

ANNUAL IMPACT REPORT

Fiscal Year 2013-2014

July 1, 2013 to June 30, 2014

1deg.org

one degree

THANKS

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

The background image shows a busy indoor event space, likely a trade show or conference. In the foreground, two men are looking at a tablet together. One man is wearing a dark jacket over a red shirt, and the other is wearing a white shirt and glasses. They are standing at a booth with a red tablecloth. In the background, other people are visible, and there are bright lights and a large window. The overall atmosphere is professional and collaborative.

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.

IMPACT: Outcome Metrics

Members

1,215

registered
members

70%

monthly
growth rate

Searches

12,871

searches

154%

monthly
growth rate

6,453

unique people
searching

Engagement

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?

Gender Identity

64%

female

35%

male

<1%

transgender or
other

Income

73%

earn less than
\$2,000 per month

52%

earn less than
\$1,000 per month

37%

earn less than
\$500 per month

Age

average age: **29**

73%

35 or below

24%

18 or below

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

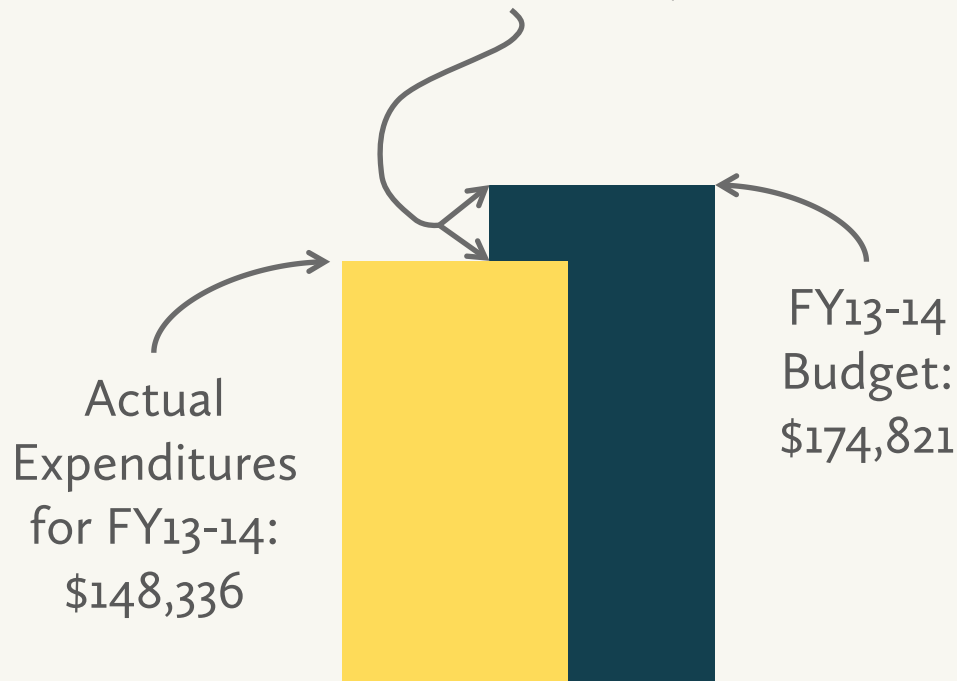
Alameda County Expansion Partners

- 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).



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

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

\$50-\$99

Ryan Gillette

Crisoforo Garza

Guagua Bo

Kimberly Le

Justin Fong

Sean Waugh

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

PEOPLE: Team, Board, Advisors

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

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

Summer Interns

Adam Griffin, Damion Scott, Yaritza Velazquez

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 Monterosso

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