

VISION

Connecting essential resources to teachers, enhancing learning for children in need.

MISSION

We collect and distribute basic school supplies at no cost to teachers of children in need.

FOUNDING

Crayons to Classrooms received its Internal Revenue Service determination letter as a 501(c)(3) tax-exempt organization and a public charity in March 2008.

Crayons to Classrooms: Dayton's only free store for teachers

Crayons to Classrooms in Dayton, Ohio, is a nonprofit teacher resource center that helps under-funded teachers from low-income schools in the Dayton region obtain free school supplies for their economically disadvantaged students.

Supplies are provided at no cost to teachers, families or schools.

We stock the free store by collecting donations of new, surplus, closeout or other available school supplies. Teachers from eligible schools are invited to "shop" for essential supplies to give to their students. We also provide some schools with pre-assembled school box kits, made possible by donors who want to sponsor a classroom, grade, school or multiple schools.

Ultimately, our goal is to serve all high-need, K-12 schools in the Dayton region – those with 70 percent or more students participating in the National School Lunch program. During the 2009–2010 school year, there were 88 high-need, K-12 schools in the Dayton region, and Crayons to Classrooms had the resources to serve 23 of these.

SO FAR, SO FAST: A LETTER FROM THE EXECUTIVE DIRECTOR

It's fun for us at Crayons to Classrooms to watch a teacher shopping at our free store for the first time. The response is almost always the same – like what this Dayton-area teacher wrote to us recently:

"I had never heard of Crayons to Classrooms, so I went in hoping to get a few markers, maybe some paper. I came out with a heaping cart full of school supplies: binders, highlighters, notebooks, paper, trash bins, dictionaries and so much more. The volunteers were so helpful, and I was so amazed that all this was donated to me and my students at no expense. What a blessing this was for our school!"

And what a blessing it has been for me, as executive director, to lead Crayons to Classrooms through this initial period of phenomenal growth in spite of very challenging economic times. I am as amazed as the teachers when I think about what we've been able to accomplish in just 17 months:

- Supplies worth more than a half-million dollars were distributed to help children in need.
- Each time teachers shopped, they received free school supplies valued at nearly \$500 on average.
- Expansion happened quickly: Crayons to Classrooms began by serving eight schools in January 2009 and was serving 23 schools by August 2009.
- Nearly 300 corporate and individual donors gave memorial, financial, product and in-kind gifts.
- A total of 28 grants worth more than \$345,000 were applied for and received.
- More than 450 volunteers spent more than 2,000 hours helping Crayons to Classrooms fulfill its mission
- A strategic plan was completed, approved by the Board of Trustees and implemented.
- Crayons to Classrooms became affiliated with the prestigious Kids in Need National Network of Resource Centers.
- A focus group was held and a satisfaction survey was conducted to gauge progress and identify areas for continuous improvement.

Indeed we have come so far, so fast. For all the details, I invite you to read this *Progress Report to the Community*, which covers the operations and programming at Crayons to Classrooms from Jan. 1, 2009, through May 31, 2010, a 17-month period that ended at the close of the 2009–2010 school year. (Since our fiscal year is based on a calendar year, our financial statements on page 8 cover Jan. 1, 2009, through Dec. 31, 2009, only.)

If you've never been to our free store for teachers, I invite you to call and schedule a private tour and witness our ongoing progress in person, for yourself. You, too, will be amazed that we have come so far, so fast.

Steve Rubenstein Executive Director

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economically disadvantaged students in Dayton-area schools are the four staff members at Crayons to Classrooms. Back row from left:

Steve Rubenstein, executive director, and Jim Gabringer, warehouse manager Front row from left: Cheryl Scott, webmaster/volunteer coordinator, and Deb Seger, retail program manager.

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"I am amazed when I think about what we've been able to accomplish in just 17 months."

- Steve Rubenstein

THE PERIOD IN REVIEW: Teacher Shopping Visits

Crayons to Classrooms distributed more than a half-million dollars in school supplies in its first 17 months of operation.

Each time teachers shopped, they received free school supplies valued at nearly \$500 on average.

2009 pilot program serves 8 schools

Teachers from three charter schools and five Dayton Public Schools received school supplies from Crayons to Classrooms during the January through May 2009 pilot program.

Charter schools

- Academy of Dayton *
- The Dayton Academy
- Dayton View Academy

Dayton Public Schools

- Belle Haven PreK-8 School
- The Gardendale Academy
- Louise Troy PreK-8 School
- Orville Wright PreK-8 School (now known as the Wright Brothers PreK-8 School at Grant)
- Patterson/Kennedy PreK-8 School

* Ceased operations after the 2009–2010 school year



Report Card: Teacher Shopping Visits (Jan. 1, 2009 through May 31, 2010)		
No. of schools served	23	
No. of teachers served	609	
No. of students served	8,915	
No. of shopping visits	1,043	
Value of merchandise distributed	\$515,898	
Average amount of merchandise distributed per teacher visit	\$495	

Crayons to Classrooms launches pilot, welcomes teachers on first shopping day

The white chalk on the giant blackboard inside the front doors of Crayons to Classrooms read "Welcome Gardendale Academy Teachers" on Jan. 15, 2009 – the first shopping day for teachers.

"It's our responsibility to provide these teachers with the tools they need to educate these young people," said Crayons to Classrooms Board Chair David Clapper as he watched 13 teachers shop that Thursday afternoon. "That's what this is all about."

After the free store for teachers opened inside the Goodwill Easter Seals Miami Valley headquarters in Dayton, Crayons to Classrooms Executive Director Steve Rubenstein said the staff and board had been working toward this day for more than a year. "Watching these teachers come in and shop for product and not have to spend their money for it was just a very cool experience," he said.

The first shopping day also kicked off the eight-school, five-month pilot project for Crayons to Classrooms. "We purposely planned a 'soft opening' for only a limited number of schools so we could test, evaluate and improve our methods of operation," Rubenstein explained.

The first shopping day was only for The Gardendale Academy, the smallest of the eight pilot schools with just 85 students. Teachers like Karen Robinson-Jeter were amazed as they browsed the aisles, checked product lists and loaded their shopping carts and baskets with crayons, pens, pencils, folders, notebooks – even a coat or two – for their students back in the classroom.

"Picture winners of a store contest on a shopping spree, and that was the scene last month at the Crayons to Classrooms store ... carts bumped into one another as teachers tried to check their lists against items on the shelves. ... Teachers could be heard asking one another, or speaking out loud to themselves, 'Where are the erasers? The crayons? The markers?'"

Virginia Burroughs, staff writer,
 Dayton Daily News, Nov. 12, 2009



"It helps me as a teacher because I spend lots of money on supplies myself to help my kids get through the projects they have to do," Robinson-Jeter said. "Right now we are in the midst of science fair. This is a great thing so I don't have to spend so much money out of my pocket."

Armiya Muhammed, another Gardendale teacher, admitted he also supplements students out of his pocket so they "don't have a reason or excuse not to participate in education," he said. "This is a good opportunity to grab a lot of the supplies that my students run out of regularly – almost on a weekly basis."

Principal Cheryl Owens said when students learned their teachers were coming to Crayons to Classrooms, they started making wish lists. "They were just really excited to know that Tuesday when they come to school, they might have a new box of crayons or a glue stick or something," she said. "Our teachers were all abuzz about the opportunity to shop and get the things they need for teaching."

Clapper called it a fabulous afternoon. "This is exactly what we set forth to do," he said. ■

"Notebooks, pens and art supplies may seem like small things amid the broad needs of educating our children. But for a child of lesser means, not having these classroom essentials sets him or her apart from other children. It is a gap that can seem insurmountable, and one that needs to be filled for our young people. That's why The Dayton Foundation has been so pleased to help initiate the formation of Crayons to Classrooms, which is supporting teachers and giving children in need the tools for educational success."

- Michael M. Parks, president, The Dayton Foundation

'Crayons' expands: 15 more schools served during the 2009–2010 school year

With its eight-school pilot program a success, Crayons to Classrooms began providing school supplies to teachers and students in 15 additional schools during the 2009–2010 school year: four charter schools, one parochial school and 10 public schools in four districts.

Charter schools

- Miami Valley Academies
- New City School *
- North Dayton School of Discovery
- Nu Bethel Center of Excellence *

Dayton Public Schools

- E. J. Brown PreK-8 School
- Edison PreK-8 School
- Fairview PreK-8 School
- Meadowdale PreK-8 School
- Rosa Parks PreK-8 School
- Wogaman PreK-8 School

Jefferson Township Local Schools

■ Blairwood Elementary School

Northridge Local Schools

- John H. Morrison Elementary
- Timberlane Learning Center

Parochial school

■ Mary Queen of Peace

Trotwood-Madison City Schools

■ Madison Park Elementary

* Ceased operations after the 2009–2010 school year



THE PERIOD IN REVIEW: Volunteer Support

More than 450 volunteers spent more than 2,000 hours helping Crayons to Classrooms fulfill its mission.

Volunteers met and greeted teachers, helped with check-in and checkout, provided customer service, assisted with data entry, organized and stocked shelves, and sorted inventory.

Report Card: Volunteer Support (Jan. 1, 2009 through May 31, 2010)				
	Volunteers	No. of volunteers	No. of volunteer hours	
	Corporate employees	198	749	
	Students	69	307	
	Family members of staff	6	83	
	Teachers	14	56	
	Individuals who "Volunteer for a Teacher"	2	19	
	Others	162	806	
	TOTALS	451	2,020	
	Work Experience Program (WEP) volunteers from Goodwill Easter Seals Miami Valley	3	184	

3 local organizations collaborate to supply paper for teachers and students

Teachers who shop at Crayons to Classrooms have access to sheeted writing and drawing paper for their students thanks to a partnership between WorkflowOne, Appleton and Goodwill Easter Seals Miami Valley that began in 2009.

Appleton supplies paper in rolls, and WorkflowOne cuts the paper into usable sheets so workers from Goodwill Easter Seals Miami Valley's Work Experience Program (WEP) can shrink wrap the paper into reams.

Through the WEP, individuals receiving public assistance have access to job readiness training and employment services so they can gain the skills necessary to find permanent employment and become independent.

"This is just one example of how our community is working together to make sure our children have what they need to succeed in school," said Steve Rubenstein, executive director, Crayons to Classrooms.

Volunteer spotlight: Jay Jordan

'I like what Crayons to Classrooms stands for'

LexisNexis gives employees like Jay Jordan the chance to spend two workdays a year volunteering in the community. Jordan – who's bought school supplies not only for his nieces and nephews but also for his wife, Keisha, a social studies teacher at Dayton Early College Academy – has volunteered for three years at Crayons to Classrooms. Most often, he sorts and organizes supplies in the warehouse.

"People who work at Crayons to Classrooms really go out of their way to make sure kids have school supplies," noted Jordan, an operations consultant in Customer Support at LexisNexis. "I understand families that have trouble providing for their kids, and I know how difficult it can be when you don't have the things you need during school. I like what Crayons to Classrooms stands for: educating youth and making sure everyone is taken care of."

Volunteer spotlight: Jane Staley 'I feel like I am helping my colleagues'

Retired teacher Jane Staley of Dayton spent most of her 34-year career teaching kindergarten and first grade at overseas schools in Japan and Germany operated by the Department of Defense. On the first day of school every year, the children would run to her, eager to show off their new boxes of crayons. "Their eyes just bubbled," she recalled. "They were so proud to own something that belonged to them."

Because she knows that a new box of crayons means the world to a child, Staley volunteers every Thursday afternoon at Crayons to Classrooms, packing up school supplies for teachers and helping them with checklists. "So many times teachers say, 'Thank you, thank you, thank you – you don't realize how much this means to us and the children," Staley said. "They're so happy to have this service, and I feel like I am helping my colleagues. I feel good being able to give back."

THE PERIOD IN REVIEW: Grand Opening, Strategic Planning, Initial Feedback

Rain doesn't dampen spirits during ribbon cutting, grand opening

Two students from The Gardendale Academy cut the red ribbon to officially open Crayons to Classrooms on Sept. 24, 2009, as staff, board members, dignitaries, educators, donors and community volunteers cheered.

The rain stopped in time for the ribbon cutting around 11:30 a.m.

"What we, together, have done is just a good thing for kids – to make sure that kids have the basic supplies to come to school ready to learn," said Michael M. Parks, president of The Dayton Foundation, to 120 guests that day. "It's really what community is all about."

Crayons to Classrooms Board Chair David Clapper talked about the "immeasurable support" that made the grand opening to 23 schools possible – financial gifts, product donations, in-kind services, volunteer hours and supply drives – from more than 30 corporate sponsors and numerous individuals. "Your level of commitment is greatly appreciated, and I'm very proud to be involved with such a dynamic group of individuals and corporations," he said.

Other speakers included David Williamson, board member; Steve Rubenstein, executive director; and Amy Luttrell, president, Goodwill Easter Seals Miami Valley, which provides operational support to Crayons to Classrooms. "I hope our partnership goes on for a very long time, and that it continues to develop so it is a real asset for both of us as we do our best to carry out our respective missions," Luttrell said.

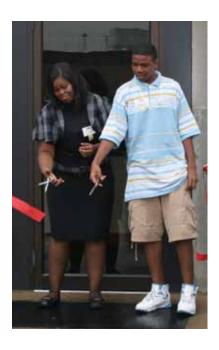
Kristin Linz, a science teacher at The Gardendale Academy, shared the teacher's perspective with guests.

"Pens are a big thing with my kids," she said. "Now that I can just give them pens, they're so happy. I think it helps them do better on their classwork. It helps them achieve more on the state testing because they have their basic needs met."

Linz ended by expressing gratitude.

"It really does mean a lot to teachers that we can come here and just get things because people have goodness in their hearts to want to give to kids," she said. "So thank you very much."





Partnership with Goodwill Easter Seals Miami Valley a huge factor in growth

Because of the tremendous operational support provided by Goodwill Easter Seals Miami Valley, Crayons to Classrooms has minimized its overhead expenses dramatically to maximize the amount of supplies it provides for students in need.

Goodwill Easter Seals Miami
Valley leases converted warehouse, retail and office space to
Crayons to Classrooms at belowmarket rates and continues to
provide back office support such
as accounting and bookkeeping,
a telephone system and technology network, design and
marketing services, access to a
fleet of trucks for pickup services,
and material handling and
unloading services.

Strategic plan focuses on five goals

The Board of Trustees for Crayons to Classrooms approved the organization's first strategic plan in July 2009.

There are five strategic goals:

- 1. Build a sustainable and recurring funding model.
- 2. Nurture and build product relations.
- 3. Build awareness, support and participation among our target audience.
- 4. Maximize resources serving children through efficient and effective operations and a collaborative model.
- 5. Continually review and develop a board governance structure and staff and volunteer talent.

The plan is reviewed annually so that updates to action plans can be made for all five goals.

Foundations, individuals and groups award grants (Jan. 1, 2009 through May 31, 2010)

Crayons to Classrooms applied for and received a total of 28 grants worth more than \$345,000.

Restricted

Science fair presentation boards

Teradata Corporation

<u> </u>		
Unrestricted operating		
Berry Family Foundation	\$5,000	
Cargill	\$5,000	
Cox Media Group Ohio	\$5,000	
The Dayton Power and Light Company Foundation	\$10,000	
Lana Granzow	\$2,500	
Iddings Foundation	\$10,000	
Kohl's Department Stores (Numbers 0204 and 0205)	\$1,000	
The Kroger Company	\$1,800	
The Kroger Co. Foundation	\$5,000	
The Kuntz Foundation	\$2,500	
Mathile Family Foundation	\$150,000	
McGohan Brabender	\$4,000	
MeadWestvaco Foundation	\$26,000	
Miller-Valentine Group	\$5,500	
Northridge Optimist Club	\$1,000	
The Jesse & Caryl Philips Foundation	\$1,000	
P&G Fund of The Greater Cincinnati Foundation	\$10,000	
Sam's Club Foundation	\$1,000	
Sherman-Standard Register Foundation	\$10,000	
Standard Register	\$40,000	
Vectren	\$10,000	
The Weston Wabash Foundation	\$10,000	

School Box MeadWestvaco Foundation \$5,000 The Reynolds and Reynolds Associate Foundation \$2,479 Standard Register \$10,000 Vectren \$5,000 Classroom Solutions National City – now a part of PNC \$5,000

\$1,500



Exclusive national network benefits Dayton-area students

Crayons to Classrooms became an affiliate of the Kids in Need National Network of Resource Centers in January 2010.

As an affiliate, Crayons to Classrooms receives school supplies donated to the Kids in Need Foundation by manufacturers and retailers – large-scale donations not available otherwise – and access to best practices from peer organizations nationwide. Crayons to Classrooms was invited to become part of this exclusive network because of its stability and efficiency, among other criteria.



May 2009 focus group helped fine-tune initial operation

Strategic Leadership Associates conducted a focus group with 17 teachers and administrators on May 11, 2009. These participants had shopped during the January through May 2009 pilot project at Crayons to Classrooms, the "soft opening" of the free store for teachers, and shared their experiences.

These responses helped Crayons to Classrooms improve shopping events and customer service, determine the best hours and days of the week for shopping, and evaluate product requests.



April 2010 satisfaction survey reveals impact on teachers and students

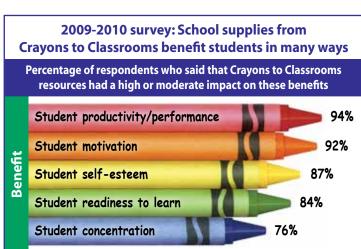
Because of expansion and rapid growth, Crayons to Classrooms asked Strategic Leadership Associates to survey teachers and administrators in the 23 schools selected to shop at the free store during the 2009–2010 school year. The goal: to capture participants' level of satisfaction with Crayons to Classrooms in early 2010 and identify future resources for helping teachers and students.

Of the 620 surveys mailed, 260 were completed – a response rate of 42 percent.

Participants evaluated their shopping experiences and customer service in detail, made product requests, quantified average benefits, rated the impact in the classroom and on their instructional leadership, and identified areas for continuous improvement.

After the 93-page report was delivered in April 2010, Crayons to Classrooms began considering enhancements to its program and services based on the survey's findings.





Data based on a survey of teachers and principals who visited the free store during the 2009-2010 school year.

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www.bradyware.com

The "Statements of Financial Position" and the "Statements of Activities" presented here were audited by Brady Ware.

The complete report,
Crayons to Classrooms Financial
Statements, Years Ended
December 31, 2009 and 2008,
is available on our website at
www.dc2c.org/taxDocsReports.htm

CRAYONS TO CLASSROOMS: STATEMENTS OF FINANCIAL POSITION DECEMBER 31, 2009 AND 2008

	Audited 2009	Reviewed 2008
ASSETS		
CURRENT ASSETS Cash Investments Pledges receivable Inventory	\$ 69,463 434,368 52,500 603,387	\$ 51,715 560,983 20,000 270,692
Prepaid expenses	3,884 1,163,602	1,470 904,860
PROPERTY AND EQUIPMENT, NET	85,500	102,810
OTHER ASSETS Long-term pledges receivable, less current portion	94,076	
	\$ 1,343,178	\$1,007,670
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES Accounts payable	\$ 26,129	\$ 24,425
NET ASSETS Unrestricted Temporarily restricted	1,170,473 146,576	983,245
	1,317,049	983,245
	\$ 1,343,178	\$1,007,670

CRAYONS TO CLASSROOMS: STATEMENTS OF ACTIVITIES YEARS ENDED DECEMBER 31, 2009 AND 2008

	Audited 2009	Reviewed 2008
PUBLIC SUPPORT AND REVENUE		
Public Support	6 000 004	6 656 440
Contributions In-kind contributions	\$ 200,634 733,777	\$ 656,440 316,752
III-AIII COMMIDATIONS	133,111	310,752
Total Public Support	934,411	973,192
Revenue		
Investment income	3,762	10,941
Interest income	135	926
Total Revenue	3,897	11,867
Total Unrestricted Public Support and Revenue	938,308	985,059
EXPENSES		
Program services	644,128 (85.8%	i) 102,681 (53.6%
Management and general	62,588 (8.3%	33,272 (17.4%
Fundraising	44,364 (5.9%	55,632 (29.0%)
Total Expenses	<u>751,080</u> (100%) <u>191,585</u> (100%
Change in Unrestricted Net Assets	187,228	793,474
CHANGE IN TEMPORARILY RESTRICTED NET ASSETS	2	
Contributions	146,576	.
CHANGE IN NET ASSETS	333,804	793,474
NET ASSETS		
Beginning of year	983,245	189,771
End of year	\$1,317,049	\$ 983,245

START-UP SUPPORT: 2008

Financial and in-kind gifts got Crayons to Classrooms off the ground

After the Mathile Family Foundation and The Dayton Foundation pledged their financial support to begin Crayons to Classrooms, 21 other foundations, corporations, board members, individuals and groups stepped up, providing unrestricted operating funds for start-up in 2008.

Goodwill Easter Seals Miami Valley generously provided space at its Kuntz Road building, and Crayons to Classrooms converted it into warehouse, retail and office areas. Although the estimated cost was \$300,000, four companies provided in-kind equipment and services – valued at \$240,000 – to make this conversion possible:

- Standard Register (facility design and layout and warehouse racking);
- Wilcon Corporation (a portion of the construction and store buildout);
- Active Electric (electrical system and wiring, lighting and installation); and
- **Applied Mechanical Systems** (heating and cooling system, ductwork and installation).

Standard Register continues to provide significant ongoing support to Crayons to Classrooms through in-kind printing of letterhead, envelopes, business cards and notecards.

2008 start-up funds (unrestricted operating)

Carol and Jack Adam	\$7,500
Battelle & Battelle LLP	\$1,000
Berry Family Foundation	\$10,000
Armotte H. Boyer Charitable Trust	\$2,000
The Dayton Foundation	\$150,000
The Dayton Power and Light Company Foundation	\$10,000
Erhard Friedrichsmeyer	\$1,000
Lana Granzow	\$12,500
Iddings Foundation	\$30,000
The Virginia W. Kettering Foundation	\$25,000
The Kroger Company	\$5,000
The Kuntz Foundation	\$15,000
Levin Family Foundation	\$2,500
LexisNexis/Reed Elsevier	\$10,000
Mathile Family Foundation	\$450,000
McGohan Brabender	\$2,000
MeadWestvaco Foundation	\$20,000
The Robert and Jean Penny Endowment Fund	\$1,000
P&G Fund of The Greater Cincinnati Foundation	\$10,500
Sherman-Standard Register Foundation	\$20,000
Standard Register	\$20,000
Vectren	\$10,000
The Weston Wabash Foundation	\$20,000

The community provided more than \$1.075 million in financial and in-kind start-up support to Crayons to Classrooms in 2008.

"Several years ago, Foundation **Board member Tim Mathile and his** wife, Peg, raved about a similar program they were funding in Cincinnati. When we learned that Dayton teachers were also digging into their own pockets to buy school supplies, we joined forces with The Dayton Foundation and listened to local educators to help them turn the dream of a free school-supply store into reality. Crayons to Classrooms is successful because of a shared belief that every student deserves an opportunity to reach his or her full potential."

 Greg Edwards, executive director, Mathile Family Foundation



PARTNERS (Jan. 1, 2009 through May 31, 2010)

Donors

Includes corporate and individual donors of memorial, financial, product and in-kind gifts

Anonymous donors (16) Sue Abbott **ACCO Brands** Active Electric Carol and Jack Adam Mary Adducchio Servane S. Altman Julie and Steve Amspaugh **Anthem Blue Cross** and Blue Shield **Appleton Paper Applied Mechanical** Systems, Inc. Association of Fundraising Professionals - Greater Dayton Region Chapter Gayle Bach Terri and Joe Baldasare Rhonda and Walt Barner, Jr. **Donald Barrett** Richard E. Barthelemy Judith Bates Battelle & Battelle LLP Barbara Battin and James Clay Patricia Alexander Battles Nancy Berge Gwen and Kevin Bergman Marlene and Ernie Bergman Stanley M. Birnbaum Mary and James Bland Andrew Blizzard Judy and John Bloom **Booz Allen Hamilton** Marna and John Bosch Armotte H. Boyer Charitable Trust **Brady Ware** Louis C. Breckenridge Nancy M. Breene Brower Insurance Agency, LLC Christina Cahall Veleria Campbell Annette L. Canfield CareSource Kathleen Carlson Dixie and John Carr Gail Carroll Nancy Cartmell Kate and Brad Cates

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Margaret G. Luther

Herbert W. Martin

Mario

Amy and Gary Luttrell

Christina and Richard Martin

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and Family

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Mary Shank

Judy and Don Seger

Mari Jo and Jeff Sellers

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