

Teaching Matters



Excellent **teaching** for **every** student.

2025 Annual Report

Message from the CEO



Dear Friends and Supporters,

As I wrap up my fifth month as CEO, I want to extend my heartfelt gratitude to you—our extraordinary donors and partners. Your commitment to our mission makes this work

possible, and it has been a joy to step into this role and join a community so deeply invested in transforming public education.

In these early months, I have had the privilege of seeing the real impact of your generosity. Because of your support, we are strengthening teacher practice in ways that directly improve student learning. I've watched our coaches dive into rigorous professional learning—engaging with innovative curricula, refining student-centered approaches, and developing meaningful partnerships with districts. This culture of continuous learning, fueled by your investment, is what truly distinguishes Teaching Matters.

Your support isn't just powering what we do now—it is also propelling us forward. Together, we are advancing five bold strategic priorities for 2025-2029:

- **Reaching 750K in 5 Years:** We will improve reading and math proficiency for 750,000 students, transforming learning opportunities for the communities we serve.

- **Purposeful and Impactful Work:** As we grow, we will ensure that people—students, teachers, leaders, and coaches—remain at the heart of everything we do.
- **Growing Sustainably:** We will expand our reach and deepen our relationships and impact while maintaining the financial strength to sustain our work long-term.
- **Growing to National Reach:** We will bring our proven model and instructional expertise to districts beyond the tristate area, extending our impact nationwide.
- **Innovating and Informing the Field:** We will lead with research, technology, and real-world insight—sharing best practices that elevate the entire education sector.

These goals are ambitious—and entirely within our reach because of supporters like you. I am energized by what is ahead and grounded in a deep sense of responsibility to the students, families, and educators we serve. Thank you for standing with us, for believing in the power of great teaching, and for helping us build a brighter future for the next generation of learners.

With deep gratitude and shared purpose,

A handwritten signature in black ink that reads "C. Quintana". The signature is fluid and cursive.

Carolyn Quintana
Chief Executive Officer, Teaching Matters

Empowering Teachers for 30 Years



[Click Here for Video](#)

“Lauren is, by far, **one of the most effective and noteworthy coaches we have had the benefit of working with.** It is no small task to have teachers with such seniority be open to outside coaches, but Lauren made it easy to work together and build a firm foundation of trust and collaboration within the school.”



– Assistant Principal, Rego Park

Pre-K

A Strategy for Pre-K Education

A 4-year-old's ability to recognize letter sounds, rhyme, count syllables, and communicate with sophisticated vocabulary by the time they reach Kindergarten has an enormous impact on their learning for years to come. Yet across New York City's 75,000 Pre-K students, too many teachers lack access to the high quality professional development needed to build these critical early literacy skills that set the foundation for lifelong learning.

Teaching Matters recently launched an ambitious 3-year initiative to provide specialized support to Pre-K teachers across 120 New York City schools and community based organizations. Over the next three years, we'll seek to demonstrate just how lasting an impact high quality professional development can have on teachers and kids.

Our coaches will support Pre-K educators across 40 schools and programs for the 2025-2026 school year. In year two, we'll scale our work to another 40 schools and programs while partnering with Columbia University researchers to conduct a rigorous evaluation of our coaching methodology. In our final year, we'll expand to an additional 40 schools and programs and begin to measure the impact of our support.

This initiative builds on four years of our Pre-K professional development work that has shown powerful outcomes: increased vocabulary and stronger skills in letter sound recognition, syllable counting, rhyming, vocabulary, and pro-social skills. By 2028, we will have reached hundreds of Pre-K teachers, setting a strong foundation for thousands of our youngest learners to achieve success, in school and beyond.

A special thank you to Altman Foundation, Robin Hood Foundation, Robertson Foundation, and Viking Global Foundation for making this cutting-edge work and research possible, which will inform local and national conversation about how best to support our youngest learners.



NYC Reads + NYC Solves

Scaling Literacy & Math Proficiency Across New York City

As we enter our third year of supporting the NYC Reads initiative, the transformation is undeniable. Since the launch of our partnership, we've gone from supporting 128 schools to reshaping literacy education across 360 schools in 13 districts spanning the Bronx, Manhattan, Brooklyn, and Queens. Teaching Matters is supporting 1 in every 10 New York City Public School students through NYC Reads alone! And the proof of our impact is in the results. Students in our partner schools showed a 12.5 percentage point increase in reading proficiency last year, outpacing the 9.6 point gain in other NYC districts. Teacher satisfaction with our coaching model climbed 8 percentage points and school leaders' satisfaction soared to 92%, demonstrating confidence in our approach.

This isn't just incremental growth, it's systemic change and evidence that our coaching model works at scale. And we're not slowing down. Our work with the NYC Solves math initiative has followed the same trajectory of impact. In just two years, we've more than doubled our reach – from 40 schools to 90 schools across five districts. The early data is encouraging, with a nearly 5% increase in 8th grade math performance across our partner districts, nearly double the city average. We've established a strong foundation with real momentum, ensuring that every student in New York City will develop the foundational literacy and math skills they need to succeed in school and in life.



Our Impact



2024-2025 School Year

475+
schools supported
6,700+
teachers coached
200,000+
students impacted



Since 1994

2,000+
schools supported
50,000+
teachers coached
750,000+
students impacted

2025 Events

Back to School Raises Over \$1,000,000 for Early Reading Programs!



In September, Board members Sonny Kalsi of BGO and Tim Johnson of Blackstone hosted their 4th house party to benefit Teaching Matters early reading programs. Sonny and Tim were joined by over 200 guests at PHD Rooftop to enjoy a spectacular evening featuring an opening act by Josh Beckerman, the Foodie Magician, and headliner, Diplo. This high-energy, one-of-a-kind celebration raised vital awareness and record-breaking funds to support tens of thousands of teachers across the tristate area. Thank you to everyone who made this a successful and memorable night!

[Click here for a video recap of the event!](#)

17th Annual Champions of Education Luncheon Honors Simone Mailman

Teaching Matters welcomed 200 attendees at our 17th Annual Champions of Education Luncheon in October, raising over \$460,000 to support public school teachers and students.



The celebration honored Board member Simone Mailman for her nearly decade-long commitment to educational excellence. Robin Hood Foundation founder and keynote speaker Paul Tudor Jones inspired attendees with his reflections on how small

acts of kindness can reverberate throughout a school and community, transforming the futures of countless public school students.

TCS New York City Marathon



This year, five runners, including three public school teachers, took to the streets to run the 2025 TCS New York City Marathon on behalf of team Teaching Matters. Together, these runners raised \$20,000 for our programs and services. Teaching Matters is excited

to expand our endurance events program in 2026, with runners participating in additional marathons across New York, Paris, and Sydney. If you're interested in running on behalf of Teaching Matters for an upcoming race, reach out to Alex Schoeneck, Associate Director of Development, at aschoeneck@teachingmatters.org

“Working with Teaching Matters has transformed my small group instruction skills. I’ve developed a deeper understanding of how to strategically form student groups based on data, learning styles, and individual needs. **I can now confidently differentiate instruction and ensure each group receives targeted support that matches their learning goals.**”



– Teacher, Morningside Heights



“If our students can’t read, they won’t have access to our economy, our democracy, or the lives they deserve.”

– WENDY POVEDA
PRINCIPAL AT P.S. 132

Teaching Matters Honored at 2025 Robin Hood Heroes Breakfast

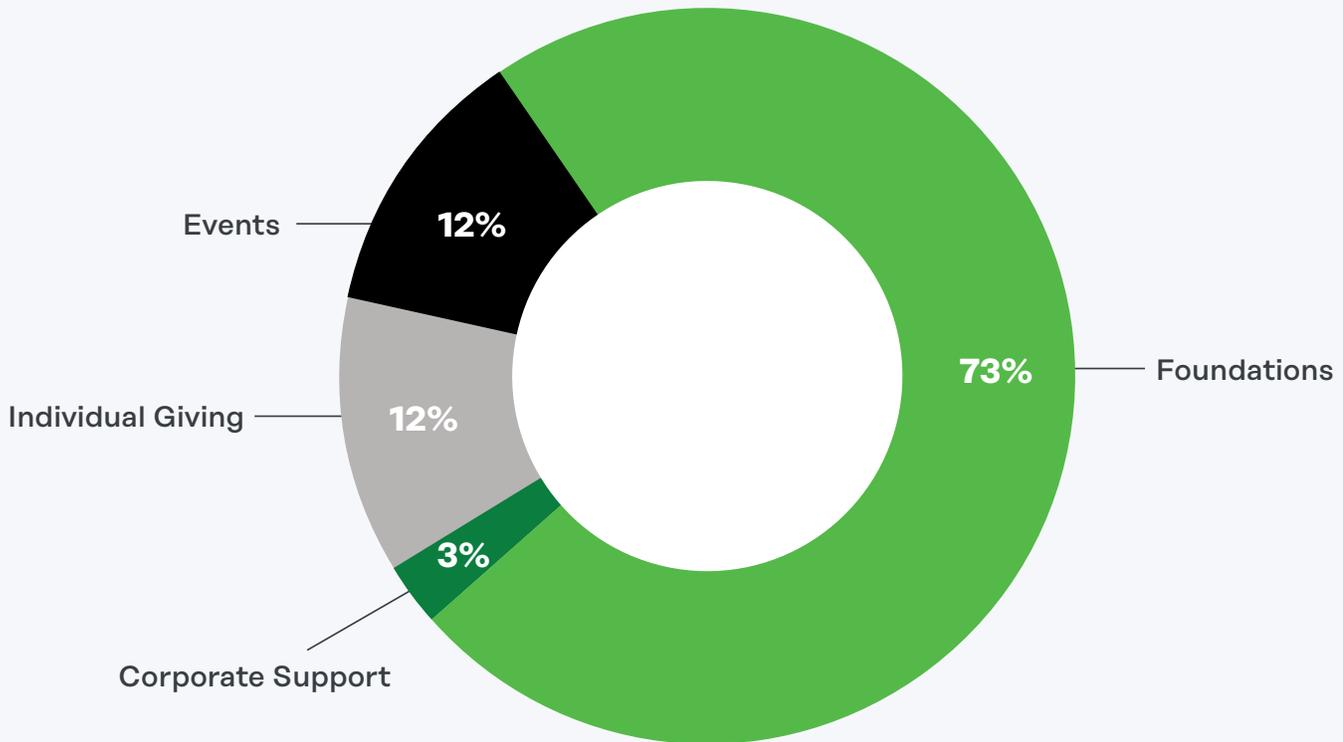
In November, the Robin Hood Foundation honored Teaching Matters and P.S. 132 Principal Wendy Poveda at their annual Robin Hood Heroes Breakfast.

A born and bred New Yorker, Wendy grew up attending P.S. 132 in Washington Heights. She went on to study at Columbia University as a first generation college student. Despite her lifelong passion for education, she was told, “You don’t go to Columbia to become a teacher.” Inspired by an ad she saw on the subway, Wendy applied to be a New York City teaching fellow and eventually returned to P.S. 132 as a third grade teacher. Wendy stepped into her role as Principal in 2019, determined to help her school flourish.

In less than three years of partnering with Teaching Matters, student reading proficiency at P.S. 132 has more than doubled from 19% to 47%, and math proficiency has soared from 4% to 63%. [Click here](#) to hear Wendy’s powerful story of what’s possible when a school’s culture of learning is matched by a powerful investment in teachers and students.

Teaching Matters was deeply honored to be recognized alongside Wendy for our impact on schools like P.S. 132. The Robin Hood Foundation is a longstanding partner of Teaching Matters, having invested \$3 million in our work to date. Their transformational support seeded some of our earliest work in early childhood literacy and remains instrumental in our continued expansion and growth. Together, we understand what Wendy said best: “By treating reading as a civil right, we are giving the next generation of New Yorkers their shot at changing history.”

Fiscal Year 2025 Giving Breakdown



Our deepest gratitude to the individuals, corporate partners, and foundations whose support makes our work possible!

“Jade equipped me with a lesson planning protocol that helped me break down our math curriculum into more manageable chunks. By working backwards to understand what students need to achieve by the end of the lesson, then choosing a priority activity that aligns with that task, **I’ve been able to plan more meaningful and effective lessons.**”



– Teacher, Bensonhurst

**A special thank you to our Board of Directors and Chairman's Council
for their unwavering support!**

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Thank you
for all of your
support!

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