



# OAKLAND PUBLIC EDUCATION FUND

## 2015-16 Annual Report



**OAKLAND**  
PUBLIC EDUCATION FUND





## OUR WORK

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—District-run and charter—with a focus on those furthest from opportunity, because kids who come to school with less need more.



Dear friends,

The 2015-16 school year was one of dramatic growth for the Oakland Public Education Fund.

On the fundraising side, we crossed the \$50 million mark in money raised for Oakland schools since 2003. That number is big, but we are prouder of the strong programs the funding supports.

The past year saw us build innovative and strong partnerships with the likes of Intel (computer science education funding), the San Francisco Foundation (\$6 million for community schools and early education), and Running for a Better Oakland (promoting fitness among our scholar-athletes). As you will read in this report, these partnerships are creating wonderful opportunities for kids across our city.


This year the Ed Fund also stepped into a major role building community, running 25 events that brought the city together for our kids. On the strength of these events, the Ed Fund spent the year planning the launch of Oakland School Volunteers, a program that we believe will transform community involvement in our public schools.

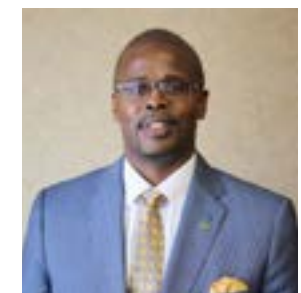
We are proud to do this work in a District that saw graduation rates rise by nearly four percent. These strides inspire and motivate us to do even more for Oakland kids in the coming year, and together we can build on this momentum. As we aim to support the 50,000 students across Oakland, we need equally ambitious partners to help us get there. We hope you will join us in pursuing our citywide vision.

In partnership,

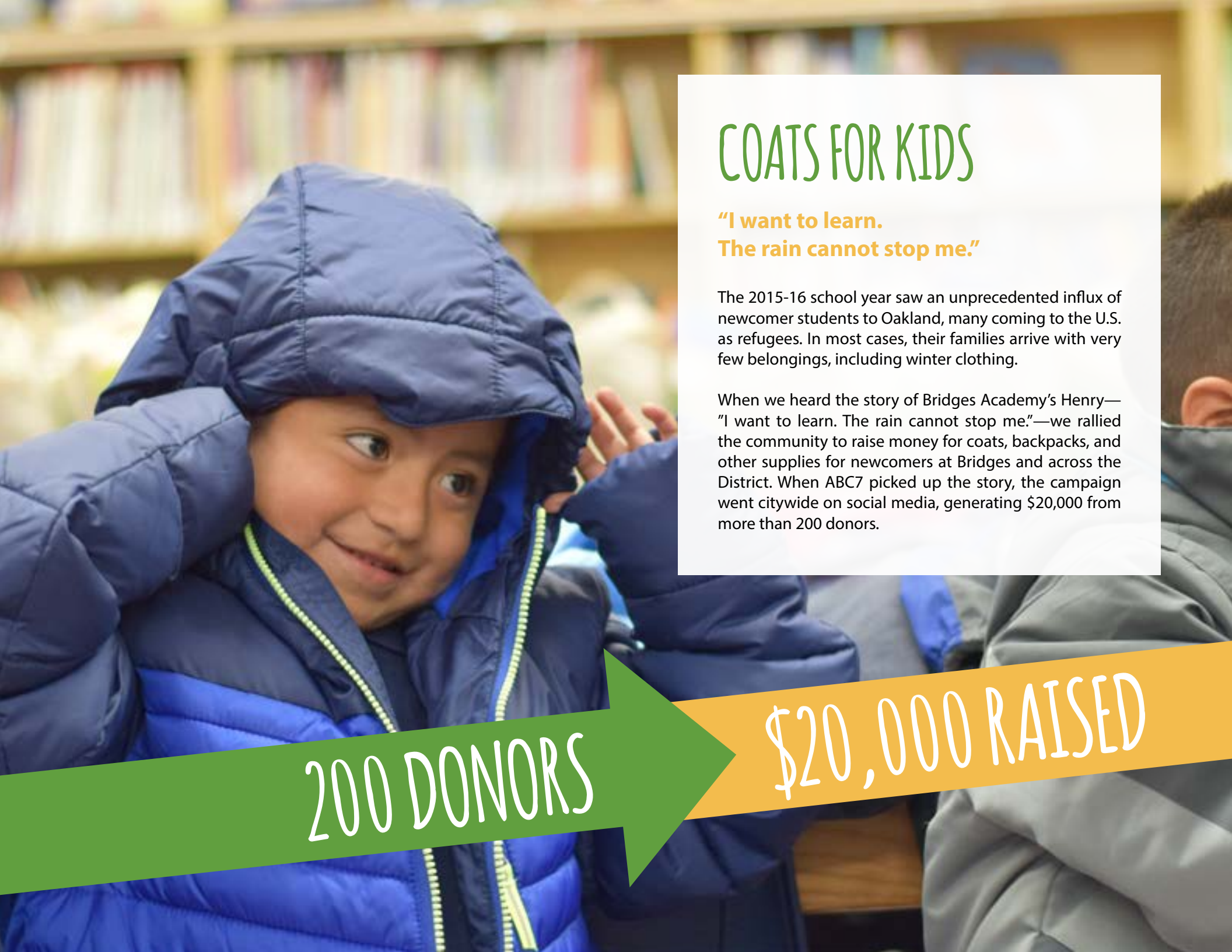
  
Brian Stanley  
Ed Fund Executive Director

  
Bob Spencer  
Ed Fund Board Chair

  
Antwan Wilson  
OUSD Superintendent







## COATS FOR KIDS

**“I want to learn.  
The rain cannot stop me.”**

The 2015-16 school year saw an unprecedented influx of newcomer students to Oakland, many coming to the U.S. as refugees. In most cases, their families arrive with very few belongings, including winter clothing.

When we heard the story of Bridges Academy’s Henry—“I want to learn. The rain cannot stop me.”—we rallied the community to raise money for coats, backpacks, and other supplies for newcomers at Bridges and across the District. When ABC7 picked up the story, the campaign went citywide on social media, generating \$20,000 from more than 200 donors.

200 DONORS

\$20,000 RAISED



## PARTNER SPOTLIGHT

Since 2012, Family Giving Tree has partnered with the Ed Fund to bring thousands of supply-filled backpacks to Oakland kids. Over the last 25 years, the organization’s work has benefited 1.2 million students and families.



## WE’VE GOT YOUR BACK(PACK)

Once again we partnered with Family Giving Tree, Ninja Movers, and Oakland Technology Exchange West for our annual Backpack Drive, which brought a record 4,200 supply-filled backpacks (valued at \$210,000) to kids in 75 schools to help them start the new year strong.

This year we saw schools use the packs as incentives for kids with strong attendance, for newcomers and homeless students who come to school with few or no supplies, and more.

“There is no greater joy than knowing that we are able to provide a child what she/he needs,” said a West Oakland Middle School staff member after West Oakland Middle School received 50 packs last year. “Please continue helping our children!”



## PARTNER SPOTLIGHT

Super Stars Literacy has been a key partner for all of our Read-Ins, helping rally volunteers and hosting campus-wide Family Literacy Nights at several schools. Super Stars brings in-school and after-school literacy support to K-2 students across Oakland, with a goal of accelerating their reading skills toward 3rd-grade proficiency.



## THE POWER OF READING

### READ-IN WEEKS


In 2014-15, we introduced our first week-long volunteer Read-In. This year, we hosted three: our 2nd Annual African-American Literature Read-In and inaugural Latino and Asian Pacific American Literature Read-Ins created more than 650 volunteer experiences in close to 100 schools.

Along with individual volunteers reading aloud to students, Read-In weeks featured guest author presentations, Family Literacy Nights, and dozens of volunteers from companies and organizations like Pandora, Intel, the Office of Civil Rights, Kaiser Permanente, and more.

As one volunteer put it after reading to East Oakland Pride Elementary students, "In this age of video games and cell phones, I didn't think kids would be that into books. But it was amazing to see how engaged they were. They kept asking, 'Can you read another, can you read another?'"

# LEER ES PODER

Reading is Power



## CELEBRE LITERATURA LATINA

Celebrate Latino Literature

### OCTOBER 5-9, 2015

[www.oaklandfund.org/read](http://www.oaklandfund.org/read)







## ELEMENTARY LITERACY COLLABORATIVE

The Elementary Literacy Collaborative (ELC), a small-group tutoring program for struggling readers, saw 97 percent of its students reach grade level after entering the program far below.

“The ELC is having success throughout the District,” said Nikki Seaberg, Bella Vista Elementary English Language Arts Coach. “It’s hitting all over the place.”

In 2015-16 the program served 802 students in 31 schools, including ACORN Woodland, Chabot, Cleveland, Community United, Emerson, Greenleaf, Horace Mann, Martin Luther King, Jr., Montclair, and Think College Now. Based on its success, the District hopes to extend the ELC to every school in Oakland in the coming years.

The Ed Fund identified and partnered with funders that awarded grants to launch and support the program, including the Hellman Foundation, Golden State Warriors Community Foundation, Rogers Family Foundation, and more.



## WE RAN THE TOWN

The Ed Fund’s presence at the 2016 Oakland Running Festival outpaced last year, bringing together 200 Oaklanders to run on our team. Most importantly, more than 100 of these were Oakland students, whose entry fees we were able to cover thanks to sponsorships and to our new Running Festival partner, Running for a Better Oakland. And once again, the event served as the kickoff for our Teacher Appreciation Month in May.







“There are so many funders in the Bay Area working hard to put resources behind Oakland schools, and now there is a place for them to come together and talk about the best ways to join forces in supporting our kids.”

- Dan Quigley  
*East Bay Community Foundation*

## FUNDERS FORUM

This year we hosted a full year of forums in partnership with the East Bay Community Foundation, with guest presenters ranging from Mayor Libby Schaaf (sharing the Oakland Promise vision) to Superintendent Wilson (updates on OUSD’s strategic plan) to Educational Resource Strategies (ERS), which shared its analysis of OUSD spending.

The Forum’s data-driven presentations and conversations gave funders a clear picture of what’s happening in the Oakland education landscape, and offered them a chance to collaborate and align funding priorities.



## THE OAKLAND PROMISE



One of the Ed Fund’s deepest partnerships this year was the work we contributed to the launch of the Oakland Promise, the City of Oakland’s cradle-to-career education initiative that aims to triple the number of college graduates from Oakland over the next decade.

The Ed Fund is the fiscal sponsor for the Oakland Promise’s Brilliant Baby and Kindergarten to College programs, as well as for the overall infrastructure of the Oakland Promise. The Ed Fund managed the bulk of the communications work required to launch the Promise, including signage, print materials, and email blasts we wrote and sent on behalf of the Mayor.







## CLINTON GLOBAL INITIATIVE DAY OF ACTION

On April 3, the Ed Fund led an unprecedented volunteer day in partnership with the Clinton Global Initiative University (CGI U). This Day of Action brought more than 500 volunteers, 35 beautification projects, and \$30,000 worth of improvements to the Havenscourt and Lockwood Campuses, home to five schools and 1,500 students in East Oakland.

This high-profile event—featuring Bill and Chelsea Clinton, Marshawn Lynch, and more—required months of planning. The Ed Fund coordinated the donation of all plants, trees, and other materials, chose and organized the day's 35 different projects, and managed the many partnerships (with CGI U, UC Berkeley, and more) that brought the event together.

"We felt great seeing all the people out here supporting our schools and taking care of the campus," said Coliseum College Prep Academy 7th-grader Jeremiah as he toured the new plants, flowers, and trees all around his school.

The Ed Fund was proud to lead this effort to give students a more beautiful space to learn, play, and dream in. The experience also positioned us well to lead several more volunteer events later in the year, and its complexity and scale—both unprecedented for our organization—proved invaluable as we planned and launched Oakland School Volunteers in August, 2016.

"You're demonstrating to the children who will show up and see your work that they matter. Change comes in sweeping ways but it begins one person at a time, one place at a time, one community at a time."

- President Bill Clinton





# BACK-TO-SCHOOL VOLUNTEER DAYS

The Ed Fund's inaugural Back-to-School Volunteer Drive brought more than 100 volunteers to 19 campuses to help teachers and principals prepare for the first day of school, with projects ranging from beautifying gardens to leveling library books to cleaning up classrooms. This help is essential to school staff, freeing them up to focus on more student-centered planning.

Burckhalter Elementary School and Superintendent Antwan Wilson welcomed a big crew from the Golden State Warriors Community Foundation to run a full-campus clean-up.

## PARTNER SPOTLIGHT

The Warriors Community Foundation partnered with the Ed Fund in myriad ways throughout 2015-16. From providing key funding for programs like OUSD's African American Male Achievement Initiative and our Elementary Literacy Collaborative to turning out in big numbers to volunteer at school clean-up days and Read-Ins, the Foundation has truly made Oakland public schools Warriors Ground.



"Thank you so much for the help, support, and everything else from the Oakland Ed Fund, the Warriors Foundation, and ALL the volunteers! The day was remarkable and my students and their families will learn of the generosity of all who were there and supported behind the scenes."

- Carin Geathers  
Principal, Burckhalter Elementary School





# THE ED FUND'S FIRST ANNUAL GALA

The Oakland Public Education Fund's 1st Annual Gala brought 300 education supporters together for "Our Kids, Our Schools, Our Future," becoming the year's biggest event for education champions in Oakland.

The luncheon, co-hosted by Oakland Mayor Libby Schaaf and Superintendent Antwan Wilson, was an opportunity for the city's civic and business leaders to celebrate Oakland students while raising \$140,000 to launch our Oakland School Volunteers program. The gala also debuted our Community Partner of the Year award, given to Kaiser Permanente.



## A special thanks to our Gala Host Committee:

Co-Chairs: Oakland Mayor Libby Schaaf and Superintendent Antwan Wilson  
Zenobia Barlow, Center for Ecoliteracy  
Cate Boskoff, Orbach Huff Suarez & Henderson LLP  
Eugene Clark-Herrera, Orrick, Herrington & Sutcliffe LLP  
Sherry Hu, Retired KPIX Reporter/Anchor and Media Instructor/Mentor  
Isaac Kos-Read, Oakland Unified School District  
Jacqueline Minor, Oakland Unified School District  
Brian Rogers, Rogers Family Foundation  
Curtiss Sarikey, Oakland Unified School District  
Shonda Scott, 360 Total Concepts Consulting  
David Silver, Director of Education for Oakland Mayor Libby Schaaf  
Ruth Stroup, Farmers Insurance



\$140,000 RAISED

LAUNCHED OAKLAND SCHOOL VOLUNTEERS



"Before, I was always the one looking up to people," said our keynote student speaker, De'Aunte Jackson, a member of OUSD's African American Male Achievement Initiative. "Now, people are looking up to me."



Looking ahead, the 2016 gala will launch our first citywide fundraising effort, **the A-Z Fund**, which will do two big things for Oakland kids: give our teachers extra support and training, and bring money to schools for underfunded activities like sports, art, and field trips.





Mayor Libby Schaaf's Teaching Award winners: Whitnee Garrett, Madison Park Academy High School; Julia Gelormino, Think College Now K-5; Helida Silva, Roosevelt Middle School



## THANK YOU, OAKLAND TEACHERS!

Every May, the Ed Fund celebrates our city's heroes: Oakland public school teachers. Throughout the month we thank teachers in a range of ways, from gathering online notes of appreciation from the community to tabling at events where we collect handwritten thank-you cards for teachers.

The month culminated in our 3rd Annual Teacher Appreciation Party, which drew more than 400 teachers (a record) to the Oakland Museum of California. Along with dancing, food and drink, and raffle prizes for teachers, the event debuted the Mayor's "Fulfilling the Promise" Teaching Awards.

Once again, Teacher Appreciation Month had a long list of sponsors and partners, including Oaklandish, GO Public Schools, the City of Oakland, Pandora, Golden State Warriors, Educate78, Lyft, and 1st United Credit Union.





# OAKLAND STARTING SMART AND STRONG

The Ed Fund was a key partner in securing funding for, and project managing, the Oakland Starting Smart and Strong Initiative (OSSSI). This 10-year effort focuses on creating universal access to high-quality early learning, and envisions a future where every Oakland child starts kindergarten ready to learn, grow, and thrive. Backed by the Packard Foundation, Rainin Foundation, and Hellman Foundation, its vision is to ensure that all Oakland students enter kindergarten ready to learn.

## Among other achievements, the initiative has already:

- led to a District-wide adoption of a new early childhood curriculum
- enabled several key hires, including OUSD's Director of Early Childhood Education, Ray Mondragon
- done an in-depth analysis of Oakland's informal care system
- set up expanded developmental screenings for children before they enter kindergarten
- established a network of more than 100 partners committed to the work







## THE OAKLAND OPPORTUNITY

We are a proud partner in the San Francisco Foundation's Oakland Opportunity Grant, which put a \$6 million anonymous gift to work for Oakland kids, supporting Full-Service Community Schools, Restorative Justice, early childhood education, African American Male Achievement (AAMA), and the launch of the African American Girls and Young Women Initiative.

Among many other accomplishments, the Oakland Opportunity grant has helped OUSD place Community School Managers in 35 schools (and counting), establish new curriculum in every Early Childhood Education Center to ensure kids are ready for kindergarten, and hire Restorative Justice coordinators who have helped schools reduce suspensions across the District.



To lift up the work, the Ed Fund partnered with OUSD to host a series of Community Schools Open Houses. The first offered an overview of Community Schools in Oakland, and the second highlighted the Restorative Justice work happening across the District.



# COLLEGE AND CAREER READINESS



“Intel is the blueprint  
for other companies  
investing in Oakland.”

— Bernard McCune  
*Deputy Chief of Post-Secondary  
Readiness, OUSD*

## STEM PATHWAYS

The Ed Fund helped Intel build a partnership with McClymonds and Oakland Technical High Schools that funds computer-science pathways on both campuses, and creates paid summer internships at Intel headquarters for their students. During the 2015-16 school year, Intel worked with teachers at the two high schools to expand the computer science and engineering pathway programs from three years to four years. And to better prepare graduates for college and potential careers, we worked together to redesign the computer science capstone curriculum, to more closely align it with the current needs of the tech industry.

“Intel has shown us a different kind of partnership,” says Kathryn Hall, Engineering Pathway Director at McClymonds High School. “Most of the industry relationships result in a quick tour, some free goods, or even a small donation. But Intel has built a new type of relationship—a real partnership in the true sense of the word. We work together to bring as much to the students as possible. I really appreciate that my perspective is heard and that our partnership is truly student-centered.”

### A quick rundown of the year-one impact:

- The partnership brings \$5 million in STEM programming over five years.
- The computer science curriculum has been expanded to include 9th-graders.
- Enrollment in Oakland Tech High School’s Computer Science Academy grew from 55 students to 120 for 2016-2017, a 118% increase in students selecting this pathway.
- 79% of McClymonds students who came to Intel for an immersive experience said they are interested in working in the tech industry.
- 24 graduating seniors have been matched with Intel employees for a pilot mentoring program.

“Our hope is that pipeline programs like Oakland  
can be role models for other technology companies.”

– Richard Taylor  
*Intel Senior VP and Director of Human Services*



## GRADUATION RATES RISE

Across the District, from our most historic schools (McClymonds’ 2016 Graduation was its 101st) to our newer campuses (Coliseum College Prep Academy was founded in 2006), programs like Intel’s real-world learning opportunities are helping more students graduate: recent California Department of Education data shows OUSD’s graduation rate rose by nearly four percentage points in 2015. At CCPA, more than 90 percent of 2016 seniors graduated.





# THE CENTER

## Central Kitchen, Instructional Farm, and Education Center

Today in Oakland, one in four children does not have access to affordable, nutritious food. By creating The Center—a Central Kitchen, Instructional Farm, and Education Center—in West Oakland, OUSD has the unique opportunity to establish a hub for its Rethinking School Lunch Oakland initiative, whose vision is to dramatically improve the meals served in our schools.

The Ed Fund was proud to project manage The Center’s evolution this year, from the early planning stages through groundbreaking. The project involved a high level of coordination across several OUSD departments, as well as a great deal of community engagement within the West Oakland community. The Center will officially open in Winter 2017-18.



“Our 5th-grade classrooms were in a bind: we had a field trip in a couple days but had not arranged for transportation. I called the Ed Fund and they were able to quickly turn around payment to the bus company using our school’s funds on account. **Without this partnership, the field trip would have been in real jeopardy.”**

— Oakland public school office manager

## FISCAL SPONSORSHIP AND 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	644,000	19,307,000	19,951,000
Corporations	51,000	100,000	151,000
Individuals & local businesses	73,000	194,000	267,000
Local government agencies	5,000	43,000	48,000
Special events (net)	177,000	61,000	238,000
Investment income	2,000	735,000	737,000
Earned revenue	1,115,000	384,000	1,499,000
<b>Total Revenue, gains, and other support</b>	<b>2,067,000</b>	<b>20,824,000</b>	<b>22,891,000</b>
<b>EXPENDITURES</b>			
Programs	913,000	13,527,000	14,440,000
Management & General	330,000	-	330,000
Fundraising	362,000	-	362,000
<b>Total Expenditures</b>	<b>1,605,000</b>	<b>13,527,000</b>	<b>15,132,000</b>
<b>Change in net assets</b>	<b>462,000</b>	<b>7,297,000</b>	<b>7,759,000</b>

Fiscal Year Ended June 30, 2016

These are unaudited financials. Audited financials will be placed on our website when available.

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 75 fiscal sponsorships in all. As their fiscal sponsor, we help these partners responsibly manage the funds they hold with us. And as a small, independent nonprofit, we are able to respond quickly and flexibly when they need to pay for materials or hire people. When they need to move fast—which is often—we are here to help.

A few of our fiscally sponsored projects:



Oakland Technology Exchange West





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