

# Annual Report 2014



## Our Mission:

***Investing in education and women's economic empowerment  
for a more peaceful world***

More than 65% of the population in Pakistan live on less than \$1 a day and a third of them are among the highest out of school population in the world with over 25 million school aged children not in school. Education provides socio-economic empowerment, alternatives to extremist activity and recruitment. Educated girls and women bring about economic growth faster to a country than any other measure.



# Message from the Executive Director

**Dear Change Makers,**

We extend a hearty congratulations to Malala Yousafzai for being the most recent Nobel Peace Prize laureate this year. To speak out publicly in Pakistan on the value of educating girls, receive worldwide attention, and to persist after the Taliban targeted and shot her two years ago is a testament of her courage and the threat education poses to the survival of extremist organizations.

Unfortunately, in Pakistan there are still over **25 million school aged children not in school** and it is the second to last country listed with the **lowest number of women engaged in the work force**

With the help of supporters we have accomplished the following:

- **Supplied 1,456 scholarships** for students who otherwise would not have access
- **Graduated 1,808 women** through our vocational training program
- **Enabled 512 students to participate in a meaningful exchange** between Pakistanis and Americans using letters, photos, and video

One person, one campaign, and one organization can't solve the education crisis in Pakistan. Challenging poverty and providing alternatives to extremist activities can only be accomplished together. We thank all of our existing supporters who have helped us to make a difference, and invite you to continue to make dreams come true for girls like Malala.

**Educate girls and boys** to learn to read, write, and think critically.

**Empower entrepreneurial women** to start and grow their businesses, to improve conditions of poverty for their families and communities.

**Support correspondence between the West and Muslims** to eliminate misconceptions, forge relationships and respect.

**End conflict. Invest in education.** "Peace on Earth" is more than a slogan.

## Thank You 2014 Board of Directors

Ms. Chelsea Vanvleet, Co-Chair  
Ms. Kendall Cafritz, Co-Chair & Treasurer  
Ms. Annie Garrett, Secretary  
Ms. Wendy Groover, Development Chair  
Ms. Barbara Platts, Marketing Chair  
Ms. Sana Ali  
Mr. Mubashar Mizra Bashir  
Ms. Dawnette Smith  
Ms. Shehrbano Taseer

# MDF Impacts of 2014

## Impact in 2014:

- Supplied **1,456 scholarships** for students who otherwise would not have access
- Provided **vocational training for 1,800 women and young women** to learn and develop financial skills in money management, budget analysis, banking, credit, entrepreneurship and business plan development
- **512 Pakistani and U.S. students** participated in meaningful exchange through Global Kid Connect by exchanging letters, photos and videos

**100%**  
DONATIONS



**GOES  
TO OUR  
WORK**

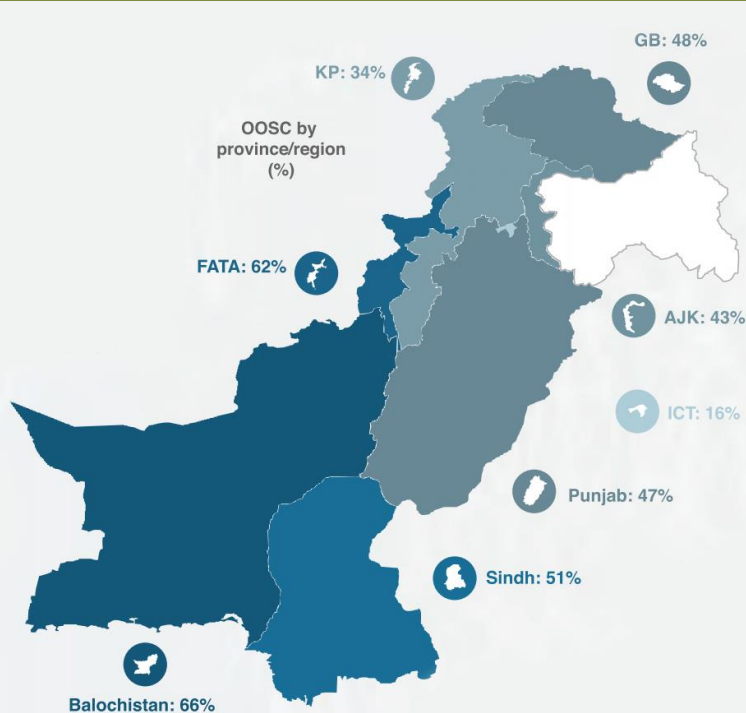
Girls out of school: 13.7 million (55%)  
Boys out of school: 11.4 million (45%)



# Support Peace: Invest in Schools

## Primary Education

MDF provides free schooling to youth living in poverty who otherwise would not have access to education. Each year, enrollment requests exceed our schools' capacities. We do not build schools, we invest in human capacity. By paying teachers a fair wage, providing teacher training, supporting operations and renting inexpensive existing buildings, MDF can focus on reducing illiteracy and providing experiential learning opportunities in multidisciplinary subjects that foster critical thinking and empowerment. All programs are run with dedicated and qualified local staff. MDF only operates in at-risk communities where they are invited and only with acceptance of local community and elders. Our current operations are in urban slums of the Punjab. Emphasis is on girls, boys are not allowed to be enrolled unless their sisters are enrolled first.



More than ½ of Pakistan's out-of-school children reside in Punjab

### Maria's Story



As far back as Maria can remember, she worked to help her father sell milk to support the family. She longed to go to school, but knew his income was not enough to feed the family let alone support the cost of school. In spring of 2011 she was selling milk in Sheikhpura, a poor community near Lahore. The local school children were celebrating Eid Milan and she stared, wishing desperately to be like them - To be a student. To belong. To be happy. Maria was noticed by a few of the students and was invited to join them. She was hesitant, but with her father's nod, she gathered all the courage she had. She joined the students in a place she thought was never meant for her. The children shared their food and the teachers allowed her to participate. She admitted how much she wanted to go to school and it was then she learned that this school was free and open to girls like her. Maria told her parents and they could not deny the hope and excitement and enrolled her the following school year as long as she promised to help with family business after school. Maria is now in 2nd grade and among the brightest in her class. Her teachers say she is a delight and that she is always raising her hand to ask and answer questions. When asked what she would like to be when she grows up, she smiles with confidence and has a twinkle in her eye, "It is my life ambition to become a teacher at this school to help make dreams come true for other children like me!"

# Promote Economic Security: Invest in Women

## Vocational Training

**OBJECTIVE:** To provide job skills and entrepreneurial training to 2,000 women annually

The program is facilitated by a master trainer and available throughout Pakistan. Participants learn financial skills in money management, budgeting, banking and credit as well as how to create a business plan. Group learning allows illiterate women to participate and to network with one another so they may continue to support each other in their entrepreneurial endeavors. Many women in Pakistan possess marketable skills; however, isolation and lack of market access and knowledge present challenges to enterprise development. Under the direction of MDF and its for-profit affiliate, Peace of the Action (POTA), women are connected with higher-end markets for a constant flow of work with higher profit margins. POTA directs a portion of proceeds to MDF to support ongoing education. This sustainable business model allows for ongoing training necessary to lift communities out of poverty and provide additional alternatives to participating in extremist activities.

Vocational training is conducted with women who have the support of their fathers, brothers and/or husbands in order to ensure buy-in and local support.

### Testimonials:

*"After participating in eLife training program our conceptual and theoretical understanding on Business and Entrepreneurship has been developed. Now we will become true business women in future."*

*"Vocational training program is an open door for us as we are able to develop business plan for creating business at small level."*

*"Our level of confidence has been enhanced and now we are able to explore vocational opportunities and choice career as per our skills and qualification!"*



**Empowerment**



# Strengthen Cross Cultural Communication: Support Student Exchange Programs

## Global Kid Connect

**GKC** facilitates a dialogue of cultural exchange between students in Pakistan and students in the U.S. using blogs, photos, video and letters

Our newest program, started in 2010 connecting two classrooms in Colorado with two classrooms at MDF schools in Pakistan. Curriculum segments include themes about family, school, leadership, peace, culture, health, and geography. Each year we have expanded to include more classrooms, teachers, and students. In 2013 we started partnering with Citizens Archive of Pakistan and their program, Exchange for Change, in order to work with youth that are in higher grade levels than the MDF primary schools. We are excited to share that the students that have participated in this program to-date have testified that their experience participating has revolutionized how they view the people and host country.



One of the students in Pakistan attributes her ongoing ability to attend a MDF school to the relationship she had with a classmate in Aspen. Her father pulled her from school and despite the many attempts by the teachers to convince him to allow his daughters to continue their studies, it wasn't until the Project Manager showed him a letter from his eldest daughter's pen pal. He was so moved that someone that lived so far away was so interested and supportive of his daughter's activities that he was compelled to re-instate her and her younger sister. The power of understanding, compassion and empathy must start somewhere!

# 2014 Donor Spotlight

## The Freedman Family

In Anna Freedman's family there is a large focus on philanthropy. With three kids growing up in the Roaring Fork Valley, her husband and her find it important to give back by supporting non-profits they believe in.

"Living in this valley and raising our children here, we feel very privileged," Freedman says. "It's important to us that we look up and around to identify areas of the world that need help and try to impact those parts of the world positively to the best of our ability— especially areas where women and children are at risk and could use a hand up."

The Freedman family prioritizes education on a local and global scale. Marshall Direct Fund is one of many lucky organizations to benefit from their support. In Summer 2014, the Freedman family hosted the annual Aspen fundraiser for Marshall Direct Fund at their beautiful home. This important event helps the organization raise half of the operational budget. In addition to opening their home, they provided financial support, suggested and implemented creative ideas, and secured additional donors and auction items for the occasion.

"We are incredibly lucky to have so many generous supporters in the Roaring Fork Valley. The Freedman family has provided needed ongoing support for underserved youth and young women in Pakistan, and has really gone above and beyond," Executive Director Jodi Fischer says. "The world is a better, more educated and more peaceful place because of people like them."

Freedman said she is drawn to Marshall Direct Fund because of their brave mission and also because of how personalized the process of donating is. No matter the amount, one can see their donation being put to good use.

"At Marshall Direct Fund, it is easy to see the needle move with your donation and that is exciting," Freedman says. "If you're interested in global education, your money goes a long way in making a difference in Pakistan. It feels impactful."



Freedman is happy to see some of the changes organizations like Marshall Direct Fund and donors like her are making around the world. The announcement of the Nobel Peace Prize winner, Malala Yousafzai, shows another stride the world is taking to understanding the importance of educating women.

"I think it's absolutely fantastic," Freedman says of the new winner of the prize. "Proof, if we needed it, that giving a woman an education can truly lift up a whole family, an entire community, and ultimately the world. Educate her and you are slowly changing the world one mind at a time."

Marshall Direct Fund doesn't invest in building of buildings, they invest in human capital, teacher training, fair teacher salaries, scholarships for the students whose families otherwise wouldn't be able to afford to send them to school, vocational training for young women, and meaningful exchange with youth in the U.S. Investing in education and economic empowerment will forever change lives, communities, and countries for the better.

Thank you to the Freedmans and all the generous supporters of Marshall Direct Fund!

# Education – Empowerment – Peace

## We Rely on Your Support!

### PROGRAM EXPENSES

Executive Director and US staff \$47,650

Field office staff \$49,500

Program Travel \$2,979

Field office operation + miscellaneous \$40,802

**Total Program: \$140,931**

### FUNDRAISING EXPENSES

Event personnel \$3,783

Services, Advertising, Campaigns + Other \$18,945

**Total Fundraising \$22,728**

### ADMINISTRATIVE EXPENSES

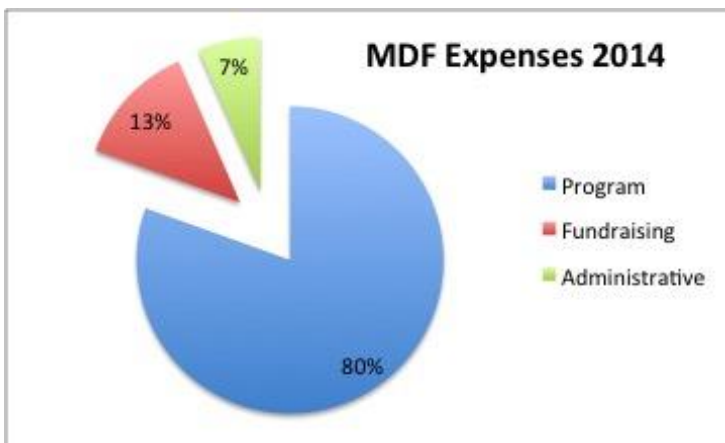
Accounting \$2,841

Marketing \$1,000

Other \$7,641

**Total Admin \$11,482**

### Marshall Direct Fund Resource Allocation - 2014



\* Annual 990 documents are posted on the MDF website



# The Power of a Dollar

## GIVE THEM WARMTH, COMFORT, EDUCATION AND A SENSE OF PRIDE.

**\$25** provides new uniforms, a warm sweater and a pair of shoes for a growing child

**\$50** provides a month of vocational training for a female entrepreneur

**\$100** pays for a deserving child's tuition for one year

**\$200** trains a teacher on best practices

**\$250** provides start-up capital and vocational training for female family members

**\$300** provides classrooms with desks & chairs so every child has a spot from to learn

**\$400** allows an entire classroom in Pakistan and the U.S. to correspond for a year

**\$500** provides shoes and uniforms for an entire class of 20

**\$600** sponsors a child from grade 1 to grade 5

**\$1,000** provides high quality books to an entire school of 100 children

**\$2,000** sponsors a classroom of 20 eager classmates and friends for one year

**\$2,200** sponsors a female student in top 15% of her class for 5 years of secondary school

**\$2,500** provides uniforms and shoes to an entire school of 100 deserving students

**\$5,400** feeds 100 hungry students with a nutritious lunch during the school year

**\$12,000** sponsors construction of the science lab and provides supplies



**More Ways To Help:** Use [Goodsearch.com](http://Goodsearch.com), [Goodshop.com](http://Goodshop.com) or Amazon Smile and a percentage of online searches and purchases is donated to MDF!



BUILDING PEACE  
TWO STEPS AT A TIME

**Her Own Two Feet** is a line of hand-crafted, embellished flip flops made by women entrepreneurs who have graduated from MDF vocational training program in Pakistan. Designed for the ever-hip, jet-setting woman who wants to bring the resort-wear, spice-market feel of her most exotic trips home with her all while making the world a more peaceful place. Inspired by the vibrant, hard-working women of Pakistan who dream for a peaceful future for their children and ours. A portion of proceeds is re-invested back into MDF. Visit [www.herowntwofeet.com](http://www.herowntwofeet.com) to learn more

# Thank You 2014 Donors

## National Council Founders

Caine, Terri & Toni  
Edelstein, Marcy & Leo  
Friedstein, Golda & Shelly  
Hurst, Soledad & Bob  
Lewis, Melony & Adam  
Lord, Karen & Courtney  
Potamkin, Lexie & Robert  
Reagan, Catherine & Tom  
Scanlan, Mary & Patrick

## Presidents \$10,000+

Ferrari  
Freedman, Anna & Matt  
Lewis, Melony & Adam  
Linell, Renee  
Reagan, Catherine & Tom  
Scanlan, Mary & Patrick

## Secretary of State \$5,000 – \$9,999

Aspen Rotary Club  
Bucksbaum, Melva & Raymond  
Learsy  
Caine, Terri & Tony  
Hurst Family Foundation  
Welch, Laura

## Ambassadors \$2,500 – \$4,999

Clark, Tom & Megan  
Edelstein, Marcy & Leo

## Diplomats \$1,000 – \$2,499

Berg, Erik & Summer  
Bone, Allison & Randall  
Bourke, Janine & Michael  
Eggleston, Tracy & Bubba  
Garfield, Lily & Ron  
Hecht, Jody & Andy  
Mondry, Beth & Josh  
Musser, Marcie & Robert  
O'Neal, Susan C.  
Porter, Charlynn & Bob  
Raife, David  
Shane, Clare & Steven  
Slossberg, Elizabeth & Jeff Posey  
Smith, Dawnette  
Stirling Peak Properties  
The Thrift Shop of Aspen  
Wells, Carrie & Joe  
Wells Fargo Community Support  
Campaign  
Wyly, Kelly & Denis O'Donovan

## Envoys \$500 – \$999

Azar, Natasha  
Bucksbaum, April & Glenn  
Chazen, David  
Halperin, Alex  
Jacobson, Robert  
Lauder, Laura & Gary  
Louthis, Janice  
Puder, Lisa & Michael  
Sherman, Chris & Brad  
Thompson, Trudie

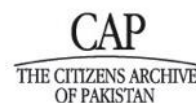
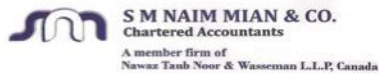
## Attaches \$100 – \$499

Allen, Brooke  
Applebaum, Shari  
Beltracchi, Michael  
Chiagouris, Larry  
Church, Kristeen  
Clement Hill  
Conover, Donald  
Cr  t  , Guillaume & Joanie  
Davidson, Scott  
Elston, Lauren & Ryan  
Foto, Alison  
Fuller, Michael  
Goldsmith, Louisa  
Kelly, Nick & Carol  
Klose, Larry & Joan  
Kromer, Margaret  
Krys, Alex & Juliana  
Kyzer, Carlyle  
Lund, Debbie  
Moszynski, Andy & Jennifer Korona  
Nevin, Nancy  
Peace of the Action  
Phillips, David & Alexandra  
Poss, Jayne & Bill  
Rodney, Linda & John  
Ruehsen, Moyara  
Ryan, Terry  
Scott, Robyn & Craig  
Speaker, Lisa & Ron  
Spring, Jacqueline  
Stokes, Mary & Jim  
Tarumianz, Nicole & Lex  
Whitman, Wendy  
Winters, Sheila & Dan  
Yost, Angela  
Zentmyer, Pam  
Zuckerman, Heidi & Chris Jacobson

## Officers \$10 – \$99

Ahmad, Salim  
Amery, Francesca & Sal  
Barry, Collin  
Edgar, Laura  
Filip, Suzanna  
Fischer Fullerton, Jodi  
Gardner, Cindy & John  
Gardner, Scott  
Groover, Wendy  
Hoffman, Heidi  
Hull, Connie  
Kirkpatrick, Amanda  
Korpela, Jim  
Lentz, Erin  
Moszynski, Meegan  
Murcia, Liza  
Palm Neves, Stephanie  
Pataki Hamburger, Emily  
Shea, Bill & Marty Kromer  
Shea, Layne & Michael  
Smeal, Amanda  
South, Sylvia & Stan  
Stainton, Kathryn  
Trzcinski, Amber  
VanVleet, Chelsea  
White, Hadley  
Wright, Jason

**Special thank you  
to our partners:**



**FOUNDATION *for* social CHANGE**

**Thank you as well to all of our volunteers and in-kind supporters!**



**A LASTING  
PEACE FOR  
OUR FUTURE  
IS IN THEIR  
HANDS**



# Thank You!



**MARSHALL DIRECT FUND**

**Marshall Direct Fund  
P.O. Box 4477  
Aspen, Colorado 81612  
970.963.3150**

Or visit us online at:  
**[www.marshalldirectfund.org](http://www.marshalldirectfund.org)**

