

EAST SIDE EDUCATION FOUNDATION

BIENNIAL REPORT 2019-2020



EASTSIDE-FUND.ORG



OUR MISSION

To promote and create bold and innovative programs, services, and partnerships that measurably elevate sustainable student success.

OUR VISION

East Side Students Succeeding in School and Beyond: College, Career, Community

OUR HISTORY

The East Side Education Foundation was created to provide an avenue for our community to get involved and provide direct support for critical programs that impact our youth. ESEF is managed by a 100% volunteer Board of Directors and supported by a small but mighty team of contract professionals who assist with finances, marketing, and events. This means nearly all the funds raised by the Foundation go directly to support East Side students, teachers, and community.

Over the past decade, the Foundation has raised more than \$1 million to support teacher innovation grants, STEAM (Science, Technology, Engineering, Arts, and Mathematics) programs, student awards, a special education prom, and our signature program – the Spartan East Side Promise, a partnership with East Side Union High School District, the Silicon Valley Education Foundation, and San José State University.

OUR VALUES

Unlimited Capacity – *We believe in the unlimited capacity of our students to achieve their goals and dreams.*

Collaboration – *We believe in the power of collaboration to most effectively achieve our goals and objectives.*

Equitable Access & Results – *We believe in the urgency of realizing equitable access and results for all our students.*

Inclusiveness – *We believe in the strength of inclusiveness to expand our impact.*

Innovation – *We believe in the dynamic potential of innovation to create novel solutions and powerful ways of working.*



A MESSAGE FROM OUR PRESIDENT

Dear East Side Supporters,

We're pleased to share with you our **Biennial Report** for the 2018-19 and 2019-20 school years. Within these pages, you'll find a record of the services we provide and the resources many of you have so generously provided through gifts of your time and treasure. With a commitment to serve, the Foundation has embarked on an ambitious **Strategic Plan** in order to significantly increase our support of East Side students.

Since our last report, our volunteer Board of Directors has seen significant changes, as some of our founding members have moved on to new challenges and opportunities – or into blessed “retirement”. Simultaneously, we have added many new board members with a broad diversity of experience and perspectives, and the current cohort is working together to ensure that we achieve our mission. We have also created an **Advisory Board** of community and education leaders to guide the Foundation as we continue to grow into the go-to organization for supporting East Side student success.

Over the past two years, we have added important new elements to the **Spartan East Side Promise**, our signature partnership with the East Side Union High School District, San José State University, and the Silicon Valley Education Foundation, which provides direct services to college-bound East Side graduates. Through academic counseling, summer preparatory programs, and peer-to-peer mentorship, this program assists hundreds of students every year in achieving success in their first year of college.

In 2020, we were excited to launch a **scholarship program** to help students defray the costs of higher education and remain in school through their graduation. We're pleased to report that the first cohort of Spartan East Side Promise students will graduate from San José State in the Spring of 2021.

Additionally, we have continued to fund grants for teachers, assist with special district fundraising needs, support programs for students experiencing homelessness, and highlight the achievement of ESUHSU graduates through the **Thomas P. Ryan Hall of Fame**. We recently moved the Foundation website to a more robust platform and offer a monthly e-newsletter to nearly 5,000 subscribers.

The COVID-19 pandemic has forced us to pivot many of our programs to virtual or hybrid platforms, but I'm proud to say that we haven't missed a beat, producing a wonderful scholarship awards event and our annual Crab Feed in online formats. And our wonderful partners in the Spartan East Side Promise have continued to offer vital programming to SJSU students as they navigate the difficult world of distance learning.

On behalf of the board, I invite you to read this report, sign up for our email newsletter, volunteer with us, and contribute to our work. You can learn more at eastside-fund.org.



DAN MOSER

Board President



SPARTAN EAST SIDE PROMISE

In the Summer of 2017, the East Side Education Foundation joined the **Spartan East Side Promise**, a partnership with the East Side Alliance, San José State University, and the Silicon Valley Education Foundation. The Spartan East Side Promise guarantees SJSU enrollment for East Side graduates meeting minimum California State University requirements. ESEF helps students on their path to a college degree with orientations, counseling, mentoring, and financial support.

With the Spartan East Side Promise, the Foundation has created a model that is unique among school systems in California – and possibly the nation. Combining best practice models from three different school systems (the Long Beach College Promise, San Francisco's Kindergarten to College Fund, and Oakland's Promise Scholarship), ESEF supports an integrated program that includes all three components, providing a pathway to college, a savings program, and scholarships.

In 2020, faced with the COVID-19 pandemic, we were able to pivot and offer the Spartan East Side Promise Summer Program through an online option. We are excited to report that **154 students** participated in virtual programs. These students met in a series of online group sessions and received a virtual tour of the SJSU campus to familiarize them with the physical layout. They also received orientation on what to expect from online learning classes.



We were also proud to introduce a scholarship component to the program through generous support from the House Family Foundation, Excite Credit Union, Soul Sports Focus, SVEF, and individual donors. By awarding more than **\$25,000 in scholarships in 2020** and targeting \$30,000 in 2021, we are able to help students focus more on getting an education and less on affording basic needs. The inaugural cohort of SESP Scholarship Award winners was recognized at a special online ceremony in September 2020. You can watch a video replay of this inspiring event on the Foundation's YouTube channel at bit.ly/watcheastside.

Recognizing the need to begin planning for college well in advance of acceptance and enrollment, the Foundation is partnering with Excite Credit Union on a special offer for East Side Alliance families to help their children start college savings accounts, with a launch planned in 2021.

Overall, the Spartan East Side Promise has helped to increase SJSU enrollment of East Side grads by 10%. More importantly, 83% of SESP students have returned for their sophomore years, compared to 79% for the entire student body. Over the past four years, the SESP Summer Program has supported **more than 700 East Side graduates** in their transition to college, and we're looking forward to seeing the first class of SESP students graduate from SJSU in Spring 2021!





SPARTAN EAST SIDE PROMISE



VIRIDIANA GALVEZ GARCIA

SJSU Class of 2024, Overfelt HS Class of 2020

Going to college is an opportunity for me to grow as a person, to find what I'm passionate about, to make connections with other people, and to start building a better future for myself. At first, it was hard, and I wasn't sure I was going to be able to succeed. But the Spartan East Side Promise program really helped me.



HARRISON HONG

SJSU Class of 2022, Andrew Hill HS Class of 2018

My parents moved here from Vietnam so they could have a better life for themselves and their children. This program provides the resources and help students need to transition into college life... It's really nice to have someone care that much about your future, and it pushed me to try harder in my classes.



MARC SANTOS

SJSU Class of 2021, 2020 Scholarship Winner

The biggest thing is the support system. There are so many resources along with peer connections. You're able to talk to someone and they know how you feel, they know the struggles, and they can help you along the way... With all this knowledge, it really helps me to become a better person and to improve myself and see how I can help improve the world.

LEARN MORE: EASTSIDE-FUND.ORG/SESP



HALL OF FAME: CLASS OF 2019

The **Thomas P. Ryan Hall of Fame** was established more than four decades ago to honor the outstanding achievements of graduates of the East Side Union High School District. It serves to recognize East Side alumni who have achieved notable success in the fields of public service, the arts, science, athletics, business, education, and beyond.

The Hall of Fame Class of 2019 was formally inducted at a dinner ceremony on Saturday, November 9, 2019. The program was hosted by 2017 Hall of Fame Inductee and Mercury News columnist **Sal Pizarro**.

In addition to recognizing a cohort of amazing East Side graduates, the Foundation honored San José State University President **Mary Papazian** for her invaluable partnership in the Spartan East Side Promise, making college more accessible to East Side students.

East Side Union High School District
Education Foundation

CLASS OF 2019

- **Lisa (Sheridan) Andrew** – Silver Creek '82
- **Irene Bueno** – Independence '81
- **Eddie Buller** – Educator & Coach, Oak Grove
- **Constance Carter** – Piedmont Hills '94
- **John de Luna** – Andrew Hill '72
- **Lisa (Yarbrough) Gauthier** – W.C. Overfelt '83
- **Rob Johnstone** – Piedmont Hills '87
- **Long Lam** – Independence '06
- **Daphne (Huetu) Luong** – Independence '83
- **Richard Moultrie, Jr.** – Independence '84
- **Guisselle Nuñez** – Yerba Buena '93
- **Mark Sawyer** – W.C. Overfelt '77
- **Kerri (Reese) Wise** – Oak Grove '94

On December 12, 2019, the **143 inductees** of the Hall of Fame were honored with permanent plaques at the district office.

The next class of Hall of Famers will be inducted in November 2021!



A TALE OF TWO CRAB FEEDS

After hosting our hugely successful **5th Annual Crab Feed** fundraiser in the Spring of 2019, the onset of COVID-19 in March of 2020 forced us to make the difficult decision to cancel the 6th annual iteration of this community celebration. But reflecting the resilience of the East Side, we found a way to come back stronger than ever in 2021.

On Saturday, March 20th, we hosted a hybrid Grab-N-Go Crab Dinner featuring food, fun entertainment, and our usual celebration of East Side student success. More than **170 delicious dinners** were distributed through contactless pickup, and guests tuned in to a virtual event on Zoom featuring interviews with Spartan East Side Promise students attending SJSU and a special musical performance by the Alum Rock Jazz Band.

As always, 100% of the proceeds from this event directly support Foundation programs benefiting students in the East Side Alliance, including scholarships, mentoring, and college and career counseling.

If you missed the virtual event, you can watch a video replay of the program on the Foundation's YouTube channel at bit.ly/watcheastside.

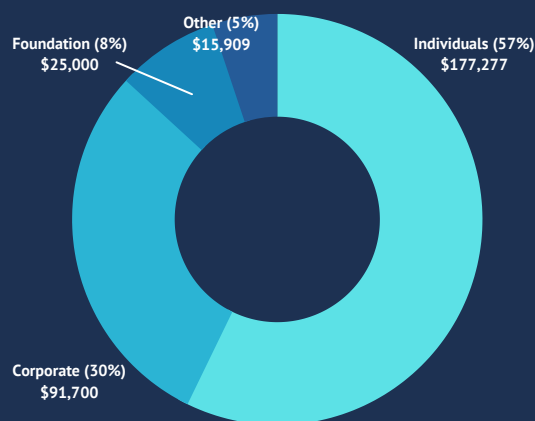
And stay tuned for the return of our in-person Crab Feed fundraiser in the Spring of 2022!



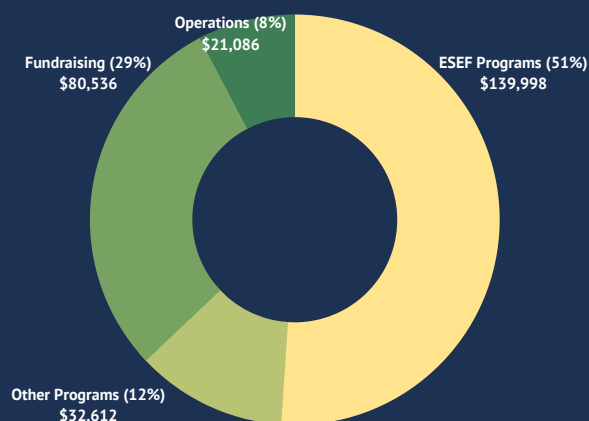
FINANCIALS FY19-FY20

Because the biennial Hall of Fame event is the main driver of the Foundation's revenue, and in order to maintain our programmatic support year over year, we budget on a **two-year cycle**. Our Board of Directors coordinates with the ESUHS District Superintendent on a regular basis to identify and address specific needs of the District.

INCOME FY19-FY20

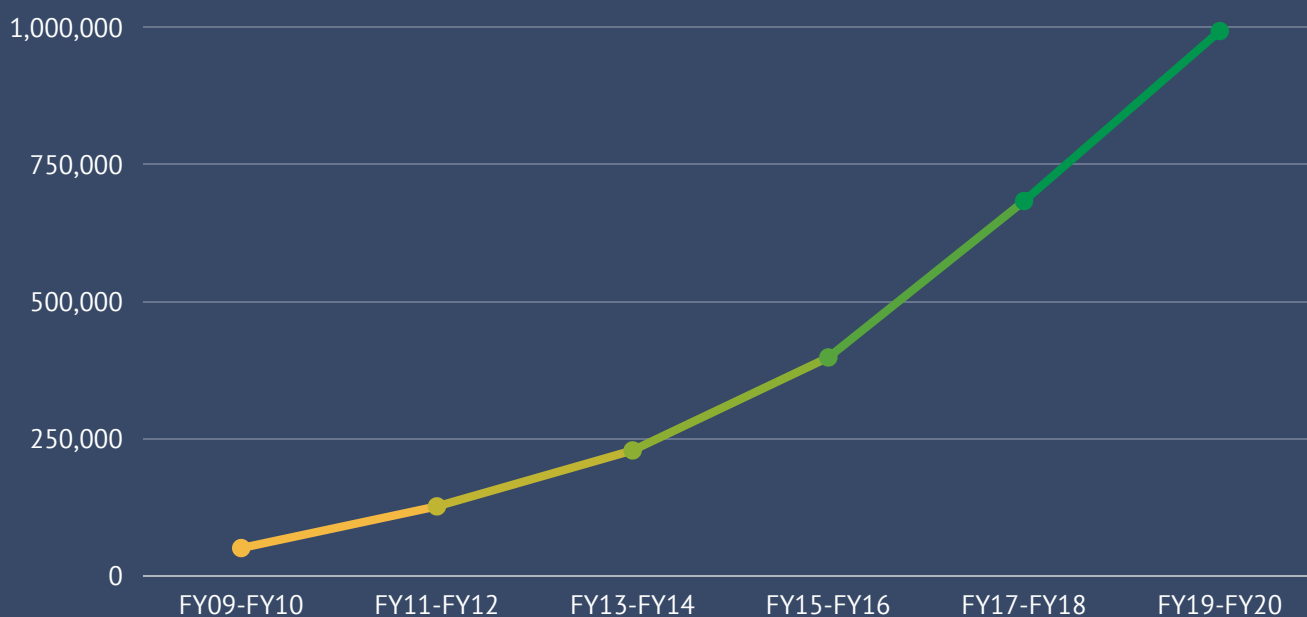


EXPENSES FY19-FY20



OUR IMPACT: \$1M AND COUNTING!

Since its inception in 2009, the East Side Education Foundation has raised **more than \$1 million** to support programs that benefit student success.



OUR PARTNERS

The success stories you've read in this report would not be possible without the support of generous partners, sponsors, donors, and community leaders, including:



SJSU



excite
CREDIT UNION

SoulFocus

HOUSE FAMILY FOUNDATION | EAST SIDE ALLIANCE

OUR BOARD OF DIRECTORS

Dan Moser, President - *Former ESUHSU Superintendent*

Manny Barbara, Vice President - *Advisor to CEO, Silicon Valley Education Foundation & Former Superintendent, Oak Grove School District*

Francisca Sánchez, Secretary - *Founder and Chief Executive Officer, Provocative Practice*

Kathy Camin, Treasurer - *Nonprofit Finance Director*

Sylvia Alvarez - *Education Consultant*

Maurice Ghysels - *Leadership Consultant, College Professor & Former Education Administrator*

Lorraine Guerin - *Former ESUHSU Administrator*

Marisa Hanson - *Past President, East Side Teachers' Association & Evergreen School Board Trustee*

Kirsten Liepmann - *Author/Educator*

Lori Martinson - *Head Counselor, Santa Teresa HS & ESUHSU Subject Area Coordinator for Counseling*

Almaz Negash - *Founder & Executive Director, African Diaspora Network*

Angie Nunn - *Manager, ESUHSU Classified Personnel*

Josh Rose - *Senior Sales Manager, Checkout.com*

Bebe Souvannavong - *Assistant Vice President, Organizational Development, Santa Clara County Federal Credit Union*

Callie Stefani - *Senior Director, Worldwide Sales Operations & Inside Sales, Xilinx, Inc.*

Ramona Webb - *Executive Director, The Eden Foundation*

Rebecca Wong - *Lead Curriculum Developer, Leading from the Middle, California Community Colleges; Former ESUHSU Educator*

Glenn Vander Zee - *ESUHSU Liaison (non-voting member); Superintendent, East Side Union High School District*

ADVISORY BOARD

Lisa Andrew - CEO, Silicon Valley Education Foundation

Thelma Boac - Trustee, Berryessa Union School District

Eddie Buller - Retired Athletic Director & Foundation Founding Member

Frank Carbajal - Founder, Es Tiempo, LLC, & Silicon Valley Latino Leadership Summit

Dino Certa - Retired ESUHSU Administrator

Lorena (Lori) Collins - Associate Vice President of Programs and Services, LifeMoves

Dave Cortese - State Senator, District 15

Joe Coto - Former ESUHSU Superintendent & State Assemblymember

Barbara Dawson - Retired ESUHSU Administrator & Executive Director, TWIS Services

Mary Ann Dewan - Superintendent, Santa Clara County Office of Education

Darcie Green - CEO, Latinas Contra Cancer & Former County School Board Member

Ash Kalra - State Assemblymember, District 27

Mike Kirst - President, California State Board of Education

Mike Welch - Retired ESUHSU Administrator & Foundation Board Member

CONTACT US

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