



What if there was a simple way to provide students with the books, technology, and supplies that they need to learn?

What if people from all walks of life could connect directly with public schools, learn about specific classroom needs, and choose how to help?

DonorsChoose makes this possible.

DonorsChoose.org is a simple way to provide students in need with resources that our public schools often lack. At this not-for-profit web site, teachers submit ideas for materials or experiences their students need to learn, such as:

► Magical Math Centers (\$200) ► Big Book Bonanza (\$320) ► Cooking Across the Curriculum (\$1,100)

Any individual can search student projects by areas of interest, learn about classroom needs, and choose to fund the project she/he finds most compelling. Donors receive a feedback package of student photos and thank-you notes, a teacher impact letter, and an expenditure report showing that their tax-deductible gift was spent as directed.

Our Mission

DonorsChoose aims to improve public education by engaging citizens in an online marketplace where teachers describe and individuals can fund specific student projects. We envision a nation where students in every community have the resources they need to learn.

Our Philosophy

DonorsChoose attracts contributors from all walks of life through an approach called Citizen Philanthropy. No matter their contribution size, all donors are treated to a level of service normally reserved for established philanthropists. This includes:

- *Meaningful Choice:* Whether interested in pre-K literacy or science field trips, donors can select the specific project that they feel will have the biggest impact.
- *Full Accountability:* We screen each project proposal before posting it online; purchase the materials for the teacher; and compile vivid feedback for the donor(s).
- *Portfolio Services:* DonorsChoose contributors can track and manage their giving in "My Account," which shows the citizen philanthropist everything from the subject areas she/he has funded to the number of students she/he has helped. Tools such as gift certificates and gift registries allow donors to engage their children, friends, and family members in citizen philanthropy.

Our Results

- Residents of 49 states have funded 4,500 student projects, channeling over \$2 million worth of resources to tens of thousands of students in North Carolina, New York City, Chicago, and the San Francisco Bay Area. Greater than 85% of these resources are reusable for future classes.
- More than 70% of contributors reported that this was their first-ever donation to public schools.
- In 2004, the Tech Museum of Innovation honored DonorsChoose as a global Technology Laureate and one of five Microsoft Education Award winners for using technology to benefit humanity.
- DonorsChoose has been highlighted as "the future of philanthropy" by media ranging from *The New York Times*, *Newsweek*, *Business Week*, and *The Chronicle of Philanthropy* to NPR, *The Oprah Winfrey Show*, *Today Show*, and *CNN Newsnight*.

Our Leadership

Missy Sherburne, North Carolina Executive Director

Missy has been involved with entrepreneurial organizations for over ten years, first as a Baltimore City public school teacher with Teach For America and most recently through her six year tenure as Teach For America's North Carolina Executive Director. Missy has a Masters in Public Administration degree from Harvard University's Kennedy School of Government, where she was a Public Service Fellow.

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About DonorsChoose North Carolina

DonorsChoose is a simple way to provide students in need with resources that our public schools often lack.

- **Teachers Ask:** At www.DonorsChoose.org teachers submit ideas for materials or experiences their students need to learn.
- **You Choose:** Search student projects by areas of interest and choose to fund the project(s) you find most compelling. Then, you receive feedback: a package of student photos and thank-you notes, a teacher impact letter, and an expenditure report showing that your tax-deductible gift was spent as designated.
- **Students Receive Resources:** Educational ideas become a reality with projects ranging from “The Letter Factory” (\$150), to “Bugs in My Bonnet” (\$398), to “I’ve Got Rhythm” (\$1142).

DonorsChoose North Carolina

DonorsChoose North Carolina was launched in 2004 with the initiative of Triangle entrepreneur and philanthropist, Michael Brader-Araje. At DonorsChoose, we believe teachers know their students’ needs best and are uniquely positioned to create educational strategies to help them learn. We are excited to engage the North Carolinians in supporting their efforts. This year, DonorsChoose will promote student learning in North Carolina’s public schools with a goal to raise more than \$500,000 for student projects.

Since our launch we have:

- Facilitated donations of \$360,000 to over 1,127 student projects. These projects provided 1,645 students with 8,225 hours of quality instruction. Of the resources delivered, 80% have gone to our highest need schools.
- Built a community of over 830 donors from 42 states to support over 190 of our schools. More than 70% of donors reported that this was their first-ever gift to a public school.
- Supported more than 470 teachers by delivering critical educational resources, more than 90% of which are reusable by future classes.

Key Facts

- The typical student project costs \$240, reaches 26 kids, and delivers 40 hours of quality instruction.
- More than 35% of student projects are funded within three months; almost 70% are funded within one school year.
- More than 90% of contributors choose to include our fulfillment fee. Income thus earned helps to cover the costs of our operations.
- Concerned individuals can support students at DonorsChoose through funding a student project, giving DonorsChoose Gift Certificates, or sharing their DonorsChoose Registry with their community.

Contact Us

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