

# 2020

Annual Report



“  
Education is the way  
that leads us to a better future.  
”

—  
MS. KEO, TEACHER, LAOS

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## A Letter From Adam Braun Founder, Executive Chairman

**A** In 2020, we celebrated our “Global Gala: A Moment in Time.” 2020 represented a unique moment in time, with distinct challenges and obstacles to overcome. As with every challenge, there were also unique opportunities. It was a time to reflect and decide if the glass was half empty or half full. My glass is not half-full, it is overflowing. Overflowing with gratitude, empathy and optimism for the future.

First I’d like to express my gratitude to Tanya Ramos, who has served Pencils of Promise as CEO for the last three years. Her dedication and commitment to our organization has helped push us forward in

countless ways. Pencils of Promise has been incredibly fortunate to have had a series of extraordinary leaders guide us forward through each phase of our growth. Each of these individuals has left an indelible mark on who we are as an organization today, as we strive to expand the impact and quality of the programs we deliver to the children we serve around the world.

I am thankful for the ongoing generosity of our advocates, even through difficult times, enabling us to continue our work, whether through teacher support or innovative remote learning. Our country teams have proven yet again their commitment to PoP and those we serve in their unwavering dedication throughout the pandemic.

Last but not least, I am grateful to be serving as Executive Co-Chair alongside the incomparable Itai Madamombe and be engaged in a more active role as we enter our next phase of growth. I founded this organization with \$25 and a dream. My dream only grows stronger as I bear witness to the power education has to empower people and communities—building schools from the inside out.

In gratitude,

A stylized, handwritten signature in black ink, consisting of the letters 'A', 'B', and 'R' intertwined.

Adam Braun

## *Building Schools From The* **INSIDE OUT**

Pencils of Promise began with the belief that everyone has promise and that where you start in life should not determine where you end up. We believe every child deserves access to quality education. These beliefs continue to serve as PoP's guiding principles. We began with infrastructure, building safe environments for learning, and evolved programs beyond the build. Programming, such as Water, Sanitation and Hygiene (WASH) and Social-Emotional Learning (SEL), are core parts of holistic education from the inside out.

We believe education is the most powerful tool we have to impact the world.

From the inside out.



# Year In Review

## Education Response Fund

Pencils of Promise launched the Education Response Fund to help build the road beyond COVID-19. The funds raised help continue core programs like Water, Sanitation and Hygiene (WASH) and Social-Emotional Learning to ease students' transition back to the classroom.

The Fund reached 117% of its goal, raising over \$175,000. We are grateful to Foundation Education Actions for their remarkable matching gift and to all of our supporters in the PoP community for their generosity.

“This pandemic, though destructive, has presented us, Pencils of Promise, with opportunities to innovate, to reach out to our numerous teachers, parents and students with the most powerful weapon: education.” — Freeman Gobah, Country Director, Ghana





## New York Stock Exchange: Ringing in 2020

The New York Stock Exchange welcomed Pencils of Promise to highlight a milestone of building over 520 schools. Tanya Ramos, CEO, joined by Founder Adam Braun, PoP staff and donors, rang the opening bell with Chris Taylor, VP of NYSE Listings and Services.



## Going Virtual

In 2020, Pencils of Promise adopted remote methods of learning and fundraising to continue operations. Pencils of Promise remained in touch with communities throughout school closures by integrating WhatsApp messaging, remote coaching and workshops, e-books and radio broadcast systems as new methods of learning.

While travel restrictions remain, donors have attended virtual impact trips to Guatemala and Ghana, connecting with country teams to learn about their impact. PoP has also hosted a variety of virtual events with partners, including a wine tasting with Winc, a panel on menstrual health education with The Pad Project and a jewelry holiday trunk show with Kwiat. PoP has taken an innovative approach to bring our community together in support of education.

## SEASON OF PROMISE

Pencils of Promise launched its annual year-end campaign on Giving Tuesday. We introduced audiences to the meaning behind the message of building from the inside out by highlighting programs that comprise holistic education practices. Donors supported key partners and PoP's mission, supporting at various giving levels that correlated with PoP programs. Season of Promise bested its goal raising \$290,000.



# IMPACT



# Impact Highlights



## Remote Coaching and Community Engagement in Guatemala

PoP teams in Guatemala coordinated with government counterparts and adapted programmatic services to ensure communities were supported during school closures. PoP provided programmatic content through WhatsApp messaging, remote coaching sessions and video lessons. This digital content reached over 1,600 parents, teachers and caregivers. When navigating school closures and applying remote learning, 86% of teachers reported video workshops and coaching sessions via phone calls were effective strategies.

*“We work with local communities, which are the heart of our work here in Guatemala.” — Jorge Bolóm, Country Director*

# Impact Highlights



## Learning and Evaluation Results in Laos

Schools in Laos were able to reopen in late May/early June due to low viral spread and strict border closures. The 2019-2020 school year successfully finished, and the 2020-2021 school year began on time. During this time, Pencils of Promise continued implementing Teacher Support and WASH programming and evaluating results.

Highlights include:

- Over the course of two years in classrooms with PoP Teacher Support, students in Laos score significantly better on three out of five sections of a basic English literacy assessment compared with students in classrooms without Teacher Support.
- 88% of students drink water from the filter provided by PoP.
- 82% of students demonstrate all seven steps of hand washing.
- 100% of teachers say they are grateful for PoP's Teacher Support program and coaching.

*"I feel motivated and proud of my teaching. My teaching skills have grown and I have developed a lot in my career." — teacher*

# Impact Highlights



## Radio Literacy Programming

Schools across Ghana closed in late March as a result of the pandemic and remained closed throughout the remainder of 2020. PoP teams had to quickly adapt to ensure communities were supported during such a difficult time, and to implement programs for continued learning.

PoP created a radio literacy program that aired on local radio stations and played at ten community information centers in partner communities. Our aim was to provide remote education for students until they could return to school in January 2021. Since mid-2020, the radio program has provided access to education to more than 21,000 students.

“The [students’] reaction to the radio program was very fantastic. They were calling in to read, to ask questions. I reached a lot of new students, far and near.” — Enyo Adzo Dey, teacher

“It has been of great benefit to us as parents in these times of coronavirus. Since the radio teaching started, they are now able to study once again and progress in their education.” — Beauty, parent



## WASH

“I am happy to have learned a lot about menstrual hygiene and how to take good care of myself and my surroundings. I have learned I should not feel shy when menstruating.” — LeeAnn, student, Ghana

“The water we consume now is no longer contaminated, because we use the filters that Pencils of Promise donated to the school and we no longer drink water from the faucet.” — Rosa, student, Guatemala



## Teacher Support

“The teaching technique I gain from the Teacher Support program helps me teach other subjects a lot. I can apply it to any lesson I teach. I can notice that my students are now involved more during a lesson. My students have fun and are more active when learning.” — Mrs. Lor, teacher, Laos

“I have learned how to comprehend what I am reading.” — Dana, student, Guatemala



## School Builds

“We used to have four classrooms with a roof that was about to collapse, a lot of dust, broken metal sheets used as walls and roof. Now with the new construction, the students are safe under a safe roof.” — Mr. Yaxóm, community member, Guatemala

“The old building was not clean. It was crowded and difficult for learning. With this new building, everyone comes to school more often.” — Leila, student, Laos

# The Destination of Your Dollars

Pencils of Promise is dedicated to improving student literacy around the globe by building schools from the inside out through high-quality Teacher Support (TS) and Water, Sanitation and Hygiene (WASH) programs in Ghana, Guatemala and Laos. Your contribution goes well beyond a school build. When you donate, you help create sustainable changes in students' lives and in communities around the world.

## Teacher Support



**217**  
SCHOOLS



**1,038**  
TEACHERS TRAINED



**33,416**  
STUDENTS IMPACTED

## WASH



**141**  
SCHOOLS



**21,565**  
STUDENTS IMPACTED

The long-term benefits of investing in the TS program include:

- increased salary due to education
- improved skills for the workforce and increased productivity
- increased gender parity

The long-term benefits of investing in WASH include:

- decreased risk of illness and improved nutritional status
- improved primary healthcare and reduced healthcare system burdens
- higher school enrollment and attendance rates

# School Builds & WASH

## PoP Snapshot



**537**

SCHOOLS IN OPERATION

**15**

NEW SCHOOL BUILDS

**111,735**

TOTAL ENROLLMENT

## WASH Schools in The Program



**50**

IN GHANA

**30**

IN GUATEMALA

**61**

IN LAOS

## Students Benefited by WASH Program



**10,187**

IN GHANA

**5,147**

IN GUATEMALA

**6,231**

IN LAOS

# Teacher Support

## Schools in The Program



**127**  
IN GHANA

**30**  
IN GUATEMALA

**60**  
IN LAOS

## Teachers in The Program



**725**  
IN GHANA

**224**  
IN GUATEMALA

**89**  
IN LAOS

## Students Benefited



**26,532**  
IN GHANA

**5,147**  
IN GUATEMALA

**1,737**  
IN LAOS

# Longitudinal Study: Year Two\*

Literacy development takes time, and one-year snapshots are not that informative. Pencils of Promise embarked on tracking a group of students in each country across multiple school years to observe their growth in developing literacy skills. In 2020, Grade 4 Ghanaian students in schools with Teacher Support (TS) demonstrated higher rates of passage reading proficiency and comprehension compared with non-TS schools, adding to the gains seen when they were in Grade 3 (i.e., 2019). In Laos, evidence supports that students in TS-supported schools continue to score higher on three out of five sections of an English literacy assessment compared with non-TS schools after two years of being observed. PoP will produce a final report in 2021 on longitudinal findings from Laos after three years of observation.

\* Data was not collected in Guatemala during the 2020 school year due to closures as a result of COVID-19.





## Student Spotlight

The radio learning program in Ghana benefited 21,000 students, facilitating remote learning while schools were closed due to the pandemic. Etonam and Edward found the program to be extremely beneficial for their learning.

“I heard the announcement on radio teaching, and my mom told me I can follow. Sometimes they use songs, poems, stories and sometimes I even dance.” — Etonam, student

“The subject I like best is mathematics because I excel at it. I like the radio lessons because they use different games and songs to teach, and I get to understand very well.” — Edward, student



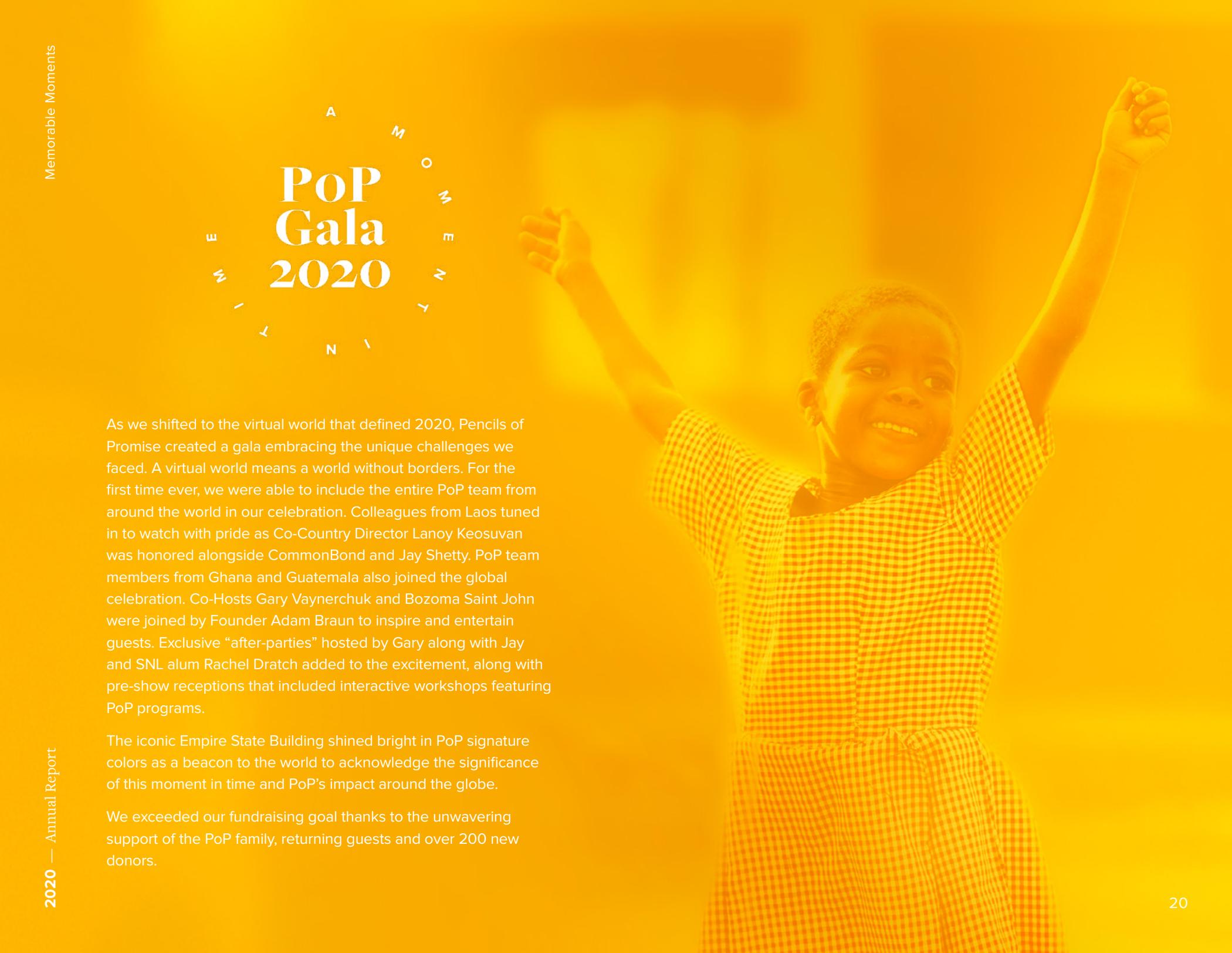
## Teacher Spotlight

The Ghana Teacher Prize is an annual celebration by the Ghanaian government of teachers and their contributions to educational development. The awards focused on “Teacher leadership in developing a crisis education response.” This past October, the Best Kindergarten Teacher award went to Ms. Felicia Ahotor from the Kpando Kpodzi E.P. Primary School in the Volta Region. An educator of over 17 years, she credits the PoP-built school as a factor in winning the award.

“It has helped to reduce absenteeism among the kids. First, they didn’t like coming to school because the old building was not attractive to them. But now, every day they are in school. In the new building, now we have displayed a lot of TLMs (Teaching and Learning Materials) in the classroom so that anytime the teacher is absent, the children can do individual learning.” — Ms. Felicia Ahotor

A group of children and an adult woman are dancing in a grassy field. The children are wearing school uniforms, and the woman is wearing a patterned dress. They have their arms raised in the air, suggesting a joyful or celebratory moment. The background shows a line of trees under a cloudy sky. The text "MEMORABLE MOMENTS" is overlaid in the center of the image.

# MEMORABLE MOMENTS



# Memorable Moments

## PoP Gala 2020

As we shifted to the virtual world that defined 2020, Pencils of Promise created a gala embracing the unique challenges we faced. A virtual world means a world without borders. For the first time ever, we were able to include the entire PoP team from around the world in our celebration. Colleagues from Laos tuned in to watch with pride as Co-Country Director Lanoy Keosuvan was honored alongside CommonBond and Jay Shetty. PoP team members from Ghana and Guatemala also joined the global celebration. Co-Hosts Gary Vaynerchuk and Bozoma Saint John were joined by Founder Adam Braun to inspire and entertain guests. Exclusive “after-parties” hosted by Gary along with Jay and SNL alum Rachel Dratch added to the excitement, along with pre-show receptions that included interactive workshops featuring PoP programs.

The iconic Empire State Building shined bright in PoP signature colors as a beacon to the world to acknowledge the significance of this moment in time and PoP’s impact around the globe.

We exceeded our fundraising goal thanks to the unwavering support of the PoP family, returning guests and over 200 new donors.



Lanoy Keosuvan



Bozoma Saint John



Jay Shetty



Gary Vaynerchuk



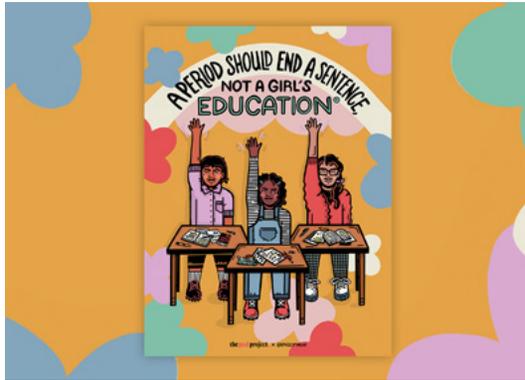
Aniello



Rachel Dratch



David Klein



## The Pad Project

“A period should end a sentence, not a girl’s education.” — The Pad Project.

The Pad Project is a nonprofit organization whose mission is to end period stigma and empower women worldwide. Pencils of Promise is partnering with The Pad Project to support access to menstrual health education and materials in two schools in Zona Reina, Guatemala. Together, PoP staff and local teachers are learning how to make reusable pads with cloth and sewing kits, and teach students to create their own. Our collective goal is to create sustainable social change by empowering students to manage their own periods while at home and in the classroom. We continue to further our partnership with The Pad Project by organizing virtual events promoting sustainability and menstrual health education.



## #BuiltWithBitcoin

Our partnership with The Giving Block, who is helping transform the world with cryptocurrency, continues to grow and led to a collaboration with Paxful. Pencils of Promise is a part of Paxful’s #BuiltWithBitcoin initiative, which aims to support communities in emerging markets through Bitcoin. Pencils of Promise is also discovering ways in which blockchain technology can be applied in our programmatic efforts to extend the reach of our impact and lead with sustainable innovations. You can provide access to education to children around the world with cryptocurrency at [pencilsofpromise.org/bitcoin](https://pencilsofpromise.org/bitcoin).



## Vooks

Vooks is the world’s first streaming platform full of animated storybooks for kids. Fun and engaging, it is utilized by teachers and parents around the world. Pencils of Promise and Vooks are partnering to spread our love of reading. Vooks’ contribution provides e-readers and Teacher Support programming to a school in Ghana, ensuring 270 students and 8 teachers have the e-readers, coaching, books and workshops they need to thrive.



## Limitless

Longtime PoP supporter and world-renowned brain performance coach Jim Kwik generously donated proceeds from his recent New York Times Bestselling Book *Limitless* to build a school in Ghana. *Limitless* is a timely source of inspiration and instruction to shift our mindset, unleash our motivation and move toward a world of Limitless Promise. The book teaches readers how to supercharge their minds and productivity while providing children around the world with access to quality education.



## An Omaz-ing Experience

Pencils of Promise Board member and media mogul Gary Vaynerchuk partnered with Pencils of Promise and Omaze to create an experience like no other. Individuals had the opportunity to donate to win lunch and a business mentorship with Gary, with all donations supporting Pencils of Promise.



## Salesforce

Pencils of Promise is an avid user of Salesforce products to manage donors and track impact. This year, Salesforce elected PoP as their charity of choice during their annual Dreamforce conference. A celebration of innovation, the event included host Wayne Brady, an appearance by artist Pitbull and promoted ways to give to quality education.



## Blizzard Entertainment

It's the latest in gaming: philanthropy. The World of Warcraft 15th anniversary celebration honored PoP by donating proceeds from the sale of limited-edition retired HP server blades. Because of Blizzard Entertainment's generosity and support, 11,068 students will have access to quality education.



## Kwiat: Jewelry That Gives Back

We partnered with Kwiat, a luxury diamond jeweler. Donors supported education while shopping for their loved ones and purchasing Kwiat jewelry. During Season of Promise, donors were invited to an exclusive trunk show to view Kwiat products and support PoP.



## Shop for Purpose

Pencils of Promise is proud to partner with AmazonSmile to create shopping with an impact. 2020 was a banner year thanks to the support of shoppers. When you shop at AmazonSmile, you can also support access to quality education.



## PASSPORT Across the Globe

PoP's PASSPORT program gives you the opportunity to put your monthly giving on autopilot. A resident of Hong Kong, Wincy Chan has been a PASSPORT member for over five years and has supported the education of over 250 students! Wincy says, "I am a teacher and a mother of two children. I [am] passionate about education and pedagogy."

PASSPORT members receive exclusive stories and photos from the communities they have impacted and access to a community of over 350 dedicated supporters who share a passion for quality education for all.



## Campaigning for Education

We believe everyone is capable of making a difference. PoP campaigners are everyday people who support our programming in exceptional ways. Take it from Jennifer Shemtob, the founder of US-based tutoring agency, Teacher Time To Go. Jennifer has been a PoP supporter since 2017 and began her campaign in 2020 by donating a portion of profits from tutoring sessions. She is well on her way to her goal of dedicating a school in Ghana. Jennifer says her favorite part of campaigning for PoP is "[being] on a journey to make a difference... slow and steady wins the race." We couldn't agree more.

A young girl with dark hair tied back, wearing a light purple school uniform, is sitting outdoors. She is holding a blue pen in her right hand and a white sheet of paper in her left hand. She has a thoughtful expression on her face, looking slightly to the left. The background is a soft, out-of-focus green, suggesting a natural setting. The word "FINANCIALS" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

# FINANCIALS

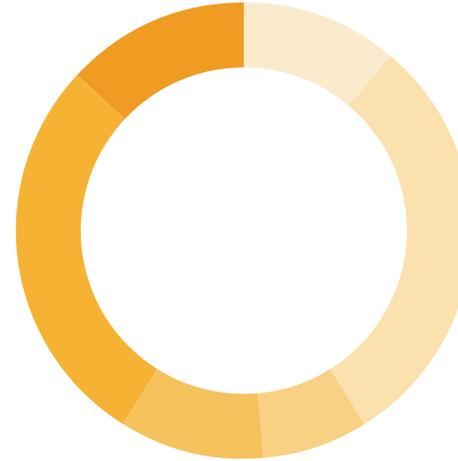
# Support Income

## \$5,212,854

TOTAL SUPPORT INCOME IN 2020

## \$4,375,315

2020 END OF YEAR NET ASSETS



- **\$584,765**  
Advisory Board
- **\$1,566,556**  
Corporations
- **\$387,527**  
Foundations
- **\$533,169**  
School Builds
- **\$1,467,828**  
Individuals
- **\$672,853**  
Gala, including In-Kind
- **\$156**  
Other Revenue

# Expenses

## \$5,552,353

TOTAL EXPENSES IN 2020



- **\$2,169,693**  
School Builds
- **\$1,221,579**  
Teacher Support
- **\$517,771**  
WASH
- **\$622,522**  
Other Programming
- **\$730,628**  
Fundraising
- **\$290,160**  
Administration

# POP FAMILY



# Advisory Board

Astrid Womble  
*Director & General Counsel, EverWatch Financial*

Brittney Knight  
*Editor-in-Chief, Love Inc. Magazine*

Elfriede A. Collis  
*Collis Family Foundation*

Eric Knight  
*Senior Trader, Jane Street Capital*

Ken Ages  
*Paramount Properties*

Kyle Fogg  
*Professional Basketball Player*

Lawrence Petretti  
*President & CEO, Petretti & Associates*

Lewis Howes  
*Entrepreneur*

Lisa Novak  
*Executive Director, Novak Family Foundation*

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

Rob Hamwee  
*Managing Director & President, New Mountain Capital*

Scott “Scooter” Braun  
*Founder, SB Projects*

Sophia Bush  
*Actress & Activist*

Suzan Rose  
*Philanthropist*

# Board of Directors

Astrid Womble  
*Director & General Counsel, EverWatch Financial*

Courtney Beale  
*Principal Officer, US Consulate General*

David Hryck  
*Partner, Duane Morris LLP*

Gabriel Bourgeois  
*CEO, Revere Resources*

Gary Vaynerchuk  
*Co-Founder, VaynerMedia; Chairman, VaynerX*

Itai Madamombe  
*Co-Founder and President, OCEANIX*

Jason Hodes  
*Partner, William Morris Endeavor*

Linda Riefler  
*Former Chairman, Global Research, Morgan Stanley*

Michael Segal  
*Managing Partner, Fred Segal Family LLC*

Phitsamay S. Uy  
*Co-Director of Center of Asian American Studies and Associate Professor, UMASS-Lowell*

Richard Hearn  
*CEO, FPX LLC*

Robert Hamwee  
*Managing Director, New Mountain Capital*

Adam Braun\*  
*Founder, Pencils of Promise*

Brad Haugen\*  
*CEO, Westbrook Media*

Dan Cahill\*  
*Former President, Viking Global*

Hope Taitz\*  
*President, ELY Capital*

Karen Harris  
*Managing Director, Bain & Company*

Michael Weiss  
*Co-Founder & CEO, ISLY*

Meighan Stone\*  
*Senior Fellow, Woman & Foreign Policy, Council on Foreign Relations*

*\* Board Emeritus*

A young girl with short, dark hair is smiling warmly at the camera. She is wearing a bright yellow short-sleeved top and a brown skirt. Her hands are clasped together in front of her mouth, a gesture often associated with gratitude or prayer. The background is a plain, light-colored wall.

**IN GRATITUDE**

# PoP Graphite Councils

## Impact

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

## Leadership

Adam Metauro  
 Aleksey Kernes  
 Anella Bokhari  
 Austin Bishop  
 Avery Durnan  
 Brigitte Becquet  
 Christina Womble  
 Daniel Tuggle  
 Danielle Burns  
 Gabriella Cambanis  
 Hilliary Latham  
 Holly French  
 Jack Brennan  
 Jay Bhagat  
 Joe Laresca  
 Jolie Yang  
 Kaitlin Williams  
 Melvis Langyintuo  
 Mesha VosLevitz  
 Paige Muller  
 Russ Sonenclar  
 Rylan Soref  
 Tierney Bishop  
 Victoria Tkacheva

## CSR

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

# In Gratitude

## \$500 K+

Blizzard Entertainment

## \$250 K+

CommonBond  
Eureka Charitable Trust  
Omaze  
Robert Granieri  
The Collis Foundation

## \$100 K+

AmazonSmile  
Anonymous Donor  
Foundation Education Actions  
Not Yet Foundation  
ONEHOPE Wine/Foundation  
Rustified  
SeCoDev  
The Salesforce Foundation

## \$50 K+

Gabriel Bourgeois  
Gary Vaynerchuk  
Hamwee Family  
Joe Furgerson

Ken Ages  
Kyle Fogg  
Leila Centner  
Lemonade  
Mark Kosobucki  
Marshall Wace  
Nader Daneshgar  
Riefler-Boyatt Family  
S&P Global  
Sargent Family  
Segal Family  
Tammy Farley  
Womble Family

## \$25 K+

Aaron Matthews  
Benevity Community Impact Fund  
Caplan Family  
Fidelity Investments  
Fridolin Charitable Trust  
Jim & Alexis Kwik  
Lewis Howes  
Michelle Chiou Foundation  
Scott James  
Steinberg Group  
Strauss Family Foundation  
Vooks

## \$10 K+

Andrew Davis  
Cahill Family  
Capitalism and Freedom LLC  
Choose a Challenge  
Debra Rathwell  
Grant Ebenger  
Henry E. Niles Foundation  
James Ryan Dunn  
Jason Hodes  
Jeyakumar Nadarajah  
Jordan Foster  
Kwiat  
Lori & Chris Harder  
Nancy & Ralph Casazzone  
Peeyush Nahar  
Petretti Family  
Philip James  
Robin & Matt Long  
Scott James  
Steve Mahoney  
Taitz Family  
The Dammann Fund  
The Novak Foundation  
The Pad Project  
The Paul Walker Foundation  
Tingari Silverton Foundation  
Weiss Family

## Campaigners

**\$100 K**

Biking Borders

**\$25 K**

Canguro English

Vitality Extracts Essential Oils

Scott's Bass Lessons

**\$10 K**

Diya Nahar

Teacher Time To Go

Jess Glazer & Mike DeRose

Intellectures Inc.

## In-Kind Donors

54kibo

Air Plant Shop

Aniello

Consumable

Hayden5

Herve Bizira

Jim Carter

One Hope

Novica

Super Connector Media

VaynerMedia

“  
We believe education is the most  
powerful tool we have to change the world.  
From the inside out.  
”



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