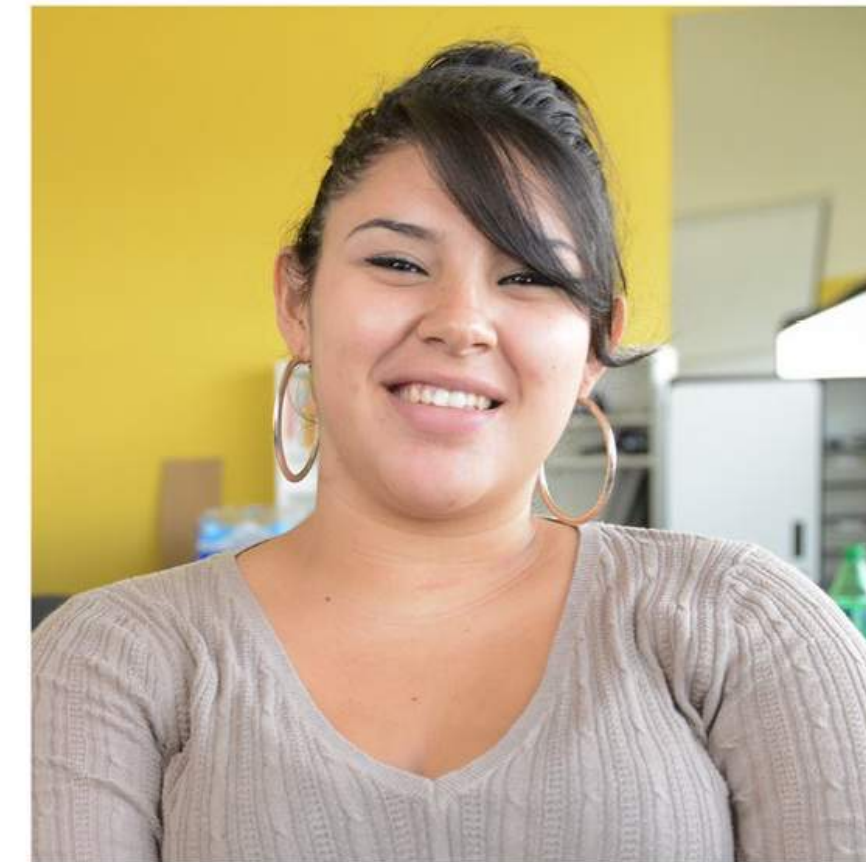
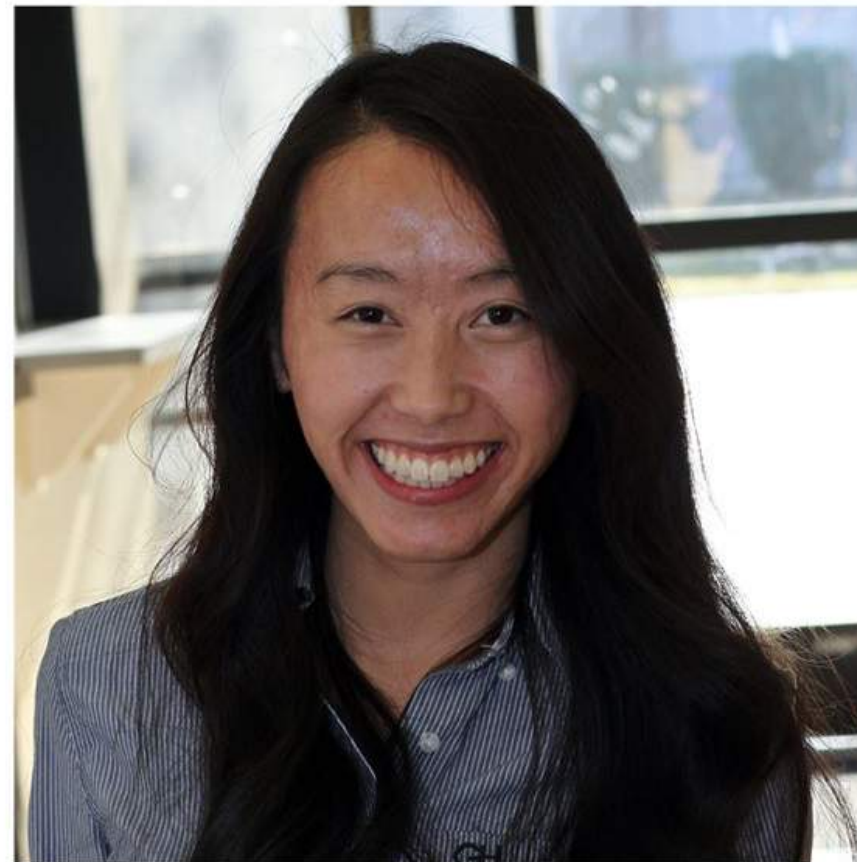


2015  
*Annual  
Report*



The background image shows a classroom or computer lab. Several students are seated at desks, each with a computer monitor. The students are focused on their work. The lighting is somewhat dim, and the overall tone is professional and educational. The text is overlaid on this background.

sama SCHOOL™

Samaschool provides low-income people with digital skills and access to internet-based jobs to help them move out of poverty.

# OUR MISSION

At Samaschool, our mission is to help low-income people who are traditionally excluded from the digital economy share in the benefits of online work.

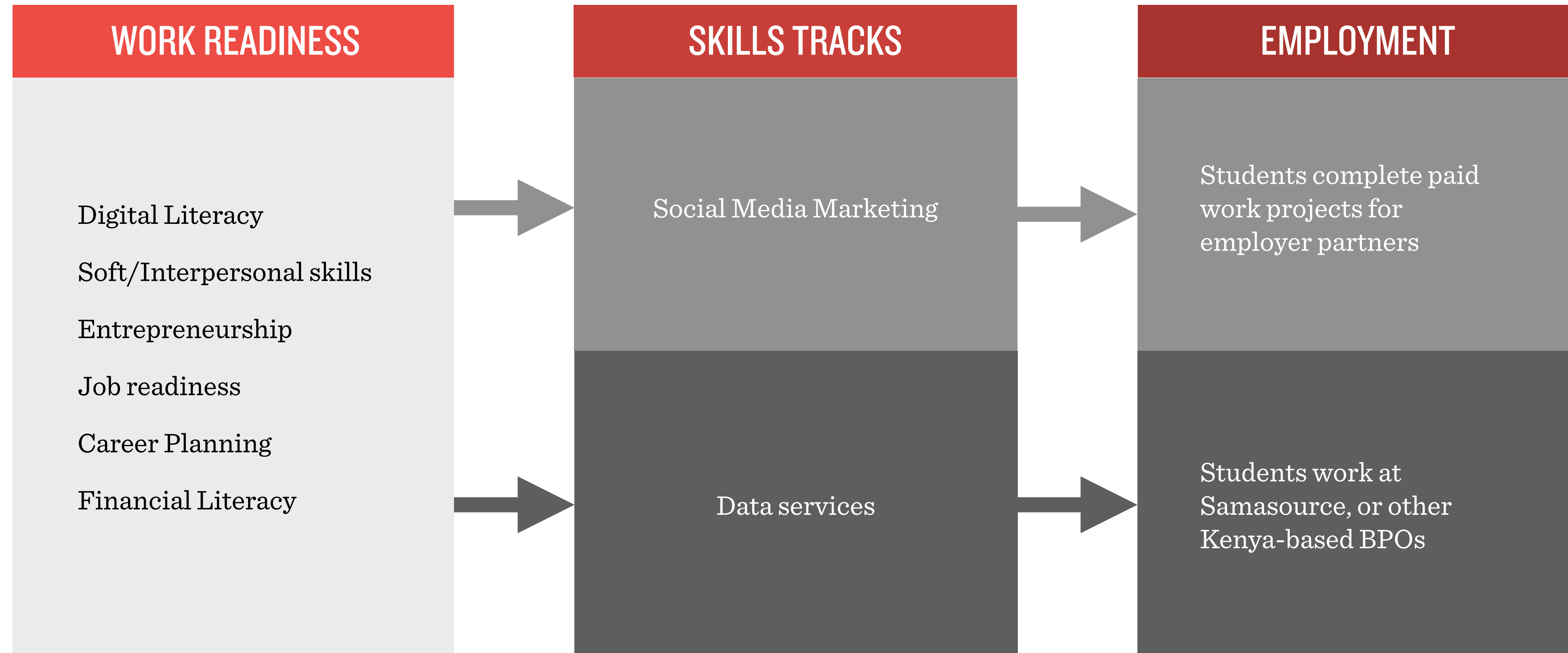
For some students, this means offering their existing skills through the on-demand or “gig” economy. For others, it means developing new skills, such as social media marketing or business process outsourcing, and learning to connect with work online.

We recognize that the world of online work is constantly shifting, so we’ve designed a flexible program that leverages our students’ strengths to get them up to speed and earning in a matter of months, not years.



# OUR MODEL

Samaschool equips people with the skills they need to earn money working online. We start by making sure every student is work ready with basic digital literacy and soft skills training. From there, students specialize in either digital freelancing, internet facilitated work, or Business Process Outsourcing (BPO).



# WHERE WE WORK



Since 2013, Samaschool has grown to six sites in California, New York, and Arkansas.

In 2014, we expanded to Nairobi to train unemployed in youth living in some Kenya's largest slums.

# WHO WE SERVE

## USA

## Kenya

Average Age

36

23

Race

52% Black or  
Hispanic

N/A

Gender

53% Female

33% Female

Employment Prior  
to Samaschool

70% Unemployed

72% Unemployed or  
In School/ Training

Education

67% have 2-year college  
degree or lower

65% have secondary education  
or lower



# 2015 HIGHLIGHTS



Completed development of occupational skills curriculum for Social Media Marketing bootcamp



Launched online training program to make our curriculum accessible globally



Secured funding from the Robin Hood and Winthrop Rockefeller foundations to expand our work to New York and continue in Arkansas



Developed on-demand / sharing economy training material in preparation for our program pilot in New York



Established a business advisory council in Kenya with a diverse range of members to provide feedback on program and curriculum development

# YEAR IN REVIEW - USA

Last year, Samaschool's US-based bootcamp underwent an intensive strategic review with the support of the Tipping Point Community and McKinsey & Co.

Following this re-design, in the second half of the year, Samaschool successfully:

- Researched growing digital occupations to identify in-demand occupations
- Developed a comprehensive social media marketing curriculum
- Rolled out the social media marketing curriculum to bootcamps in Merced, CA and Dumas, AR



# YEAR IN REVIEW - KENYA

Over the course of 2015, Samaschool Kenya focused on strengthening relationships with key partner organizations and aligning the curriculum with in-demand skills for the Business Process Outsourcing (BPO) industry. Thanks to strong growth from Samaschool's sister organization, Samasource, the final cohort of 2015 saw a 71% employment rate — the highest in Samaschool history.

Highlights for the year included:

- **Creation of the Samasource badging initiative**, which provides a unified mechanism to classify agent skills, training and testing across both Samaschool and Samasource project levels. This makes it easier for Samasource to assess and hire Samaschool graduates.
- **Launch of our Kenyan advisory council**, which consists of two Executive Directors from our hiring partners, a human resources manager from our own delivery centre, a training partner, and a Samaschool graduate. The goal of the council is to give us a more complete view of our curriculum development process align it with in-demand skills.
- **Development of wrap-around support services**, including transportation stipends and free professional attire for job interviews. These services were developed based on feedback from students, and aimed at increasing retention and graduation rates.



# YEAR IN REVIEW - ONLINE

After reviewing feedback from our initial online pilot, Samaschool decided to pivot away from the massive open online course (MOOC) format and re-evaluate our approach to online learning platforms. To test demand and better understand users, we surveyed potential students in our target demographic. As a result, our online learning team has now transitioned to piloting an online certificate focused on competency development and trainee engagement on a more customizable platform.

In 2015, the Samaschool team successfully:

- Launched the 4-course online training program
- Enrolled over 3,000 users
- Collected feedback on the courses and platform

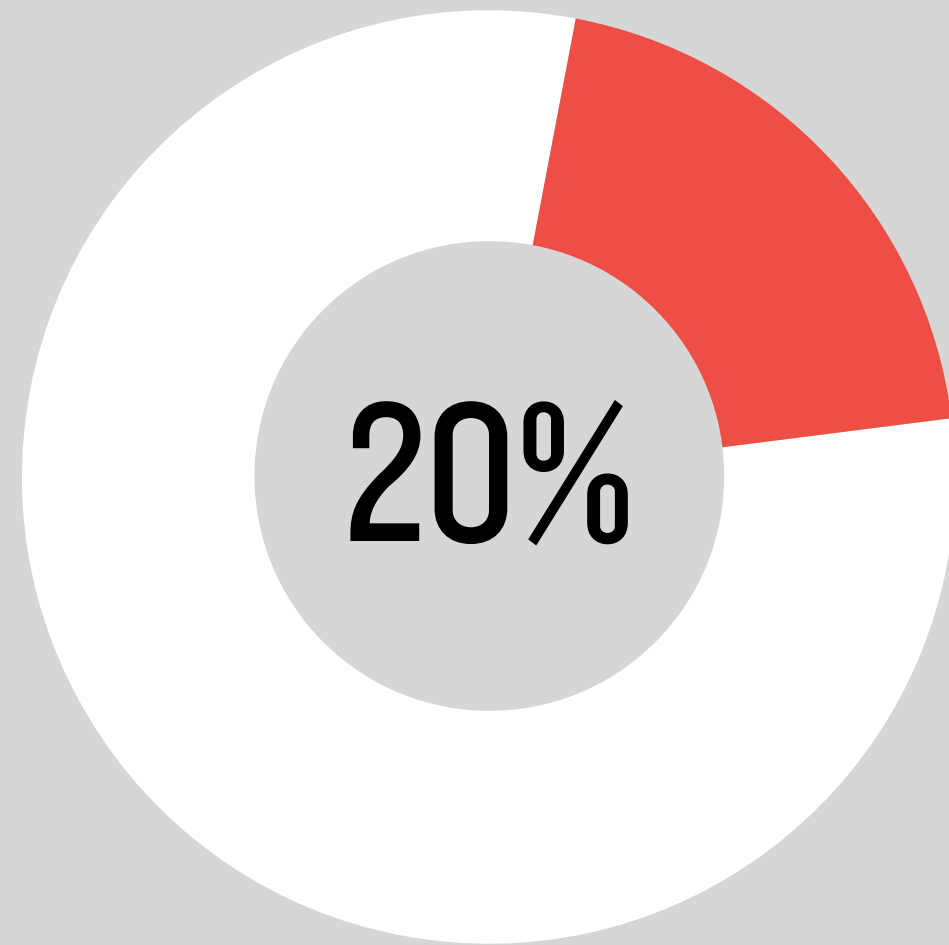


# OUTCOMES

Samaschool's program development process follows the build-measure-learn cycle, whereby changes to program design are the result of implementing a "base" model and collecting relevant data to track the model's efficacy. Samaschool's 2015 outcomes yielded important learnings about the online work market, target beneficiaries, and program design. We continue to incorporate these learnings to improve outcomes.

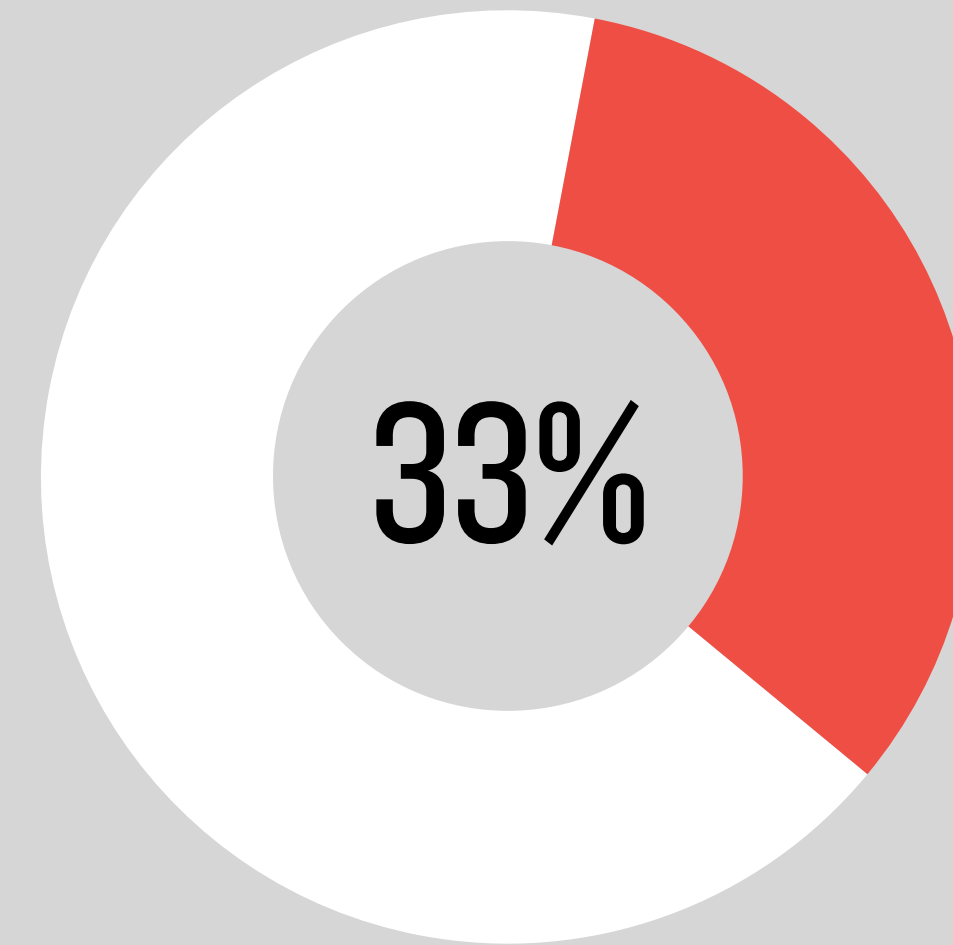
## SAMASCHOOL USA

Students with successful employment outcomes



## SAMASCHOOL KENYA

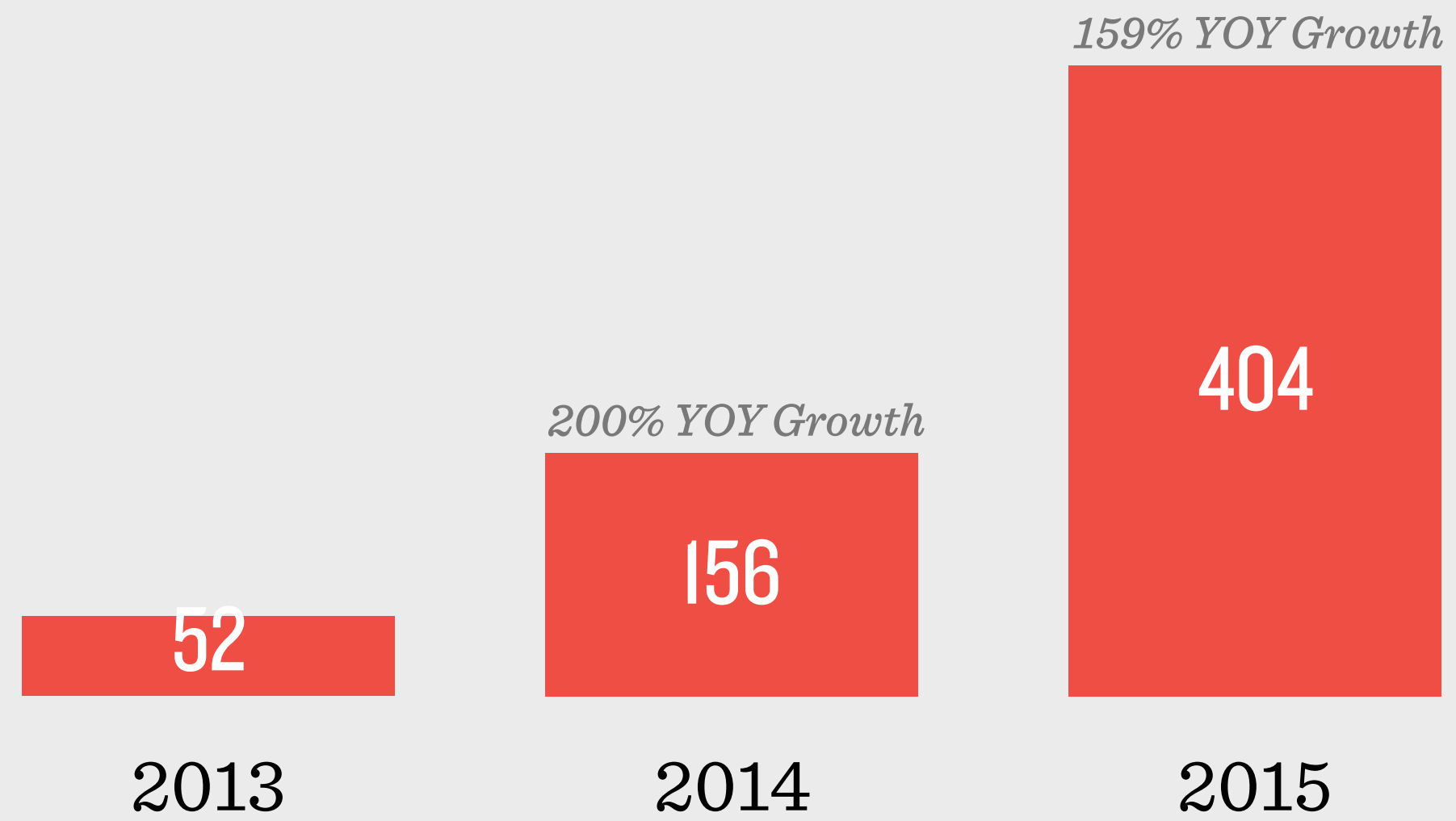
Students with successful employment outcomes



# SCALE

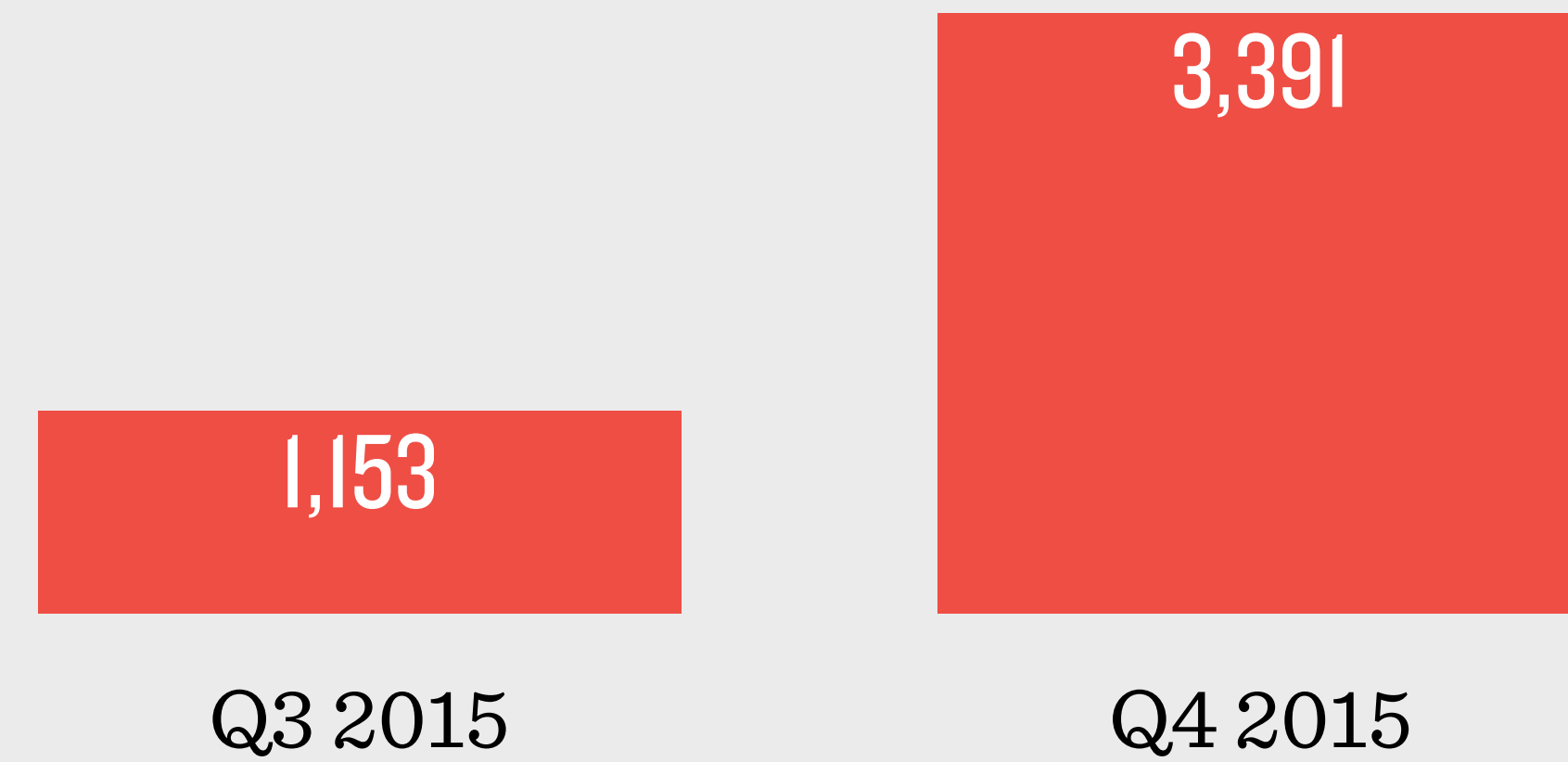
## BOOTCAMP TRAINING

Number of Graduates (US & Kenya)



## ONLINE TRAINING

Number of Enrollees



# OUR STUDENTS

Our student success stories are what motivate us to keep doing this work, and continuing to improve our program model.

Their stories say it best. Here are just a few examples.



# STUDENT STORY

## Gary, 48 - Dumas, Arkansas

Despite having 15 years of work experience under his belt, Gary had been unemployed for 5 months when he started the Samaschool bootcamp.

Prior to that, Gary had worked as a Control Room Operator for a manufacturing plant. But his work involved a 2-hour daily commute and he was terminated after working there for nearly two years.

When he first heard about Samaschool, Gary says he was attracted to “the idea of making money from home.” And that idea became a reality for him. Following completion of his training, Gary acquired a job as a remote customer service agent, working full-time from the comfort of his home.

To date, Gary continues to work full-time in this position. By working remotely, Gary bypasses the limited job opportunities in the area to support himself and his family.



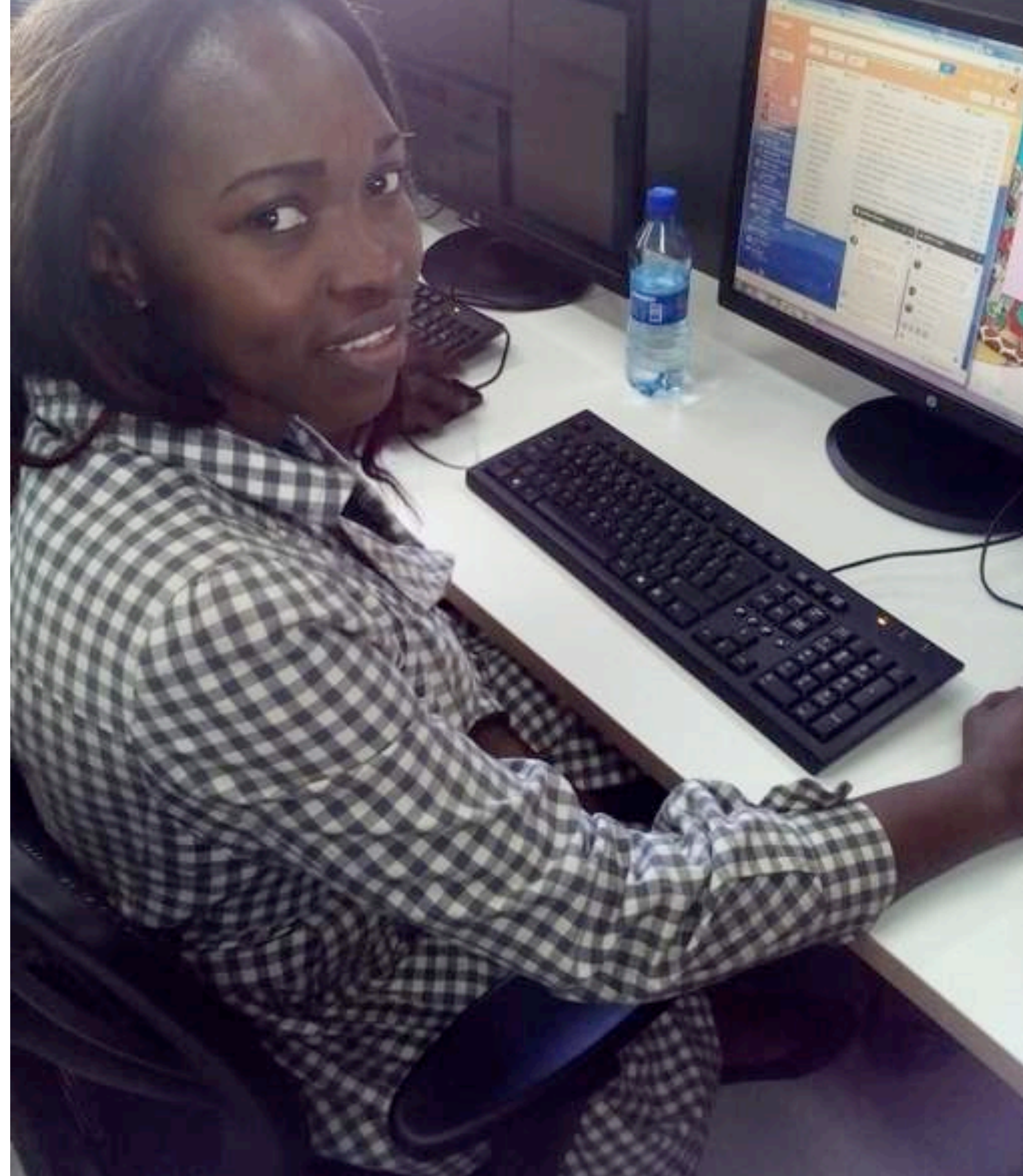
# STUDENT STORY

## Mercy, 25 - Buruburu, Kenya

Mercy has gone through many hurdles to get to where she is today. Immediately before Samaschool, she had completed a three-month course in hospitality. But Mercy continued to struggle with employment, especially successfully interviewing. At one point, Mercy felt so dejected that she cut off her contact with everyone for two weeks.

Despite her ups and downs, Mercy never gave up hope. As she recalls: “I went back to my instructor ...and expressed that I was ready to pick myself up and face my fears head on, which were lack of confidence and having a fearful attitude towards interviews. I also requested her to inform me when another interview opportunity arose. After I got a pep talk from my trainer, I was informed of another chance to go for an interview and I finally made it!”

To date, Mercy currently works as an agent at the Samasource delivery center in Nairobi. Mercy describes her work as fun, getting to “interact with other youths who are also from humble backgrounds.” And she hopes to work for Samasource for years to come to support herself and her mother.



# COMMUNITY ENGAGEMENT

In 2015, Samaschool engaged a number of corporate partners in order to provide students with personalized mentoring opportunities. Students received coaching on interview skills, advice on resume creation, and career counseling from employees of major tech companies like Google and Workday.



# SUMMARY FINANCIALS: INCOME

*(Unaudited - Samaschool Program Activities Only)*

## **2015 — Revenue & Support**

	Unrestricted	Temporarily Restricted	Total
Grants & contributions	\$52,017	\$652,687	\$704,704
Fee for services	\$54,278		\$54,278
Contract services	\$102,530		\$102,530
Special event revenues	\$70,950		\$70,950
In-kind contributions	\$0		\$0
Other income	\$0		\$0
Net assets released from restrictions	\$479,147	(\$142,448)	\$336,699
Total Revenue & Support	\$758,922	\$510,239	\$1,269,161

# SUMMARY FINANCIALS: EXPENSES

*(Unaudited - Samaschool Program Activities Only)*

## **2015 — Expenses**

	Unrestricted	Temporarily Restricted	Total
Program services	\$1,052,060		\$1,052,060
Fundraising	\$171,288		\$171,288
Management & administrative	\$182,614		\$182,614
Total expenses	\$1,405,962		1,405,962

## **2015 — Net Assets**

	Unrestricted	Temporarily Restricted	Total
Change in Net Assets	(\$647,040)	\$510,239	(\$136,801)
Net Assets, beginning of year	\$236,070	\$86,667	\$322,737
Net Assets, end of year	(\$410,970)	\$596,906	\$185,936

# ADVISORY BOARD



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