



I am so happy to start the school year with GrantEd as a partner!

Christine Stoessel, Librarian
MacFarland Middle School

Thank you for investing in our teachers! Because of you, we can invest in our students!

Shajena Cartegena
Ballou High School

You are supporting teachers who do not get support in so many ways. GrantEd is helping the students of the District of Columbia get the resources they need to receive the education they deserve.

GrantEd Member

Annual Report

JANUARY 2019 TO DECEMBER 2019

Year At A Glance



FUNDRAISING
\$71,000*

Sources Include:

- Paypal Giving
- AmazonSmile
- Network for Good
- June Friendraiser
- Corporate Partners
- Individual Donors
- Capitol Hill Community Foundation Grant
- Taste of H Tickets + Sponsors

**Gross funds raised.*



RECRUITMENT
2.5X GROWTH

The number of **school partners** more than doubled to **25**.

Educator community is comprised of eligible staff at partner schools. This group **grew from 523 to 1,325**.

Members have completed GrantEd registration to begin requesting grants. Membership **grew from 71 to 218**.



GRANTS
AWARD 74%*

In **10 grant cycles** we received **200 requests** for funding and awarded **147 grants** totaling **\$55,000**.

Because not all teachers had submitted for reimbursement by December 31 2019, \$47,563.53 was disbursed.

**Growth impacted the 2019 award rate; the lifetime GrantEd award rate is 89%.*

2019 Planned Growth

INITIATIVES FOR PROGRAM GROWTH

In 2019, our primary focus was on scaling the program and increasing our reach.

Though some initiatives had to adapt to unforeseen circumstances, GrantEd nevertheless made great progress on all 5 planned growth goals. As an example, Educator's Exchange is now known as GrantEd Stories. And, after losing funding, our custom-built grant platform was exchanged for a branding overhaul that impacted every GrantEd asset.

This is an amazing vote of confidence for teachers. We know what we want and we can be trusted.

Susanna Weiss
Columbia Heights Education Campus (CHEC)

The reality of the situation is that most teachers working in environments where they don't have support with supplies are also working in environments where they don't have support in many other ways as well.

GrantEd Member

I LOVE the idea of the past grant. You guys sure do make it easier for teachers!

Kaitlin Athmer, SpEd
Columbia Heights Education Campus High School

GrantEd helps tremendously with reducing what teachers are spending their own money on for students.

Breanna Ghassemeh
Aiton Elementary School

Highlights

January

- Updated grant terms to support past grants, consumables, and seed money.
- Nine new partner schools join GrantEd, bringing the total number to 18.

February

Our first Annual Report is published, covering activity from founding to December 2018.

March

Begin project to better align the logo and website with the GrantEd mission.

March

GrantEd awards 100th grant!

May

- Teacher Appreciation Week campaign, included delivering 1,000 "thank yous" and member gifts
- Ballou STAY joined GrantEd as the 22nd school.

April

- Whittier, Brookland and Barnard join GrantEd, bringing the total partner schools to 21, meeting 2019 planned growth target
- Announce summer hiatus to align with teacher schedules, plus new request deadline.

May

Designed the TastEd fundraising model with restaurant partner Smith Commons.

May

Conducted a survey to solicit feedback from our teacher community.

June/July

Fundraising efforts pay off!
Friendraiser | \$5K
CHCF Grant | \$1.5K
ACE + Misc | \$1K

July

Launch new logo and website!

August

- Begin early Taste of H promotion by merging Taste of H and GrantEd social media accounts.
- Launch monthly donation option.

August

Paul International High School becomes our 23rd partner.

August

Launch new supporter newsletter, *The Point!* and formalize member communiques as *Teachers' Notes*.

September

Partner with CHRIS CARDi for a series of H Street Festival fundraising events, raising 25% over goal.

September

Jefferson Academy MS joins GrantEd as the 24th partner.

November

7th Annual Taste of H on November 2, in addition to our Giving Tuesday campaign at the end of the month, resulted in our highest fundraising figure ever.

December

Our 25th school, Bruce Monroe joins GrantEd.



With a commitment for a +\$100K in-kind donation, we're moving ahead with a **custom web platform** that will allow the GrantEd model to scale.

While a custom-coded platform is on hold, GrantEd underwent a thorough brand benchmarking analysis in order to better prepare the organization to scale our reach, which led to five new initiatives.

- 1. Logo re-design.** While the old logo connoted education, it positioned the organization as privileged rather than in need of support.
- 2. Website and messaging refresh.** The new messaging better articulates our program to donors.
- 3. Taste of H and GrantEd social media merge.** This effort better prepared the team for year-round posting consistency.
- 4. GrantEd Stories.** Our new blog shares the impact GrantEd is having on teachers, students, and school communities.
- 5. The Point!** The new GrantEd supporter communication helps us keep in touch with our donor community all year long.

We will create a new **grant for past expenditures** so that we can fund consumable items and fundraising seed money while maintaining adequate confirmation of use.

We unveiled our past grants at the beginning of 2019. These grants reimburse for items that were purchased in the month prior to the grant cycle, and therefore help GrantEd address the issue of teachers spending out of pocket.

We also added consumable items (food, hygiene) and fundraising support in the form of seed money. Grants for these items can only be applied for as a past grant.

We're launching the **Educator's Exchange** in May to begin building our online teacher community.

We began writing and requesting GrantEd Stories in May, to great success. We published 5 stories written by our teacher community in 2019, with more in the queue.

GrantEd will host the **7th Annual Taste of H on November 2, 2019**, at the Atlas Performing Arts Center.

The 7th Annual Taste of H was our most successful yet—yielding nearly \$63,000. We achieved this through three new initiatives:

- 1. Increase sponsorship dollars.** Donations grew by 30% in 2019.
- 2. Direct appeal.** Rather than host a live auction, we asked for donations from the podium. Not only did this approach nearly double the funds raised over the the auction, it required much less work.
- 3. Create upsale ticketing options.** By selling tables and VIP ticket, we increased our ticket sales by 20%.

We plan to **double our school partners** to 20 by June 2019.

We met and exceeded this goal in April, 2 months ahead of schedule. GrantEd ended 2019 with 25 school partners, 150% of the target.

2020 Planned Growth



REACH

In 2020, we will work to build our social media audience to 150% of 2019 levels on Twitter, Instagram, Facebook, and LinkedIn combined.



IMPACT

We will launch EDx, an online platform for the exchange of books, supplies, and ideas to encourage a re-shuffling of resources from teachers working in schools with abundant support to those with limited budgets.



COMMUNITY

We plan to secure a sponsor for Teacher Appreciation Week, May 4-8, 2020. A sponsor will help defray the costs of celebrating our teacher community, while also increasing reach to other potential donors.



SUPPORT

We aim to double our donor count from 150 to 300 by year's end. This will come from a combination of small and large donors.



BALANCE

In 2020, our goal is to have a more balanced split between past and future grants in order to better meet our mission of keeping teachers from paying out-of-pocket.

Supporters

Businesses

A Few Cool Hardware Stores /ACE
 Bar Bullfrog
 Capitol Hill Community Foundation
 Capitoline Vermont
 The Cherry Fund
 CHRIS CARDi House of Design
 The City Vault
 Cotton & Reed
 Cusbah
 Dangerously Delicious
 Dante's Partners
 Deep Root Analytics
 DJ Dior
 Eng Garcia Grant
 Ethiopic
 Farmbird
 Granville Moore
 Green Hat
 Herb Scott Music
 Insomnia Cookies
 iRicchi
 Jenn Smira Team at Compass
 K Street Consulting
 Laos In Town
 Newwave Foundation
 Queen Vic
 Red Rocks

Risk Cooperative
 Smith Commons
 Sol Mexican Grill
 Stable
 Sticky Rice

Individuals

Aglaia Benni
 Alexandra Carr
 Alissa Fujimoto
 Amal Disparte
 Andrea Schwartz
 Andres Franzetti
 Andrew Audet
 Anonymous
 Bob Poulin
 Bonnieliee Evenson
 Boris Savitskiy
 Briant Switskiy
 Bridget Jackman
 Carl Roose
 Carla Bozzolo
 Carol and Tom Wheeler
 Catherine Wright
 Claudia Brinkmann
 Courtney whisenton
 Dahlia Shaewitz
 Dani Abrams
 Danny Jester
 Darla Carter
 David Kelly
 David Ramirez

Deanna Wright
 Deirdre Cohalan
 Derek Dyson
 Desiree Tedeschi
 Diane Beasley
 Elan Butinger
 Elizabeth Colarik
 Emily Henry
 Emily Smith
 Emmjolee Waters
 Eric Plascencia
 Fangzhou Na
 Gabrielle Mallory
 Georgina Ardanal
 Gerald Ponasik
 Granetta Coleman
 Guillermo Bozzolo
 Ileana Schinder
 James Decker
 James Kilsby
 Janice Laurente
 Jean-Paul Petit
 Jeff Aslen
 Jeff Saviano
 Jeremy Faber
 Jessica Cassady
 Jessica Faber
 Jill Baker
 Joan Ronnenberg
 Joanna Caplan
 Julien LeGoc
 Karin Ottesen

Katie Duffy
 Katrina Kirchoff
 Kenneth Romero
 Kristen Gnaou
 Kristina Evans
 Lacey Dingman
 LaKeyia Bland
 Larry Braithwaite
 Lauren Moldawer
 Leah Baker
 Leland Schwartz
 Leslie Williams
 Lisa Rosenthal
 Lucille Ponasik
 Maggie Feldman-Pitch
 Marc Ross
 Marguerite Crile
 Marie-Aude Guie
 Marina Galli
 Marnae Orton
 Marquis Suber
 Martina Benton
 Mary Brennan
 Mary Gibbon
 Matthew McCombs
 Megan McCaffrey
 Melanie Karlins
 Michael M Goldstein
 Michael Meyers
 Michele Jean-Jacques
 Michele Shakeshaft
 Michelle Harrison

Mike Goldstein
 Millica Zimonjic
 Monica Fuentes
 Nadege Fuller
 Nancy Folger
 Natalia Vazquez
 Natalie Holder
 Nicole Rentz
 Niki McCombs
 Nora Bozzolo
 Olayinka Hadley
 Petar Dimtchev
 Rhonda Buckley-Bishop
 Robin Kaplan
 Ronnette Meyers
 Samantha Caruth
 Samia Madarani
 Samuel Sexton
 Sarah Fait
 Sean Carr
 Sean Pichon
 Sherifah Munis
 Simona Westlund
 Susan Holliday
 Suzzette Bosch
 Sylvia Zwi
 Theresa Russo
 Ursula Thomas
 Wilmar Vazquez