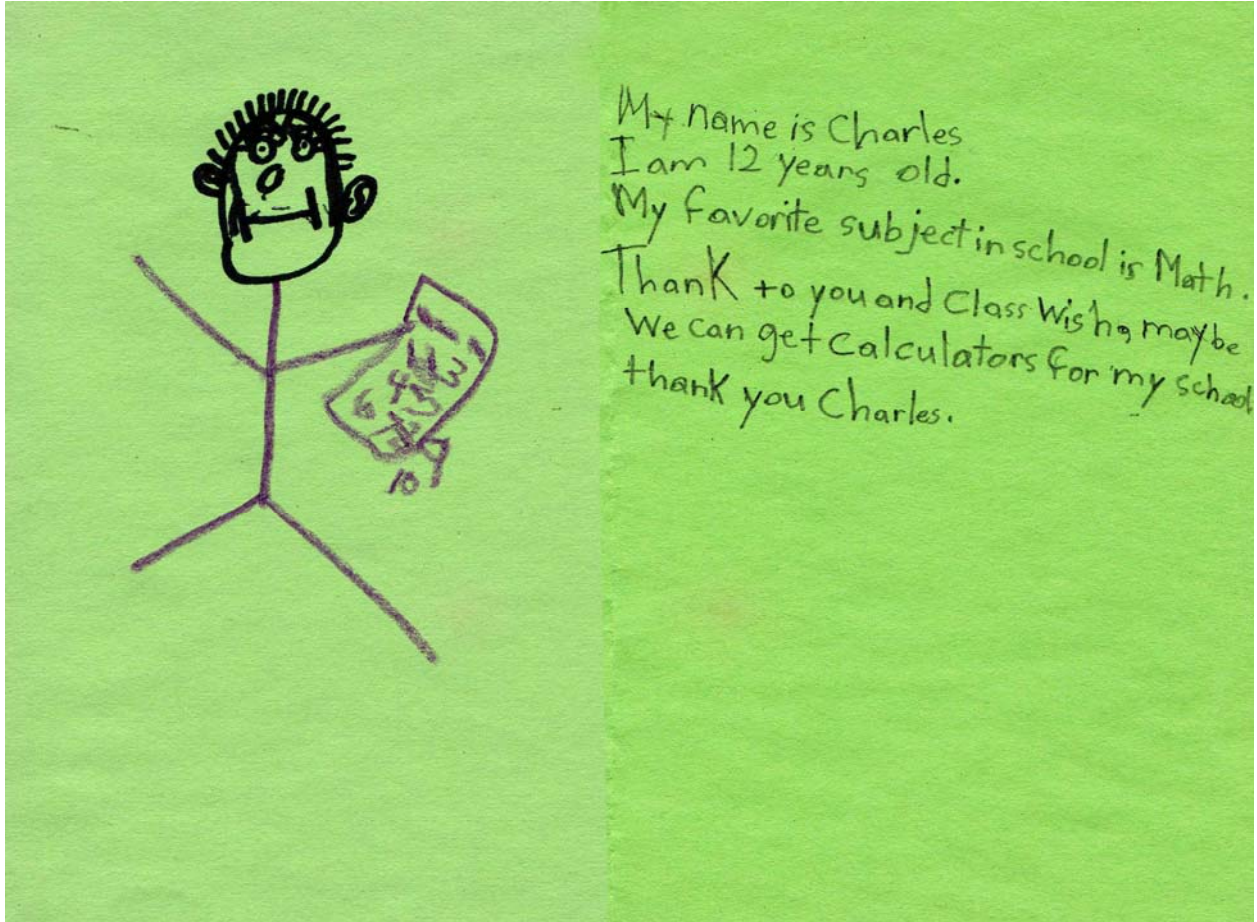




Electronic Press Kit

July 1, 2010



My name is Charles
I am 12 years old.
My favorite subject in school is Math.
Thank to you and Class Wish, maybe
we can get Calculators for my school
thank you Charles.

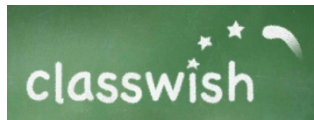


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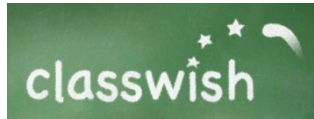
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OVERVIEW

Class is in.

Welcome to ClassWish.org, an exciting new nonprofit that offers an innovative and unusually effective opportunity to improve education for tens of millions of schoolchildren. ClassWish.org offers a rewarding and efficient way to address one of the great challenges to K-12 education: the lack of resources in schools resulting from slashed school budgets.

In short, teachers visit the site to create Wish Lists of the resources they need. Parents and others in the community see exactly what is needed and how their tax-deductible contributions can help.

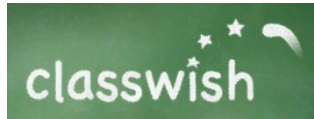
The audience is large (3.6 million teachers, 56 million students and their families); passionate (125,000 schools are more than a cause, they are part of daily life); and motivated by a desire to help both low-income schools and also those attended by their own families.

The Problem

The Wall Street Journal reported in March 29, 2007, “Governmental cutbacks mean schools must tap other sources to pay for programs and services that otherwise would wither.” Since then, budgets have been further devastated, and the problem has become even worse: few schools have enough money for essential books, computers, science equipment, musical instruments, art supplies, sports gear or even paper for the copiers and printers.

The situation is so dire that 3 million teachers spend an average of \$1,200 a year of their own money on materials. That financial burden is a leading contributor to teacher attrition; 50% of teachers leave the profession in the first 5 years, and the best and brightest teachers are often the first to go. This exodus is costly both for students and to the schools and districts, which must recruit and train replacements. A conservative estimate of the cost of replacing public school teachers who have dropped out of the profession is \$2.2 billion each year.

ClassWish.org provides a better way...



Available Resource

Tremendous community support for schools is seen in the sale of \$3.7 billion a year of cookie dough, wrapping paper and other school fundraising products. However, these sales are a grossly inefficient way to tap that support. The use of funds is unclear, so they are not rewarding; purchases are not tax-deductible; employers do not match the purchase amounts (as more than 16k businesses match charitable donations); they are time-consuming and disruptive; and less than 50% of the proceeds actually go to the schools. No wonder 64% of elementary principals surveyed said they would cease participating in these fundraising sales if they had a better option. ClassWish.org provides that alternative.

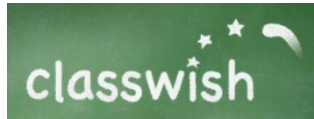
The opportunity to attract additional support for schools is also seen in the \$43 billion Americans donate each year to education. Most of that money goes to colleges and universities and little to K-12 schools. That is no surprise; we all hear from our former colleges each year, but who has ever heard from their former elementary school? The same nostalgia and dedication to education could also attract significant new support to K-12 schools if those schools had the means to inform, inspire and engage donors.

A New Approach

ClassWish.org offers relief by using the gamut of modern business practices—aggregated purchasing, e-procurement, social networking and local sponsorships—to provide a more effective way for schools to garner financial support. ClassWish.org makes it easy:

- Educators visit ClassWish.org to create Wish Lists of the items they need to equip great classrooms, band halls and playgrounds - as easy as shopping online
- Parents, alumni, neighbors, local businesses, churches and others see exactly what is needed and how their tax-deductible dollars can make an immediate difference
- Visitors contribute online and, if they choose, can match their gift with one to a school with higher needs
- Many companies match employees' donations, and this can double their funding.
- ClassWish.org purchases items from vendors, who send items directly to the school.

ClassWish.org's comprehensive solution can channel additional support to schools through payroll deduction programs, donation of reward program points, donation via cell phone, and other means.



LEADERSHIP

ClassWish.org is currently a project of ImportantGifts Inc, a 501(c)(3) nonprofit, whose chairman is Steven Spiegel, a former Skadden Arps attorney. The professionals working on the ClassWish.org team have held senior positions at such firms as Citi, iVillage and Xing.

Board of Advisors

Our outstanding Board of Advisors is made up of education and business leaders who understand the problem and horizon ramifications of underfunded classrooms and are passionate about the solution that ClassWish.org provides.

Education

- **Nicole Baker**, National Director of Faith Community Relations, Teach For America
- **Betsy Brand**, Director, American Youth Policy Forum
- **Art Bushkin**, Chairman & CEO, Stargazer Foundation
- **Pamela Civins**, Executive Director, Boston Partners in Education
- **James Cleveland**, President, JumpStart
- **Christopher Cross**, Principal, Cross and Joftus
- **Ellen Dempsey**, President & CEO, Teachers Network
- **Lucy Friedman**, President, The After School Corporation
- **Nelson Gonzalez**, Chief Strategy and Program Officer, Stupski Foundation
- **Jodi Grant**, President, Afterschool Alliance
- **Bibb Hubbard**, Vice President, Widmeyer Communications
- **Wayne Loosigian**, Director of Annual Giving, Phillips Exeter Academy
- **Judy Nee**, President & CEO, National Afterschool Association
- **Nancy Pelz-Paget**, Director, Education & Society Program, Aspen Institute
- **Delia Pompa**, VP of Education, National Council of La Raza
- **Greg Richmond**, President & CEO, National Association of Charter School Authorizers
- **Sharon Robinson Ph.D.**, President & CEO, American Association of Colleges of Teacher Education
- **Gary Steuer**, former Executive Director, Arts & Business Council, Americans for the Arts
- **Esther Wojcicki**, Google Education, Creative Commons Board

Corporate

- **Scott Cutler**, EVP, NYSE-Euronext
- **Bill Reinisch**, former head of venture capital, Motorola

Marketing and Media

- **Jed Alpert**, Chief Strategy Officer, Mobile Commons
- **Laurie Coots**, CMO, TBWA
- **Esther Dyson**, internet luminary
- **Adam Hirsch**, COO, Mashable
- **JD Lasica**, Principal, Socialmedia.biz and Socialbrite.org
- **Mark Linaugh**, Chief Talent Officer, WPP
- **Betsy Morgan**, former CEO, Huffington Post
- **Steve Rosenbaum**, Founder, Magnify Media

Executives

Patrik Silen

Chairman, ClassWish.org

Patrik Silén is a management consultant with McKinsey & Company and serves as the Chairman of ClassWish.org. Previously, he was responsible for developing the Operations and Marketing functions of Accucard, an innovative online credit card company now owned by Lloyds TSB Bank in the UK. Prior to this, he was a management consultant at Mitchell Madison Group, where he was involved with the development and implementation of ecommerce strategy for several major clients in the US, the UK, and Spain. His experience also includes working as a consultant with nonprofit organizations Population Services International and Technoserve in Latin America and Africa. Mr. Silén received his MBA from Harvard Business School and his Master of Engineering degree from the University of Manchester in the UK.

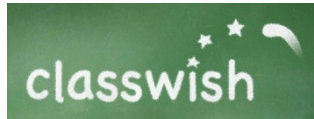
Robert Tolmach

CEO, WellGood Classrooms, LLC

Robert Tolmach is CEO of WellGood Classrooms LLC, which conceived and is implementing Classwish.org. He is a serial social entrepreneur and focuses on applying modern business practices, including the Internet, to make the world a better place. Mr. Tolmach previously led the creation of ChangingThePresent.org, which the NY Times called “an Amazon.com of the nonprofit world.”

Before turning his attention to the nonprofit sector, Mr. Tolmach worked as an architect, real estate developer and entrepreneur. He worked as senior real estate manager for James D. Wolfensohn, Incorporated and was a principal at Arquitectonica International Corporation, an internationally prominent architectural firm.

Mr. Tolmach received a BA in Architecture and Fine Arts, and a Bachelor of Architecture from Rice University. He has lectured at the business schools of Rice University and Columbia University; been a panelist at the Summit on Philanthropy; and appeared on network news to discuss his endeavors. He has been published in Urban Land, the journal of the Urban Land Institute, and he blogs for Huffington Post.



WHAT PEOPLE ARE SAYING

"This nonprofit is a swift and inventive way for communities to unite in support of the tools that make learning more accessible for all students."

- **Sarah Brown Wessling**, *National Teacher of the Year and teacher at Johnston High School in Johnston, Iowa*

"I was absolutely thrilled that a donor supported the purchase of a model human torso, with removable organs. My students have lots of questions about human physiology, and this model of anatomical relationships will promote curiosity-driven learning. Thanks ClassWish and donor!"

- **Dan Piloff**, *teacher at Stuyvesant High School, New York, New York*

"ClassWish helps teachers get the supplies that are so essential for children to get a great education."

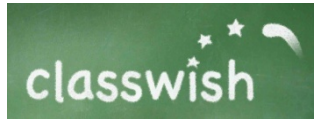
- **Nancy Pelz-Paget**, *Director, Education and Society Program, Aspen Institute*

"This is a great idea. I just emailed my son's teacher to let her know about ClassWish.org. Personally I like the fact they can list exactly what they need and it gets shipped directly to them. Many times parents forget that teachers could use extra help with supplies for their classrooms. With the budget cuts all across the board teachers will appreciate the opportunity to have help supplying the classroom very much."

- **Mom**, *Wichita, Kansas*

"This is just terrific! I have a lot of teacher friends and clients and we're always talking about how they have to buy their own materials, which is a real financial burden. This site is great and will definitely fill a need."

- **Mom**, *Buffalo Grove, IL*

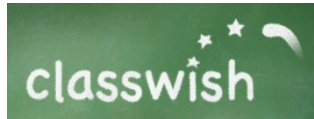


CONTACT INFORMATION

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Communications Advisor
202-494-8543 cell
dgrubb@classwish.org



WISH LIST EXAMPLE

Teachers
Parents & Supporters
PTA/PTO
Schools
join | your account | about us

[home](#) > [Caesar Rodney High School](#) > [Ms. Marlene Walters](#)

Ms. Marlene Walters

+ add to my favorites >

"Welcome to my ClassWish List! I teach a great group of 5th Grade students. When they get excited about a new concept, their enthusiasm can be truly inspiring. I am anxious to get them the materials we need to take their learning to the next level. I want to challenge them to question their surroundings and make bold moves toward understanding their world. This will position them not only for success in school, but also success in their lives."

Add to My Teachers >>

Ms. Walter's Details

(212) 555-5555

Tribeca Learning Center PS150 >
New York, NY 10013

5th Grade

Summary

\$450
\$1187

Support this Teacher >>

Ms. Walter's Wishes

facebook
twitter
RSS
Tools
Print
Email

School Drives

- [Jungle Gym](#)
\$1000
- [AV Projector](#)
\$800

Completed Wishes

- [Scholastic Children's Encyclopedia](#)
\$16
- [Paint for Mural](#)
\$100

welcome, **Robert**

My Messages >

My Favorite Schools:
[Lincoln High School >](#)

My Favorite Teachers:
[Jane Maxwell >](#)
[John Simmons >](#)

Geometry Kits

\$125

donate >

Geometry is a primary building block of much of our learning. These kits will help my students learn a critical skill for many careers, and help them excel in high school. [Learn more >](#)

Telescope

\$134

donate >

Seeing is believing, and I want my class to see the planets. This will not only support their academic studies, but also give them a fuller understanding of their personal connection to the world around them. [Learn more >](#)

Watercolor Kits

\$25

donate >

We recently visited the butterfly exhibit at the Museum of Natural History. These watercolor kits will help my students create their own fanciful interpretations of these wonders of nature. [Learn more >](#)

Paintbrushes

\$32

donate >

My students have envisioned a grand-scale, multi-media art wall, to decorate our spartan cafeteria! These brushes will bring it to life. Won't you help us make it happen? [Learn more >](#)

Soccer Balls

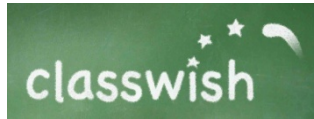
\$18

donate >

We all know how much pressure the kids are under in our school to perform at their very best. We don't consistently place first in the state by coincidence! It's also important for my students to learn how to relax and have fun together, and these soccer balls will help them get exercise, too. [Learn more >](#)

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RECENT MEDIA

Your classroom can have enough supplies--now **- Karin Piper, *Charter Schools Examiner*, May 19, 2010**

Are you sick of it yet? -- lack of funding and devastating budget cuts that leave schools without proper resources. Not enough books, computers, musical instruments, paper for the copiers—the list goes on and on.

Many dedicated teachers end up spending hundreds of dollars a year of their own money on classroom materials. Others exhaust countless hours borrowing and bartering to get what they need to teach our kids. That is precious time that could be spent prepping for the next school day, or with their own families (thank you very much).

But there is an easier way. A much easier way. ClassWish.org is an exciting new non-profit organization which specializes in connecting the dots between what teachers need and folks like you, who would like to help. Here is how it works:

- Teachers, administrators and PTA/PTO leaders visit ClassWish.org to create Wish Lists of the items they need to equip great classrooms
- Parents, alumni, neighbors, churches, community foundations, local businesses and others see exactly what is needed and how their tax-deductible online contributions can help.
- ClassWish has the items shipped directly to the schools at no cost

The results are grand! Not only do teachers and schools get the support they need. But parents and communities are engaged in supporting local education. It also offers an effective venue for you to financially contribute the very programs you care the most about. ClassWish.org also facilitates workplace giving (payroll deduction) programs, so companies can improve education and enhance employee satisfaction, at no cost.

Speaking of corporations, many businesses offer perks like employee matching grants and will double the money you donate to schools. Such giving is also considered tax-deductible contributions for both you and your employer (check with your accountant). In addition, ClassWish.org helps tap funds from eBay Giving Works and other sources. ClassWish.org is quickly becoming a popular vehicle for both donors and recipients.

Original article can be found here: <http://www.examiner.com/examiner/x-2157-Charter-Schools-Examiner~y2010m5d19-Your-classroom-can-have-enough-suppliesnow>

Short takes on 10 worthy projects

Watchitoo, DoGood, ClassWish, Zynga, business ethics & more

- JD Lassica, *Socialbrite*

We've been deluged recently with updates and rollouts of interesting new sites, tools and services. There's no way to fully do them justice, but they deserve attention, so here's a roundup of eight worthy projects and websites that have crossed our desk:

#5 ClassWish: Tweet for better classrooms

I'm an advisor to ClassWish.org, an ambitious new initiative to enhance the quality of education across the nation, so I was glad to hear about its tweet-to-win promotion to improve classrooms. Every time you use Twitter to spread the word about ClassWish, you'll help students and teachers and earn a chance to win prizes. Facebook share-to-win is coming soon.

Original article can be found here: <http://www.socialbrite.org/2010/05/17/short-takes-on-10-worthy-projects/>

Make your wish come glue
www.summercunts.com/blog, May 19, 2010

Do you wish that teachers and schools had all the resources they need for an education happily ever after?

Well, dream no more. You now have the power to help schools and classrooms you care about. No magic wand required.

ClassWish.org is an exciting new non-profit website which helps folks—like you and I—get schools the supplies they need for their students to excel.

It is amazingly simple:

1. Teachers, administrators, PTO and PTA leaders visit ClassWish.org and have great fun creating a wish-list of items they need to equip a great classroom.
2. Businesses, communities, and parents browse the site for exactly what is needed and “shop online” for our schools.
3. Class Wish ships the purchase directly to the school.

Just imagine; teachers having the resources they need without begging, borrowing and bartering. And the very idea that you can rest assured that your child is in a classroom where supplies are not constantly at the cutting edge of somebody’s budget!

You can even super size your absolutely tax-deductable contribution by asking your employer to match your donation. Many companies love supporting education in the communities they serve.

So what are you waiting for?

Tell the teachers you know how easy it is to get the resources they need at ClassWish.org. Share with your friends that you know how they can improve their own child’s classroom, as well. Then, spread the word to others in your community and visit the site to improve classrooms for the children you love.

Wish granted.

Original article can be found here: <http://summercounts.com/blog/2010/05/19/make-your-wish-com-glue/>