



New Survey by Kleenex® and DonorsChoose Finds 92 Percent of Teachers Worry Over Lack of Resources for Students

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Kleenex® Brand to Support Distance Learning Projects with \$1.2 Million to DonorsChoose to Help Educators Address #AllTheFeelings

NEENAH, Wis., May 5, 2020 /PRNewswire/ -- Like many Americans, teachers are experiencing #AllTheFeelings when it comes to distance learning based on a recent study¹ conducted by Kleenex® and DonorsChoose. Those findings include:

- Teachers have been feeling a mix of frustration (58%), anxiety (58%) and optimism (34%)
- For almost all the teachers surveyed, worrying their students will fall behind (90%) and not seeing their students' faces everyday (87%) has been difficult
- Over three-fourths (77%) of teachers surveyed feel increased appreciation among parents while 45 percent feel increased appreciation among students

Kleenex® is recognizing educators, as well as families thrust into the role, as part of Teacher Appreciation Week with a multi-year partnership with DonorsChoose that includes a \$1.2 million annual commitment to the organization in 2020.

"Classrooms may be closed, but teaching doesn't stop — and neither does our support for teachers," said Charles Best, founder of DonorsChoose. "We're grateful to be partnering with Kleenex® so that we can help even more teachers and students during this turbulent time. Thanks to this gift, teachers working in low-income communities will be better equipped to facilitate distance learning with their students."

The recent survey¹ also found that 98 percent of teachers list better access to resources for all students as important for improving distance learning. As a founding partner of the new DonorsChoose Distance Learning Projects category, Kleenex® will help 2,000 teachers in low-income communities access resources to facilitate distance learning with their students to help ease these feelings of anxiety and stress.

"Kleenex® is one of the products you reach for when you're feeling overwhelmed and we want to be there for our consumers in the moments they need us most, including the nine out of ten teachers who report that missing social interactions with students and others has been the most difficult part of distance learning," said Keegan Coulter, General Manager for Kleenex® North America. "Through our partnership with DonorsChoose, we want to alleviate some of the stress and anxiety teachers, students and families are feeling, because even though we're apart right now, we can feel cared for — and that's comforting."

Kindergarten teacher, Vera Ahiyya, is also teaming up with Kleenex® to help raise awareness of the initiative as part of Teacher Appreciation Week. "I never could have imagined a world where I would have to teach Kindergarteners virtually," said Ahiyya, teacher of 14 years in New York. "Of course, I worry about their wellbeing every day, but mostly I miss seeing their faces light up when they sound out a word for the first time or make a new friend." Ahiyya, who enjoys sharing her favorite children's books and activities on her social media channels @TheTutuTeacher, is providing ways for educators to connect and share #AllTheFeelings.

By sharing how one is feeling with #AllTheFeelings on social platforms, Kleenex® is asking consumers to show the world there can be comfort in knowing we are not alone, and there can be strength in sharing our vulnerabilities.

For more information or to support [DonorsChoose.org](https://www.donorschoose.org) COVID-19 education efforts visit [DonorsChoose.org](https://www.donorschoose.org).

To support emotional health and well-being, Kleenex® is also offering a free subscription on a leading meditation app. For more information, visit <https://www.kleenex.com/en-us/all-the-feelings>.

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About DonorsChoose.org

DonorsChoose is the leading way to give to public schools. Since 2000, more than 4 million people and partners have contributed \$950 million to support 1.5 million teacher requests for classroom resources and experiences. As the most trusted crowdfunding platform for teachers, donors, and district administrators alike, DonorsChoose vets each request, ships the funded resources directly to the classroom, and provides thank yous and reporting to donors and school leaders. Charity Navigator and GuideStar have awarded DonorsChoose, a 501(c)3 nonprofit, their highest ratings for transparency and accountability. For more information, visit www.donorschoose.org.

¹ Online survey of 250 teachers conducted by Lucid from Kleenex and DonorsChoose on May 1-4, 2020



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