









2015 marked PENCIL's 20th Anniversary. A lot has changed in the 20 years since we launched Principal for a Day<sup>®</sup>. 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.

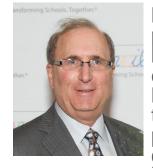
We reached a number of other major milestones in 2015 as well. Our PENCIL Fellows Program grew nearly 40% compared to last year and our Annual Gala raised over \$1.7 million to support our programming.

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

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Chair, PENCIL Board of Directors



# PROGRAMS

In 1995, PENCIL launched Principal for a Day<sup>®</sup>, 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**.

### SCHOOL PARTNERSHIP 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.

### **PENCIL FELLOWS PROGRAM**

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 Eugeno 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).







## Year-End Celebration for School & Business Partners

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<sup>®</sup>, 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.



The RXR Realty team, which included 2015 Gala honoree Seth Pinsky, and PENCIL Fellows.



Jack Stephenson, President, Empire BlueCross BlueShield HealthPlus talks to students at Empire offices in downtown NY.

## 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 nonprofits 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-Marin, 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.

## **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.

## LOOKING AHEAD

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 singleday, 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.



## FINANCIALS

| STATEMENT OF FINANCIAL POSITION  | FY 2015                                       |
|--|---|
| ASSETS<br>Cash & Investments<br>Pledges & Grants Receivable<br>Fixed Assets<br>Prepaid Expenses and Other Assets | \$1,589,765<br>1,334,786<br>167,535<br>48,778 |
| Total Assets   | \$3,140,864                                   |
| LIABILITIES & NET ASSETS<br>Liabilities<br>Net Assets – Unrestricted<br>Net Assets – Temporarily Restricted      | \$368,189<br>2,168,800<br>603,875             |
| Total Net Assets   | \$2,772,675                                   |
| TOTAL LIABILITIES & NET ASSETS   | \$3,140,864                                   |

#### STATEMENT OF ACTIVITIES

| REVENUE*<br>Corporations<br>Foundations<br>Individuals<br>Others      | \$2,047,751<br>150,000<br>1,413,942<br>37,898 |
|---|---|
| Total Revenue   | \$3,649,591                                   |
| EXPENSES**<br>Program Services<br>Management & General<br>Fundraising | \$2,584,929<br>524,001<br>802,084             |
| Total Expenses  | \$3,911,014                                   |
| CHANGE IN NET ASSETS  | (\$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.

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