DURING the 2014-2015 year, One Degree was focused on building, building our community, building our organization, and building more of our platform. As a result, we served 41,676 unique people, and One Degree is now a nonprofit and social services organization with a geographic reach throughout the Bay Area.

We're positioned to serve more people throughout the Bay Area.

We're going to significantly expand our geographic reach throughout the Bay Area.

We have been focused on philanthropic funding, but this year we are going to explore ways to earn revenue beyond traditional grants and donations. We're creating value in our community, and with some promising partnerships in technology and data, we're sure that there are agencies and companies that can benefit from them in ways that also further our mission.

In concert with growing our community, we're going to significantly expand our geographic reach throughout the Bay Area.

Letters from the CEO

Rey Faustino

ONE Degree Building a Pathway Out of Poverty

2014-2015 Impact Report

July 1, 2014 - June 30, 2015

With our small, yet mighty team, we are poised to tackle three big priorities in FY 2015-2016:

Growth

Here at One Degree, we're focused on creating an efficient and scalable platform that is easy to use because we believe that providing easy access to information and resources is a noble cause. With content and social media marketing, and growth-focused adjustments to our products, we are poised to tackle three big priorities in FY 2015-2016. Growth.

Sustainability

We have been building a sustainable business model that keeps our organization self-sustaining. While the community is at the heart of our work, to scale our platform, we have to use more scalable strategies to reach more people.

Expansion

In concert with growing our community, we're also going to experiment with scalable growth channels, such as incentive-based partnerships, and manage their organization's profile. We added new safeguards to protect our members' privacy by making One Degree HIPAA compliant. We released community editing tools, which enables anyone to edit resources on One Degree like Wikipedia. Our team reviews each submission to ensure accuracy. We also made dozens of fixes under the hood to improve One Degree's speed, reliability, and accuracy.

Ultimately what we care about most is helping families and at-risk individuals break the cycle of poverty.

Ultimately what we care about most is helping families and at-risk individuals break the cycle of poverty. In this Annual Impact Report, you can read stories from our members, like Tramicsha, who uses One Degree to find resources and housing for herself and her son. She describes how helpful One Degree has been to her: “You may see a list of resources… but I see hope.”

People like Tramicsha are the reason we do the work we're doing. And we've taken the steps necessary to start measuring how families, like Tramicsha's, are improving their lives. Last year, we had a 176% increase in registered members and a 268% increase in people searching on the site.

When I started One Degree, I never imagined that a year in which we had a gain of almost 50,000 users would be failure. But we had more aggressive growth goals, and we learned that the traditional tactics we used were not scalable. To illustrate, we conducted over 100 community outreach events during FY14-15, which drove early growth. But these events were resource intensive, requiring significant staff and volunteer time, which gained relatively small increases.

While the community is at the heart of our work, to scale our platform, we have to use more scalable strategies to reach more people.

We also realized that it is difficult to sustain the rate of growth with significant staff and volunteer time, which garnered relatively small increases.

We're also grateful for the support of our Board of Directors and Advisors. One Degree's Board and Advisors have ensured that the organization is able to continue improving the lives of families in our community.

Our deepest appreciation goes to the foundations, corporations, and individual donors who have given us the fuel to do our work. They keep the lights on, the servers humming, and our community growing.

We're also grateful for the support of our Board of Directors and Advisors. One Degree's Board and Advisors have ensured that the organization is able to continue improving the lives of families in our community.

For good reason, I regularly reflect on the accomplishments of our staff. They are truly All-Stars, who work in service of our community with humility, authenticity and intentionality. They inspire me everyday, and I believe we can continue to make an impact with this team.

Most importantly, we want to thank our community for using One Degree and working on improving their lives and the lives of others. Community is at the heart of our work, and we look forward to helping more families build a pathway out of poverty.

Thank you for your support,
Rey Faustino & the One Degree team

A number of good things happened at One Degree last year:

With Highland Hospital as our anchor partner, we expanded our presence in Alameda County in October 2014. Not only are we now able to reach an entirely new population of people in need, but we learned a lot about what it takes to expand our service to a new region, such as the need for local relationships, information, and financial support.

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Thank you for your support,
Rey Faustino & the One Degree team
“One Degree is like having a case manager at my fingertips.”

Kristina

“...and measuring our community’s growth and engagement, and how families are breaking the cycle of poverty. The “Impact Funnel” below shows the top-level outcomes from July 1, 2014 to June 30, 2015.

In December 2014, we released community editing tools, which enables anyone to edit resources on One Degree. It’s like Wikipedia, except our team reviews each submission to ensure accuracy.

With over 5,000 listings of services in our database, we have a wide range of resources for families. Here are the top 10 things our community searched for last year.

39% 22% 14% 12% 8% 5%

Outcome Metrics

We assessed the help and impact generated in terms of community growth and engagement. The charts and graphs below illustrate the success of our program in connecting people with the resources they need.

Impact Burden

Community Editors

Top 10 Searches

Users by Age

Press & Awards


Nongraph website capacity to demonstrate innovation and human presence with electronic services.
Expenses

We saved 25% of our budgeted expenses this year. (Thanks in part to our in-kind donors)

Actual Expenditures for FY14-15:
$343,672.75

Funders

$100,000+
Anonymous
Justice, Justice Foundation

$25,000-$99,999

$100,000-$244,999
Coastal Foundation
Eva Wu
American Academy of Pediatrics, CA Chapter 1

$1,000-$9,999
Chris Eyre
Vaughn Koch
Alison Motes
Dan Weiss
Grace Chung

$50-99
Sandie Stringfellow
Paul Wehrley
Anna Lukoff

Up to $49
Jim Fruchtersman
Anne F. Sauer
Stacy Waldner
Carl Shain
Jevins Layne
Dena Kikamatsu
Michael Eddy
Diane Tate

In-Kind Donors
Say Media
Y Combinator
Twitter
Pandera
Pinterest
Mamilla
GitHub

$10,000-$24,999
Say Media
Y Combinator
Twitter
Pandera
Pinterest
Mamilla
GitHub

$250-$999
Lily Hoang
Mike Pearson
Jean Marie Kouri
Sara Weese
Brett Alexei
Brian Stone
Clinton Yara
Jonathan Abrams
John Glover
Jonathan Kornish

$100,000+
Anonymous
Justice, Justice Foundation

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$100,000-$244,999
Coastal Foundation
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American Academy of Pediatrics, CA Chapter 1

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Up to $49
Jim Fruchtersman
Anne F. Sauer
Stacy Waldner
Carl Shain
Jevins Layne
Dena Kikamatsu
Michael Eddy
Diane Tate
The One Degree Team

**Advisors**

- Steve Metta
  Advisor and Founder
- Mike DeSimone
  President/Chief Operating Officer
- John Jenkins
  Professor Emeritus of Business at UC Berkeley
- Margaret McKinnon Kinley
  Former ... President

**Partners**

Over 500 nonprofit, social work and healthcare professionals representing more than 200 organizations around the Bay Area use One Degree at work.

- Over 53% of these “pro” members engaged in significant investment activities, like reviewing an opportunity, submitting new organization information, or building custom lists.
- Over half of those organizations opted to develop a deeper relationship with One Degree.

**Training, Co-Marketing & Product Integration Partnerships**

- Over 500 nonpro/f_it, social work and healthcare professionals representing more than 200 organizations around the Bay Area use One Degree at work.
- More than 53% of these “pro” members engaged in significant investment activities, like reviewing an opportunity, submitting new organization information, or building custom lists.
- Over half of those organizations opted to develop a deeper relationship with One Degree.

**Volunteers**

- Ali Abdelbary
- Tania Alfaro
- Nassert Arek
- Shane Barrett
- Samantha Bell
- Rhea Boyd
- Benjamin Bustamante
- Ana Canillas
- Juan Cardenas
- Jade Chamness
- Katie Cheng
- Jenni Choi
- Grace Chung
- Monica Cobbins
- Kimberly Flaherty
- Robert Fleming
- Damon Francis
- Monica Guo
- Will Heidrich
- Troy Henry
- Kristin Hiyama
- Deborah Hsieh
- Dennis Hsieh
- Damon LeKnarl Stuart, Jr
- David Lerman
- James Liu
- Alice Mao
- Andrew Marmelstenin
-Brittany Maxwell
-Jah’Nise McElroy
-Maria Melgarejo
-Mercy Mena
-Shakeyla O’Cain
-Yolanda Quevedo
-Patrick Regan
-Samuel Rivera
-Shardonnay Ross
- AJ Stevens
-Dorothea Tolliver
-Elijah Toluao
-Lonnie Tuck
-Kate Walrath
-Kate Walsh
-Sean Waugh
-Tiana Wertheim
-Andrea Wilcox
-Folashade Wolfe
-Jake Yesbeck
-Justin Young
-Jennifer Yu
-Winnie Yu

"The One Degree Team"

**Bank Affiliates**

- Build to Build
- Boys & Girls Club
- Children's Council
- City of Dreams
- College Track
- Compass Family Services
- County of Alameda, Probation Department
- Highland Hospital

**Board**

- Rhea Boyd
  Pediatrician
  Palo Alto Medical Foundation
- Ron Ferguson
  Senior Lecturer & Director of Achievement Gap Initiative
  Harvard University
- Dennis Hsieh, MD/JD
  Resident
  Highland Hospital
- Maryam Bhimji
- Lean DeLeon
- Meredith James
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Thank you!

Your support empowers us to help more families in need!

❤️ one degree

Donate

We rely on help from our community to fund our organization. Your donation will go directly towards our operational costs.

Join our mailing list

Stay up-to-date with the latest news and product features and find out what’s happening in your neighborhood.

Volunteer

Help us grow the One Degree community by joining our outreach volunteer team! We interact with people from different neighborhoods in SF and Alameda during fun community events throughout the year.