

File No. 160107

Committee Item No. 5

Board Item No. 16

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Committee: Budget & Finance Sub-Committee

Date March 2, 2016

Board of Supervisors Meeting

Date March 8, 2016

#### Cmte Board

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|-------------------------------------|-------------------------------------|--|
| <input type="checkbox"/>            | <input type="checkbox"/>            | Motion                                       |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Resolution                                   |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Ordinance                                    |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Legislative Digest                           |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Budget and Legislative Analyst Report        |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Youth Commission Report                      |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Introduction Form                            |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> | MOU  |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Grant Information Form                       |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Grant Budget                                 |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Subcontract Budget                           |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Contract/Agreement                           |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Form 126 – Ethics Commission                 |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Award Letter                                 |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Application                                  |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Public Correspondence                        |

#### OTHER

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Completed by: Linda Wong

Date February 26, 2016

Completed by: Linda Wong

Date March 3, 2016

1 [Accept and Expend Grant - Mott Foundation - Kindergarten to College - Outreach and Family  
2 Engagement - \$315,000]

3 **Resolution retroactively authorizing the Department of the Treasurer and Tax Collector**  
4 **to accept and expend a grant in the amount of \$315,000 from the Mott Foundation for**  
5 **expanding outreach and family engagement for Kindergarten to College for the period**  
6 **of September 1, 2015, through August 31, 2017.**

7  
8 WHEREAS, Kindergarten to College (K2C) is the first universal and automatic  
9 children's college savings program in the country; and

10 WHEREAS, K2C has opened over 22,000 accounts for students attending San  
11 Francisco Unified Public Schools, and families have saved \$1,500,000 for college through the  
12 program; and

13 WHEREAS, The Mott Foundation awarded the program with \$315,000 to support a  
14 significant refinement and expansion of our outreach and communications campaign to  
15 increase the savings participation rate for our families; and

16 WHEREAS, The grant period is from September 1, 2015 to August 31, 2017; and

17 WHEREAS, The grant includes a provision for indirect costs in the amount of \$14,546;  
18 and

19 WHEREAS, The grant does not create any new positions, and will not require an  
20 amendment to the Annual Salary Ordinance; now, therefore, be it

21 **RESOLVED, That the Board of Supervisors hereby authorizes the Treasurer and Tax**  
22 **Collector's Office of Financial Empowerment to accept and expend \$315,000 from the Mott**  
23 **Foundation for expanding outreach and family engagement for Kindergarten to College.**

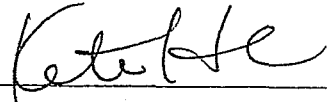
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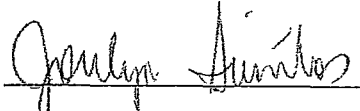
Recommended:



Pauline Marx

Chief Assistant Treasurer

Approved:   
for Mayor Edwin Lee

Approved:   
for Controller



January 25, 2016

Angela Calvillo  
Clerk of the Board of Supervisors  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102-4689

Dear Ms. Calvillo:

Attached please find an original and one copy of a resolution for Board of Supervisors approval, to accept and expend a grant from the Mott Foundation to support outreach and family engagement for the Kindergarten to College Program.

If you have any questions on this matter, please contact me at (415) 554-0889, or [Amanda.fried@sfgov.org](mailto:Amanda.fried@sfgov.org).

Thank you,

Amanda Kahn Fried

Policy and Legislative Manager

**File Number:** \_\_\_\_\_  
(Provided by Clerk of Board of Supervisors)

**Grant Resolution Information Form**  
(Effective July 2011)

Purpose: Accompanies proposed Board of Supervisors resolutions authorizing a Department to accept and expend grant funds.

The following describes the grant referred to in the accompanying resolution:

1. Grant Title: Mott Foundation: Expanding outreach and family engagement for Kindergarten to College
2. Department: TTX
3. Contact Person: Amanda Fried Telephone: 415-554-0889
4. Grant Approval Status (check one):  
 Approved by funding agency                       Not yet approved
5. Amount of Grant Funding Approved or Applied for: \$315,000
6. a. Matching Funds Required: \$0  
b. Source(s) of matching funds (if applicable):
7. a. Grant Source Agency: Mott Foundation  
b. Grant Pass-Through Agency (if applicable):
8. Proposed Grant Project Summary: Expand outreach and family engagement for Kindergarten to College
9. Grant Project Schedule, as allowed in approval documents, or as proposed:  
Start-Date: 9/1/2015                      End-Date: 8/31/2017
10. a. Amount budgeted for contractual services: \$90,000  
b. Will contractual services be put out to bid? Yes  
c. If so, will contract services help to further the goals of the Department's Local Business Enterprise (LBE) requirements? Yes  
d. Is this likely to be a one-time or ongoing request for contracting out? One-time
11. a. Does the budget include indirect costs?  
 Yes                       No  
b. 1. If yes, how much? \$14,546  
b. 2. How was the amount calculated? 5% of total, standard for grantor  
c. 1. If no, why are indirect costs not included?  
 Not allowed by granting agency                       To maximize use of grant funds on direct services  
 Other (please explain):  
c. 2. If no indirect costs are included, what would have been the indirect costs?
12. Any other significant grant requirements or comments:

**\*\*Disability Access Checklist\*\*\*(Department must forward a copy of all completed Grant Information Forms to the Mayor's Office of Disability)**

13. This Grant is intended for activities at (check all that apply):

- |  |   |   |
|--|---|---|
| <input checked="" type="checkbox"/> Existing Site(s) | <input type="checkbox"/> Existing Structure(s)      | <input checked="" type="checkbox"/> Existing Program(s) or Service(s) |
| <input type="checkbox"/> Rehabilitated Site(s)       | <input type="checkbox"/> Rehabilitated Structure(s) | <input type="checkbox"/> New Program(s) or Service(s)                 |
| <input type="checkbox"/> New Site(s)                 | <input type="checkbox"/> New Structure(s)           |   |

14. The Departmental ADA Coordinator or the Mayor's Office on Disability have reviewed the proposal and concluded that the project as proposed will be in compliance with the Americans with Disabilities Act and all other Federal, State and local disability rights laws and regulations and will allow the full inclusion of persons with disabilities. These requirements include, but are not limited to:

1. Having staff trained in how to provide reasonable modifications in policies, practices and procedures;
2. Having auxiliary aids and services available in a timely manner in order to ensure communication access;
3. Ensuring that any service areas and related facilities open to the public are architecturally accessible and have been inspected and approved by the DPW Access Compliance Officer or the Mayor's Office on Disability Compliance Officers.

If such access would be technically infeasible, this is described in the comments section below:

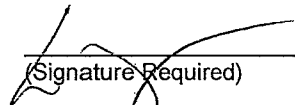
Comments: Per conversation with Amanda Fried, budget includes provision for reasonable accommodations such as ASL and CART upon request, compliance with accessible technology standards, and effective outreach to reach people with disabilities.

Departmental ADA Coordinator or Mayor's Office of Disability Reviewer:

Carla Johnson  
(Name)

Director, Mayor's Office on Disability  
(Title)

Date Reviewed: 12/24/15

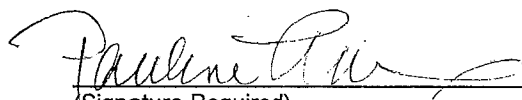
  
(Signature Required)

**Department Head or Designee Approval of Grant Information Form:**

Pauline Marx  
(Name)

Chief Assistant Treasurer  
(Title)

Date Reviewed: 12/15/2015

  
(Signature Required)

Mott Foundation Grant  
 Kindergarten to College Family Outreach and Engagement Budget

	FY 15-16	FY 16-17
<b>Salaries and benefits</b>		
K2C Outreach Coordinator	7,000	7,140
Benefits @ 44%	3,080	3,234
<b>Total Salaries and benefits</b>	<b>10,080</b>	<b>10,374</b>
<b>Consultants and Professional Services</b>		
Messaging and Branding Development	70,000	20,000
Graphic Design	10,000	5,000
Translation	0	0
Video Production	20,000	
<b>Total Consultants and Professional Services</b>	<b>100,000</b>	<b>25,000</b>
<b>Promotional Materials</b>		
Printing	15,000	5,000
Branded promotional materials (school kits)	25,000	25,000
<b>Total Promotional Materials</b>	<b>40,000</b>	<b>30,000</b>
<b>Technology</b>		
Remote deposit service	10,000	10,000
<b>Total Technology</b>	<b>10,000</b>	<b>10,000</b>
<b>Outreach Grants and Awards</b>		
Grants to community based organizations	0	0
Gift cards and other incentives	2,500	2,500
School grants and competitions	25,000	25,000
<b>Total Outreach Grants and Awards</b>	<b>27,500</b>	<b>27,500</b>
<b>Meeting Expenses</b>		
Food	2,500	2,500
Space Rental	2,500	2,500
<b>Total Meeting Expenses</b>	<b>5,000</b>	<b>5,000</b>
<b>Administrative Overhead 5%</b>	<b>9,152</b>	<b>5,394</b>
<b>Total</b>	<b>201,732</b>	<b>113,268</b>

**San Francisco Office of Financial Empowerment  
Kindergarten to College Program  
Proposal to the Charles Stewart Mott Foundation**

**Executive Summary**

San Francisco's Kindergarten to College (K2C) program is the first universal and automatic children's college savings program in the country. The idea behind Kindergarten to College is relatively simple: to help families save earlier and to save more for post-secondary education by removing barriers and providing incentives to spur savings. City leaders were motivated by research findings from the University of Kansas that found that students with college savings – even of less than \$500 - are three times more likely to enroll in college and four times more likely to graduate than those without.

Perhaps K2C's most important achievement to date is overcoming significant structural and legal issues to effect a large-scale and seamless integration of an effective asset building strategy into a public school system. Through our "opt-out" approach, K2C has opened 18,000 accounts in the past four years and families have saved \$1,100,000 of their own money towards their child's college education. One in eight account holders have contributed directly to their account and exactly half of K2C savers earn less than 50% of area median income. Our results stand in stark contrast to national participation in 529 accounts: only 3% of American families save in a 529 and those that do have an average income above \$140,000.

Early results from K2C are promising but to make a strong national case for child savings, we need to strengthen our local efforts and improve our results even further. We believe K2C has the ability to reach significantly more families. To this end, we have set a goal of engaging 25% of all public school elementary students in active savings by 2017.

Our current rate of savings is 13.5%. However, 10% of our schools have achieved participation rates above 20%, so we know our goals are ambitious but within reach. During the next two years the K2C program will transition our primary focus from operations to expanded outreach strategies and family engagement activities. This proposal requests support for a significant expansion of our investment in family engagement and outreach. We have identified four core strategies we believe will drive K2C to our 25% savings participation goal:

- *Redesigning the K2C marketing messaging, channels and materials.*
- *Developing and embedding innovative technologies within the K2C outreach program.*
- *Launching an "Ambassador Program" to engage community organizations and parent volunteers in K2C.*
- *Increasing direct engagement and support of K2C principals and teachers through school based materials and activities.*

We respectfully submit a two-year proposal to the Charles Stewart Mott Foundation for \$300,000. An investment of this significance will determine the most effective ways to engage families in college savings programs, spurring both savings behavior and the educational advantages that savings appears to bring to our students. Success in San Francisco will mean success for the field of child savings and the creation of a better road map for the many other cities and communities now seeking to follow in our footsteps.



### **History, Background, & Context.**

Spearheaded by the San Francisco Office of Financial Empowerment (SF OFE) in partnership with the Mayor's Office and the San Francisco Unified School District (SFUSD), K2C began as a two-year pilot program in 2011. Today, every child entering kindergarten in the city's public schools automatically receives a college savings account containing \$50. Children in the National Student Lunch Program receive an additional \$50 deposit. K2C encourages families to save by providing a \$100 match for the first \$100 of savings and a \$100 bonus for six months of consistent savings.

The idea of establishing a universal system of children's accounts at birth was first proposed by Professor Michael Sherraden in his seminal book, *Assets and the Poor*. He argued that these accounts could provide a foundation for lifelong asset accumulation, facilitate the delivery of basic financial education during the school years and jump-start the savings habit. Over the last twenty years there have been several pilot programs and research studies launched to test the impact of child savings.

K2C is largely based on a research demonstration led by the Corporation for Enterprise Development (CFED) between 2003 and 2008 called SEED: Saving for Education, Entrepreneurship and Downpayment (SEED). The resulting research suggested that low-income families can and will save; that universal, automatic access to accounts is critical to success; and that CSAs promote positive behavioral and attitudinal changes in children. Based on recommendations from SEED and other research, the City and County of San Francisco determined to launch the first CSA program to incorporate all five programmatic recommendations that emerged from years of prior research:

Automatic: Kindergarten students are automatically enrolled in the program unless parents specifically request in writing to opt out of the accounts. Currently, less than 1% of families choose to opt out. Creating a system to automatically enroll students with only four pieces of information – name, address, date of birth and student identification number– is a first in the nation innovation that holds the potential to see matched-college savings accounts reach scale.

Universal: K2C accounts are available to every child regardless of income or immigration status. The only requirement is to be a kindergartner enrolling in the SFUSD. The universal program design provides equal access and reduces financial exclusion for every child.

Publicly funded: K2C is the first CSA program to launch with tax-payer dollars supporting initial seed deposits and program administration.

Savings matches and incentives: K2C matches the first \$100 of family savings and provides a \$100 bonus for six months of consistent savings.

Multiple Deposit Options: K2C offers families four ways to make deposits – online, direct deposit, by mail, or in person. Traditional college savings accounts, such as 529s, only allow for online or mail deposits and do not accept cash, creating a significant barrier to saving for unbanked families or those lacking access to the Internet.

By focusing on resolving structural issues to facilitate an automatic model, K2C has taken learnings from behavioral economics – creating an opt-out instead of an opt-in – to default thousands of students into college savings. The creation of an account structure that can enroll thousands of five year old children into their very own savings account without the need for a parent signature or a social security number is a “first in the nation” innovation with many advantages:

- By leveraging a public school system to deliver the accounts, K2C is able to directly reach a diverse constituency of mostly low-income families. K2C continues to utilize the connectivity and trust families have with educators to promote the importance of saving early and often for college.

- K2C's automatic and universal model has created a savings platform that can be used for a wide range of programmatic interventions to both increase savings rates and advance educational outcomes. Because every child is enrolled, the opportunity to teach financial education linked to a real life account now exists. Every child begins life included in the financial mainstream, with a financial asset.
- K2C has paved the way for other municipalities and communities to launch similar initiatives across the United States. Much work remains to create the infrastructure necessary to support CSAs, but K2C has demonstrated that automatic child savings programs are both possible and a effective.

### **Target Population**

K2C enrolls every student attending San Francisco Unified School District's public schools. A total of over 18,000 students currently have K2C accounts. This includes 25% of 4th graders, 50% of 3rd graders (from two pilot years) and 100% of second grade, first grade and kindergarten students in 74 elementary schools. Approximately 4,500 additional kindergarten students are enrolled each year.

The K2C program is universal so every child, regardless of income or any other factor is enrolled in the program unless they actively choose to opt out (less than 1% of families opt out of K2C). San Francisco public schools serve a primarily low to moderate income population (an estimated 27% of presumably higher-income San Francisco children attend private or parochial schools). Currently 61% of SFUSD students are enrolled in the National School Lunch program. The income threshold to qualify for free lunch is \$31,005 for a family of four and the income threshold for reduced-priced lunch is \$44,123 for a family of four. The current median income for a family of four in San Francisco is \$97,000 and the cost of living is the highest in the United States.

San Francisco schools are incredibly diverse - the majority of our public school children come from minority families - 38% of San Francisco public school students are Asian, 26% Hispanic/Latino, 13% White and 8% African-American. In addition, more than one-third of students are English Language Learners.

### **Results to Date**

Kindergarten to college uses a variety of measures to determine the success and efficacy of the program. Since accounts first opened in April 2011:

- Over 13.5% of families have contributed their own savings to their K2C account. This participation rate is more than four times higher than the national participation rate for 529 college savings accounts (3%). At some schools, savings rates exceed 20%.
- \$1,100,000 in savings has been deposited by families as of March 2015 and the combined total of funds saved for college (seed deposits, match deposits and family savings) is over \$2.4 million.
- For accounts opened more than one year, participating families have averaged 10.22 deposits, with 43% of participating families saving consecutively for at least six months.
- K2C is working remarkably well for lower-income students - 50% of families saving in the K2C program are enrolled in the National School Lunch program and earn less than half of the area median income.
- NSL students have made an average of nine deposits and have \$532 in average savings.
- K2C families are also responding positively to core program features:
  - 80% of active families have received the \$100 savings match
  - 43% of active families have saved for six months and received a \$100 bonus
  - 34% of families save electronically, while 51% make deposits at a physical location (62% for low-income families).

## Goals, Objectives & Activities

In December 2012, K2C and the Mott Foundation invited experts from across the United States to a K2C Symposium. Our goal was to seek the advice of the country's leading experts in the asset building field to help refine our model and position K2C for success. The group reached consensus on one key point:

**Early success will be demonstrated by widespread family engagement with the K2C account. Our efforts must focus on getting every family to become a K2C saver.** K2C has since set an ambitious goal to increase our savings participation rate from 13.5% to 25% of families making a contribution of any amount to their K2C accounts by 2017.

K2C recently worked with students from the Social Sector Solutions Project at the UC Berkeley Haas School of Business, supported by mentors at McKinsey & Company, to determine the current patterns in K2C savings rates, identify barriers to saving, and make recommendations on the most promising approaches to increase savings participation. Based on this market analysis, we have identified four promising family engagement strategies for 2015-17:

*Redesigning the K2C marketing messaging, channels and materials.* The data analysis indicates that a lack of clarity about how the program works prevents a significant number of parents from making the first deposit. Once families make an initial deposit, more than two-thirds become regular savers. Getting that first deposit is the key to reaching our goals. Many parents find the current K2C materials and messages to be confusing, complicated and culturally unappealing.

To create a marketing campaign that maximizes impact and drives greater program participation, K2C plans to partner with the nationally recognized behavioral science team at Ideas42. Ideas42 would work with the K2C team to conduct a targeted review focused on improving current marketing and messaging content. Under this approach, Ideas42 would use its unique behavioral audit methodology and leverage its previous experience with college savings accounts to reduce behavioral bottlenecks in the current materials, and use behavioral principles to optimize the communications to improve account usage. These principles include basic concepts like streamlining materials and increasing salience of key points, as well as more complex behavioral concepts such as loss aversion, the power of simple plan-making, trust building, strategic anchoring, and social norms. This would include the use of graphic design resources to create high quality final designs to replace the current marketing materials. K2C would also create a plan for dissemination of these materials at appropriate times and through appropriate channels.

*Developing and embedding innovative technologies within the K2C outreach program.* The K2C data analysis found that making a first deposit within the first two months of account ownership led to a stronger pattern of consistent savings. However, research also indicates that "inertia" often prevents parents from taking the first step on the savings path. One of the most cost-effective ways to reach families is through the use of multimedia tools, such as email, social media, and instructional videos that then link directly to the account. K2C plans to refine and expand our use of these communication channels. In addition, many families – particularly those living in the City's poorest neighborhoods – lack access to Citibank locations to make cash deposits. K2C will partner with a service that provides the means for K2C to securely accept deposits remotely and allow us to turn a school into a bank branch.

*Launching an "Ambassador Program" to engage community organizations and parent volunteers in K2C.* Research indicates that parents who have attended an in-person presentation about K2C at their

school are more likely to contribute to their K2C account than those who have not. In fact, attendance at a K2C event is the strongest statistical indicator of an outreach activity shown to increase savings behavior. K2C needs to capitalize on the potential of peer-to-peer influence while simultaneously leveraging the wide reach of parent and community volunteers to provide in-person information about the program. Through this approach, K2C would identify parent volunteers at each of the 74 elementary schools, and provide training, resources and incentives to these parents to host K2C events and educate other parents about the program. This approach builds on a current initiative that provides small grants to community organizations to provide outreach services on our behalf, resulting in an increased savings rate of between 2% and 10% at some of our lowest income schools.

*Increasing direct engagement and support of K2C principals and teachers through school based materials and activities.* A critical component of the K2C theory of change is that students know they have a K2C account. The most direct way to influence this factor is through school based activities and teacher support. Based on teacher feedback we have identified several key school support strategies:

- The creation of K2C school kits and materials. These kits will be provided to each school and include promotional materials, teaching materials for financial education components, and other activities.
- Inter-school or inter-class competitions. SFUSD has agreed to allow K2C to provide funding or prizes (like school supplies, “big” books, pizza parties etc) directly to schools to encourage classrooms and schools to meet key K2C benchmarks.

#### Conclusion.

Over the next two-years San Francisco seeks to make a significant investment in the Kindergarten to College program. We strongly believe an infusion of funding into discovering the most effective strategies for family engagement is the best use of philanthropic dollars and the most important investment we can make at this time, both as a program and as a field. Simultaneously, we are investing in research and evaluation. We are currently participating in two research projects. The first is an analysis of marketing and outreach led by the Social Sector Solutions project at UC Berkeley. The second is an evaluation of the K2C program and the impact on third grade reading and math skills that will be conducted by Dr. William Elliot and his team at the University of Kansas “Assets and Education Initiative”. Both of these projects will inform our outreach and marketing strategies over the next two-years.

In their 2013 “Innovation and the City” report, the Center for an Urban Future listed K2C as one of the ten most innovative municipal initiatives in the United States and described the program as a “proven and scalable reform”. Secretary of Education Arne Duncan visited San Francisco specifically to learn about K2C, calling the program “one of the more unique, innovative, creative ideas.” The SF OFE has provided input to the US Departments of Education and Treasury on child savings, and assists national organizations like CFED, the Aspen Institute and the New America Foundation in the pursuit of child savings policy on the national level, using the experiences and outcomes of K2C as a concrete example of the promise of child savings accounts.

K2C is an important marker in the pursuit of universal children’s savings accounts in the United States. The model holds great promise for successfully linking asset building strategies to educational achievement and laying the groundwork for CSA policy in the United States. As K2C continues to gain national attention, interest in replicating the San Francisco model is strong and requests for technical assistance are rapidly increasing. However, if San Francisco’s K2C program is indeed to be a model for the country and a test case for a national CSA program it will mean a continued investment of intellectual capital, political will and financial resources to ensure the strongest possible example of a local program is achieved.



CHARLES STEWART  
MOTT FOUNDATION

June 18, 2015

The Honorable Edwin M. Lee  
Mayor's Office  
City Hall, Room 200  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4603

Project: Kindergarten to College Program  
(Grant No. 2014-00057)

Dear Mayor Lee:

We are pleased to inform you that the Charles Stewart Mott Foundation has approved a grant in the amount of \$315,000 to the City and County of San Francisco for the above-referenced project for the period September 1, 2015 through August 31, 2017.

Grant Payments

This grant will be paid upon receipt of your acceptance as follows:

\$202,000 on September 1, 2015  
\$113,000 on November 1, 2016

Payments are conditioned upon the Mott Foundation's receipt and approval of all reports due prior to the payment date. (See the "Reports" section of this letter.)

The Mott Foundation reserves the right to discontinue, modify, or withhold any payments that might otherwise be due under this grant, to require a refund of any unexpended grant funds, or both, if, in the Mott Foundation's judgment, any of the following occur:

1. Grant funds have been used for purposes other than those contemplated by this commitment letter.
2. Such action is necessary to comply with the requirements of any law or regulation affecting either your organization's or the Mott Foundation's responsibilities under the grant.

The Honorable Edwin M. Lee  
June 18, 2015  
Page 2 (#2014-00057)

3. Your organization's performance under the grant has not been satisfactory. The Mott Foundation in its sole and absolute discretion will determine whether performance has been satisfactory.

The Mott Foundation's judgment on these matters will be final and binding.

#### Mott Foundation Contact Person and Resources

Please direct all correspondence and questions relating to this grant to Benita Melton, Program Officer.

For general information regarding Mott Foundation grant procedures, copies of reporting forms, and other grant related questions, we encourage you to visit the For Grantees section of our website at <http://www.Mott.org/GrantResources>. Here you can also download copies of financial, narrative, and other forms in Word, Excel, and PDF formats that can be completed electronically.

Another resource available on the Mott Foundation's website is the Grantee Dashboard. The Dashboard provides real-time information on your grant's reporting requirements and due dates. By using the Dashboard you may view a copy of this commitment letter, enable or disable report reminders, and upload required reports directly to the Mott Foundation. For more information about the Dashboard, contact your program officer or login at <http://www.Mott.org/Login>. Login information will be emailed automatically to your grant's primary project contact, José Cisneros, who can add additional users.

#### Use of Grant

Under United States law, Mott Foundation grant funds may be expended only for charitable, scientific, literary, religious, or educational purposes, as specified in section 170(c)(2)(B) of the Internal Revenue Code of 1986, as amended. This grant is to be expended solely in support of the objectives detailed in your proposal submitted April 22, 2015.

Your organization shall not, directly or indirectly, engage in, support or promote violence or terrorist activities.

Your organization confirms that this project is under its complete control. Your organization further confirms that it has and will exercise control over the process of selecting any secondary grantee or consultant, that the decision made or that will be made on any such selection is completely independent of the Mott Foundation, and further, that there does not exist an agreement, written or oral, under which the Mott Foundation has caused or may cause the selection of a secondary grantee or consultant.

Mott Foundation grant funds may not be used for lobbying expenditures.



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Your organization may charge this grant only for expenditures incurred or services performed during the grant period specified in this letter.

Your organization may charge this grant only for line item expenditures that were included in your approved budget as referenced in the "Reports" section of this letter. The addition of new line items must have the prior written approval of the Mott Foundation.

Expenditures may not exceed the approved budget amount for the following line item:

- Administrative overhead

Re-granting Compliance with Executive Order 13224 and the USA Patriot Act

Pursuant to the provisions of Executive Order 13224 and the USA Patriot Act, the Mott Foundation requires all organizations re-granting with Mott funds to check the terrorism watch list issued by the United States government – the Specially Designated Nationals (SDN) list – and refrain from providing financial or material support to any listed individual or organization.

Your organization is required to permit the Mott Foundation to have reasonable access to your files and records during the term of this grant and for five years thereafter for the purpose of verifying and documenting your organization's list-checking procedures.

For additional information regarding Executive Order 13224 and the USA Patriot Act, we encourage you to visit the For Grantees section of our website at <http://www.Mott.org/PatriotAct>.

Grant Accounting

Your organization is required to maintain financial records for expenditures and receipts relating to this grant, retaining these records and other supporting documentation for five years after the grant's termination date.

Your organization is also required to permit the Mott Foundation to have reasonable access to your files, records, and personnel during the term of this grant and for five years thereafter for the purpose of making financial audits, verifications, or program evaluations.

Reports

**The Mott Foundation requires the following reports be submitted for this grant:**

- For the period ending August 31, 2016, a report is due October 1, 2016.**
- For the period ending August 31, 2017, a report is due October 1, 2017.**



**The reports must include the following parts, which must be submitted together:**

1. A **narrative report** summarizing what was accomplished by the expenditure of funds, including a description of progress made toward achieving the following objectives:
  - a. redesigning the Kindergarten to College (K2C) marketing messaging, channels, and materials;
  - b. developing and embedding innovative technologies within the K2C outreach program;
  - c. launching an “Ambassador Program” to engage community organizations and parent volunteers in K2C; and
  - d. increasing direct engagement and support of K2C principals and teachers through school materials and activities.
  
2. A **financial report** showing the approved budget, expenditures against each line item since the start of the grant, and balances remaining (or overruns) for each line item. For the final report, you must explain all overrun variances that exceed both one thousand dollars (\$1,000) and ten percent (10%) of the budgeted line item amount.

**Your organization must report against the approved budget of \$754,538 submitted on April 30, 2015** (which may be greater than the amount of the Mott Foundation grant). If the approved budget covers multiple years, each report should include cumulative expenditures since the beginning of the grant period. The report must also include a summary of all funding received for this project (listed by source and grant period).

Copies of reporting forms can be downloaded from the For Grantees section of our website at <http://www.Mott.org/Forms>. In addition, your required reports can be submitted online via the Grantee Dashboard section of our website, login at <http://www.Mott.org/Login>.

Undisbursed Funds

Your organization is required to return any undisbursed project funds on a prorata basis to the Mott Foundation within two months after the end of this grant. The prorata refund is computed by multiplying the total undisbursed project funds by the ratio of Mott Foundation funding to total funding received for this project for the grant period. Any refund of less than \$100 will be waived.

Compliance with Laws

Your organization may not use any portion of the grant funds to undertake any activity for any purpose other than one specified in section 170(c)(2)(B) of the Internal Revenue Code. Further, the Mott Foundation reserves the right to discontinue, modify, or withhold any payments that





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might otherwise be due under this grant or to require a refund of any unexpended grant funds if, in the Mott Foundation's judgment, such action is necessary to comply with the requirements of any law or regulation.

Public Information

The Mott Foundation will include information on this grant in its periodic public reports. The Mott Foundation also welcomes grantees to make announcements of grants upon return of this signed commitment letter. A copy of any release should be sent to the Mott Foundation's Communications Department prior to its dissemination. The department is available to provide assistance in your communications efforts.

Acceptance

This letter contains the entire agreement between your organization and the Charles Stewart Mott Foundation, and there are no conditions or stipulations, oral or written, governing the use of the grant funds other than those contained in this letter.

If your organization agrees to the grant conditions as stated, please return, in the enclosed envelope, one complete copy of this letter with the **original signature** of an appropriate representative of your organization in the space provided. In countersigning this letter, this individual represents to the Mott Foundation that he/she has the authority to sign this letter on the organization's behalf.

This grant may be withdrawn if the Mott Foundation has not received your acceptance within one month from the date of this letter.

On behalf of the Mott Foundation, I would like to extend our best wishes for the success of this endeavor.

Sincerely,



Mary A. Gailbreath  
Vice President-Administration and Secretary/Treasurer

MAG:krm



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Our organization acknowledges that appropriate personnel have read and understand this letter, that its terms and conditions are acceptable to us, and that we will comply with those terms and conditions.

Name of Grantee City & County of San Francisco  
Printed Name of Authorized Signer Pauline Marx  
Authorized Signature Pauline Marx  
(This must be an original signature of an authorized representative of the organization.)  
Title Chief Assistant Treasurer  
Date Signed 7/1/15



**TO:** Angela Calvillo, Clerk of the Board of Supervisors  
**FROM:** Amanda Fried, Policy and Legislative Manager, TTX  
**DATE:** December 16, 2015  
**SUBJECT:** Accept and Expend Resolution – Kindergarten to College – Outreach and family engagement - \$315,000

**GRANT TITLE:**

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Attached please find the original\* and 1 copy of each of the following:

- Proposed grant resolution; original\* signed by Department, Mayor, Controller
- Grant information form, including disability checklist
- Grant budget
- Grant application
- Grant award letter from funding agency
- Ethics Form 126 (if applicable)
- Contracts, Leases/Agreements (if applicable)
- Other (Explain):

**Special Timeline Requirements:**

**Departmental representative to receive a copy of the adopted resolution:**

Name: Amanda Fried Phone: 554-0889

Interoffice Mail Address: City Hall Room 140

Certified copy required Yes  No

(Note: certified copies have the seal of the City/County affixed and are occasionally required by funding agencies. In most cases ordinary copies without the seal are sufficient).

# Introduction Form

By a Member of the Board of Supervisors or the Mayor

Time stamp  
or meeting date

I hereby submit the following item for introduction (select only one):

- 1. For reference to Committee.  
An ordinance, resolution, motion, or charter amendment.
- 2. Request for next printed agenda without reference to Committee.
- 3. Request for hearing on a subject matter at Committee.
- 4. Request for letter beginning "Supervisor [ ] inquires"
- 5. City Attorney request.
- 6. Call File No. [ ] from Committee.
- 7. Budget Analyst request (attach written motion).
- 8. Substitute Legislation File No. [ ]
- 9. Request for Closed Session (attach written motion).
- 10. Board to Sit as A Committee of the Whole.
- 11. Question(s) submitted for Mayoral Appearance before the BOS on [ ]

Please check the appropriate boxes. The proposed legislation should be forwarded to the following:

- Small Business Commission     Youth Commission     Ethics Commission
- Planning Commission     Building Inspection Commission

**Note: For the Imperative Agenda (a resolution not on the printed agenda), use a Imperative**

**Sponsor(s):**

Tang

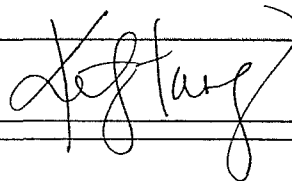
**Subject:**

Accept and Expend Grant - Kindergarten to College - Outreach and Family Engagement - \$315,000

**The text is listed below or attached:**

[Empty box for text listing]

Signature of Sponsoring Supervisor: \_\_\_\_\_



For Clerk's Use Only: