

IMPACT PARTNER PLAYBOOK

WE IGNITE POTENTIAL
WITH PARTNERS WHO ARE
PASSIONATE ABOUT PUBLIC
EDUCATION IN SAN FRANCISCO



SPARK
SF Public Schools



MESSAGE FROM LEADERSHIP

Partnering with Spark* allows your company to prepare San Francisco's public school students to thrive.

At a time when public education is facing many challenges such as equity in access, closing the achievement gap, and teacher shortages, many corporations are considering how they can be an effective agent for change in our increasingly inequitable society.

Spark* SF Public Schools has seen what is possible when we come together. Since 2015, Spark* has built partnerships that have invested more than \$82 million in support of the San Francisco Unified School District's priority initiatives and educational programs. Your partnership helps to transform SFUSD into the education system we envision for all San Franciscans.

The power of our partnerships is helping SFUSD pioneer the development and implementation of a PK-12 Computer Science curriculum. It is fueling the redesign of our middle schools to increase access to subjects traditionally inaccessible to students challenged by their economic circumstances but no less talented than their peers. And, it is supporting programs and initiatives that are closing the achievement gap for African American students leading to greater academic success and higher graduation rates.

In recent years, a growing list of Bay Area companies in a wide range of industries - - including Salesforce, Thoma Bravo, Google, Zendesk, LinkedIn, Golden State Warriors, Pinterest and Alexandria Real Estate, have raised their hand to say we want to be the difference.

Join us in preparing and inspiring the next generation!

CORPORATE PARTNER BENEFITS



EMPLOYEE ENGAGEMENT

INDUSTRY-THEMED CAREER PATHWAYS

Work based learning gives students the opportunity to experience what they are studying in their classroom in a real world context. For corporations supporting innovation in education through SFUSD's Career Pathways initiative, your employees can engage in one of the program's industry-themed career pathways to help make a student's dream career a reality.

- Providing **Job Shadow** opportunities at your company offers a personalized career experience for a student and provides a glimpse into a "day in the life".
- **Internships (School-year/Summer)** provide real work experience under the guidance and supervision of supportive adults who have expertise and skills in their field.
- Offering **Apprenticeships or On-the-Job Training** where students are assigned to one worksite to complete real work for pay. Each student is held to the same expectations as all employees and is evaluated by the worksite supervisor based on workplace expectations and performance.



IGNITE POTENTIAL SPONSORSHIP + SUPERINTENDENT'S 21ST CENTURY SCHOLARSHIP AWARDS

Spark*'s annual event, Ignite Potential, is our biggest donor event of the year where funders come together to celebrate our work and the achievements of our students and schools. Corporate partners receive tickets to attend based on their level of giving (unless tangible benefits are declined) and are highlighted with logo representation the night of the event and on promotional materials. Employees can also engage in reviewing, scoring and selecting our Superintendent's 21st Century Scholarships awardees who are presented at the event.

To learn more about corporate partnership with Spark*, please contact:

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CORPORATE SPOTLIGHT

The impact our corporate partners have on our work through funding and employee engagement through SFUSD's career pathways program is measurable and celebrated throughout the year via our website, social media channels, press releases, and e-newsletters. This increases the visibility of our partners in the community and inspires more corporations to consider supporting our work to provide all San Franciscans with a quality public education.

LUNCH & LEARN

An informative discussion with employees about public education, what strategic initiatives Spark* is investing in SFUSD, their impact on public education, the impact of the COVID-19 pandemic, and future trends in public education. This is an important opportunity for those interested in learning more about a complex public service in our community with the opportunity to ask questions.