



2010-2011  
**Annual Report**

## Attention

C2C is a retail store without a cash register.

We pay close attention to our customers (teachers and students), working hard to meet their needs and expectations. We are guided by our mission, vision, and values.

Crayons to Computers' mission is to serve the educational and imaginative needs of children in the greater Cincinnati area by providing a unique means to transfer donated, value purchased and created product from businesses and individuals free to teachers for use in their classrooms and schools.



## Trust

C2Cis staff works hard to build relationships with our stakeholders, including product and financial donors, volunteers, teachers, principals and board members.

The result is confidence and trust in our business practices, validating what we do. We never take community support for granted.

We know that trust is hard to earn, easy to lose and once lost, almost impossible to regain.





## Results

An important part of our business process involves measuring our results and the impact we have on the community.

Results from 2010/2011:

- **100,000** students from 450 schools in 16 counties served
- **17,687** shopping visits
- **\$642** - average value of each shopping trip
- **\$69,215** - worth of supplies distributed daily
- **2,569** volunteers gave 18,420 volunteer hours
- **\$11.6 million** worth of materials distributed to teachers at no cost
- **\$86 million** worth of free supplies given away since 1997

# Financials 2010-2011

## Operating Revenue

Donated product	\$10,292,853
Donated services	135,094
Community support	1,012,346
Realized and unrealized gains	693,383
Interest and dividend income	96,953
<b>Total</b>	<b>\$12,230,629</b>

## Operating Expenses

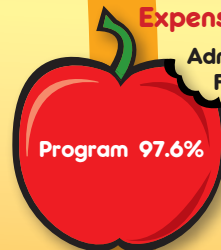
Program Services	\$12,355,105
Management and General	136,883
Fundraising	171,552
<b>Total</b>	<b>\$12,663,540</b>

## Net Assets

	Operating <sup>1</sup>	Donated inventory <sup>2</sup>	Endowment <sup>3</sup>	Total
Unrestricted	\$1,608,564	\$9,482,085	\$4,864,211	\$15,954,860
Temporarily Restricted	63,967			63,967
<b>Total</b>	<b>\$1,672,531</b>	<b>\$9,482,085</b>	<b>\$4,864,211</b>	<b>\$16,018,827</b>

*1-Includes building and equipment 2-Estimated teacher value of donated inventory 3-Includes emergency reserves*

Clark Schaefer Hackett conducted an audit of C2Cis financial statements.  
A complete copy is available upon request.



## Expenses

Administration 1.1%  
Fundraising 1.3%

Program 97.6%



## Transparency

We are honest and straightforward about our business practices. What we do is easy to understand. We follow good governance and adhere to legal, ethical and social responsibilities.

- Better Business Bureau accredited charity
- Peter F. Drucker Award for Non Profit Innovation
- Torch Award for Marketplace Ethics
- Overall ONE (Organizations of Noteworthy Excellence) Award
- Cincinnati USA Regional Chamber Non-Profit of the Year

## Discipline

We pride ourselves on being accountable and prudent. We have been able to grow our business because we are diligent about our processes and are fiscally responsible. For every dollar donated, we can distribute \$10 worth of free school supplies to needy students.

In order to cut expenses and be environmentally sensitive, we have chosen not to include our 2010-2011 financial and product donors. If you would like a list, please contact Heather Egan at 513-482-3290 or [hegan@crayons2computers.org](mailto:hegan@crayons2computers.org).



# Crayons to Computers Board of Trustees 2010-2011

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Jan Kiefhaber Design