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DEC 14 2022

CLERK, U.S. DISTRICT COURT  
NORTH DISTRICT OF CALIFORNIA  
OAKLAND OFFICE

1  
2 GENE HAZZARD, *In Pro Per*  
282 Adams Street, #6  
3 Oakland, CA 94610-4147  
(510) 418-0501  
4 Email: genehazzard@gmail.com  
5 Plaintiff, *In Pro Per*  
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7  
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9 UNITED STATES DISTRICT COURT  
10 NORTHERN DISTRICT OF CALIFORNIA  
11 OAKLAND DIVISION  
12

13 GENE HAZZARD,

14 Plaintiff,

15 v.

16 MAYOR LIBBY SCHAAF; CITY OF  
OAKLAND, a municipal corporation;  
17 MIALISA BONTA, former CEO of Oakland  
Promise; DAVID SILVER, Educational  
18 Director in Mayor Schaaf's Office;  
19 BARBARA PARKER, City Attorney;  
COURTNEY RUBY, City Auditor; ED  
20 REISKIN, City Administrator; ANDY  
FREMDER, co-founder of East Bay College  
21 Fund; ROB BONTA, former 18<sup>th</sup> Assembly  
District Representative; SABRINA  
22 LANDRETH, former City Administrator, and  
23 DOES 1-100, inclusive.

24 Defendants.  
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Case No.: 22-cv-02921-JSW

**REQUEST FOR JUDICIAL NOTICE IN  
OPPOSITION TO DEFENDANTS' REPLY IN  
SUPPORT OF MOTION TO DISMISS  
PLAINTIFF'S FIRST AMENDED COMPLAINT**

[50 U.S. Code 4042 (2015)]

Hearing Date: January 6, 2023

Time: 9:00 a.m.

Location: Oakland Courthouse  
1301 Clay Street  
Courtroom 4, 3<sup>rd</sup> Floor  
Oakland, CA 94612

Hon. Jeffrey S. White

Action Filed: May 17, 2022

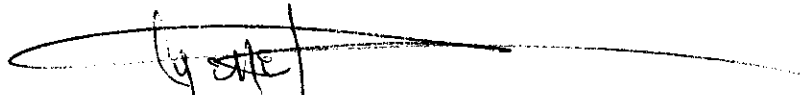
Trial Date: N/A

1 Pursuant to Rule 201(b) of the Federal Rules of Evidence, Plaintiff Gene Hazzard hereby  
2 respectfully requests that the Court take judicial notice of the following documents in opposition to  
3 Defendants' Reply In Support of Motion to Dismiss Plaintiff's First Amended Complaint, copies of  
4 which are attached hereto and described herein as Exhibits A-E.

- 5 • **Exhibit A:** Agenda Report of August 11, 2015 from Defendant Mayor Libby Schaaf  
6 regarding a Memorandum of Understanding with East Bay College Fund to implement  
7 the Oakland Promise Initiative.
- 8 • **Exhibit B:** Excerpt from City Auditor's November 19, 2019 Investigation Report.
- 9 • **Exhibit C:** Statement of Partnership between Oakland Promise and East Bay College  
10 Fund, retrieved from Oakland Promise website (www.oaklandpromise.org).
- 11 • **Exhibit D:** April 5, 2018 Agenda Report from Defendant Mayor Libby Schaaf re:  
12 "Oakland Children's Initiative of 2018"; March 6, 2018 check from David Silver to City  
13 Clerk for \$500 (for the initiative to appear on the ballot).
- 14 • **Exhibit E:** September 2019 memo from Oakland Promise Ed Partnership Committee.

15 DATED: December 14, 2022

Respectfully submitted,

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17 Gene Hazzard  
18 Plaintiff, *In Pro Per*  
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9 UNITED STATES DISTRICT COURT  
10 NORTHERN DISTRICT OF CALIFORNIA  
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13 GENE HAZZARD,

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15 v.

16 MAYOR LIBBY SCHAAF; CITY OF  
17 OAKLAND, a municipal corporation;  
18 MIALISA BONTA, former CEO of Oakland  
19 Promise; DAVID SILVER, Educational  
20 Director in Mayor Schaaf's Office;  
21 BARBARA PARKER, City Attorney;  
22 COURTNEY RUBY, City Auditor; ED  
23 REISKIN, City Administrator; ANDY  
FREMDER, co-founder of East Bay College  
Fund; ROB BONTA, former 18<sup>th</sup> Assembly  
District Representative; SABRINA  
LANDRETH, former City Administrator, and  
DOES 1-100, inclusive.

24 Defendants.  
25

Case No.: 22-cv-02921-JSW

**PLAINTIFF GENE HAZZARD'S  
OPPOSITION TO DEFENDANTS' REPLY  
IN SUPPORT OF MOTION TO DISMISS  
PLAINTIFF'S FIRST AMENDED  
COMPLAINT**

[50 U.S. Code 4042 (2015)]

Hearing Date: January 6, 2023

Time: 9:00 a.m.

Location: Oakland Courthouse  
1301 Clay Street  
Courtroom 5, 2<sup>nd</sup> Floor  
Oakland, CA 94612

Hon. Jeffrey S. White

Action Filed: May 17, 2022

Trial Date: N/A

26 **I. INTRODUCTION**

27 On October 4, 2022, the Honorable Jeffrey S. White granted Plaintiff Gene Hazzard leave to  
28

1 Amend, after which Plaintiff filed his First Amended Complaint on October 31, 2022. Plaintiff alleges  
2 that Defendant Mayor Libby Schaaf's organization known as Oakland Promise has failed to file the  
3 required form 1023 application required by the Internal Revenue Service ("IRS") and failed to provide a  
4 copy of the Determination Letter from the IRS establishing its legal status as a 501(c)(3) non-profit, tax-  
5 exempt, public-benefit organization ("501(c)(3)"). (Request for Judicial Notice In Support of Opposition  
6 to Defendants' Motion to Dismiss First Amended Complaint ("Opp. RJN"), Exhibits A and B.)  
7 Additionally, Defendant Schaaf has failed to comply with the protocol requirements of California  
8 Corporations Code § 6010(a) (Opp. RJN, Exhibit G) with respect to an alleged merger between Oakland  
9 Promise and East Bay College Fund.

10 Contrary to Defendants' assertion, Plaintiff Hazzard has and is entitled to a "private right of  
11 action." A "private right of action" allows a plaintiff to "bring an action, based directly on a public  
12 statute, the Constitution or Federal Common law. A judicially created implied 'right of action' allows a  
13 private plaintiff to enforce a public statute, despite the fact the statute itself contains no express right of  
14 action." *Landegger v. Cohen*, 5 F.Supp.3d 1278, 1284 (D.Colo. 2013); in another matter, a "right of  
15 action" is described as "the right of a private party to seek judicial relief from injuries caused by another's  
16 violation of a legal requirement." *Canon v. Uni. Chi.*, 441 U.S. 677, 730 (1979). (The protocol  
17 requirements are identified in Opp. RJN, Exhibits C, D, F, G and L.)

18 Implied private action can also be based on the United States Constitution, federal regulations and  
19 federal statutes—all of which are applicable in the instant matter. State statutes can provide the basis for  
20 a state's implied right of action. *Bob Godfrey Pontiac Inc. v. Rolof*, 630 P.2d 840, 848 (Or. 1981).  
21 Plaintiff alleges that Defendants are using false, misleading and deceptive statements to avoid compliance  
22 with the statutory regulations for Oakland Promise to have a legal status as a 501(c)(3). Defendants now  
23 assert that a merger never existed between East Bay College Fund and Oakland Promise, despite their  
24 public claims to the contrary. (See Request for Judicial Notice accompanying this Opposition ("Reply  
25 Opp. RJN"), Exhibit B; see also, Memorandum of Points and Authorities In Opposition to Defendants'  
26 Motion to Dismiss First Amended Complaint ("Opp."), at 4:16.)

1 The intent of the legislation governing the required compliance for the legal status of Oakland  
2 Promise as a 501(c)(3) and to consummate a legal merger with East Bay College Fund is unambiguous.  
3 Plaintiff is therefore seeking equitable relief and is entitled to an implied cause of action. *Gonzaga v.*  
4 *Doe* 536 U.S. 273 (2003).

5 In their Motion to Dismiss Plaintiff's First Amended Complaint (at 6:17), Defendants appear to be  
6 confused when they say, "The East Bay Children's Fund d/b/a Oakland Promise, who now carries the  
7 name and, apparently owns the Oakland Promise mark, are an independent non-profit and not a city  
8 organization." Defendants acknowledge that Plaintiff and East Bay Children's Fund "may well have a  
9 legal dispute over the ownership of the name Oakland Promise." (*Ibid.*, at 6:20.) In Defendants' Reply  
10 In Support of Motion to Dismiss Plaintiff's First Amended Complaint ("Reply"), at 2:11-12, they say that  
11 Defendant Schaaf ran the program out of her office, "... until the alleged 'merger' with East Bay  
12 Children's Fund." Again, this reference to "East Bay Children's Fund" is bizarre and somewhat  
13 confusing.

14 The legislative intent promulgated by the requirements states that all organizations who are  
15 interested in becoming a 501(c)(3) must file a Form 1023 application with the IRS and that upon  
16 approval, the IRS will issue a Determination Letter. (Opp. RJN, Exhibits C, D.)

17 See RJN, Exhibit A, the Agenda Report from Defendant Schaaf of August 11, 2015, which  
18 recommends that:

19 (t)he City Council adopt a resolution to enter into a Memorandum of Understanding  
20 (MOU) with the East Bay College Fund to implement the Oakland Promise Initiative.

21 There is no reference there to an "East Bay Children's Fund."

22 Further, that this (MOU) is to provide clarity of roles and responsibilities between the  
23 Mayor's Office and East Bay College Fund for the sole purpose of implementing the  
24 Oakland Promise Initiative, a cross sector partnership between the Oakland Unified  
25 School District (OUSD), the Mayor's Office, and the East Bay College Fund ... Mayor's  
26 Office, EBCF and OUSD agree to use the name "Oakland Promise" for the entire cradle to  
27 college effort.

28 (*Id.*) Clearly, it does not appear there that Defendant Schaaf was intending to file for 501(c)(3) status for

1 "Oakland Promise."

2 In fact, in order to legitimize any funding activity under a 501(c)(3) non-profit banner, Defendant  
3 Schaaf entered into an agreement on October 13, 2016 in which the Ed Fund became a fiscal sponsor of  
4 Oakland Promise. The Ed Fund established a restricted account to receive charitable donations of cash  
5 and other property and to make disbursements for Oakland Promise. The fiscal sponsorship agreement  
6 was critical to Oakland Promise's evolution, as it allowed Oakland Promise to receive and disburse funds  
7 on behalf of the project and to retain employees to support each of its individual programs. The purpose  
8 of the issuance of the Determination Letter from the IRS is for the protection of the employees (Opp.  
9 RJN, Exhibit D.)

10 Defendants infer that no merger between East Bay College Fund and Oakland Promise pursuant  
11 to Corporations Code 6010(a) took place, despite their claims to the contrary (Reply Opp. RJN, Exhibit  
12 C; Opp. at 7:23-24), and Defendants continues to wrongly identify East Bay Children's Fund, which  
13 apparently also changed its name to Oakland Promise, but "no merger occurred." (Reply at 1:2.)

14 From May 17, 2022, the initial filing of Plaintiff's Complaint, Plaintiff has continued to assert that  
15 Defendant Schaaf has not filed the required documentation, or received approval from the IRS, to support  
16 Oakland Promise's legal status as a 501(c)(3), and that Oakland Promise has not legally merged with East  
17 Bay College Fund pursuant to Corporations Code 6010(a) despite Defendants' claims to the contrary.  
18 (Opp. RJN, Exhibit J.)

19 As noted above, Defendants have made misleading and deceptive claims regarding the legal  
20 integrity of Oakland Promise, along with fraudulent Form 990's filed by Defendant former Chief  
21 Executive Officer of Oakland Promise Mialisa Bonta for tax calendar years 2017, 2018 and 2019, for  
22 which Defendant Bonta has no authority nor authorization. In tax year 2017, two duplicative form 990's  
23 (both using EIN # 2103707) were filed, one by President Susan Stutzman and the other by Defendant  
24 Mialisa Bonta; and for the Tax Year 2019, two duplicative form 990's (both using EIN # 2103707) were  
25 filed, one by Chief Financial Officer Rachel Westmoreland and the other by Defendant Mialisa Bonta.  
26 (Opp. RJN, Exhibit E).

1 Implied private actions have been upheld by courts granting judicial equitable relief when  
2 defendants have failed to comply with state and federal statutes, regulatory requirements and/or the  
3 Constitution. *California v. Sierra Club*, 451 U.S. 287, 289-291 (1981); *Landegger, supra*, 5 F.Supp.3d at  
4 1289; *Bob Godfrey Pontiac, Inc. v. Roloff*, 630 P.2d 840, 845 (Or. 1981; *Cannon v. Univ. Chi.*, 441 U.S.  
5 677, 730 (1979); 50 U.S.C. § 4042.

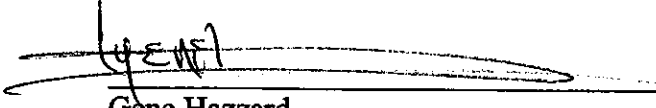
6 Under the Rule of law, Plaintiff is entitled to an **implied private action**.

7 **II. CONCLUSION**

8 For the reasons set forth above, Plaintiff respectfully requests that the court DENY Defendants'  
9 Motion to Dismiss Plaintiff's First Amended Complaint.

10  
11 DATED: December 14, 2022

Respectfully submitted,

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14 Gene Hazzard  
15 Plaintiff, *In Pro Per*  
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9 UNITED STATES DISTRICT COURT  
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16 MAYOR LIBBY SCHAAF, et al.,

17 Defendants.  
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Case No.: 4:22-cv-02921-JSW

**CERTIFICATE OF SERVICE**

Hearing Date: September 9, 2022

Time: 11:00 a.m.

Location: Oakland Courthouse  
1301 Clay Street  
Courtroom 5, 2<sup>nd</sup> Floor  
Oakland, CA 94612

Hon. Jeffrey S. White

Action Filed: May 17, 2022

Trial Date: N/A



1 I, the undersigned, am a resident of the State of California, over the age of eighteen years, and  
2 not a party to the within action. My business address is 2550 Frances St., Oakland, CA 94601.

3 On December 14, 2022, I served the following documents on the parties listed below by the  
4 methods indicated below:

5 **PLAINTIFF GENE HAZZARD'S OPPOSITION TO DEFENDANTS' REPLY IN**  
6 **SUPPORT OF MOTION TO DISMISS PLAINTIFF'S FIRST AMENDED COMPLAINT;**  
7 **REQUEST FOR JUDICIAL NOTICE IN OPPOSITION TO DEFENDANTS' REPLY IN**  
8 **SUPPORT OF MOTION TO DISMISS PLAINTIFF'S FIRST AMENDED COMPLAINT**

9 I declare under penalty of perjury under the laws of the United States of America that the  
10 foregoing is true and correct.

11 DATED: December 14, 2022

  
Richard Henry

13 **Served Via U.S. Mail:**

14 Selia Warren, Esq.  
15 Office of City Attorney  
16 One Frank Ogawa Plaza  
17 Oakland, CA 94612  
(Attorney for Defendants City of Oakland, Mayor Libby  
Schaaf, David Silver, Barbara Parker, Ed Reiskin, and  
Courtney Ruby)

Andy Fremder  
East Bay College Fund  
300 Frank Ogawa Plaza, # 430  
Oakland, CA 94612

18 Mialisa Bonta  
19 18<sup>th</sup> Assembly District  
20 Elihu Harris State Building  
1515 Clay St., Suite 2204  
Oakland, CA 94612

Sean Clinton Woods, Esq.  
Dept. of Justice  
455 Golden Gate Ave., Suite 11000  
San Francisco, CA 94102  
(Attorney for Defendant Rob Bonta)

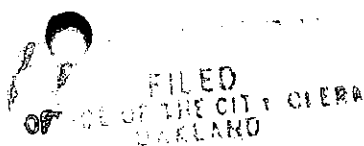
21 Sabrina Landreth, General Manager  
22 East Bay Regional Park District  
23 2950 Peralta Oaks Court  
Oakland, CA 94605

John T. Kennedy, Esq.  
Nossaman LLP  
621 Capitol Mall, Suite 2500  
Sacramento, CA 95814  
(Attorney for Defendant Rob Bonta)

# **EXHIBIT A**



CITY OF OAKLAND



2015 AUG 13 AM 8:54

## AGENDA REPORT

**TO:** SABRINA B. LANDRETH  
CITY ADMINISTRATOR

**FROM:** Mayor Libby Schaaf

**SUBJECT:** MOU with East Bay College Fund

**DATE:** August 11, 2015

City Administrator

Date

Approval

**COUNCIL DISTRICT:** City- Wide

### RECOMMENDATION

Mayor Schaaf recommends that the City Council adopt a resolution to enter into a Memorandum of Understanding (MOU) with the East Bay College Fund to Implement the Oakland Promise Initiative which will provide children and families cradle to career education, financial, and other support for higher education opportunities.

East Bay College Fund is providing significant funding and support to the Oakland Promise Initiative. It is important that the Board of Directors have a clear understanding and collaboration with the City, as they scale their program in conjunction with the Mayor's Oakland Promise initiative. Additionally these discussions will begin at the board's annual retreat the first week of September.

### OUTCOME

This MOU is to provide clarity of roles and responsibilities between the Mayor's Office and East Bay College Fund for the sole purpose of implementing the Oakland Promise Initiative, a cross-sector partnership between the Oakland Unified School District (OUSD), the Mayor's Office, and the East Bay College Fund (EBCF). The vision for the Oakland Promise initiative is that we as a community will ensure every child in Oakland graduates high school with the expectations, resources, and skills to complete college and be successful in the career of their choice. The MOU provides that the Oakland Mayor's Office will appoint one voting member to the EBCF Board of Directors, subject to the approval of the EBCF Board.

### BACKGROUND/LEGISLATIVE HISTORY

EBCF is a college access and persistence organization, focused on graduating underrepresented Oakland students from college. EBCF awards over \$1,000,000 in scholarships annually and has over a decade of experience with Oakland students, providing college advising, counseling, mentoring, and persistence services high school through college. The EBCFs college graduation rate is 80% - four times the national average of this demographic. Oakland Promise will leverage and scale these assets of EBCF to support students across the city.

EXHIBIT [A]

2

Mayor's Summer Recess Agenda  
August 25, 2015

## ANALYSIS

### **Oakland Promise: Cradle to Career**

Imagine that every child in Oakland was on a track to college from the day they were born. How? By creating an expectation that college is possible, helping Oakland parents and children save and plan for college at every stage of a child's life, and providing the critical guidance and support needed to access college and persist to earn a degree. *The vision of the Oakland Promise is that we as a community will ensure every child in Oakland graduates from high school with the expectations, resources, and skills to complete college and be successful in the career of their choice.*

### **WHY?**

Completing post-secondary education—an associates or undergraduate degree, or career technical education certificate—has tremendous impact on earning power and upward mobility. Low-income children are five times more likely to move up the income ladder as adults if they achieve a college degree.<sup>i</sup> However, too many Oakland students do not believe that college is a real possibility in their future. Almost four in ten Oakland high school students do not complete high school, and among our low-income graduates who do attend college, only 13% graduate within six years.

When children know they have money set aside from an early age for college or career technical education, they and their parents embrace a college success expectation and feel inspired to invest in this goal. *Research shows that children with \$500 (or even less) in a college savings account are three times more likely to attend college and four times more likely to graduate." In Oakland, 80% of low-income teens who receive advising, mentors, college scholarships and retention support through the East Bay College Fund secure their college degrees."*<sup>iii</sup>

### **HOW WILL OAKLAND PROMISE WORK?**

At key stages—at birth, the start of kindergarten, and in middle school and high school—the Oakland Promise will help parents and children save, build their financial know how, and connect to needed support systems and resources. The Oakland Promise initiative will invest in Oakland's children in every stage of their lives:

**Brilliant Baby:** A dual child and parent savings strategy will help a target group of low-income mothers prepare their babies for academic success. College savings accounts will be established with seed funding for the newborns and mothers will be supported to build their own savings, increase their financial know how, and optimize their babies' early years of development.

**Kindergarten to College:** Beginning in kindergarten, all of Oakland's public school children and their parents will have the opportunity to save for college and earn matching deposits. Every child enrolled in kindergarten will automatically receive a college savings account with an initial deposit and incentives for them and their families to save. For kindergarteners who already have

savings accounts from the Brilliant Baby program, deposits will be made into those accounts. Financial skills and a college going culture will be supported in the classroom throughout grade school.

**Middle School through College to Career:** Beginning in middle school and continuing throughout high school, Oakland's students will be supported to enroll in and complete college or career technical education programs. The East Bay College Fund will expand to offer advising, scholarships and persistence support to all qualifying Oakland students. Each middle and high school campus will have a Future Center staffed by college advisors to help students explore college options and apply for colleges and financial aid. High-value scholarships of \$2,000 for career and technical education and up to \$16,000 for four-year schools will be available to qualifying students. And mentors will provide ongoing and intensive support to persist through and graduate from college.

#### **PUBLIC OUTREACH/INTEREST**

Discussions have occurred with the East Bay College Fund, Oakland Unified School District and Councilmember Annie Campbell Washington, as well as potential funders. No additional public outreach is required at this time.

#### **COORDINATION**

The Office of the City Attorney was consulted in preparation of this report.

#### **COST SUMMARY/IMPLICATIONS**

This MOU has no cost implications to the City of Oakland.

#### **FISCAL/POLICY ALIGNMENT**

Achieving the Oakland Promise initiative would allow the City to better meet the goals outlined by the Mayor and Council President in their budget priorities:

- Holistic Community Safety
- Sustainable and Vibrant Infrastructure
- Equitable Jobs and Housing
- Responsive and Trustworthy Government

## SUSTAINABLE OPPORTUNITIES

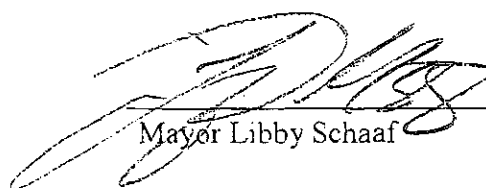
**Economic:** The Oakland Promise will help parents and children save, build their financial know how, and connect to needed support systems and resources. The Oakland Promise will invest in Oakland's children in every stage of their lives.

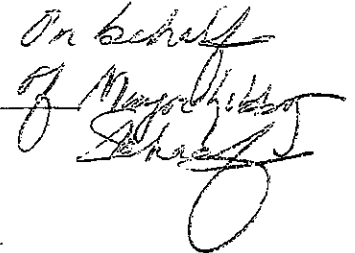
**Environmental:** No environmental opportunities have been identified.

**Social Equity:** The Oakland Promise initiative will ensure better educational outcomes for all of Oakland's young people allowing them to access 21<sup>st</sup> careers.

For questions regarding this report please contact Shereda Nosakhare, Deputy Chief of Staff at (510) 238-7439.

Respectfully submitted,

  
Mayor Libby Schaaf

*On behalf of Mayor Libby Schaaf*  


Reviewed by: Tomiquia Moss  
Chief of Staff, Office of the Mayor

Prepared by:  
Shereda Nosakhare  
Deputy Chief of Staff, Office of the Mayor

Attachment A: MOU between East Bay College Fund and City of Oakland  
Attachment B: Oakland Promise Vision

<sup>1</sup> Diana Elliott, Pew Charitable Trusts, Economic Mobility Project presentation at the Asset Learning Conference, 2014.

<sup>2</sup> Assets and Education Initiative and University of Kansas School of Social Welfare, *Building Expectations, Delivering Results: Asset-Based Financial Aid and the Future of Higher Education*, 2013.

<sup>3</sup> East Bay College Fund, 2015 Outcomes report

**Draft - Memorandum of Understanding for Implementation of the Oakland Promise  
between the Mayor's Office And  
East Bay College Fund**

**Introduction:**

Since September 2014, the Oakland Unified School District, has been working to build an Oakland Promise Initiative with East Bay College Fund (EBCF). In January 2015, the Mayor's Office became strategic leaders in championing Oakland Promise as a cross-sector partnership.

**Purpose:** The purpose of this Memorandum of Understanding (MOU) is to provide clarity of roles and responsibilities between the Mayor's Office and East Bay College Fund for the sole purpose of implementing the Oakland Promise Initiative, a cross-sector partnership between the Oakland Unified School District, the Mayor's Office and the East Bay College Fund. The vision for the Oakland Promise initiative is that we as a community will ensure every child in Oakland graduates high school with the expectations, resources, and skills to complete college and be successful in the career of their choice.

This MOU shall be effective as of September 1, 2015.

**Organizations:**

The Oakland Mayor's Office is committed to developing a community that will ensure that every child graduates high school with the expectations, resources and skills to complete college and be successful in their career of choice. The Mayor's vision, "bully pulpit", fundraising, and convening expertise are leading the Oakland Promise Cradle to Career.

East Bay College Fund (EBCF) is a college access and persistence organization, focused on graduating underrepresented Oakland students from college. EBCF awards over \$1,000,000 in scholarships annually and has over a decade of experience with Oakland students, providing college advising, counseling, mentoring, and persistence services high school through college. The EBCF's college graduation rate is 80% - four times the national average for this demographic. Oakland Promise will leverage and scale these assets of EBCF to support students across the city.

Oakland Unified School District (OUSD) is committed to have every student graduate with the skills to be college, career, and community ready. OUSD, as Oakland's educational leader, is committed to increasing the number of students entering college and career programs and persisting to a degree.

**Definition of Terms used in this document:**

**Oakland Promise**- Cradle to Career College Program, a cross-sector collaboration between the Oakland Unified School District, Oakland Mayor's Office, East Bay College Fund, Brilliant Babies, and K2College.

**Oakland Promise Advisory Committee**- A convening of organizations leading key components of Oakland Promise that advises on the planning, implementation, and evaluation of the Oakland Promise. They will be responsible for making sure that we generate the necessary revenue and meet appropriate timelines to make the Oakland Promise occur with high quality and appropriate scale. This group is composed of representatives from the Mayor's Office, Oakland Unified School District, Oakland Public Education Fund, the East Bay College Fund and others providing technical support as needed.

CAPS Program- the working title used in this document to describe what was formerly called Oakland Promise that East Bay College Fund is leading--the Future Centers/College Access work (in partnership with OUSD), Persistence, and Scholarships

**External Communication:**

**I. Marketing**

Mayor's Office, EBCF and OUSD agree to use the name "Oakland Promise" for the entire cradle to college effort.

The Oakland Promise Advisory Committee will create marketing collateral for The Oakland Promise/Cradle to College to reflect the interface of all aspects of the work from birth to career that will include the CAPS Program. Collateral specifically describing the CAPS Program work will highlight the Mayor's Office and OUSD and will include district, city, and EBCF logos. Representatives from each body will have an opportunity for input. The Oakland Promise Advisory Committee will agree on basic talking points and promote appropriate social media and will cross market between institutions as appropriate.

**II. Leadership/Governance:**

1. There is a working Oakland Promise Advisory Committee to advise on overall Oakland Promise strategy. Representatives include the Oakland Mayor's Office, OUSD, Oakland Public Education Fund, East Bay College Fund and others who are responsible for the Oakland Promise services to the participating age groups. East Bay College Fund will participate as leader of the middle school to career effort.
2. EBCF is the governing, fiduciary, and implementing organization for CAPS Program, the middle school to career program of Oakland Promise. This includes all Oakland Promise Scholarships and persistence services and, in partnership with OUSD, all Promise Future Centers.
3. EBCF and OUSD will develop MOU's with college partners, and EBCF will ensure implementation of the services.
4. Oakland Mayor's Office and OUSD will each appoint one voting member to the EBCF Board of Directors, subject to the approval of the EBCF Board. (Typically 16-20 members total, meeting bi-monthly)
5. Annually, an independent auditor will audit EBCF's finances and the results will be distributed to partners.
6. EBCF's College Access and Persistence programming will be evaluated annually by an independent program evaluator and shared with partners (currently Root Cause Evaluators).
7. EBCF is responsible to convene other groups working in the college access and persistence field for best coordination and implementation, to sub-contract support for additional services if needed, collect and provide data



on objectives, and serve as lead agency responsible to implement the services and fulfill the outcomes of the Oakland Promise middle school through college (CAPS).

### III. Fundraising

1. EBCF currently awards over \$1,000,000 in scholarships annually and provides over \$500,000 in services. It has over a decade of experience with Oakland students, providing mentoring and persistence services district-wide through college. Oakland Promise will leverage and scale these assets of EBCF to support students across the city.
2. Fundraising for CAPS Program is conducted in a unified and supportive approach. All partners understand that in order for Oakland Promise to be successful, students must not only enter college but also persist and graduate. Therefore, to sponsor a Future Center, the donor must also sponsor a portion of the scholarships and persistence services for the students at that school.
3. In discussions with major donors and industry partners all partners will include requests for volunteers and mentors to serve in the CAPS mentoring program whenever possible.
4. The main Advisory Committee partners will request a letter of support from each partner for grant writing purposes and will provide the same for partners, including the City of Oakland.
5. Partners will work together to support outreach and follow-up to donors.

### IV. Contribution of Partners

#### East Bay College Fund:

1. EBCF anticipates a contribution of \$1,500,000 or more annually in a combination of scholarships, persistence services, and funding match with OUSD for advisors.
2. EBCF, with OUSD, will convene college access and persistence partners across the city to connect Oakland Promise services and scholarships and to build best practices, reinforce each other's efforts, and ensure all of Oakland's students are served.
3. EBCF will provide \$15,000 match with OUSD for a FT College Advisor for three large school Future Centers.
4. EBCF, in combination with Oakland Promise funding, will administer multi-year scholarships for students attending community college and 4-year colleges, including transfer support for students transferring from community college to four-year schools. EBCF will connect the scholarships to the persistence services and best practices in college success to help students complete their degrees. Anticipated amounts are up to \$3,000 for community college and up to \$16,000 for

4-year colleges. Students who transfer in three years will qualify for up to \$8,000 in additional 4-year college funding.

5. As governing board, EBCF will determine the amount of scholarships and the requirements, which are subject to change based on funding and consideration of best practices in persistence. The EBCF Scholarship committee will have the right to make exceptions to their policy on based on individual special circumstances, and to deny or discontinue funding an individual student
6. EBCF will develop a college-student led committee to help design and advise on CAPS services provided by Oakland Promise
5. EBCF will share access, scholarship and persistence data with OUSD and the Oakland Promise Advisory Committee.
6. EBCF will negotiate and maintain MOU's with colleges to support persistence and scholarship matching funds to support Oakland Promise. EBCF will work with implementation of college agreements on an individual student level.
7. EBCF, with Promise funding, will offer college persistence services for every OUSD student from spring of senior year through college:  
**All College students 2 and 4-year schools:**
  - Additional support services through persistence programs offered by colleges under MOUs with EBCF to provide services for Oakland students. The vision is that each Oakland student would receive additional academic counseling, tutoring, cohort services, and scholarship matching funds as an Oakland Promise student attending a partner college.
  - Financial aid and financial literacy support. Support for annual completion of the FAFSA, review of financial aid packages and support for challenges and appeals, and annual financial training.
  - CREWS Peer Mentoring Cohorts that provide bi-weekly support for freshman and sophomore students from Oakland upper-classmen on their college campus or online.
  - Reboot counseling services to students who drop or stop out of college and want to return
  - Retreats twice a year throughout college to gather Oakland students together to support each other, learn hard and soft skills of persistence, and celebrate their successes each year.**Additional services for four-year college students:**
  - Persistence counseling support throughout college, including a minimum of six sessions per student, starting in the summer before college.
  - A mentor to support all students attending college in California (with the aim to include all students nation-wide) throughout their college journey, with personal support, college navigation advice, financial aid, and career development/networking.

**Oakland Mayor's Office:**

1. Oakland Mayor's Office will convene and lead the Oakland Promise Advisory Committee that will advise the overall Oakland Promise
2. Oakland Mayor's Office will use its "bully pulpit" to help educate the community about college access and persistence challenges and how Oakland Promise will transform individuals, families and the city.
3. Oakland Mayor's Office will engage in fundraising with OUSD & EBCF to industry and individuals to help fund the CAPS Program with an overall goal of \$35,000,000 and a minimum goal of \$5,000,000 per year. EBCF will oversee and administer funding for scholarships and persistence.
4. Mayor will appoint a representative to serve on the EBCF board of directors, which is the governing body (over seeing scholarship and persistence) subject to approval of the EBCF Board.
5. Oakland Mayor's Office will provide communication support, marketing collateral, engagement opportunities, and support for promotion and collaborate on annual fundraising events for Oakland Promise
6. Mayor's office will engage and publicize larger CAPS Program events including Decision Day, Awards Night, and Retreats and share with EBCF any cross-marketing materials for EBCF to promote.

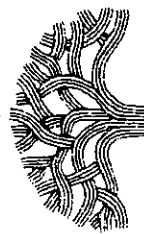
**V. Funding Decisions and Process**

1. Scholarship amounts and eligibility may need to be adjusted at times depending on fundraising and agreeable adjustments for major funder priorities. The EBCF Board will make decisions on the amounts of scholarships and the scholarship eligibility criteria, taking into consideration any advice from the Oakland Promise Advisory Committee.
2. Oakland Promise scholarships criteria will be nimble and will grow in phases, focusing at the start with the most at need, with the ambition to eventually serve all Oakland students. The following outlines the anticipated projection from narrow to broad:
  - Low-income, to middle-income, to expand to all students
  - Determination of which schools will host Future Centers at what phase is determined by 1) need (student financial, other programs on campus), 2) School leadership, and 3) committed funds from schools and donors.
  - Minimum 2.0 GPA for 2 year college and 2.7 GPA for 4-year colleges, with the expectation to expand to serve all students above 2.0 GPA

# THE OAKLAND PROMISE

*Cradle to Career*

**OUR VISION:** We as a community will ensure every child in Oakland graduates high school with the expectations, resources, and skills to complete college and be successful in the career of their choice.



CITY OF OAKLAND



OAKLAND UNIFIED  
SCHOOL DISTRICT

*Community Schools. Thriving Students.*



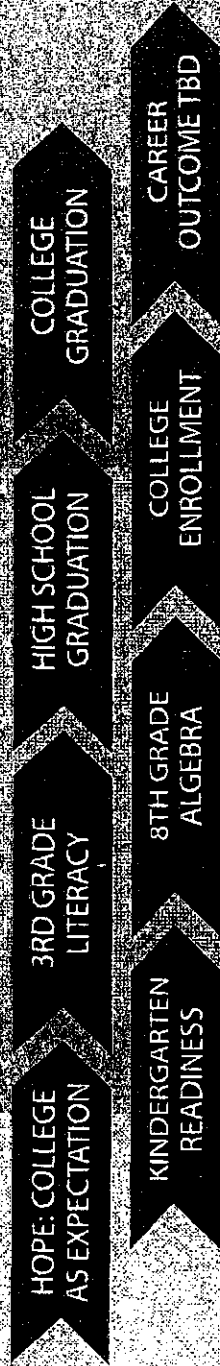
# THE OAKLAND PROMISE *Cradle to Career*

0-5

K-12

COLLEGE/CAREER

## A. OUTCOMES



## B. OAKLAND PROMISE INITIATIVES

Brilliant Baby

K2College

Future Centers

College Scholarships

College Completion

## C. SUPPORTING INITIATIVES

Alameda County Home Visiting Program  
Talk Read Sing (0-3)  
Oakland Starting Smart and Strong Initiative  
High Quality, Accessible Pre-K  
Early Head Start / Head Start  
Oakland Starting Smart and Strong Initiative

Technology  
Restorative Justice  
Collective Impact  
Oakland Reads 2020  
Access to Schools & Libraries  
Measure V

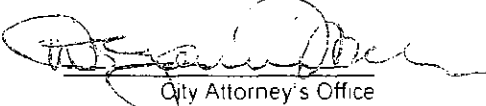
Alameda County Alliance for Men and Boys of Color  
Social Emotional Learning  
Restorative Practices  
Latino Men and Boys Initiative  
African American Young Men  
Women and Girls Initiative

Classrooms 2 Careers  
Oakland 100 Pathways  
Oakland Unified School District  
Community's Next Step



We will also work with a range of partners to help us reach our goals.

2015 AUG 13 AM 9:00

  
City Attorney's Office

## OAKLAND CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_ C.M.S.

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**RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO A MEMORANDUM OF UNDERSTANDING WITH THE EAST BAY COLLEGE FUND TO IMPLEMENT THE OAKLAND PROMISE INITIATIVE, WHICH WILL PROVIDE CHILDREN AND FAMILIES "CRADLE TO CAREER" EDUCATIONAL, FINANCIAL AND OTHER SUPPORT FOR HIGHER EDUCATION OPPORTUNITIES**

**WHEREAS**, if 100 Oakland Unified School District students start the ninth grade together, sixty-seven will graduate high school and ten will graduate college within five years; and

**WHEREAS**, the East Bay College Fund was established in 2002 with the mission to help resilient public school students, under-represented in higher education, access and succeed in college, expanding their life opportunities; and

**WHEREAS**, the East Bay College Fund aspires to involve the whole community in providing college access services, scholarships, mentoring, and support networks to assist these young people in realizing their full potential; and

**WHEREAS**, eighty percent of Oakland Unified School District students participating in the programs offered by the East Bay College Fund graduate from college, which is four times the national average; and

**WHEREAS**, the purpose of this MOU is to provide clarity of roles and responsibilities between the Mayor's Office and East Bay College Fund for the sole purpose of implementing the Oakland Promise Initiative, a cross-sector partnership between the Oakland Unified School District, the Mayor's Office and the East Bay College Fund; and

**WHEREAS**, the vision for the Oakland Promise initiative is that we as a community will ensure every child in Oakland graduates high school with the expectations, resources, and skills to complete college and be successful in the career of their choice; and

**WHEREAS**, the Oakland Promise initiative is a cradle to career strategy that includes targeted investments in low-income newborns and their moms, a universal college savings program in our public elementary schools, and enhanced college advising, college scholarships and persistence support for our high school graduates; and

**2**  
Mayor's  
Recess Agenda  
AUG 25 2015

**WHEREAS**, Rule 6 of the Council's Rules of Procedure provides that the Council President "shall [ ] [e]xcept for those appointments reserved for the Mayor pursuant to the City Charter or other enabling legislation, [ ] recommend appointments to regional and local boards and agencies, as appropriate, subject to confirmation by Council resolution"; and

**WHEREAS**, the MOU provides that the Oakland Mayor's Office will appoint one voting member to the EBCF Board of Directors, subject to the approval of the EBCF Board; now, therefore, be it

**RESOLVED**: That the City Council hereby authorizes the City Administrator, or designee, to enter into a Memorandum of Understanding with the East Bay College Fund that outlines the obligations and responsibilities regarding the implementation of the Oakland Promise initiative; and be it

**FURTHER RESOLVED**: That the MOU process for appointment of the city representative to the EBCF board is hereby approved; and be it

**FURTHER RESOLVED**: That the City Administrator, or designee, is hereby authorized to complete all required negotiations, certifications, assurances, and documentation required to accept, modify, extend and/or amend the proposed MOU with the East Bay College Fund and a copy of the fully executed agreement shall be placed on file with the Office of the City Clerk; and be it

**FURTHER RESOLVED**: That the City Attorney shall review and approve said proposed MOU with East Bay College Fund, as to form and legality.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL-WASHINGTON, GALLO, GUILLÉN, KALB, KAPLAN,  
REID AND PRESIDENT GIBSON MCELHANEY

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_

LATONDA SIMMONS  
City Clerk and Clerk of the Council of  
the City of Oakland, California

**2**  
Mayor's  
Recess Agenda

AUG 25 2015

# **EXHIBIT B**



## **The Ed Fund was Oakland Promise's fiscal sponsor, lending its status as a nonprofit organization and more**

On October 13, 2016, The Ed Fund became a fiscal sponsor of Oakland Promise. The Ed Fund established a restricted account to receive charitable donations of cash and other property, and to make disbursements for Oakland Promise. The fiscal sponsorship agreement was critical to Oakland Promise's evolution as it allowed Oakland Promise to receive and disburse funds on behalf of the project and retain employees to support each of its individual programs.

The fiscal sponsorship agreement also delegated oversight of program activities to the Project Administrator, who was the Ed Fund employee known as the Mayor's Director of Education. Ultimately, Oakland Promise, as the sponsored project of the Ed Fund, was subject to the direction and oversight of the Ed Fund Board.

On June 30, 2018, an amended and restated fiscal sponsorship agreement was executed to clarify roles, amend the fee structure, and affirm the continued operation and fiscal sponsorship of the project. At this time, the "Oakland Promise" project was more formally defined in this fiscal sponsorship agreement as The Oakland Promise Leadership Council<sup>8</sup> (OPLC), an unincorporated nonprofit association. This amended agreement stated the Ed Fund Board of Directors would delegate oversight of program activities to OPLC, subject to the ultimate direction and fiduciary responsibility of the Ed Fund Board. Additionally, the Ed Fund provided administrative, financial, human resources, and grant management services to OPLC for a fee. This fiscal sponsorship agreement with the Ed Fund was terminated effective June 30, 2019.

## **Oakland Promise is now a registered nonprofit organization**

As of June 27, 2019, Oakland Promise is a registered nonprofit as a result of EBCF changing its name to Oakland Promise, modifying its articles of incorporation, and registering with the Secretary of State. The first Chief Executive Officer (CEO) for Oakland Promise assumed her position effective July 1, 2019.

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<sup>8</sup> Oakland Promise retained its name and was not replaced by the "Oakland Promise Leadership Council" outside of the formal fiscal sponsorship agreement.

FOR CLIENTS (HTTPS://WWW.OAKLANDEFUND.ORG/FOR-PARTNERS/)

♥ DONATE (HTTPS://WWW.CLASSY.ORG/GIVE/69260/#!/DONATION/CHECKOUT)



## Fiscal Sponsorship and Management

At the Oakland Public Education Fund, our mission is to lead the development of community resources to invest in Oakland public schools so all students can learn, grow, and thrive. As part of our mission, we offer fiscal sponsorship to initiatives and projects that work to improve outcomes for Oakland kids. Let us manage your administrative responsibilities so you can focus on serving children and families.

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 120 fiscal sponsorships in all.

## What is Fiscal Sponsorship?

Fiscal sponsorship allows you to operate your education-based project under the Ed Fund's 501c3 status. Fiscal sponsors hold all fiduciary and legal responsibility for a project while you are the experts on programming.

Fiscal Sponsorship Inquiry Form  
([Http://oaklandedfund.tfaforms.net/319859](http://oaklandedfund.tfaforms.net/319859))

# Oakland Promise is a 501(c)(3) Non-Profit

- As of July 1, 2019: East Bay College Fund, a 501(c)(3) non-profit, and Oakland Promise, a project under fiscal sponsorship of the Oakland Public Ed Fund, **merged through transfer of assets and adoption of name.**
  - Transfer of Oakland Promise (project of the Oakland Public Ed Fund) assets to East Bay College Fund
  - Submission of Amended and Restated Articles of Incorporation to Secretary of State indicating name change, stamped and received by State on June 27, 2019
  - Adoption of East Bay College Fund EIN
  - Filed a Fictitious Business Name (or DBA-Doing Business-As): East Bay College Fund dba Oakland Promise with Alameda County Clerk
  - Per IRS, business name change needs to be filed with 2019 IRS Form 990 tax return to be filed by May 15, 2020.
- EIN: 54-2103707
- Oakland Promise listed with Registry of Charitable Trusts with CA State Attorney General's Office

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# **EXHIBIT C**



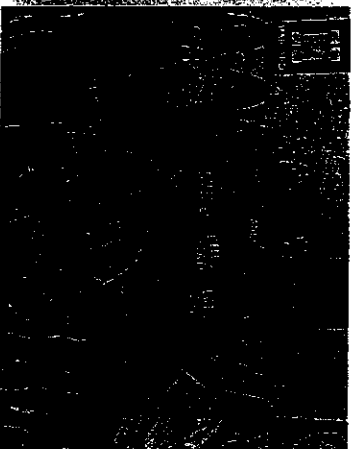
**OAKLAND**  
PROMISE

EXHIBIT [c]

# A Statement of Partnership

After careful consideration, Oakland Promise and East Bay College Fund have decided to merge into one unified organization named Oakland Promise, holistically serving the children and families of Oakland from birth through career.

- It is the belief of both Oakland Promise and East Bay College Fund that a unified organization leading the entire cradle to career vision will increase our sustainability and improve our impact, quality and scale, leading to better outcomes for children and families.
- This unified organization would ensure continuity for all of our families from birth through college completion, providing a clearer message for families and facilitating consistency and efficacy of all programs under one entity.



Brilliant Baby

Kindergarten to  
college

Future Centers

College  
Scholarships and  
Completion

Today marks another important step in that journey.

I am thrilled to announce that **Oakland Promise and East Bay College Fund will merge into one unified organization named Oakland Promise**, holistically serving children and families of Oakland from birth through career under one unified governing board of directors, listed [here](#).

Oakland Promise and East Bay College Fund began this journey together in 2016 and have **collectively supported over 1,000 students** with \$8M in scholarships paired with mentoring, advising, and career development. And it is having impact on our youth: the most recent data shows that Oakland Promise & East Bay College Fund have seen **93% of Oakland Promise's initial college cohort persist** through their first year of college.

We believe this merger will provide a remarkable opportunity to build stronger, seamless transitions along the cradle-to-career continuum, creating even more power to transform outcomes for Oakland students and families.

No movement can sustain and grow without strong leadership and I am thrilled to announce that **Mialisa Bonta**, long-time Oakland and child advocate, has been selected by the Board of Directors as the Chief Executive Officer to lead the unified organization into its next phase of sustainability, growth, and impact.

You, along with all Oakland Promise supporters, have played an instrumental role in creating real opportunity for Oakland's children and families. Our mission remains the same and our commitment to getting students to and through college has only strengthened.

To learn more about the merger and new leader, please find resources on our website at [www.oaklandpromise.org](http://www.oaklandpromise.org).

We also invite everyone to join us on **June 4 at 7:00 pm** at the Scottish Rite Center for the **Oakland Promise East Bay College Fund Awards Ceremony**, where we will celebrate **400 students** as they begin their postsecondary journey. You can find more information and [RSVP here](#).

We look forward to continuing to partner with each of you to fulfill Oakland's promise.

In Community,



Dr. Michael McAfee  
President, Board of Directors  
Oakland Promise



Brilliant Baby

Future Careers

College  
Scholarships and  
Completion

# **EXHIBIT D**





FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

18 APR \*5 PM 12:55

## AGENDA REPORT

TO: Sabrina B. Landreth  
City Administrator

FROM: Mayor Libby Schaaf, Vice  
Mayor Annie Campbell  
Washington,  
Councilmember Noel Gallo

SUBJECT: Oakland Children's Initiative of 2018

DATE: April 5, 2018

### RECOMMENDATION

RESOLUTION ON THE CITY COUNCIL'S OWN MOTION SUBMITTING TO THE NOVEMBER 6, 2018 STATEWIDE ELECTION, A PROPOSED ORDINANCE TO ADOPT A SPECIAL PARCEL TAX TO IMPROVE PRESCHOOL, ELEMENTARY, HIGH SCHOOL, AND COLLEGE SUCCESS AND CAREER READINESS BY EXPANDING ACCESS TO AND QUALITY OF PRESCHOOL, AS WELL AS INCREASE HIGH SCHOOL AND COLLEGE GRADUATION RATES; AND DIRECTING THE CITY CLERK TO FIX THE DATE FOR SUBMISSION OF ARGUMENTS AND PROVIDE FOR NOTICE AND PUBLICATION IN ACCORDANCE WITH THE NOVEMBER 6, 2018 STATEWIDE ELECTION.

### EXECUTIVE SUMMARY

The Oakland Children's Initiative parcel tax ordinance is an unprecedented collaboration of the city, district, county, nonprofits, elected officials, colleges and community members. Attached to this report is a draft of the proposed ordinance, which we plan to present to the City Council for submission to the voters for the November 2018 ballot. There may be additional changes to this draft. The proposed ordinance, developed in partnership with the community and a concurrent County-level early care and education effort, would authorize a thirty-year special parcel tax that is expected to raise up to \$30 million annually. The revenue would be used for the following purposes:

- **Early Childcare and Education:** 62% would be used to support programs to expand access to and quality of early childcare and education and preschool to increase educational outcomes and reduce educational inequality.
- **Oakland Promise College Access and Completion:** 31% would be used to reduce disparities in postsecondary education outcomes, and increase college awareness and expectations, college savings, family economic well-being, college and career access, college application, enrollment, admission rates, affordability and graduation rates.
- **Oversight, Accountability and Evaluation:** 7% would be used for oversight and accountability costs including the cost of operating the Citizens' Oversight Commission (the "Commission") established by the measure, staffing, operations, audits, implementation planning, and outreach. One-third of this amount would be reserved for independent third-party evaluations of program effectiveness.

The Commission would select for recommendation to the City Council a nonprofit or government agency to administer each Fund as its Implementation Partner. The City Council would approve the selection of the Implementation Partner. This ordinance creates a new City staff position to serve as the Children's Initiative accountability officer to provide oversight and staff the Commission. This ordinance establishes funding Guidelines for programs for the first five years. After the first five years, Guidelines would be developed by the accountability officer and approved by the Commission. The ordinance establishes the

Item: \_\_\_\_\_  
Rules and Legislation Committee  
April 19, 2018

EXHIBIT [D]

- o Enrollment in 4-year colleges for African American students increased by 14 percentage points at schools with Oakland Promise programs, while it stayed flat at comparison schools.

Over a lifetime, college graduates will earn up to \$1 million more than those with a high school diploma, and college graduates are far less likely to suffer from poverty, unemployment, poor health outcomes, or to be involved with the criminal justice system.

The students who lack those foundational skills tend to come from historically underserved communities: over 2,000 children are born into families who are eligible for MediCal in Oakland annually; over two thirds of OUSD kindergarteners are eligible for Free or Reduced Price Lunch; and 43% are English Language Learners. These are also the students entering behind: while 82% of both white students and children from families making above \$100,000 entered kindergarten-ready, just 36% of African American students, 29% of Latino students, and 34% of students from families making below \$35,000 were kindergarten-ready.

There is also a clear disparity of which students are able to access high quality preschool, with half of children from low-income families unenrolled. According to a recent Parent Voices study, over 2,200 Oakland families with preschool-aged children are on a waiting list for financial assistance. In addition to the financial burden, most of these families live in traditionally underserved 'preschool deserts' in East and West Oakland. These early disparities have a compounding effect on students who are from low-income backgrounds as they lag behind their peers in elementary, middle, and high school. Just 15% of OUSD students will have a Bachelor's degree within 6 years of graduating high school, and 19% will have a 2-year college and/or 4-year degree. With this ordinance, students will graduate high school and college at higher rates with additional supports like scholarships and mentors.

At a time when resources for children from state and federal sources are increasingly unreliable, Oakland can lead the nation by creating permanent funding to break the intergenerational cycle of poverty and replace it with opportunity. By focusing strategic resources on students from low-income backgrounds or are traditionally underrepresented in higher education, we can disrupt this vicious cycle. We know that investing in our children works.

This ordinance, developed in partnership with the community and a concurrent County-level early education effort, would authorize a thirty-year special parcel tax that is expected to raise up to \$30 million annually. The revenue would be used for the following purposes:

- **Early Childcare and Education:** 62% of the revenue generated would be deposited in an Early Education Fund to be used to support programs to expand access to and increase quality of early childcare and education and preschool to increase educational outcomes and reduce educational inequality. By significantly increasing funding directed toward early childhood education in Oakland through the Children's Initiative, the ordinance aims to:
  - o **Expand Access to High-Quality and Affordable Preschool:** The Oakland Children's Initiative will strive to expand free or affordable high-quality preschool for those families who need it most, while offsetting costs for middle-income families as resources allow. This targeted universal approach will ensure we're supporting all students and providing additional resources to those students furthest from opportunity.
  - o **Increase the Quality of Existing Preschool Slots:** Increasing the quality of existing preschool slots requires a multifaceted approach improving financing, quality standards, curriculum and other supports. By increasing the average per-child preschool reimbursement rate tied to certain quality standards, we will allow providers to improve their current quality, with research-backed interventions such as professional development and coaching for teachers, family support and engagement, and improved entry-level assistant teacher wages to at least \$15/hour to attract talent and increase retention.

- **Oakland Promise:** 31% would be deposited in an Oakland Promise Fund to be used to reduce disparities in postsecondary education outcomes, and increase college awareness and expectations, college savings, family economic well-being, college and career access, college application, enrollment, admission rates, affordability and graduation rates. By supporting students at key transition points, through targeted interventions along the cradle-to-career continuum, the Oakland Promise builds pathways to postsecondary education outcomes and breaks the cycle of intergenerational poverty, with such strategies and goals as:
  - **Increasing early college awareness and expectations** in children and their families, such as by instilling a college-bound identity in students and college-going culture in schools;
  - **Increasing college savings** and family economic well-being starting early in a child's life, through the creation and seeding of college savings accounts and the provision of financial coaching and supports to families.
  - **Increasing College and career awareness, application, and eligibility**, as measured by increases in completing courses required for College enrollment, such as those required by the University of California, and in College acceptance rates of Oakland Public School students, by providing College access services that are integrated into schools.
  - **Increasing College admission, matriculation, and enrollment rates**, such as increasing the percent of students who enroll in College in the fall directly following high school graduation through a focus on the above strategies.
  - **Increasing College affordability**, including by expanding access to public and private student financial aid, such as by increasing FAFSA or Dream Act Application completion rates, increasing the direct provision of College scholarships including multi-year scholarships, and partnering with educational institutions in order to provide institution-specific scholarships and to reduce tuition, room and board, and/or other college expenses.
  - **Increasing full-time College persistence rates** for students enrolled in College, especially persistence between their first and second year of enrollment, through means such as mentoring, peer advising, and on-campus supports.
  - **Increasing the number of Oakland students** graduating from College within six (6) years of high school graduation.
  - **Reducing disparities in post-secondary education outcomes** for students traditionally underrepresented in post-secondary education
- **Oversight, Accountability, and Evaluation:** 7% would be deposited in the Oversight, Accountability, and Evaluation Fund to be used for oversight and accountability costs including the cost of operating the Citizens' Oversight Commission established by the measure, staffing, operations, audits, implementation planning, and outreach. A minimum of one-third of this amount would be reserved for independent third-party evaluations of program effectiveness.
  - **The Early Education and Oakland Promise Funds will be overseen by an accountability officer**, who is hired by the City Administrator in consultation with the Oakland Unified School District's Superintendent, as well as a Citizens' Oversight Commission. The accountability officer or such person appointed by the City Administrator will be responsible for the management of funds, developing the five-year Guidelines for how revenue is spent, and overseeing third-party evaluations.
  - **The Citizens' Oversight Commission** will approve the five-year guidelines and would make a recommendation to the City Council for the selection of the Implementation Partners to administer the funds. The Commission will have 9-15 members. All of them

must live or work in Oakland; a majority must be residents of Oakland. The ordinance establishes funding Guidelines for programs for the first five years. After the first five years, Guidelines would be developed by the accountability officer and approved by the Commission. The City Council would approve the selection of the Implementation Partner to administer the funds.

- o **Implementation Partners**, or initiatives within, must have a primary mission consistent with the purposes of the Fund they seek to manage and must be a government agency or non-profit agency in good standing.
- o **The Mayor may seek recommendations from the Council for Commission membership**, after which the Commission would be appointed by the Mayor subject to City Council confirmation, to oversee programs funded by this measure.

### **REVENUE SOURCE**

After research on various tax options, a parcel tax was determined to be most progressive stable revenue source available. The proposed measure has the strongest low-income exemptions to date, with full exemptions for all households earning 60% or less of area median income (AMI), seniors earning less than 80% AMI and affordable housing developments. The tax for each single-family residential parcel is \$198. For non-residential parcels, the tax would vary depending on parcel frontage and square footage, based on the standard formula specified in the measure.

### **PUBLIC OUTREACH / STAKEHOLDER & COMMUNITY INPUT**

The proposed ordinance was developed with input from the Department of Finance (Katano Kasaine & Bradley Johnson), Human Services Department (Sara Bedford).

In addition to internal consultation, this proposal involved extensive input from stakeholders like the Oakland Unified School District, and community members beginning in Summer 2017 through March 2018:

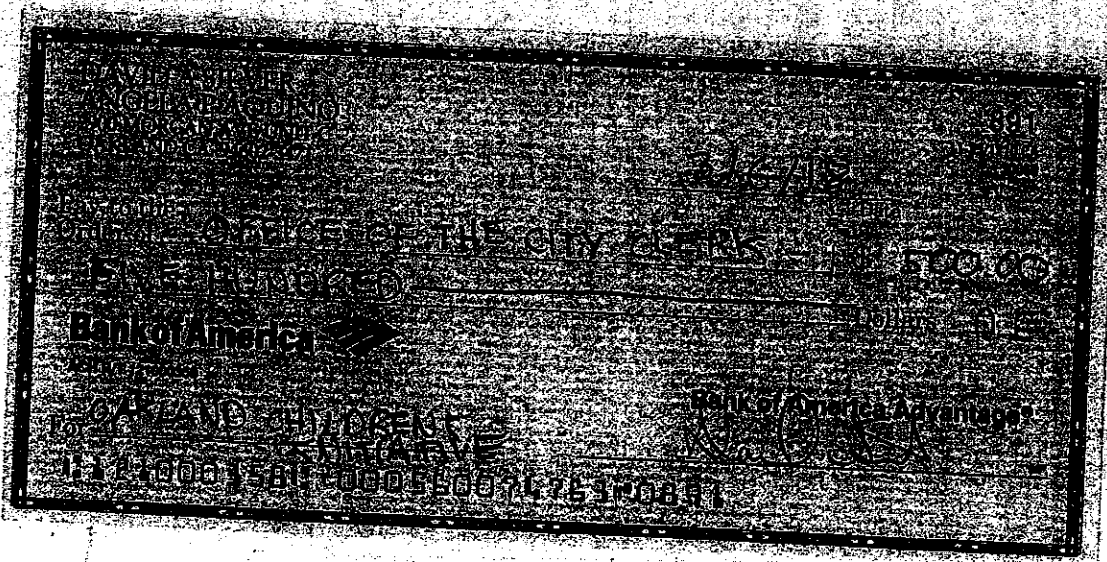
- Endorsers<sup>1</sup> of the Oakland Children's Initiative include:
  - o Alicia Contreras, Executive Director, East Bay Spanish Speaking Citizens' Foundation
  - o Amber Childress, Alameda County Board of Education (Area 2)
  - o Assemblyman Rob Bonta (D18)
  - o Assemblyman Tony Thurmond (D15)
  - o Bishop Bob Jackson, Acts Full Gospel
  - o Chris Iglesias, CEO, the Unity Council
  - o Congresswoman Barbara Lee
  - o Councilmember and Vice Mayor Annie Campbell Washington (D4)
  - o Councilmember Noel Gallo (D5)
  - o Cynthia Adams, NAACP Oakland, VP & Education Chair
  - o David Harris, CEO & President, Urban Strategies Council
  - o David Roach, Community Leader
  - o Diane Dodge, ED, East Bay College Fund
  - o Dr. Bert Lubin, UCSF President Emeritus
  - o Emma Roos, Educational Coalition for Hispanics in Oakland
  - o George Holland, NAACP Oakland, President

<sup>1</sup> Organizational titles for identification purposes only.

CITY OF OAKLAND  
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# **EXHIBIT E**

**Oakland Promise**  
*Memo to Ed Partnership Committee*  
*September 2019*

**EXECUTIVE SUMMARY**

**Purpose and Objectives**

Oakland Promise appreciates the opportunity to give a fiscal and programmatic update to the Education Partnership Committee about its governance structure, both historically and at present, its budget, K2C scholarship administration, and some information on evaluation and impacts to date in response to the questions asked by Education Partnership Committee members at the June 17, 2019 meeting.

**Overview**

In 2016, the City of Oakland and Oakland Unified School District (OUSD) created the Oakland Promise in partnership with the Oakland Public Education Fund (Ed Fund) and East Bay College Fund (EBCF). Bigger and bolder than similarly named Promise programs in cities like Longbeach, Richmond, and Kalamazoo, Oakland Promise was launched as a cradle-to-career movement ensuring that we as a community ensure every child in Oakland graduates high school with the expectations, resources, and skills to complete college and be successful in the career of their choice.

Launching and utilizing nonprofits to benefit the City of Oakland is not unique to the Oakland Promise. Other active examples include Keep Oakland Beautiful and the Neighborhood Law Corps. Currently, Oakland Promise includes four program components: Brilliant Baby for infants/toddlers and their parents; Kindergarten to College for elementary school students, College Access operating Future Centers in middle and high schools throughout the city, and College Completion with scholarships and persistence services provided to public school graduates while in career technical education programs, two year, or four year college. During its pilot stage, the Oakland Promise utilized the Oakland Public Education Fund as its nonprofit fiscal sponsor (fund audited statements attached). In July 2019, it merged its program delivery operations with the East Bay College Fund and consequently established its own 501c3 status and Board of Directors.

Beginning in the 2015/17 Budget, the Oakland City Council has budgeted funds annually for the Kindergarten to College program (K2C) -- awarding early college scholarships of \$100 to all Oakland public school kindergarteners. While initially this allocation to Oakland Promise has been held in the city's treasury, this year the funds will be dispersed to the now existing 501c3 organization, Oakland Promise. Once these kindergarteners enter a four year college, community college or trade certificate program, the early college scholarship will be dispersed to the previously identified students. Oakland Promise's role will be to identify and track the recipients of the \$100 K2C early college scholarship, make accessible the associated funds for the kindergarten-qualified recipients so that they know they have money saved for their post-secondary option of choice, and distribute these funds with the qualifying event (e.g. entry into a four year college, community college, or trade certificate program).

Oakland should be proud of its Promise. In just three and a half years since its launch as a demonstration project, it has impacted more than 20,000 Oakland public school students and their families, including:

- 1,400 students who've gone to college with multi-year scholarships, a personal mentor and other persistence supports,
- Over 14,000 middle and high school students who've been supported in their postsecondary and career plans by a school-based Future Center,

EXHIBIT [E]



## Oakland Promise

Memo to Ed Partnership Committee

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Each year since it launched, Oakland Promise has hosted a free Community Report, attended by hundreds of stakeholders, where it presents its Annual Report that details its governance, partners, champions, contributors, goals and outcomes. In Spring 2017 the Oakland Promise provided an informational update to the Oakland City Council's Life Enrichment Committee.

In July 2018, all Oakland Promise staff whose positions were philanthropically-funded and were employed by the Ed Fund moved out of City Hall to the Oakland Promise's first stand-alone offices subleased from OUSD.

In June 2019, Oakland City Council approved a budget which continued funding the position of the Director of Education and allocated \$1,000,000 over two years to Oakland Promise for an early college fund as a \$100 restricted encumbrance per student entering kindergartener at an Oakland public school<sup>1</sup>. Earlier that month, Oakland Promise Board President Michael McAfee and CEO Mia Bonta provided an update at the Education Partnership Committee meeting with information on the upcoming governance structure changes. The Education Partnership Committee requested that Oakland Promise follow-up on a few questions and present again in September.

On July 1, 2019, after successfully partnering for three years, Oakland Promise and East Bay College Fund merged into one unified nonprofit organization named Oakland Promise, holistically serving Oakland children and families from birth to career. This merger provides an opportunity to build stronger, seamless transitions for students, creating more power to transform outcomes for Oakland students and families. Oakland Promise has also hired a CEO, Mialisa Bonta, to lead Oakland Promise into this exciting new chapter. Oakland Promise assumed the EIN and of East Bay College Fund and has filed amended By Laws with the California Secretary of State as required.

### **ANALYSIS / RESPONSE TO QUESTIONS**

#### **Governance**

As of July 1, 2019 Oakland Promise, is a 501(c)(3) organization with a governing board of directors that holds fiduciary responsibility and has independent decision-making authority for the organization, guided by the management and oversight of CEO, Mialisa Bonta. Its members include:

1. Rosaura M. Altamirano, *Oakland Promise Parent Community Ambassador*
2. Chuyi Fang, *High School Junior, Oakland High*
3. Barbara Fremder, *East Bay College Fund, Founder*
4. Mark Friedman, *East Bay Community Foundation, Board Chair*
5. Seth Hamalian, *Treasurer, Mission Bay Development Group, Managing Principal*
6. James Harrison, *Secretary, Remcho Johansen & Purcell, Partner*
7. Colin Lacon, *Kaiser Permanente East Bay, Director of Public Affairs*

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<sup>1</sup> See City of Oakland Fiscal Year 2019-21 Proposed Budget (<https://cao-94612.s3.amazonaws.com/documents/FY-2019-21-Proposed-Budget-Book-WEB-VERSION.pdf>), page E-119 or G-87.



## Oakland Promise

### Memo to Ed Partnership Committee

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- Leroy Morishita, President, CSUEB
- Libby Schaaf, Mayor, City Of Oakland
- Martha Kanter, ED, College Promise Campaign
- Michael Sorrell, President, Paul Quinn College
- Rob Bonta, CA State Assembly
- Susan Muranishi, Alameda County Administrator
- Sabrina Landreth, City Administrator, City of Oakland
- Stephanie Isaacson, PG&E
- Tony Thurmond, CA State Superintendent of Public Education
- Vicki Joseph, Senior Vice President, Citi Community Development
- Wilma Chan, Supervisor, Alameda County
- Yvette Radford, VP, Kaiser Permanente

Past Annual Reports also list previous steering committees and implementation partners.

### **FISCAL ANALYSIS/FINANCE UPDATE**

#### **Information Requests**

Members of the committee requested that financial statements be shared for Oakland Promise during the time it was a project of the Oakland Public Education Fund ("Ed Fund"). This is supplemental

for previously submitted financials of the Ed Fund, which only shared aggregate financial data for all of the Ed Fund projects. Committee members also wanted information regarding the banking practices for Oakland Promise. Additionally, committee members wanted information regarding the fiscal year 2020 budget for Oakland Promise in its current configuration as a merged entity with East Bay College Fund and as an independent 501(c)(3).

#### **Additional Information**

Provided below is financial data for the Oakland Promise 501(c)(3) organization fiscal year 2020 budget. Also included are the unaudited financials for the Oakland Promise project as provided by the Oakland Ed Fund. An independent audit of Oakland Promise Project which will produce audited financials has been initiated and is anticipated to be completed by January 2020.

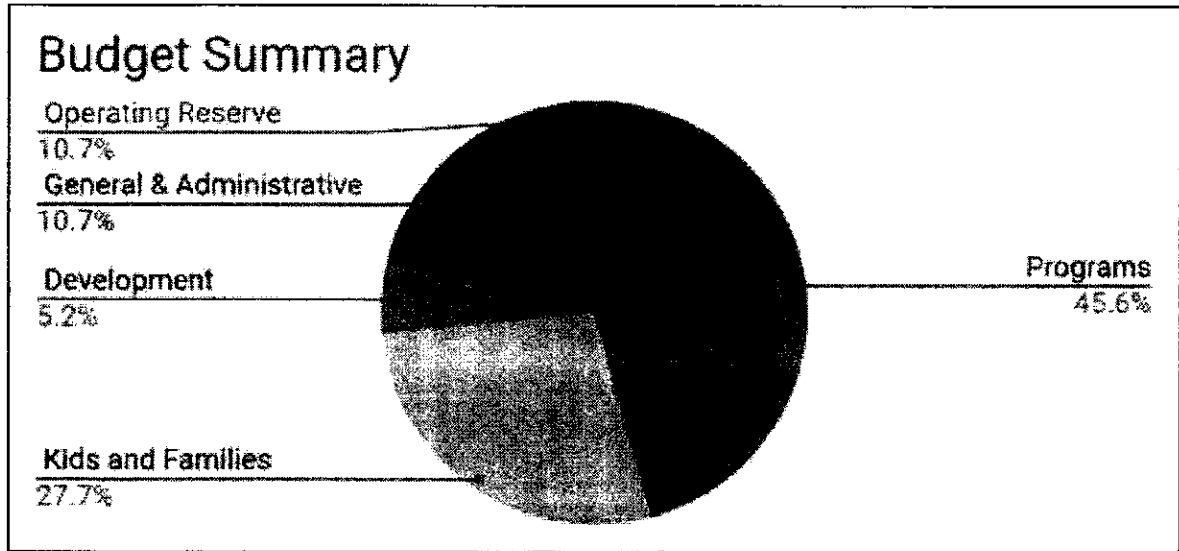
#### **Oakland Promise FY20 Budget**

The fiscal year 2020 budgeted revenues and expenditures for Oakland Promise are presented in summary below. These resources include those designations for both unrestricted and restricted fund designations. Currently Oakland Promise has secured \$11.1 million in revenue and will expend \$12.5 million in fiscal year 2020. While this does result in a net income in which expenditures exceed revenues, the net assets of Oakland Promise will absorb the additional expenditures beyond the revenue in this fiscal year 2020 budget.

**Table 1. Oakland Promise Fiscal Year 2020 Budgeted Revenue and Expenditures**

Category	Amount	
Contributions: Unrestricted	1,961,345	18%

**Chart 1. Oakland Promise Fiscal Year 2020 Budgeted Revenue and Budgeted Expenditures**



***Historical Financial Statements: Oakland Promise Project of the Oakland Ed Fund***

The tables below display Statement of Activities (annual revenues and expenditures) for Oakland Promise programs held at the Ed Fund from July 1, 2015 to June 30, 2019 as reported by the Ed Fund.

**Statement of Activities: All Oakland Promise Programs (July 1, 2015 to June 30, 2016)**

**Oakland Promise**  
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**Oakland Public Education Fund**  
**Statement of Activities**  
 Comparison - 3 Year

As of Date:  
 Fund:

06/30/2019  
 Brilliant Baby

	Year Ending 06/30/2017	Year Ending 06/30/2018	Year Ending 06/30/2019
	Actual	Actual	Actual
<b>Operating Revenue</b>			
Grant Revenue	524,432.01	716,596.99	319,641.14
Investment Income	0.00	3,546.35	227,593.10
Transfer In	0.00	70,000.00	0.00
Revenue - Other	(76,308.10)	(114,894.22)	(50,355.00)
Revenue - Donations	1,503.88	4,301.85	50,427.49
<b>Total Operating Revenue</b>	<b>449,537.79</b>	<b>679,550.97</b>	<b>547,306.73</b>
<b>Expenditures</b>			
Salary and Wages	125,510.00	253,108.34	300,195.19
PR Benefits	20,014.79	19,400.99	31,805.09
PR Taxes	10,866.26	19,383.61	22,752.07
Occupancy	40.00	1,747.83	16,695.21
Professional Fees	296,235.41	429,928.39	572,440.38
General and Administrative Expenses			
Advertising and Promotion	0.00	2,072.00	0.00
Charitable Contributions	0.00	12,500.00	227,900.00
Conferences, Conventions, and Meetings	1,237.26	737.78	1,550.48
Due and Subscriptions	910.11	1,227.28	3,788.90
Equipment Rental	0.00	2,366.60	1,655.00
Meals and Entertainment	2,221.00	3,220.02	5,540.60
Miscellaneous Expense	0.00	305.67	1,023.47
Office Supplies	95.76	8,615.46	9,221.97
Other Expenses	5,025.68	14,742.74	8,832.24
Postage and Delivery	5.21	143.63	116.91
Printing & Publications	8.76	11,205.05	2,771.32
Program Expense	0.00	22,950.00	0.00
Telecommunication	88.90	2,210.50	2,779.90
Travel Expenses	6,166.93	1,388.69	5,494.71
<b>Total General and Administrative Expenses</b>	<b>16,759.61</b>	<b>83,685.34</b>	<b>270,275.50</b>
<b>Total Expenditures</b>	<b>466,426.07</b>	<b>807,254.50</b>	<b>1,213,953.44</b>
<b>Change in Net Assets</b>	<b>(18,888.28)</b>	<b>(127,703.53)</b>	<b>(666,656.71)</b>
<b>+ Net Assets - Beginning</b>	<b>3,202,002.20</b>	<b>3,183,113.92</b>	<b>3,055,410.39</b>
<b>Net Assets - Ending</b>	<b>3,183,113.92</b>	<b>3,055,410.39</b>	<b>2,388,753.68</b>

As reported by fiscal sponsor Oakland Public Education Fund, funds held at the Oakland Public Education Fund for Oakland Promise's Brilliant Baby program had a beginning net assets of \$3.20 million for the fiscal year 2017 and an unaudited ending net assets of \$2.38 million for the fiscal year 2019. Of these funds, \$258,000 went directly to children in the form of college savings accounts. And an additional \$75,000 was earned by parents in stipends and savings matches in the Brilliant Baby Financial Coaching program.

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**Oakland Public Education Fund**  
**Statement of Activities**

Comparison - 3 Year

As of Date:

06/30/2019

Fund:

Future Centers

	Year Ending 06/30/2018 Actual	Year Ending 06/30/2019 Actual
<b>Operating Revenue</b>		
Program Revenue	73,575.00	0.00
Transfer In	1,010,877.84	320,000.00
Revenue - Other	(7,063.73)	(15,400.00)
Revenue - Donations	0.00	404,000.00
<b>Total Operating Revenue</b>	<b>1,077,389.11</b>	<b>708,600.00</b>
<b>Expenditures</b>		
Salary and Wages	300,456.17	139,676.83
PR Benefits	21,187.25	10,650.96
PR Taxes	25,771.56	16,303.19
Occupancy	18,284.02	19,742.61
Professional Fees	120,346.64	28,887.93
General and Administrative Expenses		
Charitable Contributions	281,000.00	0.00
Conferences, Conventions, and Meetings	1,619.98	1,510.62
Equipment Rental	0.00	1,188.90
Meals and Entertainment	14,320.03	15,524.98
Miscellaneous Expense	0.00	1,500.00
Office Supplies	6,901.81	58,445.48
Other Expenses	130,899.23	15,800.00
Printing & Publications	100.94	1,673.00
Travel Expenses	9,075.92	12,482.89
Total General and Administrative Expenses	443,917.91	108,135.87
<b>Total Expenditures</b>	<b>929,943.55</b>	<b>323,207.39</b>
<b>Change In Net Assets</b>	<b>147,445.56</b>	<b>385,392.61</b>
<b>Net Assets - Beginning</b>	<b>0.00</b>	<b>147,445.56</b>
<b>Net Assets - Ending</b>	<b>147,445.56</b>	<b>532,838.17</b>

Note that this statement of activities only captures financial activities for fiscal years 2018 and 2019 because prior to fiscal year 2018, programs and related funds for Future Centers were managed directly by the Oakland Unified School District and the individual schools. Oakland Promise contributed philanthropically-funded dollars to support Future Centers work by regranteeing its funds to the schools or paying for expenses directly. As reported by fiscal sponsor Oakland Public Education Fund, funds held at the Oakland Public Education Fund for Oakland Promise's Future Centers program had a beginning net assets of \$147,446 for the fiscal year 2018 and an unaudited ending net assets of \$532,838 for the fiscal year 2019.

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**Oakland Promise**  
**Statement of Financial Position**

	Brilliant Baby Year To Date 06/30/2019	Kindergarten to College Year To Date 06/30/2019	Future Centers Year To Date 06/30/2019	Community Engagement & Outreach Year To Date 06/30/2019	All Funds Year To Date 06/30/2019
<b>Assets</b>					
Current Assets					
Cash and Cash Equivalents	0.00	0.00	0.00	(797,500.00)	(797,500.00)
Accounts Receivable, Net	0.00	2,000.00	0.00	113,500.00	115,500.00
Other Current Assets	2,046,737.56	984,865.38	558,977.74	4,205,382.95	7,795,763.63
Total Current Assets	2,046,737.56	986,865.38	558,977.74	3,521,382.95	7,113,763.63
Investments					
Long Term Investments	480,659.78	103,930.44	0.00	0.00	584,590.20
Total Investments	480,659.78	103,930.44	0.00	0.00	584,590.20
<b>Total Assets</b>	<b>2,527,397.32</b>	<b>1,090,795.82</b>	<b>558,977.74</b>	<b>3,521,382.95</b>	<b>7,696,383.83</b>
<b>Liabilities and Net Assets</b>					
Liabilities					
Short-term Liabilities					
Accounts Payable	117,762.87	37,782.98	25,839.57	1,548,746.22	1,730,131.64
Accrued Liabilities	20,880.77	4,510.04	300.00	28,749.38	52,440.19
Total Short-term Liabilities	138,643.64	42,293.02	26,139.57	1,575,495.60	1,782,571.83
Total Liabilities	138,643.64	42,293.02	26,139.57	1,575,495.60	1,782,571.83
Net Assets					
Net Assets					
Use restricted net assets	3,055,410.39	922,809.63	147,445.56	2,024,392.58	6,150,058.16
Total Net Assets	3,055,410.39	922,809.63	147,445.56	2,024,392.58	6,150,058.16
Change in Net Assets	(866,856.71)	125,493.17	385,382.81	(76,505.23)	(234,276.16)
Total Net Assets	2,388,763.68	1,048,302.80	532,838.17	1,948,887.35	5,915,782.00
<b>Total Liabilities and Net Assets</b>	<b>2,527,397.32</b>	<b>1,090,795.82</b>	<b>558,977.74</b>	<b>3,521,382.95</b>	<b>7,696,383.83</b>

As of the most recent fiscal year, in total across all Oakland Promise programs, based on information reported from the Oakland Public Education Fund, the total net assets as of June 30, 2019 is \$5.92 million. In addition to the annual operating revenue of Oakland Promise, which supports direct service program and operating expenses as well as contributions directly to children and families, Oakland Promise manages the Generation Fund, described with additional detail below.

### **Generation Fund**

Oakland Promise launched Oakland Promise Generation Fund, a universal commitment of multi-year scholarships to all public school students, with a particular focus on students from low-income backgrounds. We plan to serve a generation of students, many of whom will be the first in their family to go to college, with multi-year college scholarships linked with persistence services such as mentors, in addition to targeted supports in elementary, middle, and high school to ensure that all students have the opportunity to enroll in college and earn their degree. Our goal towards this end is to raise \$50 million and we have secured commitments for \$29 million.

The Generation Fund will be raised almost exclusively through philanthropic giving and focus on providing financial awards that will go directly to supporting Oakland students to not only enter college but also to graduate. This fund will leverage nearly \$7 in other student supports for every \$1 from the fund. This \$50 million scholarship fund will result in a nearly \$682 million investment in student success over a 30-year period.

The basic principle of this model is to leverage Oakland Promise program supports to increase access to unclaimed federal and state grants for low-income students<sup>2</sup>, merge college savings

<sup>2</sup> <https://edsources.org/2016/many-dream-act-scholarships-for-undocumented-immigrants-go-unused/564127> and <http://college.usatoday.com/2015/01/20/2-9-billion-unused-federal-grant-awards-in-last-academic-year/>

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members to continue to engage in dialogue to support our improvement and growth as an organization serving Oakland's children.

### Brilliant Baby

As of today, Brilliant Baby has opened college savings accounts for 530 infants from low-income families, and seeded each account with \$500. These funds are invested in an "Age-Based Moderate Risk" portfolio of funds with my529. Based on past performance of that fund and if the initial investment grows an average of 6% annually until the child is 18 years old, families will have approximately \$1,400 for post secondary education. Additionally, 60% of Brilliant Baby parents have chosen to participate in a financial coaching program, receiving individual and group financial coaching services. As part of this program, they have the opportunity to earn stipends and a personal savings match totalling up to an additional \$500.

Brilliant Baby is embedded as a service offering of early childhood programs throughout Oakland. These include: the UCSF Benioff Children's Hospital Oakland Claremont Pediatric Clinic, six infant home visiting programs of the Alameda County Public Health Department, City of Oakland Early Head Start programs and its contractors Brighter Beginnings and the Unity Council, and two childcare referral agencies: Bananas and 4Cs. Additional partnerships are in development.

Seventy-eight percent of Brilliant Baby families have an income of under \$30,000 a year; and racial/ethnicity demographics are as follows:

Demographics of Brilliant Baby Families	
% of families identify as Latinx	48%
% of families identify as African American	33%
% of families identify with two or more races	8%
% of families identify as White	1%
% of families identify as Asian	8%
% of families identify as other races or decline to state	2%

In the context of financial coaching, families chose to work on financial wellness goals. The top two goals parents choose to work on were "increased savings" and "Money Management." At the end of coaching families were progressing in over half of the goals they identified, and accomplished another 41% of goals.

### Kindergarten to College

In market research prior to the inception of Oakland Promise, there was not a universal early college scholarship (ECS) program in Oakland public elementary schools. Inspired by the work

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2018-19	50	9,340
2019-20	61	15,000

In 2019, Roosevelt Middle School will serve as a site where 1 full-time Future Center readiness specialist will conduct one-on-one support, classroom presentations, and marketing campaigns to enhance 6th grade transition and high school readiness. Roosevelt Middle School can access up to \$1,000 to innovate promising practices.

### **College Access / Future Centers**

In partnership with Oakland Promise, OUSD has assigned two full-time staff to direct coordinated college and postsecondary planning activities for the Oakland Promise. Oakland Promise directly funds one full-time College Access Coordinator who serves students at three OP Future Center Schools (Castlemont, Oakland High, and Coliseum College Prep Academy), and a Family Engagement Specialist to convene Parent Leadership group meetings. In addition, OUSD provides three full-time College and Career Readiness Specialists for each of the three OP Future Center high schools. OP sustained a promise that was made by previous district leadership to physically house college and career planning spaces at the 3 schools through independent fundraising. Other direct investments include giving resources to incentivize milestones in the college access journey: FAFSA / Dream Act application completion, College Crunch / Application events, and the production of the Black College Expo Caravan, which brought \$1.4 million in 2018 and \$1.6 million in 2019 in scholarships to students.

### **FAFSA / Dream Act Application Rates (California Student Aid Commission)**

	2014-15	2015-16	2016-17	2017-18
OP High Schools	81%	86%	90%	91%
Non-OP High Schools	70%	79%	73%	75%
Oakland High	64% Pre-OP	78% OP Starts	88%	93%
Castlemont	82% Pre-OP	74% Pre-OP	92% OP Starts	83%
CCPA	80% Pre-OP	96% OP Starts	97%	95%

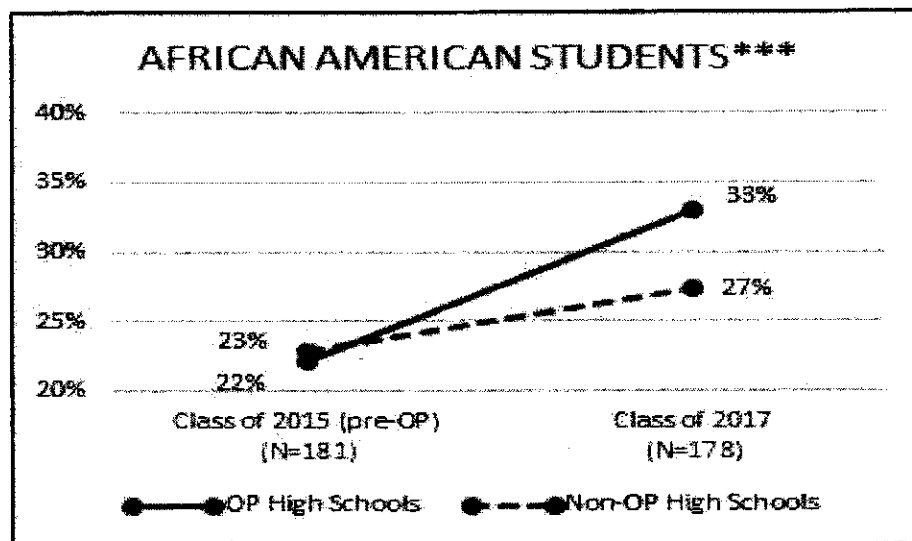
## Oakland Promise

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In an effort to enhance a system that serves all Oakland High School students, the College Access team works in tandem with partners which precipitated a partnership with Peralta Colleges to offer free tuition in the first year of college to Oakland public school students, and to offer small learning communities so that students know about other counseling services on Peralta campuses. Other college and career access programming includes a focused set of supports to prevent "Summer Melt" during the period between high school graduation and college matriculation. CCRS's engaged students intending to enroll in postsecondary plans through phone calls and texting, and created the Opportunity Day event, where local employers, Peralta, and a range of community resources were invited to connect students to resources before college.

Of 4-year college enrollments, data from the National Student Clearinghouse shows statistically significant gains comparing 2017 to 2015 pre-OP enrollment rates of African American students in OP schools versus African American students in comparable non-OP high schools.



College Enrollment in 4-year Colleges, African-Americans

	Class of 2015 (pre-OP) (N=181)	Class of 2017 (N=178)
OP High Schools	22%	33%
Non-OP High Schools	23%	27%

\*\*\*Statistically significant difference  $p < 0.001$



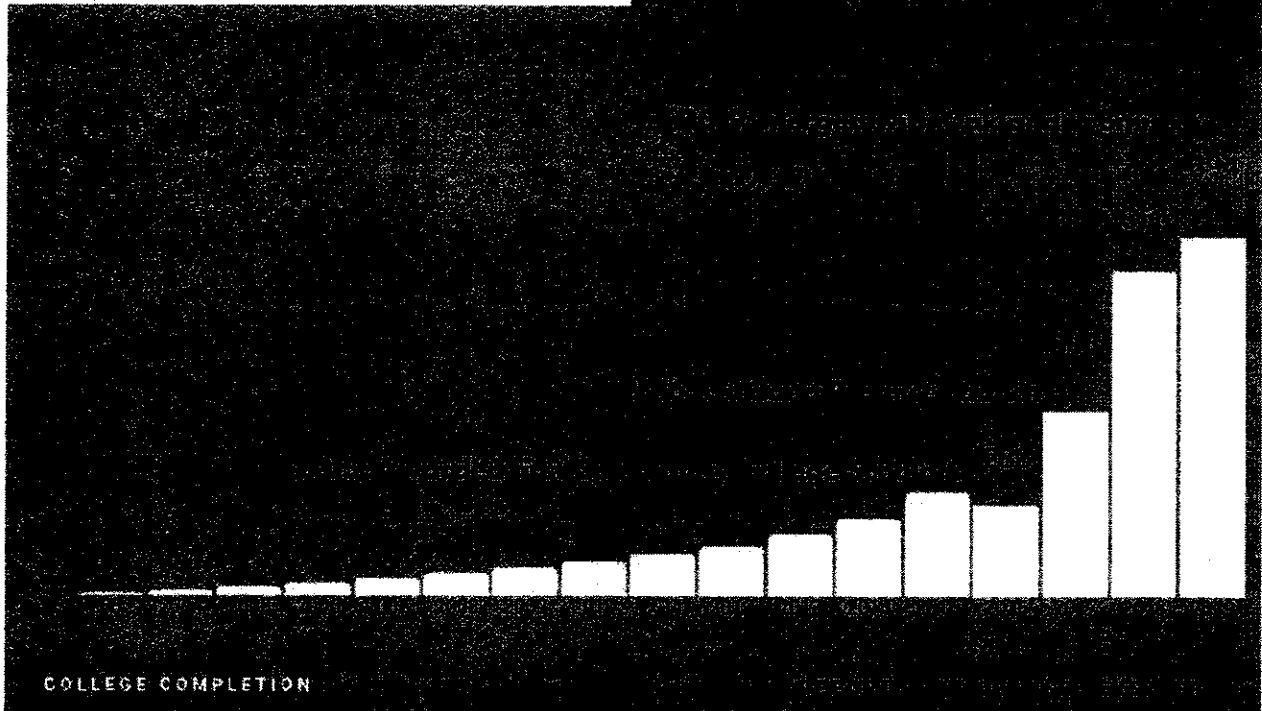
## Oakland Promise

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scholarship administration to support over 1,100 students linked to the mentoring, advising, and career development throughout college that helps low-income students through college.

### EBCF HISTORY



Pre-2015: 141 awards; 2015: 96 awards; 2016: 283 awards; 2017: 398 awards; 2018: 356 awards; 2019: 394 awards

Total scholarships awarded to high school seniors at 3 Oakland Promise high schools and district-wide, by cohort year

As of June 2019	By Senior Class				
Scholar Status	2016	2017	2018	2019	Grand Total
Total OP High School Scholars	154	196	257	292	899

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Alameda County Office of Education  
Allen University  
Berkeley City College  
Beyond 12  
California State University East Bay  
Cheyney University  
College of Alameda  
College Track  
East Bay College Fund  
East Oakland Youth Development Center (EOYDC)  
Florida Memorial University  
Full Circle Fund  
Future of Tech Partners  
    CodeEd Academy  
    David E Glover Center  
    EPICC  
    Gameheads  
    Hack the Hood  
    Intel  
    Level Playing Field Institute  
    Qeyno Labs  
    TechHire  
    The Hidden Genius Project  
    Youth Radio  
    YesWeCode  
Harris-Stowe University  
Holy Names University  
Kentucky State University  
Lane College  
Laney College  
Masons  
Merritt College  
Mills College  
NAACP  
Notre Dame de Namur University  
Oakland Rotary  
Oral Lee Brown  
Paul Quinn College  
Peralta College Office of the Chancellor  
San Francisco State University  
Student Program for Academic and Athletic Transitioning (SPAAT)  
Texas College  
University of California Berkeley  
University of California Davis  
University of California Office of the President  
University of Santa Clara  
University of San Francisco  
Virginia University of Lynchburg

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College Bound  
Community Engagement, OUSD  
Community Financial Resources  
Community Technology Network  
Convergence Covenant Church  
Devry University  
EARN  
East Bay Asian Youth Center  
East Bay College Fund  
East Bay Community Foundation  
East Bay Consortium  
East Bay Spanish Speaking Citizens Foundation  
East Oakland Boxing Association  
Educate78  
Education Redesign Lab, Harvard Graduate School of Education  
Educational Coalition for Hispanics in Oakland  
Enroll Oakland Characters  
Ethol  
Faith Network of the East Bay  
Family Independence Initiative  
Family Paths, Inc.  
Federal Reserve Bank of San Francisco  
First 5 Alameda County  
First Place for Youth  
Footsteps 2 Brilliance  
Fred Finch Youth Center  
Friedman Family Foundation  
Full Court Press Communications  
Game Theory Academy  
Generation Citizen  
GO Public Schools Oakland  
Golden State Warriors Community Foundation  
Great School Choices  
Hack the Hood  
Harbor House Ministries  
Hispanic Chamber of Commerce of Alameda County  
Holy Names University  
Holy Names University Upward Bound Project  
iMentor  
InPlay  
Inside Track  
Irene S. Scully Family Foundation  
Jostens

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Peer Health Exchange  
Peralta Community College District  
Playworks  
Points of Light  
PolicyLink  
Project Peace East Bay  
Promise Neighborhoods Institute at PolicyLink  
PUEBLO  
Quest Foundation  
Quest Therapeutic Camps  
Rainbow PUSH Coalition  
Reading Partners  
Ready Nation  
Redwood Heights School  
Regeneration  
Rex Consulting  
Rogers Family Foundation  
S and D Girl Talk  
Sage Financial Solutions  
San Francisco Foundation  
Scholar's Youth Sorority  
ScholarShare, State of California Treasurer's Office  
Science is Elementary  
Science, Engineering and Mathematics Link, Inc.  
Sharks Ice  
Shiloh Church  
Spotlight Education  
Springboard Collaborative  
St. Augustine's Episcopal Church  
St. John's Episcopal Church  
Stuart Foundation  
StudentReach  
Summer Search  
Sungevity  
Super Stars Literacy  
Tandem, Partners in Early Learning  
Teach for America  
The Church of Jesus Christ of Latter-Day Saints  
The College Promise Campaign  
The Education Trust-West  
The New West Oakland Movement  
The Oral Lee Brown Foundation  
The Zorgos Project