In 2012, we saw an exciting opportunity to use technology as a scalable solution to **bridge the social service access gap**. And over the 2013-2014 year, we made the conscious choice to focus all of our energy and resources on creating a technology-driven organization. I could not be more excited about the direction we chose and the impact we've made so far. This year was about testing assumptions, prototyping, galvanizing support, and ultimately, **demonstrating that we’re developing something that people need**. Judging by the impact we’ve made, the community’s response and the support of our funder community, I’d say we’re on the right track.

We added a new team member, Eric Lukoff, Chief Technology Officer, and together we launched and continue to build upon the **new One Degree platform**. We also introduced a completely **new approach to social service data** -- one that is more accessible to actual families who are seeking and using services.

We were accepted into two startup accelerators – **Y Combinator**, a premier Silicon Valley institution, and **Fast Forward**, a new incubator for nonprofit tech startups – to help us widen our support network and to push ourselves further. During the last half of the fiscal year, we **focused on growing our community of users**, and realized we have a lot more work to do this in this area.

One of the lessons that Echoing Green taught me is the importance of reflection, which is an easily overlooked discipline when you’re running at startup speed. I wanted to share our reflections and celebrate our progress with you in the form of an inaugural impact report. It’ll cover our organization’s progress on **Impact, Talent and Finances** from July 1, 2013 to June 30, 2014.

If anything in the report piques your curiosity, please reach out for details. We are happy to share more and we’d love to hear your thoughts!

Thanks for your continued support,
**Rey Faustino & the One Degree team**
IMPACT

Our impact is helping people improve their lives to overcome poverty.

While we’re collecting the data to help us get there and measure that impact, we’re starting with outcome metrics to understand our growth. Our two main growth metrics are number of members (people who register for a One Degree account) and number of searches. We also measure our engagement on the platform by asking members to report if they found relevant opportunities.

Data in this report represents a six-month time period from January 1 (when we launched the new platform) to June 30, 2014.
IMAPCT: Outcome Metrics

Members

1,215 registered members

70% monthly growth rate

Searches

12,871 searches

154% monthly growth rate

Engagement

6,453 unique people searching

215 members reported that they found a relevant opportunity on One Degree
IMPACT: Who are our members?

We ask our members to answer profile questions, which help us give them better recommendations and also give us a better understanding of who we are serving.
### IMPACT: Who are our members?

<table>
<thead>
<tr>
<th>Gender Identity</th>
<th>Income</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>64% female</td>
<td>73% earn less than $2,000 per month</td>
<td>average age: 29</td>
</tr>
<tr>
<td>35% male</td>
<td>52% earn less than $1,000 per month</td>
<td>73% 35 or below</td>
</tr>
<tr>
<td>&lt;1% transgender or other</td>
<td>37% earn less than $500 per month</td>
<td>24% 18 or below</td>
</tr>
</tbody>
</table>
IMPACT: Top 5 searches

- Health – 17%
- Family services – 15%
- Summer programs – 11%
- Educational programs – 10%
- Housing – 9%
PARTNERS

We worked with the Bay Area’s most forward-thinking nonprofit and health organizations to refine our product & reach more families.

San Francisco Pilot Partners
• American Academy of Pediatrics
• Larkin Street Youth Services
• Mission Economic Development Agency
• Promise Neighborhoods Institute
• College Track
• Boys & Girls Club Sunnydale
• Western Addition Beacon Center
• City of Dreams
• JVS

Alameda County Expansion Partners
• Highland Hospital Health Advocates
• Community Health Center Network
FINANCES: Expenses

We saved 15% of our budgeted expenses this year (thanks in part to in-kind donors).

Actual Expenditures for FY13-14: $148,336

FY13-14 Budget: $174,821

In-Kind Donors

Say Media
donated office space in San Francisco

Amazon Web Services &
Y Combinator
donated web hosting
FINANCES: Funders

Funders provide the fuel to keep us going. Thanks for supporting our 2013-2014 year!

Institutions
Echoing Green
Knight Foundation
All Stars Helping Kids
Petra Foundation

Individuals - $10,000+
Anonymous

Individuals - $1,000+
Pilar Miller
Brian Lukoff

$250-$999
Jen Grimes
Jonathan Kurshan
Shane Barrett
Jonathan Coveney
Dan Hazekamp
Yuri Kondo
Adebola Olarewaju
Brett Alessi
Daniel Weiss
Yelp Foundation

$100-$249
Daphne Ross
Samuel Aborne
Dean Dieker
Joshua Reeves
Nathaniel P Smith
Adora Cheung

$50-$99
Ryan Gillette
Crisoforo Garza
Guagua Bo
Kimberly Le
Justin Fong
Seana Waugh

Nicholas A Mele
Sean E McBride
Sam Mankiewicz
Rachel Faustino
Chris Grapes
Rod Hsiao
Sandie Stringfellow
Ashley Halpin
Karla Monterroso
Carole Lukoff
Joel S. Lukoff

Timothy Barry
Alma Rico
Benjamin B Collins
Sungmin Cho
Laura M Gottlieb
David Shepard
Alexandra Fallon
Lee H Hsu
Andrew Cahill
Patrick Hart
Debra Bahr

Up to $49
Michael Eddy
Lindsey Smith
Patrick Hart
Grace Chung
Erica V Mosca
Erin A. Brannan

Meredith James
Erica Harrison
Marco Del Valle
Brandon S. Gordon
Brian Gold
Renee Manorat
Frank J Kusiak III
Amber Lancaster
Matt Monday
Yaniv Rivlin
David Phillips
Neill Kramer
James Tamplin
Sergio Marrero
Julie Brinkman
Tyler Bosmeny
Seth Bannon
Suraj Sindhia
Catherine Uong
Our team, advisors and volunteers are the lifeblood of our organization.

Team

Rey Faustino
CEO & Founder, Board Chair

Eric Lukoff
CTO

Karla Monterroso
Board Secretary

Rachel Ramos
Board Treasurer

Summer Interns
Adam Griffin, Damion Scott, Yaritza Velazquez

Advisors

Brett Alessi, Managing Director, Mass 2020

Dr. Ron Ferguson, Director of Achievement Gap Initiative, Harvard University

Dennis Hsieh, Resident, MD/JD, Highland Hospital

Suzanne McKechnie Klahr, Esq., CEO & Founder of BUILD

Nicco Mele, Technologist and Founder, Echo Ditto

David Onek, Executive Director, Innocence Project at Santa Clara University Law School

Alexandra Quinn, Vice President of Leadership and Strategy, Health Leads

J.B. Schramm, CEO & Founder of College Summit
PEOPLE: Volunteers

Super Volunteers
Dennis Hsieh
Karla Monterroso
Adriana Garcia
Victor Villa Ramos
Danielle Abaya
Briceyda Lopez

Spanish Language Team
Adriana Garcia
Briceyda Lopez
Karla Monterroso
Victor Villa Ramos

Street Outreach Team
Shane Barrett
Jade Chamness
Katie Cheng
Grace Chung
Kim Crawford
Anne Diaz
Will Heidrich
Deborah Hsieh
Karla Monterroso
Diana Quach
Sean Waugh
Brandon Young

Data Volunteers
Connor Ashenbrucker
Lyndsey Ballinger
Shane Barrett
Rhea Boyd
Jen Carter
Alvin Chan
Grace Chung
Debra Cleaver
Damon Francis
Liz Gropman
Zhonnet Harper
Michaela Hayes
Will Heidrich
Deborah Hsieh
Reese Isbell
Silvia Kellun
Beaudry Kock
Emmy Komada
Vincent La
Janet Lee
Brian Lukoff
Tim Marlowe
Chetna Pathak
Kenneth Perez
Sam Perryman
Lynn Pham
Jim Pugh
Diana Quach
Robert Ratner
Ellen Rinehart
Katrina Sadang
Ben Simon
Sydney Simon
Sandie Stringfellow
Jen Stutsman
Adam Taylor
Michelle Tong
Sandy Tran
Michael Wang
Sean Waugh
Andrea Wood
Brandon Young

Thanks, everyone!
Our mission is to connect low-income families with the help they need to thrive by providing useful, accessible information, and to promote transparency and accountability in the social service sector by empowering customers to give feedback on the programs they use.

Make a donation: 1deg.org/donate

Volunteer: 1deg.org/about/get-involved

www.1deg.org | info@1deg.org

one degree