

DonorsChoose.org



CONCEPT

Public school teachers raise money for specific resources that DonorsChoose.org purchases on their behalf from vendors that DonorsChoose.org has established partnerships with.

ORIGIN STORY

A history teacher at a public high school in the Bronx wanted his students to read *Little House on the Prairie*, but he could only procure a single copy of the book. He photocopied it to provide access for his students. The teacher realized that his colleagues were similarly shelling out their own dollars for supplies, so he developed a website where teachers could post requests and donors could fund them.

INTERESTING INITIATIVE

DonorsChoose.org promotes projects in schools with the highest economic need by giving them prioritized placement on its website. The platform also has search filters, such as projects in schools where more than half of students come from low-income households, or projects related to warmth, care and hunger. In addition, DonorsChoose.org sends targeted email campaigns to potential donors who might be interested in a particular area of funding.

FUTURE DIRECTIONS

Until recently, teachers could request hardware that was incompatible with a school or district's IT guidelines, which caused major headaches for teachers, IT personnel and district administrators. Now, district administrators can input their IT guidelines in the platform and make them automatically visible to teachers from associated schools who request hardware.

HIGHLIGHTED PROJECT

In the fall of 2015, the Atlanta Public Schools began a partnership with DonorsChoose.org to encourage teachers to initiate projects that advanced college and career readiness, a district priority. Alongside contributions made through DonorsChoose.org, the district developed a mini-grant program for 40 top projects, contributing \$500 each with revenue from vending machines and employee parking. Altogether, the initiative raised more than \$4,000,000 and over 1,700 teachers in the district had projects funded.

ORGANIZATION SNAPSHOT

DATE OF ESTABLISHMENT:

2000

NUMBER OF EMPLOYEES:

More than 100

ORGANIZATIONAL TYPE:

Nonprofit

NUMBER OF K-12
EDUCATION PROJECTS OR
CLASSROOMS FUNDED:

**More than 1.3 million
projects**

AMOUNT OF MONEY RAISED
FOR K-12 EDUCATION
PROJECTS OR CLASSROOMS:

More than \$778 million