

We gave  
**teachers**  
a hand.

## Annual Report

2015



 Adopt A Classroom.org



# You Make A Difference For Teachers

Dear Friends,

Together, we are on the frontline of education.

Every year, teachers ask for help on behalf of their students through AdoptAClassroom.org. Requests vary from innovative 3D printing projects to crayons. More than 3,875 individual donors responded with hundreds of thousands of dollars, mostly in small amounts, to classrooms in need. This year, we also added new partnerships to our list of corporate sponsors and the list continues to grow.

The results:



**\$2,747,047**  
Raised for Classrooms



**8,687**  
Classrooms Adopted



**200,000**  
Students Benefitted

While these statistics summarize our overall impact, we know that the real transformation begins in the classroom. Every day, teachers tell us what they need to inspire their students to learn, dream and succeed. The needs of millions of children are great and complex. When you empower a teacher to buy the materials they need today, it makes their students' futures a bit brighter.

I am also excited to announce musician Sheryl Crow as our national spokesperson. Our mission is close to her heart, because Ms. Crow comes from a family of teachers and is a former teacher herself.

On behalf of our Board of Directors, our staff, and the teachers and students of nearly 9,000 adopted classrooms, we thank you.

We are thrilled to have you as a classroom champion.

Gratefully,



Doug Spong  
Board Chair

## Mission Statement:

AdoptAClassroom.org gives teachers a hand by providing needed classroom materials so that students can succeed.

## How To Register:

**Teachers:** to partner with donors and get classroom resources you need, visit [adoptaclassroom.org/register](http://adoptaclassroom.org/register)

# Progress All-Time

## \$28 Million

raised to date

## 143,290

classroom adoptions

- Adoptions in **48%** of all public school districts in the U.S
- Adoptions in **18%** of all public schools
- Adoptions in **30%** of all Title 1\* schools

## 209,102

teachers registered to have their classrooms adopted

## 2015 AdoptAClassroom.org Staff

**Ann Pifer**

Chief Operating Officer/Acting Executive Director

**Bob Thacker**

Executive Vice President, Partner Engagement

**Carolyn Aberman**

Senior Vice President, Corporate Partnerships & Brand Marketing

**Peter Erpenbach**

Director of Finance

**Ryan Jordan**

Program Manager

**Jaea Vang**

Program Coordinator

**Melissa Hruza**

Program Coordinator

**Travis Wycislak**

Graphic Designer

**Shelby Pasell**

Social Media Strategist

\*Title 1 provides financial assistance to schools with high numbers or high percentages of children from low-income families to help ensure that all children meet challenging state academic standards.



# Our Teachers Do Amazing Things

AdoptAClassroom.org Success Stories

## MAKING MATH FUN

As a student, Jameson Ivey struggled with math. As a math teacher, she incorporates fun activities to engage her students during class. Ivey teaches about 100 students per year using visual aids and hands-on activities helps her students stay attentive while learning. To provide those materials, Ivey spends thousands of dollars.

"AdoptAClassroom.org has impacted my students in a lot of ways. They're kind of actually excited to come into math, and algebra is a hard subject for a lot of students. If they get to come in to play some fun games and do some hands-on activities, they are more engaged and wanting to come to class. Math may not be their favorite subject, but they enjoy being in class."

-Jameson Ivey, Battle Creek Middle School in Saint Paul, MN



## GROWING LESSONS IN THE GARDEN



Debbie Rutledge-Lockyear and Janet White, Hartstern Elementary in Louisville, KY

What do you do with a low-income school, a few donated garden boxes, and no funding for plants or supplies? To this question, teachers Debbie Rutledge-Lockyear and Janet White's response was confident. You make it work. They knew funds were

available through AdoptAClassroom.org, the teachers just had to find the right way to ask for them. Today, the Hartstern Elementary garden is a centerpiece of their school community, even parents come in to get their hands dirty. Ms. Rutledge-Lockyear mentioned that their team of supporters have been integral to the success of their garden project. Students love the hands-on learning, too. Even as young learners, they recognize how innovative projects like their class garden helps give all students a chance to learn.

"My favorite part about the garden is where the people at home that don't have a garden or flowers can come here and plant."

-Student, Hartstern Elementary



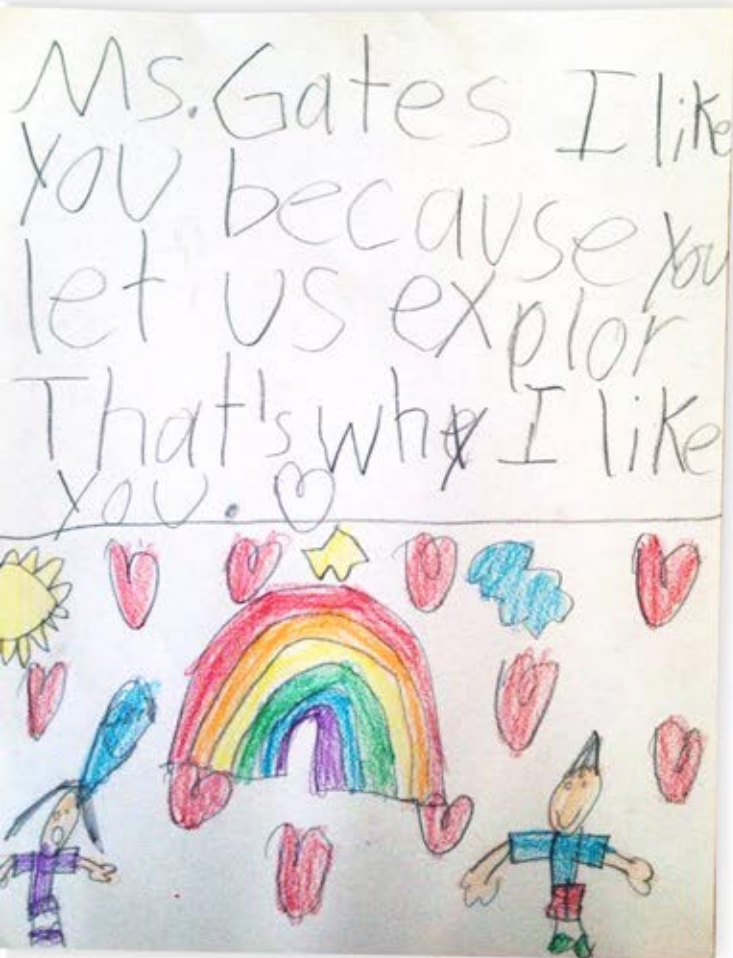
# Twin Cities First Year Teacher Fund

First year teachers are stocking their classrooms for the first time from their own salary. Minnesota is one of ten states where new teachers are in the worst shape due to cost of living and starting teacher salaries. As part of the Twin Cities community, AdoptAClassroom.org raised our hand to help with the Twin Cities First Year Teacher Fund. During the 2014-2015 school year, every first year teacher that registered on our site by the posted deadline received funds to stock their classroom.

*We recognize Lane Bryant as Presenting Sponsor and Briggs and Morgan for their in-kind support of AdoptAClassroom.org's 2014 First Year Teacher Fund.*



## Teacher Appreciation Day May 2015



During Teacher Appreciation Week, we asked teachers to share the moments that make teaching worth it to them. **Over 250 teachers** participated, sharing their inspiring stories with us on social media.



**Andrea Smith #WorthIt** when the mother of your student with autism says all I want to hear him say is "I love you." So you teach him to say, "Mom, I love you" every day for about two years. Then one day, your phone rings and you hear the scream and the sound of a cracking, choked-up voice of his mother saying, "Ms. Smith, he said 'I love you' to me. I know you taught him to say this." Priceless.



**Angelica Amador** Buying all those additional science and math supplies to make learning hands-on. **#WorthIt** when they appreciate your efforts.

**"Every person can point to a teacher who changed the trajectory of their lives. Most teachers work tirelessly with modest pay, sometimes digging into their own pocket for school supplies – just to make a difference."**

—President Barack Obama



# Our Awesome Supporters

## Leading Classroom Champions

The following supporters gave generously to classrooms between July 1, 2014 and June 30, 2015.

### \$100,000+



### \$1,000+

ACG, LLP  
Albemarle Corporation  
Altman Family Foundation  
Dipesh Ashar/Halliburton  
Stevie B  
Barr Engineering Inc.  
Marie and Richard Basinger  
Jo Beckwith  
Susan and Chris Bellmore  
Candice Berner  
Terence Brown  
Michael Burkitt  
Richard Byrnes/Halliburton  
Cardone  
Jason Cardoza  
Linda Carter/Halliburton  
Lisa Caylor & Robert Colbert  
Toni Charlot  
Christina  
John Chlumsky  
Brian Concannon  
Bill Davis/Halliburton  
Mr. D'Wynter  
Zach Danial  
James Deering Danielson Foundation  
Kendall Delaney  
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Linda Erlandson  
Mike Fether  
Edward and Meredith Fishback  
Future Keys LLC  
Garcia Medical Center  
Gas Systems Technology  
Steven Gee-KBR  
Stephen Gilbert  
Greg  
Judi & Richard Goodstein  
Cathy Guaracha  
Guardian Industries  
Miles Hammond  
Rob Harmon  
Nathaniel Harris  
Eric and Marina Harry  
Kimberley Hatler  
William Hendricks/Halliburton  
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The Kaplan Family  
Arron Karcher/Halliburton  
Hunjin Jung  
Todd Lawrence  
Mark Lopez  
LoPresti Family  
Cheryl Mandala  
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Karen Martin  
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The Maxwell Family  
The McHughes  
Barbara Millard  
Minnich Family  
Roberto Munoz/Halliburton  
Kenneth Neal  
Sebastian Nguyen  
Leslie OLoughlin  
Packaging Corporation Of America  
The Parents of Moncure Elementary  
Neil Patil  
Peoples Church  
PharmaSUG 2015 on Behalf of Fred Pratter  
Bill Phelon  
Judith Pollack  
Timothy Reilly  
Mr. and Mrs. James P. Roach  
Rocky Mountain Roofing  
Robert Rush/Halliburton  
Fred and Rosemary Quintana  
Steve Sage/Halliburton  
Mark Schlotterback  
The Sellers Family  
Tim Singer  
Bob Stanley/Halliburton  
Robert Thompson and John Stegall  
The Trophic Butterfly Foundation  
Monica Urbanovsky/Halliburton  
Nicole and Joe Veno  
Judi Walker  
Craig Watson M.D.  
Western Users of SAS Software  
Worth Construction  
V. W. Wright

### \$50,000+

LANE BRYANT



### \$10,000+

Burla, Burch, Crist  
DCU - Digital Federal Credit Union  
Timothy Hultquist  
Kronos GIVEINSPIRED  
The Miami Foundation  
Project GET SMART  
Stage Stores

### \$5,000+

Ruth & George Doffing Charitable Fund  
Matthew Martin  
Patti Ragan  
Research.net Survey Team  
Zulama

**"If we all do a little bit, no one has to carry all the weight themselves. I tell my community, 'Here's what you do, it's really simple. You pick a teacher on AdoptAClassroom.org and you give.'"**

-Michael Ellegood, AAC Supporter and Lead Volunteer - Arizona





# Supporters of AAC Annual Fund

Without support of the AdoptAClassroom.org Annual Fund, we simply would not exist. From the generous contributions of the following individual, nonprofit, business, and corporate donors, we are able to continue our mission to help teachers and students succeed.

July 1, 2014 to June 30, 2015

Carolyn and David Aberman  
ACE Cash Express  
Jennifer Alexander  
Sondra Alperin  
AmazonSmile Foundation  
American Express Charitable Fund  
America's Charities  
Ami Anderson  
Angel Arias  
AT&T Employee Giving Campaign  
Denise Atwood  
Benevity Community Impact Fund  
BIC Consumer Products USA  
Bradley Bachman  
Stephen Bardfield  
Michael Bartanen  
Samantha Bearman  
Praveen Bhamidipati  
Andrew Bryan  
Michael Burkitt  
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Nicole Caldwell  
Hilda Canes Garduno  
Carmichael Lynch  
Charity Gift Certificates  
Charity Partners Foundation  
Alan Chinn  
John Chlumsky  
The Coach Foundation  
Beth Colley  
Sean Collinson  
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Brian Concannon  
Teresa Connelly  
Will Corvin  
Kurt Crowley  
Christina Crowley  
Kelly Culler  
Jonika Cunningham  
Mr. D'Wynter  
Anthony DAlessio  
Kathy Davenport  
Kevin Debbs

Karen Dennis  
Discover Financial  
William Drezen  
Michael and Julia Ellegood  
Linda Erlandson  
ExxonMobil  
Lorenzo Fabbri  
Farmers Insurance  
Ellen Gaffney  
Ramon Garcia  
Judith and Richard Goodstein  
Great Clips  
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HBO Services, Inc.  
Madge Haney  
The Harris Family Charitable Fund  
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Robert Jones  
Hunjin Jung  
The K Foundation  
Ilya Katz  
Manzinder Kaur  
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Michael Keegan  
Mojdeh Khaghan  
Sue and Paul Kilrain  
JC Kim  
Kendyl Klein  
Barbara Ann Klein  
Kronos GIVEINSPIRED  
Audreene LaBranche  
Lane Bryant  
Timothy Lawless  
John Leavitt  
Linda Lew  
Craig Lindsay

Kristy LoPresti  
Joseph Malin  
Andy Mandala  
Cherre Marchak  
Linda Marshall  
Matthew Martin  
Sommer Maxwell  
Miko McGinty  
Jarred Meinhardt  
Dana Menussi  
Microsoft Matching Gifts Program  
William Millard  
MOAC Mall Holdings, LLC  
Motorsports Authentics  
Philip Moyer  
Dayana Muzinek  
Nikki Navta  
Network for Good  
New York Life Giving Campaign  
NR Road Racing  
Nancy Obler-Kaufman  
Office Depot  
Rachel O'Hern  
Leslie OLoughlin  
Caren Onks  
Scott Pansky  
Neil Patil  
PayPal Giving Fund  
Play For Your Cause  
Ann Pifer  
Gina Ponticelli  
Porter Novell  
Pyr & Company  
Quaker Oats  
Timothy Reilly  
Tiffany Reisz  
Christopher Riedel  
Roofing the Rockies  
Rocker Family Foundation  
Brandon Ross  
Bethany Roszko  
SCO, LLC  
Daiichi Sankyo  
Morad Samii  
Mark Schlotterback  
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Olga Shraer  
Mary Jane Simon  
Tim Singer  
Devon Spooner  
Morgan Sprinkle  
Stage Stores  
Christine and Leo Stern  
Kevin Sturm  
Srilalithkumar Swaminathan  
Bob Thacker  
Robert Thompson  
Joshua Tobin  
Trisha Trott  
Truist (CreateHope)  
United Way  
Wesley Urbanik  
Vanguard Charitable  
Kathleen Velykis  
Jason Virelli  
Douglas Viggiano  
Elisabeth Voress  
Voya  
Waldbaum Family Foundation  
Judi Walker  
Julie Wantland  
Jeanette Ward  
Haley Warf  
Mike Wiktor  
Emily Wilcox  
Frank Yocco  
Deborah Young  
Sheldon Yuspeh  
Jessica Yuspeh  
Leon Zar  
Vivienne Zheng

## Individual Donors

More than 3,875 individual donors carried the spirit of AdoptAClassroom.org into classrooms through their contributions. These donors gave more than \$664,000 to classrooms nationwide during the 2014-2015 school year.



Carmichael  
Lynch

Spong



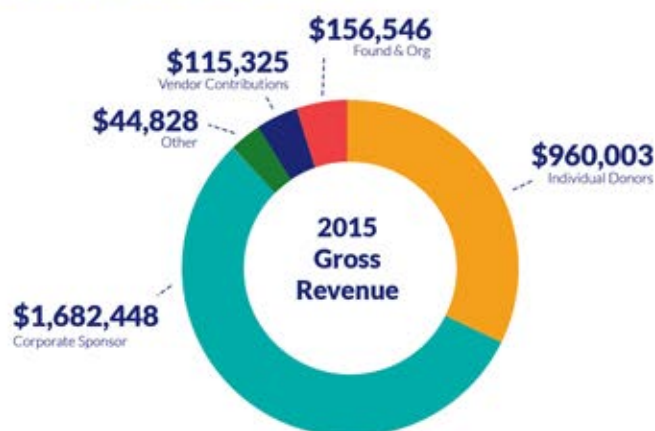
Since 2011, Carmichael Lynch & Spong PR have supported AdoptAClassroom.org through donated office space, business supplies, employee giving, and PR services.



Charity Navigator, America's largest independent evaluator of nonprofits, has awarded AdoptAClassroom.org its highest possible rating of 4 stars. An exceptional rating means that our organization exceeds industry standards and outperforms most charities in our cause.



# Financials



| Balance Sheet                             | 2015 Actuals       | 2014 Actuals       | 2013 Actuals       |
|-------------------------------------------|--------------------|--------------------|--------------------|
| Cash and Equivalents                      | \$2,635,374        | \$2,239,305        | \$1,755,885        |
| Accounts Receivable                       | \$14,265           | \$509,324          | \$251,838          |
| Other Assets                              | \$633,168          | \$705,552          | \$646,168          |
| Property and Equipment, net               | \$114,694          | \$135,654          | \$99,128           |
| <b>Total Assets</b>                       | <b>\$3,397,501</b> | <b>\$3,589,835</b> | <b>\$2,743,019</b> |
| Accounts Payable                          | \$31,623           | \$17,639           | \$218,025          |
| Accrued Expenses                          | \$4,718            | \$ -               | \$ -               |
| <b>Total Liabilities</b>                  | <b>\$36,341</b>    | <b>\$17,639</b>    | <b>\$218,025</b>   |
| Net Assets, Unrestricted                  | \$1,246,630        | \$1,354,277        | \$1,115,930        |
| Net Assets, Temporarily Restricted        | \$1,583,799        | \$1,697,754        | \$960,887          |
| Net Assets, Permanently Restricted        | \$530,731          | \$520,165          | \$448,177          |
| <b>Total Net Assets</b>                   | <b>\$3,361,160</b> | <b>\$3,572,196</b> | <b>\$2,524,994</b> |
| <b>Total Liabilities &amp; Net Assets</b> | <b>\$3,397,501</b> | <b>\$3,589,835</b> | <b>\$2,743,019</b> |

| Statements of Activities                 | 2015 Actuals       | 2014 Actuals       | 2013 Actuals       |
|------------------------------------------|--------------------|--------------------|--------------------|
| Contributions, Grants and general public | \$2,950,322        | \$4,291,954        | \$2,772,358        |
| Investment income - other                | \$7,396            | \$7,004            | \$8,582            |
| Investment income - perpetual trust      | \$23,300           | \$22,844           | \$22,000           |
| Change in value of perpetual trust       | \$10,566           | \$71,988           | \$11,618           |
| Net assets released from restrictions    | \$ -               | \$ -               | \$ -               |
| Satisfaction of donor restrictions       | \$ -               | \$ -               | \$ -               |
| <b>Total Support and Revenue</b>         | <b>\$2,991,584</b> | <b>\$4,393,790</b> | <b>\$2,814,558</b> |
| <b>Expenses</b>                          |                    |                    |                    |
| Program services:                        | \$2,747,047        | \$2,867,970        | \$2,414,852        |
| Classroom adoption                       |                    |                    |                    |
| Supporting services:                     | \$272,873          | \$286,052          | \$256,225          |
| Fundraising                              |                    |                    |                    |
| Supporting services:                     | \$182,700          | \$192,566          | \$136,119          |
| Administration and management            |                    |                    |                    |
| <b>Total Expenses</b>                    | <b>\$3,202,620</b> | <b>\$3,346,588</b> | <b>\$2,807,196</b> |
| <b>Change in Net Assets</b>              | <b>\$(211,036)</b> | <b>\$1,047,202</b> | <b>\$73,662</b>    |
| <b>Net Assets, beginning of the year</b> | <b>\$3,572,196</b> | <b>\$2,524,994</b> | <b>\$2,517,632</b> |
| <b>Net Assets, end of year</b>           | <b>\$3,361,160</b> | <b>\$3,572,196</b> | <b>\$2,524,994</b> |

Information based on 2015, 2014, and 2013 audited financials



2015 AdoptAClassroom.org Board of Directors

**Doug Spong, Chair**  
 Founder and President, Carmichael Lynch Spong  
**Susan Engel, Secretary**  
 CEO, Lenox Group, Inc.  
**Randy Pladson, Treasurer**  
 Chief Financial Officer, Lifetouch, Inc.  
**Ami Anderson**  
 Director of Marketing Excellence, General Mills

**Ann Barkelew**  
 General Manager Emerita, Fleishman-Hillard/Minnesota  
**Minda Gralnek**  
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**Matt Johnson**  
 Partner: Creative and Strategy Director, GoKart Labs  
**Marjorie Kean**  
 Managing Director, Diversified Search Ray & Berndtson  
**Julie Krueger**  
 Retail Industry Director, Google

**Tim Moynihan**  
 US Retail Shopper Marketing - Team Lead, 3M  
**Scott Pansky**  
 Senior Partner and Co-Founder, Allison+Partners  
**Martha Phelps**  
 Senior Director - Legal, Best Buy  
**Max Holtzman**  
 Emeritus, Founding Chair  
 \*Former / Retired



"As a former teacher I know how hard it can be to get the classroom supplies needed to help students learn and succeed. We need to do better on behalf of our teachers and our future generations."

**Sheryl Crow,**  
Musician and Former Elementary School Teacher



## Teachers Need a Hand Now More Than Ever



On average, teachers spend nearly **\$600** a year of their own money buying classroom supplies.



**Yes!** I would like to support AdoptAClassroom.org.

### Personal Information:

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

☐ I want to remain anonymous.

☐ I want to opt-out of the donor email list.

### Payment Information:

Card Type: Visa / Mastercard / AMEX

Card Number: \_\_\_\_\_

Expiration: \_\_\_\_\_ SCS: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Donation: \_\_\_\_\_ Zip: \_\_\_\_\_

☐ Make this a monthly donation

Mail this form with credit card information

or check to: **AdoptAClassroom.org**

**110 North 5th Street, 8th Floor  
Minneapolis, MN 55403**

**Email:** [info@adoptaclassroom.org](mailto:info@adoptaclassroom.org)

**Phone:** 1-877-384-0764