



Ashoka Fellows in the San Francisco Bay Area



Barry Barkan
Civic Participation
Elders Guild
Berkeley, CA

Barry Barkan wants nothing less than to completely revolutionize the role of elders in American society. He created the Elders Guild as the foundation of a new culture of aging that engenders meaning, empowerment and mutual support. Barkan sees the Elders Guild as successfully challenging stereotypes, transforming institutions and championing meaning, learning and growth for a civically engaged population of elders. Today, Barkan works with 200 elders and 100 staff at three Alameda County sites, but hopes to engage 2,500 elders in California next year and 500,000 people in 5,000 facilities nationwide within the next five years.



Marc Freedman
Civic Participation
Civic Ventures
San Francisco, CA

Working with community colleges, neighborhood organizations, universities and public libraries, Marc Freedman created Life Options, helping people find meaning and purpose in the "third age" of their lives (those 60- to 90-years-old), particularly through public service. Life Options offers a "one-stop" opportunity for people to retool for second careers including teaching, health care and the environment, and connect to opportunities that fully use their talents and experiences. Life Options is designed to help the new wave of aging baby-boomers play an active role in solving society's most pressing problems.



David Green
Health
Project Impact
Oakland, CA

David Green is transforming the development and delivery of health care technologies to the global south. Dissatisfied with the reigning paradigm-where developing countries who are most in need of these technologies are unable to procure them-David is creating a sustainable model where developing countries themselves produce high-quality products and distribute them in a manner that results in a high degree of service and affordability for the end user. Having already directed the successful production and dissemination of two products-intraocular lenses and surgical sutures-which have impacted millions of people, David is now launching an effort to manufacture and distribute a top-of-the-line, cost effective, cosmetically acceptable, robust, and locally maintainable hearing aid.



Van Jones
Human Rights/Criminal Justice
Ella Baker Center for Human Rights
San Francisco, CA

Van Jones is creating dramatically higher standards of accountability for the criminal justice system through a pioneering, multi-pronged approach that turns — and keeps — the public spotlight on its practices. To counter police harassment, he has set up a hotline and lawyer referral service for victims. To address the ballooning prison industry, he has designed and is beginning to launch a broad campaign — "Books, Not Bars" — that calls for a reallocation of resources from incarceration to education. And through a number of affiliated organizations that he helped launch, Van is giving voice for the first time to the youth most affected by the lapses of this system while broadening its appeal to make it everyone's issue.



Carolyn Laub
Human Rights/Youth Development
GSA Network
San Francisco, CA

Carolyn Laub is creating a safer middle and high-school environment for students who frequently face ridicule and abuse because of their real or perceived sexual orientation and/or gender identity. By encouraging the development of Gay-Straight Alliances (GSAs) on campuses, Carolyn is building a youth-led network of organizations to form a united front against stereotypes and discrimination in their schools and communities. This activist youth development model goes beyond the traditional support model, setting an example for schools and students across the nation.



Amy Lemley
Economic Development
First Place Fund for Youth
San Francisco, CA

When teenagers "age out" of foster care, they rarely have anywhere to live or any means to support themselves. First Place guides former foster youth through this critical transition by providing micro-loans to secure affordable housing, while supplying training and support to address employment and educational needs. Amy is also leading the effort to transform the foster care system at the local, state and national level.



Temp Keller
Education
RISE
San Francisco, CA

Temp Keller found a way to help teachers and students RISE above the challenge of retaining quality, effective teachers serving low-income school districts. RISE builds a professional network of experienced teachers who have improved student learning in K-12 public schools. RISE teachers enjoy access to resources proven to increase teacher effectiveness and satisfaction: a professional network, financial resources and career opportunities proven to increase teach effectiveness and satisfaction. Retaining an experienced teacher saves a school district more than \$11,000 each year. RISE has grown from a network of 10 teachers to more than 450 in four years.



Joseph Marshall
Health/Youth Development
Street Soldiers
San Francisco, CA

Dr. Joseph Marshall left a 25-year career in education with San Francisco United School District to dedicate his life to understanding and eradicating youth violence. He is the first person to define youth violence as a disease, and The Street Soldiers program and ideal redefines street violence as a public health issue, not a criminal justice issue. The Street Soldiers program has achieved remarkable success: 90 members of the Omega Boys Club are now college graduates; 65 members currently are enrolled in colleges across the country; and 30 programs and 10 schools use the Omega Boys Club/Street Soldiers Violence Prevention methodology.



Michael McCullough
Education
QuestBridge
Stanford, CA

Dr. Michael McCullough has created a system that matches deserving, talented, low-income students with the nation's top universities. QuestBridge builds a single, national clearinghouse that matches selected low-income students to partner colleges, similar to the medical school residency matching program. In its first year, QuestBridge received 3,000 applications. College Match partners colleges – Amherst, Williams, Rice, Trinity and Grinnell – have pledged millions in full, four-year scholarships.



Ritu Primlani
Environment
Thimmakka's Resources for Environmental Education
Berkeley, CA

Ritu Primlani has helped owners of ethnic restaurants save more than \$2 million in the past five years by establishing environmentally responsible practices through the Greening Ethnic Restaurants (GER) program. Primlani works to bridge the gap between environmental practices and cultural/language barriers to insure that 60 environmental measures are implemented to achieve a measurable, significant impact. More than 82 restaurants are active participants in GER in Berkley, Oakland, San Jose, Fremont, Union City and San Francisco and Primlani plans to have 200 ethnic restaurants green by 2006.



Paul Rice
Economic Development
TransFair USA
San Francisco, CA

Paul Rice's TransFair USA is transforming global trading policies and establishing "fair trade-organic" as an industry standard for products (starting with coffee) grown in developing countries. Raised in a farm-working family, who supported his entrepreneurial ventures early on, Paul traveled the world to gain hands-on knowledge about rural development and agricultural economics in third-world nations. During these travels, he witnessed the injustice of small landowners, who grow roughly half of the world's coffee and reap a miniscule portion of the profits. Paul's TransFair USA is the sole U.S. fair trade certifier that ensures environmental and economic justice. Through partnerships with industry leaders like Starbucks, and consumer advocates groups, Paul created market demand for fair trade and organic coffee products. Since its founding in the San Francisco Bay Area in 1999, TransFair USA has established fair trade as the fastest growing niche in specialty coffee and made an irreversible impact on the \$18 billion U.S. coffee industry.



Don Shalvey
Education
Aspire Public Schools
Redwood City, CA

Don Shalvey is transforming the California public school system by building clusters of charter schools in targeted urban areas. By grouping a critical mass of high-performing educational institutions in under-performing districts, Aspire is creating such a groundswell of demand for excellent education that the existing system will be forced to improve to compete for students. Don's model is designed to create a "tipping point" that will result in local, state and national school reform.



James Thompson
Youth Development
Positive Coaching Alliance
Stanford, CA

Positive Coaching Alliance provides practical tools and workshops that empower amateur youth sports organizations to develop vital social skills in children, their parents and coaches. It seeks to replace the "win-at-all-cost" model of coaching with the "Double-Goal Coach,"™ who wants to win and has a goal of using sports to teach life lessons. Positive Coaching Alliance has conducted more than 1,700 workshops for 85,000 coaches, parents and leaders to create a positive sports environment for more than 850,000 young athletes. The organization's network include more than 300 youth sports organizations, cities and schools and four national youth sports organizations – American Youth Soccer Organization, Ice Skating Institute, US Club Soccer, US Lacrosse, USA Rugby and National Junior Basketball.



Jill Vialet
Youth Development
Sports4Kids
Oakland, CA

Jill Vialet and Sports4Kids offer a new youth development model that elevates the importance of play, organized recreation and sports in children's lives. Sports4Kids partners with schools to create a culture of fun, respect, safety and inclusiveness through developmentally appropriate physical education, supervised recreation and after school programs. Vialet's program serves more than 26,000 children in 64 schools in 10 Bay Area cities. Sports4Kids has trained 125 site coordinators, 1,000 teachers and 3,500 community members.

Ashoka Affiliates

In rare cases, Ashoka elects exceptional social entrepreneurs who are at an early stage in their career path. These Ashoka “Affiliates” come on for an initial one-year term, during which time they work closely with an appropriate mentor (typically a veteran member of the Ashoka Fellowship). Affiliates may afterwards advance to permanent membership in Ashoka’s global Fellowship through a second review by an Ashoka selection committee.

Ashoka has two Affiliates in the Bay Area:



Elliott Brown
Economic Development
Springboard Forward
Mountain View, CA

Many Americans are working hard but failing to get ahead. Poverty persists because low-wage workers have little or no opportunity for advancement. Elliott Brown believes that entry level jobs can and should be a springboard to meaningful and gainful employment. Springboard Forward is helping low-wage workers develop the capacity to advance, and helping employers invest in their entry level workforce. This employee development model promises to strengthen the 21st century workforce and give new hope to low-income workers.



Jane Leu
Economic Development
Upwardly Global
San Francisco, CA

Jane Leu is creating economic citizenship and reducing discrimination for immigrant and refugee professionals by changing the way employers recruit, hire and integrate the community of foreign-born professionals in the USA workforce. Upwardly Global’s unique approach targets the corporate sector to increase demand for the professional services of immigrants, refugees and asylees by creating a balanced hiring system – that also represents the true diversity of the community. These employment opportunities offer a variety of professional roles, incorporate the immigrant-professional deeper into their own community, and allow the model’s success to spread more easily to corporate operations nation-wide.