



ClassWish.org, a new nonprofit, offers an unusually effective opportunity to improve education for tens of millions of schoolchildren.

Problem

Few schools have the supplies and equipment children need to excel, and devastating budget cuts are making the problem even worse. The situation undermines education directly and by contributing to teacher attrition. We simply cannot educate kids or retain good teachers with barren classrooms.

Tremendous community support for public schools is seen in annual sale of \$3.7 billion of cookie dough, wrapping paper and other fundraising products. However, these sales are burdensome and so inefficient (less than half the money actually reaches the schools) that 64% of elementary principals surveyed said they would stop participating in those sales if they could.

A New Approach

ClassWish.org provides teachers and schools an easier, more rewarding and more efficient way to inspire and attract financial support from individuals and organizations in their communities:

- Teachers and school leaders visit ClassWish.org to create wish lists of the items they need to equip great classrooms, as easily as shopping online
- Parents, alumni, neighbors, local businesses and others see exactly what is needed and how they can help
- Visitors contribute online and, if they can afford it, might match their gift with one to a school with higher needs
- Donations are tax-deductible, and ClassWish provides a receipt
- Many companies match employees' donations, which can double their funding
- ClassWish has the items shipped directly to the schools at no cost to the school or teacher

The result? Teachers and schools get the support they need. Parents and communities are engaged in supporting schools and funding the things they care most about. And everyone is united in helping our children perform at their best.

People

An outstanding Board of Advisors includes such education and business leaders as:

- Adam Hirsch, COO, Mashable
- Betsy Brand, Director, American Youth Policy Forum
- Laurie Coats, CMO, TBWA
- Scott Cutler, EVP, NYSE-Euronext
- Jory des Jardins, co-founder, Blogger
- Esther Dyson, investor and philanthropist
- Nancy Pelz-Paget, Director, Education and Society Program, Aspen Institute
- Delia Pompa, VP of Education, National Council of La Raza
- Sharon Robinson, CEO, American Association of Colleges of Teacher Education

In addition, Forbes Magazine donated a full page of its March 15 issue to promote ClassWish.

Status

We recently launched the first phase of the web site, and continue to add more features. We hope you will be interested in our approach and would be delighted to speak about the prospect of your participation. Thank you very much.