

School Fundraising With AdoptAClassroom.org

For District Administrators



Contents

Introduction

About AdoptAClassroom.org

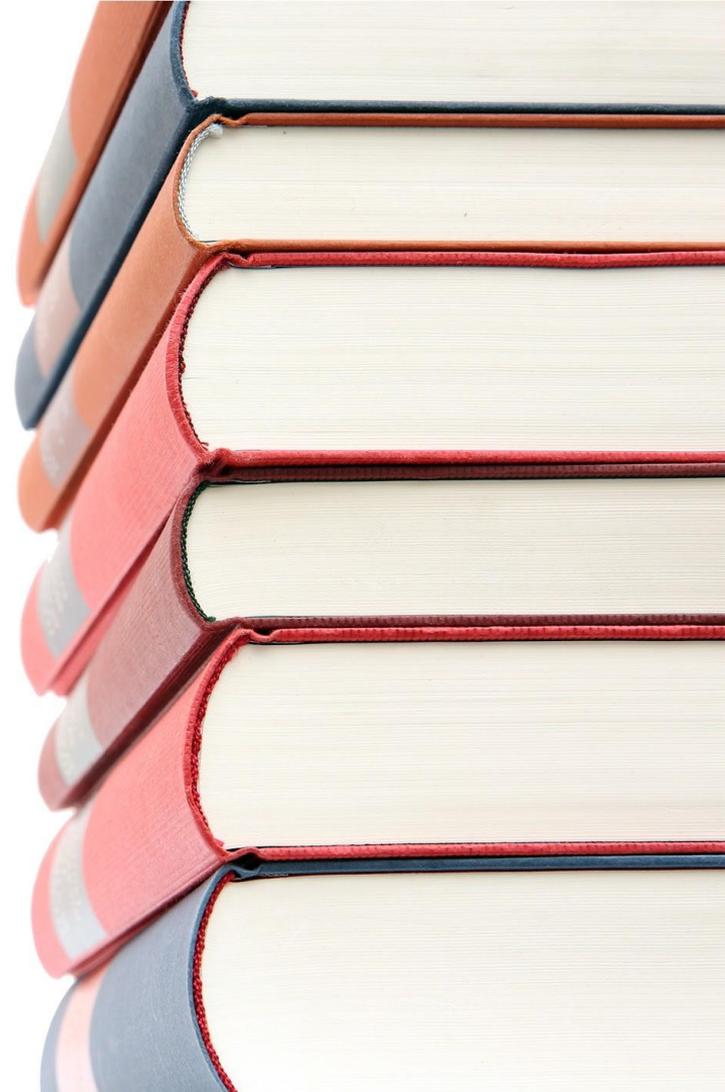
How it Works

Crowdfunding

Other Funding Opportunities

Case Studies

Contact Us



Introduction

At AdoptAClassroom.org, we believe every child should have equal access to the tools they deserve to succeed in school. That's why we've provided fundraising tools for teachers for more than 20 years, raising more than \$50 million and supporting more than 225,000 teachers.

It's also why we introduced our School Program in 2019, making the same tools we provide to teachers available to school administrators, to help fund important school-wide needs that cannot be met through other funding sources.

We created this presentation to help district administrators understand how AdoptAClassroom.org can be a trusted partner for districts and schools, to ensure all teachers and school administrators have what they need to do their job, and give every child the tools they deserve to succeed in school.



About
Adopt A Classroom.org[®]





What we do

AdoptAClassroom.org is a national 501(c)3 nonprofit organization that helps teachers and schools get the funding they need to support their students and equip their classrooms.



We serve

PreK-12 teachers and school administrators of public, private, and charter schools in any community across the U.S. by giving access to funding through 3 channels - **crowdfunding**, **grants**, and **corporate sponsor donations**.



We operate

A proprietary online platform that makes it easy for teachers and school administrators to register, raise funds, and get the supplies they need, when they need them.

Impact to Date

Funds Raised:
\$50 Million

Classrooms Served:
225,000+

Students Supported:
5.5 Million

Our Partners Include:

 Burlington



LANE BRYANT

Great Clips® maurices

KONAICE

Office
DEPOT

ooly

PCM-G THE RIGHT
TECHNOLOGY,
DELIVERED



nickelodeon®

HBO

ALERUS
MORTGAGE

KRONOS®

PROPANE
CLEAN AMERICAN ENERGY™

ACE CASH EXPRESS®



F·I·S·H
FOUNDATION, INC.
FINDING INDIVIDUAL SPIRITUAL HEALTH

Transparency

Comprehensive reporting of every item purchased.

Credibility

Highest 4-star rating from Charity Navigator.

Security

No cash changes hands.
All items selected by educators are shipped directly to schools.





“AdoptAClassroom.org is a trusted partner, committed to carefully considering where their funds will do the most good for our students. We thank AdoptAClassroom.org for their invaluable support of our schools and students.”

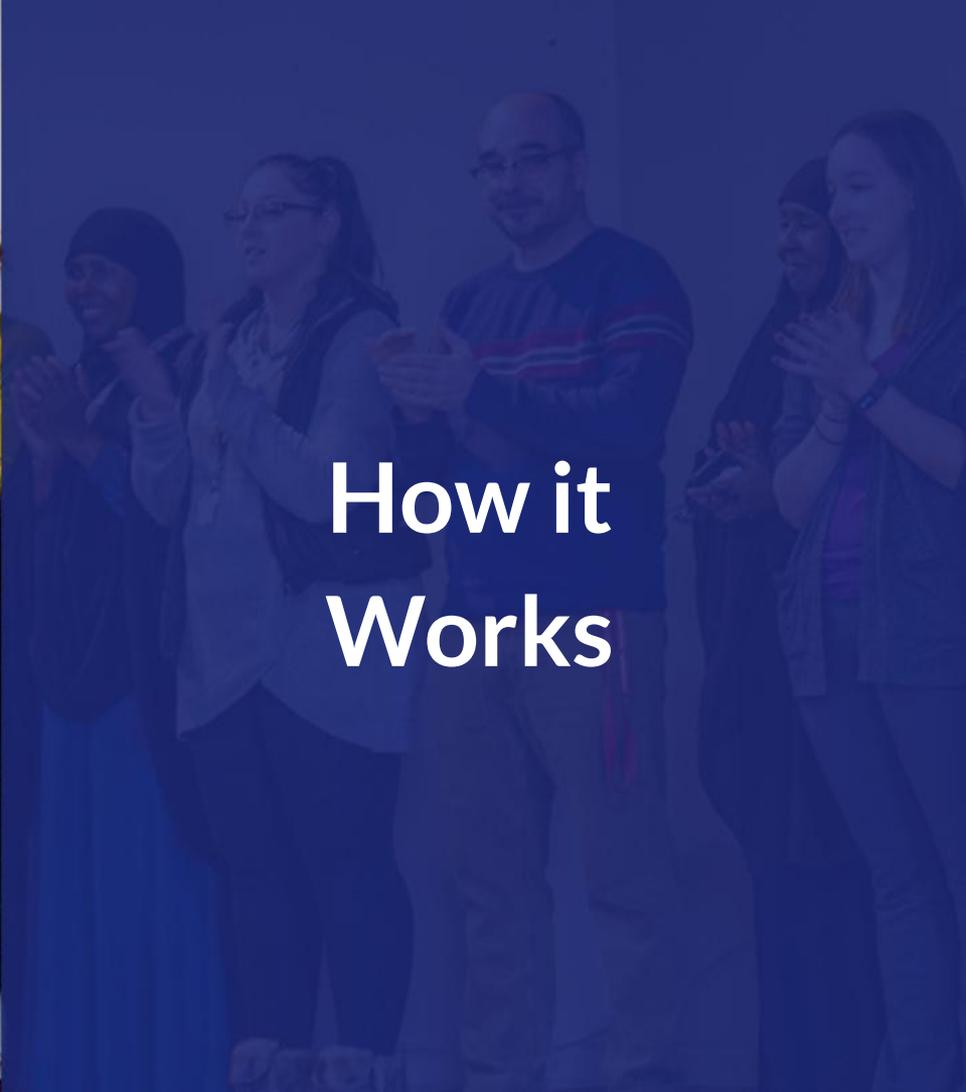
– Mariano Guzmán, Senior Advisor
Office of the Chancellor,
NYC Department of Education

“AdoptAClassroom.org was extremely easy to work with. Their staff was available throughout the entire process to help us get what we needed. Teachers were able to get materials to support student learning that were not within our school budget. We were very impressed with how user-friendly the site is, and with the quality and variety of vendors.”

I would absolutely work with AdoptAClassroom.org again. I was very impressed by the professionalism and support I received.”

– Alison, School Principal in Sparks, NV





How it Works

Teacher Program

We are the original fundraising platform for teachers.

Since 1998, our generous donors have adopted more than 225,000 classrooms across the nation.

We connect teachers to donors and other funding opportunities for their classroom, including grants and sponsorships.

Eligibility

- K-12 teachers or certified staff members in all U.S. States and Territories
- Accredited Private, Public, or Charter Schools
- Prekindergarten classrooms are permitted, if they are based in an accredited K-12 school

How it Works for Teachers



Step 1

Teachers register and create a Classroom Fundraising Page.



Step 2

Donors, corporate sponsors, and foundations can contribute to Classroom Fundraising Pages.



Step 3

Donations are deposited into Teacher Program accounts as a credit.
No cash changes hands.



Step 4

Teachers are required to thank their donors before they can use their donations.



Step 5

Teachers can order what their classroom needs in our online marketplace of education and school supply vendors.
All orders are shipped directly to their school.



Step 6

Donors receive a list of the items purchased with their gift.
Districts can request reporting on all items ordered.

Click [here](#) for more information about our Teacher Program

School Program

Launched in 2019, our School Program is designed to help principals fill the gap in funding created by tight budgets and growing school needs.

This program gives individual donors and our corporate partners the ability to contribute to school-wide initiatives to benefit all students in a school. Our School Program complements our existing Teacher Program, and they are designed to work together to support school and classroom needs.

Eligibility

- K-12 principals or other school administrators* in all U.S. States and Territories
- Accredited Private, Public, or Charter Schools
- Prekindergarten programs are permitted, if they are based in an accredited K-12 school

**Our School Program is designed to help principals fundraise for their school. Principals may delegate the responsibility to another administrator as appropriate, such as a vice principal or administrative assistant.*

How it Works for Schools



Step 1

Principals register and create a School Fundraising Page.

They must have district approval before they can start fundraising.



Step 2

Donors, corporate sponsors, and foundations can contribute to approved School Fundraising Pages.



Step 3

Donations are deposited into School Program accounts as a credit.
No cash changes hands.



Step 4

Principals are required to thank their donors before they can use their donations.



Step 5

Principals can order what their school needs in our online marketplace of education and school supply vendors.
All orders are shipped directly to their school.



Step 6

Donors receive a list of the items purchased with their gift.

Click [here](#) for more information about our School Program.



Better Together.

Teacher + **School**
Program Program

1. Donors Have More Choice.

When donors, corporate sponsors, and foundations visit a school's fundraising page, they'll have the option to support a school-wide initiative and/or an individual classroom (or multiple classrooms) at that school, **opening up the possibility of larger donations that make a more transformative impact for the school's teachers and students.**

For example, if a school has a new technology initiative, a donor could contribute to a school-wide 1:1 laptop program, and/or contribute to a teacher who would like a classroom robotics set to teach engineering skills.





2. Stronger School Fundraising Pages.

Classroom pages add another level of detail to the school's fundraising page. They help tell the school's story, and give donors a better picture of the school and its needs.

3. A Helpful Tool for School Administrators.

Because school administrators can see which teachers at their school are fundraising for their classrooms, they'll have a better understanding of their teachers' needs.

The availability of reporting on teacher purchases provides principals and district leaders with full transparency regarding the supplies and materials coming into the school each year.





How Do I Get Started?

District Approval

Our goal is to be a good partner for schools and districts.

We understand that many districts have policies regarding who is permitted to fundraise on behalf of a school. That's why, before a principal can start fundraising for their school, we require approval from their district.

The approval states that the school's principal is authorized to fundraise on behalf of their school using AdoptAClassroom.org, and that they are authorized to use the funds they receive to order materials to be shipped to their school.

Requiring this approval ensures there is communication between the school and district before fundraising begins.

How District Approval Works

Districts can choose to grant district-wide approval, so all schools in the district are authorized to fundraise on our platform, or they can grant approval to schools on an individual basis.

Click [here](#) for more information on district approval.

If you would like to approve schools in your district on an individual basis, we can communicate this to your schools when they sign up. We can let them know who at the district they should contact regarding approval for their school. All you have to do is provide us with the appropriate person's name and contact information.

Feel free to contact us at info@adoptaclassroom.org with questions.



Crowdfunding for Schools and Teachers

Our 2020 teacher spending survey found that teachers spend an average of \$745 out-of-pocket each year on classroom supplies.

Our proprietary, easy-to-use education fundraising platform gives school administrators and teachers the ability to raise funds from their community, as well as from AdoptAClassroom.org's national network of donors, corporate sponsors, and foundations - funding sources they otherwise would not have access to.



AdoptAClassroom.org Meets Crowdfunding Best Practices



Crowdfunding Best Practice

AdoptAClassroom.org Policy

Materials, not cash.

Purchase and send resources directly to verified schools, instead of depositing cash into teachers' personal bank accounts.

No cash changes hands.

Teachers and school administrators order what they need in our online marketplace of education and school supply vendors. AdoptAClassroom.org pays every invoice. All items ordered are shipped directly to schools. We verify every school address.

Transparency at every step.

Publicly display details about each material that was funded and explain fees and overhead costs.

Donors receive an itemized list of everything purchased with their donation. To cover the technology and staff time required to support the School Program, we retain a 10% fee on every donation made to a school through our platform.

Capture impact.

Teachers should be required to report on how the resources were used in the classroom and how students benefited.

Teachers and school administrators are required to thank every donor who contributes to their classroom or school. They are also asked to complete an impact report to describe how students benefited from the donation.

AdoptAClassroom.org Meets Crowdfunding Best Practices



Crowdfunding Best Practice

AdoptAClassroom.org Policy

School ownership of funded materials.

The school, rather than the teacher, ultimately owns the funded resources.

Once shipped, items ordered through AdoptAClassroom.org are considered property of the school.

District visibility and reporting.

Notify principals when items are being shipped to schools, and provide line-by-line reporting of every project to districts upon request.

We can provide schools and districts with itemized reports, listing everything ordered by principals and teachers on AdoptAClassroom.org.

Student protection.

There should be mechanisms for protecting student privacy, as well as a privacy policy tailored to the unique needs of students in public schools.

Our policies are designed to protect student privacy. Teachers and school administrators may not share information that identifies students without appropriate permissions. Information or images not in compliance will be removed from our site.

How Does AdoptAClassroom.org Compare With DonorsChoose.org?

AdoptAClassroom.org and DonorsChoose.org share a mission to help students succeed by funding educators so they can purchase school supplies and materials.

- Both are national, 501(c)(3) nonprofit organizations
- Both hold the highest rating from Charity Navigator
- Both raise funds from individual donors, corporate sponsors, and foundations
- Both meet the AASA and NSBA Crowdfunding Best Practices
- Both are free for teachers



Key Differences



We are the original education fundraising platform. Founded in 1998, we've been supporting teachers for more than 20 years.

Founded in 2000.

We serve PreK-12 teachers and school administrators of public, private, and charter schools in all U.S. states and territories.

Serves K-12 teachers in public schools only. Not available to school administrators for school-wide projects.

We believe teachers and school administrators are professionals who know best what their classrooms and schools need. We give them discretion and flexibility to spend funds based on their real-time needs.

Specifically defined projects only. Funds can only be spent on what is listed in the teacher's project proposal.

Key Differences



Donations can be used anytime within 12 months of the date of the donation.

Teachers and school administrators are not locked into specific fundraising goals, projects, or timelines. They can order what they need for their classrooms and/or schools when they need it.

Projects only remain on the site for up to 4 months.

If a project doesn't meet its funding goal, donors can redirect their funds elsewhere.

Donors can make recurring monthly donations to provide continued support to the teachers and/or schools of their choice.

Donors can make a recurring monthly donation to classroom projects only. Each month, donors have 30 days to select which project they'd like to support with their recurring donation.

If they do not select a project within 30 days, DonorsChoose.org will allocate their donation to a project that is in urgent need of support.

Other Funding Opportunities



AdoptAClassroom.org is not just a crowdfunding platform.

We are a national nonprofit dedicated to equity in education. Our donors and corporate sponsors work with us to fund classrooms and schools locally and nationally.

Here are some of the ways that we provide funding for classrooms and schools outside of traditional crowdfunding:

- **Adoption “Match” Programs**

National corporate sponsors contribute to AdoptAClassroom.org and ask us to “match” them with classrooms or schools that fit their criteria, such as location, subject area, or Title 1 status. Teachers and school administrators who log in regularly and have strong fundraising pages have the best chance of being selected.

- **Sweepstakes and Giveaways**

Teachers and school administrators can enter their classroom or school for funding on AdoptAClassroom.org, or for free school supplies.

- **Spotlight Funds**

Several times each year we alert school administrators and teachers about [Spotlight Fund](#) grant opportunities. Our Spotlight Funds support Racial Equity, STEAM, Inclusive Classrooms, Disaster Relief, and more.

Check out the [Funding Opportunities](#) section on our blog for current programs.

How to Make the Most Out of AdoptAClassroom.org

Schools can share a link to their fundraising page with their community in a variety of ways, including:

- On the school's website
- In newsletters, emails, and other communications to parents and students
- On social media

Principals and teachers who are already registered can encourage other teachers and principals in their district to register and create a fundraising page for their classroom or school.

Teachers and school administrators with an active fundraising page may be eligible for corporate sponsor matching opportunities for their classroom or school. When these opportunities arise, we'll alert them via email.

District or school foundations can partner with us to offer challenge or matching grants to increase the amount of funding they have available for their teachers and schools.



Case Studies

Innovation in School Funding: Our Partnership with St. Paul Public Schools

St. Paul Public Schools (SPPS) saw promising results from The Innocent Classroom, a transformative teacher training program that helps teachers work with students who have experienced trauma and racial bias. SPPS wanted to continue with the program, but cost was a barrier, particularly as it is most effective when done on a school-wide basis, and sustained over time.

One school had completed two of the three phases of the program and was looking for funding to implement the third phase. With the district's support, we worked with the principal to create a fundraising page for the school on AdoptAClassroom.org, with a goal to raise \$30,000 to implement the final phase of the program. Within a few months we received more than \$22,000 from individual donors and local businesses.

With a majority of the funds needed raised through our school fundraising platform, the district contributed the remainder, leaving SPPS with more funds available than they anticipated to put toward Innocent Classroom training at other schools in the district.

Click [here](#) to read the whole story.



Funds Raised:
\$22,000+



Donors Involved:
36



Students Supported:
476



Funds Raised:
\$30,000+



Individual Donations:
271



Students Supported:
926

Maximizing Employee Engagement to Support Local Schools

When we explore objectives and fundraising goals with our business partners, we sometimes find that matching them with a local school, rather than an individual classroom, is the best way for them to achieve their desired impact.

To help a large marketing services company create meaningful change for educators and students in their community, we built custom fundraising pages for their 1,000+ employees, and connected them with two local schools. This partnership raised more than \$30,000 that was shared with the schools, giving them access to classroom materials and services they otherwise could not afford.

In addition to the funds they donated, employees donated their time to perform meaningful acts of service at the schools, including painting the teachers' lounge and providing breakfast for school staff.

Click [here](#) to read the whole story.



Contact us

We'd love to hear from you!



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General Inquiries and Customer Service - info@adoptaclassroom.org

For more information about our School Program, click [here](#).

For more information about our Teacher Program, click [here](#).

Interested in receiving updates about AdoptAClassroom.org and our programs?

Sign up for our newsletter [here](#).