

DonorsChoose.org



Missy Sherburne, missy@donorschoose.org

Then



Now

FAST COMPANY

THE WORLD'S 50 MOST INNOVATIVE COMPANIES

Rank	Name	Last Year	Rank	Name	Last Year
01 /	APPLE	3	17 /	TURNER SPORTS	—
02 /	TWITTER	50	18 /	HUAWEI	5
03 /	FACEBOOK	1	19 /	INTEL	14
04 /	NISSAN	—	20 /	SYNCARDIA	—
05 /	GROUPON	—	21 /	DONORSCHOOSE.ORG	—
06 /	GOOGLE	4	22 /	EBAY	—
07 /	DAWNING INFORMATION INDUSTRY	—	23 /	NIKE	13
08 /	NETFLIX	12	24 /	LINKEDIN	—
09 /	ZYNGA	—	25 /	WIEDEN + KENNEDY	—
10 /	EPOCRATES	—	26 /	YANDEX	—
11 /	TRADER JOE'S	—	27 /	AMAZON	2
12 /	ARM	—	28 /	OPENING CEREMONY	—
13 /	BURBERRY	—	29 /	IBM	18
14 /	KOSAKA SMELTING AND REFINING	—	30 /	AMYRIS	—
15 /	FOURSQUARE	—	31 /	DOUBLE NEGATIVE	—
16 /	ESPN	—	32 /	KASPERSKY LAB	—
			33 /	PEPSICO	—
			34 /	UNIVISION	—

Donors choose...

Projects: > ☒ **Highest Level of Poverty** > ☒ **Mandarin** > ☒ **\$0-\$500**

[Pick a project for me](#)


LOCATION

State >
City >
School >

SUBJECT

Math & Science (2) >
Music & The Arts >
Literacy & Language (10) >
History & Civics (1) >
Special Needs
Applied Learning (1) >
Health & Sports >

KEYWORD

☒ **Mandarin** 
(e.g. autism, military children, trips & visitors, 90210, more...)

SORTED BY

☐ Most Urgent 
☐ Lowest Cost
☒ **Highest Poverty**



Mrs. Kao

Netbooks for Kids

they started learning all academic subjects in both **Mandarin** Chinese and English in a 50:50 ratio... [more](#)

My students need a Netbook to watch Chinese videos online and listen to Chinese music.

High Poverty , Los Angeles, CA

Give any amount

\$

\$400 to go

2 donors

[Follow \(Wish List\)](#)




Ms. T.

Developing Writing Skills with Digital Voice Recorders

such as Cantonese, **Mandarin**, Russian, Bengali, Spanish, and more. While these students have acquired excellent... [more](#)

My students need six digital voice recorders to aid them in brainstorming, drafting, and revising...

High Poverty , Flushing, NY

Give any amount

\$

\$357 to go

[Follow \(Wish List\)](#)

Completed: Saving The Earth & Getting Jobs

"Students on the cutting edge of the Green Economy are looking to develop their skills. I have formed a team with 5 other teachers to create a Green Academy for students interested in green collar jobs. Students begin the 3 year program their sophomore year and are cored in their science, English a..." [MORE](#)

Project Details & Costs

Thank-You's & Photos



See Ms. Z.'s class participating in this project! ([Enlarge photos](#))



Ms. Z. sent this note after the project was fully funded

Ms. Z. sent this note after the project was fully funded:

Oct 7, 2009


TEACHER MAIL
1 of 2

Dear Benjamin, Lincoln Parent, Sarah, Elisa Page, Theresa, Judy and Tony More, Lonnie & Beverly, Amy D., Tom, Meredith, Gary, Shohil, Bill and Melinda Gates Foundation and The Herb Block Foundation,

My sincerest gratitude for your generosity; I can assure you these digital cameras will go to good use. You have provided supplies that will be used for years to come by students interested in learning about sustainability and the environment. Today I took 30 of the students to a farm to learn about starting an organic farm at our school. As our kids were listening to the farmer explain how to grow cabbage all I could think about was how great it would be to allow the kids to capture images! I returned to school to find our project had been funded; what a beautiful thing. Later this month we will be working to install solar panels at our local reservoir. I am thrilled for the students to have the chance to capture this activity and educate others. The most important lesson the students will learn from this is the kindness of strangers is a real concept. I know this is a lesson that they will keep with them for life. I hope that when they are professionals they will remember your donation and help support public education.

**With gratitude,
Ms. Z.**

Who are our Donors?

Google™



BILL & MELINDA
GATES foundation

YAHOO!

facebook

CHASE



Philanthropic gift cards for Crate & Barrel Customers

Redeem Your Gift Certificate at
DonorsChoose.org/gift

Poetry Slam Project. *The Write Stuff*. An Inviting Library.
Dive Into A Book. Reading Superstars.
Da Podcast Producers.
Citizen Scientists. *Bring Science Alive*. Blast Off Into Space.
Bake Us A Fraction. *2,4,6,8 Please Help Us Calculate*.
LEGO® Robotics. Calculators For The Hamburger Hut.
Inner City Kids Head Outdoors. *Kindergarten Café*.
Room For Cellos. *We Need Chairs For Our Class*.
Time Out For Chess. Ping Pong.
Recording Academic Rap Albums. *Groovy Group Learning*.
Fairy Tale Fever. Digital Storytelling.

Teachers Ask.
You Choose.
Students Learn.




**Redeem Your
Gift Certificate at
DonorsChoose.org/gift**

It's easy. Just go to our website and search a classroom project you wish to help fund, then enter the code shown on this gift certificate. It can be books, science kits, computers, art supplies and even field trips. There's no limit to what you can make possible.

Crate and Barrel

 Search Home Profile Mes



atrane: **Crate** and Barrel just sent me \$25 to "spend" at **DonorsChoose.org** -which is fantastic! Gave it to spanish speaking 2nd graders studying WWII
about 6 hours ago from TwitterGadget




kdemerly: Joy! **Crate** and Barrel GAVE me \$25 to donate at **DonorsChoose.org** (@donorschoose), and I gave it locally:
<http://donorschoose.org/twt/253047>
1 day ago from web




KatieLu: **crate** and barrel sent me a code to donate \$25 to my project of choice at **DonorsChoose.org**. this is seriously fantastic. way to go, **crate**.
1 day ago from web

 Home Profile Friends Inbox 72 Oliver Hurst-Hiller



Oliver Hurst-Hiller



Oliver teamed up with **Crate and Barrel** to support the classroom project "**Watershed Study for Ocean Literacy in the City**" at **DonorsChoose.org**.
If this project gets enough donations, 120 students in New York (City) will get resources they need to learn.

Results

- Crate and Barrel customers spent 16% more at Crate and Barrel.
- 50% of redeemers told others about the company's "gift of giving."
- 54% increase in customers seeing Crate & Barrel as community minded.

Recognition

Mashable

The Social Media Guide



About 1 day ago [Geoff Livingston](#) 7

5 Winning Corporate Social Good Campaigns

While [cause marketing](#) and corporate social responsibility (CSR) programs have been around for some time with [fantastic campaigns](#), open crowd-oriented social media initiatives are new. We decided to take a look at some of the best corporate efforts around.

These five initiatives represent some of the best corporate "social media for social good" campaigns to date.

1. DonorsChoose Crate & Barrel Gift Certificates

2. Target Gives the Check to Facebook

3. Ford Helps Invisible People Across America

4. Stonyfield Farms Says "Have A Cow"

5. The Pepsi Refresh Project

Technology • Media & Marketing • Property Report • Who's News

MARKETPLACE

[THE WALL STREET JOURNAL.]

WEDNESDAY, DECEMBER 20, 2006 B1

Novel Program Blends Charity And Marketing

DonorsChoose Lets
Companies Blend
Charity, Marketing

Bill & Melinda Gates Foundation

Projects

Gifts

Project Requests > > ☒ Completed > ☒ Tennessee ☒ Memphis follow ?



Ms. K's Classroom

High Poverty , Memphis, TN

Help Us Get the Track Team Up and Running!

Updated 2 days ago

Help us get the track team up and running! These materials will make a big difference!...
[more](#)

My students need 3 stopwatches and 18 pedometers for the track team.

"Thank you so much for your generous donation to the girls' track team. The stopwatches have helped us tremendously to organize our practices. They have allowed us to monitor the girls' progress. Addit..." [more](#)

Completed!

Jan 20, 2011

\$396 given

3 donors



Location


Tennessee
Memphis

[School >](#)

Subject

Math & Science (589) >
Music & The Arts (233)
Literacy & Language (1)
History & Civics (192) >
Special Needs (156) >
Applied Learning (205) >
Health & Sports (45) >

Keyword


(e.g. autism, military ch
trips & visitors, 90210, n

Sorted By

Most Urgent
Lowest Cost
Highest Poverty
Fewest Days Left
Most Donors

More Criteria [-]

Donations

[Match Offers](#)



Mrs. U's Classroom

High Poverty , Memphis, TN

Super Second Graders Need a New Learning Center

Updated 2 hours ago

A cluttered, disorganized classroom is not the best environment to promote learning. The teaching cart I am requesting will serve two purposes: it will help me organize teaching materials that are...
[more](#)

My students need a teaching cart to provide additional learning opportunities during our morning

Completed!

Feb 7, 2011

\$518 given

2 donors



Starbucks & MSNBC Morning Joe



Giving \$5 to a school in need is as easy as buying your coffee.

Now when you purchase a specially-marked package of Starbucks Gold Coast Blend® - Morning Joe Edition, Starbucks with MSNBC will donate \$5 to the DonorsChoose.org project of your choice. Enter the code from your package at donorschoose.org/starbucks.

Together with MSNBC's Morning Joe, Starbucks is celebrating amazing public school teachers in neighborhoods across the nation by working with DonorsChoose.org — a charity that connects classrooms in need with people who would like to help. Visit donorschoose.org/starbucks for more information.



Look for it where you buy groceries and at Starbucks stores.



We will give \$5 to schools.

Pick the project that inspires you.

DonorsChoose.org

With purchase of this specially marked coffee. Details inside.

**\$5 gift codes
300,000 recipients
\$600,000 grant**



Starbucks (using API)

STARBUCKS
DIGITAL NETWORK

in partnership with
YAHOO!


65°F

Quincy, Monroe
Place


Log in to
your account

Grid | List


Explore the Web with **YAHOO!** SEARCH




ZAGAT.




foursquare
Check in to
your Starbucks Store




Patch
Your town, online




DonorsChoose.org
Help a nearby classroom in need



YAHOO!
LOCAL
Local ratings,
reviews, maps,
events, and more.



YAHOO! LOCAL
Maps



NEWS

ENTERTAINMENT

WELLNESS

BUSINESS & CAREERS

MY NEIGHBORHOOD

STARBUCKS



DonorsChoose.org

Teachers ask. You choose. Students learn.



Help Center | My Account | Giving Cart: 0 items

Projects | Gift Ideas | About

Classroom Project Requests

Most Urgent > ☒ 45 E 51st St New York NY

>



Mr. B.'s Classroom

High Poverty ², New York, NY

Help Us Move Beyond Chalkboards

With the simple addition of an LCD projector, we will be able to study and explore images, movies, and websites....[more](#)

My students need a LCD projector and a media cart.

Give any amount

\$

\$316 to go
18 donors

to Wish List

an anonymous donor

"I gave to this project because I have a SmartBoard and know its benefits."

[more](#)



Ms. B.'s Classroom

High Poverty ², New York, NY

Build and Program a Robot: Applied Science Course

Students will be learning to program in Robot C, an adaptation of the programming language C. With each learned command students use Robot C to control a robot they have designed and built with materi....[more](#)

My students need an introductory course in how to build and program a robot in order to compete i...

Give any amount

\$

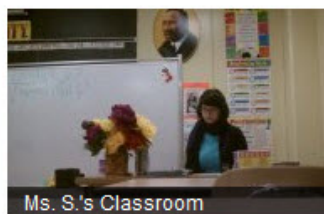
\$594 to go
13 donors

to Wish List

an anonymous donor

"I gave to this project because students need to learn cool ways to apply science"

[more](#)



Ms. S.'s Classroom

High Poverty ², New York, NY

We Need Media!

One strategy that works well with my students is giving them graphics, visuals, and other media that can grasp their attention and meet the needs of different types of learners. Once they are engaged...[more](#)

My students need a LCD projector.

Give any amount

\$

\$533 to go
14 donors

to Wish List

Search by:

Location

State >

City >

School >

Subject

Math & Science (22)

Music & The Arts (12)

Literacy & Language (59)

History & Civics (16)

Special Needs (19)

Applied Learning (11)

Health & Sports (1)

Keyword

(e.g. autism, military children, gardening, more...)

Sorted By

Urgency [?]

Cost

Poverty

Fewest Days Left

Popularity ²

More Criteria [-]

Donations

Match Offers (7)

Needs \$ to \$

Some Received (40)

None Yet (62)

Completed

Resource

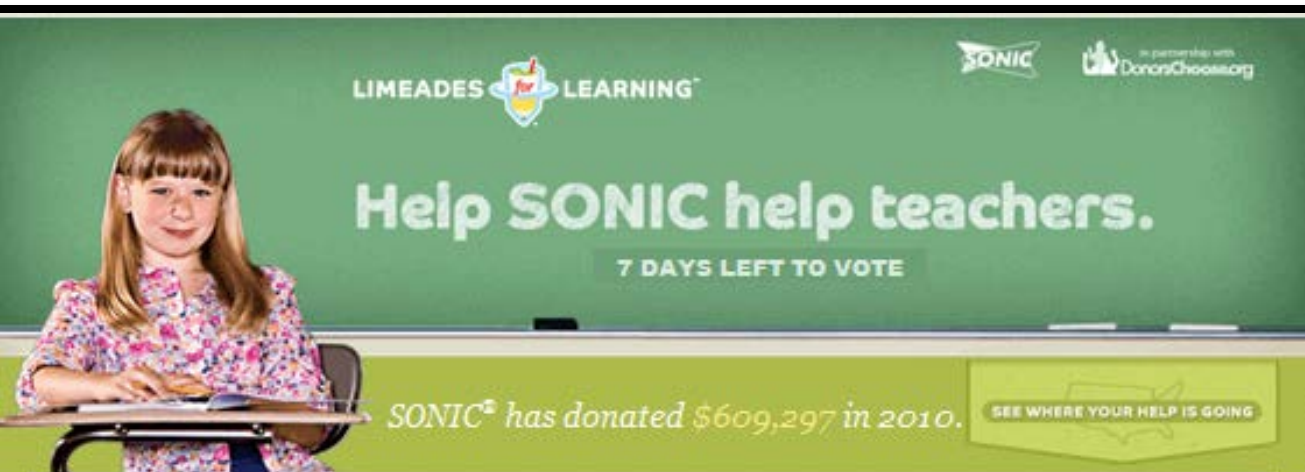
Books (29)

Technology (39)

Supplies (34)

[-]
YOUR OPINION

SONIC Limeades for Learning (using API)



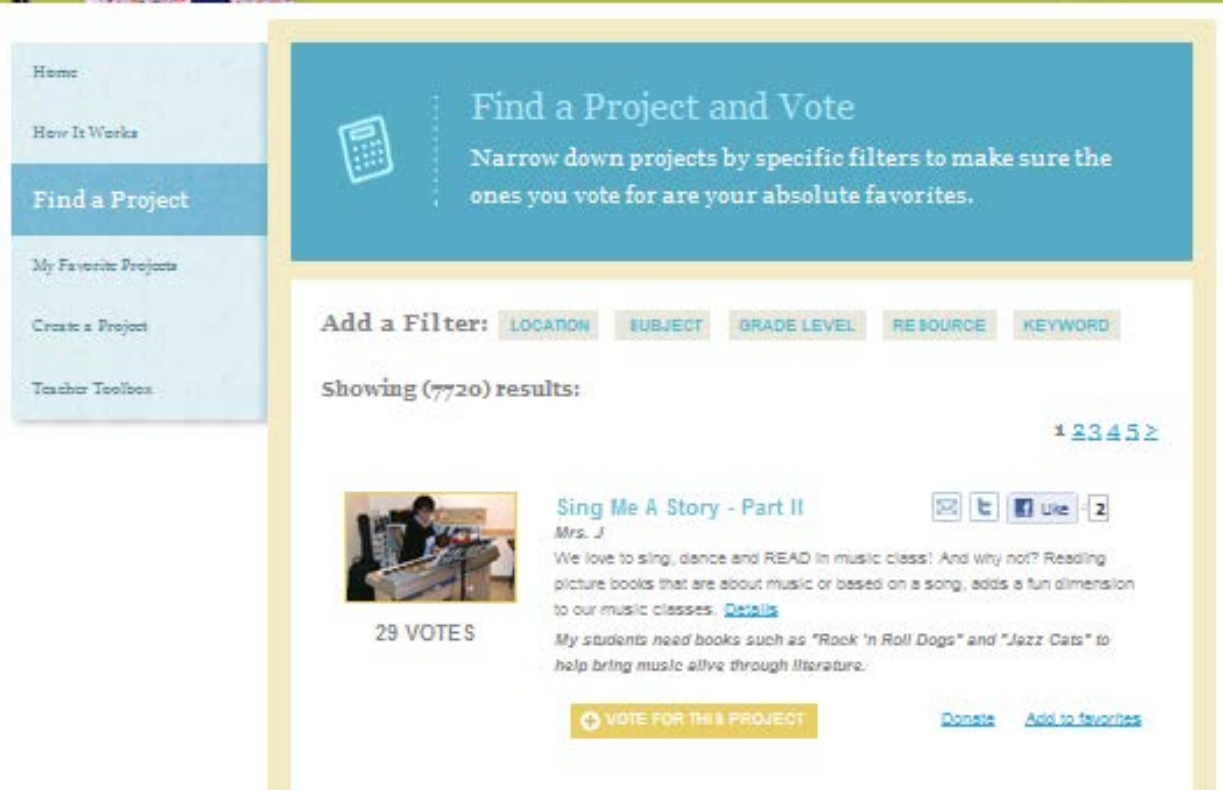
Campaign Results:

Fall 2009

\$633,000 donated
1,421 projects funded
855,000 votes cast
8% increase in drink sales

Fall 2010

\$716,000 donated
1,556 projects funded
1,286,000 votes cast



Chevron (using API)



Fuel Your School

Participating Station Finder

Oakland, CA

[Home](#) · [Educators](#) · [Parents & Students](#) · [Community](#)

Gauge the Progress by City

Track your city's progress below. Check back often to see how Chevron donations are continuing to help fund classroom project requests. Donations earned at some Chevron stations will be supporting multiple cities.

Oakland, CA

City: Oakland, Piedmont

Total Funds Raised: \$47,073

Gauge the Progress



Total dollars raised to date

Legend

Chevron Stations: ●

Fully Funded Projects: ★

Click on the stars to see fully funded projects.



*Each star represents a project that has been funded with a minimum of \$100 contribution by Chevron.

How do Citizen Philanthropists learn about us?

The New York Times

THE WALL STREET JOURNAL

THE OPRAH WINFREY SHOW

FORTUNE



facebook

A Teacher

"I am a very "seasoned" teacher. Working in a Title 1 School is tough from a lot of perspectives. DonorsChoose.org has given me that "umph" that I needed at this point in my career. I have always considered myself a great teacher, but the materials and resources that DonorsChoose.org provides has changed my class and my students."

-Debby Guardino, teacher



A Donor

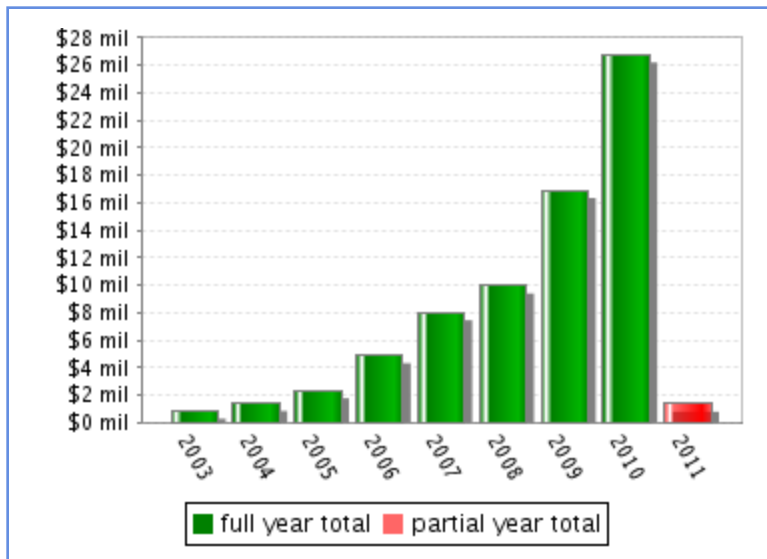
“I can’t tell you how much it means to me to be able to pick a project I care about and do something for children. I wish I was a millionaire ... I would fund ALL the projects! It’s one thing to send \$100 to a [charity]...and never know if you are making a difference, but its quite another to send that same \$100 and get letters from the kids telling you how much it meant to them that you cared enough to provide something they needed to learn and grow.”



-LaRue Stanley, donor

Impact to date

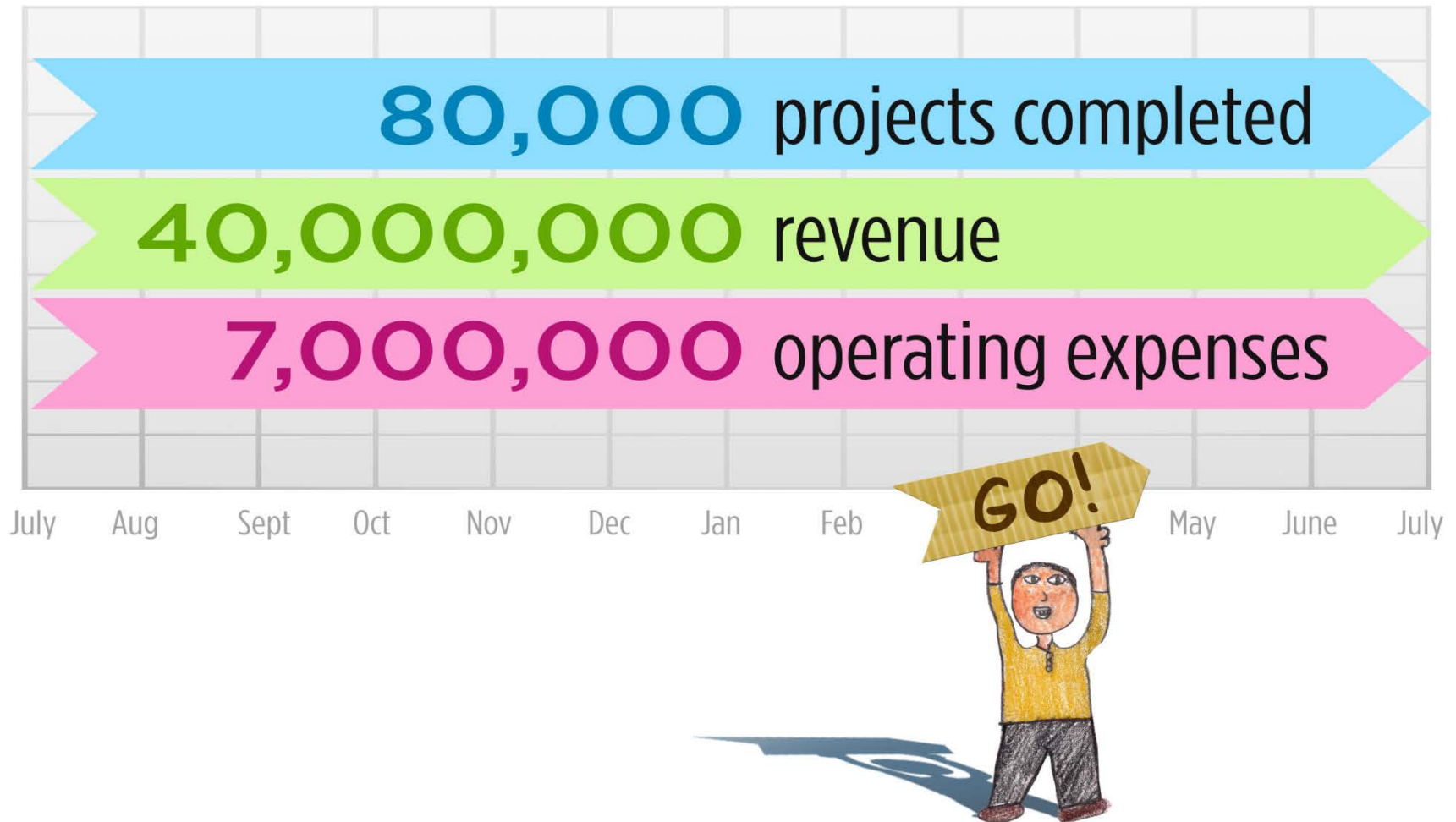
\$89 million
donated



5.3 million students
benefited



Fiscal Year 2012 Goals



Big Hairy Audacious Goal

1,000,000

people will support

\$100,000,000

of classroom projects at 100% of our country's

HIGH-NEED PUBLIC SCHOOLS

All in  school year.

Questions

