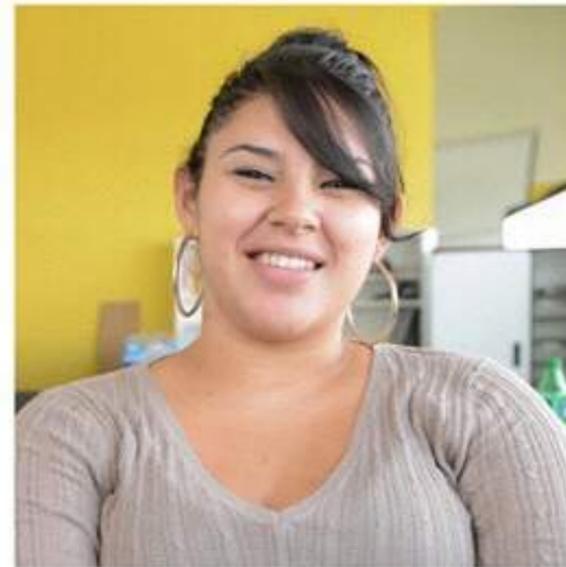
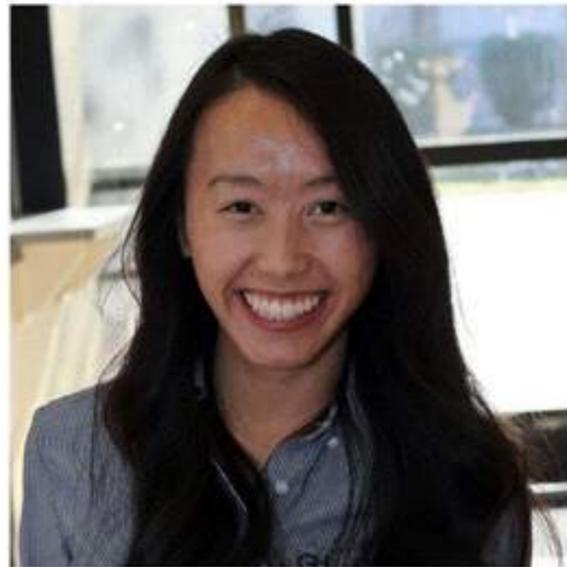




2014
*Annual
Report*





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

The logo for Sama School, featuring the word "sama" in lowercase white letters and "SCHOOL" in uppercase red letters, with a red square to the left of the text.

sama SCHOOL™

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.



2014 Growth

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.



SamaUSA Instructor Site
Dumas, AR
Merced, CA
San Francisco, CA
New York, NY

Train-the-trainer site
East Palo Alto, CA
Quincy, CA

Who We Served In 2014

Student Demographic Data — All Sites

Average Age	36
Race	<i>50% Black or Hispanic</i>
Gender	<i>58% Female</i>
Employment prior to SamaUSA	<i>72% Unemployed</i>
Education	<i>70% are first generation college students</i>



“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.



\$12.64

Average graduate wage

27%

*Increase in starting wages
compared to most recent jobs*

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

BEFORE THE PROGRAM

72%

of students are unemployed upon entering the SamaUSA program

BY THE END OF THE 10-WEEK PROGRAM

56%

average amount of students invited to interview for online work contracts

— 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.



LUCY

Samaschool Kenya student

SamaUSA Expenses

<i>2014 – Expenses</i>				<i>2013</i>
	<i>Unrestricted</i>	<i>Temporarily Restricted</i>	<i>Total</i>	<i>Total</i>
Program Services	\$664,916		\$664,916	\$331,478
Fundraising				
Management & Administrative				
Total Expenses	\$664,916		\$664,916	\$331,478
<i>2014 - Net Assets</i>				
Change in Net Assets	\$300,545	(\$38,333)	\$262,212	-\$41,512
Net Assets, Beginning of Year	(\$64,476)	\$125,000	\$60,524	\$102,037
Net Assets, End of Year	\$236,070	\$86,667	\$322,736	\$60,524

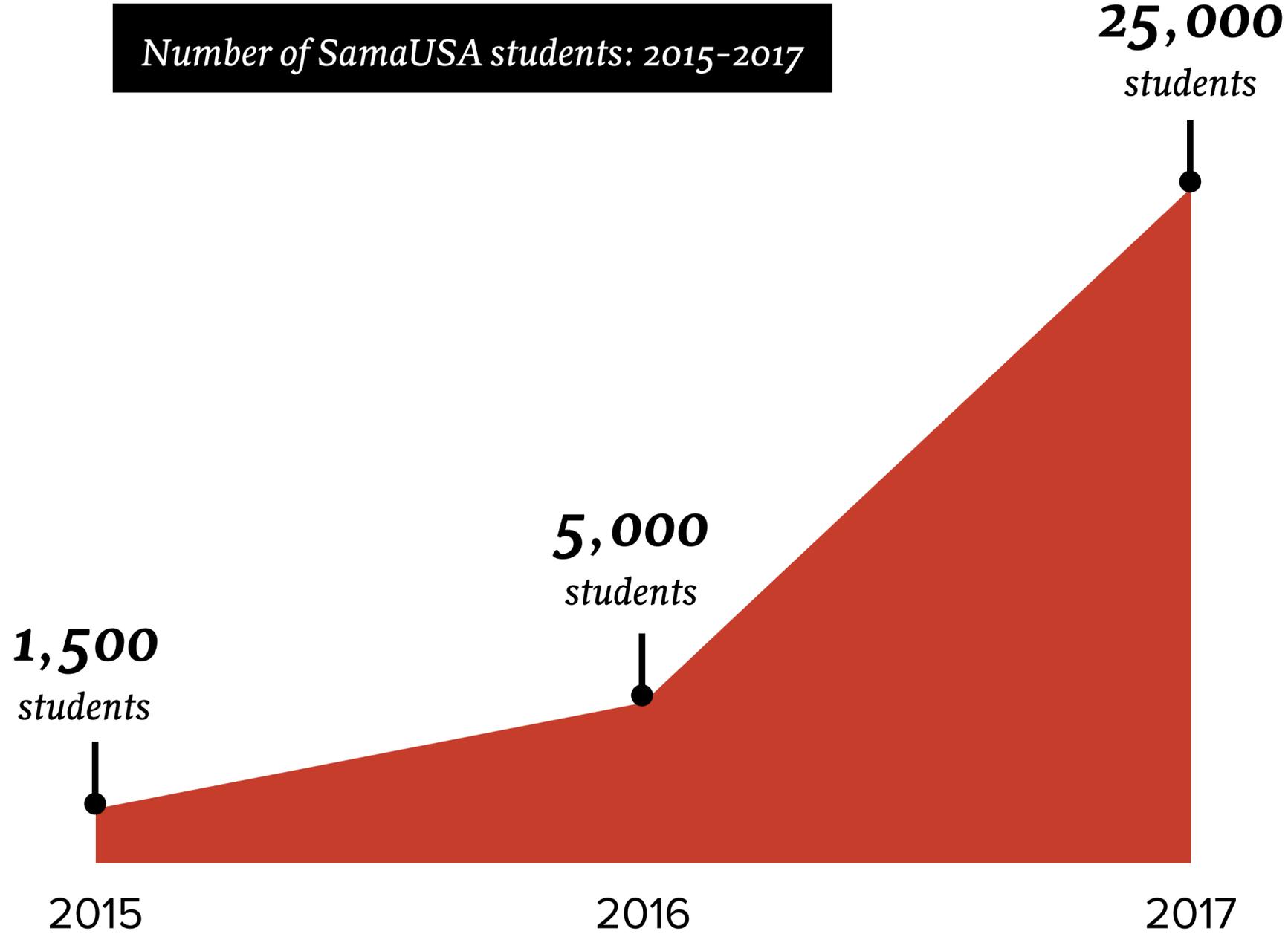
SamaUSA Revenue & Support

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

*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.**



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

Student Testimony



“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

Student Testimony



“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



CORA 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



BETHANY COATES

Assistant Dean

Stanford Business School



PATRICK LLEWELLYN

CEO

99Designs



KIM DREW

Director of Business Development

Jewish Vocational Services



DARREN BERKOVITZ

Co-Founder

Telesign

Funding Partners



JPMORGAN CHASE & CO.

Media Coverage



“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



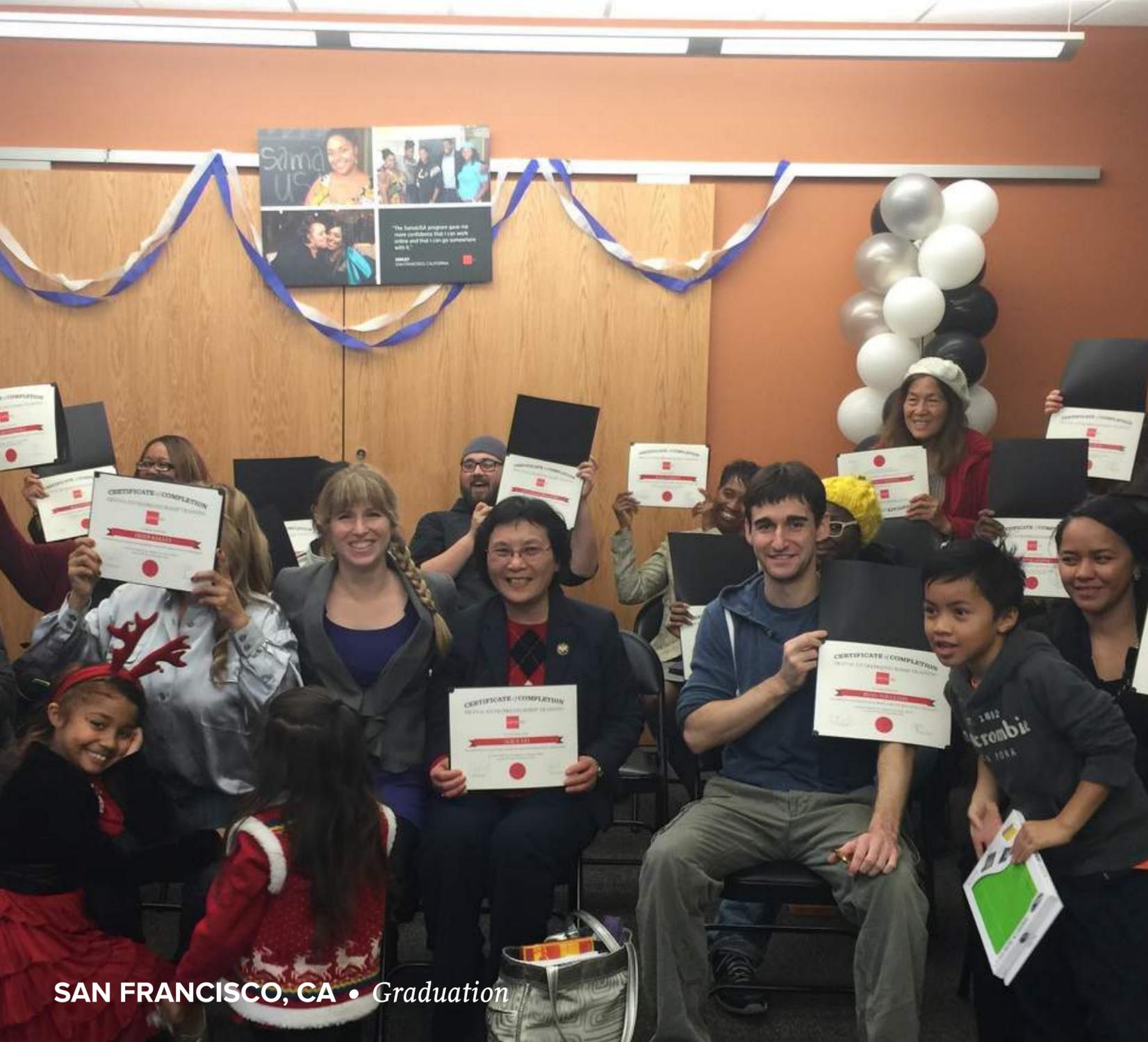
“The biggest innovation is realizing what poor people need. That what they want more than anything else is to earn a dignified living.”

MANUELA SARAGOSA

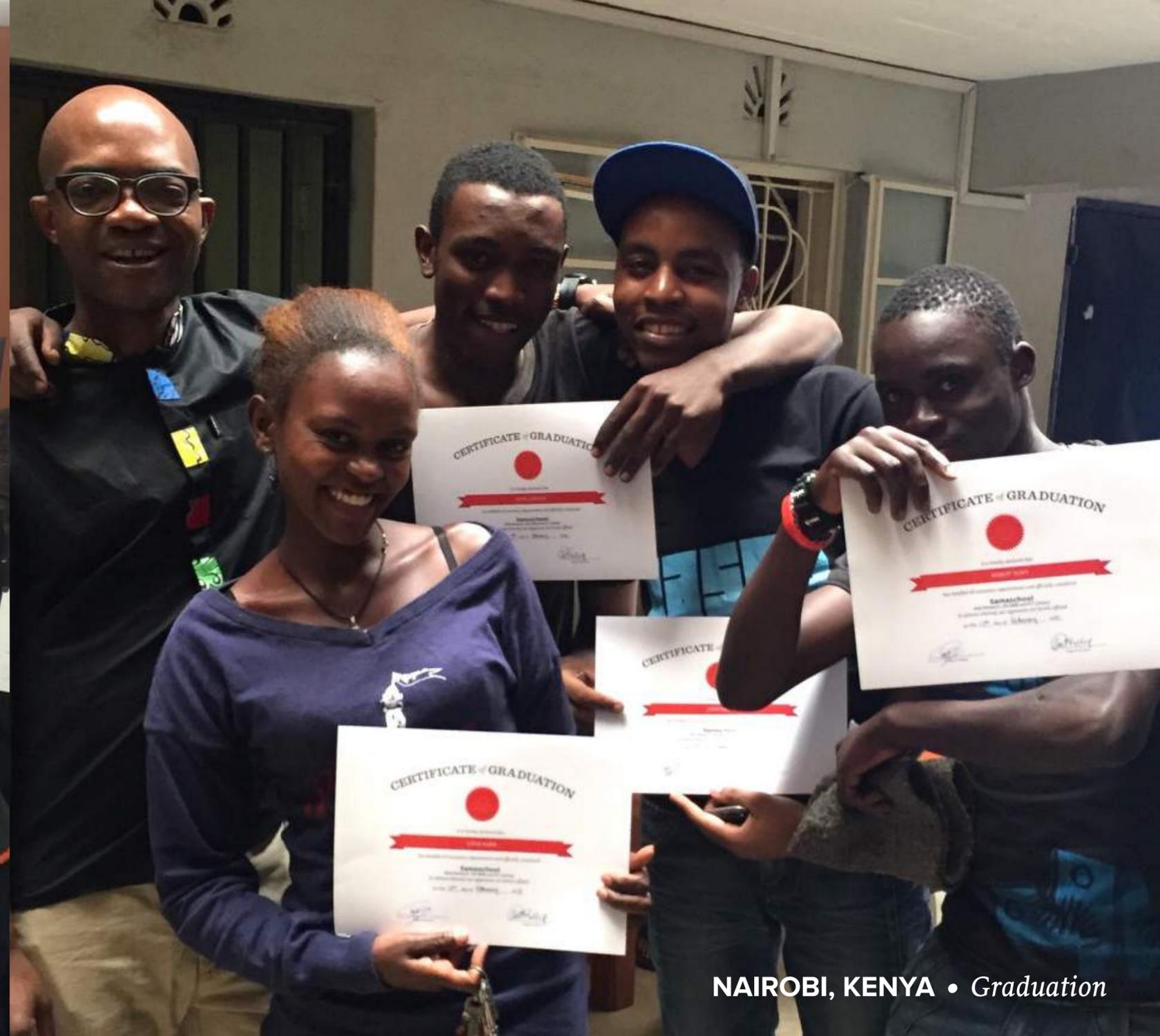
BBC World News



“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”



SAN FRANCISCO, CA • Graduation



NAIROBI, KENYA • Graduation

Thank you to our supporters and partners!

The impact we make is possible because of your ongoing support, partnership, and generosity.



sama SCHOOL™

samaschool.org

CONTACT US AT:
info@samaschool.org