

# 2019 IMPACT REPORT



**“Teachers are the single most important in-school factor on whether or not a child is successful. If we expect our teachers to take care of kids, then we have to take care of our teachers.”**

*— Heather Hiebsch, Executive Director, TeachUNITED —*

# Letter From Our Executive Director



Dear Friends,

2019 was a critical year for TeachUNITED in terms of new strategic and growth partners, important advances in our operations, and critical improvements to our teacher coaching program that will allow us to deliver the program virtually. We are poised to rapidly scale, while ensuring continued program quality and impact.

But it is truly impossible to talk about 2019 without shifting immediately to 2020 and the COVID-19 crisis — and how the program and organizational advances in 2019 set up our local and global team to support districts, schools, and teachers during physical closures, in phased reopenings, and to mitigate challenges related to potential future closures or disruptions.

We have included a COVID-19 Crisis Response Report to share more about the incredible work of our local and global teams, who despite their own personal and family challenges, quickly mobilized to ensure TeachUNITED could remain both financially sound and continue to support teachers and schools despite the shifting educational landscape.

I am so proud of our team and the impact we have made during these difficult times. I believe TeachUNITED enters 2020 uniquely positioned to continue to support schools to ensure an equitable and quality education for all students — both during the crisis, and once it has passed.

As you read the pages that follow, I invite you to consider joining this effort — supporting teachers now is more important than ever before. And to those who already have, our profound thanks.

Wishing you peace and good health,

*Heather Thielsch*

# THE LEARNING CRISIS

Every child on the planet deserves access to an equitable and quality education.

**Yet more than half of the world's children are not learning critical math, literacy, and life skills.**

Without these foundational skills in place, students often fail to thrive as they progress through school and join the workforce. Without action, more than 1.5 billion adults could be living in extreme poverty in 2050. Underserved and rural areas are the hardest hit.

**We believe teachers are the solution.**

## OUR MISSION

Reduce inequality through education.



TeachUNITED is a global non-profit organization that supports teachers with a world-class coaching program to increase academic achievement and growth for all learners. **We focus on rural and underserved communities where disparities are most acute.**



**ti PROGRAMS**

Our core belief is that quality education is possible when students are taught by quality teachers. By providing coaching, toolkits, and long-term connections for teachers in underserved communities, we improve student outcomes.



**Coaching:** Personalized coaching and job-embedded support means opportunities for teachers to refine and expand their expertise, leading to positive outcomes for students.



**Toolkits:** Resources focused on growth mindset, personalized learning, student engagement, and effective use of student data.



**Connections:** Opportunities for teachers to connect with peers, share ideas, and stay motivated and engaged.

**"TeachUNITED provides opportunities and resources that we might not be able to get in our small district. It enables me to connect with other teachers and share ideas."**

*— Colleen Hunt, Platte Valley Middle School —*

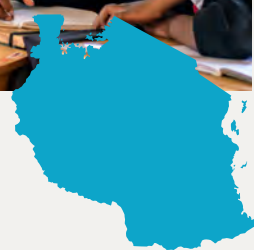
# WHERE WE WORK

**Our program can be implemented in any rural setting — even in remote, off-grid schools.** Based on years of research by education experts, TeachUNITED has tested the efficacy of our model by operating in countries with diverse cultures and socioeconomic factors.

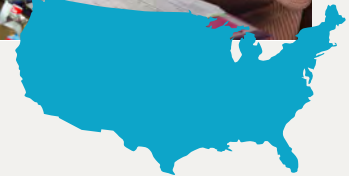
## Costa Rica



## Tanzania



## United States





## Evidence-Based Methodology for Transformation

Teacher coaching is proven to be the most consistently effective way to improve classroom practice and student outcomes. This known solution is at the heart of what we do. **Our coaching program is built upon the following teaching change agents:**



### Growth Mindset

We foster the idea that academic abilities can be developed and nurtured to have lasting positive effects on student learning.



### Focus on Student Data

We rigorously track student data to iteratively improve teacher practice and help teachers develop data-driven lesson plans.



### Blended & Personalized Learning

Evidence-based methods to help teachers deliver high-impact, individualized learning experiences for improved student outcomes.

**Together these frameworks allow teachers to truly absorb new techniques and tangibly shift their practice with dramatic impacts on student outcomes.**

# An effective solution for **GLOBAL EDUCATION**



## SCALABLE **APPROACH**

By working with existing governments, schools, and teachers where significant resources have been invested, we create scalable improvements in education for **under \$30/child per year**.



## GOVERNMENT **APPROVED**

TeachUNITED's district and government partners formally support the program and often participate alongside their teachers to ensure change is integrated into the education systems.



## LOCAL PARTNERSHIPS

Our partnerships with local governments, schools, and teachers ensure they have access to ongoing opportunities once the program is complete to ensure sustained positive impact.



## EXPONENTIAL IMPACT

By building the capacity of local teachers, we increase academic achievement for students not just this year, but for all children reached for the duration of a teacher's career.



WISH

### WEEK AT A GLANCE

SCIENCE  
Y20  
Y21 MAP Vocabulary  
Y22 Inside the Earth  
Y23 Shared Wisdom  
Y24 Science Fair and Written Report

Vocabulary This Week  
Interior- Inside

Content Objective:  
I will present my vocabulary word hints and definitions and I will learn the meaning of 5 new science terms.

Language Objective:  
I will communicate my hints well and provide accurate information.

tw IMPACT

# A YEAR OF IMPACT

Since 2016, TeachUNITED has grown from a small pilot reaching 1,700 children to a global network reaching 18,600 students. Shifting from a proof-of-concept to a proof-of-scale, we plan to reach one million children by 2030. With operations in East Africa, Latin America, and the United States, we have supported teachers with 20,000+ hours of instructional coaching.



**57**

Partner Schools  
& Districts



**210**

Teachers  
Supported



**18,600**

Students  
Reached



# Teachers are the **CHANGEMAKERS**

**An average teacher affects more than 3,000 students during their career.**

We celebrate the courageous teachers who have stepped up to become change agents in their schools so students thrive.



# 2019 STUDENT GROWTH

Across three unique regions, students saw meaningful growth in literacy and math.



## Costa Rica

**25% average growth** over baseline on TeachUNITED standardized assessments for students in the Sarapiquí region.



## Tanzania

**15% average growth** over baseline on TeachUNITED standardized assessments for students in the Arusha region.



## United States

**8% average growth** over baseline in 'Percent Met or Exceeded Expectations' on CMAS\* state assessment for students in Colorado.

*This represents our most recent interim data for Costa Rica and Tanzania (the two-year program in these two countries runs from January 2019 - December 2020) and in the United States for the 2018-2019 school year.*

*\*Colorado Mathematics, English Language Arts, Science, and Social Studies Assessment*

# Local impact with **GLOBAL OUTCOMES**



## **Estes Park High School, Colorado USA**

The world is more connected than ever. Recognizing the need for middle and high students in Estes Park to be ready to enter the digital, globally-connected, knowledge-based economy, teachers partnered with TeachUNITED to provide students with innovative and personalized learning. **Giving students choice and voice in their learning empowers them** with skills like communication and collaboration to succeed in a fast-changing world.



## **Lendikinya Primary, Monduli District, Tanzania**

Due to hard work, dedication, and commitment of the teachers and headmaster, students at Lendikinya Primary School in their final year, saw a **135% increase in pass rates overall and 177% increase in pass rates for girls** after only one year in the TeachUNITED program. This means significantly more kids can progress from primary to secondary school. This incredible growth is a testament to the collective power of teachers when given the necessary support and resources.





### Escuela El Cruce, Sarapiquí, Costa Rica

A passion for teaching and collaboration led Escuela El Cruce to pursue a partnership with TeachUNITED in 2019. Faced with inequality and economic obstacles, the school was eager to learn new strategies to deliver a quality education. Through our partnership, **teachers have reported higher motivation and higher school completion by students**, increasing opportunities for post-secondary education and better employment — keys to reducing poverty in this rural Costa Rica community.

## 2019 OPERATING PARTNERS

### Costa Rica Schools:

Colegio Humanistico  
 Escuela Cristo Rey  
 Escuela El Cruce  
 Escuela Finca 11  
 Escuela Kay Rica  
 Escuela Las Palmitas  
 Escuela Puerto Viejo  
 Liceo Rural Islas del Chirripó  
 Liceo Rural La Aldea  
 Liceo Rural La Unión del Toro  
 Liceo Rural Las Colonias  
 Liceo Rural San Julian

### United States Schools:

PSD Global Academy  
 Springs Studio for Academic Excellence  
 Estes Park Middle School  
 Estes Park High School  
 South Valley Middle School  
 North Valley Middle School  
 Valley High School  
 Bayfield Middle School  
 Montezuma-Cortez Middle School  
 Ignacio Middle School  
 Bayfield High School

### Tanzania Schools:

Edith Gvora Secondary  
 G/Lambo Secondary  
 Gyetighi Primary  
 Kainam Rhotia Primary  
 Kilimatembo Secondary  
 Lashaine Primary  
 Lendikinya Primary  
 Monduli Juu Primary  
 Ngarash Primary  
 Njiapanda Primary  
 Orkeeswa Primary

### Government and Community Partners:

Centennial Board of Cooperative Educational Services (USA)  
 Karatu District Council (Tanzania)  
 Ministerio de Educacion Publica, (Costa Rica)  
 Monduli District Council (Tanzania)  
 San Jaun Board of Cooperative Educational Services (USA)  
 Universidad Nacional (CR)



ti VISION

# Quality education for **1,000,000 CHILDREN**

By 2030, we will provide a better education, more opportunity, and brighter futures for one million kids in underserved and rural communities around the world.

## MOVING TOWARD **SCALE**

### **Deep Local Roots**

We enter a new area with formal partnerships with local government to ensure change is integrated into education systems. Our local partnerships with districts, schools, and teachers ensure access to ongoing opportunities and contacts once the program is complete.

### **Train the Trainer**

Upon program completion, newly trained teachers help mentor others. This peer coaching model leverages expertise within a school district as well as between TeachUNITED network schools for continued growth and transformation.

### **Online Program Delivery**

Our ability to deliver the program digitally — including on-demand course content, virtual peer connections, and remote support from a coach — enables each Coach to support more teachers and schools at one time, allowing for rapid and cost-effective scale.



iwi FAMILY

## OUR STAFF

**Heather Hiebsch**  
Executive Director

**Jenny Boyd**  
Communications Director

**Kim LeClaire**  
Education Services Director

**Adrienne Luczkow**  
Monitoring & Evaluation Director

**Sam Stevens**  
Operations Director

**Hannah Tinklenberg**  
Development & Operations Manager

**Priscer Roma**  
Operations Manager, East Africa

**Chesco Sowu**  
Instructional Coach, East Africa

**Eligi Tairo**  
Country Director, Education Programs

**Modesta Willey**  
Instructional Coach II, East Africa

**Armando José Bello Guzmán**  
Operations Manager, Latin America

**Yohns Solis**  
Country Director, Education Programs

**Mikel Webb**  
Instructional Coach II, Latin America

## BOARD OF DIRECTORS\*

**Kathy Bartlett – Chair**  
Co-Director, Girl Rising - Global Education Fund

**Scott Dooley – Treasurer**  
Director of Software Development, Pearson

**Ross Wehner – Secretary, Co-Founder**  
Founder, World Leadership Foundation

**Heather Hiebsch – Ex-Officio, Co-Founder**  
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**Julian Farrior**  
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**Gregg Goldenberg**  
Vice Chairman and Partner, Ardent Companies

**Paul Pasin**  
Chief of Parish and School Operations, Archdiocese of Chicago

**Eric Roza**  
CEO, Crossfit

**\*100% of our board contributes financially to TeachUNITED.**

### Thank you to our wonderful consultants and volunteers!

|                  |              |                  |
|------------------|--------------|------------------|
| Meghan Casey     | Troy Hiebsch | Stephen O'Reilly |
| Matt Herbert     | Ryan James   | Robert Ruiz      |
| Jeanette Hiebsch | Tim Mdinka   | Mark Rangel      |



 **GRATITUDE**

# A huge thank you to this community of generous contributors — our most loyal supporters, visionary partners, and outspoken champions.

## \$50,000+

Draper Richards Kaplan Foundation  
 Segal Family Foundation  
 Gene and Maria Frantz Family Fund\*†

## \$25,000 - \$49,999

All Points North Foundation  
 Anchor Point Foundation  
 MoneyGram Foundation  
 Kelly and Dave Burke\*  
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 Freddy and Gregg Goldenberg\*†  
 Kirstin Parsons & Eric Olsen\*  
 Eric Roza\*  
 Melissa Roza\*  
 Dale Thoms\*†

## \$5,000 - \$24,999

Arby's Foundation  
 Sita Foundation  
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 Jane and Paul Pasin\*  
 Sam Schlehuder  
 Patrick Stokes\*

## \$1,000 - \$4,999

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 Jennifer Newton  
 Andy Stautberg  
 Marije Van Donk  
 Joan Wehner  
 Renee and Ross Wehner†

## \$1 - \$999

Bob Armour  
 Jenny & Andy Boyd  
 Natali & Andy Bruce  
 Ryan Currier  
 Ryan Dale  
 Jorge Fuenzalida  
 Heather & Troy Hiebsch

Tara Hoekstra  
 Joey Hansen  
 Stephanie Lancaster  
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 Kay and Dick Ward  
 Cherlyn & John Wells  
 Sarah Williams

## in-kind supporters

Jenny and Julian Farrior  
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 myBlee Math  
 Old Town Square Properties, Inc.  
 Opportunity Collaborative  
 Otterbox  
 Salesforce  
 World Leadership School

\*Impact Circle Member  
 †Sustaining Member

# 2019 HIGHLIGHTS FROM OUR COMMUNITY PARTNERS



## CELEBRATING **IMPACT**

A special thank you to Jenny and Julian Farrior for hosting a beautiful backyard party for friends and colleagues in the Boulder, Colorado community. We are so thankful for their generosity and for a wonderful evening among a community of inspired and like-minded individuals.



## GIFTING **EDUCATION**

“The best gift we can give to a child is to provide access to a high-quality education. It has an outsize effect on that child’s future. And the way to do this is to have great teachers. I support TeachUNITED because they make this possible no matter where that child lives. This is their simple, yet magical formula.”

— Trustee, Sita Foundation





“Draper Richards Kaplan Foundation’s investment in TeachUNITED reflects the foundation’s belief in the impact that TeachUNITED is having on teachers and children in their classrooms. Their evidence-based approach is addressing a population that often does not have easy access to important tools for building classroom excellence. Heather is committed, experienced in school management, and is a strong leader. We are thrilled to support her and her great team.”

— Stephanie Dodson Cornell, Managing Director,  
Draper Richards Kaplan Foundation

## PARTNERSHIP HIGHLIGHT

**We are proud and humbled to share that our Executive Director, Heather Hiebsch, was named a Draper Richards Kaplan Foundation (DRK) Entrepreneur in 2019.** TeachUNITED joined the grantee portfolio among other high-impact social enterprises that are tackling some of the world’s most challenging problems. Funding roughly 1% of applicants, DRK is one of the most preeminent and competitive global venture philanthropy firms in the world. This critical partnership will support TeachUNITED in exponentially growing the movement to bring quality education to hundreds of thousands of underserved children.



**ti FINANCIALS**

## Support Income

# \$572,025

TOTAL SUPPORT INCOME IN 2019

## \$226,968

2019 END OF YEAR NET ASSETS

## Expenses

# \$509,917

TOTAL EXPENSES IN 2019

**\$33,800**

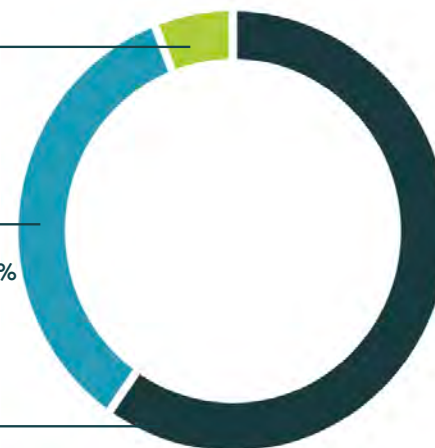
Program Revenue, 6%

**\$196,560**

Foundations and Corporate Contributions, 34%

**\$341,665**

Individual Contributions, 60%



**\$253,375**

Program Expenses, 50%

**\$25,777**

Administration, 5%

**\$230,765**

Personnel (Payroll and Professional Services), 45%





**Your support provides a brighter future for all children — thank you for your partnership.**



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# School has changed dramatically over the past several months.

**Hundreds of millions of children remain out of school, while millions more face uncertainty in the remainder of or coming school year.**

When school is disrupted, vulnerable children — girls, children with learning gaps, or those living in high-poverty or isolated communities — tend to be the most negatively impacted. Many children are at risk of not returning to school.

**Standing side-by-side teachers is more critical than ever.**

Throughout the crisis, school systems, as they often do, find themselves at the center of the crisis response. Many teachers and school leaders have limited or no experience delivering a remote learning or hybrid learning experience. Working with teachers and schools around the world to develop innovative solutions to keep all children engaged and learning is a critical and urgent challenge.

**This is TeachUNITED's mission and the role we continue to play in our schools and the broader educational community.**

## YOUR SUPPORT COUNTS

Here is how the TeachUNITED community is supporting schools:

- Coaches are delivering our program **100% virtually**.
- Local teams have **delivered more than 1,300 hours** of remote coaching.
- Coaching teams are providing **free resources** for any teacher, anywhere.

## COUNTRY HIGHLIGHTS



### Tanzania

Hosted the **first-ever teacher workshops via webinar**, with teachers and district officials overcoming significant technological and connectivity hurdles to participate.



### Costa Rica

The **National Ministry of Education requested that TU coaches deliver workshops** for an additional 29 schools to help them make the transition to remote, distance learning.



### United States

Demand for our **coaching services has grown by 3x in 3 months** as we support schools transitioning between in-school, hybrid, and remote learning with adaptable high-impact teaching strategies.

## MOVING FORWARD

Supporting teachers is critical for immediate COVID-19 response and for broader efforts to improve educational equity in schools around the world. Our focus remains on serving underserved and rural schools where access to support and resources is limited. We will continue to stand side-by-side with teachers and principals to listen, learn, and evolve in order to come out stronger, more resilient, and more equitable.

**“Education is the starting point for economic opportunity - an opportunity all children deserve. We support TeachUNITED as they have consistently demonstrated a commitment to school innovation and teacher quality. Even during school closures, TeachUNITED has provided partner teachers with innovative coaching and tools to be leaders during these challenging times. Now more than ever, ensuring all children have access to high-quality education is an equity issue.”**

– Brad Feld and Amy Batchelor, Anchor Point Foundation

**A special thank you to the following foundations and individuals who have provided financial support and mentorship during the COVID-19 crisis.**

All Points North Foundation, Anchor Point Foundation, Draper Richards Kaplan Foundation, Roddenberry Foundation, Segal Family Foundation, Stephanie Dodson Cornell and James Cornell Family Foundation, Kathy Bartlett, Natali and Andy Bruce, Debra and Scott Dooley, Janet and Jim Dulin, Jenny and Julian Farrior, Freddy and Gregg Goldenberg, Marica Hiebsch, Gregory Koenig, Jenna Goupil and David Puckett, Eric Roza, Dale Thoms, Kay and Dick Ward, and Cherlyn and John Wells.