

AdoptAClassroom.org



CONCEPT

Donors contribute money to teachers requesting support for their classrooms. Money is deposited as credit in the teacher's AdoptAClassroom.org account and teachers use the funds to purchase materials from AdoptAClassroom.org's vendor marketplace.

ORIGIN STORY

While mentoring a student at a local school, a corporate lawyer was struck by how few resources teachers had for basic classroom materials. Driving past an "Adopt-a-Highway" sign, it clicked. Why not do the same for teachers? AdoptAClassroom.org was born.

INTERESTING INITIATIVE

AdoptAClassroom.org creates and promotes campaigns called "Spotlight Funds" that allow donors to support different groups of classrooms that need the most support, including those in high-poverty schools (mostly Title I schools) and special education classrooms. The platform allows donors to pool their funds together and donations are then distributed among the classrooms in the pool.

FUTURE DIRECTIONS

After hearing from administrators that the platform would be more valuable if they could exercise more oversight and actively shape the giving agenda in their schools and districts, AdoptAClassroom.org committed to introducing a school program. In the school program, which launched in February 2019, school administrators use AdoptAClassroom.org to raise discretionary funds, and participating schools are eligible for corporate sponsorships. In 2019, the organization will focus on expanding the school program.

HIGHLIGHTED PROJECT

In a pilot version of the new school program, leaders from AdoptAClassroom.org worked with administrators at the Saint Paul Public Schools in Saint Paul, Minnesota, to identify a school that needed additional funds that could be made available by a corporate sponsor—in this case Alerus Mortgage. District leaders identified the Mississippi Creative Arts School, a Title I school that lacked resources for art materials. The principal used the \$610 brought in by the corporate sponsor to purchase art supplies through AdoptAClassroom.org's online marketplace and to pay for artist-instructors for a program in which students explored identity through art and community celebration.

ORGANIZATION SNAPSHOT

DATE OF ESTABLISHMENT:

1998

NUMBER OF EMPLOYEES:

11 to 25

ORGANIZATIONAL TYPE:

Nonprofit

NUMBER OF K-12
EDUCATION PROJECTS OR
CLASSROOMS FUNDED:

**More than
178,000 classrooms**

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

More than \$36 million