











2020-2021 IMPACT REPORT











DREW MARSHALLHEF Board Chair

Over the past year, each of us has had to adapt to the pandemic, but there are few entities that have been more drastically impacted by COVID-19 than public education.

As a leader and advocate for strengthening public education, Hillsborough Education Foundation adapted our programs to meet the needs of our teachers and students; especially our most vulnerable, who prior to the pandemic were already lacking the vital resources needed for academic success in comparison to their peers. The pandemic exacerbated these inequities and we realized if we did not act, the achievement gap would drastically widen, taking years for vulnerable students to recover.

During this pandemic and beyond, HEF is committed to working tirelessly to close the digital divide and provide school supplies, virtual mentoring, college and career readiness programs, classroom grants and more to support our students and teachers.

We believe that public school success is vital to our future workforce and our county's



KIM JOWELL HEF CEO

sustainable prosperity, and we are grateful to our partners who have stepped up to help. With the community's generosity, we raised nearly \$7 million dollars to support our programs and the students and teachers in our district's highest needs schools.

Every student should have access and opportunity to benefit from a high-quality public education—a lack of resources should not be a barrier for students to learn. In the year ahead, we will continue to be laser-focused on creating equity in education, closing achievement gaps for students and creating meaningful, sustainable change.

As a HEF supporter, we know you join us in caring about our children and making our community the best it can be today and for all our tomorrows.





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OUR MISSION

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.

OUR IMPACT

Hillsborough Education Foundation is diverse in our initiatives to meet the needs of the 217,000+ students and 24,000+ employees in Hillsborough County Public Schools, the 7th largest school district in the country.

OUR CORE BELIEFS

EVERY STUDENT MATTERS

Every student has the potential for success.

EFFECTIVE TEACHERS ARE FOUNDATIONAL TO STUDENT SUCCESS

Empowering teachers with the resources and support they need to be effective in the classroom is critical for student achievement.

SUCCESS RELIES ON RELATIONSHIPS

Our success relies on strong relationships. We are committed to being a strategic partner with Hillsborough County Public Schools and other partners with common goals to multiply our contributions and maximize our impact on student success.

EQUITY OF OPPORTUNITY

Every student should have access and equity of opportunity to benefit from high-quality education.

EDUCATION IS KEY TO A
PROSPEROUS COMMUNITY

Education ensures a strong, thriving community. Preparing students to enter postsecondary and career pathways is critical for a strong workforce and sustainable prosperity.

CONTINUOUS IMPROVEMENT

Relentlessly pursue continuous improvement and excellence in program delivery, processes and services using data and informed practices.

2020-2021 IMPACT REPORT / 4

Our **Teaching Tools Resource Center** provides teachers from our highest needs schools with the opportunity to shop for free core school supplies and other classroom resources.

Students benefit by having the basic tools needed to be engaged in their learning and teachers benefit from the additional resources and reduced personal spending.

The COVID-19 pandemic increased the demand for supplies, while decreasing the number of businesses and community supporters hosting supply drives — both had a drastic impact on our inventory. We are grateful for our volunteers and local companies who stepped up to help at a time when financially-strained families needed us most.



We Value our Volunteers

Last year volunteers spent **2,571 hours** in our Teaching Tools
Resource Center stocking the
shelves, preparing teachers'
online orders and making
special deliveries to schools! We
couldn't carry out our mission
without our amazing volunteers.



2020-2021 School Year

Provided nearly **\$2.5** million in supplies

Impacted 164 Title I schools that serve almost 100,000 students

HEF's Donors Help Keep Classrooms Clean, Students and Teachers Safe as Schools Reopen During the Pandemic



Humana Donates 229,000 Face Masks

As students and teachers headed back to the classroom for the start of the 2020-2021 school year, they were required to wear masks. Humana wanted to make sure everyone who needed a mask had one, so the company, in partnership with JPR Medical, generously donated 229,000 masks to HEF to help distribute them to all public schools in Hillsborough County.



Lysol Provides Disinfecting Wipes

Since the start of the pandemic Lysol has donated 180,000+ disinfecting wipes to HEF through our partnership with Kids In Need Foundation (KINF) to help keep schools clean and students and staff healthy. HEF is part of the nationwide distribution to our highest needs schools to help curb COVID-19, allowing teachers and students to focus on education.



Hand Sanitizer Donation from RCP

To help keep hands clean at our district's
Title I schools, HEF received 17,400 bottles
of hand sanitizer from Rubbermaid
Commercial Products, part of Newell Brands,
through a partnership with KINF.
We were the only organization in Florida to
receive these supplies as part of RCP's
Back to Clean initiative.





STRENGTHENING PUBLIC EDUCATION

THROUGH DIGITAL EQUITY

With support from our community, Hillsborough Education Foundation has worked tirelessly to close the digital divide and homework gap for at-risk students. Our innovative program provides critical internet access and devices to families in need, so students can connect to their online learning platforms and complete their schoolwork. Our team works to ensure the entire family is engaged in students' learning by providing individualized coaching, resources and ongoing support to increase digital literacy skills for parents and students.

HEF's Digital Equity Initiative Serving as a Model Across the State

HEF's Digital Equity Initiative has been recognized at the state level for leading the way to reduce learning barriers for disadvantaged families and students in rural areas.

The Consortium of Florida Education Foundations has recognized HEF's efforts to bridge the digital divide as one of the Top 10 Takeaways for Education Innovation during the pandemic that should continue to provide digital literacy, training and one-on-one support to families.

Impacting Students and Families



"You are a true blessing to our family and very supportive throughout the process.

We will forever be grateful!"



Our program and the lessons learned from our Digital Equity Initiative are now being replicated in five other Florida counties through local education foundations with support from statewide funding.

From the start of the pandemic through the 2020-21 school year (March 2020-June 2021), HEF has provided:

1,700+
students with devices



\$1.3 million

secured since March 2020 to close the digital divide in Hillsborough County. We believe with the proper technology and support, our most vulnerable students will have the ability to keep pace with their peers and narrow the achievement gaps that have widened during the pandemic.



eLearning Support

Our eLearning coaches have spent 1,500+ hours since the start of the pandemic through the 2020-2021 school year conducting technology assessments, device and application training and instruction for computer operations and cybersecurity. We also provide ongoing support for parents and students to expand their understanding and use of educational platforms.

We are so proud of what we've been able to accomplish with the help of our community.

Thank you to these supporters who generously helped fund the foundational years of our Digital Equity Initiative.





















PwC Charitable Foundation



Crowe Foundation

Together we can continue to bridge the digital divide, ensuring that all students have access to the resources they need for success in school and in life.

The Impact of Super Bowl LV

It was a memorable year with the Tampa Bay Buccaneers making history—winning Super Bowl LV in our home stadium. The impact of hosting the game went far beyond the field.



The NFL teamed up with HEF to bridge the digital divide and donated \$50,000 for Hillsborough County Public Schools students experiencing problems connecting to their eLearning platforms.

Bucs safety **Antoine**Winfield, Jr. turned a fine for his peace sign during the game into something positive for students.
He matched the \$7,815 fine and donated it to HEF to help support students in the Buccaneers Youth Leadership program—and the Bucs Social Justice Fund matched Winfield's donation.



The community donated school supplies and books to HEF



through **NFL Green's Super Kids-Super Sharing** project.

Another win? After the big game **HEF received SBLV items** to give back to the students and teachers we serve.





STRENGTHENING PUBLIC EDUCATION

Our mentoring program, one of the largest in Tampa Bay, provides low-income students with a caring volunteer mentor, guidance from a HEF College Success Coach and the opportunity to earn at least a 2-year Florida Prepaid college scholarship.

We served **370 deserving students** in Hillsborough County Public Schools in the 2020-2021 school year. During the pandemic, we transitioned entirely to virtual mentoring and staff continued to coordinate thousands of online mentoring sessions.

HEF also provides monthly webinars for students around skill building, college and career readiness, financial aid and college applications. We offer SAT/ACT prep materials, tutoring and grade level roadmaps to guide students and ensure they're on track for graduation.

Studies show students with a mentor have better school attendance, better attitudes toward school and are more likely to enroll in college. Our mentoring program is devoted to supporting students' academic and future success.

WITH MENTORING



For the second year in a row, our Take Stock in Children mentoring program has achieved Gold status (highest rating) from the TSIC state office, plus received a perfect score on our Balanced Scorecard.

We are scored on several metrics including the:

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

We are tremendously proud of our team and we can't thank our dedicated mentors enough for helping to make this achievement possible.

2020-2021 School Year

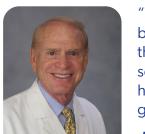


Our volunteer mentors devoted their time to **5,941 mentoring sessions**.

100% of our 77 Seniors graduated in the Class of 2021.

Compared to 79.6% of their at-risk peers in

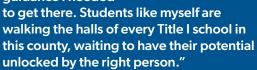
*Most recent data: 2019-20, Florida Department of Education



"The most rewarding part of being a mentor has been observing my mentee's perserverance despite the many obstacles he has faced during his high school career. Navigating these obstacles as a team has formed a bond between us and hopefully has given him a model to find success in the future."

-Dr. Anthony Pizzo, HEF's 2021 Mentor of the Year mentored Caliph, a 2021 graduate, for 5 years.

"I am a child of two immigrants from a low-income household. My achievements were inspired by people in HEF's TSIC mentoring program who told me I was capable and gave me the guidance I needed



-Ankit Patel, HEF's 2021 Senior of the Year Graduated from Plant City High School with a 10.08 weighted GPA. He is now studying at USF to become a doctor.

STRENGTHENING PUBLIC EDUCATION

WITH SCHOLARSHIPS

Hillsborough Education Foundation is able to support students' dreams of pursing higher education through the generosity of our business partners, community organizations and individual donors.

HEF awarded \$1.1 million dollars to 2021 graduates through our Take Stock in Children mentoring program and Community Scholarships.

These scholarships help reduce the financial burden on families and make access to college possible for hundreds of Hillsborough County students.



Jonathan, a HEF mentee and 2021 graduate of Tampa Bay Technical High School, received a 4-year scholarship to Florida State University from the Tampa Bay Seminole Club. He is the first in his family to attend college and is pursuing a degree in Studio Art.

"Making it from immigrants who had nothing to having a son going to college in the United States is a big accomplishment for my parents and myself. I have never had this kind of support. Without my mentor and this program, I wouldn't be the person who I am today. Thank you for having this confidence in me."

"Thank you for allowing me to be able to invest in my future with a college education. My dream has always been to become a nurse like my mother, and especially so now considering the current shortage and the pandemic. Thanks to you, I will be able to fund and achieve my dreams and goals, and for that I am forever appreciative."

- Emily, HEF Community Scholarship Recipient,
 USF Nursing Student
 Bloomingdale Civic Association Fund Scholarship



In 202 applic

Volunteer Scholarship Reviewers

In 2021, HEF received more than 1,300 scholarship applications and awarded nearly 200 Community Scholarships. It's a feat that wouldn't be possible without our 223 volunteer reviewers who collectively spent about 1,000 hours reading and scoring applications.





STRENGTHENING PUBLIC EDUCATION

WITH SCHOOL & CLASSROOM ENRICHMENT

STRENGTHENING PUBLIC EDUCATION

WITH TEACHER SUPPORT & RECOGNITION

Enrichment grants to largescale districtwide events like the Regional STEM Fair and Scholastic Art and Writing Awards, we are funding innovative ideas and programs to help excite the brilliant young minds of our future leaders and better engage students in their learning.





Funding for "Young Entrepreneurs at Mann" inspired students to create their own business plan and promotional materials. "Thank you for your unwavering dedication and support to the education of our next generation of community leaders. Your donation will continue to bring joy to Business Technology students and many more on our campus for years to come."

- Shenita Long, Mann Middle School Teacher

As part of our focus on equity, HEF also provides financial assistance to our highest needs schools that lack funding to increase parent engagement, plus incentives for students to improve attendance, behavior and course performance.

Teachers find grant funded projects increase students' motivation with specific improvements in:

- Subject matter knowledge
- Critical thinking
- Problem-solving skills
- Reading comprehension
- Social skills

HEF provided \$435K in funding during the 2020-2021 school year for educational and enrichment opportunities that positively impact and improve students' academic performance.

To facilitate our grants program, we use an online platform that enables teachers and administrators to request funding. Projects and programs can be supported through the collective efforts of individual investors and Hillsborough Education Foundation.

Throughout the year, **HEF** awarded 134 School and Classroom Enrichment grants.



90% of teachers report an increased ability to use effective instructional strategies through resources and enrichment funding. We believe effective teachers are foundational to student success. During the 2020-2021 school year, HEF funded **\$247K in teacher support, recognition and development**. Our teachers in Hillsborough County are shaping students' lives and the future of our community. HEF applauds their work to strengthen public education, create equity and empower students to succeed.

2021 Excellence in Education Awards

Our annual Excellence in Education Awards recognizes teachers and school personnel who go above and beyond to ensure students receive the best education.

This year's ceremony looked a little different because of the pandemic—our "Mask-a-rade" themed celebration was a virtual/in-person hybrid event.

As we reflected on the impact so many staff had during the crisis, it made the 2021 awards extra special.

We honored 678 nominees from schools across Hillsborough County, including twelve finalists, with a winner named live from Blake High School as the Ida S. Baker Diversity Educator of the Year, Instructional Support Employee of the Year and Teacher of the Year.

Development and Certifications

Continuous learning is critical for teachers to further their knowledge of effective practices that result in academic gains for students, but funding is often limited.

HEF provides financial assistance for ongoing education and professional development for teachers seeking National Board Certification and for Professional Learning Communities, where educators collaborate on improving teaching skills and students' performance.





Congratulations to our 2021 Winners!

Instructional Support Employee of the Year:

Michael Helton, Dawson Elementary

Teacher of the Year:

Laura Meehan, Caminiti Exceptional Center Ida S. Baker Diversity Educator of the Year:

Chardae Duffy, Woodson PK-8

Teacher Appreciation Week - May 2021

This school year was unlike any other. Teachers had to rise to the many challenges they faced navigating the pandemic and eLearning.

To show our support and gratitude, 30 local businesses joined HEF in partnership with the district to offer discounts for area restaurants and entertainment during Teacher Appreciation Week.

More than 2,000 teachers engaged in our daily social media giveaways, where we awarded gift baskets worth hundreds of dollars, thanks to the generosity of our community partners. Plus, five teachers each received a \$500 School and Classroom Enrichment grant.

"This year has shown every single teacher that we are flexible, resilient and able to climb any mountain. Thanks for everything you all to reward teachers!"

- Sabrina Tshiamalenge, Sheehy Elementary 5th Grade Teacher





THROUGH ADVOCACY

FINANCIALS

Hillsborough Education Foundation exists to help strengthen public education. We advocate for our public schools at the local and state level to ensure our district receives the resources and support necessary to meet the needs of all students. Florida continues to rank among the lowest in the nation for K-12 public education funding. Especially during a time of budget uncertainty and unprecedented challenges related to the pandemic, we need to invest more in our underfunded public schools.

Advocacy Priorities

PUBLIC EDUCATION

Increase funding to provide equitable educational opportu for all students within safe and secure learning environments

STUDENT SUCCESS

INVEST IN

EARLY LEARNING

Increase access t early childhood learning and fund high-quality instructional programs **OUR TEACHERS**

Demonstrate the importance of our educators by increasing teacher compensation and funding nnovative ways to prepare, attract nd retain high-quality teachers

INVEST IN MENTORING **PROGRAMS**

crease funding to expand quality youth entoring programs r at-risk students

\$246M Invested in Referendum Funding

In 2018, HEF advocated for the passage of the half-penny sales tax referendum and voters overwhelmingly approved it.

Money from the ten-year referendum is funding major infrastructure projects at school sites countywide—improving the learning conditions for students and the working conditions for staff.

330 projects have been completed through June 2021, such as:

203 air conditioning units replaced

\$23M in Safety and Security enhancements

\$25M in Technology Upgrades

A Citizen Oversight Committee, chaired by HEF Board Member Betty Castor, oversees the spending and completion of the projects and provides transparency to taxpayers.

1,785 projects are expected to be completed over the ten-year referendum.

Bringing Together Business and School Leaders for CEOs in Schools



Our CEOs in Schools program in partnership with Vistra Communications and Hillsborough County Public Schools pairs CEOs and

senior executives with principals at local elementary schools to spend an unforgettable day experiencing the challenges and opportunities facing our public schools.

In its second year, Vistra CEO and program founder Brian Butler partnered with HEF to lead CEOs in Schools into the future.

This innovative initiative helps strengthen public education today and forges relationships to make a lasting impact on our next generation of workers and leaders.

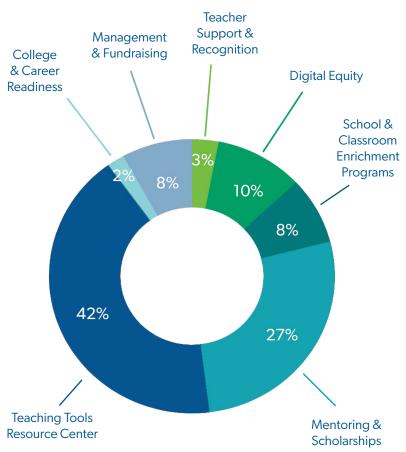


(L-R) Principal Ryan Moody, HEF CEO Kim Jowell, Program Participant Tara Battiato from the Tampa Bay Buccaneers and Vistra CEO Brian Butler.



Financial Summary Fiscal Year Ending June 30, 2021 per audited statements 2021 2020 **PUBLIC SUPPORT AND REVENUE** Contributions 28% \$2,158,184 \$1.891.087 3% Fundraising Event, net \$232,848 \$294,122 35% \$2,738,371 \$3,038,858 **Donated Goods & Services** \$1,677,650 Government Grants & Other Grants 21% \$1,815,182 13% \$991,108 \$41,211 Investment Income **TOTAL PUBLIC SUPPORT & REVENUE** \$7,798,161 \$7,080,460 **PROGRAM SERVICES AND EXPENSES** 92% \$6,361,860 \$6,397,183 **Program Services** \$232,108 \$263,065 Management and General 3% 5% \$308.874 \$288.785 Development/Fundraising \$6,902,842 \$6,949,033 **TOTAL PROGRAM SERVICES & EXPENSES**

Programs & Expenditures



92 CENTS

of every dollar you invest is used directly for our initiatives. Our dedication to being responsible stewards of donors' contributions has earned these accolades.







THANK YOU IN-KIND PARTNERS!

Thank you to **203** individual and corporate partners who donated more than \$1.9 million worth of in-kind gifts in 2020-2021.

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 nearly 100,000 students in Hillsborough County in the 2020-2021 school year.





OUR PARTNERS

100,000+

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Caspers Company McDonald's*

Children's Board of Hillsborough County

Community Foundation Tampa Bay, Inc.

Consortium of Florida Education Foundations

Estate of John H. Kaack

The Mosaic Company

Spurlino Foundation Suncoast Credit Union*

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75,000+

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Allegany Franciscan Ministries, Inc.

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Mary and Bob Sierra Family Foundation, Inc. National Football League

TECO Energy, Inc.

The Vinik Family Foundation

25,000+

Amscot Financial*

Borrell Electric Company, Inc.

Bristol Myers Squibb Friends of U.S. Military Families, Inc.

Hillsborough Co. Public Schools Employees

Hillsborough County Sheriff's Office*

Humana, Inc.*

Publix Super Markets Charities*

Publix Super Markets, Inc.

Rays Baseball Foundation, Inc.

Saunders Foundation

Tampa Bay Seminole Club

Think Big for Kids

Verizon

10,000+

Amazon.com Services, LLC

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Citi*

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5,000+

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DC Studio Architecture and Planning

Envision Lighting System

James L. Ferman, Jr.

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G. Randall lames

IE Dunn Construction Company

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Tate Kubler

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CPPI

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Roosevelt Elementary School PTA **lovce Sawver**

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Titan Electric Southeast

Walbridge Construction Wharton Smith, Inc.

Women in Defense Tampa Bay

1,000+

AIG AIM Engineering & Surveying, Inc.

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BAL Engineering, Inc. Bay Area Manufacturers Association

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500+

49 Authentik Pearls of P.O.I.S.E, Zeta Upsilon Chapter, FA10

Alafia River Chapter Daughters of the American Revolution

Paul Anton Andre Beaudry

Erin Bohacek

Samuel Brannan

Theresa Jean-Pierre Coy Gwen Drapela Bruce Faulmann

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Adam Waugh Lara Yates

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Robert and Christine Cohen Alison Diehl

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As of December 2021