



Strategic Plan

Fiscal Years 2026 – 2030

About AdoptAClassroom.org

Every teacher should have access to the tools they need to teach. All students should have the resources and supplies they need for a great educational experience. AdoptAClassroom.org is a national nonprofit that partners with PreK-12 teachers, educators, and schools to equip students where they need it most. Today, teachers spend an average of \$895 of their own money on their classrooms each year. More than half of classroom supplies are purchased by the teacher. Since 1998, AdoptAClassroom.org has raised \$74 million and equipped 7 million students across the United States. 90% of all funded classrooms are located in high-needs schools. The 501(c)(3) organization holds the highest ratings from both Charity Navigator and Candid/ GuideStar. For more information, or to make a donation, please visit www.adoptaclassroom.org

Mission

Advancing equity in education,
one classroom at a time.

Vision

All teachers have access to the resources and supplies they need to do their job and to thrive in their profession, and *all* students have the resources and supplies they need for a great educational experience.

Values

Authentic

Balanced

Equity-oriented

Relational

Responsive

Strategic Plan Summary

AdoptAClassroom.org has experienced significant organizational growth and maturation over the past five years. In our most recent fiscal year, 2025, we served more teachers, raised more funds, and saw more visitors to our website than in any prior year.

Unfortunately, the needs of teachers have grown, too. Our 2025 survey of 3,737 teachers across the U.S. showed that the average amount spent by educators on their classrooms is now \$895, a 4% increase from 2023 and a 19% increase from 2021.

AdoptAClassroom.org's organizational infrastructure, programmatic expertise, and national network of educators, donors, and partners position us as a critical part of helping close the gap in classroom supplies in our country's schools. Over the next five years, AdoptAClassroom.org seeks to **continue growing organizational capacity, increase the number of classrooms in need receiving a meaningful amount of funding,** and continue working towards our long-term goal of **eliminating underfunded classrooms in the U.S.**

Goal #1:

Continue to grow organizational capacity

Time Horizon:

Next three years

Definition:

To achieve our mission, AdoptAClassroom.org must maintain operational excellence while increasing total revenues.

Key Measures of Success:

Grow total funds raised for teachers each fiscal year;
keep program expenses at least 85% of total expenses each fiscal year;
maintain at least six months of operating cash on hand.

Goal #2:

Increase the number of classrooms in high-needs schools that receive a meaningful amount of funding

Time Horizon:

Next five years

Definition:

To achieve our mission, AdoptAClassroom.org must ensure a meaningful amount of funding is going to the classrooms that need it most.

Key Measures of Success:

Direct at least 90% of funding to classrooms to high-needs schools; increase the number of classrooms in high-needs schools receiving \$500 or more each fiscal year.

Goal #3:

Eliminate underfunded classrooms

Time Horizon:

Next 25 years

Definition:

To achieve our mission, AdoptAClassroom.org must contribute to a future where all classrooms in the U.S. have access to the materials needed to promote educational opportunity.

Key Measures of Success:

Decrease the average amount teachers spend out of pocket on essential classroom supplies relative to inflation, as measured by AdoptAClassroom.org-owned surveys; establish new partnerships that increase national awareness of underfunded classrooms

AdoptAClassroom.org Program Model



Underfunded Classroom

 Adopt A Classroom.org®



Crowdfunding



Corporate & Foundation Partners



Spotlight Funds



Fully Funded Classroom



Teachers Thrive & Students Succeed