



Project Redwood

2019



ANNUAL  
REPORT

---

EMPOWERING SOCIAL  
ENTREPRENEURS  
TO ALLEVIATE GLOBAL  
POVERTY



# OUR STORY

## OUR MISSION

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

## HISTORY

Founded in 2006 by Stanford GSB Class of 1980 alumni as a nonprofit partnership, today active members represent many classes and others affiliated with the GSB.

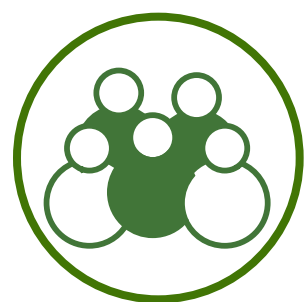


To date, Project Redwood has helped over **370,000 people** in **24 countries** improve their quality of life

## 2019 AT A GLANCE



**\$200,000**  
GRANTS  
AWARDED



**8**  
NON-PROFIT  
GRANTEES



**90+**  
DONORS &  
VOLUNTEERS



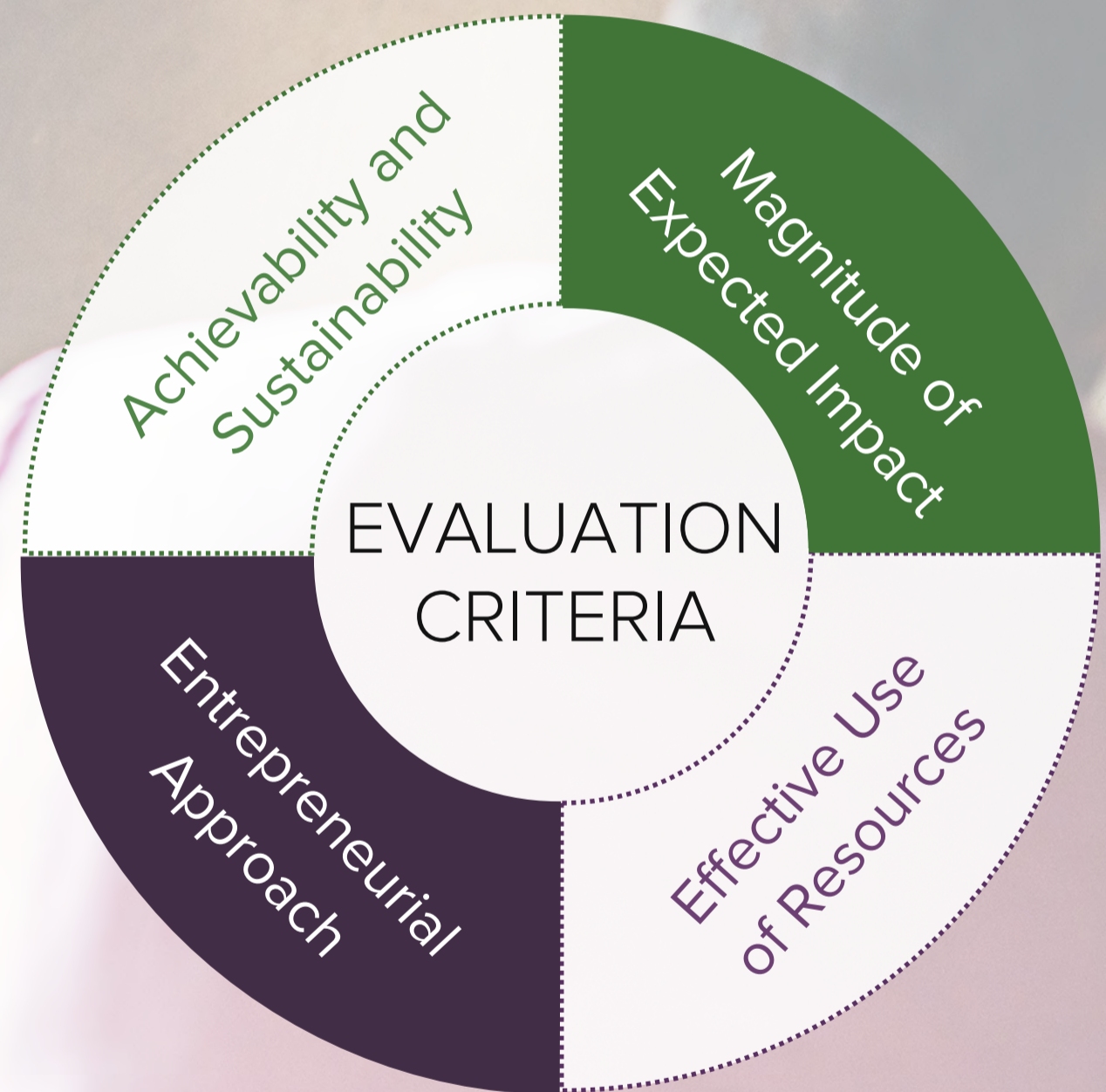
**\$262,000**  
DONATIONS  
RECEIVED



# OUR APPROACH

## 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

Preview Letters

Application

Review

Partner Vote

Board Decision

Grant Agreement



# MEET THE 2019 GRANTEES IMPACTING THEIR COMMUNITIES



## CHILD AID



Child Aid works to improve the literacy rate in rural Guatemala. The 2019 grant helped establish a new district hub in a remote location to reach more indigenous children, by funding office equipment, rent, travel expenses and a portion of salary for the three Guatemalan nationals implementing the new hub. [Click to learn more](#)

## DEVELOPMENT IN GARDENING (DIG)



The mission of DIG is to improve the physical, emotional, and economic wellbeing of impoverished HIV/AIDS afflicted individuals and other vulnerable populations in developing countries. The 2019 Grant funds 65% of DIG's budget to expand its Farmer Field School in Homa Bay County, Kenya, reaching 400 new farmers (80% of whom are women), directly benefiting over 2,400 people. [Click here to learn more](#)

## CRISTO REY NETWORK



The Cristo Rey Network is a network of small Catholic high schools across the United States that integrate four years of rigorous college preparatory academics with four years of professional work experience through a Corporate Work-Study Program.

The 2019 grant provides software licenses and staff support for training in 14 of the 35 network schools, benefitting 3900 students. [Click to learn more](#)

## EMERGING OPPORTUNITIES FOR SUSTAINABILITY (EOS)



In Nicaragua, one of EOS's important technologies is a safer alternative to traditional ovens made by using a metal barrel supported by bricks and rebar. This design allows for continuous baking and requires 92% less wood. The 2019 grant partially funds the installation of 60 ovens in rural communities and the development of

40 mini-bakery businesses as the final phase of a three-year program. [Click here to learn more](#)



## MERCADO GLOBAL



The indigenous women artisans of rural Guatemala served by Mercado Global have a rich history and culture of weaving but lack access to resources and a viable market for their wares. Through market connections established by Mercado Global, their merchandise has been introduced to such major international retailers as Anthropologie, Nordstrom, and Target, generating new revenue streams. The 2019 grant partially funds the salary of the Technical Training Manager and costs of other training and curriculum development, aimed at directly impacting 550 artisans. [Click here to learn more](#)

## 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. Their primary focus is Hope International School, founded in 2008. The 2019 grant will fund a vocational classroom with 60 sewing machines and direct instruction in sewing

techniques for 200 students and community members per year. The funds will also allow selected students the opportunity to apply for a micro-loan to purchase a foot-powered sewing machine to begin their own business. [Click here to learn more](#)

## STRATEGIES FOR INTERNATIONAL DEVELOPMENT (SID)



SID designs, applies, and promotes better methods for helping small farmers in Guatemala, Peru and Bolivia transition from subsistence to successful commercial farming. The 2019 grant will allow at least 2,900 of the 13,700 coffee farmers in Guatemala to receive SID's simple educational materials and learn the practices. [Click here to learn more](#)

## WAKISA



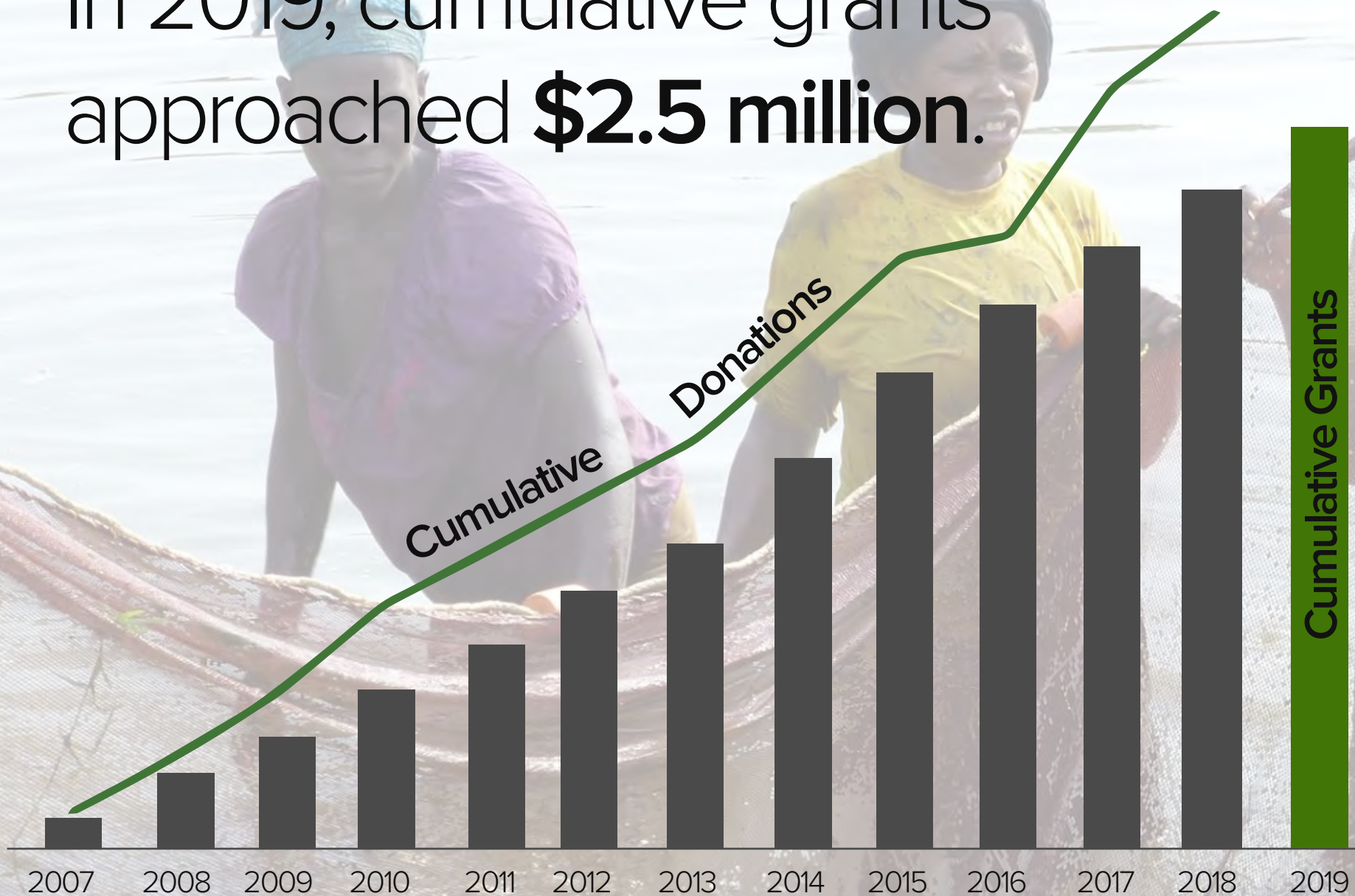
Wakisa, one of WorldShare's partner organizations in Uganda, provides holistic care for girls who have experienced sexual exploitation and pregnancy by providing temporary accommodation, medical care, foster care, counseling, family reconciliation and adoption services for the girls while they concurrently go through vocational skills training. The 2019 grant will help fund the construction of a new Vocational Training Centre. [Click here to learn more](#)



# FINANCIALS

## 2019 FUND HIGHLIGHTS

In 2019, cumulative grants approached **\$2.5 million**.



OPENING BALANCE	\$173,000
AMOUNT RECEIVED	\$262,000
AMOUNT AWARDED	\$225,000
EXPENSES	\$19,000
CLOSING BALANCE	\$191,000



# HIGHLIGHTS OF THE YEAR



## STRENGTHENED OUR RELATIONSHIP WITH STANFORD

Our relationship within the GSB grew stronger, and our 2020 vision shows opportunities for even more collaboration. We now co-host regional alumni events and participate in campus reunions. This year we were featured on the Stanford GSB website.



## A NEW STRATEGIC PARTNERSHIP



We partnered with Echoing Green and made a special contribution of \$25k to expand its leadership training program for nonprofits. Echoing Green will provide technical and practical support to diverse social impact leaders, including Project Redwood grantees, through Echoing Green's Leadership Development Framework.

## OUT AND ABOUT IN CHICAGO

Our annual meeting took place in Chicago. The weekend featured a panel discussion with 3 grantees and a day of reflecting, connecting and planning at Willis Tower.



## GROWTH IN MEMBER AND PARTNER ENGAGEMENT



This year, we saw a new base of active members from several GSB classes as well as from the broader GSB community.



## A MESSAGE FROM OUR CO-CHAIRS



In 2019 many of our goals for Project Redwood were achieved, enabling us to be a rigorous, compelling organization that is doing good work to transform the lives of the poorest of the poor around the globe. These goals included broadening our impact, gaining GSB support, and continuing our expansion to classes other than GSB'80.

The GSB now recognizes PRW as a contributor to the school's mission to "Change lives, Change organizations, Change the world". Staff members in the GSB alumni office provide support to build awareness and engagement in the alumni community for PRW. Please check out the new [link to PRW on the GSB website](#).

Our recent initiative to open membership to all alumni of the GSB has yielded immediate results with close to 20% of the number of 2019 donations being from non-class of 1980 members. In addition, alumni from these classes (including degree programs other than an MBA) are now actively working on committees and the PRW board.

A new initiative for 2019 was to build strategic partnerships that increase PRW's impact on poverty. By supporting the work of like-minded social impact organizations and by bringing the learning and connections of these organizations to our grantees, we are able to leverage our dollars to create broader impact. Our initial partnership is with Echoing Green (founded and currently managed by GSB alumni), a well-established social impact organization that supports over 900 social entrepreneurs across the world. The project we contributed funds to is a collaboration among PRW, Echoing Green and the Stanford Center for Social Innovation (CSI) to create a new, non-profit strategic planning curriculum that will be offered by both Echoing Green and CSI. In addition, all PRW grantees will have access to the full Echoing Green curriculum for leadership training.

Project Redwood has built an incredibly lean yet very effective infrastructure. We are now poised to scale in 2020 and are looking to significantly increase our fundraising to expand our grant making and have an increased impact on alleviating global poverty through enhancing human capital.

All that we have accomplished could not have been done without the creative work of the many alumni that volunteer their time and donate funds. We thank each and every one of them. As two people who were not actively involved in PRW as recently as five years ago, we have found the experience of giving of our time and talent to be an inspiring and fulfilling experience. When you are part of PRW, you are a member of a team that brings talent, commitment, values and collegiality to tasks that truly have an impact on the world. If you are an alum with a philanthropic bent, we encourage you to join us.

Sincerely,

Rick Agresta and Amy Minella

*2019 Co-chairs of Project Redwood*



# PROJECT REDWOOD LOOKING FORWARD TO 2020

## Board of Directors

Martha Clark and Rick Agresta, Co-Chairs  
Mike Watt and Ann Thoke Espy, Co-Treasurers  
Rich Jerdonek and Mary Pruiett, Co-Secretaries

Kermit Eck  
Laura Fratt  
Claudia Lindsey  
Amy Minella

Gail Schulze  
Kristi Smith-Hernandez  
Bill Westwood

## Contributors

Rick Agresta  
Joan Agresta  
Donna Allen  
Stephanie Anderson  
Bob Baldwin  
Charles Baum  
Steven Berg  
David Blenko  
Lyndsey Boucherle  
Blair Brewster  
Jeffrey Brown  
Win Chesson  
Martha Clark  
DJ Crane  
Richard De Marle  
Donna Doktorcik  
Judy Droar  
Laurie Eason  
Kermit Eck

Ann Thoke Espy  
Jorge Fernandez  
Bob Fisher  
Carla Williams  
Mike Fitzgerald  
David Fletcher  
Al Floda  
Laura Fratt  
David Fronk  
Elizabeth Gage  
Joan Gass  
Martha Gilmore  
Jon Hamren  
Carol Head  
Brian Hegarty  
James Hennessy  
Janice Holve  
Ken Inadomi  
Barbara Jaffe

Karen James  
Don Jefferson  
Rich Jerdonek  
Philip Jonckheer  
Gail Jones-Nemeth  
Ed Kaufman  
Kate Kaufman  
Martha Kaufman  
Thomas Keeling  
Leora Kelman  
Alan Kern  
Anna Kraus  
James Lavin  
Haicheng Li  
Claudia Lindsey  
Donald Maruska  
Audie McRae  
Ann McStay  
Susan Miller

Amy Minella  
Patricia Mintz  
Ken Moch  
Toshifumi Mori  
Michele Nemschoff  
Amanda North  
Jason Osterhage  
Laura Power  
Mary Pruiett  
Russell Pyne  
Harry Quarls  
Omar Qureishi  
Tom Rackerby  
Kirk Renaud  
Ross Rosen  
Beth Sawi  
Gail Schulze  
Craig Scott  
Mark Scott

Gary Shaffer  
Scott Shimamoto  
Kristi Smith-Hernandez  
John Sprague  
Debbie Sze  
Bonni Theriault  
Gerald Thomas  
Scott Wallace  
Mike Watt  
Kit Wellford  
Bill Westwood  
Dan Whalen  
Miles White  
Stacy Williams  
James Wong  
Don Wood  
Aileen Wyse

Many thanks to all alumni who have contributed to the founding, operation, and impact of Project Redwood



