



PENCIL

Investing in Metro Nashville Public Schools Students and Teachers

2023-2024 ANNUAL REPORT

From the President & CEO

Dear PENCIL Friends,

After six months as PENCIL's President and CEO, I remain in awe of this city, the adults we engage with, and the students we serve. Preparing this annual report further reinforces that fact as we reflect on the successes of the past year. At the same time, our team is finalizing plans to make the year ahead the best possible for our MNPS students and teachers.

I believe public education is everybody's business. The outpouring of investment over the past year shows that you believe that, too. It is a privilege to present the achievements and milestones we achieved together in PENCIL's 42nd year of supporting Nashville's students. I am humbled and honored to share that in 2023-2024, PENCIL's total community investment was \$8.78 million.

That is because *you* showed up to support our teachers and students. You were Lunch and Reading Buddies, encouraging our youngest learners. You kept the shelves of the DG PENCIL Box full so that teachers had necessary school supplies, ensuring our students would feel ready to learn. You showed up in classrooms and workplaces to share career insights, from healthcare to IT to construction management, with curious, eager teenagers.

Thank you to our partners, investors, volunteers, board, and friends. Your gifts of time, talent, and treasure empower PENCIL to provide the programs and services necessary to support thousands of children across Nashville. Together, we made 2023-24 an extraordinary year.



Christiane Buggs
President & CEO

PENCIL's Impact in 2023-2024

\$ 10.5M
Total Community Investment

159
MNPS Schools Served

\$2.91M

in Distributed Supplies

\$6.45M

in Grants to/
for MNPS

Includes \$3.83M in support for a public-private partnership to reimagine community spaces inside MNPS schools

27,204

Volunteer Service Hours
Valued at \$1.14M



PENCIL Partners are business and community organizations that support individual schools by filling resource gaps to impact student and educator success. One organization can have Partnerships at multiple schools.

PENCIL Partners provided access to real-world, career-focused, experiential learning opportunities for MNPS students through:

- **10th-grade industry tours**
5,103 students
- **11th-grade job shadows**
2,648 students
- **12th-grade Career-Based Learning placements**
155 students were paired with workplace mentors in an MNPS initiative that helps students earn academic credit and learn meaningful job skills while also being paid for their time.

580
Active Partners

815
PENCIL Partnerships

2023-2024 Highlights

Summer



Megastar **Trisha Yearwood** – and daughter of a teacher! – delights hundreds when she makes a surprise appearance at the Together 4 Teachers Pep Rally.

DG PENCIL Box partners with Hispanic Family Foundation and Coca-Cola Consolidated, Inc. for a **Back to School Bash** benefitting hundreds of MNPS families at Plaza Mariachi.

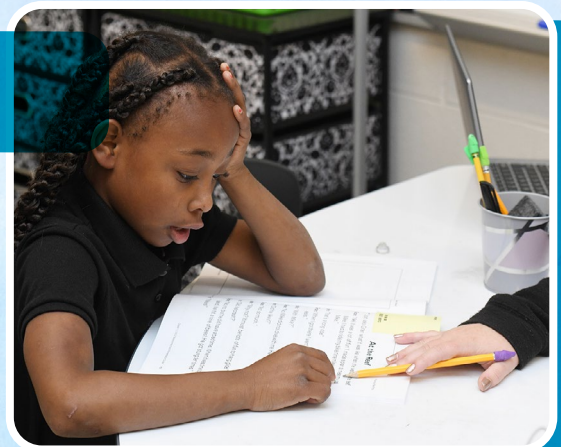
PENCIL Partners welcome students to their first day of school by holding “**Clap-In**” celebrations as students enter their buildings across the district.

Fall

PENCIL hires, trains, and places **50 literacy tutors**, most of them retired teachers, to provide reading support in MNPS elementary schools.

More than **100 PENCIL Partners** give MNPS freshmen a glimpse at what their future might hold at the **Career Exploration Fair**.

130 MNPS principals welcome 170 enthusiastic community members for an insider’s look at their schools during **Principal for a Day**.



Winter

PENCIL partners with MNPS, Tennessee Builders Alliance, and ONE Community – Tennessee Titans to recruit elementary and middle school students to create the **Art Scrim Project at the New Nissan stadium site**.

Students in **James Lawson High School's Academy of Business and Hospitality** visit Bridgestone Arena for a special behind-the-scenes tour of the Nashville Predators facility.

DG PENCIL Box delivers more than 16,000 pairs of Bombas socks to the HERO program, giving every student facing housing instability enough socks to wear for a week.



Spring



PENCIL and Creative Artists Agency celebrate the **20th anniversary of A Little Night of Music** by raising more than \$428,000, breaking all previous fundraising records; guests enjoy spoken word poetry from students and performances by Niko Moon and Lauren Alaina.

LP STEAM Lending Library expands to elementary schools bringing hands-on learning in STEAM subjects to 7,033 students in 29 schools.

FY24 Key Targets & Results

Create a workplan to assure DG PENCIL Box meets growing MNPS needs.

- Built a network of peer resource centers in the Midwest and Southeast so we could share product; available warehouse space ensured PENCIL could receive and distribute more items from local supply drives.
- Six Pack 4 Success events engaged 460+ volunteers who built 816 backpacks, 600 pencil pouches, and served 7 MNPS schools with one-time beautification, clean up, or organization projects.
- Secured a firm pro bono who designed a detailed concept for a long-term PENCIL facility that accommodates our growing PENCIL Box operations.



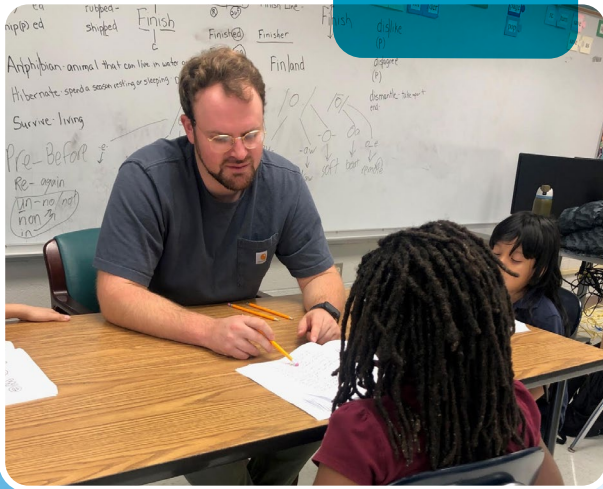
On average, MNPS educators receive \$400 worth of supplies when they “shop” at the DG PENCIL Box.

Successfully conclude the multi-million dollar grant to support high-impact literacy tutoring in MNPS.

- PENCIL provided small-group reading support to 5,087 students in grades 1-3 under the TN Department of Education Connected Literacy Grant, surpassing our goal of 3,500.
- High-impact literacy tutoring **will continue in the 2024-25 school year** as the grant was renewed for a third year.

Assure organizational success at managing a CEO transition.

- Christiane Buggs – MNPS graduate, former teacher, past School Board Chair, and current MNPS parent – was hired as PENCIL’s new President & CEO after a thorough, national search.
- Comprehensive and transparent hiring process included key stakeholders (investors, MNPS leaders, volunteers, staff).
- Onboarding plan supported the new CEO from January-June 2024 in learning PENCIL’s core business practices and key partner and investor relationships.



“In addition to teaching the fundamentals of reading, we provide so much more. I’ve seen first-hand the benefits that small-group, personalized attention gives students. Positive adult interaction on a consistent basis builds their confidence overall and gives them something to look forward to every week.”

Quinn Garrett,
Connected Literacy Tutor,
Hattie Cotton STEM Magnet Elementary
School

Continue to recruit, engage, and celebrate a diverse and enthusiastic group of board members.

- Board demographics moved closer to MNPS student demographics as 48% of Governing Board members identify as people of color, up from 39% in FY23.
- Growing share of board members are alumni of Metro Nashville Public Schools.

Seventy schools will list engagements on PENCIL Connect; fifty industry professionals will use it to volunteer.

- 57 schools used PENCIL Connect to post volunteer opportunities ranging from student celebrations to classroom cleanups to career fairs.
- PENCIL recruited 199 individuals who volunteered for 188 unique opportunities.



Bridgestone volunteers help spruce up the MNPS Visual and Performing Arts Department building.

PENCIL Major Investors



Part of the HCA Healthcare Family of Hospitals



United Way
of Greater Nashville



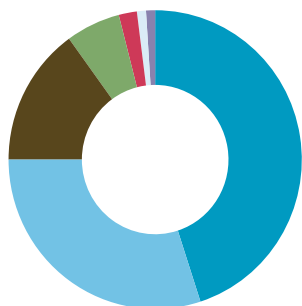
“For more than 25 years, Creative Artists Agency (CAA) has been a proud supporter of PENCIL and their mission to help young people achieve academic success and prepare for life. From countless hours at Whitsitt Elementary as a part of our decades-long Reading Buddies program, to collectively raising over \$3,000,000 to support Metro Nashville Public School students, we remain committed to supporting our students, teachers, and future leaders. We are grateful for the continued partnership, and look forward to the next 25 years of collaboration.”

Jeff Krones, Co-Head of Nashville Music Office, Creative Artists Agency

2023-2024 Financials

The graph below shows all cash, in-kind, and grant-restricted activity for FY24. Note that PENCIL's cash operating budget was \$2.2M during this period.

Revenue

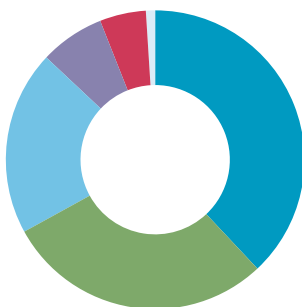


- 45% Individual Giving
- 30% Gov't Grants & MNPS Service Contracts
- 15% Foundation & Corporate Gifts
- 6% Special Events
- 2% Interest & Investments
- 1% United Way
- 1% Board Giving

Key Takeaways

- Individual investments in a public-private partnership to transform community spaces in 3 MNPS schools were \$3.83M
- TN Dept. of Ed. Funding (TDOE) exceeded \$2.62M and exclusively supported high-impact literacy tutoring of elementary students
- In-kind revenues (largely supplies) were almost \$3M, bringing PENCIL's total revenues for FY24 to more than \$13M

Expenses

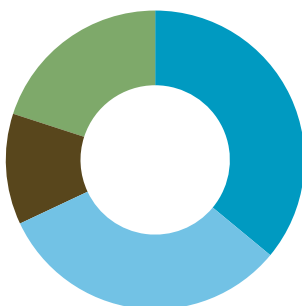


- 38% Grants to/for MNPS
- 29% DG PENCIL Box
- 20% TDOE High Impact Tutoring
- 7% Partnerships
- 5% Fundraising
- 1% Administration

Key Takeaways

- Grants to and for MNPS programmatic initiatives exceeded \$6.45M
- PENCIL's traditional partnerships, grant partnerships, and partnership with TDOE comprised 65% of our expenses
- FY24 core operating costs remained flat over prior year

Assets



- 36% Unrestricted
- 32% Board Designated
- 12% Temporarily Restricted
- 20% Permanently Restricted

Key Takeaway

- Our permanently restricted endowment assets grew by more than \$150K

Our Students, Our Future Endowment

An investment to ensure Metro Nashville students have equitable resources and opportunities forever.

Since 1982, PENCIL has recruited resources to support Metro Nashville Public Schools. Today, that includes vital school supplies and a high volume of talented, passionate volunteers who donate their time and talent to our students. A strong endowment will ensure that PENCIL is always connecting the community to our schools and students.

Cabaret Night honoring Angie Adams



PENCIL honored outgoing President & CEO Angie Adams with a special tribute and fundraising event that celebrated her three-decade career of nonprofit service and leadership and raised significant support for PENCIL's endowment, which Angie established during her eight-year tenure. On a snowy January night, longtime friends came together for an entertaining, emotional, and joyous experience that concluded with a medley of dance performances by Angie herself.

Cabaret Night raised more than \$166,000 to support the Angie Adams Fund of PENCIL's endowment, a beautiful way to honor her legacy and assure PENCIL's impact on future generations of students.

Why I Give

"I am a child of public schools, and my mother taught in MNPS for over 35 years. A thriving public education system is what enables everyone in our community to prosper. Our teachers and students can't get the dedicated funding and support they deserve, so PENCIL exists to fill in those gaps. Supporting PENCIL is the easiest decision that I make because I know what a direct impact it has on our teachers, students, and families. The foundation of a strong community is to support the growth of our next generation through education, and PENCIL is the key organization in Nashville doing just that."

**Kaitlyn Jones, Director of Development and Engagement,
R.C. Mathews Contractor and FY25 PENCIL Board Vice-Chair**



Kaitlyn and her mom, Susan Jones

2023-2024 Board of Directors

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Brittany Adams-Davis, Dollar General Corporation
Kfir Alexandroni, Aprio
Liberty Berman, LP Building Solutions
Herbert Brown, Turner Construction Company
Elizabeth Garza Bumpas, Vanderbilt University
Britney Cline, Regions Financial Corporation
Leslie Cowell, Lipscomb University
Kenneth Crapse, Fifth Third Bank
Kason Davis, Caterpillar Financial Services
Josh DePriest, Rogers Group, Inc.
Kirsten Dodson, Lipscomb University
John Doerge, Deloitte
Flynn Dowdy, Holland & Knight LLP
Shani Dowell, Possip
Todd Figler, AllianceBernstein
Robert Fisher, Fisher Strategy Partners
Joan Fleming-Ridley, Citizens Savings Bank & Trust Co.
Jessie Garcia Knowles, Clark Construction Group
Jacky Gomez, Mayor Freddie O'Connell's Office
Jeff Gregg, Lantern Lane Farm Counseling
Emily Gruening, Ryman Hospitality Properties
Lila Hall, Yazoo Brewing Company
Mike Harris, Universal Music Group Nashville
Rachel Hawksworth, HCA Healthcare
Jacqueline Hayes, Crayons & Marketers
Herman Hicks, First Horizon Bank
Brandon Hill, Nashville Soccer Club
Olivia Hill, 4Patriots
Colleen Hoy, ENA by Zayo
Kaitlyn Jones, R.C. Mathews Contractor
Meredith Jones Long, Creative Artists Agency
Whitney Kalb, FCA Venture Partners
Amani Kelly, SouthEast Investment Capital Group
Devin Lintzenich, Bass, Berry & Sims PLC
Johari Matthews, Tennessee Titans
Blake McDaniel, Daps Landing Media
Norman Merrifield, 808Education
P. Danielle Nellis, Tennessee State Board of Education
Elliott Noble-Holt, MRO
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Yanet Rodriguez, JJJ Service
Nicole Sims, Burr and Forman LLP
Sue Spickard, PENCIL Founder & Community Volunteer
Rachael Terrell, Paramount Media Networks
Jennifer Wade, Davidson County Juvenile Court
Juan Williams, Tennessee Department of Human Resources

EX OFFICIO

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Chris Henson, MNPS – Chief of Special Projects
Vanderbilt Owen Graduate School of Management
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Jaimie Swann
Obinna Udeh
Young Leaders Council Interns
Ali Buchanan, 4Top Hospitality
Patrick Dooley, RSM US
Ryan Flanagan, Self-employed
Erica Griffith, Wistia
Will Parrott, Merrill Lynch
Jessica Turcasso, ConnectRN

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Lamar Allen, LaMarvelous Balloons, Co-chair
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Cyrus Bahrassa, Ashavan
David Banks, Amazon
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Shabir Bhegani, Bhegani Execution
Sophie Binenfeld, Fuchs Research Group
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La'Kishia Harris, MNPS
Brandon Haskins, BranEdD Consulting
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Sabrina Johnson, Martha O'Bryan Center
Emma Jordan, Stantec
Falon Keith, Stand Together Music
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Jacolby Robinson, Fifth Third Bank
Sebastian Roman, MAYA Consulting
Michelle Tribue, Asurion
Ashley Vega, Vega Designs
Hannah Wishart, Alvarez and Marsal



Executive Team (top-bottom): FY24 Chair, Hasina Moyhuddin; FY24 Vice-Chair, FY25 Chair, Robyn Williams; FY24 & FY25 Treasurer, Jose Ferreira; FY24 Secretary, Perry Moulds; FY25 Vice-Chair, Kaitlyn Jones; FY25 Secretary, Kason Davis



7199 Cockrill Bend Blvd.
Nashville, TN 37209

Save the Date

A Little Night of Music

WEDNESDAY, APRIL 30, 2025



Public Education Needs Community Involvement and Leadership

(615) 242-3167 • Info@PENCIL615.org • PENCILforSchools.org