



2018 YEAR IN REVIEW



CONTENTS

MESSAGE FROM
OUR CHAIRMAN &
OUR CEO 5

OUR MISSION 6

OUR CAMPAIGNS 7

OUR FUNDS 10

OUR EVENTS 16

OUR IMPACT 14

OUR FINANCIALS 20

OUR DONORS 22

OUR BOARD 26

OUR TEAM 27







Super
Star
Words

After reading *If You Give A Mouse A Cookie*, we were hungry!

classroom
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22

THE
fund
FOR THE SCHOOL DISTRICT
OF PHILADELPHIA

MESSAGE FROM OUR LEADERSHIP

This past year has been a time of major accomplishments for the Fund. We have continued to aggressively pursue our mission to improve the lives of children in the Philadelphia public schools. In September 2017, through the support of generous donors, including Aileen and Brian Roberts who provided the final \$450,000 of our \$3,500,000 goal, we fully funded our share of the Right Books campaign which totaled \$7 million from The Lenfest Foundation and ourselves. The Right Books was and is an ongoing effort to improve early literacy by placing a leveled library in every classroom in kindergarten through third grade. As a result of the campaign, one million new books were delivered to 1,927 classrooms in 150 schools, serving over 46,000 students.

In November 2017, the Fund launched Philly FUNDamentals, an innovative fundraising site that allows each public school in Philadelphia to raise money for needed projects or items—and allows donors to give directly to the school and project of their choice. One of the nation's first crowdfunding sites of this kind, Philly FUNDamentals has helped 223 schools by raising \$294,200--far exceeding our initial goals and expectations.

One of the Fund's novel success stories came during the Eagles' Playoff run and Super Bowl victory, when offensive tackle Lane Johnson pledged the proceeds from the sale of his "Follow My Block" T-shirts to the Fund. This partnership with Johnson—joined by the NFL Shop/Fanatics, the NFL players' association, Modell's Sporting Goods and others—boosted the Fund's visibility and provided funding of our schools.


Among the other projects and events we sponsored were:

- (1) Read to Succeed, a free summer literacy program has served over 500 first through third graders across the city.
- (2) Raised of \$150,000 to repair nearly 1,500 broken musical instruments through the Symphony for a Broken Orchestra campaign in partnership with Temple Contemporary.
- (3) Supported the District's College Signing Day on May 1, 2018 with former First Lady Michelle Obama and friends cheering on 8000 college-bound students from across the City. (Financial support from our friends at Jordan Brand and Comcast allowed us to host the star-studded event for our students at The Liacouras Center.)

These important accomplishments would have been impossible without the leadership and vision of our Board of Directors, and the hard work and determination of our staff. As you'll see in the coming pages, we firmly believe that the power of our organization comes from the passionate people who live and breathe our shared mission every day. Thank you for your support and love. At the same time, the urgency of today compels us to think bigger. Please continue to join us in providing Philadelphia schools with the resources and programs necessary to empower young minds and allow them to thrive. Give today.



Sheldon M. Bonovitz
Chairman of the Board



Donna Frisby-Greenwood
President and CEO



OUR MISSION

We identify, coordinate and connect philanthropic resources—through effective public-private partnerships—to leverage investments in local public schools. We target strategic priorities that have a measurable impact on the success of students regardless of zip code, family income or chance.



OUR CAMPAIGNS

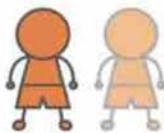


THE RIGHT BOOKS

The Fund is proud to have secured more than \$7 million in support of the District's Anchor Goal 2: 100% of children will read on grade level by the time they are 8 years old. The Right Books Campaign provided every kindergarten through third grade classroom, in the School District of Philadelphia, with a "leveled library" – a collection of 500 expertly curated books designed to address multiple reading levels and styles. In addition to the classroom leveled libraries, the School District of Philadelphia provided comprehensive literacy training for K-3 teachers and placed a literacy coach in every elementary school once the school's K-3 teachers completed their training.

We are grateful for all the individuals, businesses and organizations that donated to The Right Books Campaign and for our partnership with Read by 4th and the Mayor's Office of Education. It was the major investment in early literacy from the following that helped us reach our goal a year a head of schedule: Lenfest Foundation, \$4.5 million (\$3.5 million to match what the Fund raises and \$ 1 million for teacher training); Mayor Jim Kenney's Inauguration, \$500,000; Philadelphia DNC Host Committee, \$750,000; Vanguard Strong Start for Kids, \$500,000; and The Aileen K and Brian L. Roberts Foundation, \$450,000 which pushed us over the finish line for the \$3.5 million raised by the Fund to match the Lenfest Foundation grant.

As of June 30, 2018, one million new books were being read by 46,000 Kindergarten through 3rd graders and 1882 teachers had been trained. More importantly, third graders posted the largest gains in PSSA reading exams, 900 more students were reading at the highest level and 1,500 fewer students were reading at the lowest level.





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OUR CAMPAIGNS



SYMPHONY FOR A BROKEN ORCHESTRA

Led by Temple Contemporary in partnership with the Fund and the School District of Philadelphia, we set out to repair nearly 1,500 broken instruments found in District schools across the city. The campaign began in December 2016 by asking the public to “adopt” an instrument for \$50 to \$100 each so that the instrument may be repaired and returned to schools by September, 2018. Instrument adoptees also received a certificate of adoption and were invited to the Symphony conducted by composer, David Lang, in December, 2017 at the 23rd Street Armory. Thanks to three articles in the New York Times between May, 2017 and December, 2017, an NBC Nightly news piece and local media, instruments were adopted from individuals all of the U.S. and Europe. As of June 30, 2018, every instrument was adopted and we have raised \$150,000 to repair the broken instruments.



THINK AED

On June 13, 2017, with the School District of Philadelphia, The Louis T. Savino, III Foundation, and NFL Player, Jahri Evans we launched the Think AED campaign. It provided an opportunity to announce that AED machines had been placed in elementary schools and now every public school had an Automated External Defibrillator. We also announced given the age of AED machines in middle and high schools, a repair fund would be needed to support the schools with repair and replacement of the older AED machines. Primarily due to a gift from the Philadelphia Eagles Foundation, as of June 30, 2018, we raised \$42,800 for the replacement and repair Fund.



OUR FUNDS

During this period, we managed 70 funds totaling \$3.9 million, including the following:



ARTHUR SCHOOL STEM SCHOOLYARD

With funding provided by the William Penn Foundation, a Play and Learning Lab was able to be constructed at the Chester A. Arthur elementary school through its Friends of Chester A. Arthur group. The Play and Learning Lab is an outdoor green space dedicated to a STEM curriculum – science, technology, engineering, and math. The space includes two outdoor classrooms, four STEM labs, a 50-meter track, a multi-use court, a climbing zone, and sensory green walls for students with certain disabilities.. To date, the Friends of Chester A. Arthur group continues to have regular meetings to evaluate usage and maintenance, as well as community involvement.



DIGITAL LITERACY ALLIANCE

The Mayor's Fund for Philadelphia issued three grants to The Fund for its Digital Literacy Alliance (DLA), which is a broad coalition of institutional stakeholders working to alleviate the digital divide in the city. The awards were given to Overbrook Educational Center to purchase BrailleTouch devices to reduce the digital divide for visually impaired students, Furness High School to reinforce language skills for English-Language-Learning students by teaching them to code drones for the purpose of environmental conservation monitoring and education, and Key Elementary School for its project "Family and Community Stories" to collect and digitize stories about immigrant communities with a focus on preservation and education.



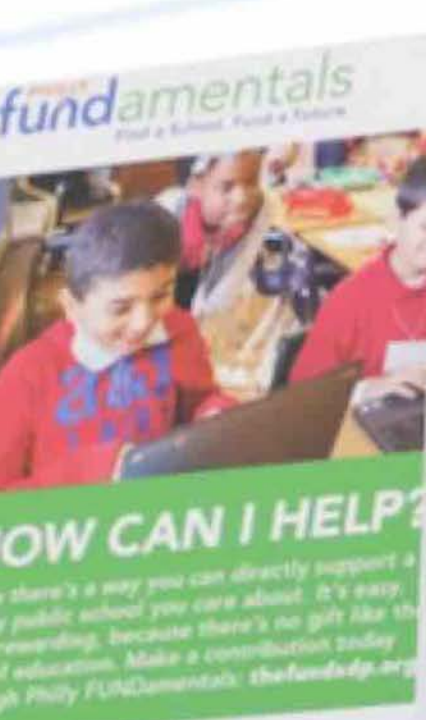
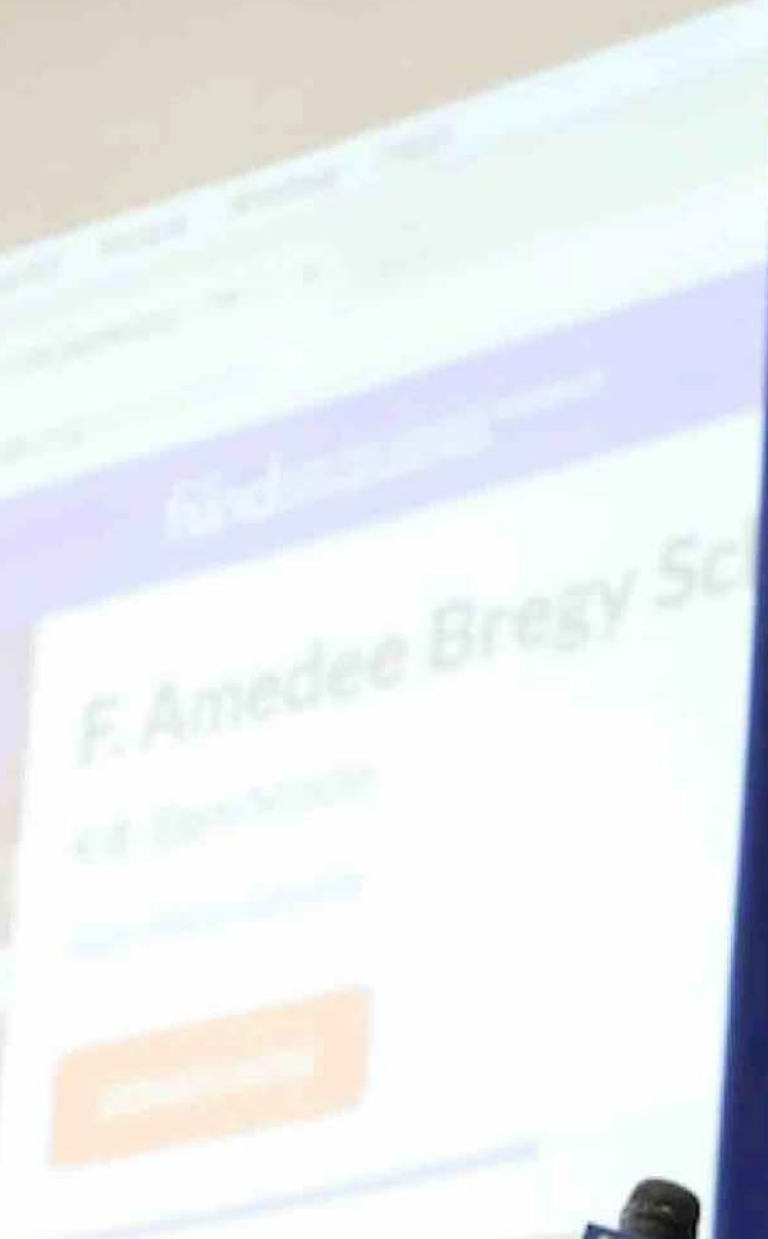
READ TO SUCCEED

Created by State Senator Vincent Hughes to combat summer slide, Read to Succeed is a summer literacy program designed for 1st through 3rd graders and was delivered in summer 2017 at 8 sites and served a little more than 500 students. The program is free and operates 4 hours a day for 4 days a week. The School District of Philadelphia provides the space and children received breakfast and lunch. The program assessment showed that none of the children experience summer slide (a decrease in reading levels) and 5% of first graders increased their grade level reading along with 6% of second graders and 10% of third graders.



SCHOOL REDESIGN INITIATIVE

SRI provides schools with the time, resources, and support needed to develop and implement research-based school redesigns that will accelerate student learning for the 21st century. With funding from the Barra Foundation, the Christian R. and Mary F. Lindback Foundation, and the Dolfinger-McMahon Foundation, there were four schools added into the projects over the course of 2017 and 2018: Mayfair School, Parkway Center City Middle College High School, Kenderton Elementary School, and George Washington High School.



THE SCHOOL DISTRICT OF
PHILADELPHIA

www.PhilaSD.org

OUR FUNDS

PHILLY FUNDAMENTALS

FIND A SCHOOL. FUND A FUTURE.



\$294,270.02

AMOUNT RAISED

\$1,442

AVERAGE DONATION

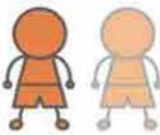


204

UNIQUE DONORS

44

GOALS FUNDED



OUR IMPACT

1 MILLION NEW BOOKS
DELIVERED TO 1,927
CLASSROOMS IN 150 SCHOOLS



46,000 K-3RD GRADERS SERVED VIA
RIGHT BOOKS CAMPAIGN



500+ 1ST-3RD GRADERS
PARTICIPATED IN THE READ TO
SUCCEED SUMMER PROGRAM



25,386 STUDENTS IMPACTED
BY SCHOOL REDESIGN



1,882 TEACHERS TRAINED



HOSTED FORMER FIRST LADY,
MICHELLE OBAMA, AT COLLEGE
SIGNING DAY FOR 8000 HIGH
SCHOOL SENIORS



875 INSTRUMENTS REPAIRED,
REPLACED, & RETURNED TO
CLASSROOMS



THIRD GRADERS POSTED
THE LARGEST GAINS IN PSSA
READING EXAMS



OUR EVENTS



BURGER BRAWL

In 2011, Maggie and Rob Wasserman, proprietors of Rouge, Audrey Claire, and Twenty Manning Grille, created a culinary competition on the playground of Meredith Elementary School. The success of the event encouraged them to create an annual Burger Brawl to raise money for other schools. Philly Burger Brawl attracts 50+ of the areas leading restaurants, including the Garces Group, Starr, Vetri, and Village Whiskey. In 2017 the event raised \$34,932.60 in donations and through this partnership, \$11,000 in proceeds were used to purchase 38 Chromebooks and a Tech Tub for HA Brown Elementary School.



FUND FRIENDRAISER

On February 1, 2017, Margie and Jeffrey Honickman hosted a fundraiser for the Fund for the School District of Philadelphia at their home. Our board chair, Sheldon Bonovitz opened the discussion which featured talks from Dr. William R. Hite, Superintendent a kindergarten teacher from Clara Barton Elementary School. Our president, Donna Frisby-Greenwood made the closing remarks. Most of the evening's attendees committed to purchasing one or more classroom leveled libraries at \$5,000 each. This event was instrumental in our closing out the Right Books campaign. It resulted in our raising the final \$533,000 needed.



KEEPING THE BEAT HAPPY HOUR

On Valentine's Day 2018, The Fund and Dr. William R. Hite, Superintendent, introduced the new campaign "Keeping the Beat" -- a health and wellness initiative that asks donors to "have a heart" by donating toward the maintenance of (AEDs) in Philadelphia schools. A press conference with DJ Active, DJ Rich Medina and DJ Josh Wink garnered citywide awareness. Coda sponsored the space and Rouge provided catering. The event featured a live performance by DJ Josh Wink and raised \$4,000 from individuals in attendance. A donation from Independence Blue Cross brought the evenings total to \$14,000.



UNDERDOG T-SHIRT SALES

In September of 2017, we formalized a partnership with Eagles Offensive Lineman, Lane Johnson. He was launching his LJ65 clothing line and we were launching Philly FUNDamentals. When the Philadelphia Eagles made the playoffs and Lane Johnson and Chris Long donned dog masked, the "Underdog" t-shirt line was added to the LJ65 site and those shirts became its hottest selling items. In addition, the NFL Shop and Modells started carrying the shirts. NFL Shop/Fanatics sold \$72,009 worth of shirts, the NFL Foundation donated \$125,000, and Modells donated \$10,000 from the sale of its shirts for a total of \$207,009 from the sale of the t-shirts.



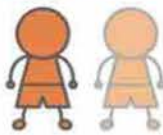
OUR EVENTS



COLLEGE SIGNING DAY

REACH HIGHER PHL

Reach Higher Philly, a project of the School District of Philadelphia, hosted its 4th Annual College Signing Day on May 2, 2018. Marching bands, a deejay and a slew of celebs joined Mrs. Michelle Obama and Superintendent William R. Hite at the Philadelphia College Signing Day --an annual event the former First Lady launched while in the White House to celebrate young people and their pursuit of higher education. Upwards of 8,000 Philadelphia college-bound high school seniors, educators, parents, elected officials, corporate and community supporters took part in the program at The Liacouras Center on Temple University's campus. Nick Cannon served as Master of Ceremonies and was joined on stage by Bradley Cooper, Anthony Mackie, Zendaya, Kelly Rowland, Jesse Tyler Ferguson, Ciara, KeKe Palmer, Janelle Monae, Robert DeNiro, Questlove, Rebel Wilson, and Karlie Kloss. Pro athletes from the NFL, NBA, and WNBA also participated and Camila Cabello and Jussie Smollet performed. We couldn't have done it without our sponsors: Jordan Brand, Comcast, Sallie Mae, the Naidoff Group, and Naviance.



FINANCIAL MANAGEMENT

THE FUND FOR THE SCHOOL DISTRICT OF PHILADELPHIA
 STATEMENT OF FINANCIAL POSITION
 JUNE 30, 2018
 (WITH FINANCIAL INFORMATION
 FOR JUNE 30, 2017)

ASSETS	<u>2018</u>	<u>2017</u>
CURRENT ASSETS		
Cash (includes amounts restricted for specific purposes of \$1,713,169 at June 30, 2018)	\$ 1,998,185	\$ 2,477,380
Grants and contributions receivable	311,663	1,253,198
Accounts receivable - other	37,167	10,775
Prepaid expense	14,398	14,821
	<u>2,361,413</u>	<u>3,756,174</u>
NON-CURRENT ASSETS		
Marketable securities	<u>585,819</u>	<u>558,987</u>
TOTAL ASSETS	<u><u>\$ 2,947,232</u></u>	<u><u>\$ 4,315,161</u></u>
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable and accrued expenses	\$ 90,827	\$ 266,565
Loan payable	-	60,000
Unearned revenue	<u>39,436</u>	<u>239,583</u>
TOTAL LIABILITIES	<u>130,263</u>	<u>566,148</u>
NET ASSETS		
UNRESTRICTED	244,758	263,441
TEMPORARILY RESTRICTED	1,986,392	2,926,585
PERMANENTLY RESTRICTED	<u>585,819</u>	<u>558,987</u>
TOTAL NET ASSETS	<u>2,816,969</u>	<u>3,749,013</u>
TOTAL LIABILITIES AND NET ASSETS	<u><u>\$ 2,947,232</u></u>	<u><u>\$ 4,315,161</u></u>

FY 2018





OUR DONORS

Thank you to the individuals, corporations, foundations, and organizations that have supported public education through The Fund. You have contributed to the progress of our schools and students. We are grateful to the following:

\$1,000,000 AND ABOVE

THE LENFEST FOUNDATION

\$ 500,000 AND ABOVE

CARNEGIE CORPORATION OF NEW YORK
PHILADELPHIA DNC HOST COMMITTEE
VANGUARD STRONG START FOR KIDS

\$ 250,000 AND ABOVE

CHRISTIAN R. AND MARY F. LINDBACK FOUNDATION
THE AILEEN K. AND BRIAN L. ROBERTS FOUNDATION
WILLIAM PENN FOUNDATION

\$ 100,000 AND ABOVE

JACK KENT COOKE FOUNDATION
NEUBAUER FAMILY FOUNDATION
NFL FOUNDATION
OLITSKY FAMILY FOUNDATION
PENNSYLVANIA DEPARTMENT OF TREASURY
THE BARRA FOUNDATION
WELLS FARGO FOUNDATION

\$ 50,000 AND ABOVE

J.P. MASCARO & SONS
NFL FOUNDATION
NFL SHOP/FANATICS
SETTLEMENT MUSIC SCHOOL
THE COMMONWEALTH OF PENNSYLVANIA
THE MAYORS FUND FOR PHILADELPHIA
WATERMAN II FUND OF THE PHILADELPHIA FOUNDATION

\$ 25,000 AND ABOVE

CHRISTINA WEISS LURIE
ESSITY NORTH AMERICA
MARSHA PERELMAN
MCCALL HOME AND SCHOOL ASSOCIATION
NIKE INC.
ORIGLIO BEVERAGE
OTTO HAAS CHARITABLE TRUST
PECO ENERGY COMPANY
PHILADELPHIA EAGLES
RICHARD VAGUE
SHELDON BONOVIKZ
THE LENFEST CENTER
WIDENER MEMORIAL FOUNDATION
WILLIAM AND DEBBIE BECKER

\$ 10,000 AND ABOVE

ATHENIANRAZAK LLC
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COMCAST FOUNDATION
FRANK & KATHLEEN SEIDMAN
HONICKMAN CHARITABLE FOUNDATION
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KLEHR, HARRISON, HARVEY, BRANZBURG LLP
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PECO ENERGY COMPANY
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THE MCLEAN CONTRIBUTIONSHIP
THE MCLELLAND FAMILY FOUNDATION
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TICKET SAUCE
WHOLE FOODS MARKET

\$ 5,000 AND ABOVE

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DENICE HASTY
DOLFINGER-MCMAHON FOUNDATION
HESS FOUNDATION INC
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KEYSTONE FIRST
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LIVE NATION WORLDWIDE
OFFICE DEPOT
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ROTARY FOUNDATION OF PHILADELPHIA INC.
RUBY'S KIDS
SALLIE MAE
STACY HOLLAND
THE PHILADELPHIA FOUNDATION
THE SARAMAR CHARITABLE FUND
TIMOTHY VERNON
VISIT PHILADELPHIA



\$ 1,000 AND ABOVE

ADAM ZEFF
AHMIR THOMPSON
LIED INTEGRATED MARKETING
AMIT SHAH
ANNE UMBRECHT
BENEFICIAL BANK
CENTRIC BANK
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THE SNIDER FOUNDATION
THE SNIDER FOUNDATION
THE UNIVERSITY OF THE ARTS
UNITED FOOD AND COMMERCIAL WORKERS
(UFCW LOCAL 1776)
WILLIAM GOLDSTEIN
YVETTE BRIGHT
ZARWIN, BAUM, DEVITO, KAPLAN, SCHAER & TODDY PC

\$ 500 AND ABOVE

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WILLIAM GOLDSTEIN

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CAROLE GREEN
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\$ 100 AND ABOVE

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OUR LEADERSHIP

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2017-2018

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