



2021
IMPACT REPORT

A Great Teacher Can Change the World





Solutions are created by educated innovators—today’s young people. Access to quality education for every child means we can collectively work toward solutions for the persistent challenges that impact our global community, like climate change, healthcare, and poverty.

— Heather Hiebsch
Co-Founder and CEO, TeachUNITED



Dear Friends,

2021 brought a huge milestone for TeachUNITED—five years in operation! Since our founding in 2016, we have seen so much growth, from a small seven school pilot reaching 1,700 kids to a global network reaching 1,287 schools, 22,544 educators, and 637,282 kids in four countries by the end of 2021—a [370x percentage increase!](#)

But it is not just growth that matters—it is ensuring that we enable real, tangible improvement in the lives of students and educators as we scale. We are so proud to share that, despite another difficult year in education, TU educators have continued to improve outcomes for students—in core skills like math and literacy and in pass rates and progression through school. [We are so honored to stand beside them.](#)

TeachUNITED has moved into 2022 with incredible momentum. With expansion opportunities in countries across Africa and Latin America and in new regions in the United States, we are entering the year full of hope and ambition to make massive global change. We remain driven by the core value that inspired us to start this work five years ago—a [profound commitment to equity](#) for every educator and every child.

If we remain committed, together we can overcome barriers to success for rural schools and ensure all children have access to the quality of education they deserve. The time for action is now.

Thank you for standing with us through [five incredible and impactful years.](#)

Heather Hiebsch

Co-Founder and CEO

Stephanie Cornell

Chair, Board of Directors





1.8
BILLION

At 1.8 billion, today's generation of young people is the **largest in history**¹.

Most live in the rural areas of low- and middle-income countries. Every single one of these young people deserves access to a quality education that prepares them to succeed in school and beyond. Yet, more than half are not learning critical math, literacy, and life skills². **This learning crisis is most acute in rural and underserved communities**³.

Across the globe, an estimated 80% of the women, children, and men living in extreme poverty live in rural areas⁴. Ensuring rural youth have the foundational skills to progress in school and thrive in the workforce is an urgent challenge that deserves our attention.

More than half are not learning critical math, literacy, and life skills.

We believe teachers are the solution.

¹ International Fund for Agriculture Development (IFAD)

² UNESCO Report: More Than One-Half of Children and Adolescents Are Not Learning Worldwide

³ UNESCO World Inequality Database on Education

⁴ International Fund for Agriculture Development (IFAD)

OUR MISSION

To coach and empower educators with the skills needed to improve student outcomes and develop each student's full potential.





Interactive learning taking place at TU partner school in Sarapiquí, Costa Rica

Overcoming barriers to success for small, rural, and underserved school systems.

TeachUNITED is a global non-profit dedicated to **reducing inequality through education**. Working with educational partners, TeachUNITED provides world-class teacher and administrator coaching programs that focus on key strategies proven to provide real, tangible results in the classroom. Our work builds teacher capacity and efficacy in order to improve student outcomes and give children a path to self-sufficiency.



POSITIVE IMPACT FOR SCHOOLS

Partner schools saw significant growth in outcomes for educators and students despite COVID-related disruptions.



EXCEEDED GROWTH GOALS

Reached 637K*+ kids and nearly **2x the number reached in 2020**, putting us on a path to reach 1 million students in 2024.



FUNDER MILESTONE

Accepted as a grantee into the Big Bang Philanthropy network, a prestigious group of development funders.



EXPANSION INTO A NEW COUNTRY

Started training NGO partners in Nicaragua, reaching high-needs, rural, and remote coffee-growing communities.



PROGRAM INNOVATIONS

Developed new programs to meet emerging needs of educators, including offerings for administrators and virtual school teachers.



NEW MODEL FOR PROGRAM SCALE

Launched a new delivery model that builds the capacity of local educational partners to accelerate scale and sustain impact.

TeachUNITED grew our reach dramatically in 2021, far exceeding half a million children and expanded to new countries, states, and regions and set up the foundation for further expansion in 2022.

Latin America

TU expanded into Nicaragua and to new regions in Costa Rica.



Africa

TU grew to reach new regions in Tanzania, reaching far across the country.



United States

TU also expanded into new states, broadening our reach across the country.



★ 2021 Program Sites

★ 2022 Launch Programs Sites

Students

637,282

370X
percentage
increase
since 2016

Educators

24,854

100X
percentage
increase
since 2016

Schools

1,287

180X
percentage
increase
since 2016

Based on our rapid growth,
our reach goal has grown to:



**3 MILLION STUDENTS
BY 2030**

U.S. student data not available in 2021; normal testing disrupted due to COVID-related changes to assessment protocol.



Costa Rica

Tanzania

14% increase for **GIRLS** in MATH

8% increase for all students in MATH

9% increase⁵ for **GIRLS** in LITERACY

42% increase for primary students in LITERACY¹

40% increase for primary **GIRLS** in LITERACY²

12% increase for all students in MATH³

12% increase for **GIRLS** in MATH⁴

- Assessments Used:
- » EasyCBM math
 - » Early Grade Reading Assessment
 - » Learning A-Z Spanish Literacy

- Control School Comparisons:
- ¹ 13% increase
 - ² 9% increase
 - ³ 3% increase
 - ⁴ 0.5% increase



Maria Luisa Herrera
TU Fellow and Teacher Trainer
Fundación Semillas para el Progreso
Nicaragua

Education represents the development of the human being, the community and the family.

It opens a world of opportunities that support individuals and encourages community development.



Tracy de Ryk
Principal
Peak High School
Wheatland, Wyoming

Education is critical because it is the gateway to all careers.

We love when our young people go to college, trade schools, military, or on-the-job training and then bring those skills back to build our community. We also recognize the importance of providing students with the opportunity to work anywhere in the world, sharing their knowledge and talents across the globe.

EFFECTIVE TEACHERS HELP KIDS REMAIN IN SCHOOL.

Pass with Promotion rates on all levels of Secondary School National Exams in Tanzania¹ increased dramatically for the 2021 cohort. This is critical because these exams determine if students can progress through each level of school and onto higher education.

Lower Secondary Exams

29%

increase in
pass rates

12% decrease at
control schools

Upper Secondary Exams

65%

increase in
pass rates

15% decrease at
control schools

HOW INVESTING IN EDUCATION DIRECTLY IMPACTS GIRLS¹:

- » She will earn up to **25% more per year** of secondary school.
- » She will invest **90% of her earnings into her family**.
- » She will marry later and have a smaller, **healthier family**.

Upper Level Exams (GIRLS)

23%

increase in
pass rates

30% decrease at
control schools



¹Campaign for Female Education (CAMFED)

In another extremely challenging year for educators around the world, **TeachUNITED educators reported feeling more motivated and effective***, which is key to ensuring students are engaged and learning.



Improved Mindset

Educators' confidence in their ability to improve their teaching skills grew 16% in Tanzania. Ninety percent of US educators expressed a **positive impact** on their teaching practice.

Increased Motivation

Educators reporting they were **“extremely motivated”** to teach increased by 22% in Tanzania.

Improved Skills

In Costa Rica, educators' comfort using student data to plan lessons grew 20%. In the US, 94% of educators **expressed confidence** in addressing the needs of struggling students.

Increased Retention

Educators intending to **remain in the teaching profession** increased 13% in Tanzania and 6% in Costa Rica, even in another pandemic year.

*According to pre-and post-program teacher surveys.



Glory Mongi
Teacher and TU Fellow
Toa Nafasi
Msaranga, Moshi Town, Tanzania

I believe that education is important to solve challenges threatening our communities and to eradicate social issues like poverty.

When I was young, I would play with my classmates and pretend to teach them. I feel like I have always been a teacher! I love the profession and am invested in learning new skills.



Melissa Arroya Vargas
Computer Science Teacher
Finca Seis School, La Victoria
Costa Rica

Education is the key that has the potential to change the course of humanity.

I love to teach, I like to give hope to others through my teaching. I believe that children are the promise of our country.

EMPOWERING EDUCATORS TO TRANSFORM RURAL EDUCATION.

Ensuring every teacher is empowered, effective, and has the strategies to ensure every child can reach their full potential.



1

Long-Term Partnerships

are formalized between TeachUNITED and schools, districts, governments, and NGOs to deliver transformational educator training programs.



2

Educators and Leaders

work alongside coaches and peers to learn the high-impact skills needed to develop engaging, student-centered, data-driven classrooms.



3

Professional Learning Communities

allow for collaboration, support, and leadership opportunities for educators and leaders.



4

Newly trained participants

act as instructional coaches in their school communities, mentoring others for continuous learning and sustained growth.



DIRECT SERVICES

TeachUNITED partners directly with schools and districts in the United States and our global innovation sites in Costa Rica and Tanzania. TU Coaches work side-by-side with educators and administrators to ensure they have the high-impact skills needed to equip students for success.

EDUCATIONAL PARTNERSHIPS

Launched in 2021, our partnership program trains NGO staff and educators in high-impact teaching strategies to share with the schools and teachers they serve. Once certified, these partners become TU Fellows, implementing our proven educator training program in their communities.

THE FORMAT | Supporting educators when, where, and how they need it most.

COACHING

Translate theory into action with one-on-one coaching and feedback

COMMUNITY

Reinforce learning and share ideas within peer learning networks



CONTENT

Refine skills with actionable strategies based on student learning research



ESSENTIAL TOPICS | Rooted in an international meta-analysis of 80K+ research studies, our learning content focuses on topics proven to have the highest effect on student outcomes:



Growth Mindset

Increases student and educator agency.



Student Engagement

Supports high commitment learning.



Data-Driven Design

Identifies strategies that work and opens pathways for improvement.



Personalized Learning

Increases ownership over learning.

NEW PROGRAM OFFERINGS

TeachUNITED continuously seeks feedback from our educator and partner community to ensure our programs address emerging and ongoing needs. Based on feedback, we launched **two** critical innovations in 2021.

[Administrator Pathway](#) is a flexible 6-week program that ensures school leaders can effectively support educators in utilizing new instructional strategies.

[Virtual Pathway](#) is rooted in the same proven research as our other programs, and with a focus on best practices and strategies for a virtual setting.



Partner in Data. We work with partners to decide which assessments, metrics, and measures of success are most important. Together we build a plan to make sure partners collect the data that matters for their school communities.



Embedded and Scheduled. Assessments and data collection are built into the program. Our data team and trainers work closely with our partners to determine a schedule that works best for the communities they serve.



Multiple Levels of Data. We work with partners to collect participant, teacher, and student data in multiple forms (i.e. student pass rates, teacher job satisfaction), allowing partners to track measurable outcomes for their entire community.




Shared Results for Learning. When data is collected and analyzed, we help partners understand the data story and how to use it so everyone learns and improves together.



Quality Education **REQUIRES GREAT TEACHERS**

Teacher quality is the single biggest school-related factor in student success and impacts academic achievement, persistence in school, and even lifetime earnings¹. By investing in teachers, we create a broad and profound impact on the lives of students, not just today, but for all children reached for the duration of a teacher's career.



In line with United Nations' **Sustainable Development Goal #4: Quality Education**, we invest in teachers on a global scale to drive local action that increases opportunity for every child.

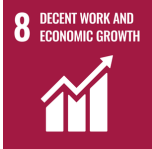
4 QUALITY EDUCATION



¹Opper, I.M. (2019) Teachers Matter: Understanding Teachers' Impact on Student Achievement, Santa Monica, Calif.: RAND Corporation, RR-4312.



With a ripple effect to other Sustainable Development Goals, education has the **TRANSFORMATIVE POWER** to make the world a better place¹.



Education **promotes employment and increases lifetime earnings.** Globally, there is a 10% increase in hourly earnings for every extra year of schooling.

Education is an essential element of efforts to **reduce malnutrition and hunger.**



Educated people are **better informed about diseases,** take preventative measures, recognize signs of illness early and tend to use health care services more often.



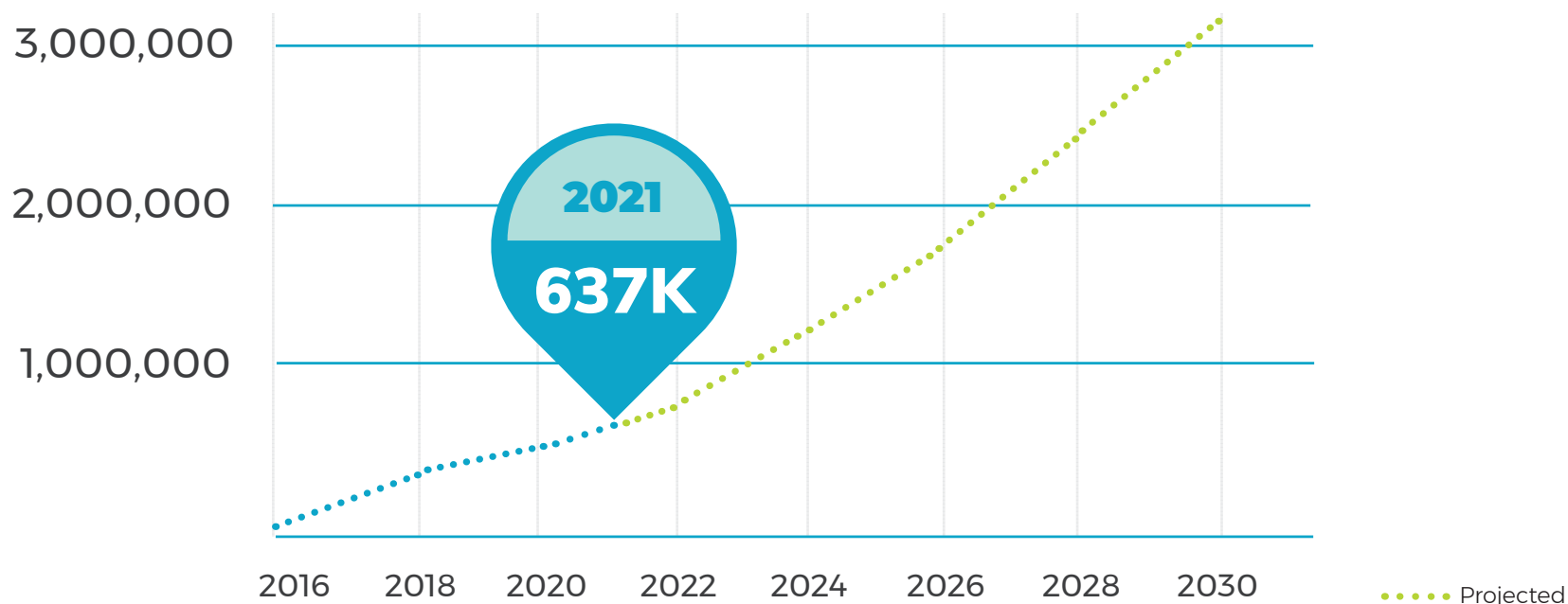
Education **breaks down inequities and promotes peace, justice and equality.** For girls and women, education has the power to boost their own chances of getting jobs, staying healthy and participating fully in society.

Specialized experience in science and engineering **will help reduce climate change, build sustainable communities, and improve life on land and in water.**



¹Department of Economic & Social Affairs DESA Working Paper No. 146

TeachUNITED is on track to improve educational quality for **three million children** by 2030, far exceeding our original goal.





Proven Borderless Solution. TeachUNITED has successfully tested our model by implementing programs in diverse geographies, cultures, socio-economic statuses, and levels of connectivity. Across regions, we have seen impressive growth in student and educator outcomes.



Resilient Financial Model. By combining revenue from schools and educational partners with charitable giving from individual donors, corporations, and foundations, we have developed a sustainable financial model that is built for scale.



Built for Sustainable Improvement. By building internal capacity and developing local teachers as mentors, we ensure school communities are not reliant on TU, creating sustainable impact for teachers and the thousands of students they reach throughout their careers.

We welcomed several new team members this past year to effectively respond to the growing demand for our model and accelerate our scaling strategy. Our staff is based in the United States, Latin America, and East Africa. TeachUNITED benefits from its strong local leadership and extensive experience in education.

Executive Leadership Team

Heather Hiebsch, Co-Founder & Chief Executive Officer
Molly Hoehn, Chief Operating Officer
Brian Cathcart, Chief Financial Officer
Jess Heitner, Senior Director of Advancement

Global Leadership Team

Alea Thompson, Director of Product & Implementation
Gidibo Tindwa, Senior Director, Africa
Meghan Casey, Senior Director, Latin America
Heather Wilmot, Senior Director, United States

Global Operations Team

Rebecca Eggerman, Business & Human Resources Manager
Laura Kome, Marketing Manager
Morgan Platt, Senior Manager, Monitoring & Evaluation
Hannah Tinklenberg, Development Manager
Jenny Boyd, Partnerships & Communications Consultant

Regional Teams

Africa

Gidibo Tindwa, Senior Director
Eligi Tairo, Regional Director of Education
Anastazia Louise Malale, Regional Manager of Education Programs
Chesco Sowu, Instructional Coach and M&E Associate
Priscer Roma, Operations Manager
Hussein Salum, Partnership Manager
Modesta Wiley, Instructional Coach

Latin America

Megan Casey, Senior Director
Yohns Solis, Regional Director of Education
Mikel Webb, Instructional Coach
Pedro Céspedes Vargas, Instructional Coach
Armando José Bello Guzmán, Operations Manager, M&E Associate, and Instructional Coach

United States

Heather Wilmot, Senior Director
Meghan Antol, Instructional Coach
Jason Taylor, Coach/Administrator
Andrea Beson, Operations Manager





Board of Directors

Dr. Kathy Bartlett

Executive Leadership
Girl Rising / GEF Venture Philanthropy Fund

Stephanie Cornell

Venture Partner
Draper Richards Kaplan Foundation

Scott Dooley

Director of Software
Applied Education Systems

Julian Farrior

Founder & CEO
Sunblink Entertainment

Gregg Goldenberg

Partner
Ardent Companies

Heather Hiebsch

Co-Founder & Chief Executive Officer
TeachUNITED

Kago Kagichiri

Global Head of Innovation
Sokowatch

Robin Mendelson

Advanced Leadership Initiative Fellow
Harvard University

Robert Murphy

Education Research Consultant

Terry Nealon

CEO
Learning Without Tears

Ross Wehner

Board Emeritus & Co-Founder
TeachUNITED

TeachUNITED Advisors

Emily Edwards

Sr. Director, Portfolio Fundraising Strategies
Draper Richards Kaplan Foundation

Brad Feld

Early Stage Investor and Entrepreneur

Gene Frantz

General Partner
CapitalG

Eric Roza

Chairman
Crossfit, LLC

Weykyoi Victor Kore

Founder
Korecreatives International

Bruce Miller

CEO
Investure

Paul Pasin

Chief of Parish & School Operations
Archdiocese Chicago



Robin Mendelson
Fellow, Harvard Advanced
Leadership Institute

Picture the entire population of the United States and then double it. That's how many children worldwide are not achieving minimum proficiency levels in reading and math—620 million. Working to seek equitable and scalable solutions to delivering high quality education is crucial. Today, due to the global pandemic,

more than a billion children have been out of school, US college enrollment is declining, teacher burnout is rampant, and we have not even begun to feel the long-lasting impacts of even the first two years of COVID.

I support TeachUNITED because education is the single most impactful lever on an individual's social and financial mobility—and is a key to escaping poverty. I was fortunate to have had great teachers who challenged me and expected things from me—sometimes seeing more potential in me than I saw in myself. Every child deserves a learning environment that helps them grow.

TeachUNITED's commitment to increasing the supply of qualified teachers who educate students in rural and underserved communities is a force multiplier and the results for student outcomes are meaningful. With its strong and innovative leadership team and demonstrated results, I am proud to support TeachUNITED's vision to reshape the future of education and reach millions of children.

“...education is the single most impactful lever on an individual's social and financial mobility—and is key to escaping poverty.”

ti **Our Partners** make our work possible

Foundation & Corporate Partners



Government & Community Partners



In-Kind Supporters





\$100,000+

Daniels Fund
Draper Richards Kaplan Foundation*
Freddy & Gregg Goldenberg*
Pilot House Philanthropy
Anonymous

\$50,000 - \$99,999

All Points North Foundation*
Dovetail Impact Foundation (formerly David Weekley Family Foundation)
Maria & Gene Frantz*
Meldrum Foundation*
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\$1,000 - \$4,999

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Dr. Charles & Amy Fox (on behalf of Gregg Goldenberg)
Goldenberg Family (on behalf of Gregg Goldenberg)
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Kay & Charles Ward
CherylN & John Wells
Sarah Williams
Georfe Wilmot
Tim Yeager
Anonymous

***Indicates a donation part of a multi-year pledge.**

We are deeply committed to operating with the utmost financial efficiency and transparency, so **you know** your investments provide the greatest benefit to educators and students worldwide.

INCOME FY21

Foundations & Corporations	\$	578,476	44%
Individual Contributions	\$	411,966	31%
Program Revenue	\$	328,850	25%
Total Income	\$	1,319,292	100%

EXPENSES FY21

Program & Operations	\$	1,184,959	92%
Fundraising	\$	101,490	8%
Total Expenses	\$	1,286,449	100%
Total Other Income	\$	103,387*	

NET INCOME \$ **136,321**

WE INVITE YOU TO JOIN OUR MOVEMENT

Invest in Teachers

A donation supports courageous educators like Glory, Melissa, Maria, and Tracy, who work every day to ensure every child has access to educational opportunities and a chance to thrive.

Become a Partner

We work in collaboration with NGOs, governments, and schools across the world to support educators with an effective teacher coaching program.

Be a CHAMPION for Education

Become a part of our growing global community. Join us online to see how we are making quality education accessible in small and rural communities.



Gene Frantz
General Partner
Capital G

My wife Maria and I became involved in 2017 as a donor based on our enthusiasm for TeachUNITED's mission—we believe that childhood education is one of the best ways to fight global poverty and improve lives. Our motivation is driven by the continuity in the mission and great leadership that is getting the job done! In our opinion, the most important work that TeachUNITED does is enhancing education for kids around the world.

Make a donation today at
www.teachunited.org/donate



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TeachUNITED

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