



**Opportunity Changes
Everything.®**



A community effort, Oakland Promise has served thousands of children and families across Oakland by creating economic mobility through educational opportunity.

Our Vision

A thriving Oakland community without educational barriers to opportunity.

Our Mission

Engaging the Oakland community to advance equity and economic mobility through cradle-to-college and career achievement.



*Want to be involved?
Learn more at
www.oaklandpromise.org*

IMPACT BY PROGRAM TO DATE

BRILLIANT BABY (BB)



750

BB College Savings Accounts (CSAs) opened

72%

Brilliant Baby families participating in financial coaching

KINDERGARTEN TO COLLEGE (K2C)



20,000

Oakland elementary school students with a \$100 K2C Early College Scholarship Fund

556

Family owned college savings accounts opened through K2C

64

Elementary and middle schools participating in K2C

COLLEGE ACCESS



9,000

High school students receiving targeted college and career readiness supports

COLLEGE COMPLETION



1,800

Students receiving OP scholarships and persistence supports

88%

OP Scholars who persisted from first year to second year of college

Adapting Programming to Meet This Critical Moment

During this global crisis, we are working relentlessly to ensure that our programming continues. Due to COVID-19, school closures and workforce disruptions, we are working directly with students and families to connect them to resources while providing



quality virtual programming. OP remains committed to supporting them navigate this challenging environment.

Supporting Holistic Needs

We provided financial, advisory, mentorship and online support for our students and families in all our four programs to help them persevere during these tough times. In addition to providing 2-4 year scholarships, we launched the Dreamkeeper Fund to quickly disburse one-time emergency funds for over 260 college students.



Supporting Financial Well Being

Along with opening CSAs and providing Early College Scholarships for children, we provided financial guidance for parents through online workshops, 1-1 financial coaching, and community support so college could still be attainable.



Supporting Oakland Students and Families through Major Partnerships



Through a grant by the Audacious Project, Harlem Children's Zone (HCZ) selected OP to lead a community-wide initiative in Oakland to:

- Mitigate the impacts of COVID-19
- Support Black and BIPOC communities

#Oakland Undivided
Campaign to Close the Digital Divide

This partnership with OUSD, Oakland Public Education Fund, TechXchange and the City of Oakland have raised \$13 million to provide 25,000 laptops, internet access and technology support to Oakland student's families. The campaign so far distributed over 18,565 free laptops and 9,600 hot spots in Oakland schools.

Leveraging Partnerships to Better Serve the Black and POC Communities

Partnerships with the HCZ, #OaklandUndivided as well as the Oakland NAACP, African American Male Achievement (AAMA) and African American Female Excellence (AAFE) organizations, enable us to mitigate the effects of the pandemic, digital divide and educational inequities.



DREAMKEEPER FUND Reflections from Scholars

“... As a community, we are being challenged and as individuals we are all facing different hardships at the moment. With your help it has been possible for many of us to be more optimistic despite the current COVID-19 predicament. It is greatly appreciated and I know that this has had an everlasting positive impact for many people who are underrepresented and overwhelmed in this situation.”

Alberto, OP Scholar, UCSC

“These funds are going to help me make up for some lost income and transition to online classes by allowing me to have the materials and resources I would have used in the departments on campus that are closed...”

UC Davis Senior

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#OPPORTUNITYCHANGEVERYTHING

