COMMUNITY

THE IMPOSSIBLE ONES.

The campaign ran from August to October 2012 and rallied Millennials to redefine what's possible. Supporters took on Impossible Challenges and raised funds for PoP around them. It was all in an effort to help PoP reach its impossible goal of breaking ground on the 100th school by the end of the year. **Meet some of the people who proved we all have the potential to be an Impossible One below:**

SOPHIA'S 30 FOR 30



Sophia Bush donated her 30th birthday and raised over \$60,000, enough to build two schools in Guatemala.

KENNEDY'S CROSS-COUNTRY BIKE RIDE



Kennedy Donnelly biked across the country and built 2 classrooms.

A DJ ROCKS FOR EDUCATION



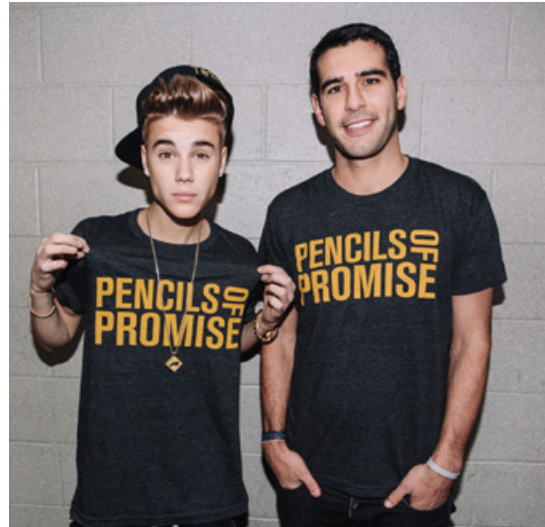
Justin Blau built a school by harnessing the power of dance music and matching all proceeds from his track "Back to New."

SCHOOLS4ALL.

A PEER-TO-PEER FUNDRAISING SUCCESS

The Schools4All fundraising challenge rallied friends, families, classmates and communities together to raise money to help build schools for the 61 million children without access to education.

THE GRAND PRIZE



An exclusive meet & greet experience with Justin Bieber and Adam Braun.

THE WINNING SCHOOL



1 SCHOOL → 870 LIVES IMPACTED

Epiphany Catholic School won the contest and raised over \$21,000 to educate children around the world!

A SIMPLE PROCESS



13,800+ SUPPORTERS SIGNED UP THEIR SCHOOLS FOR THE CAMPAIGN



HAD FUNDRAISERS LIKE...
BAKE SALES, E-MAIL
CAMPAIGNS AND CAR WASHES

+ \$390,000

AND RAISED ALMOST \$400,000
COMBINED WITH THE SUPPORT FROM
BARNES & NOBLE, SONGZA, POPPIN,
AND JUSTIN BIEBER



RESULTING IN **15 SCHOOLS**

OUR SECOND GALA.

ONE NIGHT'S IMPACT

Pencils of Promise threw its second annual gala in NYC on October 25th and raised over \$1.5 million in one night. We honored our closest supporters, including Usher Raymond IV, Sarah Brown and The Taitz Family

BY THE NUMBERS

280 MM

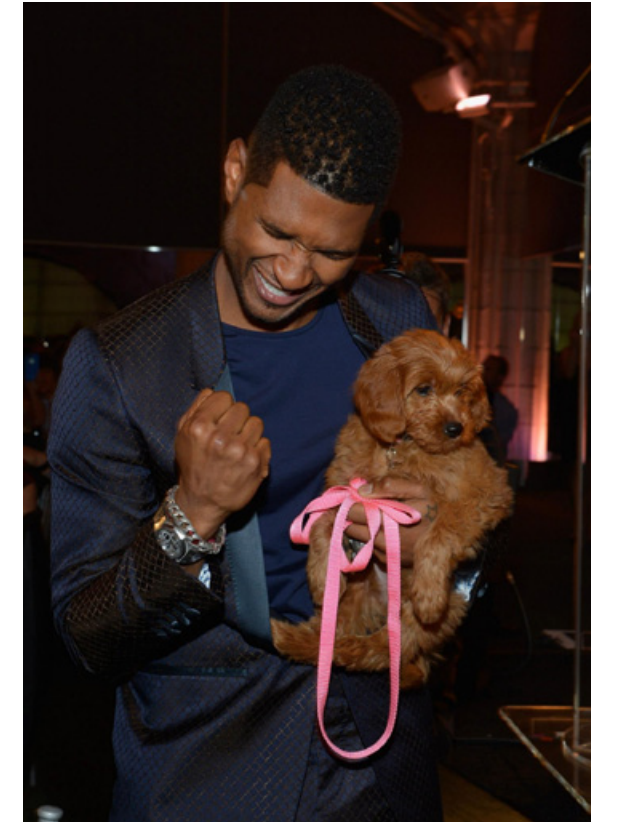
of PR impressions generated from event

60,000

of children educated in one night

500

of attendees that filled NYC's Guastavino's





LEADERSHIP COUNCILS.

PHOTO BY MARISA MCGRODY



Attendees at our 2012 Summer White Party
New York City

PROFESSIONALS FOR POP



PoP Leadership Councils know how to party with a purpose. Every year, they help make our work possible by advocating and fundraising for PoP by hosting events in cities around the country such as Dallas, Austin and Chicago.

We want to give a special shout out to New York, our very first PoP LC, for throwing a White Party in June that built a school in Guatemala.

POP IN THE PRESS.



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 2012

MEDIA HIGHLIGHTS

"From social media to building schools, a focus on efficiency and measurement is deeply felt. The process of building each school has been refined in a business style..."

— FAST COMPANY
May 2012

"We are looking at children and saying your life matters, your purpose matters, your heart matters and you having a life that you dream about is not impossible, and that to me, is worth laying down dying for," [Sophia] Bush said. "I have that connection with PoP and I have not found that anywhere else..."

— THE HUFFINGTON POST
October 2012



DIGITAL ENGAGEMENT.



MOST PAGE VIEWS IN 24 HOURS: 12/01/13



OF PEOPLE WHO LIKE PoP ON FACEBOOK OR HAS A FRIEND WHO DOES



TOP POP TWEETER:

@marissa_nw



ONLINE COMMUNITY MEMBERS:



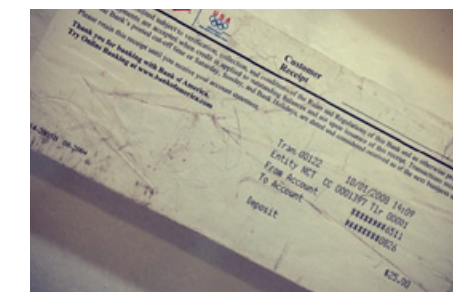
TOTAL YOUTUBE VIDEO VIEWS:



FIRST INSTAGRAM POST:



01/08/12



WHO WE ARE.



WHO WE ARE

OUR NEW HOMEROOM.



GRADUATING TO A 5,000 SQ. FOOT OFFICE IN THE CHELSEA DISTRICT OF NYC.

In February 2012, we finally graduated into our very own office space in Chelsea, NYC. Our staff has grown from 10 to 70 in just two years, so we needed a new office to accommodate our growing team.

SPECIAL THANKS:

Petretti & Associates
26 Street Design Inc

ALSO, THANKS TO:

Lawrence Petretti
Irina Makarova
David Ward
Patrick Burns
Travis Brennan

Alex Bernabo and Diego Hodara
Wood Designs
Rivco Construction, LLC.
National Acoustics, Inc.
ADCO Electrical Corporation

The New York Century Group
Empire Architectural Metal Corp.
Murray Hill Painting Co., Inc.
Modern Fan Company
LV Wood

Sliding Door Company
Fat Boy Bean Bags
Maxus Group

COMPANY CULTURE.

FAVORITE BOOK

Poor Economics by Abhijit Banerjee & Esther Duflo

SOUNDTRACK TO OUR YEAR

Mumford & Sons

FAVORITE PLACE TO LOUNGE

Fat Boy Bean Bags



MOST UNIQUE ITEM IN OFFICE

Giant Teddy Bear

POPULAR UNIFORM

T-shirt & Jeans

FAVORITE SNACK

Skittles & Pop Chips

THE FACULTY + SUPERLATIVES.



ADAM BRAUN

Founder & CEO

Most likely to audition for a Bob Dylan biopic



TOM CASAZZONE

Chief Financial Officer

Freshest Dresser



LESLIE ENGLE YOUNG

Associate Director of International Programs

Most likely to be on ESPN



EMILY GORE

Director of International Programs

Most likely to beat you at German strategic board games



FREEMAN GOBAH

Ghana Country Director

Most likely to reinvent the handshake



JESSE SCHAUBEN

Guatemala Country Director

Most likely to be on Broadway



MELANIE STEVENSON

Chief Operating Officer

Most likely to work at Skittles



LANOY KEOSUVAN

Laos Country Director

Most likely to slam dunk



MEGAN O'CONNOR

Associate Director of Development

Most likely to raid your nanny's closet



WENDY WECKSELL

Head of Strategic Relationships

Most likely to start a dance off



YA LAOXAYDA

Laos Deputy Country Director

Most likely to become a translator

BOARD OF DIRECTORS.



ADAM BRAUN

Founder & CEO,
Pencils of Promise



CHRIS CLARKE

CEO, Pure Growth Partners



DAN CAHILL

Former President, Viking Global



MEIGHAN STONE

Vice President, Communications &
Special Projects at World Food
Program USA



GARY VAYNERCHUK

Co-Founder, VaynerMedia



JOHN KLUGE JR.

Co-Creator & Managing Director,
Eirène



RICHARD LENT

Founder, AgencyTen



HOPE TAITZ

Founding Executive Member,
Youth Renewal Fund



KAREN HARRIS

Director, Bain & Company



MICHAEL WEISS

Co-Founder, Urban Compass



BRAD HAUGEN

CMO, SB Projects

THE STAFF.

NEW YORK CITY, USA

Adam Braun, *Founder & CEO*
 Ali Jones, *Development Coordinator*
 Carlo Dumandan, *Digital Media Manager*
 Emily Gore, *Director of International Programs*
 Emmanuel Novy, *Impact Evaluation Analyst*
 Jackie Roshan, *Finance Coordinator*
 Kaitlyn Phillips, *International Programs Coordinator*
 Leslie Engle Young, *Associate Director of International Programs*
 Loren Posen, *Developer*
 Martin Momoda, *Global Teacher Training Specialist*
 Melanie Stevenson, *Chief Operating Officer*
 Megan O'Connor, *Associate Director of Development*
 Rachele Aidala, *Community Outreach Coordinator*
 Scott Daily, *Business Development Coordinator*
 Tom Casazzone, *Chief Financial Officer*
 Wendy Wecksell, *Head of Strategic Relationships*

HO, GHANA

Anthony Quashigah, *Ghana Construction Coordinator*
 Becky Dale, *Ghana Intern*
 Freeman Gobah, *Ghana Country Director*
 Hilda Delali, *Ghana Office Coordinator*
 Jessica Crawford, *Ghana Start-up Fellow*

PANAJACHEL, GUATEMALA

Anastasia Ajanel Xon, *Monitoring and Evaluation Coordinator*
 Antonia Pastor, *Boca Costa Community Engagement Technician*
 Claire Mocha, *Programs Manager*
 Diego Guzmán, *Quiche Regional Coordinator*
 Edwin Cosme De León, *Construction Coordinator*
 Esperanza Canay, *Programs Coordinator*
 Jesse Schauben, *Guatemala Country Director*
 Marlon Alvarado, *Boca Costa Regional Coordinator*
 Moisés López, *Programs Technician*
 Nilvia González, *Administration Coordinator*
 Sam Tabory, *Projects Manager*
 Sergio Perez, *Driver*
 Victoria Reyes, *Scholarship Fellow*

LUANG PRABANG, LAOS

Ai Mai, *Driver*
 Ai Phon Inthajak, *Construction Coordinator*
 Bay Soulivanh, *Finance and HR Manager*
 Bounlam Khanty, *Programming Coordinator*
 Guiliya (Ya) Laoxayda, *Lao Deputy Country Director*
 Huasay Xong, *Programs Coordinator*
 Jua Yang, *Deputy Programs Manager*
 Khamhoung Phoumsomdee, *Programs Coordinator*
 Khamkeuang Chitavanh, *Head Contractor*

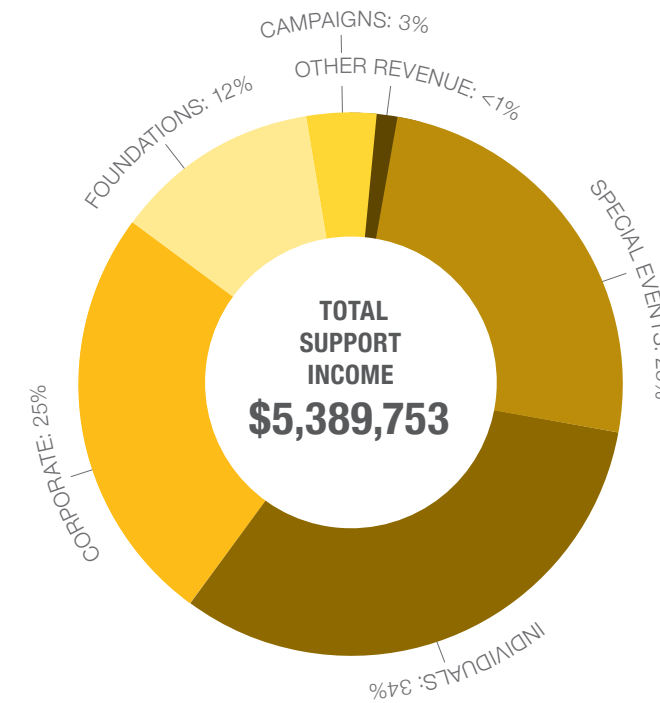
Khamla Souksombath, *Programs Coordinator*
 Khamphat Lattana, *Programs Coordinator*
 Kheuathong Soukhaserm, *Programs Coordinator*
 Lanoy Keosuvan, *Lao Country Director*
 Leevong Lao, *Programs Coordinator*
 Mai Sa, *Programs Coordinator*
 Mailee Thor, *Office Assistant*
 Maina Lao, *Programs Coordinator*
 Megan Williams, *Programs Manager*
 Noy Phanthavong, *Cleaning lady*
 Phanh Keoboupha, *Construction Coordinator*
 Pok Souladeth, *Programs Coordinator*
 Siamphai Phanthavong, *Programs Coordinator*
 Sisavat Sionetah, *Programming Coordinator*
 Somlet Rattanasouvanhnaphon, *Programs Coordinator*
 Thanongsay Chittaphai, *Information Coordinator*
 Thong Dee, *Programs Coordinator*
 Untou Yan Sanesay, *Programs Coordinator*
 Valeria Gutierrez Gonzalez, *Community Engagement Coordinator (Fellow)*
 Xeng Lee, *Programs Coordinator*

MATAGALPA, NICARAGUA

Omar Martinez, *Construction Manager*
 Robin Smith, *Nicaragua Country Director*



OUR FINANCIALS.



TOTAL SUPPORT INCOME \$5,389,753

INDIVIDUALS	\$1,850,082	34%
SPECIAL EVENTS	\$1,338,548	25%
CORPORATE	\$1,338,048	25%
FOUNDATIONS	\$634,655	12%
CAMPAIGNS	\$194,032	3%
OTHER REVENUE	\$34,388	<1%

TOTAL EXPENSES \$3,208,562

PROGRAM SERVICES

SCHOOL BUILDS	\$1,565,732
TEACHER TRAINING, SHINE, SCHOLARSHIPS AND OTHER INITIATIVES	\$305,751
PROGRAM SALARIES, TRAVEL & OVERHEAD	\$839,106

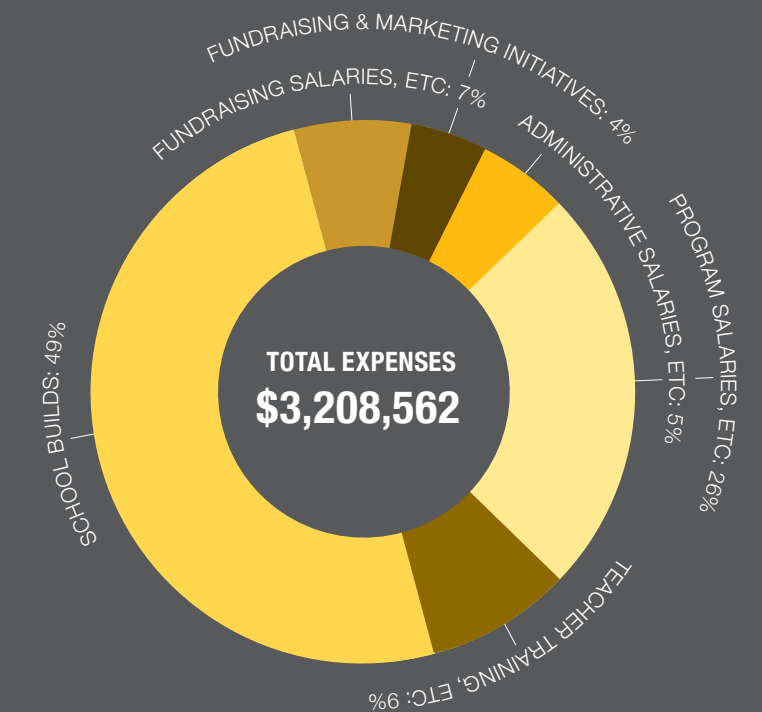
SUBTOTAL - PROGRAM SERVICES \$2,710,589 84%

FUNDRAISING

FUNDRAISING & MARKETING INITIATIVES	\$127,712
FUNDRAISING SALARIES & OVERHEAD	\$209,139

SUBTOTAL - FUNDRAISING EXPENSES 336,851 11%

ADMINISTRATIVE SALARIES & OVERHEAD \$161,122 5%





WITH GRATITUDE.

Our warmest thanks to the donors who have shown extraordinary support to Pencils of Promise in 2012.

\$250,000+

AEG LIVE
ELIZABETH ARDEN
GIVE BACK BRANDS FOUNDATION

\$100,000+

THE CAHILL FAMILY
COATUE FOUNDATION
EUREKA CHARITABLE TRUST
MARC & CAROLYN ROWAN
ALEX SOROS

\$50,000+

ANONYMOUS
BARNES & NOBLE
THE FINOCCHIARO FAMILY
CHLOE GEORGE
PAUL TUDOR & SONIA JONES
JOSEPH PATANELLA
POST FOODS, LLC (CANADA)
UNIVERSAL MUSIC GROUP
THE WRIGHT FOUNDATION, INC.

\$25,000+

BIRCHBOX
COREY CAPASSO
CHRIS & KIMBERLY CLARKE
MICHAEL CONNAGHAN
CARYN & CRAIG EFFRON
FEDERICI CHARITABLE LEAD
ANNUITY TRUST

ROBERT GRANIERI
LEWIS HOWES
SHAKIL KHAN
ERIC KNIGHT
ALEXANDER & RACHEL MCAREE
MAXWELL MENARD
NEW YORK LEADERSHIP COUNCIL
JIM PARSONS
PEARSON CHARITABLE
FOUNDATION
POPPIN
ALLISON ROSEN
PATRICK SARKISSIAN
IMRAN SIDDIQUI
DIANE & MARC SPILKER
SUNFLOWER CHILDREN
HOPE & GLENN TAITZ
TEN TALENTS FOUNDATION, INC.
THE MCJ AMELIOR FOUNDATION
VAYNERMEDIA
JEFFREY WALKER
THE WIGGINS FOUNDATION

\$10,000+

1 800 FLOWERS
AHA LIFE
ANONYMOUS
ARB GROUP, LLC
ANNE BASS
JUSTIN BLAU
BLOOMBERG PHILANTHROPIES

OWEN BRAINARD
ERVIN & SUSAN BRAUN
SCOTT "SCOOTER" BRAUN
JAIME BROWN
TROY CARTER
RALPH & NANCY CASAZZONE
CELEBRITY ACCESSORIES, LLC
CELLAIRIS
KATRINA DAVIES & FAMILY
DELL MATCHING GIFTS
DR. SUSAN DROSSMAN & ADAM
SOKOLOFF
J. RYAN DUNN
MARK FOSTER
JACOB FREED
JAMIE GALLAGHER
GENERAL ASSEMBLY
CONNIE GOTTWALD
HALPER RAWISZER FINANCIAL
GROUP
HILLSONG NYC
ROBERT HOLLANDER
HUGH J. ANDERSEN FOUNDATION
HUNTSMAN GAY FOUNDATION
VICKI & SAM KATZ
TIMOTHY KOMADA
KWIK LEARNING
LEFKOFSKY FAMILY FOUNDATION
DYLAN LEWIS
TIA MAHAFFY
MISSION FISH
NETHERCUTT FAMILY CHARITABLE

TRUST
LIA OJJEH
PAUL, WEISS, RIFKIND, WHARTON &
GARRISON LLP
SHERVIN PISHEVAR
PRICEWATERHOUSE COOPERS LLP
PROMETHEUS GLOBAL MEDIA
USHER RAYMOND IV
ROBERT E. DICKEY CHILDREN'S
TRUST
ROCKEFELLER FAMILY FUND
KAREN ROSS
MARTY & KIM SANDS
SEVENLY
RANDI & BOAZ SIDIKARO
BRIAN SMITH
MARKO & SUSAN SONNENBERG
VIACOM
WARBY PARKER
MICHAEL WEISS
SUZANNE WEISS
JENNIFER & EDWARD YORKE
LOIS ZARO

\$5,000+

ANONYMOUS
BENNY BLANCO
BNY MELLON WEALTH
MANAGEMENT
SOPHIA BUSH
CARYN COHEN
DALIO FAMILY FOUNDATION, INC.

DAVID YURMAN
PETER DRITTEL
CHARLIE EBERSOL
FABER CASTELL
TONY GIAMMALVA
GOOGLE MATCHING GIFTS
ADAM GROWALD
KAREN & IAN HARRIS
BRAD & AMANDA HAUGEN
KATE & ANDREW KAPLAN
JOSHUA KUSHNER
DEVON LEON
THE MAGGIE L. WALKER
GOVERNOR'S SCHOOL FOR
GOVERNMENT AND INTERNATIONAL
STUDIES
MARBLEHEAD VETERANS MIDDLE
SCHOOL
MOLEX INCORPORATED
MR. YOUTH
ONE PIECE JUMPSUIT
HOOMAN RADFAR
RUSSO FAMILY FOUNDATION

\$5,000+ Continued

CLAIRE RYAN
 ROB SAND
 LORRAINE SCHWARTZ
 SWEETGUM FOUNDATION
 DEBRA WATTENBERG & BRETT ROSEN
 JAY WILLIAMS
 JAY WOLFF

DAWN MOSES
 NURU PROJECT INC
 THE ROBBINS FAMILY FOUNDATION
 LAUREN ROSENKRANZ
 SCHAFFER, SCHONHOLZ & DROSSMAN
 PAUL & MADELINE SCHNELL
 ALLISON SEN
 DIRK SMITH
 SOJO STUDIOS
 CLIFF & KIRSTEN SU
 THIS SHIRT HELPS
 KENN WATERS
 WILLIAM D. RHODES FOUNDATION
 RON YAKUEL

CHRIS BIERLY
 BILL AND MELINDA GATES FOUNDATION
 CONSTANTIN BISANZ
 BISHOP GRECO COLUMBIETTES
 JOSH BLACK
 LEORA BLAU
 ISAAC BLECH
 JARIE BOLANDER
 RICHARD BROWN
 MADELYN BUCKSBAUM
 CHRIS CAPALBO
 ROBERT CARDINI
 LEIGH CARPENTER
 CASECROWN
 CENTER FOR CREATIVE LEADERSHIP
 JULIA CHESNEY
 JENNIFER CLEVER
 RYAN COISSON
 MICHAEL CONSTANTINER
 DAVID & IDE DANGOOR
 MIKE DEL PONTE
 JOEL DEMPSEY
 MEGHA DESAI
 CASSANDRA DULYX
 ALEXANDER EILHAUER
 MIRANDA EVERY
 DONI FORDYCE
 GEORGE FOX
 BETHENNY FRANKEL
 HARRY D. FRICK III
 ALEXANDRA GARDNER
 SHERI GELLMAN

ROBERT GILMAN
 CHRISTINE GINTER
 BILL GLASER
 ALEJANDRO GONZALEZ
 ANDREW GRABATO
 MICHAEL GRISWOLD
 JENNIFER HANKIN
 SCOTT & VIKTORIA HARRISON
 HARTINGTON TRUST
 PETER HAWLEY
 LISA HENDRIKSON
 JASON HERRON
 GREGORY HEYMAN
 TROY HIGH SCHOOL
 MATTHEW HILTZIK
 DAVID HIRSCH
 BRIDGET HOLTZ
 WILLIAM HOLZAPFEL
 HOUSTON LEADERSHIP COUNCIL
 HUGH M. HUNTER
 JENNIFER HUTCHINSON
 NEAL JAGODA
 STEVE JANG
 KEREN KALIMIAN
 MICHAEL KARMAZ
 JOCELYN & BRIAN KMET
 GARY KNUDSON
 BENEDICT KOENIG IV
 LOIS KRASILOVSKY
 STEVEN KREPS & HARLENE KATZMAN
 DAVID KRUMHOLTZ
 VIVEK KUNCHAM

FRED LANE
 CAREY LATHROP
 ELLEN LIEB
 PATRICIA LIFTER
 HUNTER LIPTON
 DUSTIN LONG
 RICH LOPRESTI
 ANDREA LUSTIG
 JERYL MALLOY
 WILL MCDONOUGH
 SAHAR MEGHANI
 JAMISON MONROE
 MONSIGNOR MCCLANCY MEMORIAL
 MCKENNA MOREAU
 JOHN MORRIS
 KEVIN NATIONS
 WILLIAM NEUENFELDT
 CHRISTINE NGUYEN
 MATT & SIMONE NICHOLLS
 PATRICK & AMANDA NICHOLS
 ROBERT NICHOLSON
 THE NY COMMUNITY TRUST
 WILLIAM NYGARD
 JULIE O'HARA
 ROSALYN O'NEALE

\$2,500+

ALVIN & LOUISE MYERBERG FAMILY FOUNDATION, INC.
 AUSTIN LEADERSHIP COUNCIL
 MADISON BEER
 LESLIE BLUHM
 BRANCH FAMILY FOUNDATION
 MICHAEL BRENNAN
 THE BRIDGE DIRECT, INC.
 SHAUNA BROOK
 JOSEPH CARNEY
 RALPH COMPAGNONE
 DL1961 PREMIUM DENIM, INC.
 FRAGRANCE X
 DEBBIE FRAZIER
 ALEX GARDNER
 MICHAEL JENKINS
 ADAM JUDA
 MARC KUSHNER & LAURIE SALITAN
 RANDYE & BRIAN KWAIT
 SEAN LEE
 ANNE LOMBARDI
 PAT MARSHALL
 ELAINE MORALES

\$1,000+

ERIC ABOAF
 ALLEN & MADELYN ADAMSON
 ELIZABETH ALTON
 NICK ARISON
 ABBE & ADAM ARON
 RUTH ARONOWITZ
 ASPIRE MIDDLE SCHOOL FOR THE PERFORMING ARTS
 JENS AUDENAERT
 LYNN BAGLIEBTER
 BAIN CAPITAL, LLC
 CAL BARNETT MAYOTTE
 TRACIE BEER
 ASHLEY BEKTON
 MATTHEW BERGER
 JAKE BERKOFF
 BRUCE BERMAN

\$1000+ Continued

SARA OJJEH
 ONEHOPE WINE
 SUSAN ORSER
 JAMES OVERLOCK
 PACIFICA FOUNDATION
 PAVAN PARDASANI
 CHUL JOON PARK
 LAWRENCE PERYER
 LAWRENCE PETRETTI
 TIEN PHAN
 PLAN TEA BEVERAGES, LLC
 RAPTURE & GRACE CORP
 ROSALIND MAE REIS
 ELLIS RINALDI
 SUZAN ROSE
 JOEL RUNYON
 CHRISTOPHER SACCA
 SAINT ANDREW'S SCHOOL
 JODI SARSFIELD
 NIHAL MEHTA & RESHMA SAUJANI
 SUZY & HAROLD SCHAAFF
 DAVID & LIBBY SELIKTAR
 ROBERT SILLS & CAROL SCHWARTZ
 MARK SIMMERMANN
 SKILLSHARE
 SOLOW & CO., INC.
 DAWN & ROBERT SPIERA
 ANTHONY SQUILLANTE
 SEAN STEPHENSON
 PETRA TAKEVA
 MARGARET TALLMAN
 MANOHAR LAL TANWANI

HOOLIE & NATALIE TEJWANI
 GEOFFREY THAW
 JENNIFER THOMPSON
 ANTHONY TIEFENBACH
 PATRICIA TONG
 ROBERT TORRES
 ROGER TRINCHERO
 UNITED JEWISH ENDOWMENT FUND
 UNIVERSITY OF WISCONSIN MADISON
 VALERIE-CHARLES DIKER FUND, INC.
 JOSEPH VALVANO
 ALAN VAYNERCHUK
 MARILYN WECKSELL
 BARRY WEISS
 WILL & JADA SMITH FAMILY FOUNDATION
 ADAM WINKEL

\$500+

AMERICAN EXPRESS CHARITABLE FUND
 RAYMOND AMES
 NICOLE ANNUNZIATA
 BRIAN ARCHER
 BROOKE ASHFORTH
 MICHAEL BAGLIEBTER
 JOSEPH BAKER
 PRADEEP BALIGA
 NEAL BATRA
 ALBERT BITTON
 MARTIN BOORSTEIN
 ROBERT BOYCE

BRACED-LETS
 TYLER BRETON
 MATT BRITTON
 STEVE BUFFONE
 CAROL A. BURMAN
 ALEXANDRA BURNS
 TREVOR BURTON
 ANTONIA CANERO
 CAUSETEE, INC
 CHICAGO LEADERSHIP COUNCIL
 CRAIG CLEMEN
 SANDRA CLIFFORD
 THOMAS COBURN
 BEN COLOMBO
 GRETA COWAN
 CATHERINE CRAIG
 JESSICA WATSON D'ONOFRIO
 SHIREEN DADMEHR
 DALLAS LEADERSHIP COUNCIL
 MAANIT DESAI
 JULIA DEVECCHI
 JAMES DIEFENTHAL
 MICHAEL DOHERTY
 CARLA DRYE
 EAST NOBLE HIGH SCHOOL
 ALEXA EFFRON
 JONATHAN EGAN
 EMWIGA FOUNDATION
 DENNIS ENGLE
 EYE PRODUCTIONS, INC.
 JO ELLEN FINKEL
 FIRSTGIVING.COM
 RICHARD D. FORMAN

MARKO FULK
 DAVID GAMBRILL
 NANCY LM GERNERT
 BRUCE GOLDBERG
 GENE GURKOFF
 CHARLES HAAG
 ROBERT HAMBURGER, JR. & ILENE SUNSHINE
 HAPPY BLANKIE, LLC
 JEAN HARBECK
 BRETT HARRISON
 STEPHEN HARSANY
 CRAIG HATKOFF & JANE ROSENTHAL
 MARSHA A. HAUGEN
 HEALTH VENTURE GROUP
 DONNA HELLER
 ALICE HIBBARD
 DIANA L. HO
 HOGAN INDUSTRIES INC.
 ASHLEY HOPE
 SOCIAL IMPRINTS
 INSPIRE IN-HOME TUTORING
 IRENE JACOBS
 ANNEKE JONG
 RAHUL KAMATH
 KERRY KELLOGG
 JOHN KLUGE JR.
 RON & FAB KNIGHT
 KOROWA GIRLS SCHOOL
 MARCY KRAMER-IDE
 MARISSA KUGLER
 DENNIS KWAN
 RON LARSON

DREW LEARNER
 ANGELA LEE
 RICHARD LENT
 KRISTEE LEONARD
 WILLIAM LEVAN
 MATT LEVINE
 VALSA MADHAVA
 JARETT MALOUF
 JOSEPH & CHRISTIE MARCHESI
 CRAIG MARCUS
 MARCIE MATTHEWS
 HILARY MESEROLE
 MATTHEW MICHELINI
 JAY MILLER
 MONROE TOWNSHIP MIDDLE SCHOOL
 KATHLEEN MORALES
 ANGEL MORGAN
 ANTHONY MOY
 NEW YORK UNIVERSITY
 MICHAEL NEY
 MIMI NGUYEN
 NORTHERN VALLEY REGIONAL HIGH SCHOOL
 BENJAMIN O'BRIEN
 OKLAHOMA STATE UNIVERSITY
 P.W. KAESER HIGH SCHOOL
 GLORIA PAK
 PAXSON PRODUCTIONS LLC
 JOANA PICQ
 DAVID PIERMATTEO

\$500+ Continued

LINDA PLATTUS
ROBET PODOLSKY
RICHARD POPPER
SIMON PREKETES
RACES ONLINE
DEOKIE RAMPERSAUD
MICHAEL RATHSAM
JON REINSTEIN
RESOURCE ENERGY SYSTEMS LLC
TIM REYNOLDS
ROBERT E. LEE HIGH SCHOOL
G H ROBINS
ROOZT, INC.
DEREK RUNDEL
JASON RUNYON
CAROLE SADLER
JENNIFER SALZER
GABE SAPORTA
DANIELLE SCHERR
SCHWAB CHARITABLE FUND
ROBERTA SEGAL
VANESSA SEIDEN
DANIEL SETZMAN
JOHN SHAHIDI
NIKKI & BRAD SILVER
AMANDA SLAVIN
BRIAN SMITH
NINA SORENSON
SPRINGHURST ELEMENTARY
SCHOOL
ST. JOSEPH SCHOOL
JOHN STARTIN

MARK STEIN
MEIGHAN STONE
STUART SUBOTNICK
YOU NING SUN
KURT SWANN
BARB J. SWEENEY
RAMIN TAHBAZ
STEVEN TAITZ
THE GREENWICH TEEN CENTER,
INC.
DIANE TIERNEY
TRIANGLE COMMUNITY
FOUNDATION, INC.
LOUIS TRINCHERO
UNCOMMON CHARTER HIGH
SCHOOL
LORI VISE
DEBORAH VITALE
LAUREN VOGAN
CHRIS WALKER
WANTFUL
WASHINGTON HEBREW
CONGREGATION
ANDREW WESTERDALE
MATT YEAGER
CRYSTAL YIN
JOHN DAVID TUELLER ZUFELT

In Kind

FULL PICTURE
MOLINA & ASOCIADOS
SIMPSON THACHER & BARTLETT
LLP
TEN

CASSIDY TURLEY
PARTIZAN
AKQA
VH1
ALLOY DIGITAL
AOL
SAINTS

THANK YOU.



THE NEXT CHAPTER

In 2013 we plan to build **another 100 schools**, expand our programming and hold steadfast to our mission.

- + www.pencilsofpromise.org
- + info@pencilsofpromise.org
- + 212.777.3170
- + 37 West 28th St. 3rd Fl.
New York, NY 10001

