



Beyond MEASURE

Case Study

NON-PROFIT • EDUCATION • WEB APPLICATION

SHIFT

3



We had the idea to create a classroom funding platform so schools could ask their communities for resources directly. Shift3 took our vision and made a tangible, beautiful, efficient website with the potential to help schools, teachers and students excel.

John-Paul Lake - Co-Founder
Beyond MeasureSM



Beyond MeasureSM

At A Glance

Industry: Nonprofit / Education

Company Size: 4

Founded: April 2018

Beyond MeasureSM is a dynamic, web-based classroom funding platform that enables private school educators and administrators to securely raise funds for specific classroom needs. Built expressly to address the challenges administrators and teachers face when raising money, Beyond MeasureSM's goal was to create an online platform so faith-based, private schools could ask their communities for resources directly for very specific projects.

Prior to Beyond MeasureSM, private schools had to turn to less reliable, and often more labor intensive, methods to raise money, such as traditional fundraising events like dinners, sales of various products, social media campaigns or other online fundraising activities that don't provide full transparency as to where donor dollars are actually going to be used.

The goal of Beyond MeasureSM is to help faith-based, private school teachers, whom on several levels have a dual purpose of ministering to youth and educating them, raise the funds they need to support classroom projects, small and large.



Shift3 Technologies Provides:

- Custom Business Application Development
- Mobile and Web-based App Development
- Salesforce-specific Consultations and Integration
- Enterprise Software Consulting, Modernization and Integration
- Website and UX/UI Design



The Problem

In August of 2019, the [Twitter hashtag #clearthelists](#) was trending all over the country on social media platforms. The purpose of the hashtag was to garner awareness to the out-of-pocket funds teachers need for the 'lists' of supplies required to prepare their classrooms at the start of every new school year. Educators have even gone as far as posting their classroom wish lists on Amazon.com for support.

What's significant about the #clearthelists movement is that it exists primarily within the public school space. In fact, in March of 2000, a civic crowdfunding platform was created solely for public school classroom funding for teachers.

Up until now, there hasn't been an online classroom funding platform available in the faith-based, private-school space. In this particular educational space, it's been increasingly difficult to acquire grant monies, as grant sources don't often donate when there's a religious affiliation involved. For faith-based, private schools, funding mostly comes from private donors or traditional fundraising events like jog-a-thons, carnivals, dinners and candy sales. These types of fundraising activities require a significant amount of time and labor to execute and are typically general fundraisers for the entire school vs. specific classroom needs.

Did You Know?

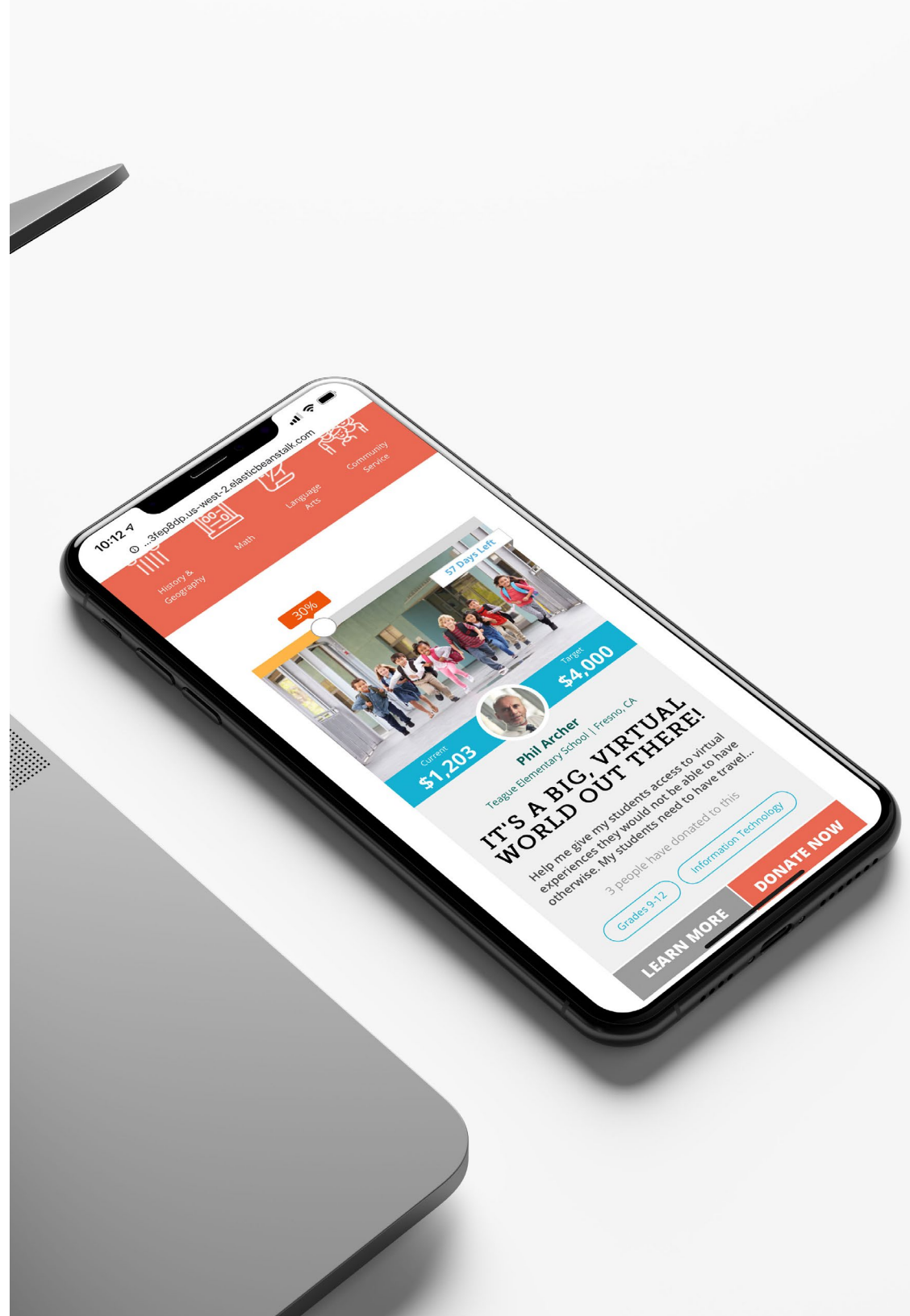
Often, private schools are overlooked when considering classroom funding due to a common misconception that private schools are schools for the wealthy and therefore have ample funding. The truth is, the [U.S. Census Bureau](#) posted that the average public school receives (on average) \$16,980 per student per year based on attendance*, while the average amount of [tuition received by faith-based schools](#) per student averages \$9,356. This creates a significant funding gap, which supports that faith-based, private schools still require supplemental funding sought out by educators for integral supplies, books or such events as class field trips.

The Solution

Shift3 Technologies worked with Beyond MeasureSM to develop a dynamic, web-based classroom funding platform where faith-based teachers and administrators can raise funds for their specific classroom needs. Teachers can create a profile, then create individual projects within the platform to begin raising funds. Each project includes a detailed description, supplies needed, amount of funding requested and any supplementary photos they want to showcase as they relate to the specific project. Donors can go to www.gobeyondmeasure.org to view all active projects to donate any amount of funds they choose. There's no limit of funds a teacher can request and donors can give to an unlimited number of active projects.

Beyond MeasureSM is the only online, classroom-funding platform for faith-based, private school schools and teachers. This custom web application was built with simplicity, scalability and the utmost security in mind. Beyond MeasureSM is a 501(c)3 so all funds donated are tax deductible and securely documented for filing purposes.

To ensure the utmost accountability and security for the donors, schools must apply and be approved through the vetting process by Beyond MeasureSM before teachers can submit projects for donations.





The Benefits

As previously mentioned, prior to Beyond MeasureSM, faith-based private schools had to turn to less-reliable methods to raise money, such as jog-a-thons, carnivals, dinners and candy sales. These types of fundraising activities require a significant amount of time and labor to execute. Additionally, these approaches are oftentimes general fundraisers, which raise monies for the entire school.

Through Beyond MeasureSM's platform, teachers have an opportunity to ask for very specific classroom needs, rather than receiving a very small allocation of funds from an overall school fundraising activity. Another significant benefit is that teachers can truly express their passion for particular subjects and share why it is critical for the education and growth of their students in their project description on gobeyondmeasure.org.

Teachers aren't the only ones who are enabled to utilize the platform according to their passion, donors also have the capability to give to the causes that are of the greatest importance to them. A donor can choose to fund a particular school, teacher, grade level or subject, giving them complete control over how they'd like to see their donations used. Each donor will receive a detailed receipt and their information is secure.

Faith-based teachers are now able to post their classroom funding requests in a digital space made specifically for private school with similar projects. And once their projects are active, have the ability to share through the power of social media. Because of the in-depth vetting process for schools, donors will feel confident that their donation is going to legitimate projects.

Lasting Impact

In August of 2019, [The Business Insider](#) reported that, “While the federal government reports that teachers spend an average of \$500 on school supplies, some teachers told them they spend as much as \$1,000 in out-of-pocket costs.” Imagine the limitations of an educator without funds for classrooms’ alphabet posters, books and pencils. When funds are stifled, teaching can also be stifled.

Teachers exist to guide and instruct the adults of tomorrow. What we invest in them today, whether it be a field trip to the ocean’s tide pools or supplementary textbooks to help improve reading comprehension, is incredibly vital. Beyond MeasureSM wants to help faith-based institutions augment those funds through direct community donations ... to invest in faith-based education and the principled adults of tomorrow.

Beyond MeasureSM strives to promote classroom funding, at every grade level, so teachers have all the tools they need to instruct, guide and mentor without financial limitations.

Beyond MeasureSM is a project of the SeedCore Foundation - SeedCore supports private Christian schools and educators, entrepreneurial development, higher education scholarships and local community charities.

For more info, visit www.gobeyondmeasure.org.



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<https://www.businessinsider.com/how-much-teachers-spend-on-basic-school-supplies-2019-8>

<https://www.census.gov/library/visualizations/2019/comm/largest-school-districts.html>

<http://laschoolreport.com/report-as-tuition-rises-how-private-schools-and-microschools-are-working-to-increase-access-for-low-and-middle-income-families/>

<http://laschoolreport.com/wp-content/uploads/2019/08/MZ-BW-report-tuition-1.jpg>

**This figure was derived from averaging the top ten school districts out of the 100 largest by enrollment.*

