

INSPIRING STORIES, INSPIRED ACTIONS

ANNUAL REPORT

2013



We make films about global issues and take actions to address them. Partnering with communities around the world, we help bridge gaps in education, conservation and health through information and infrastructure. Using the power of story to create positive change, we are working for a better way.

# From the Executive Director



Dear Friends,

What a treat it is to take this moment to look back on our work in 2013, with new projects and programs in Kenya, Nepal, Honduras, Ecuador, and the US. The highlights in this report show what all of you have made possible.

One my favorite new projects of 2013 was the Bookmobile on Roatan, a long narrow island off the coast of Honduras. The island's Sandcastle Library is a small facility, only able to serve the kids that can get there on foot. To address this problem we went "old school" — old school bus that is! If the kids couldn't get to the library we would take the library to them.

With Sandcastle and other local partners we helped purchase, ship, retrofit, and decorate the bus that now carries thousands of books to 7,500 school children up and down the island, delivering a weekly dose of excitement about reading. Some of the books have inscriptions from the kids in the US that donated them, and those personal connections are what make these projects have even deeper and longer-lasting effect.

The aspect of our work that has the most resonance for me is the investment in student success. I feel it when I hear stories from the students about what they get

or see the effect on the high-schoolers we take to replant burned pine trees in Bastrop State Park; or talk to the kids in Kenya about brighter futures that are more within their reach because of a new classroom, clean water, or the opportunity to continue their studies in high school or college.

I also want to thank you for your "local act" of supporting our work that is having such good global impact. I am grateful that I get to see so many Nobevity Project supporters throughout the year, but there are so many that I never meet at all. It gives me great hope that we have found each other and share the commit-

***"Every long journey is traveled in small steps."***

When we visit the schools we work with, we talk about how "local acts have global impacts." They see that their actions have lasting echoes for themselves and others — and that they can be part of the solution, and engage in creating their own futures. It is a challenge to remember that at times, because the world news can seem so bleak and the problems so intractable — but I take inspiration from these children, and in them I am reminded that every long journey is traveled in small steps.

ment to working for a more peaceful and sustainable world.

I would like to close with a quote from a letter one of our sponsored college students wrote:

"Alone I can smile, but together we can laugh. Alone I can enjoy, but together can celebrate."

A handwritten signature in black ink, appearing to read 'Christy E. [unclear]'. The signature is fluid and cursive.



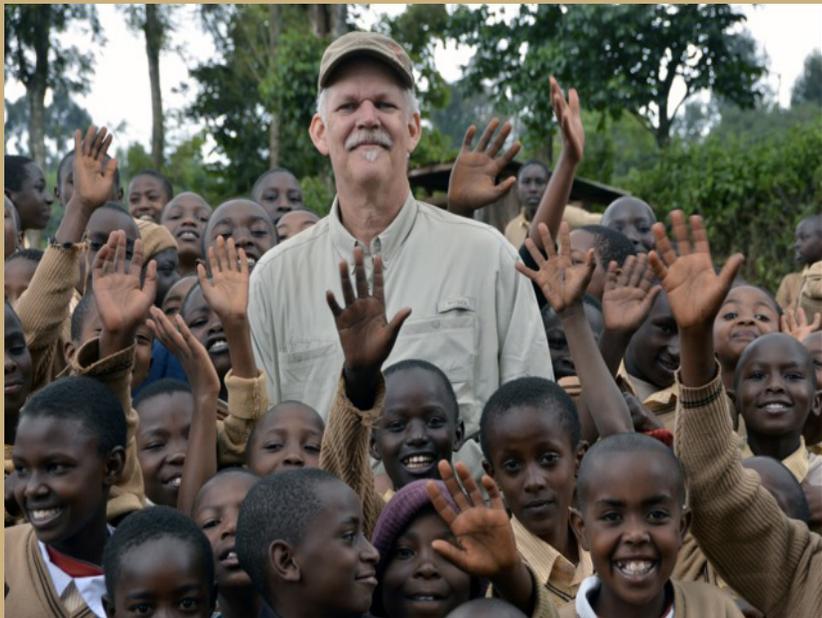
# Founder's Message

With each passing year, I continue to be amazed by the great progress and expanding outreach of The Nobility Project. What began with a feature film looking at the world's problems through the eyes of Nobel laureates, has grown into large-scale, multi-faceted work on film, in schools and in action, to move the debate from just looking at problems to highlighting and supporting solutions.

Our most recent feature film, *Building Hope*, has helped us expand our partnerships in Kenya to more than a dozen rural schools. 2013 has also been a great year for Nobility Project short films. Three of these films - *Let There Be Sight*, *The Gorillas of Bwindi* and *Grow Appalachia* - have played key support roles for our partnerships in Nepal (for eyesight care with Seva Foundation), Uganda (for human and mountain gorilla health with CTPH) and here in the U.S. (to support gardening and improved nutrition in rural America).

We're also excited about our continuing work with Central Texas high schools students and other key partners to replant Bastrop State Park after the devastating fires of 2012.

None of this work would be possible without the support and teamwork from thousands of donors, students and other partners who share our commitment to a better way and a better world for all our children.



*Jack Pappin*



# 2013 Program Highlights

## IN ACTION — Partnering with communities to bridge gaps in education, conservation and health

### *Kenya Schools Fund*

20 partner schools with 5,000+ children enrolled

#### Major 2013 Projects:

- Mahiga Hope High  
Upgraded Science Lab
- Simbara Secondary School  
Classroom constructed  
Basketball court
- Irbaan Girls Dormitory  
Sanitation, clean water & power  
Rainwater collector installed in partnership with Well Aware
- Mutaki Primary  
Two classrooms constructed  
Connected to power for classrooms, offices & water purification system
- Mugaka Hill Primary  
Classroom constructed
- Konyit Primary  
Four classrooms constructed

### *Launched Kenyan Scholars Program*

#### Mahiga Hope High School Incentive Program

- Tuition support per grade level (9-11)  
Top of class  
Most improved  
Special need/merit

- Laptops for top graduating seniors

#### College Tuition Sponsorship

- Two college students
- Plan to expand to 10 college students in 2014

Sponsored 4 teaching positions at Mahiga Hope & Simbara Secondary Schools

### *Launched Bikes and Books Program*

- Piloted program at Mahiga Hope High School for highest achievers annually
- Program highly successful with improvement in student grades
- Plan to expand to 5 high schools in 2014

### *1,000 Books for Hope*

- Collected & delivered 20,000 books to 15 schools

*Roatan BookMobile, Honduras*

- Serving 18 island schools & more than 7,500 students
- Lending library also brings reading & language teachers to the schools.

*Kallari Chocolate Collective, Ecuador*

- Equipment support

*Bastrop State Park, Texas*

- Funded sapling & planting cost of 225,000 lost pines (sponsored by Silicon Labs)

*Michoacan, Mexico*

- Treeplanting & kitchen stove project (Monarch Watch)



**IN SCHOOLS — Empowering students with knowledge about pressing global concerns**

*Bastrop State Park Forest Recovery School Field Trips*

- 1,000 students planted 10,000 trees after forest fire
- Environmental education materials distributed to schools (sponsored by Applied Materials Foundation)

*“Building Hope” curriculum piloted in Middle School Social Studies*

- Expansion of this program in 2014

*Roatan BookMobile Project*

- Elementary school Art/Essay competition and book drive

*All Nobility Project films & related educational materials distributed free to educators*

**ON SCREEN — Telling stories of hope and progress that support community action projects around the world**

*“Building Hope”*

- Received Dove Award for Best Family Picture
- Reissued revised addition for educational use

*Short films/BIG CHANGES series*

- *Grow Appalachia*—premiered at Marfa Film Festival in June 2013
- *The Gorillas of Bwindi*—supported fundraising for new CTPH clinic

*240,500 Nobility Project YouTube views*





Turk and Christy with Kris Kristofferson at 2013 Feed the Peace Awards



The 1st Feed the Peace Award winner, Willie Nelson with Annie Nelson, Christy and Turk.

*The Feed the Peace Awards Gala and Concert funds most of our annual project needs in one amazing night.*



February 10, 2013  
Four Seasons Austin

The 2013 Feed the Peace Award was presented to legendary songwriter Kris Kristofferson, another long time advocate for equity. The event and concert was filled with musical tributes from Pat Green, Shawn Colvin, Bruce Robison and Kelly Willis, Ray Benson, and Lukas Nelson.

Presented annually the Feed the Peace Award honors those committed to social justice through art and action. The inaugural prize was presented in 2010 to honor Willie Nelson for his tireless efforts to create a more peaceful and sustainable future for us all, and his generous commitment of time and talent to our work. The tribute concert was a down-home guitar pull with Willie, Lyle Lovett, Robert Earl Keen, Joe Ely, Ray Benson. Other honorees have included TOMS Shoes founder Blake Mycoskie (2011), and the US schools (2012) that have committed resources for sisters schools in Kenya.

In 2013 we also established a new award that honors individuals who have been key supporters in the success of The Nobility Project. This award is named in memory our friend and mentor Governor Ann Richards, whose lead advisory position for The Nobility Project was instrumental in launching our work. Recipient of the 2013 of The Ann Richards Founders Award was John McCall, our first and foremost supporter without whom none of this would have been possible.



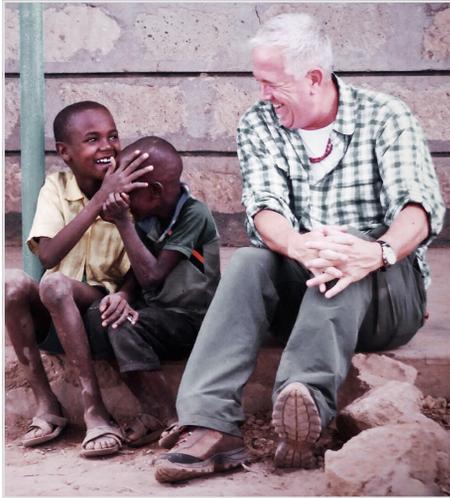
Kris Kristofferson & Lukas Nelson at 2013 Feed the Peace Awards

# Board of Directors

Joey Martin-President  
Leslie Moore-Vice President  
Dan King-Treasurer

Sue Gallego-Secretary  
Bill Bechtol  
Rebecca Redwood

David C. Smith  
Ana Martinez Stapleton  
Eric Webber



## *Joining our Board in 2013:*

### **Eric Webber**

PR & Social Media Director at  
McGarrah Jessee Communications

“I believe that what the Nobility Project stands for and the things they do are meaningful and important. That alone is reason for me to want to serve. But my primary motivation is that I give because I get. I’ve been on the receiving end of a great deal from my association with Nobility, which honored my wife in an extraordinary way and has allowed me the chance to experience things and meet people I probably wouldn’t have on my own, and to be part of something that has such a deep and wide impact.”

### **Ana Martinez Stapleton** Creative Consultant

Both of Ana’s grandfathers were Mexican born, and left school at a young age to help support their families. They ended up being self-taught and very successful. “They instilled a huge respect for education in my parents, and my parents in turn did everything they could to make sure I went as far as I could in school. I became the first woman in my family to finish college — and earn a law degree! This is a big part of what inspired me to want to serve on the board...the phenomenal work we do to build schools for children that changes their lives forever. I love film, and the power it has to transform and educate. To be able to serve a cause that combines these elements is incredibly inspiring and satisfying to me.”



### **Bill Bechtol**

Deputy Superintendent for Curriculum, Instruction  
& Assessment at Eanes ISD

Bill Bechtol is highly interested in preparing students to be future ready. He serves on the Board because “I believe in The Nobility Project’s message of working for children to create positive change. And I believe The Nobility Project will play an important role in service learning, social action, and global competencies so that students can understand and act on global issues.”

# Major 2013 Supporters & Sponsors

## HOPE Level

Paul and Emily Twitchell

Barbara Horan

Whitebox Advisors

Pine River Management

Applied Materials Foundation

Dan and LeeAnn Ciola

Amherst Securities

Well Aware

Mickey and Jeanne Klein

Global Giving

Maria and Eric Groten

Todd and Stephanie Routh

Ruth Falck

Dick Clark

Peace, Love and Happiness Foundation

Todd and Stephanie Routh

Glynn and Nan Beebe

Rick and Karen Hawkins

Tricia and Burke Edwards

Francesca Judge

Suzanne and Marc Winkelman

George and Ann Bellows Foundation

Silicon Labs

CCNG, Inc

## OPPORTUNITY Level

Tito and Lori Beveridge

Michael Mankins

Bryce Johnson

Moya Mulqueen

Tracy and Matthew Hamilton

Lawrence and Erin Waks

Tiffany and Mike Heffernan

C3 Presents

Charlie and Melanie Jones

Michael Mankins

Elizabeth Avellan

Melanie Barnes

Caroline Forgason

Myndi Garrett

Suzanne McFayden Smith

David and Christy Rockwood

Ana and Alex Ruelas

Ted Stewart

Milton Verret

Fred and Jodi Zipp

Sherry and Deepak Kamalani/Inventures

Peggy and Matt Winkler



# 2013 Financials

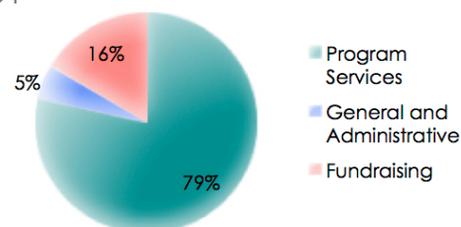
## Consolidated Statement of Financial Position

	2013	2012	2011
<b>ASSETS</b>			
Current Assets			
Cash and Cash Equivalents	562,108	440,476	201,777
Accounts Receivable	165,500	158	-
Prepaid Expenses	5,904	-	-
Total Current Assets	733,512	440,634	201,777
Equipment, net	8,602	7,105	9,377
Total Assets	742,114	447,738	211,154
<b>LIABILITIES &amp; EQUITY</b>			
Current Liabilities			
Accounts Payable	4,539	3,721	5,694
Accrued Expenses	13,255	-	-
Deferred Revenue	61,500	18,000	-
Total Liabilities	79,294	21,721	5,694
<b>NET ASSETS</b>			
Unrestricted Net Assets			
Undesignated	174,105	308,889	205,460
Board Designated	225,000	-	-
Total Unrestricted Net Assets	399,105	425,121	205,460
Temporarily Restricted Net Assets	263,715	117,128	-
Total Net Assets	662,820	425,121	205,460
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>742,114</b>	<b>447,738</b>	<b>211,154</b>

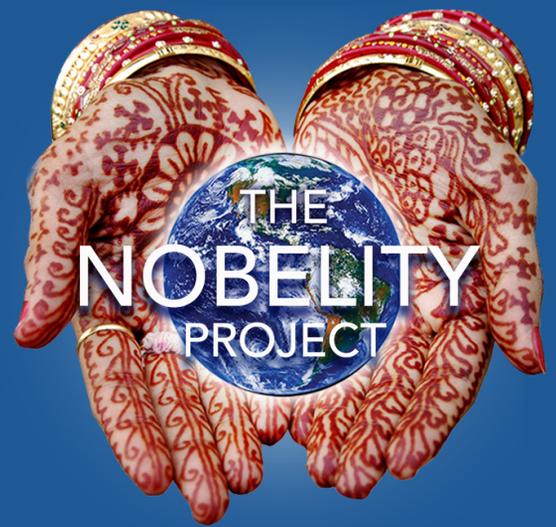
## Consolidated Statement of Activities

	2013	2012	2011
<b>REVENUE AND SUPPORT</b>			
General Contributions & Grants	809,419	652,406	383,458
Donated Goods and Service	7,679	5,968	2,770
Product Sales	4,698	6,228	49,715
Interest Income	393	392	560
<b>TOTAL REVENUE AND SUPPORT</b>	<b>822,189</b>	<b>664,994</b>	<b>436,503</b>
<b>EXPENSES</b>			
Program Services	459,926 (79%)	314,268 (72%)	378,468 (75%)
General and Administrative	29,426 (5%)	41,707 (10%)	84,000 (17%)
Fundraising	96,034 (16%)	81,995 (19%)	40,720 (8%)
<b>TOTAL EXPENSES</b>	<b>585,386</b>	<b>437,971</b>	<b>503,188</b>
<b>CHANGE IN NET ASSETS</b>	<b>236,803</b>	<b>227,023</b>	<b>(66,685)</b>
Net Assets, Beginning of the Year	426,017	198,994	265,679
Net Assets, End of the Year	662,820	426,017	198,994

### 2013 Expense Breakdown



The Nobility Project  
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[www.nobility.org](http://www.nobility.org)



*Thanks to our Partners:*

Global Campaign for Education

Well Aware International

SEVA.org

Skoll World Forum

Clinton Global Initiative

Conservation Through Public Health–Uganda Mountain Gorillas

JP's Peace Love and Happiness Foundation–Grow Appalachia

Monarch Watch

*Thanks to our Affiliations:*

