**Title:** Winning photos uplift US classrooms

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Early this year, more than 130 college students, PwC Alumni and financial services professionals entered PwC’s *Making a Difference* photo challenge on Facebook and Instagram. Contestants submitted snapshots on what making a difference in the community means to them.

The social media contest is part of the firm’s educational outreach program for teachers and students in need. It helps public schools by awarding prize money for donation to classrooms across the US.

PwC judges chose the top 24 entries and their selections got more than 1,200 votes from Facebook and Instagram users around the world. One grand prize winner and ten runners up received a total of $20,000 in prize money. They used [DonorsChoose.org](http://www.donorschoose.org/), an online charity serving public school teachers and students, to donate their winnings to classroom projects that need funding.

*On Campus* recently caught up with some of the prizewinners. Here’s what they had to say about their donations:

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|  | **Jessica Lukosavich, $10,ooo grand prize winner**  “I am a teacher and donated all of the money to other incredible teachers in my school and across the country. We were able to purchase 20 iPads to share among classrooms. Students use these for extra math practice, spelling and vocabulary activities, creating presentations on their learning and research. We donated the remaining money to various DonorsChoose.org giving pages.” |

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|  | **Adam Buhler, $1,000 runner up winner**  “I donated my $1,000 prize money to the DonorsChoose.org Rebuild Moore, Oklahoma project.” |

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|  | **Tyler Murphy, $1,000 runner up winner**  “I immediately donated half of my prize money to a Babson College alum of who is part of Teach for America. She has worked tirelessly over the past year to make her Detroit classroom the best it can be for the students of Detroit Edison Public School Academy. I split the other half among five projects reaching more than 200 students.” |

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|  | **Ben Miller, $1,000 runner up winner**  “I donated my $1,000 to a special education teacher in Champaign, Illinois. She teaches senior literature and many of her students have learning disabilities that affect their reading. Most have never been to a book store or owned a book.” |

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|  | **Jessica Striebel, $1,ooo runner up winner**  “I donated to classrooms in poverty stricken areas that needed resources such as book organizers, a whiteboard, materials to develop motor skills of kids living with disabilities, music instruments, games and Heimlich Maneuver training kits.” |

Everyone has potential to make a difference in the world and organizations such as [DonorsChoose.org](http://www.donorschoose.org/) make it easy for people to come together to help those in need. For ideas on getting involved in your community, go to the Volunteers of America website, [VOA.org](http://www.voa.org/). Read about [corporate responsibility](http://www.pwc.com/us/en/about-us/corporate-responsibility/index.jhtml) and how PwC's people maker their time, dollars, and collaboration count.