From our Founder & CEO

Dear Supporter,

One Degree is ready for take off.

After four years in the startup phase, we set a strong foundation to increase our impact. In just one year we doubled our users, doubled our team, and proved that the One Degree model works across the San Francisco Bay Area. Over 91,000 unique people used One Degree to access critical resources in their community. That's an increase of 139% from FY14-15. Now 8,000 people rely on One Degree every month.

We're now primed to do our work on a much larger scale – to help many more people build their own path out of poverty. One Degree has become integral to people's lives in the Bay Area. It isn't just a “nice-to-have” anymore. Everyday we work with people who tell us that One Degree is a “must-have,” and the demonstrated impact we’re making in the Bay Area is the reason I’m so excited about our transition from the startup phase to what we’re calling “Phase 2: Scale.” We’ve piloted and tested our product, implemented improvements, and built the foundation for One Degree to systematically grow beyond the Bay Area.

"In just one year we doubled our users, doubled our team, and proved that the One Degree model works across the San Francisco Bay Area."

Growth doesn't come without a new set of challenges. Because we doubled our team, membership, and budget, we had to build new internal systems that could sustain the rapid pace of organizational growth. We know we’ve got more work to do, which is why we’re going to embark on a strategic planning process to help pave the way for the next phase. This year we will also begin a robust fundraising campaign to enable more people and organizations to join us in the work of building a systemic approach to fighting poverty.
Community remains at the heart of our work. Ultimately One Degree is about helping families and at-risk individuals break the cycle of poverty. Throughout this Annual Impact Report, you can read stories from our members who continue to inspire us to build and operate the best-in-class platform for the most vulnerable to find, manage, and share critical resources. A member who had an impact on me recently was Lynda, who lost her job and home, was living out of a motel in Daly City, and was running out of money. She used One Degree to access affordable housing for her family, and she said, “I didn’t know there were so many options out there!” Community members like Lynda inspire us to do the work we do.

Our work relies on hundreds of financial supporters – foundations, corporations, individual donors and government agencies – who share our values and give us the fuel to empower our community and challenge the status quo. Thank you for helping us gain the momentum we need to take One Degree to the next level. I am indebted to our Board of Directors and advisors, who provided valuable guidance throughout the year, and to the dedicated One Degree staff for their energy and daily contribution to our mission.

This annual report provides the snapshot of where we’ve been and how we’re ready to accelerate our impact in the year ahead.

Thanks for your support,
Rey Faustino
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Our Year in Review
The new One Degree

At One Degree, we believe technology is like a garden that you cultivate, grow, and develop over time. Last year, we spent a significant amount of time weeding, replanting, overhauling, and improving our One Degree “garden,” and in February after months of reflection, learning from our community, and software development, we launched the new One Degree. Not only is the new platform sleeker and more intuitive to use, it’s 85% faster, has new features that help measure impact, and most importantly, lays the foundation for us to scale.

Member Story

"I ask all my clients: Do you know about One Degree?"

As Program Coordinator at Edgewood in SF’s Bayview District, Francisco has been supporting and empowering families and youth for 20 years. One Degree has become his go-to tool to access resources: “It has made my work way easier. In the past, I would search the internet or call services one by one. Now with One Degree I have a ‘one-stop-shopping’ tool. I’ve tried many other services and they’re not as handy and practical as One Degree.”
Launching One Home

In partnership with Compass Family Services, we launched One Home, the first ever, Bay Area-wide website built exclusively for low-income and homeless families to find and access affordable housing. Built on top of the infrastructure of One Degree, nearly 20,000 people have made over 70,000 searches, and have downloaded more than 10,000 applications for housing from One Home since we launched it this year.

People have downloaded more than 10,000 applications for housing from One Home since we launched it this year.

Member Story

“It was so useful to have a site that actually helps you get onto those waitlists.”

Tracie wanted to help her sister, LaTonja, who was struggling to find affordable housing in Oakland. LaTonja, desperately needed housing for herself and her two daughters, but she was discouraged by the search process, with an endless maze of eligibility requirements, applications, and waiting lists. Tracie heard about One Home, and together they used it to help LaTonja get on several affordable housing waitlists. Because of One Home, LaTonja is on her way to getting safe and stable housing.

“Why doesn’t everybody know about One Degree?!” said Tracie, who has now made it her mission to spread the word in her community.
We doubled our geographic coverage

This year we expanded into Contra Costa and San Mateo counties, getting us closer to our goal of serving the entire Bay Area by the end of 2016. Currently over 700,000 people living below the poverty line can access thousands of their community’s resources through One Degree, the most comprehensive and reliable community resource database in the Bay Area.

As of June 30, 2015 As of June 30, 2016
5,727 → 8,066
Social service resources on One Degree

41%
Growth in the last year

* One Degree factors in household income, demographics, age and education when defining our target population.
Double the impact

91,906 unique people used One Degree last year

Top search areas
1. Housing
2. Employment
3. Food
4. Education
5. Health

Age
- 18-24: 16%
- 25-34: 33%
- 35-44: 22%
- 45-54: 15%
- 55+: 16%

Gender
- Men: 44%
- Women: 56%

We nearly doubled our membership in one year!

6,602 total registered One Degree members

Membership
- Community Members: 85%
- Pros: Social service, nonprofit, & healthcare professionals
  Community Members: People looking for resources for themselves or their families
A new look for our next phase

As we are transitioning from startup to scale, we need a brand that will match our aspiration to create the one place to access resources for anyone, anywhere, anytime.

It was time for our brand to grow up.

We want our new brand to speak to our diverse and close-knit community. Trust, reliability, and community-building are core to our organization, and so to represent those feelings, we created a universal symbol for us as a community.

We believe our new brand conveys what differentiates us from other organizations and companies in our field: we’re an innovative, mission-driven nonprofit organization that puts real people first. One Degree’s aim is not just to make information easier to access, our mission is to help families create a path out of poverty. One Degree provides hope.

To usher in the new phase, we embarked on a journey to search for One Degree’s new identity.

We’re proud to introduce our new One Degree brand, new logo, and new domain name, www.1degree.org.
Starting the Next Phase
Key priorities for 2016-2017

This year we’re working on three key priorities that will set the organization up for long-term success and broader impact.

Improving member engagement
We have proven the One Degree model works for the community, and now we want to improve member engagement, support, and brand awareness. This year we will be improving our user experience so that more people become champions of our platform.

Deepening our impact
Our mission at One Degree is to help families and at-risk individuals overcome poverty, and we know that providing information is just the first step to building a path out of poverty. This year, we want to deepen our impact by building tools that measure how people access the resources they need and how those resources make a lasting impact on people’s lives.

Organizational sustainability
While the organization has been primarily philanthropically funded during Phase 1, this past year we won our first government contract and signed our first earned revenue customer. With proof that institutions benefit from One Degree integrated into their systems, we will be pursuing more governmental and earned revenue clients to diversify our funding for a more sustainable future.
The next phase for One Degree

We’re at a critical inflection point. Our first four years were about proving there’s a need in our community for a better way to access resources to improve people’s lives. Now as we think about the next four years we are planning how One Degree can make a systemic impact. We will continue to run the best-in-class platform to access social services, and continue to improve the product. In our next maturing phase, we will begin integrating our services platform into nonprofit, governmental, and health care agencies.

These institutions and organizations will enable us to reach thousands of people at scale at a much more rapid pace.

Last year, we partnered with multiple organizations to integrate One Degree more deeply into their work. We’re looking forward to adding more partners in the coming year to reach even more people in need of critical life-saving resources through a systems-level approach.

Phase 1: Innovate Search (2012-2016)
Make social services accessible to everyday people
- Research
- Prototype
- Test and get feedback
- Get people to use it
- Measure, evaluate, and improve user experience

Phase 2: Scale (2016-2020)
Grow our impact and community with institutions
- Increase membership
- Build tools for nonprofit, health care, and social work professional users
- Expand into new geographic regions
- Partner with nonprofit, healthcare, and governmental institutions to deeply integrate One Degree into their work
The People Behind One Degree
One Degree is built for, with, and by the community.

Our eight full-time staff members are 62% people of color, 50% formerly low-income, 50% immigrants, 38% women, and 38% LGBTQ. We intentionally recruit with our community’s background in mind, bucking the trend of technology organizations. We use our life experience to deliver the best product we can build for traditionally underrepresented people.
Our extended team

Advisors

Brett Alessi
President and Co-founder, Empower Schools

Rhea Boyd, MD, FAAP
Pediatrician and Child Health Advocate, Commonwealth Fund Mongan Minority Health Policy Fellowship
Harvard TH Chan School of Public Health

Ron Ferguson
Sr. Lecturer & Director of Achievement Gap Initiative, Harvard University

Dennis Hsieh, M.D., J.D.
Physician Specialist, Los Angeles Department of Health Services

Edward Mansell
Associate, DLA Piper

Suzanne McKechnie Klahr
CEO & Founder, BUILD

Nicco Mele
Director, Shorenstein Center on Media, Politics and Public Policy
Harvard Kennedy School

Zac Townsend
Chief Data Officer, State of California

Community Partners

Alameda County Behavioral Health Care Services
Alameda Health System
Highland Hospital Health Advocates
Alpha Public Schools
American Academy of Pediatrics
Bayview Third on Third
BMagic
Building Blocks for Kids
Catholic Charities Youth Club at St. Francis of Assisi
Center for Empowering Refugees and Immigrants (CERI)
Compass Family Services
Educators for Fair Consideration
Gatepath
Getting to Zero SF
Healthcare for the Homeless Contra Costa
Highland Hospital
JobTrain
Loaves & Fishes of Contra Costa
Los Angeles County Department of Health Services
MoMagic
Oakland International High School
Our Youth Matter
Project Legal Link
Ravenswood Family Health Center
San Francisco Family Support Network
San Francisco Housing Development Corporation
San Mateo County Health System
San Mateo County Systems Change Group
Shelter Inc.
Southeast Families United (Edgewood)
The Primary School
The Women’s Building
Twitter Neighbor Nest

Interns

Jacob Adams
Glory Chung
John Gayaban
Stella Li
Ramee Saleh
Juan Gonzalo Carrasco Tapia
Jordan Valdespino
Sophia Yin

Resource Specialists

Karla Boza
Kristal Choy
Lean Deleon
Navneet Kaur
Sonia Martinez
Julie Pham
Nicole Thomsen
Kay Tittle
Sally Voisen
Linda Vu
Chris Windle
Thank you to our funders!

One Degree’s ability to reach thousands of Bay Area residents seeking life-saving social services can be attributed to the generosity of these dedicated foundations, corporations and individual supporters. Their kindness enabled us to increase our impact to serve 91,000 more people this year.
Financials

2015-2016 Expenses

- Program & Product Development: 72%
- Development: 10%
- Operations: 18%

Total Expenses: $671,805

Projections

One Degree plans to raise a total of $6 million dollars over the next three years through foundations, corporations, individual donors, government contracts and earned revenue. Our fundraising will match the growing needs of the organization as we spread One Degree throughout California and into five metro areas nationwide.

In the next phase, we anticipate adding staff to support product development, community growth, partnership development and management, resource management, and organizational capacity building.

- 2016-2017: 10 staff, Budget: $1.2M
- 2017-2018: 16 staff, Budget: $1.6M
- 2018-2019: 27 staff, Budget: $3M
Join the conversation!

One Degree empowers people to create a path out of poverty for themselves and for their communities. Our work has just begun.

If you would like to help bring One Degree beyond the Bay Area to help thousands more families break the cycle of poverty, donate at:

www.1degree.org/donate

Contact

📧 development@1degree.org

facebook.com/1degree.org

twitter.com/1deg

linkedin.com/company/one-degree-inc-
youtube.com/user/1degorg