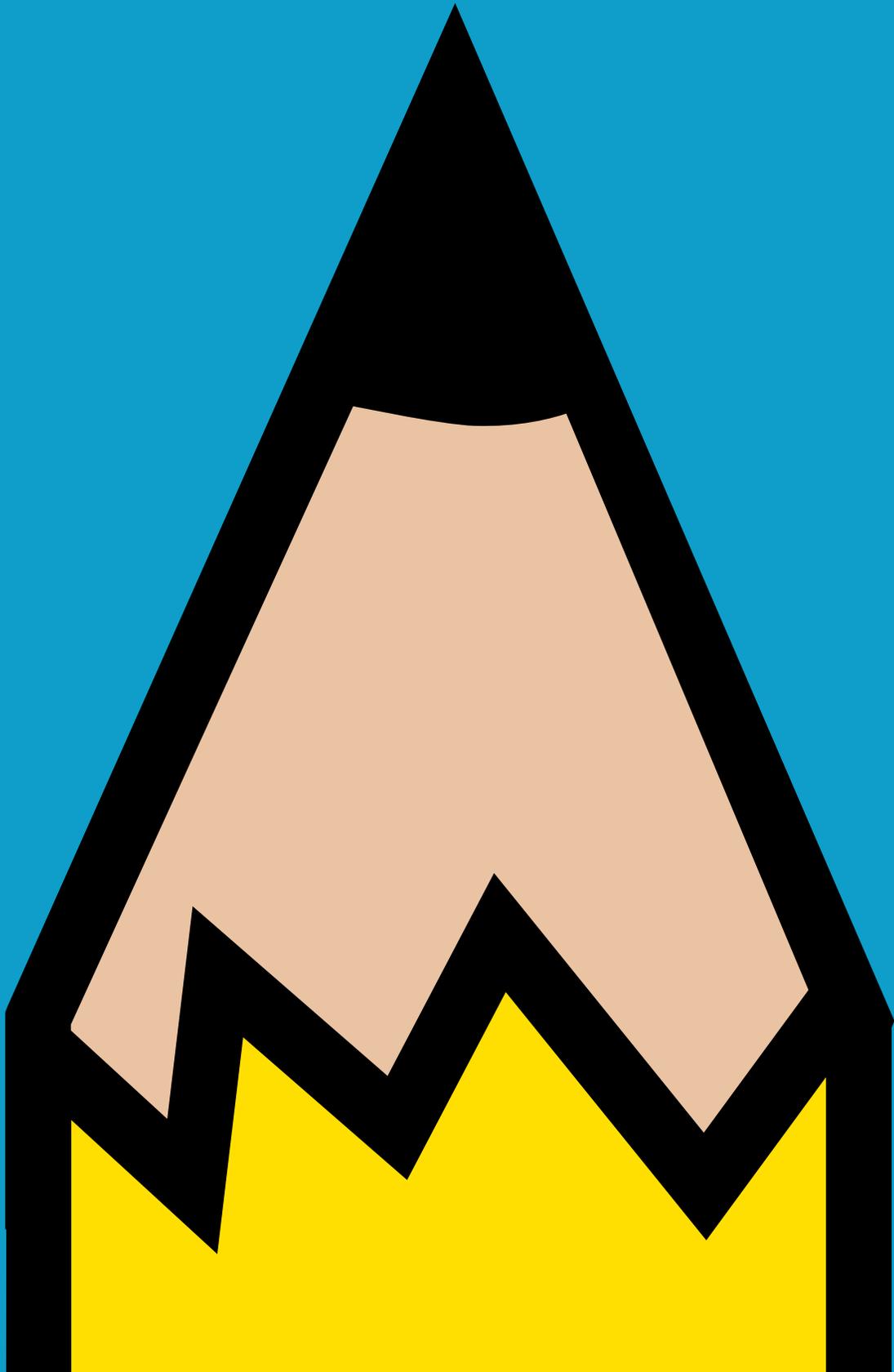


Classroom Central

2015-2016 ANNUAL REPORT



What we believe

We believe in the potential of every child.

We believe the bright light of learning should never dim.

We believe the playing field should be level, and that all children should be equipped to play.

We believe every student should have the tools they need to be confident, to learn and to succeed.

We believe every teacher should be focused on instilling the love of learning, rather than burdened with buying supplies.

We believe 1 in 2 school children living in poverty means far too many are left behind.

We believe they are OUR kids, not THOSE kids, and the responsibility of erasing the need lies with us ALL.

You are erasing the need.

We are grateful for your generous support over the last year. With a vision to double our impact by 2020, the 2015-2016 academic year was instrumental in laying a foundation of growth towards this goal.

Because of your involvement, in 2015-2016, we were able to distribute over \$2.7 million in free school supplies to students in our region. The majority of this was distributed through our Free Store on Wilkinson Boulevard where teachers in high-needs schools are able to shop for the items that they need most. While the Free Store is our largest program, we have not lost sight of the fact many teachers face challenges to reach us, whether it be traffic, child care or after-school responsibilities. We continue to optimize our Mobile Free Store and Classroom Up programs to ensure their needs are met.

A large part of doubling our impact means making a difference where it matters most. Our annual teacher survey revealed that we are continuing to create positive outcomes in the classroom.

96% of teachers said that the free school supplies they received from Classroom Central increased instructional time while 98% said it that it showed students that they could count on them. When it comes to individual student success factors, 97% indicated the supplies help boost student preparation and 79% said it helped reduce behavioral issues.

Our focus in 2016-2017 will be expanding our reach and distribution of supplies, as well as fulfilling on a broader range of needs for both students and teachers.

We hope you enjoy reviewing our collective accomplishments outlined on the following pages. Please follow us on social media for real-time updates on how your support is helping create brighter futures and erasing the need that exists in our region.

In partnership,



Karen Calder
Executive Director



Jenna Kelly
2015-2016 Chair, Board of Directors



Classroom Central 2015-2016 Board of Directors

Jenna Kelly, Chair
SunTrust Bank

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NewDominion Bank

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John Phillips
Park Commercial Real Estate, LLC

Kathy Thomas
Belk, Inc.

Clint Watson
The DARTON GROUP

Steve Woodward
Belk, Inc.



Since 2002, Classroom Central has distributed nearly **\$47 million** in school supplies.
(retail value, through 6/30/16)



CLASSROOM CENTRAL SUPPORTS

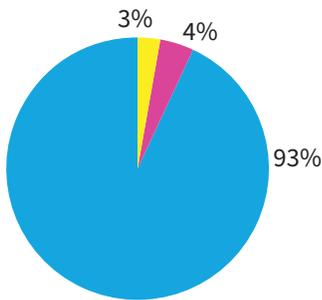
OVER
100,000
STUDENTS

IN NEARLY
200
SCHOOLS

ACROSS
6
DISTRICTS

Operating Expenses

\$3,528,938



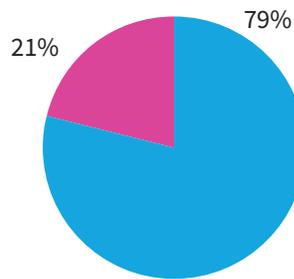
Program costs: \$3,296,630

Management & General: \$88,187

Fundraising: \$144,121

Operating Revenues

\$4,193,548

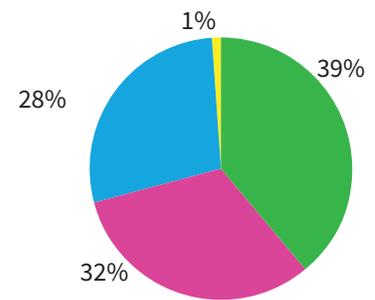


Retail value of in-kind donations: \$3,311,406

Monetary: \$882,142

Contributions

Classroom Central receives no school system or government funding. 100% of our work is made possible by generous donors.



Corporate Support: 39%

Grant and Foundation Support 32%

Individual Giving 28%

Other 1%



Programs for every child in need



Free Store

Located on Wilkinson Boulevard, our Free Store offers aisles of notebooks, scissors, markers, books and more! Everything educators need to make learning fun.

7,449
TEACHER
VISITS

\$2,532,895
VALUE
DISTRIBUTED



Mobile Free Store

Traffic is busy and so are teachers. That's why we pack up our Mobile Free Store to bring supplies directly to schools that are further than "around the corner."

5
DISTRICTS
SERVED

\$146,722
VALUE
DISTRIBUTED

The impact of free school supplies

Each year, we survey the educators who utilize our programs about the impact the supplies make within their classrooms. They confirmed the positive correlation between assignment completion rates, test scores and student preparation. Educators also echo how feeling prepared can help students be more motivated and engaged which in turn, prevents behavior issues. Additionally, they disclose that these supplies enable the teachers to be seen as a trusted adult who can meet the needs of their students, thus building important relationships for learning.

Regarding the impact of the supplies received, May 2016 respondents stated the following:

97%

said Classroom Central
had a positive influence on
STUDENT PREPARATION

93%

said Classroom Central
had a positive influence on
STUDENT-TEACHER RELATIONSHIPS





Classroom Up

Who doesn't like to shop online? Educators from Charlotte Mecklenburg Schools sure do! This web-based Free Store delivers the basics right to their classroom door.

41
SCHOOLS
SERVED

\$25,979
VALUE
DISTRIBUTED



Backpacks & Basics

Back-to-school is even more exciting for students through sponsorships of our Backpacks and Basics program. Imagine all students in an entire school getting to experience the pride of receiving brand new supplies to start their school year off right.

7
SCHOOLS
SERVED

3871
STUDENTS
SERVED

\$182,437
VALUE
DISTRIBUTED

1,265
TOTAL VOLUNTEERS

\$252,304
VALUE OF TIME DONATED

10,709
VOLUNTEER HOURS

Volunteer contributions

As we have a small staff, the mission of Classroom Central would simply not be possible without our volunteers. We are grateful for those who donate their time and talents to further Classroom Central's mission.

90%
said Classroom Central
had a positive influence on
QUALITY OF STUDENT WORK

89%
said Classroom Central
had a positive influence on
**TIMELINESS & COMPLETION RATE
OF ASSIGNMENTS**

Classroom Central



2116 WILKINSON BLVD
CHARLOTTE, NC 28208
WWW.CLASSROOMCENTRAL.ORG



**YOU ARE ERASING THE NEED
LOOK INSIDE TO SEE HOW YOUR
INVESTMENT MADE AN IMPACT**

