



OAKLAND PUBLIC EDUCATION FUND  
2018-19 Annual Report



OAKLAND  
PUBLIC EDUCATION FUND

# 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.

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.



**OAKLAND**  
PUBLIC EDUCATION FUND

A decorative background on the left side of the page featuring a pattern of overlapping, stylized green leaves of various shades and orientations, set against a darker green background.

Dear friends,

This is big news: Through tremendous effort and investment, graduation rates in the Oakland Unified School District (OUSD) have greatly improved this year! Rates for our African American, Asian, Latino, and English language learner students in particular have significantly increased. And over the past six years, OUSD has cut the dropout rate in half. We're so proud of our students, educators, and their families for these accomplishments.

While promising, these numbers don't tell the whole story. The real magic is in the work. The Oakland Public Education Fund works collaboratively with hundreds of partners, parents, and educators, and their generosity, creativity, and resilience has led to a brighter future for our children.

For example, the Ed Fund has worked closely with OUSD's Office of Equity to connect with thousands of stakeholders including parents, teachers, students, principals, and community members who have been trained as leaders, restorative justice facilitators, advocates, and peer mentors. They are transforming schools into places where young people feel safe and welcomed, precursors to improved school engagement and academic achievement. When the community comes together like this, the results will naturally speak for themselves.

Our Oakland School Volunteers program has connected parents, community members, teachers, and local businesses to make a positive impact based on educator's requests for skilled volunteer support. We are proud to report that the 2018-19 school year brought over 3,500 volunteers into Oakland classrooms, connecting students with customized and meaningful volunteer engagements.

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

In partnership,

The Staff and Board of the Oakland Public Education Fund

# THE OAKLAND ED FUND RAISES MONEY

Since our founding, we've helped raise over \$200 million to benefit Oakland public schools, students, educators, and educational programs.



# A TO Z FUND

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. With so many student needs competing for too-small school budgets, there are often no funds to spare for special projects.

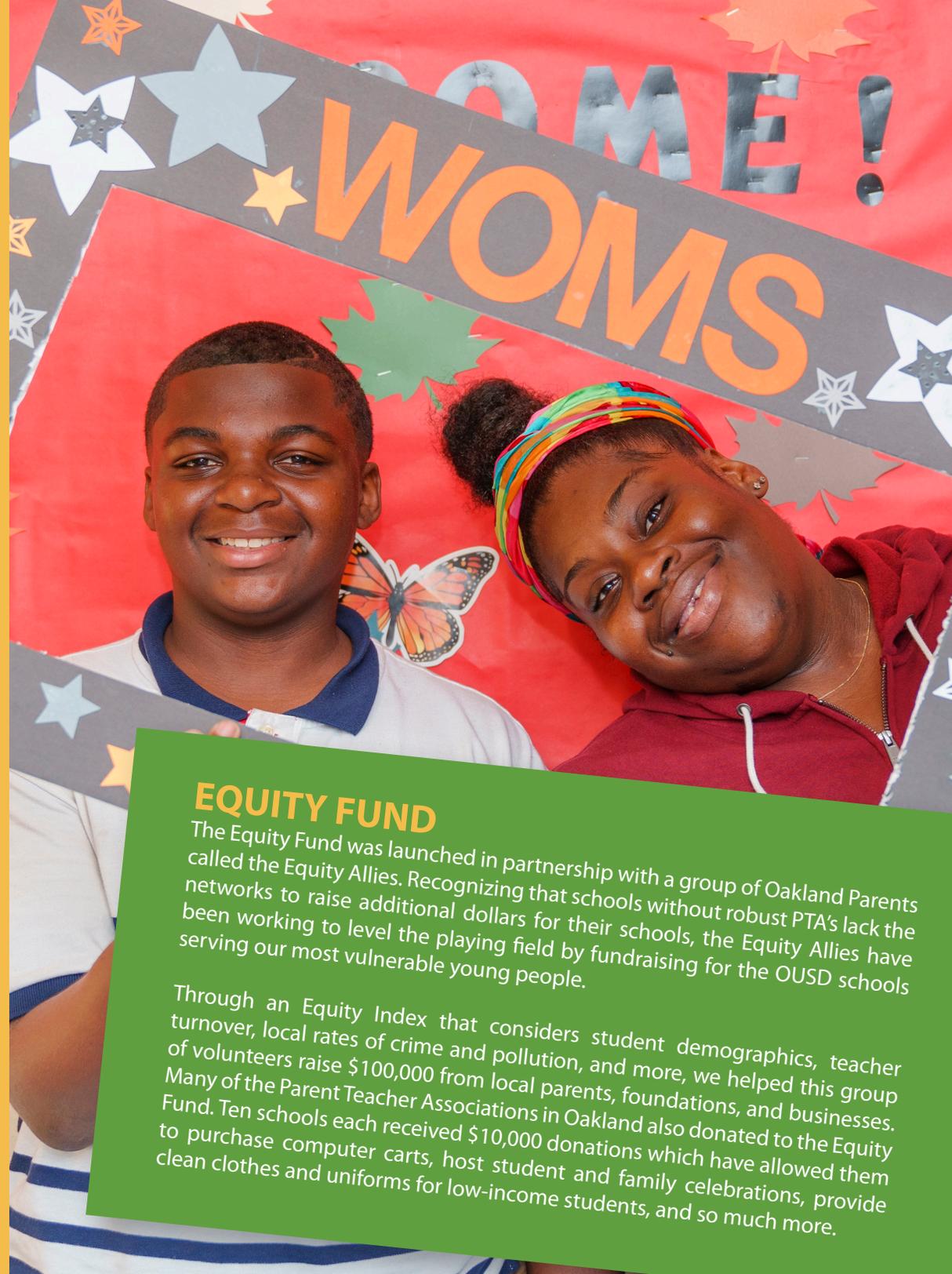
That's why we created our A to Z Fund. We combine individual donations from the community to create a bigger pool of funding for educators' projects: art, field trips, music, sports, teacher training, and more.

This year the 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 over \$10,000 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.

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 record total of \$150,000 for 118 projects at schools across Oakland**—including a trip for students in an environmental justice club at Urban Promise Academy Middle School to present on their work at Harvard University. A 6th grade participant said, *"Going to Harvard University was a huge confidence boost for me. Before I went to Harvard, I didn't think of myself as an organizer, but after the trip, I felt like I had the power to do anything because I had just presented at an Ivy League University."*



## EQUITY FUND

The Equity Fund was launched in partnership with a group of Oakland Parents called the Equity Allies. Recognizing that schools without robust PTA's lack the networks to raise additional dollars for their schools, the Equity Allies have been working to level the playing field by fundraising for the OUSD schools serving our most vulnerable young people.

Through an Equity Index that considers student demographics, teacher turnover, local rates of crime and pollution, and more, we helped this group of volunteers raise \$100,000 from local parents, foundations, and businesses. Many of the Parent Teacher Associations in Oakland also donated to the Equity Fund. Ten schools each received \$10,000 donations which have allowed them to purchase computer carts, host student and family celebrations, provide clean clothes and uniforms for low-income students, and so much more.

# THE OAKLAND ED FUND CREATES PARTNERSHIPS

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 to underrepresented minority students in the tech industry.
- Organize paid internships in collaboration with Hack the Hood to provide virtual summer work-based learning opportunities to Engineering pathway and Computer Science Academy students.
- Connect students with tech professionals at Intel as mentors throughout the year and host face-to-face activities on various career-related topics such as resume building and job shadow day.



**"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, 70 students in the Computer Science and Engineering pathways were paired with an Intel mentor. 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.





# HOOPS4KIDS

HELPING BAY AREA YOUTH LIVE, LEARN AND PLAY

**“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 customized volunteer projects between the company and 12 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 3908% (not a typo!), with over 1,700 students enrolled in the 2018-19 school year. 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 RUNS OAKLAND SCHOOL VOLUNTEERS

## ONGOING AND ONE-TIME PARTNERSHIPS

We partner with OUSD to connect volunteers with every Oakland Public School, because we believe that volunteers are an invaluable resource for high-quality public education. Volunteers contribute thousands of hours of extra academic attention and social-emotional support to maximize educator capacity and motivate student achievement.

The Oakland School Volunteers program connects all parents, community members, groups, and businesses to find the right fit, make a positive impact, and give back based on educator's requests for skilled volunteer support.



**"[Volunteers] help to improve the work the community does to serve our kids; allowing us more hands on deck to hold events and engage our students."**

*Principal Diane Lang, Manzanita Seed*

During this third full year of the program, we added 250 new weekly volunteers to our team and hosted 15 orientation and training sessions to connect at least one ongoing volunteer to all 84 Oakland public schools. We also completed health and safety clearance for nearly 1,700 new parent/guardian volunteers to become eligible to supervise field trips and frequently volunteer at their child's school.

Additionally, we held over 300+ special events across all 84 Oakland public schools to celebrate diversity as our strength. Over 1,500 volunteers stepped up as special guests during our annual read-in series. We honor African American, Asian Pacific American, Latinx, and Pride months by celebrating books by and about the communities we are celebrating.

All told, the 2018-19 school year brought over 3,500 volunteers into Oakland classrooms, connecting students with customized and meaningful volunteer engagements.



## ADOPT AN OAKLAND SCHOOL

Thank you to the 14 businesses who partnered with 32 schools to make a positive impact on school culture and student achievement by hosting volunteer events throughout the school year. Adopt an Oakland School partners contribute the talents of their employees to make a lasting, intentional impact at Oakland schools.

These partnerships garnered some awesome opportunities for Oakland scholars! Highlights include attending the renowned Dreamforce conference, field trips to the Oakland Zoo, campus beautifications, robotics workshops, and healthy living assemblies.



**“The kids really enjoyed being able to explore Dropbox and get to know the employees. The small group Q&A was a great way for the students to hear about the different education and career paths. It was great to have employees that were so comfortable and relatable speaking to high schoolers”**

*Liston Hulse, Work-based Learning Liaison  
Skyline High School*





# 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 Starting  
Smart & Strong





## FUNDERS FORUM

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

# THE OAKLAND ED FUND BUILDS COMMUNITY

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!*

## 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.



## TEACHER APPRECIATION

Nearly 800 Oakland teachers joined us for our 5th Annual Teacher Appreciation celebration - which this year we celebrated by inviting Oakland educators out to two local watering holes to relax and enjoy a drink and dinner on us. We gave away a ton of swag, including exclusive t-shirts designed by Oaklandish, and said a collective “thank you” to the amazing educators in our community.



## COMPUTER SCIENCE EDUCATION WEEK

For Computer Science Education Week, we matched nearly 150 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.

## 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*

# 2018-19 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	\$1,525,035	\$24,172,398	\$25,697,433
Individuals & local businesses	\$23,948	\$0	\$23,948
Local government agencies	\$187,690	\$0	\$187,690
Special events (net)	\$102,372	\$0	\$102,372
Investment income	\$320,477		\$320,477
Earned revenue	\$837,508	\$1,923,312	\$2,760,820
<b>Total Revenue, gains, and other support</b>	<b>\$2,997,030</b>	<b>\$26,095,710</b>	<b>\$29,092,740</b>
ED FUND EXPENDITURES	FISCALLY SPONSORED CORE OPERATIONS	PROJECTS & PROGRAMS	TOTAL
Programs	\$0	\$23,867,114	\$23,867,114
Management & General	\$1,539,740	\$0	\$1,539,740
Fundraising	\$327,045	\$0	\$327,045
<b>Total Expenditures</b>	<b>\$1,866,785</b>	<b>\$23,867,114</b>	<b>\$25,733,899</b>
<b>Change in net assets</b>	<b>\$1,130,245</b>	<b>\$2,228,596</b>	<b>\$3,358,841</b>

Fiscal Year Ended June 30, 2019.

“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



## BOARD OF DIRECTORS

Robert Spencer <i>Chairman</i>	Betsy Merzenich <i>Member at Large</i>
Jim Wiggett <i>Vice Chairman</i>	Delinda Costin <i>Member at Large</i>
Helen Bulwik <i>Treasurer</i>	Loraine Binion <i>Member at Large</i>
Marjorie Goux <i>Secretary</i>	Rhonnell Sotelo <i>Member at Large</i>
	Rupa Chandra Gupta <i>Member at Large</i>
	Wil Hobbs <i>Member at Large</i>



## STAFF

Joel Mackey <i>Executive Director</i>	Kevin Brown <i>Communications Coordinator</i>	Teresa Ramirez <i>Volunteer Program Coordinator, Oakland School Volunteers</i>
Jennifer Quinn <i>Chief Financial Officer</i>	Vivian Bueno <i>Finance Associate</i>	Dolimer Rodriguez <i>Program Manager, Intel</i>
Jonathan Osler <i>Development Director</i>	Bridget Daly <i>Program Manager, Salesforce Partnership</i>	Lilly Smith <i>Program Manager Oakland School Volunteers</i>
Alexandria Medina <i>Director of Programs</i>	Mickey Hall <i>Administrative Assistant HR &amp; Operations</i>	Hong Thach <i>Community Engagement &amp; Relations Manager</i>
Jayo Macasaquit <i>Director of HR &amp; Operations</i>	Lamont Hill <i>Community Partnerships Specialist Oakland School Volunteers</i>	Beatriz Zamora <i>HR &amp; Payroll Assistant</i>
Nathan Bellet <i>Systems &amp; Database Administrator</i>	Mila Krambo <i>Accounting Associate</i>	Andie Zhang <i>Development Associate</i>
Jessica Bogac-Moore <i>Remote Administrative Assistant</i>	Jorge Perez <i>Senior Accountant</i>	
Natacha Bouda <i>Staff Accountant</i>		



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