

SPARK
SF Public Schools

EMERGING STRONGER TOGETHER:

2021 COVID-19 RESPONSE FUND

IMPACT REPORT

// JULY 2021



CONTENTS OF THE REPORT

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01. Message from SFUSD Superintendent

02. Free Meals Program

03. Technology for Distance Learning

04. *SF Loves Learning* Television Show

05. Financials

06. Donor Acknowledgements

DEAR SPARK* DONORS:

The past year has been one of the most challenging years in my entire three decade career, with the pandemic calling on our resiliency unlike ever before. The San Francisco Unified School District's shift to distance learning required us to pivot quickly and urgently without a playbook to guide the way. We had to overcome the digital divide and safely provide devices and wireless access to tens of thousands of students and teachers. Meanwhile, so many families lost their jobs immediately after the pandemic started, and we needed to find ways to support them.

While there were many unprecedented events, one thing that really took me by surprise was how quickly our community rallied around us to donate resources that we used to provide fresh meals, laptops, internet access, tech support, wellness check-ins, a television show for young learners and other new services.

Through donations to Spark* SF Public Schools, the community has shown their commitment to public schools like never before. We cannot imagine what this experience would have been like without our donors -- you helped to make sure that the distance between us was not so distant at all.

As the pandemic loosens its grip in San Francisco, we have an opportunity to emerge stronger by leveraging the investments in technology and other systemic shifts that came out of the past year. We can become even more of the school system we envision in Vision 2025 -- the schools that our students and families deserve. And, we can show the rest of the world what can happen when a community comes together and puts its resources towards its greatest shared asset - our children. Thank you for your generous support. Together, we can and will emerge stronger.

Vincent C. Matthews

Dr. Vincent Matthews, Ed.D.
Superintendent of Schools, SFUSD



FREE MEALS PROGRAM

When COVID-19 forced school buildings to close, SFUSD's Student Nutrition Services team responded quickly and creatively to meet the hunger needs of our community. Already the largest meal provider in the City of San Francisco, SFUSD stepped up to ensure students and families - even those outside of the district - had access to free, healthy meals while schools were closed. With the help of private philanthropy, SFUSD set up dozens of pop-up meal distribution centers at school sites and community-based organizations across the city, and launched a groundbreaking door-to-door service for vulnerable student populations, with meals prepared fresh and delivered directly from the SFUSD central kitchen.

Between March 16, 2020 and June 30, 2021:

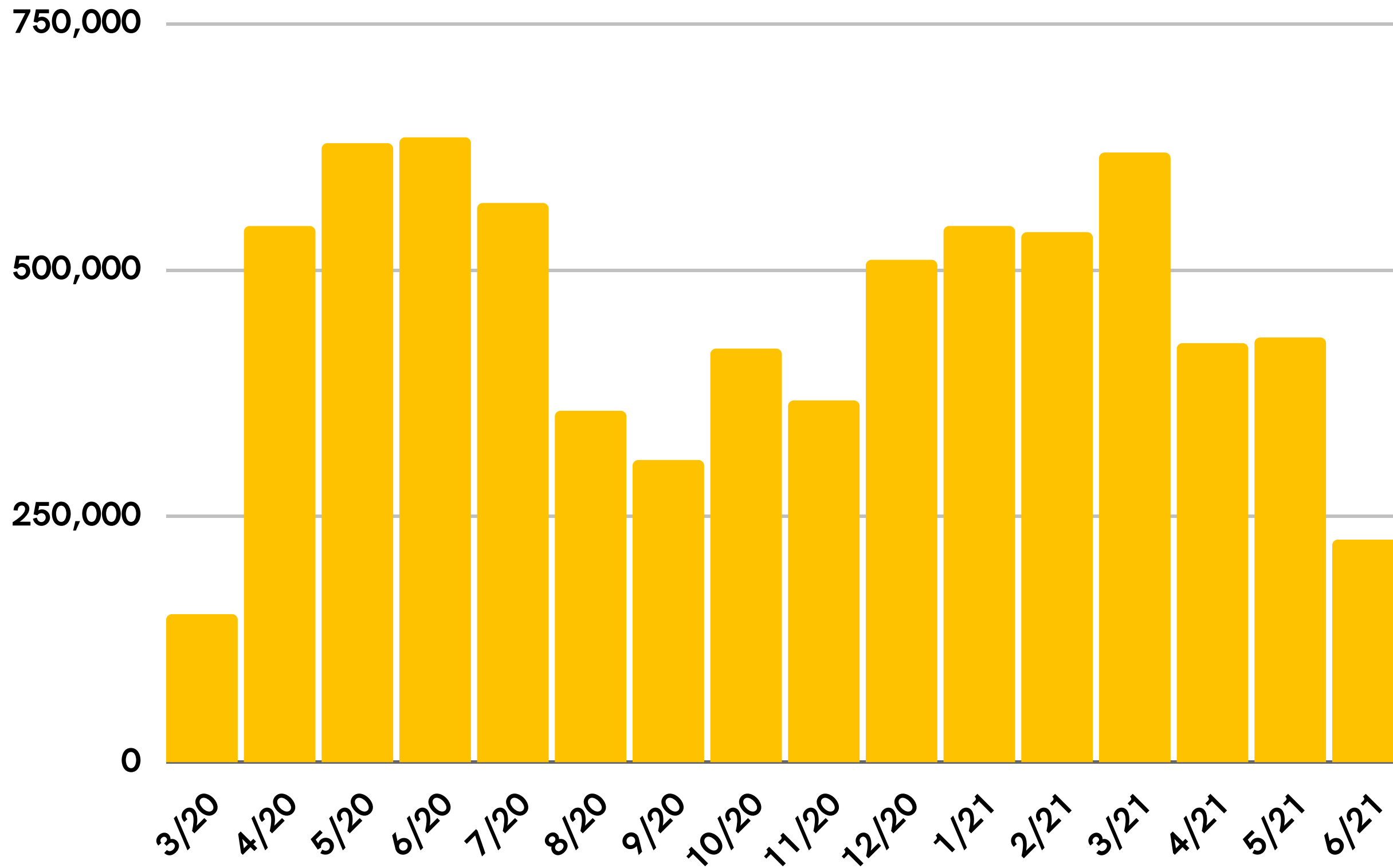
7.3M

TOTAL MEALS
SERVED

206K

MEALS DELIVERED TO
STUDENTS' HOMES

MEALS SERVED BY MONTH



“

I just wanted to express our heartfelt gratitude for the food brought by for Hannah today. Not only does it address what was a serious concern regarding food availability and substantially reduce the need for meal preparation when my health is poor, but Hannah was genuinely thrilled with the food options you provided. She danced a little jig in delight (no, really). I can't thank you and everyone who chipped in on this effort enough.

”

Heather, Parent of SFUSD Student (Hannah)

TECHNOLOGY FOR DISTANCE LEARNING



**Between March 16, 2020
and June 30, 2021:**

The shift to distance learning highlighted the extent of the digital divide in San Francisco. Even in a region that is widely known as the innovation epicenter of the world, many students did not have laptops and reliable internet access at home, a prerequisite for remote learning. SFUSD's Department of Technology, enabled in large part by private philanthropy, immediately began distributing devices to our highest-need students, and ultimately equipped nearly two-thirds of SFUSD students with a laptop or tablet and nearly one-third of students with WiFi.

Thousands of teachers and other staff participated in professional development to strengthen their use of the technology tools and platforms most needed for robust remote learning. Additionally, with the help of a donation, a cross-departmental team at SFUSD developed the Student and Family Resource Link to provide tech support and other assistance to students and families in multiple languages five days a week throughout the pandemic.

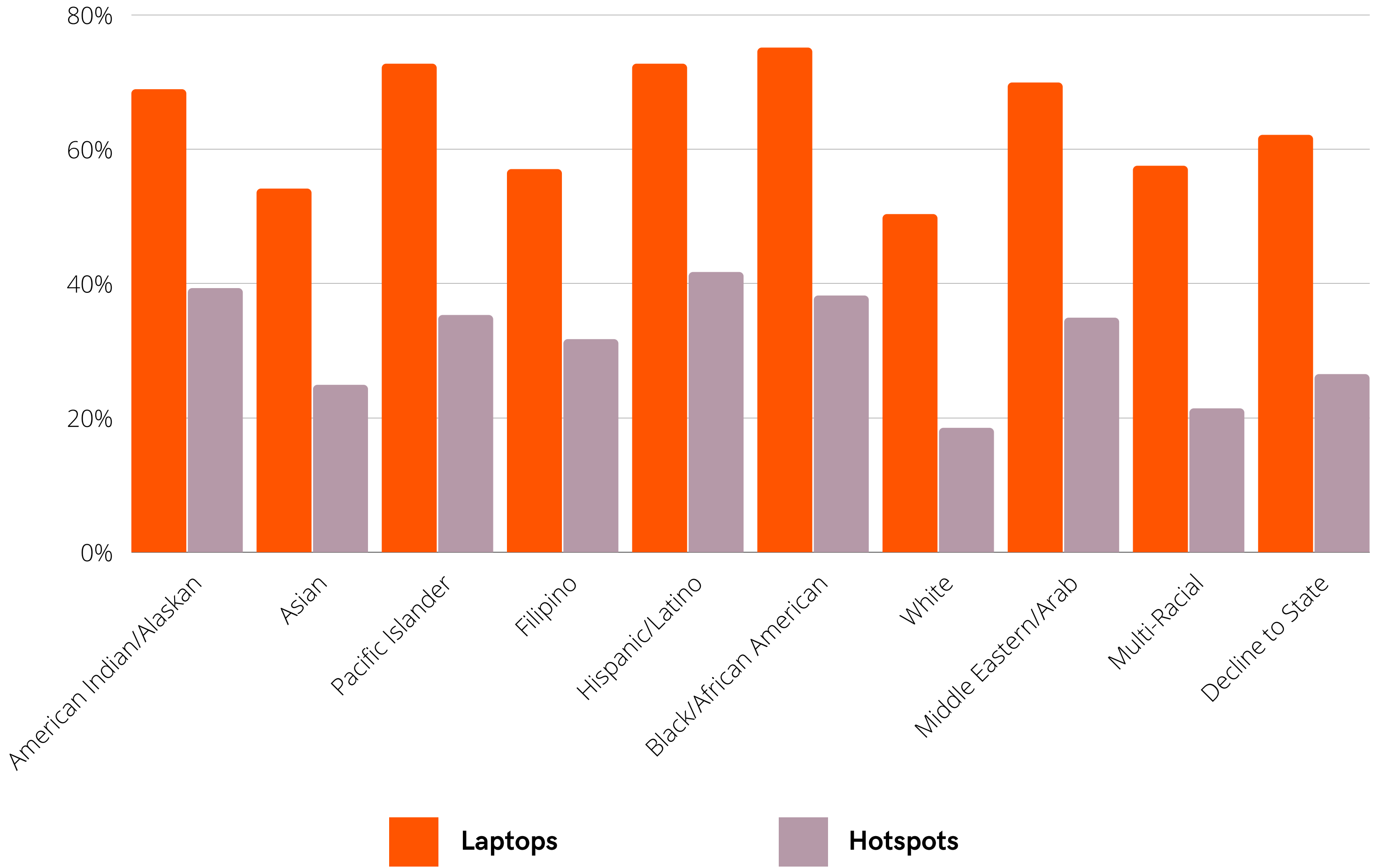
48K

TOTAL DEVICES
DISTRIBUTED

100%

OF STUDENTS WHO
REQUESTED A LAPTOP
RECEIVED ONE

2020-21 TECHNOLOGY DISTRIBUTION BY ETHNICITY



SF LOVES LEARNING

To help students and families feel more connected and engaged during a challenging time, SFUSD created an original television show for young learners (PK-2) that was viewed widely throughout the Bay Area and beyond. In partnership with KTVU, Chronicle Books, SFGovTV, the SF Ballet, SF Public Libraries, Spark* SF Public Schools, and many more, SFUSD produced three seasons of *SF Loves Learning* that aired every weekday, with episodes also available on-demand on YouTube and the SFUSD website.

The interactive program provided culturally uplifting educational content with the goal of developing the academic and social emotional skills of SFUSD's youngest learners and inspiring a love of learning. *SF Loves Learning* was a remarkable collaborative effort, with hundreds of students, families, teachers, staff, and community members contributing to the show each week.



VIEWERSHIP

Channel	Total Reach*
KTVU+	169,429 Households
YouTube	99,500+ Views

*May be duplicates as data is combined from three seasons



1.5K
TOTAL
SEGMENTS AIRED

8.6K
TOTAL MINUTES
AIRED

From a Spring 2021 Survey:



2/3

of K-5 teachers surveyed shared that they used SF Loves Learning content as part of their instruction

77%

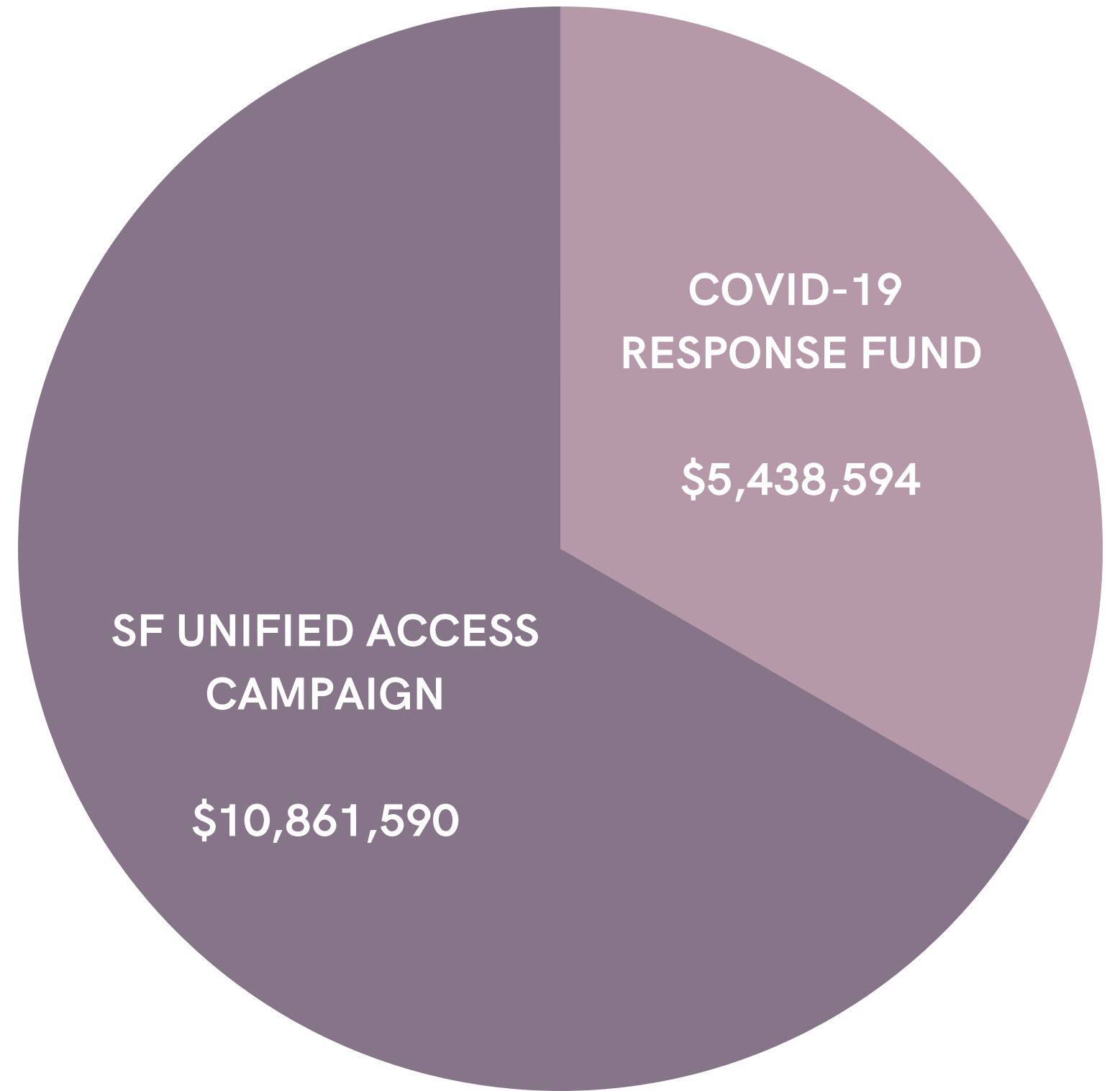
of SFUSD families surveyed said that the show was helpful during Distance Learning

FINANCIALS

Between March 13, 2020 and June 30, 2021:

\$16.3M
PRIVATE FUNDS RAISED

1,610
TOTAL DONORS



DOLLARS RAISED BY CAMPAIGN

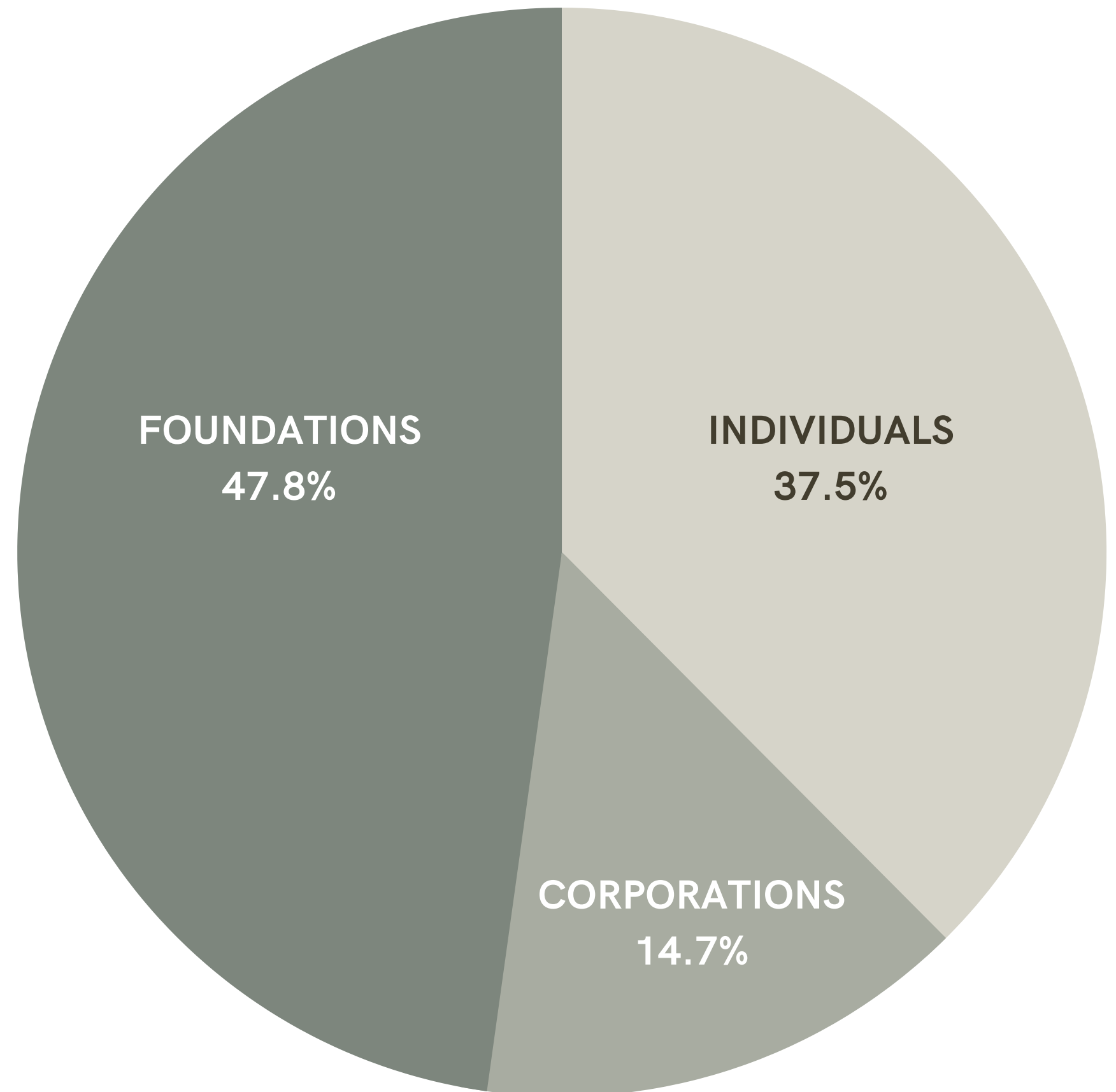
FUNDING SOURCES BY DOLLAR AMOUNT

“

We appreciate your efforts and hard work to address the immediate and longer-term needs of San Francisco's most vulnerable residents who have and continue to be impacted by COVID-19. Your immediate response to address these challenges is truly what sets you apart.

”

Aezed Raza, Vice-Chair
Affirm Cares Advisory Committee



ACKNOWLEDGEMENTS

Spark* is extremely grateful to all of the donors who fueled SFUSD's response to the COVID-19 pandemic. The following is a partial list of leadership and major donor investors whose generosity went above and beyond in helping ensure SFUSD's students continued to learn and grow while school buildings remained closed throughout the pandemic.

SF UNIFIED ACCESS CAMPAIGN

\$1,000,000+

Salesforce
Someland Foundation
Sara and Evan Williams

\$100,000+

Anonymous
Hellman Foundation
Nicholas and Susan Pritzker
This Is Kari & Philip's Foundation

\$10,000+

CalRTA
Ray and Dagmar Dolby Fund
Stocker Foundation
Susan Boeing Charitable Fund

COVID-19 RESPONSE FUND

\$1,000,000+

Someland Foundation
Thoma Bravo

\$100,000+

Anonymous (2)
Battery Powered
Golden State Warriors Community
Foundation
Hellman Foundation
John Pritzker Family Fund

\$10,000+

Anonymous
AT&T
Bravo Foundation
Evelyn and Walter Haas, Jr. Fund
Facebook
Fleishhacker Foundation
Google Fiber
Hellman Foundation
Herbert R. & Jeanne C. Mayer
Foundation
KONE Elevators
Kuih Beri Fund
Lisa and Douglas Goldman Fund
Nion McEvoy and Leslie Berriman
Moms Against Poverty
Morris Stulsافت Foundation

OKCoin USA
Okta
The Pick One Fund
Popper Family Social Impact Fund
Primed Foundation
Safeway Foundation
Caroline and Kiren Sekar
Maria Shim
Slack
Stocker Foundation
Stupski Foundation
TMAAF Connects
Uber
Walter and Elise Haas Fund
Wellington Management
Wells Fargo



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