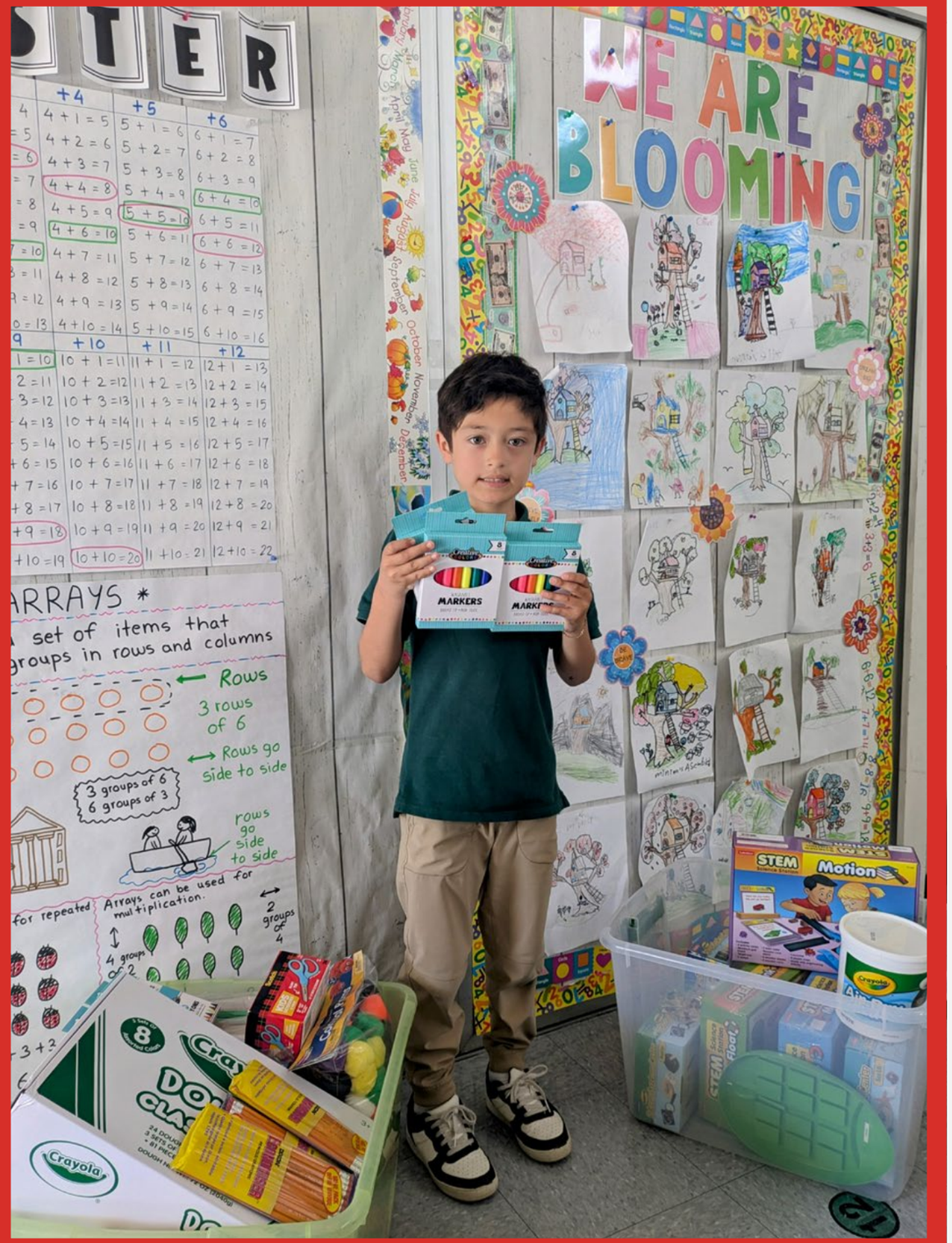
2025–2026

ANNUAL REPORT

Our Mission

Advancing equity in education, one classroom at a time.



“We need school supplies because without them, we wouldn’t be able to learn.”

—Andrew,
2nd Grade Student

We're Still Here for Teachers

Letter From the Chief Executive Officer

To Our Community,

As I begin my tenure as CEO at AdoptAClassroom.org, I'm struck by both the enormous challenges facing our nation's teachers and the incredible resilience of those educators to keep showing up for their students. While there have been significant shifts in the PreK-12 education landscape in the U.S. since I joined AdoptAClassroom.org in 2013, one constant has been teachers spending their own money on classroom supplies. As long as that's the case, our team will continue working to secure funding so that those teachers can get exactly what their students need.

This past year, we've seen educators doing their best to provide for their students and classroom families during challenging times. Whether it's threats to school safety, funding cuts and funding delays for critical school programs, or the ongoing teacher shortage facing many of our largest school districts, teachers are expected to do more with less. A 2025 report from the National Education Association concluded that when adjusted for inflation, on average, teachers are making 5% less than they did 10 years ago.

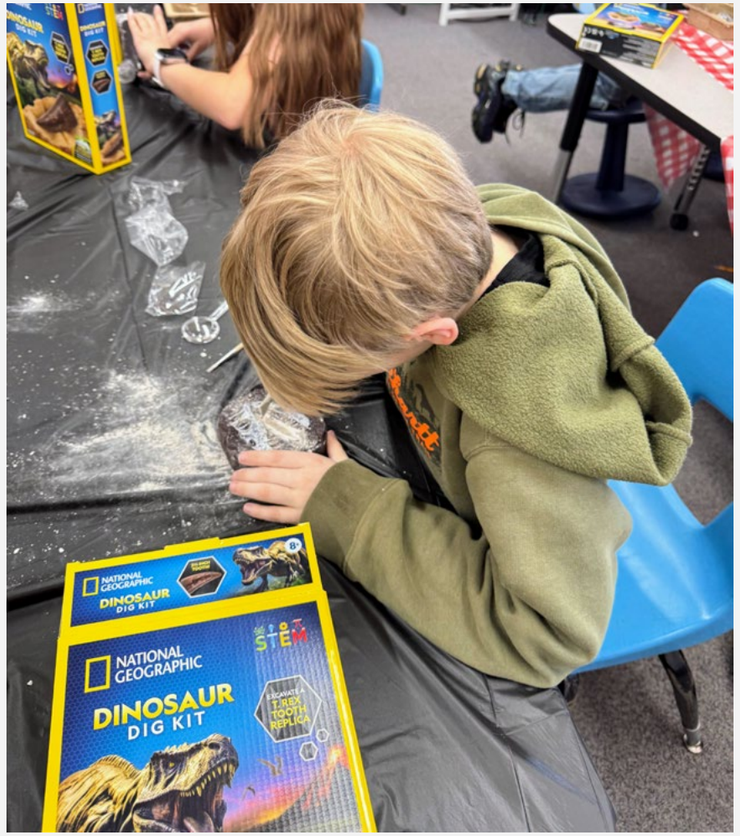
Against that backdrop, the fact that teachers spend an average of $895 a year on supplies for their classrooms is even more astounding (that's 49% more than they were spending 10 years ago; even adjusting for inflation, that's a 10% increase over 2015). It makes our work at AdoptAClassroom.org more critical than ever.

It's not surprising that we've seen more teachers crowdfunding on our site this past year than in any prior year. It's a wonder those teachers even have time to seek out support given the immense professional demands they face. But, as educators tell us all the time, they do it because they care about providing the best possible learning environment for their students.

We're Still Here for Teachers (continued)

Letter From the Chief Executive Officer

On page 11 of this report, you'll read about Francy, a third grade teacher who's been using AdoptAClassroom.org since 2018. Like so many teachers, Francy was spending her own money to buy food, supplies and learning tools for her students. She's used AdoptAClassroom.org to create a better learning environment for her students, and she values the flexibility she has to get exactly what her students need.



> "I definitely plan to continue fundraising through AdoptAClassroom.org because our students' needs are always growing and changing."
>
> –Francy, 3rd Grade Teacher

But teachers like Francy can't do it alone, and that's where you come in. It can feel impossible to effect real change right now, but we hear from teachers that your donations make a meaningful difference to them and the students you've helped support. In fact, 9 in 10 teachers say support from AdoptAClassroom.org influences them to keep teaching.

While I'm grateful to our funders and our staff for raising more money for teachers this past year than ever before, there are still teachers waiting for their first donation so that they can get the essential classroom supplies their students need.

Thank you not just for what you've done to support educators in the past, but also for what you're going to do for those educators still needing support as we work together to advance equity in education, one classroom at a time.

Sincerely,
Ryan Jordan,
Chief Executive Officer

Our Impact

2025

23,000+
Classrooms Adopted

539,000+
Students Supported

237,000+
Items Delivered

91%
of Classrooms Adopted
Were High-Needs

Since 1998

337,000+
Classrooms Adopted

7,850,000+
Students Supported

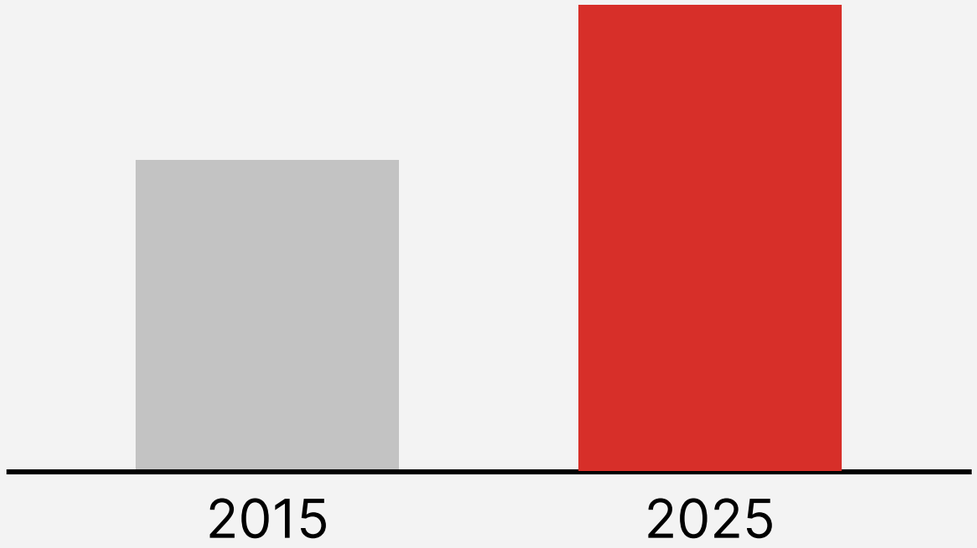
$83,000,000+
Raised

"I spend my own money purchasing school supplies to ensure every student has the necessary materials to succeed in school."

—Jackie,
3rd Grade Teacher

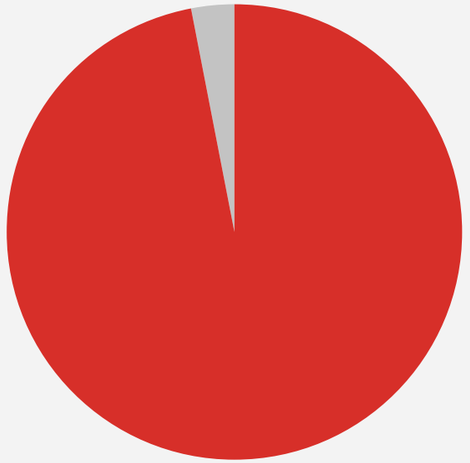
2025 Teacher Spending Survey

$895 is the average amount teachers spent out-of-pocket on school supplies.



Teachers' classroom spending increased 49% since 2015.

The median school supply budget is $200.

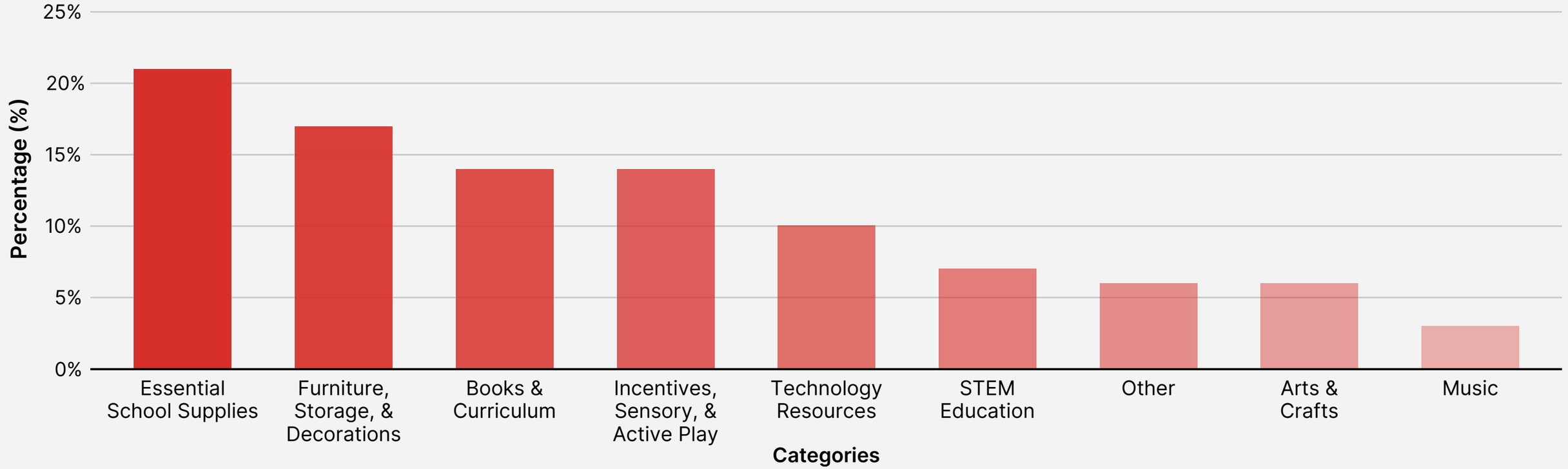


97% of teachers said their budget was not enough to cover their needs.

AdoptAClassroom.org Donors Make a Difference

9 in 10 teachers say
support from AdoptAClassroom.org
positively influences them to keep teaching.

How Teachers Spent Their AdoptAClassroom.org Donations
August–October 2025 Snapshot of Teacher Purchases by Dollars Spent



"AdoptAClassroom.org has allowed me to give my students what they truly need."

—Francy,
3rd Grade Teacher

Why Classroom Donations Matter

Q&A with a teacher supported by donors

We interviewed Francy, a third grade teacher, to see how the donations she received on AdoptAClassroom.org helped her and her students. She highlights why our donors are important to classrooms like hers.

How much of your own money do you spend on supplies for your students each year?

$1,200

What is the difference AdoptAClassroom.org donations made in your classroom?

Donations from AdoptAClassroom.org have made a huge difference in my classroom.

My students now have the food, supplies, and learning tools they need to be successful each day. These donations have helped create a more supportive and engaging environment, and I no longer have to spend as much of my own money to meet their basic needs.

I'm so grateful for the generosity that helps my students thrive.

How have your students benefited from the supplies you were able to purchase with your AdoptAClassroom.org funds?

Thanks to AdoptAClassroom.org, my students have benefited in so many meaningful ways. Our most recent purchase was a new rug that allows students to sit together on the floor during our new math curriculum lessons. This small change has made a big difference; students are more engaged, comfortable, and excited to learn.

AdoptAClassroom.org has also helped provide food, snacks, and even slippers, ensuring that my students have what they need to feel cared for and ready to learn each day. These donations have truly supported both their learning and their social-emotional well-being.

How does it make you feel when people donate to your classroom?

When people donate to my classroom, it reminds me that there are so many kind and generous people in the world who care about children they've never even met. It fills me with gratitude and hope to know that others believe in my students and want to support their learning and well-being.

Do you plan to continue fundraising through AdoptAClassroom.org?

I definitely plan to continue fundraising through AdoptAClassroom.org because our students' needs are always changing. Right now, our biggest needs are snacks to keep students fueled and ready to learn, flexible seating to help them stay comfortable and focused, and reliable technology for teachers.

Every donation, big or small, makes a real difference.

“You’ve done more than donate items; you’ve helped restore a community, one page, one pencil, one student at a time.”

—Shirin,
Natural Disaster Fund
Grant Recipient

Spotlight Funds

Spotlight Funds Grants

AdoptAClassroom.org's Spotlight Funds are a unique branch of our programming that provide classroom grants that support specific areas of need. Spotlight Funds prioritize funding for high-need classrooms to ensure that materials get where they are needed most.

Spotlight Fund Impact

2025 Classrooms Impacted: 342
All-Time Classrooms Impacted: 1,594

2025 Students Supported: 8,352
All-Time Students Supported: 43,670

Students Supported by Fund

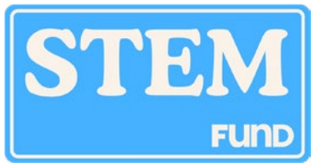
2025: 1,150
All-Time: 4,575

2025: 2,578
All-Time: 6,153

2025: 2,115
All-Time: 4,283

2025: 1,438
All-Time: 2,513

2025: 630
All-Time: 16,958



2025: 441
All-Time: 6,053

“Subaru and our retailers are proud to work with AdoptAClassroom.org by providing teachers with the funding they need to purchase essential school supplies.”

– Jeff Walters,
President and COO,
Subaru of America, Inc.

List of AdoptAClassroom.org Partners:

SUBARU

Burlington

bread financial

STAND OUT for good INC.

THE BELRON RONNIE LUBNER CHARITABLE FOUNDATION

KKR

SKECHERS

POPULUS FINANCIAL GROUP

ACE CASH EXPRESS

PPG

EATON Powering Business Worldwide

Sunbelt BAKERY

CalEdAssist CALIFORNIA EDUCATION ASSISTANCE, INC.

rhp PROPERTIES america's home

BEST YEAR EVER

DORSEY always ahead

Click the logos to learn more about our partnerships.

Subaru Partnership Highlight

In 2025, Subaru of America and AdoptAClassroom.org celebrated five years of partnering to support classrooms nationwide. Through the Subaru Loves Learning program, Subaru and its retailers have helped more than 950,000 students at high-needs schools access essential learning materials.

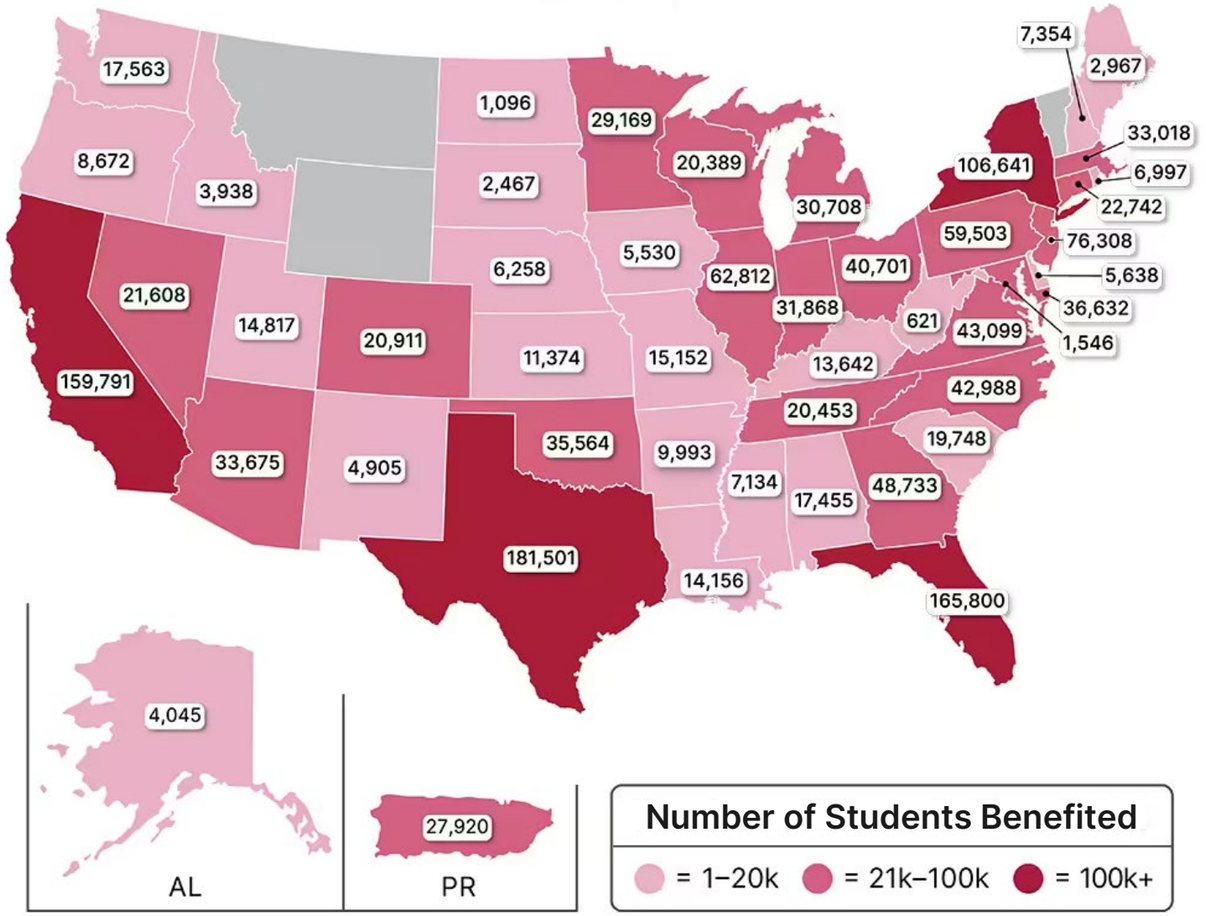
The strength of our award-winning partnership is in the relationships between schools, districts, and Subaru retailers. More than 630 retailers adopt neighborhood schools through the Subaru Loves Learning program, and many of these retailers adopt the same school year after year. Thanks to Subaru's commitment to creating strong communities, students nationwide now have the school supplies they need to learn.

Burlington Partnership Highlight

Burlington partners with AdoptAClassroom.org to build brighter futures for students by donating to classrooms at high-needs schools. Since 2017, the off-price retailer has hosted an annual register round-up during the back-to-school shopping season to raise funds for AdoptAClassroom.org. In 2025, thanks to their generous customers and associates, their donation supported more than 92,500 students at high-needs schools.

We will celebrate the 10th anniversary of our partnership with Burlington in 2026 by continuing to make a difference for classrooms in Burlington store communities nationwide.

Map of Students Supported by Burlington since 2017



"I donated to AdoptAClassroom.org because I want to show teachers how much I value them."

– Valerie,
AdoptAClassroom.org Donor

Honor Roll

$10,000

Carl and Elena Schriever
Danaher
Kendra Scott
New England Biolabs
Outsell Corporation
Taylored Expressions
The Hankin Family
The Miami Foundation

$1,000 – $9,999

Abi Young
Ability Development Talent Education
Aishwarya Nagarajan
Allec Self Storage
Andy Spitler
Annie Alcott
Arcfield
Ashley Gobert
Ashveer Sewpersad
August Ochabauer
Benjamin and Karen Malave
Big Marker
BlackRock
Boyd Financial Strategies, Inc
BSE Global
Budget Motors of Wisconsin Inc.
Catherine Brinkley
Cheryl Bowman
Cheryl Morehouse
Chris Korow
Chris Pahl
Claire Ceriani
Connor Morrison
David McClintock
Diane W. Kaufman
DNBA Foundation
ECC Foundation
Erik Huckle and Janelle Leggere
Esther Sykora
Evention, LLC
Frank Rodriguez
Gail Nason
Gallant Dynamics, LLC
Gayle Levine
Gene Gamelin
Global Battery Systems Lab, Wallace Battery Cell Innovation Center, Materials and Chemistry Labs
Hana Sweatt
Heather Duval
Heather Mickman
Helping People Who Help People Foundation, Inc.
i5 Technology Group
Jack and Hille Dais
Jay Kim
Jeanne and Kevin Poorman
Jennifer Swanson
Jiles Baggett
Jim Rohlfing
JoeDoesScience
John T. Harris
Jordan Laughlin
Judith and Nathan Pollack
Julie Krueger
Karen Bouton
Kayla and Daniel Wesser
Ken Peak
Kimberly Watson
Korn Ferry
Law Office of Ashley Green
Lisa Anderson Law
Lisa MacKinnon
Lola Eneh
Margaret Walter
Mark and Elizabeth Murray
Martin Treu
MaryAnn Erl
Max Weiss
Minnesota Association of Professional Employees (MAPE) Local 801
Mr. and Mrs. Joseph Gilmore
Orion Lending/Orion Cares
Poylgence
Reach Out for Schools
Ruthie Palanker Fund
Ryan Leopold
Sarah Parks
Sariah Van Leuven
Scott Pasternak
Sean Kelley
Sharon Truax
Susan Rouse Family Foundation
Teresa Kennelly
The Bank of Princeton
The Debbs Family
The Giving Block
The Shifley Family
The SouthEast SAS Users Group (SESUG)
Tony DiVerniero
Travis G Clemens
Trent Kuzman
Wynnstay Foundation

$250 – $999

Aigner Chocolates
Albert T. Ripalda
Alex and Dana Loven
Alfred Tips
Alice Gaub
Alison Woods
Andrea and Gioia Bonomi
Angel Arias
Angie Badillo
Ann and David Heider
Anna Guyer
Anna Nickless
Anne Ruiz
Annie M. Harrell
Anwar Bhamla
Ashlie Reed
Beth D. Kuzman
Beth Knutstrom
Bethany Ridinger
Booking Holdings Financial Services USA, LLC
Bria Arvay
Carolyn Wright
Carrie Carver
Carrie Maxwell
Catherine Bouie
Catherine Greene
Celeste Lira
Cheryl A. Smith
Chris Barber
Christina Polischuk
Christopher Arey
Cindy Commeau of FUMC Bangor
Cindy Lemire
David and Cherie Martin

Honor Roll (continued)

David Alexander
David Quinones
Death Wish Coffee
Deidra Roach
Delta Kappa Gamma Society, Pi Chapter of Jefferson County, CO
Dia Weil
Diane & Mark Melio
Doug Bryson
Doug Willies
Dustin Cowles and Jen Keene
Elizabeth McCabe
Ellie J. Ettner
Emily Summers
Erin Schmieder
Fountain of Love
Fuller General Dentistry
Gauraang Dhamankar
Geoffrey Sledge
Gilles Foot and Ankle
Jeanne Taylor
Guilliana Jew
Hannah Clott
Heidi Alexander
Hot Head Burritos
Jeff Gray
Jennifer McAlevy
Jerome G. Remm
Jesus Cisneros
JoAnne Latham
John F. Saddler
Johnny and Janelle Escalante
Jordan Abrams
Joseph Quinlan
Joseph's Heating and Air
Josh Fishman
Joyanne Hamilton
Juliet Koss
Karan and Devan Agarwal
Karen Kaukola
Kat and Tyler Atchley
Kathy Zapka
Kindeva Drug Delivery
Korrin and Tom Callahan
Kyle's Auto Tags
LaRae Bartholoma
Laura Brustkern
Lauren Bresler
Lauren Foley
Lauren Kane
Linda Pizarro
Linda Turchi
Maija Waris
Marcella Jones
Maria Noa
Marlene Bletko
Marni Parkee
Mary Spelbrink
Matthew Schaar
Maumi Villarreal
Melt Your Heart
Mischa Lorraine
Nana and GG Cogswell
Nancy Anne Bailey
Nancy Fairbanks
PAN Communications
Patricia Sills
Patrick Darby
Patrick Jones
Paulina Paiz de Morales
Phyllis Mellon and Norm Charles
Precision Innovations LLC
Qurat Khalid
Ron and Cary Myshka
Ronnie Robertson
Russel Robinson
Samantha Ernst
Sandoval Family
Sara Livingston
Sean Madden
Sharon Versweyveld
Sharreen Hardy
Stefany Getty
Susan Fallows and Rob Raff
Susan Kirmayer
Susan McConnell
Tanner McKerlie
Tara Penson
Tatiana Alvarez Perez
The Acts Church
The Joseph and Lauretta Freeman Foundation
Therese Moriarty
Tiffany Macdonald
Tomas Gonzalez
Troy Peterson
Valerie Lima
Vanessa O'Kelley
Vicki Carson
Wendy Lundeen
WGI Engineering
Willow Health and Wellness
Willow Manley
Wilma Win
Women in SHI @ SHI International
Zachary Stack
Sean Madden
Sharon Versweyveld

Business Fundraisers

ORION LENDING
KORN FERRY
ECC
BigMarker
danaher
BlackRock
SESUG 2025 *

* As of 2026, SESUG has changed its name to SEASUG.

Vendor Supporters

In addition to offering their products and services on the AdoptAClassroom.org Marketplace, these vendors also financially support the organization.

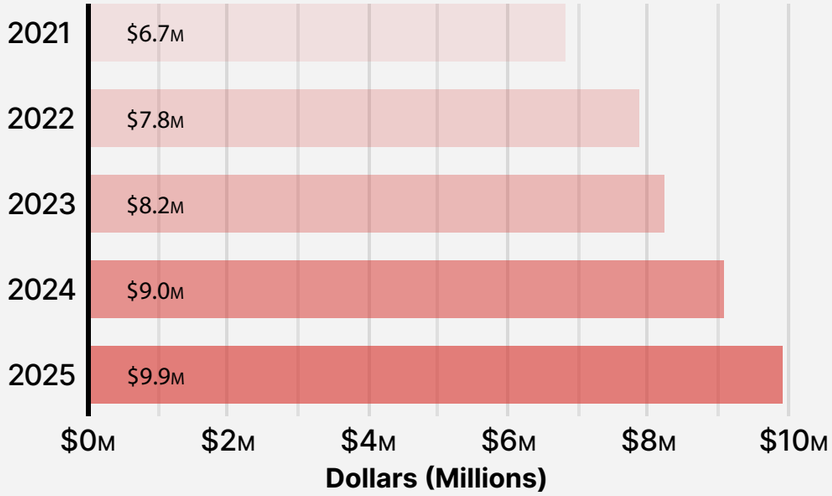
Staples
Lakeshore
FUN EXPRESS
School Specialty
Really Good Stuff
BECKER'S
KAPLAN
FREY scientific
akj EDUCATION
Carson Dellosa Education
SCHOLASTIC
MUSIC & ARTS
Learning A-Z
your dollar buys
ooly
SCHOLASTIC Magazines+
Genius Games
wonder workshop
Lerner

Fiscal Year 2025 Highlights

2025 Financial Performance at a Glance

Total Revenues	$9,882,547
Total Expenses	$9,115,635
Net Income	$766,912
Net Assets, EOY	$9,557,853

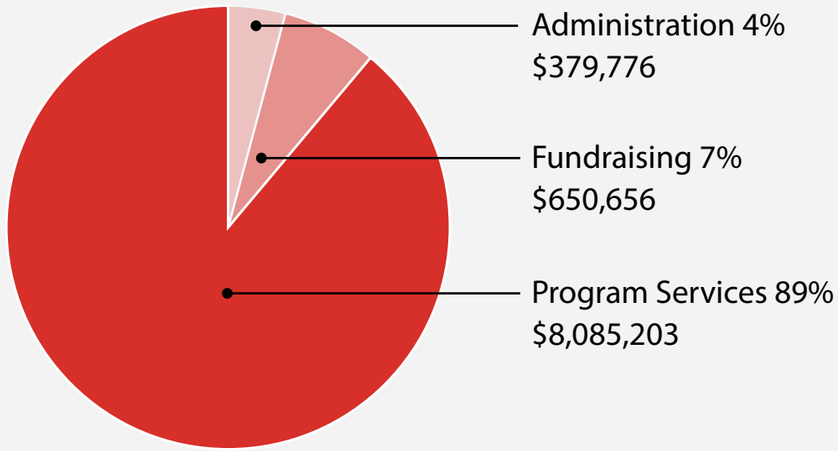
Revenue Growth Over Time



Since FY 2021, AdoptAClassroom.org's Total Revenues increased 47%.

FY 2025 increased 10% from FY 2024.

Breakdown of Fiscal Year 2025 Operating Expenses



Note:
AdoptAClassroom.org fiscal years run July 1–June 30. Full audited financial statements and our IRS Form 990 are available on our website.

Highest Ratings

Candid
Since 2022, AdoptAClassroom.org has earned the highest possible rating of Platinum Transparency.

Charity Navigator
Since 2012, AdoptAClassroom.org has earned the highest rating of 4 stars for Accountability and Finance.

We’re also proud to hold the highest rating from the Better Business Bureau.

Our Team

AdoptAClassroom.org Staff

AdoptAClassroom.org Executive Team

Ryan Jordan, Chief Executive Officer
Melissa Hruza, Chief Marketing & Development Officer
Kathryn Atchley, Vice President of Corporate Partnerships
Austin Hagle, Vice President of Information Technology

AdoptAClassroom.org Leadership Council

Shannon Baker, Vice President of Operations
Cristina Easton, Program Strategy Manager
Angie Harris, Development Director
Devon Karbowski, Senior Director of Marketing
Zach Stoebner, Creative Director

AdoptAClassroom.org Staff

Katherine Castillo, Teacher Services Manager
Kirsten Fedorowicz, Senior Marketing Coordinator
Cecilia Gutierrez, Outreach Specialist
Jen Keene, Teacher Community Manager
Whitney Miller, Outreach Manager
Ashley Palin, Senior Teacher Communications Specialist
Ann Ruhr Pifer, Director of Strategic Initiatives
Traneka Southwell, Teacher Services Specialist
Arielle Straus, Corporate Partnerships Coordinator
Ashley Takacs, Corporate Partnerships Director
Mohamed Tarawally, Growth Marketing Manager
Neil Taylor, Administrative & Development Coordinator
Kari Wilder, Senior Outreach Specialist
Jessica Woodard Croke, Corporate Partnerships Manager

AdoptAClassroom.org Board of Directors

Board Officers

Annie Alcott, Chair, Lecturer, UC Berkeley School of Education, Former Teacher

Ashley Gobert, Vice Chair, Consulting Senior Manager, Vynamic

Kayla Wesser, Treasurer, Chief Financial Officer & Co-Founder, Distill

Spencer Smith, Secretary, VP, Strategic Growth, Bold Orange

Board Members

Heather (Duval) Barnard, Senior Manager, Disputes, Claims, & Investigations, Stout

Haskel Black, Associate, Ballard Spahr LLP

Rahoul Ghose, Chief Information Officer, ECMC Group

Jeff Gray, Partner, PwC

Erik Huckle, Director of Product Management, Palo Alto Networks

Heather Mickman, Senior Vice President, Enterprise Infrastructure and Cloud, Cencora

Connor Morrison, Director, Human Resources, Boston Scientific Corporation

Aishwarya Nagarajan, Partner and Director of Product Management, Microsoft AI

Kenneth Peak, Vice President, US Marketing & Distribution Compliance, BlackRock

Max Weiss, Chief of Staff, GLAAD

Teacher Advisory Board

Marisa Bagwell, Elementary General Music and Chorus Teacher

Jill Byrd, Elementary STEAM Lab Teacher

Alejandro De La Pena, Middle School Special Education Teacher

Michael Fabiano, High School Social Science Teacher

Liza Fournier Córdova, English as a Second Language (ESL) Teacher

Lisa Hicks, Elementary School Teacher

Felicia Henderson, Teacher and Social Justice Coordinator

Dr. Sonal Patel, Assistant Superintendent of Educational Services, San Leandro Unified School District, and Continuing Lecturer, UC Berkeley School of Education

Jenny Siegfried, Middle School Special Educator

Karen Zaccaria, Elementary and Middle School Educator

Teacher Leaders

Adrionna Carter, 4th Grade ELA

Kate Fisher, Elementary Science

60 S 6th St Ste 2800
Minneapolis, MN 55402

877-384-0764

info@adoptaclassroom.org

EIN: 65-0828272

AdoptAClassroom.org®