Our mission is to strengthen public education in Hillsborough County through advocacy, investment of resources and programs that empower every student to achieve both academic and personal success.
Strengthening Public Education in Hillsborough County Schools

This past year has been like none other in our mission to strengthen public education in Hillsborough County and ensure all students have the tools and resources they need to succeed in school and in life.

We entered the year with a new look, new brand and new website focused on our Strategic Plan priorities and sharing HEF’s story and the impact of our programs with the community.

Then, the COVID-19 pandemic hit our area. It created extraordinary challenges for our diverse community and magnified deep inequities in our education system. HEF quickly adapted our work to continue to meet the needs of students in the crisis—understanding that the most vulnerable students in our community are at the highest risk of falling behind in their studies during such an unprecedented time in education.

In the midst of financial uncertainty, we are incredibly proud of how our partners rallied to provide ongoing support for students and their families facing economic hardships. With the community’s generosity, we raised nearly $7.1 million last year to support our programs and the students and teachers in our district’s highest needs schools.

Moving forward, HEF is laser focused on creating equity in education, with a growing concern for literacy rates. During this pandemic and beyond, HEF is living our core beliefs. We believe a community engaged in making educational excellence a priority will transform Hillsborough County—and are proud to help foster that impactful change.

Hillsborough Education Foundation believes it’s important to use our voice to advocate for increased funding at the state level to strengthen public education in Hillsborough County. Florida repeatedly ranks among the lowest in the nation when it comes to how much states are devoting to education. Across spending indicators, Florida ranks 45th in the country according to Education Week’s Quality Counts 2020 report. This year, HEF’s Advocacy Committee established these priorities in our effort to support improved student outcomes:

- **INVEST IN PUBLIC EDUCATION**
  - Increase funding to provide equitable educational opportunities within safe and secure learning environments and meet rising operational costs.

- **INVEST IN OUR TEACHERS**
  - Prioritize teacher compensation and fund innovative ways to attract and retain quality teachers for at-risk students.

- **STUDENT SUCCESS**
  - Increase access to early childhood learning and fund high-quality instructional programs.

- **INVEST IN EARLY LEARNING**
  - Increase funding to expand quality youth mentoring programs for at-risk students.

- **INVEST IN MENTORING PROGRAMS**

As we look back at our achievements this past year, we are also looking ahead to the future and setting a course for continued success for our organization. In 2020, we launched our three-year strategic plan, which focuses on five key areas:

- **Brand Awareness:** Our goal is to be recognized as “private support enhancing public education.”

- **Resource Development:** Our goal is to increase and diversify revenue streams for programs and initiatives sustainability and growth.

- **Operational Excellence:** Our goal is to improve internal operations and processes that create and maintain reliable data, empower employees and optimize service delivery that results in consistent improvement of key performance indicators.

- **Programs and Initiatives:** Our goal is to provide high-quality programs and initiatives that positively impact student success.

- **Advocacy:** Our goal is to increase awareness and support of public education.
Strengthening Public Education during the COVID-19 Crisis

Providing Essential School Supplies

The COVID-19 pandemic created challenging times for families and businesses, changed how our students learned, how teachers provided lessons and how HEF continued to carry out our mission. In March, within days of school closures, HEF devised a plan to get core school supplies into the hands of students who needed them most. We adapted our programs and delivered $193,000 in supplies to more than 90 of our highest needs schools to support 20,000+ students as they transitioned to eLearning for the rest of the school year.

Bridging the Digital Divide

During the pandemic, digital inequities surfaced with our highest needs students who lacked vital internet access to successfully connect with their teachers and eLearning platforms from home. HEF created a Digital Equity Team to proactively find solutions to the digital divide and ensure students had adequate access. With support from our generous community partners and in collaboration with the school district, HEF distributed free Wi-Fi hotspots and tablets to help more than 800 families—providing the opportunity for students to access their online learning. Our work continued into the summer to keep students connected during extended learning and to prevent learning loss over the break. Our laser focus on digital equity continues in the 2020-2021 school year.

Lending a Helping Hand

Hillsborough Education Foundation was able to provide Hillsborough County Public Schools families with 600+ meal kits for emergency food assistance, thanks to a generous donation from Feeding Children Everywhere and Chick-fil-A Tampa Bay. We donated 8,200+ transparency sheets from our Teaching Tools Resource Center to Tampa Hackenspace to create reusable face shields that can cover surgical or N95 masks and extend the life of these limited medical supplies during the COVID-19 pandemic by adding a layer of protection. Tampa Bay Lightning wing Alex Killorn presented Hillsborough Education Foundation with a $50,000+ donation from his “Dock Talk with Killer” t-shirt sales, promoting his Instagram show. His generous contribution will support Hillsborough County Public Schools students in need.

Strengthening Public Education through Our Work

Awards & Accolades

We’ve continued to strengthen Hillsborough Education Foundation’s brand while simultaneously strengthening public education in Hillsborough County. We are proud to receive recognition from state and local organizations and leaders for our work.

COVID-19 Heroes of Tampa Bay Award

7,000 people across Tampa Bay voted, and out of 58 nominees, Hillsborough Education Foundation was one of 19 recipients honored with a COVID-19 Heroes of Tampa Bay Award presented by Mayor Jane Castor! We are incredibly proud of this recognition for our team’s work during the pandemic to support Hillsborough County Public Schools teachers and students in need by providing essential supplies, virtual mentoring, helping to bridge the digital divide and so much more.

Rated Exemplary by Foundations for Excellence

We are proud to receive the highest distinction of exemplary by the Consortium of Florida Education Foundations.

Foundations for Excellence sets quality performance standards in six key areas for local education foundations in Florida including Mission and Strategy; Program Quality; Board and Leadership; Fundraising and Sustainability; Partnership, Public Awareness and Engagement; and Effective Business and Organizational Operation. The rating is a reflection of our practices, policies and systems that we have in place to ensure the long-term success and sustainability of HEF!

Silver ADDY Award - Visual Logo Design

We love our new logo, and so does the American Advertising Federation of Tampa Bay! After launching our brand redesign, we were thrilled to learn our new logo, designed by Trickey Jennus, won a Silver ADDY Award for Elements of Advertising – Visual Logo Design.
More than 150,000 students in Hillsborough County Public Schools qualify for free or reduced-price lunch. Many students don’t have some of the most basic supplies—paper, pencils or a backpack—that they need to be ready to learn. Our Teaching Tools Resource Center helps erase the need by providing free school supplies and classroom resources to students and teachers in our highest-needs schools. This support helps ensure all students have access to the tools they need to achieve both academic and personal success and alleviates the strain on teachers to purchase supplies out of their own budgets.

97% of teachers say supplies from the Teaching Tools Resource Center give them the ability to create a more equal learning environment.

HEF has new wheels! We purchased a Box Truck in June 2020 to allow us to make school deliveries and donation pick-ups more efficiently. It also reduces our costs and eliminates the need to rent a truck.

I don’t have to worry about the pencil a student needs. I can give them one and it really builds trust. It makes them feel special and it makes them feel like the classroom is a safe place they can learn.

Leah Burger
Cleveland Elementary 4th Grade Teacher, Teaching Tools Resource Center Shopper

8,877
SHOPPING TRIPS

5,245
STORE VOLUNTEER HOURS LOGGED

108K+
STUDENTS SERVED

$2.7M
SCHOOL SUPPLIES DISTRIBUTED

2,937
HCPS TEACHERS AVERAGED

$257
PER SHOPPING CART

191
OF OUR HIGHEST NEEDS SCHOOLS SERVED

The Impact of our Teaching Tools Resource Center

March 14, 2020 was the last day teachers could access our store in person. When schools closed due to the pandemic, so did our Teaching Tools Resource Center and we suspended online ordering for the entire fourth quarter. Since the transition to eLearning happened during Spring Break, many students didn’t have the vital supplies they needed for learning from home. We cleared the shelves and distributed the bulk of our supplies to schools to meet the needs of our most vulnerable students. Despite these changes and challenges, we are proud of our impact.

Increased Need for Online Ordering

The schools we serve are spread out across 1,200 square miles of the county. In the first half of the school year, the demand for ordering supplies online continued to grow—orders were up 81 percent from last year! That was before the pandemic drastically changed the way we operate. In the spring, our highest needs schools received special deliveries of school supplies. For the 2020-2021 school year, all orders from the 191 eligible schools are placed online for pickup or delivery to 22 outlying schools.
Strengthening Public Education with Mentoring

Hillsborough Education Foundation’s Take Stock in Children program is one of the largest mentoring programs in Tampa Bay. Our program provides low-income students with a caring adult volunteer mentor devoted to supporting a student’s academic and future success, as well as continuous involvement from skilled College Success Coaches who engage in educational and career counseling and the commitment of a Florida Prepaid college scholarship upon successful completion of the program. Additionally, workshops on topics such as soft skill development, college and career readiness and financial aid are provided.

Adapting our Mentoring Program to COVID-19

As COVID-19 closed schools in the spring, our entire mentoring operation had to transition to virtual mentoring for our 359 mentees. Our team worked to connect with students in online one-on-one mentoring and success coaching sessions and offered topic-based group mentoring, including a COVID-19 Q&A, resume writing tutorial and more.

Our Mentoring Program Earned a Perfect Score

Each year, the Take Stock in Children state office evaluates the performance of our mentoring program using a tool called the Balanced Scorecard (BSC). We are scored on several different metrics including the:

- Percentage of students with 15+ mentoring sessions
- Quality of support given to students by their College Success Coaches.
- Number of and opportunity for relevant workshops and fulfillment of the state grant requirements.

This year, for the first time in the history of our program, we have received a rating of Gold (the highest rating) and earned a perfect score of 100!

We are so incredibly proud of our team, and we can’t thank our dedicated mentors enough for helping to make this achievement possible—especially in light of the challenges faced at the end of the year. We exceeded our goals and continued to support students despite all the obstacles.

Connecting Virtually During the Pandemic

1,691 Virtual Mentoring Sessions

18 Virtual Group Webinars

70 Seniors celebrated during Virtual Sendoff

It means a lot to me to be a part of the TSIC program and to have a scholarship and a great mentor. Everything the program has done for me has made me very prepared, and I feel like I’m on the road to success. Having a mentor is fun and makes me feel more confident in my ability to get into college. After high school, I plan to go to college and study Cardiology.

— Kyah
Student | Take Stock In Children

I believe I can make a difference in a young person’s life. I try foster a good communication with my mentee and instill that going to college will open doors for her—having that education is very important in order to be successful in life. Plus, the scholarship is a great way to start that journey. I enjoy mentoring very much.

— Norma Thomas
Kyah’s Mentor | Take Stock In Children
Strengthening Public Education with Teacher Support & Recognition

HEF also provides financial assistance and scholarships for ongoing education and professional development, as well as for teachers seeking National Board Certification. Each year, we host HEF’s Excellence in Education Awards with more than 1,800 attendees. This premiere event celebrates educators and school personnel who consistently utilize their talents to ensure students receive the best education possible. It’s an opportunity for our community to show our appreciation and honor the best of the best in our district. At this year’s ceremony, 705 nominees, thirteen finalists and ultimately three winners were recognized in three categories.

We realize our teachers are foundational to our students’ success. To show our support and gratitude during Teacher Appreciation Week, we held daily giveaways with a grand prize of a $500 Classroom Enrichment grant.

Through grant funded projects, teachers reported student improvement in:
- Subject matter knowledge
- Critical thinking
- Problem-solving skills
- Reading comprehension
- Social skills
- Grades

2019-2020 School Year

$58,032

Professional Development

Hillsborough County School System

2019-2020 IMPACT REPORT / 13

Teacher Appreciation Week

We realize our teachers are foundational to our students’ success. To show our support and gratitude during Teacher Appreciation Week, we held daily giveaways with a grand prize of a $500 Classroom Enrichment grant.

Teachers shared pictures with us how they were adapting to working from home.

2019-2020 School Year

$58,032

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Hillsborough County School System

2019-2020 IMPACT REPORT / 13

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Teachers shared pictures with us how they were adapting to working from home.
Strengthening Public Education with Scholarships

Hillsborough Education Foundation works to ensure that all students have equitable opportunities to benefit from high-quality public education—to graduate prepared for postsecondary, career and life success.

Every year, HEF provides more than $400K in scholarships to Hillsborough County high school seniors, ranging from $500 to $15,000.

We are able to support students’ dreams of pursuing higher education through the generosity of our business partners, community organizations and individual donors. For many students affording the opportunity can be a financial strain on families. These scholarships can help ease that stress and positively impact students’ lives and the future of our community.

In the 2019-20 school year, HEF awarded $420,092 in scholarships to 220 Hillsborough County seniors.

Additionally, our mentoring program provides at least a 2-year Florida Prepaid scholarship to mentees who successfully complete program requirements. Between the two types of scholarships, HEF provides $1 million worth of scholarships annually.

“This scholarship has helped reduce the financial burdens of college allowing me to focus on my grades and extracurriculars to build a strong application for medical school. There is an incredible sense of gratitude and comfort I feel knowing that there are people who believe in me, and my education. Thank you for your help in making my dreams come true.”

CHRISTINA HONG
Scholarship Recipient, USF Student, Majoring in Cell and Molecular Biology

Strengthening Public Education with College & Career Readiness

Education is the number one factor that will determine our next generation of workforce and leaders. Students who graduate are more likely to enroll in postsecondary education, which results in a larger talent pipeline and sustainable prosperity for the future of Tampa Bay.

HEF provides webinars and workshops on various topics around skill building, college preparation and career exploration, in addition to tutoring for our mentees and paid student internships. While some activities have been postponed due to the pandemic, transitioning to virtual workshops allowed us to expand our program and provide more online learning opportunities for students.

2019-2020 School Year

516 students

516 high school and technical college students participated in 46 workshops

Our workshops effectively prepare students for their future:

90+% of students surveyed reported increased confidence in choosing their postsecondary pathway, and increased confidence in understanding and exploring funding options.
LITERACY

Literacy is the foundation for student success in school and in life. HEF is committed to addressing the low literacy rates in Hillsborough County and fostering a love of reading for students. Unfortunately, not all students have books at their fingertips, especially during the COVID-19 pandemic and learning from home.

Storytime Online

In the spring semester, HEF partnered with the Tampa Bay Chamber, Hillsborough County Public Schools and Scholastic to expand the Storytime Online initiative, originally launched by Hillsborough County School Board Member Dr. Stacy Hahn.

60 business and community leaders signed up to read a book aloud to students—virtually! Reading aloud to children helps with vocabulary, writing skills, attention span and memory.

HEF Neighborhood Libraries

During COVID-19 restrictions, school media centers and public libraries had to close their doors. To help ensure our most vulnerable students had access to books, we launched the HEF Neighborhood Libraries initiative.

Forty book-sharing boxes will be installed around the community at or near our highest needs schools and filled with books. The libraries serve as a place where neighbors are encouraged to leave or take a book for students of all ages on a variety of subjects.

Volunteers

HEF would not be able to provide the same level of support to students and teachers without the dedication and helping hands of our valued volunteers. From our mentors to community members who volunteer to restock shelves, package supplies or review scholarships—they spend thousands of hours working on projects from home and on-site giving back to our community and helping strengthen public education.

We’re grateful for our more than 1,200 volunteers:

- Teaching Tools Resource Center: 725
- Mentors: 292
- Scholarship Reviewers: 237

Financials

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<tr>
<th>Financial Summary</th>
<th>Fiscal Year Ending June 30, 2020</th>
<th>2019</th>
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<tbody>
<tr>
<td>Contributions</td>
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<td>Fundraising Event, net</td>
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<td>Donated Goods &amp; Services</td>
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<td>Government Grants &amp; Other Grants</td>
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<td><strong>$7,327,266</strong></td>
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<tr>
<td>Program Services</td>
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<td>Management and General</td>
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<td>Development/Fundraising</td>
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<tr>
<td><strong>TOTAL PROGRAM SERVICES &amp; EXPENSES</strong></td>
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<td><strong>$7,264,803</strong></td>
</tr>
</tbody>
</table>

THANK YOU IN-KIND PARTNERS!

Thank you to 290 individual and corporate partners who donated more than $1.1 million worth of in-kind gifts in 2019-2020.

Special thanks to the Kids in Need Foundation for connecting us with corporate partners across the United States that provide us with school supplies for students in need.

Because of our generous partners, we were able to help more than 108,000+ students in Hillsborough County in 2019-2020.

For every dollar you invest in HEF, 92 cents is used directly for our programs supporting students and teachers.
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*As of December 2020