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ANNUAL REPORT 2021

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CONNECT WITH US

"I really enjoyed my experience and time working as a PENCIL intern because it gave me experience in the field that I am currently majoring in. Finding internships is extremely difficult, especially if you have no experience, but PENCIL supported me in finding my first one."

ERIC, JUNIOR, CUNY - BARUCH COLLEGE

OVERVIEW LETTER

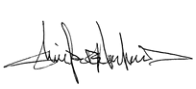
PENCIL's continued impact throughout 2021 is a testament to the strength of the PENCIL community, the resiliency of the students we serve and the dedication of the PENCIL team and Board of Directors. As you will read in the following pages, much of our student programming remained virtual over the past year, as schools and businesses navigated the ongoing pandemic. Despite those challenges, we reached thousands of New York City students, and leveraged the experience of committed business volunteers to open doors of opportunity.

Beyond PENCIL's student programming, we continued to build a solid financial foundation to support our work. A Paycheck Protection Program loan in January, sustained support from the corporate community and expanded foundation support positioned PENCIL to end the year on strong financial footing, grow our innovative programs and begin to share what we have learned with the broader field.

As we look ahead and the city continues to recover, we are excited by the potential we see. With a new mayoral administration focused on creating pathways to success for students amid broader economic growth, we look forward to returning to in-person programming and are already working with PENCIL's Principals Advisory Group to understand how we can best support schools in this moment. Principal For A Day® will return in May, bringing hundreds of potential business partners back into schools and classrooms, as well as the return of PENCIL's Principal For A Day Summit as an in-person event.

Building on the success of the PENCIL Internship Program, PENCIL looks forward to partnering with the new administration to engage more businesses to employ more interns in the year ahead. PENCIL remains committed to expanding engagement between businesses, schools, and students through our 50,000 Futures Campaign, which by 2023 will help connect 50,000 NYC students to success by bringing together business professionals, educators, and students to open eyes, open minds, and open doors.

To every individual, corporate and foundation supporter of our work, and each teacher, principal and volunteer who connected with a student this year, we thank you, and look forward to the year ahead.



CHRISTOPHER B. HAYWARD
PENCIL BOARD CHAIR

GREGG BETHEIL
PENCIL PRESIDENT

SCHOOL YEAR PROGRAMS

Throughout the 2020-2021 school year, PENCIL's programs have been virtual. During this time PENCIL created several new, innovative programs to respond to school and students' needs that allowed us to increase our reach and impact. Since April 2020, PENCIL has served approximately 7,311 students through over 650 virtual program touchpoints.

SCHOOL PARTNERSHIP PROGRAMS

PENCIL-facilitated workshops and experiences create and support ongoing relationships between business partners, school staff, and students to prepare students for college and career success.

During the 2020-21 school year, PENCIL conducted 252 partnership program sessions. These sessions included PENCIL's signature workshops on topics such as networking, interview skills, personal branding, and resumes as well as career panels, sessions led by volunteers to introduce technical skills related to an industry, and virtual office visits giving students exposure to a professional environment.

OPEN SOURCE

Open to all students at over 100 high schools, these virtual sessions filled a gap in instruction during New York City's transition to distance learning and provided access to corporate volunteers that teachers could not achieve alone. 79 sessions were held, with 207 volunteers from 56 businesses serving 1,115 students.

1,012 Students

33 Schools

534 Volunteers

27 Businesses

"The Bloomberg/PENCIL partnership has been an excellent opportunity for our students to enter a world that they would never have an in to. It provides mentors for them for two years. In addition, they engage in opportunities where they get to learn about different career pathways, internships and pick up some hard and soft skills. Since volunteers from various fields get to interact with our students, it allows our students to imagine themselves in these positions and see their future selves. "

HAZEL JOSEPH ROSEBORO, PRINCIPAL, UNIVERSITY HEIGHTS HIGH SCHOOL

SUMMER PROGRAMS

PENCIL received 4,269 applications for its summer employment programs. 892 students received 20 hours of pre-employment training. 346 students were placed in paid work-based experiences and internships. 51 of those students participated in PENCIL's Career Explorers Program including a pilot group of 9 high school students from New Rochelle.

INTERNSHIPS

269 interns, 165 in person and 104 virtual, from 128 schools were placed in positions at 101 companies like DTCC, Bloomberg, Bank Street College and Teach For America. The students completed 150 hours of remote work and were paid $15/hour. During their internships, they provided employers with support for critical functions such as marketing, program development, content creation, and financial management.

PENCIL'S PRE-EMPLOYMENT TRAINING

In the Spring of 2021 PENCIL facilitated over 93 virtual training sessions with the support of 422 volunteers from 26 companies. Students gained skills in communication, goal-setting, collaboration, interviewing, and more.

CAREER EXPLORERS

PENCIL recruited Career Explorers from 27 different schools. They participated in a paid work-based learning experience that included one-on-one mentoring by 113 business volunteers from around the city. Students worked on capstone projects that focused on industries like Real Estate, Law, Community Service, Finance and more.

PENCIL students earned over **$778,000** during the summer

"I am in complete awe of the professionalism and determination possessed by our intern. It says a lot about the organization to be able to provide interns who are capable of doing the work people in this organization have been doing for years with such ease."

MINERVA,
NYC PARKS,
INTERN SUPERVISOR

PENCIL'S PRINCIPAL FOR A DAY® GOES VIRTUAL!

During the week of April 26th PENCIL hosted the first ever all virtual Principal for A Day.® For over 25 years, Principal For A Day has been New York City's most unique annual event that allows business leaders to support public education. This year was no different and the week was full of exciting activity!

Over the course of five days, 22 public schools opened their virtual doors to 27 executives to learn about the inner workings of NYC schools and interact with thousands of students. The week kicked off with a principal's panel discussion moderated by former schools chancellor Dennis Walcott and we wrapped up the week's festivities by celebrating NYC principals on social media for Principal Appreciation Day on May 1st.

PRINCIPAL FOR A DAY® SCHOOL VISITS

The virtual school visits took place during the week of April 26th. Overall, the program impacted more than 2,500 students, 300 teachers and 60 other school staff members.

Business executives who participated in the program got a chance to join principals and school leaders as thought partners and advisors, interact with students, offer insight into their education and career trajectories and share opportunities within their company and industry.

PENCIL engaged professionals from 20 companies in different industries like healthcare, law, finance, communication, transportation, sports and more. Whether it's pairing the head of the new terminal One at JFK with Aviation High School or a pairing a partner from a major global law firm to the Bronx School of Law and Finance, these matches were made keeping school and student interest in mind.

PRINCIPAL FOR A DAY® WEBINAR

On April 26th, four principals also participated in a panel discussion to reflect on the school year and provide more insight into school re-opening plans for the fall.

Dennis M. Walcott, former Chancellor of the NYC Department of Education and President and CEO of Queens Public Library, moderated the panel.

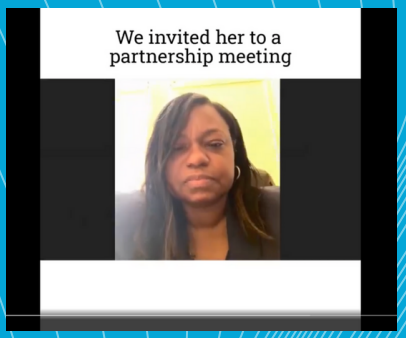
More than 50 business professionals, corporate partners, and educators joined the discussion to hear from NYC principals: Uche Njoku, EdM, Karen Polsonetti, Moses Ojeda, and Dr. Asya Johnson. All our principals had unique perspectives and insights to offer.

PRINCIPAL APPRECIATION DAY ON SOCIAL MEDIA

Principals shoulder many responsibilities: overseeing staff, coordinating curriculum and providing students with a safe and productive environment to learn. To celebrate the principals in our network, we invited students to share their favorite memories with their principals or reflect on the qualities they admire about them.

Our team also took this opportunity to thank their past principals, give a shout-out to principals in PENCIL's network and recognize the hard work of principals across the country.

Principals, often the first to arrive and the last to leave and spend a great deal of time with the students and their staff. Their work is of utmost importance, especially now when students may be grappling with personal losses and a virtual school environment.



"Had a terrific day (virtually) with Principal Lansner and his incredible teachers and awesome students at Brooklyn Prep! Thank you Noah (and Anna, Maggie, Esteban, Akeem) for inviting me to meet your students and be a 'Principal for a Day'... and Khia, Tristan, John, Gabrielle, Genovese, Beyonce, and all the other students who took part for the great conversation."

DAVID MURGIO, CHIEF SUSTAINABILITY OFFICER AT RANPAK

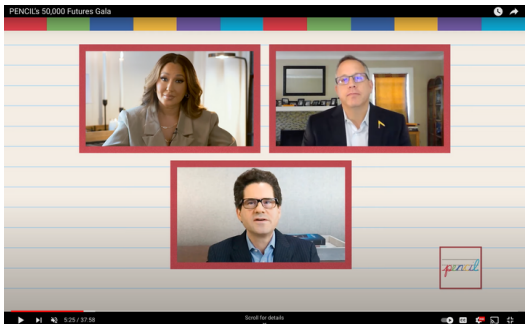
PENCIL'S 50,000 FUTURES GALA

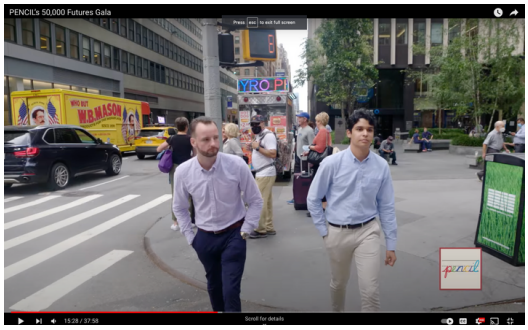
We are on a mission to connect another 50,000 students to success by 2023!

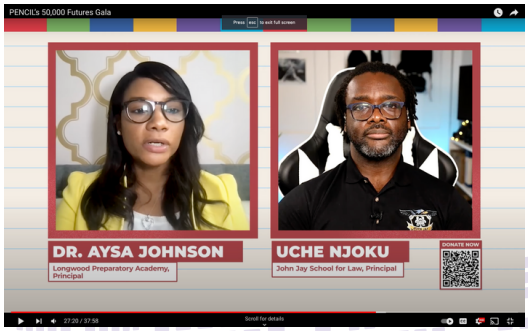
PENCIL's 50,000 Futures Virtual Gala, hosted by Adrienne Houghton, took place on October 6th at 6:30pm and highlighted stories of student success from the past year.

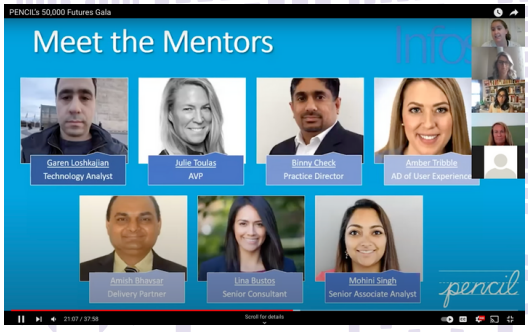
During one of the most difficult times in modern history, thousands of businesses, principals, teachers, and volunteers have worked together to secure New York City's future by supporting our students. As we prepare for return and resurgence, it is time to celebrate that commitment and impact!

Throughout the 50,000 Futures campaign, PENCIL raised $784,958 from individuals and companies! These donations will help preserve the future of New York City by ensuring the next generation has equitable access to success through PENCIL's programs.









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How cool would it be to give every kid in New York City that option and opportunity to just be able to explore something that they couldn't even imagine themselves ever doing. PENCIL is always there to say we can help find a solution for that.

Dr. Asya Johnson,
Principal at The
Longwood Academy

INNOVATIONS IN SUMMER YOUTH EMPLOYMENT TO SUPPORT SCALE, EQUITY, AND QUALITY

PENCIL is proud to release Innovations in Summer Youth Employment to Support Scale, Equity, and Quality, a paper sharing reflections about the creation, outcomes, and implications of Career Explorers — a new model for summer employment and work-based learning.

For over 25 years, PENCIL has been creating and managing programs that bring together students, business leaders and educators in innovative programs that connect students to success. PENCIL has worked with over 37,000 students increasing their access to mentors, skills, and opportunities. Since 2007, over 5,000 of those students have participated in PENCIL's summer internship and employment programs.

After placing 589 students in internships in 2019, the PENCIL team started 2020 preparing to once again place over 500 students in paid summer internships. With the advent of the pandemic, the economic downturn that followed, and overall uncertainty in the city, summer internships were on fragile ground by early spring. In April, the city announced the cancellation of the Summer Youth Employment Program.

Throughout the spring, major corporations were disbanding summer internship programs. By May, many workers and students were experiencing fatigue with remote work and learning, leading to questions about how students could thrive in summer programs after an exceptionally challenging school year.

Throughout the spring and early summer, the PENCIL team worked tirelessly with new partners and new models to secure paid work experiences for students while also considering sustainable solutions to the challenges that have always plagued summer youth employment. Ultimately, PENCIL successfully placed 342 young people in paid summer work experiences through four programs – Remote Internships, Career Explorers, SYEP Summer Bridge, and a partnership with New Visions for Public Schools. Additionally, PENCIL provided enrichment and training for an additional 700 students who were enrolled in SYEP Summer Bridge with other providers.

One of PENCIL's most successful innovations was the creation of the Career Explorers program. PENCIL served 46 high school students through the Careers Explorers program and engaged more than 99 volunteers from 16 companies. PENCIL created this model in response to the decreased availability of traditional internship placements by designing a paid simulated internship program with high-quality, high-touch, work-based learning that was decoupled from a business placement.

Career Explorers offers a unique blueprint for PENCIL and other partners to examine as part of the solution to scale high-quality summer youth employment in New York City. Through a data-based approach, the paper presents the program's outcomes compared to virtual internships, opportunities for even more substantial impact, and the possibilities embedded in the model to add capacity and equity in the summer youth employment and youth talent development pipeline in New York City.

FINANCIALS

STATEMENT OF FINANCIAL POSITION

ASSETS	**2021**	**2020**
CASH & INVESTMENTS	$1,745,990	$1,901,670
PLEDGES AND GRANTS RECEIVABLE	602,549	225,634
FIXED ASSETS	12,121	15,671
OTHER ASSETS	42,667	42,667
TOTAL ASSETS	**$2,403,327**	**$2,185,642**
LIABILITIES & NET ASSETS		
LIABILITIES	43,246	101,705
NET ASSETS- WITHOUT DONOR RESTRICTIONS	$1,898,081	$1,652,937
NET ASSETS- WITH DONOR RESTRICTIONS	462,000	431,000
TOTAL NET ASSETS	$2,360,081	$2,083,937
TOTAL LIABILITIES & NET ASSETS	**$2,403,327**	**$2,185,642**

STATEMENT OF ACTIVITIES

PUBLIC SUPPORT & REVENUE		
CORPORATIONS	$1,360,379	$1,406,354
INDIVIDUALS	554,832	611,738
FOUNDATIONS	486,872	390,400
GOVERNMENT	700,017	625,447
OTHER: INVESTMENTS	(14,245)	24,308
TOTAL REVENUE	**3,087,855**	**3,058,247**
EXPENSES		
PROGRAM SERVICES	1,928,578	2,248,194
MANAGEMENT & GENERAL	388,035	404,620
FUNDRAISING	495,098	517,133
TOTAL EXPENSES	**$2,811,711**	**$3,169,947**
CHANGE IN NET ASSETS	$276,144	$(111,700)

INDIVIDUAL DONORS

Honor Society ($50,000-$99,999)

Cindy Ma & Friends

Dean's List ($25,000-$49,999)

The Scott and Melissa Beattie Family Foundation
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Christopher and Susan Hayward
Meringoff Family Foundation Inc.
Jason Silvers

Champion ($15,000-$24,999)

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Michael Maslansky and Susie Coulter
Richman Family Foundation

Leader ($10,000-$14,999)

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Debbie Kenyon
Kristen and Patrick Ramsey
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Ron and Chiara Rudzin
Glenn Rufrano
Bernard and Giti Tubiana
Lisa and Lewis Warren
Anonymous Donor

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Jeremy Phillips
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Glenn Schiffman
Heidi Stamas
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Valedictorian ($100,000+)

Bloomberg Philanthropies
Carnegie Corporation of New York
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The Pinkerton Foundation

Honor Society ($50,000-$99,999)

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DTCC
Hearst Corporation
The Wilf Family Foundations

Dean's List ($25,000-$49,999)

The Frances L. & Edwin L. Cummings Memorial Fund
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ExpandEd Schools
GoldenTree Asset Management, LP
Houlihan Lokey
KKR
L+M Development Partners
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RXR Realty
Saatva
Verizon
Weil, Gotshal & Manges LLP

Champion ($15,000-$24,999)

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Bank of America Merrill Lynch
Dotdash
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Greystar
JetBlue Airways
LinkedIn
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McKinsey & Company
MJHS/Elderplan Inc.
Outfront Media

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Citi
Civic Entertainment
Fried, Frank, Harris, Shriver & Jacobson LLP
GFP Real Estate
Infosys Ltd.
LIBERTY Dental Plan
NBCUniversal
Willkie Farr & Gallagher LLP

Advocate ($5,000-$9,999)

Ainslie Foundation
The Altschul Foundation
BDO USA LLP
Bombas
Brown Rudnick
Cushman & Wakefield
Deloitte & Touche LLP
Deutsche Bank Inc.
Ernst & Young
Evercore
FIS Global
Garic, Inc
Goldman Sachs
Guggenheim Partners, LLC
Harry's USA, Inc.
International Integrated Solutions, LTD
Kanerai
Quip
Salesforce
Schulte Roth & Zabel LLP
Snohetta
Sumitomo Corporation
Timberland
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Supporter ($2,500-$4,999)

Arcesium
Bank Street College
Cambridge University Press
CetraRuddy Architecture
High Point Solutions, Inc
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Linedata
TZP Group
William T. Grant Foundation

Friend ($1,000-$2,499)

BNY Mellon
Criteria for Success
Derive Technologies
HPE
Oath Inc.
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Representing a broad range of experience and professional backgrounds, PENCIL's passionate Board of Directors is committed to supporting PENCIL and improving public education in New York City and beyond.

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