

# PROJECT REDWOOD

2022-2023 IMPACT REPORT

# CHANGING LIVES

## A MESSAGE FROM OUR CO-CHAIRS

---

**Onward to the next million lives as we change the world together.**

In a time of unprecedented wealth, poverty remains a persistent problem. Project Redwood's leaders understand that we're in a fortuitous situation as GSB alumni with access to enormous wealth. This source of wealth embedded in GSB alumni is matched by the enormous need for funds among the thousands of scrappy, underfunded non-profits working to help millions upon millions who live in pervasive poverty.

Project Redwood has become a capable, trusted intermediary between these two disparate segments of society: the affluent and privileged from a venerable institution and the very poor who have limited opportunities and resources.

Project Redwood resides in the space between two segments of humanity that rarely interact.

Project Redwood's proof of concept is behind us. We're into expansion, having

moved beyond one GSB class to over thirty. As we work toward engaging the entirety of our alumni community, we're in a period of accelerated growth. In our first thirteen years, we granted \$4.5 million that supported nearly one million people as they lifted their standards of living.

We're now squarely focused on supporting the next million people.

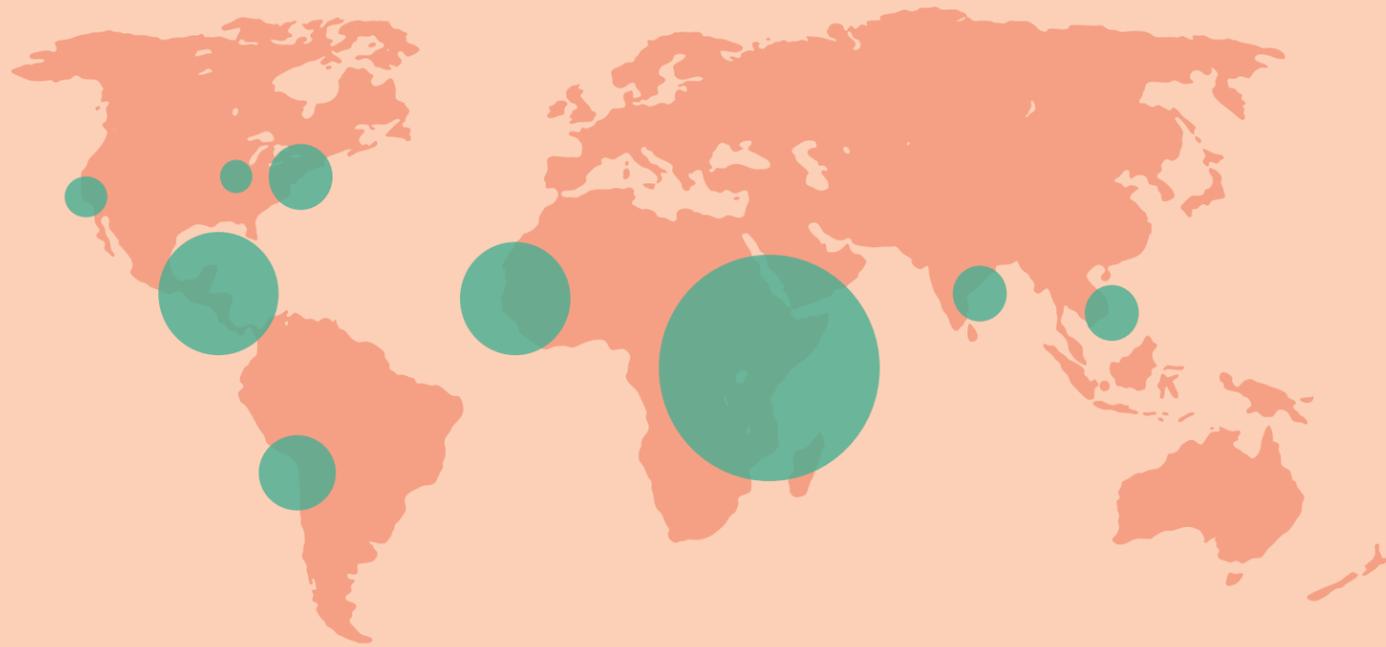
Project Redwood is a living embodiment of the GSB's motto: "Change organizations. Change lives. Change the world". We're not aware of any other business school whose alumni have spontaneously arisen to recognize common humanity with those who struggle. We're proud to be Stanford GSB alumni working together.

**Please join us** as we expand what it means to be Stanford GSB alumni. We need and want you as we race forward to support the next million people.



**Project Redwood Co-Chairs  
Carol Head and Claudia Lindsey**

# 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	South Sudan
Cambodia	Honduras	Nepal	Tanzania
Côte d'Ivoire	India	Nicaragua	Uganda
DR Congo	Kenya	Nigeria	United States
Ecuador	Liberia	Peru	Vietnam
Ethiopia	Malawi	Rwanda	Zambia
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 and in-kind support to social venture organizations that address poverty worldwide. In line with our business backgrounds, we focus on education, job training, job creation and entrepreneurship.

All funding comes from alumni members. As alumni with deep experience in both the public and private sectors, we bring skills across many functions to provide non-financial support. We supplement grants with mentoring, consulting, and connections to strengthen these organizations further.

## 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 non-profit partnership, today active members represent over 30 classes spanning 50 years and others affiliated with the GSB.

### Grants Awarded

# \$4,503,372

### Number of lives improved

# 975,818

### Number of grants

# 168

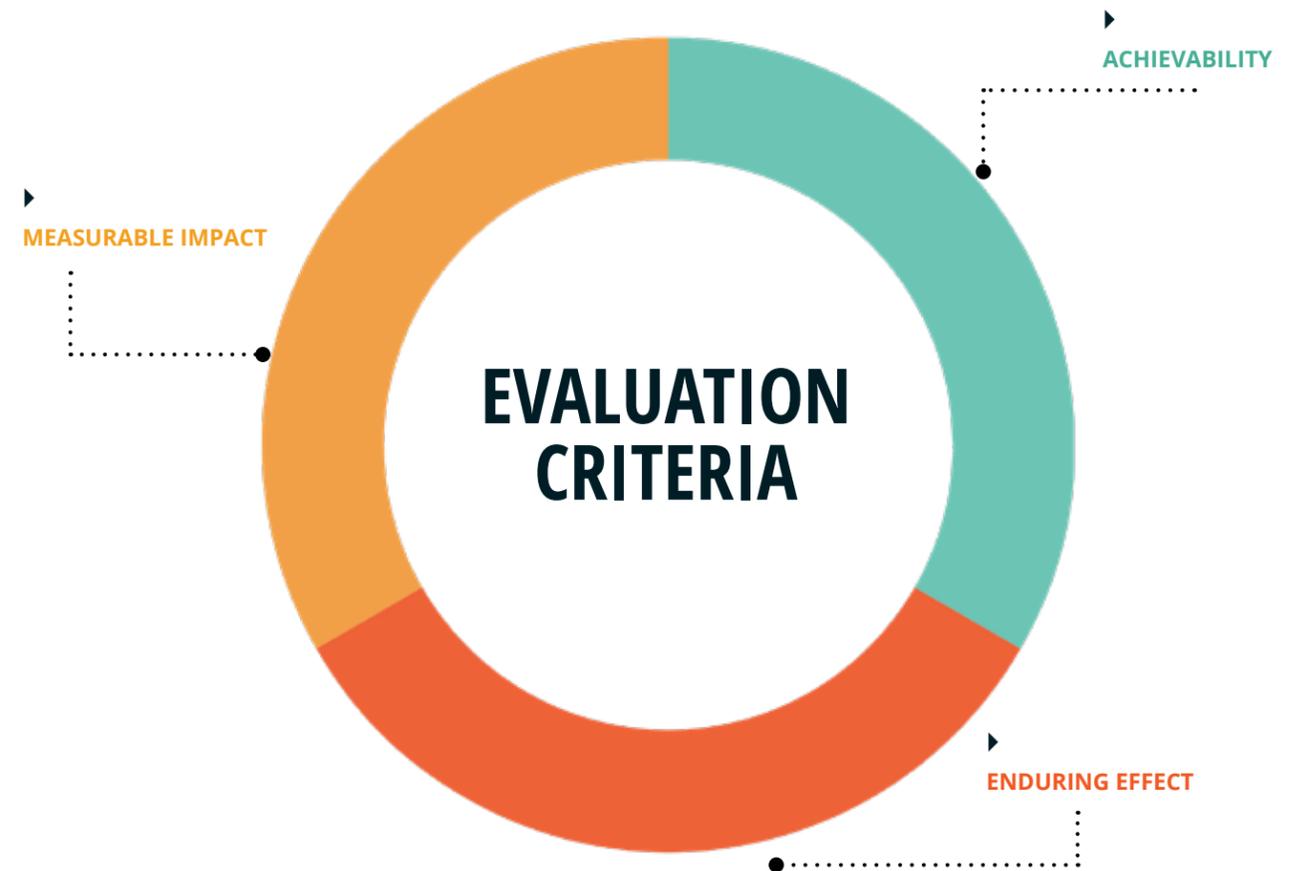
Stanford GSB Alumni  
Working Together to Fight Poverty

# OUR APPROACH



## We Nurture Solutions Across the Globe

Today, more than one and a half billion 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 education, job training, job creation and entrepreneurship.



### GRANT MAKING PROCESS





IN 2022-2023,  
WE AWARDED  
**\$875K**  
IN GRANTS

## A REVIEW OF 2022-2023

### ACHIEVING 501(c)3 STATUS

Project Redwood has reached a strategic milestone in our plan for organizational growth and scaling our capability to achieve our mission of combating global poverty. As of July 1, 2023, Project Redwood became an independent 501(c)3 nonprofit organization.

**On being granted 501(c)3 status, Project Redwood can implement a streamlined grant process to the ultimate benefit of our grantee organizations.**

Project Redwood's grant cycle will start at the beginning of each calendar year with a request for applications. Our next grant cycle will start at the beginning of calendar year 2024. PRW's fiscal year is now July 1st to June 30th. Grants will be distributed before the end of the fiscal year in June.

It will now be easier for donors to make donations. Tax-exempt contributions will be sent directly to Project Redwood, rather than being routed through a fiscal sponsor as before.

Project Redwood now can offer donors additional, flexible methods of contributing, including but not limited to planned giving, estate planning and legacy gifts.

**We are energized by this new phase for Project Redwood!**

### HIGHLIGHTS

We have been able to quadruple our grants awarded over 5 years. In 2022-2023, we awarded funds to organizations in 14 countries.

#### 2022 Campaign Donations

**\$1,155,795**

#### Grants Awarded

**\$875,000**

#### Non-Profit Grantees

**29**

#### U.S. Based Projects

**10**

### INAUGURAL VISION MATCHING FUND

In 2022, for the first time ever, Project Redwood created a matching fund program for year-end gifts with the commitment from seven generous GSB alumni.

Project Redwood had a record fundraising year, in large part due to the generosity of these Visionaries.



GRANTEE: ONE VILLAGE PARTNERS

## CHANGING LIVES

### PRW IN THE NEWS

- ▶ **Carol Head**, MBA '80 and 2022 Co-Chair of Project Redwood, was named by the GSB as a Changemaker. Changemakers is an ongoing video series featuring Stanford GSB alumni who are striving to change lives, organizations, and the world.
- ▶ **Rich Jerdonek**, MBA '80, and his wife Julie were selected as 2022 Persons of the Year in Cleveland OH for their philanthropic work. They are active in more than a dozen organizations that challenge childhood poverty in Greater Cleveland, support families in transition from homelessness and provide other community services.
- ▶ **Ruth De Golia**, CEO of PRW grantee Mercado Global, and **Wesley Meier**, CEO of PRW grantee EOS, were nominated by PRW and awarded scholarships to the Stanford Executive Program by the SEP Scholarship Foundation in 2021 and 2022 respectively.
- ▶ PRW was presented an award by the GSB student organization GSB Gives Back in appreciation for the philanthropic work of the GSB alumni members of Project Redwood. GSB Gives Back's main purpose is to raise awareness and interest in charitable giving among the students of the GSB.

### OTHER HIGHLIGHTS

#### Hybrid Annual Meeting

In April 2022, members of Project Redwood attended PRW's Annual Meeting in person at Stanford University and others joined virtually for an exciting two days which celebrated 2021 Project Redwood and grantee accomplishments. Presentations included inspirational speakers Cheryl Dorsey and Kathryn Hanson on *Where is creative, effective philanthropy headed?*

#### Leadership Roundtable

In 2022, we launched Leadership Roundtable, a series of one-hour virtual sessions designed to increase the two core metrics that drive all non-profits: Funding and Impact. Each session featured a prominent alumni from Stanford GSB, sharing their wisdom, taking questions, and openly engaging with the audience including Project Redwood's grantee organizations. Our speakers included:

- ▶ Hamid Moghadam - GSB '80, longtime friend of Project Redwood and the current CEO of Prologis, the largest logistics real estate company in the world
- ▶ Miles White - GSB '80 and former CEO of Abbott Labs, who was named by Barron's as one of the World's 30 Best CEOs for 11 consecutive years

# MEET THE 2022-2023 GRANTEES

---



**NEW**

## Agape Heart International Organization

AHIO supplies humanitarian relief, health and hygiene training, education, and vocational training programs in the US and Africa, with a field office in Uganda. AHIO exists to raise the needy up from poverty to a flourishing standard of living.

Project  
**Life skills training and mentoring**



## 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.

Project  
**Lacco Valley initiative**



**NEW**

## Asociacion Kantaya

Kantaya is increasing the quality of education in Peru through an after-school program for children in impoverished communities and a training program to prepare teaching assistants to help fill the need for qualified educators to teach the children.

Project  
**Expansion of Podera program**



**NEW**

## Breaking the Chain Through Education

BTCTE was established in 2006 with the goal of rescuing trafficked children in Ghana. BTCTE now provides education, vocational training, and related services including room and board, supplies, clothing and uniforms, transportation and medicine for children rescued from servitude.

Project  
**Partially fund BTCTE campus**

# MEET THE 2022-2023 GRANTEES

---



**NEW**

## Building Our Lives Together

BOLT is empowering a future where every neighborhood thrives, led by the people living there. BOLT meets leaders' needs through a community organizing curriculum, a strategic management curriculum, and a curriculum in navigating the local ecosystem in Philadelphia.

Project  
**School for Grassroots Leadership**



## COMER Campus

This Chicago based 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.

Project  
**Health Career Pathways**



## Cristo Rey Network

A network of Catholic high schools across the US that integrate four years of rigorous college prep academics with professional work experience through a Corporate Work-Study Program. Students from economically disadvantaged families get a quality education that includes real-life work experience designed to prepare them for college and successful careers.

Project  
**Expand executive function skills**



**NEW**

## De La Salle Academy

A Cristo Rey high school that emphasizes rigorous college prep academics including STEM training with the goal of enhancing student preparation for higher education STEM fields of studies and career opportunities.

Project  
**STEM training program**

# MEET THE 2022-2023 GRANTEES

---

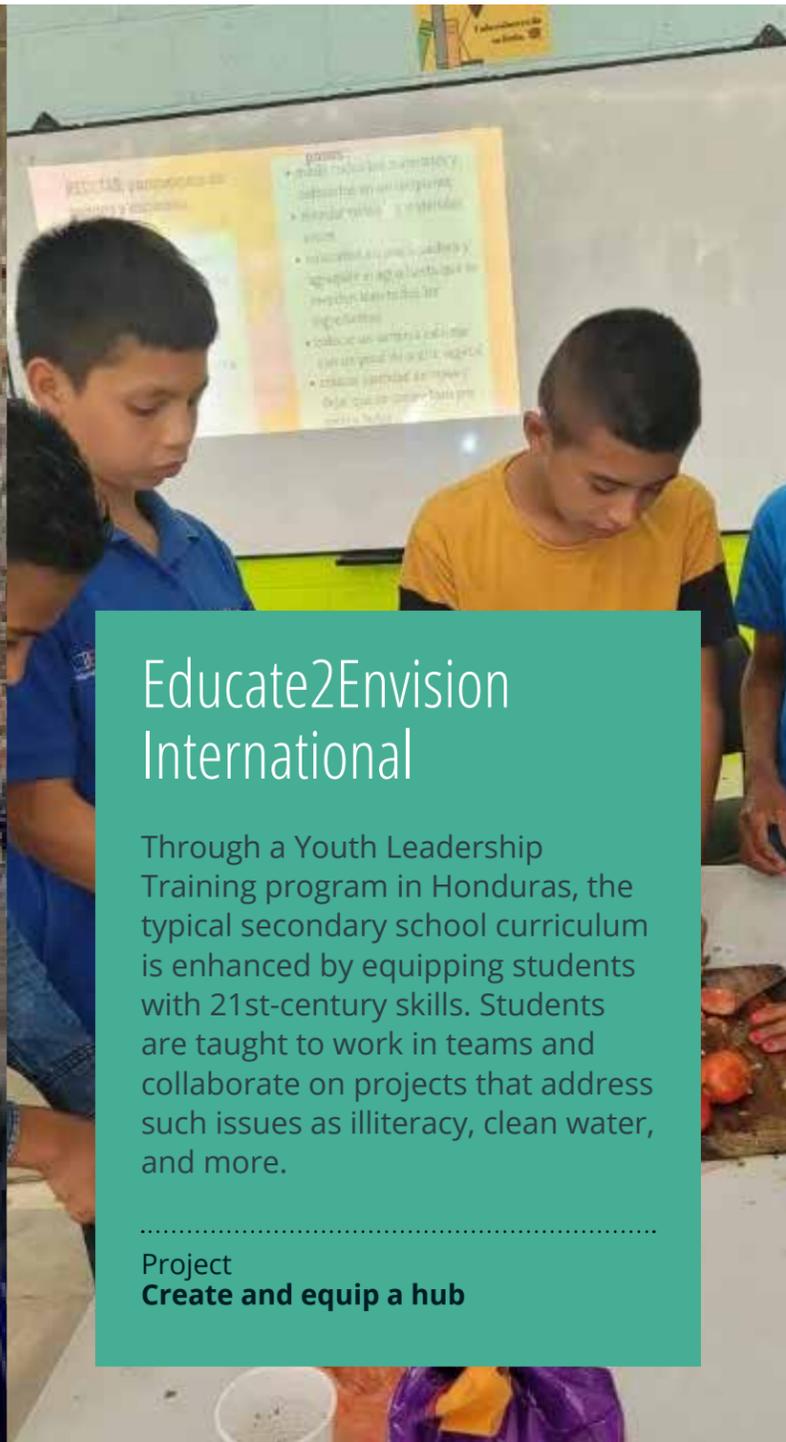


## Delta Education Collective

NEW

Inspired by the power of community-led development, DEC was founded in 2019 in Uganda as a community-driven movement to create quality education for all. They organize parents, educators, students, and local stakeholders to take ownership of their schools' academic performance.

Project  
**1st year of Delta's 3-year expansion**



## Educate2Envision International

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

Project  
**Create and equip a hub**



## 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**



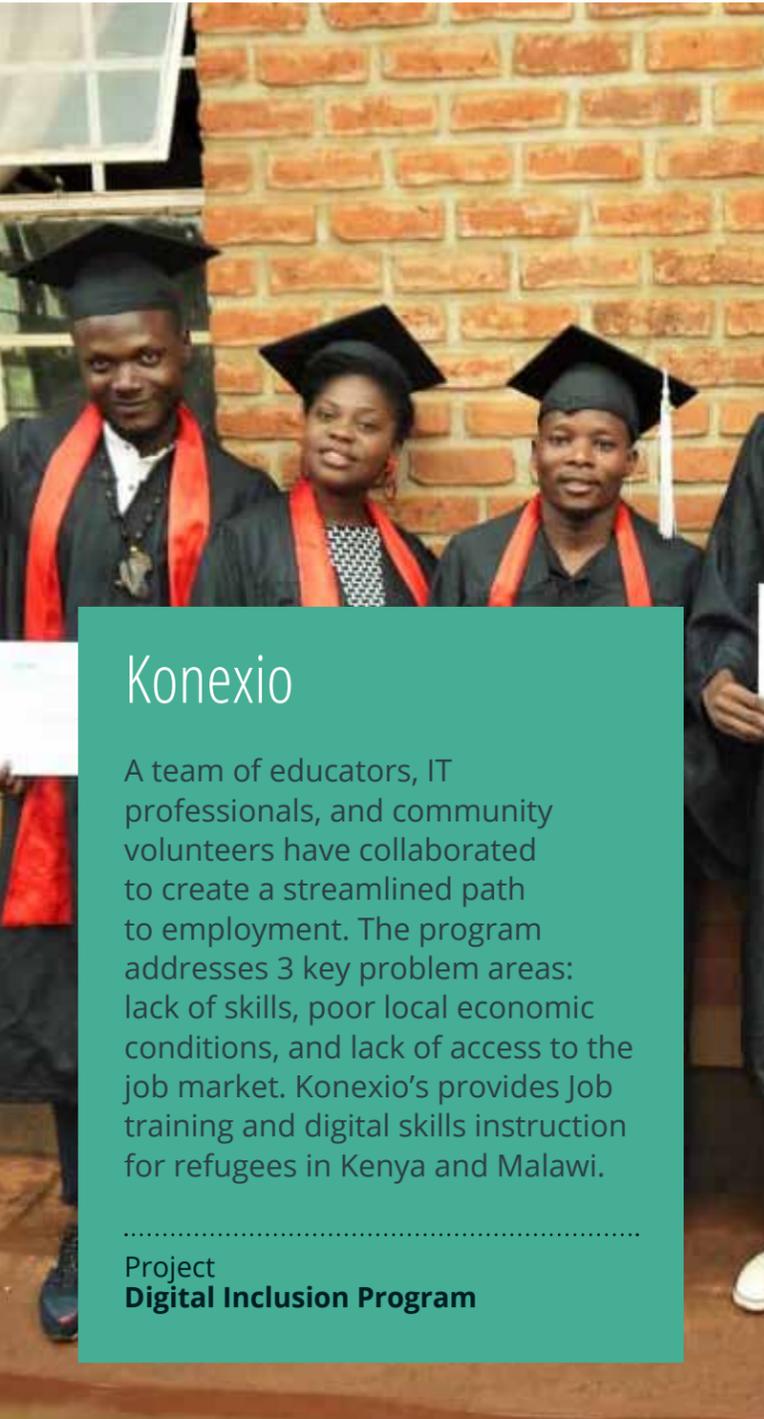
## Juma Ventures

Provides job skill training, mentorship and employment for underserved youth 18-24 years old in the U.S. 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  
**Improve Juma's system**

# MEET THE 2022-2023 GRANTEES

NOTE: MORTAR received a continuation of its 2020 grant in 2022.



## Konexio

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. Konexio's provides Job training and digital skills instruction for refugees in Kenya and Malawi.

Project  
**Digital Inclusion Program**

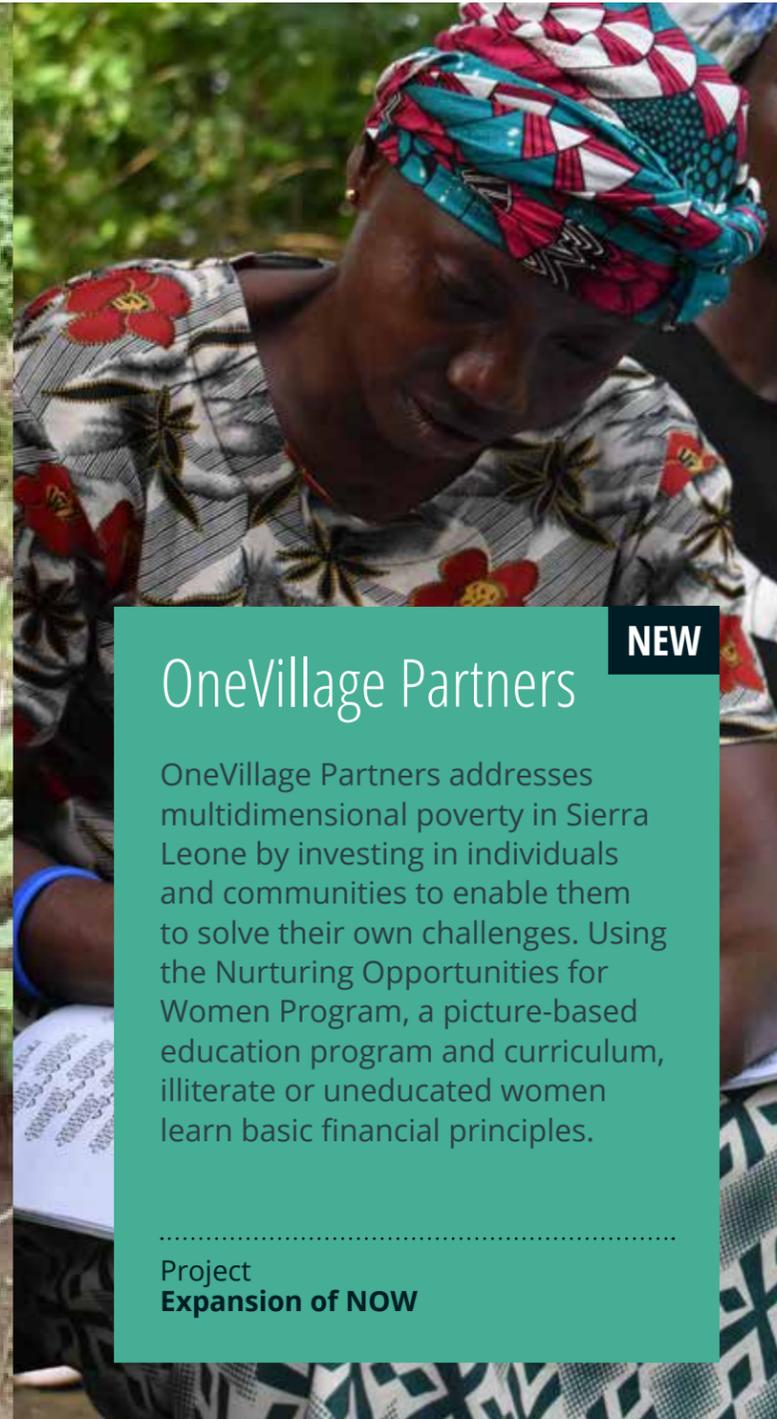


## Nyanam International

**NEW**

Focused on women in Kenya, Nyanam's mission is to provide social support through leadership circles and four integrated programs in leadership, health, livelihoods, and land justice to help widows reclaim their dignity and economic independence, and thrive in their communities.

Project  
**Help establish WPALO**



## OneVillage Partners

**NEW**

OneVillage Partners addresses multidimensional poverty in Sierra Leone by investing in individuals and communities to enable them to solve their own challenges. Using the Nurturing Opportunities for Women Program, a picture-based education program and curriculum, illiterate or uneducated women learn basic financial principles.

Project  
**Expansion of NOW**

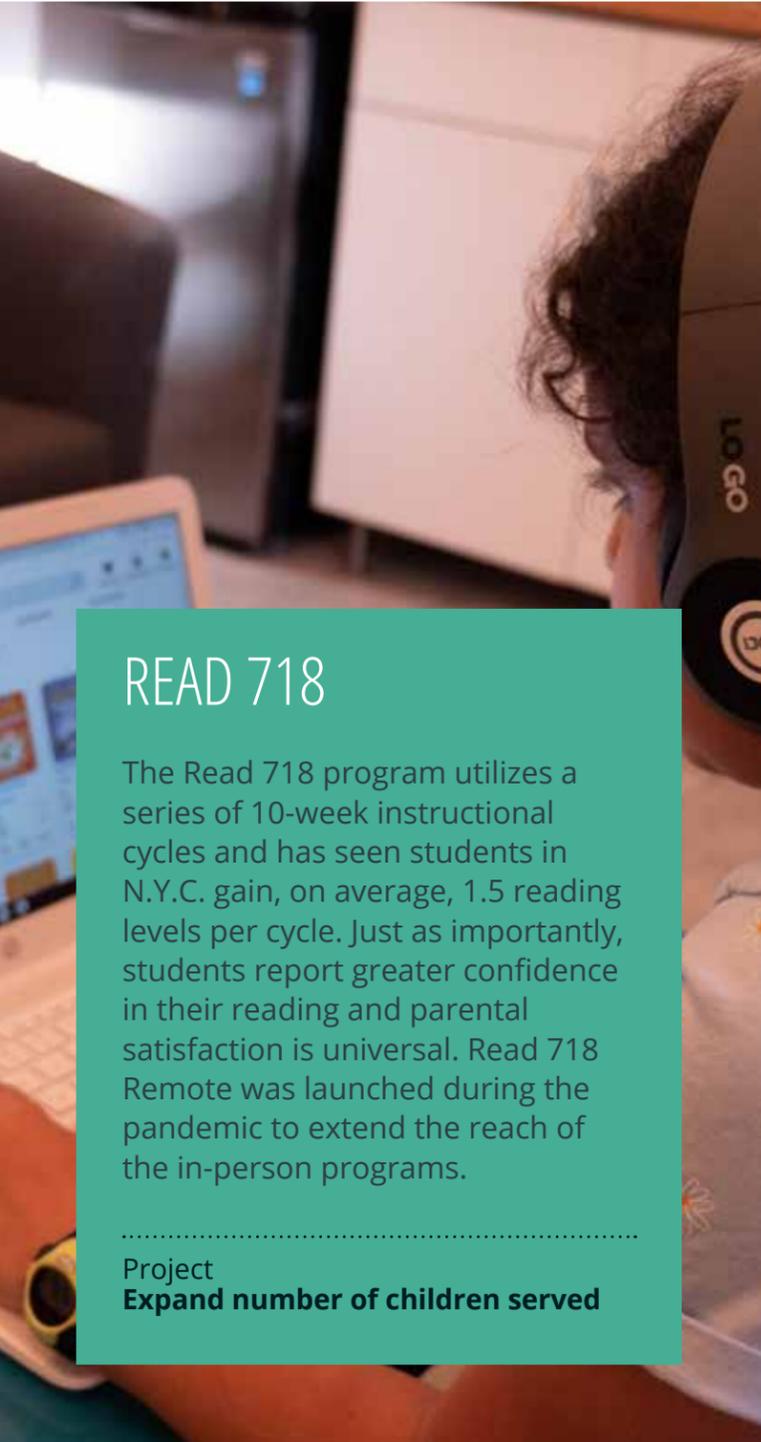


## Project Hope and Fairness

PHF works with cocoa farmers across West Africa to 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  
**Integrated production chain**

# MEET THE 2022-2023 GRANTEES



## READ 718

The Read 718 program utilizes a series of 10-week instructional cycles and has seen students in N.Y.C. 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 number of children served**



## 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  
**Implement program in Uganda**



## Social Innovation Academy

**NEW**

SINA is improving the lives of displaced persons, refugees and asylum-seekers in Uganda and Tanzania. SINA Global coordinates the work of the independent SINA communities and supports the programs to improve the lives of displaced persons, refugees and asylum-seekers.

Project  
**New social enterprise site**

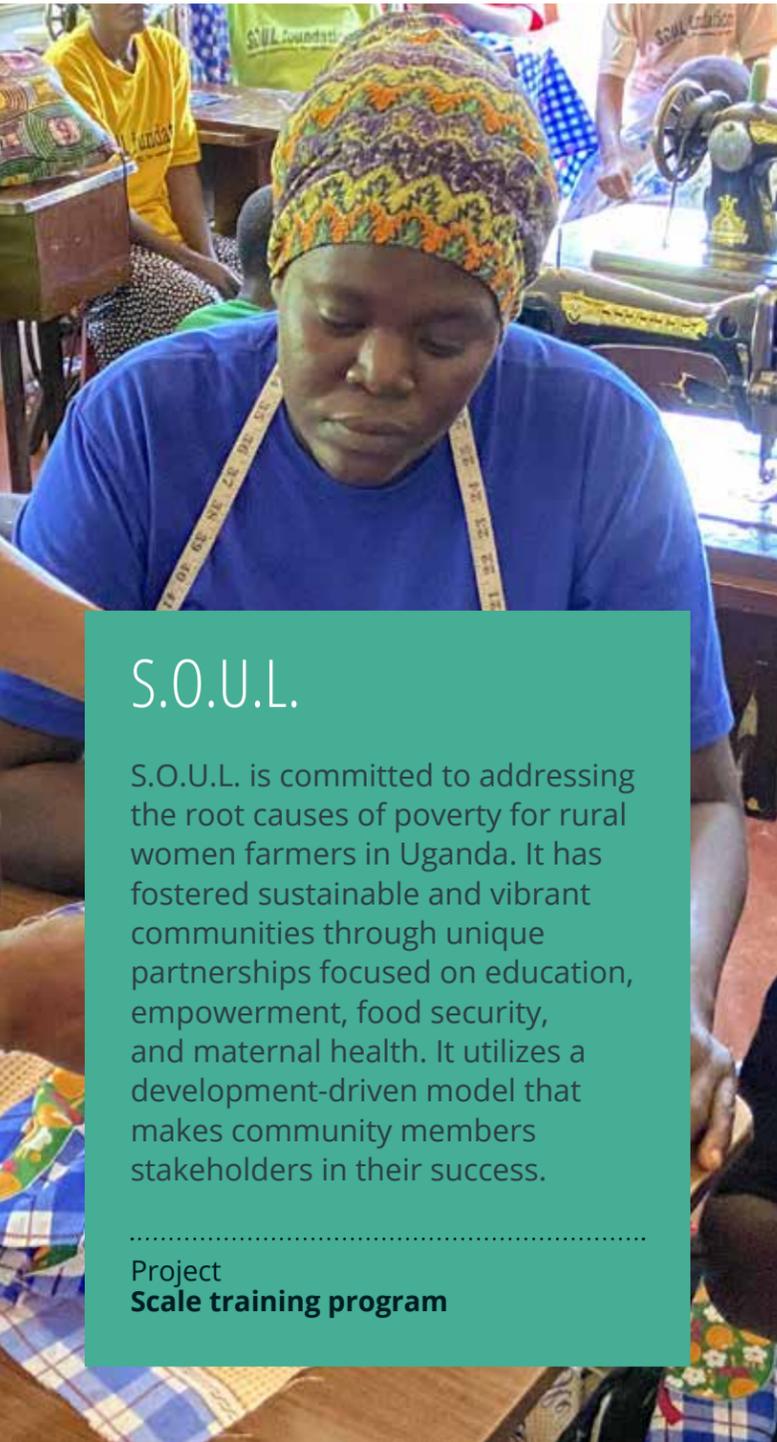


## SOMO

Somo is a business accelerator that supports social entrepreneurs working to break the cycle of poverty. Somo identifies entrepreneurs from marginalized Kenyan and Tanzanian communities and empowers them with the tools and support needed to successfully build businesses, establish sources of income and improve their living standards.

Project  
**Use DigiSomo and DigiKua to scale**

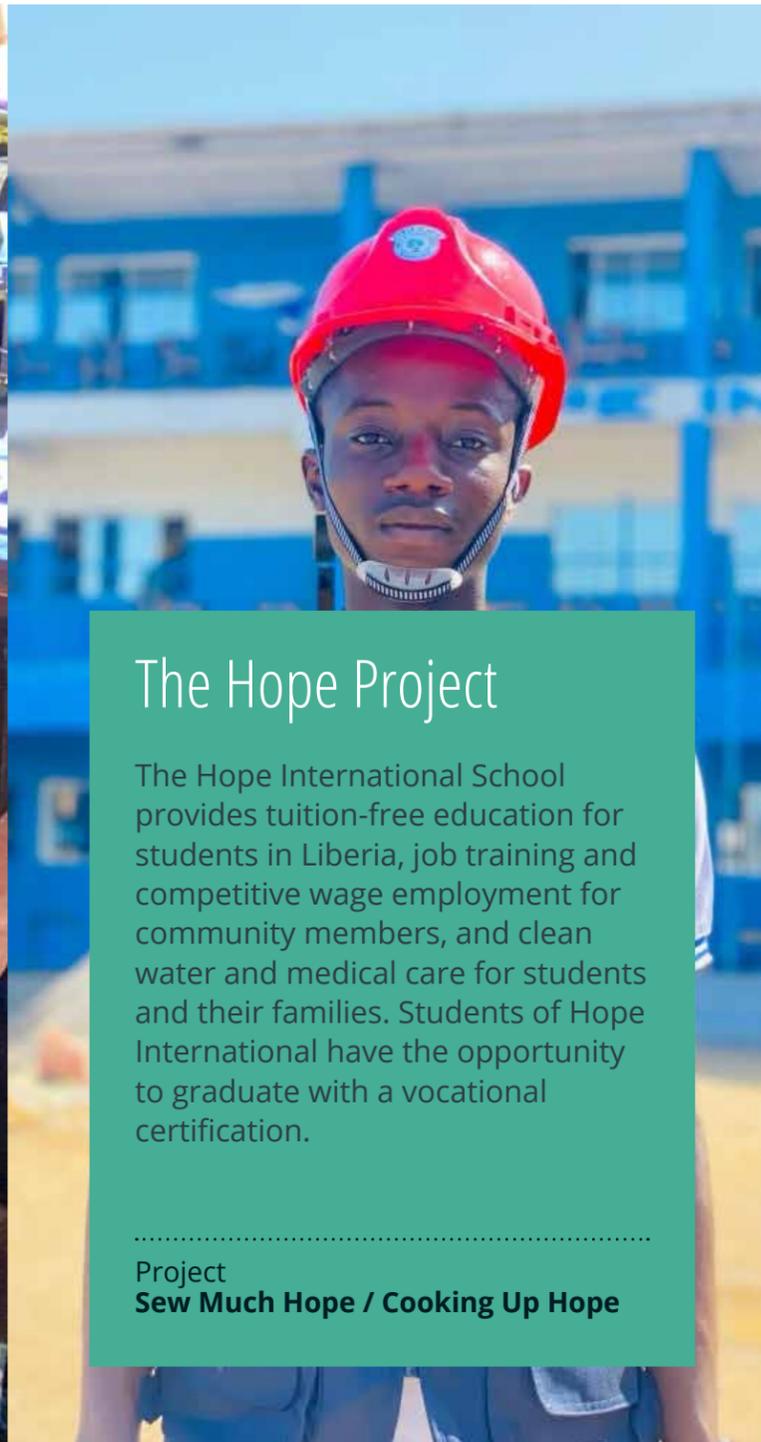
# MEET THE 2022-2023 GRANTEES



## 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. It utilizes a development-driven model that makes community members stakeholders in their success.

Project  
**Scale training program**



## The Hope Project

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. Students of Hope International have the opportunity to graduate with a vocational certification.

Project  
**Sew Much Hope / Cooking Up Hope**

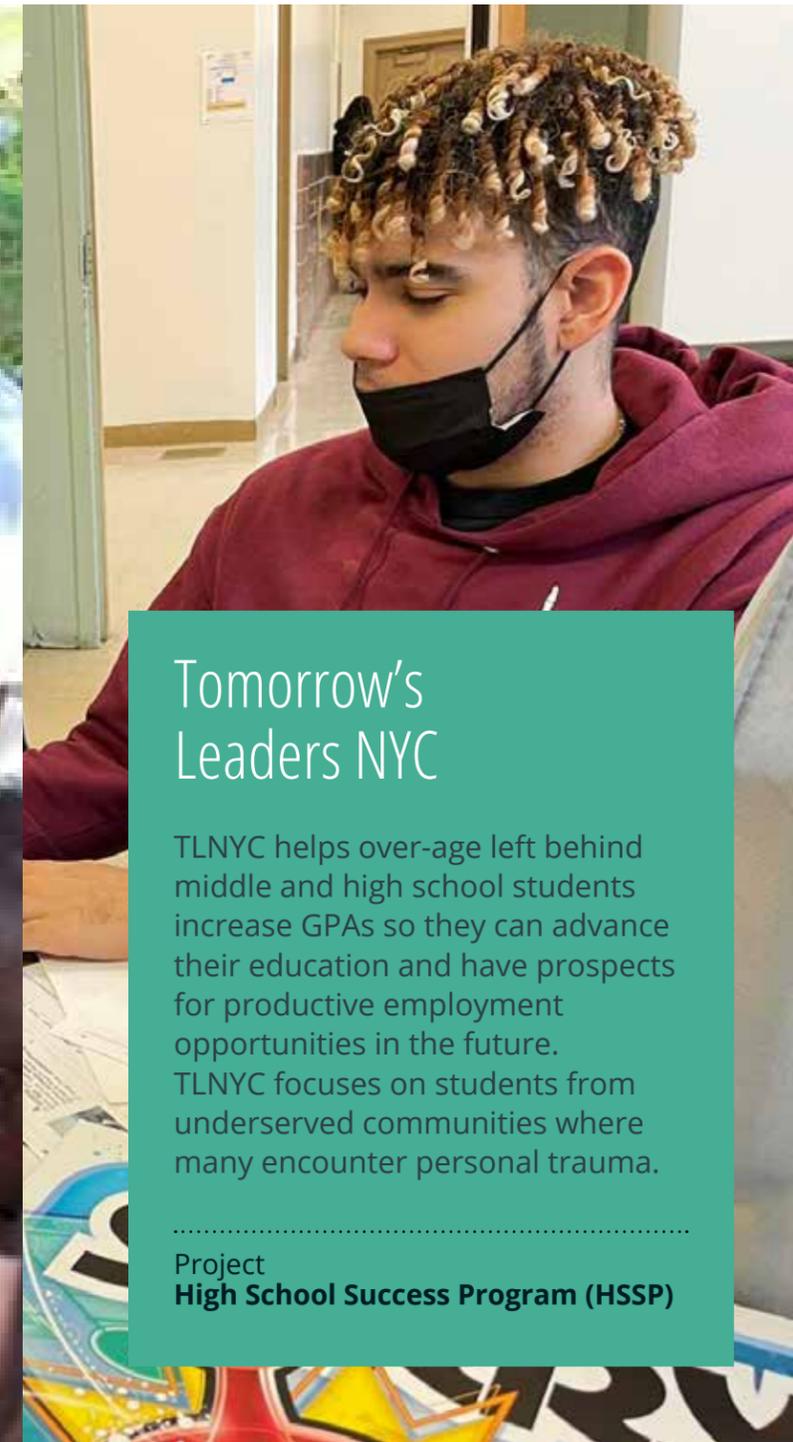


## THRIVEGulu

**NEW**

THRIVE helps Northern Ugandans and refugee communities from South Sudan heal from the traumatic effects of war, gender-based violence, displacement, and extreme poverty. Thrive currently works in a newly-established settlement camp zone, where the refugees have received fewer NGO interventions than in the more-established zones.

Project  
**Support training and coaching**



## Tomorrow's Leaders NYC

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  
**High School Success Program (HSSP)**

# MEET THE 2022-2023 GRANTEES

---



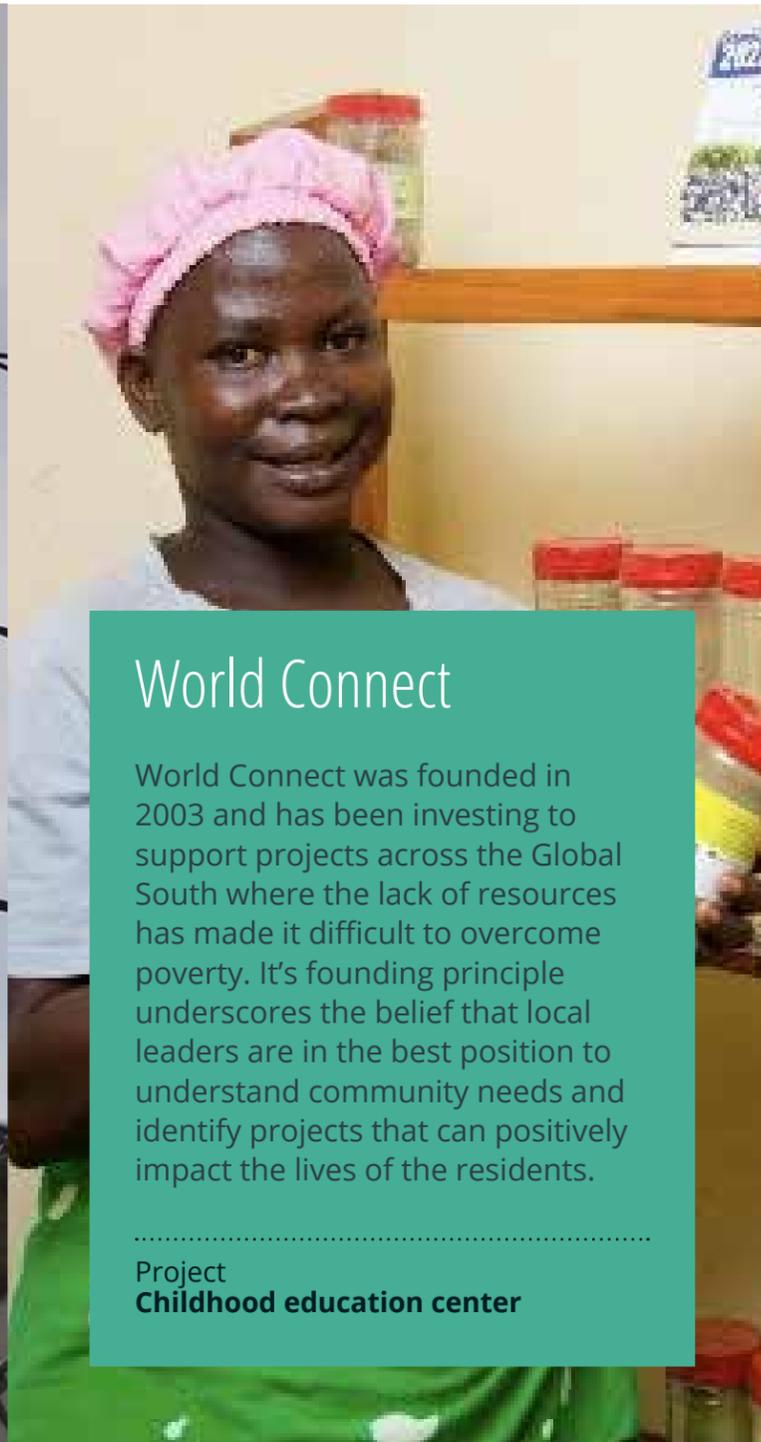
## Women Initiating Success Envisioned Inc

**NEW**

Through GED classes, basic financial education, coaching in managing life with a job and paycheck, and access to job opportunities, WISE helps give formerly incarcerated women in California a chance at a stable, fulfilling life after release.

---

Project  
**Post-incarceration services**

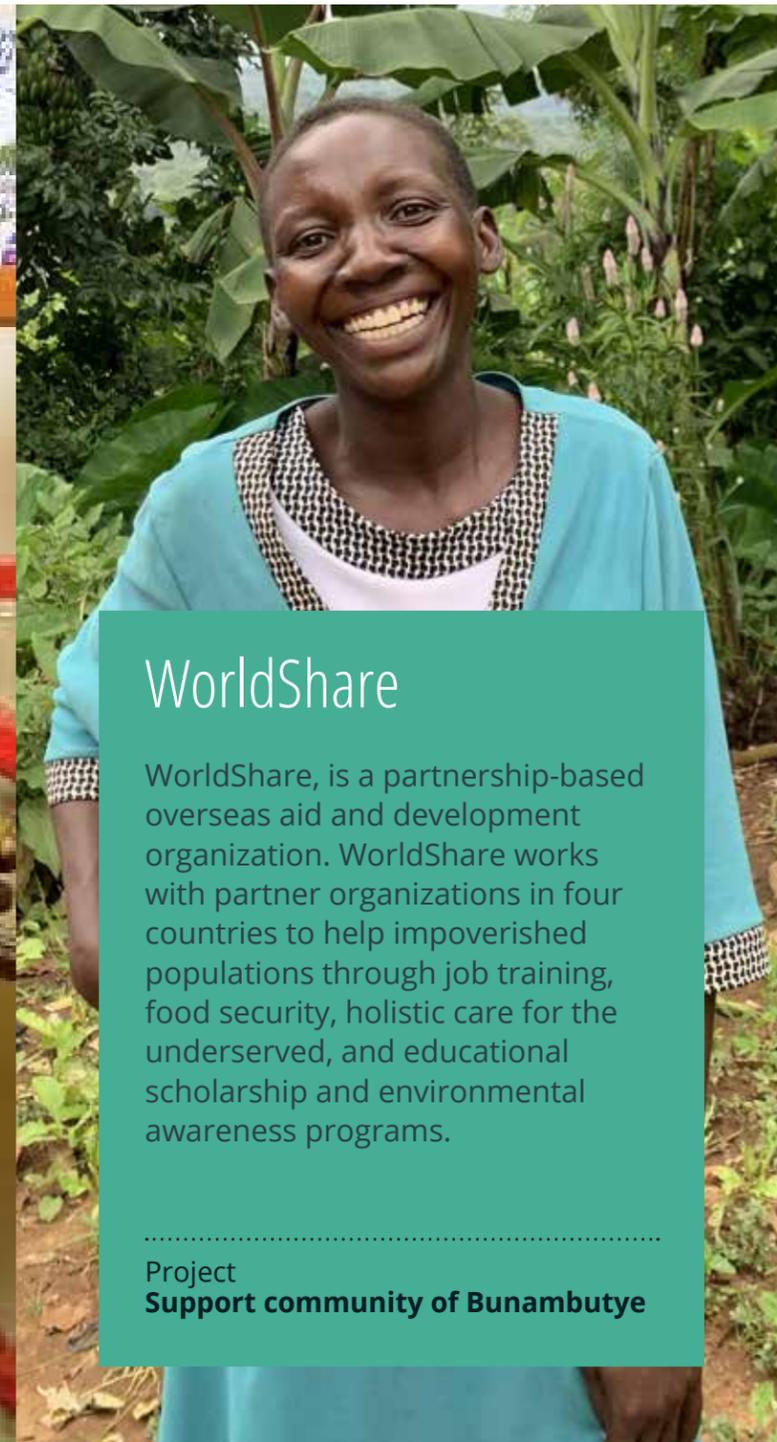


## World Connect

World Connect was founded in 2003 and has been investing to support projects across the Global South where the lack of resources has made it difficult to overcome poverty. It'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.

---

Project  
**Childhood education center**

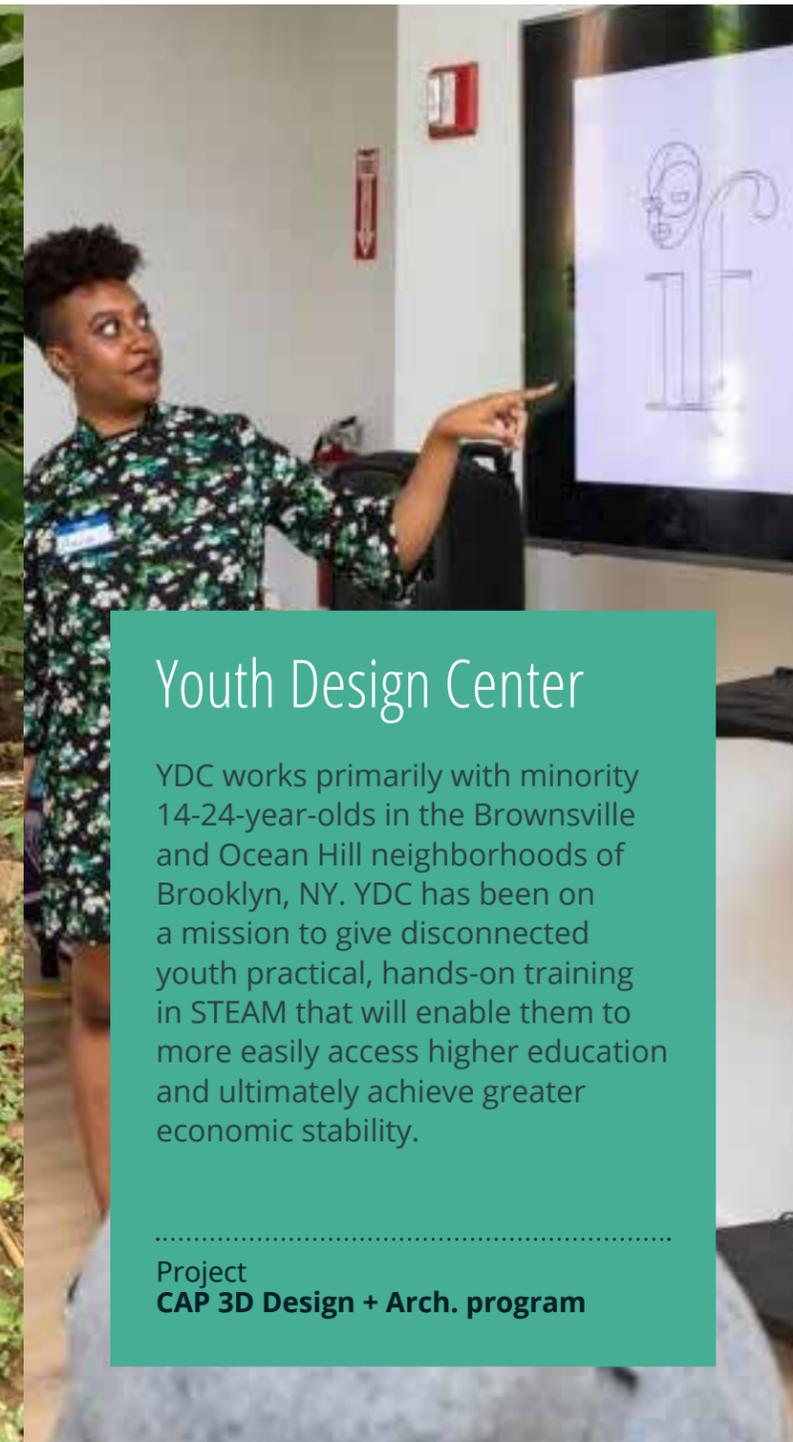


## WorldShare

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  
**Support community of Bunambutye**



## Youth Design Center

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  
**CAP 3D Design + Arch. program**

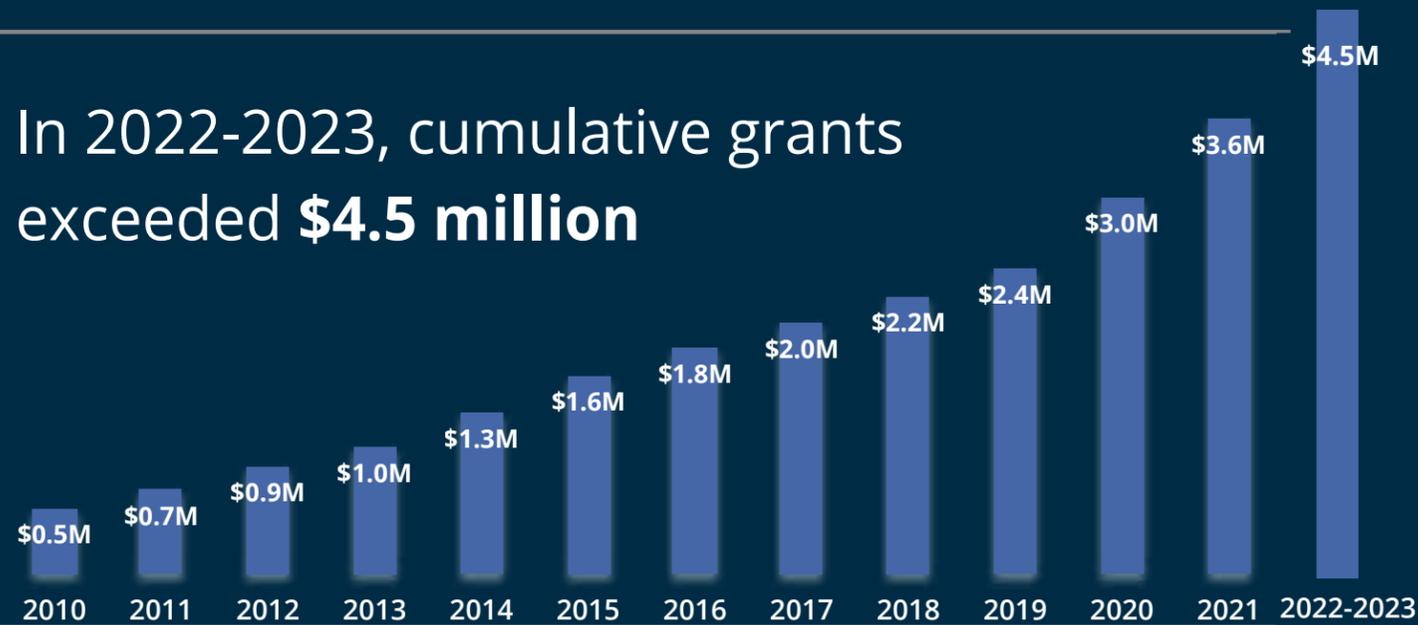
# FINANCIAL HIGHLIGHTS

## SUMMARY FUND ACTIVITY

Opening Balance	\$295,113
Total Revenue	\$1,027,501 <sup>1</sup>
Amount Awarded	\$875,002
Expenses	\$259,268
Closing Balance	\$188,344

<sup>1</sup>Excludes Visionary gifts from the 2022 Campaign received in July 2023.

In 2022-2023, cumulative grants exceeded **\$4.5 million**



Click [here](#) to view the 2022-23 Financial Statement from the report.





2022 CAMPAIGN  
DONATIONS

**\$1.15M**

# MEET OUR DONORS

**Our donors are critical to the success of Project Redwood. Their support ensures that our grants will continue to improve the lives of thousands.**

**With gifts from 148 individuals including the 7 Vision Matching Fund Contributors, the 2022 Project Redwood campaign raised over \$1,150,000.**

# OUR DONORS

Project Redwood gratefully acknowledges the individual donors who made generous contributions in 2022. We extend a special thank you to our 2022 Vision Matching Fund Contributors, who are marked with an \*asterisk.

## PARTNER DONORS

### \$100,000+

- \* Nick and Gail Farwell
- \* Amy K. Minella
- \* Tina and Hamid Moghadam
- \* William Rothacker and Laura Christman
- \* Gail Schulze
- Miles White

### \$25,000– \$99,000

- Donna and Harvey Allen
- \* Bill and Donnalisa Barnum
- \* Randi and Bob Fisher
- Kristi and Larry Hernandez
- Ed and Martha Kaufman
- Anne Rimer
- Beth Sawi

### \$10,000– \$24,999

- Jim Buie
- Martha Parry Clark
- David and Leah Fletcher
- Barnaby Grist and Ellen Goldberg
- James P. and Renee T. Hennessy Family Fund
- Bill Houston
- Patty Mintz
- Antonio Purón and Holda Zepeda

- Ross Rosen
- Paula Todd
- Bill Westwood

### \$4,000– \$9,999

- Rick and Joan Agresta
- Stephanie Anderson
- Bob Baldwin and Margaret Sieck
- Cara and Bryan Bowers
- Doug and Kathryn Burgum
- Chapa Family
- Scott Ellis
- Ann Thoke and Bowers Espy
- Jorge and Stella Fernandez
- Carol Head and Skip Rimer
- Ken Inadomi and Melinda Wolfe
- Rich and Julie Jerdonek
- Philip Jonckheer
- Claudia Lindsey and Mike Fotos
- Carter and Stephanie McClelland
- Vincenzo Morelli
- Mary and Ralph Pruiett
- Anonymous
- Scott and Pam Shimamoto
- Dan and Katharine Whalen

### \$2,000– \$3,999

- Steven Berg
- Nancy Blumberg
- Dick DeMarle
- Kermit and Earline Eck
- Mike Fitzgerald
- Laura Fratt
- Laurie Greeno
- Jim Haddon
- Joe and Kim Hamby
- Brian Hegarty
- Justin and Hilarie Huscher
- Teresa Iglesias-Solomon and Shelby Solomon, in memory of Ernest Solomon
- Susan Ip
- Alan Kern
- Ray King
- Alan Kinsel
- Don Maruska
- Russ Meyer and Marcy Shaffer
- Susan Miller
- Lisa Nitze
- Russell and Helen Pyne
- Harry Quarls
- Kirk Renaud
- Bart and Catherine Rocca
- Mark and Carol Scott
- Brad Smith and Meeta Yadava
- Debbie Sze Modzelewski
- Mike Watt
- Don and Elaine Wood

## MEMBER DONORS

### \$500– \$1,999

- Dave and Kathy Blenko
- Bruce Braine
- K.C. Branscomb
- Caroline Caufield
- Beth Charlesworth
- DJ Crane
- Eleanor and Brian Keare, in honor of Carol Head
- Alan Heibein
- Bruce Herman
- Charles Hoover
- Don Jefferson
- Jim Johnson
- Gail Jones-Nemeth
- Kate Kaufman Barklow
- Anna Kraus
- Ann McStay
- Ken Moch
- Tosh Mori
- Lisa Morita
- Michele Nemschoff
- Tom Phillips
- Brad Porteus
- Laura Power
- Kit Wellford
- Jorian Wilkins
- Stacy Williams
- Carla Williams
- Malcolm Witter
- Sharon Wurtzel
- Mark and Jessica Zitter

### Up to \$500

- Anonymous
- Adriane Armstrong
- Meredith Bates

- Monroe Brock
- Jeffrey and Gretchen Brown
- Jeff Buenrostro
- Lee Burgunder
- Stella Chen
- Josephine Chien
- Hillary Do
- Laurie Eason
- Alfred Floda
- David Fronk
- Martha Gilmore
- Joey Gutierrez
- Janice Holve
- David Kennedy
- Jim King
- Linda Lazor
- Arnold Lee
- Connie Liu
- Jonathan MacQuitty
- Wes Meier
- George Murphy
- K. Danae Pauli
- Alison Poetsch
- Dan and Nat Pruiett
- Don Pugh
- Vijay Raghunathan
- JJ Ramberg
- Nicolás Restrepo Pelaez
- Maria Sierra Perea
- David Sowerwine
- Brian Suckow
- Julia Sullivan, in honor of Lisa Owens and in memory of Cecilia Burciaga
- Gerald Thomas
- Ernie Ting



## HOW TO GIVE

Join other GSB alumni of all programs and classes as we work together to fight poverty and achieve the GSB goal 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 2023-2024 TEAM

### 2023 BOARD OF DIRECTORS

Donna Allen (*At Large*)  
Caroline Caufield  
Mike Fitzgerald  
Laura Fratt  
Carol Head

Bill Houston  
Ken Inadomi (*Co-Chair*)  
Claudia Lindsey (*Co-Chair*)  
Vijay Raghunathan  
Gail Schulze

Brad Smith (*At Large*)  
Mike Watt (*Finance Officer*)  
Bill Westwood (*People Officer*)  
Jorian Wilkins  
Stacy Williams

### VOLUNTEERS

Joan Agresta  
Rick Agresta  
Donna Allen  
Adriane Armstrong  
Charlie Baum  
Steve Berg  
Charles Bogguess  
Steven Bornstein  
Jeff Brown  
Jeff Buenostro  
Caroline Caufield  
Beth Charlesworth  
Stella Chen  
Win Chesson  
Clara Chow  
Martha Clark  
Allison Cowie  
DJ Crane  
Dick DeMarle  
Kermit Eck  
Ann Thoke Espy  
Mike Fitzgerald  
Dave Fletcher

Laura Fratt  
Dan Geiger  
Ellen Goldberg  
Laurie Greeno  
Barnaby Grist  
Paul Guenette  
Joey Gutierrez  
Jim Haddon  
Joe Hamby  
Kana Hammon  
Carol Head  
Kristi Smith  
Hernandez  
Kirk Holmes  
Brock Holmes  
Rhonda Hopps  
Bill Houston  
Teresa Iglesias-Solomon  
Ken Inadomi  
Rich Jerdonek  
Phil Jonckheer  
Thom Keeling

Alan Kern  
Ray King  
Sarah Koch  
Georgi Koreli  
Linda Lazor  
Arnold Lee  
Claudia Lindsey  
Connie Liu  
Hal Logan  
Don Maruska  
Matt Mascioli  
Ann McStay  
Susan Miller  
Amy Minella  
Patricia Mintz  
George Murphy  
Michele Nemschoff  
Lisa Nitze  
K. Danae Pauli  
Tom Phillips  
Alison Long Poetsch  
Jeff Pontell  
Carrie Portis

Laura Power  
Mary Pruiett  
Emily Puente  
Omar Qureishi  
Vijay Raghunathan  
JJ Ramberg  
Kirk Renaud  
Bart Rocca  
Ross Rosen  
Gail Schulze  
Brad Smith  
Gerald Thomas  
Karin Underwood  
Tarik Ward  
Mike Watt  
Bill Westwood  
Jorian Wilkins  
Stacy Williams  
Carla Williams  
James Wong  
Sharon Wurtzel





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