



Final Report for In a Perfect World Foundation January 28, 2009

In a Perfect World Foundation awarded DonorsChoose.org a \$15,000 grant to support partner schools in Los Angeles (in this case, schools that were also partners of Inner City Arts, another IAPW grantee).

\$10,000 of the grant was used to make a Double Your Impact offer for teachers at the partner schools. A Double Your Impact offer is an offer to half-fund teacher projects on DonorsChoose.org. This offer is completed when individuals fund the other half of the project cost. An additional \$5,000 of the grant was used for “topping off” purposes, to ensure that every teacher at the partner schools was successful.

The IAPW Double Your Impact offer prominently featured the IAPW logo on each teacher project and included language that explained IAPW’s support of the selected partner schools. We estimate that the IAPW Double Your Impact offer resulted in over 16,000 brand impressions on the DonorsChoose.org website.

The grant was spent down earlier than expected due to great interest on behalf of the teachers and donors.

This grant resulted in:

- Over \$10,000 in additional donations from 191 individuals from across the country to these partner schools.
- Materials and resources for 51 projects in low income schools. These resources will be used by over 3,000 students and result in an estimated 5,000 hours of classroom instruction.

The IAPW grant triggered additional individual contributions, resulting in \$26,000 of donations to partner schools

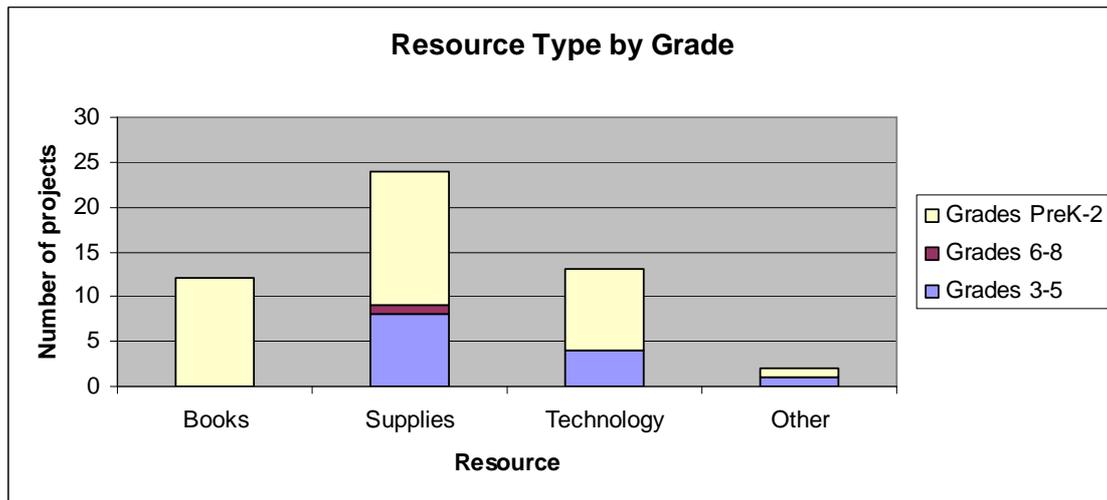
The IAPW grant was matched by donations from 219 individual donors from 46 states. These individual donors contributed \$11,067.69 to projects from partner schools, resulting in \$26,067.69 of total donations to partner schools. We should also note that \$1,143 of this individual support came from the IAPW challenge page, which was promoted to IAPW constituents.

The IAPW Double Your Impact offer was the catalyst to encourage individuals to give to partner school projects. In the words of one donor, "I gave to this project because this project qualifies for double contributions and it is an excellent cause. Reading the request, I really believe money applied to this classroom will make a difference. I hope it does!"

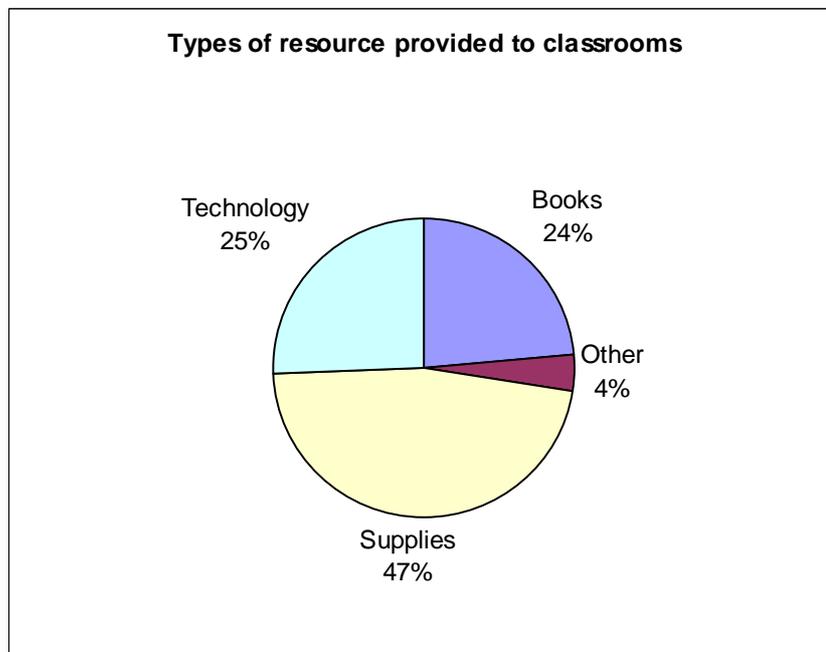
3,162 students will benefit from resources provided by the IAPW grant

The IAPW grant and individual matching funds were used to purchase resources and supplies for 27 classrooms. (note: some classrooms are art and music classrooms and they serve the whole school, so hundreds students benefit from those supplies. On average, the class size was 25 students.)

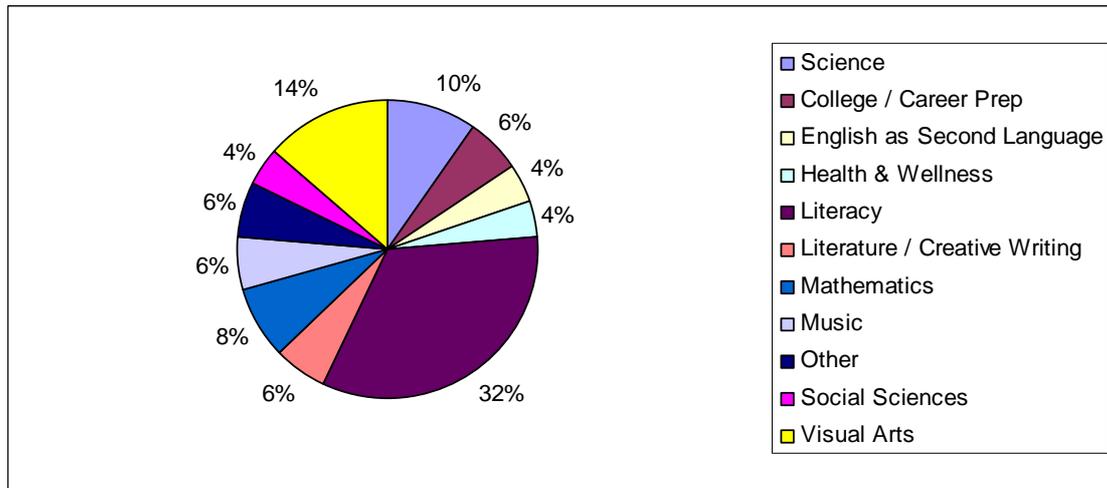
Most resources were delivered to early elementary school classrooms (K-2).



The 51 teacher requests were mostly for basic classroom supplies:



The majority of funding was directed to literacy projects:



Feedback from the teachers

“Your generous donation is so deeply appreciated! I am so excited to return to my students in the New Year with these wonderful books to read with them in small groups. In the last 3 months many of my students who came to me struggling with reading have made significant leaps in their reading ability. This will be the perfect way to reward them for their hard work while also introducing them to new literature.”

“I have been excited to return back to school because I miss my students. (They are an amazing bunch of kids and I am truly privileged to share each day with them.) However, I am now even more anxious to return because we will receive your gift. People like you make my job easier and remind me that my students' education is an investment that we all share. Thank you for touching me and our classroom.”

“Thank you so much for your donation, which honestly serves as validation to me as a teacher and the work I do everyday to give my students an education that opens the world to them!”

“I feel very fortunate to get this project funded. I am always trying to better my teaching practice, especially in writing and now I will be able to go beyond the required curriculum, thanks to your donation.”

“Oh my! I was screaming as I received the e mail announcing that you funded my proposal! You have no idea how essential these supplies are.”

“Thank you for thinking of our classroom. Your gift could not come at a better time.”

Individual donor feedback

"I gave to this project because I used to be a teacher and I know how important it is to love reading! Books are so cool :)"

-Mallory and Craig

"My daughter is an art student in college; without encouragement at a young age she may never had pursued her dream. Art needs to be part of early education."

- Anonymous

"A laptop...art supplies...and books, books, books. These are all magical - and critical - portals to which every child should have access."

-The Lefler family

"My little sister Sally is an inspiration to me. She told me about this website. There is a big butterfly dome in Seattle at the Pacific Science Center that you should all visit someday. I love to go there and let the butterflies land on me!"

-Rachel

Supporting the operations of DonorsChoose.org

Each teacher proposal includes a 15% fulfillment fee, which covers the necessary resources—staff time, office space, and technology—DonorsChoose.org uses to post, purchase, and deliver teacher resources. In the case of the IAPW grant, \$2,250 was used to cover DonorsChoose.org fulfillment costs. The remaining \$12,750 was used to purchase and ship materials to teachers. As more student projects are funded and individual donors continue to include the fulfillment fee, DonorsChoose.org becomes increasingly self-sustaining.

Conclusion

We are incredibly grateful for the support of the In a Perfect World Foundation. We were pleasantly surprised in how quickly the grant was spent down on our site. This undoubtedly is due to the increased need of teachers for supplies and resources for their classrooms and the increasing desire of individuals to support public schools. Thank you for your support!

Julie Lacouture

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