

# PledgeCents

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### CONCEPT

Verified teachers, schools and organizations, such as sports teams, raise money for projects that are important to them through campaign pages that they can promote via social media. In most cases, a check is mailed to the school or organization. For certain types of materials, such as software subscriptions, the staff at PledgeCents makes the purchase on behalf of the school.

### ORIGIN STORY

As coaches for youth sports teams, the founders saw the effect that the recession and subsequent school funding cuts were having on schools and teachers. Teachers, supporting staff and mentors were increasingly reaching into their own pockets to finance classroom, sports team and club expenses. The founders began to brainstorm a way to help classroom teachers, coaches and other individuals who serve young people.

### INTERESTING INITIATIVE

PledgeCents helps incoming TeachForAmerica corps members—teachers that work in high-need districts—set up funding pages for their classrooms.

### FUTURE DIRECTIONS

PledgeCents is actively looking to improve the user experience. For example, there is a delay between when the donor pays and the campaign creator receives the funds because the funding is fulfilled through the form of a check. Additionally, PledgeCents is developing new ways for users to share their campaigns more broadly in order to attract more funding.

### HIGHLIGHTED PROJECT

In 2017, thousands of families in the Spring Branch Independent School District in Texas were devastated by Hurricane Harvey. The Spring Branch Education Foundation created a campaign on PledgeCents with the support of the district's superintendent who recorded a video to promote the campaign. Donors contributed over \$170,000. The district used the money to purchase \$300 gift cards to Target and Walmart and distributed the gift cards to families in need.

#### ORGANIZATION SNAPSHOT

DATE OF ESTABLISHMENT:  
**2014**

NUMBER OF EMPLOYEES:  
**Under 10**

ORGANIZATIONAL TYPE:  
**For-profit**

NUMBER OF K-12  
EDUCATION PROJECTS OR  
CLASSROOMS FUNDED:  
**Nearly 10,000**

AMOUNT OF MONEY RAISED  
FOR K-12 EDUCATION  
PROJECTS OR CLASSROOMS:  
**\$2.1 million**