

# CALIFORNIA EMERGING TECHNOLOGY FUND

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## ORGANIZATION PROFILE: CRAIGSLIST FOUNDATION JUNE 30, 2007

### – ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	<b>CRAIGSLIST FOUNDATION</b>
Name(s) of Principal(s) and Complete Titles	Darian Rodriguez Heyman, Executive Director
Contact Information (complete)	Dominic Walshe Director of Development & Marketing Craigslis Foundation 60 Spear Street, 9th Floor San Francisco, CA 94105 (415) 533-1576 <a href="mailto:dominic@craigslisfoundation.org">dominic@craigslisfoundation.org</a>
Name of Program or Project (if different from organization)	Project Entry Point
Geographic Location or Focus of Program or Project	All 19 focus areas will be represented. The project itself, however, would best be described as a tool for Workforce Preparation and Development, Civic Engagement, and Volunteerism. Given its focus on connecting leaders to resource, it could also be considered a Computer Literacy initiative.
Demographic Overview of Focus Community or Population	Since the audience for Project Entry is emerging nonprofit leaders, veterans of the nonprofit sector, and individuals wanting to get involved as supporters of nonprofits, the focus area of the agencies to be benefited is as broad as the range of nonprofit service provision.
Description of Program or Project named above <ul style="list-style-type: none"><li>o Goals</li></ul>	<p>Project Entry Point was launched with the realization that there is currently no one point of entry to the nonprofit sector. Imagine the impact of a website where emerging and established nonprofits and social entrepreneurs, donors, volunteers, and other compassionate citizens could find everything they need to do good. Support resources already exist; what's missing is a single place that connects people and organizations to what they need. In a nutshell, it's craigslist for the nonprofit sector. To this end, we are transforming CraigslisFoundation.org into this entry point using a design inspired by craigslist.org and customized to the needs of the social sector.</p> <p>The primary audience for Craigslis Foundation's web resource is emerging nonprofit leaders, defined as those starting an organization, entering the nonprofit sector, taking on increased responsibility within the sector, or</p>

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	<p>those switching focus from their current role.</p> <p>A portion of the funds provided by CETF will ensure that accessibility standards are integrated into the website redesign. Specifically, your support will ensure that at least one member of our advisory council will include a technical expert who will help us to maximize the utility of the site for those with a variety of disabilities.</p> <p>Project Entry Point is expected to increase philanthropy, volunteerism, and nonprofit capacity. In creating a single point of entry to the nonprofit sector, especially given the reach and popularity of the craigslist name underlying the effort, Craigslist Foundation also expects to deliver an increased sense of community to the sector.</p>
<p>○ Objectives</p>	<p>Project Entry Point will benefit the entire sector. This includes organizations serving rural and remote areas, urban disadvantaged neighborhoods, and disabled populations. Agencies working to address the digital divide and empower communities through technology will also directly benefit. Many industry experts have raised concerns over the pending leadership vacuum projected to occur when Baby Boomers retire in coming years; Project Entry Point will ensure that leaders entering the sector, including those focused on the aforementioned populations and issues, will have a place to turn for all their needs.</p>
<p>○ Strategies</p>	<p>Phase I of Project Entry Point will be an information center, resource hub, and a platform for community interaction. The components of the Phase I site include a homepage inspired by craigslist.org and built on an open source platform, a design that communicates Craigslist Foundation's work while retaining craigslist.org's familiar look and feel, but applied to the social sector. The site will include tools for user-to-user communication, user-generated tagging, resource bookmarking, and ratings/reviews of content. Customer service will harness the expertise of the community, our partners, and staff. We will incorporate strong accessibility standards, and search capabilities that empower users to find solutions both within Project Entry Point and at the sites of key partners. Our community of users will inform further development.</p> <p>Content within the initial design will include:</p> <ul style="list-style-type: none"> <li>• A series of local nonprofit support directories, with access to existing resource guides;</li> <li>• Nonprofit Boot Camp Online: access to videos, podcasts, PowerPoints, speaker handouts, class notes, and other course materials from Nonprofit Boot Camp;</li> <li>• Tutorials on selected nonprofit issues (i.e., How To Start A Nonprofit);</li> <li>• An "I Have/I Need Marketplace" where those wishing to donate funds, items, expertise, time, or office space can connect with nonprofits, and vice versa;</li> <li>• An Answers area where visitors can ask questions of community partners and consult a knowledge base of FAQs that grows more robust with usage;</li> <li>• Links connecting visitors with nonprofit employment and community service information;</li> <li>• Listings of upcoming Craigslist Foundation and partner events, including complete information about Nonprofit Boot Camp;</li> </ul>

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	<ul style="list-style-type: none"> <li>• Discussion forums categorized by factors such as geography, sector, and job role;</li> <li>• News and photos from both Craigslist Foundation and other nonprofit sector sources; and</li> <li>• Information about Craigslist Foundation.</li> </ul>
○ Actions	Attracting online traffic of over 80,000 users a month to get the knowledge, resources they need to run successful nonprofits and/or contribute.
○ Outcomes	<ul style="list-style-type: none"> <li>-Attract over 1,000,000 visitors to the redesigned website within one year of launch (expected by the end of 2007);</li> <li>-Connect 25,000 cash and in kind donors to causes;</li> <li>-Connect 50,000 volunteers with causes, including volunteers that donate their expertise versus simply their time;</li> <li>-Educate 40,000 would-be nonprofits on alternatives to starting a new 501(c)3;</li> <li>-Assist 25,000 nonprofits with their incorporation process;</li> <li>-Enable job seekers to post 100,000 resumes;</li> <li>-Facilitate 100,000 discussion forum posts;</li> <li>-Connect 20,000 visitors with answers to their specific questions;</li> <li>-Connect 25,000 visitors with relevant articles and document templates; and</li> <li>-Promote nonprofit support events to 80,000 visitors.</li> </ul>
○ Brief History (when was the organization founded or when was the program launched?)	Founded in 1999 by Craig Newmark and others, Craigslist Foundation exists to “provide knowledge, resources, and visibility to the next generation of nonprofit leaders.” We were created to apply the spirit and values of craigslist to the nonprofit world; craigslist is about “people helping people” while Craigslist Foundation is about “helping people help.” Craigslist Foundation is a publicly supported, non-endowed 501(c)3 operating foundation and, as such, does not award grants. Instead, the organization focuses on producing educational programs, events, and resources that benefit as many nonprofits, causes, and people as possible, particularly those that serve urban disadvantaged neighborhoods and people with disabilities.
○ Size and Magnitude of Program or Project	Just as craigslist.org is a platform that supports the entire community, so, too, does Craigslist Foundation support the entire nonprofit sector, versus focusing on individual organizations or causes. Since Craigslist Foundation’s inception, over 5,000 emerging leaders have directly benefited from our programs. Collectively, they have served over 100,000 people, including members of rural and remote areas, urban disadvantaged neighborhoods, and disabled populations.
▪ Number of People Served, Involved, Impacted	
▪ Annual Budget, Percentage of Earned Income and Staff	<p>Annual Organizational Budget: \$2,086,876, 55% of which is derived from Earned Income Project Budget: \$237,000</p> <p>Staff: Darian Rodriguez Heyman, Executive Director; Arthur Coddington, Program Manager/Webmaster; Eliote Durham, Manager of Operations and Events; Liza Schlang, Director of Operations &amp; Events; and Dominic Walshe, Director of Development &amp; Marketing</p>
▪ Funding Sources and Partners	<p>Packard Foundation – Already provided \$50,000 Craigslist Foundation – \$12,000 Others TBD</p>

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<ul style="list-style-type: none"> <li>○ Results and Evidence of Success             <ul style="list-style-type: none"> <li>● Metrics for Evaluation Progress</li> </ul> </li> </ul>	<p>Accomplishments include producing our annual Nonprofit Boot Camp, which has developed into the largest nonprofit gathering in Bay Area history. Part of the reason the educational program and workforce development initiative has been so well received is that Craigslist Foundation has successfully mobilized over 100 partner organizations, including the majority of local nonprofit support resources and capacity builders for the first time. We have also built our online audience up over the years, attracting traffic of over 80,000 users a month. This enabled us to overshoot our traffic projections to the Community Technology Foundation of California, the funder that supported last year's Nonprofit Boot Camp Online program by tenfold.</p>
<ul style="list-style-type: none"> <li>● Change in Outcomes or Metrics Over Time</li> <li>● How long does it take to secure results for the program above?</li> </ul>	<p>Please see response to Outcomes.</p>

Note: By submitting the Organization Profile you are agree that the:

- Your Organization expressly grants permission to post the submitted information in a public area of the CETF website,
- Statements and representations made about your non-profit are true and contain falsehoods, and
- Your Organization will keep the information updated either on its own or at the prompting of CETF to ensure that it remains true and accurate reflects the current status and historical operating results of your organization.

You also give CETF the right to share the information with its Board, officers, employees and agents in printed documents as the Fund seeks to share examples.

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