



## DonorsChoose, 'The Future of Philanthropy,' Provides More Than Half a Million Dollars Worth of Supplies to Los Angeles Classrooms

Bank of America and Sprinkles Cupcakes Help Celebrate One-Year Anniversary of DonorsChoose-Los Angeles

LOS ANGELES, March 20 /PRNewswire/ -- Today, DonorsChoose celebrates its first anniversary of supporting Los Angeles public schools with a "show-and-tell" of some of the \$575,000 worth of supplies that it has channeled to local classrooms. Heralded as "the future of philanthropy," DonorsChoose has pioneered a new model of online giving that helps democratize the philanthropic process and facilitate direct giving to public schools.

In honor of its first anniversary in Los Angeles, lead corporate sponsor Bank of America announced its commitment to match up to \$15,000 of donations made to DonorsChoose-Los Angeles projects between March 20th and March 31st. "We are excited to continue our support of local classrooms in Los Angeles through DonorsChoose," said Leticia Aguilar, Los Angeles market president for Bank of America. "This program affords teachers the opportunity to provide their students with the needed resources to flourish both in the classroom and in the future." Sprinkles Cupcakes is also lending its support by donating cupcakes for the one-year anniversary celebration at Ralph Bunche Elementary School, which has benefited from resources such as art supplies, technology, field trips, and books funded through more than 60 DonorsChoose proposals.

DonorsChoose-Los Angeles is part of a national organization that connects teachers with "citizen philanthropists," everyday individuals who participate in the funding process through an online marketplace. At <http://www.donorschoose.org>, teachers submit ideas for materials, projects, or experiences that will enhance their students' overall academic experience, and citizen philanthropists choose to fund the project(s) that they find most compelling - - whether they have \$10, \$100, or \$1,000 to give.

DonorsChoose offers all donors a level of service normally reserved for established philanthropists. Donors decide where they want to invest their money, see the direct impact of their donation, and know that their dollars were spent as desired. And, donors contributing \$100 or more receive a feedback package including student photos and thank you notes, a teacher impact letter, and an expenditure report.

"The DonorsChoose system fosters accountability. There's no question about where the money goes," says Hylan T. Hubbard IV, executive director of DonorsChoose-Los Angeles and a former teacher. "100 percent of the donation goes directly to classrooms. Moreover, that money provides teachers with materials that they know first-hand their kids need, whether it's microscopes or a field trip."

According to ePhilanthropy Foundation, online giving is growing exponentially each year, from \$250 million in 2000 to more than \$4.5 billion in 2005. DonorsChoose is leading the way in this trend, and not just in Los Angeles. Nationwide, DonorsChoose has raised more than \$11 million since 2000. Additionally, the DonorsChoose system has inspired a ripple effect in civic engagement. A recent survey of more than 1,000 donors shows that their involvement with DonorsChoose has increased their interest in public schools in general (60 percent) as well as their commitment to voting (20 percent).

Since launching in Los Angeles a year ago, nearly 1,200 donors from 45 states have funded projects, impacting 55,000 students, the majority of whom are in low-income schools. Sample projects and materials include:

- Improving vocabulary with a class set of dictionaries (\$150)
- Discouraging teen pregnancy with "Baby Think it Over Dolls" (\$500)
- Taking students to Washington, D.C. to see the Supreme Court consider a case (\$2,000)

#### About Bank of America Corporate Philanthropy

Bank of America has embarked on an unprecedented 10-year goal to give \$1.5 billion to nonprofit organizations engaged in improving the quality and vitality of their neighborhoods. The bank will give more than \$200 million in 2007, making it one of the most generous corporate donors in the world. Bank of America approaches giving through a national strategy called "neighborhood excellence" under which it works with local leaders to identify and meet the most pressing needs of individual communities. Through Team Bank of America, bank associate volunteers contribute more than 500,000 hours each year to improve the quality of life in their communities nationwide. For more information about Bank of America Corporate Philanthropy, please visit

<http://www.bankofamerica.com/foundation>.

#### About DonorsChoose

DonorsChoose is dedicated to addressing the scarcity and inequitable distribution of learning materials and experiences in our public schools. DonorsChoose-Los Angeles is open to all teachers in the Los Angeles Unified School District, Compton Unified School District, Inglewood Unified School District, and Hawthorne School District-which serve approximately 830,000 students. Over time, the site will expand to serve more regions around Los Angeles County. The DonorsChoose-Los Angeles advisory board and supporters include Bob Daly, Carole Bayer Sager, Chuck Beck, Sherry Lansing, and Bank of America. For more information, please visit <http://www.DonorsChoose.org>.

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