

THE
fund FOR THE SCHOOL DISTRICT
OF PHILADELPHIA

Fiscal Year 2019
YEAR IN REVIEW



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Coach Dawn Staley, an Olympic gold medalist, NCAA Championship coach, and Dobbins High School alumna, addresses seniors during the 2019 College Signing Day.



A Message from our Chairman & Chief Executive Officer

At The Fund for the School District of Philadelphia, we believe that all of our city's public school children deserve the opportunity to become a part of a strong, productive, and sustainable future for our city. That's why we never stop seeking new ways to serve students and their families.

Being an independent nonprofit that serves as a fiscal intermediary between the private sector and the Philadelphia public education system means evolving and reflecting. As we look back on the 2018-2019 school year, one word comes to mind: growth. The School District of Philadelphia is always growing in its ability to meet the changing needs of all public school students in our city, and The Fund is proud to serve as its partner.

Only two years ago, we launched Philly FUNDamentals, a crowdfunding platform that allows donors to choose a specific school and a project to support. We're thrilled that the platform is stronger than ever and, most importantly, putting dollars directly where they're needed the most. And we're grateful to the individuals, companies, and foundations that have contributed through Philly FUNDamentals to ignite immediate change.

While Philly FUNDamentals provides targeted support to schools, The Fund also supports broad initiatives to set our students up for success. Whether it's through programs promoting literacy, sustainability, school readiness, or play—our goal is always to build lasting partnerships to create stronger systems for children. We continue to engage new partners who work toward student success and a better Philadelphia. We would like to express our gratitude to everyone who helps The Fund put students first. Our students and our city thank you.

Sheldon M. Bonovitz
Board Chairman

Donna Frisby-Greenwood
President & CEO

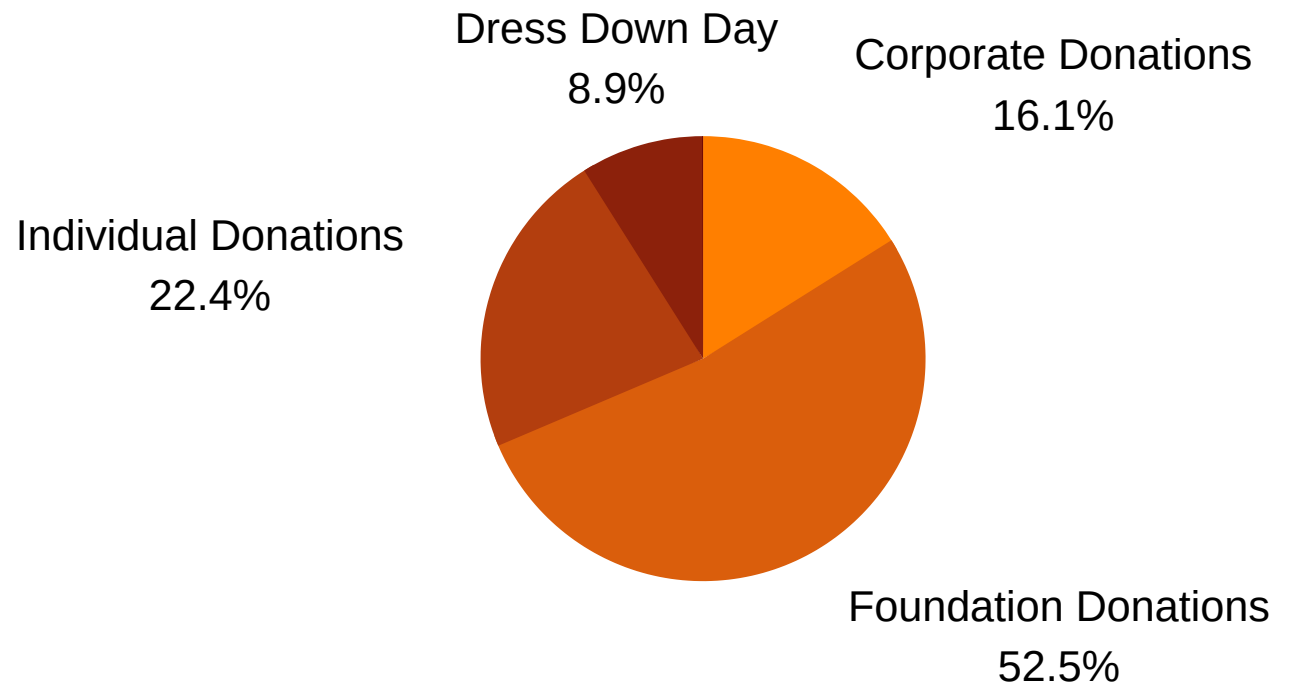


**20.63 percent increase
in individual and
foundation
contributions since
PhillyFUNDamentals'
inception in 2017**



FIND A SCHOOL. FUND A FUTURE.

Philly FUNDamentals Donations and Revenue



Total raised: \$298,102.38 for 170 schools

OUR FUNDS

Read to Succeed (RTS)

The Fund for the School District of Philadelphia is proud to support Read to Succeed (RTS), a summer literacy program created by State Senator Vincent Hughes in 2012 to combat summer slide. RTS, designed for first through third graders, is a free program and operates four hours per day for four days per week, with the School District of Philadelphia providing the space and the opportunity for the children to receive both breakfast and lunch throughout the summer.

Thanks to a partnership with Philadelphia READS, **RTS served 620 students at 11 sites** throughout the city in the summer of 2018. Students enjoyed reading independently and exploring a variety of books and games. Not only did students maintain their literacy levels, but **at least 70 percent of participating students showed an increase in their proficiency.**



Good to Great Early Literacy Grants

In Fall 2018, the William Penn Foundation awarded The Fund a “Good to Great” grant to implement a program providing mini-grants to schools to improve early literacy outcomes for specific student populations. The goal is for every child in Philadelphia’s public schools to achieve proficiency in reading and writing by age eight, putting them on track towards long-term academic and life success.

The Fund held an open competition for eligible district elementary schools in the winter of 2018 to submit proposals for ways to bring their ‘good’ early literacy efforts to the level of ‘great.’ **Out of a noteworthy 78 proposals from schools with K-3 classrooms, The Fund’s selection committee chose 10 geographically and programmatically diverse schools to implement this pilot.**

The schools’ proposed solutions ranged from more professional development and expansion of current programs to fun ways of engaging students and parents in literacy. The Fund was thrilled to lead the pilot grantmaking program and hopes that the initiative will result in more students improving their literacy skills.

Grantee Schools:

- Alexander K. McClure
- F. Amedee Bregy
- General George G. Meade
- Henry C. Lea
- James Logan
- John H. Taggart
- Lewis Elkin
- Olney Elementary
- Watson Comly
- William H. Ziegler



GreenFutures Program

The Fund is designated to receive Educational Improvement Tax Credits (EITC) to support initiatives like the GreenFutures Program (GFP). The program (GFP) centers around a district-wide sustainability plan with five guiding principles: Efficiencies, Engagement, Equity, Environment, and Education. Based on these core principles, the plan has five focus areas, each with measurable objectives and outcomes set over a five-year period.

The Philadelphia Energy Authority (PEA), an independent municipal authority tasked with advancing the City's clean and affordable energy goals, partnered with GreenFutures to train a pilot cohort of SDP high school students for solar jobs. With Philadelphia projected to create 10,000 jobs by 2026 through clean energy projects, PEA is dedicated to preparing young people for these positions.

In October 2018, PEA was awarded \$1.25 million from the U.S. Department of Energy to establish Pennsylvania's first Solar Energy Career and Technical Education (CTE) program. The "Find Your Power" courses train students throughout the school day from the electrical, construction or property maintenance Career and Technical Education programs.

Due to the first cohort's success, **PECO contributed \$100,000 for PEA to continue the "Find Your Power" courses in 2018 and 2019.** The Fund for the School District is proud to manage PECO and J.P. Mascaro's contributions to the GreenFutures program. The Solar Energy CTE Program will officially launch at Frankford High School in fall 2020 as the first of its kind in the nation.



Focus Areas:

- Education for Sustainability
- Consumption and Waste
- Energy and Efficiencies
- School Greenscapes
- Healthy Schools, Healthy Living





Grammy Music Education Coalition (GMEC)

The Grammy Music Education Coalition (GMEC) is a group of more than 30 of the most forward-thinking music education organizations. The collectives' mission is to create a collaborative movement toward universal music education participation across public elementary schools and increased participation in secondary schools across the United States.

The School District of Philadelphia was selected as one of three cities, including Nashville and New York, to receive funding in the form of in-kind services, equipment, materials, and consulting services generated by GMEC. This partnership is designated to support increased participation in music education classes and programs until July 2020. The Fund is responsible for supporting this targeted district initiative through fiscal management and coordination of the funding community, as well as developing and managing new sources of support.

This year's Giving Tuesday, Philly in Harmony, was also in support of music education and **raised \$3,159.25.**



Councilwoman Helen Gym supporting the Philly in Harmony Giving Tuesday campaign.



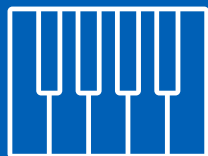
Destined to Achieve Successful Heights (D.A.S.H.)

The Destined to Achieve Successful Heights program (D.A.S.H.) provides opportunities for high school students to learn about various aspects of the entertainment industry, while also learning how to become innovative thinkers and leaders. The D.A.S.H. curriculum combines academics and real-world experiences through service-learning projects in entertainment industry settings.

The D.A.S.H. program partnered with the School District of Philadelphia to teach the Business of Music with primary instruction in Songwriting and Production.

The three sites the program taught at were:

- Strawberry Mansion High School
- Philadelphia High School for Girls
- PSTV



The program, led by music producers and executives, teaches students about the business side of music—including artist management, marketing, sales, public relations and media, and distribution—as well as the production side, with courses in songwriting and music composition, sound engineering, and show production.

The program has served more than 700 students, including 200 over the last year, with students advancing studies to the post-secondary education level. D.A.S.H. will add two more schools to the program in the upcoming school year.



Photo credit: The Met Philadelphia

Since its implementation
in 2019, the initiative
has raised **\$50,704.**



Live Nation - The Met Ticket Sales Program

Philadelphia's Metropolitan Opera House (The Met), the newly crowned jewel of North Broad Street's renaissance, is formerly the Philadelphia Opera House built by opera impresario Oscar Hammerstein in 1908.

In partnership with Live Nation, The Met **donated 25 cents for each ticket sold** to The Fund to support music education in the School District of Philadelphia. From its very first concert with John Legend in December 2018 through the end of our fiscal year on June 30, 2019, the program has generated more than \$50,000.

Strong Start is built on three drivers of kindergarten readiness, with goals to improve each.

Quality

Expand, improve, and preserve high-quality early learning opportunities and improve the workforce.

Parents

Enhance parent/caretaker skills by expanding home visiting and broadening access to parenting resources.

Systems

Increase access to and use of services by coordinating efforts in the early learning system.

Vanguard - Strong Start for Kids

Vanguard Strong Start for Kids provides funding and volunteer hours to give children the opportunity to grow, thrive, and learn. Its program maintains a focus on improving kindergarten readiness for children in high-need communities.

Building on their support of The Right Books Campaign for K-3 students in the School District of Philadelphia, Vanguard Strong Start for Kids **invested \$1.5 million in District pre-K programs.** The School District of Philadelphia is the largest provider of high quality pre-K in the city.

The investment will focus on the Intentional Read Aloud program for the 10,000 pre-K students and 600 teachers in District operated and managed pre-K programs. Through these efforts, we hope to demonstrate to students that reading is an enjoyable activity and model what good reading sounds like. From January 2019 to June 2019, the District developed the training module for delivering an effective and intentional read aloud to pre-K students, and The Fund began purchasing the relevant books for the pre-K classrooms.



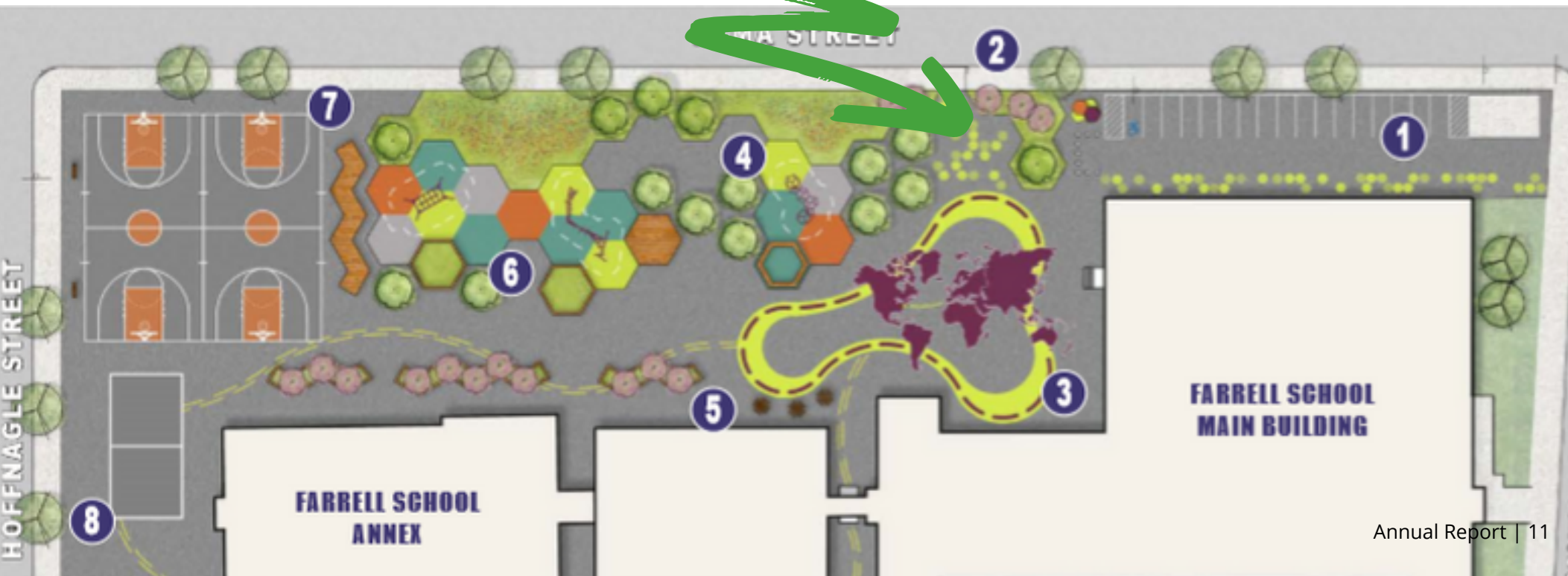
William Penn Foundation - Playful Learning

Funded initially in November 2018, the William Penn Foundation made **a grant of \$2.5 million to develop three schoolyards** into high-quality, playful learning-oriented outdoor spaces serving area families and elementary school students.

The first two schools selected—Louis H. Farrell Elementary School in Northeast Philadelphia and Joseph Pennell Elementary in East Germantown—were chosen in April 2019. Design development is underway with the collaboration of the School District of Philadelphia, SALT Design Studio, and Mural Arts Philadelphia, with the financial management being overseen by The Fund.

The selection committee began the process to choose the third school for a playground in spring 2020.

Blueprint of Farrell Elementary School's schoolyard.





Dress Down Day

The first Dress Down for Public Schools Day took place in September 2018. Alongside the campaign's creator, The Goldberg Group, The Fund engaged local businesses to purchase t-shirts to wear on Dress Down Day. Each shirt sold raised \$20 for a school of the buyer's choice through Philly FUNDamentals.

In its inaugural year, **1,215 shirts were sold, raising \$38,638 for more than 140 Philadelphia public schools.**

OUR EVENTS

Burger Brawl

Restaurateur Rob Wasserman is entering his eighth year producing the Burger Brawl event, a citywide competition to award the title of Best Burger in Philadelphia. The event has grown both in size and money raised—so much so that the Brawl now takes place at Xfinity Live to accommodate **attendance of more than 2,000 people.**

Ticket sales go directly to The Fund for the School District of Philadelphia to support technology. The event **raised \$84,000 in 2018.**



The War On Drugs - DrugCember to Remember

In December 2018, Philadelphia-based Grammy Award-winning band The War On Drugs performed the concert series “DrugCember to Remember.” Partial proceeds from the ticket sales and full proceeds from an online auction and on-site raffle went to The Fund for the School District of Philadelphia to provide funding in the area of early literacy.

The shows, held at three different venues (Johnny Brenda’s, Union Transfer, and the Tower Theatre), were packed with the band’s hometown Philly crowd. The online auction drew international interest, with auction winners across the globe. The War On Drugs intends to make this an annual fundraiser for The Fund, to benefit schools across the district in a variety of ways.

The 2018 DrugCember to Remember raised a total of \$35,000 from the ticket sales, online auction, and show raffles.



OUR DONORS

\$1.5 Million & Above

Vanguard
William Penn Foundation

\$300K & Above

Christian R. and Mary F. Lindback Foundation
Hess Foundation Inc.

\$100K & Above

Anonymous Donor
Berwind Corporation
City of Philadelphia
The Commonwealth of Pennsylvania
Grammy Music Education Coalition
Wells Fargo Foundation

\$50K & Above

Drexel University
Kappa Alpha Psi Fraternity, Inc.
PECO Energy Company
Philadelphia School Partnerships
Pincus Family Foundation
Settlement Music School
The Mayor's Fund for Philadelphia

\$25K & Above

Mr. Sheldon Bonovitz
Comcast Foundation
The Forman Family Foundation
J.P. Mascaro & Sons
Ms. Christina Weiss Lurie
Live Nation Worldwide

Origlio Beverage
Mrs. Marsha Perelman
PNC Foundation
Mr. Richard Vague
Widener Memorial Foundation

\$10K & Above

Mr. Alexander Carles
The Evergreen Foundation
The Forst Foundation Lincoln Investment
Mrs. Denice Hasty
The Lenfest Center
Pearl Properties
Philadelphia 76ers
PLUS One
Ticket Sauce
The Vernon Family Foundation
The Wilt Chamberlain Memorial Fund, Inc.

\$5K & Above

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Ms. Joan Duckenfield
DiverseForce LLC
Entercom
Five Below
Mr. Thomas Holly
Messiah Methodist Church
Mrs. Gina Montana
Jefferson University
Robert H. and Janet S. Fleisher
Foundation
Second Chance Foundation Inc.
The Starbucks Foundation

\$2.5K & Above

Nadine & James Biles Family Foundation
Governors Woods Foundation

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Mr. Ross Linderman
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Mrs. Stephanie Naidoff
Pearson Education, Inc.
Mr. Andrew Polis
Ms. Jennie Shanker
Southern Glazer's Wine and Spirits, LLC
Ms. Alison Stohr
Worldgate, LLC
Mr. Regan Yeldell

\$1,000 & Above

Abington Monthly Meeting of the
Religious Society of Friends
American Reading Company
Mr. Robert, Jr. Archie
Ms. Caroline Beath
Ms. Jacqueline Buhn
Ms. Lynn Collins
Ms. Jacob Ewald
Fidelity Charitable
Mr. & Mrs. Sidney and Barbara Geller
Gwynedd Mercy University
Ms. Sarah Hetznecker
Mr. Daniel Hopkins
Mr. & Mrs. John and Helen Horstmann
Mr. Mitchell Kaplan
Klehr, Harrison, Harvey, Branzburg LLP
Laborers District Council of Phila. &
Vicinity L.I.U.N.A
Mr. Robert MacFarland
Ms. Jack Malinowski
Ms. Michele Mangan
Mr. Eric Osman
Ms. Kim Paymaster

Mr. Joseph Perry
The Roger Perry Memorial Fund
Mr. Adam Rom
Mr. Craig Schwartz
Schwab Charitable
Ms. Carol Sessa Vilecco
Mr. Martin Tuzman
The War on Drugs Band
Weckerlys Kitchen LLC

\$500 & Above

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American Endowment Foundation
The Benevity Community Impact Fund
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Mr. Rich Busofsky
Cake Life Bakery Shop
Mr. James Creedon
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Frankford Hall - Starr Restaurants
The Goldenberg Group
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Mrs. Alison Crawford Hammond
Ms. Victoria Harris
Mr. and Mrs. Deirdre and William Hite
Ms. Stacy Holland
J.B. Kelly School Library Volunteers
Mr. Michael Johnson
Ms. Lisa Klein
LPL Financial Foundation

Mr. James Francis McGowan Jr.
Mr. Thomas Rodriguez
Ms. Caiti Rothenberg
St. Paul Lutheran Church
Mr. Craig Sabatino
Mr. Jordan Schwartz
Ms. Andrea Tsurumi
Mr. & Mrs. James and Allyssa Walsh
Ms. Marisa Waxman

\$250 & Above

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Mr. John Barber, Jr.
Councilwoman Jannie Blackwell
Mr. James Bogart
Mr. Mary D. Calderone
Ms. Christina Cantrill
Mr. Joshua Cohen
Mr. John Cummings
Ms. Cassandra Diiorio
Mrs. Kristie Edling-Day
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Ms. Lucy Kerman
Mr. Matthew Klein
Ms. Claire Landau
Ms. Liora Lebowitz
Mrs. Jo-Ann and Mr. Stephen Leimberg
Ms. Martina Mansell
Ms. Lauren McEwen
Ms. Ellen Owens
Ms. Ellen Rosenberg
Mrs. & Mr. Julie and David Rusenko
Ms. Davita Toom

\$100 & Above

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Mr. Ari Flaisher
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JEVS Human Services
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Ms. Kristina Wahl

Ms. Colleen Watt
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Wissahickon School District
Ms. Brooke Wilmes
Ms. Brie Ziegler





NEW DONOR SPOTLIGHT

The Hess Foundation

The Fund wishes to thank the Hess Foundation for your partnership and for putting Philadelphia's children first.

The Overbrook Educational Center (OEC), a K-8 public school with the largest population of visually impaired and blind students in the School District of Philadelphia, received a **\$150,000 grant from the Hess Foundation** to build a sensory playground. The playground's special features let children safely navigate and interact with play equipment without having to rely on sight. Instead, play structures are designed to engage kids' hearing and sense of touch.

The Foundation also **donated \$170,000 to Read to Succeed**, State Senator Vincent Hughes' annual program that provides students with opportunities to increase their reading skills during the summer.



STATEMENT OF FINANCIAL POSITION - JUNE 30, 2019

(with financial information for June 30, 2018)

<u>ASSETS</u>		<u>2019</u>	<u>2018</u>
CURRENT ASSETS			
Cash (includes amounts restricted for specific purposes of \$4,957,759 at June 30, 2019)		\$5,621,666	\$1,998,185
Grants and contributions receivable		126,900	311,663
Interest receivable		5,131	-
Accounts receivable - other		-	37,167
Prepaid expenses		17,170	14,398
		\$5,770,867	\$2,361,413
NON-CURRENT ASSETS			
Marketable securities		\$548,440	\$585,819
		\$6,319,307	\$2,947,232
 <u>LIABILITES AND NET ASSETS</u> 			
CURRENT LIABILITES			
Accounts payable and accrued expenses		\$175,571	\$90,827
Unearned revenue		22,325	39,436
		\$197,896	\$130,263
 <u>NET ASSETS</u> 			
NET ASSETS WITHOUT DONOR RESTRICTIONS		\$488,312	\$244,758
NET ASSETS WITH DONOR RESTRICTIONS		\$5,633,099	\$2,572,211
TOTAL NET ASSETS		\$6,121,411	\$2,816,969
TOTAL LIABILITIES AND NET ASSETS		\$6,319,307	\$2,947,232

