



THE LEGACY FUND OF THE
SAN FRANCISCO BAY AREA SUPER BOWL 50
HOST COMMITTEE

October 2015

DIRECTORS

KAMBA TSHIONYI, Chair
JPMorgan

LYDIA BEEBE, Treasurer
Chevron (retired)

VINCENT PAN, Secretary
Chinese for Affirmative
Action

AIDA ALVAREZ
Latino Community
Foundation

DAVID BERGER
Wilson Sonsini Goodrich &
Rosati

FRED BLACKWELL
The San Francisco
Foundation

MEGAN GARCIA
New America

STEPHEN GREEN
Chevron

MICHELE LEW
Asian Americans for
Community Involvement

DANIEL LURIE
Tipping Point Community

LENNY MENDONCA
McKinsey & Company
(director emeritus)

YVETTE RADFORD
Kaiser Permanente

CARMEN ROJAS
The Worker's Lab

LAURAN TUCK
Tuck's R.U.S.H. for
Literacy

BRIANA ZELAYA
ValueAct Capital

OVERVIEW

50 Fund is the legacy fund of the San Francisco Bay Area Super Bowl 50 Host Committee. Through investments in high-performing nonprofits, 50 Fund will help close the opportunity gap for low-income Bay Area children, youth and young adults (birth-24) while making Super Bowl 50 the most giving ever; distributing resources through a mix of competitive grantmaking programs and signature initiatives focused in three areas:

Youth Development

Providing the educational, recreational and social-emotional supports they need to put them on the path to success.

Community Investment

Nurturing the health, wellbeing and livelihoods of young people and their families through investments in the economic, social and physical infrastructure of their communities.

Sustainable Environments

Building the resiliency of communities by enhancing the connectivity between residents and the natural environment that surrounds them.

GRANT PROGRAMS

Active grant programs include Game Changers which provides \$500,000 grants to organizations that use evidence-based or informed approaches, have a track record of effectiveness and the potential for greater scale and Playmakers which provides \$10,000 grants to community-based organizations with a passionate advocate and a specific, compelling need for funds to provide an immediate community impact. To date, more than \$3.7 million has been granted through these programs with two more Game Changer rounds and three more Playmaker rounds still to come.

In addition, 50 Fund has two more competitive grant programs planned for launch later this fall. Startup Bowl will be a business plan competition to find and fund social entrepreneurs with viable marketplace solutions to problems facing low-income Bay Area youth. Community Champions will be a social network-driven grant program will engage the Bay Area region in sourcing and choosing where investments are made.

SIGNATURE INITIATIVES

50 Fund also has two signature initiatives that include grantmaking and awareness campaigns centered around critical issues facing Bay Area kids:

The Re(a)d Zone

Provide 50,000 children access to high-quality, literacy-enhancing programs and engage 50,000 literacy champions as volunteer tutors, book donors, and early literacy advocates.

PLAY 60, Play On

Bring physically active, imaginative and interactive play to children where they are—enabling Bay Area communities to create cutting edge design transformations of everyday spaces.

MAILING ADDRESS | 825 Battery Street, 3rd Floor, San Francisco, California 94111

WEBSITE | 50Fund.org | EMAIL | info@50Fund.org | TWITTER | @50Fund | TAX ID | 46-3164666