



PROJECT
REDWOOD

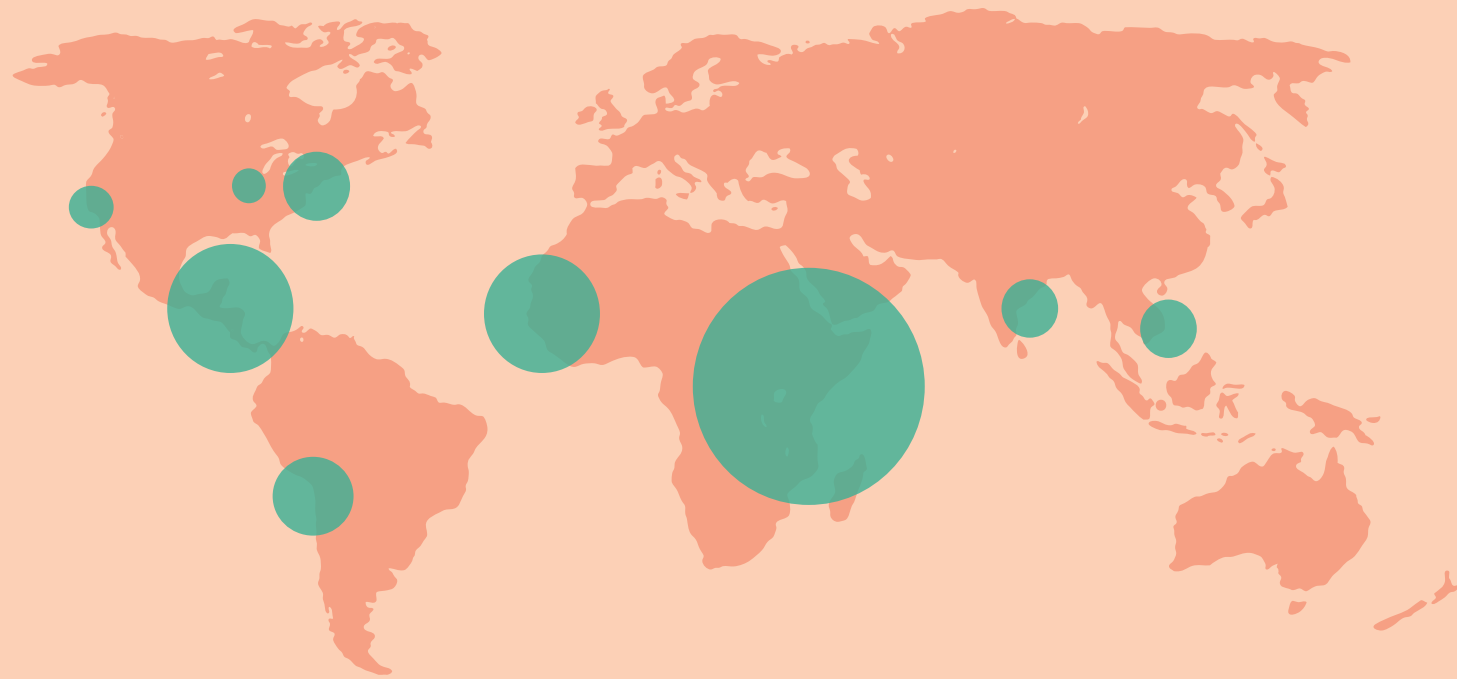


ANNUAL REPORT 2020

EMPOWERING

Social Entrepreneurs to Alleviate Poverty

GLOBAL IMPACT



Top: Visualization of Project Redwood grantee projects by region

Improving the Quality of Life Around the World

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

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 project funding 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

\$3,000,000

Number of lives improved

915,000

Number of grants*

118

* 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

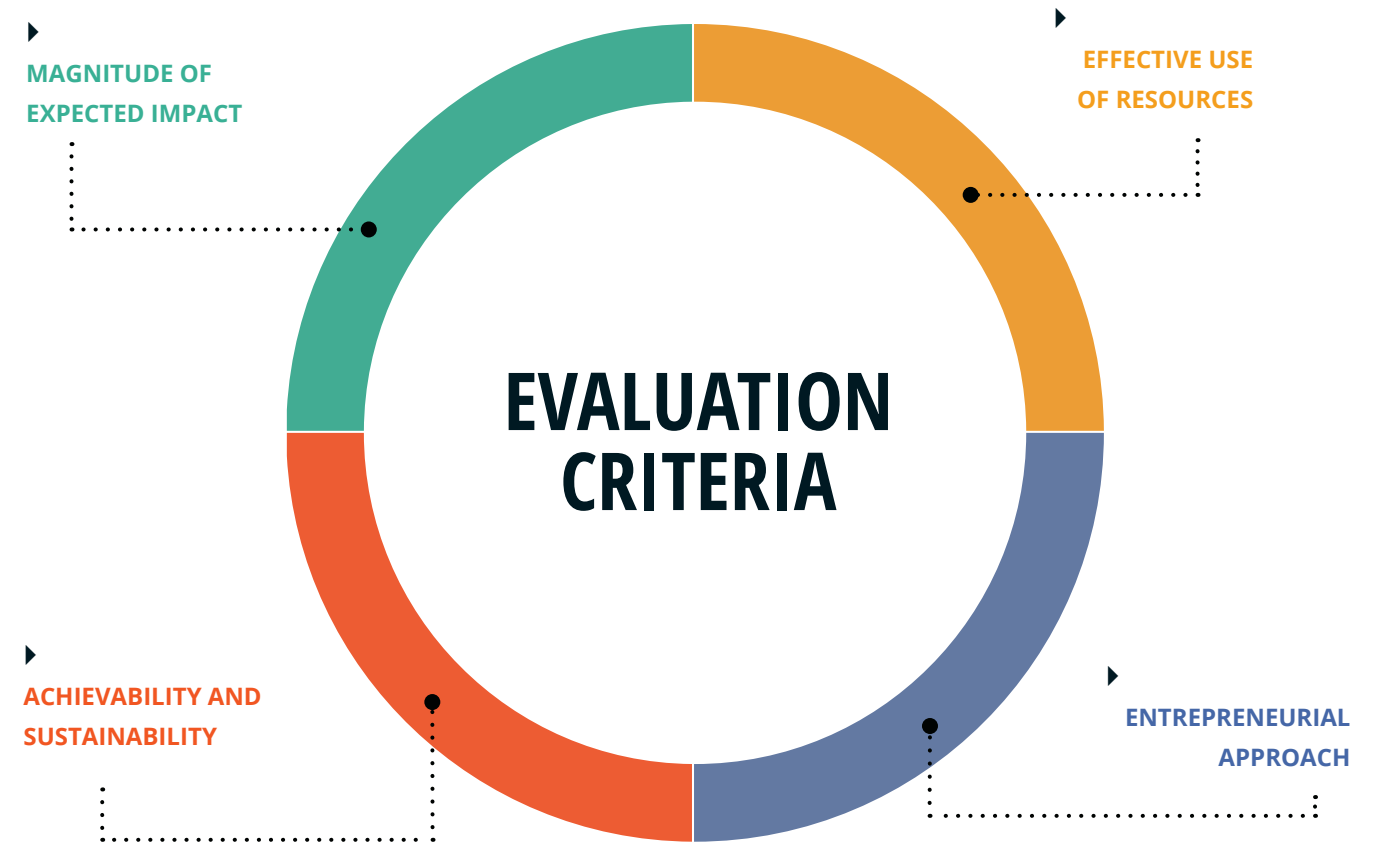
Stanford Business School Alumni Empowering Social Entrepreneurs to Alleviate Poverty

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





IN 2020 ALONE,
WE AWARDED

\$565K

RISING TO THE CHALLENGE

The global health and economic challenges of 2020 make our grantees' efforts more essential than ever. Project Redwood awarded a record number of grants to social entrepreneurs working to alleviate extreme poverty worldwide. We more than tripled the funding awarded in any prior year.

2020 AT A GLANCE

Project Redwood took unprecedented action in 2020 in response to COVID-19. We distributed unrestricted short term emergency relief grants to select current and past grantees. These funds enabled grantees to provide targeted responses to local conditions.

Donations Received

\$813,000

Grants Awarded*

\$565,000

Non-Profit Grantees

16

Donor & Volunteers

140+

* Includes \$85k for Rapid Relief Fund



OUR YEAR IN REVIEW

ADAPTING TO CHALLENGING EVENTS

COVID-19 Response - Special Grants

Early in 2020, due to the worldwide coronavirus outbreak, Project Redwood delayed the 2020 grant making cycle and turned our focus to understanding the impact of the pandemic and how we might respond. We contacted a number of our grantees and found that they and the vulnerable populations they serve needed our support more than ever.

We evaluated how best to leverage our funds and quickly distributed \$85,000 in unrestricted rapid relief funds to seventeen of our recent grantees. These funds were used in a variety of ways from providing hygiene instruction, to making masks, to feeding communities, to establishing distance learning. This response from Jenni Doherty, the Founder of Daraja, represents the many expressions of appreciation.

Racial Equity Initiative

In mid-2020, issues of civil unrest that affected our society spurred Project Redwood to formulate a plan to heighten our impact in the area of racial equity in the US.

Project Redwood created a Racial Equity Task Force to determine the best actions to take while continuing to adhere to our mission and grant-making focus. Our approach aligns well with Dean Levin’s challenge to GSB alumni to respond with racial equity initiatives. The Task Force recruited Black GSB alumni to join Project Redwood and help spearhead our efforts to address racial equity in poor and under-resourced Black communities in the US. Two initiatives are underway – to expand

“Your trust in us to spend the granted funds wisely to support the emerging needs of those we serve makes us feel an even greater duty of care. We will continue to be diligent in spending the funds carefully and in the areas of most need. With deep and heartfelt sincerity, Thank You.” - Jenni Doherty, Founder of Daraja

Project Redwood’s membership, leadership and sponsorship more fully among minority alumni and to source grant applicants whose efforts are aimed at raising the standards of living of people in minority communities. We are confident that the 2021 grant cycle will empower a number of social entrepreneurs who have a passion to improve the lives of the most impoverished in our US neighborhoods.

SCALING OUR IMPACT

Fundraising Acheivements

In 2020, PRW made a significant leap forward in funds raised. We more than tripled our funds raised and increased the number of donors by 43% to 127. We broke new ground with two, first-ever six-figure gifts.

Growth in Impact

This year Project Redwood distributed more money to more grantees than ever before. Combining the unrestricted, rapid relief funds to mitigate the impact of the pandemic, with the regular cycle grants, we more than doubled the funding ever awarded in a single year. And, it was the single largest class of grantees.

Growth in Members & Partners

At the end of 2020, PRW had 35 members and partners representing 25 different class years other than the founding class. We now have three such alums on the PRW Board and many others have joined committees or become sponsors of projects that received grants. Additionally, we increased our voting partners by 25% and our members by 28%.

2020 HIGHLIGHTS

General Fund Highlights



\$480,000
GRANTS AWARDED



16
NON-PROFIT GRANTEES

Rapid Relief Fund Highlights



\$85,000
GRANTS AWARDED



17
NON-PROFIT GRANTEES

MEET THE 2020-2021 GRANTEES



NEW

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
Accelerator Program



NEW

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.

Project
Loan Program & Mobile-based Software



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
Work Studyforce



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
Distant Learning Education, Mental Health & Micro Loans

MEET THE 2020-2021 GRANTEES



NEW

DaVinci Maker Labs

DaVinci's mission is to make STEM-enriched education in the U.S. more accessible to the disadvantaged by providing materials and incentives to classroom teachers so they can serve more students. DaVinci seeks to not only build new skills among students but also help them gain self-confidence and higher self-esteem.

Project
'Reach for the Stars' Program



Development in Gardening

DIG teaches and implements techniques for growing nutrient-rich gardens using locally available low cost and no-cost materials. They teach present and future community leaders how to grow sustainable produce for both personal consumption and income generation.

Project
**Safe Seed Distribution, SMS Farmer
Communication Networks**



NEW

Eco-Soap Bank

ESB employs and trains economically disadvantaged and disabled women in 12 countries to clean, remold and cut recycled soap into bars for sale to NGOs, hospitals and government ministries that promote hygiene education in schools and communities. The women who participate in ESB programs receive free education and job training support to enable them to succeed.

Project
Hub Manager & Scaling Operations



NEW

Elevate

Elevate leverages community expertise to sustainably improve school quality, and works with government partners to improve teacher effectiveness through evaluation tools and reporting systems. Its mission is to improve the quality of education in primary schools so that every child is better prepared to reach his/her full potential.

Project
**COVID-19 adapted version of Village TEACH
program**

MEET THE 2020-2021 GRANTEES



NEW

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.

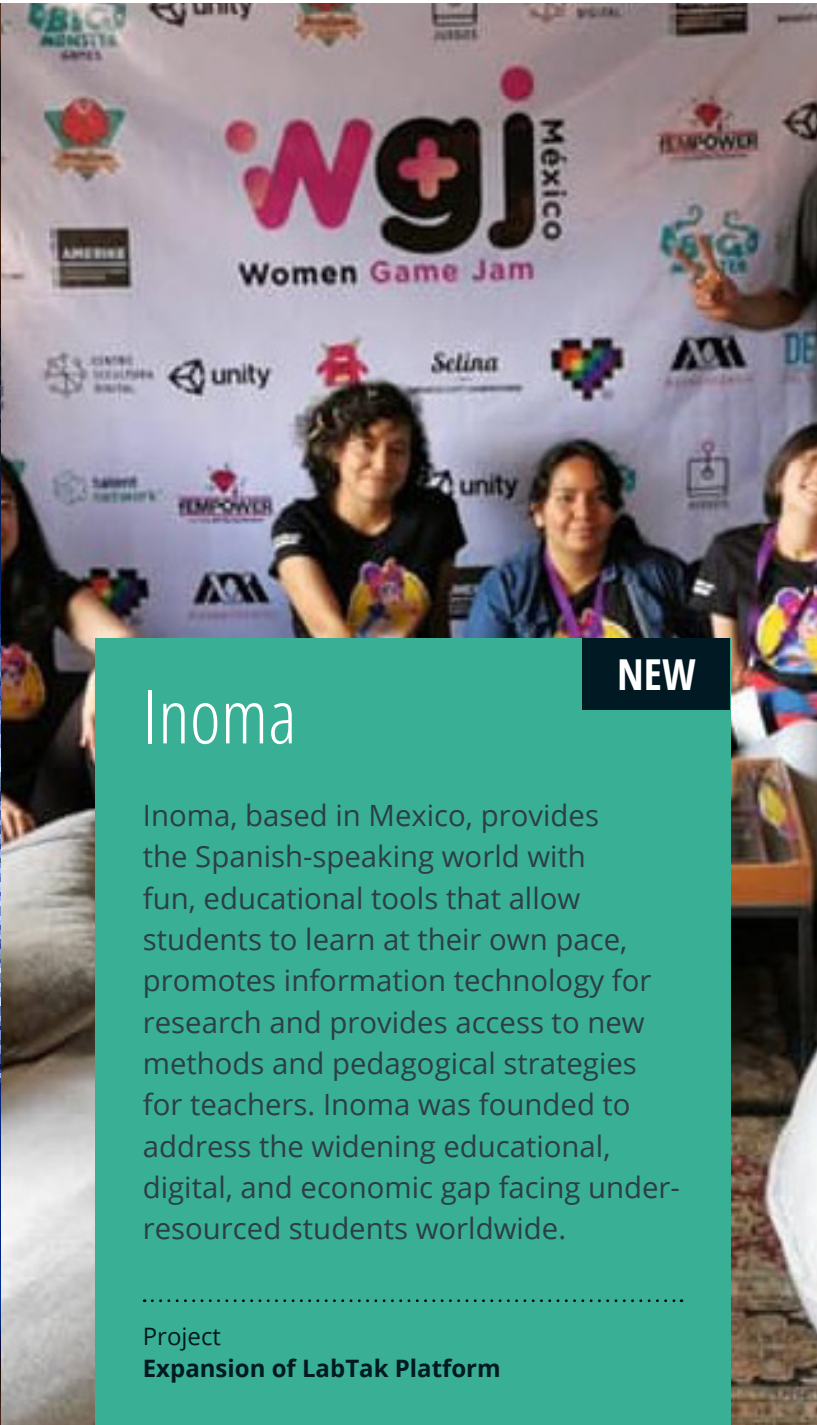
Project
Three Pillars Program



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
Hope International School Expansion



NEW

Inoma

Inoma, based in Mexico, provides the Spanish-speaking world with fun, educational tools that allow students to learn at their own pace, promotes information technology for research and provides access to new methods and pedagogical strategies for teachers. Inoma was founded to address the widening educational, digital, and economic gap facing under-resourced students worldwide.

Project
Expansion of LabTak Platform

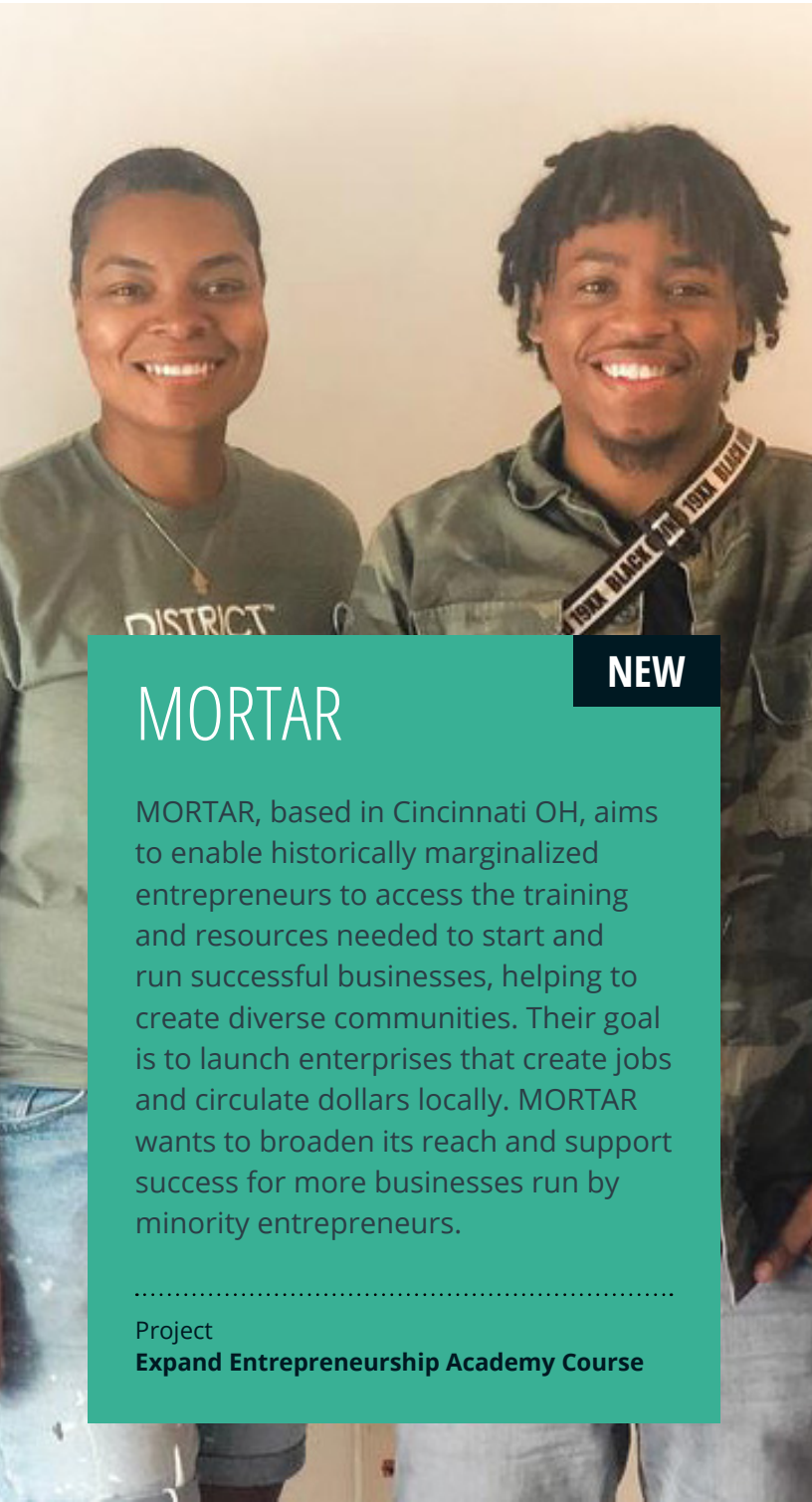


International Village Clinic

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 Building for Classrooms

MEET THE 2020-2021 GRANTEES

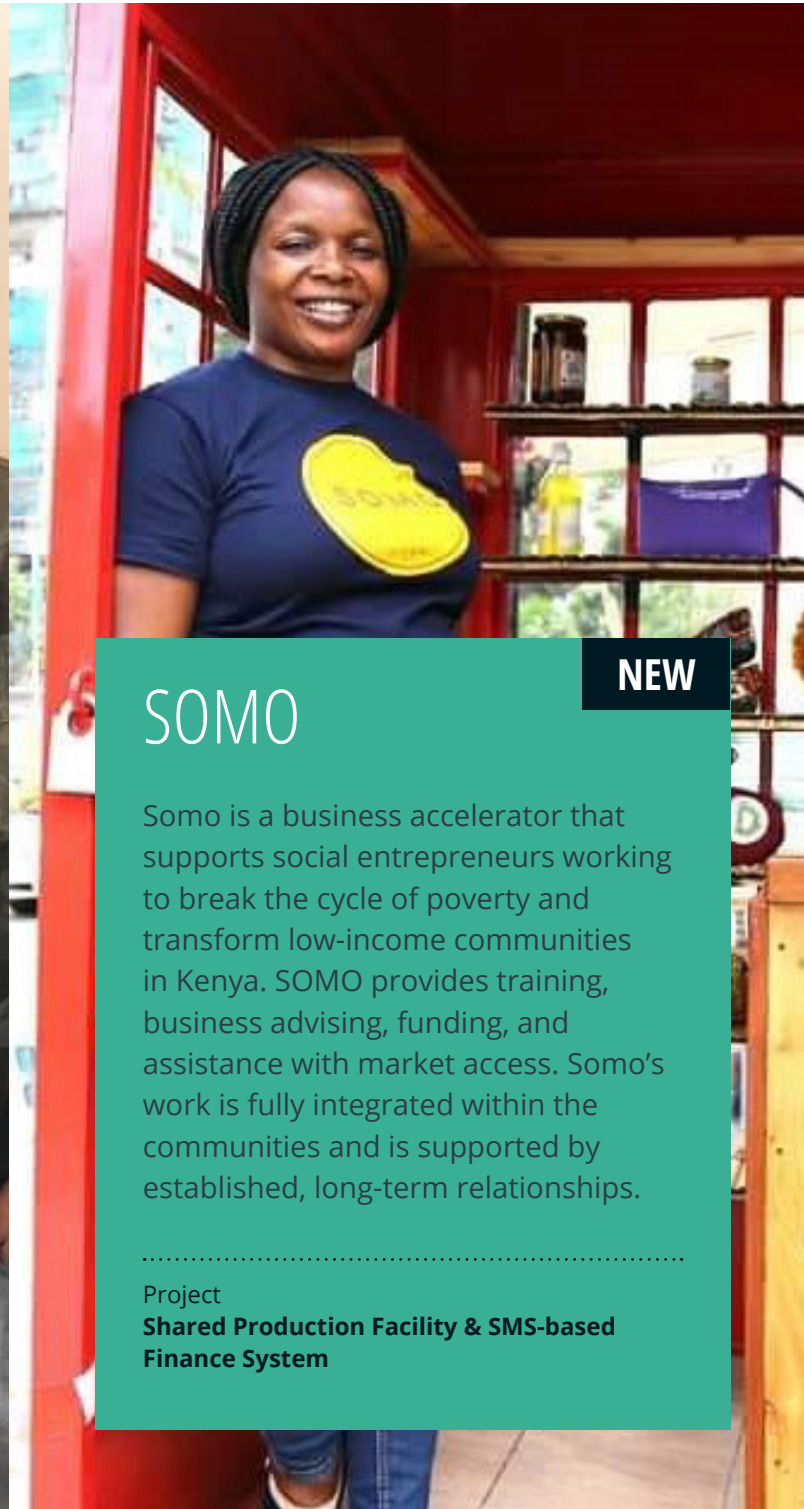


MORTAR

NEW

MORTAR, based in Cincinnati OH, aims to enable historically marginalized entrepreneurs to access the training and resources needed to start and run successful businesses, helping to create diverse communities. Their goal is to launch enterprises that create jobs and circulate dollars locally. MORTAR wants to broaden its reach and support success for more businesses run by minority entrepreneurs.

Project
Expand Entrepreneurship Academy Course



SOMO

NEW

Somo is a business accelerator that supports social entrepreneurs working to break the cycle of poverty and transform low-income communities in Kenya. SOMO provides training, business advising, funding, and assistance with market access. Somo's work is fully integrated within the communities and is supported by established, long-term relationships.

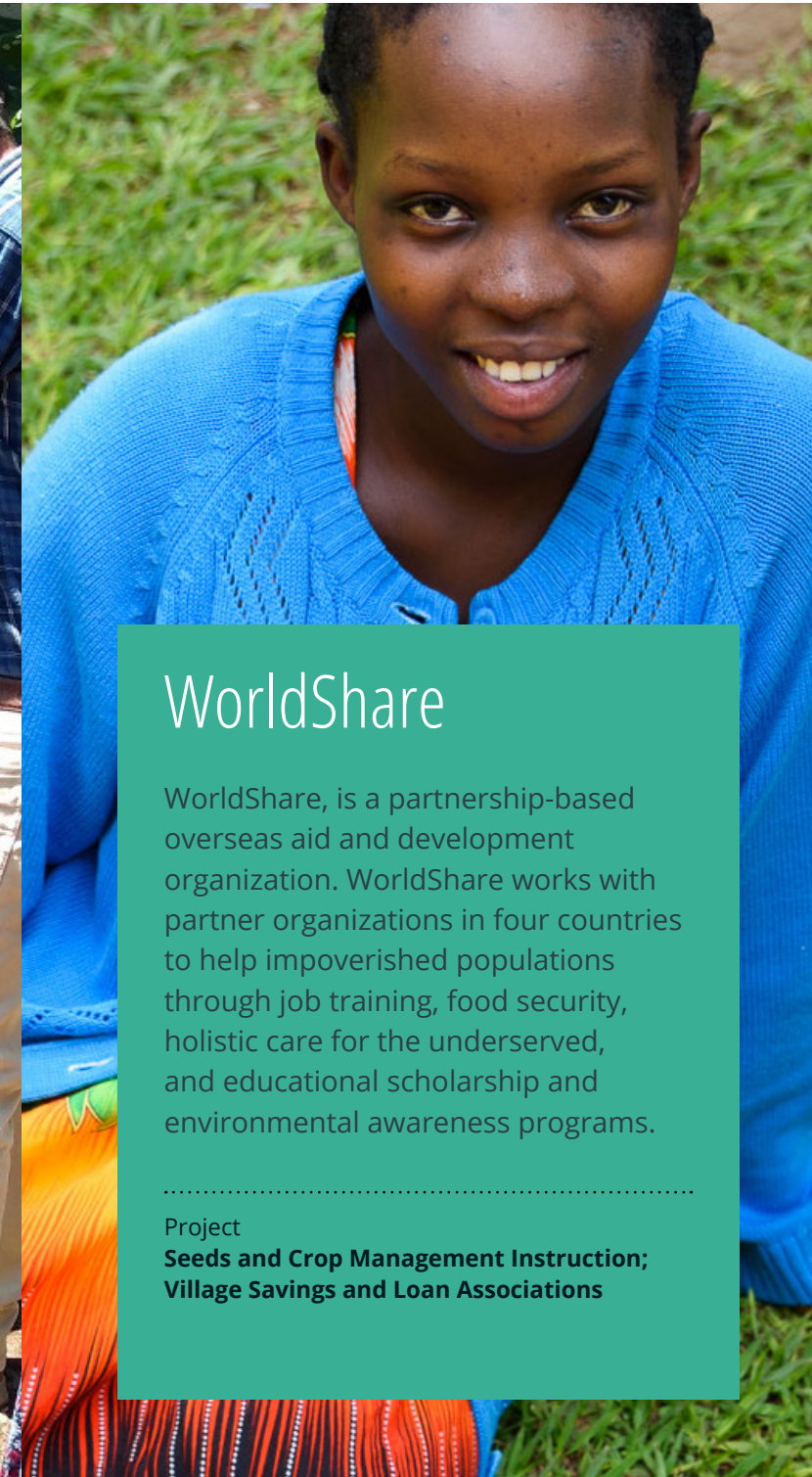
Project
Shared Production Facility & SMS-based Finance System



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
Expand into Municipality of Coban



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
Seeds and Crop Management Instruction; Village Savings and Loan Associations

FINANCIAL HIGHLIGHTS

SUMMARY FUND ACTIVITY

Opening Balance	\$190,868
Amount Received	\$812,969
Amount Awarded	\$565,000
Expenses	\$62,266
Closing Balance	\$376,571

In 2020, cumulative grants exceeded **\$3.0 million**



Click [here](#) to view the 2020 Financial Statement

GRANTEE: WORLDSHARE



DONOR
CONTRIBUTIONS
\$813K

MEET OUR DONORS

Our donors are critical to the success of Project Redwood. This support ensures that in 2021 our grants will continue to improve the lives of thousands by lifting them out of poverty.

OUR DONORS

Project Redwood gratefully acknowledges the individual donors who made generous contributions in 2020.

PARTNER DONORS

\$100,000+

Tina & Hamid Moghadam
Miles White

\$50,000– \$99,000

Bill & Donnalisa Barnum
Dynamics SL User Group
Ed & Martha Kaufman
Vinod and Neeru Khosla, Amar
Foundation
Amy Minella
Gail Schulze

\$10,000– \$25,000

Donna & Harvey Allen
Ann Thoke Espy
Reuben Jeffery
Philip Jonckheer
Beth & David Sawi
Peter Seldin
Bill Westwood

\$4,000– \$9,999

Rick & Joan Agresta
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Martha Parry Clark

Kermit & Earline Eck
Dave & Leah Fletcher
Barnaby Grist & Ellen Goldberg
Jon & Elizabeth Hamren
Carol Head
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Claudia Lindsey & Michael
Fotos
Carter & Stephanie McClelland
Patty Mintz
Vincenzo Morelli
Mary & Ralph Pruiett
Scott Shimamoto
Daniel Whalen

\$2,000– \$3,999

Stephanie Anderson
Steven Berg
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K.C. Branscomb
Blair Brewster
DJ Crane
Richard De Marle & Laura
Power

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Laura Fratt
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Ann McStay
Susan Miller
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Russell & Helen Pyne
Harry Quarls
Tom & Anne Rackerby
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John Sprague
Debbie Sze
Lillian Tsay
Mike Watt

MEMBER DONORS

\$500– \$1,999

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Robert Clark
Mike & Roslyn Ellison
Mike Fitzgerald
Monica Fread

Janine Golding-Ochsner
Julie Ha
Jim Haddon
Joe & Kim Hamby
Brian Hegarty
Bruce Herman
Susan Ip
Barbara Jaffe
Don Jefferson
Gail Jones-Nemeth
Anna Kraus
Kenneth Moch
Michelle Nemschoff
Tom Phillips
Kirk Renaud
Hal Richardson
Vivienne & Moez Virani
Kit Wellford
Don Wood

Up to \$500

Anonymous
Monroe Brock
Chad Brown
Lee Burgunder
Caroline Caufield
Robert Cefaratti
Chesca Colloredo-Mansfeld
Diana Daniels
Joyce Dickerson
Laurie Eason
Al Floda
Christopher Fodor
Martha Gilmore
Maya Gonzalez
Kana Hammon
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Ronan McGovern
Maria Miller
Robert Miller
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George Murphy
Jonty Olliff-Cooper
Antonio Puron
Omar Qureishi
Julia Sullivan
Bonnie Theriault
Gerald Thomas
Ernie Ting
Simon Upfill-Brown
Laura Weidman-Powers
Kate Wharton
Carla Williams
Stacy Williams





THE PEOPLE BEHIND PROJECT REDWOOD

THE PEOPLE BEHIND PROJECT REDWOOD

MEET THE TEAM

2021 BOARD OF DIRECTORS

Co-Chairs

Martha Clark and Carol Head

Co-Treasurers

Mike Watt and Ann Thoke Espy

Co-Secretaries

Rich Jerdonek and Bill Westwood

Rick Agresta

Kermit Eck

Mike Fitzgerald

Laura Fratt

Claudia Lindsey

Gail Schulze

Stacy Williams

VOLUNTEERS

Joan Agresta

Rick Agresta

Donna Allen

Charlie Baum

Steve Berg

Chad Brown

Caroline Caufield

Larry Cerf

Win Chesson

Martha Clark

DJ Crane

Dick De Marle

Donna Doktorcik

Kermit Eck

Ann Thoke Espy

Jorge Fernandez

Mike Fitzgerald

Dave Fletcher

Laura Fratt

Elizabeth Gage

Joan Gass

Maya Dadoo Gonzales

Barnaby Grist

Jimmy Haddon

Joe Hamby

Kana Hammon

Carol Head

Brian Hegarty

Kristi Smith Hernandez

Bill Houston

Juston Huscher

Ken Inadomi

Rich Jerdonek

Phil Jonckheer

Thom Keeling

Georgi Koreli

Jim Lavin

Claudia Lindsey

Hal Logan

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Audie McRae

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Susan Miller

Amy Minella

Patty Mintz

Michele Nemschoff

Amanda North

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Tom Phillips

Mary Pruiett

Kirk Renaud

Gail Schulze

Gerald Thomas

Mike Watt

Bill Westwood

Laura Weidman Powers

Jorian Wilkins

Stacy Williams

Carla Fitzgerald Williams

James Wong

Many thanks to [all alumni who have contributed](#) to the founding, operation, and impact of Project Redwood

A MESSAGE FROM OUR CO-CHAIRS

In 2020 Project Redwood took major steps forward in our growth, impact, and sustainability – all in the face of a worldwide pandemic and economic recession brought on by COVID-19. None of this success would have been possible without the donations, time, and creativity of our dedicated Partners and Members. We thank you and are humbled by your generosity.

As the impact of the crisis became apparent in late winter, our thoughts turned to our grantees, many of whom operate with precarious financial support and operate in countries and communities that were sure to bear the brunt of the spreading infection. Thanks to some early commitments from donors, we were able to provide \$85,000 in immediate, unrestricted funds to 17 current and past grantees to help them respond. Although delayed, we were able to begin our normal grant review process in July and received our second highest number of applications, including a record 5 from the United States. In November, we made our largest ever annual grant award total of \$480,000 to 16 grantees, bringing our total grants for the year to a record \$565,000, an increase of 180% over 2019.

We owe much thanks to the individual donors and committees that made this possible, most notably Grant Review and Fundraising.

We hope and expect to continue this success and build upon it in 2021. To help make that happen we have initiated the development of a new three-year growth plan that will guide us through 2023. We also hired our first paid staff, Rachel Merrill, as Operations Director. Rachel brings expertise in fundraising, board and committee management and a can-do attitude that will allow us to bring even more focus and creativity to our work of alleviating extreme poverty.

For the past 2 years we have been actively recruiting alumni from outside the founding class of MBA'80 and now 30% of our membership are from over 20 "expansion classes", and we are targeting 50% in 2021. Already, Partners from GSB '90, '13 and '17 are on the PRW Board and other members representing new class years populate our committees and run our events. We are now truly a project of the GSB alumni.

This past summer, Dean Levin challenged the GSB and alumni to drive meaningful change in the area of racial justice. That may not be our direct business, but the economic improvement of those in poverty is. Now we are rethinking our US strategy to see how racial equity might fit into our mission and grant making process.

As two people whose only involvement in Project Redwood until a few years ago was primarily as sponsor and check writer, we have found a deeper engagement fulfilling. Getting to know our grantee social innovators is so inspiring and working side by side with former classmates and the talented alumni of so many other classes has made us even more proud of our Stanford credentials. As former Co-chair Ken Inadomi likes to say, "Others go to business school for 2 years. We go to the GSB for life".

What Project Redwood is today is the fulfillment of 15 years of work, and that work is still as fresh and rewarding as when it began. What we have built is our gift to the GSB alumni.

Sincerely,

Rick Agresta & Martha Clark
2020 Co-Chairs of PRW



GRANTEE: ANDEAN ALLIANCE FOR SUSTAINABLE DEVELOPMENT



www.projectredwood.org