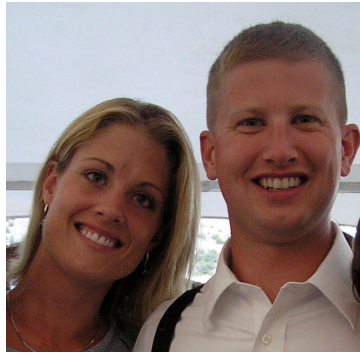


one percent foundation



We are a new generation of philanthropists.

From the Chairman & President of the Board

Dear OPF Partners:

Welcome to the first edition of the One Percent Foundation newsletter! This bi-annual correspondence will provide an opportunity to share what's happening in the world of philanthropy; spotlight the work of our grantees; and provide a regular update on the activities and achievements of the One Percent Foundation.

There is a lot of talk about "impact" in philanthropy these days. A recent post on the blog Tactical Philanthropy highlighted a shift in thinking about philanthropy from "the act of making a gift" to

"thinking about it as the achievement of impact." In thinking about how the One Percent Foundation achieves impact, we can boil our value proposition down to two ideas:

(1) OPF aims to increase the *quantity* of philanthropy by young adults. Our goal is to engage an entire generation of young adults in philanthropy, encouraging more generous and systematic giving and unleashing a flood of new philanthropic capital into the non-profit world. OPF now has over 100 Partners and will be giving away tens – and soon hundreds – of thousands of dollars over the next few years.

(2) OPF aims to increase the *quality* of young adult philanthropy. Our goal is to educate and engage young
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Health Cycle Deadlines

Nomination Period Begins	7/1
Nomination Period Ends	7/31
Voting Begins	9/1
Voting Ends	9/15
Health Grant Announcement	9/17

Congratulations to our Education Cycle Grant
Winner: School on Wheels

Check them out: www.schoolonwheels.org

what we can achieve

It's surprising how fast our collective donations add up. If we continue to grow, here's what we can do...

Partners

100

This is us now

500

If each of us helps 5 friends or colleagues join OPF

5000

If we hold OPF events and market OPF

Projected Donations

\$32,000

This is our combined 1% this year

\$161,000

Wow!

\$1,610,000

All of this, 1% at a time. Now *that* is collective impact.

Did you know...

You can change your username and password once you've logged in to the OPF website - simply click on "Manage Account" on the left side of the screen.

2009 Board Retreat

In February, the One Percent Foundation Board of Directors gathered in Tiburon, California to discuss the future of OPF.

We celebrated the completion of setting up the basics of OPF - our official status as a 501(c)3 organization, our financial structure, and our basic grantmaking process.

The Board also did a lot of brainstorming - about ways to reach out to young adults, new technologies and activities to make philanthropy exciting and personal, and educational tools about grantmaking and evaluating non-profit organizations.

Most significantly, the Board determined that we were ready to begin scaling up the organization - and set a goal to grow from 75 Partners to 200 or 250 by the end of the year.



The OPF Board:

Craig, Dulcie, Jon,
Rachel, Mike,
Debbie, Dan, Scott,
Ryan, and Hillary.

Not pictured: Jessica

What's New in Philanthropy

Two recent articles underscore the value of giving circles like OPF. A study published in May by the Center for Philanthropy concluded that donors who participate in giving circles give more than other donors, give more strategically, and give to a greater number of organizations. If you're interested in learning more, you can download the study [here](#).

Additionally, a [recent article in the Wall Street Journal](#) highlighted giving circles as a way to "give your dollars extra muscle" during the current recession. So, congratulations—it turns out your giving is more effective than you may have realized!

Interested in coordinating a volunteer activity, speaker, or other OPF event for a few friends or a big group?

Contact Debbie at
debbie@onepercentfoundation.org

Piloting a New Approach to the Grant Cycles

For the Health Cycle, we are trying something a little different.

What's the change?

OPF is focusing on a micro-issue within a grant topic area: access to affordable healthcare in the United States. Thus, we are encouraging Partners to do two things: (1) consider nominating health organizations that work on this specific issue and (2) increase your knowledge about what's happening in this micro-issue. We will be posting resources and specific topic-related content on the OPF [blog](#)—check it out in the coming weeks for changes!

Why are we trying it?

The survey of the Partnership in February revealed significant interest in refining the grant topics even further, and a high level of interest in this particular micro-issue; thus, we decided to pilot this new approach during the health cycle. We hope this new approach and increased resource sharing will enable partners to gain a deeper understanding of the challenges and opportunities associated with providing access to affordable healthcare in the United States.

What does it mean for me?

Hopefully this will provide an opportunity for you to gain or further your understanding about this partner-selected topic, as well as nominate an organization that does excellent work in this area. However, if you'd like to nominate a health organization not working in access to affordable health care, that works too—neither nominations nor voting are restricted to this issue.

Who can I send feedback to?

We welcome all feedback! Please send it to either Dulcie Madden (dulcie@onepercentfoundation.org) or Nancy Wang (opf@nancywang.com).

Where are they now?

Checking in with previous One Percent Foundation Grantees

Winter 2007 Grant Recipient: Kiva

To hear the latest on Kiva.org, we interviewed Bennett Grassano, Kiva's Director of Development.

The most recent big news at Kiva is that they just launched their programs in the United States. Kiva's US criteria is the same used in other countries: Kiva works through partners, such as Accion USA, to source and vet entrepreneurs. Elements unique to the US loans are a \$10,000 limit and that the funds must be used for a micro-business that does not have access to other commercial credit.

In addition, Kiva is now funding entrepreneurs in 44 countries, with the newest additions being Mongolia, Kyrgyzstan, and the Philippines! The intersection of the US loan program with these other country programs speaks to the fact that wealth and poverty coexist throughout the world, and Kiva is looking forward to being part of the global solution.

In terms of the grant itself, the OPF grant to Kiva was used for general support, and Kiva made significant progress in 2008: for every \$1 Kiva raised and spent, they generated another \$8 from the internet community! Thus, OPF's grant generated 8 times its amount for loans. Also, the Kiva community is growing: they just recently crossed 500,000 lenders, who have contributed more than \$75 million to entrepreneurs around the world. To understand what this means on the individual level, OPF partners can browse the Kiva website's [Journals tab](#), which highlights some lender stories.

In addition to lending and donation opportunities, Kiva has many volunteer opportunities with which OPF Partners could be involved. If Partners are interested, they can click on the website's [Do More button](#) and see all the volunteer options. A new program to check out is the Kiva Fellows Program, which gives people hands-on field experience with Kiva's processes, lenders, and partners.

Kiva believes in OPF's concept of starting a commitment to philanthropy early in life and in understanding ways to give back to the community. Kiva is excited to be a part of that, and they hope OPF Partners will continue to engage with Kiva as individuals!

Does Your Company Match Charitable Donations?

Many companies match charitable donations made by their employees. Double your impact by checking to see if your employer will match your donation.

Questions? Contact Ryan Vaughan at ryan@onepercentfoundation.org.

One Percent Foundation Members Live in...

Arlington, VA
Atlanta, GA
Berkeley, CA
Boston, MA
Canton, MA
Charlottesville, VA
Cheyenne, WY
Chicago, IL
Culver City, CA
Encino, CA
Forest Hills, NY
Fresno, CA
Hanover, NH
Highland Park, IL

Hopkinton, NH
Lakewood, CO
La Canada, CA
Los Angeles, CA
New York, NY
Newbury Park, CA
Oakland, CA
Olympia, WA
Philadelphia, PA
Portland, OR
Sacramento, CA
San Diego, CA
San Francisco, CA
San Ramon, CA

Sandy Springs, GA
Santa Monica, CA
Seattle, WA
Sherman Oaks, CA
Starkville, MS
Venice, CA
Washington, DC
West Hollywood, CA

There are also OPF
Partners in Greece, India,
Israel, and Kenya!

[From the Chairman & President of the Board](#) (continued from page 1)

adults so that our grantmaking is strategic, thoughtful, and reflective of our values. We aim to become better philanthropists by learning about the issues facing our communities and thinking about the solutions that are successful at addressing them. OPF is continually refining the Assessment process to incorporate feedback from Partner surveys and expert opinion. Going forward we will provide more educational opportunities by employing our blog and other new tools, hosting innovative events, and sending out articles and resources about philanthropy and social issues. Finally, this month we will be piloting a micro-focus on access to affordable healthcare, which the partnership identified as the most important issue within Health today.

As always, we encourage you to become more involved in OPF by recruiting new Partners, nominating organizations, serving on an issue working group, writing a post for the OPF blog, sending us interesting articles you see - the opportunities are endless. If you're interested in getting more involved, please do not hesitate to contact us.

Finally, we want to offer our deepest thanks to board members Hillary Chen and Dulcie Madden for their incredible work putting together this newsletter.

Happy giving.

Sincerely,

Mike Berkowitz
Daniel Kaufman

Top reasons young adults don't engage in strategic philanthropy:

"I don't have enough money."

"My small donation won't make a difference."

"I don't know which organizations to give to."

"I don't know how to evaluate non-profit organizations."

"I'm too busy to learn how to find and evaluate non-profits."

"I'm not old enough or wealthy enough to be a philanthropist."

OPF aims to address these concerns by making philanthropy easy and exciting, and by joining donations from many young adults to make an impact.

Talk to your friends
about OPF! Chances
are they would like to
be giving too...

Contact OPF

Chair:

Mike Berkowitz, mike@onepercentfoundation.org

President:

Daniel Kaufman, daniel@onepercentfoundation.org

Assessment Committee Chair:

Rachel Burrows, rachel@onepercentfoundation.org

Partnership Committee Chair:

Jonathan Kaufman, jonathan@onepercentfoundation.org

Programming Committee Chair:

Debbie Tuttle, debbie@onepercentfoundation.org