

## MARKETING KIT



**Schoolhouse Supplies** is an award-winning nonprofit that supports public education in Portland by giving students and teachers free classroom supplies. Our mission to “serve classrooms in need by operating a volunteer-run free store for teachers, which is stocked with supplies donated by the community,” is based on the belief that every child deserves school supplies and has the right to a quality education.

## TEAM



### **Gayle Kellman - Executive Director**

Gayle decided when she was in the 3rd grade that she wanted to be a teacher. This led her to the University of Wisconsin earning degrees in Elementary Education and Environmental Studies. After teaching 6th grade in Chicago, she moved West in search of a stronger sense of community. Upon learning more about the challenges facing Portland's Schools, Gayle combined her love for teaching and the environment through service with AmeriCorps as Volunteer Manager for Schoolhouse Supplies. This inspired Gayle to continue her involvement as a staff member, later transitioning into the Development Director position in 2005. In 2007, Gayle became the Executive Director with the goal of establishing the free store as a permanent fixture of innovation and support in the community.



### **Jennifer Samuels - Development Director**

Jennifer is a long-time Portland resident who joined Schoolhouse Supplies in the spring of 2009 after stints at the Oregon Symphony, Lewis & Clark College, The Portland Schools Foundation and Third Angle New Music Ensemble. With deep personal commitments to supporting teachers and students, and keeping items out of the landfill, Jennifer finds the mission of Schoolhouse Supplies a fantastic match. Jennifer holds an undergraduate degree in music education, a graduate degree in English and lives with her family in NE Portland.



### **Erin Olinghouse - Marketing Manager**

Erin has been a part of the media and communications community in Portland ever since graduating the Art Institute of Portland with a bachelors degree in Graphic Design. After trying her hand in the Design field at a leading Marketing Communications firm, Erin interned with Portland Monthly Magazine planning events and assisting in marketing initiatives. She soon pursued her marketing interests at Bridgeport Village, and was so inspired by the promotion of non-profits through the center events, that she broke away and started event planning on her own. Erin joined the Schoolhouse Supplies team first as an event planner for their annual fund-raiser "The Wells Fargo Celebrity Spelling Bee" and has since stayed on as the Marketing Manager for Schoolhouse Supplies.



### **Courtney Berry - Programs Manager**

Courtney joined the Schoolhouse Supplies team after a year of service as an AmeriCorps volunteer at Heritage High School in Vancouver, Washington. In her AmeriCorps position, she coordinated and chaperoned service-learning projects for 8th and 9th graders. Now she continues her involvement in public education by rallying volunteers to operate and stock our Free Store for teachers. She's always on the lookout for new individuals and corporate groups to join the team! Courtney is looking forward to the new challenges and opportunities each year will bring.



### **Bo Bullock - Operations Manager**

Born in Detroit and raised in Bozeman, Montana, Bo Bullock has called Portland, Oregon home since 2006. Bo attended the University of Oregon, where he earned his Bachelor's of Science degree in Political Science. Much of what he learned in this pursuit was the value of being "civic-minded". In addition to his role at Schoolhouse Supplies, Bo is counselor at a Rotary youth camp during his summers, where he works with high school students in becoming positive leaders in their schools and communities. He believes Schoolhouse Supplies provides an important service for teachers and ultimately students and is proud to be a part of a dynamic team.



### **Lydia Cox - Volunteer Coordinator**

Lydia was born and raised in Oregon and is joining the Schoolhouse Supplies team following an AmeriCorps year of service with Hands On Greater Portland, as well as a temporary student engagement coordinator position with Oregon Campus Compact. Drawn to the mission of Schoolhouse Supplies, Lydia has a passion for connecting with her community and supporting others to do the same. She looks forward to working with the dedicated network of volunteers who make Schoolhouse Supplies a reality, as well as rolling up her sleeves to take the volunteer program to the next level.

## FREQUENTLY ASKED QUESTIONS

### **Who is eligible to shop at Schoolhouse Supplies?**

We currently serve all 3,000 Portland Public School teachers, each of whom is eligible to shop in our Free Store eight times per year. Our long-term goal is to open our store to more teachers and students in other districts as we satisfy the needs of Portland Public Schools.

### **Can home schools and private schools participate in the program?**

For now, the program is open only to public, alternative and charter schools registered with the PPS district, but if enough product becomes available, Schoolhouse Supplies may expand to include those groups. However, anyone can earn free shopping trips through our Pick Up Partner program.

### **How is Schoolhouse Supplies funded?**

Schoolhouse Supplies is funded through the generous donations of individuals, corporate and private foundations and fund raisers including The Schoolhouse Supplies Wells Fargo Celebrity Spelling Bee and Auction.

### **Where does Schoolhouse Supplies get the product to stock the Free Store?**

Many of items used to stock our Free Store are surplus items from area businesses such as Fred Meyer and Staples. Other businesses often donate excess gently-used office supplies that are no longer useful for their purposes, but work great in a classroom setting. Local businesses and individuals also collect new supplies for our store through Supply Drives. Our largest drives of the year is the KGW School Supply Drive August 1 - Labor Day.

### **What items are most needed?**

We are always in need of basic school supplies such as pencils, markers, crayons, glue, scissors, paper, notebooks and pencil sharpeners. Teachers are very creative and can think of many useful ways to use products that you might never imagine in the classroom. If you have a potential donation, but are not sure if we can use it, call us at **503-249-9933**, or email **info@schoolhousesupplies.org**.

### **Are there any items that Schoolhouse Supplies does not accept?**

Schoolhouse Supplies does not accept computers and furniture or appliances that are too large to fit in a teacher's car. For more information, visit our web site **www.schoolhousesupplies.org**.

### **Can businesses claim a tax deduction when they donate?**

In most cases, a business can claim donations as charitable contributions, but each group should rely on the advice of their tax advisors.

### **Does Schoolhouse Supplies provide pick-up service for donations?**

It is helpful when donors arrange for delivery to our store, but with the help of our Pick Up Partner program (volunteers pick up donations in exchange for a shopping voucher) we are also able to arrange for pick-up of donated items.

### **What is the average value of merchandise received from each shopping trip?**

Most teachers receive approximately \$250 worth of supplies each time they visit Schoolhouse Supplies – some shopping trips can be worth as much as \$500! Teachers can shop 8 times a year.

### **Are there any limits for shoppers?**

Many items are limited to ensure that the merchandise is fairly distributed to all schools and their students. Those items are clearly marked with the maximum quantities allowed.

### **Are there any other programs like Schoolhouse Supplies around the country?**

Yes. Schoolhouse Supplies operates independently, but we are affiliated with sister programs throughout the United States.

## TESTIMONIALS



**Rebecca Brown, *Community Relations Manger, Comcast***

“Schoolhouse Supplies, in a minimal amount of time, makes it possible to positively impact hundreds of children. One of the reasons that Comcast keeps coming back to work with and donate to Schoolhouse Supplies is how much our employees enjoy participating in the Tools for Schools program. From packing the backpacks in the summer to handing them out to the students on the first day of school, I think our employees have as much fun as the kids!”



**Glynda Brockhoff, *Philanthropy Coordinator, Fred Meyer Fund***

“Schoolhouse Supplies makes such a huge difference to so many kids in our community. We are thrilled to be able to help!”

**Jill Weisensee, *Portland Tribune***

“A little help goes a long way in the lives of Portland’s school children. So why wouldn’t you contribute to Schoolhouse Supplies?”



**Susan Foxman, *Principal, Vestal Elementary***

“No longer do I see a few privileged students with expensive-looking backpacks while other children are without. Everyone is privileged! What a boost to a child’s self-esteem.”

**Susan Schenk, *Vice-Principal, Benson Polytechnic High School***

“Just being able to give a student a pen and a pencil to use is helpful in encouraging them to be enthusiastic about school”



**Kristi Kucera, *teacher, Vernon Elementary***

“I don’t know what I would do or how I would afford to do my job without the treasures I find every time I go shopping.”

**Maxwell, *Sabin Elementary Student***

“Imagine a school without supplies! Chaos! That is why I think you are the best! Thank you Schoolhouse Supplies!”



**Madeleine, *student***

“Now we have all the school supplies we could ever need! All our school projects will be so much fun because of you!”

## GIVING OPPORTUNITIES

Your generosity powers our work of providing students with the tools they need to learn and succeed. And you can be sure that your gift has a direct, tangible impact on the lives of thousands of children.

### GIVE MONEY

#### MAKE A CONTRIBUTION

90% of all donations support our programs. Your dollars allow us to expand our programs to serve more children in need.



#### FOUNDERS CIRCLE

The Schoolhouse Supplies Founders Circle is an initiative that provides Schoolhouse Supplies with a significant income source and ensures our fiscal stability. Founders Circle give \$1,000 annually in support of our Free Store for Teachers.

#### MONTHLY SUSTAINERS

It's easy and efficient. Donations can also be automatically deducted from your checking account. Predictable revenue allows Schoolhouse Supplies to anticipate and meet the needs of our students and teachers all year long.

#### DONATE ONLINE

[www.schoolhousesupplies.org/donate](http://www.schoolhousesupplies.org/donate)

### GIVE SUPPLIES

#### HOST A SUPPLY DRIVE

Supply Drives enable us to keep our Free Store for Teachers stocked with supplies for teachers and students year round.



#### WHAT WE NEED MOST

- \* Pencils
- \* Spiral Notebooks
- \* Erasers
- \* Glue Sticks
- \* Pocket Folders
- \* Paper
- \* Crayons
- \* Markers
- \* Colored Pencils
- \* Scissors
- \* Rulers
- \* Pencil Sharpeners
- \* Bottled Glue

**Schedule a pick-up for your donation: 503.249.9933**

**Drop off your donation at the Free Store**

2735 NE 82nd Ave.

Portland, OR 97220

### GIVE TIME

The small actions of our volunteers create a huge impact inside Portland's classrooms. Every pencil, notebook, crayon, etc., that they touch will eventually wind up in the hands of a student who otherwise may not have had the tools they need to learn.

#### VOLUNTEER OPPORTUNITIES:

- \* Stocking and preparing store shelves
- \* Helping at special events
- \* Sorting donated supplies
- \* Assisting teachers with their shopping
- \* Picking up donations
- \* Managing inventory

**Get details on these and other opportunities by calling 503.249.9933**

## PROGRAMS



### The Free Store for Teachers

The Free Store is the core of our mission to serve classrooms in need. We collect surplus products from businesses and individuals in our community and use these items to stock our unique store. The Free Store is open to all 3,000 teachers in the Portland Public School system, including alternative and charter programs. It's a winning combination!

**BUSINESSES WIN** by directly impacting education, the environment and our community.

**THE ENVIRONMENT WINS** through reuse and recycling.

**TEACHERS WIN** because they can get supplies for their classrooms for free.

**CHILDREN WIN** because they have the tools they need to learn and succeed in school.



### KGW School Supply Drive

Supply drives help stock our Free Store with wonderful, new, basic school supplies each year. Dozens of companies host these fun drives that enable Schoolhouse Supplies to keep a consistent inventory of pencils, crayons, children's scissors, folders, notebook paper, glue sticks, erasers, rulers, spiral notebooks and markers. The KGW School Supply Drive (August 1 - Labor Day) and The Winter Supply Drive (January) are the two largest and most important drives of the year.



### Schoolhouse Supplies - Online

Schoolhouse Supplies Online is an innovative web-based supply store. It changes the way families do their back-to-school shopping by providing kits that exactly match the supply list of each child's assigned classroom and delivering the supplies to each student's classroom on the first day of school. Proceeds from the sales benefit the Free Store, so parents have the added satisfaction of knowing they are ensuring all children across the district have the supplies they need for the school year.



### Tools for Schools - Backpack Giveaway Program

This innovative project enlists local companies to "adopt" high-need elementary schools and donate a backpack filled with supplies to every student in the school! Volunteers from each of the companies pack the backpacks and personally distribute them to the students. Every year, we hope to recruit sponsors for each of the 27 schools eligible for this program.



### Wells Fargo Celebrity Spelling Bee

Our signature fundraiser where local celebrities battle it out for the sake of education. A silent auction, corporate sponsorships and donations from the community raise much-needed operating funds for Schoolhouse Supplies.

## TIMELINE

### 1999

Founder Katie Gold reads of Free Store for Teachers in Cincinnati and decides to launch a similar program in Portland.

The Portland Schools Foundation adopts the idea as a “sponsored project.”

Fred Meyer, William Swindells Sr. Memorial Endowment of The Oregon Community Foundation, Portland General Electric and the Boeing Foundation provide seed money. Bank of America provides a large school supply donation.

The first employee is hired.

Total Volunteer Hours: 4,734

### 2000

The Free Store for Teachers opens in a classroom at the former Whitaker Middle School in North Portland.

Teachers from the 17 highest-need schools are invited to shop.

Total Volunteer Hours: 6,047

Total Distribution: \$107,500 in free supplies.

### 2001

The Free Store for teachers moves to the campus of Madison High School.

Meyer Memorial Trust grants the organization \$150,000 to hire the first Executive Director and expands to serve teachers from all 56 Title 1 schools.

Schoolhouse Supplies is featured nationally for the first time on The Osgood File, with Charles Osgood, CBS radio KPAM and Intel present the First Annual Celebrity Spelling Bee at OMSI. A crowd of 100 helps raise \$4,000. Margie Boule, Oregonian columnist, wins.

Total Volunteer Hours: 9,903

Total Distribution: \$1 million in free supplies.

### 2002

The Free Store expands to serve teachers from all 108 Portland Public Schools.

Schoolhouse Supplies is awarded the Outstanding Innovative Project from the Association of Fundraising Professionals.

Katie Gold is recognized by the Oregon Education Association as “Education Citizen of the Year.”

Schoolhouse Supplies is featured as a “Everyday Hero” in Readers Digest

The Bee moves to the Melody Ballroom, raises \$22,000. Thomas Lauderdale, member of Pink Martini, wins.

Total Volunteer Hours: 13,804

Total Distribution: \$1.8 million in free supplies.

### 2003

Teachers from all 130 Portland schools, including charter and alternative schools, are invited to shop.

Tools for Schools, the backpack giveaway program, launches and partners 11 businesses with 11 high-need elementary schools. Serving 4,450 students.

The Bee raises \$31,000. China Forbes, member of Pink Martini, wins.

Total Volunteer Hours: 18,392

Total Distribution: \$2.3 million in free supplies.

### 2004

Tools for Schools expands to serve 12 schools and 5,000 students.

Back to Basics Initiative launches with Phase I: Determine the Need to learn which and how many school supplies are essential to learning.

Schoolhouse Supplies is selected by the Portland Business Journal to receive one year of free advertising support.

The Bee raises \$40,000. Margie Boule, Oregonian columnist, wins.

Total Volunteer Hours: 25,412

Total Distribution: \$3.2 million in free supplies.

## 2005

Al Roker features the Free Store in the Lend a Hand series on the NBC Today Show. A \$10,000 grant from the Safeway Foundation and the Tournament Golf Foundation is presented on air.

Tools for Schools expands to serve 15 schools and 6,000 students.

Back to Basics Initiative Phase II : The Great Supply Drive sees a 123% increase in the number of supply drives held, and a 69% increase in the amount of school supplies collected.

The Bee raises \$51,000. Nicole Vogel, Publisher of Portland Monthly Magazine, wins.

Total Volunteer Hours: 31,851

Total Distribution: \$4.6 million in free supplies.

## 2006

Launch of Schoolhouse Supplies Online, which serves families at Ainsworth Elementary. Parents place 129 orders.

Tools for Schools expands to serve 17 schools and 8,000 students.

Back to Basics Initiative Phase III: Bridging the Gap sets procurement goals for each basic school supply and introduces new partnerships to fill the need.

Bank of America Neighborhood Excellence Award provides \$200,000 in operating support and leadership development.

The Standard sponsors the first annual Winter Supply Drive and donates Pencil Pete, the Schoolhouse Supplies mascot.

The Bee moves to the Portland Art Museum and introduces the first live auction. Thomas Lauderdale wins and \$101,000 is raised.

Total Volunteer Hours: 37,796

Total Distribution: \$6.1 million in free supplies.

## 2007

Schoolhouse Supplies Online grows to serve six elementary schools. Parents place 932 orders.

Tools for Schools expands to serve 19 schools and 9,208 students.

Back to Basics Initiative Phase III: Is completed. raSANTIA-GO creates an open source inventory management system.

Wells Fargo pledges \$75,000 over three years to be Title Sponsor of the Celebrity Spelling Bee.

The Bee earns \$171,000. Fred Meyer Foundation matches special appeal donations. Jonathan Nicholas, Oregonian Columnist, wins.

Total Volunteer Hours: 45,220

Total Distribution: \$8 million in free supplies.

## 2008

Schoolhouse Supplies Online grows to serve seven elementary schools. Parents place 1,098 orders.

Tools for Schools expands to serve 21 elementary schools and 10,590 students.

Back to Basics Initiative Phase IV: Sustain the Supply sets the stage for expansion.

Schoolhouse Supplies achieves independent non-profit status.

[www.schoolhousesupplies.org](http://www.schoolhousesupplies.org) is relaunched.

A new office area is designed by Waterleaf Architects.

First annual KGW School Supply Drive is launched.

Receive the Recycle Works Award for diverting up to 3 school bus loads of reusable surplus from the landfill.

The Bee raises \$190,000. 13 year old Shelley Clark wins.

Total Volunteer Hours: 48,650

Total Distribution: \$9.8 million in free school supplies.

## 2009

Schoolhouse Supplies Online grows to serve nine schools. Parents place 1,642 orders.

Tools for Schools serves 17 elementary schools and 8,424 students.

Back to Basics Initiative Phase IV: Sustain the Supply sets the stage for expansion.

KGW School Supply Drive serves 10,796 children.

The Bee raises \$195,000. 14 year old Trevor Fonvergne wins.

Total Volunteer Hours: 50,800

Total Distribution: \$10.8 million in free school supplies.