ANNUAL REPORT
2019
pencil
OVERVIEW LETTER

PENCIL envisions a city filled with students whose opportunities match their ambitions. PENCIL has supported nearly 10,000 students over the past five years. Nevertheless, there is still much to be done and a clear opportunity for PENCIL to reach more students and deepen our impact.

PENCIL makes it easy for business professionals, educators, and students to work together—in schools and the workplace. Our programs, including Principal For A Day®, in-school partnerships, mentoring, and internships, bring together business professionals, educators, and students in hands-on, immersive programs that open eyes, open minds, and open doors.

As we strive to provide more students with access to the relationships, skills, and opportunities that support their success, PENCIL adopted a strategic plan in 2018 to connect at least 50,000 students to success by 2023. This report highlights the programs, people and events that helped us make significant strides toward accomplishing our programmatic and financial goals in 2019.

PENCIL’s work grows from the core belief that relationships have the power to create opportunities that help New York City students succeed. As we continue to refine our approach, build relationships and grow the PENCIL community, it is the connections among and between our students, business partners, educators, donors and supporters that drive our impact.

Thank you to everyone who has made this year’s success possible. We look forward to moving forward together with you in the year ahead.

Sincerely,

Gregg Betheil, President
PENCIL
PROGRAMS
PRINCIPAL FOR A DAY®

On April 16th, PENCIL held its annual Principal For A Day® and **158 of NYC’s top business and civic leaders** participated in hands-on, authentic experiences across **134 NYC public schools**. Leaders connected with approximately **211 teachers** through teacher meetings and professional development opportunities as well as **3,395 students** through guest lectures, classroom visits and other student activities.

INTERNSHIPS

In partnership with the DYCD’s Ladders for Leaders Program, PENCIL supported **767 young adults** through a competitive training program focused on essential career readiness skills. **589 young adults** received paid six-week summer internships, earning over $1.3 million during the summer. PENCIL further supported highly motivated interns through the Internship Enrichment Program - a ten event series connecting **100 interns** with **149 volunteers** for additional networking and training opportunities.

SCHOOL PARTNERSHIPS

PENCIL facilitated **57 partnerships** between schools and businesses supporting **2,270 students**. These partnerships engaged **627 volunteers** in **202 program sessions** including workshops on networking, interview skills, personal branding, and resumes as well as career panels and special office visits. Through the program, 86% of students saw improvement in at least one of PENCIL’s “Keys to Success”. PENCIL also conducted **12 Points of Engagement** - single day events where volunteers work with students through PENCIL’s college and career readiness workshops. **470 students connected with 245 volunteers** for networking, skill building and access to new opportunities.
PROGRAM HIGHLIGHTS

PRINCIPAL FOR A DAY®

3,395 Students
158 Volunteers
134 Schools
124 Companies

"As a product of public school, it was a thrill participating in the Principal For A Day program at William C. Hughley. Shadowed faculty, met with every grade and shared my academic journey along with the world of experiential marketing with their class of ’19. Such a great community of learns."

- Patrick Donahue

SCHOOL PARTNERSHIP

2,270 Students
627 Volunteers
57 Schools
44 Companies

"From the first meeting, our team knew partnering with PENCIL could be an incredible hands-on opportunity to bring our passion and expertise into a classroom and have a meaningful impact on students’ lives."

- Michael Maslansky, CEO, maslansky + partners

POINTS OF ENGAGEMENT

470 Students
245 Volunteers
9 Schools
8 Companies

"Yesterday, we partnered with PENCIL & Lloyd's Bank for High School articulation. Thank you so much for helping our scholars pick their high school and work on their elevator pitches."

- South Bronx Academy for Applied Media

INTERNSHIP

992 Students
525 Volunteers
237 Companies

"PENCIL provided us with an exceptional summer intern, Aryanna, this year to help us as we coordinate projects and execute our summer college prep boot camp. We are excited for her to continue with us this fall."

- Seeds of Fortune
In 2018, PENCIL adopted an ambitious Strategic Plan designed to connect at least 50,000 students to success by 2023. In the first year of executing that plan, the organization has made significant strides in accomplishing its intended goals, addressing the work outlined in its operational plan, and setting the foundation for continued momentum in service to its growth and impact.

**STRATEGIC PLAN SUMMARY**

- Increased student impact by 99.6% (3558 to 7127 students)
- 21 New Partnerships and Programs Launched
- Grew Principal For A Day® participation by 48%
- Expanded Board Membership with 4 Female leaders
- Generated over $400,000 in new donor revenue
SPECIAL EVENTS
PENCIL’s Annual Gala: Writing Our Stories Together was held on October 30. Our biggest fundraiser of the year celebrated the dedication of the PENCIL community and the successes of our students, and recognized our honoree, Empire BlueCross BlueShield, for their longstanding support of PENCIL’s work and the students of New York City dating all the way back to 1997.

We also recognized Howard Chatzinoff for his years of leadership as PENCIL’s Chair of the Board.

This year, PENCIL raised $1.1 million to connect New York City students to success. Thanks to our generous supporters for making the night a success and helping us raise the support needed to help the students we serve continue writing their own PENCIL stories.

PENCIL’s Executive Leadership Council is composed of emerging business leaders who bring together the next generation of supporters to connect students to success. This year, the ELC led two special events to generate support for PENCIL.

Spring into Summer brought together young professionals for a high-end cocktail party to raise support for and learn more about PENCIL. The evening raised over $10,000 in support. Thank you to Deloitte for sponsoring this event!

Ride with PENCIL took place on September 26 and featured nearly 30 cyclists who raised almost $14,000 to support PENCIL’s work. Thank you to KKR for sponsoring this event!
On Thursday, June 20, 2019 the PENCIL community gathered to celebrate the accomplishments of our school and business partners. Each year the PENCIL team acknowledges the work of exceptional partnerships; this year’s award recipients were:

- Broadridge and Scholars Academy received the Veteran Partnership for their 10 years of work together.
- Bank of America Mergers and Acquisitions Team and Humanities Preparatory Academy received the Emerging Partnership Award for work in their first year of Partnership.
- Bombas and P.S. 188 received the Innovative Partnership Award for their unique work to help students explore their creative instincts in the Makers Lab.

We also celebrated the work of outstanding volunteers for their commitment and impact throughout the year. Congratulations to Jessica Mardones, Salesforce; Jonathan York, Castle Harlan; Dani Compain, Neuberger Berman; and Matt Kaing, Deloitte.
INTERNSHIP CULMINATING EVENT

PENCIL, in partnership with Ladders for Leaders and DYCD, placed 589 students in internships across New York City. On August 13, students and their employer hosts gathered at Paul Hastings to celebrate work of these high-achieving, career-minded, New York City public school students and the life-changing opportunities their summer internship provided.

Each year, the Meringoff Family Foundation Scholarship recognizes the accomplishments of a select number of PENCIL interns. These students demonstrated significant work ethic and made meaningful progress towards their career goals. This year’s winners were:

- Abdulyekinni Ajomagberin
- Zene Willoughby
- Gwendolyn Zhen
- Aryee McGirt
- Wei Zheng
### Statement of Financial Position

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<tr>
<th>ASSETS</th>
<th>2019</th>
<th>2018</th>
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<td>CASH &amp; INVESTMENTS</td>
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<th>LIABILITIES &amp; NET ASSETS</th>
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| TOTAL LIABILITIES & NET ASSETS | $2,228,211      | $2,323,981      |

### Statement of Activities

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<th>PUBLIC SUPPORT &amp; REVENUE</th>
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| CHANGE IN NET ASSETS           | $(105,430)      | $198,051        |

In December 2018, PENCIL’s Board of Directors approved a 5-year Strategic Plan that reflects a period of sustained and steady growth. The plan includes financial management requirements to ensure long-term organizational sustainability, including maintaining a 6-months’ reserve. PENCIL’s 2019 operating deficit was due primarily to the timing of a large corporate commitment that was expected in late Dec 2019 but wasn’t finalized until early Feb 2020.
**Individual Donors**

**Honor Society ($50,000-$99,999)**
Scott and Melissa Beattie
Meringoff Family Foundation Inc.

**Dean's List ($25,000-$49,999)**
Charles and Karyn Bendit
Louis and Karen Briskman
Howard and Leslie Chatzinoff
Christopher and Susan Hayward
Abbe Raven and Martin Tackel
Jason Silvers

**Champion ($15,000-$24,999)**
Charles and Karyn Bendit
Louis and Karen Briskman
Howard and Leslie Chatzinoff
Christopher and Susan Hayward
Jason Silvers
Abbe Raven and Martin Tackel

**Leader ($10,000-$14,999)**
Susan and David Cosgrove
The Haberman Family
Debbie Kenyon
Kristen and Patrick Ramsey
Jessica Roy
Marshall Smith
Lisa and Lewis Warren

**Advocate ($5,000-$9,999)**
Joseph Allerhand
Gerd Alexander and Claudette Bailon
John and Kathy Lee Bickham
Heather Cannady
Neil Clark
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**Advocate Continued ($5,000-$9,999)**
Jeanny Pak and Matthew Gross
Duncan Heilbronn and Joanna Lambert
Peter and Isabel Malkin
Jason Mead
Joseph Naggar
Glenn Rufrano
Constantine Savvides
Andrew M. Snyder
Barbara and Keith Stein
Marc Weisman

**Supporter ($2,500-$4,999)**
Gregg and Karen Betheil
Mariel Cruz
Adam Elster
Kevin and Nicole Gallagher
Jason Horowitz
Megan Briskman and Timothy Silver

**Friend ($1,000-$2,499)**
Geoff Adamson
Nicole Wallace Ardiet and Sylvain Ardiet
Renee and Richard Barasch
David Baron
Greg Behrman
Jaclyn and Adam Cohen
Jonathan Crystal
Stephen Dannhauser
Debbie Dial
Brian Eisendrath
Jeffrey Feil
David Fishman
Charina Foundation
The Debs Foundation
The Lori & Mark Fife Foundation
The Goodman-Lipman Family Foundation, Inc.

**Friend Continued ($1,000-$2,499)**
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Christopher Getty
Ronda and Matthew Gilroy
Iris and Frederick Green
Kenneth Heitner
Sócrates Jiménez
Laurie Katz
Tony Kendall
Robert and Sydney Kindler
Sharyn Kohen
Kate Lear
Lew Leone
Cassandra and Jamie Merolla
Naomi Munz
Michael Nieset
Michael Nissan
Jesse Oberst
Oscar Perez
David Lefkowitz and Julie Persily
Harold Philipps
Martin Rabinowitz
Ron Rudzin
Joe Scantlebury
Matthew Schetlick
Glenn Schiffman
Marc Silberberg
Michael Steib
Leon M. and Leesa Wagner
Gregory Worrell
Jim Zhu

**Leader Continued ($10,000-$14,999)**
Champion Continued ($15,000-$24,999)
Supporter Continued ($2,500-$4,999)
Friend Continued ($1,000-$2,499)
Corporate Donors

**Valedictorian ($100,000+)**
- Bloomberg
- JPMorgan Chase & Co.

**Honor Society ($50,000-$99,999)**
- Charles Hayden Foundation
- DTCC
- Deloitte LLP
- Empire BlueCross BlueShield
- Healthfirst
- Hearst Corporation
- Infosys Ltd.
- Yahoo Finance

**Dean's List ($25,000-$49,999)**
- A+E Networks
- American Express
- Fidelity National Title Insurance
  - Company of New York
- GoldenTree Asset Management, LP
- JetBlue Airways
- Regeneron Pharmaceuticals
- Weil, Gotshal & Manges LLP

**Champion ($15,000-$24,999)**
- Amalgamated Bank
- Bank of America Merrill Lynch
- Bombas
- CDI
- High Point Solutions, Inc
- Houlihan Lokey
- L+M Development Partners
- LinkedIn
- maslansky + partners
- Neuberger Berman
- Paul Hastings LLP
- Preferred Home Care of New York
- Scholastic Inc.
- Sterling
- The Altschul Foundation
- The Seth Sprague Educational and Charitable Foundation
- Union Square Hospitality Group

**Leader ($10,000-$14,999)**
- Authentic Agency
- Dotdash
- Ernst & Young
- GFP Real Estate
- Goldman Sachs
- RSM US LLP
- Snohetta
- The Hyde and Watson Foundation
- The Patrina Foundation

**Advocate ($5,000-$9,999)**
- Akin Gump Strauss Hauer & Feld LLP
- Bank Street College
- Brown Rudnick
- CBS Corporation
- Civic Entertainment
- Cooley LLP
- Cushman & Wakefield
- Deloitte & Touche LLP
- Fried, Frank, Harris, Shriver & Jacobson LLP
- HPE
- International Integrated Solutions, LTD
- Latham & Watkins LLP
- MetLife
- Pepsi Corporation
- Red Hat Inc.
- Saatva
- Salesforce
- Schulte Roth & Zabel LLP
- Sterling Risk
- UBS Financial Services Inc.
- Willkie Farr & Gallagher LLP

**Supporter ($2,500-$4,999)**
- 21st Century Fox
- Assurant, Inc.
- BDO USA LLP
- Cambridge University Press
- Cetra
- Cetra Ruddy Architecture
- Citi
- Council of Supervisors and Administrators

**Supporter Continued ($2,500-$4,999)**
- Credit Suisse
- Holland & Knight LLP
- KKR
- Mutual of America
- Rosenberg & Estis, P.C.
- The Morrison & Foerster Foundation

**Friend ($1,000-$2,499)**
- BNY Mellon
- BluEdge
- C2 Imaging LLC
- Commonwealth Land Title
- DDK & Company LLP
- Google
- Janover LLC
- LIBERTY Dental Plan
- Matthijssen
- Oath Inc.
- Ogletree, Deakins, Nash, Smoak & Stewart, P.C.
- Shaw, Inc.
- The Marketing Arm
- Baker & Hostetler LLP
- Tillotson Design
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