

A photograph of a woman and a young girl looking at each other. The woman, on the right, has long dark hair and is wearing a yellow top with colorful geometric patterns. The girl, on the left, has her hair in a ponytail with a pink hair tie and is wearing a white patterned top. The background is blurred, suggesting an outdoor setting.

# PROJECT REDWOOD 2018 ANNUAL REPORT

Empowering Social Entrepreneurs  
to Alleviate Global Poverty

# 2018 AT A GLANCE



**\$210,000**

GRANTS  
AWARDED



**9**

NON-PROFIT  
GRANTEES



**80**

DONORS &  
VOLUNTEERS



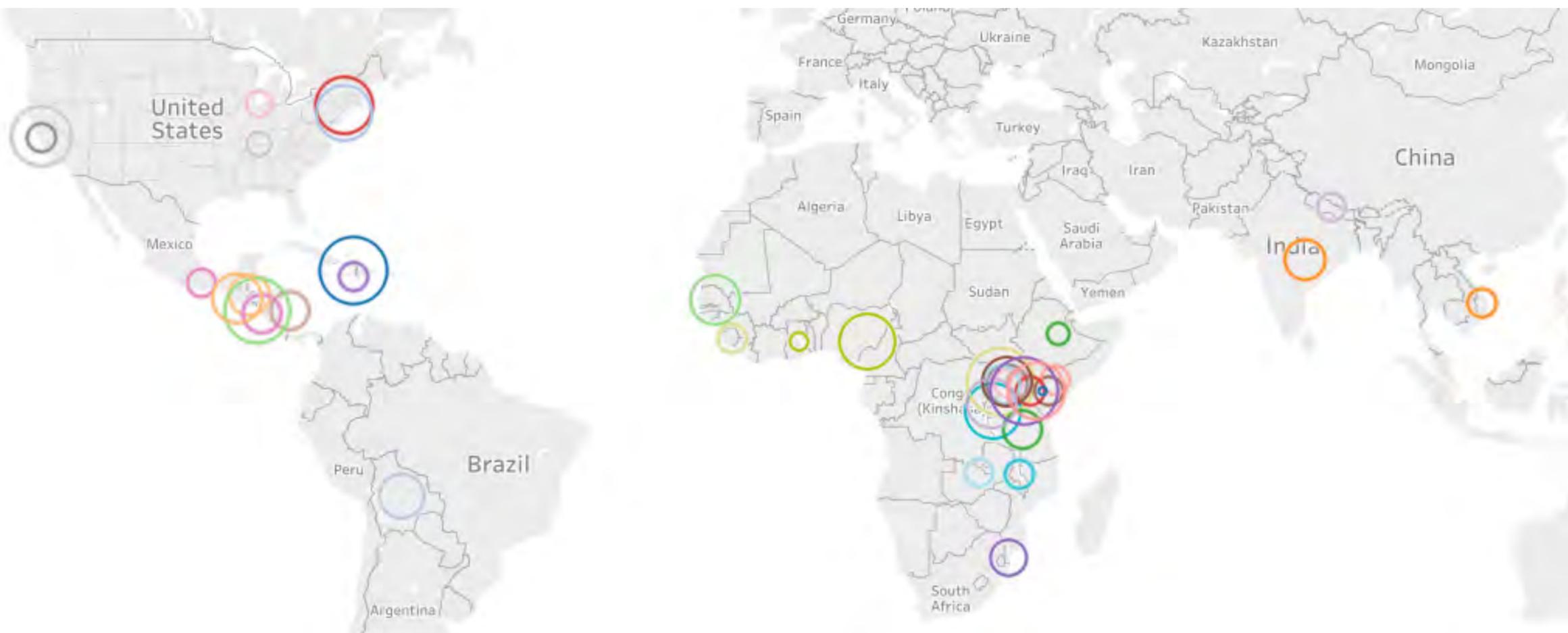
**\$245,000**

DONATIONS  
RECEIVED

To date, Project Redwood has helped

**365,000 people** in **23 countries**

improve their quality of life.



# OUR APPROACH

## **We Fund Projects That Focus on Tangible Impact**

Today, more than a billion and a half people live in abject poverty. We assist worthy enterprises worldwide that provide training, job development and education to directly tackle poverty and its attendant problems.

### EVALUATION CRITERIA

Achievability of  
Proposed  
Project

Magnitude  
of Expected  
Impact

Entrepreneurial  
Mindset

Ability to  
Effectively Use  
PRW Resources

### REVIEW PROCESS

- 1 Preview letters
- 2 Application
- 3 Review
- 4 Partner Vote
- 5 Board Decision
- 6 Grant Agreement



# MEET THE GRANTEES

## IMPACTING THEIR COMMUNITIES

### CHILD AID

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Child Aid works to improve the literacy rate in rural Guatemala. Using Facebook, Child Aid created a network for teachers, and resources to re-train and continually enhance their teaching skills.

### DARAJA ACADEMY

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Daraja is working with the community to address the 50% school drop-out rate from Y8 to Y9 girls in Kenya. As a part of the WISH seminar program, graduates of Daraja teach middle-school girls to appreciate their personal values, while providing them with the skills and knowledge to advocate for their rights and encouraging them to continue their education.

### EMERGING OPPORTUNITIES FOR SUSTAINABILITY

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EOS provides rural Nicaraguan communities with low-cost, high-impact technologies to increase income, improve health, and preserve the environment. EOS trains women to start baking businesses using new EOS-designed ovens that replace traditional ovens which are unsafe, slow, and wasteful of costly firewood, and which cause indoor air pollution and environmental damage.

### FARMING HOPE

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Farming Hope creates transitional employment and training for the homeless living on the streets or in shelters around the San Francisco Bay Area. Homeless participants earn income while growing food in Farming Hope's kitchen gardens as well as learning food preparation and serving skills at Farming Hope's café.

### GENERATION ENTERPRISE

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Generation Enterprise (GE) trains at-risk youth to build sustainable businesses. Using its SkillNav software, GE is testing its ability to upgrade the skills of poor urban youth in Nigeria and help them develop key worker traits, enabling them to find better jobs and start businesses.

### HAITIAN EDUCATIONAL INITIATIVES

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HEI funds school tuition and provides support with after-school tutoring, summer enrichment, and nutrition programs to keep children in school. HEI also provides job training for older children that allows students to support their families while in school and after completing formal education.

### MERCADO GLOBAL

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Mercado Global provides indigenous Guatemalan women artisans with access to technical training and business-development knowledge. Initiatives such as the Community-Based Education Program provide ongoing support for local artisans and their families, and build artisans' skill sets, enabling them to earn an income by producing quality products for major international retailers.

### ONGOZA

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Ongoza helps ambitious youth in Kenya gain the needed skills and advisory support that will improve their chances of success. Student entrepreneurs who qualify for the Core Accelerator program get one-on-one business coaching to help them start and develop their businesses within their communities.

### SUPPORTING OPPORTUNITIES FOR UGANDANS TO LEARN

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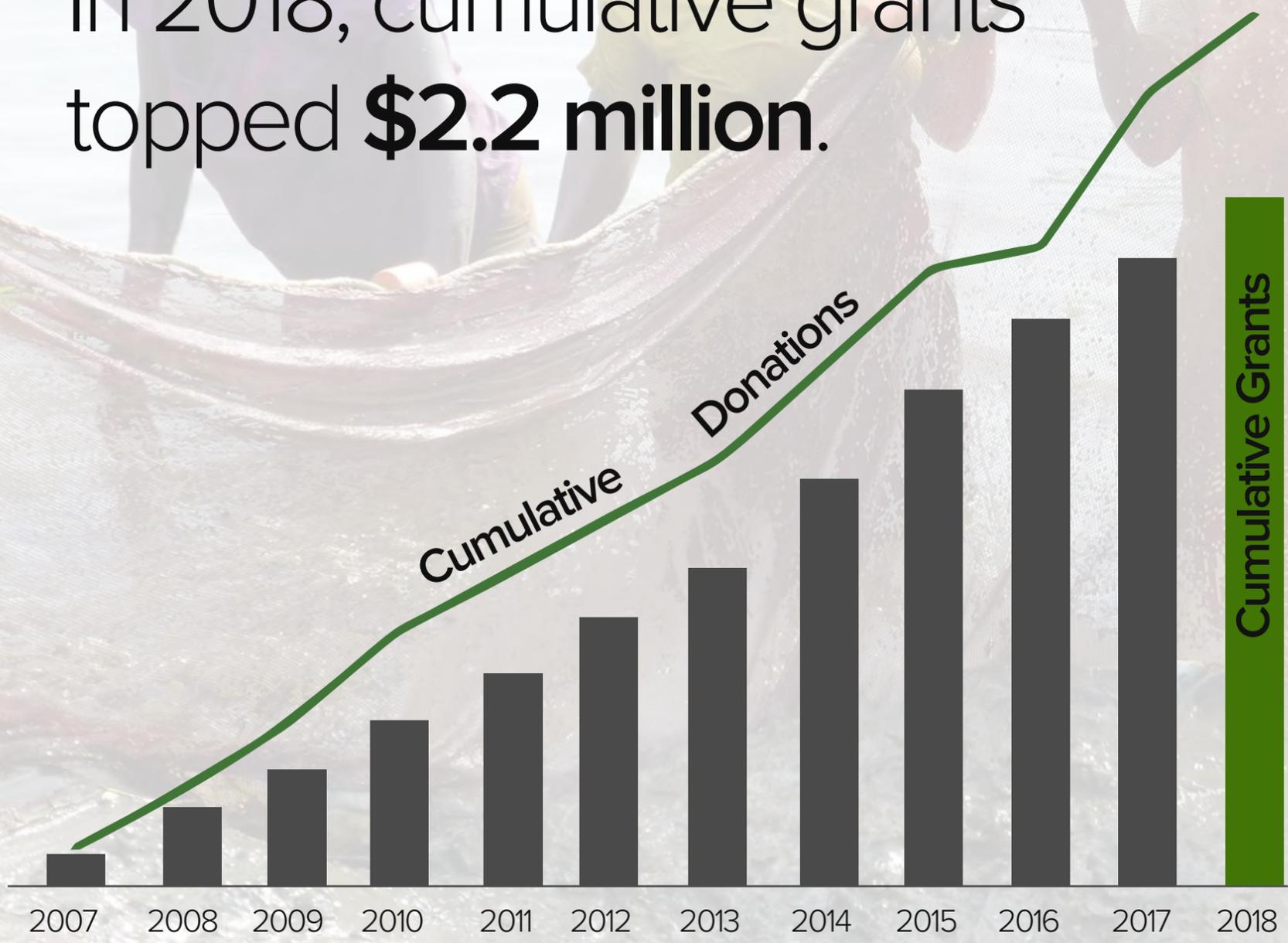


Based in Uganda, S.O.U.L. fosters sustainable and vibrant communities in Eastern Uganda through unique partnerships focused on education, empowerment, food security and maternal health. Our S.O.U.L. project aims to move female fish farmers' micro-businesses from pilot phase to production, generating income to support their families and community.

# FINANCIALS

## 2018 FUND HIGHLIGHTS

In 2018, cumulative grants topped **\$2.2 million**.



OPENING BALANCE	\$151,000
AMOUNT RECEIVED	\$245,000
AMOUNT GRANTED	\$210,000
EXPENSES	\$13,000
CLOSING BALANCE	\$173,000

# HIGHLIGHTS OF THE YEAR

## CONNECTING AND EXPANDING

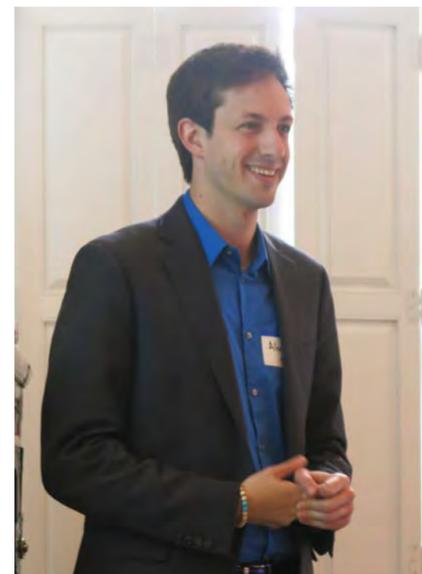


The **Annual Meeting** in Brooklyn, NY, featured presentations from Project Redwood grantees, showcasing the expansion of Project Redwood's communities and the reach of Project Redwood's impact.

Our connecting and expanding were also part of the GSB Regional Event in Manhattan co-sponsored by Project Redwood. There, GSB alumni in the Northeast corridor were welcomed to mingle, to learn about Project Redwood's mission and inspiring sense of purpose, and to have the opportunity to become a part of this community.

**Innovations in Social Venturing**, the program presented in the event, brought together several of our grantees to talk about their common issues and to share solutions. This kind of synergy-exploration and sharing is also encouraged by PRW's bimonthly meetings of grantees and their sponsors.

Support for this event by the GSB and attendance by Alumni Office staff members illustrate the collaboration between PRW and the school, and the ever-increasing level of cooperation to change lives, change organizations and change the world.



# A MESSAGE FROM OUR CO-CHAIRS



2018 was a banner year for Project Redwood. We made great progress with our strategic plan of increasing our social impact by expanding membership to more GSB alumni classes, strengthening our relationship with the GSB and focusing on fundraising. You are looking at one of our important accomplishments which was to

revamp our electronic communication, including a new, dynamic website. Countless hours were devoted to this project, and we are thrilled with the results. We also implemented a new contact database which will enhance our ability to keep you informed and in touch going forward.

None of these accomplishments would have been possible without the hard work of many volunteers. The reason everyone involved in PRW enjoys their work so much is because we get to work together with our fellow GSB alumni to create a better world while reestablishing old friendships and making new ones. We welcome all of our new members and thank all of our volunteers and donors for their support. In alignment with the mission of the GSB, we are working to “change lives, change organizations, change the world.”

Amy Minella and Dave Fletcher  
2018 Co-chairs of Project Redwood

# PROJECT REDWOOD LOOKING FORWARD TO 2019

## Board of Directors

Amy Minella and Rick Agresta, Co-Chairs  
Mike Watt and Ann Thoke Espy, Co-Treasurers  
Ed Kaufman and Mary Pruiett, Co-Secretaries

Martha Clark  
DJ Crane  
Kermit Eck  
Dave Fletcher  
Laura Fratt

Rich Jerdonek  
Kirk Renaud  
Gail Schulze  
Kristi Smith-Hernandez

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KC Branscomb  
Jim Buie  
Doug Burgum  
Win Chesson  
Clara Chow  
Martha Clark  
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Dick DeMarle  
Mary Ng Dooley  
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