

one degree

Building a Pathway Out of Poverty

2014-2015 Impact Report
July 1, 2014 - June 30, 2015

Letter from the CEO

Rey Faustino

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, over 38,401 unique people used One Degree to access nonprofit and social services. That's a total increase of 332% from FY13-14. Eric Lukoff, One Degree's Chief Technology Officer, and I believe that we're onto something big.

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

With Highland Hospital as our anchor partner, we expanded our presence to Alameda County in October 2014. Not only are we now able to reach an entirely new population of people in need, 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.

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

By leveraging the lessons from expanding to Alameda County and by listening to our members and partner agencies, we built more value into the One Degree platform. We launched Pro Tools: a robust set of tools for nonprofit, social work and health care practitioners to collaborate with colleagues, organize their resources into "digital binders," 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. 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 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 30,000 users would be subpar. 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 garnered 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 a small team (at the beginning of FY14-15, we still only had two full-time staff, Eric Lukoff and myself). We're excited to share that throughout the last year, we recruited 4 talented, driven, and passionate teammates. We finally have all of our organizational bases covered.

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

Growth

We're going to ramp up our efforts to reach more families by experimenting with scalable growth channels, such as incentive-based partnerships, content and social media marketing, and growth-focused adjustments to our products. We want to ensure that every person in need throughout the Bay Area can easily find help.

Expansion

In concert with growing our community, we're also going to significantly expand our geographic reach throughout the Bay Area. Resource information is the foundation of our work, and with some promising partnerships in the works, and a new Resource Manager on staff, we're positioned to serve more people throughout the Bay Area.

Sustainability

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 technology and data, and we're sure that there are agencies and companies that can benefit from them in ways that also further our mission.

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 extol 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.



Thanks for your support,
Rey Faustino & the One Degree team

Impact

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Stories from Our Members

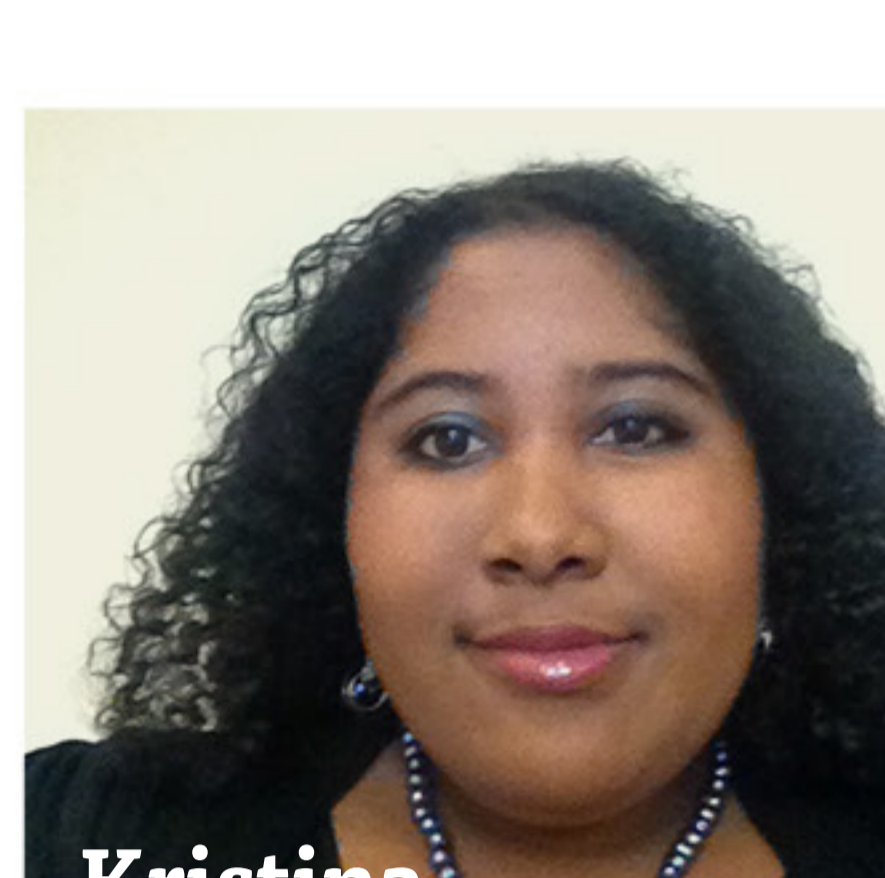


Julianne

“One Degree is like having a case manager at my fingertips.”

Julianne had been working with a case manager at a local nonprofit organization. While the case manager support she was getting helped her out of homelessness, in a few months that support would expire and this brought her great anxiety. “How am I going to navigate everything without the help of someone who knows what’s out there?” she thought. She’s made things work for her and her daughter, but she worried about not having access to the information she needs to do so: “I need someone to help guide me.”

When she discovered One Degree, she said, “It’s like having a case manager at my fingertips.” She feels One Degree fits the lifestyle of those who need it: “When looking for resources and juggling taking care of your family, school and work, you can only work on it 25 minutes at a time. I love that you can keep a list, walk away from it and come back to the work you have done. It’s really powerful.”



Kristina

“There are so many resources I was unaware of!”

Kristina Lee manages a free hotline that supports survivors of rape and sexual assault, through an organization called SF Women Against Rape. On a daily basis, she connects clients to the resources they need. She shared her experience working with One Degree: “There are so many resources that I was unaware of! The amount of services available was very surprising to me. With the type of work that I do it’s easy to get upset at the lack of services available for my clients. The website showed me that there are way more places to get different types of help than I thought. The breadth of resources listed is really exciting.”

She remembered a recent case where One Degree made an important difference: “I had a caller who was looking for food. I had gotten her connected with shelter, but food was an unmet need. Being able to connect her with a food pantry program near her and then also to a legal resource was great. I found both on One Degree.”

Outcome Metrics

We collect data that helps us understand and measure 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.

Impact Funnel

51,516

Sessions

Total number of separate visits, including repeats by the same person.



38,401

Unique users

Total number of unique visitors.



12,039

Active users

Total unique people who took some action that indicates activity beyond a passive visit.



3,356

Registered members

Total unique user accounts created

Community Editors

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.

118

Community Editors

60%

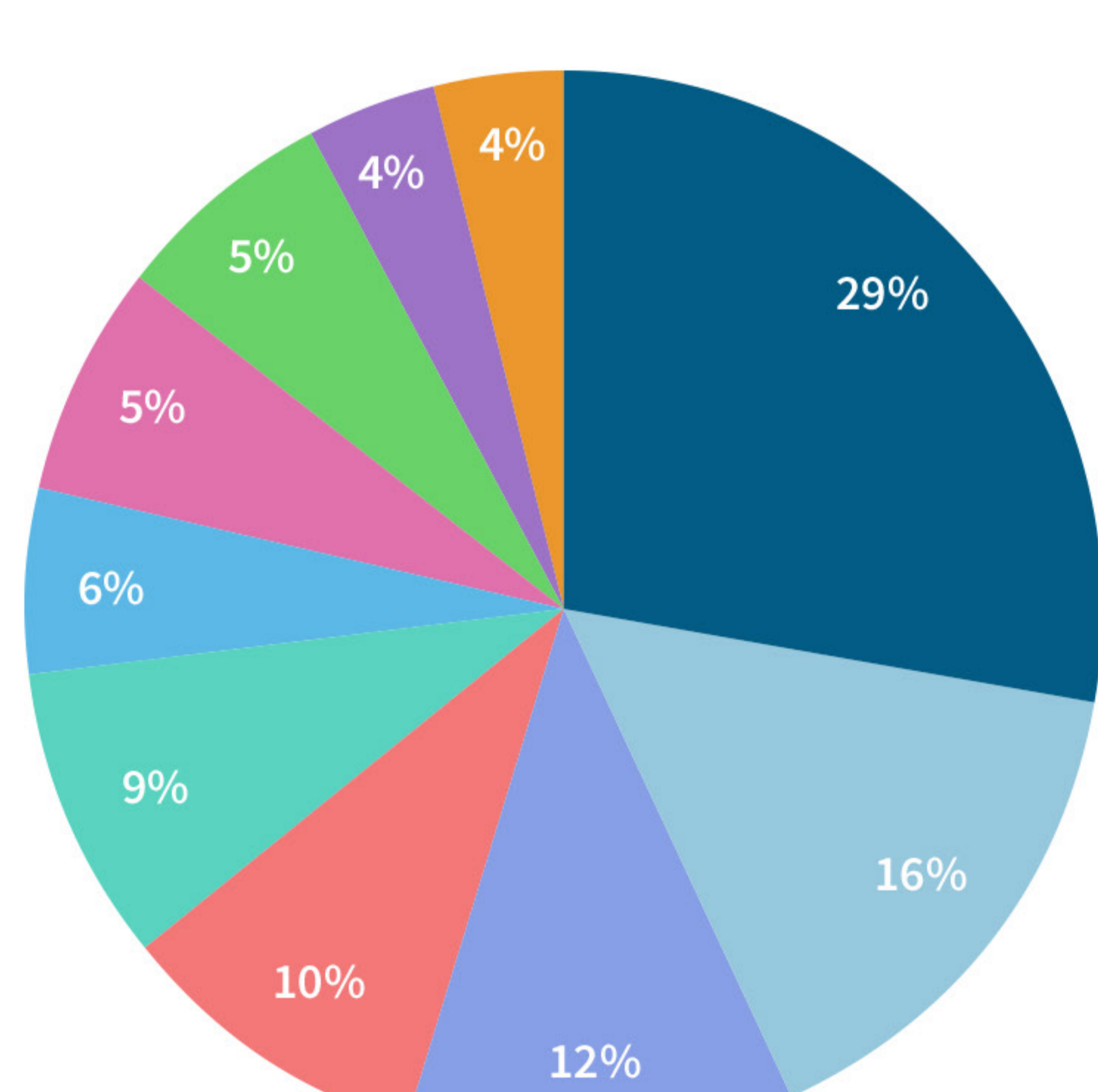
of Community Editors are Pro Members

13%

of Pro Members made submissions

Top 10 Searches

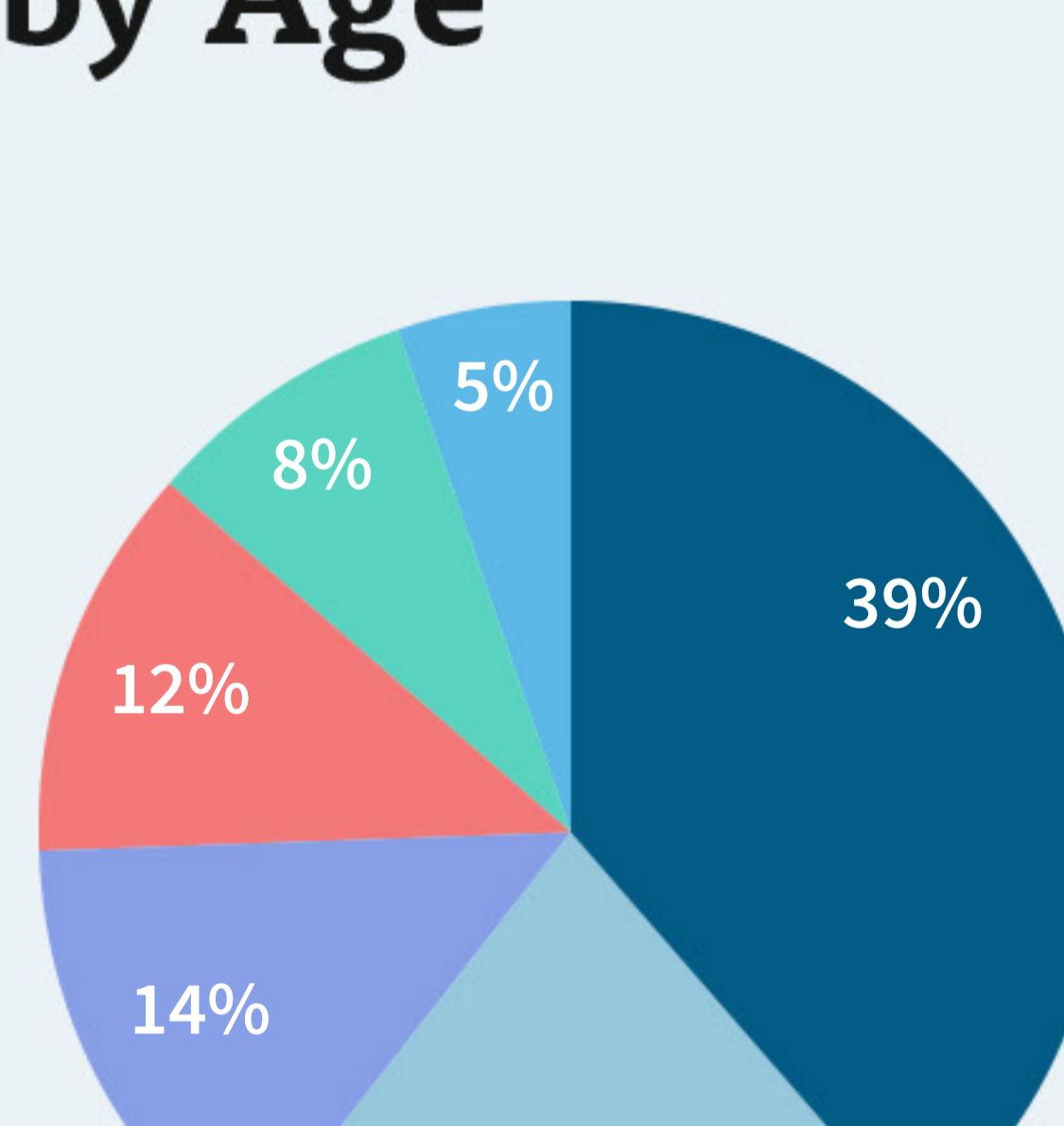
With over 5,000 listings of services in our database, we have a wide range of resources for families. Here are the top 10 things our community searched for last year.



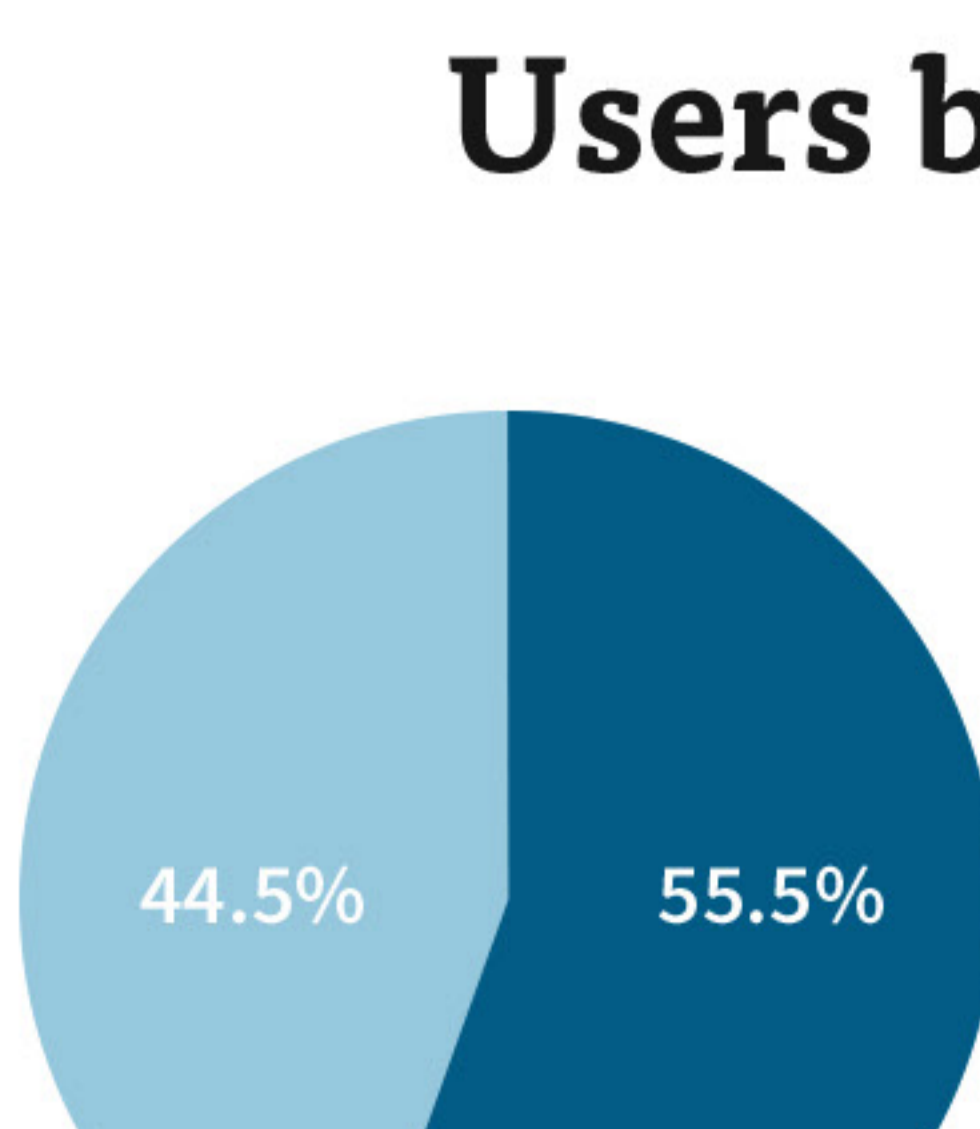
- 1. Housing 29%
- 2. Food 16%
- 3. Health 12%
- 4. Family Services 10%
- 5. Employment 9%
- 6. Immigration Law 6%
- 7. Educational Resources 5%
- 8. Money 5%
- 9. Legal 4%
- 10. Youth Services 4%

Users by Age

- 1. 25-34 39%
- 2. 35-44 22%
- 3. 18-24 14%
- 4. 45-54 12%
- 5. 55-64 8%
- 6. 65+ 5%

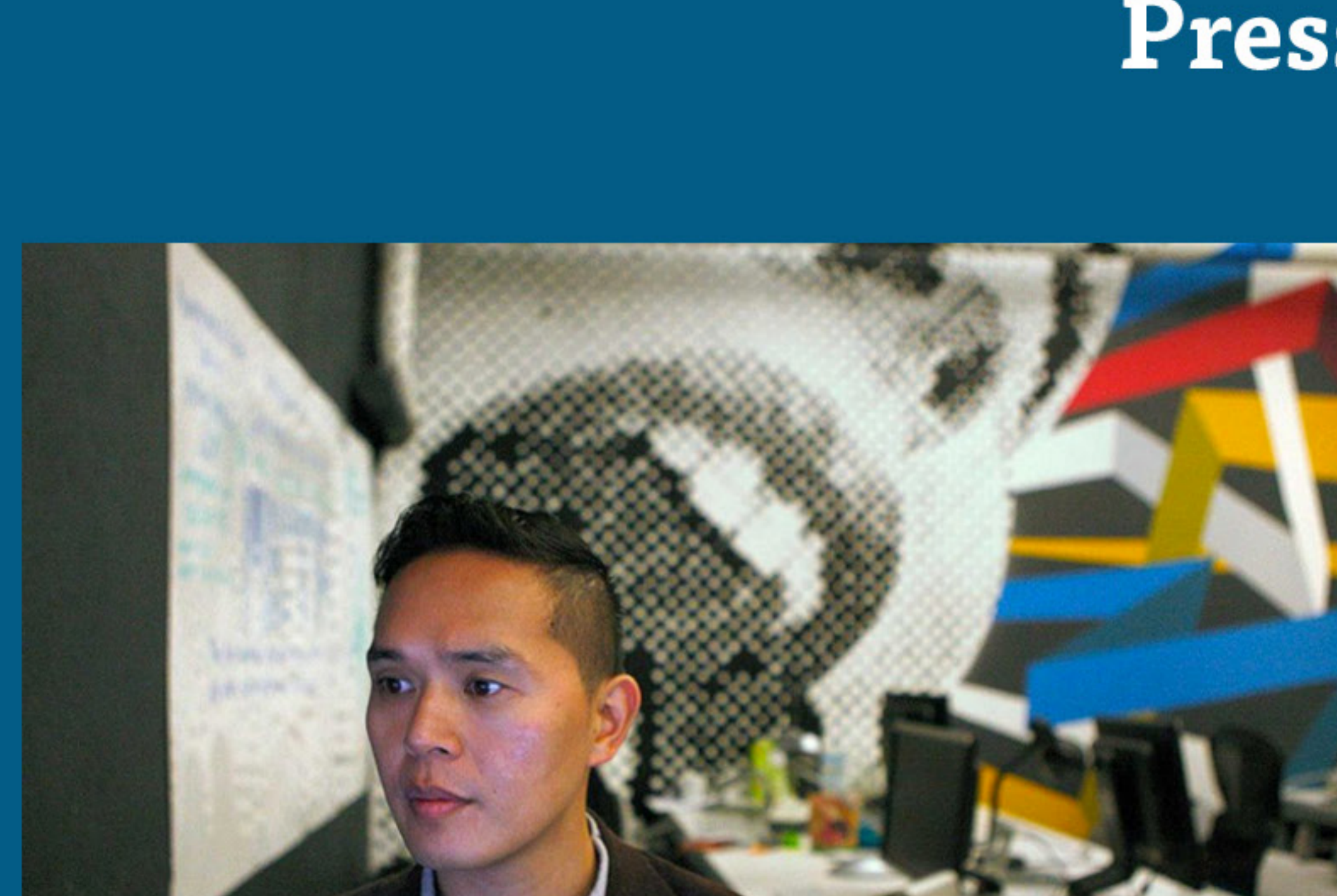


Users by Gender



- Female 55.5%
- Male 44.5%

Press & Awards



Rey Faustino nominated for San Francisco Chronicle Visionary of the Year

San Francisco Chronicle March 1, 2015



Nonprofit website expands to Alameda County, connects low-income people with social services

Oakland Tribune November 7, 2014

Finances

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Expenses

FY14-15 Budget:
\$459,190



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+



Northern Trust

Anonymous

\$25,000-\$99,999



Justice, Justice Foundation

In-Kind Donors

Say Media
Y Combinator
Twitter
Pandora
Pinterest
Mozilla
GitHub

\$10,000-\$24,999

Coatue Foundation
Eric Wu
American Academy of Pediatrics, CA Chapter 1

\$1,000-\$9,999

Chris Eyre
Vaughn Koch
Aston Motes
Dan Weiss
Grace Chung

Pilar Miller
Daniel Ha
Rachel Ramos
Anthony Dorie
Joel & Carole Lukoff
Max Bazerman & Marla Felcher
Anonymous

\$250-\$999

Lily Horng
Mike Pearson
Jean Marie Kouri
Jerry Chen
Scott B Weese
Brett Alessi
Brian Stone
Clinton Yara
Jonathan Abrams
John Glover
Jonathan Kurshan

\$100-\$249

Anne Punzak
David Shepard
Beaudry Kock
Andrea Wood
Shruti Challa
Bernadette Clavier
Stephanie Hannon
Scott Kleper
Sacha Litman
Jim Migdal
Aren Sandersen
Alex Szidon
Suzanne M. Klahr
Sam Mankiewicz

\$50-99

Sandie Stringfellow
Paul Wehrley
Anna Lukoff

David Phillips
Kenyon DeVault
Alex Holderness
Katy Polsby
Joshua Reeves
Kevin Waldman
John Clayton
Janis Ortega

Up to \$49

Jim Fruchterman
Anne F. Sauer
Stacy Walder
Carl Shan
Joslyn Layne
Dena Koklanaris
Michael Eddy
Diane Tate

Team

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The One Degree Team



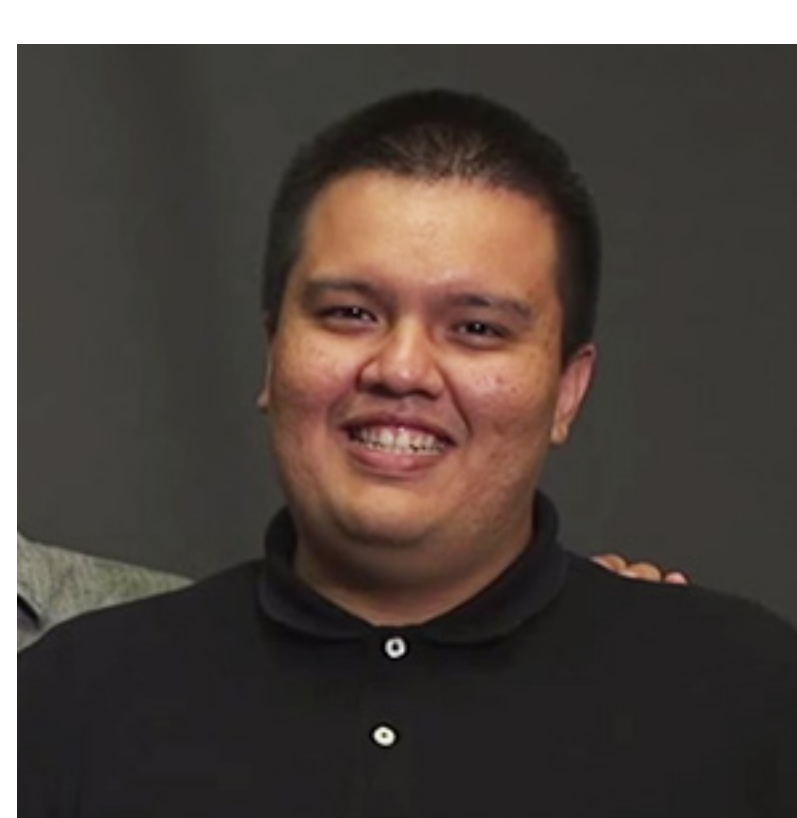
Rey Faustino
CEO, Founder &
Board Member



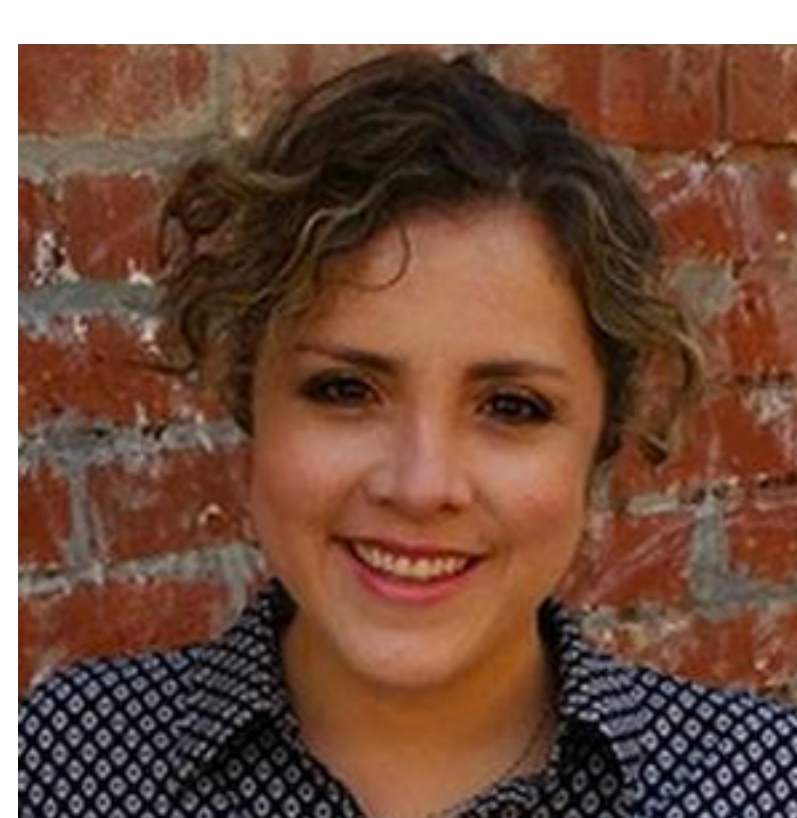
Eric Lukoff
Chief Technology Officer



Eric Johnson
UX Designer



Orlando Pineda
Engineer



Natalia Carrasco
Head of Community
Growth & Marketing



Herbert Castillo
Operations &
Development Associate

Resource Specialists

Maryam Bhimji
Lean Deleon
Meredith James
Sandie Stringfellow
Hannah Varamini

Interns

Jamie Ayon-Facundo
Andrea Kopczynski
Dennyce Martinez

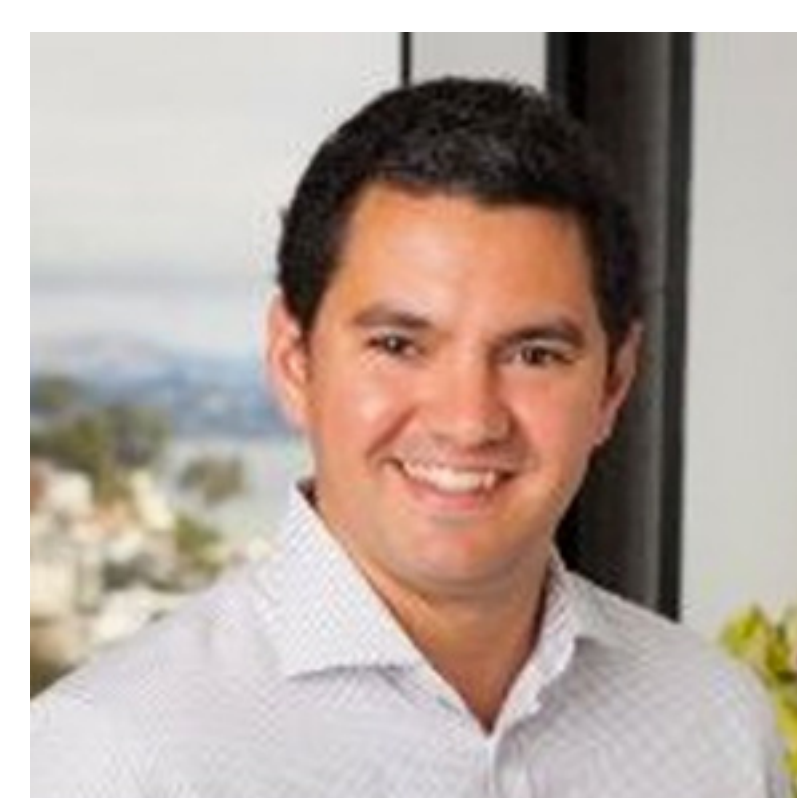
Board



Karla Monterroso
Board Secretary



Rachel Ramos
Board Treasurer



Alejandro Ayestaran
Board Member

Advisors

Brett Alessi

Managing Director of New Initiatives
Mass 2020

Rhea Boyd, MD

Pediatrician
Palo Alto Medical Foundation

Ron Ferguson

Senior Lecturer & Director of Achievement Gap Initiative
Harvard University

Dennis Hsieh, MD/JD

Resident
Highland Hospital

Nicco Mele

Technologist and Founder
Echo Ditto

David Onek

Executive Director of the N. California Innocence Project
Santa Clara University Law School

Alexandra Quinn

Vice President of Leadership and Strategy
Health Leads

Suzanne McKechnie Klahr

CEO & Founder
BUILD

Partners

Over 500 nonprofit, 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 these organizations opted to develop a deeper relationship with One Degree.

Training, Co-Marketing & Product Integration Partnerships

Alameda County Community Food Bank
American Association of Pediatrics
Berkeley Free Clinic
BMAGIC
Boys & Girls Club
Children's Council
City of Dreams
City of Berkeley Youth Commission
College Track
Compass Family Services
County of Alameda, Probation Department
Highland Hospital

Homebridge
Immaculate Conception Academy
JVS
La Casa de Las Madres
La Cocina
Larkin Street Youth Services
LEGACY
Mission Economic Development Agency
Mo Magic
Our Youth Matter (Fruitvale, CA)
Project Homeless Connect
Renaissance Entrepreneurship Center

Rubicon Programs
SamaUSA
San Francisco Family Support Network
San Francisco Housing Development Corporation
SF Child Abuse Prevention Center
Southeast Community Facility Commission
Suitcase Clinic
Through the Looking Glass
Third on Third
Visitacion Valley Neighborhood Access Point

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

Kim Crawford
Anne Diaz
Samantha Fernandez
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
Karla Monterroso
Shakeyla O'Cain
Yolanda Quevedo
Patrick Regan
Samuel Rivera
Shardonnay Ross
AJ Stevens

Dorothea Tolliver
Elijah Tolua
Lonnie Tuck
Kate Walrath
Kate Walsh
Sean Waugh
Tiana Wertheim
Andrea Wilcox
Folashade Wolfe
Andrea Wood
Jake Yesbeck
Justin Young
Jennifer Yu
Winnie Yu



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.

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