



SAN FRANCISCO STATE UNIVERSITY FOUNDATION

ANNUAL REPORT 2020-2021



SAN FRANCISCO
STATE UNIVERSITY

The heart of the Bay Area

Located in the heart of the Bay Area and surrounded by Silicon Valley, San Francisco State University offers its more than 27,000 students an academic, student and campus experience that equips them with the life skills and professional tools they need to achieve their career goals.

San Francisco State is a champion of equity and community inclusion, and our diverse student body tells us they succeed here because they feel accepted, supported and safe. Our world-class faculty and staff provide our students with quality instruction, support services and academic opportunities.

Today, more than 275,000 SF State graduates are contributing to the economic, cultural and civic life of the Bay Area and beyond.



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A message from
Kimberly Brandon
Foundation Chair

I'm pleased to present the fiscal year 2020-2021 Annual Report for the San Francisco State University Foundation. As we entered the new fiscal year, hope was on the horizon — a promise from science. COVID-19 vaccines could and would pull many of us out of isolation and back to parts of our regular lives and eventually to San Francisco State. I'm proud to say many Gators were on the frontlines of keeping their community safe. The University hosted vaccine clinics, 165 nursing students provided vaccines to the community and alums made PPE for frontline workers. Meanwhile, the University planned tirelessly for a partial return to campus for Fall 2021.

Amid the Herculean planning effort, we welcomed new Foundation directors, celebrated the completion of the George and Judy Marcus Hall for the Liberal and Creative Arts and proudly nodded in agreement

with the California State Student Association's decision to name SF State's President Lynn Mahoney the Robert C. Maxson President of the Year.

In this report, you'll read about those moments that made fiscal year 2020-2021, plus philanthropic highlights and profiles of inspirational donors.

Science moved us forward this year — coincidentally, we are moving forward on our own plans to improve our science program with the construction of a new state-of-the-art science building. We've highlighted that and additional future initiatives — many powered by the SF State Foundation Board. I'm so thankful to my fellow board members and our dedicated staff and faculty for continuing to help draw an ever-evolving roadmap for the University's future.

SF State by the numbers



32% of students are **first generation** college students



Bachelor's degrees in **72** academic areas



61% of students receive financial aid



Average student loan debt nationwide: \$28,656;
average student loan debt from SF State: **\$6,069**



One of the most diverse universities in the nation*



First College of Ethnic Studies in the nation



Alumni earnings in Bay Area: **\$2.3 billion**; alumni earnings in California: **\$2.9 billion****

*The Wall Street Journal ranked SF State #5 in the nation for Environment, which measures the diversity of a university's community based on the racial and ethnic makeup of students, the proportion of students who come from abroad and the percentage of students who receive Pell Grants.

**Source: CSU Economic Impact Report, 2020

Pandemic spreads and SF State responds



The word “nimble” may not be the first used to describe the daily operations of a major urban university, but over the past fiscal year SF State has changed the narrative. The University adapted rapidly to the evolving pandemic.

Here are a few highlights:

- SF State’s Center for Equity and Excellence in Teaching and Learning provided faculty trainings to more than 1,000 faculty members specifically on remote instruction.
- The University launched a comprehensive communication campaign, “Prepare Together,” to inform the University community about safety protocols, the vaccination policy and other COVID-19-related updates.
- SF State was a vaccination site and between February and May 2021 administered 10,438 shots to the greater community.

Lynn Mahoney President of the Year

The California State Student Association (CSSA) awarded SF State President Lynn Mahoney the Robert C. Maxson President of the Year award. The award is given annually to a CSU campus president whose leadership reflects a commitment to the mission of the CSSA, who has demonstrated exceptional inclusion of students within the context of shared governance and who has assisted the CSSA in advancing its statewide policy agenda.

“President Mahoney is student-oriented and puts students first,” CSSA President Zahraa Khuraibet said. “[She is] a president whose first instinct is to meet student leaders when there is an issue and come up with solutions to move forward alongside their students.”

Putting the BECA program on the map



SF State celebrated the opening of its first new academic building in 25 years this past fall. The George and Judy Marcus Hall for the Liberal and Creative Arts, the new home for the Broadcast and Electronic Communication Arts (BECA) program, offers a dynamic learning environment with multidisciplinary classrooms. The four-floor, 75,000-square-foot facility is home to KSFS, the student-run radio station; two multistory television studios; an audio recording studio; video editing classrooms and a media presentation room.

Designed by Mark Cavagnero, the LEED-Gold certified building is named for alumni George Marcus (B.A., '65) and his wife, Foundation Board Director Judy Marcus (B.A., '62), in recognition of their stalwart support of SF State and the liberal and creative arts.



Above: SF State President Lynn Mahoney (right) presents George and Judy Marcus with a gift at the Marcus Hall dedication ceremony on Oct. 5, 2021.

SF State Foundation welcomes five new directors



Amy Chan is a legal consultant specializing in helping private technology companies build back-end compliance and due diligence readiness for exit or IPO. She's former general counsel with more than 20 years' experience in the technology and defense industries. She holds a B.A. in Finance from the University of California, Berkeley, and a law degree from UC Hastings.



Teri L. Jackson is the presiding justice of the First Appellate District, Division Five. She previously served as a judge of the San Francisco Superior Court and was the first African American female, appointed in 2002 by Gov. Gray Davis, to serve on the San Francisco bench. She earned a B.A. from UC Santa Cruz and a J.D. from Georgetown University Law Center.



Patricia (Patty) Siguenza ('87) is vice president of bioanalytical sciences in development sciences at Genentech. She joined Genentech in the late 1980s after receiving her B.S. in Clinical Sciences from SF State. In 2020, the San Francisco Business Times recognized Patty as one of the "Most Influential Women in Bay Area Business."



Coraetta Smith is the senior director in the Office of the CIO at Zendesk. She launched the company's first portfolio management function and built a Change Management Center of Excellence. She holds a B.S. in Business Management from the University of Phoenix and an MBA in Global Management from Duke University's Fuqua School of Business.



Lisa White ('84) is director of education at the Museum of Paleontology at the University of California, Berkeley. Past positions held during a 22-year career at SF State include professor of Geosciences, Geosciences department chair, associate dean of the graduate division and associate dean of the College of Science & Engineering.



In addition to the new directors, the Foundation welcomed a new student director, **Joshua Ochoa** (B.A., '21), who is pursuing a master's degree in Public Administration. Ochoa joins **James Aguilar** as the other student director for the Foundation Board.



A message from Lynn Mahoney, Ph.D. President

In any year, we are grateful to SF State's supporters for their generosity, which helps us achieve our important mission — educating our students and providing them with an education that will benefit themselves, their families and their communities for a lifetime. The past two years presented unforeseeable challenges which served to intensify that gratitude.

I have said many times that the pivot to remote learning in spring of 2020 represented an incredible achievement on the part of our students, faculty and staff. Our phased return to in-person learning in the fall of 2021 presented new and different challenges which our campus community pulled

together to overcome, remaining one of the safest and healthiest universities in the nation.

Throughout this period of great disruption, the work has continued — including the opening of our first new academic building in 25 years, the George and Judy Marcus Hall for the Liberal and Creative Arts. Our students persisted in learning and achieving in the classroom — in-person or virtual — and beyond. Our faculty taught, conducted research and served as resources for the community. And faculty and staff have put our students first. Your support has allowed us to continue this crucial work under the most challenging of circumstances. I thank you on behalf of the entire SF State family.



SF State coding programs boost biotech diversity

Despite the San Francisco Bay Area being one of the most diverse regions in the country, the technology industries that call it home still lack diversity. Faculty members in the Promoting Inclusivity and Computing (PINC) program at SF State aim to change this. Their efforts have received recognition from both academia and the biotech industry, including two grants from the Genentech Foundation and Genentech, Inc. totaling over \$1.2 million.

Associate Professor of Computer Science Anagha Kulkarni, one of the leaders of PINC, says faculty members and their collaborators at Genentech

share a motivation to make tech more diverse. “It’s really highly skewed right now,” she explained. “It’s very male driven — gender diversity is very low, and ethnic and racial diversity are also very low.”

PINC provides opportunities for non-Computer Science majors to learn coding skills in a supportive environment. In the program’s three years of existence, more than three-quarters of the program’s graduates have been women, and more than half of the students have come from underrepresented minority groups.



Annual giving tops fundraising goal by nearly \$24K

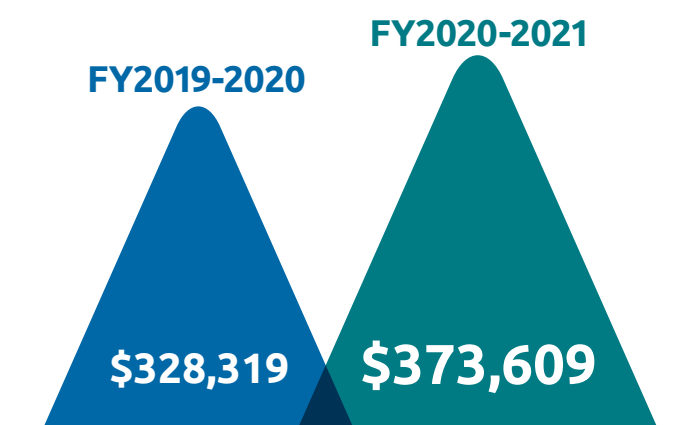
With new fundraising tools, including a new website that makes crowdfunding easier, SF State Director of Annual Giving Brittany Yantos says the campaigns launched during fiscal year 2020-2021 brought in \$373,609 in gifts — a total that surpassed her \$350,000 fundraising goal by more than 4%. Also significant was a 5% increase in the number of donors (2,600) compared with the previous fiscal year (2,463).

This past year was far from typical, notes Yantos. COVID-19 shifted fundraising priorities to supporting students’ basic needs and helping them weather financial emergencies spurred by the pandemic. In response, Yantos launched SF State’s Campaign for HOPE, which serves students facing emergencies that could threaten their ability to stay in college. That garnered a powerful response from donors.

Yantos ended the fiscal year filled with pride. “The University is full of advocates and champions for

annual giving. People across campus have taken it upon themselves to do some peer-to-peer solicitation,” she said. “I think leveraging those people to go out and make the case for support among their own networks has been exceedingly helpful. That’s made a huge difference in our overall number of gifts received.”

ANNUAL GIVING



Our donors



Centenarian reflects on ways SF State transformed her life

Some people can pinpoint the exact moment their life changed. For some, it was a cross-country move. For others a new job. For Lucille Wendling ('44), who

turned 100 years old in January 2021, it was stepping onto the SF State campus in 1939. A graduate of Oakland High School, she applied to San Francisco State College (as it was known at the time) to study education and art. What she didn't know then was that earning her degree would change the course of her life.

Her adult life really began at SF State, she says. It's where she met Aubrey Wendling ('44), her husband of 71 years; it's where she began her career as an educator; and it's the place where she made lifelong friends, some of whom she still sees today.

Although it's been many years since Lucille Wendling attended SF State, the school holds a special place in her heart. "It's difficult to say just how much it meant, but it couldn't have been a better place for me at that time," she said. In 2021, she gave her annual contribution to SF State, but that year's gift was a touch more meaningful — it was in honor of her 100th birthday.

Alumni establish the fellowship in Queer Ethnic Studies endowment

Connell Persico (B.A., '66; M.A., '68) was one of the original 1968 SF State student strikers. He and his fellow protesters asked, "What does it mean to adopt a truly multicultural perspective?" he said. "How do we meld that into education?" Those questions and actions resulted in the establishment of SF State's College of Ethnic Studies in 1969.

Fast forward more than 50 years, and Persico and his husband Clay Heironimus (B.S., '04) continue to believe in the mission of the college.

The couple recently created the C&C Fellowship in Queer Ethnic Studies Endowment, with a planned gift of \$400,000. The Endowment will disburse two to four annual fellowship awards of \$4,000 to \$8,000 to undergraduate students in the College



Above: Connell Persico (right) and his husband Clay Heironimus.

of Ethnic Studies with a minor or major in Queer Ethnic Studies. "I believe this college is redefining education in this country," Persico said.



A message from Jeff Jackanicz, Ph.D. Foundation President

The past fiscal year was an incredible journey through uncharted terrain. We navigated a global pandemic and then planned for the University's long-awaited return to in-person learning and work as vaccines became widely available. Colleagues, faculty and students all worked together to ensure a successful transition back to campus by August 2021 — a feat I'm continually amazed by and proud to have been a part of. My gratitude also extends to our generous donors, whose support meant students facing pandemic-related financial hardships could remain focused on their studies.

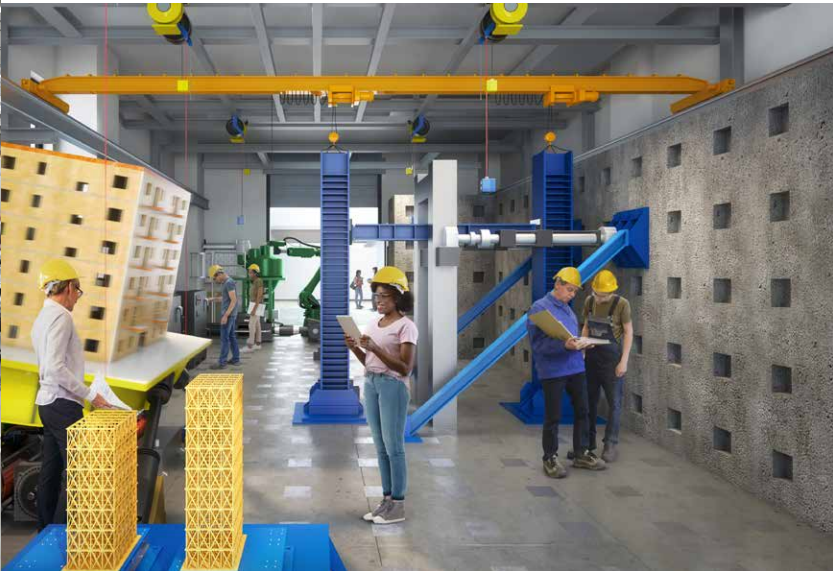
In this report, you'll find details about some exciting future projects. First among them is the construction of a new science facility that's set to open in 2024. The old science building was demolished this past summer, and the University

will launch a fundraising campaign in 2022 to outfit the new building with state-of-the-art technology and equipment designed for teaching, learning and researching in the sciences.

I am also happy to report that due to the San Francisco State Foundation's prudent financial management and spending practices, our investments have been performing exceptionally well. The Foundation continues to be a leader in socially responsible investing, which inspires trust and reflects the University's institutional values.

Thank you for your support, which has transformed the lives of our students and the Gator community. It's an honor to partner with you in fulfilling SF State's important mission.

Roadmap for the future



Charting the course for the future

The SF State Foundation and the University launched new projects and initiatives that support the University’s vision of community engagement and social and climate justice that are paving the way for a more equitable and just San Francisco.

Breaking ground for groundbreaking science

Construction on the University’s new Science and Engineering Innovation Center began in the Summer of 2021, starting with the partial demolition of the old Science building. A new 125,000-square-foot facility will be built in its place and will connect to a 54,000-square-foot renovated and repurposed adjacent building.

With an estimated completion date of 2024, the Innovation Center will be the first new STEM facility constructed at SF State in over 50 years. It will house School of Engineering, the Department of Chemistry and Biochemistry, labs and much more.

Other features include:

- Makerspaces, a robotics lab and machine shops for fabrication and prototyping
- A civil engineering lab, an HVAC training lab, a process control lab with wind and water testing capacity and a thermal power lab with an engine-testing area
- Innovative studio teaching lab for academic study coupled with hands-on lab learning
- Faculty research labs
- Biochemistry research labs with spectrophotometers, a protein crystallography system, cold room and culture support, chromatography and spectrometers
- A biophysical chemistry laser lab for high-speed chemistry and a biochemistry teaching lab

Following a feasibility study done in 2020, the University has begun the quiet phase of the Catalyze the Future fundraising campaign to outfit the new facility with state-of-the-art technology. The public phase of the campaign is scheduled to launch by the end of FY21-22.

Forging new partnerships

The University and the Foundation formed new partnerships with key stakeholders within the City of San Francisco on two distinct initiatives: vaccine scholarships and the Willie Mays Scholars program.

- In collaboration with the City and County of San Francisco, the San Francisco Unified School District and the San Francisco Department of Public Health, the Foundation and University launched a vaccine scholarship program for San Francisco residents ages 12 to 17 who received the COVID-19 vaccine. Through a random drawing, SF State awarded 10 scholarships to fully fund four years of tuition at SF State.
- The San Francisco Giants Community Fund has made SF State its official college partner in its Willie Mays Scholars program. The goal of the program is to increase college-going rates among the city’s Black youth by offering scholarships, resources, mentorship opportunities and internships to eligible San Francisco high school students.

Investing responsibly

The Foundation has been a national leader among other university foundations in socially and environmentally responsible investing. This year, the Investment Committee established a new working group that’s taking a close look at its existing investment policy statement and revising it so it reflects the evolving goals of the Foundation and the University. The new policy statement must, in part:

- Affirm the Foundation’s commitment to environmental sustainability, social justice and economic equity in a way that fully articulates their interrelatedness
- Define success within a revised investment strategy
- Create a roadmap that propels the Foundation toward its stated goals
- Leverage SF State faculty expertise to formulate and drive thought-leadership on this work

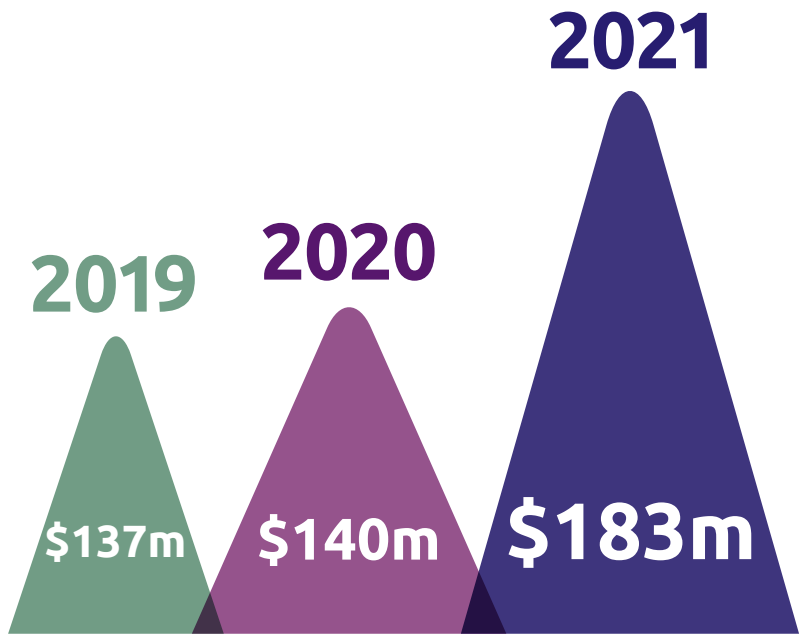
Financial Dashboard

**A Message from
Chief Financial Officer
Venesia Thompson-Ramsay**

I'm pleased to present the financial performance of our endowment for fiscal year 2020-2021. The Foundation's investment portfolio performed well during the fiscal year. Investment earnings increased substantially over the previous fiscal year. Investment return for fiscal year 2020-2021 was \$41,243,117, an increase of \$38,019,728 (1,179%) compared to last fiscal year. Our endowment also grew to \$184 million, a 30% increase over the prior fiscal year. We are excited to continue growing the endowment and thank you for your outstanding support of San Francisco State University, our students and the community we serve.

For more information about the Foundation, including its financial reports, please visit our website at foundation.sfsu.edu.

TOTAL NET POSITION

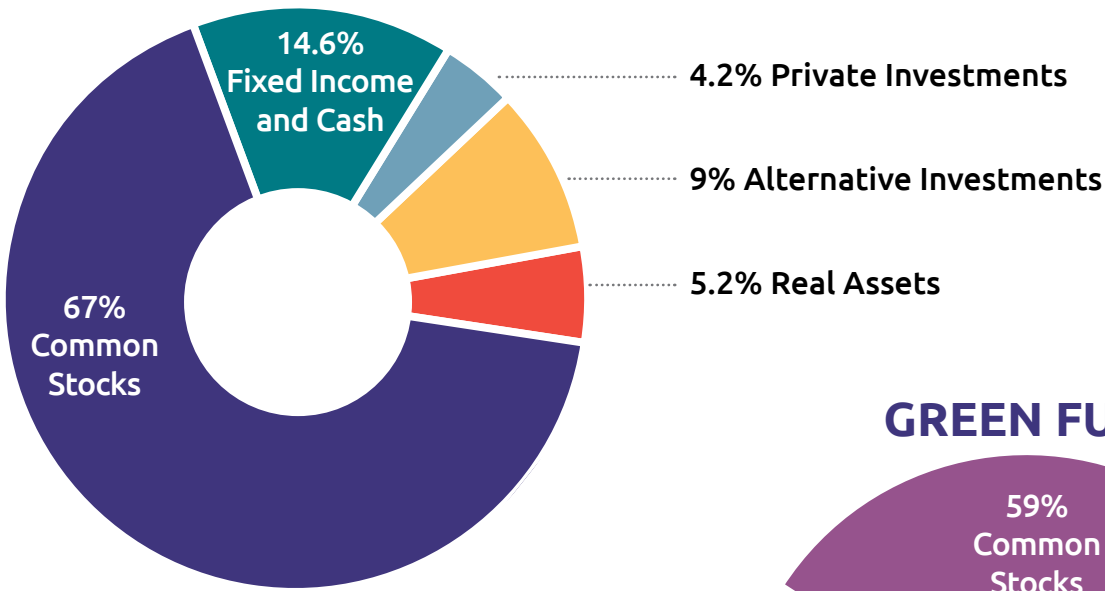


For more financial information on the SF State Foundation, visit foundation.sfsu.edu/financial-legal.

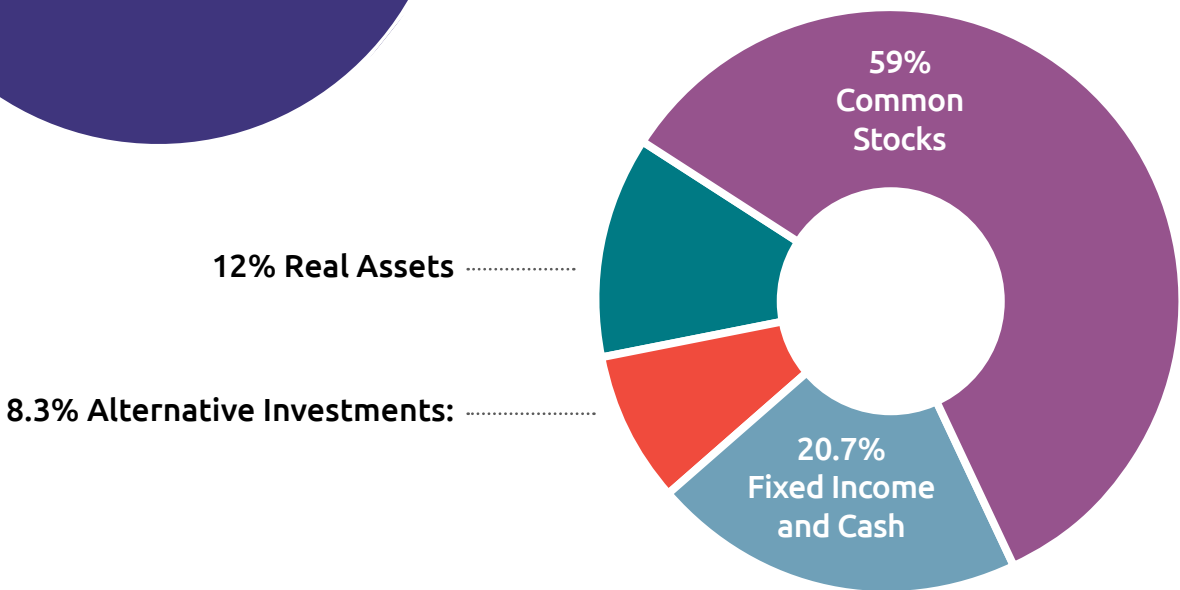
TOTAL AMOUNT OF GIFTS TO FOUNDATION

	FY18-19	FY 19-20	FY 20-21
Cash	\$44,759,588	\$6,985,284	\$8,595,084
Pledges	\$10,367,637	\$1,973,601	\$3,125,671
TOTAL	\$55,127,225	\$8,958,886	\$11,720,755
DISPERSED TO UNIVERSITY	\$3,512,179	\$5,453,931	\$3,834,406

ENDOWMENT



GREEN FUND



SF State Foundation Board

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University Advancement

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(1996 – 2004)

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Hathaway Dinwiddie Construction
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Marsha Rosenbaum ('72)
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Drug Policy Alliance

David Serrano-Sewell ('99)
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San Francisco Office of the Chief
Medical Examiner

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Vice President, BioAnalytical
Sciences in Development Sciences,
Genentech

Dottie Simmons ('94)
Strategic Planning Specialist

David L. Simon ('72)
Global Television Production
Trailblazer

Camilla Smith
Community Leader,
Author

Russ Stanley ('88)
Managing Vice President,
SF Giants

Lisa White ('84)
Director of Education, Museum of
Paleontology,
University of California, Berkeley

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and Finance, CFO

Jennifer Summit
Provost/Vice President for
Academic Affairs

Sheldon Gen
Faculty Representative

James Aguilar
Student Director

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Community Leader

Laurie Pitman
Philanthropist

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Staff
Guisselle Nuñez
Staff
David Serrano-Sewell
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James Aguilar
Vince Anicetti

Kimberly Brandon
Mary Huss
Herb Myers
Dottie Simmons
Lisa White

Note: The Foundation president,
Foundation board chair and vice-chair are
ex-officio members of the other committees,
except for the Audit Committee.



**SAN FRANCISCO
STATE UNIVERSITY**

SF State Foundation

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