



crayons
to computers®



ANNUAL REPORT
2020 - 2021



THE COVID YEAR

Crayons to Computers' fiscal year 2021 may go down as the "COVID year." For many it may feel like a "lost year," but not for Crayons.

Pivots, twists and turns occurred throughout the year as the Crayons team mostly returned to work in-person by July 2020. Pages 4 and 5 of this report share details of what Crayons undertook as we continued to serve teachers as best we could. All of those changes provided an opportunity for research and development—invaluable as we prepare for the future.

Due to circumstances caused by COVID (also see the infographic on page 3):

- Many preschool programs were forced to close. This resulted in fewer programs eligible for our service.
- The Teacher Store was essentially closed with the exception of seven days. The team was still able to distribute more than \$4 million of the most needed and popular products through a variety of other means! We appreciated teachers' flexibility as we experimented and rolled out new shopping methods and options. See more about what "shopping" looked like on pages 4-5.
- Demand often exceeded capacity, particularly in the early stages of our online orders for curbside pickups. But in FY21, we served 62% of the number of unique teachers served in the last pre-COVID year.
- We worked hard to keep the value of an average teacher "shop" at Crayons consistent with that from pre-COVID times!
- We were significantly limited in the number of volunteers that could be onsite, and the majority of our regular volunteers were not available. 25% of Crayons' family volunteers did participate, many of those waiting until after they were vaccinated later in the year. Even with fewer volunteers available, the hours reported represent 40% of the prior year total. (Thank you to our devoted volunteers!)

As we write this in the early days of the 2021-22 school year, we are excited to re-open the Store and continue to offer e-Shop (for Mobile delivery and pick up). Thank you for what you do to support area teachers and their students in need!

Gratefully,

Amy L. Cheney
President & CEO

Nick Francis
Chair, Board of Trustees

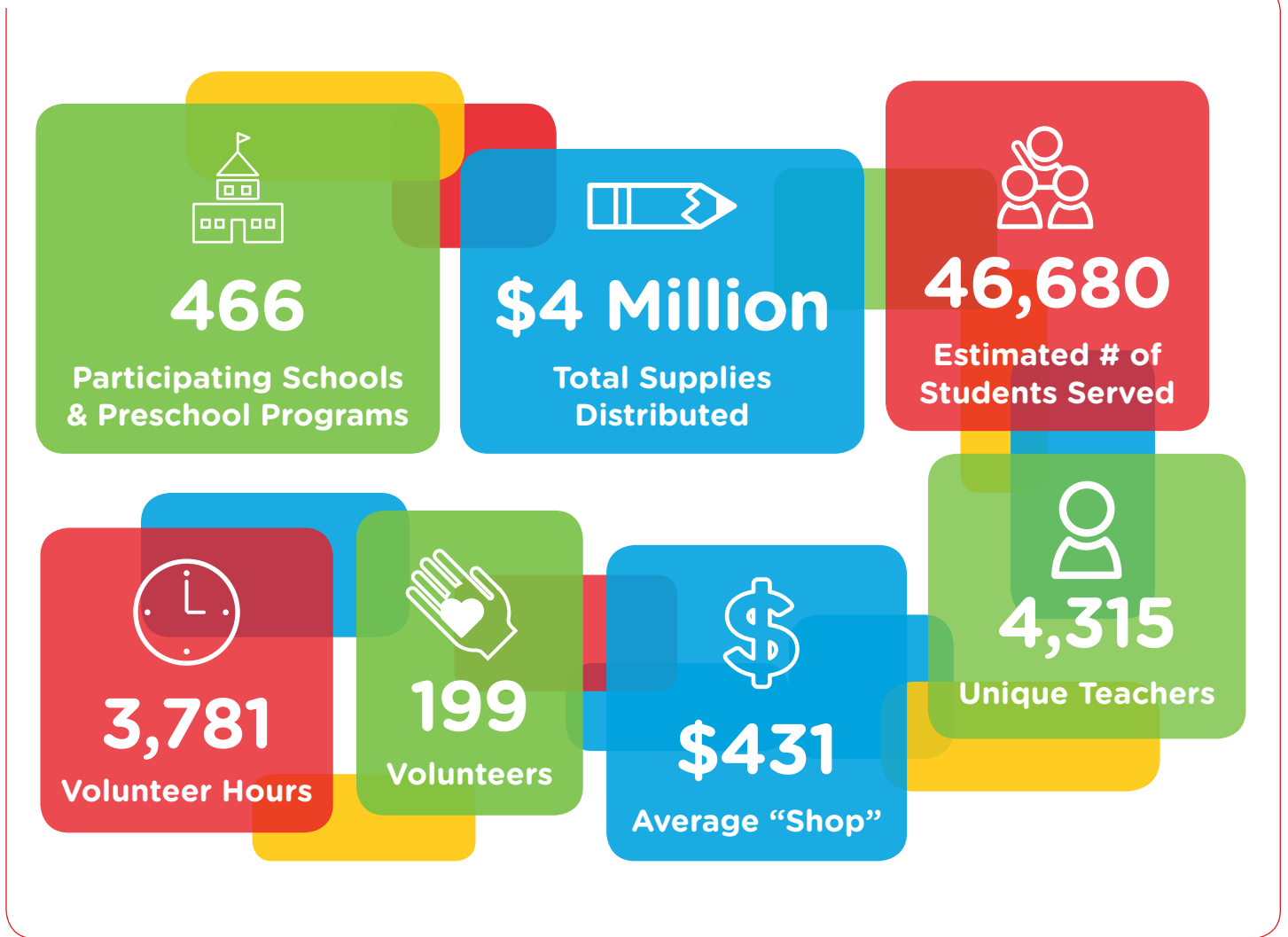
MISSION:

Crayons to Computers exists to level the playing field in the classroom by ensuring that teachers can provide their students in need the tools to succeed in school.



REPORT CARD (2020-21 School Year)

In a COVID-19 year, you made this happen:



Difference Made — 1997-Present

- Since inception, Crayons to Computers has distributed more than **\$181 million in supplies** including books, backpacks, school supplies, art materials, hygiene products and more.
- Through the Crafts with Conviction partnership with the Ohio Department of Rehabilitation and Corrections, Crayons typically distributes an average of more than **\$1 million of inmate-produced educational tools**.



PIVOTS TURN INTO LEARNING

If you've followed Crayons to Computers for any length of time, you know that August is often described as "Black Friday" every day for 2-3 weeks. In August 2020, as the COVID-19 pandemic began to heat up, that did not seem prudent—so the Crayons team reinvented the way product is distributed to teachers.

To begin the school year—and with the help of a number of our volunteers—Crayons to Computers

assembled and distributed school supply kits through a by-appointment, drive-thru process in the parking lots of our building and by delivery to more distant schools. All told, 1,960 kits made it into teachers' hands for the benefit of their students.

The store opened briefly, with health and safety protocols in place (including shopping by appointment), but on October 1, the Ohio COVID alert system showed Hamilton County as "red" and according to the operating guidelines we'd developed in



Store opened briefly for in-store shopping.

conjunction with the alert system, that meant we needed to close the store.

By the end of October though, we launched online ordering (now called "e-Shop"). The



Volunteer helping with drive-thru kit distribution.



former Mobile Outreach Program morphed into e-Shop for Mobile Delivery and larger orders (with as many as 82 items from which to choose) were available through e-Shop for Pickup at Tennessee Avenue. This form of distribution continued for the balance of the school year.

The silver-lining of the pandemic is that Crayons had to make changes and try new things, making changes faster than we ever would have otherwise. It's been said that necessity is the mother of invention and for Crayons, it's true!

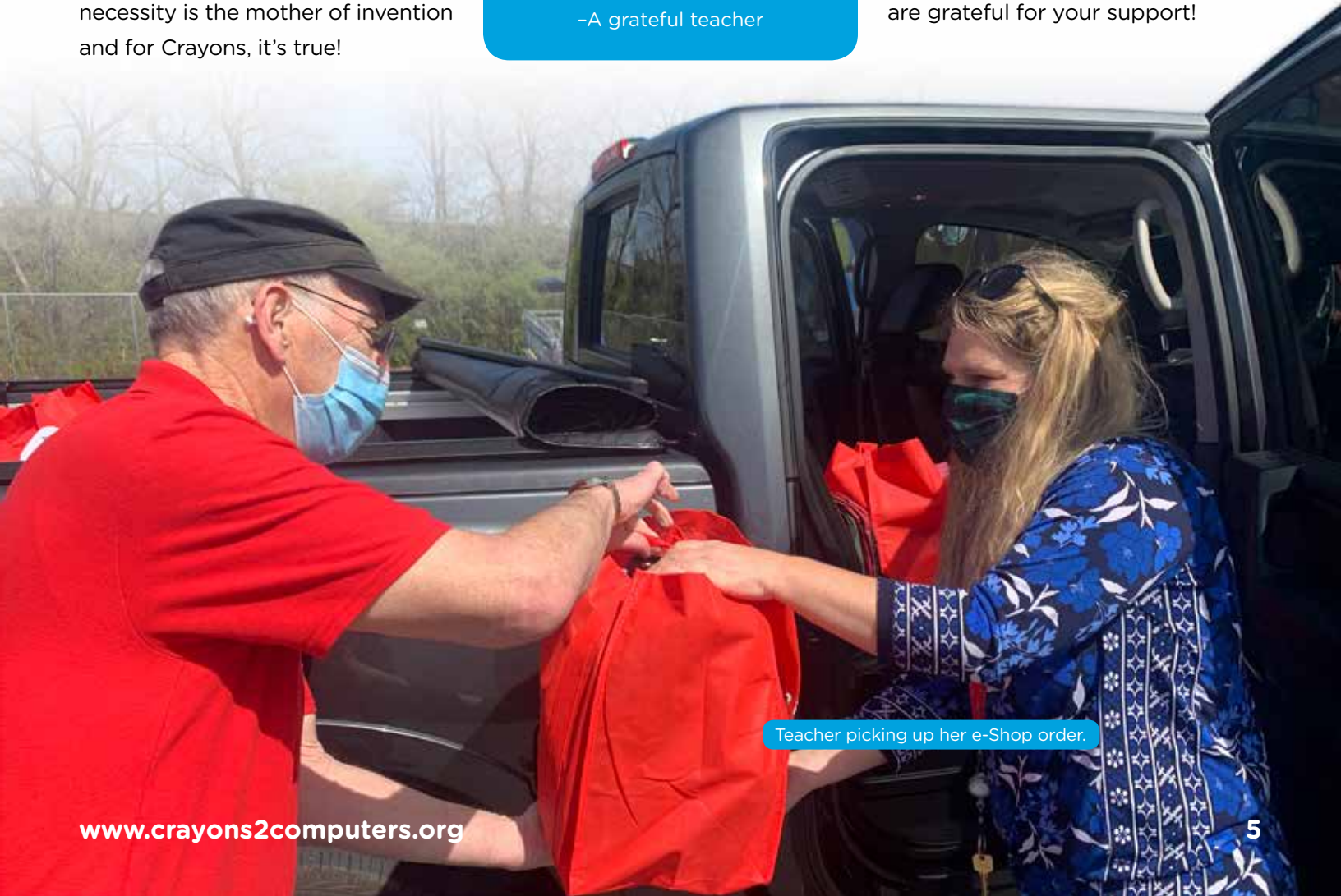
All the pivots made provided an opportunity for research and development. As a result of your support, Crayons facilitated more than 7,700 teacher "shops" (representing all channels) all while LEARNING from these new experiences.

"I don't see how you could have served us better—you all did a remarkable job. Thank you."

—A grateful teacher

All this experimentation resulted in Crayons 2.0—the distribution model for the 2021-22 school year—in which Crayons' various distribution channels actively co-exist in support of teachers and their students in need. The new school year will include distribution both through the Store and by e-Shop (for Mobile Delivery and for Pickup).

Crayons to Computers cannot level the playing field in the classroom without your generosity. Teachers and students around the region are grateful for your support!



Teacher picking up her e-Shop order.



VOLUNTEER MILESTONES

Crayons to Computers could not exist without thousands of hours of volunteer help annually. We are especially grateful for our “family” volunteers—those who help on a weekly or monthly basis. Their time and dedication are inspiring and greatly appreciated. We would like to recognize the following 20- and 15-year volunteers for their commitment and service. Thank you!



Martha Barney



Lisa Fischer



Jolene Baldwin



Jan Brandt



Mary Ann Hazlet



Carolyn Jauch



Katie Jerdon



Andrea Johnson



Jamie Rosskopf



Joyce Rosskopf



Glenda Schorr

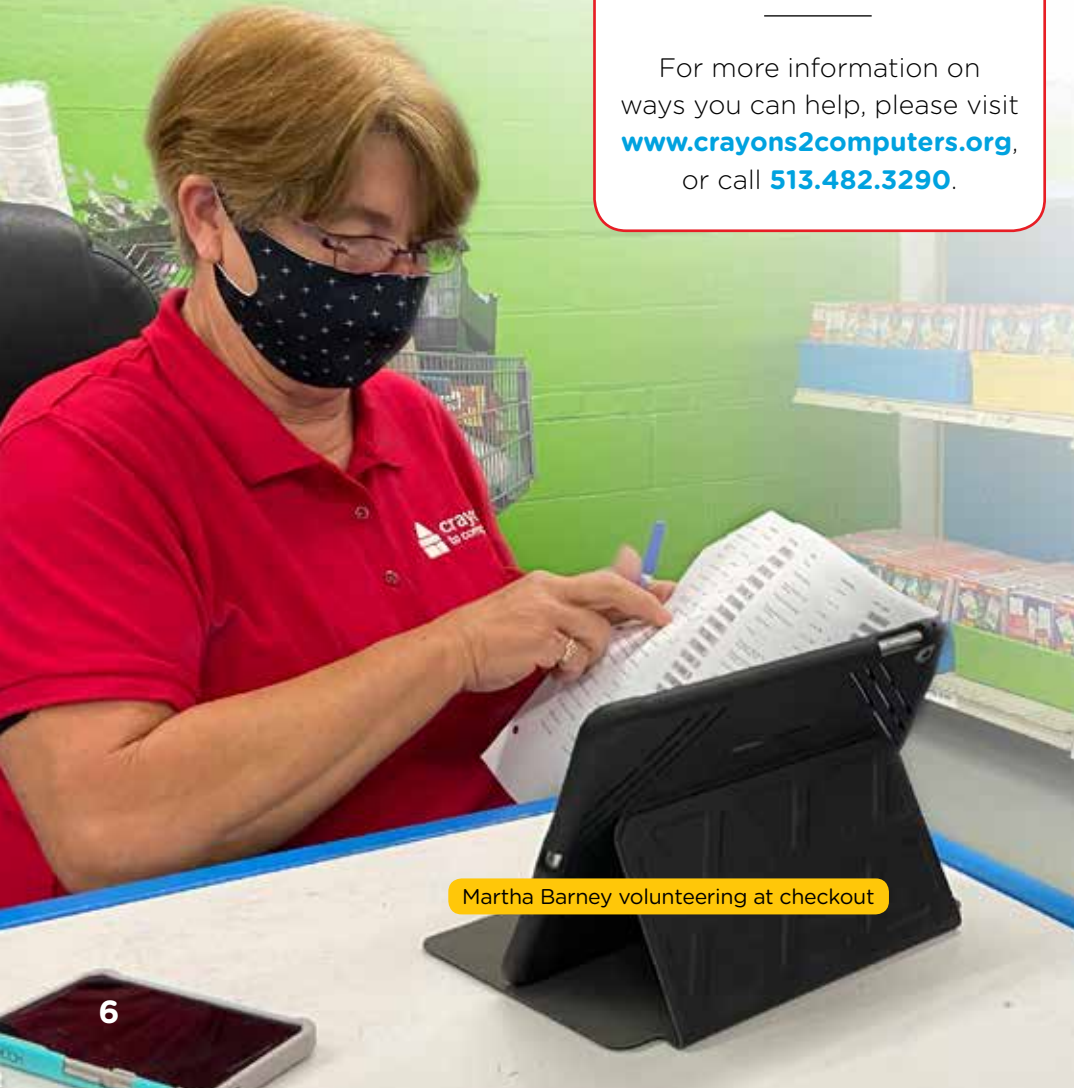


Linda Wright

HOW YOU CAN HELP:

DONATE • VOLUNTEER

For more information on ways you can help, please visit www.crayons2computers.org, or call **513.482.3290**.



Martha Barney volunteering at checkout

FY 2020 & 2021 FINANCIALS

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BALANCE SHEET

ASSETS:	FY 2021	FY 2020
Cash, cash equivalents and receivables	\$650,398	\$238,523
Investments.....	8,207,318	6,716,852
Property and equipment, net.....	961,768	1,040,303
Other assets.....	3,041,107	2,301,691
Total Assets	\$12,860,591	\$10,297,369
LIABILITIES:		
Accounts payable	\$9,835	\$17,049
Accrued liabilities.....	46,069	42,866
Deferred revenue.....	14,035	153,400
Total Liabilities	\$69,939	\$213,315
NET ASSETS:		
Without donor restriction	\$12,384,952	\$9,894,269
With donor restriction	405,700	189,785
Total Net Assets.....	\$12,790,652	\$10,084,054
TOTAL LIABILITIES & NET ASSETS.....	\$12,860,591	\$10,297,369

INCOME STATEMENT

REVENUES, GAINS & OTHER SUPPORT	FY 2021	FY 2020
Contributions	\$1,242,600	\$1,098,473
In-kind contributions.....	4,112,019	4,042,667
Realized and unrealized gains (losses).....	1,716,119	129,171
Interest and dividend income, net of fees.....	101,651	120,131
Other income.....	274,199	0
Total revenues, gains and other support.....	\$7,446,588	\$5,390,442
EXPENSES		
Program services.....	\$4,283,531	\$6,049,302
Management and general	231,883	225,609
Fundraising.....	224,576	204,560
Total Expenses	\$4,739,990	\$6,479,471

These financial statements do not represent the complete set of audited financial statements for Crayons to Computers. A complete set of financial statements also includes the Auditor's Report and the Footnotes to the Financial Statements, which are omitted here. Crayons to Computers' complete audited financial statements for the year ended June 30, 2021 may be obtained by visiting Crayons' website at www.crayons2computers.org/financials-1.

**Board of Trustees and Leadership Staff as of September 2021.*

IN THEIR WORDS *(Stories from teachers during COVID-19)*

The drive-through option was wonderful! I moved to a lower grade level this year, and nothing I had was going to work anymore. It was such a relief to know that you were helping us help the kids through this tough time!

With all the COVID requirements I don't think you could have done better. It was a challenging year and you met the challenges in a positive way.

I think you're doing a great job, and thinking out of the box on so many levels:)

Crayons to Computers has always been so flexible and willing to work with the teachers that shop there, that I wasn't surprised to see a smooth transition to safer shopping. I just placed my first online order and it was SO easy. This would be a great option to continue to offer when things do get back to normal.

I liked the drive through and pick-up option. However, while I appreciated the drive-through option, I miss the option of browsing through Crayons to Computers and stumbling upon items that I realized would be useful in my classroom. I look forward to the day when we can resume visiting Crayons the way we were able to do before the onset of the pandemic.

Loved the beginning of the year drive in to get supplies! Felt safe and cared about! Everyone was so gracious loading my car and asking me what I needed!!!

The supply pick-up "Drive Thru" was wonderfully designed. It was organized, essential and FUN! The volunteers and staff made my day.

I have done 2 drive-through pick ups. Each time there was a surprise item or items in the pick up. Of course you didn't discover it until you unpacked the next day at school (at least I didn't). That was something that not only would make the kids smile, but made me smile! C2C has also done an amazing job with what we all have to do to be safe!

You adapted CONSTANTLY. First you got us basic supplies as quickly as you could by offering basic packs, and a drive through ... amazing. Then you offered us the option to shop online, wow! This is like Click list for my school supplies, can't be any easier. You guys are amazing!

I loved the "click list" style of getting materials. It was easy and quick. I know that your workers had to go through and pick out all of our supplies, and I greatly appreciate it!