



Twenty Seventeen

ANNUAL REPORT



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A Letter from Our CEO

2017 marked Pencils of Promise's biggest year yet—we kicked off the year by breaking ground on our 400th school, were able to expand our Teacher Support program globally and closed the year with our most successful gala to date (with so much more in between).

As I reflect on my recent appointment as CEO, it is a constant reminder of my own educational journey. Born and raised in Washington Heights, New York City to parents struggling to make ends meet—it was never an easy journey to say the least. My parents worked extremely hard, and made it their life's work, to ensure that my brother and I received the highest quality education possible. They wanted us to reach our full potential and to have a brighter future; they wanted for us what they themselves never had. Their determination and perseverance to create a better life for our family ingrained in me the importance of ensuring that every child, regardless of the circumstances they are born into, should have access to a quality education. And now, as we prepare to chart the course for PoP's next ten years of impact and growth, I will continue my life's work to ensure that our students

have that same access to quality education that I did—and in turn, carry on my parent's legacy.

In the following review, you'll find the details of the incredible impact that our collective community, the PoP Fam, helped us create over the course of 2017. But it's really just the beginning. We currently have 90,000 students in our classrooms benefitting from our programs. Programs that are constantly evolving, with local leadership at the helm, and based on data and rigorous analysis, bringing us closer to our goal of literacy.

As we look to scale our education programming this year, we know that 2018 will be even bigger (and brighter!). I am humbled, honored and excited to help change the lives of children globally.

In service,



Tanya Ramos

2017 POP GALA: PORTRAIT OF A DREAM

We held our most successful gala to date in Central Park, raising over \$2.2 million for quality education. The evening featured choreographed dance, music performance by Vic Mensa and creative direction by Luam Keflezgy. For their incredible support, we honored Gigi Hadid, AEG Presents, Chiwetel Ejiofor and Lewis Howes.

\$1M BITCOIN GIFT

To close out the year, we received a transformative \$1 million gift from The Pineapple Fund. The fund is run by an anonymous donor, who decided to donate a total of \$86 million in Bitcoin to a select group of charities, which resulted in the largest single cash donation in PoP's history.

FREEMAN'S DREAM MAKERS AWARD

Our Ghana Country Director, Freeman Gobah, was honored with the Dream Makers Award at the Ghana Investment Summit in Accra alongside former Ghanaian President Kufuor & NBA star Dikembe Mutombo. Freeman was recognized for his extraordinary leadership in building 116 schools, training 400 teachers and educating over 37,500 daily this year.

TEACHER SUPPORT EXPANSION

After receiving positive results from our Teacher Support work, we scaled our program from 28 to 50 schools in Ghana, and from 40 to 60 schools in Laos. Not only are students continuing to outperform their peers, but teachers and education officials are eager to bring the program to their schools.

2017 in

STUART WEITZMAN: THE GIGI MULE

With the launch of the Stuart Weitzman Gigi Mules, co-designed by world-renowned fashion icon and activist, Gigi Hadid, we were able to build an additional three schools, one in each Ghana, Guatemala and Laos—impacting thousands of kids with quality education globally.

CELEBRATING BIRTHDAYS WITH LIL JON

We launched our first Birthday Campaign, inviting supporters to donate their birthdays to help better the lives of kids across the globe. To kick off the initiative, Grammy award-winning artist, Lil Jon, hosted a private birthday dinner in Los Angeles to benefit Pencils of Promise.

MEET POP'S LEARNING & EVALUATION TEAM

In October 2017, PoP officially launched its own Learning and Evaluation team. This team is positioned to capture, analyze and report meaningful findings to other teams in order to accelerate our programmatic growth.

POP'S 400TH SCHOOL

In February, we broke ground on our 400th school. To mark this milestone, we dedicated the school to Eva 'Ma' Braun, our founder's grandmother, who passed away in 2016. Ma's life of resilience and perseverance has been a guiding light to our organization since day one, inspiring us to impact over 90,000 students daily.

Review

IMPACT STRATEGIC PLANNING SUMMIT

Our four Country Directors convened in New York for our first-ever annual impact strategic planning summit. This kicked off a new bottoms-up programs planning strategy, led by those who are implementing the work on a daily basis.

ADVISORY BOARD TO THE NEXT LEVEL

In 2017, our Advisory Board helped expand the PoP Family by hosting events around the world. From Larry Petretti & Konstantin Poukalov's golf tournaments, to the Womble/Collis field visit, to a Scooter Braun & Usher Raymond-hosted event in Los Angeles—our Advisory Board helped make this our biggest year yet.

Impact

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



From the start, we've believed a PoP school should be more than just a building. It's the start of a transformative education that includes inspired teachers, a proper learning environment, access to clean water and basic bathrooms. So, we've designed all of our programs—Teacher Support, School Builds and WASH—to fit together to allow our students to have the best opportunities and resources to unlock their full potential.



TEACHER SUPPORT

To ensure that our students are receiving a high-quality education, we provide our teachers with training and innovative resources, enhancing the delivery of national curriculum and empowering them to lead dynamic and effective lessons.



SCHOOL BUILDS

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



WASH

Through our Water, Sanitation & Hygiene (WASH) Program, we provide children with access to clean water, private bathrooms and good hygiene practices to foster the growth and development of students. We believe that providing safe, clean infrastructures coupled with knowledge on hygiene behavior is essential for keeping kids healthy, happy and in school.

47%**PASSAGE
READING**

In Ghana, 47% of PoP 3rd and 4th Grade students are proficient in Passage Reading, a primary indicator of success for Transitional Readers.

54%**READING
COMPREHENSION**

In Ghana, 54% of PoP 5th and 6th Grade students are proficient in Reading Comprehension, a primary indicator of success for Independent Readers.

368**TEACHERS SUPPORTED
IN 2017****450****SCHOOL
BUILDS****20,602****WASH STUDENTS
TRAINED IN 2017****86,198****STUDENTS IMPACTED
IN 2017**

Our Results

Our global team is constantly assessing and tracking the progress of our programs to ensure that we're able to optimize and allocate resources efficiently. We're committed to sharing our results with you, so every two weeks we publish a Transparency Talk to keep you up to speed with our latest data, outcomes and notes from our Learning & Evaluation teams on the ground and in NYC.



Meet Jua Yangsansai

Jua is our Programs Manager in Laos—his role focuses on ensuring that the development and implementation of both Teacher Support and WASH (Water, Sanitation & Hygiene) are truly having a positive impact on our students, and transforming the education experience in our partner communities. Not only is Jua’s perspective as Programs Manager unique, however, he also grew up in a community that is now partnered with PoP—the community of Long Lan, Laos.

Long Lan is a farming community of 485 in northern Laos, a rural community nestled in the mountains about six miles off of a paved road. Jua shared with us that before partnering with PoP, Long Lan never had a proper school, limiting the potential of any child born there. During Jua’s childhood, the low quality of education was a result of teachers lacking experience and motivation, a

lack of awareness of local curricula needs and learning materials, and a lack of proper infrastructure. Also, as a community of farmers, parents often travel about two or three hours every day to work, leaving very little time to focus on their children’s education.

“But, now that Long Lan has Pencils of Promise programming, things are changing there,” Jua shares with us. He’s been able to witness the total transformation of his community that quality education has brought. Since 2015, the kids and teachers have had access to a five-classroom school with bathrooms, access to clean water, hygiene lessons and Teacher Support. Hear it from Jua: “This all makes me so proud because I can see this opportunity growing through kids being able to further their studies—and this is all because the support of all of us.”

POP Family

OUR POP COMMUNITY MAKES OUR IMPACT POSSIBLE. FROM OUR GLOBAL STAFF TO OUR CAMPAIGNERS AND STRATEGIC PARTNERSHIPS, WE'RE SHIFTING THE LANDSCAPE OF EDUCATION TOGETHER.



CAMPAIGNERS IN 2017

Our supporters are at the heart of our organization. Throughout the year, PoP activates its global community through engaging campaigns both online and offline.

\$1,062,437

TOTAL CAMPAIGNER
RAISE IN 2017

515

ACTIVE POP
CAMPAIGNERS

PASSPORT

PASSPORT is our monthly giving program that allows our supporters to continue to make a difference every month. PASSPORT members receive exclusive updates on our impact in Ghana, Guatemala and Laos through monthly emails from our teams across the globe.

\$142,136

TOTAL PASSPORT
RAISE IN 2017

631

PASSPORT
MEMBERS

SEASON OF PROMISE

During the holiday season, we call on PoP Family, old and new, to celebrate with us by giving the gift of education. Running from November to January, the 2017 Season of Promise campaign was our most successful to date, helping us provide quality education to nearly 23,000 students globally.

\$1,720,161

TOTAL RAISE

1,733

TOTAL NUMBER
OF DONORS



WOMBLE/COLLIS FAMILY

The Collis Foundation first formally began supporting PoP's work in 2014. In 2017, the family continued their journey with us by making the largest multi-year investment in PoP history. To celebrate, the family traveled to Ghana to see firsthand the work they helped make possible.



COMMONBOND

Since 2013, CommonBond's commitment to PoP's work has allowed us to scale our impact. In 2017, PoP co-presented CommonBond's annual Social Impact Award, awarding \$10,000 to the country's top undergrad social entrepreneur with the help of judges David Klein, Adam Braun, Lil Jon and Hayley Barna.

BOARD OF DIRECTORS

ADAM BRAUN*

Founder, Pencils of Promise & CEO, MissionU

DAN CAHILL*

Former President, Viking Global

HOPE TAITZ*

President, ELY Capital

ROBERT HAMWEE

CEO & President, New Mountain Finance Corporation

RICHARD HEARN

GM, Global Revenue & Product, IBM Watson Customer Engagement

KAREN HARRIS

Managing Director, Bain & Company

BRAD HAUGEN

Partner, ATTN:

DOUG KUBACH

Chairman, Global Assessments & Virtual Learning, Pearson

SARAH O'HAGAN

Former Co-Chair, International Rescue Committee

LINDA RIEFLER

Former Chairman of Global Research, Morgan Stanley

MEIGHAN STONE

President, The Malala Fund

GARY VAYNERCHUK

Co-Founder, VaynerMedia

MICHAEL WEISS, CHAIR

VP of Growth, Maple Food Co.

*Denotes Emeritus Board Member

ADVISORY BOARD

AARON BATALION

Co-Founder & former CTO, Living Social

NEIL BLUMENTHAL

Co-Founder & Co-CEO, Warby Parker

MATT BORAS

Vice President, Colony NorthStar, Inc.

SCOTT "SCOOTER" BRAUN

Founder, SB Projects

SOPHIA BUSH

Actress & Activist

RAY CHAMBERS

United Nations Secretary - General's Special Envoy for Malaria

SIMON CHIU

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

ELFRIEDE A. COLLIS

Collis Family Foundation

KATRINA DAVIES

Student Philanthropist

PAT FLYNN

Founder & CEO of Flynnindustries, LLC

MARIE FORLEO

Host of MarieTV, Founder of B-School

ROBERT HOLLANDER

President, Give Back Brands

LEWIS HOWES

Entrepreneur

CHRIS INNES

Head of US Equities, BNP Paribas

SHAKIL KHAN

Head of Special Projects, Spotify

ERIC & BRITTNY KNIGHT

Senior Trader, Jane Street Capital and Editor-in-Chief, Love Inc. Magazine

JAMES LANGER

Entrepreneur

JOSHUA NASH

President, Ulysses Management, LLC and Chairman, Birthright Israel Foundation

THE NOVAK FAMILY

Co-Managing Partner, The Strategic Group of Companies

MONA PATEL

Founder, Couture for Cause

THE PETRETTI FAMILY

President & CEO, Petretti & Associates

KONSTANTIN POUKALOV

Chief Financial Officer, Kadmon

GRACE RAYMOND

Entertainment Manager & Philanthropist

USHER RAYMOND IV

Musician & Philanthropist

SUZAN ROSE

Eureka Charitable Trust

ALEXANDER SOROS

Philanthropist

TIMOTHY SYKES

Entrepreneur

ANN VENEMAN

Former Executive Director, UNICEF

BRITTANY WEEDEN

Founder & Director, Brittany Michele, LLC

ASTRID WOMBLE

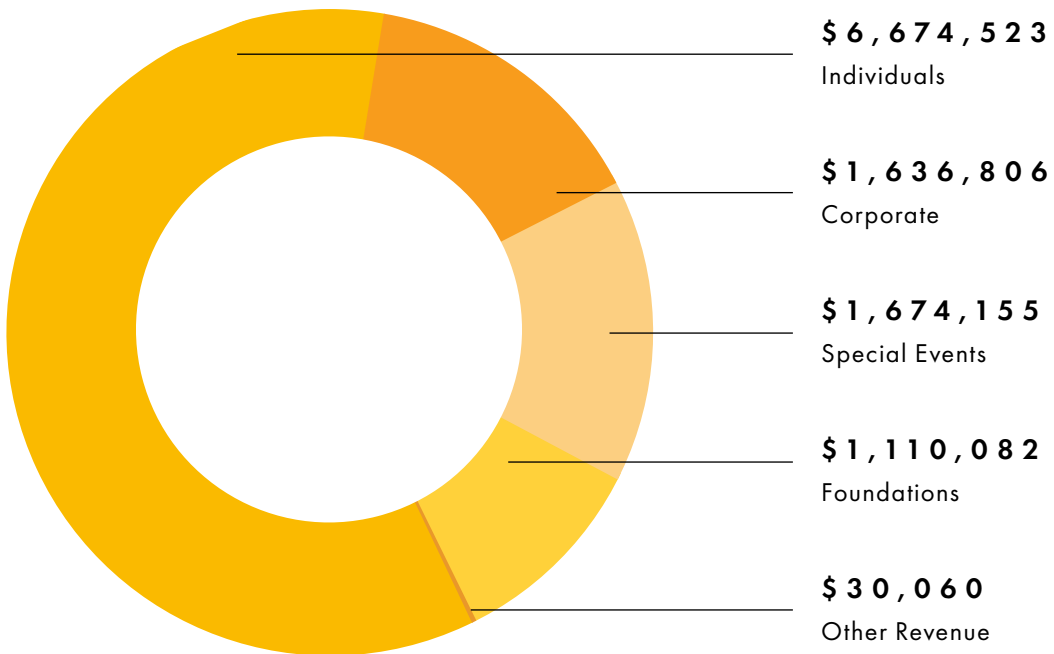
Director & General Counsel, Everwatch Financial

Financials

WE'RE COMMITTED TO NOT ONLY SHARING OUR IMPACT OUTCOMES
BUT ALSO OUR FINANCIAL INFORMATION WITH YOU. 100% OF
ONLINE DONATIONS GO DIRECTLY TOWARD OUR PROGRAMS.



Support Income



\$11,125,626

TOTAL SUPPORT INCOME IN 2017

\$7,082,979

2017 END OF YEAR
NET ASSETS

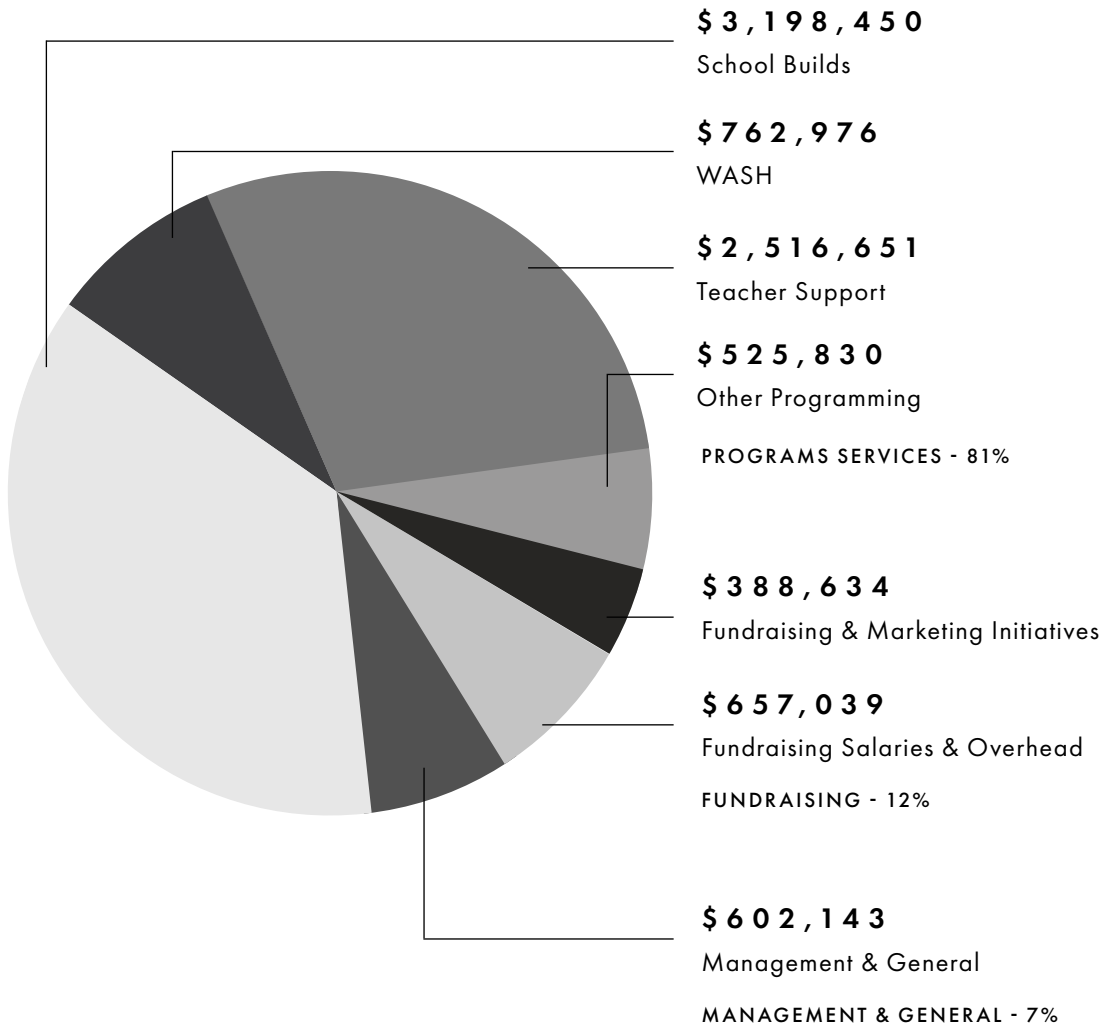
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OUR COST TO
RAISE \$1 IN 2017

Expenses

\$8,651,723

TOTAL EXPENSES IN 2017



In Gratitude

\$ 1 M M +

The Pineapple Fund

\$ 5 0 0 K +

Timothy Sykes Foundation

\$ 2 5 0 K +

CommonBond

The Collis Foundation

\$ 1 0 0 K +

AmazonSmile

American Apparel

Coach Foundation

Eureka Charitable Trust

Foundation Education Actions

Rob Granieri

Knight Family

Nash Family

Novak Family

Patanella Family

Mona Patel & Dr. Chintan
Desai

Sargent Family

Sequel

Vaynerchuk Family

Vitol Foundation

Wise Philanthropy Advisors

\$ 5 0 K

Ages Family

Aron Family

Boyatt Family

Brittany Weeden

Chivas

Flynn Family

Furgerson Family

Hamwee Family

Innes Family

Joe Walker

KE5 East

Nex Services North America
LLC

Open Circles Foundation

Pagidipati Family

Segal Family

\$ 2 5 K

2U, Inc.

AEG Presents

Casazzone Family

Chandler Bolt

Chiwetel Ejiofor

Chris Ducker

David Robertson

Denik LLC	Weiss Family	Giving Assistant
Elvin Siew Chun Wai	Wessinger Family	Goodpenny Ventures LLC
Estee Lauder		H.C. Wainwright & Co.
Goldman Sachs	\$ 1 0 K +	Hearn Family
Honeybook	1 800 Flowers	Horwitz Family
InFusion Conference	Across the Globe Children's Foundation	Impossible HQ
Jon Family	Alexandria Real Estate Equities, Inc	Jess Lively
Josh Bezoni	Anderson Family	Jeyakumar Nadarajah
Jungle Scout	Barahona Family	JMP Securities LLC
Ken Howery	Bartlett Family	John Lee Dumas
Kesler Family	Brees Dream Foundation	Keenan Family
Kevin Kuppens	Bruce Fishkin Scholarship Fund	Konstantin Poukalov
Langer Family	C.K. and Kay Ho Foundation	Kubach Family
Lewis Howes	Chiu Family	Kyle Fogg
Marshall Wace	Chris and Lori Harder	Leaman Family
McInerney Family	Community Foundation of the Chattahoochee Valley	Marchese Family
MoneyGram Foundation	Creative Artists Agency	Marshall Family
Nir Zohar	Davies Family	Maverick Capital Foundation
One Hope Foundation	DeMicco Family	Meringoff Family
Renee Mauborgne	Deutsch Family	Mike Budenholzer
Rowan Family Foundation	Effron Family	Moore Family
Ryan Hagedorn	Esperos	Mutual of America Foundation
Soros Family	Foster Family	Nadarajah Family
Sweetwater Family Foundation	Fuller Family	NYX Professional Makeup
TD Securities		Petretti Family

Poenisch Foundation
 Rockefeller Family Fund
 Ross Family
 Ryan Dunn
 Sara Blakely Foundation
 Seaport Global Securities
 Sidikaro Family
 State Street
 Ten Talents Foundation, Inc.
 Tommy Hilfiger
 Universal Music Group
 Viacom
 Weitman Family

CAMPAIGNERS

\$ 50 K+

Joe Walker
 Joel Runyon
 Konstantin Poukalov
 Lewis Howes
 Melyssa Griffin
 Pat Flynn
 Petretti Family
 Sophia, Owen, & Marshall
 Campaign
 Tai Lopez

\$ 25 K+

Amanda Bucci
 Brighton High School
 Carmen & Madeline
 Fundraiser
 Chris Kesler
 David Robertson
 Jess Lively
 Jessie Stuart, Read to Build
 Owen, Marshall, & Sophia
 Pat Flynn
 Regan Hillyer & JuanPa
 Barahona
 Cassazone Family
 Scott James
 Timothy Sykes

\$ 10 K+

Anomaly Toronto
 Blake Harris
 Chandi Agee
 Chris Weber
 Claire & Dawn, Pedaling
 for Promise
 Elina Cerell
 Gene Frieda

Jasper Selchow, Project:
 Fortuna
 Jill Rinehart
 Karen Wells
 Ken Mahar
 Knight Family
 Kyle Fogg
 Lori Harder
 NR Parmar

IN-KIND DONORS

Jim Carter III
 Ferne Onken
 Luam Keflezgy
 Raven Roberts
 LGTR Productions
 Nick Onken
 Kelly Peters
 1-800 Flowers



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