2014 Annual Report
Providing low-income people with digital skills and access to internet-based jobs to help them move out of poverty.
Re-Branding Update: SamaUSA Goes Global

To reflect our long-term vision to serve students around the world, we’re changing our name from SamaUSA to Samaschool.

This new name was born from a careful look at the marketplace for similar programs and feedback from advisors, students, and other key stakeholders—and will give us flexibility as we grow.

We will continue to serve U.S. communities as we expand our reach to new countries and ultimately create a bigger impact in tackling global poverty.

As Samaschool, we will offer two models to expand access to our programs:

- **In-person training**, as we’ve done with U.S. sites and are now scaling to new countries.
- **Online training**, which is available to more advanced students regardless of geography.
2014 Program Highlights

- Grew to six sites
- Served 241 students across the country in our bootcamp and workshop models
- Nearly 4x growth compared to 2013

- Launched as a for-credit community college class in Quincy, CA
- Launched online-only courses to scale impact and reach more students
- Piloted training course in East Africa to test global applicability
2014 Learnings

A global market for online work makes for tough competition and demands fresh marketable skills. To make sure our students can tap into these opportunities, our training will include hands-on projects in high-growth job categories that will build a portfolio for the job search.

Internet access and bandwidth in rural areas makes it challenging for students to access training and work platforms outside of the classroom. We are exploring partnerships with internet access initiatives like EveryoneOn.org to help address this.

Mindset is as important as hard skills. Success in online work requires an entrepreneurial mindset and a drive to constantly learn. We’ve learned that project-based learning paired with coaching from an instructor helps students build the confidence and grit necessary to succeed.
In 2014, SamaUSA grew to **six sites including Arkansas and New York City**. We tested out new expansion models like train the trainer to inform our strategic scaling plan.
Who We Served In 2014
Student Demographic Data — All Sites

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Age</td>
<td>36</td>
</tr>
<tr>
<td>Race</td>
<td>50% Black or Hispanic</td>
</tr>
<tr>
<td>Gender</td>
<td>58% Female</td>
</tr>
<tr>
<td>Employment prior to SamaUSA</td>
<td>72% Unemployed</td>
</tr>
<tr>
<td>Education</td>
<td>70% are first generation college students</td>
</tr>
</tbody>
</table>

“I like the idea of independence that the program instills in you. It makes you hold your head up a little higher and feel better about yourself because now you're able to actually do something on your own for yourself. It empowers you.”

MARSHA
SamaUSA Arkansas Alumni
Impact: Skills & Wages

*Over 85% of our trainees* report experiencing significant improvement or improvement in their computer literacy, entrepreneurship, financial literacy, and professional communication skills.

**Average graduate wage**: $12.64

**Increase in starting wages compared to most recent jobs**: 27%
Impact: Skills & Wages

$9.94

Hourly starting wages, before SamaUSA

$12.64

Hourly starting wages, post-SamaUSA

80+ hours of digital skills training
A professional resume + profile online
A professional development plan
At least 25 job proposals
Laptop scholarship
Individualized coaching
Impact: Online Work

72% of students are unemployed upon entering the SamaUSA program.

By the end of the 10-week program:

56% of those students interviewing for online contracts...

46% average amount of students that attain one or more contracts.
International Pilot

Thanks to generous support from the Walmart Foundation and The MasterCard Foundation, SamaUSA launched a pilot in Nairobi, Kenya, to help women and youth in East Africa succeed in digital work.

The pilot class launched in November in partnership with Youth Initiatives Kenya and saw an 83% graduation rate and 86% interview rate.

Building on the early success and local support, we’ve hired a team to grow the program throughout East Africa.
SamaUSA Expenses

<table>
<thead>
<tr>
<th></th>
<th>2014 - Expenses</th>
<th>2013 - Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Unrestricted</td>
<td>Temporarily Restricted</td>
</tr>
<tr>
<td>Program Services</td>
<td>$664,916</td>
<td>$664,916</td>
</tr>
<tr>
<td>Fundraising</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management &amp; Administrative</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$664,916</td>
<td>$664,916</td>
</tr>
</tbody>
</table>

2014 - Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013 - Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in Net Assets</td>
<td>$300,545</td>
<td>($38,333)</td>
</tr>
<tr>
<td>Net Assets, Beginning of Year</td>
<td>($64,476)</td>
<td>$125,000</td>
</tr>
<tr>
<td>Net Assets, End of Year</td>
<td>$236,070</td>
<td>$86,667</td>
</tr>
</tbody>
</table>
## SamaUSA Revenue & Support

<table>
<thead>
<tr>
<th></th>
<th>2014 - Revenue &amp; Support</th>
<th></th>
<th>2013</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Unrestricted</td>
<td>Temporarily Restricted</td>
<td>Total</td>
<td>Total</td>
</tr>
<tr>
<td>Grants &amp; Contributions</td>
<td>$257,797</td>
<td>$257,797</td>
<td>$262,190</td>
<td>$262,190</td>
</tr>
<tr>
<td>Fee for services</td>
<td>$14,000</td>
<td>$14,000</td>
<td>$14,000</td>
<td>$14,000</td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>$951,461</td>
<td>($296,130)</td>
<td>$655,331</td>
<td>$27,776</td>
</tr>
<tr>
<td>Total Revenue &amp; Support</td>
<td>$965,461</td>
<td>($38,333)</td>
<td>$927,128</td>
<td>$289,966</td>
</tr>
</tbody>
</table>

*Note: Releases to unrestricted during 2014 included releases from restricted funds held in trust by Samasource program*
Growth Plan: 2015-2017

Using our versatile tech platform and a strong partnership model to achieve scale, we aim to help 25,000 people succeed in the digital economy and move out of poverty by 2017.

Number of SamaUSA students: 2015-2017

- **2015**: 1,500 students
- **2016**: 5,000 students
- **2017**: 25,000 students
2015 Goals

1. Grow online and in-person training in Kenya and the US with a focus on Arkansas, California, and New York City.

2. Explore earned revenue models to support long-term sustainability.

3. Continue to deepen strategic partnerships across expansion channels, and with online work platforms and employers.
Student Success Story: Arkansas

Before SamaUSA
Stacy was working part-time at a local gas station earning $8/hour.

After SamaUSA
Now Stacy is a virtual customer service agent earning $10 per hour, a 25% wage increase from before the program, and she can now work from home to take care of her family.

“This course stretched me a lot...stretched me mentally...it made me really think about some stuff and really discipline myself.”

STACY, 38
Single mom & SamaUSA Alumni
“This program is about what you want to do with your life and how far you want to take it and this is just another step to getting toward your goal.”

ANDREW B.
22, San Francisco, CA
“I came home in 2006 with cancer. I could no longer work and I looked and looked for a job that fit in with working from my home, but I had no idea how to do this...SamaUSA has absolutely opened up my life.”

MARY S.
70, Merced, CA
SamaUSA Team

TESS POSNER  
Managing Director  
- Formerly ran employment + education programming at First Place for Youth  
- Masters from Columbia University in Social Enterprise

CALEB JONAS  
Program Manager  
- Formerly Associate at Third Sector Capitol  
- MPA from Harvard University and MBA from Stanford University

KOSAR JAHANI  
Impact Manager  
- Formerly Senior Analyst at Cornerstone Research  
- Masters from Tufts University

FRANCISCO FUENTES  
Curriculum Developer  
- 7+ years as higher education faculty  
- Masters from University of California

CORÁ STRYKER  
Program Coordinator  
- Formerly faculty at Los Medanos College  
- Masters from UC Davis and Bachelors from Brown University

DAN ALCORN  
Program Coordinator  
- Formerly Associate at Coaching Corps  
- Bachelors from California State, Fresno

TERRENCE DAVENPORT  
Instructor  
- Formerly Manager Save Our Youth  
- Bachelors University of Arkansas

CASEY ANDERSON  
Rise Fellow  
- Formerly researcher at Council of Foreign Relations  
- Bachelors from University of Pennsylvania
SamaUSA Advisory Board

**Stanford**

**BETHANY COATES**
Assistant Dean
Stanford Business School

**99designs**

**PATRICK LLEWELLYN**
CEO
99Designs

**JVS**

**KIM DREW**
Director of Business Development
Jewish Vocational Services

**TeleSign**

**DARREN BERKOVITZ**
Co-Founder
Telesign
“Technology is changing every field, including addressing global unemployment issues. [Samasource/SamaUSA] is obviously an amazing business model with a greater purpose.”

DEIRDRE BOLTON  
Fox Business News

“The biggest innovation is realizing what poor people need. That what they want more than anything else is to earn a dignified living.”

MANUELA SARAGOSA  
BBC World News

“SamaUSA is job training at its most efficient: It currently spends about $3,000 per trainee, as much as $20,000 less expensive than other comparable job training programs”
Thank you to our supporters and partners!

The impact we make is possible because of your ongoing support, partnership, and generosity.
CONTACT US AT:
info@samaschool.org