# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>PTA MISSION</td>
<td>4</td>
</tr>
<tr>
<td>PRESIDENT’S MESSAGE</td>
<td>5</td>
</tr>
<tr>
<td>PTA HISTORY</td>
<td>6</td>
</tr>
<tr>
<td>WHO IS TODAY’S PTA?</td>
<td>8</td>
</tr>
<tr>
<td>A YEAR OF ADVOCACY</td>
<td>10</td>
</tr>
<tr>
<td>Family Engagement In Education Act</td>
<td></td>
</tr>
<tr>
<td>National PTA Legislative Conference</td>
<td></td>
</tr>
<tr>
<td>Healthy Schools</td>
<td></td>
</tr>
<tr>
<td>Early Childhood</td>
<td></td>
</tr>
<tr>
<td>School Safety</td>
<td></td>
</tr>
<tr>
<td>A YEAR OF MEMBER ENGAGEMENT</td>
<td>12</td>
</tr>
<tr>
<td>Student Engagement</td>
<td></td>
</tr>
<tr>
<td>Parent Engagement</td>
<td></td>
</tr>
<tr>
<td>School Engagement</td>
<td></td>
</tr>
<tr>
<td>Outreach Initiatives</td>
<td></td>
</tr>
<tr>
<td>A YEAR OF THOUGHT LEADERSHIP</td>
<td>16</td>
</tr>
<tr>
<td>Media Relations</td>
<td></td>
</tr>
<tr>
<td><em>Our Children</em> Magazine</td>
<td></td>
</tr>
<tr>
<td>E-newsletters and Social Media</td>
<td></td>
</tr>
<tr>
<td>One Voice Blog</td>
<td></td>
</tr>
<tr>
<td>National PTA on Pinterest</td>
<td></td>
</tr>
<tr>
<td>National PTA Official Back-to-School Kit</td>
<td></td>
</tr>
<tr>
<td>Common Core State Standards</td>
<td></td>
</tr>
<tr>
<td>INTERNAL COMMUNICATIONS</td>
<td>20</td>
</tr>
<tr>
<td>PTA Print On Demand</td>
<td></td>
</tr>
<tr>
<td>Membership Management Module</td>
<td></td>
</tr>
<tr>
<td>FINANCIAL STATEMENT</td>
<td>22</td>
</tr>
<tr>
<td>DONORS</td>
<td>24</td>
</tr>
<tr>
<td>MEMBER BENEFIT PROVIDERS/NATIONAL SPONSORS</td>
<td>26</td>
</tr>
</tbody>
</table>
The mission of National PTA is to make every child’s potential a reality by engaging and empowering families and communities to advocate for all children.

PTA VALUES

**COLLABORATION:** We work in partnership with a wide array of individuals and organizations to accomplish our agreed-upon goals.

**COMMITMENT:** We are dedicated to promoting children’s health, well-being, and educational success through strong parent, family and community involvement.

**ACCOUNTABILITY:** We acknowledge our obligations. We deliver on our promises.

**RESPECT:** We value our colleagues and ourselves. We expect the same high quality of effort and thought from ourselves as we do from others.

**INCLUSIVITY:** We invite the stranger and welcome the newcomer. We value and seek input from as wide a spectrum of viewpoints and experiences as possible.

**INTEGRITY:** We act consistently with our beliefs. When we err, we acknowledge the mistake and seek to make amends.

BOARD OF DIRECTORS

**BOARD OFFICERS**

Otha Thornton, National PTA President, 2013–2015
Laura Bay, National PTA President-Elect, 2013–2015
Tina Zubeck, National PTA Secretary-Treasurer, 2013–2015
Joanne Dunne, Interim Executive Director

**BOARD MEMBERS**

Kathy Nevans ’13
Dr. Darline P. Robles ’12
Shannon Sevier ’13
Eric Snow ’12
Denise Sultz ’12

**AT-LARGE MEMBER**

Antonio Tijerino ’13
Sophia Waugh ’13
Dr. Patty Sotirin ’13
Duane Wright ’13

**YOUTH APPOINTEE**

Jude Bruno ’13
Kristina Leone ’13

**PARLIAMENTARIAN**

Maurice Henderson
TODAY’S PTA IS GREAT. TOMORROW’S PTA WILL BE EVEN BETTER.

It has been a great year at National PTA.

With more than 22,000 local units flourishing in all 50 states, the District of Columbia, the U.S. Virgin Islands, Puerto Rico, and Department of Defense schools in Europe and the Pacific, our association continues to be the leading voice for families and children.

I am proud to lead a remarkable group of individuals—from all different walks of life, different experiences, and varying worldviews—who have come together to create a solid network of advocates dedicated and united around the future for all children.

As an association, we continue to recognize the promise in every single child. We have matured into the most successful voice for children and families the world has ever known because we believe unequivocally that every child should have the opportunity to follow his or her dream, to live out his or her true potential.

In 2013, we continued our mission of helping the world understand that opportunity, true opportunity, starts and ends with access to a great education. And to that extent, education reform, true education reform, starts and ends with family engagement.

In my first 100 days as president, I gathered our new board and committees to meet, build, and refine our action plans of work for the next two years. I also hosted a National PTA leadership and capacity conference. My goal was to draw up a blueprint that would reaffirm our values and achieve our vision based upon our current Strategic Plan. We also worked to enhance efficiencies in our business practices, and hone our leadership’s focus around our association’s values of collaboration and accountability.

I have no doubt that the coming year also will be a year of progress as we continue to strive for excellence, and to achieve our strategic goals. At National PTA, we understand that our steadfast compassion and commitment to all of our nation’s children is what defines us, and what makes us stand out and tower above other parent groups.

Otha E. Thornton Jr.
National PTA President
For more than 100 years, National Parent Teacher Association (PTA) has worked toward bettering the lives of every child in education, health and safety. Founded in 1897 as the National Congress of Mothers, National PTA is a powerful voice for all children, a relevant resource for families and communities, and a strong advocate for public education.

**MEMBERSHIP**
Membership is National PTA’s lifeblood. Today’s PTA is a network of millions of families, students, teachers, administrators, and business and community leaders devoted to the educational success of children and the promotion of family engagement in schools. Throughout its 117 years, National PTA has employed various strategies and grassroots campaigns to keep membership numbers strong and diverse.

**ADVOCACY**
As the largest volunteer child advocacy organization in the nation, National PTA is the conscience of the country for children and youth issues. Through advocacy, National PTA has established programs and called for legislation that improves our children’s lives, such as:
- Creation of kindergarten classes
- Child labor laws
- Public health service
- Hot and healthy lunch programs
- Juvenile justice system
- Mandatory immunization
- Arts in education
- School safety

**LEADERSHIP**
From the groundbreaking work of our founders—Alice McLellan Birney, Phoebe Apperson Hearst and Selena Sloan Butler—to the historic appointment of Otha Thornton as national president in 2013, PTA’s leadership—on the national, state and local levels—represents visionaries of imagination and courage. Leadership is vital for National PTA as the association takes a simple idea—to improve the lives and future of all children—into the future. National PTA strives to empower leaders who understand the power of individual action, work beyond the accepted barriers of their day, and never hesitate to take action to change the world for all children.
National PTA expanded its membership reach tremendously, analyzing nearly 300,000 membership card activation surveys in 2013. This more intensive data analysis has given the association the best insight ever into the exact makeup of Today’s PTA:

**ROLE IN PTA**
- PARENT: 76%
- TEACHER: 10%
- STUDENT: 8%
- GRANDPARENT/RELATIVE: 3%
- SUPPORTER: 2%
- GUARDIAN: 1%
- SCHOOL ADMINISTRATOR: 1%
- OTHER: 0%

**ETHNICITY**
- CAUCASIAN/WHITE, NON-HISPANIC: 69%
- AFRICAN-AMERICAN: 11%
- HISPANIC/LATINO: 11%
- ASIAN PACIFIC/ISLANDER: 6%
- NATIVE AMERICAN: 1%
- OTHER: 3%

**GENDER**
- FEMALE: 78%
- MALE: 22%

*Data analysis conducted and prepared by Marketing General Inc.*
National PTA is as passionate as ever about its mission: to advocate for children and families. We speak up for family engagement in education, safe, healthy and technologically advanced schools, and equal opportunity for all children, regardless of their socioeconomic background.

PTA is the oldest and largest volunteer child advocacy association in the United States. Founded in 1897, the association has a long, successful history of influencing federal policy to promote the education, health and well-being of all children—resulting in kindergarten classes, child labor laws, school lunch programs, a juvenile justice system, and strengthened parent-teacher relationships. PTA continues that legacy today by fighting for change under its federal public policy priorities.

Following are a few ways that National PTA advocated on behalf of all children in 2013:

**FAMILY ENGAGEMENT IN EDUCATION ACT**

Family engagement in all PTAs continues to be a top priority. In July 2013, the Family Engagement in Education Act (S. 1291/H.R. 2662) was introduced in the Senate and House of Representatives. An iteration of a bill introduced in the previous Congress, the 113th Congress version features a systemic approach by embedding family engagement at all levels of the Elementary and Secondary Education Act/No Child Left Behind (ESEA/NCLB). The bill, introduced by Senators Jack Reed (D-RI), Sheldon Whitehouse (D-RI), Chris Coons (D-DE) and Representatives Glenn Thompson (R-PA) and Carolyn McCarthy (D-NY), has garnered significant congressional support, and select provisions of the bill were incorporated into both Senate and House ESEA/NCLB reauthorization bills in 2013. More information about the legislative proposal can be found at PTA.org/familyengagementact.
HEALTHY SCHOOLS
National PTA continued to play a pivotal role in the implementation of the Healthy, Hunger-Free Kids Act of 2010, the law governing the nation’s child nutrition programs. PTA submitted comment to the U.S. Department of Agriculture’s proposed rule on competitive foods (foods sold in school outside of the standard lunch or breakfast) that supported the guidelines, and requested clarification and flexibility on certain provisions regulating fundraisers not intended to be consumed at school. PTA’s comments were included in the final rule, set to go into effect in July 2014.

EARLY CHILDHOOD
National PTA has a long history of supporting effective early childhood education for children from birth to age five, as research shows that providing effective, targeted supports and interventions to children and parents starting at birth prepares children for later academic and career success. In 2013, National PTA publicly endorsed the Strong Start for America’s Children Act, bipartisan legislation that would significantly expand and improve learning opportunities nationwide for children ages 0-5.

SCHOOL SAFETY
In 2013, National PTA continued our leadership efforts to make school a safe place for every child by championing policies to reduce bullying and violence in schools. PTA held a series of town hall meetings to further a community dialogue on school safety, including partnering with the U.S. Department of Education in a National School Safety Town Hall to discuss efforts to keep schools and students safe. The town hall included Assistant Secretary for Elementary and Secondary Education Deborah Delisle, then-National PTA President Betsy Landers, and a panel of experts in the field of school safety and violence prevention.

COMMON CORE STATE STANDARDS
With support from the Bill & Melinda Gates Foundation and the General Electric Co. Foundation, National PTA launched its Common Core State Standards Initiative in 2009 and has since worked in 12 states and four school districts. PTA strongly supports the Common Core State Standards—a consistent and clear set of learning expectations for English-language arts and Mathematics—so every child has a chance to be successful in college and careers. As a part of this project, National PTA and its hard-working volunteers nationwide have educated more than three-million people on the standards and conducted more than 50,000 in-depth trainings on CCSS and advocacy. Additionally, National PTA has expanded its available resources to include custom state Assessment and Accountability Guides, the Data and Common Core Guide and an overhauled website featuring factual information on the standards. National PTA will continue its work to educate parents and the public and train PTA leaders on advocacy skills through 2015. To learn more about the standards, visit PTA.org/commoncore.
STUDENT INITIATIVES

EVERY CHILD IN FOCUS
In August 2013, National PTA launched Every Child in Focus, a campaign to strengthen family engagement in schools by celebrating the achievements and reporting the disparities within diverse populations. Each month, National PTA spotlights the educational issues surrounding a particular group to help parents and educators understand the needs of every child. National PTA provides relevant online resources to promote cultural awareness, providing educators, families and PTAs with the information they need to deepen family engagement through the PTA National Standards for Family-School Partnerships. The campaign continues into the 2014-2015 school year as National PTA works to expand the campaign's impact.

EVERY CHILD IN FOCUS CALENDAR
- **January**—Suburban Child
- **February**—African-American Child
- **March**—Foster Child
- **April**—Military Child
- **May**—Asian-American/Pacific Islander Child
- **June**—Rural Child
- **July**—American Child
- **September**—Hispanic Child
- **October**—Urban Child
- **November**—American Indian Child
- **December**—Child with Special Needs

**REFLECTIONS PROGRAM**
In 2013, National PTA honored more than 200 students with Reflections® Arts Awards across six art categories—all celebrating the theme, *Believe. Dream. Inspire.* Several talented students performed and displayed their art at the 117th Annual National PTA Convention and Exhibition in Cincinnati, Ohio, as well as at the U.S. Department of Education in Washington, DC. The Reflections program has served millions of children since its inception more than 40 years ago; it is one of the country’s oldest and largest arts recognition programs. In 2013, National PTA recognized its first “special artists” through the Special Artist Division to provide the opportunity and accommodations students with disabilities may need in order to participate fully in the program. In addition, National PTA partnered with VSA (formally known as Very Special Artist) at The John F. Kennedy Center for the Performing Arts to give five grants to state PTAs to host workshops that connect families of children with special needs to teaching artists and special education teachers so they can experience the value of arts education through participation in the Reflections program. To learn more, visit PTA.org/reflections.
PARENT INITIATIVES

TAKE YOUR FAMILY TO SCHOOL WEEK
Each year, National PTA conducts Take Your Family to School Week—a special period that celebrates PTA’s Founder’s Day and encourages PTAs and school leaders across the country to open their doors and host family-focused events. In February 2013, 100 PTAs received grants from the AXA Foundation—the philanthropic arm of AXA Equitable—to organize activities that engage families in their child’s education and overall well-being. PTAs spanning from California to Pennsylvania hosted safety-themed or other educational events for parents and students to participate in together. Take Your Family to School week helped PTAs across the country build stronger family-school partnerships. To start planning an event, visit PTA.org/TYFTSW.

FIRE UP YOUR FEET
National PTA partnered with Safe Routes to School National Partnership and Kaiser Permanente to expand its physical activity program that encourages families to walk more to and from school—and in daily life. Fire Up Your Feet provides a boundless opportunity for families to get active, track their progress, and spend more quality time together, all while raising money for their PTA or school. To learn more, visit fireupyourfeet.org.

SPECIAL EDUCATION
In 2013, in collaboration with the Special Needs Committee, the Special Education toolkit—was developed for families to help make sense of an often confusing system, educating families of newly diagnosed children with special needs on how to get the best special education, services and resources available to them.

MEMBERSHIP FOCUS:
In 2013, the National PTA awarded thousands of dollars in cash prizes to state and local PTAs who grew their membership. Contest winners included five state PTA congresses having increases in membership ranging from 0.9% to 190% and 27 local unit winners who had increases ranging from 10% to 1000%. The challenge played a pivotal role in decreasing membership decline and resulted in a total membership count for the year of 4,266,785. National PTA will continue to offer incentives for membership growth as increasing our membership count directly correlates to increasing our ability to advocate for America’s children.
In March 2013, National PTA launched PTA Family Reading Experience, Powered by Kindle, which combines family engagement and educational technology to help improve students’ reading fluency, comprehension and enthusiasm. Families who attend these events visit stations and play reading games that highlight phonological awareness, phonics, fluency, comprehension and vocabulary—using both physical books and e-books. As the elementary school students master new skills and experiment with reading on Kindles, their parents, grandparents, and teachers are right next to them, encouraging and praising their progress. As an added benefit to this already remarkable program, Amazon Kindle also donated e-readers for PTAs in low-income and at-risk schools. Visit PTA.org/familyreading.

In April 2013, National PTA launched the National PTA School of Excellence program to help PTAs strengthen the family-school partnership and engage families in school improvements focused on three areas: family engagement in student success, arts and cultural exploration, or health and safety. Participants survey families and examine how they measure up to the indicators of the PTA’s National Standards for Family-School Partnerships. Then they receive customized recommendations for next steps to strengthen their family-school partnership and other support from National PTA. More than 300 PTAs partnered with schools to implement the program and in August 2014, the first class of the new PTA School of Excellence designation will be awarded. Visit PTA.org/excellence.

National PTA partnered with the National Football League (NFL) for a Back to Sports initiative, which has helped PTAs across the country educate their communities on wellness—from concussion education to NFL PLAY 60 tips on nutrition and staying active. NFL Commissioner Roger Goodell announced this NFL-PTA Back to Sports partnership in Cincinnati, Ohio, at the 2013 Annual National PTA Convention and Exhibition in June. Local PTAs across the country hosted Back to Sports events, engaging parents and community leaders on ways to help their children stay healthier and safer, no matter what sport they play.
OUTREACH INITIATIVES

URBAN FAMILY ENGAGEMENT
For several years, National PTA has supported families living in urban areas as they advocate for critical school improvements. In this short time, the network has strengthened families’ access to multicultural resources that support student success, improve male engagement in children’s education, and taught families and community leaders how to collaborate effectively with school administrators to make meaningful changes. In 2013, thanks to funding from Target, we expanded the network by adding six cities focused on conducting intensive, 12-session leadership trainings with National PTA partners Head Start, MALDEF and WATCH D.O.G.S.

MALE ENGAGEMENT
Research confirms male engagement contributes significantly to the academic and social success of children. National PTA helps all males raise the bar as the founding member of PTA MORE®, a coalition of organizations dedicated to encouraging fathers and male mentors to be active in children’s lives. Development of the 2nd Annual National PTA Male Engagement Conference co-sponsored by WATCH D.O.G.S. (Dads of Great Students), the Male Engagement Forum, and male engagement workshops continues to build a strong networking base for males to connect with children in the home, school, and community. For more information, visit PTA.org/more.

EMERGING MINORITY LEADERS
Today’s PTA represents and works for every child and family in this nation, regardless of ethnicity, culture, gender or socio-economic status. As such, we are committed to ensuring that PTA leaders nationwide are representative of our country’s diverse communities. In an effort to prepare them for future roles, the Annual Emerging Minority Leaders Conference brought together PTA leaders to discuss the diversity gap, working with multigenerational families, being a leader in tough economic times, and building a diverse leadership team, among other topics. To learn more about this exceptional network, visit PTA.org/EMLC.
MEDIA RELATIONS
Media relations is an important way to raise awareness and build support for Today’s PTA among external audiences including elected officials, business and community leaders, and the general public. Throughout 2013, National PTA worked with national consumer, trade, online and local consumer media outlets across the country to demonstrate the association’s many efforts to take action and make a difference for the education, health and welfare of all children. Hundreds of print, online and broadcast news stories ran in 2013 about PTA, resulting in millions of impressions (number of people who saw the coverage based on circulation). Among the news coverage, National PTA President Otha Thornton was featured on NBC Nightly News with Brian Williams and was recognized in EBONY magazine as one of the nation’s most influential African-Americans. National PTA was also highlighted in The Washington Post, USA Today, U.S. News & World Report, Huffington Post and Education Week, among many other outlets.

Strategic Plan 3: We will enhance the internal and external awareness of the association.

OUR CHILDREN MAGAINZE
For more than 100 years, Our Children Magazine has been an important benefit for PTA leaders working on behalf of families, teachers and their communities. The magazine, published five times each year, covers timely issues and provides important resources. This year, the magazine featured cover stories on amazing people like Tony Bennett, Warren Buffett, Alfre Woodard and Julie Bowen. Our Children readers now have the option of both a printed magazine and a digital version to get their PTA and education-related news. The digital version, located at ptaourchildren.org, extends the magazine’s reach to any parent, educator or interested community member, while achieving the association’s goal of meeting the changing way the public consumes information. The printed magazine reaches an audience of over 22,000, while the digital version has grown tremendously in readership in 2013 with thousands of “hits” during high traffic weeks.
E-NEWSLETTERS AND SOCIAL MEDIA
In June 2013, the communications team transitioned to a new email-marketing platform, Real Magnet. By working with the Real Magnet team, the association redesigned its e-newsletter and e-blast messages with colorful and vibrant banners, high-quality pictures and engaging videos. This new system streamlined the way members received e-newsletters and provided in-depth metrics and analytics to track member growth and retention. National PTA has seen a significant uptick in open and click-thru rates. This new data, incorporated into our communication plans and marketing strategy for various National PTA programs, allows the association to make recommendations backed by data and to reach members where they are online.

The marketing & communications team has also experienced rapid growth on our social media channels, including a more than 20 percent growth on Twitter to more than 11,500 followers, and 35,000 “likes” on Facebook. These channels are great ways to communicate about grants and PTA activities to members. With increased outreach and a targeted approach for various programs, these channels should continue to grow.

### E-NEWSLETTER (JUNE 2013 – DECEMBER 2013)
**Average message open rate:** 20%

### PTA PARENT (4 MESSAGES JUNE – DECEMBER)
**Average open:** 18.9%

### LEADERSHIP BRIEFING (7 MESSAGES)
**Average opens:** 27.5%

### TAKES ACTION (4 MESSAGES)
**Average opens:** 13.26%

### LOCAL LEADER NEWS (5 MESSAGES)
**Average opens:** 17.1%

### SOCIAL MEDIA:
**TWITTER**
- 7,600 FOLLOWERS (JUNE 2013)
- 10,200 FOLLOWERS (DECEMBER 2013)

**FACEBOOK**
- 28,937 LIKES (JUNE 2013)
- 32,581 LIKES (DECEMBER 2013)
- NUMBER OF PEOPLE WHO SAW POSTS: 1,076,487
- CLICKS FROM POSTS: 54,020

**YOUTUBE**
- AVERAGE 2,000 VIEWS A MONTH

**FLICKR**
- AVERAGE 50,000 VIEWS A MONTH
PTA ONE VOICE BLOG
The PTA One Voice Blog had a successful year of growth, welcoming approximately 3,000 visitors per month. In late 2013, the blog launched a recurring column as part of the Every Child in Focus campaign. To date, the blog has shared nearly 50 stories related to cultural awareness and inclusion.

NATIONAL PTA ON PINTEREST
In May 2013, National PTA launched its Pinterest account with four pinboards dedicated to the celebration of Teacher Appreciation Week. To date, National PTA has 1,350 followers, subscribing to 713 pins on 23 boards. Each week, National PTA receives hundreds of repins from fellow Pinterest users.

NATIONAL PTA OFFICIAL BACK-TO-SCHOOL KIT
In 2013, the National PTA Official Back-to-School Kit transitioned to a new, sleek digital format consisting of a portable USB flash drive and micro-website. The kit was mailed to more than 25,000 local unit presidents, while the micro-website was available to all PTA members. The new format allowed PTA members to access more information—including three new reference guides in fundraising, communications and advocacy—and customizable resources. The kit included new functionalities to share and consume information more freely, including print, language translation, and email or social media share options. The website hosted more than 50,000 users and 220,000 page views.
PTA P.O.D.
In February 2014, National PTA unveiled a new PTA Print on Demand system (PTA POD). PTA POD is powered by Staples, a proud Member Benefits Provider, and currently allows state PTA offices to select and print PTA marketing materials on demand. This resource supports our state congresses in their efforts to grow PTA membership by providing immediate access to print PTA collateral, at no costs. Fliers, posters, and FAQs detailing the value of PTA membership, programs, and benefits were among the first materials ordered by state PTA congresses in the new, easy to use P.O.D. system. With more than 400,000 printed pieces shipped to more than 40 state PTAs, this new resource has proven to be an asset to all levels of PTA.

M3
In conjunction with the roll out of Personify, National PTAs new association management system, NPTA launched its Membership Management Module in November 2013. Now officially known as M3, this user interface provides state PTAs with a more streamlined, efficient method for dues reporting, and overall member data management. The module features real time access to member data reports such as card activation, local unit roster and member counts. Since its launch in November 2013, more than 4 million members have been reported and dues revenue in excess of $9 million have been collected.

Strategic Plan 4: We will enhance organizational efficiency and effectiveness.
National PTA is a vibrant nonprofit association that meets all of the standards for conduct and accountability set by the Better Business Bureau’s Wise Giving Alliance.

Today’s PTA is able to further its mission because of generous support from members, sponsors, member benefit providers and donors. Their contributions sustain and grow the programs and services that aid PTA and children across the country year-round, and we take great care in stewarding the funds entrusted to us.

### PROGRAMS VS. GENERAL & ADMINISTRATIVE EXPENSES

![Pie chart showing 90% for Programs and 10% for General & Administrative Expenses]

### INCOME COMPARED TO PRIOR YEAR

<table>
<thead>
<tr>
<th>Category</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership</td>
<td>$9,376,810</td>
<td>$9,710,651</td>
</tr>
<tr>
<td>Contribution, Sponsorship, &amp; Grants</td>
<td>$3,290,829</td>
<td>$1,642,942</td>
</tr>
<tr>
<td>Convention</td>
<td>$607,457</td>
<td>$594,420</td>
</tr>
<tr>
<td>Other Income*</td>
<td>$2,645,494</td>
<td>$1,776,648</td>
</tr>
</tbody>
</table>

* Other Income includes: Rental, Investment, Advertising Royalty, Subscription and Miscellaneous income.
Scan the code or visit PTA.org/financials to access the 2013 National PTA Combined Audited Financial Statements and Report. Please review the Notes to the Financial Statements, which provide a comprehensive overview of National PTA financial condition.
DONORS

ENDOWMENT FUND

The Endowment Fund ensures that National PTA will have the resources to address emerging issues that affect the education, health, and well-being of our nation’s children.

$5,000+
Association Insurance Management (AIM)
California State PTA

$500 - $999
Florida State PTA

$100 - $499
Lois Benjamin
Carol Kingston
Ron Mirr
Charla Sparks
Missouri State PTA
St. Joseph PTA Council

$25 - $99
Calvin Endo
Amy Henderson
Lisa Holbrook
Janice McKeever
Marta Murray
Debra Strauss

Indiana State PTA
Richardson ISD Council of PTAS
West Virginia State PTA

DISASTER RELIEF FUND

The Disaster Relief Fund was established to respond to natural or man-made tragedies that grievously disrupt a school or education system.

$500+
Edmonds Elementary PTA ORCA
The **Our Home—Our Legacy—Our Future** Campaign, which concluded on December 31, 2013, commemorated National PTA’s return home to our nation’s capital and was an effort to preserve and celebrate our long history of accomplishments. The campaign also provided our supporters the opportunity to become a permanent part of our history as the nation’s oldest child advocacy organization. The list below reflects contributions received in 2013 to the campaign and is not a cumulative list of donations. (We regret any errors or omissions on the preceding list of contributors. To make corrections, please contact National PTA at 1-800-307-4PTA (4782) or donations@pta.org. To make a financial donation, please visit PTA.org.)

### $10,000 - $24,999
- Betsy and Ben Landers

### $2,500 - $4,999
- Nancy Cox
- Ginny and Ed Markell
- State President’s Club

### $1,000 - $2,400
- Dr. Jo Ann Ota Fujioka
- Bill and Susan Potts-Datema
- New York State PTA
- Oklahoma State PTA

### $500 - $999
- Laura and Rob Bay
- Linda Hanson
- Marques Ivey
- Nancy Schlemmer
- Patty Sotrin
- Denise Sultz
- Dr. Otha Edward Thornton, Jr.
- Tina Zubeck
- Arizona State PTA
- New Jersey PTA
- Portland Council PTA

### $100 - $499
- Jim Accomando & Family
- Jackie Arendt
- Barbara Bailey
- Margarita Benjamin
- Leslie and Jimmy Boggs
- Pamela L. Bonnett
- Barb Bungard
- Derrick W. Byrd
- Maria Ivelisse Castro
- Jane Chittick
- Jonathan Crumiller
- Leslie Cushman
- Heather Dean
- Cynthia Dearing
- Mike Dimich
- Deborah Dunstone
- Andy and Joan Dykstra
- Stella and Herman Edwards
- Anne Ehrlich
- Kathleen Fielder
- Sara Green
- Darlene Harris
- Dee Hensley-Maclean
- Grace Hobson
- Philip Horn
- Michelle Humphreys
- McClellan Family
- David and Janice Jackson
- Anna King
- Jeff Kirk
- Michael and Francine Knowles
- Latha Krishnaiyer
- Elizabeth Leight
- Amy Lorenz
- Rita Lowman
- Teresa J. Marhofer
- Aurelio Manuel Montemayor
- Lupe Morales
- Judy Mountjoy
- Carolyn Nelson-Goedert
- Kathy and Jerry Nevans
- Carla Nino
- Roxanne Rhinehart-Starks
- Paul Richman
- Collin Robinson
- Venezuela Robinson
- Helene Robson
- Juan San Miguel

### $100 - $499
- Corinne Sanfilippo
- Chuck and Teresa Saylor
- Terri Silver
- Eddie Squires
- Marne Usher & Family
- Kris Vaughn
- Deborah Walsh
- Sharon Weigh
- Rochelle L. Wells
- Michelle and Bill Wilkinson
- Renata L. Witte
- 15th District PTA, Louisville, KY
- Rhode Island PTA
- North Dakota PTA
- Urban DK Promotions
Today’s PTA cannot meet children’s needs without the generous support of its members, volunteer leaders, donors, and other benefactors. Their support helps to improve and expand the programs and services that families across the country depend on.

Strategic Plan 2: We will grow and steward our resources.

PROUD NATIONAL SPONSORS

 MEMBER BENEFIT PROVIDERS

The Proud National Sponsors and Member Benefit Providers listed above were sponsors during the 2013 calendar year.