ANNUAL IMPACT REPORT
Growing to New Heights

July 1, 2016 to June 30, 2017

www.1degree.org
Letter from the CEO

We’re building something big at One Degree.

In preparation for our fifth birthday this past June, we embarked on a comprehensive strategic planning process — a bit of soul-searching — to get clarity on the path forward for our organization. After reaching over 250,000 people and expanding our platform to serve all 9 counties of the Bay Area and Los Angeles County, we asked ourselves, "How can we make more of an impact on people’s lives?"

While over 15,000 people every month rely on the One Degree platform from Santa Rosa to Long Beach, we realized that we have the potential to scale to impact the millions of at-risk and low-income families who are striving for social and economic mobility. In order to do that, we need to change the system.

So this year we clarified One Degree’s long-term goal: to be a nationwide public utility, the one place to access social services for anyone, anywhere. To reach this audacious vision, we completed a strategic plan for the next phase of our work, covering 2017-2020.

This new phase came with its own unique set of challenges. We pushed and stretched our staff, board, and partners as we balanced between rapidly expanding and deeply serving our current communities. This is why we’re adding capacity to support our bold plan. We also spent a significant amount of time this year learning how to be a good community partner, as we worked with new organizations to expand throughout the Bay Area and to Los Angeles.

We would not be able to do this work if it weren’t for our financial supporters — foundations, corporations, and individual donors — who have given us the fuel to dream and do more. Thank you for helping One Degree become a leader in designing and serving products for the most vulnerable members of our community. Deep thanks to our Board of Directors and advisors, who continue to provide invaluable guidance throughout the year, and to the hardworking One Degree staff for their energy, dedication, and daily contribution to our mission.

Onward,
Rey Faustino
Founder & CEO
OUR YEAR IN REVIEW

I. Member Stories
II. Partners
III. Platform
IV. Impact
V. Expansion
We are singularly focused on building a community of people who are empowered to find and access resources for themselves and their communities.

Community building is the core of what we do.

Technology is just a means to an end.

We are honored to share with you a few stories from our thousands of members.

**Jeronimo**  
Student, Immigrant

When we met Jeronimo in August 2016, he was a senior in high school with a dream of becoming a civil engineer. A few years prior, he moved to San Francisco on his own to get a better education to pursue his dream. However, it was difficult to get by with the Bay Area’s high cost of living and housing market. To make ends meet, Jeronimo worked two part-time jobs while juggling full-time high school and the college application process.

Jeronimo learned about One Degree at school and used the platform to find and use free SAT classes, scholarships, and other programs that helped him build a path to college. Recently Jeronimo graduated from high school and started attending San Jose State University. He is able to live on campus and completely focus on his studies because of the scholarships he discovered on One Degree.

Jeronimo has since become a One Degree evangelist, helping classmates access everything from affordable housing to immigration services – all through One Degree. This is the power of not only helping one individual directly, but giving them the tools to help their community.
Anne
Pro Member

Anne first used One Degree while working at Boys Hope Girls Hope (BHGH), an international nonprofit that provides long-term, comprehensive education-based case management for teens and young adults. The San Francisco chapter’s students predominantly come from the Tenderloin, one of San Francisco’s lowest income neighborhoods.

One of the BHGH students, a middle schooler, wanted to attend an arts summer camp. As the daughter of immigrant parents, with only one parent able to work, her family wasn’t able to afford extracurricular activities or summer camp.

When Googling failed to turn anything up, Anne used One Degree and was delighted to find a foundation that specifically helps fund programs for children and their development. The foundation was able to cover 85% of the tuition for this summer program, making it possible for Anne’s student to attend. Remarkably, even when Anne did a search on Google for this foundation, it never showed up.

“Before discovering One Degree, we used to just Google and open up a bunch of tabs, so some days I was shocked that I would lose half a day just Googling. I found One Degree very helpful because it’s all aggregated on one platform. It saves us so much time,” Anne told us.

By using One Degree, Anne was able to better manage her work, find resources she didn’t know about, and focus her limited time on working directly with clients.
Alisa Guthrie discovered One Degree when she searched for “Yelp like app for social services.” As a Clinical Social Worker for The Intimate Partner Violence Assistance Program at the University of Florida Levin College of Law, Alisa wanted to avoid the inefficiencies of updating paper resource binders for her clients in Gainesville, Florida.

Gainesville is a small city in northern Florida where about 35% of the population lives under the Federal Poverty Line. When Alisa contacted One Degree, it had not expanded to Gainesville or anywhere in Florida. However, One Degree’s platform provides the infrastructure for community resources to be added from any region in the US.

Over several months, Alisa, students from the University of Florida, and community members volunteered their time to add resources to One Degree. The team’s efforts are still underway as they continue to grow Gainesville’s database of resources.

As Gainesville’s One Degree champion, Alisa is dedicated to sharing One Degree with other nonprofit professionals like hers and, most importantly, with the many families in need of resources.

Alisa writes, “The information age we live in has not permeated the world of helping professionals or community-based work. Before One Degree, information was not at our fingertips. Information that can help keep people safe from a harmful partner, or obtain necessary medication, get sober, or feel less alone. Of all the information that exists, that is the information we need the most. I am so grateful that One Degree exists to help break down these barriers.”
One Degree works closely with community partners to strengthen the ecosystem and build a community of practice. We are fortunate to have partnered with such forward-thinking and dynamic organizations who are interested in systemic change through innovation. Here are some of the partners with which we have worked most closely this year.

Dignity Health

Dignity Health, a California-based healthcare system that operates hospitals and clinics in three states, awarded One Degree a Social Innovation Partnership Grant to integrate our platform within hospitals in San Francisco and Los Angeles. In order to help patients stay healthy and avoid costly admission to hospitals, One Degree has been working with their hospitals to help healthcare staff easily identify and refer resources to their patients. Their staff now uses One Degree as their digital binder with hundreds of Dignity Health-approved resources available to staff and patients.

Our first year of partnership focused on learning about the needs of Dignity staff in different hospital settings and customizing One Degree accordingly. **Now we are training six hospitals to use and incorporate One Degree into their workflow** so healthcare practitioners can find resources quickly across their hospital teams. The partnership is a first step in replicating this model throughout other large healthcare institutions.

Compass Family Services & Homeless Prenatal Program

September 2016 marked the one-year anniversary of One Home (www.onehomebayarea.org), the first and only Bay Area-wide website built exclusively for low-income and homeless families to find and track applications for affordable housing.

One Home is the result of a partnership with Compass Family Services, a nonprofit dedicated to helping families who are homeless or at-risk of being homeless. One Home was designed to respond to the housing search challenges that low-income families face, such as applying to over 40 housing properties and keeping track of all of those applications.

This year, Homeless Prenatal Program also joined us to help maintain the affordable housing database and keep it up-to-date with the most current housing properties.

Since 2015 nearly 20,000 people have made over 130,000 searches and have downloaded over 21,000 applications for housing.
The Primary School

When One Degree expands to new regions, we begin by securing a local anchor partner, a reputable organization that has a vested interest in the community. As One Degree was exploring the possibility of expanding its service to San Mateo County, The Primary School (TPS) approached us, and soon after, we began a partnership.

TPS is a new, innovative school model with an integrated health component and a commitment to serving children and families in the communities of East Palo Alto and Belle Haven, where 45% of their residents live below the federal poverty line. One Degree worked closely with the community and local agencies to understand their needs, added nearly 1,000 resources to create a comprehensive database, and built a training program to educate the TPS team and their families about the platform.

We are continuing to work with TPS to add more resources and further the integration of our platform with their system, ultimately helping more families access wraparound services.

Los Angeles County Department of Health Services

One in three Los Angelenos lives below the poverty line, yet most information about community resources is trapped in binders, spreadsheets, and the minds of expert social workers. In 2016, One Degree partnered with the Los Angeles County Department of Health Services (LADHS) to bring the platform to the county, the most populous in the country.

One Degree’s partnership with LADHS has proved to be a unique opportunity on several levels. We collaborated with local agencies to collect resource manuals, binders, and spreadsheets to create a comprehensive community resource database. We had to reimagine our outreach strategy to reach a population three times larger than the Bay Area. We developed a training program to equip service providers and train community members. We also built new reporting and assessment tools.

We officially launched One Degree Los Angeles in July 2017 and are ramping up efforts to reach a million families in LA in the next 3 years.
We spent a significant amount of time this year investing in our core service, improving search speed by 40% and launching critical enhancements, such as better mapping tools and improved search result quality.

We grew our database of resources from serving just 4 counties to 10, increasing the number of resources available by 102%. We also made substantial under-the-hood changes to accommodate new regions, like Los Angeles County.

Our community editors – people who are adding and editing resources on our platform – increased by 313%, making our platform truly collaborative and community-driven.

The number of people who indicated they accessed resources or applied to housing they found on One Degree increased by 362%.
One Degree Plus

We recognize that, while we help thousands of low-income individuals directly, we cannot do this work alone.

That’s why we added new tools that help make our professional users – people who support families as their clients – even more effective. In some cases, when our professional members help one of their clients on One Degree, that client goes on to create a One Degree account for him or herself.

Reaching and serving families is truly a collaborative effort.

Referrals

In February 2017, we launched Referrals, enabling professionals to share and track resources with their clients. Clients receive referral information by email, text message, or a paper printout. Clients and the professionals helping them can use One Degree to track progress and the outcome of those referrals. Clients also get automated text or email follow-ups, enabling practitioners to “close-the-loop” on service linkages.

Reporting Tools

This year we also introduced a suite of robust, customizable reporting tools for social service, government, and health care agencies. These tools allow organizations to see their referral and client data, like what resources are most commonly used, the effectiveness of referrals, and other relevant behavioral data. Our reports ultimately help organizations make more informed decisions about how to improve service delivery.

Screening and Assessment Tools

We launched new screening and assessment tools. With the Los Angeles County Department of Public Health, we introduced assessment questionnaires that screen for diabetes and other resource needs and provide automated recommendations based on individuals’ answers. Assessment tools are available to any organization and can be customized.
This year we introduced a new metric, which represents self-reported information about whether members have "accessed" a resource, including whether they have applied, gone in person, or contacted a program or service.

While we are in the early stages of measuring how our members access resources, measuring our impact in the long-term will also require that we measure resource enrollment or utilization, which we will be focusing on this next fiscal year.

**People found 3 resources on average to meet their needs.**
**UNIQUE PEOPLE using One Degree**

- 2013 - 2014: 12,771
- 2014 - 2015: 38,501
- 2015 - 2016: 91,906
- 2016 - 2017: 110,569

**REGISTERED MEMBERS**

- 2013 - 2014: 1,215
- 2014 - 2015: 3,356
- 2015 - 2016: 6,602
- 2016 - 2017: 10,191

**MILESTONES**

- 250,000 people reached
- 15,000 resources available
- Over 21,400 affordable housing applications downloaded
- 281% increase in number of community submissions
- 264% increase in number of resources in database

**TOP RESOURCES SEARCHED IN THE BAY AREA**

- 56%: Housing
- 20%: Employment
- 17%: Food
- 7%: Other*

* Includes Education, Urgent, Money, Family & Household, Legal and Health
One Degree is now serving all nine counties in the Bay Area!

**EXISTING COUNTIES**
- San Francisco
- Contra Costa
- Alameda

**NEW COUNTIES**
- Santa Clara
- San Mateo
- Solano
- Napa
- Marin
- Sonoma
NEW EXPANSION: LOS ANGELES COUNTY

Serving all cities and communities throughout the county, including:

- Lancaster
- Santa Clarita
- Van Nuys
- Pasadena
- Los Angeles
- El Monte
- Pomona
- Compton
- Long Beach

Launched in July 2017 in partnership with Los Angeles County Department of Health Services
KICKING OFF THE NEXT PHASE

Chapter Two

1. Strategic Plan
2. Key Priorities
As One Degree celebrated its fifth year, we re-examined our path to create systemic change for at-risk and low-income communities across the country. Over the course of six months, we partnered with McKinsey & Company and Tipping Point Community, engaging leadership, board, staff, partners, and community members to create a strategic plan for 2017-2020.

Download and read the full strategic plan at: 1degree.org/strategicplan

1. Strategic Plan

Kicking off the next phase

Long-term Goal

One Degree’s long-term goal is to be the nationwide public utility that connects people to social services: the infrastructural layer that enables people to access services, and also enables policymakers and funders to evaluate the effectiveness of those services.

Phase 3.0 (2020 - 2027)

Strategy 5: Enhance program to include vertical integration within government and nonprofit systems
Strategy 6: Become fully financially sustainable, through a mix of renewable government contracts and paid services for agencies
Strategy 7: Achieve national reach through a mix of full-service and community-driven expansion

Phase 2.0 (2017 - 2020)

Strategy 1: Refine program for impact and scale to enable enrollment and utilization measurement
Strategy 2: Expand organizational capacity
Strategy 3: Increase financial sustainability
Strategy 4: Begin expansion through community adoption

One Degree’s long-term goal is to be the nationwide public utility that connects people to social services: the infrastructural layer that enables people to access services, and also enables policymakers and funders to evaluate the effectiveness of those services.
II. Key Priorities 2017–2018

Create cohesive program

We want to create a high quality member experience and journey to measure life improvement and social and economic mobility. We’ll work on product improvements and experiments, like direct access and the common application prototypes, which enable members to enroll in programs directly.

Test expansion approaches & models

To grow beyond the Bay Area and Los Angeles, we’re going to experiment with two new approaches to expansion: 1) Full-service expansion, where One Degree takes the lead in adding and updating resources and driving community adoption, and 2) Community-led expansion, where One Degree supports local entities to take the lead.

Test sustainable resource engine

To start creating a sustainable funding stream for the organization, we will expand our earned revenue model for nonprofit, healthcare, and governmental agencies (One Degree Plus) and also raise local funding (from government, healthcare, and philanthropy) for our current markets and upcoming expansion markets.

Fortify operations for scale

Now that we’re serving both the Bay Area and Los Angeles with plans to expand beyond, we need to strengthen the organization’s foundation to ensure that all systems are functioning smoothly. We’re going to scale up internal functions, such as finance, human resources, facilities, measurement and evaluation, and development, to ensure we can serve our program at scale.
Chapter Three

PEOPLE BEHIND ONE DEGREE

I. Staff
II. Board of Directors
III. Extended Team
IV. Funders
Our mission-driven team is revolutionizing access to social services. We use our perspective and deep knowledge that stems from lived experience from marginalized communities to inform our service.

We develop solutions for the community, by the community, and with the community.

Our 10 full-time staff are:
- 60% people of color
- 40% women
- 40% formerly low-income
- 40% immigrants
- 50% LGBTQ

Angel Alvarado  
Senior Software Engineer

Herbert Castillo  
Operations & Development Associate

Donna Chan  
Product Designer & Researcher

Emma Craig  
Resource Coordinator

Rey Faustino  
CEO, Founder & Board Member

Audrey Galo  
Resource Manager

Isaac Granillo  
Software Engineer

Eric Lukoff  
Chief Technology Officer

Orlando Pineda  
Software Engineer

Andrea Wood  
Interim Director of Development
Karla Monterroso, Board Chair
VP of Programs at CODE2040
Karla is the VP of Programs at Code2040, a non-profit dedicated to closing the racial wealth gap by mobilizing a community of Black, Latinx, and allied technical talent to create the economy of the future. Karla has dedicated close to 20 years to low-income underestimated communities and the young leaders within them. Karla is an alumna of the University of Southern California.

Rachel Ramos
Attorney, Akin Gump Strauss Hauer & Feld LLP
Rachel grew up in San Antonio, TX, received her B.A. from the University of Notre Dame and her JD and MBA from American University in Washington, DC. She’s an attorney at Akin Gump Strauss Hauer & Feld LLP in Los Angeles.

Lilibeth Gangas
Chief Technology Community Officer, Kapor Center for Social Impact
Lili is the Chief Technology Community Officer at the Kapor Center. Her work is centered around building inclusive tech and entrepreneurship ecosystems. She holds an MBA from NYU Stern School of Business, a B.S. in Electrical Engineering from the University of Southern California and Systems Engineering Certification from UCLA Extension.

Dr. Michael McAfee
President, PolicyLink
Michael is President of PolicyLink and the Co-Director of the Promise Neighborhoods Institute at PolicyLink. His work advances equity — just and fair inclusion into a society in which all can participate, prosper, and reach their full potential. An Army veteran, Michael earned his Doctorate of Education in Human and Organizational Learning from George Washington University.

Rey Faustino
CEO & Founder, One Degree
Rey launched One Degree in 2012. He received his B.S. in Business Entrepreneurship from the University of Southern California and earned his Master in Public Policy from Harvard University’s Kennedy School of Government. He is an alumnus of Y Combinator, an Echoing Green Fellow, and an Education Pioneers Fellow. Rey was nominated for the inaugural Visionary of the Year Award by the San Francisco Chronicle and recently received the Harvard Kennedy School’s Emerging Global Leader award.

Our Board of Directors are:

100% people of color | 60% formerly low-income | 40% immigrants
Advisors

Brett Alessi  
President and Co-founder, Empower Schools

Rhea Boyd, MD, MPH  
Pediatrician and Child and Community Health Advocate, Palo Alto Medical Foundation

Clemens Hong, MD  
Director, Whole Person Care, Los Angeles County Department of Health Services

Dennis Hsieh, MD/JD  
Physician Specialist, Los Angeles County Department of Health Services

Suzanne McKechnie Klahr  
CEO & Founder, BUILD

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

Eddie Tejeda  
Innovation Specialist/Product Manager, 18F

Zac Townsend  
Chief Data Officer, State of California

Chad Troutwine  
Co-Founder and CEO, Veritas Prep

Part-Time Support

David Lerman, Software Engineer

Former Staff

Natalia Carrasco  
Eric Johnson  
Jodie Medeiros

Interns

Axel Estanislao  
Aziza Salako  
Glory Chung  
Jason Lopez  
Jeronimo Perez  
Stella Li

Resource Specialists

Holly Adams  
Nicholas Amaral  
Valerie Amaral  
Karla Boza  
Lean Deleon  
Navneet Kaur  
Elena Kennedy  
April Kim  
Vincent La  
Sonia Martinez  
Matthew Moore  
Karina Naranjo  
Julie Pham  
Yolanda Quevedo  
Nicole Thomsen  
Sally Voisen  
Linda Vu  
Chris Windle
### Thank you to our funders!

We would not have been able to reach thousands more families and expand our service throughout the Bay Area and to Los Angeles, if it were not for the generosity of these committed foundations, corporations and individual supporters.

<table>
<thead>
<tr>
<th>Amount</th>
<th>Donors and Foundations</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100,000+</td>
<td>The Kresge Foundation, Stupski Foundation, Knight Foundation</td>
</tr>
<tr>
<td>$25,000 - $99,999</td>
<td>Tipping Point Community, Dignity Health</td>
</tr>
<tr>
<td>$10,000 - $24,999</td>
<td>The Futures Project, Highland Street Foundation</td>
</tr>
<tr>
<td>$1,000 - $9,999</td>
<td>Jed David, Anne and Paul Marcus Family Foundation, Anna Lijphart, Bradley Omick, Rachel Ramos, Weiss Family Foundation, Kapor Center for Social Impact, VMware</td>
</tr>
<tr>
<td>$250 - $999</td>
<td>Grace Chung, Pilar Miller, Jonathan Kurshan and Philip Hall, George Miller, Paul Stich, Brett and Kathryn Alessi, Apple, Zachary Townsend, Jonathan Coveney, Yuki Kondo-Shah and Philip Chamberlain, Giovanni Bryden, Brandon Gordon, Sandie Stringfellow, Patrick Hart, Anonymous, Anna and Brett Dyer, Sam Mankiewicz, Conor Regan, Pablo Rivas, Mike Schonenberg and Tracy Neistadt, Michele Stillwell-Parvensky and Ryan Tierney, Yelp</td>
</tr>
<tr>
<td>$100 - $249</td>
<td>Michael Ramirez, Daphne Ross, David Shepard, Kristal Choy, Sally Anderson, Kate Guarente, Lisa Hirsch, Fiona Hsu, Jennifer &amp; Steven Jones, Douglas Leich, Eric Lukoff, Karía Monterrondo, John Takayama</td>
</tr>
<tr>
<td>$10 - $99</td>
<td>Ryan Gillette, Rhea Boyd, Michael Eddy, Adriana Garcia, Eric Johnson, Julia Mayer, Michael Bender, Mac Holmes, Mathew Morgan, Mike Selden, Andrew Cahill, Audrey Galo, Ali Veli, Carly Moore, Aaron Schwartz, Jodie Medeiros</td>
</tr>
</tbody>
</table>

In-Kind contributions from Bloomberg, Chamberlain Household, Donorbox, Github, Google.org, McKinsey & Company
Financials
Expenses 2016 - 2017

- Operations: 18.2%
- Development: 11.4%
- Program: 70.4%
- Total Expenses: $955,981

News and Awards

Press
Click a logo below to view the corresponding article.

Awards
- Harvard's 2017 Emerging Global Leader, May 12, 2017
- SF Magazine "Best Of" "Four of the Many Immigrants Who Make the Bay a Better Place"
One Degree’s mission is to empower people to create a path out of poverty for themselves and their communities.

We need support from forward-thinking foundations and individuals like you to continue our work. Help us make an impact on more families in need and create systemic change in our communities:

1degree.org/donate

One Degree
www.1degree.org

One Home
www.onehomebayarea.org

Mailing Address
2370 Market St, Suite 162
San Francisco, CA 94114

Social Media

Contact
development@1degree.org