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

### What Did We Do In 2010? Look Inside

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Basketball Bonanza. Project Redwood Partners

# Important Dates

05/23/11

Project applications due for 2011 funding cycle for more information, email Donna Allen diallatt@sbcglobal.net or Rich Jerdonek rich@jerdonek.net

10/28/11

2011 Partners' Meeting, New York City (welcome party evening prior)

### 2010: Five Years Back, Five Years Forward

When thirty-some members of Stanford's GSB Class of 1980 caucused in 2005 to figure out how they might, together, do good in the world, they argued all sides of their mission. Should they simply collect and donate money, or concentrate on pooling expertise and connections? Were resources best applied in developing countries, or here at home? Should they take on education or clean water or healthcare or food supply?



Members of the Abilayep Women Agricultural Farmers Association, who, with a Village Enterprise Fund (VEF) grant, improved and expanded their produce business and eventually spun off six additional small businesses.

See page 2 for more about VEF.

The result of that deliberation and five subsequent years of real world experience is an initiative with a sharp process for finding and funding social entrepreneurs with pithy ideas and the means to implement them. After four complete cycles of soliciting and evaluating proposals, Project Redwood has invested \$526,000 in 30 endeavors that get at the roots of global poverty; \$180,000 is available for 2011 projects. More than 100 of the Class of 1980's 300 members have contributed financially, and 50 or so have also devoted their time and talents. A committee of volunteers evaluates classmate-sponsored projects using compelling criteria:

- Significant long-term impact (results in a higher standard of living for a sizable and needy population)
- Entrepreneurial (promotes self-sufficiency)
- Replicable and sustainable (able to maintain and spread successes)
- Significantly assisted by Project Redwood funds and non-financial resources (is of appropriate size and scope)
- Strong sponsorship (endorsed by a knowledgeable and committed classmate)

When the partnership met last October to reflect on the past five years and plan for the next five, debate again prevailed, this time about how to magnify all the good that's been accomplished. Although the discussion is on-going, Project Redwood partners hope to continue to work with classmates to identify and fund worthy undertakings, and to also expand the Project's reach by sharing its operational model with others.

## The 2010 Funded Projects: Multi-Year Grantees

#### **Development in Gardening**

Africa, Central America, the Caribbean

**Mission:** Improve the health and well being of HIV-infected and other at-risk groups in developing nations.

**PRW 2010 Funded Project:** Develop "DIG in a Box," a multi-language instruction manual to show community members and volunteers how to build and maintain sustainable gardens, and to explain the link to nutrition and health.

**2010 Grant Amount:** \$25,000

Cumulative Awards: \$67,000 (3 grants)



A DIG garden at an outpatient center in Dakar, Senegal

DIG teaches the skills and establishes the infrastructure needed to create sustainable urban and rural microgardens, which empower individuals to improve their nutrition, self-esteem, and income. Garden sites are typically near hospitals, treatment facilities, orphanages, and homes. At first, familiar staples are

planted, then other nutritious vegetables and herbs are introduced.

Existing gardens have been so successful that DIG personnel cannot physically meet the demand to personally teach and duplicate their model. They've begun to develop materials that can be adapted to diverse geographic areas to pass on expertise in a cost effective way.

Current DIG gardens are accessible to about 18,000.

DIG in a Box will be available to the Peace Corps, CARE and others.

www.developmentingardening.org
Bill Westwood and Ann McStay, Sponsors

### Village Enterprise Fund

Kenya, Uganda

**Mission:** Break the cycle of poverty in East Africa by providing business training, seed capital and on-going mentoring to help the rural poor create income-generating small businesses.

**PRW 2010 Funded Project:** Grant seed capital to 20-30 small business groups and improve business and financial training for all grant recipients.

2010 Grant Amount: \$20,000

Cumulative Awards: \$94,000 (4 grants)

VEF has developed a strong network of business mentors in 70 villages in underserved regions of rural Uganda and Kenya. Most of these mentors hold leadership positions in their villages. For a small stipend, they recruit and qualify prospective grant recipients, deliver

training, dispense loans in installments, and monitor businesses. Grants go to prospective entrepreneurs who live under the poverty level.

Current business management training will be enhanced and expanded to include financial literacy. Presentation is largely though imagery, lecture, role plays and examples.



Villagers in rural Uganda

In 2010, VEF trained 10,000 entrepreneurs and made grants to start 2,000 small businesses.

75% of VEF funded businesses are still operating after 4 years.

www.villageef.org Jon Hamren, Sponsor

# **BUILD**Bay Area, DC, Boston



www.build.org
Pat Klahr, Sponsor

**Mission:** Provide real world entrepreneurial experience that empowers youth from low-income, under-resourced communities to excel in education, lead in their communities, and succeed professionally.

**PRW 2010 Funded Project:** Contribution to expansion of an East Oakland incubator site that will serve additional students in the area.

**2010 Grant Amount:** \$25,000; **Cumulative Awards:** \$70,000 (3 grants)

BUILD recruits students who are at greatest risk to drop out of high school for their 9<sup>th</sup> grade Introduction to Entrepreneurship classes at partner high schools. The students write business plans and review them with local business leaders. After freshman year, they enter an after-school program at a BUILD incubator site and launch businesses.

BUILD student teams have created a wide variety of businesses. The Sweat Soakers team, for example, created a terry-cloth and Velcro band that attaches to baseball cap brims to keep them clean and sweat free. The ZED team developed a dishwashing glove with scrubbing materials attached to the fingers and palm.

90% of ninth graders in BUILD apply to continue the program.

100% of students who complete the program are accepted to college.



# The 2010 Funded Projects: First-Time Grantees

### **Compatible Technology International**

Nicaragua

Mission: Alleviate hunger and poverty in the developing world by designing and distributing simple, life-changing food and water technologies.

PRW Funded Project: Provide chlorinated drinking water to approximately 10,000 people by deploying 20 CTI-8s, a low-cost, low-maintenance, non-electrical device that releases a controlled dose of chlorine to inactivate most pathogens found in water systems.

**2010 Grant Amount: \$20,000** 

www.compatibletechnology.org

#### Rural Agency for Development (Rafode)

Kenya

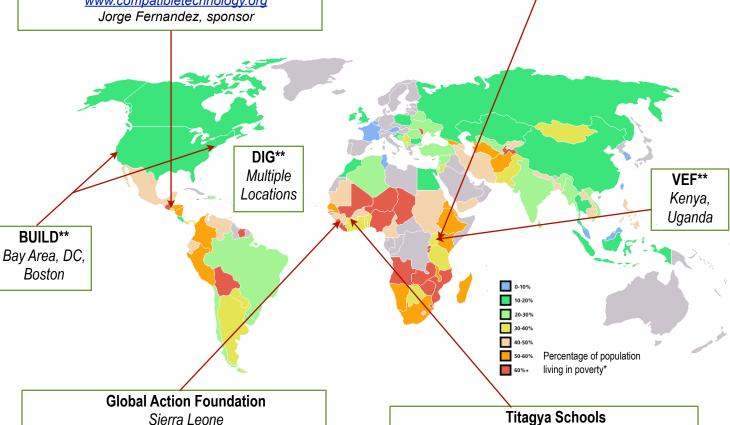
Mission: Provide small, targeted loans and supporting educational programs to the rural poor to start or grow

mostly agricultural-based businesses.

**PRW Funded Project:** Fund approximately 165 loans

mostly to small scale farmers. 2010 Grant Amount: \$25,000

www.rafode.org Skip West, sponsor



Mission: Serve the poorest and sickest in the rural Kono

District of Sierra Leone.

PRW Funded Project: Build a locally driven and sustainable palm oil production facility, providing a significant increase in income to local farmers and a stream of income to GAF's operating affiliate to support their clinic and outreach programs.

2010 Grant Amount: \$25,000

www.goact.org

Alan Kern and Randy Blair, sponsors

#### **Titagya Schools**

Ghana

Mission: Increase the number of schools and improve the quality of education in northern Ghana.

PRW Funded Project: Build a kindergarten for 75 students in the village of Dalun featuring a high-impact pedagogical approach and innovative curriculum, and cover the first six months of its expenses.

2010 Grant Amount: \$20,000

www.titagyaschools.org Skip West, sponsor

\*Source, Wikipedia

\*\*Multi-year grantee, see page 2 for details

## EDEA: Radical Collaborations to Develop Affordable Products

#### **Project Redwood Funds Three EDEA Projects**

The Hasso Plattner Institute of Design, the "d.school," is Stanford's nerve center for innovation. Students learn design thinking through immersion in iterations of an observe-brainstorm-synthesize-prototype-and-implement process.

Entrepreneurial Design for Extreme Affordability (EDEA) is a two-quarter d.school class for interdisciplinary teams of graduate students in engineering, business, medicine, education, and science. The teams partner with US-based organizations as well as on-the-ground entities in the developing world; their shared objective is to devise tangible, ultra-affordable solutions to the pressing problems of the poor that can then be implemented on a large scale. In the winter quarter, teams focus on design thinking. During the spring break, they visit international project sites. The second quarter is devoted to prototyping, testing, reviewing, and redesigning. The final result is a product or service, and an implementation plan and business model. Past successes include the development of a cheap and portable frame mechanism that enables farmers to irrigate with a human powered pump, and an inexpensive solar-rechargeable light-emitting-diode lamp to replace

costly, unhealthy and dangerous kerosene lanterns.

Project Redwood (PRW) helps EDEA projects move from classroom ideas to fledgling businesses that produce goods and services for the developing world. In the 2010 funding cycle, PRW contributed to three EDEA-spawned



Women in Ethiopia process peppers with the "Pepper Eater"

initiatives. The **Pepper Eater** team is partnering with **Compatible Technologies International** (a PRW grant recipient for another project, see page 3) to launch manufacture of their grinder in Ethiopia, where over 400,000 women currently pulverize peppers by hand. It's tiring work that's also painful because the process produces hot oil and pepper dust that burns the eyes and

throat. The Pepper Eater's hand-cranked grinder uses interlocking rollers to easily crush whole dried peppers and separate the seeds, so that the women entrepreneurs can more quickly and safely produce the high-demand spice.

Jaundice is a significant health problem for newborns, and, if untreated, can lead to long-term disability from brain damage. Fortunately, a few days of phototherapy, treatment with light that converts the excess bilirubin in the blood to products that can pass out of the body, is often a cure. EDEA's *Illuminate for Life* team partnered with the Palo Alto non-profit D-Rev to develop prototypes of portable and relatively inexpensive products to deliver phototherapy outside of infant intensive care units. One

implementation in development, a light-lined blanket, would allow parents to hold infants while they receive treatment.

The **Safi** initiative is working to reduce illness in areas without access to safe running water by improving hand hygiene. This team is developing an inexpensive dispenser for an alcohol-free thyme-based hand sanitizer produced by the privately held San Francisco enterprise, CleanWell. In late March, the Safi team will head to Jalisco, Mexico for its second round of user testing. They're also looking to partner with a Mexican distribution



A Safi team member demonstrates use of a a dispensing system for hand sanitizer

organization that reaches 28,000 corner groceries; that could put their hygiene system in the hands of hundreds of thousands of rural Mexican villagers.

EDEA class teams work on design projects with established, high quality partners. For more information, visit the EDEA website at extreme.stanford.edu or email <a href="mailto:extreme-info@lists.stanford.edu">extreme-info@lists.stanford.edu</a>.

PRW 2010 Grant Amount: \$8,400 Cumulative PRW Awards: \$42,100

### 1.7 billion people live in poverty

(per United Nations Development Program's Multidimensional Poverty Index\*)

925 million are undernourished 300 million children go to bed hungry every day 6 million children under 5 die each year from malnutrition

2.6 billion do not have basic sanitation
1 billion use unsafe sources of drinking water
5 million a year, mostly children, die from water borne illnesses

584 million women are illiterate
114 million children do not get a basic education

2.2 million a year die from HIV/AIDS 300 - 500 million a year are infected with malaria Almost half of births in developing countries take place without a skilled attendant

\*www.ophi.org.uk/policy/multidimensional-poverty-index

# Classmates Get Involved in Project Redwood

#### **Out of Africa**

#### What a difference a year makes for Skip West

Sitting in Kennedy Airport waiting for a flight to Dakar, a nervous and barely 21-year-old **Skip West** ticked off the reasons why actually boarding the plane would be ridiculous. His parents thought he was crazy, and his row-mate on the flight from DC to



Skip West and Rafode cofounder Chris Khan

New York, "a state department kind of guy," couldn't hide his shock. "You're doing what?" he said, when West explained that he was headed to Africa with no place to stay, and not knowing where he would go, nor exactly what he would do.

Thankfully, says West, he beat back his fears and got on the plane. Four months of traveling in Senegal, Mali, and Ghana followed by a year of teaching in a rural Kenyan high school altered the course of his life. He scrapped thoughts of becoming a doctor or an

attorney, finished up his studies at Haverford College, then headed to the Stanford GSB, hoping to pursue a career in international development. Although his post-MBA path veered in a different direction, West put in six years at AT&T and founded two consumer electronics companies, the experience in Africa was nonetheless embedded in his psyche.

Now West is sponsor of two Project Redwood cycle-four funded programs, *Rural Agency for Development (Rafode)* and *Titagya Schools*, both based in Africa. He met Rafode's Chris Khan four years ago through the Ron Brown Scholar Program, which provides college tuition grants to outstanding African-American students. West hired the young engineer, who he calls "brilliant," for some part-time work. At about the same time, Khan started the microfinance non-profit in Kenya. "I've watched him take this thing and develop it from scratch," says West, "he's created this amazing organization there."

West connected with Andrew Garza, one of the founders of *Titagya Schools* in Ghana, through his on-going involvement at Haverford. West has long been bringing students from his alma mater into his business to learn about product design and development, and Garza was one of them. When the former intern decided to start a kindergarten in Ghana after also spending some time there, it seemed natural for West to take part. He's on the *Titagya* Board; it's been great fun bouncing around ideas with its dedicated and energetic team, West says.

West hasn't lost the sense of adventure and desire to change the world that got him on that plane to Africa over thirty years ago. "It's so important to come together to help others create organizations that impact poverty and create self reliance," he says, "It's wonderful to work with classmates again as we do our part to make the world better."

#### A World Away

#### The Fletcher family's visit to a slum is eye-opening

New Dehli's vast Sonia Vihar slum, like many in India, sprang up almost spontaneously. "If there is government land available," **Dave Fletcher** says of the ghetto he and his family visited in 2008, "people start building these projects and they're just totally uncontrolled and densely urban, no paving, no water facilities, they are pretty grim places." Fletcher, his wife, two daughters, son, and daughter-in-law lumbered along passageways so narrow that their mini van barely squeezed through; tangles of wires zig-zagged overhead, trash and cow dung mixed with the muck of the street beneath.

When the Fletchers arrived at the Chotton Ki Asha Health Clinic, however, they were greeted by an assembly of radiant youngsters dressed in freshly laundered blue gingham. "These little children were all lined up with flower wreaths for us," says Fletcher, "They were singing a song and we all were nearly crying...it was a little oasis in the middle of this place."

The clinic, established by *HOPE Worldwide* and funded in part by grants from Project Redwood in 2007 and 2009, houses a school and vocational training programs. It also provides vaccines and health education. When the Fletcher family visited, women from the community performed a skit about healthy habits during pregnancy and children sang songs about treating diarrhea, both effective methods, clinic personnel have found, for getting people to understand basic wellness practices.

Fletcher arranged the visit through GSB classmate

David Blenko, who is the Vice President of Development for Hope Worldwide. The contrast between the high end hotels in New Delhi and the Sonia Vihar slum was staggering, says Fletcher, and especially eyeopening for his



Dave Fletcher's daughters Holly and Amelia and daughter-in-law Christa with babies at a Hope Worldwide orphanage in New Delhi

children who were 19, 22, and 25 at the time. "They were quite moved by seeing how much good a relatively small effort can do," he says. The day-long excursion also included stops at an orphange and a settlement for people infected with leprosy, both "pretty amazing projects," he adds, *Hope Worldwide* "does a fantastic job."

For Fletcher, while the visit provided an entree into India that isn't available to most tourists, it was more than just a few hours' diversion. It was gratifying "to think that our class in a little way could have an effect that far away in an area we know nothing about," he says, "our efforts were having a very positive effect."

# Classmates Get Involved in Project Redwood

# Wrestling with the Impact of Poverty Mike Watt's epiphany in Costa Rica

Back in the mid 1970s, *Mike Watt* led a double life. On weekdays, he was a history student at the University of Illinois Chicago studying colonial America. But he'd run out of money and



Mike Watt, the "bookie" at the Project Redwood fund-raising basketball game in October 2010

his parents couldn't help out. So at night, and on weekends, he was a collections supervisor at an academic medical center in a city neighborhood still scarred from the 1968 riots that followed Martin Luther King's assassination.

Watt's education about the challenges of providing health care to the urban poor may have been born of necessity, but what he learned from his inner city workforce and patients while managing receivables and converting computer systems spawned a lifetime avocation, and occupation. After Watt wrapped up his undergraduate studies he contemplated going

for a masters degree in history or heading off to law or divinity school. Instead, he stuck full time with the medical center. When he arrived at the Stanford campus four years later, he was fully committed to a career in health care services.

Decades of working with teaching hospitals to organize and finance care for the poor played into Watt's decision to get involved with Project Redwood. And, if he needed one last push to jump in, it was provided by an epiphany of sorts around the time of the Project's inception. Watt was in Costa Rica visiting his daughter while she spent an academic year there. His family watched a parade for the national holiday, Dia de Juan Santamaria. Looking around in sea of humanity where almost all of the faces belonged to people under twenty-five. Watt thought about the immense upside of channeling all that youthful spirit and vigor into economic opportunity. But the flipside, the idea of that energy transformed to rage by indigence and despair, unnerved him. "The whole idea of progress out of poverty for me has an important moral dimension," Watt says, "but there's also a part of it that is enlightened self-interest; either we expand hope worldwide or we're going to be in for a century of [trouble]."

Watt has been Project Redwood's treasurer since day one. He fits tracking the fund's cash flows in between the demands of putting three children through college and working to maintain his independent consultancy. But he loves it. There's the camaraderie of collaborating with former classmates. "Even more important," Watt says, "is that [with modest individual contributions] we can collectively do some things that produce real results."

#### Beyond Seeing is Believing

#### Business skills are weapon of choice for Maren Fristrup

When *Maren Fristrup Symonds* started out on the *Pilgrimage of Hope and Pain* to Uganda and Rwanda in 2007, she wasn't completely prepared for what she learned. As an alumna of the three-year Master of Divinity program at Duke University, she was able to get a spot in the annual trip that is normally reserved for faculty, staff and current students. Through the school's extensive network of in-country relationships, "we were able to enter deeply into the history of the land," says Symonds, "we went to meet with people, bear witness to their stories, and find kernels of hope."

Violent histories and extraordinary poverty have left indelible marks in both Uganda and Rwanda, but two stops along the 15-day tour were particularly compelling. In Pabo, Uganda, roughly 60,000 people live in seemingly endless rows of small mud huts at the Internally Displaced Persons camp. As subsistence farmers scattered out across the countryside, they'd been vulnerable to kidnap and murder by the brutal Lord's Resistance Army; the government gathered them into camps over a decade ago. "The living conditions were appalling," says Symonds, and "thousands perished from disease and malnourishment." At the Murambi Memorial in Rwanda, one of eight survivors of the

slaughter of nearly 50,000 Tutsi spoke with Symonds' group about the genocide there, and his painful loss of family and friends at the hands of his countrymen.

What Symonds took away from the life-changing trip was a sense of the connection between violence and privation, and the urgent need to do something about it. "I hope that Project Redwood can be a venue for people to get engaged in addressing global poverty," she says, "we have the means to find solutions."



Children at the Internally Displaced Persons camp in Pabo, Uganda

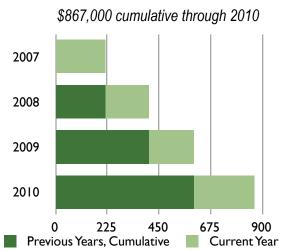
Over the years,

Symonds has volunteered with various organizations. The computer and the telephone, as well as skills she's honed in a thirty-year career in marketing and consulting, have been her primary means for contributing to Project Redwood. She created an organizational brochure for a cycle one grantee, *Care to Help*, and updated the website of multi-cycle grantee, *Village Enterprise Fund*. And, Symonds maintains the Project Redwood website. While she prefers face-time, she's been able to do it all via conference call and email.

"Mission work isn't limited to building schools or plowing fields," she says, "the organizations we support can readily avail themselves of the managerial and administrative expertise a business person can bring."

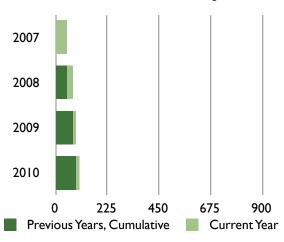
# 2010 Financial Report

#### **Partner Contributions**



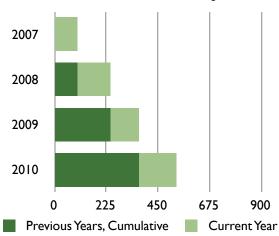
#### **Program and Administrative Expenses**

\$105,000 cumulative through 2010



#### **Grants**

\$526,000 cumulative through 2010



Summary of Fund Activity	
Cycle Four, 1/1/2010 through 12/31/2010	
Opening Balance (1/1/2010)	\$148,365
Add - Revenue:	
Total Contributions Earnings (loss) on Invested Funds (RPA) <sup>1</sup>	\$264,379 \$1,002
Total Revenue	<u>\$265,381</u>
Less - Disbursements:	
Grants <sup>2</sup>	\$158,400
Program-related Expenses <sup>3</sup>	\$1,494
Management and General Services	\$0
Administrative Services (RPA) <sup>4</sup>	\$1,224
Grantmaking, Planning and Adv Services (RPA)5	\$11,278
Basis Point Fund Mgt Assessment (RPA) <sup>6</sup>	<u>\$1,732</u>
Total Disbursements	<u>\$174,128</u>
Ending Balance (12/31/2010)	<u>\$239,618</u>
Less - Commitments:	
Program-related (website, mailing) <sup>7</sup>	\$0

#### Notes on Financial Statements

<u>\$3,350</u>

\$3,350

\$236,268

1 Contributed funds pooled and invested by RPA. Sum of monthly blended returns

Total Commitments

Grant commitments - Current year outstanding

- 2 Grant support provided for 7 projects in grant cycle 4 and core support provided for Entrepreneurial Design for Extreme Affordability projects
- 3 Software and mailings to classmates

Funds Available 12/31/20108

- 4 Contribution receipt and acknowledgement, accounting
- 5 Vetting of grant applications, support for PRW meetings, other consultation/support
- 6 Management of invested funds
- 7 Contract invoices received, not yet paid
- 8 Fifth Grant Cycle is planned for Summer 2011

Project Redwood is organized as a special project fund of Rockefeller Philanthropy Advisors (RPA). RPA provides us with invaluable support in consulting, vetting grant applications, and providing us with our tax-deductible 501c3 designation. For more information, go to http://rockpa.org

### Basketball Bonanza



Our basketball game on October 23, 2010 raised \$259,000--\$197,000 for Project Redwood and \$62,000 for the Stanford GSB. The Sharpe Shooters, in red, were captained by Doug Burgum and Miles White. Charlie Baum and Nick Farwell led the Random Bombers.

## 2010 Project Redwood Partner/Donors (gifts since inception)

Up to \$4,000: Joyce Appiah, Bob Baldwin, Bill Barnum, Dave Blenko, Lorne Borgal, Brian Bowers, Cara Jonassen Bowers, Bruce Braine, Blair Brewster, Jim Buie, Stuart Cain (deceased), David Chin, DJ Crane, William Creighton, Jed Daly, Dick DeMarle, Judy Singer Droar, Jorge Fernandez, Dave Fletcher, Al Floda, Neil Freeman, Dave Fronk, Elizabeth Strawn Gage, Oscar Gaytan, Martha Gilmore, Janine Golding-Ochsner, Sarah Gopher-Stevens, Lewis Griggs, James Haddon, Joe Hamby, Jon Hamren\*, Carol Head, Janice Holve, Ken Inadomi, Susan Ip, Barbara Jaffe, Don Jefferson, Reuben Jeffrey, Rich Jerdonek, Brad Jones, Doug Kaewert, KC Branscomb Kelley, Alan Kern, Alan Kinsel, Pat Klahr, Jim Lavin, Ann Blumlein Lazarus, Claudia Lindsey, Scott Lochridge, Hal Logan, Takashi Matsumoto, Peter Mattei, Scott McNealy, Sue Silver Miller, Ken Moch, Toshi Mori, Rick Nelson, Michael O'Rourke, Jim Owen, Phyllis Owens, Benjamin Paz, Steve Poizner, Laura Power, Judith Press, Conrad Prusak, Russell Pyne, Tom Rackerby, Peter Rieman, Rebecca Rogers, Bill Rothacker, Jon Rounds, Carolyn Hirt Salzman, Jeff Salzman, Gail Gaumer Schulze, Mayo Shattuck, Matt Slavik, John Sprague, Maren Fristrip Symonds, Gerald Thomas, James Thompson, Nancy Timbers, John Vidal, Richard Watkins, Kit Forbes Wellford, Skip West, Max Witter, David Wong, Curt Wozniak, Aileen Alexander Wyse. \$4,001 - \$9,999: Rick Agresta, Stephanie Anderson, Charlie Baum, Dick Boyce, Larry Cerf, Kermit Eck, Ann Thoke Espy, Nick Farwell, John Fletcher, Joe Hamby, James Hennessy, Jim Johnson, Stan Kinsey, Jim Lavin, Don Maruska, Ann Gordon McStay\*, Patty Mintz, Hamid Moghadam, David Pitt-Watson, Mary Pruiett, Harry Quarls, Kirk Renaud, Keith Russell, Peter Seldin, Mark Scott, Kristi Smith-Hernandez, Deborah Sze, Mike Watt, Bill Westwood. \$10,000 - \$49,999: Donna Davis Allen, Randy Blair\*, Doug Burgum, Phil Jonckheer, Robert Kagle, Amy Kommer Minella, Dan Whalen. \$50,000+ Bob Fisher, Ed Kaufman, Miles White, Beth Gibson Sawi.