5 YEAR ANNIVERSARY
MAKING SAN FRANCISCO A BETTER PLACE TO LIVE AND WORK

It’s hard to believe that it’s been half a decade since sf.citi opened its doors in the city of San Francisco. In these five short years, we’ve watched our City by the Bay grow into the world’s leading hotbed of innovation, home to more than 2,000 tech companies. As the city has grown, we’ve worked hard at sf.citi to promote and lead forward-thinking initiatives that make San Francisco a better place to live and work. Among our many successes over the years, there are a few notable accomplishments I would like to share:

CREATING A NEW WAY TO DO BUSINESS
When we first envisioned sf.citi in 2011, we had no idea the journey we were about to embark upon as the first local tech-focused advocacy group in the country. At the time, there were no comparable technology sector support networks in the United States. As the industry has boomed, we’ve helped to lead the way for similar organizations, most recently with our support for Tech:NYC and other emerging tech groups from coast to coast. We are truly proud to have paved the path for more work to come in our industry.

BUILDING JOBS IN SAN FRANCISCO
In 2012, we led the campaign for Proposition E, which reformed the way San Francisco taxes its businesses. At the time, San Francisco was the only remaining city and county in California enforcing an antiquated payroll tax structure. With the support of over 70% of San Francisco voters, we helped replace the payroll tax with a gross receipts tax, and in turned removed a key inhibitor to higher levels of job creation. Since transitioning, we have seen San Francisco’s unemployment rate drop from record highs of ten percent to current lows of under three percent. We have continued to advocate for common sense tax policies, as proven by our recent opposition to the “Tech Tax” proposal this past summer.

ENGAGING SAN FRANCISCO’S TECH COMMUNITY
Of all of our accomplishments in the community, I take the greatest pride in the creation of our Circle the Schools “adopt-a-school” program. Circle the Schools, developed in 2014 in partnership with the San Francisco Unified School District and San Francisco Education Fund, creates long-term partnerships between technology companies and local schools in San Francisco. This program, now entering its third year, grew exponentially from its first five test-pilot schools in 2014 to almost 50 schools across San Francisco today. More recently, Circle the Schools has expanded to new cities outside of San Francisco. Through our partnership with Salesforce.org, Circle the Schools is partnering tech companies and schools in cities across the country and globe.

It has been our honor to serve the tech community and watch San Francisco transform, yet again, into a top global changemaker and leading city of innovation. We are excited about what is to come for 2017 and will continue to provide proactive policy support to our members and build on the tech sector’s long-standing relationships in City Hall, as well as develop new ones.

Ron Conway, Board Chair

sf.citi ( );
sf.citi represents our members in policymaking conversations that lead to a better San Francisco. We focus on key issues facing our member organizations with a strong emphasis on job growth, transportation, and affordable housing. By giving tech a seat at the table, we ensure that the industry is able to collaborate and promote forward-thinking policies to support innovation in our city.

SPOTLIGHT: THE “TECH TAX”
This past summer, several members of the Board of Supervisors proposed an unprecedented 1.5% payroll tax on tech companies within San Francisco. The payroll tax, which applied to nearly 2,000 tech companies including sf.citi members in San Francisco, would have effectively created a double tax for the tech sector, without a simultaneous increase of taxes in any other sector. sf.citi strongly opposed this divisive and politicized measure, and instead promoted ongoing collaboration and conversation between technology companies and City Hall. We coalesced our member companies and local nonprofits to successfully defeat the proposal. The measure was widely covered in the news, both locally and nationally.

SF.CITI-SUPPORTED INITIATIVES AND GROUPS
City’s "Buy Local" campaign for San Francisco • SFMTA Commuter Shuttle Pilot program • San Francisco All-Night Transportation Working Group • Mayor’s Housing Bond Working Group • San Francisco Technology Council • Vision Zero Task Force for pedestrian safety • City Business Tax Advisory Group • "By Right" Housing Legislation for all of California • Mayor’s Startup In Residency Program • Mayor’s Civic Bridge Innovation Partnership Program • Supported AB 2178 (promoting equity in investing) • Supported Senate Bill 364 (Ellis Act reform)

"sf.citi serves a fundamentally important role in building community across the local tech industry and then bringing that community to bear for good through civic engagement. Working with community and political leaders, sf.citi is helping to safeguard San Francisco as a place of opportunity for all."

- Kate O’Sullivan, General Manager of External Affairs, Microsoft

rep·re·sent /
,reprəˈzent/ verb to act or speak for the tech community.
San Francisco ‘Tech Tax’ Proposal Shows ‘Deep Divide’ In the City

‘Any San Franciscan understands the reality of rising costs of housing and the perception of a widening gap that is not only happening in San Francisco but in cities across the country,’ said [sf.citi Managing Director, Alex] Tourk. ‘In my opinion, this is not a thoughtful approach. It’s another way to divide two constituencies.’

TIME Magazine, June 29, 2016
sf.citi engages community organizations to respond to the needs of San Franciscans and creates opportunities for its members to participate and contribute in a meaningful way. Our key focus in San Francisco has been to improve education and workforce development. sf.citi created the Circle the Schools and Future Graduates programs in order to facilitate corporate community engagement.

**CIRCLE THE SCHOOLS**

A partnership between sf.citi, the San Francisco Education Fund, and the San Francisco Unified School District, Circle the Schools empowers the corporate community to become stewards of San Francisco public schools. Circle the Schools is part of our collective effort to transform public education, ensuring all students have the skills, experience, and resources they need to thrive in San Francisco and beyond. Using an “adopt-a-school” model, the program partners sf.citi member companies with San Francisco public schools. Companies donate resources and employee time to their partnered school throughout the school year. In the 2015-2016 year, Circle the Schools volunteers donated over 6,000 hours to 47 public schools in San Francisco.

**2015-16 PARTNER COMPANIES**

AdRoll • Advent • AOL • Bateman Group • Coinbase • Comcast Ventures • Credit Karma • Deloitte • Dropbox • Glu Mobile • Goldman Sachs • Hanson Bridgett • If(we) • Inkling • Jelly • Nitro PDF • Rackspace • Salesforce • SF Chamber of Commerce • Splunk • Twilio • Williams Sonoma • Xoom • Yahoo

"Today wasn’t what I expected because it changed the way I saw the tech industry in a good way. The work environment was very comfortable and relaxing. It made me reconsider possible future career paths."

- Khang, 8th grader at Lawton Alternative School, partnered with Salesforce
FUTURE GRADUATES
The Future Graduates program was created by sf.citi and the San Francisco Police Foundation. Now in its fourth year, the program connects the high school students with paid summer internships at sf.citi member companies, where they receive hands-on experience working in the tech industry. In the 2015-2016 school year, 47 SFUSD high school students were placed at internships with 13 companies. Nine of these students were offered paid positions at their respective companies after the summer program ended.

2015-16 PARTNER COMPANIES
1176 • AdRoll • AR Cortex • Coinbase • Epic Center SF • Hack Reactor • Jawbone • MotherCoders • One Degree • Popsugar • sf.citi • Taste Makers • Assurance Data • Gym Flash Inc. • Alliance Franchise SF • Meadow • NextRequest

"Our intern completed so much great work for us. She played an integral role in a significant transition from benefits providers. The work she did will affect every person at our company. This was also a great opportunity for our employees to connect with and mentor a high school student and connect with the community."

- Catherine Waite, People Operations Partner, Coinbase
Convene
/ˈkɔnˌvɛn/
verb
To bring San Francisco’s tech workers and its residents together; to become One City.

sf.citi convenes our member companies, their employees, and our community partners through our One City Forum. The eight-person forum consists of representatives from sf.citi member companies and local non-profits who meet regularly to plan forum events and build partnerships between tech and the San Francisco community. In 2016, sf.citi launched its One City Forum event series. These quarterly events convene employees from our member companies and San Francisco community members to discuss and learn about common issues.

MEMBERS OF THE ONE CITY FORUM
Eric McDonnell, United Way of the Bay Area (co-chair) • Katie Ferrick, LinkedIn (co-chair) • Margi English, St. Vincent de Paul Society of San Francisco • Tiffany Apczynski, Zendesk • Danie Belfield, Meals on Wheels of San Francisco • Amy Lebold, AdRoll • Sherilyn Adams, Larkin Street Youth Services • Charlie Hale, Pinterest

NETWORKING WITH A PURPOSE
In 2016 we hosted three successful events, each featuring cocktails and great conversation - we call it networking with a purpose.

The Case for Corporate Social Responsibility - March 22, 2016
The Techies Project Launch Party - June 22, 2016
Tech Votes: Cocktails and Conversation - October 20, 2016
We will meet regularly to discuss difficult issues facing San Franciscans like affordability, homelessness, health, and education. We educate one another and work together to empower others in both nonprofit and tech to collaborate on solutions to common problems. We invite experts to share data and valuable advice with us so that we can learn from the best minds in our city and better understand the issues.

"We believe San Franciscans old and new share more common ground than we realize. We have lessons, experiences, and best practices to share. There are lessons that new tech businesses in San Francisco can learn from the dedicated community and nonprofit leaders who have been serving our city for generations. Conversely, there is much that community nonprofits can gain from partnering with tech companies to strengthen their impact."

One City Forum Unites San Francisco Through Discussion

San Francisco Examiner, March 10, 2016
- Members of the One City Forum
In the past year, our member companies have been hard at work not only creating innovative ways to improve our lives through technology but have also generously donated their time and skills, working with various schools and organizations around the San Francisco Bay Area. In addition to participating in Circle the Schools and Future Graduates, here are a few examples of how our sf.citi members are giving back.

**AdRoll**
AdRoll Gives Back is a program dedicated to mobilizing employees to donate volunteer hours, expertise, and resources to the community, including partnering with Glide Memorial, Meals on Wheels, and June Jordan for Equity High School.

**Google**
Google employees participate in GoogleServe, a week of volunteer service that includes everything from cleaning graffiti and building homes to helping nonprofits use technology to improve operations. Last year, over 6,500 Google employees volunteered almost 200,000 hours.

**Dropbox**
In the past year, Dropbox partnered with Mission High School to create the “Hacker’s Lab”, where high school students can learn coding. Dropbox received the 2015-2016 Distinguished Service Award from the San Francisco Education Fund.

**Microsoft**
Microsoft’s Technology Education and Literacy in Schools (TEALS) program pairs computer science professionals with classroom educators to teach computer science in high schools. This program continually aims to increase access to computer science education for all youth around the world.

**AT&T**
In September, AT&T opened its new flagship store in San Francisco. As a part of the store opening, AT&T concluded a month-long giving campaign that raised a total of a $100,000 contribution to GradGuru, a San Francisco startup that helps community college students achieve their goal of transferring to a four-year institution.

**Salesforce**
Salesforce donated $8.5 million to public schools in San Francisco and Oakland to improve computer science education. In addition to partnering with twenty San Francisco schools through sf.citi’s Circle the Schools program, Salesforce plans to adopt a combined 26 schools in San Francisco and Oakland, and an additional 19 others around the world next year.

**LinkedIn**
LinkedIn partners with various organizations to help underserved youth access new opportunities and direct paths to employment. Along with members of the the Mission Techies program, LinkedIn software engineers participate in Mission Economic Development Agency’s mentorship program to provide support. Their mentorships have resulted in employment for some students with the City of San Francisco’s Technology Department.

**Lyft**
Lyft created the Lyft for Good program, working with nonprofits and their driver community to create a positive social impact. In 2016, the Lyft for Good program spurred the introduction of discounted rides for those in need of a ride to the polls on election day.

**Comcast**
Internet Essentials is the nation’s largest and most comprehensive high-speed Internet adoption program for low-income Americans. Comcast recently launched a new pilot program for low-income senior citizens in San Francisco, providing access to affordable internet at home and free computer training classes.

**Airbnb**
In October, Airbnb partnered with JDFR, the leading global organization funding Type One Diabetes research, to host the San Francisco 2016 One Walk, its annual flagship fundraising effort. As a partner, Airbnb also generously supported the Walk at the $25,000 level.

**Represents. Engage. Convene.**
MEMBER BENEFITS

Thanks to the support of our many members we are able to do the work we do, including but not limited to the regular events through our One City Forum, Circle the Schools, and Future Graduates program. We represent a wide range of companies and make sure they have a seat at the table to discuss important issues in San Francisco. Being a member of sf.citi is your key to the city and community. Member benefits include an invitation to participate in annual policy briefings with Mayor Lee, free or discounted access to sf.citi events for all company employees, and direct support from sf.citi regarding city policies and initiatives.

The different levels of annual memberships at sf.citi:

- **PLATINUM MEMBER** - $100,000
- **GOLD MEMBER** - $50,000
- **SILVER MEMBER** - $25,000
- **BRONZE MEMBER** - $10,000
- **MEMBER OF SF.CITI** - $5,000
- **STARTUP MEMBER** - $500

99% of membership contributions to sf.citi may be tax deductible as business expenses.