

# Annual Report

2016



 Adopt A Classroom.org

# Welcome Ann Ness!

## AdoptAClassroom.org's New Executive Director

Hello Friends,

I am honored to introduce myself as the new Executive Director of AdoptAClassroom.org. I joined the organization in the spring of 2016 and it has been an exciting nine months, rich in experience and heartfelt moments.

I'm proud to announce that during the 2015-2016 school year we raised more than \$2 million for teachers. This means that we funded nearly 10,000 teachers which benefited more than 245,000 students. We could not have accomplished this without you. Thank you.

This past back-to-school season I had the opportunity to witness one of our larger school adoption events at a K-12 charter school in the south side of Los Angeles. During the event our corporate sponsor surprised each of the school's 82 teachers with a \$600 gift card to AdoptAClassroom.org. I will never forget the tears of joy and appreciation expressed by the teachers. It was a combination of gratitude and the relief knowing they had funds to better equip their classrooms and give their 1700 students a greater shot at success. But this is one school, in one community.

There are teachers and schools across the country that continue to need our help. On average, teachers are spending nearly \$600 each year of their own money on supplies for their classroom and students. It's just not right. We can change this.

So how can you help? In addition to your generous donations, please tell your friends and family about our organization. Let them know that when they donate to AdoptAClassroom.org they can feel confident that their funds go to purchase supplies that go directly into the classroom.

In 2017, we celebrate our 19th year in operation, a total of 216,000 teachers funded and 2.2 million children with more of the tools needed to learn. Our plan, with your partnership, is to make 2016-2017 school year our most successful year to date.

*Thank you for helping us give teachers a hand.*

*Ann*



**Ann Ness**  
Executive Director  
AdoptAClassroom.org

# Teacher Appreciation Week 2016

Gannett Foundation Star Teacher Awards





*This Year's Impact* 

**\$2,070,978**

Raised for Classrooms

**9,836**

Classroom Adoptions

**245,000**

Students Benefited

*18 Years Of Giving Teachers A Hand*  
*Impact All-Time*

**\$30MM**

Raised To Date

**216,000**

Teachers Served

**4.25MM**

Students Benefited

# What A Difference

Adoptions by State in 2006



0

1 - 50

50 - 500

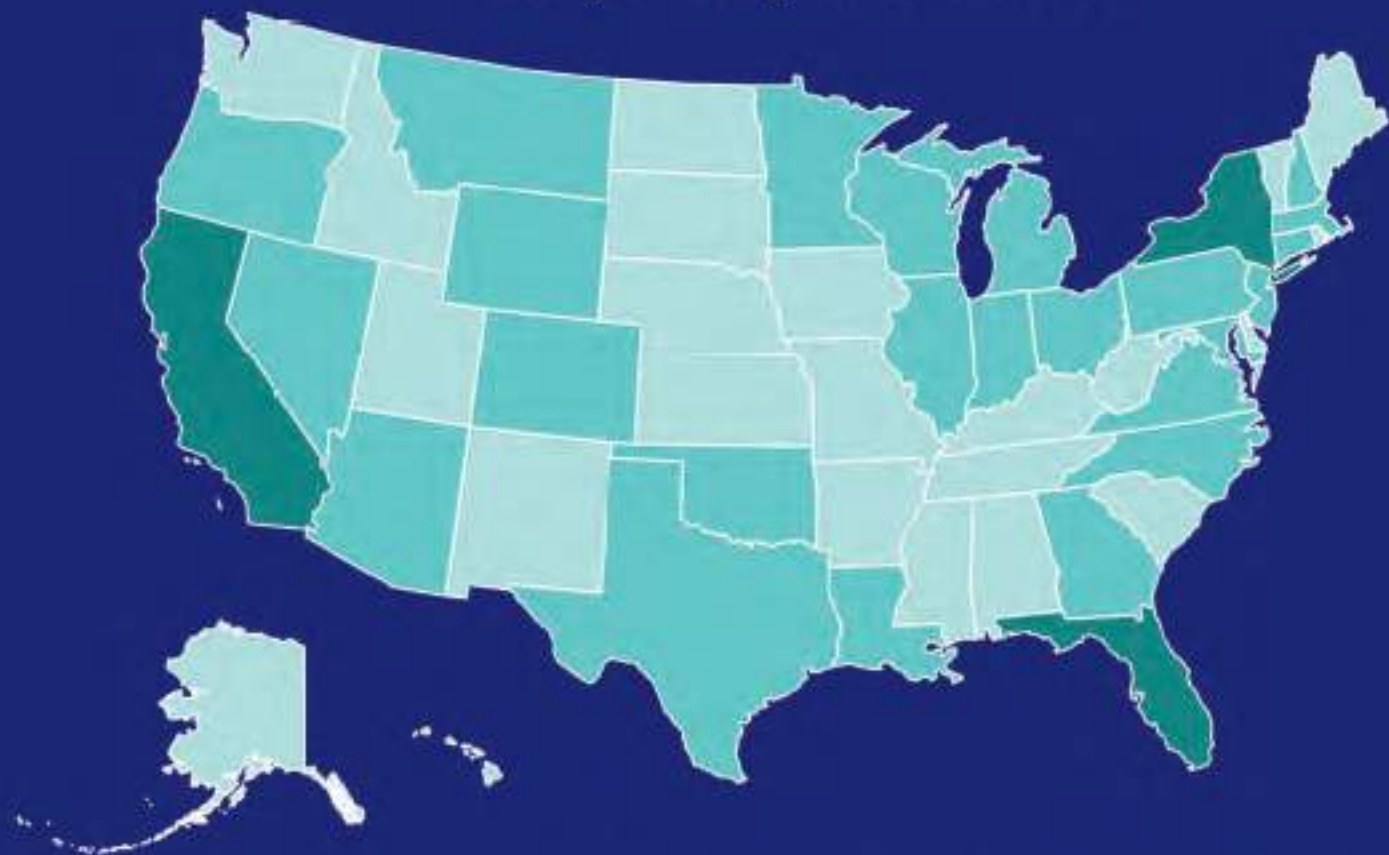
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Adoptions

# 10 Years Makes!

Adoptions by State in 2016



0

1 - 50

50 - 500

> 500



Adoptions

# SHERYL CROW

Signs on as AdoptAClassroom.org Spokesperson



"I know I wouldn't have become who I am without the support of the teachers here in this community telling me there was nothing I couldn't do."

-Sheryl Crow

## February 2016:

AdoptAClassroom.org and Sheryl Crow held a surprise Pep Rally at Kennett High School in Missouri. Every teacher received \$600 for their classrooms.

Jenna Bush Hager and the Today Show came along to capture the moment sponsored by Farmers Insurance.







# Back to School 2015

## Root, Root, Root for the Home Team

More than 90 Minnesota teachers and their guests joined AdoptAClassroom.org for a free ball game sponsored by the Minnesota Twins.

Highlights included a beautiful reception hosted by Carmichael Lynch and Spong PR, our parade of teachers walking the field for the pregame show, and a rookie teacher throwing the ceremonial pitch.



# TEACHER TESTIMONIAL

## MAIREAD BEANE

Mairead Beane teaches 10th and 11th grade Literature at Minneapolis College Preparatory School, where many of her students would be the first in their families to attend college. Beane's school does not have the resources for a library, so she decided to build a reading center. The mission of the reading center is to expose her students to more books so they can practice reading in a more comfortable and empowering environment.

Creating a reading center filled with fun books may not be the most traditional approach to increasing literacy test scores. But the results are impressive. In one year she saw two years growth from her 10th grade class, bringing her pass rate above the district average!

**“AdoptAClassroom.org has helped to create a space where students can feel successful. A lot of my students see a traditional classroom and think, ‘Oh, this is where I get F’s...this is where I get D’s.’ Just having a couch to come sit on and a cup of good apple cider while they’re here after school reading a book turns that into, ‘I want to do this and I can be successful here.’”**  
- Mairead Beane



# #IAmATeacher

World Teacher Day 2015

**For World Teacher Day 2015, we asked AdoptAClassroom.org teachers for their best stories about why they teach. We received hundreds of entries that showcased the challenges and successes of teachers across the nation.**



*Last year, a young man in my class was often wearing the same sweatshirt and jeans every day, and didn't have what he needed to stay organized. I decided to help him out. Something as simple as giving him extra folders for his classes really seemed to help him believe that he was important and able to be successful.*

**-Amanda C., Michigan**



*When I was a kid, my home life was one of chaos with drugs and alcohol, divorce and depression. School was my haven. My teachers saved my life. I want to provide that for the students of today.*

*-Yvonne T., Washington*

*I have a very young student with PTSD. She has a passion for birds, as I do. I shared some of my pictures with her, and when she makes progress or does what is needed, she earns a picture. I was able to get her a scrapbook and special colored pencils to make her own bird book.*

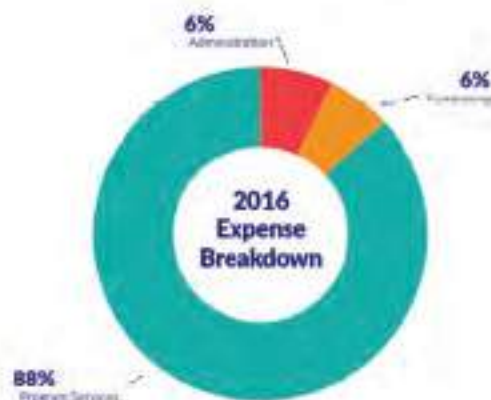
*-Carol C., Missouri*



*Our students are raised in homes where drugs, gangs, and violence are normal. Creating a community for them to thrive in inspires me to continue teaching despite the difficulties.*

*-Dani Y., North Carolina*

# Financials



Balance Sheet	2016 Actuals	2015 Actuals
Cash and Equivalents	\$2,309,430	\$1,635,374
Accounts Receivable	\$334,500	\$14,269
Other Assets	\$479,196	\$633,168
Property and Equipment, net	\$813,518	\$114,694
<b>Total Assets</b>	<b>\$3,936,634</b>	<b>\$2,397,505</b>
Accounts Payable	\$123,859	\$31,623
Accrued Expenses	\$10,855	\$4,718
<b>Total Liabilities</b>	<b>\$134,714</b>	<b>\$36,341</b>
Net Assets, Unrestricted	\$1,245,726	\$1,245,630
Net Assets, Temporarily Restricted	\$1,379,253	\$1,585,739
Net Assets, Permanently Restricted	\$472,841	\$630,731
<b>Total Net Assets</b>	<b>\$3,097,820</b>	<b>\$3,462,100</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$3,936,634</b>	<b>\$3,937,501</b>

Statements of Activities	2016 Actuals	2015 Actuals
Contributions, Grants and general public	\$734,295	\$674,782
Investment income - other	\$6,708	\$7,396
Net Assets released from restrictions	\$-	\$-
Satisfaction of donor restrictions	\$2,818,949	\$2,412,795
<b>Total Support and Revenue</b>	<b>\$3,559,952</b>	<b>\$3,094,973</b>
<b>Expenses</b>		
Program services	\$3,137,768	\$2,747,795
Classroom adoption		
Supporting services- Fundraising	\$305,767	\$273,873
Supporting services- Administration and management	\$218,322	\$182,700
<b>Total Expenses</b>	<b>\$3,559,952</b>	<b>\$3,004,368</b>
<b>Change in Net Assets</b>	<b>\$96</b>	<b>\$(107,647)</b>
Net Assets, beginning of the year	\$1,245,630	\$1,245,717
Net Assets, end of year	\$1,345,726	\$1,245,630

Information based on 2015 and 2016 audited financials

2016 AdoptAClassroom.org  
**Board of Directors**



**Pictured from left to right:**

**Martha Phelps**

Counsel, Davis, Wright, Tremaine

**Kurtz Strulniaks, Treasurer**

Vice President, Star Buck

**Julie Krueger**

Retail Industry Director, Google

**Jen Swanson**

Sr. Director, Digital Product Management,

Optum Consumer Experience Group

**Douglas K. Spong, Board Chair**

Founder and CEO, The Doug Spong Co. LLC

**Susan Engel, Secretary**

CEO, Lenox Group, Inc.\*

**Not Pictured:**

**Ami Messer Anderson**

Sr. Director Advertising & Media, CDC Entertainment

**Jennifer Coates**

Associate, Iovanna and Brooks

**Minda Gralnek**

Chief Creative Officer, Minda Gralnek and Co.

**Matt Johnson**

Partner Creative & Strategy Director, GoKart Labs

**Marjorie Fean, Vice Chair**

Managing Director, Diversified Search

**Tim Moysihan**

Director of Brand Marketing, Petco

**Scott Pansky**

Senior Partner and Co-Founder, Allison-Partners

**Max Holtzman**

Emerita, Founding Chair

*\*Former / Retired*



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.

# Teachers Need a Hand Now More Than Ever



More than half (51%)  
of America's kids  
in public schools  
live in poverty.



Nearly  
**two-thirds**  
of all classroom materials  
are purchased by teachers  
from their own funds.

Teachers are supplying  
their classroom with  
everything from pencils to  
technology to hygiene items.

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



Nearly 20% of  
teachers spend  
more than \$1000  
annually.





# How AdoptAClassroom.org Works!

Any K-12 teacher across the country can sign up.



Donors give to a teacher they know, search for a classroom, give to a Spotlight Fund or support our General Fund.



Teachers spend their funds right away on supplies their classrooms need most.



Donors receive thank you emails, impact stories, and the list of supplies they purchased for their adopted classroom.



We think supporting teachers in need  
**should be that simple!**

# Mission Statement:

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

