



Helping Social Entrepreneurs Address Global Poverty

Project Redwood 2014 Annual Report

PROJECT REDWOOD
Helping Social Entrepreneurs Address Global Poverty

2014 Lookback: A Record Year

St. Paul and Rose Centre: nurturing Ugandan orphans

Generation Enterprise: creating jobs in Nigeria

EarthEnable: supplying healthy, low cost flooring

Embrace: saving low birth weight babies

Global Batwa Outreach: reviving a devastated people

miraclefeet: curing a devastating disability

HOPE worldwide Bolivia: providing healthcare in the slums of La Paz

Cristo Rey: building a path out of poverty for American youth



A social venture initiative of the Stanford Graduate School of Business Class of 1980

CO-CHAIRS' MESSAGE

Without our Partners we would not have been able to award 13 grants in 2014, more than any in our history. As far as we know, there is no other class, university, or affinity group that is structured and run this way, with this kind of impact.



Donna Davis Allen and Ken Inadomi
Project Redwood 2015 Co-Chairs



Financial Support

92 classmates, family members, and friends donated



On-The-Ground Work

More than 55,000 poor in nine countries are directly assisted by 2014 grants



Classmate Engagement

In our 10 years, nearly half of our classmates have contributed time or money



Process Improvement

We are refining methods for reviewing applications and sharpening impact measurement



Legacy Planning

Feedback from Partners is informing a plan for long-term sustainability

2014 GRANTEES

**\$262,600 went to 13 projects with direct, immediate impact
on more than 55,000**

Africa





Development in Gardening

Small holder farmers lack resources and technology to boost production and income.

Uganda



EarthEnable

Dirt floors are a major cause of vector borne and infectious diseases, and malnutrition.

Rwanda



Embrace

There is an enormous need to address avoidable newborn deaths among the poorest.

Uganda



Generation Enterprise

Lagos contains some of the world's most pervasive slums, with legions of unemployed youth.

Nigeria



Global Batwa Outreach

The expulsion devastated the Batwa, who quickly became the poorest people in the region. in Gardening

Uganda



Miracle Feet

Poor babies born with clubfoot face permanent disability even though it is completely treatable.

Tanzania



St Paul and Rose Centre

Because of disease and war, thousands of orphans live in abject poverty or on their own.

Uganda



Village Enterprise

The ultra-poor who cannot afford to purchase or rent land face very difficult challenges.

Uganda



Village Health Works

Given the frequency of child malnutrition, nutrition assistance is desperately needed.

Burundi

2014 GRANTEES

Americas





Cristo Rey

Sometimes the student faces serious issues that prevent participation in work-study programs.

New York City



Compatible Technology

Unsafe drinking water is one of the leading causes of death in the developing world.

Nicaragua



Haitian Educational Initiatives

For many Haitian children, the cost of school is simply out of reach; less than 30% reach 6th grade.

Haiti



HOPE worldwide Bolivia

In LaPaz, there is a severe shortage of nurses, and a lack of career opportunities for at risk youth.

Bolivia

COMMITTEE REPORTS

Dedicated volunteers are the cogs and wheels that keep us going

Partner Development



Phil Jonckheer
Chair

Kindled a watershed year through classmate engagement

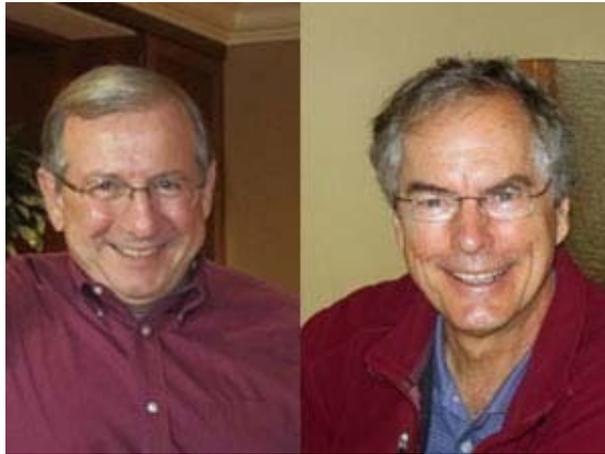
Project Redwood's *Partner Development Committee* continued to engage classmates as Partners throughout 2014. As a result of those conversations, a near-record amount of donations supported a record number of projects. An integral part of our satisfaction is the return realized from reconnecting with you and weaving your intellectual, social, and emotional capitals into Project Redwood's organizational fabric.

Thank you for all your contributions.

COMMITTEE REPORTS

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Grant Review



Rick Agresta and Rich Jerdonek
Co-Chairs

Examined a record number of applications

The ten-member Grant Review Committee examined 23 applications in 2014, Project Redwood's 8th funding cycle. At the conclusion of our due diligence, we recommended 20 of them to our Partners, who voted their preferences on an on-line ballot in August. Thirteen were ultimately funded, although we would have liked to provide resources to all! Many thanks to our classmate sponsors for tendering so many worthy and interesting proposals. Near the end of 2014, Donna Davis Allen and Laura Power stepped down as Grant Review Committee Co-Chairs, and Rich Jerdonek and Rick Agresta generously agreed to serve for 2015.

COMMITTEE REPORTS

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Project Support



Mary Pruiett and Ann Thoke Espy
Co-Chairs

Focused on project evaluation and reporting

In 2014, Project Support worked primarily on upgrading the content and consistency of grantee interim and final reports, which going forward will help us more meaningfully assess the impact of grant dollars. We also facilitated synergies among grantees. In Nicaragua, for example, we helped grantee Compatible Technologies International provide low cost chlorinators and other devices to grantee Self Help International. We are moving toward a model that looks to sponsors as the linchpin of grantee support. Last year, several project sponsors helped grantees with development, governance, internal controls and goal setting. Moving into 2015's Cycle 9, project sponsors will be the primary drivers for non- financial assistance; the Project Support Committee will identify and share best practices resources, and continue to home in on project evaluation.

COMMITTEE REPORTS

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Communications



Beth Sawi

Chair

Redesigned and expanded the Project Redwood website

Our committee of five inaugurated the year by identifying information needs of key stakeholders; as a result, we decided to focus on revamping and expanding the Project Redwood website. This vehicle now contains relevant information for Partners and non- Partner classmates, and for past, current, and potential grantees. Visitors to the site can learn about Project Redwood processes, grantees, and volunteer opportunities; they can also preview and register for events. The website's blog is updated at least twice a month with recaps of the charitable activities of our classmates and Partners (in- and outside of Project Redwood), and of the accomplishments of our grantees. If you are willing to share stories about your work in the non-profit realm or about your giving philosophies, we'd love to hear from you!

COMMITTEE REPORTS

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Technology



DJ Crane
Chair

Developed and enhanced means for efficient collaboration

During 2014, the Technology Committee focused on a significant update to Project Redwood's on-line presence. In close co-operation with the Communications Committee and the Board of Directors, we developed and launched a new website in mid-year. The site includes a Blog, and a more visual and interactive design. We put the site to work quickly, highlighting visits by Partners to several grantee locations.

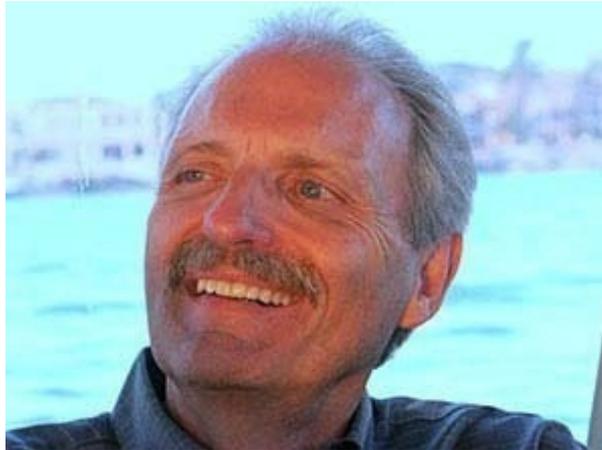
Behind the scenes, we rolled out an on-line collaboration platform, called TeamWork PM, to allow the Board and various committees to exchange and manage messages, files, and tasks more conveniently, and to allow better access to the Project Redwood archives and grant applications and reports.

Thanks to all who pitched in to make our technology more effective!

COMMITTEE REPORTS

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Design for Extreme



Randy Blair

Chair

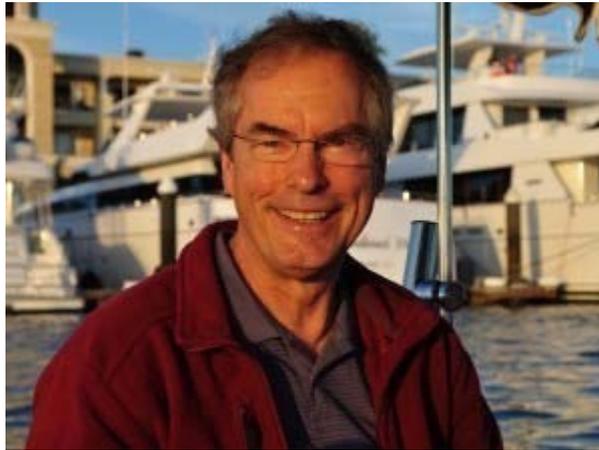
Sustained partnership with Stanford's Extreme program

In 2014 Project Redwood continued its relationship with the Design for Extreme Affordability (DEA) program at Stanford's Hasso Plattner Institute of Design. As in past years, we granted \$10,000 to a pool for projects deemed worthy of further development. Project Redwood Board members heard presentations from winter-spring program teams in early June, and subsequently met with DEA staff and other funders to decide which projects should go forward over the summer. Initiatives for burn treatment, farming and irrigation enhancement, and development of solar powered pumps were chosen.

INITIATIVE REPORTS

We're always scouting out ways to do things better

Impact



Rich Jerdonek

Chair

Continued an effort to assess results of Project Redwood investments

Project Redwood began the Impact initiative in 2013 to better understand the results of our projects - and document their impact on extreme poverty. In 2014, the Impact Team reviewed our grant- related documents and information to identify impact best practices among our grantees and other grant funders, improve our focus on impact in our grant selection and reporting, and gather impact information from our grantees. We have begun to identify significant results in the number of people we are assisting, including the return on our investment in improved family incomes. We have helped our grantees focus more on obtaining and measuring results. In 2015 we will continue these efforts – especially with projects from prior years to develop a more comprehensive picture of PRW’s impact that will be presented at our annual meeting in October.

INITIATIVE REPORTS

We're always scouting out ways to do things better

Incubator



Martha Parry Clark and Dave Fletcher
Co-Chairs

Began a project to translate partner expertise into meaningful support

Providing expertise to our social entrepreneurs has been consistently challenging for Project Redwood. During 2014, and moving into 2015, we have been engaged in an incubator project to define the types of assistance that Project Redwood should provide, and then develop a protocol for providing that assistance. We have tentatively identified strategic planning, financial controls, board governance, and fundraising as areas in which many of our grantees may require assistance. We will be working with Haitian Educational Initiatives to pilot approaches that hopefully can be used more widely by Project Redwood.

INITIATIVE REPORTS

We're always scouting out ways to do things better

Legacy



Ken Inadomi, Chair, with his Burundian friend, Malik

Began a project to plan Project Redwood's long term direction

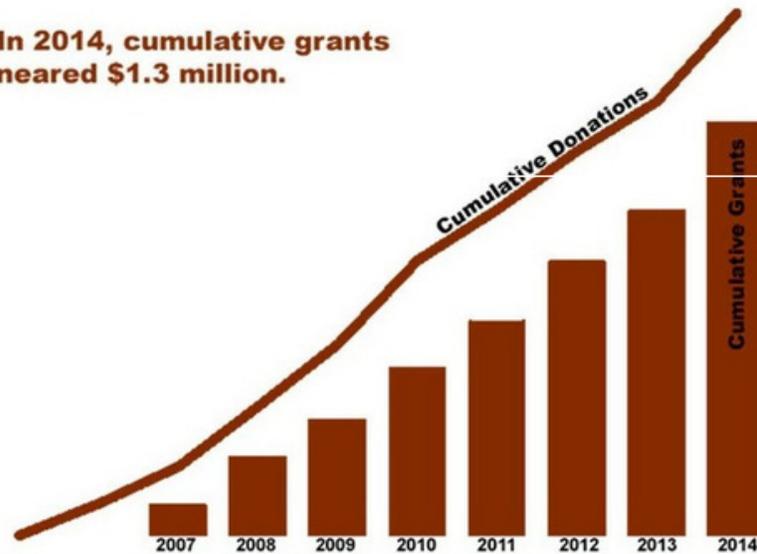
Our Annual Meeting in October began with a challenge to partners to define a bold vision for Project Redwood. The responses ranged broadly, from “stay the course” to aggressive capacity building. The Legacy Team was formed to guide a process that will enable partners to decide on a strategic vision and direction for Project Redwood for the next 5–10 years.

FINANCIAL REPORT



Mike Watt
Treasurer

In 2014, cumulative grants neared \$1.3 million.



Highlights of 2014 Fund Activity

Opening Balance: \$199,941

Revenue: \$277,601

Disbursements: \$290,782

Closing Balance: \$186,762

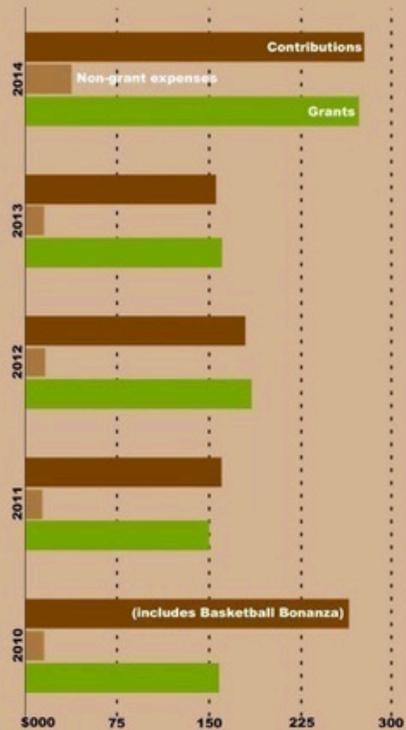
OTHER HIGHLIGHTS

33 events, milestones, and happenings made 2014 an exceptional year

Summary of 2014 Fund Activity

Cycle Eight: 1/1/2014 through 12/31/2014

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



Cumulative through 2014:

Contributions: \$1,640,407
Non-Grant Expenses: \$189,870
Grants: \$1,295,224

Opening Balance (1/1/2013)	\$199,941
Add - Revenue:	
Charter Partner pledge contributions (note 1)	\$138,933
Additional contributions (note 2)	<u>\$137,939</u>
Total Contributions	\$276,872
Earnings (loss) on invested funds (RPA, note 3)	<u>\$731</u>
Total Revenue	\$277,601
Less - Disbursements:	
Grants disbursed (note 4)	\$252,600
Program-related Expenses (note 5)	\$4,447
Administrative and Grantmaking Services (RPA, note 6)	\$33,317
Basis Point Fun Management Assessment (RPA, note 7)	<u>\$418</u>
Total Disbursements	\$290,782
Ending Balance 12/31/2014	\$186,762
Less - Commitments:	
Program-related (website, mailing, annual meeting)	\$3,320
Grant commitments - Current year outstanding (note 8)	<u>\$25,000</u>
Total Commitments	\$28,320
Funds Available 12/31/2014 (note 9)	\$158,442

Notes on Financial Statements

- Contributions received from 66 partners.
- Contributions beyond charter partner pledges received.
- Contributed funds pooled and invested by RPA. Sum of monthly blended returns.
- Grant support provided for 12 projects in Grant Cycle 8 and core support provided for Design for Extreme Affordability projects.
- Software and mailings for classmates.
- Contributions receipt and acknowledgement, accounting, vetting of grant applications. Includes one-time assessment to move from "grants made" to "contributions received" basis.
- Management of invested funds.
- EDEA and one remaining Cycle 8 grant.
- Ninth Grant Cycle is planned for fall 2015.

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 rockpa.org.