

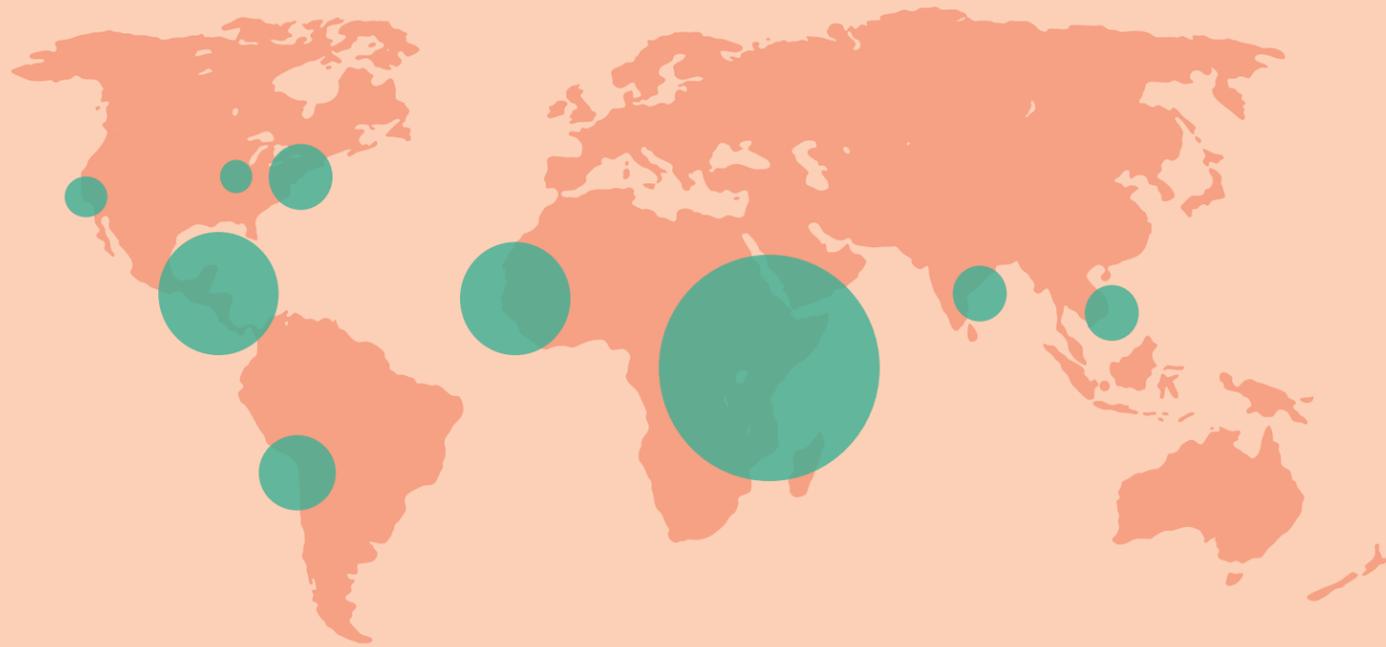
# PROJECT REDWOOD

ANNUAL REPORT 2021

A photograph of a woman with dark hair, smiling warmly. She is wearing a red top and a black and white beaded necklace. She is working with large palm fronds, likely weaving. The background shows the interior of a traditional thatched hut with wooden poles and a blue cloth hanging on the wall.

**EXPANDING  
OUR  
IMPACT**

# GLOBAL IMPACT



Top: Visualization of Project Redwood grantee projects by region

## Improving the Quality of Life Around the World

- |               |           |            |               |
|---------------|-----------|------------|---------------|
| Bolivia       | Guatemala | Mexico     | Sierra Leone  |
| Burundi       | Haiti     | Mozambique | Tanzania      |
| Cambodia      | Honduras  | Nepal      | Uganda        |
| Côte d'Ivoire | India     | Nicaragua  | United States |
| DR Congo      | Kenya     | Nigeria    | Vietnam       |
| Ecuador       | Liberia   | Peru       | Zambia        |
| Ethiopia      | Malawi    | Rwanda     |               |
| Ghana         | Mali      | Senegal    |               |

# THE PROJECT REDWOOD STORY

## ABOUT US

Project Redwood is a non-profit collaboration of Stanford Graduate School of Business alumni volunteers who have come together to fight global poverty. We founded Project Redwood to provide funding, expertise and connections for organizations that address poverty in the U.S. and the developing world. In line with our business backgrounds, we focus on education, job training, job creation and entrepreneurship.

We provide grants and non-financial support to nonprofits. All funding comes from alumni members. As experienced alumni with deep experience in both the public and private sectors, we bring skills across many functions to provide non-financial support. Organizations we fund value our energy and diverse skills.

## OUR MISSION

To provide funding, expertise, and connections to social entrepreneurs who address the challenge of global poverty.

## OUR HISTORY

Founded in 2006 by Stanford GSB alumni as a nonprofit partnership, today active members represent many classes and others affiliated with the GSB.

### Grants Awarded

# \$3,628,370

### Number of lives improved

# 972,000

### Number of grants\*

# 139

\* PRW funds about half the cost of each project. This year we are reporting the full impact of completed projects and the impact goals for the projects currently underway

Stanford Business School Alumni Empowering Social Entrepreneurs to Alleviate Poverty

WHAT WE DO

# OUR APPROACH

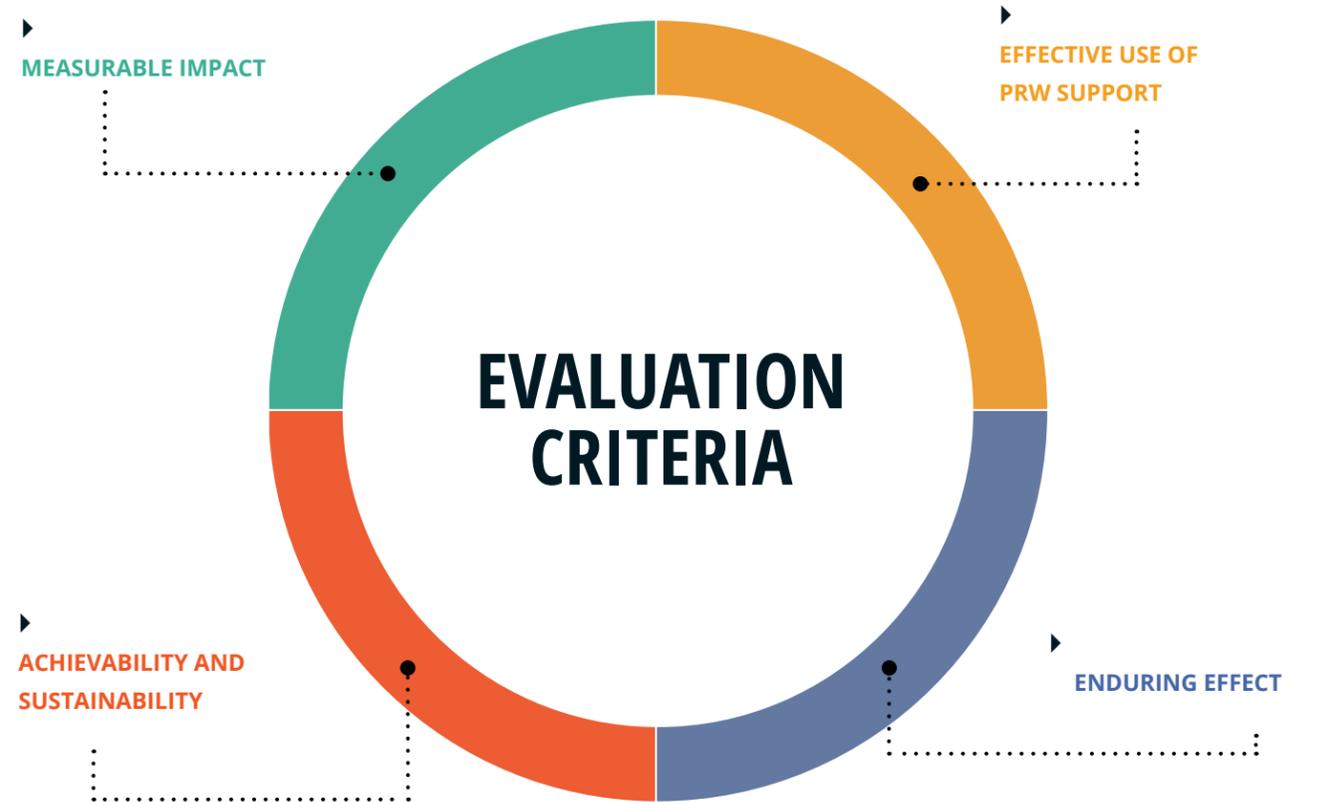


GRANTEE: WORLD CONNECT

WHAT WE DO

## We Nurture Solutions Across The Globe

Today, more than a billion and a half people live in abject poverty. We work with social entrepreneurs whose ideas, energy, and know-how directly tackle poverty and help improve standards of living through job creation, education and training.



### GRANT MAKING PROCESS





IN 2021,  
WE AWARDED

**\$624K**

IN GRANTS

# EXPANDING OUR IMPACT

**In 2021, we received the highest number of applications and funded more projects than ever before. We awarded roughly \$624,000 to 21 organizations.**

**Since inception, more than 90% of our projects met or exceeded their goals and a third significantly exceeded them.**

# OUR YEAR IN REVIEW

## SCALING PROJECT REDWOOD

### Growth in Impact

This year Project Redwood distributed more money to more grantees than ever before. We awarded funds to 21 grantees, and it was the single largest class of grantees.

### Growth in Members & Partners

In 2021, we had 39 volunteers, 51 donors and 13 grantee sponsors from class years other than the founding class. PRW also had 49 members and partners representing 29 such class years. We currently have three such alums on the PRW Board and expect this to double in 2022.

## STRONGER RELATIONSHIPS

### Strengthened Relationship with GSB

In 2021 we increased our GSB campus engagement. We presented at the 2021 Reunion and GSB DEI programs, and we have presentations planned for the 5-Year Alumni reunions this Spring/ Fall, Brown Bag lunches and a Stanford Executive Program turbo talk.

We strengthened our relationship with the coordinators of *Extreme: Design for Extreme Affordability*, a Stanford program that creates an environment where students learn to design products and services that address the needs of low resource communities. Additionally, PRW leaders have continued our close engagement with the GSB Alumni Relations Office.

Our efforts have benefitted PRW, and most importantly, our grantees. Our grantees have been invited to apply for the Social Management Immersion Fund, which enables MBA students to make the most of their summer experience. Our grantees have also been offered use of the Center for Social Innovation learning modules.

## HIGHLIGHTS

This year Project Redwood made a conscious decision to seek out US grant applicants. As a result of this effort, six of our 21 grantee organizations operate in the US. Nine of the 21 are new organizations to our network, and five of the new operate in the US.

### Donations Received

**\$670,843**

### Grants Awarded

**\$623,625**

### Non-Profit Grantees

**21**

### U.S. Based Grantees

**6**

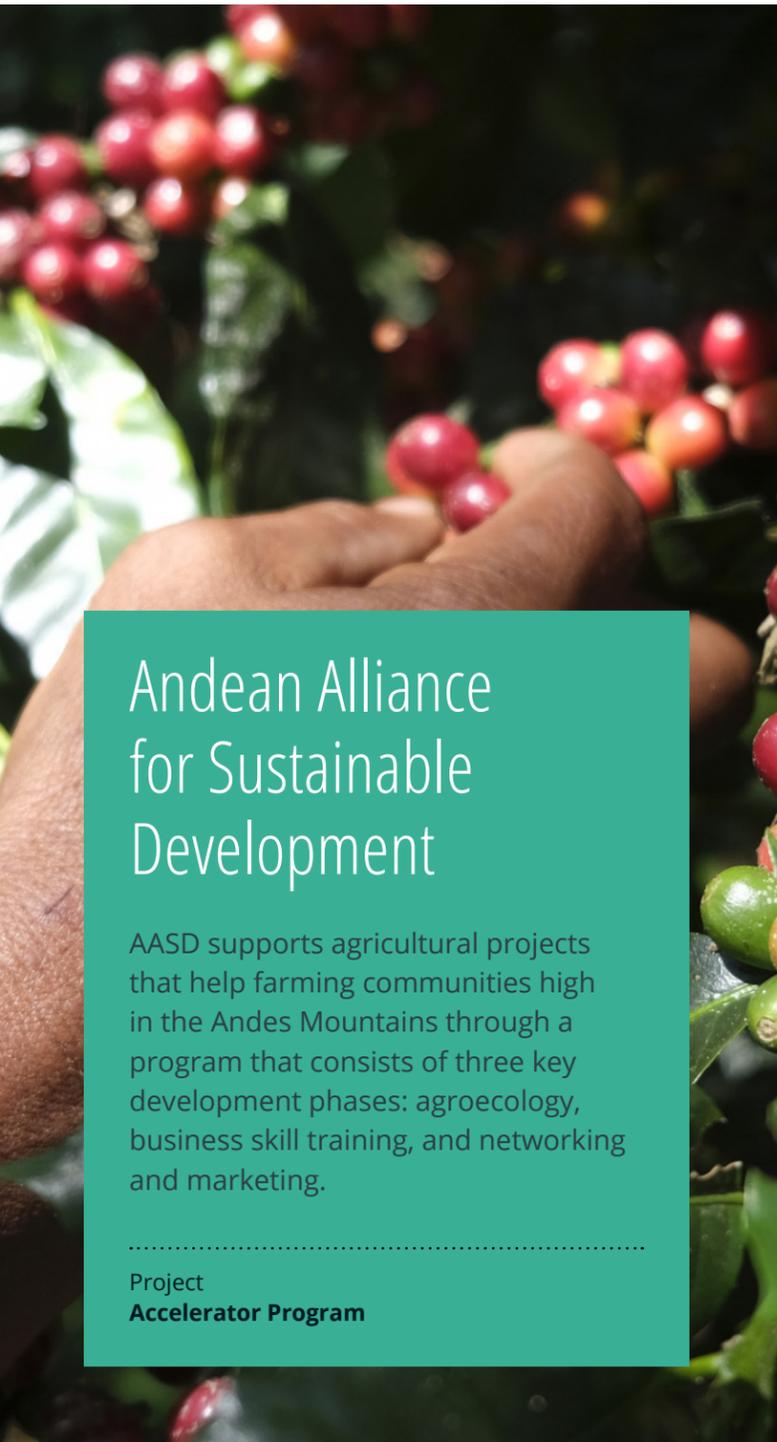
“...my organization was one of the new US based non-profits that received funding this cycle from Project Redwood. I can't express how much this brand new \$30,000 investment in our work means to us. In a year of shaky funding for non-profits, this is a really significant resource for us to support our youth.”  
- Rhonda Hopps, CFA of Comer Education Campus



GRANTEE: COMER EDUCATION CAMPUS

# MEET THE 2021-2022 GRANTEES

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## Andean Alliance for Sustainable Development

AASD supports agricultural projects that help farming communities high in the Andes Mountains through a program that consists of three key development phases: agroecology, business skill training, and networking and marketing.

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Project  
**Accelerator Program**



## Child Aid

Child Aid works to improve the literacy rate among the indigenous people living in the rural villages of Guatemala. Child Aid targets educational support to students in the early grades where progress can have the most lasting, and meaningful, impact. Their efforts focus on providing both teacher training and classroom materials that enhance the learning experience for the students

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Project  
**Better Tooling for Education Programs**



## COMER Campus

**NEW**

Located on Chicago's South Side, this youth advancement organization invests in the life outcomes of thousands of young people annually through programs that integrate academics, enrichment and college/ career preparation. Through collaboration with partners from both the private and public sector, CEC has been able to develop a unique approach to guide its participants.

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Project  
**Green Careers - Hydroponics Track**



## Congo Leadership Initiatives

With the development of the next generation of leaders in the Democratic Republic of Congo as a mission, the Institute offers a 50-hour training program and microfinance support spurring future leaders to create economic and social change. CLI's support has led to the creation of more than 450 small businesses.

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Project  
**Provide no-penalty loans**

# MEET THE 2021-2022 GRANTEES



**Cristo Rey**

Cristo Rey Network schools across the U.S. integrate four years of rigorous college-prep academics with professional work experience. These schools offer students college-preparatory education that also includes real-life work experience designed to prepare students for college and successful careers. The Corporate Work Study Program funds half of the students' tuition costs.

Project  
**Executive function skills training**



**Daraja Academy**

Daraja Academy, a four-year secondary boarding school, provides girls in rural Kenya with a high school education, which would otherwise be unavailable to them. Accepted students receive a full scholarship through the Daraja Education Fund which includes room and board, tuition, uniforms, and health and hygiene services.

Project  
**WISH program - Year One**



**Educate2Envision International** NEW

Through a Youth Leadership Training program, the typical secondary school curriculum is enhanced by equipping students with 21st-century skills and practical, hands-on applications. Students are taught to work in teams and collaborate on projects that address such issues as illiteracy, clean water, deforestation, and more.

Project  
**Expansion of E2E Youth Leadership Training**



**Hero Women Rising**

Hero Women Rising brings women in the Democratic Republic of Congo together to both master new skills and gain an appreciation for working collectively to make positive change in their communities and achieve sustainable income.

Project  
**Three Pillars Program**

# MEET THE 2021-2022 GRANTEES

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## The Hope Project

The Hope Project is a cross-cultural partnership with the mission of partnering with the people of Liberia to provide educational opportunities and community development. The Hope International School provides tuition-free education for students in Liberia, job training and competitive wage employment for community members, and clean water and medical care for students and their families.

Project  
**Power of Hope Program**



## International Village Clinic

The mission of IVC is to bring health care, education, and economic uplift services to the poor rural villages of eastern India. After improving health care, IVC turned to education. IVC created an English immersion school to provide children with skills to move into higher education, better jobs and higher standards of living.

Project  
**New Classroom**

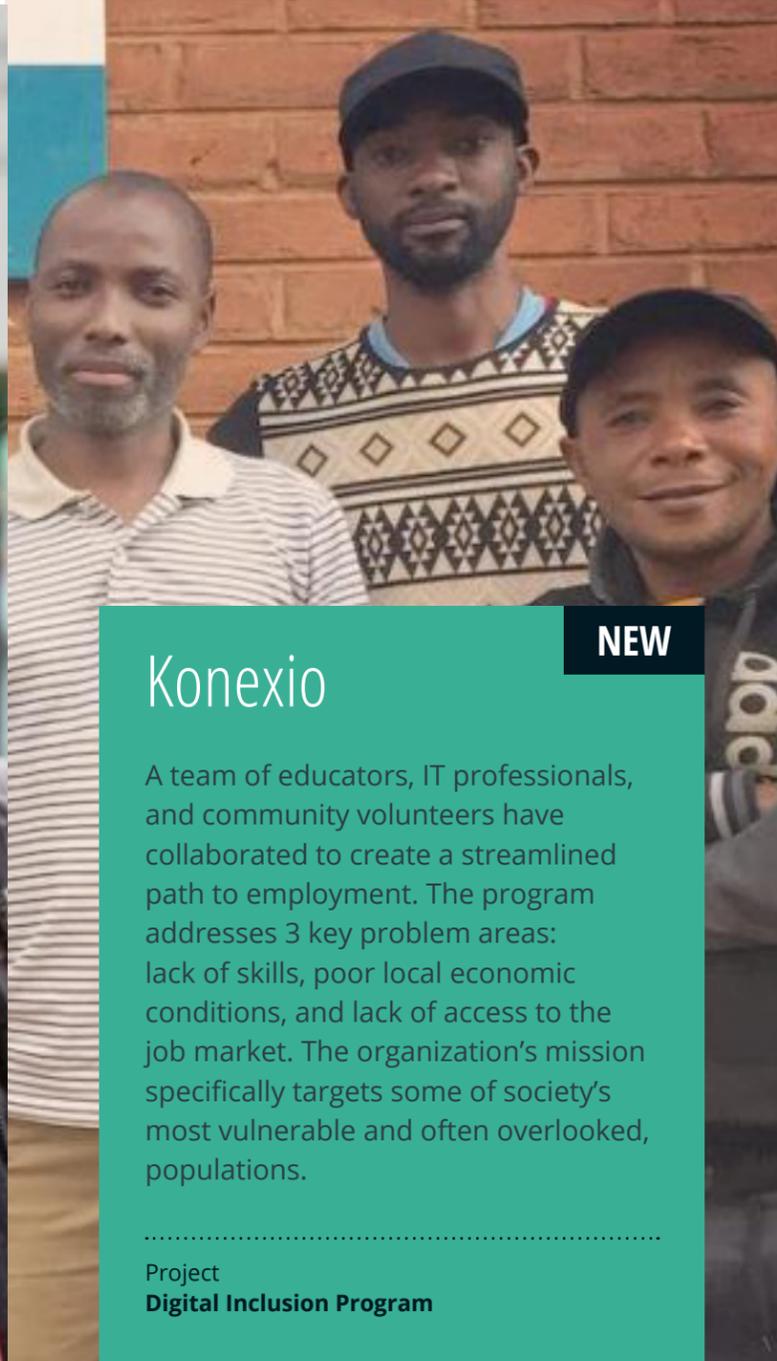


## Juma Ventures

**NEW**

Juma Ventures mentors and provides job skill training and employment for underserved youth 18-24 years old. Each student receives basic job training and broader skills development including personal financial management and longer-term job search skills so each of these underserved youth are better prepared for long term employment.

Project  
**New Program Coordinator**



## Konexio

**NEW**

A team of educators, IT professionals, and community volunteers have collaborated to create a streamlined path to employment. The program addresses 3 key problem areas: lack of skills, poor local economic conditions, and lack of access to the job market. The organization's mission specifically targets some of society's most vulnerable and often overlooked, populations.

Project  
**Digital Inclusion Program**

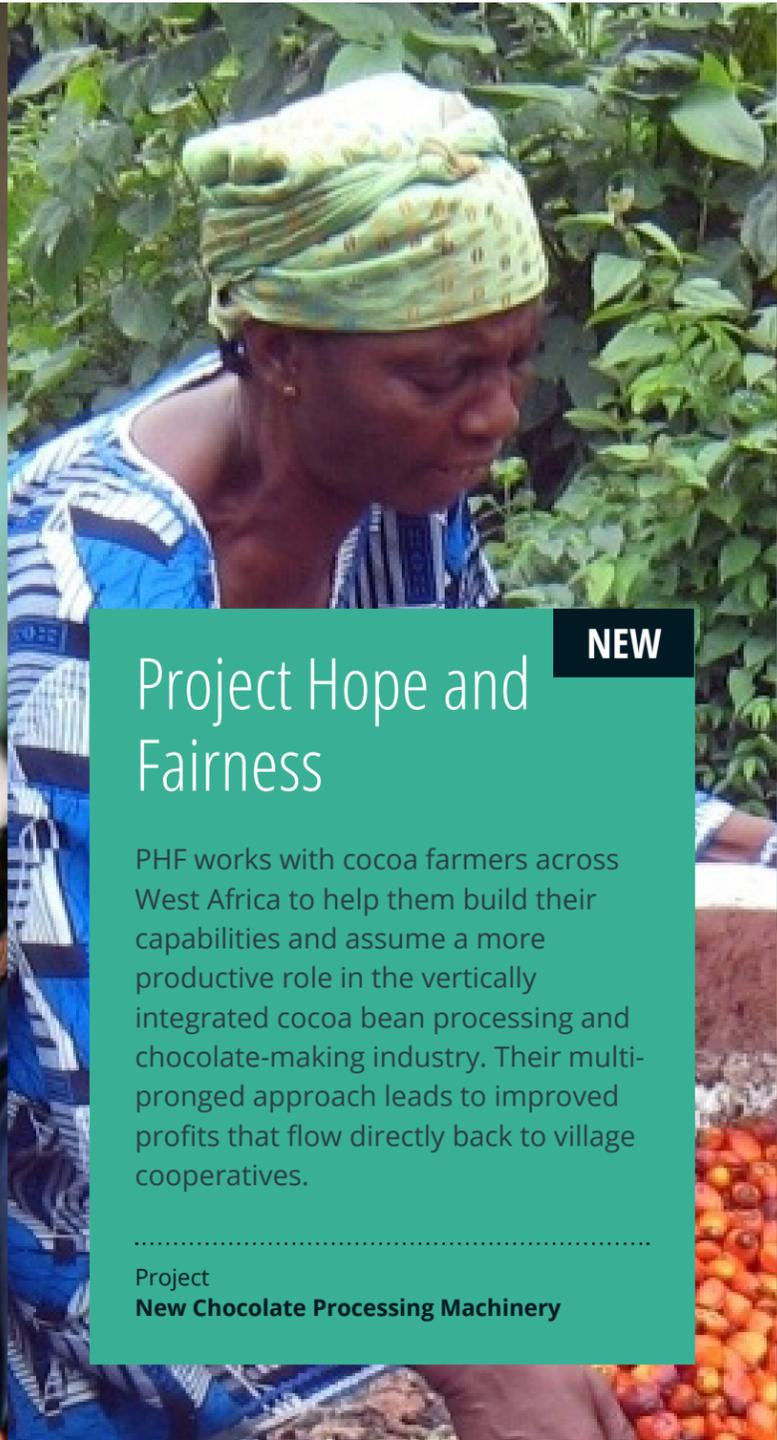
# MEET THE 2021-2022 GRANTEES



## Mercado Global

Mercado Global provides technical training and business development support to indigenous women artisans of rural Guatemala. These women improve their skills and create a steady stream of quality products that enable them to earn a better income. The skills and support these women receive empower them to become entrepreneurs and develop other revenue-earning activities.

Project  
**New Collaboration Manager**

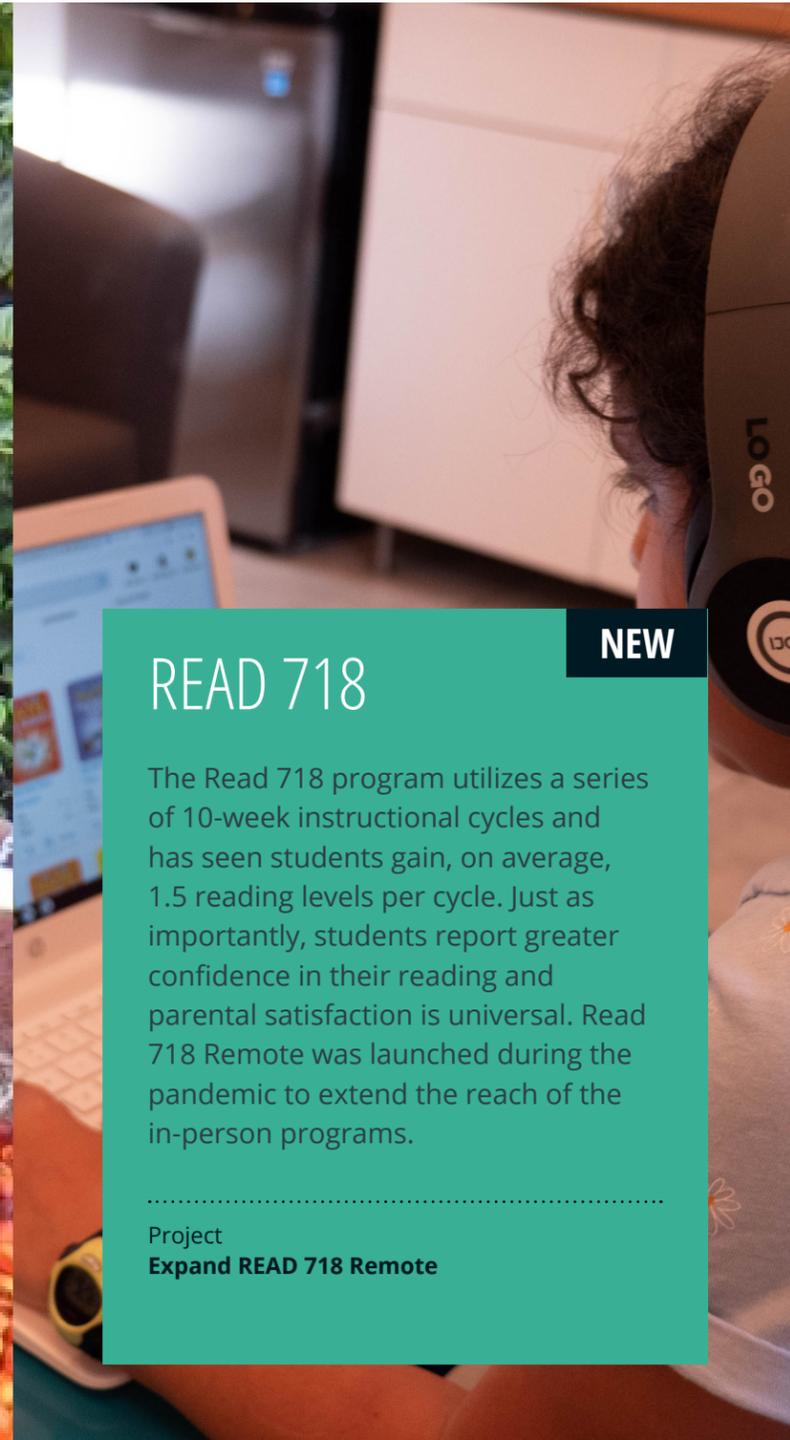


## Project Hope and Fairness

**NEW**

PHF works with cocoa farmers across West Africa to help them build their capabilities and assume a more productive role in the vertically integrated cocoa bean processing and chocolate-making industry. Their multi-pronged approach leads to improved profits that flow directly back to village cooperatives.

Project  
**New Chocolate Processing Machinery**



## READ 718

**NEW**

The Read 718 program utilizes a series of 10-week instructional cycles and has seen students gain, on average, 1.5 reading levels per cycle. Just as importantly, students report greater confidence in their reading and parental satisfaction is universal. Read 718 Remote was launched during the pandemic to extend the reach of the in-person programs.

Project  
**Expand READ 718 Remote**



## S.O.U.L.

S.O.U.L. is committed to addressing the root causes of poverty for rural women farmers in Uganda. It has fostered sustainable and vibrant communities through unique partnerships focused on education, empowerment, food security, and maternal health. S.O.U.L. serves over 14,000 Ugandans in 30 villages, utilizing a development-driven model that makes community members stakeholders in their success.

Project  
**Vocational Training Support**

EXPANDING OUR IMPACT

# MEET THE 2021-2022 GRANTEES

NEW

## World Connect

WorldConnect's founding principle underscores the belief that local leaders are in the best position to understand community needs and identify projects that can positively impact the lives of the residents. Hundreds of programs in more than 40 countries leverage that philosophy and have been able to drive significant improvements in health, education, and economic opportunity.

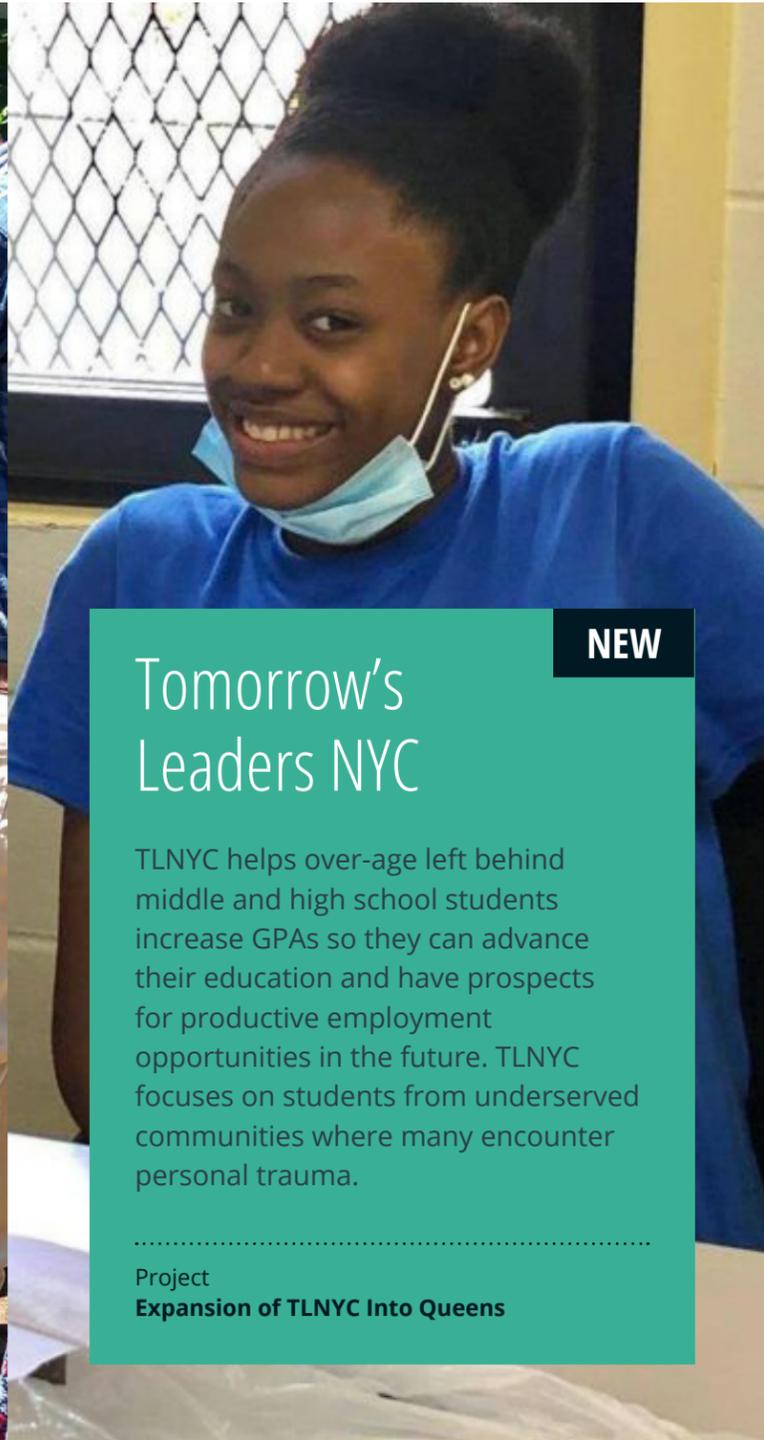
Project  
**Support 4 Income-Generating Projects**



## Strategies for Intl. Development

SID designs, applies, and promotes better methods for helping small farmers in Guatemala, Peru, and Bolivia transition from subsistence to successful commercial farming. SID's program is built on a set of principles that help poor farmers conserve land and increase productivity and income.

Project  
**Continued Support of 3-year Program**

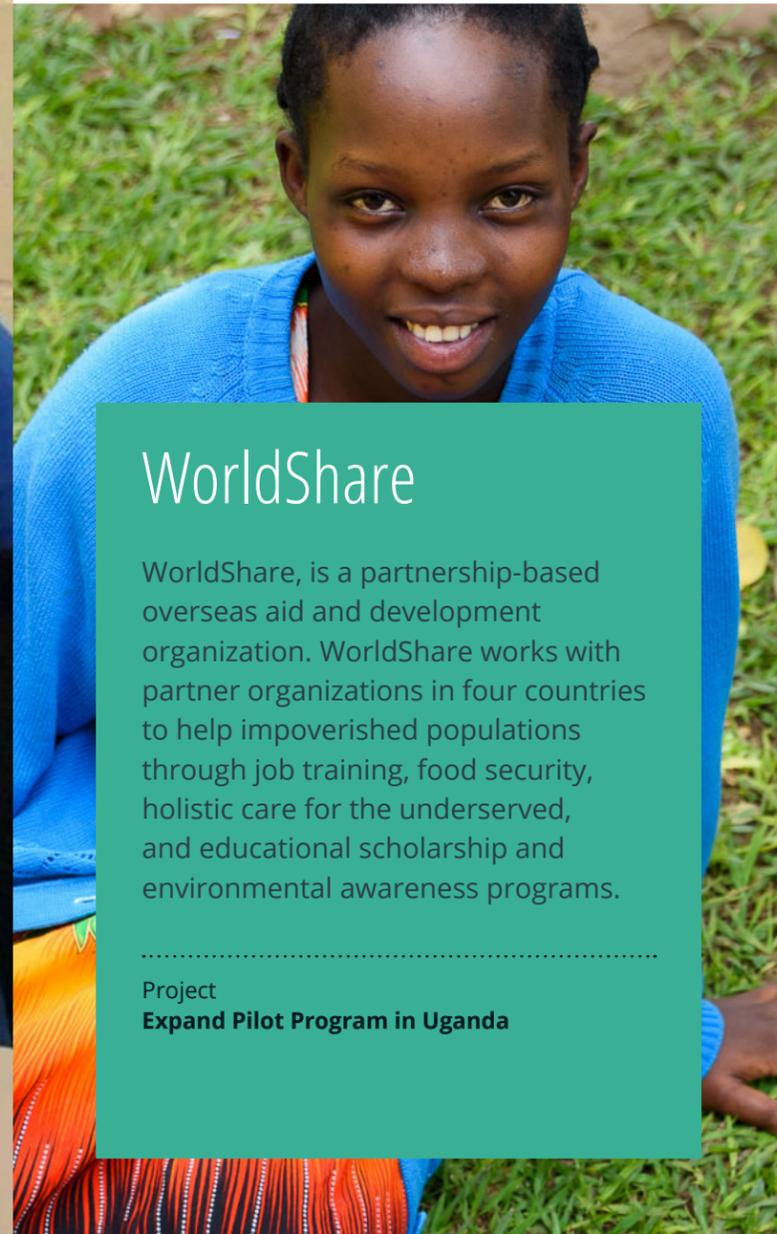


## Tomorrow's Leaders NYC

NEW

TLNYC helps over-age left behind middle and high school students increase GPAs so they can advance their education and have prospects for productive employment opportunities in the future. TLNYC focuses on students from underserved communities where many encounter personal trauma.

Project  
**Expansion of TLNYC Into Queens**



## WorldShare

WorldShare, is a partnership-based overseas aid and development organization. WorldShare works with partner organizations in four countries to help impoverished populations through job training, food security, holistic care for the underserved, and educational scholarship and environmental awareness programs.

Project  
**Expand Pilot Program in Uganda**



## Youth Design Center

NEW

YDC works primarily with minority 14-24-year-olds in the Brownsville and Ocean Hill neighborhoods of Brooklyn, NY. YDC has been on a mission to give disconnected youth practical, hands-on training in STEAM that will enable them to more easily access higher education and ultimately achieve greater economic stability.

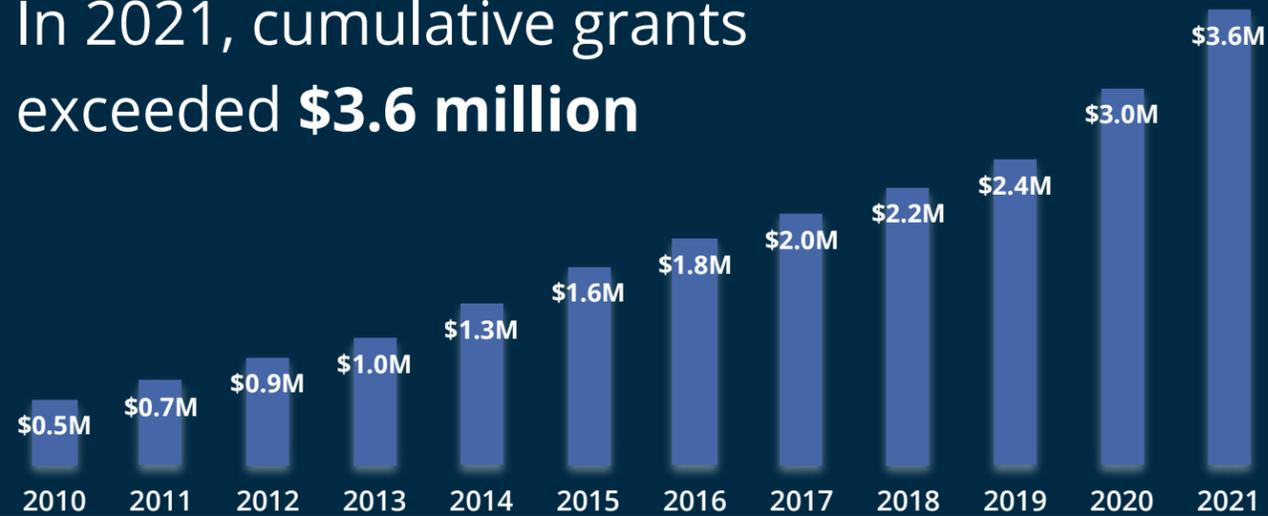
Project  
**Hybrid Creative Apprenticeship Program**

# FINANCIAL HIGHLIGHTS

## SUMMARY FUND ACTIVITY

Opening Balance	\$376,571
Total Revenue	\$670,976
Amount Awarded	\$623,625
Expenses	\$128,809
Closing Balance	\$295,113

In 2021, cumulative grants exceeded **\$3.6 million**



Click [here](#) to view the 2021 Financial Statement





DONOR  
CONTRIBUTIONS  
**\$671K**

# MEET OUR DONORS

**Our donors are critical to the success of Project Redwood. This support ensures that in 2022 our grants will continue to improve the lives of thousands by lifting them out of poverty.**

**With gifts from over 145 individuals from 31 GSB classes, Project Redwood raised over \$670,000.**

# OUR DONORS

Project Redwood gratefully acknowledges the individual donors who made generous contributions in 2021.

## PARTNER DONORS

### \$100,000+

Miles White

### \$25,000– \$99,000

Donna & Harvey Allen  
Ed & Martha Kaufman  
Russ Meyer & Marcy Shaffer, in honor of Sally Fletcher  
Amy K. Minella  
William Rothacker & Laura Christman  
Gail Schulze

### \$10,000– \$24,999

Jim Buie  
David Chin & Carolyn McCane-Chin  
Martha Parry Clark  
Ann Thoke & Bowers Espy  
Barnaby Grist & Ellen Goldberg  
Jon & Elizabeth Hamren  
Philip Jonckheer  
Patty Mintz  
Ross Rosen  
Beth & David Sawi  
Bill Westwood

### \$4,000– \$9,999

Rick & Joan Agresta  
Bob Baldwin & Margaret Sieck  
Cara & Bryan Bowers  
Jorge & Stella Fernandez  
David & Leah Fletcher  
Carol Head & Skip Rimer  
James P. and Renee T. Hennessy Family Fund  
Kristi & Larry Hernandez  
David Hoe  
Bill Houston  
Ken Inadomi & Melinda Wolfe  
Rich & Julie Jerdonek  
Claudia Lindsey & Mike Fotos  
Carter & Stephanie McClelland  
Vincenzo Morelli  
Mary & Ralph Pruiett  
Antonio Purón & Holda Zepeda  
Russell & Helen Pyne  
Scott & Pam Shimamoto  
Dan & Katharine Whalen

### \$2,000– \$3,999

Stephanie Anderson  
Anonymous  
Steven Berg  
Nancy Blumberg  
K.C. Branscomb

Blair Brewster  
DJ Crane  
Dick DeMarle  
Kermit & Earline Eck  
Mike Fitzgerald  
Laura Fratt  
Brian Hegarty  
Dusty Huscher  
Susan Ip  
Al Kern  
Anna Kraus  
Jim Lavin  
Susan Miller  
Tosh Mori  
Tom Phillips  
Harry Quarls  
Kirk Renaud  
Gary Shaffer  
Debbie Sze Modzelewski  
Mike Watt  
Don & Elaine Wood  
Sharon Wurtzel

## MEMBER DONORS

### \$500– \$1,999

Kate Kaufman Barklow  
Charlie Baum  
Dave & Kathy Blenko

Jeff Brown  
Doug & Kathryn Burgum  
Caroline Caufield  
Win Chesson & Audie McRae  
Clara Chow  
Bob Clark  
Jonathan, Alexander & Elizabeth Copulsky, in memory of Ellen Barreto  
Jim Haddon  
Alan Heibein  
Barbara Jaffe  
Don Jefferson  
Gail Jones-Nemeth  
Fritz Kaegi  
Ray King  
Alan Kinsel  
Udi Laska  
Don Maruska  
Art May  
Ann McStay  
Rick Nelson  
James & Sylvie Owen  
Laura Power  
Bill Reid  
Hal Richardson  
Bart & Catherine Rocca  
Mark Scott  
Simon Upfill-Brown  
Vivienne & Moez Virani  
Stacy Williams  
Mark & Jessica Zitter

### Up to \$500

Cynthia Adam  
Steven Bornstein  
Chad Brown  
Lee Burgunder

Bob Cefaratti  
Mariel Clemensen  
Dollaya DePasquale  
Laurie Eason  
Al Floda  
David Fronk  
Linda Geiger  
Martha Gilmore  
Joey Gutierrez  
Kirk Holmes  
Janice Holve  
Laurie Hunter  
Teresa Iglesias  
Sam Jackson  
Aditya & Kelly Kaddu  
Keith Kulper  
Korn Lappprathana  
Arnold Lee  
Hal Logan  
Takashi Matsumoto  
Andrew McCreary  
Matt Milner  
Mark Muenchow  
George Murphy  
Alison Poetsch  
Steve Pollock  
Jeff Pontell  
Kate Price  
Dan & Nat Pruiett  
Emily Puente  
Vijay Raghunathan  
JJ Ramberg  
Chris Snider  
Julia Sullivan  
Jorian Wilkins  
Carla Williams  
Tracy Wise



GRANTEE: PROJECT HOPE AND FAIRNESS

## HOW TO GIVE

Join other GSB alums of all programs and classes as we work together to alleviate global poverty and support the GSB to “Change lives. Change organizations. Change the world.”

Learn more about how to donate at [ProjectRedwood.org/Donate](https://ProjectRedwood.org/Donate)



# THE PEOPLE BEHIND PROJECT REDWOOD

THE PEOPLE BEHIND PROJECT REDWOOD

## MEET THE TEAM

### 2022 BOARD OF DIRECTORS

#### Co-Chairs

Carol Head & Claudia Lindsey

#### Mission Representative

Donna Allen

#### Growth Representative

Vijay Raghunathan

#### Finance Chair

Mike Watt

#### People Officer

Bill Westwood

Martha Clark  
Mike Fitzgerald  
Laura Fratt  
Bill Houston  
Ken Inadomi  
Gail Schulze  
Jorian Wilkins  
Stacy Williams

### VOLUNTEERS

Joan Agresta  
Rick Agresta  
Donna Allen  
Charlie Baum  
Steve Berg  
Steve Bornstein  
Caroline Caufield  
Larry Cerf  
Win Chesson  
Clara Chow  
Martha Clark  
Allison Cowie  
DJ Crane  
Diana Daniels  
Dick DeMarle  
Joyce Dickerson  
Donna Doktorcik  
Mary Ng Dooley  
Kermit Eck  
Ann Thoke Espy  
Mike Fitzgerald

Dave Fletcher  
Laura Fratt  
Elizabeth Gage  
Ellen Goldberg  
Barnaby Grist  
Paul Guenette  
Joey Gutierrez  
James Haddon  
Jimmy Haddon  
Joe Hamby  
Kana Hammon  
Carol Head  
Kristi Smith  
Hernandez  
Bill Houston  
Laurie Hunter  
Teresa Iglesias  
Ken Inadomi  
Samuel Jackson  
Rich Jerdonek  
Phil Jonckheer

Thom Keeling  
Alan Kern  
Sarah Koch  
Georgi Koreli  
Jim Lavin  
Arnold Lee  
Claudia Lindsey  
Hal Logan  
Alison Long-Poetsch  
Don Maruska  
Cynthia McMurry  
Audie McRae  
Ann McStay  
Susan Miller  
Matt Milner  
Amy Minella  
Patty Mintz  
George Murphy  
Michele Nemschoff  
Jeff Pontell  
Laura Power

Mary Pruiett  
Omar Qureishi  
Vijay Raghunathan  
Kirk Renaud  
Bart Rocca  
Ross Rosen  
John Schober  
Gail Schulze  
Craig Scott  
Bonni Theriault  
Gerald Thomas  
Karin Underwood  
Mike Watt  
Bill Westwood  
Jorian Wilkins  
Carla Fitzgerald  
Williams  
Stacy Williams  
James Wong  
Sharon Wurtzel

# A MESSAGE FROM OUR CO-CHAIRS

## How Our Co-Chairs Understand 2021

When we were given the opportunity to lead Project Redwood a year ago, we already knew that:

Project Redwood had proven itself as a **rigorous, sustainable model** that helps people lift themselves out of poverty.

What started as a gleam in the eye of a small band of idealistic, determined alumni from the class of 1980 had become a respected, effective NGO.

The decision had been made in 2017 to expand Project Redwood to include other classes. So by 2021, we knew that when other GSB alumni learned of our camaraderie, working together with a passion for effective philanthropy, they would continue to join our ranks as volunteers and donors. To put it simply:

## We Had Built It and They Had Come.

So, as 2021 began, we knew it was time to accelerate our growth and build an organization that could scale in the decades

to come. Instead of helping improve the lives of tens of thousands of people each year, we could help hundreds of thousands.

Both of us are from the founding class of 1980. We are keenly aware that to build Project Redwood into a sustainable, enduring asset for the GSB and for the millions who live in poverty worldwide, we must quicken the pace of building an organization with volunteers and donors beyond our class. **So in 2021, we focused on transforming the organization for the next generation of Project Redwood leaders and donors.**

Last year, we helped more people than ever lift themselves out of poverty. This annual report is full of data regarding our 2021 successes. What is less obvious is the distinctly unsexy, organizational slog we undertook to **build infrastructure for continued growth**. Our 1978 Organization Development professors would be proud that we:

- ▶ *Recognized that we will be stronger as an independent 501c3 non-profit organization; we will complete that process in next 12 months.*
- ▶ *Created a new People Committee of the Board to intentionally identify new leaders from other classes.*
- ▶ *Created a Finance Committee of the Board to optimize our donors' gifts.*

- ▶ *Hired our first part-time staff.*
- ▶ *Agreed to change our fiscal year to better match revenue and grantmaking.*
- ▶ *Proactively identified and elevated volunteers from other classes. In 2021, we had 39 volunteers, 51 donors and 13 grantee sponsors from classes other than our founding class.*

**And here's some other great news:** We recently learned from the GSB that Project Redwood is already the strongest multi-class alumni organization at the GSB.

Project Redwood has become a vibrant embodiment of the GSB motto, *"Change lives. Change organizations. Change the world."*

While our class will always take pride in our founding role, we trust that in 2031, in 2041 and every decade to come, all of us – past, present and future leaders and donors – will raise a glass and celebrate what Project Redwood is accomplishing around the world.

We honor those who are picking up the mantle of caring for others living in poverty and look forward to hearing *their* success stories.

With pride, admiration and appreciation,



**Martha Parry Clark and Carol Head**  
2021 Project Redwood Co-Chairs

Daraja

Academy



She  
believed  
she could  
... SO  
she did.

The text is surrounded by colorful floral illustrations. At the bottom, there is a detailed drawing of a green plant with long, pointed leaves in a brown, textured pot.

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Nairobi 10400  
Tel: 26041454

ja-academy.org  
ja-academy.org



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