



A Social Venture Initiative of Stanford's GSB Class of 1980

# PROJECT REDWOOD

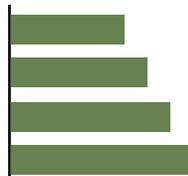
*Our Mission: Provide funding, expertise, and connections to social entrepreneurs who address the challenge of global poverty*

### 2013 Grantees

Project Redwood funded six international projects that will provide clean water, train women to become entrepreneurs, educate severely disadvantaged children and teens, support income-producing co-operatives, and scale-up deployment of successful gardening and nutrition strategies  
**Pages 2 and 3**



### Year End Financials



Contributions were strong; expenses remain modest  
**Page 4**

**Calendar, important Initiatives**  
 Classmates work together to make Project Redwood even more effective  
**Insert Front**



**Chatter**  
 Classmates talk about the impact and camaraderie of Project Redwood  
**Insert Back**



Look for our revamped website this summer  
[www.projectredwood.org](http://www.projectredwood.org)

## 2013 A Year of Growth

Thank you generous classmates and the many social entrepreneurs we support, who inspire us. Together we have taken huge strides toward fulfilling our mission to address the challenge of global poverty.

Since 2007, Project Redwood has donated more than a million dollars to 43 projects, and provided other support to help organizations extend their capabilities and reach. Half our class has joined us as partners, and we all are enjoying this journey.

In 2013, we continued to grow and refine. A few highlights:

- We supported six projects in Central America, Haiti, the United States, and Africa.
- Classmate participation increased more than in any year since our initial subscription.

- Sixty classmates and guests reenergized us at our productive annual meeting in Washington, DC.
- Five classmates visited Nicaragua and personally connected with over 200 people helped by our projects.
- We launched an initiative to track short and long term impact of our investments.
- We co-hosted an event in New York City attended by 60 alumni.
- We continued our partnership with Stanford's Extreme Design program, which teaches students to accomplish real change in the developing world.

We look forward to another year of progress. Our Incubator Project will enhance our support of early-stage non-profits. We will meet with six reunion classes to encourage Project Redwood as a new Stanford tradition. We will sharpen our communications with an improved website. And our classmates will continue to identify new projects.

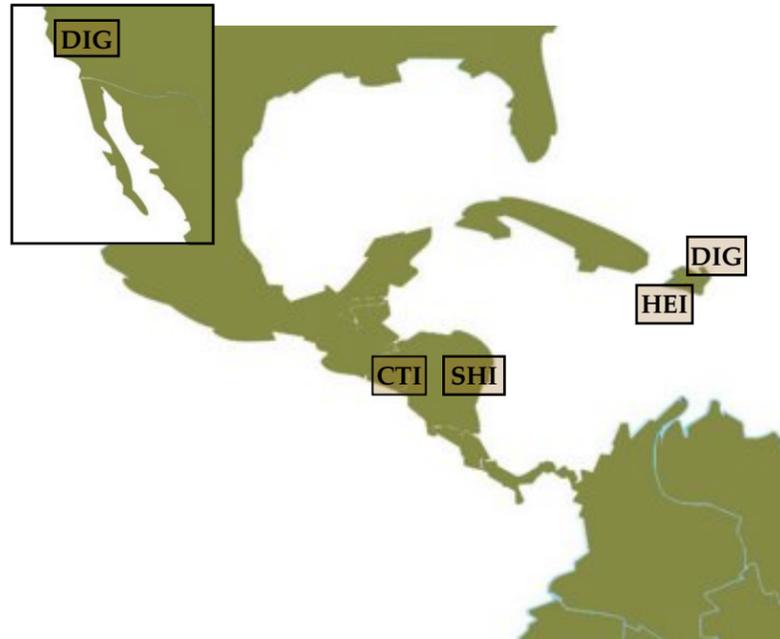


**Burundian men with fish cultivated in grantee Village Health Works' fish farm. See pages 2 and 3 for more about Project Redwood's 2013 grantees.**

We are focusing on what makes us unique: supporting emerging organizations, connecting those organizations with needed resources, and drawing on the expertise and passion of the Stanford GSB Class of 1980.

Thanks for your support,  
 Rich Jerdonek and Phil Jonckheer  
 Project Redwood Co-Chairs

# PROJECT REDWOOD 2013 GRANTEES



**HEI:** Haitian teachers and HEI-financed students in Jacamel.

## Haitian Educational Initiatives (HEI)

**Martha Parry Clark, Sponsor**

\$25,000 for tuition for 35 children and summer camp for 85

**Impact:** Provide access to education in a country where only 30% of children reach the sixth grade

## Self Help International (SHI)

**Patty Mintz, Sponsor**

\$25,000 for entrepreneurial skills training for women and older children in 35 families

**Impact:** Double family incomes



**SHI:** Women learn about drip irrigation at the Quinta Lidia Training Center in Nicaragua.

## Compatible Technology International (CTI)

**Jorge Fernandez, Sponsor**

\$25,000 to deploy 210 low-tech chlorinators

**Impact:** Provide clean water for 70,000 rural poor



**CTI:** A field technician checks on a chlorinator in rural Nicaragua

## Educate! (E!)

**Ann McStay, Sponsor**

\$25,000 to support the entrepreneurial education of 150 teens

**Impact:** Dramatically improve post-graduation employment rates

## Village Health Works (VHW)

**Ken Inadomi, Sponsor**

\$25,000 to stabilize 12 multi-family agricultural co-operatives

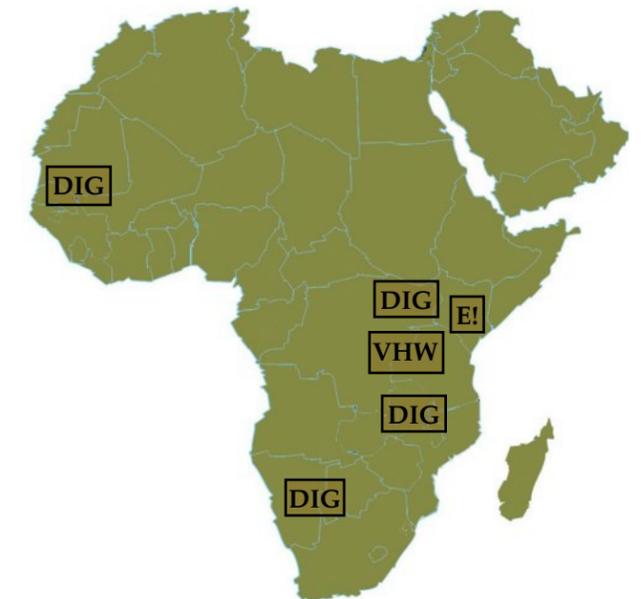
**Impact:** Significantly increase family incomes



**VHW:** A co-operative member tends livestock in Kigutu, Burundi.



**Educate!** students tend a community garden in Kenya.



## Development In Gardening (DIG)

**Bill Westwood and Ann McStay, Sponsors**

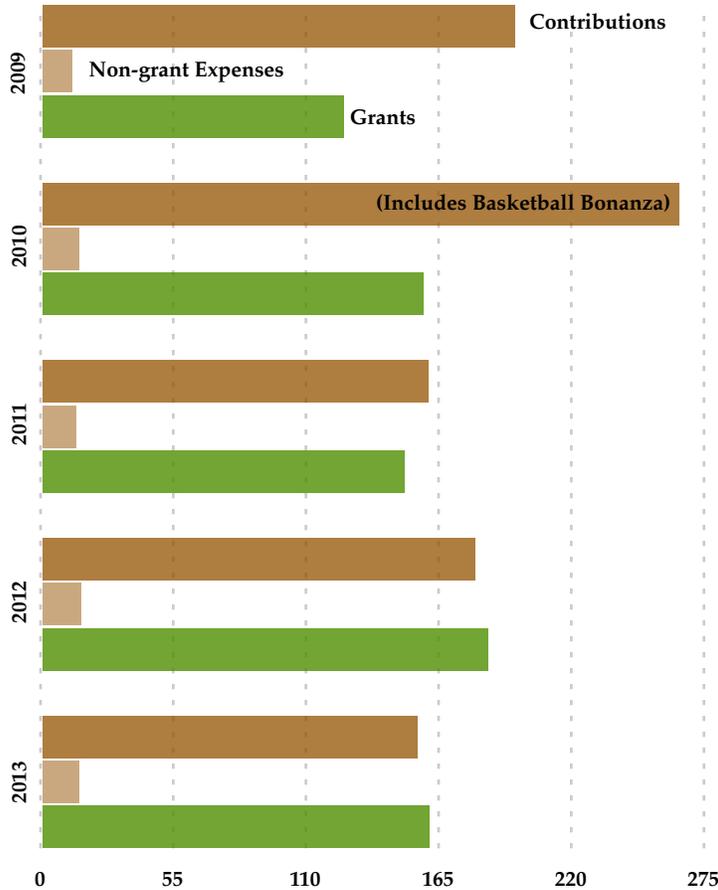
\$20,800 to test deployment of community gardening program methods

**Impact:** Facilitate scale up of nutrition- and income-producing gardens in sub-Saharan Africa, Haiti and the United States



**DIG:** Women in sub-Saharan Africa apply their skills in a demonstration garden.

## Looking Back 5 Years: Contributions, Non-Grant Expenses, and Grants



### Cumulative through 2013:

Contributions: \$1,363,535  
 Non-Grant Expenses: \$151,688  
 Grants: \$1,022,624

## Summary of 2013 Fund Activity

Cycle Seven: 1/1/2013 through 12/31/2013

<b>Opening Balance (1/1/2013)</b>	\$214,192
Add - Revenue:	
Charter Partner pledge contributions <sup>1</sup>	\$90,507
Additional contributions <sup>2</sup>	\$65,413
<b>Total Contributions</b>	<u>\$155,920</u>
Earnings (loss) on invested funds (RPA) <sup>3</sup>	\$1,335
<b>Total Revenue</b>	<u>\$157,255</u>
Less - Disbursements:	
Grants disbursed <sup>4</sup>	\$155,800
Program-related Expenses <sup>5</sup>	\$2,511
Administrative & Grantmaking Services (RPA) <sup>6</sup>	\$12,290
Planning and Advisory Services (RPA) <sup>7</sup>	\$0
Basis Point Fund Mgt Assessment (RPA) <sup>8</sup>	\$905
<b>Total Disbursements</b>	<u>\$171,506</u>
<b>Ending Balance 12/31/2013</b>	<u>\$199,941</u>
Less - Commitments:	
Program-related (website, mailing)	\$1,400
Grant commitments - Current year outstanding	\$5,000
<b>Total Commitments</b>	<u>\$6,400</u>
<b>Funds Available 12/31/2013<sup>9</sup></b>	<u>\$193,541</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 6 projects in Grant Cycle 7 and core support provided for Entrepreneurial Design for Extreme Affordability projects.
- 5 Software and mailings to classmates.
- 6 Contribution receipt & acknowledgement, accounting, vetting of grant applications.
- 7 Support for PRW meetings, other consultation/ support.
- 8 Management of invested funds.
- 9 Eighth Grant Cycle is planned for Summer 2014.

*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 501(c)(3) designation, in receiving tax deductible donations and operating as a grant-making organization. For more information, go to <http://rockpa.org>*

## Project Redwood Partners

**Contributions up to \$6,000:** Joyce Appiah, Alicia Avery, Robert Baldwin, William Barnum, Charles Baum, Steven Berg, David Blenko, Nancy Blumberg, Cara and Bryan Bowers, Blair Brewster, Jim Buie, Stuart Cain (deceased), Lawrence Cerf, David Chin, *Martha Parry Clark*, Stephen Coleman, *Dennis Crane*, William Creighton, Gerald Daly, Richard DeMarle, 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, Barbara Jaffe, Donald Jefferson, Reuben Jeffery, Brad Jones, Doug Kaewert, KC Branscomb Kelley, Alan Kern, Alan Kinsel, Stan Kinsey, Pat Klahr, Anna Durand Kraus, Claudia Lindsey, Scott Lochridge, Hal Logan, Takashi Matsumoto, Peter Mattei, Scott McNealy, Susan Miller, Hamid Moghadam, Toshifumi Mori, Richard Nelson, Gail Nemeth, Michael O'Rourke, James Owen, *Phyllis Owens*, Benjamin Paz, Stephen Poizner, *Laura Power*, Judith Press, Conrad Prusak, Russel Pyne, Thomas Rackerby, Peter Rieman, Rebecca Rogers, Elliot Roseman, William Rothacker, Jonathan Rounds, Jeffrey Salzman and Carolyn Hirt Salzman, Mayo Shattuck, John Sprague, Maren Frstrup Symonds, Gerald Thomas, James Thompson, Nancy Timbers, Ernie Ting, Darby Townsend, John Vidal, Moez Virani, Marcia Walcyk, Richard Watkins, Skip West, Malcolm Witter, David Wong, Don Wood, Curtis Wozniak.

**\$6,001 - \$9,999:** Richard Agresta, *Ann Thoke Espy*, Nicholas Farwell, *Ken Inadomi*, Susan Ip, *Richard Jerdonek*, James Johnson, James Lavin, Donald Maruska, *Kenneth Moch*, David Pitt-Watson, Harry Quarls, *Kirk Renaud*, Gail Gaumer Schulze, Mark Scott, Matthew Slavik, 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, Joe Hamby, Robert Kagle, *Ann Gordon McStay*, Amy Minella, *Patricia Mintz*, *Mary Pruiett*, Keith Russell, Peter Seldin, *Kristi Smith-Hernandez*, *Daniel Whalen*.

**Over \$50,000:** *Robert Fisher*, *Philip Jonckheer*, *Edward Kaufman*, *Beth Gibson Sawi*, Miles White.

*Member, 2014 Board of Directors*



## CALENDAR

### May

**May 2:** PRW presentation at spring reunions (classes of 2013, 2009, 2004, 1999, 1994)

**May 23:** Applications for 2014 projects due

### June and July

Grant Review Committee (GRC) evaluates 2014 applications

### August

**Mid August:** Partners vote on GRC recommended slate of projects

### September

**Early September:** Board of Directors announces 2014 funded projects

**September 5:** PRW presentation at fall reunion (class of 1989)

### October/November

**October or early November:** Annual Meeting and mini Reunion in Southern California. Watch your email for more information. All Welcome!



## Initiatives

*New and on-going initiatives aim to make Project Redwood grants more efficient and effective.*

### Synergy: Jorge Fernandez, Chair



Inefficiencies in their value chains often limit the impact of small non-profits, so the Project Redwood Synergy team looks at ways to bring complementary non-profits together. This year, team members have *facilitated relationships* between grantee Development in Gardening and service agencies in Uganda, and between grantees and other non-government organizations in Nicaragua.

### Incubator: Dave Fletcher, Chair



Project Redwood partners have always sought to provide *n o n - f i n a n c i a l* support to grantees. The goal of the Incubator team is to *strengthen the ways that we apply our collective expertise, connections, and time.* The team hopes to enter into a three year relationship with one grantee, and provide stepped up support in fund raising, board governance and communication, and strategic planning.

### Impact: Kristi Smith-Hernandez and Ann Thoke Espy, Co-chairs



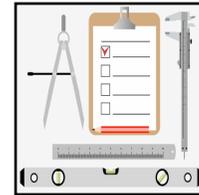
The Impact team is reviewing Project Redwood's entire grant making history to *assess both short- and long-term results.* Learnings will be applied in future funding cycles.

*Ideas and new members welcome on all initiative teams!*

## Design for Extreme Affordability

### Randy Blair, Team Chair

*In 2013, Project Redwood continued its relationship with the Stanford Hasso Plattner Institute's Design for Extreme Affordability course.*



Project Redwood's contribution of \$10,000 was pooled with contributions of others to fund post-classroom support for a dozen promising projects. Products and services developed by interdisciplinary student teams include a device to optimize fermentation and thus improve coffee bean yields; a compact, portable toilet to provide ultra low cost sanitation in urban slums; a simple and affordable brace to treat clubfoot; a solar implement to cheaply and conveniently charge cell phones in countries where a substantial percentage of the population has no electricity; and an innovative product for treating infants with acute respiratory distress.

## Help Wanted

*Join more than fifty classmates who have donated their time and talents to help Project Redwood fight global poverty!*

Project Redwood needs your management skills, expertise, and connections. Here are a few ways you can help:

- Help answer grantees' financial and audit questions
- Be a "go-to" person for advising grantees on fund-raising
- Advise on non-profit board composition, responsibilities, and governance
- Advise grantees on branding
- Co-sponsor a project



Classmates and friends at the October 2013 Project Redwood Annual meeting in Washington, DC

## Classmates Talk About Project Redwood

BETH

*"I can always count on Project Redwood to inspire me. Sometimes it's the social entrepreneurs that tackle the almost-insurmountable problems of world poverty. Other times it's my classmates when they focus their impressive intelligence, experience, and passion in supporting those entrepreneurs." Beth Gibson Sawi (Beth is active on several non-profit boards, but saves time for a few weeks of summer fly fishing in Montana.)*



*"I was excited about Project Redwood from its earliest inception. It has been a chance to leverage my personal and professional capital far more effectively than I could as a sole donor or volunteer." Patty Mintz (Patty has spent the last 14 years as a consultant to California's major health care foundations; she and husband Greg travel and split their time between Ukiah and Oakland.)*

PATTY

KEN

*"Traveling to East Africa for the first time last April to visit grantee Village Health Works was life-changing. I felt both gratitude and humility watching our dollars at work saving lives in the poorest nation on earth. Project Redwood may not be the largest social philanthropy fund, but none have more heart – or more fun!" Ken Inadomi (Ken has been Executive Director of the non-profit New York Mortgage Coalition since 2008.)*



*"We were charter members of Project Redwood, but wanted to increase our involvement as we look ahead to full retirement. The Annual Meeting was rich in content and allowed us to re-engage with old friends and classmates." Rick and Joan Agresta (Rick has marked his 13th year as President and CEO of iSi North America; Joan retired from CSM Consulting in 2012.)*

RICK &  
JOAN

GAIL

*"I've been involved in a limited way with PRW for many years, [but this year] was the first time in a more active role. The Grant Review Committee reminded me of why I treasure the GSB so much. What I learned in great detail was how much we can do with such limited funding. The core team here is unbelievable." Gail Gaumer Schulze (Gail has finally retired after serving as CEO for multiple healthcare organizations. She's now back in CA.)*



*"I was pleased to organize Octoberfest in DC in 2013, with a great deal of help. Our goal was to offer a program that was informative and inspiring, and fun! It was really rewarding to see classmates reconnect in such a positive way. And, it was our best turnout so far." Kirk Renaud (Kirk has been busy running several small entrepreneurial businesses in sporting goods, healthcare, and solar energy. He and wife Sally also live part-time in the Outer Banks.)*

KIRK