

A photograph of a young girl with a bright smile, wearing a blue patterned shirt, sitting at a desk. Other children are visible in the background, slightly out of focus.

2014

ANNUAL REPORT

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Our Promise



OUR MISSION

250 MILLION

children of primary school age
lack basic reading, writing and math skills.

A lack of quality education leads to:



HEALTH AND SANITATION ISSUES



GENDER INEQUALITY



LACK OF QUALIFIED TEACHERS



FAMILIAL ECONOMIC INSTABILITY



INFRASTRUCTURAL CHALLENGES

We believe every child should have access to quality education.

*We create schools, programs and global communities around
the common goal of education for all.*

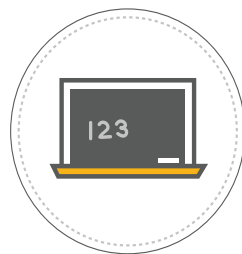
KEY PROGRAMS

Pencils of Promise is known as a school building organization that provides access to education, but we are evolving into a learning organization focused on quality education outcomes. Within our schools, we're implementing a dynamic, comprehensive approach to ensure quality education. We provide the means, methods and materials necessary to increase literacy and numeracy rates in developing nations, genuinely changing what a learning experience can be for a child anywhere in the world.



School Builds

We're building schools to ensure that our students have access to a quality learning environment.



Teacher Support

We're changing the way teachers are trained and supported to ensure that students are learning effectively.

SUPPLEMENTARY PROGRAMS

These are the programs that support our core approach to providing access to quality education.



Scholarships

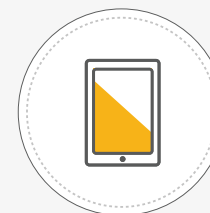
We're providing secondary school scholarships to equip students with the resources they need to attend a full year of school.



WASH

We're teaching kids about WATER, SANITATION and HYGIENE to keep them healthy and in school.

Innovations



E-READERS



MOMOSIGN



SOLE



IMPACT

2014 TIMELINE

FEBRUARY

Inaugurated our 200th school in Mangoase, Ghana

MARCH

PoP book was released and hit the NYTimes bestseller list

MAY

Launched our No. 1 teacher campaign

MAY

Held our 6th Annual White Party

JUNE

Announced our partnership with Microsoft

JULY

Shipped the first round of e-readers to Ghana

AUGUST

Launched our Back to School campaign & trended worldwide on Twitter with the hashtag #GiveBacktoSchool

SEPTEMBER

Jorge Bolom joined the PoP team as our new Guatemala Country Director

OCTOBER

PoP was featured in Wired Magazine in a piece about educational innovations

OCTOBER

Our 2014 gala raised \$1.9M

NOVEMBER

Launched the WIN, a weekly internal newsletter, to update our team in a smart and savvy way

DECEMBER

Through our Season of Promise campaign, we raised \$881,754 to build 35 schools in Ghana

INNOVATIONS

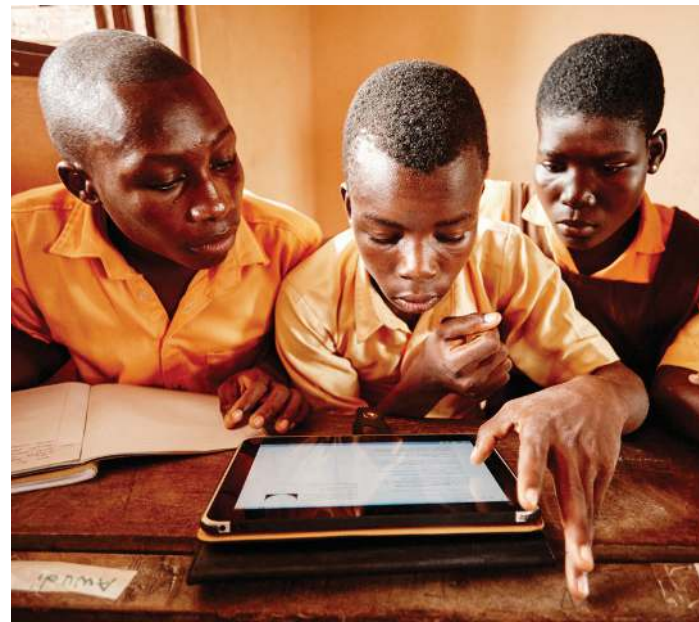
PoP provides access to quality, sustainable education through innovative tools, teaching methods and technologies. In 2014, we rolled out new innovation pilots to improve the way our students receive an education.

SOLE

We worked with 2013 TED prize winner Sugata Mitra to pilot his educational methodology, SOLE (Self Organized Learning Environments) into select schools in Ghana. Utilizing Microsoft tablets, we hope to incorporate his revolutionary ideas into PoP classrooms.

E-Readers

Most classrooms in the countries we work in contain few (if any) engaging books for students. One e-reader provides a student with 100 books in both English and the local language. PoP students in Ghana can take the e-readers home, too, so they can continue learning outside the classroom.



Momosign

Momosign is an innovative method for language learning. It was developed by Martin Momoda and is being used for the early literacy program in PoP. Teachers create active and engaging classrooms when using gestures from local sign languages of the deaf. Drilling with signs provides visual-spatial cues to improve memory and ultimately help young students to read.

ACCOMPLISHMENTS

317,404
LIVES IMPACTED

268 SCHOOLS
COMPLETED
SINCE 2009

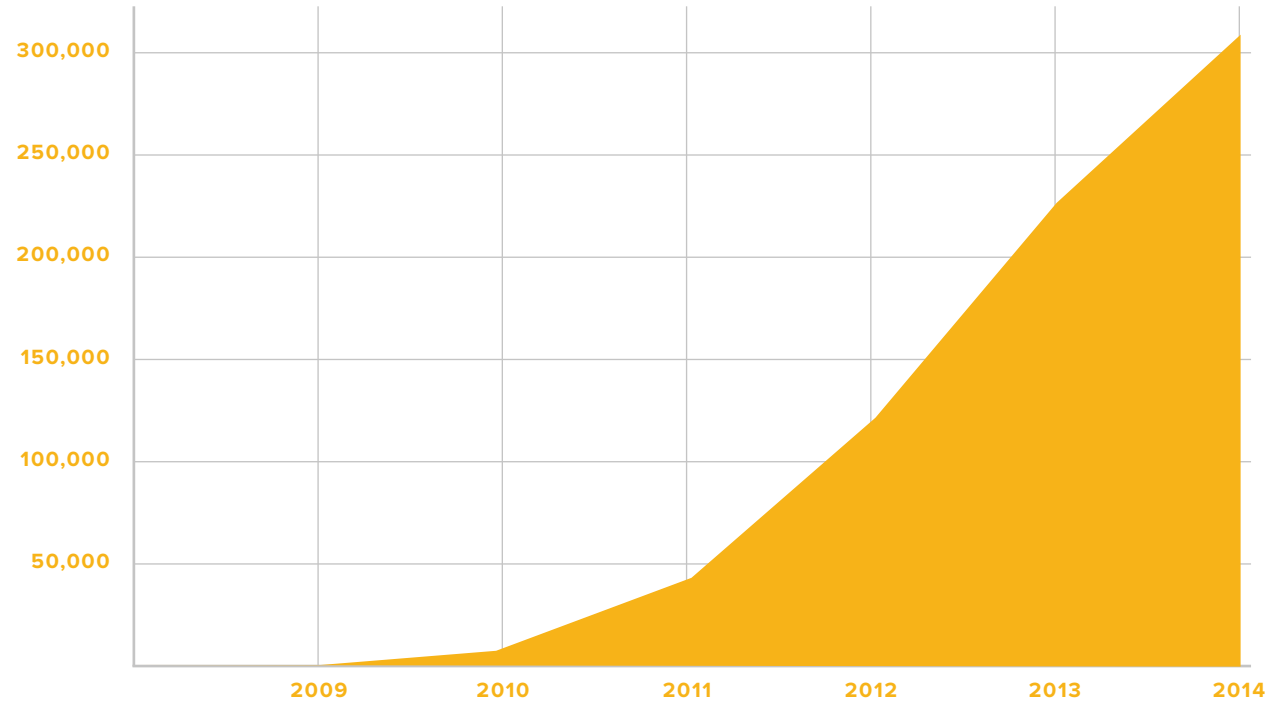
31,240
STUDENTS SERVED

1,936
SCHOLARSHIPS
DISTRIBUTED

2229

TEACHERS SUPPORTED

RESULTS



Lives Impacted

The positive outcomes of receiving a quality education are not limited to a student who has an opportunity to attend school. Education unquestionably has an impact on an individual level, but it also has the power to change a family, a community and even a nation. When we talk about lives impacted, we're not just referring to PoP students; we incorporate the entire community's population. Education boosts prosperity, leads to healthier societies, helps prevent disease and reduces chronic poverty. Because of these undeniable facts, this data demonstrates that the effects of a quality education reach far beyond a classroom's walls.

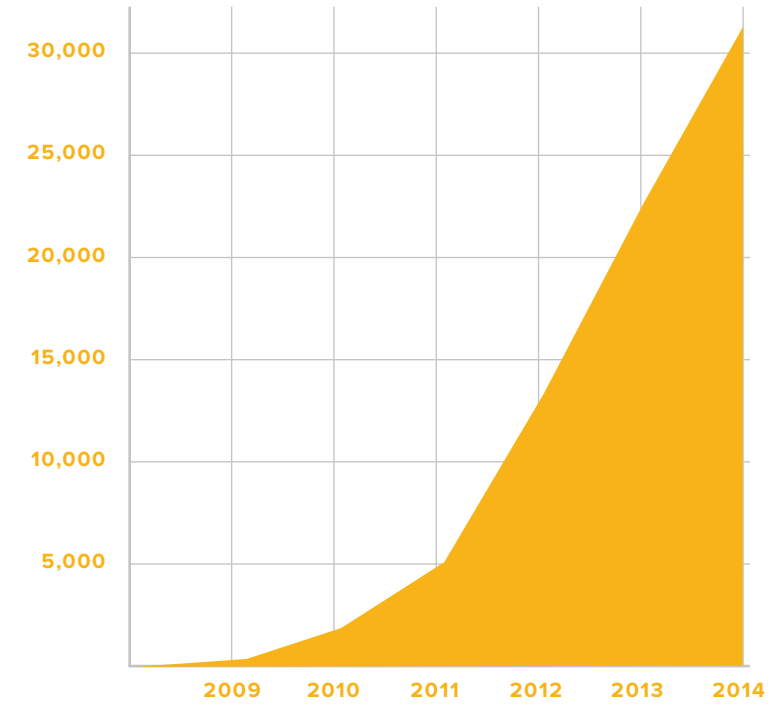
33%

In Guatemala, 33% more PoP 2nd graders are showing proficiency in early literacy skills than their peers

2X

In Ghana, teachers and students both report that students with e-readers are now reading 2X as much as before

Student Count



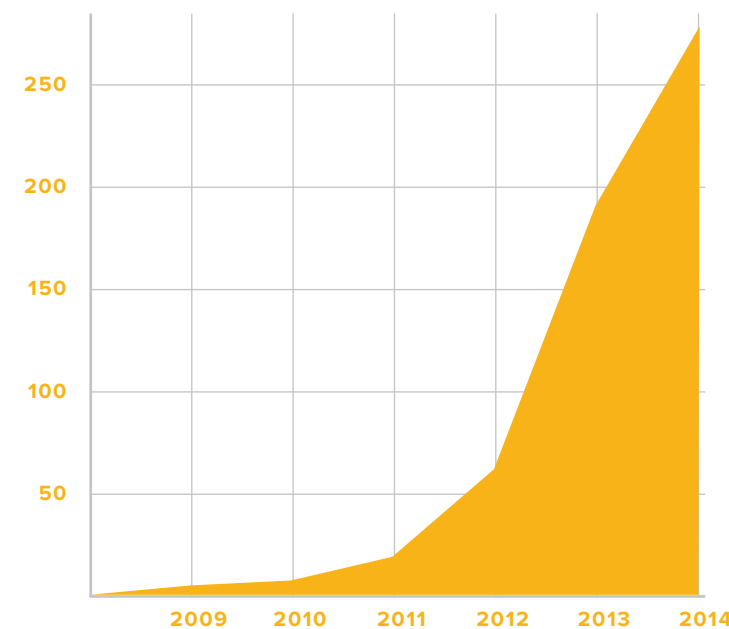
3X

In Laos, PoP 3rd graders score 3X higher on literacy tests than their peers

40%

In Guatemala, 40% more PoP 2nd graders are literate than their peers

Schools Built



98%

98% of teachers in Guatemala report increases in student focus due to a new PoP building



CAMPAIGNS

BACK TO SCHOOL

August 12, 2014 - October 3, 2014

As students across the U.S. kicked off the 2014 school year, PoP launched its annual Back to School campaign. This year, BTS focused on funding secondary school scholarships for PoP students, as many of them are forced to stop attending school due to a lack of resources.

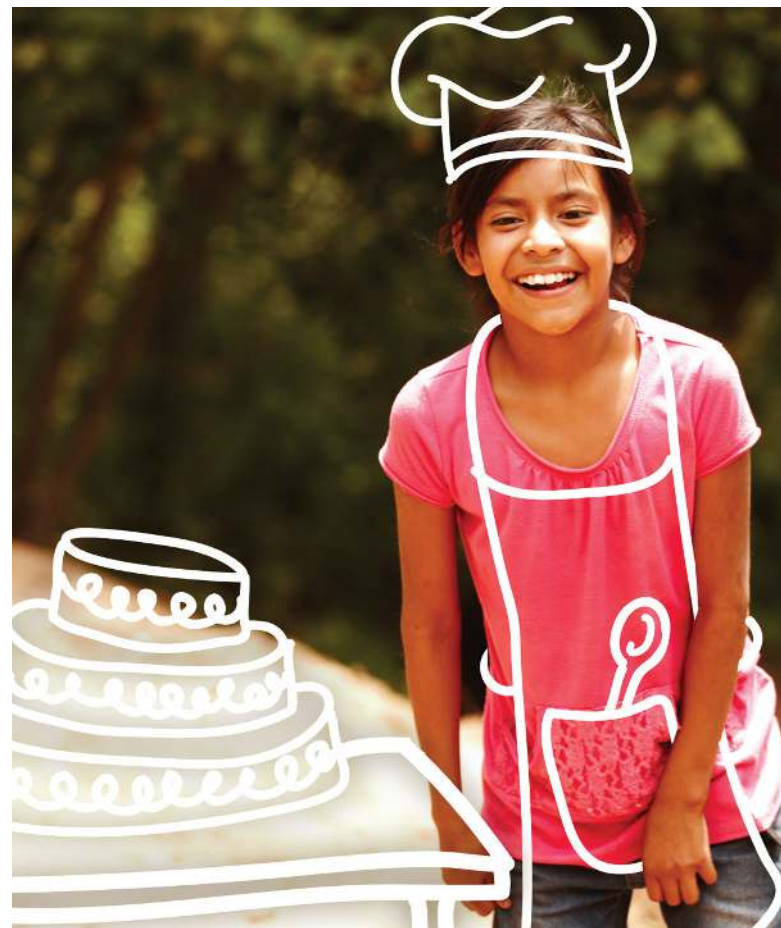
Investing in education is the single most effective way to reduce poverty. A PoP scholarship gives a student resources for one year of school. The cost per scholarship is \$250, but its impact on a child's future is immeasurable.

\$259,459

DOLLARS RAISED

1,037

SCHOLARSHIPS FUNDED



BACK to SCHOOL

On launch day of the campaign, PoP trended worldwide on Twitter with the hashtag #GiveBacktoSchool

Worldwide Trends

- #GiveBacktoSchool
- #SmileLouis
- #MAGCONPast
- #SuperCupTVE
- #RobinWilliamsWillLiveOnForever
- Louis with Luke
- Happy World Elephant Day
- Tearaway



I want to be a teacher when I grow up.

Corporate Sponsors



- + Donated \$25K to a branded "Match Day" on Sept. 23rd
- + Helped raise an additional \$46,566 for the BTS campaign
- + 226 donations were made on Match Day, breaking PoP's all time record for most donations in a single day



SEASON OF PROMISE

November 18, 2014 - January 9, 2015

Over the holiday season, our goal was to build 25 schools in Ghana. An estimated 75% of primary schools we visit in Ghana are in need of repairs and many have no existing structures. In some cases, students learn outdoors under trees.

We partnered with lokai during the campaign and ran various initiatives geared toward fundraising and spreading the word about educational inequality.

We far surpassed our goal, ultimately raising \$881,754 to build 35 schools in Ghana.

\$881,754

DOLLARS RAISED

35

SCHOOL BUILDS FUNDED



Cyber Monday

On December 1st, we encouraged consumers to make a socially responsible purchase. For every bracelet sold on Cyber Monday, our SOP partner lokai advertised that they would donate \$10 to PoP towards building a school in Ghana.

Giving Tuesday

On December 2nd, PoP participated in a social activation with lokai. Instead of asking our audience for donations, we asked them to use their voices to make a difference in providing children in Ghana with access to education.

Match Day

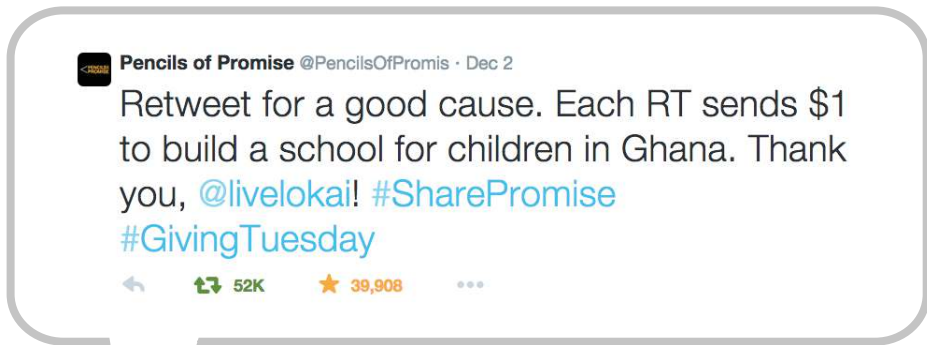
On December 30th, we held a Match Day with lokai, which helped raise an additional \$77,020 for the SOP campaign. With 288 donations, along with lokai's donation, we raised \$108,806.03 on Match Day.



GIVING TUESDAY

December 2, 2014

On Giving Tuesday, we asked our supporters to give by sharing their voice. For every retweet, lokai donated \$1 to build a school for children in Ghana. The result was PoP's most engaged and most retweeted Tweet, ever.



50,987
RETWEETS

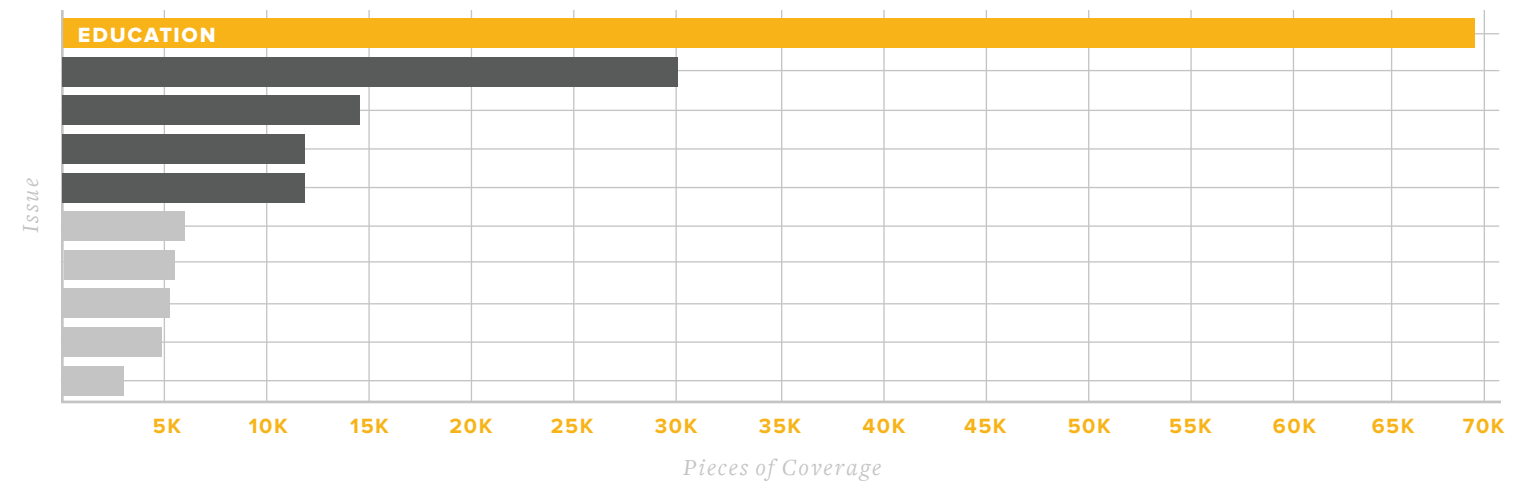
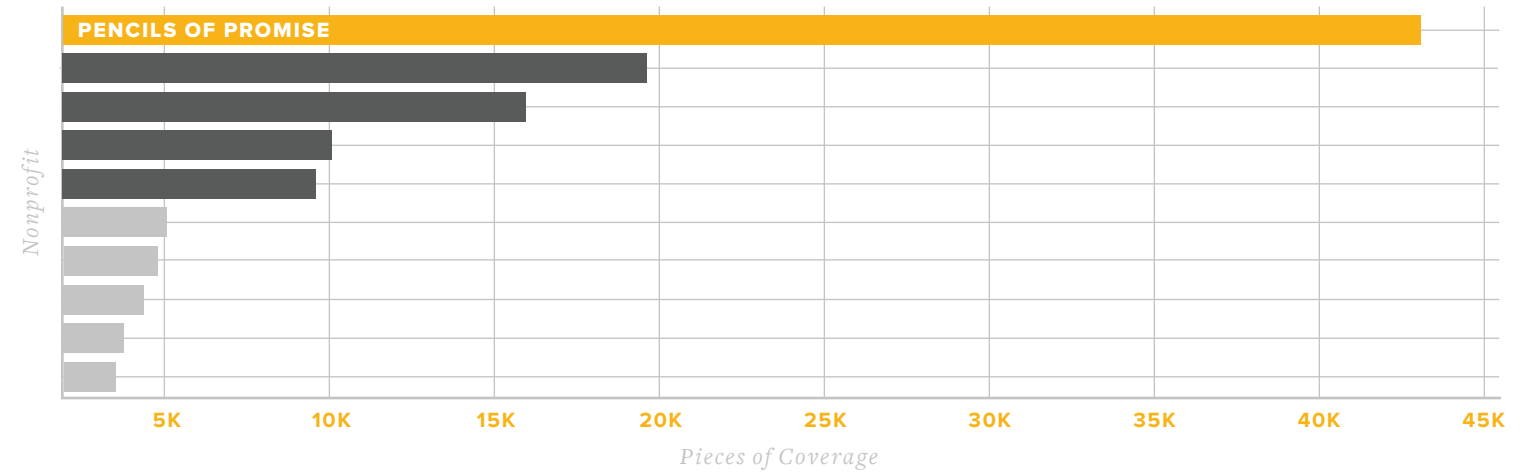
37,341
FAVORITES

3,609,804
UNIQUE IMPRESSIONS

126,543
TOTAL ENGAGEMENTS

We also participated in an initiative on Instagram. For every photo shared with the hashtag #SharePromise, lokai donated \$5 to build a school in Ghana.

3,029 likes
 pencils of promise Share a picture of someone who believed in your promise during your highs and lows. For each photo posted with #SharePromise, @livelokai will donate \$5 towards building a school in Ghana with @PencilsofPromise. #livelokai #GivingTuesday #lokaiPoP



The Bill & Melinda Gates Foundation did a full analysis of Giving Tuesday and Pencils of Promise by far had the most social media reach and sentiment out of any nonprofit. This was in large part due to our social media activation on Twitter and Instagram. The report also disclosed that education became the #1 issue discussed on Giving Tuesday.

“ In terms of the most widely mentioned charities, Pencils of Promise (an Education and School focused nonprofit out of New York), was by far the most talked about, with over 43,000 users taking interest.

There was a large amount of celebrity integration on Giving Tuesday, but PoP and lokai's joint activation drove even higher engagement than that of some of these high profile users (including Ellen Degeneres, Kim Kardashian and Mariah Carey).

Above are two graphs from the Bill & Melinda Gates Foundation report. The first details nonprofit social media reach metrics. The second provides an overview of the most discussed topics on Giving Tuesday.

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 together.



This year, we partnered with TED Prize Winner Sugata Mitra through Microsoft's Work Wonders Project to bring Mitra's School in the Cloud learning platform into our PoP schools. We launched a pilot around SOLE (self-organized learning environments) in Ghana and it was a huge success. By partnering with leading experts in the field of education, we're changing what a learning experience can be for a child anywhere in the world.



Through friendly competitions centered around internal strategic goals, as well as raffles, a school supply drive, an office Halloween party and other fun office activities, 2U galvanized their employees to raise more than \$75K for PoP in 2014.

Above, 2U employees are having fun in front of the PoP wall in their office. Each time a "2Ute" reached a milestone towards their internal strategic goal, they placed a square on the wall, helping complete a full mural of a PoP school.



Lokai served as PoP's primary sponsor for our 2014 Season of Promise campaign, pledging \$125,000 to build 6 schools in Ghana. We ran several initiatives together to raise awareness of both brands. The lokai bracelet's message of hope, which encourages one to be humble through the highs and hopeful through the lows, aligns with our own core mantra at PoP – that everyone, no matter where you're born, has promise.

OUR FOURTH GALA

October 22, 2014

PoP's 2014 Gala, located at Cipriani Wall Street in New York City, celebrated the generosity and dedication of three of PoP's most vocal and vital supporters, actress and activist Sophia Bush, CEO of VaynerMedia, Gary Vaynerchuk, and CMO of SB Projects, Brad Haugen. Hosted by PoP Founder Adam Braun, the night featured a myriad of inspiring speeches – like that of PoP's Ghana country director Freeman Gobah, who invited every guest to his home country to see the impact of their donations firsthand – and videos, including the debut of PoP's new "Everyone Has Promise" video.

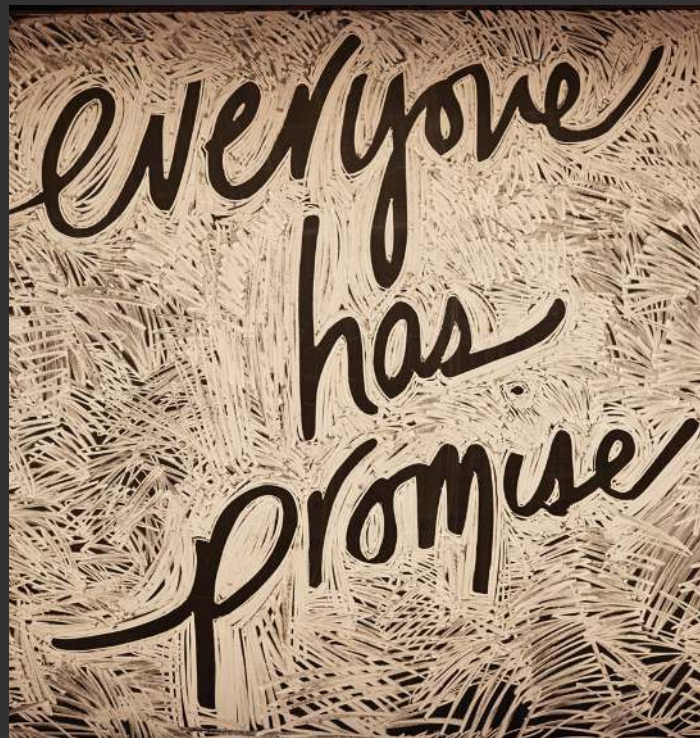
Everyone has promise, and as the gala demonstrated, there are hundreds of people who believe that not to be overzealous jargon, but legitimate truth. PoP won't stop until that conviction becomes reality, for we are committed to the principle that education is an inherent, inalienable and achievable right, for everyone, everywhere.

750+

MEMBERS OF OUR POP FAMILY
IN ATTENDANCE

\$1.9 Million

RAISED FOR OUR OPERATING
ACTIVITIES & EDUCATION PROGRAMS



NOTABLE CAMPAIGNERS

Our online fundraising platform is a community where you can rally your family and friends to join you in your goal to create education for all. Here are 3 of our favorite campaigners from 2014:



The Hearns

Inspired by their father, who was already involved with PoP, Lauren and Grant started a campaign to help build a school in Guatemala. They're reaching out to their community for support and were able to see their impact firsthand on a donor trip to Guatemala in March 2015.

“ It all started when our dad decided to work with Pencils of Promise to build a school in Boca Costa, Guatemala ... He was passionate about it and dedicated the school to his mother who just retired and who spent nearly her entire life helping underprivileged children.



Crone Middle School

During PoP's Season of Promise campaign, students from Crone Middle School and the surrounding community in Naperville, IL came together to build a school in Ghana. Led by Principal Allan Davenport, students hosted many fundraisers throughout the school year, including a craft fair and a silent auction for the teachers.

“ We want every student that comes through Crone Middle School to understand that we all have the ability to influence the world ... Ultimately, we want our students to know that they can make a difference.



Val Chmerkovskiy

Val, a professional dancer best known for his appearances on Dancing with the Stars, dedicated his 28th birthday to help build a new school for PoP.

“ For me, education and the arts are the foundation of my career. So, for my birthday, I want to give the gift of education.

408

MOST INDIVIDUAL DONATIONS TO ANY CAMPAIGNER IN 2014 - PAT FLYNN

2,616

NUMBER OF ACTIVE CAMPAIGNERS TO DATE

505

NUMBER OF ACTIVE CAMPAIGNS CREATED IN 2014

\$54,125

MOST RAISED BY A SINGLE CAMPAIGNER - PAT FLYNN

\$51,909

SECOND MOST RAISED BY A SINGLE CAMPAIGNER - SYED BALKHI



REACH

POP IN THE PRESS



GOING GLOBAL? THE GROWING MOVEMENT TO LET KIDS LEARN JUST BY TINKERING

“Pencils of Promise is teaching educators how to run a SOLE classroom for, perhaps, a few hours a week. That way, Young explains, the SOLE becomes just another part of the teacher’s toolbox.

“We think teachers are really the answer to getting systemic change,” she says. “They might teach 25 kids this year, another 25 next year, and so on and so on. If we can fundamentally change the way teachers are trained and supported then we would have a whole different education system.



25 AMAZING BUSINESS BOOKS FROM 2014

“This inspiring book follows Adam Braun, the founder of Pencils of Promise, and how he turned \$25 into over 250 schools by combining a for-profit business approach with social sector idealism for an idea known as “For-Purpose.”



HOW MANY UBER INVESTORS DOES IT TAKE TO RAISE \$2 MILLION FOR CHARITY?

“Pencils of Promise has a unique appeal in Silicon Valley. The concept of Pencils of Promise—which emphasizes scalability and has already built more than 250 schools since its 2008 launch—resonated with Rowghani for the beneficial “compounding effect” that education can have on communities. “As VCs, we’re fundamentally investors, so when I put my philanthropist hat on, I’m looking for ideas in the same way—I look for a multiplicative effect in philanthropy,” he said. “Not just growth but the notion of feeding something that just spawns.”

DIGITAL ENGAGEMENT

August 11th

DATE WE TRENDED
WORLDWIDE ON TWITTER

85,773

PEOPLE WHO TALKED ABOUT
POP ON FACEBOOK

407

TOTAL NUMBER OF INSTAGRAM
POSTS IN 2014

833,054

DOUBLE TAPS ON INSTAGRAM

690.8%

INCREASE IN INSTAGRAM
FOLLOWING

3.8 Million

IMPRESSIONS FOR OUR TOP
TWEET OF 2014

389,370

TOTAL ENGAGEMENTS ON
FACEBOOK

Steve Aoki

ONE OF OUR MOST INFLUENTIAL NEW
TWITTER FOLLOWERS - 2.49 MILLION

Misspelled keywords of 2014

pencil of promise
pencils for promise
pencil for promise
pencils for school



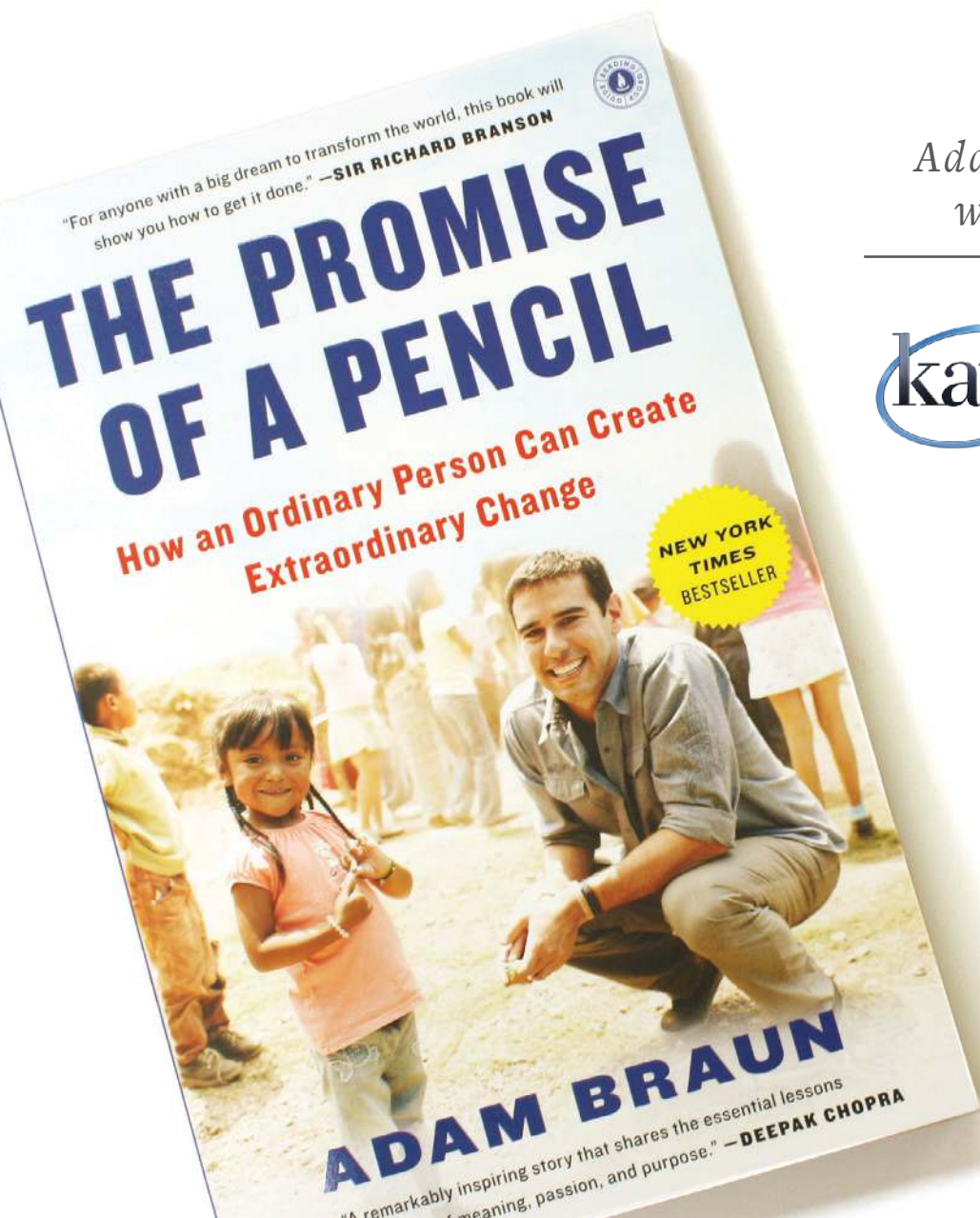
pencil promise
pencils for purpose
purpose for promise
pens of promise

#POPBOOK

The Promise of a Pencil chronicles Adam's journey through more than fifty countries to find his calling as Founder of PoP. Each chapter explains the steps that a person can take to ignite his or her passion and potential. The #PopBook provides a behind-the-scenes look at Adam's (and PoP's) story from the very beginning, while also serving as an inspirational guide that shows readers how to unlock their own purpose.

100%

OF THE PROCEEDS GO TO SUPPORT PENCILS OF PROMISE



*Adam & the PoP Book
were featured on:*



“For anyone with a big dream to transform the world, this book will show you how to get it done.”

SIR RICHARD BRANSON

“Braun's lessons are memorable, accessible and powerful. This is a must-read and a must re-read and a must-keep-in-view-on-bookshelf kind of book.”

**JESSICA JACKLEY
COFOUNDER OF KIVA**

“A remarkably inspiring story that shares the essential lessons to creating a life of meaning, passion and purpose.”

**DEEPAK CHOPRA
FOUNDER OF THE CHOPRA FOUNDATION**

“A compelling and singular story filled with universal truths everyone needs to hear.”

**CORY BOOKER
US SENATOR**

“A vivid, heartfelt account of the power of education and the ability of one person to impact the world.”

**WENDY KOPP
FOUNDER OF TEACH FOR AMERICA**

March 2014

DATE PUBLISHED

Debuted #2

ON THE NEW YORK TIMES
BESTSELLER LIST

#1

WENT ON TO BECOME #1
NATIONAL BESTSELLER

5 out of 5

STARS ON AMAZON

115,000

TWEETS USING THE HASHTAG
#POPBOOK



POP FAMILY

BOARD OF DIRECTORS



BRAD HAUGEN

Chairman of the Board
CMO, SB Projects



ADAM BRAUN

Founder,
Pencils of Promise



DAN CAHILL

Former President,
Viking Global



CRAIG EFFRON

Co-Founder,
Scoggin LP



ROBERT HAMWEE

Managing Director,
New Mountain
Finance Corporation



KAREN HARRIS

Director,
Bain & Company



RICHARD LENT

Managing Director,
Thesis Ventures



LINDA RIEFLER

Former Global Head
of Research,
Morgan Stanley



MEIGHAN STONE

Interim CEO,
The Malala Fund



HOPE TAITZ

President,
ELY Capital



GARY VAYNERCHUK

Co-Founder,
VaynerMedia



MICHAEL WEISS

Co-Founder,
Compass

ADVISORY BOARD

NEIL BLUMENTHAL

Co-Founder & Co-CEO,
Warby Parker

OWEN BRAINARD

CEO,
Brainard Capital

SCOTT "SCOOTER" BRAUN

Founder,
SB Projects

MATT BRITTON

CEO,
MRY

SOPHIA BUSH

Actress & Activist

TROY CARTER

Founder,
Atom Factory

RAY CHAMBERS

United Nations Secretary-
General's Special
Envoy for Malaria

SIMON CHIU

Head of Institutional Credit Sales
Asia-ex Japan, BNP Paribas

ELFRIEDE A. COLLIS

Collis Family Foundation

BLAKE DAVIES

Senior Managing Director,
Fredericks, Michael & Co.

LISLE DAVIES

CEO,
Davies and Co.

MARIE FORLEO

Host of MarieTV,
Founder of B-School

ROBERT HOLLANDER

President,
Give Back Brands

LEWIS HOWES

Entrepreneur

DOUG IMBRUCE

Founder,
Qwiki

CHRIS INNES

Head of US Equities,
BNP Paribas

SHAKIL KHAN

Head of Special Projects,
Spotify

GRACE MIGUEL

Entertainment Manager
& Philanthropist

JOSEPH PATANELLA

Advisor,
Dean Sciences Corporation

USHER RAYMOND IV

Musician & Philanthropist

PATRICK SARKISSIAN

Founder & CEO,
Sarkissian Mason

RANDI & BOAZ SIDIKARO

Executive Managing Director,
Och-Ziff Capital Management

ALEXANDER SOROS

Philanthropist

ANN VENEMAN

Former Executive Director,
UNICEF

BRITTANY WEEDEN

Founder & Director,
Brittany Michele, LLC

MINOTT WESSINGER

Founder,
McKenzie River Corporation

STEVE WIGGINS

Chairman of the Board,
Golden Pond Healthcare Inc.

ASTRID WOMBLE

Director and General Counsel,
EverWatch Financial

POP LEADERSHIP & STAFF

2014 marked a milestone occasion for PoP's international leadership. After Jorge transitioned to the position of Guatemala Country Director, we can proudly say that each individual leading our in-country teams is from the specific country he or she directs.



JORGE BOLOM
Guatemala Country Director



ADAM BRAUN
Founder



TOM CASAZZONE
Chief Operating Officer



NATALIE EBEL
Director of Marketing



LESLIE ENGLE YOUNG
Director of Impact



FREEMAN GOBAH
Ghana Country Director



LANOY KEOSUVAN
Lao Country Director



GULIYA LAOXAYDA
Lao Country Director



MEGAN O'CONNOR
Director of Development

USA

Amanda Brown, *Design Coordinator*
Janice Dean, *M&E Manager*
Carlo Dumandan, *Marketing Manager, Digital & Partnerships*

Ben Elconin, *Financial Data Coordinator*
Susie Harrison, *Development Manager*
Martin Momoda, *Literacy Innovation Specialist*
Emmanuel Novy, *Senior Impact Manager*

Jaclene Roshan, *Senior Data Operations Manager*
Emily Varni, *Development Coordinator*
Olivia Wittels, *Marketing Coordinator*

Ghana

Nelson Agbotey, *Construction Coordinator*
Margaret Banini, *Accounts Officer*
Margaret Mary Debre, *WASH Coordinator*
Martin Denyo, *Site Supervisor*
Gilbert Dzimabi, *Driver*

Hilda Ebelin, *Office Coordinator*
Nelson Klu, *Teacher Support Coordinator*
Benedict Mayer, *Impact Intern*
Robert Mensah, *WASH Coordinator*
Selorm Nyamamor, *Teacher Support Coordinator*

Fred Parku, *Teacher Support Coordinator*
Anthony Quashigah, *Construction Manager*
Michael Sampong, *Construction Coordinator*
Amber Shevin, *Programs Manager*

Guatemala

Odilia Alonzo, *WASH Coordinator*
Marlon Alvarado, *Projects Coordinator*
Abner Amilcar Perez, *M&E Coordinator*
Samuel Bernal, *Community Engagement Technician*
Andrés Brito Chel, *M&E Technician*
Otoniel Can, *Scholarships Technician*
Esperanza Canay, *WASH Technician*
Patrick Coad, *Programs Manager*
Sheila Coj, *Administrative Technician*
Ariana Collas, *M&E Intern*
Edwin Cosme de Leon, *Logistics Coordinator (Projects)*

Heber Cumes, *WASH Technician*
Mateo De La Cruz, *WASH Technician*
Nilvia Gonzalez, *Administration Manager*
Jacinto Gonzalez, *Construction Technician*
Diego Guzman, *Projects Coordinator*
Juan Guzman Marcos, *M&E Coordinator*
Manuel Ixcoy, *Teacher Support Technician*
Ali Jones, *M&E Manager*
Moises Lopez, *M&E Technician*
Gumercindo Lopez, *Construction Technician*
Rossy Macario Tecún, *Administrative Technician*

Magdalena Victoria Marcus, *Teacher Support Technician*
Elena Marcos, *M&E Technician*
Omar Martinez, *Projects Manager*
Vidal Molina, *Driver*
Antonia Pastor, *Community Engagement Technician*
Jhony Perez, *Administrative Coordinator*
Erwin Salazar, *Teacher Support Specialist*
Carolyn Scorpio, *Operations Intern*
Sandra Suhul, *WASH Technician*
Mariano Xivir, *Driver*
Isabel Yat, *Administrative Technician*

Laos

Sai Chitaphai, *M&E Technician*
Ai Keuang Chittavanh, *Construction Technician*
Keo Duangkham, *M&E Technician*
Andrea Hatch, *Programs Manager*
Matthew Hotmer, *Programs Intern*
Ai Phon Inthajak, *Construction Technician*
Ai Phanh Keoboupha, *Construction Technician*
Ai Mai Keoviengkham, *Driver*
Bounlam Khanty, *M&E Technician*
Na Lao, *Teacher Support Technician*
Lee Vong Lao, *Teacher Support Technician*

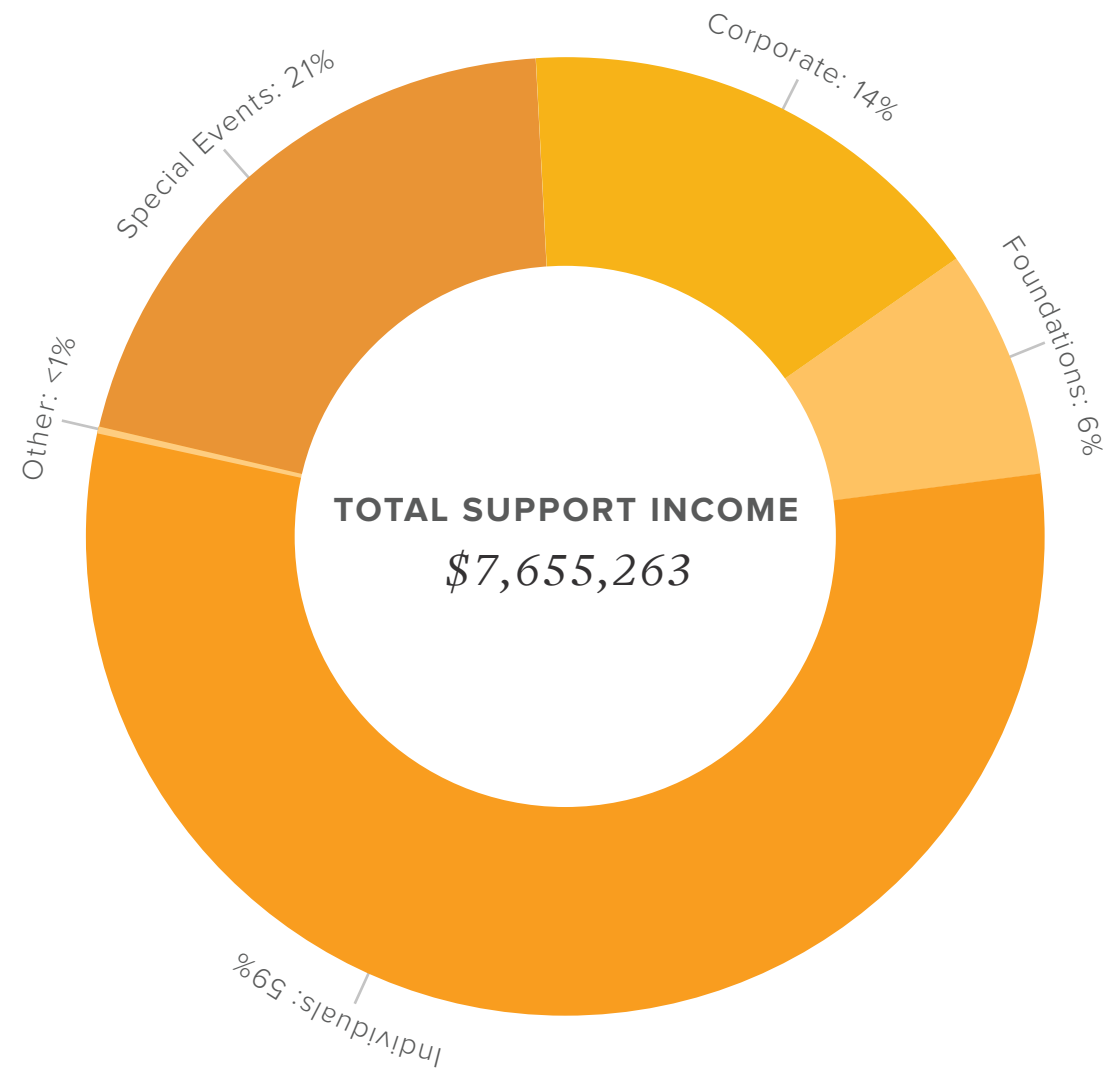
Mai Sa Lao, *Teacher Support Technician*
Khamphat Latana, *Teacher Support Technician*
Xeng Lee, *WASH Technician*
Karin Minks, *M&E Manager*
Thong Dee Ouanboubpha, *WASH Technician*
Phai Phanthavong, *Finance Associate*
Boy Phimmavong, *M&E Coordinator*
Pavath Phommachanh, *Accounting Fellow*
Pick Phoompanhya, *Finance Associate*
Khamhoung Phoumsomdy, *Senior Community Engagement Technician*

Siphai Sionetah, *Senior WASH Technician*
Tanoy Souksombath, *Community Engagement Technician*
Pok Souladeth, *Teacher Support Technician*
Bay Soulivanh, *Finance & HR Manager*
Caroline Tulp, *Operations Intern*
Sai Xiong, *Senior Teacher Support Technician*
Mai Nyia Yang, *Community Engagement Technician*
Untou Yangsanesay, *WASH Technician*
Jua Yang Sanesay, *Deputy Programs Manager*
Porxiong Yiayeexiong, *Construction Manager*



FINANCIALS

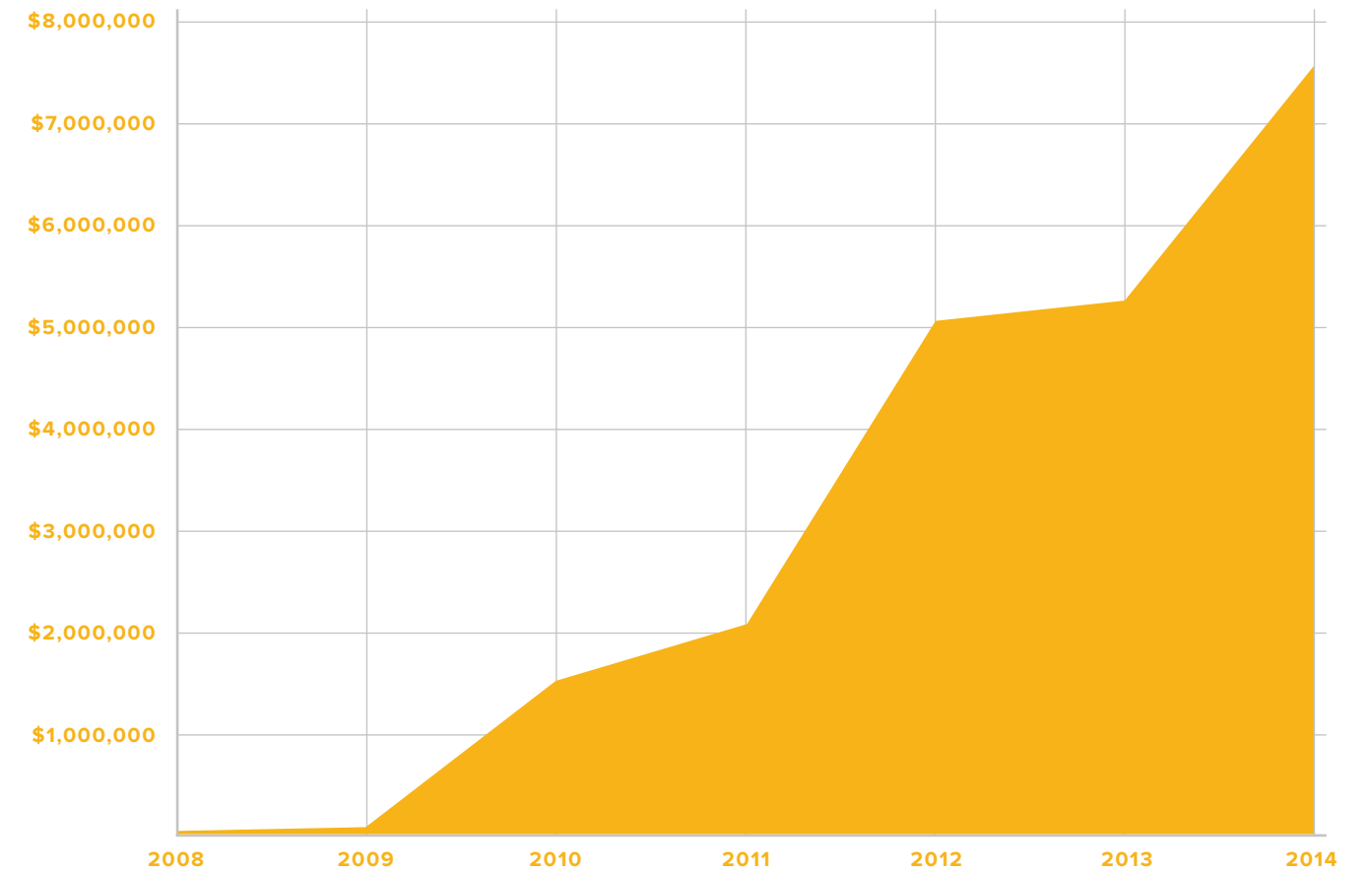
SUPPORT INCOME



TOTAL SUPPORT INCOME: \$7,655,263

Individuals	\$4,493,557	59%
Special Events	\$1,607,513	21%
Corporate	\$1,092,427	14%
Foundations	\$453,691	6%
Other Revenue	\$10,074	<1%

Financial Growth Over Time

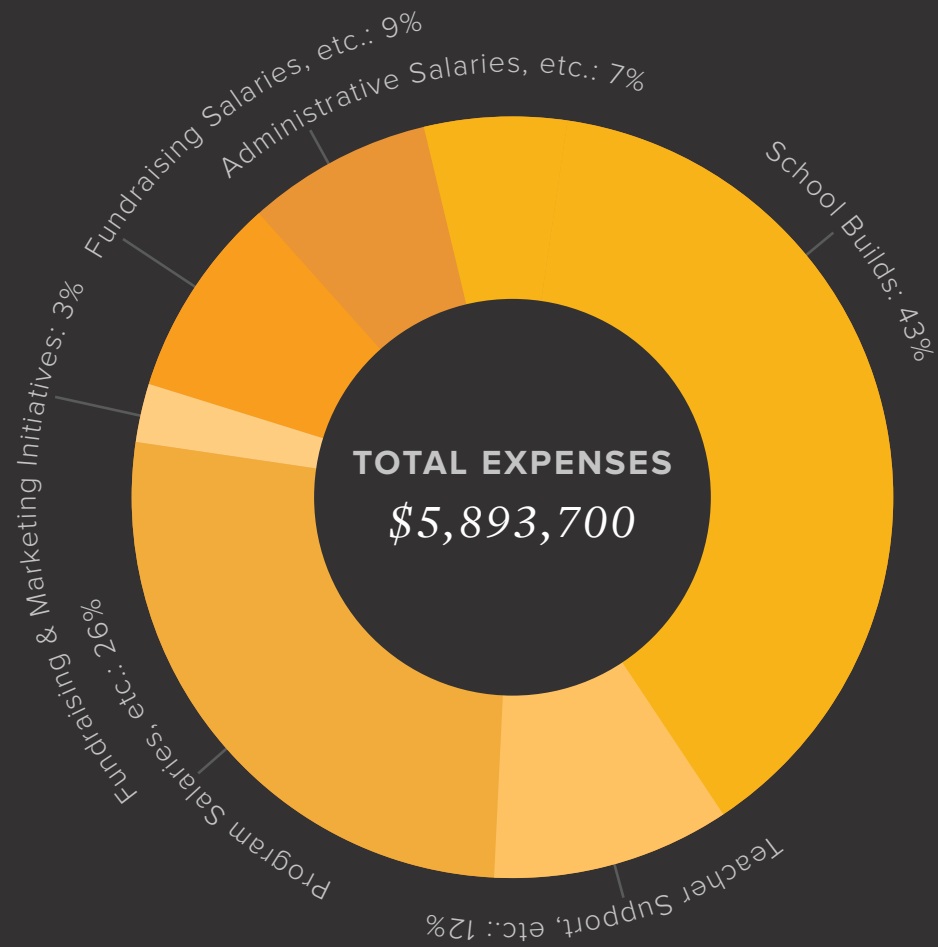


2014 Accomplishments

130%
Increase in Teacher Support,
Scholarships and WASH
programs from 2013

10¢
Our cost to raise \$1

EXPENSES



TOTAL EXPENSES: \$5,893,700

● School Builds	\$2,543,903	
● Teacher Support, WASH, Scholarships & Other Initiatives	\$693,753	
● Program Salaries, Travel & Overhead	\$1,526,651	
PROGRAM SERVICES - SUBTOTAL	\$4,764,308	81%
● Fundraising & Marketing Initiatives	\$150,230	
● Fundraising Salaries & Overhead	\$556,036	
FUNDRAISING - SUBTOTAL	\$706,265	12%
● ADMINISTRATIVE SALARIES & OVERHEAD	\$423,127	7%

WITH GRATITUDE

Our warmest thanks to the donors who have shown extraordinary support to Pencils of Promise in 2014.

\$500,000+	AdMarketplace.com	Spotify	Strauss Family
The Collis Foundation	Innes Family	Creative Artists Agency	Croxton Family
\$250,000+	Foundation Education Actions	Estee Lauder	Rizvi Family
Elizabeth Arden	iCap	BBH	Segal Family
Sidikaro Family	Swiss Philanthropy Foundation	Ten Talents Foundation, Inc.	\$10,000+
Patanella Family	Level Nine Sports	The MCJ Amelior Foundation	Zaro Family
\$100,000+	Hearn Family	Universal Music Group	St. Andrew's United Methodist Church
Forleo Family	\$25,000+	U21 Foundation	Rosen Family
Hamwee Family	Lay Family	WebPageFX, Inc	Brown Family
Lokai	Braun Family	Live Smart Foundation	Amazon Smile
Anonymous	VaynerMedia	The Scion Group, LLC	Wessinger Family
Rowan Family Foundation	1800 Flowers	Life On Fire	Ebersol Family
Sargent Family	Soros Family	Lewis Family	Cohen Family
\$50,000+	Marshall Wace	Weiss Family	Anonymous
Microsoft	William D. Rhodes Foundation	Bechek Family	Unsworth Family
2U	Jones Family	Finocchiaro Family	Rowghani Family
Weeden Family	CommonBond	Hays Family	Knight Family
Imbruce Family	Larren Family	Lewis Family	Mutual of America Foundation
Chiu Family	Anonymous	Seshadri Family	Marchese Family
Coatue Foundation	Aron Family	Flynn Family	Freed Family
Dow Jones	Bain & Company	Blavin Family	Pishevar Family
Davies Family	Casazzone Family	Sebag Family	Bass Family
Carter Family	Emanu-El Temple	Farrior Family	Smith and Kostas Family
Brainard Family	Bezoni Family	Nolan Family	Coursey Family
Khan Family	Salesforce Foundation	Perry Family	Mullenweg Family
Britton Family	Davis Family	Foss Family	Giacchetti Family
Howes Family	Taitz Family	Phay Family	Nazarali Family
Motley Fool	GE	Donovan Family	Ross Family
Cahill Family	SB Projects	Freilich Family	Loftus Family
	The Wiggins Foundation	Ward Family	Thrive Capital
	United States Soccer Federation	Engelbrecht Family	Warby Parker
		Luis Family	

\$10,000+ cont.

General Assembly	The Robbins Family Foundation	Denik LLC	Nicholls Family
Center Oil Company	Crevier Family Foundation	Waller Family	Faherty Family
Sergeant Family	C.K. and Kay Ho Foundation	Kwait Family	Koymman Family
Dempsey Family	Cordes Foundation	Lettenberger Family	Berkman Family
Grayer Family	LogMeIn	1:Face Watch	Anonymous
Tisch Family	\$5,000+	Washington University	Meeks Family
Lutnick Family		Charity Miles, LLC	Hoyt Family
DirecTV	3LAU's Frat Haus	Cheng Family	Neuenfeldt Family
MRY	Hatter Family	Reflex Sales Group	Rockefeller - The Matching Gift Center
12 West Capital	Host Committee	Sand Family	Goldman Sachs Gives
Stagen Family	Almas Family	Davis Family	The Scheidel Foundation
Vaynerchuk Family	Texas Sweethearts	Ducker Family	Chisick Family Foundation
Conway Family	Rose Family	Solowiejczyk Family	Customer Value Partners, Inc
Peirce Family	Petretti Family	Braun Family	The Lawrence Foundation
Culver Family	EarthShare	Silvers Family	SessionM Inc.
Riefler Boyatt and Boyatt Family	Harris Family	Sanders Family	Siteground.Com Inc
Womble Family	Rawiszer Family	Tepper Family	Todd Snyder
Adler Family	Runyon Family	Anonymous	\$1,000+
Garrix Family	Ball Family	Federici Family	
Blau Family	Medcalf Family	Cummings Family	Olson Family
Carney Family	Choi Family	Gardner Family	Frieman Family
Vaynerchuk Family	Walsh Family	Wilpon Family	Clara B. White Memorial Foundation, Inc.
Ciardelli Family	Lexington Catholic High School	Belmonte Family	Artist Arena LLC
Gural Family	Boyce Avenue	Lema Family	BNP Paribas
Warren Family	Balkhi Family	Shumway Family	Hiltzik Family
Lerer Family	Kmet Family	Maxim Vishdehi Family	Dawson Family
Saxena Family	Pennington Family	Godin Family	Stipkovich Family
Narula Family	Belmont Central Elementary School	Goldstein Family	deRegt Family
Abrahamson Family	Growald Family	Williamson Family	Friends Academy
Vaynerchuk Family	Shore Family	Abrahamson Family	Bill and Melinda Gates Foundation
Mcwhinney Family	Calvin Klein	Effron Family	Anonymous
Byers Family	Anonymous	Shatz Family	The Giving Plan
		Valkin Family	
		Loftus Family	

Glazer Foundation	Reynolds Family	Bierly-Boasberg Family	Morales Family
Varrone Family	Anonymous	Silverstein Family	JP Morgan Chase Foundation
Huber Family	Lewis Family	Rieger Family	Anonymous
Google, Inc.	Reyes Family	Dodge Family	Lively Family
Forest Electric Corp.	Longmore Family	Weiss Family	Charity Buzz
Duffield-Thomas Family	Nielsen Family	Sen Family	Wattenberg and Rosen Family
Glaser Family	Smith Family	Capasso Family	Morris Family
Terry Family	Kumar Family	Mahoney Family	Pellow Family
Gentile Family	Kubiak Family	Fritz Family	Chavez for Charity
Wells Fargo	Rutherford Family	Bailey Family	Withers Family
Mandelbaum Family	Epstein Family	Doman Family	Bakers Dozen Associates, LLC
Adobe	Anonymous	Antonova Family	Anonymous
Jericho Capital	Hope Restorative & Cosmetic Dentistry	Orlova Family	Anonymous
Richenthal Family	Anonymous	Hull Family	Torres Family
Stepanian Family	Aguirre Family	Hill Family	Schlusset Family
Aron Family	Grandstand Sports Memorabilia, Inc	Manson Family	Anonymous
Kriegbaum Family	Sherry Family	Sands Family	Herman Family
Rivera Family	Elledge Family	Domingo Family	Lee Family
Mangum Family	Tailgate Clothing Co.	Robbins Family	Bryan Family
Halabi Family	Torgersen Family	Alsaud Family	Ballinger Family
Typher Family	University of Connecticut	Cole Family	Hancock Family
Good Shepherd Montessori School	Jensen Family	Cameron Family	Stecker Family
Anonymous	Anonymous	Brickman Family	Hooton Family
Cozzy Comfort	Interbrand Corporation	White Family	Tandon Family
DC Leadership Council	Floan Family	German Family	Glue Catalyst Fund
Chambers Family	Mitchell Family	Simmons Family	Rogers Family
Anonymous	Senboutaraj Family	Levan Family	Terry Tutors
J. Crew	Schneider Family	Sunshine Sachs	Gans Family
Moore Family	Anonymous Family	Southridge High School	Kahn Family
Camargo Family	Conway Family Foundation	Lombardi Family	Lower Canada College
BP Mechanical Corp.	Serow Family	Davenport Family	Wooldrige Family
Granieri Family	Robinson Family	Onken Family	Greco Family
Lieberman Family	Pysh Family	Anonymous	Kim Family
		Anonymous	Baudry Family

\$1,000+ cont.

Goya Family	The Stamm & Granger Family Fund	Elrod Family
Reber Family	Mitsubishi Electric US, Inc	Anonymous
Whitty Family	Craig-Hallum Capital Group	Bagliebter Family
Ashby Family	SENDing Support Charitable Foundation	Moy Family
Bolinger Family	The Three Sisters Foundation	Logan Family
Holmes Family	The Pfizer Foundation	Vitale Family
Kalinski Family	La Strada	Cordoba Family
State Street	The Yablon Family Foundation	Harris Family
Martignetti Family	The Nugent Foundation	Winkel Family
Jebb Family	Secured Investment Corp.	Anonymous
Cheung Family	CMX Summit	Swann Family
Smith Family	Bravenewcode Inc.	Kuncham Family
Interbrand Zurich	Bluehost	Miller Family
Walsh Family	Greer Family Foundation	Yeager Family
Anthonisse Family	Radhakrishnan Family	Mooser Family
Salcido Family	Clare Family	Fisher Family
Wecksell Family	Smeltz Family	Robinson and Hollander Family
Nelson Family	Schwedel Family	Grenier Family
Woo Family	Van Biesen Family	McGrath Family
Rud Family	Baxter Family	Messer Family
Yadegar Family	Anonymous	Harrison Family
Prasad Family	Chen Family	Haugen Family
Brooklyn Technical High School	Adeney Family	Sosa Family
Effron Family	Kruschwitz Family	Manson Family
Colby Family	Wong Family	Wiseman Family
Members Handicapped Children's Fund, Inc.	Mazzocco Family	McCann Family
Skillshare	Bartley Family	Bachner Family
Central Middle School	Spencer Family	Bellinger Family
Martini Family Foundation	Vanallen Family	Greenspan Family
Mayer-Phillips Foundation	Anonymous	Stevenson Family
Christian Foundation	Vaya Family	Desai Family
	Sands Family	Duckles Family
	Gerstein Family	Klein Family
		Paucek Family

Pound Sciupac Family	Craigwell Family	Anonymous	Pierson Family
Anonymous	Chiu Family	Schmidt Family	O'Connell Family
Johnson Iii Family	Thomashauer Family	Dudek Family	Mcgraw Family
Parker Family	Malkani Family	Bong Family	Comstock Family
Colleran Family	Beck Family	Tran Family	Dushey Family
Garner Family	Parr Family	Levine Family	Andersson Family
Anonymous	Casler Family	Taphouse Family	
Forster Family	Kushman Family	Huntley Family	<i>In-Kind</i>
Nelson Family	Loterzo Family	Anonymous	1-800-Flowers
Mahmud Family	Grace Family	Robbins Family	Uber
Engle Family	Silver Family	Riefler Family	TED
Fox Family	Feldman Family	Rice Family	Goodpenny Ventures LLC
Keriakos Family	Skye Gilbert Family	Home Family	Nick Onken Inc.
Robinette Family	Jones Family	Anonymous	
Goret Family	Paxson Family	Mimnaugh Family	
Bernstein Family	Rubin Family	Hedlund Family	



OUR PROMISE

Pencils of Promise is known as a school building organization that provides access to education, but we are evolving into a learning organization focused on quality education outcomes. With our dynamic approach to ensure quality education through our programs, we are going to reshape the landscape of education in the developing world.



pencilsofpromise.org
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