

# Partnering with AdoptAClassroom.org

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for  
School Districts

Adopt A Classroom.org®





About  
*Adopt A Classroom.org*<sup>®</sup>





## 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 three channels - **crowdfunding**, **grants**, and **corporate partner 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:  
\$74 Million

Classrooms Served:  
300,000+

Students Supported:  
7 Million +

## Our Partners Include:



## Transparency

Comprehensive reporting of every item purchased.

## Credibility

Highest ratings from Charity Navigator and Guidestar.

## 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, Former 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



## District Partnership

Our goal is to be a good partner for schools and districts. To support your district's needs, AdoptAClassroom.org offers:

- Informational materials for districts to provide to educators
- Upon request, quarterly or annual reports on fundraising activity in your district, provided total funds raised exceeds \$1,000 for the period; to request a report, email [info@adoptaclassroom.org](mailto:info@adoptaclassroom.org)
- Adherence to crowdfunding best practices set forth by The School Superintendents Association and the National School Board Association

# 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.

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. Donors are asked for a supplemental donation to cover the technology and staff time required to support operations. However, this fee is completely optional and donors can choose to opt out.

### **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 before ordering materials. 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.

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.

## AdoptAClassroom.org is not just a crowdfunding platform.

We are a national nonprofit dedicated to equity in education. Our donors and corporate partners 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 partners 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 Art, Inclusion, Racial Equity, and STEM.

Check out the [Funding Opportunities](#) section of our website for more information.



# Contact us

We'd love to hear from you!

General Inquiries and Customer Service:  
[info@adoptaclassroom.org](mailto:info@adoptaclassroom.org)

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

To receive updates about AdoptAClassroom.org,  
including funding opportunities for teachers and schools,  
sign up for our mailing list [here](#).