LETTER FROM THE PRESIDENT

As I think back over the past year, the most prominent feeling I have is pride. Rooted in, and in fact, inspired by our rich history, PENCIL continued to evolve and grow its impact. In a nod to just how far we’ve come, we successfully revived the organization’s flagship Principal For A Day® event—this time with the task of encouraging more business involvement to unlock the potential of New York City youth.

Over time, I’ve seen how the now 1,800 NYC schools began to focus on college and career readiness, and PENCIL’s programming has reflected that focus. Our internship program grew accordingly, connecting schools and students to extended networks of support and to work based learning opportunities. There was a lot of hard work that went into making last summer our largest and most successful internship program to date. We were able to place 539 students as part of our ongoing role as a partner and provider of the NYC Department of Youth and Community Development’s Ladders for Leaders Program. As we scaled the number of internships, we began to shift our central focus to our impact on students, and to supporting the network of relationships needed to put them on the path to success. We also surfaced the need for coordinating systems at a citywide scale to simplify matching among businesses, students, schools and nonprofits, to connect more students to success.

Reflecting on PENCIL’s Gala earlier this Fall, I’ve been inspired to see how our community took to heart the theme of “Writing Our Stories Together”, and I look forward to seeing what the next chapter of your individual PENCIL journeys entail. We’ve heard the tremendous stories of success coming from across the community of school and business partners, and which are ultimately told by the students for whom our work together makes a difference.

I also want to thank the many donors and supporters who invested in PENCIL in 2017 to make our work possible. We are excited and energized about the promise of the future, the goal to prepare even more students for the opportunities they so deserve.

What we’ve learned this year above all else is this: that behind every success story, there’s a community of people who helped along the way. We can all remember the first time a friend or family member helped us get a job or internship, the personal connection who introduced us to a new career, the mentor who taught us a critical life lesson. We have seen the power of relationships to create opportunities and help get us where we want to go.

New York City schools are filled with students who have potential and ambition to go far. We envision a city filled with students whose opportunities match their ambitions. At PENCIL, we bring together business professionals, educators, and students to open eyes, open minds, and open doors. By doing so, we connect students to success. Thank you for your continued support as a valued PENCIL partner.

All the best,

GREGG BETHEIL, President
PENCIL makes it easy for business professionals, educators and students to work together—in schools and the workplace.

Our hands-on programs, including in-school partnerships, mentoring, internships, PENCIL Points of Engagement, and immersive experiences like Principal For A Day®, create targeted opportunities to make a real difference in the classroom and beyond.

"GPA is important but do not allow it to cloud your visions of success. Experience is equally as valuable... The value of interning is life changing."

"Because of mentoring and motivation, I was able to complete my application to my dream college"
2017 Program Highlights

In 2017 PENCIL worked with 1,224 business volunteers to directly serve 2,500 public school students across all 5 boroughs of New York City.

The PENCIL 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.

75 Active Programs
Facilitated 200+ workshop sessions
72 Schools Served
539 Students Placed in Internships

The PENCIL Internship Program
The PENCIL Internship Program provides career readiness training, work-based learning opportunities, and paid internships to talented NYC high school and college students. PENCIL is proud to partner with NYC Department of Youth & Community Development Ladders for Leaders Program and the NYC Department of Education CTE Industry Scholars Program in the implementation of program components.
It comes down to the individual students we impact... supporters like you make all the difference in the world.
PEN CIL 2017 ANNUAL REPORT

SPECIAL EVENTS

PENCIL’s core belief is that relationships have the power to create opportunities that help New York City students succeed.

Throughout the year, we bring together our community of students, schools, volunteers, and supporters through programs, events and hands-on experiences, which allow for network opportunities to engage and to further deepen their impact. These events and milestones also offer us a moment to celebrate and honor PENCIL’s achievements across the year.

GUPPY TANK

In 2017, students participated in the Guppy Tank App Challenge, a year-long competition for NYC public school students in grades 6-8 sponsored by CA Technologies and PENCIL. Like television’s Shark Tank, Guppy Tank finalists presented an original working app and were judged by a panel of experts. Students competed for great prizes, including scholarships to STEM camps.

PENCIL’S INTERN CULMINATING EVENT

A proud partner and provider of the NYC Department of Youth and Community Development’s Ladders for Leaders Program, PENCIL marked the end of the 2017 program, its most successful to-date, with a well-deserved moment of appreciation for all involved. The event was an opportunity to celebrate a summer of successful internships and the contributions of so many businesses, volunteers and donors who make the program possible each year. Thanks to Stephen J. Meringoff, we were also able to award five exceptional students with Meringoff Family Foundation scholarships to acknowledge their significant achievements.

This year, we were able to place 539 interns and train over 1,000 students.

As second year intern, Dilia, wrote: ”If it were not for PENCIL and Ladders for Leaders, I don’t know if I would have the same knowledge and experiences I hold today...You’re changing lives in real time (mine included) and doing a great job at it.”
In May 2017, the PENCIL community came together for the re-launch of Principal For A Day®. This event began as an opportunity for members of the business and civic communities to learn more about the needs of public schools, and we were excited to continue this vital mission to draw attention to the current needs of schools, students, and businesses.

Nearly 60 executives attended 30 model showcases at public schools across New York City. Guests had the opportunity to see a diverse range of PENCIL partnerships in action: a career panel, a mock interview event for future summer interns, and a financial literacy program for elementary school students. We can't wait to see our growth when Principal For A Day returns in 2018.

After a full day of learning and educational experiences, the PENCIL network enjoyed a celebration. We were especially thrilled to recognize three outstanding partners with awards: Veteran Partner JetBlue; Emerging Partner maslansky + partners; and Innovative Partner PwC. These partners embody the best of PENCIL’s work, and we are grateful for their many contributions and ongoing commitment to our students.
RUN WITH PENCIL

UNITED AIRLINES NYC HALF MARATHON
On March 19, 2017, more than 20,000 runners ran 13.1 miles through Central Park, Times Square, the World Trade Center, and more. Team PENCIL took the United Airlines NYC Half Marathon by storm.

All runners pledged to raise $1,000 for PENCIL to support our work creating innovative models of collaboration between New York City public schools and businesses, generating $23,000 for PENCIL. A special thanks to our PwC runners, who raised over $14,000!

TCS NEW YORK CITY MARATHON
On Sunday, November 5, 2017, more than 50,000 runners took to the streets of New York, running 26.2 miles across all five boroughs. We had an incredible team of runners take part in this inspiring and iconic event to help thousands of students in need by joining Team PENCIL.

All runners pledged to raise at least $2,500 for PENCIL, to support our work connecting students to success, and generated nearly $16,000 in 2017.
PENCIL’s Annual Gala: Writing Our Stories Together, was an inspired evening celebrating the organization's network and its crucial work benefiting New York City students. The Gala also featured the incredible and long-standing partnership of our distinguished honoree, KPMG.

This year, PENCIL raised more than $1.2 million to continue bringing together business professionals, educators, and students to open eyes, open minds, and open doors across New York City. Because of our supporters, thousands of our public school students will be able to begin writing their own PENCIL stories and forging their paths to success.

We’ll see everyone next year on October 16 for the 2018 PENCIL Gala, as we continue to write our PENCIL stories together!
# Statement of Financial Position

## Assets

<table>
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<tr>
<th>Item</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Cash &amp; Investments</td>
<td>$1,772,164</td>
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<td>Pledges &amp; Grants Receivable</td>
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<td>Fixed Assets</td>
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<td>Other Assets</td>
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<td><strong>Total Assets</strong></td>
<td><strong>$2,174,044</strong></td>
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## Liabilities & Net Assets

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<th>Item</th>
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<tr>
<td>Liabilities</td>
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<tr>
<td>Net Assets - Unrestricted</td>
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<tr>
<td>Net Assets - Temporarily Restricted</td>
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<td><strong>Total Net Assets</strong></td>
<td><strong>$2,103,016</strong></td>
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**Total Liabilities & Net Assets**  

$2,174,044

## Statement of Activities

### Public Support & Revenue

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<td>Corporations</td>
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<td>Individuals</td>
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<td>Foundations</td>
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<td>Government</td>
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<td>Other</td>
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<td><strong>Total Revenue</strong></td>
<td><strong>$3,065,464</strong></td>
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### Expenses

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<td>Fundraising</td>
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<td><strong>Total Expenses</strong></td>
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### Change in Net Assets

$$(39,275)$$

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*In the fall of 2016, PENCIL changed to a calendar fiscal year; the above numbers therefore reflect the period of January 1 – December 31, 2017.*
This list reflects financial contributions made between 1/1/2017 and 12/31/2017. Every effort has been made to ensure the accuracy of this list and we regret any errors.
JOIN US

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