

pencil | 30 years

CONNECTING STUDENTS TO SUCCESS

# ANNUAL REPORT

2025

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Connect With Us

# Overview Letter

Dear Friends,

This year was a milestone year for PENCIL as we proudly celebrated 30 years of connecting students to success. What began three decades ago with a simple but powerful belief—that meaningful relationships between the business community and public schools can transform young lives—has grown into an organization helping thousands of New York City students embrace their potential and prepare for their futures. Our 30th anniversary was both a celebration of how far we have come and a reaffirmation of the mission that continues to drive us forward.

Throughout the year, PENCIL achieved important milestones in our growth, impact, and influence. We deepened our partnerships with schools and employers, expanded opportunities for career exploration and paid work experiences, and strengthened our role in helping New York City build a more connected and equitable system of education and career preparation. We also celebrated the 30th anniversary of Principal For A Day®, welcomed new champions to our work, and experienced extraordinary generosity from a community that believes deeply in our mission.

None of this would be possible without the remarkable dedication of our staff, whose creativity, expertise, and tireless commitment bring our mission to life every day. We are equally grateful for the enthusiasm of our corporate volunteers, the trust of our school partners, and the generosity of our Board, donors, and supporters. Across industries, neighborhoods, and generations, this community demonstrates what is possible when people come together around a shared belief in the power and potential of young people.

Above all, we celebrate the students who inspire everything we do. Their curiosity, ambition, resilience, and determination to shape their own futures remind us that opportunity is only meaningful when young people are equipped to seize it. As we reflect on 30 years of achievement and look toward the decades ahead, we remain inspired by the students who are charting their paths to success by discovering their talents, pursuing their dreams, and exploring the infinity of possibility before them.

With gratitude,



**Gregg Betheil**
Chief Executive Officer



**Jessica Bynoe**
President

# School Year Programs




**SAATVA X FLUSHING HIGH SCHOOL**

## SCHOOL PARTNERSHIP PROGRAMS

PENCIL's school year-long programs connect businesses and schools through hands-on workshops that build relationships between professionals, educators, and students while helping young people develop skills, confidence, and career awareness. In the 2024–25 school year, 317 volunteers from 17 companies engaged 843 students across 30 schools through 192 partnership sessions, providing meaningful opportunities for real-world learning and career exploration.

## POINT OF ENGAGEMENTS

PENCIL Point of Engagements provide groups of corporate volunteers, with high impact one-day engagement opportunities to connect with New York City public schools and students. In the 2024–25 school year, PENCIL hosted 22 engagements, where 163 volunteers from 16 companies worked with 386 students from 15 schools.



"I'm truly grateful to work with PENCIL and support the next generation of entrepreneurs and business people from my home city. PENCIL is such a unique program, bridging meaningful communications and opportunities that have true value for students and the professionals at organizations that support the program. Engaging with students, seeing their enthusiasm for learning, and their vision for the future is a privilege--and one that I hope to continue building on in the years to come!

**Nick Christy | maslansky + partners**

# School Year Programs




**INFY APP DESIGN CHALLENGE**



**SNØHETTA X NEW HEIGHT MIDDLE SCHOOL**



**PWC X UNIVERSITY HEIGHTS HIGH SCHOOL**




**OUTFRONT X BARUCH HIGH SCHOOL**

# Legal Industry Advisory Group




**PENCIL'S LEGAL INDUSTRY ADVISORY GROUP X NYU LAW**

The Legal Industry Advisory Group leads coordinated efforts among law firms and general counsel offices in New York City to invest in early career exposure, mentorship, skill development, and internships for PENCIL students. This group works with PENCIL staff and partner schools to create volunteer programs that teach students about the legal industry and associated careers while providing them with the skills and opportunities to pursue this path.

The Legal Industry Advisory Group reached over 105 students in 2025! Through this initiative, students attended sessions like: Salary and Conflict Negotiation Workshop at Weil, Case Review at Ashurst Perkins Coie, Law Day at Supreme Court of NY State, Appellate Division and Pro Bono, Law School + Career Development at Mintz.

> Since learning about PENCIL my sophomore year and now as a senior, I have grown so much because of the skills they have provided for me. PENCIL has taught me to always take the initiative to shake that one hand that can lead to the next open door or opportunity.
>
> **Jayda E. | PENCIL's Legal Industry Advisory Group Alum and Intern**



**PARTICIPATING LAW FIRMS:**

ASHURST PERKINS COIE

MINTZ

PAUL HASTINGS

Weil

# FutureReadyNYC




FutureReadyNYC is a New York City Public Schools initiative led by the Office of Student Pathways that ensures every student engages in meaningful work-based learning throughout middle and high school. PENCIL is proud to support this effort by coaching principals at nine FutureReadyNYC high schools, helping them design and implement career pathway programs that benefit their entire school communities.

During the 2024–25 school year, PENCIL partnered with these nine schools, impacting 3,245 students by bringing the five core components of FutureReadyNYC to life: Career-Connected Coursework, Early College Courses & Credentials, Work-Based Learning, Individualized Advisement, and Financial Literacy. Through hands-on coaching and collaboration, we helped schools develop comprehensive career pathway plans that provide every student with opportunities to explore their interests, build in-demand skills, and prepare for success in college, careers, and beyond.

**HERE'S A LOOK AT THE AMAZING SCHOOLS WE'RE WORKING WITH:**

Rockaway Collegiate High School

Rockaway Park High School for Environmental Sustainability

Excelsior Preparatory High School

Preparatory Academy for Writers: A College Board School

George Washington Carver High School for the Sciences

Longwood Preparatory Academy

The Celia Cruz Bronx High School of Music

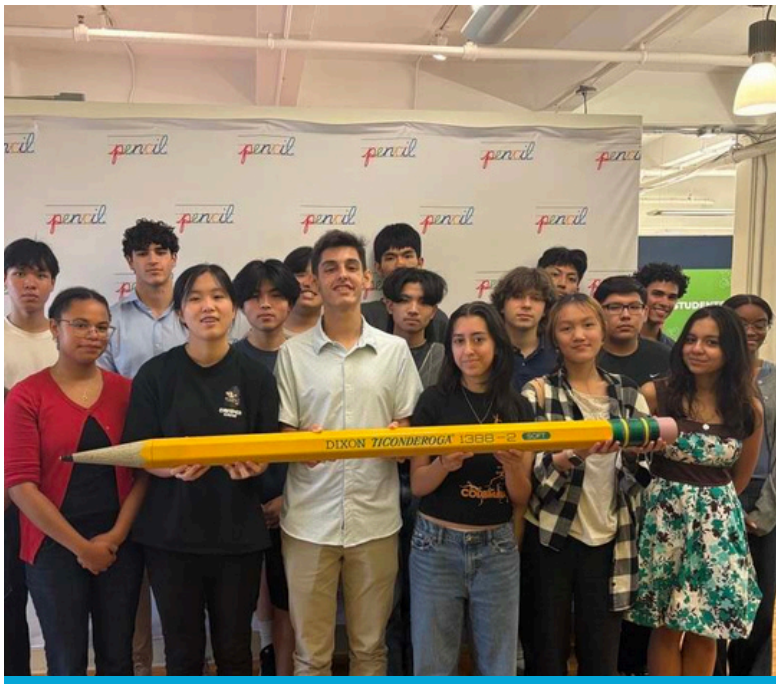
Bronx Academy of Health Careers

Wings Academy

# Summer Programs




PENCIL SUMMER INTERNS




PUBLIC SECTOR PATHWAYS PROGRAM

## INTERNSHIPS

PENCIL proudly serves as a provider for the NYC Department of Youth and Community Development's Ladders for Leaders program. In summer 2025, more than 5,000 New York City students expressed interest in connecting with PENCIL through our summer employment programs. Of those, 921 students completed pre-employment training, and 454 students secured paid internships and work-based learning experiences.

Interns worked at organizations including DTCC, L+M Development Partners, Snøhetta, and Weil, Gotshal & Manges LLP, participating in paid six-week internships earning at least $16.50 per hour. Throughout the summer, students contributed to critical business functions such as marketing, program development, content creation, and financial management while gaining valuable professional experience.

## PUBLIC SECTOR PATHWAYS PROGRAM

With support from The Pinkerton Foundation and NYC DYCD, we expanded the third year of our Public Sector Pathways program. During summer 2025, 20 high school interns working at city agencies completed the CUNY course Local Changemaking: Public Policy & Youth Advocacy in NYC. At the same time, agency supervisors received training to better support and mentor interns, enriching students' experiences and strengthening partnerships across the public sector.

# Principal For A Day ®






DENISE COKE + GRAMERCY HEIGHTS HIGH SCHOOL




JASON LILIEN + BROOKLYN PREPARATORY HIGH SCHOOL

PENCIL's 30th anniversary Principal For A Day® took place on May 15, marking a milestone year as nearly 150 business leaders visited public schools across all five boroughs. Professionals from industries including technology, finance, healthcare, law, and more connected with thousands of students, offering firsthand insights into their careers.

The celebration began the evening before with the Principal For A Day® Summit, proudly hosted by Paul Hastings. The Summit brought together educators and business leaders for an inspiring program featuring remarks from Gerd Alexander, Partner at Paul Hastings and PENCIL Board Member; Kiersten Barnet, Executive Director of the New York Jobs CEO Council; Dr. Monique Jackson-Dickens, Principal of Wings Academy High School; Moses A. Ojeda, Principal of Thomas A. Edison Career and Technical Education High School; and Jo Lambert, Chief Operating Officer at Olo and PENCIL Board Chair.

> We are so grateful to Ms. Degnan for sharing her time, wisdom, and energy with our students. Your journey is nothing short of inspiring, and your presence truly made an impact. We hope you enjoyed your day as a Falcon; once a Falcon, ALWAYS a Falcon!
>
> **Susan E. Wagner High School**

# Principal For A Day ®




**JO LAMBERT + SOUTH BRONX ACADEMY FOR APPLIED MEDIA**




**NICHOLAS BUTTO + HIGH SCHOOL FOR LAW ENFORCEMENT AND PUBLIC SAFETY**



**ROY ADAMS + BRONX LAB SCHOOL**




**YUNA TSUJI + I.S. 303 HERBERT S. EISENBERG**

# PENCIL's Great Give



PENCIL's Great Give took place throughout June 2025, bringing our community together to support PENCIL's mission of connecting NYC public school students to success through partnerships with the business community.

Supporters rallied behind dedicated fundraising teams, and we kicked off the campaign with the PENCIL Great Give Launch Event, an evening of friendly ping pong, meaningful connections, and a celebration of PENCIL's 30th anniversary.

Thanks to the generosity of our community, over 100 donors helped raise $47,663, creating more opportunities for NYC public school students.

**WHO ARE PENCIL STUDENTS?**
**Meet Elias**

As a junior and senior at University Heights High School in the Bronx, Elias participated in PENCIL's Bloomberg partnership, a two-year program where he worked with professional mentors and developed key skills. This experience led him to PENCIL's Career Explorers program, where he was paired with a mentor who helped guide his career exploration and success. After graduating high school, Elias became a PENCIL alum and stayed connected by attending events and activities. While attending Baruch College, Elias also secured a summer internship through PENCIL!



# Celebration of Success Gala



On November 19, we proudly celebrated PENCIL's 30th Anniversary alongside the supporters, partners, educators, students, and alumni who have made our mission possible. The evening honored three decades of impact and recognized Ruth Cohen, PENCIL's first President and Executive Director; Lewis Warren Jr., PENCIL Board Vice Chair and Vice Chairman of Commercial & Investment Banking at JPMorgan Chase; and Adrienne Bailon Houghton, Emmy Award-winning television host, producer, and longtime PENCIL supporter.

Juju Chang served as emcee, guiding us through an inspiring evening of celebration and reflection. Thanks to the incredible generosity of our community, we raised a record-breaking $1,156,753 to support PENCIL's work connecting NYC students to success.

**THANK YOU TO OUR TOP LEVEL SPONSORS!**

JPMorganChase

**HEATHER CANNADY-AVERY AND TIMOTHY AVERY**

PAUL HASTINGS

# Celebration of Success Gala











# Financials

## STATEMENT OF FINANCIAL POSITION

| **ASSETS** | **2025** | **2024** |
|---|---|---|
| CASH & CASH EQUIVALENT | $430,909 | $283,482 |
| INVESTMENTS AND OTHER INCOME | 618,400 | 720,400 |
| GOVERNMENT GRANTS RECEIVABLE | 192,134 | 262,674 |
| PLEDGES RECEIVABLE, NET | 427,162 | 607,749 |
| SECURITY DEPOSIT | 34,542 | 46,899 |
| PROPERTY AND EQUIPMENT, NET | 2,651 | 7,578 |
| OPERATING LEASE RIGHT-OF-USE ASSET | 304,028 | 168,129 |
| **TOTAL ASSETS** | **$2,009,826** | **$2,096,911** |
| | | |
| **LIABILITIES & NET ASSETS** | | |
| **LIABILITIES** | | |
| ACCOUNTS PAYABLE AND ACCRUED EXPENSES | $47,816 | $32,791 |
| OPERATING LEASE LIABILITY | 305,544 | 169,815 |
| DEFERRED REVENUE | - | 111,244 |
| **TOTAL LIABILITIES** | **$353,360** | **$313,850** |
| | | |
| **NET ASSETS** | | |
| WITHOUT DONOR RESTRICTIONS | 1,148,966 | 1,353,061 |
| WITH DONOR RESTRICTIONS | 507,500 | 430,000 |
| **TOTAL NET ASSETS** | 1,656,466 | 1,783,061 |
| **TOTAL LIABILITIES & NET ASSETS** | **$2,009,826** | **$2,096,911** |

## STATEMENT OF ACTIVITIES

| | | |
|---|---|---|
| **REVENUE & SUPPORT** | | |
| CONTRIBUTIONS | $1,458,123 | $1,416,273 |
| GOVERNMENT GRANTS | 636,372 | 613,867 |
| SPECIAL EVENTS | 935,739 | 551,912 |
| IN-KIND CONTRIBUTIONS | 119,501 | 218,085 |
| OTHER: INVESTMENTS | 100,447 | 54,842 |
| **TOTAL REVENUE SUPPORT** | **$3,250,182** | **$2,854,979** |
| | | |
| **EXPENSES** | | |
| PROGRAM SERVICES | 2,366,929 | 2,683,292 |
| MANAGEMENT & GENERAL | 428,317 | 368,016 |
| FUNDRAISING | 581,531 | 521,649 |
| **TOTAL SUPPORTING SERVICE** | 1,009,848 | 889,665 |
| **TOTAL EXPENSES** | **$3,376,777** | **$3,572,957** |
| | | |
| CHANGE IN NET ASSETS | $(126,595) | $(717,978) |

# Individual Donors

**Dean's List ($25K+)**
Gerd Alexander and Claudette Bailon
Heather Cannady-Avery
Howard and Leslie Chatzinoff
Christopher and Susan Hayward
Jo Lambert and Duncan Heilbronn

**Champion ($15K+)**
Roy Adams
Russell Allison
Charles and Karyn Bendit
Louis and Karen Briskman
Mariel Cruz
Nicole Degnan
David Fishman
John and Elizabeth Fosina
John and Kiendl Gordon
Michael Maslansky and Susie Coulter
Rick True
Lisa, Lewis, Marshall, and Arielle Warren

**Leader ($10K+)**
Eric Brooks
Ruth Cohen
Michael Fisch
Christopher Foskett
Jason Harrell
Frank Martire
Stephen Meringoff and Kim Charlton
Hal Ritch
Alcindor Rosier II
Paul J. Taubman

**Advocate ($5K+)**
Lisa Belzberg
Frank Bisignano
Jessica Bynoe and Anthony McCoy
Caroline Johns
Geraldine Laybourne
Cindy Ma
Eduardo Mestre and Gillian Shepherd
Michael and Lauren Nevins
Jeremy Phillips

**Advocate ($5K+) continued**
Glenn Rufrano
Jason Silvers
Marc Weisman

**Supporter ($2,500+)**
Greg and Dana Bassuk
Gregg and Karen Betheil
Katie Brown
Nicholas Butto
Robert Catell
Malav Chakravorty
Kenneth Clinchy
Wendy Ettinger
Nicole Gallagher
Carla Harris
Bob Hughes
Stephen Jacobs
Socrates Jimenez
Susan Karches
Debbie Kenyon
Asher Kennedy
Robert and Sydney Kindler
Lee Kirkpatrick
Sean Klimczak
Anthony Maddox
Peter and Isabel Malkin
David Matteini
Kristen Mount
Paul Napoli
Michael Nissan
Daniela Perez-Roldan
Hamilton Reiner
Anthony Rossi
Bill Sherer
Branden Wachtel
Jessica Yang

**Friend ($1,000+)**
Scott Adelson
Morris Alhale
Matthew Barr
Fiona Biles
Benjamin Biles

**Friend ($1,000+)**
Matthew Blank
Dale Burnett
Gerrard Bushell
Gloria Bynoe
Aneliesa Cartledge
Rittik Chakrabarti
Jonathan Cleveland
Adam Cohen
Nikki Covino
Stephen Dannhauser
Cathy Dantchik
Inez E. DArcangelo
Jeffrey Feil
Julie Friedlander
Michael Giarrusso
Raymond Gietz
Emily Giske
Matthew Gross
Allison Haberman
Michael Haberman
Kenneth Heitner
Madeline Henriquez
Chad John
Jaclyn Kaier-Ratliff
Jaclyn L. Cohen
Brian Lee
Christina Lee
David Lefkowitz
Michael Lubowitz
Megan Lyons
Marc Morial
Marybeth Mullen
Naomi Munz
Peter Olsen
Jeanny Pak
Oscar Perez
Julie Persily
Nikhilesh Rajani
Shannon Ramsaywak
Malavika Rao
Glenn Schiffman

**Friend ($1,000+) continued**
James Simmons
Heidi Stamas
Craig Sullivan
Bernard Tubiana
Karen Uddyback-Proctor
Anne Weeks
Pamela West
Clyde Williams
David Yuen

# Institutional Supporters

**Valedictorian ($100K+)**
Department of Youth & Community Development
Fund for Public Schools
JPMorganChase
The Pinkerton Foundation

**Honor Society ($50K+)**
Bloomberg
DTCC
Google
Infosys Foundation USA
Molina Healthcare
Paul Hastings LLP
SL Green Realty Corp.
The Charles Hayden Foundation
Weil, Gotshal & Manges LLP

**Dean's List ($25K+)**
Houlihan Lokey
Meringoff Family Foundation Inc.
MJHS/Elderplan Inc.
PwC
Saatva
Regeneron Pharmaceuticals

**Champion ($15K+)**
Ashurst Perkins Coie
Deloitte LLP
Maslansky + Partners
Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C.
Olo
Outfront Media
Rechler Philanthropy
Richman Family Foundation
Snohetta

**Leader ($10K+)**
Ainslie Foundation
Civic Entertainment
Con Edison Inc.
Evercore
EY
GoldenTree Asset Management, LP
Goodwin Procter LLP
JetBlue Foundation
LEK Consulting
National Basketball Association
Northwell Health
The Hyde and Watson Foundation

**Advocate ($5K+)**
ABNY Foundation
AEO Better World Foundation
Amazon
Bank Street College
BankUnited
Cambridge University Press
Corcoran Group, Inc.
Council of School Supervisors and Administrators
Cooley LLP
Golub Capital
Humphrey's Family Foundation
L+M Development Partners
Labaton Keller Sucharow
Langan Engineering & Environmental Science
MCJ Amelior Foundation
Salesforce
Snap, Inc.
Suffolk Construction

**Advocate ($5K+) continued**
The Altschul Foundation
The Bill & Melinda Gates Foundation
Welltower Charitable Donor Advised Fund

**Supporter ($2,500+)**
Authentic Agency
Bank of America Merrill Lynch
Donald and Barbara Zucker School of Medicine at Hofstra/Northwell
First Independence Bank
General Catalyst
gersh
Greenberg Traurig, LLP
Guggenheim Group, LLC
IDEKO
International Flavors & Fragrances, Inc.
KPMG
Modern Executive Solutions
Moody's Corporation
Obermayer Rebmann Maxwell & Hippel LLP
Reddit
Sharma Family Foundation

**Friend ($1,000+)**
Exelon Corporation
Harris Beach Murtha
Morgan Stanley
New York CEO Jobs Council
Ponce Bank
The Fressie Fund
UBS Financial Services Inc.

# Board of Directors

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*Chief Operating Officer*
Olo

**Roy Adams**
*Chief Investment Officer*
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**Gerd Alexander**
*Partner*
Paul Hastings LLP

**Heather Cannady-Avery**
*Sr. Director-HR Business Partnerships*
Reddit

**Howard Chatzinoff**
*Chair Emeritus*

**Mariel Cruz**
*Partner*
Weil, Gotshal & Manges LLP

**Nicole Degnan**
*Board Treasurer*
*Global Chief Operating Officer*
JPMorganChase

**David Fishman**
*Co-Head of Technology, Media & Telecom, Mergers & Acquisitions*
Bank of America Merrill Lynch

**Nicole Gallagher**
*Principal*
Deloitte Consulting LLP

**Michael Giarrusso**
*Partner*
EY

**Andrea Gibbons**
*Managing Director, Chief Human Resources Officer*
DTCC

**Jason Harrell**
*Policy and Advocacy Executive*

**Sócrates Jiménez**
*Founder and Managing Director*
Hamilton Partners

**Cindy Ma, Ph.D., CFA**
*Managing Director Global Head of Portfolio Valuation and Fund Advisory Services*
Houlihan Lokey

**Michael Maslansky**
*CEO*
maslansky + partners

**Uche Njoku(Ex-Officio)**
*Principal*
Exploration and Discovery PS/IS 224

**Oscar Perez**
*CFO - Americas*
Snøhetta

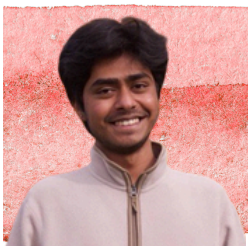
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*Partner*
PwC

**Stuart Ruderfer**
*Co-CEO*
CIVIC

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*Chief Control Manager of Asset & Wealth Management*
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*Board Vice Chair Emeritus*
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# PENCIL Staff



**REZA AFSAR**
*PROGRAM ASSOCIATE*



**SULTANA AHMAD**
*ADMINISTRATIVE ASSISTANT*



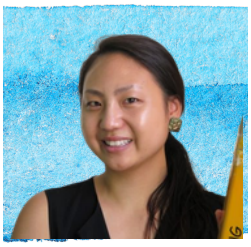
**SUMARA AHMAD**
*PROGRAM MANAGER*



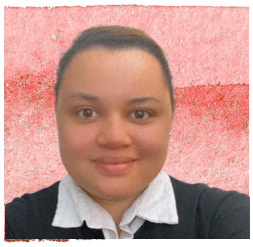
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