



MAKING A DIFFERENCE

When a generous person gives to support the mission of a nonprofit organization, he or she voluntarily gives up something of value to make something else of value happen. There is no economic exchange—as when you buy something. Donating your resources to a nonprofit (for-impact) organization is an act of selflessness that feels good. But if you (the donor) know that your support matters, you can feel even better about your decision!

Crayons to Computers is on a journey to ensure that you KNOW that your support makes a difference to area teachers and their students who struggle with barriers from poverty. Intuitively, it seems clear that putting school supplies and other enhancement items in the hands of teachers who see their students so regularly is a critical part of the equation. Crayons wanted more than intuition so we developed a Measurement Framework in 2021 and continue our work to fully implement it.

The Framework poses three questions:

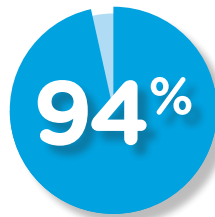
What was done by Crayons? | How well was it done? | How are people better off?

Constituent surveys are a great source of data. From our Educator Survey, the 2023 Impact Report shows:

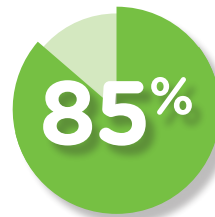
Access to Crayons Influences Teachers



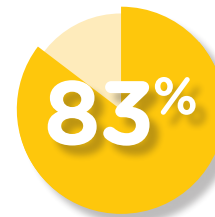
Increased sense of support from experience with Crayons



Feel sense of delight when shopping at Crayons



Experience joy in teaching more often because of supplies received



More likely to stay in a high-need school





Why do these particular measures matter? Because student outcomes are linked to teacher morale (low teacher morale may result in poorer student achievement) and teacher turnover (when teacher turnover is higher, students tend to perform worse on state achievement tests). The figures shared speak to morale and turnover.

Further, 92% of educators agree that Crayons is providing the materials students need most to be prepared for learning. Think about it—a student’s job is to go to school and learn! Imagine doing **your** job without the tools you need to be successful!

Educators also responded highly favorably (greater than 80% agreed) that through your support:

- They can enrich their students’ learning experience
- Students who receive supplies are more engaged in learning as a result
- Students’ self-esteem increases after they receive supplies
- And that without your support, students’ supply needs would go unmet.

You make all of this possible!

In this year’s annual report, you will also find:

- a story about one of the thousands of teachers who shops with Crayons
- a feature about the Hubbard’s Cupboards program and its expansion for the 2023-24 school year
- volunteer spotlight on significant longevity among Crayons’ regular volunteers
- the FY23 Report Card and selected teacher quotes

Thank you for your commitment to leveling the playing field in the classroom by ensuring that teachers can provide their students in need the tools to succeed in school!

Gratefully,

Colleen M. Haas
Board Chair

Amy L. Cheney
President & CEO

BOARD OF TRUSTEES*

Colleen Haas
CHAIR

Anthony Glickhouse
VICE CHAIR

William R. Harrod
TREASURER

Laura Kamlowky
SECRETARY

- Angel Beets
- Philip Bierhoff
- Tom Boggs
- Brian Borcharding
- Michael Q. Dozier
- Rodney Hardin
- Genevieve Miller Holt
- Misha Houston
- Suzanne Kopcha
- Karen Louis
- Joseph Rohs

LEADERSHIP STAFF*

Amy Cheney
PRESIDENT & CEO

Stephen Bernstein
DIRECTOR OF MARKETING & COMMUNICATIONS

Kendall Glover
DIRECTOR OF OPERATIONS

MerryBeth McKee
CONTROLLER

Sarah Westrich
DIRECTOR OF PROGRAMS

Betsy Wilson
DIRECTOR OF DEVELOPMENT

**Board of Trustees and Leadership Staff as of September 2023.*

For the audited financial statements for the year that ended June 30, 2023, and the most recent Form 990, please visit Crayons’ website at www.crayons2computers.org/financials-1.

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.



TEACHER + CRAYONS = JOY FOR STUDENTS

94% of Crayons shoppers agree that they feel a sense of delight when shopping at Crayons. One of those educators is Chik Fung who passes that delight on to her students.

A shopper for more than 12 years, Chik is an art teacher at Cincinnati Public Schools' Hartwell School. Chik receives not only school and art supplies from Crayons but also a range of incentive items. Her students have the opportunity to earn Crayons items if their behavior is good, has improved, or if they simply need something.

"If a student requests school supplies and I have it, I never say no regardless of behavior. I use that contact as an opportunity to connect with the student on a more personal level and try to encourage the student to improve his behavior," Chik explains.

She continues, "Students who want art supplies will need to show me some artwork that they created independently at home.

For example, if a student shows me drawings on lined paper then, I would give him a small stack of copier paper and a pencil and/or pencil sharpener if needed. Then he will show me more work with the supplies he received, and I'll ask what else he needs/would like to have. If I have the supplies, I will give them to him. Since I don't have time to teach knitting or crocheting, I have students go to TikTok and

learn how to do it. The student would show me what she was able to do and then I would give her some yarn. She'll make something with it and bring it in to show and then I would give her more yarn.

Chik Fung working with 3rd Grade student





“Having Crayons has truly made my job a lot easier and more joyous for my students.”

-Chik Fung

I have a number of male students who are into crocheting!”

Her art students can also make a special request for a gift such as—to give to someone who is in the hospital, being released from prison, having a baby, etc.

Crayons items help Chik to provide positive reinforcement for good behavior in her classroom. One way she accomplishes this is “if the class has been very good all week, we will have a ‘Friday Giveaway.’ About 8 minutes before the class is over, I will quickly take out some Crayons items and students will select a number from a container. [The student with #1] will quickly

go to the table and select an item. He has about 10 seconds to make a decision... and runs the risk of student [#2] selecting his item if he takes too long. If a particular student’s behavior has been off a few times that week but quite good in general, he would be the last one to select something.”

When we reached out to Chik ask her to be featured in this report, her response tells the story: “Given that there are thousands of teachers who also shop at Crayons, I’m very honored that you want to include me in your annual report. ... [But] the focus should be on how Crayons benefits our students and not me. Having

Crayons has truly made my job a lot easier and more joyous for my students. I have mentioned to your staff several times that it’s unfortunate that many of your donors don’t get the joy of seeing how happy and excited the kids get when they select an item from Crayons. Oftentimes, the item is for a younger sibling or a parent and not so much for themselves.

“It gives them such pleasure and pride to tell a younger sibling or parent that they earned it for them. I could go on and on about how fortunate we - the teachers in the Cincinnati area - are to have Crayons! You guys are fantastic! I could go on and on...”



Chik Fung with 5th & 6th Grade Art Club students



WINNING PARTNERSHIP

During the pandemic, Crayons had an idea. What if we established spaces in local schools where teachers could access free school supplies for students in need, which would provide immediate access to meet emergency needs of students?

A pair of board members had suggested for years that Sam Hubbard might be a good partner for Crayons. During the playoffs in the Fall of 2021, Crayons sent a blind email to Sam's foundation website. Sam's team responded and said they were a little busy at the moment, but they would reach out after the season...**and they did!**

In March 2022, the first meeting occurred, and the concept and proposed name "Hubbard's Cupboards" was shared by the Crayons' team. Shortly thereafter, the partnership—a natural pairing—was launched. Crayons already helps support healthy minds through school partnerships + supplies and the foundation led the way to incorporate healthy snacks to encourage healthy bodies.

Hubbard's Cupboards launched as a pilot in five schools during the 2022-2023 school year. Hubbard's Cupboards allows underserved students to access the supplies and healthy snacks they need "just

in time." If a student's backpack rips in the middle of the school year or a child needs a healthy snack to carry them from lunch to soccer practice, the Cupboard makes it easy for that student to be successful without worry. Each Cupboard is consistently stocked through the year with core school supplies, hygiene products, and healthy snacks.

Hubbard's Cupboards expanded to 13 schools for the 2023-24 school year. Through the program, we anticipate reaching more than 7,500 students and distributing more than \$170,000 in supplies, hygiene product, and healthy snacks directly in schools.





CELEBRATING LONGEVITY

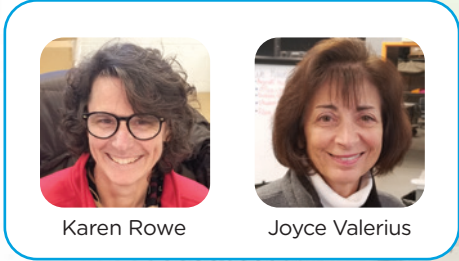
Crayons to Computers benefits from the participation of hundreds of volunteers giving THOUSANDS of hours each year. These are people who choose to give their precious time in support of the mission. Within that number is a group of “regulars” who come to help on a weekly or monthly basis. These “family volunteers” are special to this organization! Sometimes we’ve referred to them the “glue sticks” that hold Crayons together.

We are especially pleased that more than 50% of our family

volunteers have been with Crayons for 10 years or more. In fact, our average “family” volunteer tenure is just more than 10 years.

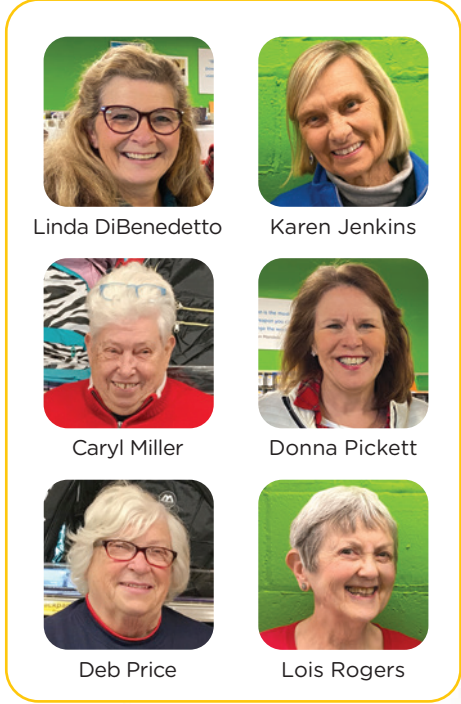
Author Annie Dillard once said, “How we spend our days is, of course, how we spend our

lives.” Spending their days—and subsequent years—in service to others says more about our family volunteers than words ever could. We cannot thank you enough for choosing to spend your time to support area teachers and students.



Karen Rowe

Joyce Valerius



Linda DiBenedetto

Karen Jenkins

Caryl Miller

Donna Pickett

Deb Price

Lois Rogers



Sally Coomes

Michelle Daniels

Mary Jira

Jim Ollier

Pat Ressler

Jude Vonderbrink

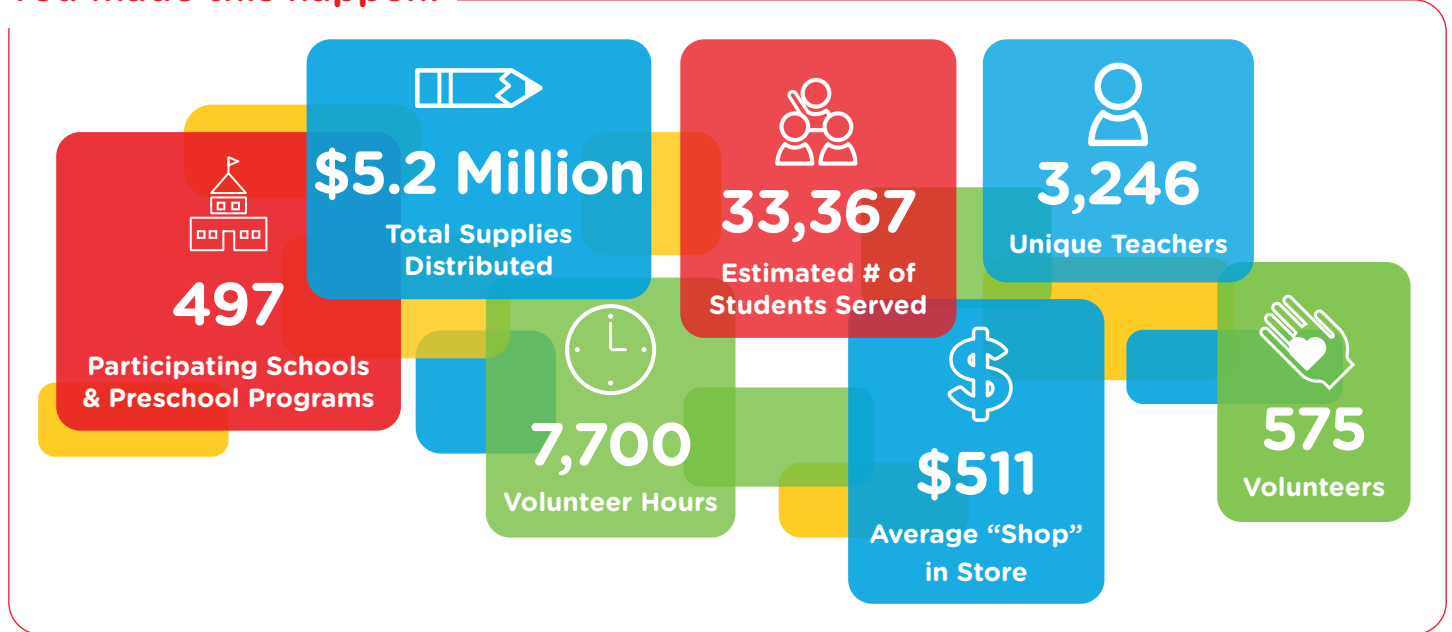


Jim Ollier restocking the shelves



REPORT CARD (2022-23 School Year)

You made this happen:



IN THEIR WORDS (Stories from teachers)

I love coming to shop in-person at Crayons Teacher Resource Center on Tennessee Avenue. I have been coming to Crayons for over 15 years. Your staff is so kind, helpful and goes out of their way to find an item that is not on their shelves, but back in the storage area. I asked about a large whiteboard in the back area when returning my grocery cart, and the employee gladly let me add that item to my list. Wonderful place for teachers [to shop] to bring items to their students in need!

I am really very happy with everything that Crayons does for me as a teacher. Until I re-entered the teaching field I didn't even know something like this existed. It saves me soooooo much money on supplies that my students are unable to provide for themselves, and/or are frequently breaking or losing.

The staff is welcoming and positive, the shopping experience is easy and quick, and the products are quality. My students benefit immensely from Crayons to Computers.

It is a great experience shopping at Crayons to Computers. I even took my student teacher with me so she could experience it, and she was amazed at how well-organized it was, and with all the great stuff we got for the classroom! My students are benefiting and it is such a blessing! Thank you.

