Advancing Equity in Education

AdoptAClassroom.org was founded 21 years ago to reduce teacher out-of-pocket spending for classroom supplies. “We Give Teachers A Hand” has been our motto, and we have done that well, delivering $39MM of classroom supplies to 220,000+ classrooms since our inception.

This year, AdoptAClassroom.org’s board and management made a strategic decision to turn our focus toward advancing equity in education. We asked ourselves how we could take what our organization is really good at doing, and use those things to direct even more support to high-needs teachers and schools who are making a difference in closing the achievement gap.

While we remain committed to making our crowdfunding tools available to ALL K-12 teachers, here are some things that we did this year to expand funding opportunities available for high-needs teachers and schools:

• We expanded our Spotlight Fund Grant Program to give teachers in high-needs schools additional access to grant funding, because we recognized that crowdfunding doesn’t work well for teachers in high-poverty communities.

• We launched our new School Program to give principals access to the fundraising tools we have long offered to teachers to fund important school-wide projects. Many schools in high-poverty communities don’t have active PTAs or PTOs that raise supplemental funds, and AdoptAClassroom.org can help fill that gap.

• We invited all of our donors this year to “give where it’s needed most,” which provides us with flexible funding that we can direct to new and existing programs, and technology tools to help us provide ongoing support for educators in high-needs schools.

We are grateful for our generous sponsors and donors who have recognized and supported our new focus on high-needs schools. With your help, we can get resources to where they are needed most in K-12 education. Thanks for your support!

Ann Pifer, Executive Director
1. Educators create a fundraising page or apply for a Spotlight Grant.

2. Donors give to a classroom, school, Spotlight Fund, or where it’s needed most.

3. Educators can immediately order the items they need.

4. Donors receive updates about the impact they made.

Together, we ensure students have the supplies they deserve to succeed.

Our Promise: When you donate online to a teacher, 100% of your gift goes immediately in their AdoptAClassroom.org account so they can order supplies in our marketplace.
Fiscal Year 2019 at a Glance

Advancing Equity in Education Across the Nation
2018-2019 School Year

9,268 Classrooms & Schools Adopted
In All 50 States, Puerto Rico & Virgin Islands
Creating 56,338 Orders

Impacting 245,000 Students
Supported by 10 Full-Time Staff

Technology Makes It All Possible
Leveraging our technology makes it possible for us to support more than 9,000 classrooms with an efficient staff size. As a virtual organization, we spend no money on warehousing, fulfillment, or shipping of products. We know where each donation goes and how it is spent on supplies. Your gift to AdoptAClassroom.org supports the technology maintenance and development that powers our mission.
Fiscal Year 2019 at a Glance

Connecting Donor Passions to Classroom Success

Dr. Tom Arneson came to AdoptAClassroom.org with a mission: he wanted to ensure his community would continue to support choral music. He believed the best way to do that would be to support young singers in a local school. AdoptAClassroom.org reached out to his local school district and identified Alex, a talented young choral director making a big difference at a high-needs school. Alex teaches more than half of the school’s students in one of his music classes, but he struggles to provide the basic items his students need, like sheet music and risers. Tom challenged other donors by offering to match their donation up to $1,000. Together we raised more than $2,800 to support Alex and his students. Alex will use those funds to buy items like new sheet music or risers.

Alex is obviously very passionate about teaching choral groups, and about his students. By supporting him, I can be a partner in helping to make something really magical happen in his classroom. I believe that the arts have the potential to change students’ lives forever."

- Dr. Tom Arneson, AdoptAClassroom.org Donor
What Students Need
2018-2019 School Year

It’s More Than Pencils

It’s hard to fully understand all of the challenges our nation’s children face outside of the classroom. Educators know because they need to respond quickly. They provide items like food to help students focus, or coats to keep them warm. The pressure to keep up with new testing requirements and technology makes the classroom a place where students can struggle or thrive, depending on how many, or how few, resources their classrooms have.

Here is a breakdown of what educators bought with your support →

How High-Needs Educators Spend Their Donations

- 24% Books & Curriculum
- 23% STEM Supplies
- 18% Classroom Furnishings
- 10% Arts & Crafts
- 2% Other
- 18% Basic Supplies
What Students Need
2018-2019 School Year

**Art Supplies: Pencils, Erasers, Paint, Clay**

“These are all mediums that every kid should be able to play and experiment with in school.”

- Megan, Art Teacher in Worcester, MA

**Technology: Coding and Tinkering Games**

“These items are meant to foster an alternative form of learning that will promote active game play to initiate conversation, laughter, and deep learning in the areas of Science, Technology, Engineering, Art, and Math. My goal is to break down cultural barriers that are often built up over time in social situations.”

- Jill, Technology Teacher in Louisville, KY

**Basic Needs: Soap, Deodorant, Laundry Detergent, Socks, Hair Combs**

“We plan to continue our extremely successful before-school hygiene, bathing, showering, and clothes-washing program that assists over a hundred students a month. We purchase these items to assist students who may be dealing with utility shut off, neglect, violence, homelessness, and more.”

- Rose, Special Education Teacher in Detroit, MI

Each of these educators received a Spotlight Grant of $1,000 from supporters of the Inclusive Classroom Fund or Art Fund.
**What Students Need**

*2018-2019 School Year*

**Why Flexible Funding Matters**

Every year, Ryan Vernosh receives donations of pencils, notebooks, and other supplies for his students. As the principal of a high-needs elementary school, he is thankful for these gifts, but his students need more to bridge the education divide caused by poverty. After each teacher at this school received a donation from AdoptAClassroom.org, classrooms were transformed with new books, flexible seating, and 3D printing materials. These items are essential for student achievement, because they help students prepare for their futures in an ever-changing world.

*We were able to increase our reading proficiency by 7.5% in one year, which is a really big gain. I attribute some of that to the materials our staff were able to use through AdoptAClassroom.org."

- Ryan, Principal and AAC Board Member
What Students Need
2018-2019 School Year

Equity Requires More Than Supplies

AdoptAClassroom.org works directly with school districts to fund critical school-wide needs that cannot be fully funded in other ways. Saint Paul Public Schools, Minnesota’s largest school district, asked that we help fund The Innocent Classroom Program at one of their local high-needs schools. The Innocent Classroom is a transformational teacher training program that helps teachers work with students who have experienced trauma and racial bias.

Together, we helped raise the funds so that all of the teachers at the school could receive this important training. Teachers who participated in the training were very enthusiastic about it, reporting significant improvements in student behavior and academic performance as a result of their improved relationships with their students.

Above: Principal Kirk Morris works closely with a student at Benjamin E. Mays, one school that received access to important professional developing training with help from AdoptAClassroom.org donors.

Above: AdoptAClassroom.org staff, board, and supporters with leaders of The Innocent Classroom, a teacher training that rebuilds the relationship between educators and their students, at a fundraising event in Minneapolis, MN.
Spotlight Funds

These focused funds allow donors to support a subject area they are passionate about or address a specific need in K-12 education. They also provide a way for educators to access funding through AdoptAClassroom.org that does not involve traditional crowdfunding. All of our funds now give priority to high-needs teachers and schools.
Spotlight Funds

**Disaster Relief:** Helping Schools Respond to the California Wildfires

Wildfires ravaged communities in California in November 2018, destroying not only schools, but also the homes of thousands of teachers and students. One school in Paradise, CA had to move their classrooms to a hardware store because their building was completely destroyed. Individual donors joined forces with corporate partners Zuora and OOLY to help schools rebuild.

“About 90% of our students lost their homes and their school the day of the wildfire. Many of our teachers lost their homes as well. It has been amazing to see people from around the world help our community. We do not know what this year will look like for our school, but we appreciate the help to keep us going in the right direction.”

- Kathy, 6th Grade Teacher in Paradise, CA

*Upper & Lower: The remains of a school following the 2018 fires in California.*
*Center: Paradise Intermediate School Principal Larry Johnson receives a donation from AdoptAClassroom.org Spotlight Fund Donors.*
Art Fund: Giving Young Artists a Seat at the Table

Jenny’s favorite young artists, her students, had access to a traditional classroom. They had tables, chairs, and art supplies, but some were still struggling to create. Almost all of Jenny’s students require special seating because of a disability. With flexible funding from her classroom grant, Jenny was able to purchase the essential items her budget didn’t cover. She purchased large therapeutic balls as an alternative to chairs, and two sitting easels to accommodate students who work from a wheelchair. Now each of her students is supported so they can explore art on their own.

“AdoptAClassroom.org gave us the opportunity to turn our classroom into a fully-accessible art studio where every student feels comfortable, safe, and eager to grow as young artists!”

- Jenny, Visual Arts Teacher in New York, NY
2019 Financial Summary
Full, audited financial statements are available on our website

**BREAKDOWN OF GROSS REVENUE**
- **8%** Vendor Contributions & Other Income
- **16%** Individual Donors
- **76%** Corporate & Business Donors

**2019 Gross Revenue**
$3,881,675

**BREAKDOWN OF OPERATIONS EXPENSES**
- **7%** Fundraising
- **7%** Administration
- **86%** Program Services

**2019 Expense Breakdown**
$4,238,728*

GuideStar awarded AdoptAClassroom.org with the Platinum Seal of Transparency.

Charity Navigator awarded AdoptAClassroom.org its highest possible rating of 4 stars for ten consecutive years.

*before depreciation
Our Community
July 2018 – December 2019

AdoptAClassroom.org Honor Roll

Education Leadership Circle
The following donors contributed at the Leadership level with $1,000 or more in unrestricted gifts to AdoptAClassroom.org.

- Margaret A. Cargill Foundation Fund
- Charles Welch
- F.I.S.H. Foundation
- Caroline Markfield
- Lindsey Cohen
- Teads, Inc
- CDM Smith
- Geoff Schiller
- John Breen
- The Miami Foundation
- Leslie O’Loughlin
- Paula Patineau
- Neely Tamminga
- Rouse Family Foundation
- Belami, Inc.
- Carl Faller
- Lori Hamilton
- Leonard Roberts
- Ann Pifer
- ECMC Foundation
- Kelley Lipski
- Lisette Ackerberg
- Patti Engler
- Reach Out For Schools
- Julie Krueger
- Alpine Testing Solutions
- Carmichael Lynch
- FreedomDev
- The Ravi & Mona Sinha Family Fund
- Martha Phelps & Dan Lepow
- David Parisi
- David Pursell
- Thomas Huckle
- WikiHow
- Ami Anderson
- Michael Kahn
- Richard Thome

Spotlight Champions
The following donors contributed $1,000 or more to one or more of our Spotlight Funds.

- F.I.S.H. Foundation - Inclusive Classroom Fund, STEM Fund, Highest-Need Fund
- CDM Smith - Highest-Need Fund
- Expressions Vinyl - Arts Fund
- The Pannell Family Charitable Fund - Inclusive Classroom Fund, Global Tax Network - Highest-Need Fund
- Thomas Huckle - Highest-Need Fund
- Debora Enyeart - Highest-Need Fund
- Christopher Vaughn - Inclusive Classroom Fund, Joshua Levine - STEM Fund
- Summer Morrill - Highest-Need Fund
- Yiran Li - Highest-Need Fund
- Zuora - California Wildfires Relief Fund
- Martha Phelps - California Wildfires Relief Fund
- Mark Forney - California Wildfires Relief Fund
- Livia Stone - California Wildfires Relief Fund
- Brent Vanderark - After Disaster Fund
- Frances Hazel Reid Elementary School - Hurricane Maria Relief Fund
- Jazmine McElrath - Hurricane Florence Relief Fund
- Leslie O’Loughlin - Hurricane Michael Relief Fund, Highest-Need Fund, Inclusive Classroom Fund

“[I gave] because my mom was a teacher for 30 years and I believe in AdoptAClassroom.org’s mission!”

- Ami
Our Community
July 2018 - December 2019

“I don’ted this Christmas in honor of my sister-in-law who recently retired after over three decades of teaching! Thank you, to all the teachers out there!"
- Carey

AdoptAClassroom.org Honor Roll

Classroom Heroes
The following donors contributed $1,000 or more to individual teachers or schools.

The Miami Foundation
Chuze Fitness
Reach Out For Schools
Ruth Gale and George W. Doffing Charitable Fund
Stephen Gilbert
Silver Dollary City
ECMC Foundation
James Deering Danielson Foundation
UBMG Limited
Martha and Mike Fether Zuora
Jennifer Kaplan
Packaging Corporation of America
Global Tax Network
Kevin Debbs
International Customer Management Institute
Arlyn Cypen
In memory of Janel McKinney

The David and Linda Swain Foundation
Russel Robinson
Matthew Martin
Seaside Charter San Jose PTO
Eugene Gamelin
ACG LLP
MaryAnn Erl
Dennis Dickson
Alfred Coleman
V. W. Wright
Amy Gannaway
The Kroll Family
Matthew Caspersen
Cheryl Mandala
To-Anh Nguyen
Mary Hughes
Michelle DeBussy
Erica Linegar

HFO Midwest
Chris Pahl
The Rocker Family Foundation
Ami Anderson
Peter Hussey
Kelti Rome
Mr. & Mrs. Edward Fishback
JoAnn Osborne
Elizabeth Harvey
Mary Breier
Cynthia Nance
Bradley Keare
Cindy Trimble
Carol Wolkensdorfer
Judith Pollock
David McClintock
John Kern
Kathy Wisniewski
Michael Meskill
Edward Renwick

Patricia Ragan
Emma Chapman
Harsha Jonna
Miles Hammond
Karen Martin
Theresa Miles
Thomas Arneson
Hank & Kealey Bullinger
Bob and Erin Botsford
Margaret Dixon
Lisa Blinzler
Cynthia Sarnack
Glenda Brungardt
Isley Gao
Karen Dennis
Emily Elliott
Patrick Struther
Jeffrey L. Horn

“I used to be a public school teacher and know that each of these teachers have a huge heart and would do anything for their students! Happy to donate!”
- Mandy
“We love to support creativity in schools, so we partnered with our creative community to make this donation. We are so happy that we’ve been able to bring a group together to help support art in schools!”

- Expressions Vinyl

**AdoptAClassroom.org Honor Roll**

**Corporate Sponsors**
The following companies partnered with AdoptAClassroom.org as a corporate sponsor, and made a significant donation to support our work:

**Vendor Partners**
To serve our educators, AdoptAClassroom.org relies on the support of our vendor partners to help cover the cost of our operations. The following companies contributed significantly toward our mission this year:
Sponsor Story

Broadway Star Taye Diggs Puts Education First

Award-winning actor and singer Taye Diggs, teamed up with AdoptAClassroom.org and our corporate partner Burlington Stores, to announce our third consecutive year of partnership. To celebrate, Taye joined us in awarding the New York City Department of Education with $100,000 for instruments and supplies to support music programs at the districts’ high-needs schools.

“My mother is a teacher, so I grew up in a home where education came first. I am incredibly humbled to be able to help the cause and spread the word. It’s so critical that we all do our part to help teachers so their students get the supplies they need to thrive in the classroom, and have the education they deserve.”

- Taye Diggs, Award-Winning Actor and Singer

Thank you, Burlington!

During the 2018-2019 school year, Burlington Stores partnered with AdoptAClassroom.org to support 3,813 educators and 95,325 students in the communities where Burlington has stores. As part of our partnership, we surprised 88 schools nationwide with a $10,000 donation for their teachers and students.
Sponsor Story

Neil Patrick Harris Takes to the Streets of New York City

To help teachers in need, actor Neil Patrick Harris joined AdoptAClassroom.org and our sponsor Quaker® Chewy. He handed out Chewy Granola Bars and informed the public that they could fund teachers as part of Quaker’s Choose Chewy Campaign in 2019.

“Teachers are so giving and selfless, and even dig out of their own pockets to get pencils and Kleenex and things that kids need because they’re passionate about their job. They’re not acknowledged enough for it.”

- Neil Patrick Harris, Award-Winning Actor

Thank you Quaker® Chewy!

During the 2019-2020 school year, Quaker® Chewy partnered with AdoptAClassroom.org to support nearly 1,000 classrooms and 25,000 students nationwide.
Our Team

Ann Pifer, Executive Director
Carolyn Aberman, EVP, Corporate Sponsorships
Sarah Fowler, Account Manager
Austin Hagle, Program Manager
J Heinz, Program Coordinator
Ezra Horton, Donor Communications Coordinator
Melissa Hruza, Director of Marketing & Corporate Sponsorships
Ryan Jordan, Technology Project Manager
Devon Karbowski, Marketing Manager
Travis Wycislak, Graphic Designer

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Board Officers
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Matt Johnson, Vice Chair
Julie Krueger, Secretary
Kurts Strelnieks, Treasurer

Board Members
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Douglas K. Spong
Erik Huckle
Martha Phelps
Neely Tamminga
Patrick Strother
Ryan Vernosh
Tim Moynihan

Most of all, thank you to every educator working hard to support your students.

You inspire us each day.
Since 1998, AdoptAClassroom.org has adopted 220,000 classrooms, serving 5.4MM students.