

# Project Redwood 2009 Report

## A Social Venture Initiative of the Stanford Graduate School of Business Class of 1980

**Project Redwood's Mission: To provide funding, expertise, and connections to social entrepreneurs who address the challenge of global poverty**

### The Projects We Supported in 2009

A list of our current grantees and brief descriptions of how they fight poverty  
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Who we are and what we do  
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Our financial standing and how we deploy our money  
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### Project Redwood Partners

The 120+ alumni from Stanford's Graduate School of Business, Class of '80 who are Project Redwood Partners  
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### The 2009 Annual Meeting

Over 30 classmates gather in New York City for learning and lots of laughter  
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## Project Redwood Raises \$600,000 to Fight Extreme Poverty

In only three years, Project Redwood has raised over \$600,000. We've already donated about \$400,000 of this to organizations that use entrepreneurial approaches to fight poverty. We have another \$150,000 to give away in 2010.

100% of these funds came from us, members of the Class of 1980 from the Stanford Graduate School of Business. Project Redwood is one of the few non-profits that receive all financial support and volunteer efforts from a single business school class.

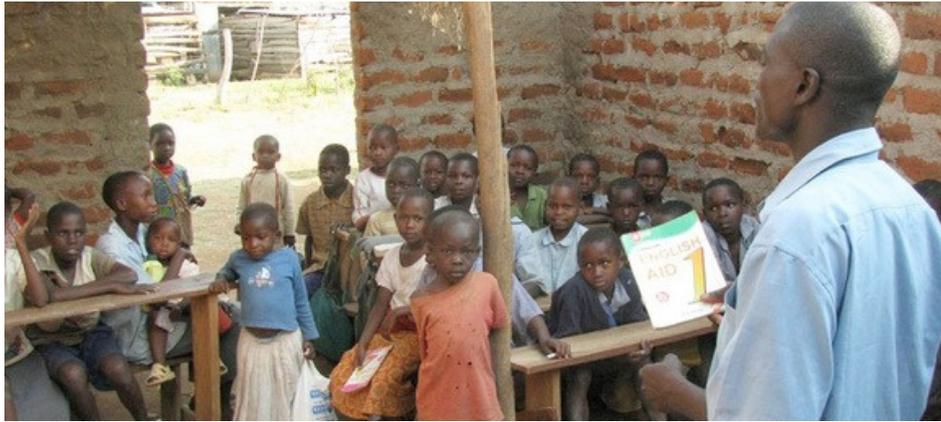


Women working for HOPE worldwide, one of the socially entrepreneurial projects funded by Project Redwood in 2009

## Over \$150,000 to be Granted during 2010 Funding Cycle

Project Redwood makes strategic investments in areas that alleviate the causes and effects of poverty. We look for entrepreneurial, scalable solutions that promise significant results.

If you are a member of the GSB Class of '80 and support a non-profit that fights poverty in the US or overseas, consider applying for Redwood funding. Applications will be accepted in May. PRW Partners will vote for their favorites for the 2010 grants this summer.



## Nuru International Joins PRW's Roster of Global Poverty Investments

Founded by Jake Harriman, a recent Stanford Business School grad and former Special Operations Platoon Commander in the Marines, Nuru works to eradicate extreme poverty by empowering rural communities to achieve self-sufficiency and by inspiring the developed world to confront the crisis of extreme poverty. In each community, Nuru focuses simultaneously on five areas of development: agriculture, water and sanitation, healthcare, community economic development, and education.

Classmate sponsor: Rick Agresta

[www.nuruinternational.org](http://www.nuruinternational.org)

## Other Social Entrepreneurs Supported by Project Redwood in 2009



### **BUILD**

East Palo Alto, CA  
Oakland, CA  
Washington, DC

BUILD, a four-year, entrepreneurship-focused college prep program, empowers youth from underresourced communities by helping students develop and run their own small businesses.

[www.build.org](http://www.build.org)

Classmate Sponsor:  
**Pat Klahr**



### **DIG**

Cambodia, Kenya,  
South Africa

DIG improves the physical, emotional and economic well-being of impoverished HIV/AIDS individuals in developing nations by installing micro-nutrient-rich gardens using locally available, low- and no-cost materials.

[www.dig.org](http://www.dig.org)

Classmate Sponsor:  
**Bill Westwood**



Hope worldwide  
India

HOPE Foundation, the Indian affiliate of HOPE worldwide, serves the poor in 22 Indian cities and towns, providing health care, education, vocational training and disaster relief.

[www.hopefoundation.org.in](http://www.hopefoundation.org.in)

Classmate Sponsor:  
**Jon Hamren**



Village Enterprise Fund  
Uganda

VEF endeavors to break the cycle of poverty in East Africa through training, seed capital and mentoring for small businesses. VEF has used PRW's non-financial support for a major revision of their web site and an in-country visit to meet VEF staff.

[www.villageef.org](http://www.villageef.org)

Classmate Sponsor:  
**Jon Hamren**



## Entrepreneurial Design for Extreme Affordability

With its innovative mission of treating the poor as customers, not charity recipients, Stanford's Institute of Design has graduate students apply engineering and business skills to design solutions for specific challenges faced by the world's poor.

In 2009, Project Redwood supported five teams who have designed:

- The Pepper Eater: a simple processor to flake dried red peppers
- Affordable Pressure Pump: a single-valve pressure pump
- From Concentrate: a solar-powered battery charger
- The Komera: a mixer that distributes fortification into milled flour
- DrinkWell: a water-fortification device for rural Rwanda

<http://extreme.stanford.edu>

**Classmate Sponsors:**  
**Randy Blair and**  
**Kristi Smith-Hernandez**

## Who We Are

Project Redwood is a social venture partnership of over 120 MBAs from the Stanford Graduate Business School's class of 1980. We pool our money, knowledge and connections to support social entrepreneurs who fight extreme poverty. We give to programs in the United States as well as developing nations such as Ghana, Vietnam, Uganda, India, Mozambique and Zambia.

## How We're Funded

Project Redwood Partners are recruited from the Class of '80 by classmates. Most Partners donate \$1,000 a year for three years, though some give more financial support. Other classmates offer more volunteer time. Each classmate has unique perspectives and skills to bring to our all-class effort. The complete list of Partners is on page 5.

## Project Criteria

We support a select group of projects based on:

- Magnitude of expected impact
- Creativity in approach
- Sustainability of benefits
- Scalability
- Capacity to attract and leverage additional resources
- Managerial competence
- Compatibility with Project Redwood mission and class resources

## Project Selection

Only Redwood Partners can nominate a non-profit for support from Project Redwood. Volunteers evaluate the organizations aided by the professionals at Rockefeller Philanthropy Advisors. All Partners can vote for their favorites from the list of vetted projects. The top five or six get funding and access to experience and skill of our classmate volunteers.

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## Project Redwood's Board of Directors

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2009 Co-Chairs: Ed Kaufman and Kristi Smith-Hernandez

2010 Co-Chairs: Beth Gibson Sawi and Kristi Smith-Hernandez

Donna Allen\*  
 Randy Blair  
 Dave Blenko  
 Lorne Borgal  
 Jed Daly\*  
 Bob Fisher  
 Elizabeth Gage  
 James Haddon

Jon Hamren  
 Carol Head\*\*  
 Phil Jonckheer\*  
 Ed Kaufman  
 Ann McStay  
 Patty Mintz  
 Ken Moch

Judith Press  
 Mary Pruiett  
 Kirk Renaud  
 Rebecca Rogers  
 Keith Russell  
 Matt Slavik  
 Mike Watt, Treasurer\*  
 Dan Whalen

\* Executive Committee

\*\* Co-Chair Emerita

# Fighting Poverty through the Donations,

## Project Redwood

### Summary of Fund Activity (Year Three 1/1/2009 - 12/31/2009)

<b>Opening Fund Balance 1/1/2009</b>	<b>\$78,780</b>
<b>Add - Revenue:</b>	
Charter Partner Pledge and Other Contributions	\$196,212
Earnings (Loss) on Invested Funds (RPA) <sup>1</sup>	\$11,624
<i>Total Revenue</i>	<b>\$207,836</b>
<b>Less - Disbursements:</b>	
Grants Disbursed <sup>2</sup>	\$125,374
Program-Related Expenses <sup>3</sup>	\$3,038
Management and General Services	\$0
Administrative Services (RPA) <sup>4</sup>	\$2,813
Grantmaking Services (RPA) <sup>5</sup>	\$3,750
Planning and Advisory Services (RPA) <sup>6</sup>	\$1,875
Basis Point Funds Management Assessment (RPA) <sup>7</sup>	\$1,401
<i>Total Disbursements</i>	<b>\$138,251</b>
<b>Ending Fund Balance 12/31/2009</b>	<b>\$148,365</b>
<b>Less - Commitments:</b>	
Program-Related (Website, Mailing to Classmates) <sup>8</sup>	\$812
Grant Commitments - Current Year Outstanding	\$0
<i>Total Commitments</i>	<b>\$812</b>
<b>Funds Available 12/31/2009 for Grant Cycle 4 and Administrative Expense<sup>9</sup></b>	<b>\$147,553</b>



**Fact: Every minute,** a child under age 15 dies of an AIDS-related illness... and another one becomes infected

#### Notes on Financial Statements

1. Contributed funds are pooled and invested by Rockefeller Philanthropic Advisers (RPA). The amount shown is the sum of monthly blended returns. It includes \$2,894 earned but not recognized in 2008.
2. Grant support is provided for five projects in Grant Cycle 3 and core support is provided for Entrepreneurial Design for Extreme Affordability projects.
3. Software and mailings to classmates
4. Contribution receipt and acknowledgement, accounting, and provision of our 501c3 status
5. Vetting of grant applications
6. Support for PRW meetings; other consultation/support
7. Management of invested funds
8. Contract invoices received, not yet paid
9. Fourth Grant Cycle is planned for Summer 2010.

**Project Redwood is organized as a special project fund of Rockefeller Philanthropy Advisers (RPA). RPA provides us with invaluable support in consulting, vetting grant applications, and providing us with our tax-deductible 501c3 designation. For more on their capabilities, go to: <http://rockpa.org>**

# Talent and Connections of the GSB Class of '80

Project Redwood is built on the financial and time commitments of our Class Partners. We are deeply grateful to those classmates who volunteered countless hours to our mission, to those who sponsored our social entrepreneurs, and to those who were so generous financially.

- "Top 10%"**  
**Volunteers for 2009**  
 Donna Allen\*  
 Randy Blair\*  
 Elizabeth Strawn Gage\*  
 Carol Head\*  
 Phil Jonckheer\*  
 Ed Kaufman\*  
 Ann Gordon McStay\*  
 Patty Mintz\*  
 Mary Pruiett\*  
 Kirk Renaud\*  
 Kristi Smith-Hernandez\*  
 Maren Frstrup Symonds\*  
 Mike Watt\*

- Project Sponsors**  
**2009:**  
 Rick Agresta\*  
 Randy Blair\*  
 David Blenko  
 Jon Hamren\*  
 Pat Klahr\*  
 Kristi Smith-Hernandez\*  
 Bill Westwood\*

- Prior Years:**  
 Charlie Baum\*  
 Larry Cerf  
 Kirk Renaud\*  
 Max Witter



**Fact: 2.7 billion** people live on \$2/day or less; **1.1 billion** people live on \$1/day or less.

**Redwood Partners/Donors**  
**(Gifts since Inception)**

- \$100,000+**  
 Beth Gibson Sawi\*

- \$50,000-\$99,999**  
 Bob Fisher\*  
 Ed Kaufman\*  
 Miles White\*

- \$10,000 to \$49,000**  
 Anonymous  
 Randy Blair\*  
 Phil Jonckheer\*

- \$3,001-\$9,999**  
 Rick Agresta\*  
 Donna Allen\*  
 Stephanie Anderson\*  
 Cara and Bryan Bowers\*  
 Jed Daly\*  
 Dick DeMarle\*  
 Kermit Eck\*  
 Ann Thoke Espy\*  
 John Fletcher\*  
 Carol Head\*  
 James Hennessy  
 Jim Johnson\*  
 Stan Kinsey\*  
 Don Maruska\*  
 Ann Gordon McStay\*  
 Amy Kommer Minella\*  
 Patty Mintz\*  
 Ken Moch\*  
 David Pitt-Watson  
 Mary Pruiett\*  
 Kirk Renaud\*  
 Keith Russell\*  
 Mark Scott\*  
 Kristi Smith-Hernandez\*  
 Deborah Sze\*  
 Mike Watt\*  
 Kit Forbes Wellford\*  
 Dan Whalen

- Up to \$3,000**  
 Chip Adams  
 Joyce Appiah  
 Lili Avery  
 Bob Baldwin

- Bill Barnum  
 Charlie Baum\*  
 Dave Blenko  
 Lorne Borgal  
 Dick Boyce  
 Bruce Braine\*  
 Blair Brewster\*  
 Doug Burgum\*  
*Stuart Cain (deceased)*  
 Larry Cerf  
 David Chin  
 DJ Crane\*  
 Judy Singer Droar\*  
 Nick Farwell  
 Dave Fletcher  
 Neil Freeman  
 Dave Fronk  
 Elizabeth Strawn Gage\*  
 Oscar Gaytan  
 Martha Gilmore\*  
 Janine Golding-Ochsner\*  
 Sarah Gopher-Stevens\*  
 Lewis Griggs\*  
 James Haddon  
 Joe Hamby\*  
 Jon Hamren\*  
 Ian Harry  
 Tom Hayhoe  
 Janice Holve  
 Susan Ip  
 Barbara Jaffe  
 Don Jefferson  
 Reuben Jeffrey  
 Brad Jones  
 K.C. Branscomb Kelley  
 Steve Kelly  
 Alan Kinsel  
 Pat Klahr\*  
 Jim Lavin  
 Ann Blumlein Lazarus  
 Claudia Lindsey  
 Scott Lochridge  
 Hal Logan\*  
 Warren Loui  
 Pete Mattei  
 Scott McNealy\*  
 Sue Silver Miller\*

- Hamid Moghadam  
 Greg Moore  
 Toshi Mori\*  
 Michael O'Rourke  
 Steve Otto  
 Phyllis Owens  
 Benjamin Paz  
 Steve Poizner  
 Laura Power  
 Judith Press  
 Conrad Prusak  
 Russell Pyne\*  
 Harry Quarls\*  
 Tom Rackerby  
 David Reeves  
 Peter Rieman  
 Rebecca Matulich Rogers  
 Wes Rose  
 Jon Rounds\*  
 Carolyn Hirt Salzman  
 Jeff Salzman  
 Gail Gaumer Schulze\*  
 Peter Seldin\*  
 Mayo Shattuck  
 Matt Slavik  
 Maren Frstrup Symonds\*  
 Gerald Thomas\*  
 Nancy Timbers  
 Richard Watkins  
 Skip West\*  
 Bill Westwood\*  
 Max Witter  
 Curt Wozniak  
 Aileen Alexander Wyse\*

**New Partners in 2009:**

- Jim Buie\*  
 Ken Inadomi\*  
 Rich Jerdonek\*  
 Takashi Matsumoto\*  
 Jim Owen\*  
 Bill Rothacker\*  
 Mark Smith\*  
 John Sprague\*

***\*Already recommitted for 2010-12. Thank you!***

## What You Can Do to Fight Poverty in the United States and Abroad

By pooling skills, experience and resources, Project Redwood Partners magnify our individual efforts and increase the opportunity to build a lasting legacy. Join your classmates by becoming a partner in Project Redwood. All it takes is a willingness to help and a tax-deductible contribution of at least \$1,000 per year for three years.

**For more information, go to: [www.projectredwood.org](http://www.projectredwood.org)**



Can We Really Be Thirty Years Older? We Haven't Changed a Bit!

Can you identify the young-looking classmates who attended the annual Project Redwood meeting? Go from left to right--and good luck! Carol Head, Bruce Braine, Ann Gordon McStay, Ken Moch, Mark Scott, Janine Golding-Ochsner, Ed Kaufman, Neil Freeman, Blair Brewster, Susan Ip, Beth Gibson Sawi, Kristi Smith-Hernandez, Phil Jonckheer, Ann Kommer Minella, Patty Mintz, Bryan Bowers, Elizabeth Strawn Gage, Ann Thoke Espy, Cara Jonassen Bowers, Judy Singer Droar, Sue Silver Miller, Donna Davis Allen, Kirk Renaud, Ken Inadomi, Claudia Lindsey, Paula Hans Todd

## NYC Hosts Project Redwood Partners' 2009 Annual Meeting

The Annual Meeting of Project Redwood's Partners was held in New York City in October 2009. On the first night, nearly 10% of our original class gathered, many with their partners, at the home of Bryan and Cara Bowers for much irreverent chat and laughter. Bolstered by this mini-reunion, on the next day we got together in Manhattan and became deeply involved in a discussion of extreme poverty and the role of Project Redwood. (Full disclosure: We had a little fun on the side.)

The day was filled with informative presentations about PRW's ongoing projects, as well as demonstrations of some of the products created in the joint GSB and School of Engineering's class "Entrepreneurial Design for

Extreme Affordability" (EDEA). We also heard from Rockefeller Philanthropy Advisors, who are intrigued by the work the Class of '80 has done on Project Redwood and would love to see the concept spread to other affinity groups.

The afternoon's keynote speaker was Ritu Sharma, President of Women Thrive Worldwide ([www.womenthrive.org](http://www.womenthrive.org)). Ritu inspired us as she recounted her group's efforts to convince the United States government to deploy its influence to support the rights of women and girls in the developing world.

We ended the formal meeting with a brainstorming session about the future direction of Project Redwood. The Brainiacs,

PRW's crack communication team, then led us as we all sang (more or less on key) a reprise of the Spring Fling. This was so intense that the group was forced to resume old habits and adjourn the discussion to a lively LPF.

### Next Project Redwood Annual Meeting:

Thursday, October 21 at Stanford

Time and Exact Place TBD

Followed by:

**GSB Class of '80 Reunion**

Friday, Saturday and Sunday

October 22-24

**Mark your Calendars!!**