

CASE STUDY

Oakland Back-to-School Supply Drive



Oakland Public Education Fund

- Located in Oakland, California
- Leads the development and investment of community resources in Oakland public schools

Drive Highlights

- Reached 100% target in its first year.
- Collected over \$30,000 in school supplies in first two years.
- Generated additional \$30K in offline in-kind donations from drive publicity.

Principal Testimonial:



“We recently ran out of dry-erase markers and teachers were buying them with their own money. These supplies will help to ensure we have enough for all of our students and teachers!”

Elia Bustamante
Principal

The Oakland Public Education Fund is a city-wide organization that leads the development and investment of community resources for public schools in Oakland, CA. The Ed Fund’s goal is to make it possible for all students to learn, grow, and thrive in Oakland.

Roonga first partnered with the Ed Fund in the fall of 2013. With teachers spending \$1.6 billion out of pocket each year, the Ed Fund wanted to ease the burden on teachers by stocking basic classroom supplies - paper, pencils, dry erase markers, tissue and the like. However, Executive Director Brian Stanley was all too familiar with the challenges of a collection barrel drive. “By collecting the funds online and distributing the supplies directly to schools, Roonga made it possible for us to execute our school supply drive,” said Stanley.



The Ed Fund’s drive on Roonga accomplished three key goals:

- It eliminated the need for volunteers to collect, sort, and distribute supplies.
- It extended the reach of the drive beyond the city of Oakland, involving donors across the San Francisco Bay Area.
- It ensured that the donated items met teacher requirements.

Kicked off at start of each school year, the Ed Fund’s drives were been picked by local press including NPR’s Morning Edition. The supplies were delivered in December, just as school supplies begin to dwindle. Not only have the Ed Fund’s Roonga drives provided teachers with more than \$30K of the *right* supplies for 20+ schools, but they also enabled the Ed Fund team to manage them with minimal resources.

“Roonga has been an amazing partner,” said Stanley. “They helped with communications, built partnerships that expanded our impact, and helped us raise the supplies our students and teachers need. Thank you, team Roonga!”

