



PROJECT REDWOOD SYNERGY INITIATIVE

A world awash in poverty needs big-thinking pragmatists. Every year, Project Redwood is privileged to encounter a dozen or so social entrepreneurs of that ilk, feet-on-the-ground visionaries who can plant and nurture the seeds of grass roots solutions, undaunted by the enormity of the problem that they face.

The process of reviewing the proposed projects of those entrepreneurs is both inspiring and agonizing; their dedication and optimism are unbounded, but their needs are great. So when the reflecting, analyzing, and deliberating of Project Redwood's annual funding cycle conclude, our partners inevitably search for non-financial ways to help, both for the projects we fund and for those that we unfortunately cannot.

As part of a new initiative, Jorge Fernandez is heading a Project Redwood committee that is ferreting out and developing synergies among current and past grantees and applicants. Gaps in their value chains often limit the impact of small non-profits, Jorge says, stunting their growth, and bottlenecking their "big dog" dreams. He and his committee want to find ways to bring complementary non-profits together, to help them fill in holes, and mutually extend their reach.

The work has begun, and already paid some dividends. For example, multi-year grantee Compatible Technologies International (CTI), a developer and manufacturer of food and water tools that empower the poor, is partnering with a new Project Redwood grantee, Self-Help International (SHI). In rural Nicaragua, CTI installs inexpensive and easily-maintained chlorinators for purifying community water, but lacks sufficient local manpower to deploy them en masse. SHI has had nutrition, micro-credit and farming education programs in Nicaragua for over a decade, but found the lack of clean drinking water a critical impediment. So far, the two grantees together have gotten CTI chlorinators to 11 additional communities, and benefited more than 11,000 residents, all without increasing their overhead costs.

Other partnerships have emerged as well. Past grantee Village Enterprise has long been successfully helping abjectly poor rural east Africans launch and sustain microenterprises that get them past subsistence.

Over the years, Village Enterprise has recruited and trained local leaders. These entrenched and now experienced mentors have been crucial to the productive use of another CTI product, a small, simple, hand-cranked food mill. Because of Village Enterprise's well developed network, small groups were able get the CTI mill, and start businesses by providing grain grinding services, or by creating flour mixes from their own crops.

Sometimes simple introductions lead to valuable collaborations. Through Project Redwood, Village Enterprise and another past grantee, Development In Gardening (DIG), connected with applicant Aid for Africa. Now, as affiliates of that 80 member non-profit alliance, Village Enterprise and DIG have an efficient venue for learning from and about other Africa-focused organizations. And, they have the opportunity to leverage Aid for Africa's collective fund raising capabilities.

Jorge and his fellow synergy-seekers have started to map out a "field of dreams," ways in which current and past Project Redwood grantees and applicants might help each other out. Work on this initiative is a fast track to the heart of Project Redwood, all hands are welcome. Contact Jorge Fernandez at jfer2000@msn.com.

HELP WANTED!

PROJECT REDWOOD NEEDS YOU!

Join more than fifty classmates who are working to get at the roots of global poverty! Project Redwood needs your management skills, expertise, and connections. Here are a few ways you can help:

- answer grantees' financial and audit questions
- serve as a web-savvy technical advisor, to help compile and maintain our online Project Resource Guide
- work with grantees on branding
- consult with grantees on issues of governance
- advise on solicitation and use of donated airline miles
- co-sponsor a funded project



A SOCIAL VENTURE INITIATIVE OF STANFORD'S GSB CLASS OF 1980

PROJECT REDWOOD

OUR MISSION: Provide funding, expertise, and connections to social entrepreneurs who address the challenge of global poverty

SAVE THE DATES!

2013 Annual Meeting, Washington, DC
Evening Cocktail Party, October 18
Annual Meeting and Dinner, October 19
Additional Activities, October 20

NOW PLANNED: A one week visit to PRW Projects in Nicaragua, November/December 2013

2013 GRANT APPLICATIONS

DUE DATE 5/22/13

WHAT'S INSIDE

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Page 4: Synergies, Help Wanted
Insert Front: Partners
Insert Back: Financials



Seven Years of Promoting Social Entrepreneurship

Muhammad Yunus, author of *Creating a World Without Poverty*, makes two points that speak to the heart of what we've accomplished at Project Redwood over seven years of promoting social entrepreneurship:

"The poor are poor not because they are untrained or illiterate but because they cannot retain the returns of their labor. They have no control over capital. It is the ability to control capital that gives people the power to rise out of poverty."

"I'm encouraging young people to become social business entrepreneurs and contribute to the world, rather than just making money because contributing to and changing the world is a lot more fun."

2012 expanded Project Redwood's impact on reducing global poverty as we directly funded, offered expertise to and cemented meaningful connections with social entrepreneurs driven to tackle global poverty. In full support of Mr. Yunus's first point, we targeted \$185,000 to eight projects which leveraged local resources and gave social entrepreneurs leading those projects control over the human, intellectual and financial capital necessary to retain the returns of their labor and rise out of poverty. Four of those projects represent multi-year, collaborative relationships. All initiatives facilitate the projects' organizational development, promote their expansion, and provide access to growth capital.

Last year we also maintained our commitment as a seed investor in Stanford's multidisciplinary Design for Extreme Affordability course, a project-based experience encouraging students to tap into their inner entrepreneur and design products and services that will change the lives of the world's poorest citizens.

We continue to be agnostic to geography as we make strategic investments in areas that mitigate the causes and effects of poverty wherever it exists.

Our venture capital approach to philanthropy does more than identify the needs and entrepreneurial solutions that promise significant results. It also engages the entire Project Redwood partnership as we infuse grantees with our collective knowledge, skills and contacts and realize, as Mr. Yunus observes in his second point, that it really is both meaningful and fun to participate in changing the world.

Phil Jonckheer, Project Redwood 2013 Co-Chair





2012 GRANTEES

Compatible Technology International develops affordable and easily applied technologies that help people feed themselves, and that reduce drinking water contamination. (www.compatibletechnology.org)

- \$20,000 to deploy water chlorinators that will serve 65,000 people in rural Nicaragua. (Jorge Fernandez, sponsor)



AN INSTALLED CHLORINATOR IN NICARAGUA

- \$15,000 to test and manufacture a hand-cranked pepper grinder that will boost incomes of rural Ethiopian women. (Jorge Fernandez, sponsor)



ETHIOPIAN WOMEN PUT THE PEPPER EATER THROUGH ITS PACES

International Village Clinic provides curative and preventative health care to residents of one of the poorest areas of India through a fixed hospital ward and mobile clinics. (www.villageclinic.org)

- \$25,000 to sustain current services to 48 villages, and to establish a fundraising program with the long term goal of expanding to 200 villages. (Larry Cerf, sponsor)



AN IVC PHYSICIAN TENDS TO AN INFANT

Educate! provides a two-year leadership and entrepreneurship program with follow-on mentoring to African high school students, mostly in Uganda. Students learn skills to start businesses and solve community problems. (www.experienceeducate.org)

- \$25,000 to sponsor 125 students in five schools. (Ann McStay, sponsor)



A CLASS OF EDUCATE! SCHOLARS WITH THEIR KENYAN MENTOR

Village Health Works provides comprehensive health services to a southern Burundi community of 200,000, and promotes food security through a variety of educational and income-producing initiatives. (www.villagehealthworks.org)

- \$25,000 for additional outreach and to provide land access, supplies (seeds, fertilizers, tools) and training to support 12 new agricultural cooperatives. (Ken Inadomi, sponsor)



SEEDLING DISTRIBUTION IN SOUTHERN BURUNDI

AND PROJECTS



Self Help International educates farmers in cultivation and post-harvest practices, feeds young children and introduces water chlorination systems among the rural poor, mostly in Nicaragua and Ghana. (www.selfhelpinternational.org)

- \$20,000 to establish a farming methods training facility and to install water chlorinators in rural Nicaragua. (Jorge Fernandez, sponsor)



AN SHI INSPECTOR CHECKS ON CORN IN NICARAGUA

Carr Educational Foundation's Daraja Academy is a four-year secondary boarding school for Kenyan girls who are at high risk from economic pressure to drop out of school. (www.daraja-academy.org)

- \$25,000 to establish a professional and educational development program to keep graduates in school during a lack-of-capacity-induced delay between high school and college. (Phil Jonckheer, sponsor)



THE STUDENTS OF DARAJA ACADEMY THANK PROJECT REDWOOD

Family Independence Initiative helps members of cohort groups of low-income families in the United States improve their lives by sharing resources and holding each other accountable. (www.fiinet.org)

- \$20,000 to support the launch of a program in Fresno, California. (Beth Sawi and Mark Scott, sponsors)



FII FAMILIES IN FRESNO ENJOY A CHRISTMAS PARTY

Stanford Hasso Plattner Institute of Design, Design for Extreme Affordability (DEA) Course partners interdisciplinary student teams with non-profits to develop tangible, ultra-affordable solutions to the pressing problems of the poor. (extreme.stanford.edu)

- \$10,000 to support teams to take their projects beyond the classroom toward prototyping and implementation.



A LOW BIRTH WEIGHT BABY IN THE EMBRACE INFANT WARMER, A PROJECT PREVIOUSLY SUPPORTED BY PRW THROUGH ITS GRANTS TO THE DEA COURSE





PROJECT REDWOOD PARTNERS



GSB 1980 CLASSMATES AT THE PROJECT REDWOOD ANNUAL MEETING IN OCTOBER 2012



PARTNERS AND BOARD

Contributions up to \$6,000: Richard Agresta, Joyce Appiah, Robert Baldwin, William Barnum, Charles Baum, Steven Berg, David Blenko, Nancy Blumberg, [Cara Bowers](#) and Bryan Bowers, KC Branscomb, Blair Brewster, Jim Buie, Stuart Cain (deceased), Lawrence Cerf, David Chin, [Martha Parry Clark](#), Stephen Coleman, Dennis Crane, William Creighton, Gerald Daly, Judy Singer Droar, Kermit Eck, [Jorge Fernandez](#), David Fletcher, John Fletcher, Al Floda, Neil Freeman, David Fronk, [Elizabeth Gage](#), Oscar Gaytan, Martha Gilmore, Janine Golding-Ochsner, Sarah Gopher-Stevens, Lewis Griggs, Andrew Grossman, James Haddon, [Jonathan Hamren](#), [Carol Head](#), Alan Heibein, James Hennessy, Bruce Herman, Janice Holve, Ken Inadomi, Susan Ip, Barbara Jaffe, Donald Jefferson, Reuben Jeffery, [Richard Jerdonek](#), James Johnson, Brad Jones, Gail Jones-Nemeth, Doug Kaewert, Alan Kern, Alan Kinsel, Stan Kinsey, Pat Klahr, Anna Durand Kraus, Claudia Lindsey, Scott Lochridge, Hal Logan, Takashi Matsumoto, Peter Mattei, Hamid Moghadam, Scott McNealy, Susan Miller, Toshifumi Mori, Richard Nelson, Michael O'Rourke, James Owen, [Phyllis Owens](#), Benjamin Paz, Stephen Poizner, Judith Press, Conrad Prusak, Russel Pyne, Harry Quarls, Thomas Rackerby, Peter Rieman, Rebecca Rogers, William Rothacker, Jonathan Rounds, Jeff Salzman and Carolyn Hirt Salzman, Mayo Shattuck, Matthew Slavik, Maren Fristrup Symonds, John Sprague, Gerald Thomas, James Thompson, Nancy Timbers, Ernie Ting, Darby Townsend, John Vidal, Moez Virani, Marcia Walcyk, RichardWatkins, Skip West, Malcolm Witter, David Wong, Don Wood, Curtis Wozniak.

\$6,001 - \$9,999: Richard DeMarle and [Laura Power](#), [Ann Thoke Espy](#), Nicholas Farwell, Joe Hamby, James Lavin, Donald Maruska, [Kenneth Moch](#), David Pitt-Watson, [Mary Pruiett](#), [Kirk Renaud](#), Gail Gaumer Schulze, Mark Scott, Peter Seldin, Deborah Sze, [Michael Watt](#), Katherine Forbes Wellford, William Westwood, Aileen Alexander Wyse.

\$10,000 - \$49,999: [Donna Allen](#), Stephanie Anderson, [Randy Blair](#), Dick Boyce, Bruce Braine, Doug Burgum, Robert Kagle, [Ann Gordon McStay](#), Amy Minella, [Patricia Mintz](#), Keith Russell, [Kristi Smith-Hernandez](#), Daniel Whalen.

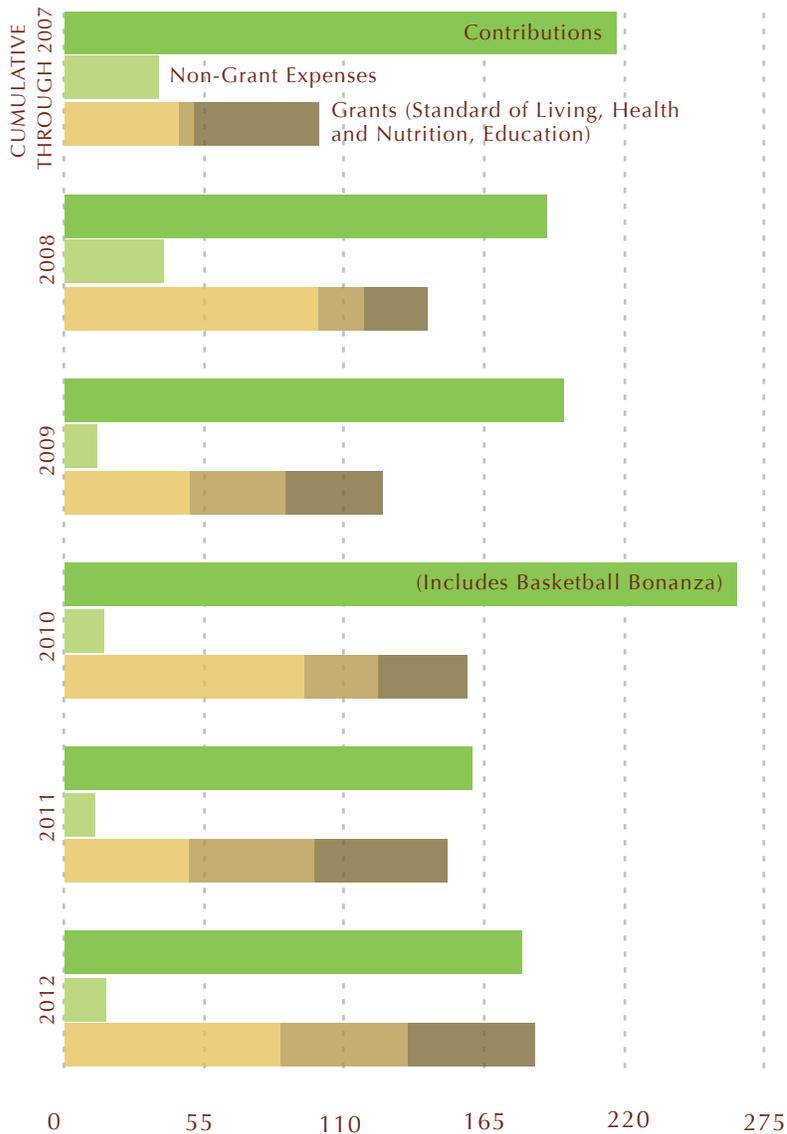
Over \$50,000: Robert Fisher, [Philip Jonckheer](#), [Edward Kaufman](#), [Beth Gibson Sawi](#), Miles White.

[Member, 2013 Board of Directors](#)



2012 FINANCIAL REPORT

YEAR-BY-YEAR CONTRIBUTIONS, NON-GRANT EXPENSES, AND GRANTS



CUMULATIVE THROUGH 2012:

Contributions: \$1,207,615
 Non-Grant Expenses: \$135,982
 Grants: \$861,824

Note: The very small impact of return on investment is not reflected in this chart

Project Redwood is organized as a special project fund of Rockefeller Philanthropy Advisors (RPA). RPA provides us with invaluable support in consulting, in final vetting of grant applications, and under their umbrella 501c3 designation, in receiving tax deductible donations and operating as a grant-making organization. For more information go to rockpa.org.

SUMMARY OF FUND ACTIVITY

CycleSix, 1/1/2012 through 12/31/2012

OPENING BALANCE (1/1/2012)	\$235,518
Add - Revenue:	
Charter Partner pledge contributions ¹	\$129,676
Additional contributions ²	\$50,143
Total contributions	\$179,819
Earnings (loss) on invested funds (RPA) ³	\$486
Total Revenue	<u>\$180,305</u>
Less - Disbursements:	
Grants disbursed ⁴	\$185,000
Program-related Expenses ⁵	\$1,427
Admin & Grantmaking Services (RPA) ⁶	\$14,717
Planning and Advisory Services (RPA) ⁷	\$0
Basis Point Fund Mgt Assessment (RPA) ⁸	\$486
Total Disbursements	<u>\$201,630</u>
ENDING BALANCE (12/31/2012)	\$214,192
Less - Commitments:	
Program-related (website, mailing)	\$1,032
Grant commitments - Current year outstanding	\$5,000
Total Commitments	<u>\$6,032</u>
FUNDS AVAILABLE 12/31/2012⁹	<u><u>\$208,160</u></u>

Notes on Financial Statements

- 1) Contributions received from 62 partners.
- 2) Contributions beyond charter partner pledges received.
- 3) Contributed funds pooled and invested by RPA. Sum of monthly blended returns.
- 4) Grant support provided for eight projects in the Sixth Grant Cycle and core support provided for Design for Extreme Affordability projects.
- 5) Software and mailings to classmates.
- 6) Contribution receipt and acknowledgement, accounting, vetting of applications.
- 7) Support for PRW meetings, other consultation/support.
- 8) Management of invested funds.
- 9) Seventh Grant Cycle is planned for Summer 2013.