

2013 Annual Meeting

February 19, 2014

October 18, 19, and 20, 2013

Washington, DC

Highlights

- **KEYNOTE SPEAKER, DEOGRATIAS NIYIZONKIZA**

The afternoon session of the 2013 Project Redwood Annual Meeting kicked off with remarks by Deogratias Nigizonkiza, founder of Burundian-based non-profit, Village Health Works (VHW).

Deo was born in war-torn rural Burundi. After arriving totally alone in the United States in 1994, he was, for a time, homeless and lived in Central Park. Eventually his courage, determination and ingenuity led him to Columbia University, and later to Harvard's School of Public Health and Dartmouth's Medical School. Niyizonkiza's story is recounted in Tracy Kidder's best-seller, *Strength in What Remains*. In 2006, Niyizonkiza returned to Burundi and established VHW, which provides quality health care and supports local development.

Unfortunately, there is no video of Deo's remarks at the Project Redwood meeting, but in the youtube footage below, he discusses his work with VHW, a two-time Project Redwood grantee. (*Note: Deo's remarks begin at about the 10:00 mark*)

• INTERNATIONAL DEVELOPMENT AND PHILANTHROPY PANEL DISCUSSION

Following his keynote remarks, Deo joined a panel of distinguished principals, who shared their insights on choosing and measuring the success of socially responsible investments.

Harold Rosen is the Chief Executive Officer of Grassroots Business Fund (GBF), which delivers a distinctive blend of investment capital and business advisory service to high impact businesses in developing countries. Prior to his work with GBF, Rosen worked at the World Bank Group for over 30 years. He holds an MBA from Harvard Business School, and bachelors and masters degrees in Regional Science from the University of Pennsylvania.

Sarah Koch is the Executive Director of the non-profit Development in Gardening (DIG), which she co-founded in 2006, at age 24. DIG promotes improved nutrition, health, and food security for HIV-affected and at-risk populations through sustainable agriculture practices in developing countries. Koch has also served as a rural health extension agent for Peace Corps Senegal.

Barbara Alison Rose is the founder and Executive Director of Aid for Africa, an umbrella group of more than eighty non-profit organizations working on-the-ground in Africa to promote education, health, agriculture, wildlife conservation, small business development, and more. Rose also was the founding Executive Director Future Harvest, directed the communications department of the International Food Policy Research Institute, and worked as a Peace Corps volunteer. She holds an MBA from Columbia University, a MA in Journalism from the University of Maryland, and a BA from Hood College.

Jan Piercy is a Senior Advisor at Enclude, a firm dedicated to building more sustainable businesses and institutions through integrated capacity and capital. For seven years, Piercy represented the United States on the Board of the International Bank for Reconstruction and Development, and received the US Treasury Medal of Honor for her service at the Treasury and World Bank. She holds a BA from Wellesley College, and completed the Stanford Graduate School of Business Executive Program.

Each of the panelists made brief remarks, and then answered questions from the audience of Partners, spouses, and friends. Unfortunately, there is no video of the discussion. However, in the youtube footage below, panelist Harold Rosen (at another event) discusses the importance and use of metrics in investing in the small and growing business sector, among socially responsible businesses.

- **PROJECT REDWOOD PARTNER SING-A-LONG**

Saturday's dinner concluded with a sing along with Brock Holmes, and Project Redwood Partners and friends. Here are Brock's original lyrics:

There's poverty in Africa, and strife in Bahrain.
There's hurricanes in Ecuador, and Kenya needs rain.
The whole world is festering with unhappy souls.
Chile is hungry, and Senegal's on the dole.
Suriname needs money soon, Zambia's on the edge.
And I don't have funds enough to make a pledge! But now Project Redwood has made its debut,
Partners and projects and funds has accrued
If we all stay focused we know that some day, our
Projects will all stay funded, and poverty will go away. There's poverty in Africa, and strife in Bahrain.
Our song is almost over now.
Shall we sing it once again?

Agenda and Action Items

• **MEETING DAY AGENDA**

Committee Reports:

Organization Overview (Rich Jerdonek)
Treasurer's Report (Mike Watt)
Partner Development (Phil Jonckheer)
Design for Extreme Affordability (Phil Jonckheer)
Grant Review Committee, Cycle 7 Grantees (Laura Power)
Project Support (Mary Pruiett)
Communications (Patty Mintz)

Initiative Reports:

Synergy (Jorge Fernandez)
Incubator (Martha Clark)
Impact (Kristi Smith-Hernandez)
Field Trip (Ann McStay)

Lunch Break--Small Group Discussion of Issues (Fundraising, Project Sourcing, Measuring Impact, Expanding Project Support)

Project Redwood Direction and Read Out From Lunch Discussions:

Review of Project Redwood History (Donna Allen)
Fundraising (Carol Head)
Project Sourcing (Rich Jerdonek)
Measuring Impact (Kristi Hernandez)
Expanding Project Support (Mary Pruiett)

Guest Speakers

Project Redwood Overview (Donna Allen)
Keynote Speaker, Deogratias Niyizonkiza (Introduction by Ken Inadomi)
International Development and Philanthropy Panel Discussion (Harold Rosen, Sarah Koch, Barbara Alison Rose, Jan Piercy)

- **KEY ACTION ITEMS**

- Fund Raising**

- Ask Partners to increase baseline contributions

- Refine brand identity and value proposition

- Factor in impact of retirement and legacy giving

- Explore involving other Stanford organizations and Graduate School of Business alumni classes

- Develop a non-athletic fundraising event for 2015 reunion

- Project Sourcing**

- Use social and other communications media to attract involvement of more classmates

- Probe for relevant classmate linkages (ie, connections to Peace Corps, other philanthropic ventures, etc)

- Engage Stanford, grantee, and other resources

- Measuring Impact**

- Build on Keith Russell's work

- Identify and review impact measurement models developed by other philanthropic and policy organizations

- Capture existing data

- Expand Project Support**

- More closely explore and test the incubator concept; ie, providing stepped-up support to select grantees for an extended period

- Other**

- Convene 2014 Annual Meeting in Southern California

- Encourage participation by family members and friends

- Particulars

- **ITINERARY**

Friday, October 18, 2013

7:00 pm: Cocktails and Dinner at Labanese Taverna (2641 Connecticut Avenue NW)

Saturday, October 19, 2013

9:00 am: Project Redwood Business Meeting, Stanford In Washington

3:00 pm: International Development and Philanthropy Panel Discussion, Stanford in Washington

5:30 pm: Wine and Cheese Reception, Stanford in Washington

7:00 pm: Dinner, Stanford in Washington

9:00 pm: Monuments Tour at Night

Sunday, October 20

9:00 am: Board Meeting Debrief, Washington Marriott Wardman Park

11:00 am: Brunch, Museum of the American Indian, Mitsitam Cafe (4th Street and Independence Avenue SW)

2:00 pm: Group Tour, Museum of the American Indian

- **VENUES**

Hotel:

Washington Marriott Wardman Park

2660 Woodley Road NW

Washington, DC 20008

202-328-2000

800-228-9292

Meeting Location:

Stanford in Washington

The Anne T. and Robert M. Bass Center

2661 Connecticut Avenue NW

Washington DC 20008

202-332-6235

• ATTENDEES

Rick Agresta, Joan O'Connell Agresta Ed Kaufman, Martha Kaufman

Donna Davis Allen Ann Gordon McStay

Bruce Braine, Anne Kilkenny* Susan Silver Miller

Bob Cerafatti Amy Minella

Martha Parry Clark Patty Mintz, Greg Lieberknecht

DJ Crane, Donna Crane Nancy Osher*

Dick DeMarle Phyllis Owens*

Ann Thoke Espy Laura Power

Jorge Fernandez Mary Pruiett, Ralph Pruiett

Dave Fletcher, Leah Fletcher Kirk Renaud, Sally Duggin

Monica Fread Elliot Roseman, Rena Roseman

Carol Head Beth Sawi

Brock Holmes Gail Gaumer Schulze*

Ken Inadomi Larry Slesinger, Fransesca Slesinger

Rich Jerdonek, Julie Jerdonek Kristi Smith-Hernandez

Phil Jonckheer Mike Watt, Eileen Leatherman

Gail Jones-Nemeth Skip West, Beth Citrin

Anna Durand Kraus Bill Westwood

**Remote participant*

- **REMOTE PARTICIPATION**

Remote participation was accomplished through GoToMeeting, a web conferencing service that allows for dial-up or computer-based audio and on-screen presentation sharing. A panning video camera hook-up also allowed remote participants to see audience and presenters.

Participant Feedback:

"All things considered, I think you should feel good about it...It's been very interesting."

"Great audio, thanks for offering this service. It would be great to see the speakers, we only see the audience, who are wonderful as well."

"I couldn't do the video because my operating system wasn't up to date enough...The audio was much better than expected."

"Use a live twitter feed [for questions]...it could be interactive and fun for the audience as well."