



# OAKLAND PUBLIC EDUCATION FUND

## 2017-18 Annual Report



# MISSION & VISION

The Oakland Public Education Fund leads the development and investment of community resources in Oakland public schools so that all students can learn, grow, and thrive.

As the city's only education fund supporting all Oakland students, our work focuses on resources, partnerships, and community engagement.

We support all students in Oakland public schools with a focus on those furthest from opportunity, because kids who come to school with less need more.



Dear friends,

This year, McClymonds High School in West Oakland graduated 98 percent of its seniors, with 60 of the 62 graduates headed to college. That's a fact worth celebrating in and of itself.

At the Oakland Public Education Fund, however, we also celebrate the story behind that fact—the story of what's possible when the commitment of teachers, counselors, and families is matched by commitment and support from the wider community.

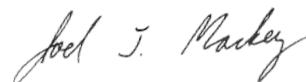
For example, we've been proud to facilitate the five-year, five-million-dollar partnership between Oakland schools and Intel. At McClymonds, this partnership built an Engineering pathway that gives students access to STEM instruction, mentorship by Intel volunteers, and internship opportunities in tech careers they would not otherwise have. Many of the 2018 Mack graduates were enrolled in the Engineering pathway, and a few also received full-ride scholarships to prestigious universities.

Our Intel partnership is just one example of how we're growing community support for public schools. Salesforce expanded their investment in middle school STEM instruction to include social-emotional supports that enable students to better focus on learning. Salesforce also joined other local businesses to provide ongoing volunteer support through our Adopt an Oakland School program, which more than doubled the number of schools adopted this year.

It's not just businesses, either: we helped 3,700 people volunteer in Oakland schools this year (40% more than last year) and supported community members who stepped up to organize their own fundraising events for schools.

Read on to see the many ways the Ed Fund connected more people—and the unique gifts they offer—with Oakland public schools this year. We hope this report inspires you to start or continue your support.

In partnership,



Joel Mackey  
Ed Fund Executive Director



Brian Stanley  
Former Ed Fund Executive Director



Kyla Johnson-Trammell  
Superintendent, OUSD

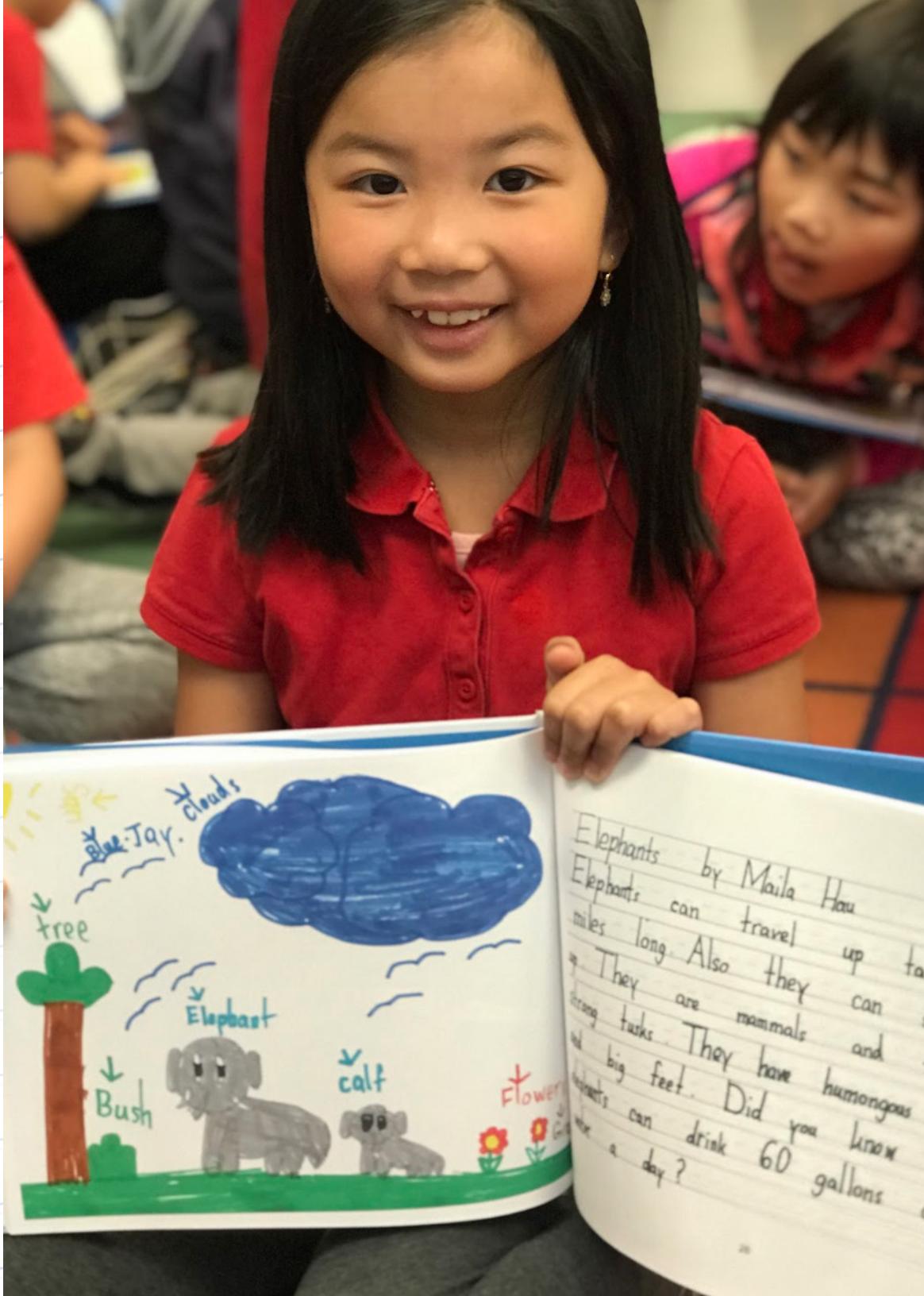


Bob Spencer  
Ed Fund Board Chair



# THE OAKLAND ED FUND RAISES MONEY

Raising money for schools is at the heart of all our work. Since 2013, we've collaborated with hundreds of people and organizations to raise \$60 million to benefit Oakland public schools. Our signature program for anyone who wants to make a financial gift—from \$5 to \$50,000 or more—is our A to Z Fund.



# A TO Z FUND

Life Academy science teacher Aaron Darden wanted to buy two 3-D printers that his sixth-grade students could use to bring science and engineering concepts to life in a way cardboard and glue never could. With so many other student needs competing for a too-small school budget, however, there were no funds to spare for the project.

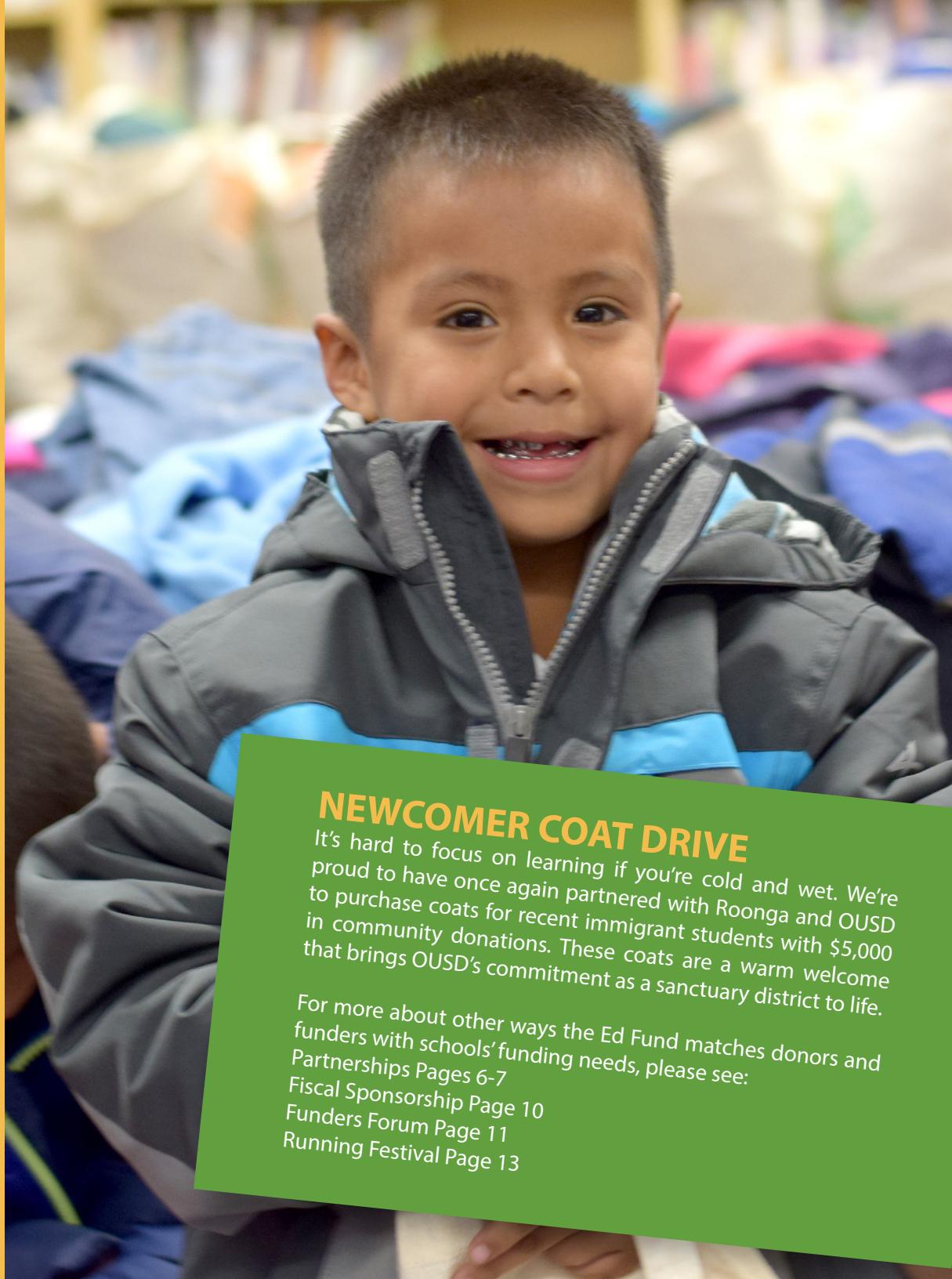
That's why we created our A to Z Fund. We combine individual donations from the community to create a bigger pool of funding for educators' projects: art, field trips, music, sports, teacher training, and more.

This year—the first full year of the program—the Oakland community took the A to Z Fund vision to heart and made it their own:

- Parents at schools with active PTAs and Dads Clubs hosted a Homebrew Beer Tasting & Competition that raised \$9,000 for the A to Z Fund.
- The Crocker Highlands Elementary School PTA added a "Raise the Paddle" to their spring auction to raise over \$25,000 for the A to Z Fund.
- The Oaktown Half Marathon and Turkey Trot team named the A to Z Fund as an official charity beneficiary.
- One inspired donor gifted \$250 mini-grants for every first-year TK-5 teacher.

Thanks to this community generosity, we were able to expand the A to Z Fund to include grants for teacher professional development in addition to general projects.

Altogether, we awarded a total of \$100,000 for 76 projects at schools across Oakland—including 3-D printers at Life Academy. Aaron's students rated it one of the most popular projects of the year, and the printers are now resources future classes can use, all for a total grant of just \$1,200.



## NEWCOMER COAT DRIVE

It's hard to focus on learning if you're cold and wet. We're proud to have once again partnered with Roonga and OUSD to purchase coats for recent immigrant students with \$5,000 in community donations. These coats are a warm welcome that brings OUSD's commitment as a sanctuary district to life.

For more about other ways the Ed Fund matches donors and funders with schools' funding needs, please see:  
Partnerships Pages 6-7  
Fiscal Sponsorship Page 10  
Funders Forum Page 11  
Running Festival Page 13

# THE OAKLAND ED FUND CREATES PARTNERSHIPS

Thanks to our team's strong relationships with Oakland schools and broad knowledge of their needs, we are an ideal partner for big initiatives focused on positive student impact.

Our partnerships with Intel and Salesforce showcase how multi-year investment of money and people power can move the needle on equity, achievement, and more.



## The Ed Fund is proud to partner with Intel to:

- Sponsor and organize work-based learning in the Engineering pathway at McClymonds and Computer Science Academy at Oakland Tech to promote enhanced STEM learning.
- Host paid internships at Intel's Silicon Valley headquarters and an engineering institute at Georgia Tech to enable students to apply their classroom learning in intensive college and career environments over the summer.
- Connect students with tech professionals at Intel as mentors throughout the year.



**"My mentor goes above and beyond to talk to me and give me advice whenever I need it. She makes it known to me that she enjoys being a mentor and really does her best to relay her life lessons to me."**

*- Oakland Technical High School Student*

This year, 72 students in the Computer Science and Engineering pathways were paired with an Intel mentor, a 200% increase from 2016–17. More student-mentor pairs are also choosing to stay in touch after their first year.

By giving students the chance to form relationships with tech professionals, Intel enriches career-themed learning and gives students from underrepresented groups access to tech careers that too often seem out of reach—even though those careers are right in their backyard.



**"After the field trip to Salesforce, where students learned about different jobs and met employees who looked like them, a student said to me 'I could do that one day!'"**

*- Brian Tang, Community School Manager  
Bret Harte Middle School*

Since Salesforce announced its multi-year investment to boost math and science achievement in Oakland middle schools in Fall 2016, we've worked closely with the company and OUSD to ensure this partnership has the biggest impact possible for students.

This year, our team coordinated expansion of the Principal's Innovation Fund to include schools with grades K–8 and 6–12. Because Salesforce gives both funds and volunteer time, our Adopt an Oakland School program now facilitates volunteer activities between the company and all 21 OUSD middle schools, opening doors to STEM career paths for hundreds of students.

Our work is paying off: student enrollment in middle school Computer Science classes has grown by 2041% (not a typo!), with over 1,600 students enrolled annually. Given that no Oakland middle schools offered Computer Science classes before the Salesforce partnership launched, it's clear we're filling a big need.

# THE OAKLAND ED FUND RECRUITS VOLUNTEERS

Increased funding boosts achievement for public school students in low-income communities. At the same time, student learning depends on relationships with caring adults, from a teacher's patient math explanation to practicing listening or other social emotional skills with a volunteer.

That's why we amplify our fundraising work with our Oakland School Volunteers and Adopt an Oakland Schools programs, both of which get our community's gifts of time and talent into classrooms.



**"As a volunteer, the challenges of teaching different kids different things, and seeing them develop their confidence and self-esteem when it clicks for them—there's nothing like it."**

*Ray Murphrey, East Oakland Pride Elementary volunteer*

## OAKLAND VOLUNTEERS

Our Oakland School Volunteers programs matches community members who want to volunteer with schools, then provides ongoing support and training. In this second full year of the program, we grew Oakland School Volunteers by nearly 40% through focused online and offline recruitment—including many personal referrals from current volunteers. Altogether, we matched 3,674 volunteers with classrooms across Oakland, and placed at least one volunteer in every OUSD school.

Another first for this year: supporting Garfield Elementary volunteers with event production and donation collection when they wanted to fundraise for "their" school, resulting in \$30,000 raised!



## ADOPT AN OAKLAND SCHOOL

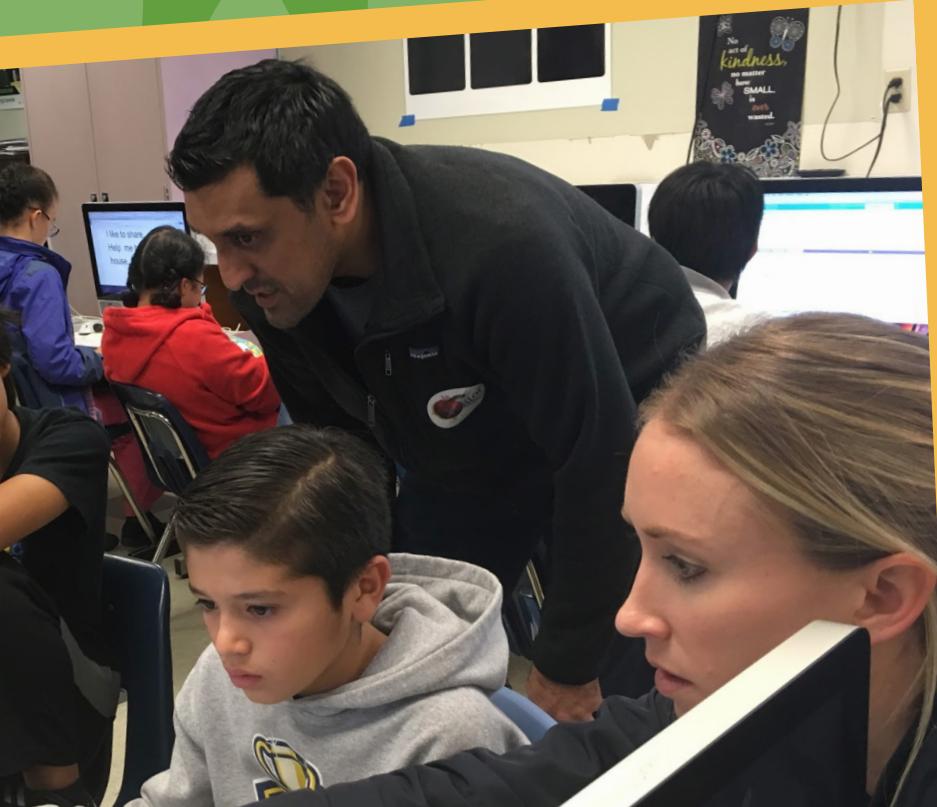
One of our favorite numbers this year was 24. Why? It's the number of Oakland public schools adopted by local businesses through our Adopt an Oakland School program—more than twice the number adopted last year, thanks in part to our expanded Salesforce partnership and support from the Oakland Chamber of Commerce.

Our team worked with adopting businesses and school leaders to create a unique series of volunteer events that fit their school's needs, including a Sports Careers Day with the Oakland Athletics for Coliseum College Prep Academy students and a special field trip to Chabot Space and Science Center for PLACE @ Prescott fourth graders, funded and chaperoned by Nerdwallet employees.

Like community volunteers, Adopt an Oakland School partners also stepped up to fundraise for their schools this year. For example, we were thrilled to help Salesforce employees host a fundraiser for Westlake Middle School that generated more than \$21,000!

**"Our students know their teachers and families are pulling for them, but volunteers show them our entire city is pulling for them and depending on them."**

*Peter VanTassel, Principal, Cleveland Elementary  
(adopted by Climb Real Estate)*



# THE OAKLAND ED FUND AMPLIFIES IMPACT

## FISCAL SPONSORSHIP

The Ed Fund is proud to be the 501(c)(3) fiscal sponsor for a range of Oakland public schools, OUSD departments, and education-focused projects—more than 90+ active fiscally sponsored projects in all.

All of the projects we serve do work aligned with our mission to support public education in Oakland. By acting as fiscal sponsor and providing financial and human resources capacity, we free up project staff to maximize their focus on Oakland students, families, and schools.

**"The Oakland Public Education Fund has been a strong partner in the growth of Tech Exchange. Their team supports both day-to-day administration as well as long-term strategy and financial modeling to ensure sustainability and growth."**

- Seth Hubbert, Executive Director, Tech Exchange



## A FEW OF OUR FISCALLY SPONSORED PROJECTS:



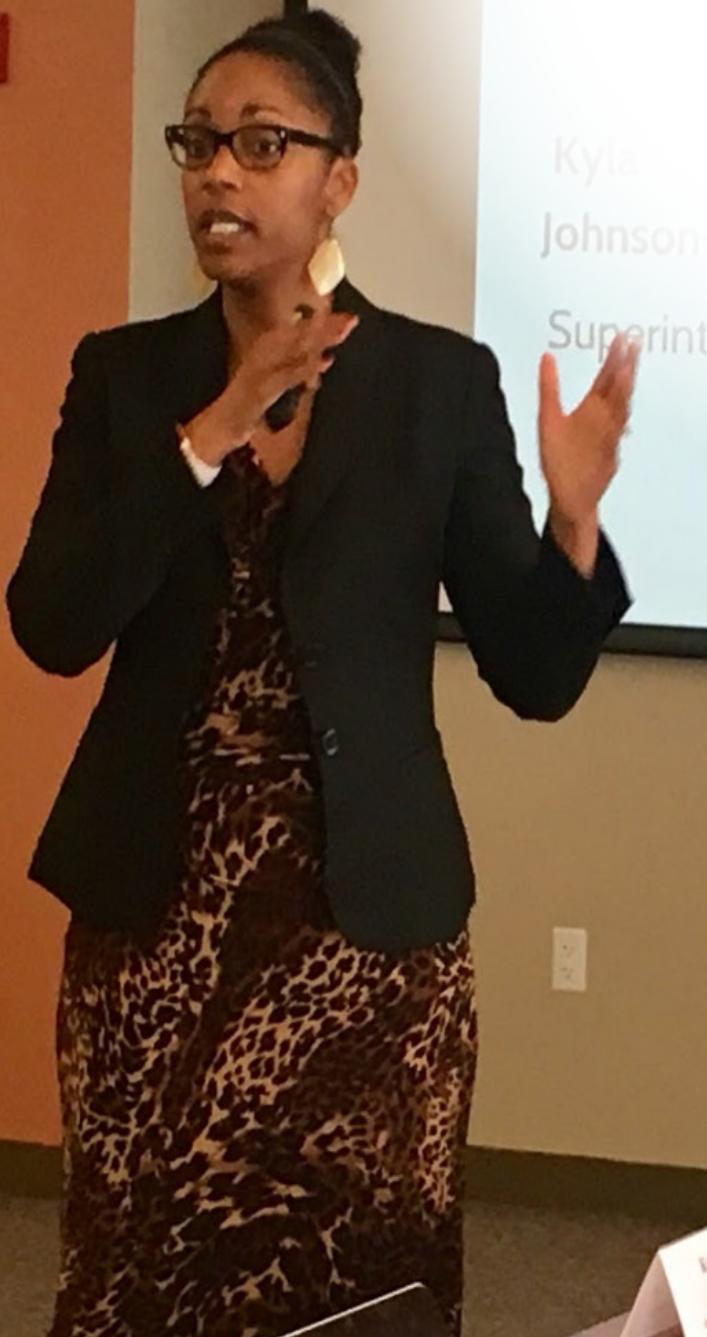
Tech  
Exchange



# OAKLAND EDUCATION FUNDERS FORUM

In partnership with the East Bay Community Foundation, the Ed Fund hosts quarterly Oakland Education Funders Forums to keep key philanthropic partners up to date on the progress, challenges, and funding needs of Oakland public schools.

This year's Funders Forums gave Superintendent Kyla Johnson-Trammell, in her first full year, regular opportunities to update funders on the progress of school quality and fiscal vitality initiatives and other programs. Funders were able to establish a common understanding of the district's situation, enabling more effective collaboration and use of collective resources where they could make the biggest difference for students.



# THE OAKLAND ED FUND BUILDS COMMUNITY

We believe that public education works best when the entire community rallies around students, families, and educators. To that end, we host a number of events throughout the year that give more people rewarding ways to support public schools.

## BACK TO SCHOOL VOLUNTEER + BACKPACK DRIVE

Over 500 individuals and corporate teams volunteered for campus cleanups—a new record for our Oakland School Volunteers program.

### In addition, we also:

- hosted our first back-to-school shopping spree with Target,
- pulled off our fastest backpack giveaway yet with Lyft,
- helped Pixar employees give a big check to Burbank preschool, and
- coordinated Golden State Warriors staff's makeover of Rudsdale Newcomer High School.

*Talk about a strong start to the new year!*

## TEACHER APPRECIATION

Nearly 800 Oakland teachers joined us for our 5th Annual Teacher Appreciation Party—our biggest yet, and the highlight of our Teacher Appreciation Month celebrations in May, which also included “teacher treats” coordinated by Adopt an Oakland School partners and our 2nd annual People’s Choice Teacher Awards.

## READ-INS

In a diverse city like Oakland, it is so important that all students see themselves and their peers reflected in the books they read at school. That's why we organize read-in weeks that bring volunteers into classrooms to read books by and about the communities celebrated during African American, Asian Pacific American, Latinx, and LGBTQ history months.

Altogether, this year's read-ins brought 722 volunteers into schools (which means 722+ hours of reading with students!) and our Asian Pacific American Read-In marked the 10th read-in we've hosted.



## COMPUTER SCIENCE EDUCATION WEEK

For Computer Science Education Week in December 2017, we matched 147 volunteers representing 39 different tech companies with 35 Oakland elementary, middle, and high schools.

From presentations to hand-on activities, volunteers gave all students ideas about where they could fit into the tech world, beyond coding.

## RUNNING FESTIVAL

Thanks to individual donors and local business sponsors, registration fees were covered for the 382 Oakland students who signed up to race in the Oakland Running Festival with Team Ed Fund.

While training to race, they built math, health, and social skills, plus a major sense of accomplishment and the confidence that comes with it!

## DRESSED BY WEST PROM DRESS GIVEAWAY

Within 90 minutes, every volunteer slot for our February 2018 Dressed by West prom dress giveaway was filled—we actually had to turn away volunteers!

Volunteers joined Ed Fund staff and our partners Lesley West and the Golden State Warriors to send nearly 450 high school students home with their perfect prom dress and big smiles.

**"My granddaughter, Samariya, picked up her prom dress today, I've not seen her this happy and genuinely excited in quite some time. The event was so special, dresses, shoes and goody bags, and a candy booth stocked with her favorite purple hard candy. We're so happy, one less expense to deal with in her senior year."**

*- Barbara Ann Harris, OUSD grandmother*

# 2017-18 FINANCIALS

## STATEMENT OF ACTIVITIES AND CHANGE IN NET ASSETS

REVENUE, GAINS, AND OTHER SUPPORT	ED FUND CORE OPERATIONS	FISCALLY SPONSORED PROJECTS & PROGRAMS	TOTAL
Family and grant-making foundations & organizations	1,835,003	25,039,448	26,874,451
Individuals & local businesses	891	5,046	5,937
Local government agencies	128,803	0	128,803
Special events (net)	326,559	0	326,559
Investment income	136,089	-29,450	106,639
Earned revenue	371,474	2,248,805	2,620,279
<b>Total Revenue, gains, and other support</b>	<b>2,798,819</b>	<b>27,263,849</b>	<b>30,062,668</b>
ED FUND EXPENDITURES	FISCALLY SPONSORED CORE OPERATIONS	PROJECTS & PROGRAMS	TOTAL
Programs	0	25,143,443	25,143,443
Management & General	433,122	0	433,122
Fundraising	375,882	0	375,882
<b>Total Expenditures</b>	<b>809,004</b>	<b>25,143,443</b>	<b>25,952,447</b>
<b>Change in net assets</b>	<b>1,989,815</b>	<b>2,120,406</b>	<b>4,110,221</b>

Fiscal Year Ended June 30, 2018.

"THANK YOU for the support [the Ed Fund] showed Madison Park Academy's Athletic Department and the quickness whereby you ensured purchase of much-needed items... The timing couldn't have been better: it was our last home game for this season and finally our field was complete with all the trimmings of the sport! [The field] looked beautiful and professional, and it would not have happened without your support."

- Madison Park Academy Athletics Department



OAKLAND  
PUBLIC EDUCATION FUND

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Lamont Hill  
*Program Coordinator  
Oakland School Volunteers*

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[www.oaklandedfund.org](http://www.oaklandedfund.org) | PO Box 71005, Oakland, CA 94612