Project Redwood
2009 Report
A Social Venture Initiative of the Stanford Graduate School of Business Class of 1980

Project Redwood’s Mission: To provide funding, expertise, and connections to social entrepreneurs who address the challenge of global poverty

Project Redwood Raises $600,000 to Fight Extreme Poverty

In only three years, Project Redwood has raised over $600,000. We’ve already donated about $400,000 of this to organizations that use entrepreneurial approaches to fight poverty. We have another $150,000 to give away in 2010.

100% of these funds came from us, members of the Class of 1980 from the Stanford Graduate School of Business. Project Redwood is one of the few non-profits that receive all financial support and volunteer efforts from a single business school class.

Over $150,000 to be Granted during 2010 Funding Cycle

Project Redwood makes strategic investments in areas that alleviate the causes and effects of poverty. We look for entrepreneurial, scalable solutions that promise significant results.

If you are a member of the GSB Class of ‘80 and support a non-profit that fights poverty in the US or overseas, consider applying for Redwood funding. Applications will be accepted in May. PRW Partners will vote for their favorites for the 2010 grants this summer.

For more info, contact Donna Allen at djallatt@sbcglobal.net or Patty Mintz at phmintz@earthlink.net.
Nuru International Joins PRW’s Roster of Global Poverty Investments

Founded by Jake Harriman, a recent Stanford Business School grad and former Special Operations Platoon Commander in the Marines, Nuru works to eradicate extreme poverty by empowering rural communities to achieve self-sufficiency and by inspiring the developed world to confront the crisis of extreme poverty. In each community, Nuru focuses simultaneously on five areas of development: agriculture, water and sanitation, healthcare, community economic development, and education.

Classmate sponsor: Rick Agresta  www.nuruinternational.org

Other Social Entrepreneurs Supported by Project Redwood in 2009

BUILD
East Palo Alto, CA
Oakland, CA
Washington, DC
BUILD, a four-year, entrepreneurship-focused college prep program, empowers youth from under-resourced communities by helping students develop and run their own small businesses.

www.build.org

Classmate Sponsor: Pat Klahr

DIG
Cambodia, Kenya, South Africa
DIG improves the physical, emotional and economic well-being of impoverished HIV/AIDS individuals in developing nations by installing micro-nutrient-rich gardens using locally available, low- and no-cost materials.

www.developmentingardening.org

Classmate Sponsor: Bill Westwood

HOPE worldwide
India
HOPE Foundation, the Indian affiliate of HOPE worldwide, serves the poor in 22 Indian cities and towns, providing health care, education, vocational training and disaster relief.

www.hopefoundation.org.in

Classmate Sponsor: David Blenko

Village Enterprise Fund
Uganda
VEF endeavors to break the cycle of poverty in East Africa through training, seed capital and mentoring for small businesses. VEF has used PRW’s non-financial support for a major revision of their web site and an in-country visit to meet VEF staff.

www.villageef.org

Classmate Sponsor: Jon Hamren
Who We Are
Project Redwood is a social venture partnership of over 120 MBAs from the Stanford Graduate Business School’s class of 1980. We pool our money, knowledge and connections to support social entrepreneurs who fight extreme poverty. We give to programs in the United States as well as developing nations such as Ghana, Vietnam, Uganda, India, Mozambique and Zambia.

How We’re Funded
Project Redwood Partners are recruited from the Class of ’80 by classmates. Most Partners donate $1,000 a year for three years, though some give more financial support. Other classmates offer more volunteer time. Each classmate has unique perspectives and skills to bring to our all-class effort. The complete list of Partners is on page 5.

Project Criteria
We support a select group of projects based on:
• Magnitude of expected impact
• Creativity in approach
• Sustainability of benefits
• Scalability
• Capacity to attract and leverage additional resources
• Managerial competence
• Compatibility with Project Redwood mission and class resources

Project Selection
Only Redwood Partners can nominate a non-profit for support from Project Redwood. Volunteers evaluate the organizations aided by the professionals at Rockefeller Philanthropy Advisors. All Partners can vote for their favorites from the list of vetted projects. The top five or six get funding and access to experience and skill of our classmate volunteers.

Entrepreneurial Design for Extreme Affordability
With its innovative mission of treating the poor as customers, not charity recipients, Stanford’s Institute of Design has graduate students apply engineering and business skills to design solutions for specific challenges faced by the world’s poor.

In 2009, Project Redwood supported five teams who have designed:
• The Pepper Eater: a simple processor to flake dried red peppers
• Affordable Pressure Pump: a single-valve pressure pump
• From Concentrate: a solar-powered battery charger
• The Komera: a mixer that distributes fortification into milled flour
• DrinkWell: a water-fortification device for rural Rwanda

http://extreme.stanford.edu

Classmate Sponsors:
Randy Blair and Kristi Smith-Hernandez

Project Redwood’s Board of Directors

2010 Co-Chairs: Beth Gibson Sawi and Kristi Smith-Hernandez

Donna Allen* Randy Blair Dave Blenko Lorne Borgal Jed Daly* Bob Fisher Elizabeth Gage James Haddon

Jon Hamren Carol Head** Phil Jonckheer* Ed Kaufman Ann McStay Patty Mintz Ken Moch

Judith Press Mary Pruiett Kirk Renaud Rebecca Rogers Keith Russell Matt Slavik Mike Watt, Treasurer* Dan Whalen

* Executive Committee ** Co-Chair Emerita
Fighting Poverty through the Donations,

Project Redwood

Summary of Fund Activity (Year Three 1/1/2009 - 12/31/2009)

Opening Fund Balance 1/1/2009  $78,780

Add - Revenue:

Charter Partner Pledge and Other Contributions $196,212
Earnings (Loss) on Invested Funds (RPA)¹ $11,624

Total Revenue $207,836

Less - Disbursements:

Grants Disbursed² $125,374
Program-Related Expenses³ $3,038
Management and General Services $0
Administrative Services (RPA)⁴ $2,813
Grantmaking Services (RPA)⁵ $3,750
Planning and Advisory Services (RPA)⁶ $1,875
Basis Point Funds Management Assessment (RPA)⁷ $1,401

Total Disbursements $138,251

Ending Fund Balance 12/31/2009 $148,365

Less - Commitments:

Program-Related (Website, Mailing to Classmates)⁸ $812
Grant Commitments - Current Year Outstanding $0

Total Commitments $812

Funds Available 12/31/2009 for Grant Cycle 4 and Administrative Expense⁹ $147,553

Notes on Financial Statements

1. Contributed funds are pooled and invested by Rockefeller Philanthropic Advisers (RPA). The amount shown is the sum of monthly blended returns. It includes $2,894 earned but not recognized in 2008.
2. Grant support is provided for five projects in Grant Cycle 3 and core support is provided for Entrepreneurial Design for Extreme Affordability projects.
3. Software and mailings to classmates
4. Contribution receipt and acknowledgement, accounting, and provision of our 501c3 status
5. Vetting of grant applications
6. Support for PRW meetings; other consultation/support
7. Management of invested funds
8. Contract invoices received, not yet paid
9. Fourth Grant Cycle is planned for Summer 2010.

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 on their capabilities, go to: http://rockpa.org

Fact: Every minute, a child under age 15 dies of an AIDS-related illness... and another one becomes infected
Talent and Connections of the GSB Class of ’80

Project Redwood is built on the financial and time commitments of our Class Partners. We are deeply grateful to those classmates who volunteered countless hours to our mission, to those who sponsored our social entrepreneurs, and to those who were so generous financially.

“Top 10%” Volunteers for 2009
Donna Allen*
Randy Blair*
Elizabeth Strawn Gage*
Carol Head*
Phil Jonckheer*
Ed Kaufman*
Ann Gordon McStay*
Patty Mintz*
Mary Pruett*
Kirk Renaud*
Kristi Smith-Hernandez*
Maren Fristrup Symonds*
Mike Watt*

Project Sponsors 2009:
Rick Agresta*
Randy Blair*
David Blenko
Jon Hamren*
Pat Klahr*
Kristi Smith-Hernandez*
Bill Westwood*

Prior Years:
Charlie Baum*
Larry Cerf
Kirk Renaud*
Max Witter

Redwood Partners/Donors (Gifts since Inception)

$100,000+
Beth Gibson Sawi*

$50,000-$99,999
Bob Fisher*
Ed Kaufman*
Miles White*

$10,000 to $49,000
Anonymous
Randy Blair*
Phil Jonckheer*

$3,001-$9,999
Rick Agresta*
Donna Allen*
Stephanie Anderson*
Cara and Bryan Bowers*
Jed Daly*
Dick DeMarle*
Kermit Eck*
Ann Thoke Espy*
John Fletcher*
Carol Head*
James Hennessy
Jim Johnson*
Stan Kinsey*
Don Maruska*
Ann Gordon McStay*
Amy Kommer Minella*
Patty Mintz*
Ken Moch*
David Pitt-Watson
Mary Pruett*
Kirk Renaud*
Keith Russell*
Mark Scott*
Kristi Smith-Hernandez*
Deborah Sze*
Mike Watt*
Kit Forbes Wellford*
Dan Whalen

Bill Barnum
Charlie Baum*
Dave Blenko
Lorne Borgal
Dick Boyce
Bruce Braine*
Blair Brewster*
Doug Burgum*
Stuart Cain (deceased)
Larry Cerf
David Chin
DJ Crane*
Judy Singer Droar*
Nick Farwell
Dave Fletcher
Neil Freeman
Dave Frank
Elizabeth Strawn Gage*
Oscar Gaytan
Martha Gilmore*
Janine Golding-Ochsner*
Sarah Gopher-Stevens*
Lewis Griggs*
James Haddon
Joe Hamby*
Jon Hamren*
Ian Harry
Tom Hayhoe
Janice Holve
Susan Ip
Barbara Jaffe
Don Jefferson
Reuben Jeffrey
Brad Jones
K.C. Branscomb Kelley
Steve Kelly
Alan Kinsel
Pat Klahr*
Jim Lavin
Ann Blumlein Lazarus
Claudia Lindsey
Scott Lochridge
Hal Logan*
Warren Loui
Pete Mattei
Scott McNealy*
Sue Silver Miller*
Hamid Moghadam
Greg Moore
Toshi Mori*
Michael O’Rourke
Steve Otto
Phyllis Owens
Benjamin Paz
Steve Poizner
Laura Power
Judith Press
Conrad Prusak
Russell Pyne*
Harry Quarls*
Tom Rackerby
David Reeves
Peter Rieman
Rebecca Matulich Rogers
Wes Rose
Jon Rounds*
Carolyn Hirt Salzman
Jeff Salzman
Gail Gaumer Schulze*
Peter Seldin*
Mayo Shattuck
Matt Slavik
Maren Fristrup Symonds*
Gerald Thomas*
Nancy Timbers
Richard Watkins
Skip West*
Bill Westwood*
Max Witter
Curt Wozniak
Aileen Alexander Wyse*

What You Can Do to Fight Poverty in the United States and Abroad

By pooling skills, experience and resources, Project Redwood Partners magnify our individual efforts and increase the opportunity to build a lasting legacy. Join your classmates by becoming a partner in Project Redwood. All it takes is a willingness to help and a tax-deductible contribution of at least $1,000 per year for three years.

For more information, go to: www.projectredwood.org

Fact: 2.7 billion people live on $2/day or less; 1.1 billion people live on $1/day or less.

*Already recommitted for 2010-12. Thank you!
The Annual Meeting of Project Redwood’s Partners was held in New York City in October 2009. On the first night, nearly 10% of our original class gathered, many with their partners, at the home of Bryan and Cara Bowers for much irreverent chat and laughter. Bolstered by this mini-reunion, on the next day we got together in Manhattan and became deeply involved in a discussion of extreme poverty and the role of Project Redwood. (Full disclosure: We had a little fun on the side.)

The day was filled with informative presentations about PRW’s ongoing projects, as well as demonstrations of some of the products created in the joint GSB and School of Engineering’s class “Entrepreneurial Design for Extreme Affordability” (EDEA). We also heard from Rockefeller Philanthropy Advisors, who are intrigued by the work the Class of ’80 has done on Project Redwood and would love to see the concept spread to other affinity groups.

The afternoon’s keynote speaker was Ritu Sharma, President of Women Thrive Worldwide (www.womenthrive.org). Ritu inspired us as she recounted her group’s efforts to convince the United States government to deploy its influence to support the rights of women and girls in the developing world.

We ended the formal meeting with a brainstorming session about the future direction of Project Redwood. The Brainiacs, PRW’s crack communication team, then led us as we all sang (more or less on key) a reprise of the Spring Fling. This was so intense that the group was forced to resume old habits and adjourn the discussion to a lively LPF.

Next Project Redwood Annual Meeting:
Thursday, October 21 at Stanford
Time and Exact Place TBD
Followed by:
GSB Class of ‘80 Reunion
Friday, Saturday and Sunday
October 22-24
Mark your Calendars!!