ANNUAL IMPACT REPORT
Community at the Heart

July 1, 2017 to June 30, 2018
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Difficult forces are challenging our society today, from California’s homelessness and affordability crises to a political administration that dehumanizes immigrants and threatens cutting basic services for our most vulnerable community members. Yet, technology continues to zoom forward and inequality continues to widen.

This is why One Degree is creating a public utility for social services to make a scalable impact for the 100 million people who are struggling to make ends meet in our country.

Community is always at the heart of our work. This past year we deepened our community building work and saw amazing growth — 80% increase in the number of people who use One Degree. We’ve now served over 450,000 people!

In some of our mature markets, such as the City and County of San Francisco, we estimate that we’re reaching 75% of the population in need.

In a recent community survey we found that over 55% of our community is currently experiencing homelessness or has experienced homelessness in the past. In this report we highlight our resilient members, like CJ, who have been facing difficulties meeting basic needs while searching for full time employment. When CJ started using One Degree, her whole world of options opened up.

To continue breaking down barriers that our families face, we launched new tools, including our native mobile applications on Android and iOS and our exciting new Common App tool, which enables people to apply to multiple services and benefits using one modern online application.

We saw tremendous member growth in LA — 175% from June 2017 to June 2018.

We also launched our expansion to Los Angeles County last year in partnership with LA County Department of Health Services to reach the 2.4 million people in LA who are struggling to meet their basic needs. With limited boots-on-the-ground in LA, we saw tremendous member growth — 175% from June 2017 to June 2018. This incredible growth showcases how scalable One Degree is and how much more potential we have ahead of us.

We wouldn’t be able to keep the focus on our community without the dedication, commitment and hard work from One Degree’s staff and extended team. Deep thanks to our Board of Directors, who continue to guide us toward our mission. Thanks to our advisors who provide support on mission critical issues. And a thousand thanks to our supporters, from the foundations, corporations, families, and individuals, who believe in our work and fuel our mission. Thank you for giving the gift of access to hundreds of thousands of families.

In community,
Rey

Letter from the CEO

Rey Faustino
Founder & CEO
Our Year in Review

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We are singularly focused on building a community of people who are empowered to find and access resources for themselves, their families, and their communities.

Technology alone can’t solve poverty — that is why community building is at the core of what we do. We are honored to share with you a few stories from community members.

Seisha, Mother and Student

Seisha is a young mom of two beautiful girls living in East Palo Alto in Silicon Valley. When Seisha and her family faced a major rent increase that threatened their housing situation, Seisha looked to One Degree for helpful resources.

“I was able to go to the site, look up “rent increase rights” and be led to the right resources to find out what my rights as a tenant are. That was really nice.”

With two active girls and attending school herself, Seisha doesn’t have a lot of time to navigate the web to look for all the things she needs for her family. With the sky-high cost of living in the Bay Area, Seisha found resources on One Degree that helped her stay in her home and make ends meet without a major time investment.

“It’s nice to go to the [One Degree] site and have options for good nutrition, health, and hospital resources. It’s a one stop shop that makes it easy for families and parents.”

Seisha says she likes that there are all kinds of resources on One Degree, including many that aren’t necessarily well known. She’s even used One Degree to help another family she knows find food resources. “It was nice to be able to do some of the research for them and then present options to them as well.”
MEMBER PROFILE

CJ, Volunteer & Student

CJ is a 57-year old Bay Area local, currently living in Oakland, CA. She knows the frustrations of navigating the social safety net all too well. CJ has experienced homelessness, and is a natural networker — often helping her friends and loved ones navigate their way into more stable housing. She had long been looking for a “Google for social services” before finding One Degree, and she’s been using One Degree to find resources for herself and community.

CJ is pursuing a nonprofit management certificate at California State University and plans to work as a champion for social justice when she graduates. She is currently unable to work full-time due to health challenges, so she searched One Degree and found resources to help meet some of her basic needs, like food, healthcare, and help paying utility bills so she can focus on her studies.

She appreciated One Degree so much, that she wanted to give back by volunteering. She helped update and edit resources as a volunteer with our Resource Management team.

“We Without One Degree, life would be different because I would not have found some of the resources that I need for my health,” said CJ. “I think more people should know about One Degree because it makes it so much easier for people who are struggling to get the help they need. And it does that by having everything at one place.”

Because One Degree is available anytime for the parents to use on their own, Zuleika’s team shows new LIFT members how to use One Degree so they are empowered to find vital services even when a coach isn’t around.

Before adopting One Degree, Zuleika and her colleagues would spend a lot of time on lengthy Google searches tracking down community resources and services to help LIFT parents. Unfortunately, those searches would not only waste a lot of staff time, but often proved fruitless.

“With One Degree, I feel efficient and effective — like I have a “go to” toolkit to support the members I’m meeting with.”

Since Zuleika and the LIFT team no longer spend so much time tracking down resources, they are able to invest more time working to help LIFT members.

“With One Degree, LIFT coaches can easily find a multitude of resources for parents, everything is organized and easily accessible,” Zuleika says. “One Degree has taken our service provision to the next level — helping us quickly and easily navigate resources.”
In the past year we’ve learned more about the demographics of the thousands of people and families that make up the community on our platform.
Children in the Household

- 44% No Children
- 56% 1 or More Children

Adults in the Household

- 34% 1 Adult
- 38% 2 Adults
- 16% 3 Adults
- 8% 4 Adults
- 3% 5 Adults
- 1% More than 5

Homelessness & Housing Status

- 31% Currently homeless
- 32% At-risk of becoming homeless
- 26% Was homeless in the past
- 6% Never experienced homelessness
- 5% Prefer not to answer

Device Used

- 48% Desktop
- 48% Tablet
- 4% Mobile (Phone)
In the last year One Degree developed robust relationships and unique collaborations with organizations that support our long-term goals. These partnerships help us test and experiment with new ways to leverage our technology for scale and impact.

AsylumConnect used One Degree’s API to create the first-ever online resource database for LGBTQ asylum seekers in the U.S. called the AsylumConnect catalog at catalog.asylumconnect.org. One Degree is powering this new nationwide resource to help LGBTQ asylum seekers find LGBTQ- and asylum-friendly resources near them. LGBTQ asylum seekers can find safe places to go for help with food, housing, filing their asylum application, meeting new people, and other basic needs.

We launched in Los Angeles County, the most populous county in the nation in July 2017. Since then we have added more than 8,000 resources that are available in LA County and trained hundreds of county staff and community workers on how to integrate One Degree into their work supporting families. We’re excited to continue growing and developing our service for low-income Angelenos in partnership with LA DHS.

“We are committed to our partnership with One Degree and strongly support the continued growth of the One Degree platform to help address the needs of LA County residents and health and social service providers.”

— Clemens Hong, M.D. M.P.H. and Director, Whole Person Care, Medical Director, Community Health Improvement, LADHS

Dignity Health.

In 2017, Dignity Health awarded One Degree a Social Innovation Partnership Grant to integrate our platform with hospitals in San Francisco and Los Angeles. In our first year of partnership, we helped staff members at six Dignity hospitals use One Degree to find resources for patients quickly across hospital teams. In 2018, we are working with Dignity to implement One Degree at 10 Federally Qualified Health Centers (FQHCs) in LA County.

We are collaborating with Social Interest Solutions (SIS) to integrate eligibility screening for benefits onto the One Degree platform. One Degree’s consumer technology expertise and infrastructure, combined with SIS’s long history and experience in safety net benefit eligibility and applications, allows both organizations to more quickly roll out technology that could impact millions of individuals and families.
Common App

Giving Families Their Time Back

Applying for social services or benefits is daunting. Low-income families have to navigate complex questions, documents, and even travel to multiple offices. Many programs ask for the same information repeatedly – doubling or tripling the burden to get basic needs met. Some people are so overwhelmed, they understandably give up.

That’s why we developed the Common Application (Common App), a tool that combines many applications for benefits and social services into just one. Common App simplifies the experience of applying for multiple programs.

After testing with more than two dozen families, the time required to complete applications was reduced by half using Common App compared to the traditional process. Of testers surveyed, 95% said they were “Likely” or “Very likely” to recommend the Common App to friends and family.

Common App: Future Plans

In FY18-19 we will expand the Common App to enable members to apply to at least 2 major social service benefits (such as Calfresh and Medi-Cal). We will also expand the Common App coverage to all nine counties of the SF Bay Area and Los Angeles County by working with local county agencies.

The feedback was overwhelmingly positive:

“[Common App] is actually useful in so many ways; you don’t have to physically go to the many locations to apply and you can keep all of your documents safely at home while submitting online.”

“It’s good if you don’t know about programs; if it’s your first time, it’s hard to know how to apply for stuff.”

95% of testers said they would recommend Common App to friends.
iOS and Android

More than half of our community uses a mobile phone to access One Degree, and that number is growing. That’s why we built a first-class mobile experience for our members on both iOS and Android.

Text-to-Search

Try this: Text a word or phrase like “free meals” or “family shelter” to 844-833-1334 to get resources near you by text. Text-to-Search is one more way to give our community easy access to what they need. We also text a reply to members and ask for feedback, or to confirm the resources they found were helpful.

Resource Editing Tool

The quality of information on our platform is crucial, and our members know their community’s resources best. That’s why anyone can add or edit resources and report errors or missing information. We rolled out a new, improved design to streamline community editing so it’s even easier.
Milestones

453,224 people reached

20,000 resources available

154% increase in number of community submissions year-over-year

33% increase in number of resources in database
### Impact in LA County

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<thead>
<tr>
<th></th>
<th>FY16-17</th>
<th>FY17-18</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Affiliates (Pros)</td>
<td>95</td>
<td>482</td>
<td>407%</td>
</tr>
<tr>
<td>Total Resources</td>
<td>5,320</td>
<td>8,000</td>
<td>28%</td>
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#### Top Search Categories
- Housing: 34%
- Family & Household: 28%
- Health: 15%
- Other: 23%

### Impact in the Bay Area

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<th>FY16-17</th>
<th>FY17-18</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Affiliates (Pros)</td>
<td>387</td>
<td>751</td>
<td>94%</td>
</tr>
<tr>
<td>Total Resources</td>
<td>9,521</td>
<td>12,729</td>
<td>33%</td>
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</tbody>
</table>

#### Top Search Categories
- Housing: 37%
- Family & Household: 35%
- Food: 12%
- Other: 16%

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**Housing**

**Family & Household**

**Health**

**Other**

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**Top Search Categories**

**Impact in LA County**

**Los Angeles County**

**Bay Area**

**Top Search Categories**

**Impact in the Bay Area**
Looking Ahead

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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.

Strategic Plan Addendum

In August 2017 we released our three-year strategic plan. A lot has happened since then – in technology innovation, in our organization, and in the world at large. As a nonprofit organization that’s moving at the speed of technology, we are always learning and adapting to continuously improve and serve people better. We met with stakeholders, partners, supporters, and our board, advisors, and staff to put what we learned and course adjustments for the future into an Addendum to the original plan. We’re proud of how far we’ve come and it’s exciting to look ahead with all our strategic partners.
Looking Ahead

Key Priorities for 2018-2019

Refine program to better measure outcomes and increase utilization
We want to improve and enhance the member experience across the platform. This includes scaling up Common App to streamline resource enrollment and increase member success.

Advance sustainability
We will continue to build capacity for diverse funding strategies, including earned revenue, in order to ensure the long-term viability of the organization and support growth. We will also cultivate new funding partnerships within the communities we serve.

Elevate organization’s profile to unlock market penetration and funding
We want to share what we’ve learned and inspire “big thinking” across sectors. To do this, we want to raise our profile as a thought leader and innovator to unlock new opportunities and partnerships.

Increase organizational capacity to support program
In order to scale and grow as an organization, we will continue to professionalize operations to support our team and program activities. This includes improvements to employee benefits, and affirming our commitment to equity and diversity in hiring and leadership.
Community Council
We value our community feedback and input as we build and enhance our platform. This coming year we’ll convene the One Degree Community Council, a group of our community members who volunteer to work more closely with our team. As a direct voice from the community, this group will provide guidance on products and features, marketing materials, and community outreach.

Data Analysis
What can we learn by listening to our community through their search behavior? One Degree’s platform is uniquely positioned to help answer that question. We will release the first-ever formal analysis of our dataset of over 1 million tracked behaviors to explore this question, all while anonymizing the information to protect user privacy. This first analysis could provide valuable insights into how people are trying to build a path out of poverty.

Community-led Expansion
We have fielded inbound expansion requests from over two dozen regions across the country including Houston, TX, Boston, MA, and New York City. We continue to support volunteers that brought One Degree to Gainesville, FL. In the future we’ll explore how we can empower local community-based efforts to scale One Degree to new regions.
The People Behind One Degree

Staff & Board of Directors
Our Extended Team
Thank You, Funders!
THE PEOPLE BEHIND ONE DEGREE

Staff & Board of Directors

Staff

LEFT to RIGHT

Andrea Wood, Head of Development
Eric Lukoff, Chief Technology Officer
Emma Craig, Community Manager
Adam Rey, Executive Assistant
Angel Alvarado, Senior Software Engineer
Kai Stewart, Software Engineer
Enesha Nash, Marketing Manager
Rey Faustino, CEO & Founder
Lauren Fogel, Senior Product Manager
Karla Monterroso, Board Chair
CEO at CODE2040

Karla is CEO 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, Board Treasurer
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 and CEO, PolicyLink

Michael is President and CEO 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

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, an Education Pioneers Fellow, and a New America CA 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
Extended Team

**Advisors**

Brett Alessi  
President and Co-founder, Empower Schools

Rhea Boyd, MD, MPH  
Pediatrician and Child and Community Health Advocate, Palo Alto Medical Foundation; Chief Medical Officer, San Diego 211; Director of Equity and Justice for the California Children’s Trust

Clemens Hong, M.D. M.P.H.  
Director, Whole Person Care, Medical Director, Community Health Improvement, LADHS

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

Suzanne McKechnie Klahr  
Social Entrepreneur and former CEO & Founder, BUILD

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

Eddie Tejeda  
Director of Federalist, 18F

Zac Townsend  
Co-Founder and General Partner, Deciens Capital and former Chief Data Officer, State of California

Chad Troutwine  
Co-Founder and CEO, Veritas Prep

**Part-Time**

Aziza Salako,  
Marketing Intern

Cecilia Mejia,  
LA Community Navigator

Chidera Ezuma-Igwe,  
Marketing Intern

David Lerman,  
Software Engineer

Jason Lopez,  
Marketing Intern

Tati Guardado,  
Resource Management Intern

**Former Staff**

Audrey Galo  
Donna Chan  
Herbert Castillo  
Isaac Granillo  
Jodie Medeiros  
Orlando Pineda

**Resource Specialists**

Alexis Carlson  
Chris Windle  
Fiorella Rubina  
Julie Pham  
Karina Naranjo  
Kimiko Naito  
Li Lei  
Maggie Saldivia  
Mariem Mahmoud  
Megan Aylor  
Melanie Griffen  
Nicholas Amaral  
Reena Sharma  
Reve Fisher  
Vincent La

**Resource Volunteers**

CJ Roessler  
Elizabeth True  
Eniwoke Cornelius  
Evangelos Kassos

And the 329 community members who added and edited resources

And the 329 community members who added and edited resources
Thank you to our funders!

Thank you to the generous and committed foundations, corporations, and individual supporters that invest in our work. With their support, we’re transforming the safety net so individuals and families can get the social services and resources they need to build a path out of poverty.

**$100,000+**

- Dignity Health
- Stupski Foundation

**$25,000 - $99,999**

- Tipping Point Community
- Sunlight Giving
- The James Irvine Foundation

**$10,000 - $24,999**

- The California Endowment
- The Wilson-Dalzell Family Foundation
- New America
- SV2
- UniHealth Foundation

**$10 - $99**

- Bloomberg
- Github
- Delta Analytics
- Okta

We also want to thank our generous funders and donors who wish to remain anonymous.

- Adam Taylor
- Anonymous
- Brandon Gordon
- Clyde Rawlings

**$1,000 - $9,999**

- Anonymous
- Joseph Fielding
- Kapor Center for Social Impact
- Karla Monterroso
- Rachel Ramos

**$250 - $999**

- Bennison Family Charitable Foundation
- Darryl Ng
- Giovanni Bryden
- Jed David
- Jonathan Kurshan and Philip Hall
- Kristal Choy
- Michael Eddy
- Pilar Miller
- Yuki Kondo-Shah and Philip Chamberlain

**$100 - $249**

- Anonymous
- Brandon Gordon
- Clyde Rawlings

**In-Kind**

- David Shepard
- Kristal Choy
- Martin Gutherz
- Patrick Hart
- Ryan Gillette
- Sallie Olsen
- Suzanne McKechnie Klahr

- Aaron Schwartz
- Andrew Cahill
- Anonymous
- Dorothy Gaitan
- Jeremy Schwartz
- Lilibeth Gangas
- Norma Tarrow
- Sandie Stringfellow
- Susan Giovanni
- Whitney van Nouhuys

- Michael McAfee and Maja Kunzi
- Wilson-Dalzell Family Foundation
- Okta for good
Financials, News, and Awards

Financials

News & Awards
Financials

News & Awards
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Press

Awards
ONE DEGREE’S MISSION

To empower people to create a path out of poverty for themselves and their communities.

Community is at the heart of everything we do, and our community breathes life into our work every day. There are too many people to thank who have given of their time and supported our work in ways big and small. Together, we will impact many more families in need and create the systemic change in our communities to help our neighbors not just survive, but thrive.

WANT TO WORK TOGETHER? PLEASE CONTACT US:
info@1degree.org

1degree.org onehomebayarea.org