



Annual Report

2022

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CONNECT WITH US



— Overview Letter

For PENCIL, 2022 brought change, renewal, and growth. From going back to school for in-person programs, to the rapid expansion of our internship program, to the return of Principal For A Day®, new program and revenue strategies, and an organizational restructuring, this has been a year to prepare us for the future ahead.

Our programming continues to expand and reach new heights. In the Impact Report published this October, we proudly shared the outcomes of our work with nearly **7,500 young people this program year, including nearly 800 who completed paid summer employment this year.** In kicking off the 2021-22 program year we are happy to report the majority of our work was in person. We onboarded several new partners as a result of Principal For A Day follow-up and the creation of the Legal Industry Advisory Group. Some of our new partners included: **Google, Stifel, M&T Bank, Buzzer, Molina Healthcare, Langan Engineering, Mintz, Paul Weiss, Davis Polk, Perkins Coie, and McDermott**, collectively representing **\$175,000 in new and annually renewable program revenue.**

In addition to our program success, fund development was the strongest it has been in years. With the continued support and guidance provided by our dedicated Board, not only did we see strong results in corporate program sponsorship, but our contract with the City's Department of Youth & Community Development has more than doubled since last year, and foundation grants will exceed \$500,000 for the first time in recent history. Additionally, this year we launched new strategies with the Great Give and the Celebration of Success raising nearly \$700,000 combined. At the end of 2022, PENCIL increased **traditionally generated revenue by nearly 20% compared to last year.**

Next year, PENCIL will draft and adopt a new Strategic Plan to chart our course through 2028. As we plan for 2023 and beyond, we are excited to build upon PENCIL's success and momentum. While many other nonprofits needed to downsize or even close during the pandemic, PENCIL has emerged from the crisis in a strong financial position, with innovative programs primed for scale. The current mayoral administration and, by extension, NYC Public Schools, are more receptive than ever to the kind of work PENCIL leads and they recognize the value PENCIL brings. In the coming years, it will be critical to harness this opportunity to enhance PENCIL's role in strengthening the landscape of education, workforce development and equity.

We look forward to the PENCIL community joining us as we meet this unique moment!

Sincerely,

Gregg & Jessica



Gregg Bethel



Jessica Bynoe

School Year Programs



LIBERTY DENTAL PLAN + UNION SQUARE ACADEMY FOR HEALTH SCIENCES



We are extremely proud to partner with PENCIL, because it will give us an opportunity to share many aspects of dentistry with students. We hope this program will encourage the students to choose a dental career that will impact the oral health and lives of themselves and those in their community.

-Dr. Susan Weiss | Dental Director- NY

AFTER NEARLY 2 YEARS OF VIRTUAL SESSIONS, PENCIL SUCCESSFULLY RELAUNCHED IN-PERSON PARTNERSHIP PROGRAMS!

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 2021-22 school year, PENCIL conducted 261 partnership program sessions, which had an impact on 1,188 students across 35 schools. This was achieved with the support of nearly 500 volunteers from 26 businesses.

POINT OF ENGAGEMENTS

These events provide groups of corporate volunteers, with high impact one-day engagement opportunities to connect with New York City public schools and students. During the 2021-22 school year, PENCIL organized 12 Engagements in which 182 volunteers from 7 companies worked with 373 students from 10 schools.



SALESFORCE + DUAL LANGUAGE MIDDLE SCHOOL



SNOHETTA + NEW HEIGHTS MIDDLE SCHOOL



MARKETAXESS + HIGH SCHOOL OF ART AND DESIGN

— Summer Programs



Internships

During summer 2022, working along Mayor Adam's universal summer youth employment innovation, PENCIL hired a record breaking nearly 800 paid interns.

Interns worked in positions at large companies like A+E Networks, Bloomberg, DTCC, SL Green, and Weil as well as dozens of local businesses like Awisco, nonprofits like YUCA Arts, and city agencies like the Department of Youth and Community Development. During their internships, they provided employers with support for critical functions such as marketing, program development, content creation, and financial management.

Career Explorers

PENCIL recruited 83 students for Career Explorers from 27 different schools. They participated in a paid work-based learning experience that included one-on-one mentoring by 78 business volunteers from 18 companies around the city. Students worked on capstone projects that focused on industries like Law, Community Service, Finance and more.

As part of this, PENCIL and RXR Realty supported a cohort of 17 New Rochelle High School students in a paid internship where professional mentors from RXR, provided regular guidance and feedback as the students worked on Industry specific Capstone projects related to Real Estate Development.



— Legal Industry Advisory Group



Hedieh Fakhriyazdi

Former Director, Social Responsibility and Weil Foundation

After announcing the Legal Industry Advisory Group during the Principal For A Day Summit, PENCIL has launched this program, which offers an opportunity to lead coordinated efforts across the legal industry in New York City to invest in early career exposure, mentorship, skill development, and internships for PENCIL students.

More than ever before, building career pathways for youth is a priority in the city and PENCIL is working as a strategic partner with the city's leadership to engage New York City businesses in these efforts.

Law firms participating include:

- Davis Polk & Wardwell LLP
- McDermott Will & Emery LLP
- Mintz
- Levin, Cohn, Ferris, Glovsky and Popeo, P.C.
- Paul Hastings LLP
- Paul, Weiss, Rifkind, Wharton & Garrison LLP
- Perkins Coie LLP
- Weil, Gotshal & Manges LLP

Principal For A Day®



WILLIAM PATTERSON + MANHATTAN BUSINESS ACADEMY



DAVID STRAUSS + THOMAS A. EDISON HIGH SCHOOL

On May 19th, 2022 PENCIL held the first in-person Principal For A Day in over 2 years! Over 120 Principal For A Day visits took place across all 5 boroughs, reaching over 5000 students!

Executives got the chance to learn about the ins and outs of daily school leadership and school leaders gave their students the opportunity to learn about new industries and career path!



LIZ JOSLIN + P.S. 006 WEST FARMS

After the Principal For A Day school visits, PENCIL hosted the Principal For A Day Summit at Google where executive participants, school principals and students attended! The summit featured keynotes from NYC Public Schools Chancellor, David C. Banks, DTCC Executive Director, Diversity & Inclusion and CSR, Phillip Anderson, Google's Vice President, Aparna Pappu, and Former Director, Social Responsibility and Weil Foundation, Hedieh Fakhriyazdi.



PENCIL BOARD AND EXECUTIVE LEADERSHIP COMMITTEE MEMBERS AT THE PRINCIPAL FOR A DAY SUMMIT



PRINCIPAL JEANNIE FERRARI + PENCIL STUDENT AND INTERN, SHIZA



NYC PUBLIC SCHOOLS CHANCELLOR, DAVID C. BANKS + GOOGLE'S VICE PRESIDENT, APARNA PAPPU

— Great Give

In our effort to raise funds to support PENCIL's impact in New York City, PENCIL has launched PENCIL's Great Give: 48 hours to fund the future on June 22nd-24th, 2022. As New York City re-imagines itself after a difficult two years, investing in the future has never been more important. PENCIL's programs ensure that young people in our city have the skills, mentorship, and opportunities they need to achieve the success they dream of.

With everyone's support, we were able to raise over \$150,000 with nearly 300 donations! We are closer than ever to reaching our goal of connecting 50,000 students to success by 2023!

Shoutout to our top three fundraising teams!



Executive Leadership Council

Deloitte.

DTCC



pencil's CELEBRATION *of* SUCCESS

On Thursday, December 1st, 2022, PENCIL's first Celebration of Success was hosted to highlight stories of the many students, partners, and volunteers who have worked together over the past few years to secure New York City's future by supporting its students.

With everyone's support and contributions to the Celebration of Success, PENCIL raised over \$500,000 to help preserve the future of New York City by ensuring the next generation has equitable access to success through PENCIL's programs.



— Financials

STATEMENT OF FINANCIAL POSITION

ASSETS	2022	2021
CASH & INVESTMENTS	\$1,744,137	\$1,745,990
PLEDGES AND GRANTS RECEIVABLE	690,020	602,549
FIXED ASSETS	15,088	12,121
OTHER ASSETS	<u>42,667</u>	<u>42,667</u>
TOTAL ASSETS	\$2,491,912	\$2,403,327
LIABILITIES & NET ASSETS		
LIABILITIES	252,389	43,246
NET ASSETS- WITHOUT DONOR RESTRICTIONS	\$1,985,473	\$1,898,081
NET ASSETS- WITH DONOR RESTRICTIONS	<u>440,097</u>	<u>462,000</u>
TOTAL NET ASSETS	\$2,425,570	\$2,360,081
TOTAL LIABILITIES & NET ASSETS	\$2,491,912	\$2,403,327

STATEMENT OF ACTIVITIES

PUBLIC SUPPORT & REVENUE		
CORPORATIONS	\$1,502,296	\$1,360,379
INDIVIDUALS	564,722	554,832
FOUNDATIONS	538,000	486,872
GOVERNMENT	636,909	700,017
OTHER: INVESTMENTS	<u>(326)</u>	<u>(14,245)</u>
TOTAL REVENUE	3,241,601	3,087,855
EXPENSES		
PROGRAM SERVICES	2,234,837	1,928,578
MANAGEMENT & GENERAL	332,272	388,035
FUNDRAISING	<u>609,003</u>	<u>495,098</u>
TOTAL EXPENSES	\$3,176,112	\$2,811,711
CHANGE IN NET ASSETS	\$65,489	\$276,144

— Individual Donors

Dean's List (\$25K+)

The Scott and Melissa Beattie
Charitable Foundation
The Hayward Family
Cindy Ma and Friends
Meringoff Family Foundation Inc.
Jason E. Silvers, M.D.

Champion (\$15K+)

Louis and Karen Briskman
Howard and Leslie Chatzinoff
Michael Maslansky and Susie
Coulter
Mariel Cruz
Nicole and John Degnan
Elizabeth and John Fosina
Joanna Lambert and Duncan
Heilbronn
Frank Martire
Richman Family Foundation

Leader (\$10K+)

Debbie Kenyon and Peter Hess
Kristen and Patrick Ramsey
Giti and Bernard Tubiana
Lisa and Lewis Warren

Advocate (\$5K+)

Gerd Alexander and Claudette
Bailon
Gregg and Karen Bethel
Heather Cannady
Cindy Ma
Peter and Isabel Malkin
Jessica Roy
Ron and Chiara Rudzin
Glenn Rufrano

Supporter (\$2,500+)

Megan Briskman and Timothy Silver
Susan and David Cosgrove
The Garrison Family Foundation
Raymond Gietz
Ritika Gunnar
Jason A Harrell
Marc Weisman

Friend (\$1,000+)

Madison Ainbinder
Kathryn Anderson
Nicole Wallace Ardiel
Samuel Carpenter
The Carpenter Family Foundation
Jaclyn L. and Adam Cohen
Stephen Dannhauser
Jeanine Devall
Garrett Fail
Elyssa Friedland
Kevin and Nicole Gallagher
Iris and Frederick Green
Kenneth Heitner
Sócrates Jiménez
Robert and Sydney Kindler
Foundation (DAF)
Lew Leone
Michael Lubowitz
Anthony McCoy
J. Mike McCullough
Perlow Family Foundation
David Lefkowitz and Julie Persily
Jeremy Phillips
Stuart Ruderfer
Senderowicz / Villalba Family DAF
Kim Shamsky
Mike Steib
Craig Sullivan
Jessica Yang

— Corporate & Foundation Supporters

Valedictorian (\$100,000+)

Bloomberg
Carnegie Corporation of New York
Department of Youth & Community
Development - DYCD
The Pinkerton Foundation

Honor Society (\$50K+)

Charles Hayden Foundation
DTCC
Google
Hearst Corporation
Infosys Foundation USA
JPMorgan Chase & Co.
Market Axess
PwC
RXR Realty
The Wilf Family Foundations
Weil, Gotshal & Manges LLP

Dean's List (\$25K+)

Deloitte LLP
Empire BlueCross BlueShield
HealthPlus
GoldenTree Asset Management, LP
Houlihan Lokey
Paul Hastings LLP
Regeneron Pharmaceuticals
Saatva
SL Green Realty Corp.

Champion (\$15K+)

A+E Networks
Bank of America Merrill Lynch
Davis Polk & Wardwell LLP
Dotdash Meredith
Greystar
JetBlue Airways
L+M Development Partners
Maslansky + Partners
McDermott Will & Emery LLP
Mintz, Levin, Cohn, Ferris, Glovsky
and Popeo, P.C.
MJHS/Elderplan Inc.
Molina Healthcare
Outfront Media
Paul, Weiss, Rifkind, Wharton &
Garrison LLP
Perkins Coie
Snohetta
Stifel

Leader (\$10K+)

BNY Mellon
High Point Solutions, Inc
The Hyde and Watson Foundation
LIBERTY Dental Plan
Summit OVA Tenant LLC
Willkie Farr & Gallagher LLP

Advocate (\$5K+)

Aimé Leon Dore
The Altschul Foundation
Ardea Partners LP
Bank Street College
Bombas
Civic Entertainment
Cushman & Wakefield
Deloitte & Touche LLP
Deutsche Bank Inc.
Ernst & Young
Goldman Sachs
International Integrated Solutions, LTD
KKR
Langan Engineering & Environmental
Science
M&T Bank
Salesforce

Supporter (\$2,500+)

Arcesium
Buzzer
CetraRuddy Architecture
TZP Group

Friend (\$1K+)

Custom Computer Specialists
LinkedIn
Netflix
Oath Inc.
PricewaterhouseCoopers Ireland

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Gerd Alexander

Partner
Paul Hastings LLP

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New York City Department of Education

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Vice Chairman and Director
REVLON

Heather Cannady

Director of HR - Corporate Functions
Reddit

Howard Chatzinoff

Chair Emeritus

Mariel Cruz

Partner
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York Capital Management

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FOX5/My9

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Valuation and Fund Advisory Services
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ARIANA ALESSANDRI
PEOPLE AND CULTURE ASSOCIATE



ARIANNY HIDALGO
PROGRAM MANAGER



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EMPLOYER ENGAGEMENT MANAGER



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PROGRAM MANAGER



CHRISTINE M. GORMAN
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CLAIR OBLAMSKI
SENIOR PROGRAM MANAGER



CLAUDINE CINTRON
PROGRAM ASSOCIATE



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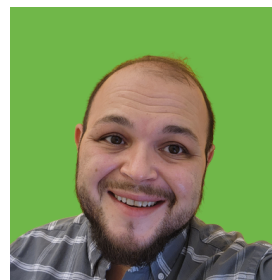
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SENIOR PROGRAM MANAGER



HANNAH IMMERMAN
ASSOCIATE DIRECTOR OF DEVELOPMENT



JASON BOCKO
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JESSICA BYNOE
PRESIDENT



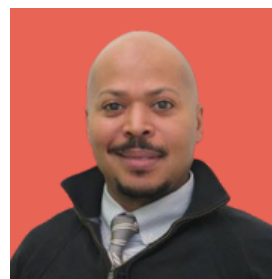
KATHERINE GAN
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DIRECTOR OF IMPACT AND OPERATIONS



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ASSOCIATE DIRECTOR OF INTERNSHIPS



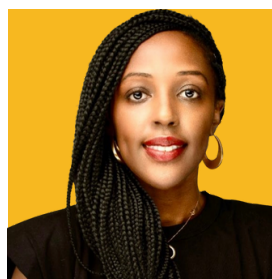
ROBERT HINES
ASSOCIATE DIRECTOR OF DEVELOPMENT



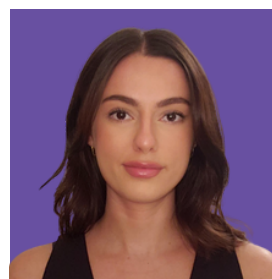
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