is the leader in creating innovative, impactful models of ongoing collaboration between business and public schools.
PENCIL BY THE NUMBERS 5
PROGRAMS 6
EVENTS 9
LOOKING AHEAD 11
FINANCIALS 12
SUPPORTERS 13
Greetings to all of our PENCIL Business and School Partners, supporters and friends! My name is David Weiner and I am the organization’s new president, its fourth overall in the nearly two decades of transforming New York City’s public schools through impactful school-business collaboration. On behalf of PENCIL’s Board of Directors and staff, including our Interim Executive Director Richard Burns, I am pleased to share with you a review of 2014.

Now more than ever, the strength of NYC’s business community is crucial to improving the outcomes of our public school students. This Power of Partnership was highlighted throughout 2014. This year, we focused our energies on creating replicable models of school-business partnerships that are high-impact and high quality. We developed a new toolkit of resources to aid schools and businesses in their efforts to implement their own powerful partnerships. We also launched the Downtown Initiative, an effort sponsored by Trinity Wall Street, to unleash the potential of public school students in Lower Manhattan by creating strategic collaborations with downtown companies.

In the spring, at our Annual Gala, we honored two PENCIL businesses that demonstrate well the Power of Partnership. For PwC, it means elementary school students in The Bronx learn the value of saving and investing in their simplest forms through PwC’s “Earn Your Future” program. For JPMorgan Chase & Co., it means that our PENCIL Fellows—nearly 140 high school juniors and seniors who earned paid internships at top NYC companies—learned how to manage earnings from their first paychecks with the support of JPMorgan Chase & Co. volunteers.

Since I joined PENCIL I have had the opportunity to discuss and reflect on the characteristics of meaningful school-business partnerships with both new and long-standing members of PENCIL’s network. I want to thank all of you who have taken the time to share your insights with me, support our students, and help build a community of educators and business professionals working together to improve our schools. Your work is inspiring and I look forward to our continued collaboration.

David Weiner,
President.
As a PENCIL Board member since 2002 and as a PENCIL Business Partner with my firm Weil, Gotshal & Manges, I have seen how businesses volunteers can help level the playing field for all students by supplementing students’ classroom learning through professional skill-development and interactions with successful businessmen and women. Through Weil’s PENCIL School Partnership with MS 224 in East Harlem, employees from different areas of our law firm and at various stages in their careers engage in regular mentoring sessions with MS 224’s middle school students to improve their college and career readiness skills.

Weil is also a business host for the PENCIL Fellows Program. While the high school students in the Fellows Program come from diverse and often challenging backgrounds, when they enter the lobby of our midtown Manhattan offices in professional attire, armed with the hours of “hard” and “soft” skill training provided by PENCIL staff, they truly exceed our expectations and become valuable members of our team.

As the Chair of PENCIL’s Board of Directors, and on behalf of the rest of the Board, I pledge to continue to help PENCIL activate and leverage the talents, time, and resources of New York City’s business community to meet the needs of our schools and students. We encourage others to join us in our efforts because all of New York City’s children deserve the chance to be college-bound and career-ready.

Howard Chatzinoff
Weil, Gotshal, & Manges
PENCIL BY THE NUMBERS

35,000+ hours of career development received by PENCIL Fellows applicants and participants

Over 500 business volunteers participating in PENCIL School Partnerships

273 PENCIL School Partnerships

287 student résumés developed as part of PENCIL Fellows career development
PENCIL connects companies and their employees to New York City public school students through two core programs: the School Partnership Program and the PENCIL Fellows Program.

**SCHOOL PARTNERSHIP PROGRAM**

The School Partnership Program matches business interests and capacities with school needs and priorities. The 2014 Program included almost 230 businesses engaged in 273 School Partnerships focused on strengthening School Leadership and increasing students’ College and Career Readiness.

**School Leadership**

School Leadership Partnerships build the capacity of principals and school staff to lead and manage more effective schools. Business volunteers utilize their marketing, strategic planning, budgeting, and management expertise to help school leaders on projects aimed at improving their school operations, financial planning, community engagement, school identity and culture.

**College and Career Readiness**

College and Career Readiness Partnership engage teams of business volunteers to share their personal experiences and expertise with students. This includes providing access to diverse workplaces and industries, working directly with students to improve their professional skills, and helping students plan and make informed decisions about their college education.

Craig Sullivan working with students from P.S. 226 Brooklyn
The PENCIL Fellows Program is a competitive career readiness program for talented NYC high school juniors and seniors. Students receive valuable real-world work experiences through paid, six-week summer internships. PENCIL also provides training to both students and business volunteers to make sure that students get the most from their internships. In 2014, PENCIL trained and placed 137 motivated, high-need students in internships in businesses throughout the city.

PENCIL FELLOWS PROGRAM

PENCIL Fellow Pierina Ortiz and her Business Mentor Toni Johnson at PENCIL Partner EMC.

PENCIL Fellows practice networking and personal branding skills during one of the PENCIL Fellows Working Breakfasts at PENCIL Partner Proskauer Rose.
Throughout the year PENCIL brought together our network of educators, business volunteers, and supporters to raise awareness for PENCIL’s high-impact programming.

PENCIL’S ANNUAL GALA

Over 500 supporters gathered at the beautiful Pier 60 at Chelsea Piers to celebrate PENCIL’s Annual Gala on June 12. The evening raised nearly $1.6 million to support our efforts to improve New York City public education.

Jenna Wolfe from NBC’s Today Show served as the evening’s emcee. PENCIL honored and gave the 2014 PENCIL Power of Partnership Award to two dedicated PENCIL Business Partners: PwC and JPMorgan Chase & Co.

(From left to right) Mitchell M. Roschelle (Partner and PwC U.S. Real Estate Advisory Practice Leader), Mary Erdoes (Chief Executive Officer, JPMorgan Chase Asset Management), Jenna Wolfe, and PENCIL President David Weiner. Erdoes accepted the 2014 award on behalf of JPMorgan Chase & Co. Roschelle accepted the 2014 award on behalf of PwC.

The program featured performances from the famous PS22 Chorus.
PENCIL Fellows Culminating Event

PENCIL Fellows, their Business Mentors, and PENCIL supporters celebrated the completion of the Fellows’ summer internships at the offices of PENCIL Partner Ogilvy & Mather in Hell’s Kitchen. Representatives from some of the City’s top businesses—including JPMorgan Chase, Deloitte, CA Technologies, JetBlue Airways, Bank of America, New York University and Elizabeth Arden—came together with our Fellows to recognize students’ accomplishments and the impact businesses can make when they open their doors to NYC’s youth.

At the Culminating Event in August, PENCIL Fellows benefactor Stephen Meringoff announced the winners of the annual Meringoff Scholarship Contest. Contestants were asked to create a new business plan for their respective internship host companies. Meringoff is pictured with the award winners and PENCIL Board Chair Howard Chatzinoff.

The Downtown Initiative

In 2014, PENCIL launched The Downtown Initiative supported by a grant from PENCIL Partner Trinity Wall Street. Through the Downtown Initiative, PENCIL was able to connect over 65 companies with more than 20 schools in lower Manhattan. At the launch event in March, PENCIL Partners shared best practices and learnings about what makes for effective school-business partnerships, helping the audience understand how PENCIL’s work can help build a community of change in Lower Manhattan.

THE DOWNTOWN INITIATIVE

Unleashing the Potential of Students in Lower Manhattan
As we enter 2015, we plan to significantly increase the size of our PENCIL Fellows Program so we can provide critical training and internship experiences to even more students. In particular, we are committed to assessing the structures and supports necessary to meet the staggering demand for this programming at scale for all of our City’s youth. We will also continue to deepen our School Partnerships Program by building out our evaluation measures, curricular resources and knowledge base to make sure new and existing partnerships can benefit from the understandings that we have gained with our volunteers about how to engage in high-impact school-business partnerships.
STATEMENT OF FINANCIAL POSITION FY 2014

ASSETS
Cash & Investments $2,021,311
Pledges & Grants Receivable 1,095,561
Fixed Assets 233,575
Prepaid Expenses and Other Assets 68,903
Total Assets $3,419,350

LIABILITIES & NET ASSETS
Liabilities $385,252
Net Assets – Unrestricted 2,402,456
Net Assets – Temporarily Restricted 631,642
Total Net Assets $3,034,098
TOTAL LIABILITIES & NET ASSETS $3,419,350

STATEMENT OF ACTIVITIES

Revenue*
Corporations $2,015,952
Foundations 172,000
Individuals 222,330
Others 186,351
Total Revenue $2,596,633

EXPENSES**
Program Services $2,957,495
Management & General 502,098
Fundraising 726,126
Total Expenses $4,185,719

CHANGE IN NET ASSETS ($1,462,323)

*Excludes in-kind donations
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We thank our many supporters, without whom PENCIL would not be able to provide NYC students with the access, opportunities, programs, and education they need to succeed.

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