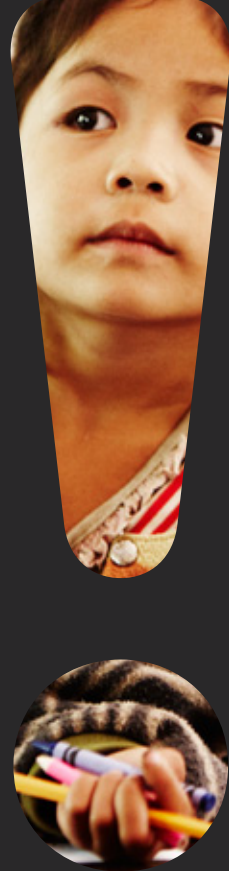




2012

PRESS KIT



THERE ARE **67 MILLION** CHILDREN IN THE
WORLD WITHOUT ACCESS TO EDUCATION.

EDUCATION CREATES OPPORTUNITY.

TOGETHER, WE CAN PROVIDE **EDUCATION FOR ALL**.



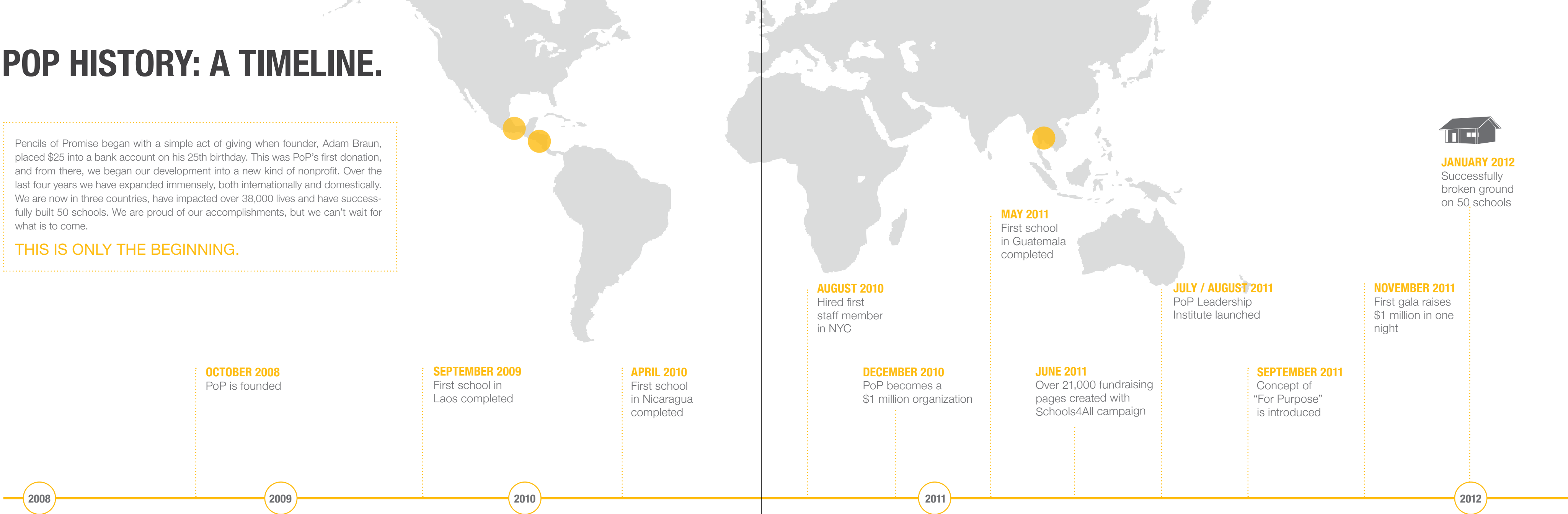
PENCILS OF PROMISE BUILDS
SCHOOLS IN THE DEVELOPING
WORLD AND TRAINS YOUNG
LEADERS TO TAKE ACTION AT
HOME AND ABROAD.

MISSION STATEMENT.

POP HISTORY: A TIMELINE.

Pencils of Promise began with a simple act of giving when founder, Adam Braun, placed \$25 into a bank account on his 25th birthday. This was PoP's first donation, and from there, we began our development into a new kind of nonprofit. Over the last four years we have expanded immensely, both internationally and domestically. We are now in three countries, have impacted over 38,000 lives and have successfully built 50 schools. We are proud of our accomplishments, but we can't wait for what is to come.

THIS IS ONLY THE BEGINNING.



ACCOMPLISHMENTS.

STUDENTS SERVED

4,000+

FUNDRAISING PAGES CREATED

23,000

LIVES IMPACTED

38,000

50
SCHOOLS



AS OF JANUARY 2012, WE BROKE
GROUND ON 50 SCHOOLS

DOMESTIC VOLUNTEER HOURS

125,000

INTERNATIONAL VOLUNTEER HOURS

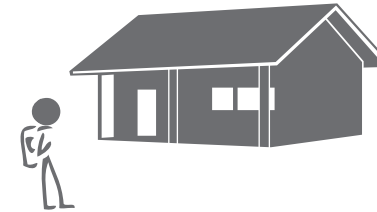
150,000

INSTRUCTIONAL HOURS

1,300,000

THE IMPACT OF EDUCATION.

EDUCATION CREATES OPPORTUNITY...



FOR THE STUDENT WHO IS NOW:

- + Healthy
- + Literate
- + Safe

WHO THEN GROWS UP AND BECOMES:

- + An Active Citizen
- + A Leader
- + A Provider

AND CAN HELP CHANGE THE WORLD.

- + Democracy
- + Economic Opportunity
- + Female Empowerment
- + Societal Health



PHOTO BY NICK ONKEN

HOW WE BUILD.

IDENTIFY



We work with the local Education Ministry to identify villages for potential school builds.

BUILD



We collaborate with village leaders and community members. Each community provides at least 10 to 20% of the project costs in materials or labor.

SUPPORT



With the goal of each project becoming community owned, we provide 3 years of supplies and programming to ensure academic success and sustainability.

MENTOR



We invest in local talent and provide ongoing professional development.

MONITOR



We compile data and exhaustively monitor the progress of each school.

100%
OF OUR PROJECTS
ARE DESIGNED TO BE
FULLY SUSTAINABLE
AFTER 3 YEARS

At Pencils of Promise, we focus on building strong structures and sustainable education programs. By forming long-lasting, collaborative relationships with communities, we increase access to quality education and positively impact students and parents in high-need communities throughout Laos, Nicaragua, and Guatemala.

WHY LAOS, NICARAGUA & GUATEMALA?



BEFORE



AFTER, Xongja Preschool & Primary School, Laos

PHOTO BY MEGAN WILLIAMS

LAOS

Distance can be a huge barrier to accessing education, especially in rural areas. In Laos, where 67% of the population lives in rural areas, 25% of Lao villages are more than 30 minutes away from their nearest primary school. (Decide.la.85)

With over 40 official ethnic groups, ethnic discrimination in Laos plays a large factor in disparities of educational attainment. 80% of Tri and 33% of Khmu minority ethnicities have never attended school, compared to only 11.8% of the Lao majority peoples. (Decide.la.85)

NICARAGUA

Poverty can deter school attendance when families cannot afford school fees or uniforms, and instead must have their children contribute to family income. Nicaragua is the second poorest country in the Americas after Haiti. (World Factbook)

Only 50% of the total Nicaraguan population has access to adequate sanitation facilities. This can lead to decreased school attendance, due to health problems. (World Bank)

GUATEMALA

School facilities are a large problem in Guatemala. 85% of existing schools are inadequate. They lack sufficient space, classrooms, electricity, drinking water and sanitation. This increases the possibility for distraction, especially in Guatemala, where inadequate facilities in the rainy season provide a particularly large incentive to stay home. (UNHCR)

Discrimination along gender and ethnic lines, particularly severe in Guatemala where only 5% of rural indigenous girls ever finish primary school, can clearly discourage ethnic minority educational participation and achievement. (UNICEF)

WHAT WE BUILD.

SCHOOLS

Adequate school facilities protect students from barriers to learning such as adverse weather conditions, outside distractions and overcrowding.

LIBRARIES

The presence of a library improves reading behaviors and literacy, creating a culture of reading.

COMMUNITY LEARNING CENTERS

Community Learning Centers give students an after-hours learning facility to get help with homework and socialize with classmates.

BATHROOMS

Bathrooms provide sanitary facilities that keep children healthy.



DORMITORIES

Dormitories provide a safe place on campus for students to stay overnight on the weekdays, enabling many students to attend secondary school.

KITCHENS

Clean and well-equipped kitchens give an important incentive and nutritional meal to some children whose only hot meals are provided during school.

FURNITURE

Desks, chairs, and chalkboards are all integral to creating a structured and supportive learning environment.

DIGITAL ENGAGEMENT.



INDIVIDUAL FUNDRAISING INITIATIVES:



#SCHOOLS4ALL BECAME A
WORLDWIDE TRENDING TOPIC IN:



TOP POP TWEETER:

@miyamonique



ONLINE COMMUNITY MEMBERS:



TOTAL YOUTUBE VIDEO VIEWS:



FIRST FACEBOOK POST:



01/08/09



POP IN THE PRESS.



PHOTO BY ELIZABETH MITARO

Adam Braun on PoP: *"The movement grew really quickly as did the staff and our presence on the ground. Then with the support of Justin and my brother, it almost put nitrous fuel behind it...The goal is now to build, to break ground on 100 schools by the end of 2012. I think that it's possible."*

— THE HOLLYWOOD REPORTER, PHILANTHROPY EDITION
July 2011

MEDIA HIGHLIGHTS

Actress Sophia Bush on her admiration for the PoP communities in Laos: *"I'm thrilled by the commitments each village makes before construction begins, as it creates pride in the school with community investment."*

— ENTERTAINMENT WEEKLY
December 2011

"These entrepreneurs are putting those words into action. They have launched for-profit and nonprofit firms, representing many different industries, and are at various growth stages. They were part of a pool of some 2,000 competition entrants who submitted video or written essays about how they plan to expand their businesses internationally...It was a tight race, but Pencils of Promise, a nonprofit dedicated to building primary schools in developing countries, ultimately beat out contestants..."

— THE WALL STREET JOURNAL
February 2011

Mashable
All That's New on the Web

abc NEWS

Advertising Age

EW.com
ENTERTAINMENT WEEKLY

THE WALL STREET JOURNAL

WWD

THE HUFFINGTON POST
THE INSTANTLY NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY

GOTHAM

ecorazzi
good gossip

OUR TEAM.



ADAM BRAUN
Founder & Executive Director



TOM CASAZZONE
Chief Financial Officer



LESLIE ENGLE
Laos Country Director



EMILY GORE
Director of International Programs



JOCELYN KMET
Director of Community Engagement



NOAH MARWIL
Latin America Regional Director



MELANIE STEVENSON
Director of Operations



JONATHAN STILES
Director of Technology



WENDY WECKSELL
Director of Partnerships

GUATEMALA

Marlon Alvarado
Alice Anléu
Rocio Araujo
Esperanza Canay
Edwin Cosme De León
Pablo Cordedda
Nilvia González
Diego Guzmán

Moisés López
Alyssa McGarry
Jesse Schauben
Anastasia Ajanel Xon
LAOS
Khamkeung Chitavanh
Phet Intapanya
Phanh Keobupha
Lanoy Keosouvane

Guiliya Laoxayda
Joy Lorphhaehan
Elizabeth Mitaro
Hang Nguyen
Noy Phantavong
Stephen Ritter
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Bay Soulivanh
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OUR VISION FOR 2012

Complete **100 schools** in Laos, Nicaragua & Guatemala.

Launch a national campaign to rally **millions of young people around education.**

**PENCILS OF PROMISE,
HEARTIEST
CONGRATULATIONS
ON YOUR WORK.
KEEP LEARNING.
KEEP WORKING.
THE WORLD NEEDS YOU.**

— *Archbishop Desmond Tutu,
Nobel Peace Laureate*

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