



[www.foundation4fusd.org](http://www.foundation4fusd.org)

*The* **FOUNDATION**  
*for* **FRESNO UNIFIED STUDENTS**



# **COMMUNITY IMPACT REPORT**

## **2024**

Learn. Innovate. Amplify.



## OUR MISSION

The Foundation for Fresno Unified Students works to help make sure every student, in every school, has the tools and resources to reach their highest potential.

As the strategic fundraising partner for Fresno Unified, we gather with our schools and greater community to accelerate progress for our students through highlighting the great things going on in Fresno Unified and funding the highest-impact investments.

## OUR VISION

To empower every child to achieve more.

## OUR BOARD OF DIRECTORS

Robert Nelson, Ed.D., Chairman  
Misty Her, Vice Chairman  
Wendy McCulley, President & CEO  
Elizabeth Dooley, Treasurer  
Antonio Avila, Secretary  
Allysunn Walker, Board Member  
Pao Yang, Board Member



# MESSAGE FROM OUR CEO

## *Accelerating student achievement.*

Thanks to you, in just a few short years, The Foundation for Fresno Unified Schools has built a strong organizational base and loyal group of early supporters upon which to grow.

Led by a dedicated Board of Directors, The Foundation is poised for advancement. Our operational mission, vision, core values, and bylaws guide our meaningful work and keep us squarely focused on what is in the best interests of Fresno Unified students.

The majority of K-12 students in Fresno attend Fresno Unified which is why we, along with our greater community, want to ensure that these kids get their very best start to success...because we know that at the heart of Fresno is an educated child.

Remember how going to school taught you to think, discover, create, and begin to imagine what is possible? Our students are just like you. They are worthy of investment, and philanthropy is the key to enriching opportunities for broader access, wellness, academic achievement, and social mobility. The Foundation for Fresno Unified Schools was founded to make sure every student, in every school, has the tools and resources to reach their full potential, and it is this very emphasis that has become the catalyst for changing our name to:

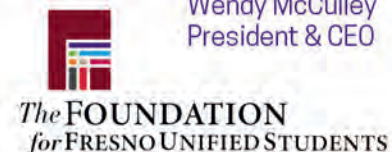
The Foundation for Fresno Unified **Students**

There is no question that donors give to do good and with support from donors, like you, our students have the opportunity to achieve more.

I hope you are inspired by the impact you are already making. This 2024 Annual Community Impact Report demonstrates the many ways The Foundation for Fresno Unified Students, together with you, is accelerating our students' ability to Learn. Innovate. Amplify.



Wendy McCulley  
President & CEO





# OUR STUDENTS\*



The heart of Fresno is an educated child.

Students in FUSD  
**69,327**

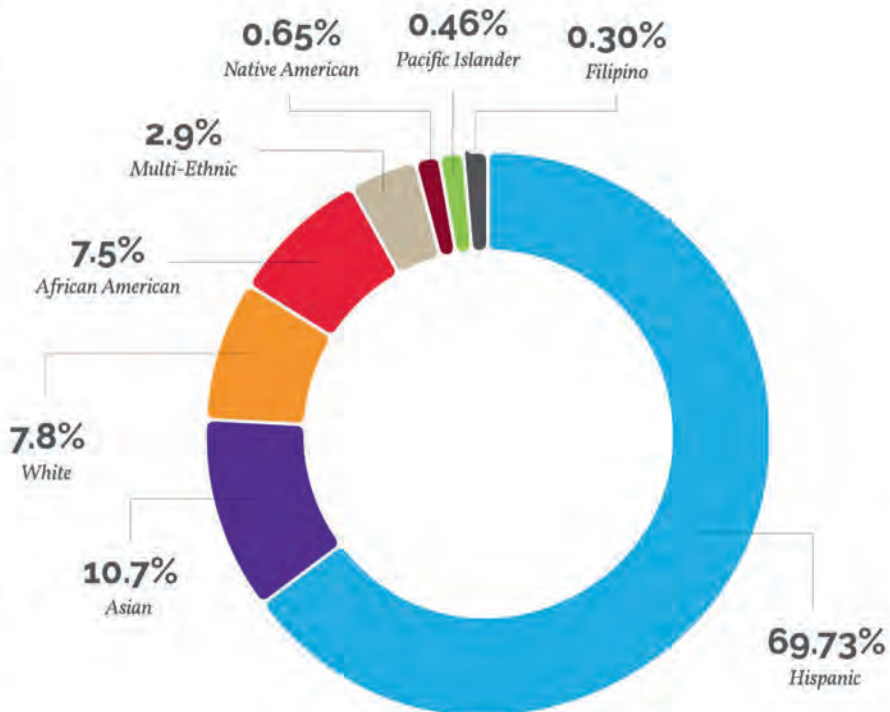
School Campuses  
**108**

Socio-Economically Disadvantaged  
**88%**

English Learners  
**20%**

Students with Disabilities  
**13%**

California Largest School Districts  
**3rd**



\*Data from FUSD Data Dashboard (2023).



# OUR FUTURE



We are in good  
hands!



# OUR FOUNDATION



We deepen a culture of philanthropy for Fresno Unified and our next generation of leaders by:



Generating Support



Unifying Efforts



Maximizing Impact



Sustaining Tomorrow



Enhancing Learning



Empowering Partnerships







# OUR CORNERSTONES

**We inspire and grow philanthropy to strengthen important student outcomes across the district:**

## LEARN

We foster diverse literacies and bolster district initiatives by offering academic support, apprenticeship programs, and opportunities for mini-grants, ensuring students have the tools to thrive.

## INNOVATE

We push the boundaries of K-12 education with groundbreaking technological and mental health innovations, providing students with resources that go beyond conventional standards.

## AMPLIFY

We empower students through mentorship, partnerships, and scholarships, magnifying their potential and opening doors to brighter futures.







# LEARN. INNOVATE. AMPLIFY.

## Every contribution, no matter how small, makes a significant difference.

Our Adopt-A-School program invites Fresno Unified school communities to submit wish lists of education-based needs not always able to be funded by the district. In our inaugural year, 66 schools shared their wishes, and 10 schools had their wishes come true!

When donors fulfill a wish, they become partners in education, directly contributing to the success and well-being of our students. Wishes can take many forms, but the most common include:

- **Donated Materials:** Essential items such as books, classroom supplies, and basic necessities like backpacks, shoes, coats, and sweatshirts.
- **Academic Support:** Tutors and academic mentors are in high demand for students who are struggling in class or just need a little extra assistance.
- **Student Mentoring:** Volunteers to guide students along their educational path. These mentors can be effective, positive role models offering students steady encouragement and advice.

Each item on a school's wish list represents a step toward a brighter future for our students. **Adopt-A-School: There are wishes waiting for you!**



### A Wish Fulfilled

The Foundation applied on behalf of Del Mar Elementary to be selected as one of 18 Title 1 elementary school recipients across the US for the Office Depot Start Proud! Back-to-School Program.

### Congratulations Del Mar Elementary!

This award provided:

- 1,000 backpacks worth of school supplies valued at \$120,000.
- One teacher named as All-Star Teacher along with equipment and supplies valued at \$2,000.
- Office Depot merchandise cards for the principal valued at \$20,000.
- A back-to-school assembly celebration on the first day of school.

Thanks to Office Depot, parents will not have to purchase backpacks and supplies for students this year!

The total value of Office Depot's generous donation is \$142,000!





# LEARN. INNOVATE. AMPLIFY.



We support and supplement district initiatives pioneering innovation in education.

Two examples are currently underway focused on delivering cutting-edge mental health resources and innovative technology education. With the support of student focus groups and advisory teams, Student Mental Health and Technology Education initiatives are informed by the student voice.

These initiatives will make a significant impact on our students' lives:

## 01. Student Mental Health

Our Student Mental Health initiative, in partnership with DoSomething Strategic, aims to reimagine mental health support across Fresno Unified. We are committed to creating a youth-centered mental health solution that prioritizes peer-to-peer support and actively involves students in the development process.

When we innovate in mental health, we directly contribute to our students' success and well-being through:

- Ecosystem Assessment: Auditing current mental health resources and identifying key gaps.
- Student Advisory Council: Ensuring student voices shape our strategy.
- Primary Research: Conducting focus groups, listening tours, and surveys to gather comprehensive data.
- Strategy Development and Implementation: Developing a strategic roadmap and engaging the community through town hall meetings.

## 02. Technology Education

Our Technology Education initiative, in collaboration with DARO, aims to revolutionize tech education throughout the district. Positioned strategically between Silicon Valley and Silicon Beach, Fresno has the potential to become a center for technological innovation. We are focused on bridging the gap between California's tech education standards and global advancements, ensuring our students are equipped for competitive careers in technology.

We achieve this by:

- Project Scoping and Initial Research: Assessing the regional technical landscape.
- Discovery and Stakeholder Engagement: Collecting insights from local stakeholders.
- Landscape Analysis and Review: Identifying gaps and opportunities for collaboration.
- Regional Convening: Bringing together key stakeholders to foster a sustainable technology ecosystem.







## Kimmy Liu - Senior

*“As a first-generation college student from a low-income Chinese American family, education was my path to a better future. My parents worked tirelessly to give me opportunities they never had. Overcoming the challenges of COVID, speech anxiety, and financial concerns, I found my place in Robotics and Asian clubs, embracing my identity. Winning the Amazon Scholarship was a dream come true, allowing me to attend Cal Poly San Luis Obispo without financial stress. I aim to work in engineering, address environmental issues, and pursue art, giving back to my family and community.”*



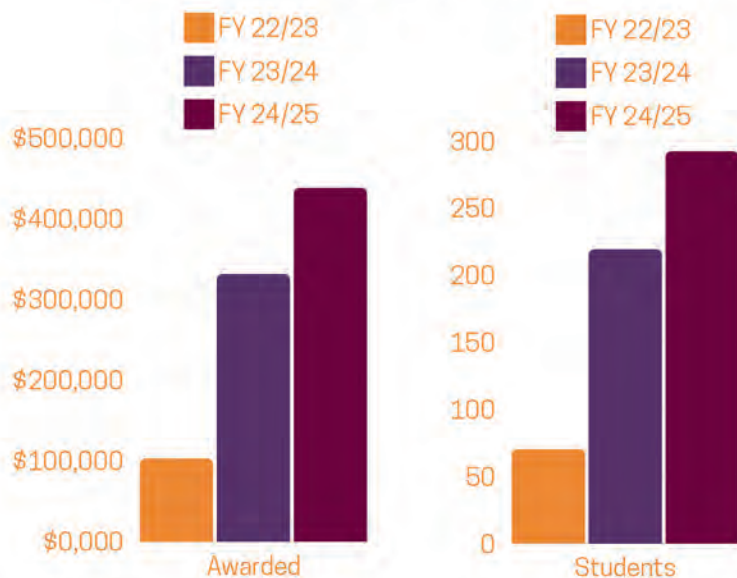
## Christian Delgado - Senior

*“Receiving the \$10,000 Amazon Scholarship is a beacon of hope for my dreams in filmmaking and photography. Middle school was tough, as math was a barrier and my dad’s illness added to the challenge. His resilience taught me perseverance. In high school, an IEP helped me find a passion for storytelling. Winning the scholarship at Bullard High’s awards ceremony felt surreal. It’s not just financial support but recognition of my journey and a step toward my dream of attending California State University, Northridge. This scholarship empowers me to pursue filmmaking and make a meaningful impact.”*

## BUILDING FUTURES, TOGETHER

**In partnership with you,** The Foundation for Fresno Unified Students again raised the bar, awarding over \$424,000 to 292 FUSD students. Although there are almost 5,000 graduating seniors worthy of investment each year, we are proud to award more scholarships than ever, rivaling some of the most philanthropic non-profit foundations in California. We work closely with donors to create impactful scholarship opportunities, whether through our scholarship fund, community scholarship fund, or establishing named scholarships, endowed or non-endowed.

## STUDENT SCHOLARSHIPS







**THANK YOU!**

**neighborhood**  
**INDUSTRIES**

Special thank you to Neighborhood Industries for warehousing and transporting clothing donations from one destination to the next. Neighborhood Thrift and Black Marketplace also served as external drop-off locations.

As partners, we are now exploring the feasibility of collection bins at strategic locations to generate additional revenue and to keep our high school clothing closets well-stocked. These bins will also support Neighborhood Industries' mission by promoting sustainable recycling practices.

## LEARN. INNOVATE. AMPLIFY.

### SUITED FOR SUCCESS

Graduating seniors want to look sharp as they pursue summer internships, job interviews, and collegiate opportunities. The Foundation for Fresno Unified Students helps these students dress for success by making professional clothing available for free. During our inaugural Suit Drive last year, we collected approximately 2,000 donated items from generous community donors. This year, we more than doubled our donations, reaching our 5,000-item goal to outfit students in our schools.

The clothing received was new or gently used. Drop-off locations were easy to access thanks to caring local retailers like Starbucks on Kern Street, Anthropologie in Fig Garden Shopping Center, J. Crew Factory in Riverpark Shopping Center, and Neighborhood Industries with two locations: Neighborhood Thrift and Black Marketplace. Be sure to thank these businesses for opening their doors to student success!

We also launched the first-ever Suited for Success shopping event at McLane High School with over 120 students who shopped until they dropped!







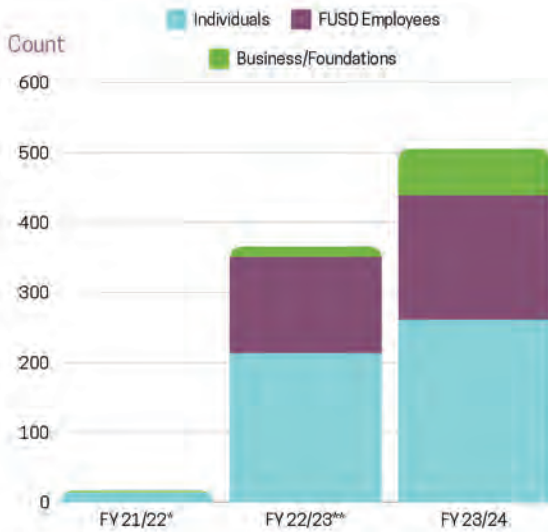
The FOUNDATION  
for FRESNO UNIFIED STUDENTS

# GROWING PHILANTHROPY

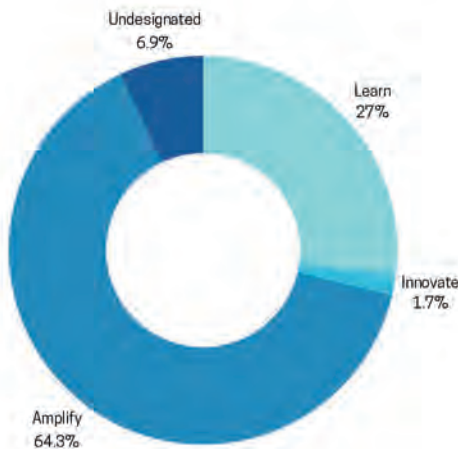
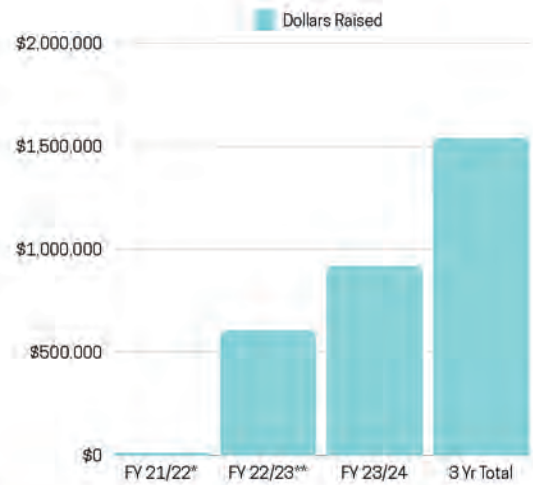


We foster a culture of philanthropy with the primary purpose of instilling a sense of ownership in our greater community, encouraging investment in accelerating educational outcomes and experiences for Fresno Unified students. We measure our impact through Return on Philanthropic Investment (ROPI) and Return on Mission (ROM). Our goal is to generate net financial gains sufficient to achieve our purpose while also coordinating mission-oriented efforts that produce social benefits greater than the resources invested.

Donors by Type



Donations Raised



\*\*In FY 22/23, we received an unexpected \$20M donation from philanthropist, MacKenzie Scott. This significant donation has become a catalyst for additional donor and investment giving.

Since the inception of The Foundation for Fresno Unified Students, our cornerstones have helped donors decide where to allocate their giving. The chart (at left) represents donor impact by cornerstone over the past three years. The innovation category was recently accelerated and is currently focused on student mental health and technology advancements.



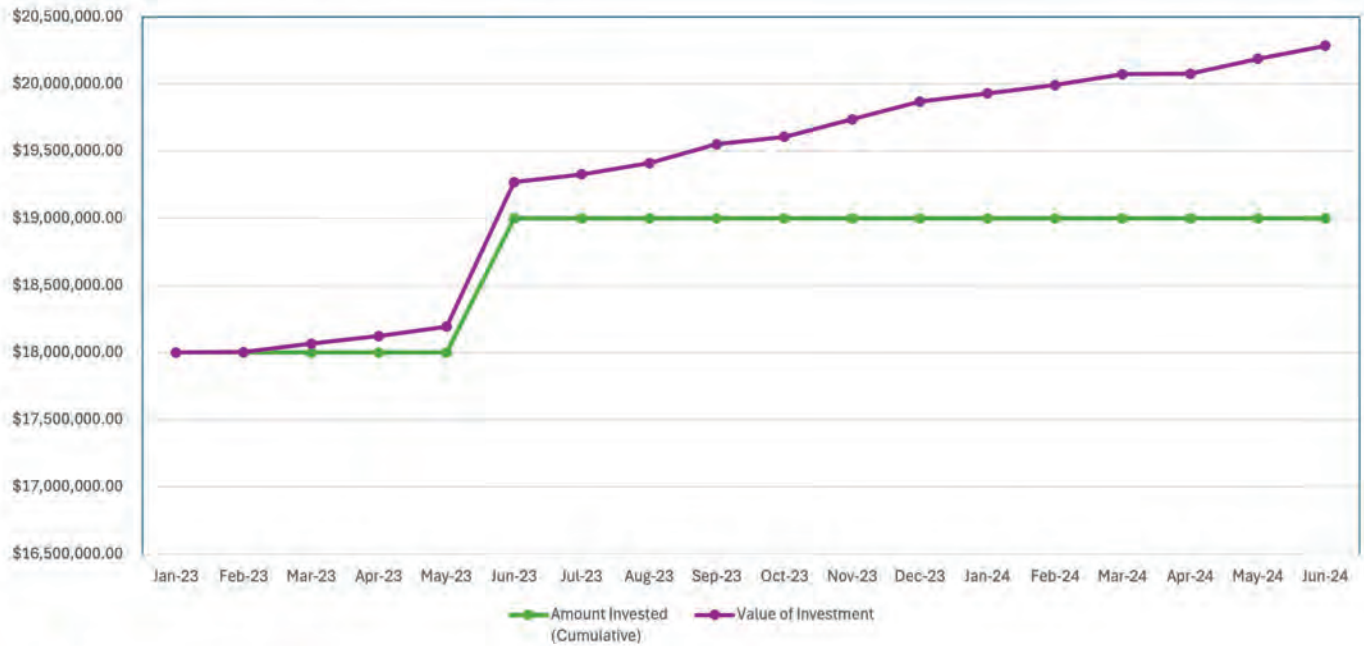
\*Employees may have donated directly to FUSD prior to inception.



# PHILANTHROPY HIGHLIGHTS



## INVESTMENT GROWTH



**ROPI**  
Return on Philanthropic Investment  
**\$1 : \$4.94**

**FUNDRAISING GROWTH RATE**  
**102%**

**ROM**  
Return on Mission

- Suited for Success
- Tablet Initiative
- Mentorships

	FY 22/23	FY 23/24
<b>Scholarship Awards</b>	\$332,000	\$439,000

**EVENTS ROPI**  
**\$1 : \$3.35**

**Power of ONE**  
(Our Network of Employees)

This year, 178 employee donors have given through payroll deduction for a total of \$21,404 with an average gift of \$110.







# STATE OF EDUCATION



***“Elevating the State of Education event to the grandeur of this year’s Gala exceeded all our expectations, showcasing The Foundation’s unparalleled ability to create transformative experiences that benefit students.”***

***- Superintendent Dr. Bob Nelson***







## THANK YOU!

There is an art to making tea, and we selected the perfect panelists to ensure the ideal blend! Our Foundation intern, Zera Brown, kick-started the event with the facilitation of our student panel, much to everyone’s enjoyment.

Thank you to Nikki Henry for setting the tone with expert facilitation, and to Mindy Casto for choosing a tea that prioritized community safety. Lorraine Salazar highlighted the value in every detail, while Robin McGehee infused the discussion with LGBTQ+ advocacy.

Jennifer Davis brought depth with her trauma expertise, Liset Garcia added a touch of spice, and Lindsay Sanders sweetened the experience with her focus on education.

Thank you all for making this event truly delightful!



## FILL YOUR CUP EVERY YEAR

In celebration of International Women’s Day and Women’s History Month, The Foundation for Fresno Unified Students hosted the lively ‘Spill the Tea’ event on March 7, 2024. Nearly 180 guests gathered at The Painted Table Event Center to hear from a diverse group of student and professional panelists. Topics ranged from education to agriculture, offering fresh perspectives and meaningful dialogue.

Thanks to the generous support of sponsors like US Bank and Curriculum Associates, along with contributions from district departments and others, the event was a great success. We also launched our Women’s Affinity Group, aiming to foster connections within our Central Valley community and advance The Foundation’s mission to support Fresno Unified students.

As The Foundation continues to grow, we look forward to more inspiring events and initiatives that strengthen our community ties.





# EMPOWERING EDUCATION



## Employee Future Funders

Fresno Unified School District employees do not have to support the Foundation, they choose to. The employees of Fresno Unified give of their heart and energy every day to serve our students, so making a voluntary, additional financial investment for the benefit of these students just makes sense. We are thankful for the 178 employees, with that number still growing, who make annual donations to help accelerate student achievement.

## Amplify Impact

We shout out first-time donors at the \$500 level and above who impact students! We are grateful for their super boost.



## THROUGH COMMUNITY SUPPORT...

### Ways to Give

#### Alumni Connect

Our alumni have gone on to do amazing things and credit their early education at Fresno Unified for giving them a strong start in life. Alumni are now proudly giving back by establishing scholarship funds during their annual reunion celebrations. These class donations grow over time for students that one day hope to be just like YOU!

#### Circle of Excellence

This circle is powered by a group of donors with a shared interest in educational excellence. Leadership gifts begin at the \$1,000 level and above. Leaders who make these generous donations trust The Foundation to invest wisely in our students through the cornerstones: Learn. Innovate. Amplify. To thank Circle of Excellence members, we host a reception in their honor to celebrate the significant difference they make possible each year.



#### Legacy Giving

Legacy donors make a lasting and meaningful impact on students by including Fresno Unified in their estate plans. A quality education is essential for success and visionary donors are often the multiplier. Consulting with a financial advisor to establish a legacy may result in a larger donation than thought possible due to tax savings. As well, talking with us early on can ensure that your wishes are fulfilled, and your legacy is thoughtfully recognized now and into the future.





# FINANCIAL PICTURE

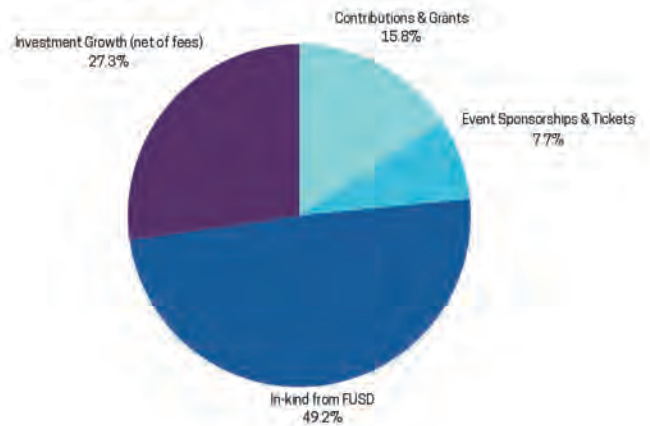


## FISCAL YEAR ENDING JUNE 30, 2024

### Statement of Activities

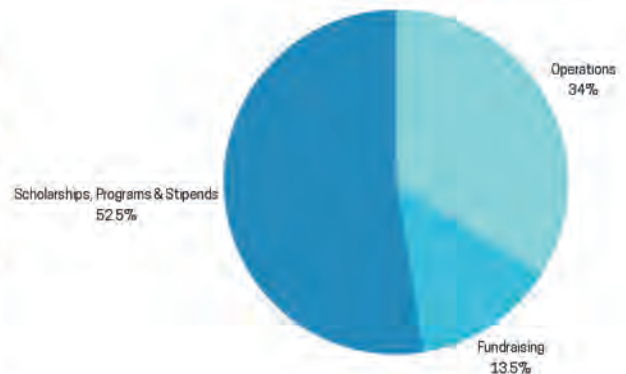
#### Revenue

Contributions & Grants	\$619,036
Event Sponsorships & Tickets	\$299,510
In-kind from FUSD	\$1,925,333
Investment Growth (net of fees)	\$1,068,112
<b>Total</b>	<b>\$3,911,991</b>



#### Expenses

Operations	\$1,013,848
Fundraising	\$402,043
Scholarships, Programs & Stipends	\$1,565,138
<b>Total</b>	<b>\$2,981,029</b>
<b>Revenue less Expenses</b>	<b>\$930,962</b>



### Statement of Financial Position

Total Assets	\$22,209,528
Total Liabilities	\$506,000
<b>Net Assets/Fund Balance</b>	<b>\$21,703,528</b>

NOTE: Donor gifts to The Foundation contribute to the overall health and stability of the organization through an administrative fee. For FY 23/24, the administrative fees totaled \$14,225.





# LOOKING AHEAD



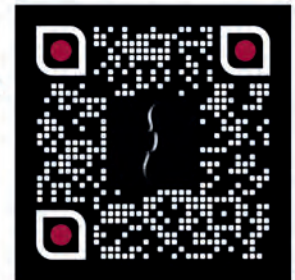
## STRATEGIC PRIORITIES ALIGNED TO DISTRICT GOALS FOR 2024-2025

- Expand Community Partnerships: Strengthen relationships with local businesses and organizations to bolster support for students.
- Enhance Student Support Programs: Broaden access to scholarships, internships, and various opportunities for students.
- Strengthen Fundraising Efforts: Increase fundraising goals by engaging new and existing donors through innovative approaches.
- Boost Visibility and Champion Students: Elevate The Foundation's profile through comprehensive communication plans to advocate for students.
- Innovate Educational Programs: Introduce cutting-edge educational programs and resources that incorporate student feedback and needs.

## The Noir Event

On October 16, 2024, experience an unforgettable night at Warnors Theater in Downtown Fresno with **Grammy-nominated Black Violin** and a talented group of Fresno Unified students. All proceeds support student scholarships. Don't miss this electrifying benefit concert!

Scan the QR code and purchase tickets today!



We're thrilled to pilot The Foundation Ambassador Program, with volunteer teachers at over 20 schools acting as Ambassadors for our initiatives. They will elevate our mission and enhance educational opportunities, supporting programs like Adopt-A-School, special events, and scholarship drives. Ambassadors will bridge the gap, amplifying outcomes and ensuring students have the resources for success through The Foundation.







The **FOUNDATION**  
for FRESNO UNIFIED STUDENTS

# ACHIEVING MORE

## SUPPORT THE FOUNDATION FOR FRESNO UNIFIED STUDENTS:

**MAKE A TAX-DEDUCTIBLE DONATION**, recurring pledge, stock transfer, estate gift, or sponsor an event so more Fresno Unified students reach their full potential.

**VOLUNTEER** as a student mentor or Foundation Ambassador.

**FOLLOW US** on Facebook, LinkedIn, and Instagram.



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