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ANNUAL REPORT





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A Letter From Our CEO

2018 was an exciting year for Pencils of Promise.

From expanding our Teacher Support and WASH programs, to breaking ground on our 500th school and ending the year by raising over \$3,000,000 at our annual gala: we have a lot to celebrate! These celebrations are all possible because of your generous support and your unwavering belief that together, we can continue to make the world a better place through the power of education.

To the student advocates who lead PoP Clubs and advance our mission of education for all, thank you. To the athletes who campaign and raise awareness through our endurance team, thank you. To our Board of Directors, Advisory Board and Council members who champion our mission around the globe, thank you.

To every single member of our PoP family who shows their support through social media posts and likes, monthly donations, and one-time gifts, thank you. To every ambassador, corporation, foundation and partner who has made these last ten years possible, from the bottom of my heart, I thank you.

Our dedication to providing quality education to children around the world remains at the core of who we are. It drives us to work harder, to improve our programming, and to deepen our relationships with local leadership. As I look back on 2018, I am proud of the giant leaps forward we have taken to improve access to quality education—I hope you feel equally as proud. Together we will continue to strive towards our goal of ensuring children around the globe have the power to write their own futures.



In service,

Tanya Ramos

2018 IN REVIEW

BROKE GROUND ON OUR 500TH SCHOOL

We officially broke ground on our 500th school on December 11, 2018, in Adzinukorpe, Ghana. With the tireless dedication of the community, construction progressed well and the new school was officially inaugurated on March 14, 2019. Students, teachers and other members of the community came out for the ceremony, celebrating the incredible impact this school will have on the lives of nearly 1,000 students and teachers alike.

COMMONBOND PARTNERSHIP

We partnered with CommonBond to advance PoP's mission. For every loan funded by CommonBond, the organization covers the cost of a child's education. We're proud to share that this incredibly successful partnership has raised over \$1,000,000 to provide schools, teachers, and technology to thousands of young students. The CommonBond team traveled to Ghana to visit the amazing classrooms they helped fund.

2018 POP GALA: BEYOND THE ORDINARY

In October, the PoP Fam pulled off our most successful gala to date, raising over \$3,000,000 to fund quality education for more kids around the world. Creatively directed by world-renowned tattoo artist, Dr. Woo, Beyond the Ordinary highlighted the endless possibilities that education may bring to a child. Nearly 700 guests celebrated with a performance by Tori Kelly, dessert by Guest Pastry Chef, Christina Tosi, and music by DJ Zane Lowe.

LAUNCH OF PURPOSE COUNCIL

PoP's Purpose Council is an inspiring community of entrepreneurs, founders and business leaders who believe in the power of giving back. In August, PoP was thrilled to launch the Purpose Council with a kickoff dinner in Malibu, hosted by Timothy Sykes. Each member's strategic guidance and advice will support PoP's mission of education for all and help propel us through our next stage of growth.

PROGRAM EXPANSION

This year, not only did we celebrate our tenth year with our milestone 500th school build, but we continued to bring Teacher Support and WASH programs to schools in our partner communities. We believe that the teacher is the most crucial component of a quality education, and are proud to support 777 teachers through our Teacher Support programs. Additionally, healthy students are crucial to promoting sustainable education, and this year we are happy to say that 119 schools have WASH infrastructure and programs, impacting over 21,000 students.

IMPACT MOMENTS

It is no secret that technology plays an increasingly significant role in educational outcomes, that is why we were excited to deploy nearly 5,000 e-readers as a critical component of PoP's Teacher Support program, giving teachers and students access to over a hundred books at their fingertips. PoP's mission is to make quality education available to all students which includes technology in the classroom as well as WASH. As part of this mission, all bathrooms built in Laos as part of PoP's WASH program are 100% wheelchair accessible.

PROGRAMS SPOTLIGHT

In September, we launched the programs pages on pencilsofpromise.org. The new pages highlight our holistic approach to education, and allow visitors to deep dive into the details of our three programs: Teacher Support, School Builds and WASH.

POP CEO APPOINTMENT

On February 5, 2018 PoP announced the appointment of non-profit leader and education advocate, Tanya Ramos, as Chief Executive Officer effective February 12, 2018. Building on PoP's most successful year of growth, to date, Tanya will lead PoP into its next era of achieving its mission to bring quality education to every child. Over the past two decades, Tanya has devoted her career to improving educational opportunities and life outcomes for young people in the most low-resourced communities and served as a tireless advocate for educational equity.

SEASON OF PROMISE

We exceeded our \$750,000 holiday campaign goal this year, funding quality education for over 10,000 students across Ghana, Guatemala and Laos while advocating on behalf of girls worldwide. With the help of our incredible campaign sponsor, James Allen, and match-day partner, Jay Shetty, we were able to raise awareness for the 130 million girls who are currently out of school.

SÉZANE PARTNERSHIP

In November, we established a groundbreaking partnership with French clothing brand, Sézane. Having committed \$250,000 to PoP, the partnership launched with the 'Promise' t-shirt.



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.

Impact in Action

As we celebrated our tenth anniversary in 2018, it was a year for us to reflect on the impact we've made and plan for our next decade of impact and growth. PoP was founded ten years ago on the dream of providing quality education and empowering communities. Looking back on what we've accomplished, we are proud of the lasting and sustainable impact we've made. Moving forward, we will continue to provide teachers and students with safe and healthy environments where learning and exploration can thrive.

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 teams in Ghana, Guatemala, Laos and NYC.



WASH

Water, sanitation and hygiene (WASH) programs are a globally recognized and effective way to ensure schools are a safe and healthy place for students and teachers. Our WASH program goes beyond the infrastructure, such as gender separated bathrooms and hand washing stations. We also empower students to serve as change agents in their schools through organized WASH clubs, where peers encourage one another to practice healthy behaviors.

21,424

WASH STUDENTS TRAINED

Ghana: 13,035
Guatemala: 4,529
Laos: 3,860

TEACHER SUPPORT

We believe that the teacher is the most critical piece of quality education. The keystone of our work in Ghana, Guatemala and Laos is providing teachers with the resources and support to become more effective in the classroom and provide a learning environment where students can grow. By bringing teachers together for workshops throughout the school year and providing one-on-one coaching sessions at school, we are improving the classroom environment for everyone.



777

TEACHERS SUPPORTED

Ghana: 615
Guatemala: 46
Laos: 116



SCHOOL BUILDS

In 2018, we celebrated our tenth anniversary by breaking ground on our 500th school. These 500 schools provide a safe learning environment for more than 95,000 students and serve as the founding example of our partnership with communities. These schools also serve as evidence of our sustainable commitment, as 100% of all 500 schools built, over the course of ten years, are fully open and operational.

501

TOTAL SCHOOLS

Ghana: 156
Guatemala: 204
Laos: 121
Nicaragua: 20

96,339

STUDENTS IMPACTED

Ghana: 40,620
Guatemala: 39,325
Laos: 16,394



CAMPAIGNS

OUR SUPPORTERS ARE THE HEART OF OUR ORGANIZATION. THROUGHOUT THE YEAR, POP ACTIVATES ITS GLOBAL COMMUNITY THROUGH ENGAGING CAMPAIGNS BOTH ONLINE AND OFFLINE.

ACTIVE POP CAMPAIGNERS: **439**

TOTAL CAMPAIGNER REVENUE IN 2018: **\$1,017,892**

PASSPORT

PASSPORT is PoP's monthly giving program that empowers our supporters to make a tangible impact on global education every month. **PASSPORT** members receive exclusive updates on our impact in Ghana, Guatemala and Laos through monthly emails from our teams across the globe.

\$161,903

TOTAL PASSPORT RAISED IN 2018

631

TOTAL PASSPORT MEMBERS



Season of Promise

This past holiday season, our community came together to advocate on behalf of girls worldwide. Why? Because 130 million girls around the world are out of school. Together, the PoP Family raised \$818,964 for the 2018 Season of Promise campaign, providing quality education to over 10,900 students across Ghana, Guatemala and Laos.

\$818,964

TOTAL RAISED IN 2018

673

TOTAL DONORS

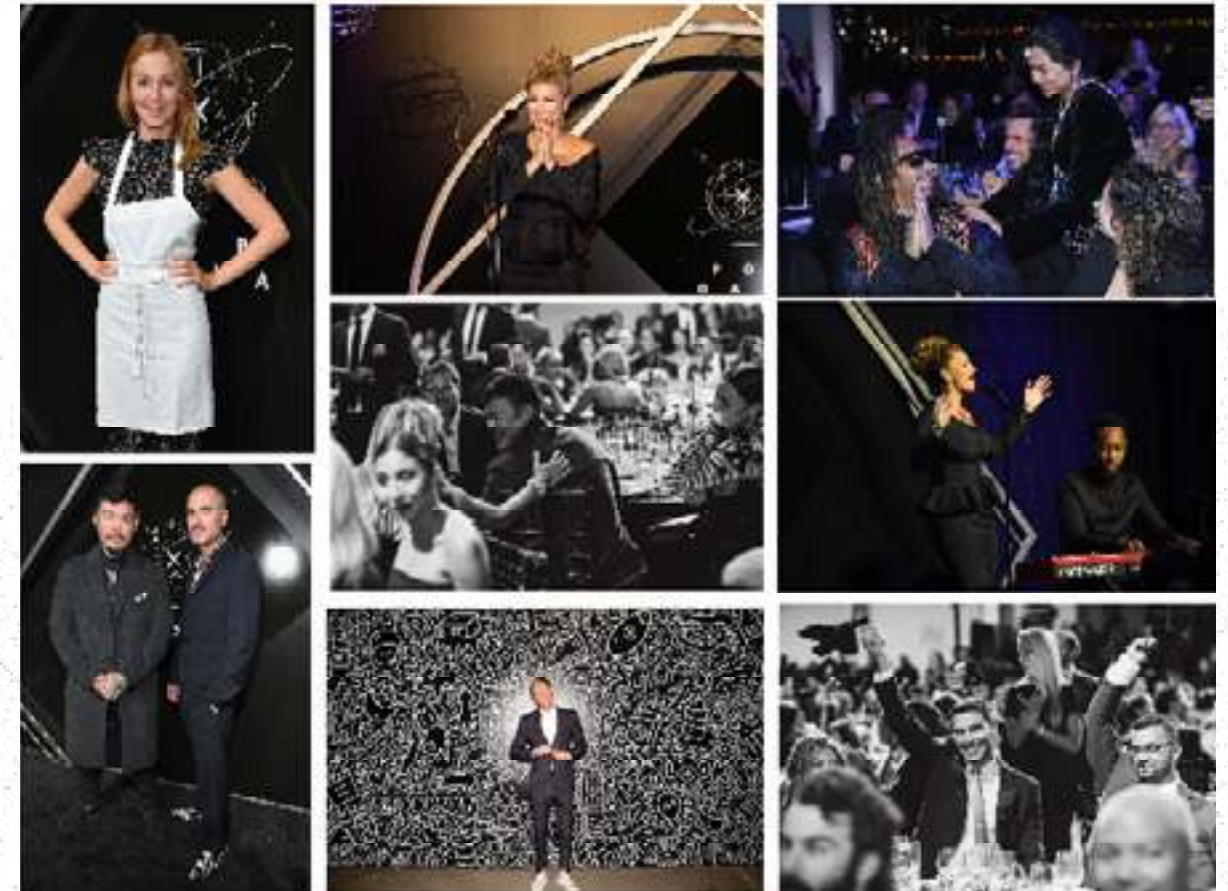


2018 POP GALA

TEN INCREDIBLE YEARS

Thank You for Going Beyond the Ordinary

On October 24, 2018, the PoP Gala brought together the worlds of entertainment, art, technology and storytelling to celebrate the organization's 10th anniversary. The annual gala attracted nearly 700 PoP Family members who collectively raised over \$3,000,000 for global education—**our most successful gala to date!**



The evening was chaired by Justin Bieber and Scott "Scooter" Braun and honored PoP's Founder, Adam Braun, and our inaugural partner, Marshall Wace. In celebration of PoP's milestone year, the event featured a team of creative directors and supporters including Dr. Woo, Zane Lowe, Christina Tosi and a special performance by Tori Kelly. A special thank you to all of our sponsors who helped make the evening possible, especially our Presenting Sponsor, Marshall Wace, and Platinum 10th Anniversary Sponsor, Karmagawa.

\$3,000,000+
RAISED FOR GLOBAL EDUCATION



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.

Biking Borders



Two recent college grads, Max and Nono, biked across 20 countries to fundraise for PoP. The duo began their cycling journey from Berlin to Beijing in September as part of a digital fundraising campaign that involved sharing their journey on social media. Max and Nono quickly fulfilled their dream of helping build a PoP school in Guatemala and decided to double their fundraising goal to help educate more kids around the world. What began as two friends embarking on an adventure during their gap year has transformed into a global movement that will impact thousands of students.

Take a look at their adventures on instagram [here!](#)

PoP Field Trip Highlights

Foundation Education Actions



Foundation Education Actions is dedicated to advancing PoP's mission by providing quality programming inside the classroom. As a thought partner and ambassador for PoP, the Foundation's Executive Chairman, Lars Forslund, and his family joined us in Guatemala to deepen their global impact.

PoP Club Field Trip

PoP is fortunate to have the support of high schools and college campuses who are making a positive impact through PoP Clubs. PoP Clubs create meaningful opportunities for young leaders to become global citizens and serve as ambassadors for the organization. This year, we launched our first PoP Club Field Trip competition, which gave two club presidents the opportunity to experience their impact first hand in Laos.



Advisory Board

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Founder, SB Projects

SOPHIA BUSH
Actress & Activist

ELFRIEDE A. COLLIS
Collis Family Foundation

KYLE FOGG
Professional Basketball Player

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RICHARD HEARN
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Co-Founder & CEO, ISLY

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Director & General Council, EverWatch Financial

*Denotes Emeritus Board Member

In memory and honor of Doug Kubach, who served on the PoP Board for many years. His influence on our approach to impact reporting and outlook on literacy innovations will live on forever. He is missed.

Meet Margaret Mary Debre

Margaret is PoP's Lead WASH (water, sanitation and hygiene) Coordinator in Ghana. She has been a part of the PoP team for nearly five years and is the leader of all WASH related activities throughout PoP schools in Ghana.

Margaret attended primary and secondary school in the city of Ho, which is the capital city of Volta Region. The vast majority of PoP built schools are in Volta, with the PoP Ghana office headquartered in Ho. This gives Margaret a unique perspective on the communities we partner with and serve.

"When I was a child, my desire was to become a nurse and care for the sick," explains Margaret. "I think I have not deviated from that — I love working with communities, reaching out to vulnerable communities and providing lessons on healthy behavior." Margaret says the most rewarding part of her role with PoP is organizing Health Education Sessions in PoP's partner communities, because it provides an environment to teach students, their parents and other community members about simple and effective ways to live a healthy lifestyle.

Margaret has also been a champion in advocating for the inclusion of menstrual hygiene education as an integral piece of PoP's WASH programming. "Students in primary schools need to have an understanding about menstrual hygiene because they are our future," says Margaret. "The perception towards menstruation must change. Boys and men must also be involved in menstrual hygiene education and this must begin from an early stage in life to serve as a strong foundation."

Margaret's leadership in promoting menstrual hygiene education in PoP served communities has already had a significant and positive impact. For example, **all boys surveyed by PoP said they first learned about menstruation through PoP's WASH program.** Margaret and her team are changing perceptions about menstruation throughout communities in Volta region and, as Margaret often proudly proclaims, creating young agents of change in Ghanaian primary schools.



Where are you from in Ghana? Can you tell me about your childhood?

I come from Volta Region of Ghana. I grew up in Ho, the capital city of Volta and I had my primary and secondary education in Ho, Volta Region. When I was a child, my desire was to become a nurse and care for the sick. I think I have not deviated from that. I love community work, reaching out to the vulnerable and Health Education Sessions in communities.

How long have you worked at PoP? What motivated you to apply for a job at PoP?

I have worked for PoP for five years in June 2019. I actually started working with PoP on my birthday. I love engaging children; I was motivated to apply when I realised my work will mostly be with children in schools. My joy is to see children in good health and strong.

What originally made you interested in working in WASH related programs?

I have a passion for public health and WASH is an aspect of public health. I am satisfied with my work when I see my target group practicing and embracing good health practices.

What part of your work at PoP are you most proud of?

I am proud of the Health Education Session in the schools and communities because this gives me the opportunity to share knowledge with these children and their parents. Education and acquiring

knowledge is important. I believe the Health Education Session is a step closer to changing behaviour positively and triggering healthy practices in people.

Why is menstrual hygiene education important in primary schools?

Pupils in primary schools need to have a knowledge on menstrual hygiene because they are the future. The perception towards menstruation must change. Boys and men must be involved as well and this must begin from the basic level, which is primary school. Children are the future and need to be healthy and their minds need to be fed with positive hygiene and healthy practices for a strong and healthy future.

“ My joy is to see children in good health and strong. ”



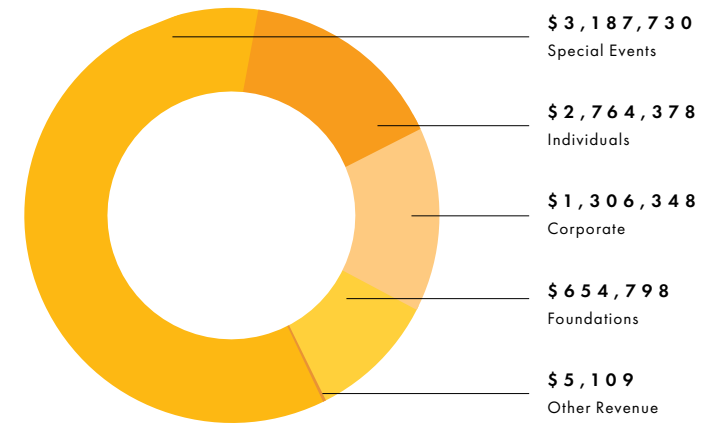
FINANCIALS

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

\$7,918,363

TOTAL SUPPORT INCOME IN 2018



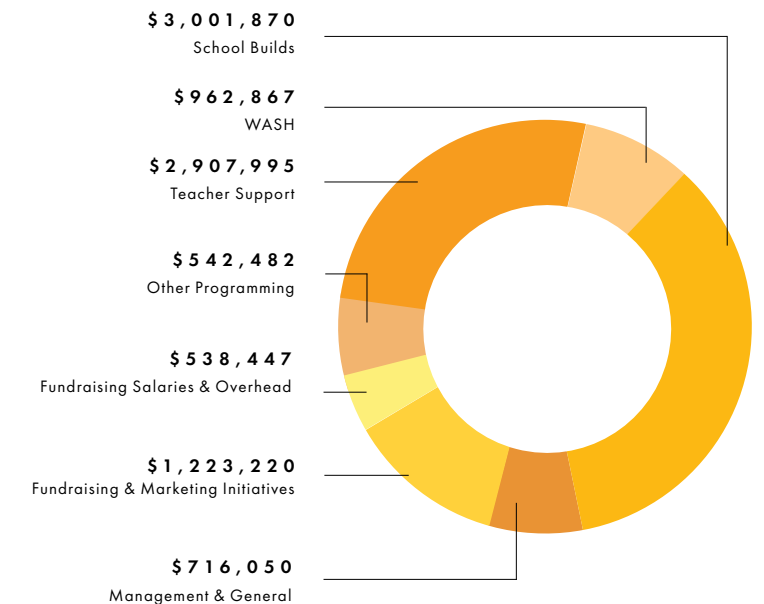
\$5,108,413

2018 END OF YEAR
NET ASSETS

Expenses

\$9,892,931

TOTAL EXPENSES IN 2018



In Gratitude

\$ 250 K+

CommonBond
The Collis Foundation
Eureka Charitable Trust
Karmagawa
Marshall Wace LLP
The Pineapple Fund
Sargent Family
Sézane

Hamwee Family
James Allen Company
Jungle Scout
Lewis Howes
Lil Jon
Matt & Robin Long
MoneyGram Foundation
Nader Daneshgar
Segal Family
Vitol Foundation

\$ 100 K+

AmazonSmile
Foundation Education Actions
Mona Patel & Dr. Chintan Desai
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Robert Granieri
Sequel
Womble Family

\$ 25 K+

AEG Presents
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\$ 50 K+

2U, Inc
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Furgerson Family
Fridolin Charitable Trust
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Kyle Fogg
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Not Yet Foundation
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Pat Flynn
Riefler-Boyatt Family
Scott "Scooter" Braun
Simon Horwitz
Sweetwater Family Foundation

TD Securites
The Strauss Foundation
VaynerMedia
Weiss Family
Wiggins Family

\$ 10 K+

1-800 Flowers
Amanda Bucci
Andres Zuleta
ARE-Disbursements Acct
Audrey F. Ross Charitable Lead Trust
Braun Family
Bruce Fishkin Scholarship Fund

BDO USA, LLP
BTIG, LLC
Cahill Family
CALLAX Holding GmbH
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Creative Artists Agency
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Ten Talents Foundation, Inc.
Tolmanova Family
Vitality Extracts
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\$ 50 K+

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Jess Lively
Konstantin Poukalov
Petretti & Associates

\$ 25 K+

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Dawn Logan & Claire Gover - Pedalling for Promise
Gene Frieda
Jasper Selchow, Project: Fortuna
Jessie Stuart - Read to Build
Max Jabs & Nono Konopka - Biking Borders
PJT Partners
Regan Hillyer & Juan Pablo Barahona

\$ 10 K+

Amir Mossanen - Helping Hearts
Blake Harris
Cambridge Judge Business School
Cbus & PoP
Chris Weber
Ella Britton
Ellena Reposa
James Algate
Jill Rinehart - The 40 Year Challenge

IN-KIND DONORS

Nelson Takle
Phil Evans
Walt Whitman High School

IN-KIND DONORS

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Black Tomato
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Diageo
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