

PRINCETON



Forging a unique trans-generational effort in the tradition of
“Princeton in the nation’s service and in the service of all nations”

Annual Report 2011 (2010 included)

a 501 c (3) not-for-profit organization provides valuable public service and fosters community service leadership.

The Fellowship program grants one year stipends for Princeton graduates to carry out public interest projects.

The Pro-Active program organizes a range of volunteer opportunities for alumni and friends.

The SEC -- Social Entrepreneurship Competition -- sponsors a competition for the Princeton University community.

Princeton ReachOut56-81-06
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Dear Princeton classmates of '56, '81, '06 and friends,

Another landmark in the evolution of ReachOut -- we joined with members of the class of 2006 to become Princeton ReachOut56-81-06. On September 27, Derrick Raphael, Leon Skornicki, Krista Brune and Brendan Williams were elected to our Board as representatives of '06.

One of our prime objectives is to create an evolving organization to perpetuate the spirit of ReachOut to attract others and attain the stability to attract investment in our mission.

Doing good and making the world a better place are noble ambitions and rewarding activities, but not easy tasks, as we learned in the first two decades of ReachOut. We feel it is important to share frustrations as well as our achievements to enhance the success of our continuing efforts. Accordingly we sought and found support in our “generational” Princeton relations. As we were already bound by common institutional service traditions and ethics — it was gratifying to find a commonality of interest in fulfillment of our mission with like-minded members of ’81 — we formed ReachOut56-81 in 2008. In 2011 we expanded this effort with members of the class of 2006 in creating ReachOut56-81-06.

Princeton President Shirley M. Tilghman in greeting the class of ’56 on the occasion of the 55th Reunion in 2011 acknowledged and praised the efforts: ***“Together ’56 and ’81 have created something that is greater than the sum of its parts, fittingly described as a unique trans-generational partnership to support a common mission -- to make the world a better place. I cannot think of a finer legacy or a better way of ensuring the future vitality of this initiative.*”**

In addition to including ’06 in our activities, we further strengthened our programs in 2010-2011:

- The Fellowship program received record applications, stimulated by the generous funding of the new 1956 ReachOut International Fellowships by the family foundation of Ladi Pathy ’56. The ’81 leadership on the board of ReachOut helped organize and fund a second Social Entrepreneurship Contest.
- The CA program continued successful operations at Paul Robeson High School and the Academy of Innovative Technology
- in Brooklyn. The program was significantly enhanced by Princeton undergraduate mentors recruited by the University Pace Center. This activity continued also in Trenton and will be initiated at the Foundation Academy in the fall of 2011.
- The ReachOut website improvement continues, aided by the skillful editing of Cathy Chute ’81.

We lost a founding trustee, officer and generous supporter this past year, John Hill Wilson ’56. He was a most important supporter for ReachOut, giving his personal attention as well as very generous financial donations. His wise counsel and generous spirit are sorely missed.

New York City’s decision to close Paul Robeson High School, was unjustified. We have helped countless Robeson students find their way to college over the past decade and have developed close working relationships with administration and faculty. We are familiar with their efforts to improve their students’ lives and feel the metrics used to justify the closing were misapplied. At the closing hearings, RO members Jack Fritts, Slade Mills, Bill Rosser and others offered eloquent opposition to the closing of the school. Appeals are in process but whatever the ultimate disposition of the case, we will continue to help the Robeson students as long as the school remains open.

We plan to continue our college awareness work in New York, Trenton and elsewhere. Too many challenged, urban schools are not focused on college admission. This has proven to be an

important area for our support – one that compliments the school’s effort while significantly enhancing the students’ prospects for life.

Perhaps one of the most gratifying testimonials to the value of our Fellowship program is the creation of several similar programs in Canadian Universities by the Pathy foundation at the instigation of our trustees and ’56 Canadian classmate, Ladi Pathy.

We are pleased by our accomplishments, excited with our expansion and look forward to members of Princeton 2006 as well as other classmates joining our efforts, enhancing this three generation endeavor.

Sincerely,
Daniel W. Gardiner
Chairman & CEO
Jon Wonnell
President
Derrick Raphael
Executive Vice President

The Fellowship program

Jim Freund ’56 Co-Chair
Jean Telljohann ’81 Co-Chair

This program, initiated by Jim Freund in 2001, annually sponsors two Princeton graduates. They work for a year following graduation on a socially significant project for a non-profit organization of their choice. To date, the projects have been highly successful.

As seniors at Princeton, our fellows must research possible projects and organizations that they want to support. The candidate and organization work to create a mutually beneficial project for one year. We favor projects sponsored by organizations that need the help and would otherwise be unable to fund the Fellow.

In the spring, we introduce the Fellowship opportunity to juniors, and then return in the fall to meet with interested students. The applications are submitted by year-end, interviews are held in January, and decisions made and announced soon thereafter. Numerous ’56 and ’81 classmates and past fellows participate in the selection process.

The program, in celebrating its tenth year of granting Fellowships, announced the awards for 2011 to four Princeton University seniors for year-long public service projects.

A Fellowship was awarded to Hanna Katz ’11, who proposes to create and manage a program that supports youth involved with the criminal justice system, under the auspices of the Stanley M. Isaacs Neighborhood center in New York City.

Candidates for the 1956 ReachOut International Fellowship (which also awards \$30,000 to the recipient) can present project proposals to be performed anywhere in the world, with or without a sponsoring organization. Special weight is given to projects of social significance that are

innovative, creative and/or entrepreneurial. The Fellowship was awarded jointly this year to Karen Champion and Clare Herceg. They have proposed a series of educational and other projects to serve impoverished and refugee children in Nablus, and the West Bank, through Tomorrow's Youth Organization.

In addition, a special 1956 ReachOut International Project Expansion Fellowship has been awarded to John Torrey '11. He will carry forward and expand the peer education program and other activities in Sierra Leone initiated by current ReachOut Fellows, Fatu Conteh '10 and Katie Hsieh '10, under the auspices of the Global Action Foundation. In inaugurating the 1956 ReachOut International Fellowship last year, we indicated the potential for extension of the project beyond one year, if the project's significance and viability is found to justify longer-range support. This was the case and thanks again to the generosity of the Pathy foundation; we awarded this special Project Expansion Fellowship for the first time this year. Unfortunately John had to leave the project for personal reasons; but fortunately, Fatu was able to alter her plans and will continue the project.

These four outstanding fellows are the latest in a parade of impressive awardees. Through the efforts of these talented, spirited young alumni – many of them leaders in their class – their exciting project have an impact. For example, they have:

- addressed the tragedy of 9/11 by creating a published literary anthology and sponsorship of green spaces;
- promoted discussion of race relations on college campuses;
- addressed critical community development needs such as housing, health, employment and hunger;
- educated the public (through photography and interviews) on the effects of conventional drug policies;
- trained promising but underserved teenagers in music and visual arts;
- offered English training and other help to Latino day laborers;
- prepared a report card on vital aspects of the Chicago public school system;
- created a book about arts and education in American prisons;
- mentored underserved students and motivated them to aim for college;
- managed summer camps for young people with developmental disabilities and special medical needs;
- provided legal services to the homeless in San Antonio
- assisted in the rehabilitation of torture victims from other countries who seek asylum in the U.S.;
- created on-line accessibility to tribal laws for native Americans;
- helped with the medical needs of political victims of civil war and the cultural problem of premature pregnancy in Sierra Leone.

Here's an overview of our 23 Fellows. About two-thirds are female. They hail from all over the U.S. – the states with more than one Fellow are Maryland, Ohio, North Carolina, California and New Jersey – and the long distance award goes to Mallika Ahluwalia from India. The most popular college majors – four each – were Woodrow Wilson School, Religion, and Sociology. Six of their projects were based in New York City, with others performed in Texas, Colorado,

North Carolina, Illinois, and Virginia – and Robin Williams’ project took him all the way across the United States. And now, with the new international Fellowship, we can include Sierra Leone and the Nablus governate in the West Bank of the Palestinian territories. The most popular post-Fellowship paths are law, medicine, and graduate school, while a number of the Fellows have continued to undertake laudable public service activities.

President Tilghman wrote to us on September 7, 2011 “...*Thank you for the time and effort you put into documenting the stories of the ReachOut Fellows. You and your classmates have invested in the lives of truly extraordinary young men and women, and it is inspiring to read about where their fellowship experiences have led them. After reading their narratives, there is no doubt that they will have a positive impact on their communities and take on leadership roles in some of our most important professions. Congratulations to you and the members of the great class of '56, '81 and '06 for sustaining this outstanding work. You and the ReachOut fellows are shining examples of the University's motto...*”

This year, to celebrate the fruition our three-class partnership, we also made a special ReachOut56-81-06 Building Bridges Grant to Nushelle DeSilva '11. The grant, in the amount of \$11,200, will help Nushelle fulfill her mission of building bridges between small communities in her native Sri Lanka, to mitigate ethnic tensions that contributed to the long cruel war there. Since what we are doing by combining our three classes is, in effect, building bridges among alumni of disparate generations, it seemed quite appropriate for us to support her imaginative and sorely-needed project.

Jim Freund developed a booklet for the 55th reunion of '56 that offers an in-depth look at the Fellows: who they are, what they've accomplished, where they are today, their plans for the future, and how they view the Fellowship experience. Written largely in the words of the Fellows, they will impress you with their eloquence and you'll be pleased with the positive comments of the grateful supervisors for whom they have worked To obtain a copy, contact: Jim. Freund tel# 212-580-4956 jim.freund@mac.com

Our Fellowships are made possible by your donations. Or, in other words, by supporting these dedicated, skilled and energetic young people, we older Princetonians are making great things happen. This experience will stay with the students for life, and it continues to be the focus of our funding efforts. Along similar lines, the Social Entrepreneurship Competition, added this year, will provide startup funds to budding entrepreneurs

The Pro-Active Program

Jack Fritts '56, Co-Chair

Len Grabowski '81, Co-Chair,

This volunteer program, conceptualized in 2001 by Jack Fritts, brings opportunities for classmates and friends to personally help make the world a better place. We provide advice, not funding. We bring the skill, energy expertise and experience of our classmates and friends to worthy non-profit organizations.

Helping at-risk students and their schools has evolved as a major focus. Mentoring efforts have received recognition by both Paul Robeson High School in Brooklyn, and at the YouthBuild program of Isles in Trenton. Specifically, the efforts of Jack Fritts, Louise Henderson and Slade

Mills were cited by Citigroup/PRHS in conferring their "I Make a Difference Award". YouthBuild honored RO56, singling out the work of Arthur Eschenlauer and Jim Braswell. The RO56's organization's contributions were celebrated at an Isles community service dinner.

College for Every Student (CFES), formerly the Foundation for Excellent Schools, has been an implementing agent for Pro-Active activity. CFES provides an effective entry strategy by identifying schools in underprivileged communities where volunteers are needed and welcome. Following an introduction by CFES, Pro-Active volunteers created an effective program at Paul Robeson High School (PRHS). This is an inner-city, minority-dominated school in Crown Heights, Brooklyn, that was blessed with a dynamic and innovative principal, Ira Weston. Our College Awareness (CA) program was developed specifically in response to a demonstrated need at PRHS as well as other CFES schools where the college guidance function is often understaffed and lacks support. Created by a partnership of RO56, CFES and PRHS, College Awareness is designed to help students succeed in the college application process.

Louise Henderson, a RO56-81 board member and long-time college guidance counselor at the Chapin School in New York, has been our mentor in developing and implementing this program. This involves collaborative presentations to students as well as faculty and PTA groups by Pro-Active representatives and school administrators, supported by a DVD *Why College* directed by Tony Potter '56. We introduce the program to students in ninth grade, repeat it in tenth and then conduct expanded sessions with juniors and seniors, including one-on-one follow-up by '56ers Jack Fritts, Slade Mills, Bill Rosser, Mort Chute, Larry Leighton, Dick Daniels, Royce Flippin, Bob Lee, Don Stuard, Fraser Lewis, and others. For the past two years we have added Princeton undergraduates under the auspices of Princeton's Pace Center, with great success. We hope to involve volunteers from '81 and '06 to augment this effort.

Since our involvement at Paul Robeson, college acceptances have more than doubled. Accordingly, when NYC decided to close the school, in December 2009, we sent a letter of protest to Mayor Bloomberg and others. We sent another letter composed by Jack Fritts to the Deputy Chancellor Kathleen Grimm and other officials, detailing the perceived deficiencies in the decision process. On March 26, 2010 a judge blocked the closing decision mentioning many of the points contained in this letter.

We have introduced CA at the YouthBuild Institute, the high school associated with Isles Inc., a not-for-profit founded in 1981 by Marty Johnson '81. Isles is involved in the redevelopment of inner-city Trenton. When we presented CA to the students, we found it was not entirely suited to their needs. Accordingly Ken Snedeker, Kirby Holmes and others developed a more appropriate, expanded program including vocational guidance. In addition, Art Eschenlauer has designed a math program for their special needs.

At all the schools that we work with, one of the most difficult challenges for students and their parents is to understand and take advantage of the opportunities available to them. CA begins to address this. A new program, *How to Pay for College*, will include a DVD addressing the concerns of families of limited resources, to complement and enhance our current efforts. We are also planning programs to deal with the social aspects of career and life success in addition to the purely academic.

To help with the challenge of not only getting to college but persevering to graduate, we have held semi-annual dinners in Philadelphia with Paul Robeson graduates (Drexel and Temple students) and current PRHS students interested in these schools. Our goal is to provide a network to assist the students in finishing college. Robeson reports that since we initiated this program, attrition has dropped from around 40% to 0 at these two colleges. Don Stuard and Bob Lee have led in these activities in Philadelphia, Jack Fritts and Dan Gardiner provide support from New York and Ira Weston, Simone Grey and other faculty from PRHS participate. We are at work on expanding this networking concept to other locations where appropriate.

Storytelling Arts (SAI) has been a model for PROP activity. communities. We have contributed in corporate direction, mission statement formulation, financial analysis, and fund-raising. Sandy Millspaugh and Dan Gardiner, as board members, have been participate\`d in a challenging leadership transition. A new Executive Director, Carrie Wainwright, has now taken over and is making great progress in stabilizing the organization. We continue to strive for the viability of the organization and its mission.

In other RO56-81 activities, our volunteers conduct career and cultural awareness programs at PRHS. In past years, Jim Freund's photographic tour of New York's Central Park has been a first for these students. Jack Fritts parting the veil of the law and its support operations at Cadwalader, Wickersham & Taft in New York and Slade Mills' trips to the New York Youth Symphony open up new worlds to these students.

You can view CA and our other programs, as well as other aspects of ReachOut56-81 on our website—www.reachout56-81.com

Participation in Pro-Active can make a difference in people's lives. We continue to explore ways in which classmates and friends can contribute to their communities.

We urge you to learn more and participate in our activities in New York or elsewhere around the world. Contact:

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SEC—the Social Entrepreneurship Competition

Jon Wonnell, '81
Marty Johnson. '81

In 2010, to foster *social* entrepreneurship on Princeton University's campus and in the world, RO56-81 developed and sponsored the 1st Annual Social Entrepreneur Contest, to encourage and support two growing movements among the students -- to make the world a better place, and to create businesses to make that happen.

'81 members of the RO56-81 board planned and organized the competition in order to:

- spark and nurture the social entrepreneur culture across Princeton's campus
- stimulate "good works" as more students become involved and execute winning ideas
- strengthen leadership and problem-solving skills by promoting real life social ventures and partnering with students to run the contest
- engage members of '81, '56, '06 and other alumni to offer mentorship's, judging and venture capital-like, start-up investment opportunities.

The SEC, open to undergraduate and graduate students and with \$10,000 in total prize money, provided in 2010 a range of awards, from \$5,000 to \$500. The funds could be used for seed money, living expenses, travel, supplies, books, data or other materials necessary to implement the project anywhere in the world. The winning projects included mentors from '56/'81 or faculty/staff members who have relevant background and interest in the project's domain.

Fourteen contestant teams participated on Alumni Day in February. RO sponsoring participants from '81 included: Marty Johnson, Jon Wonnell, Cathy Chute, Jason Gold, and others. Jim Freund '56 served as a judge for the second year. After closed door presentations before the judges, finalists presented before a public audience of about 15 people in McCosh Hall.

The competition draws from the business plan competitions of the Princeton E Club, and it also connects to other campus resources, such as Princeton Pitch, Idea Factory, courses in entrepreneurship, Pace Center "Tuning" Sessions and the PEI SIS Fall course on Green Activism.

The SEC is designed to foster "good works" ideas that students care deeply about, but are unable to pursue without start-up funding and the recognition provided by the contest. The competition encourages creative problem-solving, using the "blank sheet of paper" approach, where contestant teams design projects with few constraints or guidelines. Finalists are judged on originality, feasibility of execution, scalability, and potential impact. Preference is given to projects with the apparent capacity to be sustained over time.

Looking forward

With a successful improved second year of the contest in 2011, we look forward to growing the event and the culture of social entrepreneurship on campus. We hope to expand the program this year to include Princeton Pitch in the fall in which a large number of students describe high level ideas for action in a 60 second "elevator pitch" from the venture capital world. We propose to award smaller (\$500-1000) prizes to one or more projects. This naturally will feed into the regular SEC later in the academic year.

We hope you will join us in the year ahead Princeton students are extraordinary – we intend to help give them tools and connections to apply their talents to great works.

In 2011 the awards were:

1st Place (\$5000) – M-Profesa – Kujifunzi (which means learning in Swahili) is a set of products that will enhance a student's performance on the KCPE, the Kenyan college entrance exam. Our product line consists of test preparation software and services, across three different platforms to reach the widest market possible: cell phone SMS (i.e. text) application, web application, and Android smart phone application.

2nd Place (\$2000) – Dhanlink –Our technology, 2Hands, harnesses encrypted SMS data transfer technology to create a mobile banking platform that can serve as a deposit account, credit card, debit card, and a facility for money transfers, and microloans. 2Hands is a flexible system that supports all of these activities without the need for a physical bank branch.

2nd Place (\$2000) – My Card My Story –is a social venture that employs disabled Indians as artisans in the craft of unique, handmade, eco-friendly greeting cards for sale in the United States. Our fair trade employees are underemployed and impoverished disabled workers who are selected through partnerships with NGOs and government organizations. Each handmade card contains a story from the maker, giving the disabled employee a voice through the card's creation.

Greatest Impact Award (\$500) – Food Justice Foundation –Good Food for a Good Cause. FJF's primary enterprise is to partner with schools, churches and other civic organizations to provide a pre-order service for healthy produce at below market prices.