

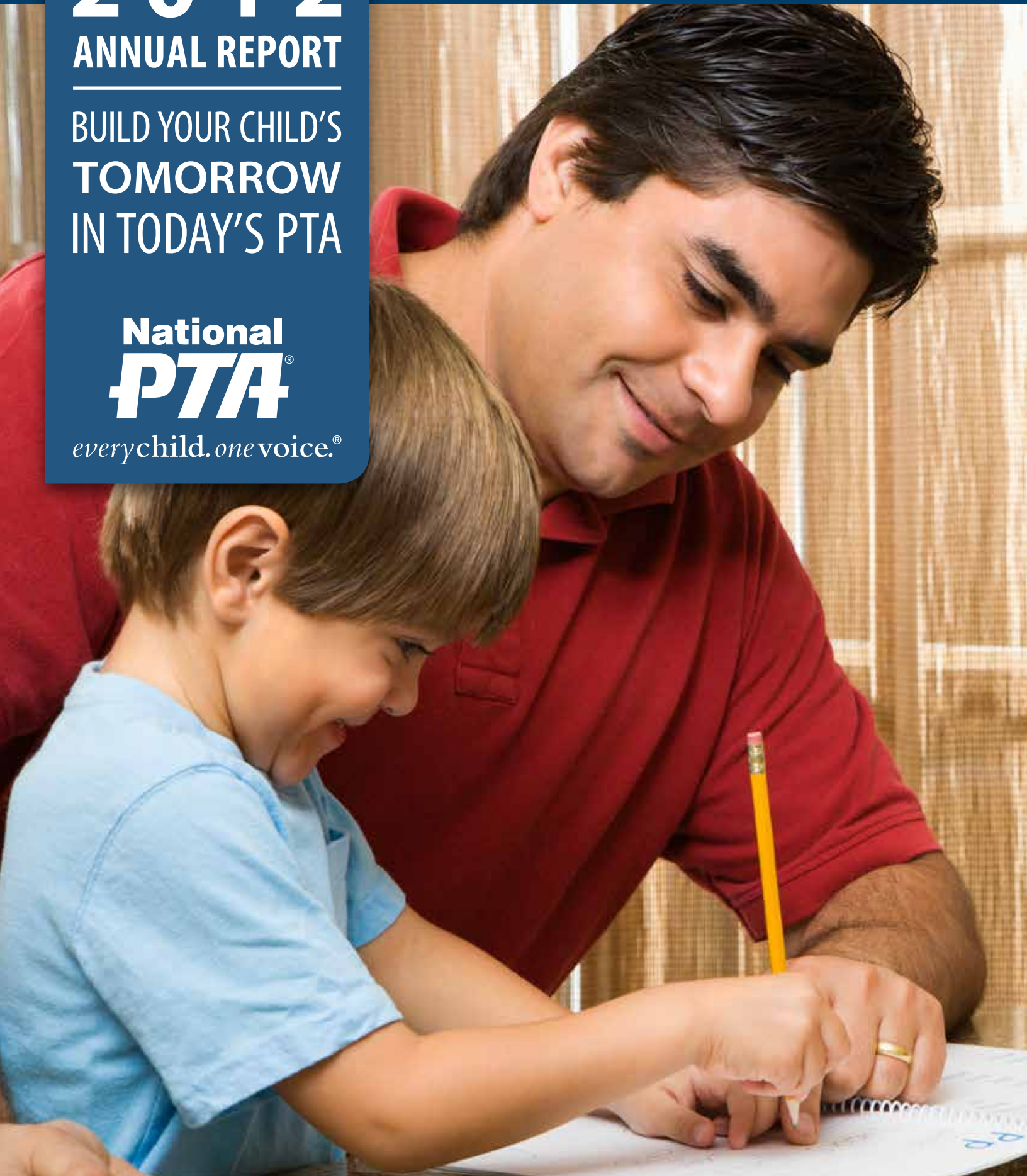
2012

ANNUAL REPORT

BUILD YOUR CHILD'S
TOMORROW
IN TODAY'S PTA

National
PTA[®]

everychild.one voice.[®]





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ABOUT NATIONAL PTA

National PTA® comprises 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. PTA is a registered 501(c)3 nonprofit association with a powerful voice for all children: a relevant resource for families and communities, and a strong advocate for public education. Membership in PTA is open to anyone who wants to be involved and make a difference for the education, health, and welfare of children and youth.

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TODAY'S PTA IS WAITING FOR YOU

"Anyone can get involved, anyone can get engaged. All that's required is that you care about our kids; and that you care about their well-being, and their potential to grow up into happy, and healthy, and successful adults; and also that you care about the future of our community and our country."

First Lady Michelle Obama
United States of America

To take action with Today's PTA, visit PTA.org.





TODAY'S PTA IS FOCUSED



Betsy Landers
National PTA President

Dear friends,

It is as important to look back as it is to look forward. Just as our children learn about history to better understand current events, National PTA needs to reflect back in order to chart its future.

Our founders and the legions of PTA leaders that have come before us have made tremendous advances for youth that will always be a part of our treasured history. Many of the benefits our children receive today, such as universal kindergarten and the National School Lunch Program, were accomplished as a result of the PTA mission.

We can learn so much from these seminal moments, but we cannot rest on the accomplishments of our past.

Today's problems need fresh and lasting solutions. They need our urgent and focused attention. And they need your voice. Whether your PTA focuses on making strides in children's health, safety or education, you are part of a powerful movement.

In 2012, we explored new ways to contribute and champion these important issues together, and time and time again you demonstrated that Today's PTA is:

- FOCUSED
- DEEPLY ENGAGED
- HEALTHY
- UNITED FOR ADVOCACY
- INCLUSIVE
- RESPONSIVE

But most importantly—through your advocacy, dedication, and connections—Today's PTA has impact.

Your **advocacy** on behalf of school safety, Common Core State Standards and education reform informed important policy decisions that impact every child's wellbeing. Your **dedication** to creating meaningful programs that engage families in the school community supported student achievement in ways beyond measure. And your community **connections** have transformed our nationwide network into a diverse and thriving family.

By taking action with Today's PTA, you will continue to honor your family's values and build a legacy that will benefit future generations.

Warm regards,

Betsy Landers
National PTA President

*"Every child, one voice
Across America, make
some noise for the
future generation,
who'll one day lead
this nation. To a kinder
world, a safer place.
Where walls fall down
and dreams are made.
For our children's
future, we have a
choice. We're the PTA.
Every child, one voice."*

Jon Christopher Davis
Singer-Songwriter
Every Child, One Voice





TODAY'S PTA IS UNITED FOR ADVOCACY

Today's PTAs are part of a nationwide network that provides parents with the forum and tools to collectively influence the decisions that affect children. We are champions for solutions to the problems parents worry most about—high-quality education, healthy lifestyles, and safe school environments. Our perspective is trusted by decision makers at all levels, and our voice rises above all of the rest.

Following are a few ways that National PTA advocated on behalf of all children with Congress and the President's Administration in 2012.



PTA DAY AT THE WHITE HOUSE

More than 150 PTA leaders representing 41 states, Washington, D.C., and U.S. Department of Defense schools in Europe met with top Administration officials at the White House to discuss challenges facing our nation's schools and communities. During the PTA Day at the White House, 12 extraordinary PTA members received the honor of White House Champions of Change for their dedication to improving educational equity and opportunity for all children through Today's PTA. To learn more about this unprecedented opportunity, visit whitehouse.gov/champions.



LEGISLATIVE CONFERENCE

PTA leaders from across the country converged on Capitol Hill during the 2012 Legislative Conference to advocate for comprehensive education reform and against the proposed sequestration. U.S. Secretary of Education Arne Duncan provided an inspiring keynote address to the advocates, who also participated in workshops, panel discussions, and skill-building trainings during the annual event. At the conclusion of the conference, National PTA awarded two Congressional Voice for Children Awards to U.S. Senator Sheldon Whitehouse (D-RI) and U.S. Representative Glenn "GT" Thompson (R-PA-5) for their support of critically important legislation, including the Family Engagement in Education Act. To learn more about National PTA's legislative priorities, visit PTA.org/advocacy.

IN 2012, OUR
TAKES ACTION
NETWORK
GREW TO MORE THAN
300,000
ADVOCATES





SAFE SCHOOLS

For decades, National PTA has advocated for policies that would protect our nation's children from harm while at school. National PTA publicly championed a comprehensive package of new legislation in the 113th Congress to support the expansion of mental health services and prevent gun violence. Specifically, National PTA endorsed legislation that would require universal background checks for the sale and possession of firearms; ban non-sporting ammunition in high-capacity magazines; reinstate a ban on military-style assault weapons; and provide grants for school- and community-based mental health services. National PTA's advocacy leadership was instrumental in advising task forces, committees, federal agencies, and policymakers in making these important decisions.



SNOWFLAKES FOR SANDY HOOK

On December 14, 2012, Sandy Hook Elementary School in Newtown, Connecticut lost 26 beloved students and educators to school violence. In the wake of the tragedy, the Connecticut PTSA invited the nation to create and send unique snowflakes to decorate the halls of the new school. With each snowflake, children and adults alike relayed their love, support and goodwill to the Newtown community. Snowflakes rained down in all shapes and sizes: from large wooden snowflakes to delicately hand-knit doilies from the turn of the century. We were very excited when the first packages arrived and quickly overwhelmed when the tractor-trailers full of snowflakes followed.

Snowflakes and messages of love and sympathy came from all 50 states, and from more than 50 countries around the world. Individuals traveled to Connecticut from 15 different states to hand deliver their snowflakes. In January 2013, the snowflakes found their home in Newtown.

Snowflakes for Sandy Hook started as a project to help comfort the families of Newtown and ended up comforting the entire country. It comes as no surprise that PTA is at the heart of such a beautiful, compassionate gesture—one that inspired a worldwide movement on behalf of children. A snowflake by itself may be small, but in sum they become something magnificent to behold—in numbers a snowflake finds its strength. Such is the story of Today's PTA.





TODAY'S PTA IS DEEPLY ENGAGED

We are involved in every aspect of our children's lives. And we fight just as hard to ensure that their classmates receive the support they need to be college and career ready. Today's PTAs cultivate family engagement through multi-faceted programs and practices that support student learning and help their schools improve.

Following are a few ways that National PTA engaged families in their children's school life in 2012.

IN 2012, MORE THAN
268,000
STUDENTS
PARTICIPATED IN PTA'S
REFLECTIONS
PROGRAM



Emily Lam
"Diversity Means Harmony in the World"

REFLECTIONS PROGRAM

In 2012, National PTA honored more than 190 student artists with the Reflections Outstanding Interpretation Award and other awards of excellence and merit across six art categories—all celebrating the theme, Diversity Means.... Several talented students performed and displayed their art at the 116th Annual National PTA Convention and Exhibition in San Jose, Calif., 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 2012, National PTA created a new division for special artists to encourage students in all grades, whose physical, cognitive or mental health challenges meet guidelines set forth in the Americans with Disabilities Act to explore and be involved in the arts. To learn more, visit PTA.org/reflections.



TAKE YOUR FAMILY TO SCHOOL WEEK

Each year, National PTA conducts Take Your Family to School Week—a special period that encourages PTAs and school leaders across the country to open their doors and host family-focused events. More than 40 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 from California to Pennsylvania planned dialogues between parents and school board members, student performances, career fairs, and other meaningful events. For the seventh consecutive year, the Take Your Family to School movement has helped PTAs across the country build stronger family-school partnerships. To start planning an event, visit PTA.org/TYFTSW.



URBAN FAMILY ENGAGEMENT

During the past three years, National PTA has increased support for families living in urban areas as they advocate for critical school improvements. In this short time, the network has already strengthened parent's access to multicultural resources that support student success, improved male engagement in children's education, and taught families and community leaders how to collaborate effectively with school administrators to make meaningful changes. In nine cities, we are conducting intensive, 12-session leadership trainings tailored for diverse audiences and strengthening partnerships with Head Start, MALDEF, Target, and WATCH D.O.G.S. to support and grow this initiative.





TODAY'S PTA IS INCLUSIVE

Today's PTAs are diverse. Our trusted network is open to all families and teachers nationwide. Nearly 5 million parents, teachers, grandparents, caregivers, foster parents and other caring adults are proud to be members. Men and minorities, in particular, are joining at an accelerated rate, empowered to collaborate for student success and serve in leadership roles.

Following are a few ways that National PTA demonstrated its commitment to diversity and inclusion in 2012.



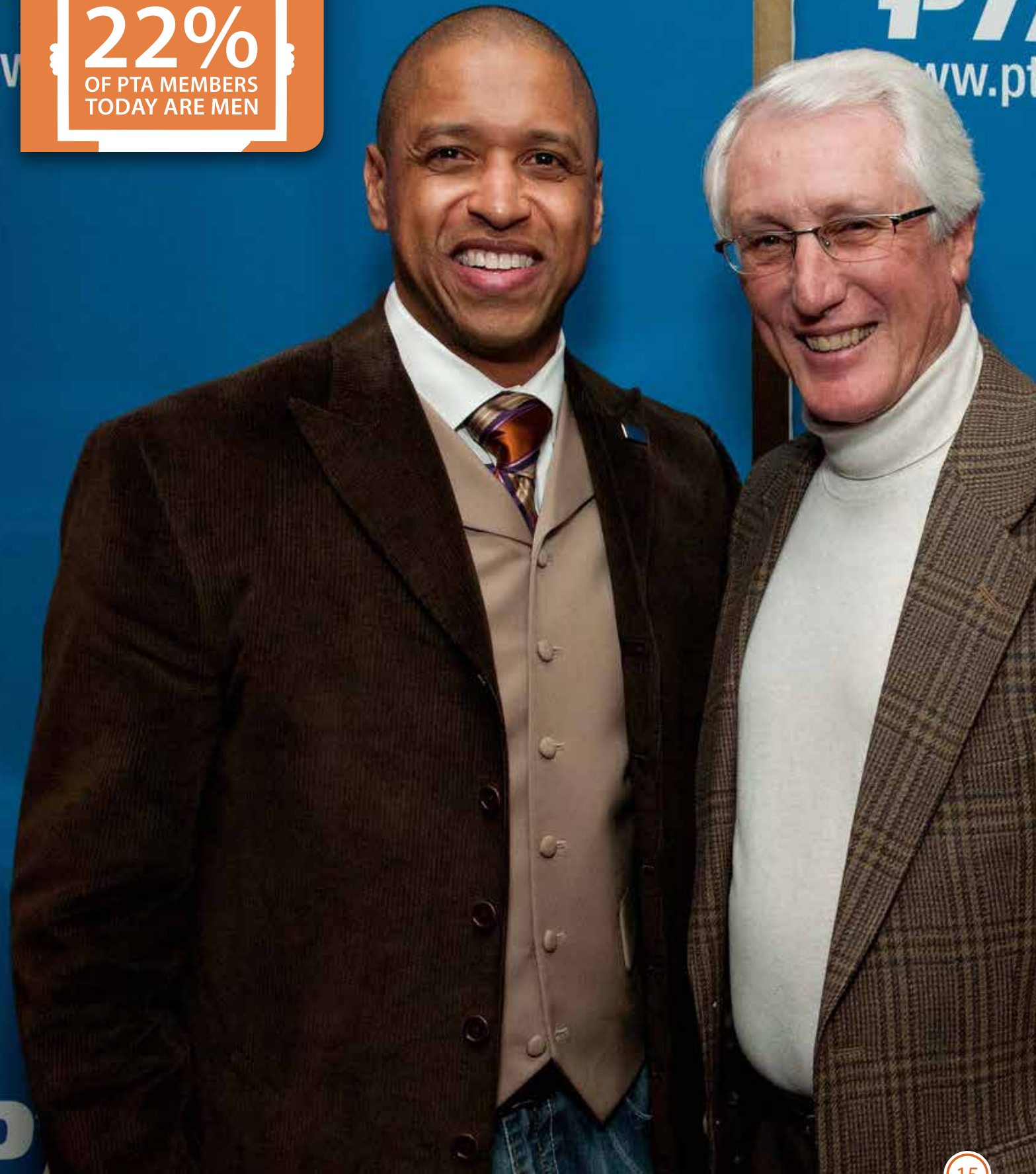
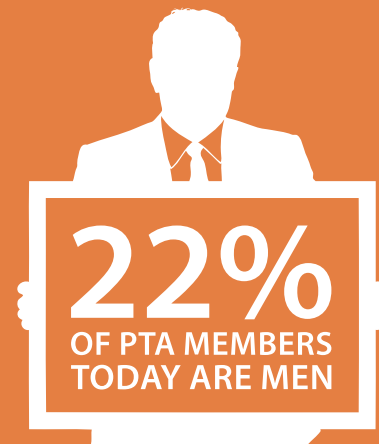
MALE ENGAGEMENT

National PTA is a founding member of the MORE® (Men Organized to Raise Engagement) Alliance, a coalition of organizations dedicated to raising the level of engagement between children and the important men in their lives. For the first time, National PTA sponsored with WATCH D.O.G.S. a three-day conference dedicated to engaging fathers, grandfathers and other important male figures in education, reducing bullying, and bringing male mentors into schools nationwide. To man up, 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, how to work with multi-generational families, how to be a leader in tough economic times, and how to build a diverse leadership team, among other topics. To learn more about this exceptional network, visit PTA.org/EMLC.





TODAY'S PTA IS HEALTHY

Today's PTAs are making and encouraging healthy choices that support the whole child. Our priorities span the physical, social and emotional well-being of children—at home and school. We advocate for quality physical education, nutritious school meals and safe learning environments. We also help families model healthy habits and create an environment at home that supports the positive changes happening in school.

Following are a few ways that National PTA championed healthy lifestyles in 2012.



VIRTUAL BACK-TO-SCHOOL NIGHT

This year, the U.S. Department of Agriculture (USDA) updated the nutrition standards for school meals. To help families understand the new standards and support their schools in making this transition, National PTA hosted a virtual briefing with the White House Chef Sam Kass, USDA, and Kids' Safe and Healthful Foods Project, a joint initiative of The Pew Charitable Trusts and the Robert Wood Johnson Foundation. To watch the interactive discussion, visit <http://goo.gl/t9vy2>.



FIRE UP YOUR FEET

National PTA partnered with Safe Routes to School National Partnership and Kaiser Permanente to launch a new physical activity program that encourages families to walk more to and from school—and in daily life. Fire Up Your Feet provides 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.



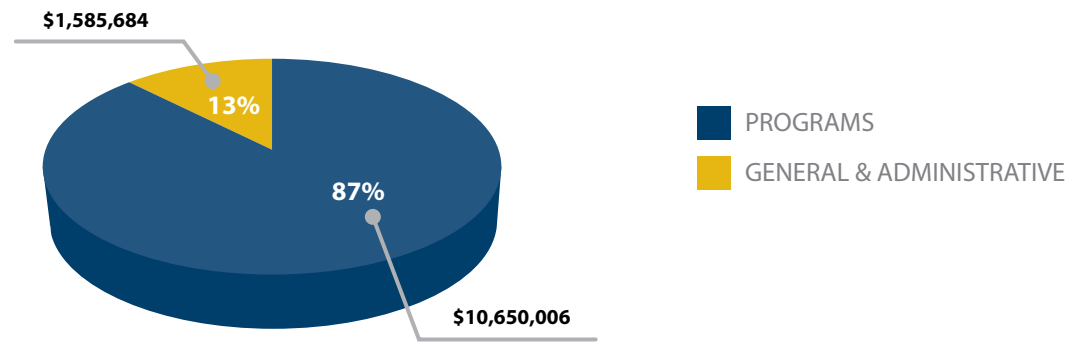
NATIONAL PTA
IS PRIMED TO AWARD
HEALTHY
LIFESTYLES GRANTS
TOTALING
\$50,000



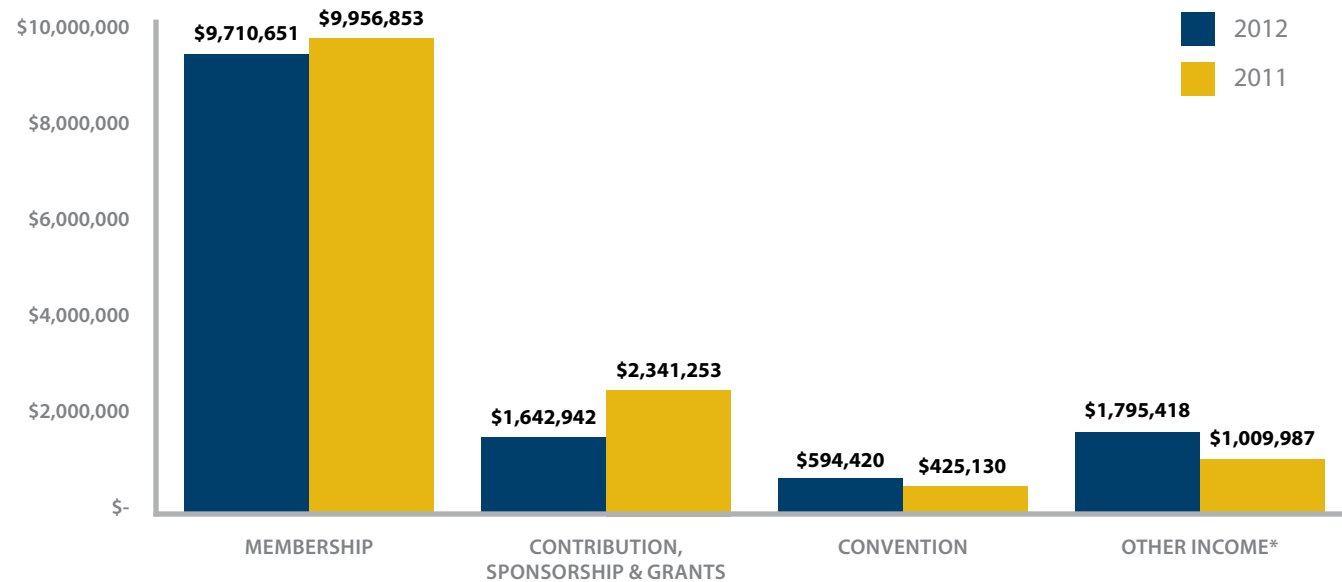
Good health extends beyond nutrition and physical activity. National PTA is a vibrant nonprofit association that meets all of the standards for conduct and accountability set by the Better Business Bureau's Wise Giving Alliance.

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

PROGRAMS VS. GENERAL & ADMINISTRATIVE EXPENSES

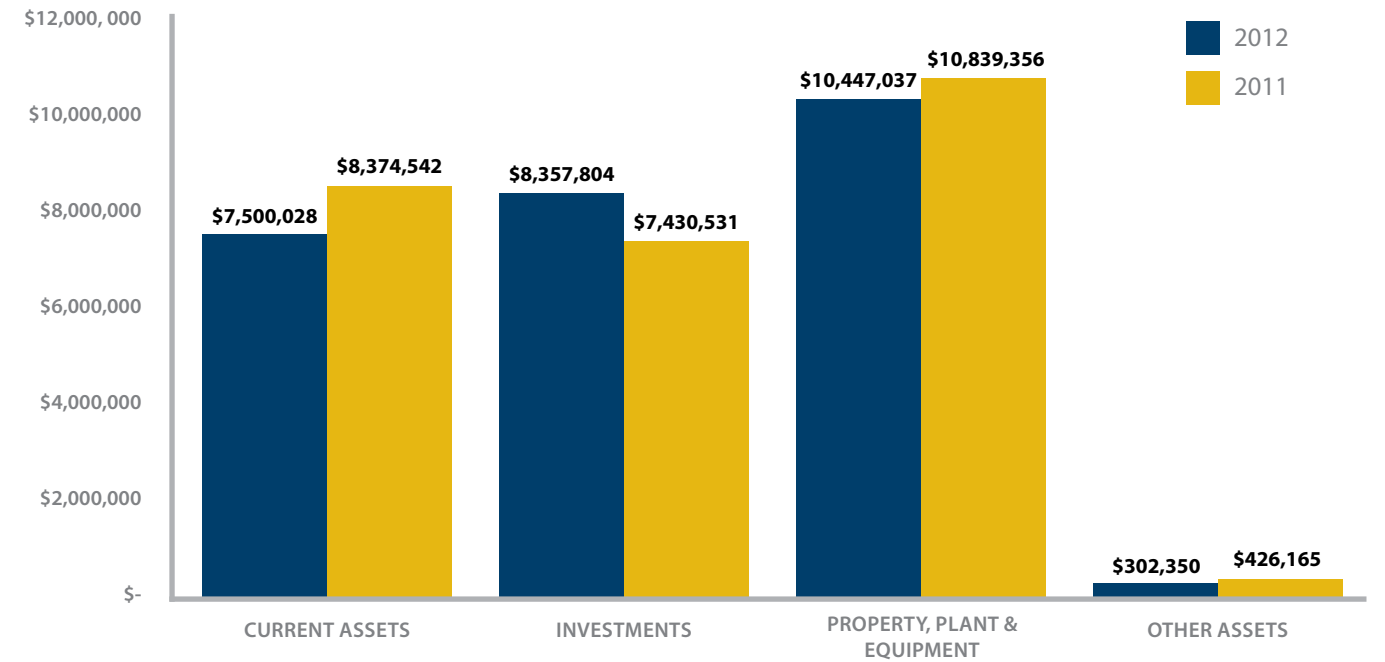


INCOME COMPARED TO PRIOR YEAR

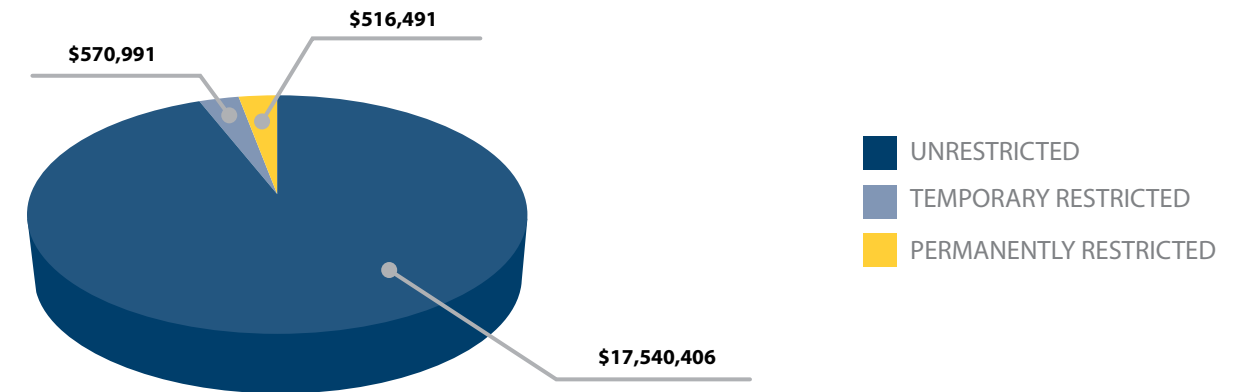


*Other Income includes: Investment, Royalty, Advertising, Rental, Subscription and Miscellaneous income.

TOTAL ASSETS COMPARED TO PRIOR YEAR



CATEGORIES OF NET ASSETS



Scan the code or visit PTA.org/financials to access the 2012 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.



TODAY'S PTA IS RESPONSIVE

Today's PTAs accommodate all lifestyles and offer flexible volunteer opportunities for varying interests and schedules. We utilize technology to keep families connected and informed. Members have access to valuable benefits, regular updates and support services to help manage their PTAs throughout the year. We tap the latest techniques and trends to exchange ideas, collect feedback, and spark change nationwide.

Following are a few ways that National PTA answered the call in 2012.



DIGITAL OUR CHILDREN MAGAZINE

Until 2012, *Our Children* readers only received a printed magazine requiring them to make copies of the articles they wanted to share with others. All of that changed in August when National PTA launched a free, digital version of the magazine. For more than 100 years, *Our Children* has been an important benefit for PTA leaders working on behalf of families, students and their schools. The same practical information is now available to any parent, educator or interested community member five times each year at ptaourchildren.org.



PTA.ORG

Today's PTAs are more connected and technology-savvy than ever before. To support this movement, National PTA now has a dynamic website to organize and display its hundreds of helpful guides, articles, templates, e-learning courses, and other digital resources. PTA.org hosts all of the information parents and educators need to help their PTAs reach great heights, foster positive family-school partnerships and advocate on behalf of pressing legislative issues. The site is also linked to several social networking platforms that facilitate real-time information sharing between PTAs. Facebook and Twitter, for example, are important places to look for announcements from National PTA.



IN 2012, MORE THAN
1.2 MILLION
PEOPLE SUBSCRIBED TO
THE NATIONAL PTA
E-NEWSLETTERS





Today's PTA is no ordinary parent group. Building family-school partnerships the PTA way is working. When families engage with PTA, students succeed. Teachers and schools also improve. Despite shrinking budgets, increasing class sizes, and other challenges, Today's PTAs are using teamwork to transform schools and help to provide every child with a quality education.

Following are a few ways that National PTA will continue its history of high-impact programs in 2013.



SCHOOL OF EXCELLENCE

National PTA is rejuvenating the National PTA School of Excellence program to help PTAs strengthen the family-school partnership and make measurable progress together in one of three areas: student learning, arts and cultural exploration, and health and safety. The path to excellence starts with a joint commitment of PTA and school leaders who want to work together to welcome all families, communicate effectively, support student success, speak up for every child, share power, and collaborate in the community.

At PTA.org/excellence, PTAs will set goals and take action using a customized set of recommendations. PTAs will gain a better understanding of what they can do to improve their school and gain a seat at the table when decisions are made. And throughout the year, National PTA will offer helpful trainings and send timely tools to support these efforts.

After PTAs have reached their goal their schools will receive the National PTA School of Excellence distinction, and all of the recognition that comes along with an honor of this caliber. These schools will be known for leading the nation in their approach to family-school partnerships and being at the forefront of continuous school improvements.



FAMILY READING EXPERIENCE, POWERED BY KINDLE

National PTA is offering an exciting new program, 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.

The smiles, high fives and celebratory dances that have joyfully erupted at our family-focused events suggest that our model is special. Child-friendly activities, available at PTA.org/familyreading, paired with popular technology and family involvement create a winning combination.

As an added benefit to this already remarkable program, Amazon Kindle also donated e-readers for 88 PTAs in low-income and at-risk schools. Students and families in under-resourced communities now have an equal opportunity to support and develop their child's love of reading.





TODAY'S PTA THANKS YOU

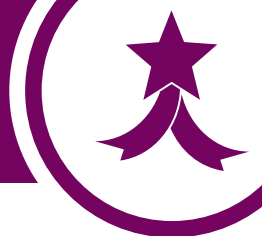
Today's PTA cannot meet children's needs without the generous support of its members, volunteer leaders, donors, and other benefactors. Their support helps to improve and expand the programs and services that families across the country depend on.

PROUD NATIONAL SPONSORS



MEMBER BENEFITS PROVIDERS





ENDOWMENT FUND

| | | | |
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| Denise Sultz | Frank Gallagher | Damien O'Brien | |
| | | Karen Potochick | |

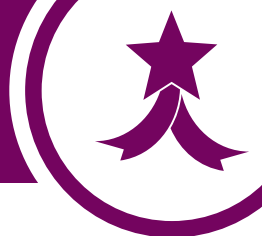
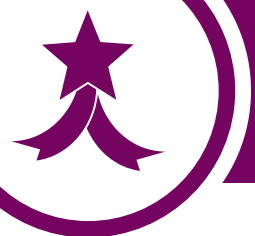
OUR HOME—OUR LEGACY—OUR FUTURE CAMPAIGN

The list below reflects contributions received in 2012 to the campaign and is not a cumulative list of campaign donations.

| | | | |
|-------------------------------------|--------------------------------|--|--|
| \$10,000- \$24,999 | Michelle Humphreys | Utah PTA | Shannon Sevier |
| Betsy and Ben Landers | Dee Jones | Virginia PTA | Alaska State PTA |
| \$2,500- \$4,999 | Frank Kwan | Washington PTA | California PTA |
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OUR HOME—OUR LEGACY—OUR FUTURE CAMPAIGN *continued*

| | | | |
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| Brenda Hughes | Kevin P. Smith and Mary Ann Deyoung-Smith | | |
| Jean Tokuda Irwin | Charla and Bart Sparks | | |
| David and Janice Jackson | Mary Ann Stewart | | |
| Julie and Douglas Kays | Shawna Straw | | |



OUR HOME—OUR LEGACY—OUR FUTURE CAMPAIGN *continued*

| | | | |
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| Grace Chung Becker | Christina Hite | Pamela O'Brien | Kris Vaughn |
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OUR HOME—OUR LEGACY—OUR FUTURE CAMPAIGN *continued*

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| Bridgepoint Academy PTA, Miami, FL | Decatur Central High School PTSA, Indianapolis, IN | Grover Cleveland High School PTSA, Reseda, CA | Lincoln Elementary PTA, Hammond, IN |
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| C.A. Johnson PTSA Org, Columbia, SC | Dixie Canyon PTA, Sherman Oaks, CA | Hibiscus Elementary School PTA, Miami, FL | Madison Avenue PTA, El Cajon, CA |
| Cabin John MS – PTSA, Potomac, MD | Dreaming Summit PTSA, Litchfield Park, AZ | Hunters Woods Elementary School PTA, Reston, VA | Mark Twain Elementary PTA, Lawndale, CA |
| Capitan PTA, Capitan, NM | Dumbarton Middle School, Baltimore, MD | Indian River County Council PTA | Marshall Elementary School PTA, Jackson, MS |
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| Christenberry Elementary PTA, Knoxville, TN | Fairhaven Middle School PTSA, Bellingham, WA | Kennesaw Mountain High School PTSA, Kennesaw, GA | Mimosa Elementary School PTA, Roswell, GA |
| Cibolo Green Elementary PTA, San Antonio, TX | Fernando Rivera Intermediate PTSA, Daly City, CA | Kingsville Elementary PTA, Inc., Kingsville, MD | Monte Sano Elementary School PTA, Huntsville, AL |
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OUR HOME—OUR LEGACY—OUR FUTURE CAMPAIGN *continued*

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| Redwood Early Childhood Center PTA, N. Little Rock, AR | Sheila R. Tarr PTA, Las Vegas, NV | Thurmont Middle School PTA, Thurmont, MD | West Mecklenburg High School, Charlotte, NC |
| Reedy Creek Middle School, Cary, NC | Slater Elementary School, Lakewood, CO | Tom Joy Elementary PTA, Nashville, TN | West Ridge Elementary PTA, Kansas City, MO |
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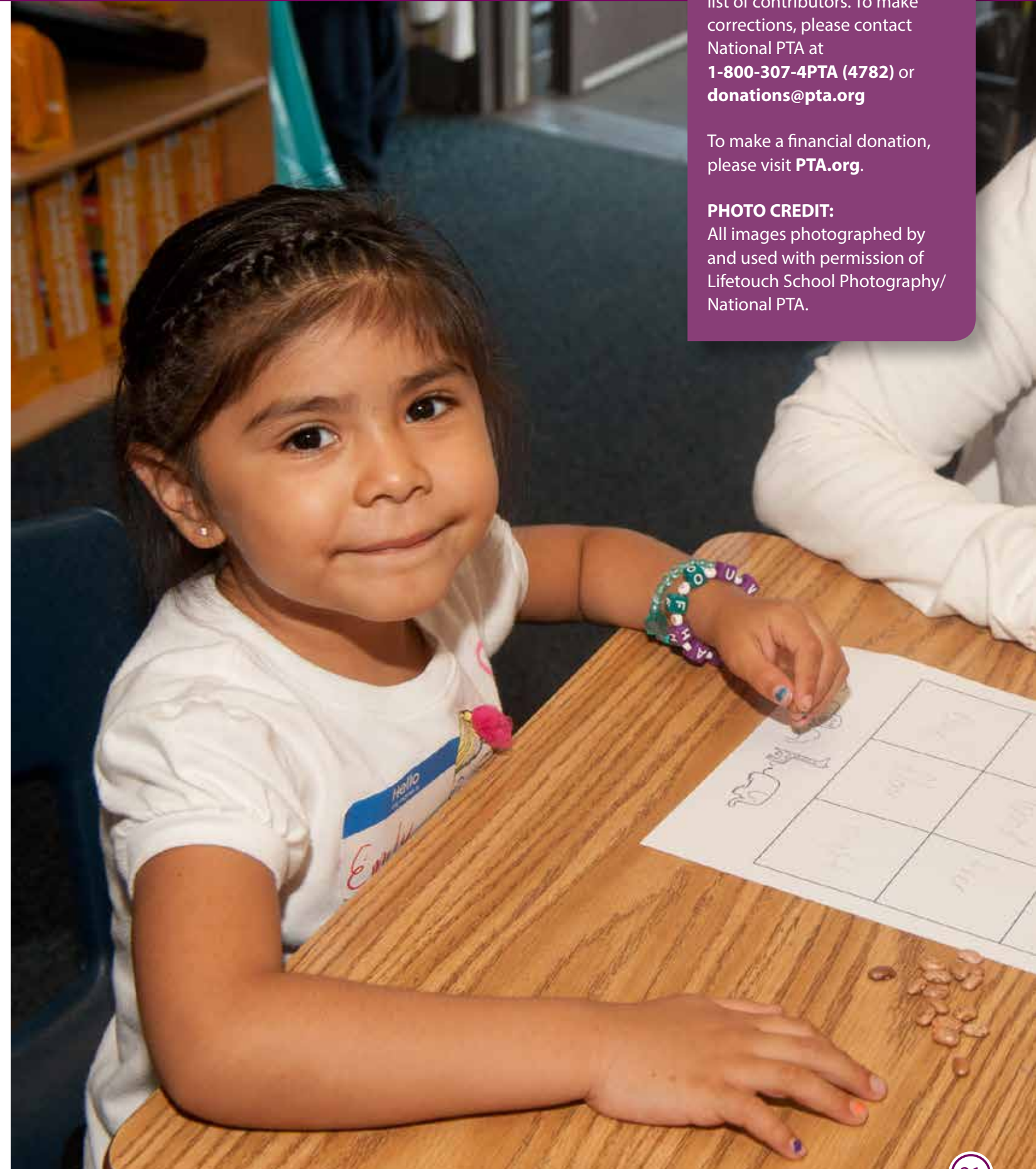
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