



SAN FRANCISCO STATE UNIVERSITY FOUNDATION



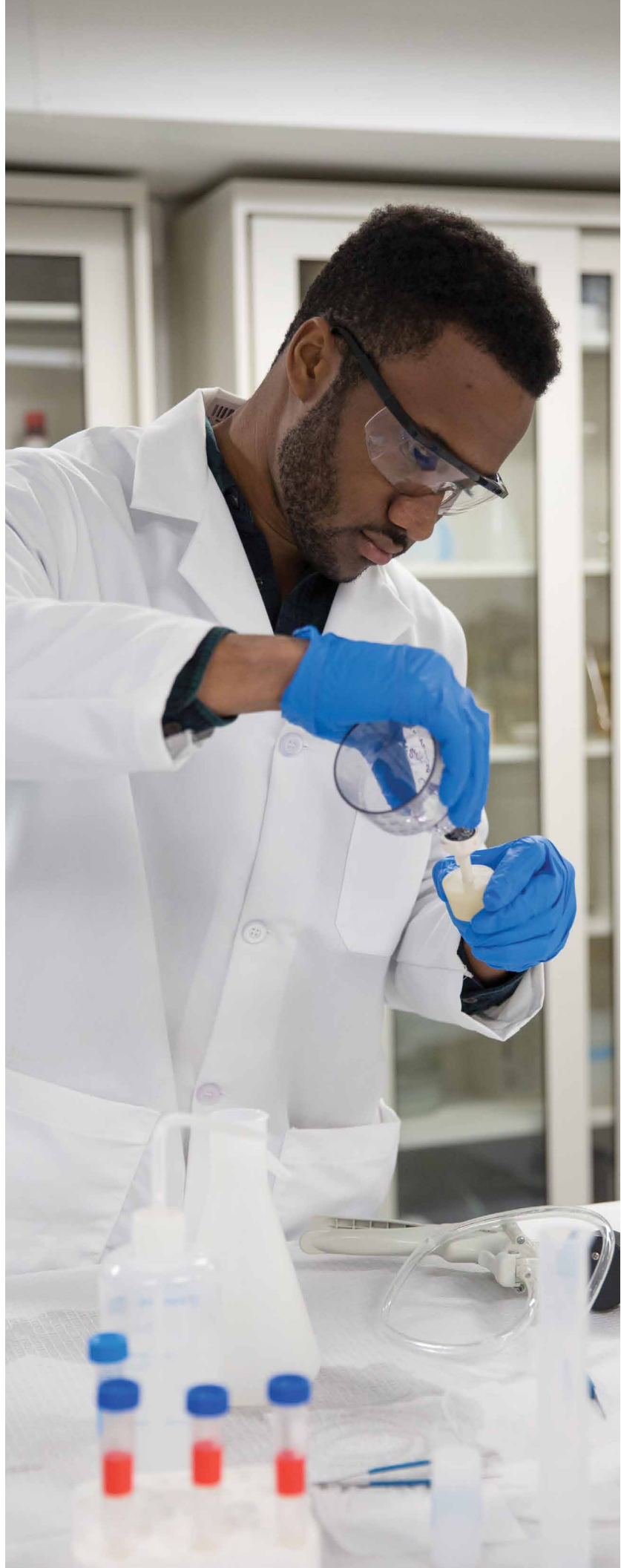
SAN FRANCISCO
STATE UNIVERSITY

Annual Report 2019–2020



Table of Contents

2	A Message from the San Francisco State University Foundation Chair
3	SF State at a Glance
5	A Letter from the SF State Foundation President
6	Fiscal Year 2019-2020 in Review
9	Philanthropic Highlights of Fiscal Year 2019-2020
13	Donor Impact
15	SF State Foundation Financial Dashboard
17	SF State Foundation Board 2019-2020



A Message from

Foundation Chair Kimberly Brandon



I'm proud to present the Fiscal Year 2019-2020 Annual Report for the San Francisco State University Foundation. We entered fiscal year 2019 on the heels of the University's most successful fundraising campaign, BOLD Thinking, which raised more than \$150 million.

No one could have predicted the dramatic turn 2020 would take — a global pandemic followed by civil unrest and economic uncertainty. In the face of this, the San Francisco State Foundation and the University community navigated the tumult with grace, resilience and a deepened commitment to social justice.

The current moment — with COVID-19 disproportionately affecting communities of color and a nationwide reckoning with systemic racism — has underscored the necessity of an SF State education. We need to teach ethnic studies. We need science that serves all communities and recognizes health disparities. These are disciplines

built into the bedrock of SF State. It's what makes me proud to call myself a Gator alumna.

In the midst of the pandemic and Black Lives Matter protests, we welcomed Foundation President and Vice President of University Advancement Jeff Jackanicz, who, alongside President Lynn Mahoney, provided leadership and clarity in these turbulent months.

And despite all that we endured, there were moments of pride that we've highlighted in this report, in addition to details about the financial performance of our endowment. We've included philanthropic highlights from FY 19-20, profiles of inspirational donors and other defining moments (such as campus-wide efforts to ensure equity and inclusion spurred by the Black Lives Matter movement) that represent all that is great about SF State.

I am tremendously pleased that our Foundation has a role in creating a more equitable world, which starts with philanthropic support for SF State programs. I thank my fellow board members, our dedicated donors and our staff and faculty for the excellent work they do, and I am grateful for the opportunity to be a part of this amazing team during this incredible time.

A handwritten signature in blue ink that reads "Kimberly Brandon". The signature is fluid and cursive, with the first name "Kimberly" written in a larger, more prominent script than the last name "Brandon".

A History of Changing Lives

San Francisco State University opened its doors in 1899 as an innovative school for teachers. Over the years, the University's focus has broadened to meet the ever-changing demands of our workforce. What remains constant is the University's commitment to igniting the intellectual life and personal growth of its students.

The events of 2020 — COVID-19, a spiraling economy and civil unrest over police brutality and systemic racism — have proven that a degree from

San Francisco State is critical to creating a workforce that's responsive to the issues of today. SF State prepares its students to become productive, ethical, active citizens with a global perspective who can think about solving these problems in innovative and creative ways.

Philanthropic support is vital to SF State's ability to provide opportunities to our students. Your investment gives life to their dreams and strengthens their ability to make the positive changes the world so badly needs.

32%

of SF State students
are the first in their
families to attend
college



61%

of our students receive
financial aid



72

bachelor's degrees
offered, with 39 areas of
concentration



27,075

total students

23,926

undergraduate students

3,149

graduate students

SF State is among the most diverse universities in the U.S.

Wall Street Journal



The School of Cinema is regularly ranked one of the top 20 film schools in the nation

Hollywood Reporter

Higher Ed Dive named the CSU "College of the Year" for its exceptional leadership during the pandemic



In the past five years, the CSU graduation rates for first-time freshmen improved by more than 10 percent

A Message from

Foundation President Jeff Jackanicz, Ph.D.



My entry into San Francisco State University as the Foundation president and vice president of Advancement came amid the pandemic — classes were remote, faculty were busy adapting to virtual instruction and our students scattered to various parts of the Bay Area and beyond. Meanwhile, California State University Chancellor Timothy White announced

systemwide budget cuts and our students and their families encountered economic hardships, all related to the COVID-19 pandemic. Needless to say, the nation and University community were in flux.

It was May, and I hadn't set foot on campus since joining SF State. And yet, the physical distance didn't dampen the dedication and passion I witnessed in my colleagues. They prioritized the safety of our campus by choosing to remain remote. Donors gave wholeheartedly to students affected financially by the pandemic. We were committed to delivering the best version of San Francisco State possible under these circumstances. I feel fortunate to have joined an incredible team of leaders, educators, staff and scholars, and I couldn't be prouder of the work underway this past fiscal year at SF State.

We entered this challenging period of 2020 with strong momentum and tailwinds from the successful completion of the University's first-ever comprehensive campaign, BOLD Thinking, which raised over \$150 million. Even with the unprecedented challenges brought on by FY19-20, there were plenty of moments that deserve recognition.

Black Lives Matter

SF State is deeply committed to achieving equity and inclusion on campus. Following the police murder of George Floyd, the University issued a public statement in support of Black Lives Matter. Knowing that actions speak louder than words, the University launched a task force to make our campus a more equitable place to work and learn and to better serve present and future Black students, staff, faculty and administrators. Progress reports on the campus-wide initiatives will be made public and posted regularly.

Giving HOPE

SF State's HOPE (Help, Opportunity and Pathway to Empowerment) Crisis Fund provided financial lifelines to students dealing with unexpected challenges brought on by the COVID-19 pandemic. The University launched the Campaign for HOPE in March 2020, right as COVID-19 hit the Bay Area. Since then, the campaign has raised more than \$500,000 and assisted more than 300 students.

Transformation underway

In the spring of 2021, the University will open Marcus Hall, the University's first new academic building in 25 years, which will serve as the headquarters for the Broadcast & Electronic Communication Arts department. Named after longtime SF State champions and alumni George and Judy Marcus, the new building will ensure SF State and its graduates remain at the top of their field.

Thank you

In the face of all the challenges that have come our way in FY 19-20, we are unwavering in our commitment to developing an educated and responsive workforce. For so many of our students, your continued support helps to make their dream of achieving their higher educational goals a reality. Please know that your generosity is appreciated and we thank you.

“We need our young leaders now. We need you to help change the course of this country.”

Mayor London Breed



FY 2019-2020 in Review

Fiscal Year 2019-2020 at SF State was marked by extremes. The year began with tremendous success: the conclusion of SF State’s first public fundraising campaign. But shortly into 2020, COVID-19 swept the globe and the world changed radically.

In this new reality, millions became sick with the deadly virus, unemployment ballooned and the U.S. economy tanked under the weight of stay-at-home orders and social distancing restrictions. The California State University system faced major budget cuts. And SF State operations were upended and the University moved all classes online.

But in between those extremes were moments of light, triumph, growth and progress that deserve recognition.

SF mayor shares message of hope for the class of 2020

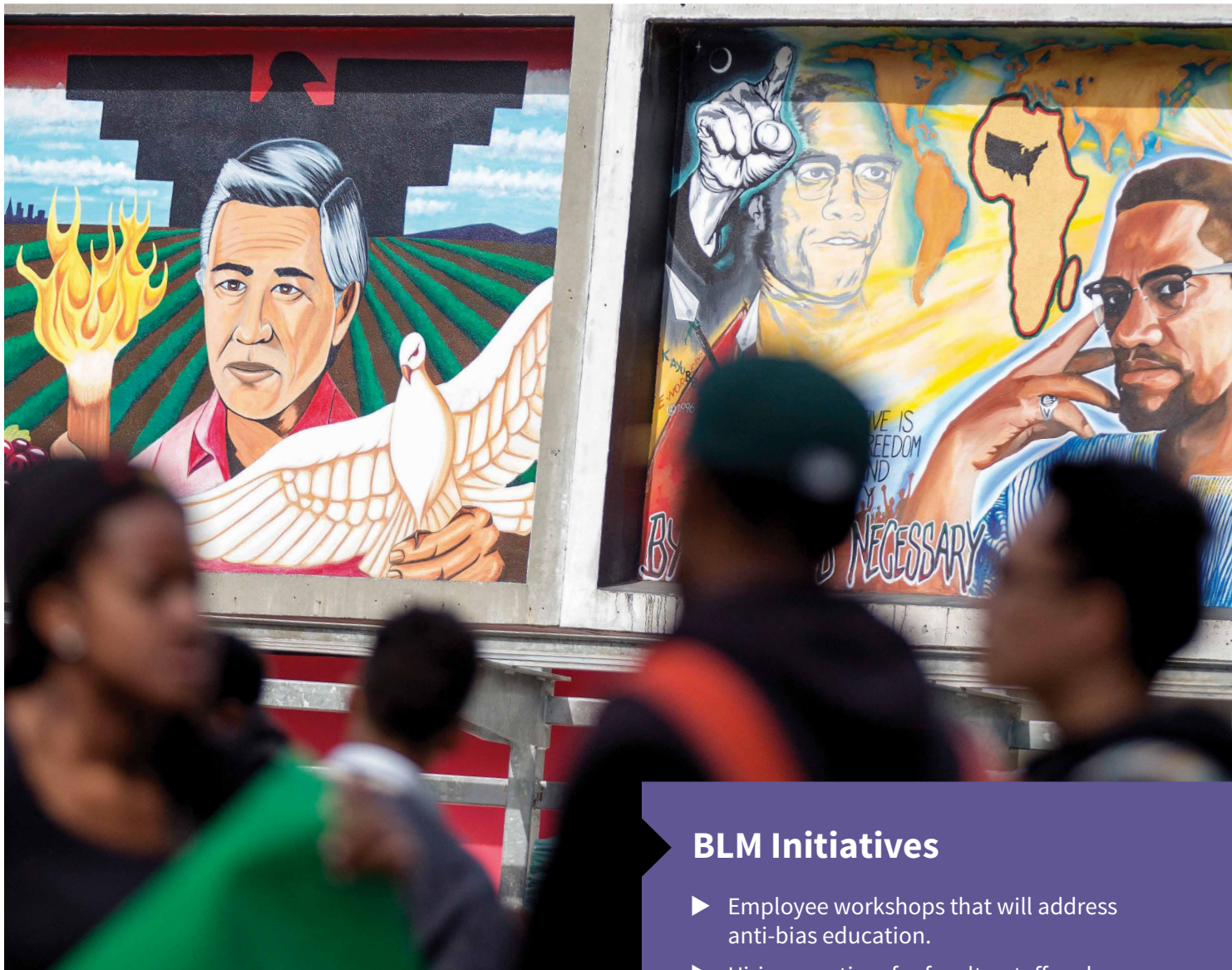
San Francisco Mayor London Breed delivered the University’s 2020 Commencement address virtually to more than 7,700 graduates. During her speech, she recognized the incredible burdens facing the class

of 2020 — COVID-19 and economic uncertainty. She commended the graduates for their determination and drive, which will serve them well in years to come.

“Because by working together, staying informed and engaged, we will emerge stronger than ever.”

The mayor acknowledged the civil unrest sweeping the nation and encouraged the class of 2020 to get involved and work hard to serve the next generation.

“We need our young leaders now. We need you to help change the course of this country. For far too long we have suffered under the dual burdens of racism and inequality,” she said. “In recent weeks, people in cities across the nation have taken to the streets to protest against police violence, to change our criminal justice system and to say, ‘Not one more.’ I know it’s a challenging time right now, but I am confident in you. Because by working together, staying informed and engaged, we will emerge stronger than ever.”



Black Lives Matter front and center

As protests against police brutality and systemic racism erupted across the nation, a number of universities, including SF State, issued statements of support for Black Lives Matter, an activist-led movement committed to ending police violence against the Black community and dismantling systemic racism.

SF State, in consultation with internal and external stakeholders, committed itself to an action plan that includes a number of initiatives and will regularly publish reports that track progress.

BLM Initiatives

- ▶ Employee workshops that will address anti-bias education.
- ▶ Hiring practices for faculty, staff and administrators will include anti-bias education and other best practices to ensure more diverse pools and hiring.
- ▶ The University will actively retain faculty members of color through efforts like faculty mentorship.
- ▶ Student Life programming will support anti-racism and educate students on the consequences of anti-Blackness.
- ▶ There will be an ongoing commitment to recruiting, retaining and graduating Black students.
- ▶ Raising philanthropic funds for the College of Ethnic Studies will be a priority.



Women of influence

Each year the San Francisco Business Times recognizes 100 influential Bay Area women from diverse fields who are leaders not only in their organizations but also in their communities. This year's list included San Francisco State University President Lynn Mahoney and three alumnae: Patricia Siguenza (B.S., '87), Sheila Dukas Janakos (B.A., '87) and Emily Kirsch (B.A., '08).

For its 2020 edition, the publication paid special attention to how some of these women adapted and persevered during the COVID-19 health crisis. Not even a full year into her role as president of San Francisco State, Mahoney faced one of the most disruptive events in the history of higher education. What's helped her get through the pandemic has been working collaboratively with University leaders, she told the San Francisco Business Times. Despite challenges posed by the pandemic, she has never veered away from the cause she feels most passionate about: student success.

The alumnae on this year's list represent the strength and diversity of the SF State community, Mahoney adds. Siguenza is vice president of bioanalytical science at Genentech, a leading biotechnology company. Janakos is CEO of Healthy Horizons Corporate Lactation Services, which helps support breastfeeding parents by providing resources and tools to their employers. Kirsch is CEO and founder of venture capital firm Powerhouse, which provides seed investments to clean-energy startups.

Wall Street Journal gives SF State top nod for serving the underserved

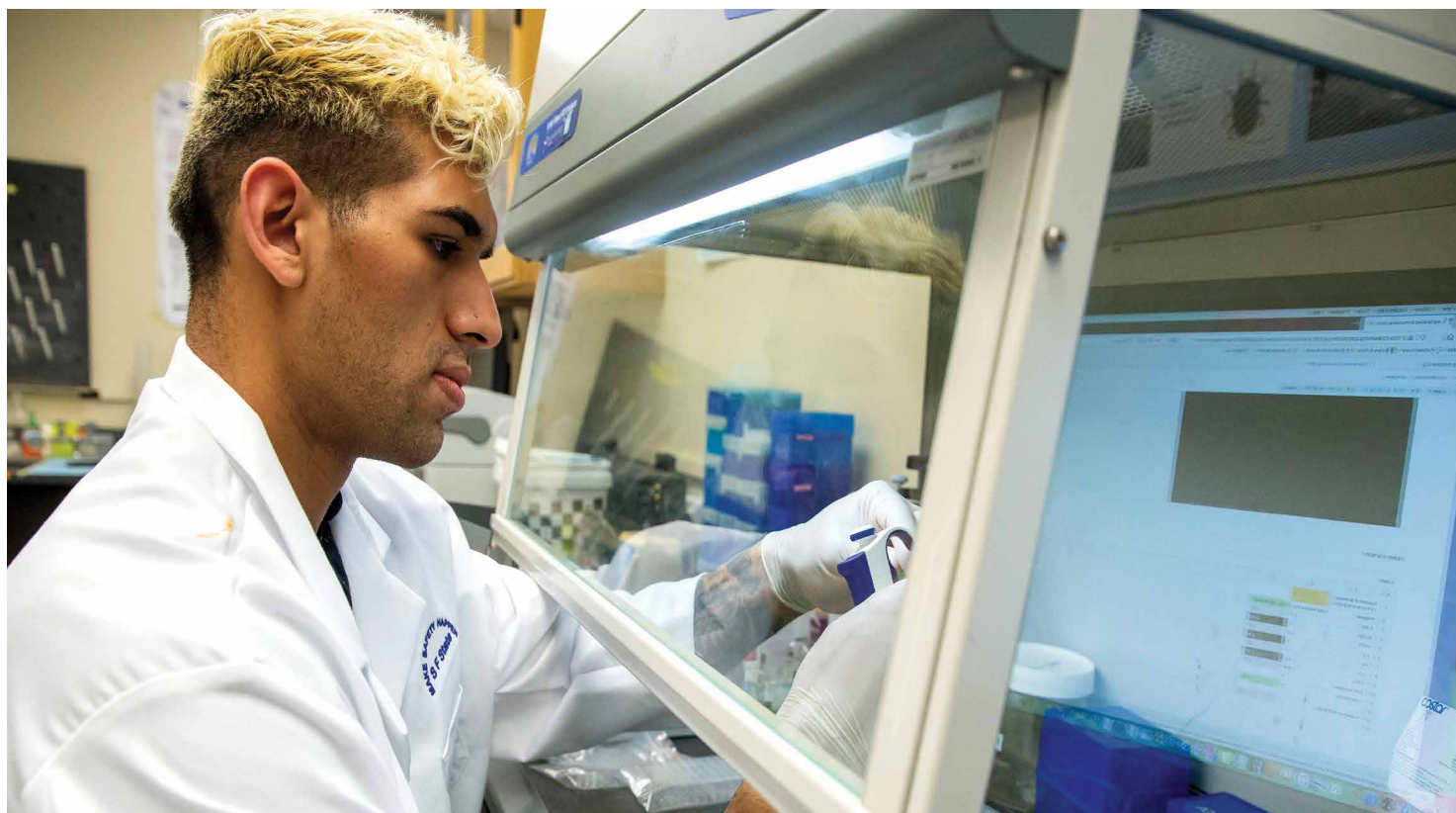
The Wall Street Journal recently released its 2021 Best Colleges list, ranking SF State in the top five nationwide for the "Environment" category. This category measures the diversity of a university's community based on the racial and ethnic makeup of students and employees, the proportion of students who come from abroad and the percentage of students who receive Pell Grants — a grant awarded to low-income students.

"Diversity is easy, but inclusion is hard."

In a Wall Street Journal article that coincided with the ranking, SF State President Lynn Mahoney emphasized how diversity enhances the educational experience for students.

"Diversity is easy, but inclusion is hard," says Mahoney. The payoff of having a diverse set of students who actually interact with one another is huge, she added. "It humanizes geopolitical issues, it humanizes differences. It breeds understanding, and with that comes compassion."





A Year of Growth and Hope

SF State receives \$10.5 million Genentech grant

The University received a historic five-year \$10.5 million grant from the Genentech Foundation, the philanthropic arm of biotech giant Genentech. The grant is the largest ever awarded by the Genentech Foundation and will serve at least 100 students annually. This funding builds upon a program in SF State's College of Science & Engineering that's shown tremendous success in supporting students as they prepare for careers in the life sciences.

For more than 10 years, the Genentech Foundation has funded scholarships for master's students in SF State's College of Science & Engineering. In that time, 46 of the 50 student participants entered Ph.D. programs, including many top-tier research universities like Stanford University, Harvard University and the University of California, San Francisco. Based on that

proven history of success, the Genentech Foundation decided to expand those programs, allowing SF State to provide financial resources, academic counseling and mentoring services to more students — most of whom are from underrepresented groups.

“The University is an engine of educational equity and upward mobility in the Bay Area.”

“San Francisco State University has a talented and diverse faculty and student body, as well as a long history of creating programs that help these students succeed,” said Carla Boragno, Genentech Foundation board chair and senior vice president and global head of Engineering and Facilities, Pharma Technical Operations. “We are very proud to expand our partnership with San Francisco State to impact even more students earlier in their academic journey.”

Through the new grant, more students interested in the fields of science and medicine will receive support, from freshman year through graduate school, via programs targeted at the different stages of their education in science, technology, engineering and mathematics (STEM). Additionally, the programs will provide structured mentorship, professional development opportunities and summer classes that will allow freshmen to get a head start on graduation. Upper division students will also participate in research with professors working in their discipline.

“The grant demonstrates recognition of SF State’s outstanding track record in preparing our students to become productive members and leaders of the Bay Area workforce of the future,” said SF State President Lynn Mahoney. “The University is an engine of educational equity and upward mobility in the Bay Area, and thanks to the Genentech Foundation this grant will allow us to expand that work even more.”

Campaign for HOPE

SF State’s HOPE (Help, Opportunity and Pathway to Empowerment) Crisis Fund was created to help students facing financial emergencies, such as paying for unexpected medical bills or weathering a job loss, so they can stay focused on completing their degrees. In March 2020, the University launched the Campaign for HOPE, which raises money for the fund, to help students like Juthaporn Chaloeicheep, who faced financial uncertainty as a result of COVID-19.

Chaloeicheep was months away from completing her degree when her work in the hospitality industry disappeared. “I was at risk of not being able to graduate — two months to go and I only had \$25 in my bank account,” she said. She had already navigated a lot on the road to her degree: homelessness, addiction and incarceration. Financial hardship due to COVID-19 was just the latest roadblock. With a preschooler at home and her hospitality job on hold due to the pandemic, she needed help. So she applied to the HOPE Crisis Fund. The money Chaloeicheep

received allowed her to stay home with her child and complete her degree. Now she plans on becoming a substance abuse counselor and social worker so she can help others find their new beginnings.

Chaloeicheep is just one of more than 300 students helped by the HOPE Crisis Fund. In fiscal year 2019-2020, the Campaign for HOPE received more than \$500,000 in donations from more than 500 donors, ensuring that the fund continues to grow — and students continue to succeed.

“I was at risk of not being able to graduate — two months to go and I only had \$25 in my bank account.”





“Marcus Hall will ensure that our future graduates will be able to build on this legacy with relevant skills, knowledge and expertise to become leaders in their fields.”

—Dean Andrew Harris

A Campus Transformed

In spring 2021, SF State will open the George and Judy Marcus Hall for the Liberal and Creative Arts, the University’s first new academic building in 25 years. A 75,000-square-foot, state-of-the-art media production and classroom facility, it will ensure that SF State and its graduates remain at the forefront of technological innovation and leadership. The building is named after George (B.A., ’65) and Judy Otten Marcus (B.A., ’62), alumni who generously supported the College of Liberal & Creative Arts (LCA) with a \$25 million gift. Their support has funded student and faculty research, the creation of new endowed faculty positions in the School of Cinema and Creative Writing and the renovation of facilities.

When Marcus Hall opens, it will be the headquarters for the Broadcast and Electronic Communication Arts (BECA) department and will house a professional TV newsroom, two multistory television studios, the KSFS low-power FM student radio station, an audio-

recording studio, video editing classrooms and a media presentation room. The building will also be the hub for the entire LCA College, with a dean’s suite, offices for the BECA department and 10 classrooms.

Over the years, the BECA program has trained thousands of students for broadcast and media careers nationwide, and it will soon have new studios and classrooms worthy of its history and reputation, says LCA Dean Andrew Harris. “BECA alumni and faculty play a major role in California’s media industries, and Marcus Hall will ensure that our future graduates will be able to build on this legacy with relevant skills, knowledge and expertise to become leaders in their fields,” Harris added.

In keeping with SF State’s deep commitment to sustainable development, Marcus Hall will be built to LEED Gold specifications, the second highest level of sustainability in construction and design.

Architectural renderings featured on page 12 show the professional TV newsroom and audio recording studio inside Marcus Hall. Images courtesy of Mark Cavagnero Associates ►



A Message from

President Lynn Mahoney, Ph.D.



At the start of the 12 months represented in this annual report — July 2019 through June 2020 — our expectations, priorities and plans for the coming year were very different than the reality that we all experienced.

The challenges that we faced and continue to face, however, did not diminish the achievements and accomplishments of our students, alumni,

faculty and staff. Our friends, donors and other supporters were perhaps more important than ever — providing crucial support for San Francisco State University to continue to achieve its educational mission and fill its role as the city's University — a vital agent for change and upward mobility.

We can't predict what the future may hold, but you — our partners and supporters — have our gratitude. You are an essential piece of the puzzle, providing support for our students as they work to become our alumni and drive innovation, growth and change in the city, the state and beyond.

Social Justice in Action

SF State Professor and Richard and Rhoda Goldman Chair in Jewish Studies and Social Responsibility Marc Dollinger is an expert on the intersection of Judaism and race. He's authored a number of books on the subject, most recently one titled "Black Power, Jewish Politics: Reinventing the Alliance in the 1960s." After the police murder of George Floyd and the civil unrest that followed, it wasn't out of the ordinary for him to receive requests from Jewish organizations to speak about Jews and systemic racism. "I was receiving up to 10 requests a day," he said.

"I like that I'm empowering students to achieve their goals, so they can pay their loan forward for the next generation of students."

With COVID-19 forcing events to move online, it was easy to commit to several talks a day around the

country. He accepted the offers, but admits he felt somewhat conflicted. He recognized the irony of the situation: "I'm a white male senior faculty member with a secure job getting paid to educate people about racism," he said. So he decided to use this as an opportunity to address the impact of systemic racism in the lives of our students.

He remembered an email from SF State about the launch of the Campaign for HOPE (Help, Opportunity & Pathway to Empowerment), which raises funds for students in need of immediate financial assistance. Dollinger then decided to donate all of his speaking fees to the HOPE Fund, a gift that totaled \$42,125 in fiscal year 2019-2020 and continues to grow with each upcoming Zoom lecture.

"As an educator, I'm student-centered, and to be at SF State is to have social justice at the heart of our mission. We've got one of the most diverse student bodies of any university in the country. COVID-19 and the national reckoning on race intersected with the HOPE Fund," he said. "I like that I'm empowering students to achieve their goals, so they can pay their loan forward for the next generation of students."



Grant boosts SF State's advising power

The Stupski Foundation is dedicated to creating sustained positive change in the Bay Area by supporting programs and organizations that improve health and educational outcomes for youth. One critical way to achieve that is by ensuring that college students succeed in completing their degrees. A pivotal \$3.9 million grant from the foundation will support San Francisco State University's visionary initiative to create a more tailored, holistic and proactive approach to academic advising that will lead to increased graduation rates and address equity gaps.

Over the next three years, the University will use these funds to hire more advisors and staff members. A lowered student-to-advisor ratio will mean more students will be able to access the support they need when they need it most. With better access to counselors, there's a higher likelihood that students will get help before they encounter challenges that could keep them from graduating, like a failed class or being placed on academic probation.

“Predictive analytics and proactive advising are a dual investment in technology and, most of all, in students.”

The staff will also deploy innovative technology that can analyze in real-time indicators of student success or failure. These predictive analytics tools will allow advisors to use the data to proactively reach out to students before major problems arise and provide that just-in-time guidance.

“Predictive analytics and proactive advising are a dual investment in technology and, most of all, in students,” said Jennifer Nguyen, director of postsecondary success at the Stupski Foundation. “We are grateful to work with the visionary and successful leadership team at SF State to ensure that first-year students and beyond have a consistent pathway to graduation.”



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 2019-20. Investment returns for the fiscal year totaled \$3,223,389. Foundation investments performed well through the first two quarters of the fiscal year and saw significant losses through the third quarter, a direct result of the COVID-19 pandemic. The market recovered significantly in the last quarter of the fiscal year to recoup losses from the prior quarter.

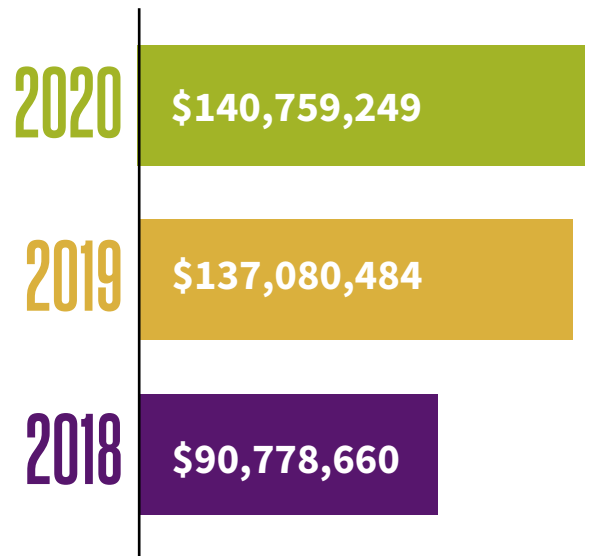
The Foundation welcomed Jeffrey Jackanicz as its new president and CEO. With new leadership, the Foundation can resume its strategic planning efforts that will set a road map for the Foundation for the next five years.

We remain committed to socially responsible investing. Towards the close of FY19-20, the Foundation began working with a new team at Cambridge Associates, our investment advisory group. The new team has a deeper bench of experience in socially responsible investing and understands the importance the Foundation places on this area.

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

**Thank you for your continued support
of San Francisco State University.**

Total Net Position



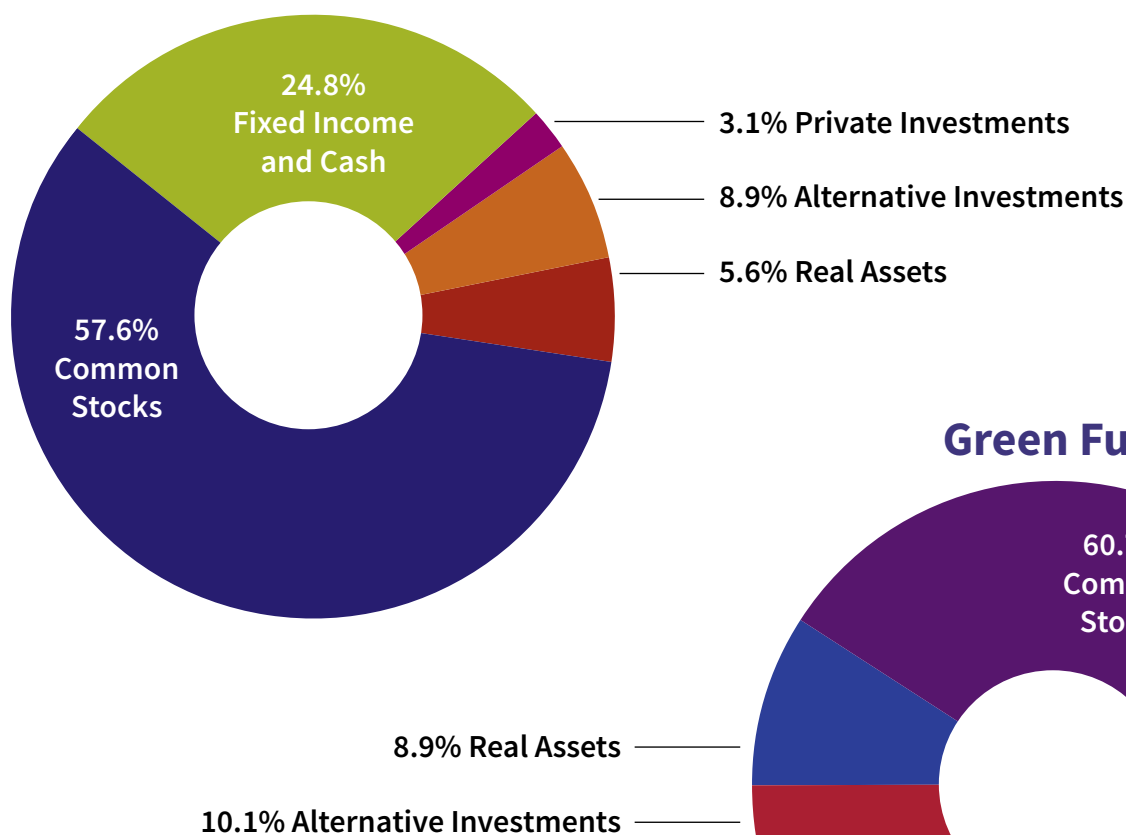
**GROWTH IN
FY2019-20**

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

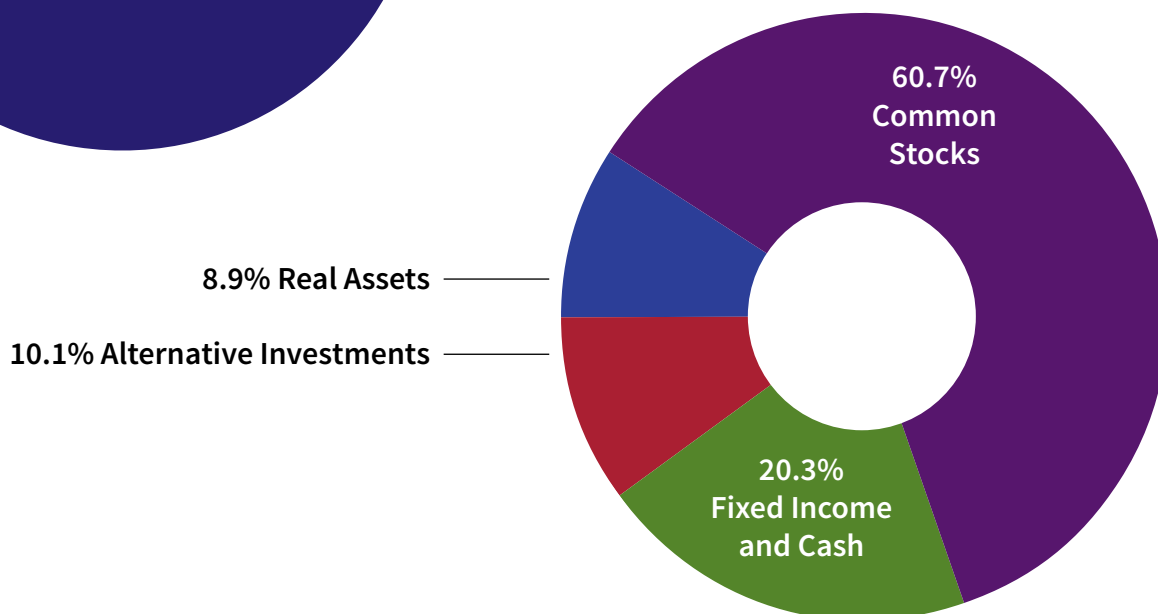
Total Amount of Gifts to Foundation

	FY 17-18	FY 18-19	FY 19-20
Cash	\$5,435,243	\$44,759,588	\$6,985,284
Pledges	\$4,192,733	\$10,367,637	\$1,973,601
TOTAL	\$9,627,976	\$55,127,225	\$8,958,886
DISPERSED TO UNIVERSITY	\$2,744,247	\$3,512,179	\$5,453,931

Endowment



Green Fund



SF State Foundation Board

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Vice President,
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KPIX CBS 5 Television

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Co-Chair, Committee on Athletics

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Camilla Smith

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Neda Nobari

Investment Committee Chair

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Public Affairs Committee Chair

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Don Endo

Don Nasser

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Jeff Wilson

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Nancy Fudem

Judy Marcus

Neda Nobari

Marsha Rosenbaum

David L. Simon

Staff: **Manny Nungaray**

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Chair

Leona Bridges

Nancy Fudem

Judy Marcus

Don Nasser

Dennis O'Donnell

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Russ Stanley

Steve Humphrey (non-voting)

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David L. Simon

Taylor Safford

Staff: **Manny Nungaray**

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Herb Myers

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Jeff Wilson

David Serrano Sewell

Todd Feldman (non-voting)

Staff: **Venesia Thompson-Ramsay**

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Kimberly Brandon

Mary Huss

Herb Myers

L. Wade Rose

Chair

David Serrano-Sewell

Dottie Simmons

Staff: **Frances Johnson**

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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San Francisco, CA 94132
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foundation.sfsu.edu

Change a Life



How to Donate

To donate to the San Francisco State University Foundation, please visit **foundation.sfsu.edu** or mail a check or money order to:

San Francisco State University Foundation

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