



TeachUNITED



2024

IMPACT REPORT

In 2024, TeachUNITED deepened its global impact by doing what we do best: investing in local educators to lead lasting change.

Across **20 countries**, more than **37,000 educators** are now improving outcomes for over **2 million students**. But this isn't just about scale. It's about the power of quality education — from a student in Zanzibar who now loves going to class, to a teacher in Yucatán who now has the confidence to continue growing as an educator, to a rural school in the U.S. that turned low performance into national distinction.

These changes are possible because of a model that works. The TeachUNITED approach is grounded in global research, adapted to local context, and delivered by expert coaches. Over the last year, our coaches trained and equipped **27 local government, school, and NGO partners** to lead teacher training programs in their schools. As a result:

- In Zanzibar, the number of **grade-level readers increased from 2% to 28%**.
- In Mexico, the number of students achieving **advanced proficiency in math grew sevenfold**.
- In the U.S., every school we supported has **improved teacher retention**.

To sustain and expand that impact, we're pairing philanthropy with a growing earned revenue strategy. Through fee-for-service partnerships, we're generating income to diversify our revenue streams and ensure financial sustainability.

The need is urgent. Many students in low-income communities graduate without basic skills. But we've seen what's possible when teachers have the support they need. That's why we remain steadfast in our commitment to reach **5 million students by 2030**.

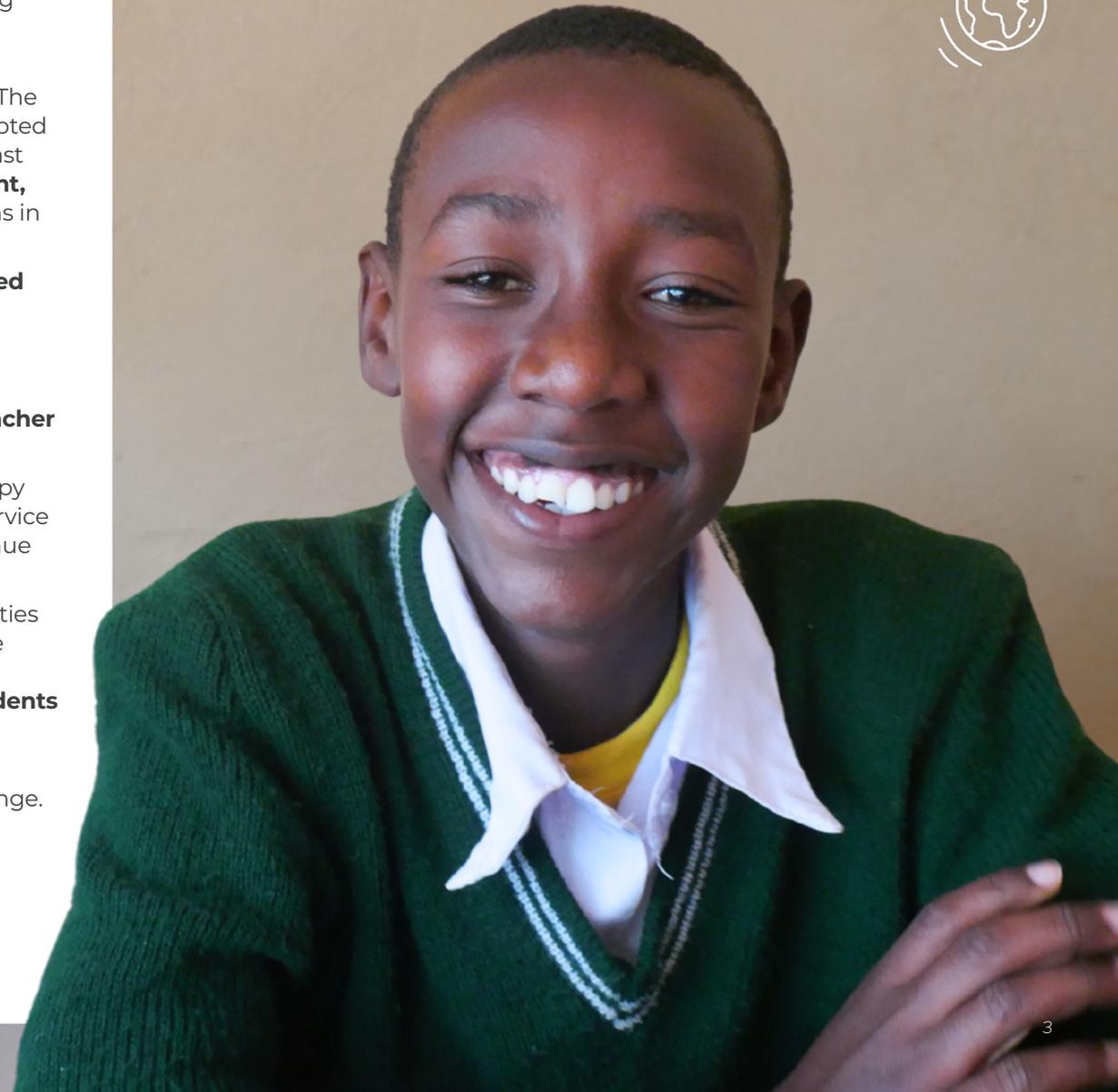
Thank you for standing with us—and for believing in what's possible when we invest in teachers as catalysts of local change.

With immense gratitude,

Heather

Heather Hiebsch
TeachUNITED Co-Founder & CEO

TeachUNITED envisions a world where **every child** receives the quality education needed to thrive beyond the classroom.



Global Impact on Education in 2024

37,000+ educators improving the outcomes of **2,000,000+** students



27 Local NGOs & Governments
Equipped to Deliver TU's
Trainings to Their School Systems

Improving the Education Quality of
3.5k Local Schools for
Years to Come

In many parts of the world, students go to school but don't learn.



70% of 10-year-olds in low-income countries can't read a simple story.

This crisis is particularly acute in rural and under-resourced communities, where classrooms are overcrowded, funding is limited, and teachers have little support.

While we know teaching quality is *the* most important factor in student learning, most teacher training programs are **failing our teachers.**

We exist to change the status quo.

Designed by Teachers, for Teachers

Our model was built and is run by educators who understand the challenges teachers face. Our programs are tailored to help schools achieve their goals, giving teachers classroom-ready strategies to improve learning today.



Delivered by Local Coaches

Teachers don't need more one-off workshops; they need consistent, practical support. Delivered over a full school year by local expert teacher-coaches, our high-touch, scalable model ensures educators implement new skills in the classroom, leading to immediate and enduring impact.



Driven by Measurable Impact

Every program we deliver is built on evidence and driven by real-time data to ensure lasting student impact. Educators who participate in our programs increase math and literacy rates and are more likely to continue teaching next year.



Improving Student Outcomes with the Zanzibar Ministry of Education

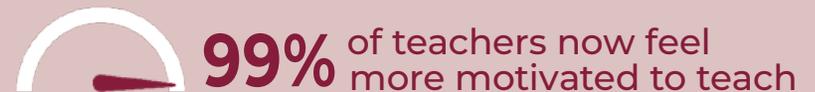
In less than five months, our partnership with the Revolutionary Government of Zanzibar **equipped 200+ educators with tools to enhance engagement and learning for more than 20,500 students.** One of those students shares the difference she noted in her teacher:



“When Mr. Juma came back from his training, things started to change. He began teaching in ways that made learning fun and easier to understand. **Now, I enjoy coming to class and participating in the lessons.** I understand the subjects better, and my grades have improved a lot.” - Amina, Mizingani School

TeachUNITED and the government are eager to scale this program further. Ministry of Education and Vocational Training Permanent Secretary Khamis Said recognizes the potential of the project: “I applaud TeachUNITED for taking up the professional development of teachers as the formal training alone is not enough. The government is committed to ensuring provision of support to teachers.”

Impact highlights from the Elimu-Soko project in Zanzibar, Tanzania:



Impact highlights from our work in Yucatán, Mexico:

Increasing the number of students achieving advanced proficiency compared to peers



Scaling Impact with the Government in Mexico

A few years ago, TeachUNITED began working with the government in Yucatán to improve educational quality and address inequities in rural and Indigenous communities.

In 2024, we launched a pilot program in partnership with the Secretary of Education of Yucatán. This initiative **improved learning outcomes for over 4,800 students**, increasing the number of students achieving advanced proficiency in math by 7x and literacy by 3x compared to their peers.

Jesús Darío Loeza of the Secretary of Education of Yucatán praised the program, noting “TeachUNITED has strived to understand the local contexts, to understand how different participants operate.” A participating teacher shared, “Thank you for being an inspiration for us to be better professionals. Thank you for motivating us to try things and for accompanying us in the process. TeachUNITED’s responsibility, commitment, kindness, and patience gave us the confidence to continue learning. There is still a lot to do, but I think we are on the right track.”

Over the next three years, we are scaling this program in partnership with the government to build the skills of 600+ educators, dramatically improving the quality of education for over 45,000 students.



From Needs Improvement to National Distinguished School Honors

At TeachUNITED, we believe the most impactful and sustainable change is locally-led. We’re honored to support dedicated educators who create meaningful improvements for their students and are more likely to continue teaching because of it. **100% of our partner schools have less teacher turnover** after participating.

Once flagged for low academic performance, Christa McAuliffe School in Concord, NH, was recognized as a National ESEA Distinguished School, honoring their 76% proficiency rate in English Language Arts. Thanks to a powerful culture shift, strategic instruction, and partnership with TeachUNITED, they are now a nationally recognized model of success.



“The TeachUNITED professional development offered to our school was unique from the typical one-shot workshop, which provides great ideas but leaves you on your own.

The TU trainers supported us through all our work over the last three years. We created and presented capstone projects showcasing the high-impact strategies that worked for our students. And **we planned and implemented trainings for our staff with the help of the TU team**, utilizing the structures that made the most sense for us, our schedules, and our students.”

– Kris Gallo, Principal
Christa McAuliffe School



100%
of participating schools improve teacher retention

Team

The TeachUNITED Team is based in East Africa, Latin America, and the United States. Our organization benefits greatly from its strong local leadership and extensive experience in education.

AFRICA TEAM

Issaya Ipyana Coach
Angela Kithao Director of Programs
Jackline Oduor Implementation Manager & Coach
Hussein Salum Logistics Coordinator
Chesco Sowu Coach; M&E Associate

LATIN AMERICA TEAM

Armando José Bello Guzmán Operations and M&E Manager
Pedro Céspedes Vargas Coach
María Gelly Alonzo Coach
Yohns Solís Director of Programs
Cotty Trujillo Coach
Mikel Webb Coach

UNITED STATES TEAM

Andrea Beson Manager, Operations & Implementation
Natalie Lundberg Director of U.S. Partnerships
Jill Pellegrini Director of Programs
Jason Taylor Administrative Consultant
Todd Weisbrot Instructional Coach

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Maddie Heath Development & Communications Assistant
Heather Hiebsch Co-Founder & CEO
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Victoria Faith Miller Development & Communications Associate
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Dale Thoms *Co-Founder / CTO, Backflip Studios*

TeachUNITED-trained educators in Mexico celebrate graduating from our program.



Includes current staff at time of report publishing.

Partners

As always, we are incredibly grateful for the partners that make this work possible.

With their support, we can reach more schools, educators, and students in small, rural, and under-resourced communities worldwide. Funds are often used to underwrite a portion of the program cost allowing community-based NGOs and schools to access sustainable, high-impact training and support.

FOUNDATION & CORPORATE PARTNERS



IN-KIND SUPPORT



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- | | | |
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Financials

We are deeply committed to operating with financial transparency and discipline to ensure every dollar creates the greatest possible benefit for educators and students around the world.

Join Us

INCOME

Foundations + Corporations	\$	1,043,944	54%
Individual Contributions	\$	339,279	18%
Program Revenue	\$	554,094	29%

TOTAL INCOME \$ 1,937,316

EXPENSES

Programs & Operations	\$	1,479,890	83%
Advancement*	\$	302,804	17%

TOTAL EXPENSES \$ 1,782,694

NET INCOME \$ 154,622

**Includes Fundraising, Communications, and Administration activities*

In 2024, we continued to strengthen our funding model by doubling down on our earned revenue strategy through fee-for-service partnerships, particularly in the United States. This mixed-income approach allows us to serve rural and under-resourced schools that cannot pay for services while building long-term financial sustainability. It also ensures we can continue investing in research and development, reaching more students, and delivering lasting impact, even amid shifting funding landscapes.

Thanks to this dual income model, your investment goes even further — supporting dedicated teachers and unlocking opportunity for students around the world.



Invest in TEACHERS

A donation supports courageous educators 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 rural communities.

@TeachUNITED



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TeachUNITED

TeachUNITED.org

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