

Mrs. White



Age: 35

Gender: Female

Employment: K8 Math Teacher

Education: Bachelor's degree

Location: Rural

"How can I better support my students' learning experiences"

Goal

- To better support student in their educational process
- Students can understand mathematical concepts clearly
- Wants to buy additional math textbooks to help students with their homeworks

Motivation

- Responsibility
- Caring
- Exhaustion

Bio

Ms. White is a K8 math teacher at a rural middle school in Washington State. Recently, she noticed that some of her students were falling behind in their course work.

Although Ms. White is eager to help students with their questions, she does not have the time to meet the needs of each student.

Frustration

- Lack of learning materials within classroom
- Having difficulties to find additional supports from school
- Hard to find donors because the school is away from the city and there are no additional channels to seek help

Rachel Lee



Age: 47

Gender: Accountant

Employment: Student

Education: Bachelor's degree

Location: Urban

"How to ensure my donation makes a real impact"

Goal

- Prefer online communication due to her busy schedule
- Wants to give care to people in need because she cares about
- Trying to spend more time with her children before they go off to college
- Wants to see her donations make a quick impact

Motivation

- Generosity
- Caring
- Faithful

Bio

Rachel is an accountant for a Fortune 500 company and she is also a Christian who is active in her community church. Rachel has two daughters who currently attend the local high school. She has strong ties to local charities, but also wants to support those who have a harder time finding help.

Frustration

- Busy with work
- Difficulty finding opportunities to help those in need, especially where additional resources are difficult to find
- Worried that she won't see any significant impact of her donations