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Letter from CEO

When I started One Degree over seven years ago, the only technology available to find vital social services was the humble paper binder.

Thankfully, a lot has changed since then.

The conversation around how to increase access to social services is maturing, and in addition to legacy nonprofit organizations digitizing those old resource binders, a slew of for-profit companies have entered the space, selling shiny tools and dashboards purporting to close the care coordination gap.

But there’s a danger in the commercialization and privatization of the critical services that One Degree and other nonprofit organizations are providing. In a clear and present danger playing out nearly daily in the news, we risk putting people’s private health and human service data in the hands of corporations with no accountability. But more broadly, we believe that the true work of fighting poverty takes more than health care systems’ using these companies’ tools just to check a box. We believe that to truly improve people’s lives requires putting families first and necessitates active community-building.

In short, it’s about people, not profits. It’s about social and economic mobility, not just outputs. Systemic change, not just short-term solutions.

That is why we are doing this mission-driven work. We’re putting impact front and center. As the health and social services sector catches up to the tech sector, we are seeing One Degree’s role as the social conscience for this space, pushing us all to focus on the shared goal of moving people out of poverty — not just making referrals easier to share across agencies.

Last year, we started to focus more deeply on impact. As you’ll see from this year’s Annual Impact Report, we’re making some changes to how we report on our metrics, so that we can really showcase our impact, rather than just the outputs and outcomes of our work.

And while yes, One Degree has continued to grow, we’ve also faced some challenges. This year, we made the hard choice to sunset One Home, the Bay Area’s only affordable housing website that we operated with Compass Family Services, due to lack of dedicated funding. We have, however, been able to instead focus our work on new tools that help us measure how people are actually accessing and utilizing the services they’re finding on our core website and apps.

We also began estimating a community return on investment by analyzing the total value of the resources which members report they found and utilized. To date, One Degree members have utilized over $14 million in resources that they found on our platform. On average, we have helped members unlock $19,710 worth of vital services.

In this report, you can read stories of the impact we’re having on our members, like Jake, who used One Degree to access disability and housing benefits to help him escape homelessness. Jake is one of the thousands of people who rely on One Degree every month to survive and thrive.

Thank you so much to One Degree’s staff for your incredible work and for keeping our community in your hearts. Thanks also to our Board of Directors and to our advisors who provide support on mission critical issues. And an extra special thanks to our supporters, the foundations, corporations, families, and individuals, who fuel our mission and cheer us on.

On behalf of the hundreds of thousands we serve, thank you for your support of One Degree. I hope that you take enormous pride in what we have accomplished together. Let’s continue to put people first and impact front and center.

Onward,

Rey Faustino
Founder & CEO
Our Year in Review

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At One Degree, we believe technology can either be used to divide us, or unite us toward a common good. Technology can and should be used to give people the tools they need to climb out of poverty. One Degree builds technology to build community. We are honored to share a few stories from community members with you.

**Member Stories**

**Tierra, Community Member**

Tierra is a single mother who was referred to One Degree by a nurse practitioner at a shelter on Skid Row in Los Angeles. When we met Tierra in November 2018, she was using One Degree to look for housing for herself and her 5 year old daughter. Before she found One Degree, Tierra was trying to find resources by knocking on doors up and down Skid Row. “Everyday is a fight for housing and everyday I’m coming out here...without One Degree I was feeling low in spirit because I just didn’t know what to do.”

Tierra was determined to find housing, and was certain she could make it happen with hard work and a positive attitude. After downloading the One Degree app, Tierra was able to access resources that helped her find affordable housing, as well as summer and winter programs for her daughter. Now that she and her daughter have housing, Tierra has more time to focus on her career.

Recently Tierra reached out to us: “Fast forward 6 months later we finally housed! I’m working on my license and I have a job.”

*“Without One Degree I was feeling low in spirit because I just didn’t know what to do.”*
Susana, Pro Member

Susana is a community advocate in San Gabriel Valley in Los Angeles, through a program called Promotoras. The Promotoras program trains community members in mental health topics such as anxiety, depression and domestic violence so they can educate their community. This year we focused on expanding our reach in Los Angeles and meeting our members where they are. This program is perfectly aligned with our mission to empower individuals with the One Degree tools, as well as aligning with our values of community building.

As a Promotora, Susana has helped families navigate finding childcare, food and counseling services. In addition to finding great resources for her neighbors, Susana has also applied to affordable housing opportunities for herself on One Degree. Susana told our team:

“I think people should know about One Degree because of all the benefits that are listed, it’s bilingual, accessible for any person and easy to use.”

Jake, Community Member

Jake is 41 years old, identifies as transgender, is disabled, and loves to spend time with his dog. Before finding One Degree he was struggling to find the disability benefits he needed. He spent a lot of time scrolling through Google to find resources, but he wasn’t getting the results he wanted.

When Jake found One Degree he hoped that it would be a good resource for finding disability benefits. What he discovered was that the resources on One Degree helped him find multiple types of benefits – the disability benefits he needed as well as housing, wellness services, and assistance caring for his pet. Jake was also able to make sure that the resources and organizations that he found were queer-friendly, which was extremely important to him. He was also thrilled that he could use One Degree on his phone. “The fact that there is a mobile app is amazing.”

Since using One Degree to help get the resources he needed, Jake can spend more time outside with his furry friend and go to the skatepark. He hopes that more people start using One Degree, and he has spread the word by telling his friends to download the app. Jake is proud to say that he is no longer homeless, and he is thankful that One Degree helped him get to this point.

“It really changed my life.”
Our Year in Review

Our Community

With over 21,000 members, our community comes from a diversity of backgrounds and lived experiences. To ensure that our platform and service connects each person with the resources that are specific to their personal needs, we believe it is essential to know who we are serving. While we know demographics and experience are not the sum of any individual, understanding a person’s identity and journey is a critical step in meeting people where they are and in helping them feel empowered to improve their lives.

These charts give a snapshot of what the One Degree community looks like →
Homelessness & Housing Status

- **Currently experiencing homelessness**: 18.8%
- **At risk of experiencing homelessness**: 15.2%
- **Experienced homelessness in the past**: 32.6%
- **Never experienced homelessness**: 23.9%
- **Prefer not to answer**: 9.5%

51.6% of members are currently or have previously experienced homelessness.

**Gender Identity**

- Male: 26%
- Female: 69%
- Gender Non-Conforming/Non-Binary/Transgender-Identifying Only: 4%
- Prefers Not to Answer: 1%

Note: 1.7% also identify as transgender.
### Adults in Household

- 1 adult: 37.4%
- 2 adults: 45.0%
- 3 adults: 11.5%
- 4 adults: 3.1%
- 5 adults: 2.3%
- More than 5: 0.8%

### Children in Household

- 37.3% - 1 or more
- 62.7% - No children

### Device Used

- **Mobile (Phone)**: 49.15%
- **Desktop**: 45.00%
- **Tablet**: 3.16%
OUR YEAR IN REVIEW

**New Features**

**NEW HOMEPAGE**
We launched a newly designed, warm and inviting One Degree homepage. The changes were inspired by our community through interviews, prototype test sessions, and feedback sent directly to our support team. This new look clearly communicates that One Degree is the place to go to find life-improving resources.

**GUIDED SEARCH**
We want everyone to feel empowered to find and use the resources they search for on One Degree. Some of our newer members might need a little more help searching on One Degree, and our new, welcoming guided search was designed especially for them. This feature asks a few questions, helps set a goal, and then suggests resources just for them. About 2,500 people have used the guided search for resources and many went on to become a member and started saving resources to their account.

**ELIGIBILITY SCREENING TOOL**
Thanks to a unique partnership between Alluma (formerly Social Interest Solutions) and One Degree, it now takes under three minutes for anyone with access to a computer, tablet or smartphone to find out if they are likely eligible for California’s health insurance and food assistance programs. Launched in November 2018, the tool is self-service, jargon-free and available on our desktop and mobile website.
Estimated Community Return

Last year, we began an ambitious project to better understand how people are accessing resources and what the value of those resources are. By estimating the market value of each type of resource on our platform, we estimated the total value of the resources which members found on One Degree and which they went on to utilize. For example, one of the lowest-cost ESL (English as a Second Language) classes at a for-profit institution in Los Angeles County has a one-time fee of $259 plus a $35 registration fee, nearly $300 total.

Instead, individuals can find ESL classes on One Degree that are free. In another example, hiring a lawyer to help with an eviction might cost $4,500 or more (assuming at least 15 hours at a rate of upwards of $300 per hour). Instead, we connect people with free eviction legal assistance, which would otherwise be out of reach.

On average, One Degree members unlocked $19,710 worth of vital services that they found on our platform.

Take the case of Shannon, a One Degree member who was looking for a summer camp for her son. The average weekly cost of a day camp is $314, according to the American Camp Association. This would mean that to send her son to just 4 weeks of camp, Shannon would need to find at least $1,256, which was simply not realistic on her income. She was able to find summer camps on One Degree, many of which last for the entire summer – a total value of $3,768 – all for free or at an extremely affordable cost.

Many resources have no clear estimated value, such as sex education or foster parenting resources. Yet, we believe estimating the monetary value demonstrates measurable outcomes and enables us to better understand our impact and the impact of the services in our community.
### Breakdown of Resources Utilized

<table>
<thead>
<tr>
<th>AREA</th>
<th>VALUE TOTAL</th>
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<tbody>
<tr>
<td>Education</td>
<td>$343,735</td>
</tr>
<tr>
<td>Emergency</td>
<td>$118,625</td>
</tr>
<tr>
<td>Employment</td>
<td>$741,500</td>
</tr>
<tr>
<td>Family &amp; Household</td>
<td>$972,666</td>
</tr>
<tr>
<td>Food</td>
<td>$1,214,996</td>
</tr>
<tr>
<td>Health</td>
<td>$1,058,369</td>
</tr>
<tr>
<td>Housing</td>
<td>$9,143,251</td>
</tr>
<tr>
<td>Legal</td>
<td>$629,000</td>
</tr>
<tr>
<td>Money</td>
<td>$245,287</td>
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**TOTAL ESTIMATED COMMUNITY RETURN**  
$14,467,429

One Degree members utilized over $14 million in nonprofit and social services they found on our platform since the start of reporting this metric in January 2018.

Based on the total budget of One Degree, this is a return on investment of 916%.

**What was the return on the investment of the One Degree service?**

$14,467,429
With new tools, such as the guided search and improved SMS texting, we are moving toward measuring how our community is accessing and utilizing the resources they find on One Degree. We have started to track the rate at which our members utilize the resources they find on our platform. We call this our “member success” rate, which was 21% for fiscal year 2018-2019, a 10% increase from the previous year.

### Member Success

- **Weekly Visitors to the One Degree Site**: 2,600
- **Members** (Total)**: 21,000
- **Resources Available in San Francisco Bay Area**: 11,164
- **Resources Available in Los Angeles County**: 7,803
The People Behind One Degree

Staff 15
Board of Directors 16
Extended Team 17
Funders 18
The People Behind One Degree

Staff

Our mission-driven team is revolutionizing access to social services for anyone, anywhere, anytime. 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.
The People Behind One Degree

Board of Directors

Karla Monterroso
Board Chair
CEO at Code 2040

Rachel Ramos
Board Treasurer
Attorney at Akin Gump Strauss Hauer & Feld LLP

Lilibeth Gangas
Board Member
Chief Technology Community Officer at Kapor Center

Rey Faustino
Board Member
CEO and Founder at One Degree

Dr. Michael McAfee
Board Member
President and CEO at PolicyLink

Rachel Ramos
Board Treasurer
Attorney at Akin Gump Strauss Hauer & Feld LLP

Lilibeth Gangas
Board Member
Chief Technology Community Officer at Kapor Center

Rey Faustino
Board Member
CEO and Founder at One Degree

Dr. Michael McAfee
Board Member
President and CEO at PolicyLink

ADVISORS

Brett Alessi
President and Co-Founder, Empower Schools

Rhea Boyd, MD
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

Suzanne McKechnie Klahr
Founder, BUILD

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

Eddie Tejeda
Product Manager, 18F

Zac Townsend
Partner, Deciens Capital

Chad Troutwine
Co-Founder and CEO, Veritas Prep
THE PEOPLE BEHIND ONE DEGREE

Extended Team

**Interns**
- Diana De La Torre Pinedo
- Ivan Hurtado

**Resource Specialists**
- Megan Aylor
- Tamar Bland
- Alexis Carlson
- Li Lei
- Mariem Mahmoud
- Julie Pham
- Chris Windle

**Volunteers**
- Ghadah Alzumaya
- Lauren D’Souza
- Deborah Evans
- Caitlyn Joy Gonzales
- Ali Haider Bangash
- Anna Howard
- Anita Komorowski
- Omowunmi Olamiti
- Febriya Psalmerosi
- Ankita Sankhala
- Aloka Shah
- Lisa Sharma-Wallace

**Former Staff**
- Grace Siegel
- Kelly Terenas
- Anne Yamamoto
- Donna Chan
- Isaac Granillo
- Enesha Nash
- Adam Rey
- Kai Stewart
- Guillermo Valadez
- Andrea Wood
Thank you to our funders!

Thank you to the generous and committed foundations and individual supporters that donate to our work. Your support is the fuel that drives our mission to help our community members get the resources they need to create a path out of poverty.

$100,000+

Kung Guerra Foundation
TIPPING POINT COMMUNITY
CONRAD N. HILTON FOUNDATION
Dignity Health

$10,000 - $99,999

Sunlight Giving
Justice, Justice Foundation
The James Irvine Foundation

$1,000 - $9,999

Aston Motes
Bennison Family Charitable Foundation
Vaughn Koch
Anthony Dorie

$500 - $999

Yuki Kondo-Shah & Phil Chamberlain
Giovanni Bryden
Jonathan Kurshan & Philip Hall
Samuel Bonderov

Up to $499

Pilar Miller
Brandon Gordon
Debra Szeczey
David Shepherd
John Takayama
Patrick Hart
Kristal Choy
Ryan Gillette

In-Kind

PagerDuty
twillio.org
eventbrite

Weiss Family Foundation
Jed David
Rachel Ramos
Fast Forward / HPE

Nancy & Michael Fogel
Lilibeth Gangas
Kapor Center for Social Impact

Listed funders gave to One Degree in the time period from June 1, 2018 to July 31, 2019. The work of One Degree would not be possible without all of our generous funders, including those not listed above.
Financials and News
### Financials

- **Program**: 69%
- **Operations**: 16%
- **Development**: 15%

**TOTAL EXPENSES**: $1,424,685

### News

- **San Francisco Chronicle**: We Must Use Innovation To Ramp Up Our Social Safety Net
- **alluma**: Empowering People to Apply for Health Coverage and Food Assistance through a Program Referral Service
- **NEW AMERICA**: 1. The Safety Net Is Actually a Safety Network
- **Stanford SOCIAL INNOVATION REVIEW**: What Will Be There When You Fall?: The Future of our Safety Net
- **Creating a Data Culture**
One Degree’s mission is to empower people to create a path out of poverty for themselves and for their communities. We see a world without poverty, where everyone can find the help they need quickly and easily, and can hold their service providers accountable.

Get the free One Degree app on iOS or Android and find resources anywhere, anytime.

Support the work of One Degree today → www.1degree.org/donate