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2015 marked PENCIL’s 20th Anniversary. A lot has changed in the 20 years since we launched Principal for a Day®. PENCIL’s focus has always been guided by the needs of our schools and students, and as these needs have changed, so too has PENCIL.

We created our School Partnership Program and the PENCIL Fellows Program to address real needs in New York City education—strengthening school leadership and increasing students’ college and career readiness—where the business community can play a critical role in building the capacity of schools and students. And just this summer we created a new program, BOSS FOR A DAY, to give hundreds of public high school students’ exposure to actual workplace environments and the successful business professionals who work there. Our first BOSS FOR A DAY was a huge success, receiving wide media attention from publications such as NY1, Crain’s Business, Fox5/My9, and 1010WINS.

We reached a number of other major milestones in 2015 as well. Our PENCIL Fellows Program grew nearly 40% compared to last year and our Annual Gala raised over $1.7 million to support our programming.

As we look forward to our next 20 years, PENCIL will continue to be responsive to the evolving needs of both NYC’s education and business communities. From working with professionals at Fortune 500 companies on year-long partnerships with our schools and educators, to placing public high school students in paid internships at small technology start-ups over the summer, together we will work with our partners to prepare our City’s students for success.

Thank you for being a part of our effort and for your continuous support.

David Weiner,

PENCIL President
For two decades, PENCIL has connected NYC’s private sector with the public school system—the largest in the country—to help business leaders translate their skills and expertise to the school setting. As PENCIL celebrates its 20th Anniversary, I think back on my time as a PENCIL Partner and Board member. Building on my first Principal for a Day visit to a NYC public school, I continue to be amazed by the impact PENCIL’s programming has not only on the students and schools we serve but also on the business volunteers engaged in our work. PENCIL’s model of skills-based volunteerism provides a mechanism for businesses to develop their employees’ teamwork and leadership skills, enhance their company’s own workforce pipelines, and join a broader network of business professionals committed to a common cause.

It is in part for this reason that in 2015 PENCIL created our Executive Leadership Council (ELC), a group of accomplished business leaders who strongly believe in the transformative potential of businesses and schools partnering together to improve student learning. ELC members gain hands-on experience in non-profit Board leadership, while also working to spread awareness and broaden resources to support innovative programs to transform the lives of NYC public school students.

With this expansion of our leadership, and our continued commitment to the organization’s mission, I know our Board of Directors is well positioned to help PENCIL anticipate the needs of New York City’s business community in the coming years to better serve the schools and students of our great City.

Howard Chatzinoff
Chair, PENCIL Board of Directors
In 1995, PENCIL launched Principal for a Day®, an annual event designed to raise awareness about public education by having civic and business leaders serve as visiting principals in NYC schools. Twenty years later, PENCIL is the leader in creating innovative and impactful models of collaboration between the business and education communities. PENCIL works at the intersection of school needs and business expertise to bring together the best ideas, talent, and resources across sectors to improve public student and school performance and enhance workforce pathways.

PENCIL believes that the business community has both a responsibility and a unique contribution to make to ensure that, regardless of background, all students reach their full potential. PENCIL sharpens the impact of those seeking to support public education by:

1. **Building Capacity**: PENCIL leverages business expertise and resources to help schools and students develop the skills and knowledge they need to succeed.

2. **Investing in Collaboration**: PENCIL connects businesses to schools and students, enabling those with common goals to create new solutions and promote adoption of promising practices.

3. **Fostering a Thriving Network**: PENCIL convenes business leaders, educators and students, helping them learn from each other and make the greatest impact by sharing their ideas, time, and resources.

Business leaders in PENCIL’s network can deepen their impact by engaging in two core programs: The PENCIL School Partnership Program and The PENCIL Fellows Program.
The PENCIL School Partnership Program creates and supports partnerships between business and school leaders that leverage their collective energies to strengthen **School Leadership** and improve students’ **College and Career Readiness**. PENCIL serves as a critical liaison in these partnerships, helping to recruit and match businesses with schools and providing hands-on support in the design, implementation, and evaluation of partnership activities.

In 2015, PENCIL managed 212 partnerships at 210 NYC schools, directly serving over 1,350 students and supported by over 1,200 business volunteers.

PS. 141Q in Astoria and American Airlines engaged in a College and Career Readiness Partnership. Business professionals have direct experience in what is required to succeed in college and careers. PENCIL works with business volunteers to provide students access to workplace experiences, college and career planning, and professional skills development.
The PENCIL Fellows Program is a competitive career readiness program for talented NYC high school juniors and seniors. In 2015, PENCIL trained and placed 194 talented, high-need students in paid internships in businesses throughout the city in order to provide these deserving students with critical workplace experiences and skills.

The importance of preparing high school students for a growing and ever-changing global economy has never been greater. That’s why in 2015 we invested in expanding the number of students we served in our PENCIL Fellows program by 40% from 2014 to 2015.

PENCIL provides our Fellows with over 20 hours of career skills training to prepare them for their internship experiences. Business volunteers play a key role in these trainings. In particular, PENCIL Fellows received training in such topics as networking and interviewing skills from LinkedIn employees and training on financial planning from JPMorgan Chase employees.
Throughout our 20th Anniversary we gathered our network of supporters, students, School and Business Partners to celebrate and learn from both the achievements of the year and our past.

PENCIL’S ANNUAL GALA BENEFIT DINNER

Over 600 guests celebrated PENCIL’s 20th Anniversary Gala at Chelsea Piers. The event raised over $1.7 million in support of PENCIL’s programming. Fox 5 Anchor Christina Park served as the emcee of the event while PENCIL Partner PS 22 Chorus provided musical entertainment.

Seth Pinsky, Executive Vice President at RXR Realty and former president of the NYC Economic Development Corporation and Executive Vice President at RXR Realty, was honored and received the Champion of New York City Award for his commitment to many important causes that improve our City, including PENCIL’s work at the intersection of business and education.

PENCIL Alum’s Wilde Diaz, Jerrod Keith, and high school senior Lidia Eugenio spoke about their experiences with PENCIL programs and the impact it had on their lives.

From left to right: Charles R. Bendit (Gala Dinner Chair, Vice Chair, Board of Directors), Howard Chatzinoff (Chair, Board of Directors), Wilde Diaz (Speaker, PENCIL Fellows Alum), Seth Pinsky (Honoree), Lidia Eugenio (Speaker, PENCIL Partnership Student), Jerrod Keith (Speaker, PENCIL Principal for a Day Alum), Scott Beattie (Board Member), Elliott Wahle (Board Member), Jack Stephenson (Board Member), David Barger (Board Member).

PENCIL Alum’s Wilde Diaz, Jerrod Keith, and high school senior Lidia Eugenio spoke about their experiences with PENCIL programs and the impact it had on their lives.
In July, we recognized the completion of a productive school year of programming with over 100 educators and business leaders. At the event we announced the winners of our 2015 Partnership Awards and launched our first-ever Summer Community Crowdfunding Challenge, which raised over $13,000.

Veteran Partnership Award Recipient: Deloitte LLP
Since 2009, Deloitte LLP has participated in over 16 PENCIL School Partnerships, mentored 13 PENCIL Fellows, and held numerous volunteer service events with their employees and our students including their annual Deloitte Impact Day, Education Summits, and for the first time this year, Deloitte Discovery Day. In 2015, Deloitte LLP served 500 students and engaged over 150 volunteers.

Emerging Partnership Award Recipient: BNY Mellon
In their School Partnership with High School for Economics and Finance, BNY Mellon has brought together a team of 10 volunteers with client-facing responsibilities to help a cohort of 10th graders develop networking, personal branding, interviewing and goal-setting skills. Going into 2016, BNY Mellon is planning to expand their work by continuing to support their current students in their junior year while beginning to work with a new cohort of 10th graders.

Innovative Partnership Award Recipient: LinkedIn
LinkedIn partnered with the High School for Global Citizenship to help students in the school’s new computer science class learn about and prepare for careers in science, technology, engineering and math. From there, PENCIL and LinkedIn have developed an extraordinary collaboration: in 2015 LinkedIn staff chose PENCIL as their Community Engagement Partner for the New York region. With their support, nearly 100 LinkedIn volunteers have provided training and support for our PENCIL Fellows.
BOSS FOR A DAY

On June 30, 20 years after our first Principal for a Day®, we created a new program: BOSS FOR A DAY. Rather than bring business and civic leaders into schools to serve as principals for a day, we brought hundreds of NYC public school students into businesses for a day. Students observed successful workplace environments and had the chance to talk directly with business leaders about their first job experiences and hear how to make the most of a summer internship.

Students visited the offices of New York City Schools Chancellor Carmen Fariña and Manhattan Borough President Gale Brewer, as well as the following corporations across New York: A+E Networks, Arup, Depository Trust & Clearing Corporation (DTCC), Fox 5/My 9, HealthPlus Amerigroup, Himmel + Meringoff Properties LLC, International Consortium of Shopping Centers (ICSC), JetBlue Airways, New York University, New York 1 News, Ogilvy & Mather, RXR Realty, VH1 Save The Music Foundation, and WABC-TV.
PENCIL Power Breakfast

In 2015 PENCIL launched a new series of “Power Breakfast” convenings made possible through a grant provided by Trinity Wall Street. At our first Power Breakfast in September, prospective PENCIL Business Partners gathered at PENCIL Partner Hyatt Times Square to learn about PENCIL’s portfolio of programming and how they can get involved. A panel discussion led by current PENCIL Business Partners ignited passionate and thoughtful discussions about business and civic involvement in New York City public schools.

PENCIL Fellows Culminating Event

In August, we concluded a year of PENCIL Fellows’ career development with a wonderful evening at New York University’s Kimmel Center. The event allowed our 2015 PENCIL Fellows and their internship business hosts to not only celebrate students’ accomplishments but also meet and network with others who participated in the program.

Michael Haberman, former PENCIL President and current Northeast Region Executive for JPMorgan Chase Global Philanthropy, addressed the assembled group. Through a grant from the JPMorgan Chase Foundation, PENCIL was able to place 40 Fellows in summer internships at non-profits and small businesses that would otherwise not be able to afford to participate in this program, providing students with access to these key areas of our City’s workforce.

PENCIL Fellows Sadie Chevance, Jennifer Calix-Marín, Jazmin Salgado, and Junmei Jiang write their summer internships off as a success.

PENCIL Partners Shadoe Tarver of Bloomberg LP, Tanya Amaya of BNY Mellon (who is also a member of PENCIL’s new Executive Leadership Council), and Chris Douglass of LinkedIn, spoke on our panel.
In our 20th year, we remembered our roots and looked forward to the future as we reaffirmed our core mission to serve as the link between NYC’s businesses and public schools and work to open doors for students to succeed in the classroom and beyond. Next year we will continue to diversify our portfolio of School Partnerships, including building on the success of BOSS FOR A DAY by piloting a series of single-day, student-centered volunteer events that can serve as both an entry into PENCIL’s student-facing programming and a way to broaden the work of our existing partners. We will also intensify our efforts to expand our PENCIL Fellows program and tackle key questions around workforce development for our City’s youth. While we almost doubled the number of students we served in these efforts this year, our City has tens of thousands more students willing and able to benefit from such opportunities. The demand is there—and we know that with the strength of our network of skilled and dedicated partners, we will be able to meet it.
## STATEMENT OF FINANCIAL POSITION

**FY 2015**

### ASSETS

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<th>Description</th>
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<td>Cash &amp; Investments</td>
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<td>Pledges &amp; Grants Receivable</td>
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<td>Prepaid Expenses and Other Assets</td>
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<td><strong>Total Assets</strong></td>
<td><strong>$3,140,864</strong></td>
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### LIABILITIES & NET ASSETS

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<tr>
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<td>Liabilities</td>
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<td>Net Assets – Unrestricted</td>
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<td>Net Assets – Temporarily Restricted</td>
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**TOTAL LIABILITIES & NET ASSETS**

|                                 | **$3,140,864** |

## STATEMENT OF ACTIVITIES

### REVENUE*

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<td>Others</td>
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<td><strong>Total Revenue</strong></td>
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### EXPENSES**

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<td>Fundraising</td>
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<td><strong>Total Expenses</strong></td>
<td><strong>$3,911,014</strong></td>
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### CHANGE IN NET ASSETS

| Change                      | ($261,423) |

*Excludes in-kind donations
SUPPORTERS

We are grateful for our many generous supporters. Our transformative work with NYC students and schools would not be possible without their contributions.

CORPORATIONS & FOUNDATIONS

VALEDICTORIANS
$100,000+
Bloomberg
JP Morgan Chase and the JP-Morgan Chase Foundation
Meringoff Family Foundation Inc.

STUDENT COUNCIL
$50,000 – $99,999
Bank of America Merrill Lynch
BNY Mellon
Charles Hayden Foundation
Citi
Deloitte LLP
JetBlue Airways
News Corporation
PwC
Trinity Wall Street

HONOR SOCIETY
$25,000 – $49,999
Depository Trust & Clearing Corporation
Elizabeth Arden, Inc.
Empire BlueCross BlueShield HealthPlus
Hearst
Highbridge Capital Management, LLC
Hudson City Savings Bank and the Hudson City Savings Bank Charitable Foundation
LinkedIn
McGraw Hill Financial
Morgan Stanley
The O’Shea Family Foundation
Proskauer Rose LLP
The Scott and Melissa Beattie Charitable Fund
RXR Realty
Weil, Gotshal & Manges LLP
Wells Fargo
William T. Grant Foundation

PARTNERS
$15,000 – $24,999
A+E Networks
Air Paris New York
American Express
Aramark
Arup
The Baupost Group, L.L.C.
Capital One Bank
CBRE
Eastdil Secured LLC
EMC
Fidelity National Title Insurance Company of New York
First American Title Insurance Company of New York
First Data Corporation
Fried, Frank, Harris, Shriver & Jacobson, LLP
Harmonic
Holliiday Fenoglio Fowler, L.P.
Hyatt Hotels
KPMG
Latham & Watkins LLP
M&T Bank
National Basketball Association
Newmark Grubb Knight Frank
Neuberger Berman
Paul Hastings LLP
Reene and Richard Barash Foundation
Rothschild, Inc.
Scholastic
Stroock & Stroock & Lavan LLP
TD Bank

CHAMPIONS
$5,000 – $14,999
Bank Street College of Education
BDO USA LLP
CBS Corporation
Clarins Group
Coach
Condé Nast Publications Inc
Cosmetic Essence, Inc. (CEI)
Credit Suisse
Cushman & Wakefield
Deloitte & Touche LLP
Douglas Elliman Development Marketing
Eastern Consolidated Properties, Inc.
Ehrenkranz Partners L.P.
Firmenich Inc.
Foros Group
G and M Rufrano Fund
GE Capital
GE Foundation
Global Brands Group
Goldman Sachs
Gotham Organization, Inc.
Greenberg Traurig LLP
Handel Architects
Herrick, Feinstein LLP
Holland & Knight LLP
IMC Chicago Charitable Foundation
L+M Development Partners
Marsh & McLennan Agency
MEDIARADAR
Meringoff Properties
Network for Good
Pier Sixty, LLC
Related Companies
Richman Family Foundation
Rising Development – Yonkers, LLC
Robert K. Steel Family Foundation
Showtime Networks, Inc.
Silverstein Properties, Inc.
Snohetta
Taconic Investment Partners LLC
The Flom Family Foundation
The Harmon Foundation
The Malkin Fund Inc.
The Shidler Family Foundation
Two Trees Management
UBS Financial Services Inc.
Vornado Realty Trust
Wildfox Couture

LEADERS
$2,500 – $4,999
Global Strategy Group, Inc.
Arcade Marketing
Cetra/Ruddy Inc.
Duane Morris LLP
Englewood Labs
Gilbane Building Company
K2 Intelligence
The Levy Group
Metal Dynamics, Inc.
Pantheon Properties
phd Media
SGD North America, Inc.
Silvercup Studios
Advent Software
ABS Partners Real Estate, LLC
Allianz Insurance Services, Inc.
Clarion Partners
Cleary Gottlieb Steen & Hamilton
DKC LLC
Friedman Family Foundation
FTI Consulting Inc.
Goldring Family Foundation, Inc.
HR&A Advisors, Inc.
Kidville
LF Beauty/Jackel
The Morrison & Foerster Foundation
New York Community Bank
Sonoco Display & Packaging

PENCIL FRIENDS
BELOW $2,500
ADP
Alexander Fischbein Foundation
Ariel Property Advisors
Bernstein Bunzl Family Fund
Bratskeir Company
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Canela Investments, LLC
Capco
Century Elevator Maintenance Corporation
Channel View School for Research
Charina Foundation
CNA
Cordo & Co. LLC
Delbello Dornellan Weingarten Wise & Wiederkehr, LLP
F. & J. S. Fund, Inc.
Fishman Family Fund
Goldberg Weprin Finkel
Goldstein LLP
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Horizon Media
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Investigative Management Group
Jaguar Freight Services
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Lewy Family Foundation
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MacGuffin Films
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McKissack & McKissack

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Robert A.M. Stern Architects, LLP
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Skidmore, Owings & Merrill
The Debs Foundation
The Lori & Mark Fife Foundation
The New York Mets Foundation
The Wagner Family Foundation
Third Avenue Management
Private Foundation
W.K. Kellogg Foundation
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Charles R. Bendit
Howard Chatzimoff
Nora C. Orphanides

$25,000 - $49,999
David J. Barger
Neil A. Clark
Kenneth S. Clinchy
Jeffrey Gural
Abbe Raven

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$15,000 - $24,999
Mike Bodson
Louis Briskman
Mike Bodson

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Robert F. Arning
Vanessa Barboni
Lisa Belzberg
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Robert F. Arning
Tanya Amaya

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Adrienne Albert
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Jeffry M. Aronsson
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JAMES VOGLER
WENDY WALASEK
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JANET WEINBERG
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DAVID WIEBER
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