

projects posted are a minimum of \$100 (anything less is not cost effective for DonorsChoose.org) and a maximum of \$400 (for things like material assistance). However, DonorsChoose.org also supports larger needs, such as excursions and incursions.

As Cesar Bocanegra, Chief Operating Officer for DonorsChoose.org summarises:

If you average all the projects posted on the website, 70% get funded. If you have a project of \$1,000 then the success rate drops to less than 60%. We have had dozens of projects that are over \$10K. For example, we had an \$80K project for a whole computer lab. In this instance, it is important to have a corporation or foundation that is an advocate for that particular project. In this case, Hewlett Packard provided over half of the funding for that project. The rest was secured from individual donations. In another project, a school teacher wanted to send 500 students to the movies to see a film documentary on bullying. This amounted to \$50K. This field trip was funded by a private donor that wanted to support the issue of overcoming bullying.

Key outcomes from DonorsChoose.org include:

- increased student motivation to complete learning tasks;
- improved capacity to participate in classroom learning (e.g. calculators);
- access to different kinds of resources for learning that they otherwise would not access;
- learning associated to a positive experience because students feel valued by ‘generous people’;
- facilitating teacher collaboration: DonorsChoose.org is seeing evidence of more collaboration among teachers through their online discussion groups. They created a discussion forum that encourages people to copy each other’s ideas, for example, ‘What’s your favourite tip for class management? This is what I do ...’

How is information gathered?

Data on impact is gathered in terms of outputs through the website (i.e. total amount of donations, number of students assisted, number of projects posted, etc.). DonorsChoose.org also gets self-reported feedback from teachers about the impact of the donation on their teaching effectiveness. DonorsChoose.org is in the process of setting up a role within the organisation to explore the impact of their service in relation to student learning, achievement and wellbeing outcomes; as well as policy level impacts.

How do you share the information gathered and with whom?

A section of the website is updated daily about, for example, the number of projects funded.

Corporate/Foundation Partnerships: at a glance

| Partnership Type | How it Works | Example | Benefits |
|--------------------|---|---|--|
| Double Your Impact | A foundation or corporation covers 50% of the proposed project up-front. | The Bill and Melinda Gates Foundation donated the first 50% of project cost for rural public high schools to enhance university preparatory classes. | <ul style="list-style-type: none"> Lower project cost encourages more individual donations and increases likelihood of funding. Branding/influence opportunity for philanthropic investor. |
| Almost Home! | Philanthropic donation brings project close to completion. | Pershing Square Foundation donated the remaining funds needed to complete history and civics projects in honour of Presidents' Day. | <ul style="list-style-type: none"> Affordability triggers individual donations. Increased website traffic brought in to new donors. |
| Gift Cards | Philanthropic donation purchases gift cards that can be redeemed for the project of the donor's choice with criteria set by the philanthropic investor. | Wasserman Foundation: donated gift cards to parents of LA Public schools, and Starbucks Coffee customers. | <ul style="list-style-type: none"> Community engagement tool. Branding opportunity. |
| Cause Marketing | Businesses promote their products while also supporting educational projects. | Chevron donated \$1 to a local classroom project for every fill-up in a local area focusing on science, technology, engineering and math education. Chevron set up a "Fuel your School" microsite to showcase projects, maps, toolkit for teachers and thermometer. | <ul style="list-style-type: none"> Branding and social responsibility. Customer engagement. |
| Employee Matching | Company sets up employee matching which is credited immediately. | Credit Suisse chose DonorsChoose.org as its non-profit partner for their Annual Holiday Charity Initiative. | <ul style="list-style-type: none"> Company's impact increases. Improves employee morale. |
| Giving Pages | Individual or Corporate Philanthropists create page and invite friends, employees or customers to support a project. | Stephen Colbert created a page to challenge his viewers to support members of the armed forces by funding projects that benefited schools serving military families. | <ul style="list-style-type: none"> Leveraging social networks. |