

Atlas Service Corps, Inc. 2007 Annual Report



Atlas Corps is creating a global partnership for development through an innovative, sustainable and scalable citizen sector exchange program that strengthens leaders, builds organizational capacity, and creates a network to facilitate international cooperation.

www.atlascorps.org

Atlas Service Corps, Inc. (Atlas Corps) is a registered 501(c)(3) nonprofit organization in the United States; it is incorporated in Bogotá, Colombia and works through a strategic partner in India. Our international headquarters is located at: 3217 Connecticut Avenue NW #36, Washington, DC 20008. 202-669-4497 / info@atlascorps.org. All of the pictures in this document were taken in 2007 by Atlas Corps Staff or Fellows and can be found on our website or our Facebook group. Please visit the Atlas Corps website at www.atlascorps.org for more information.



EXECUTIVE SUMMARY

Atlas Service Corps (“Atlas Corps”) is a new citizen sector organization (‘CSO’; nonprofit or NGO) that is building a global partnership for development through an innovative fellowship program that takes rising CSO leaders from one country to volunteer in another country to learn best practices, share unique insights and then return to their country to create a global network. In the primary program, Atlas Corps turns all previous international volunteerism models on their heads by reversing the

flow of volunteers through a one year fellowship program that brings rising CSO leaders from the global south (starting with India and Colombia) to volunteer at CSOs in the U.S. In the second year and beyond, Atlas Corps will also take U.S. CSO leaders abroad to volunteer. Atlas Corps strives to build the capacity of the citizen sector both in the U.S. and around the world through this exchange. CSO leaders around the world will cross borders to volunteer, learn skills, share knowledge, and return home to strengthen their domestic citizen sectors.

- **Mission:** To integrate a global citizen sector in order to create a global partnership for development.
- **Method:** Atlas Corps facilitates international fellowships for rising citizen sector leaders who contribute a year of service overseas and then return to the citizen sector of their home country, sharing new skills, best practices, and valuable experience.
- **Vision:** A true global citizen sector where best practices, talent, and services cross borders with ease to efficiently and effectively serve the needs of the world community through international partnerships and collaboration. Atlas Corps seeks to strengthen the world’s citizen sector through international exchanges that build global social capital.

“I applaud Atlas Corps’s reverse ‘Peace Corps’ approach to international development.” Senator Harris Wofford, one of the founders of the U.S. Peace Corps.

PROGRAM OVERVIEW

Atlas Corps is the first organization to recruit rising leaders from the developing world with 3+ years of experience to volunteer at like-minded U.S. “Host” citizen sector organizations. Atlas Corps Fellows learn methods for evaluation and sustainability from their Host organizations as well as share best practices from their home country. 2007 is Atlas Corps’ pilot year and the program has three Fellows from India and four Fellows from Colombia who are placed at Host organizations in Washington, DC (such as Free the Slaves, GlobalGiving, TechnoServe, and Youth Venture/Ashoka). The Host organizations each pay a \$17,000 cost share that covers one-third of the program expenses. This innovative, sustainable model will eventually create a global network of citizen sector leaders working together on major social issues such as poverty, hunger, education, women’s empowerment, health, and the environment (the U.N. Millennium Development Goals).



“Atlas Corps is a great idea.” Bill Drayton, Founder, Ashoka: Innovators for the Public.

2007 SUCCESSES

This has been an exceptional first year for Atlas Corps. In one year, Atlas Corps has gone from an idea to a very successful program. Atlas Corps is proud to report that the organization:

- ✓ Raised \$281,000 in cash or pledges from Host organizations (\$120,000), Foundations (\$85,000), Colombian Government (\$26,000), DuPont Corporation (\$20,000) and individuals (\$30,000).
- ✓ Received U.S. Government certification to be a J-1 Exchange Visitor program (this allows Atlas Corps to sponsor visas for CSO leaders anywhere in the world).
- ✓ Hired two highly talented staff members in DC and Colombia.
- ✓ Secured a strategic partnership with iVolunteer in India.
- ✓ Signed up nine Host organizations to take Fellows and ultimately filled seven of the positions.
- ✓ Received over 400 applications for seven Fellow positions.
- ✓ Chose 7 finalists who all received visas, including 4 Colombians and 3 Indians. The Fellows' average age is 28 years old; they come from 5 different religious backgrounds.
- ✓ Conducted outstanding training in Delhi, Bogota and DC – the Fellows evaluated the training at 98% saying they “learned a lot” on a scale of 0-10.
- ✓ Found housing for every Fellow for \$500 a month or less.
- ✓ Organized fundraising events in DC, NYC and Bogota.
- ✓ Hosted 10+ social events with the DC Friends of Atlas Corps.
- ✓ Published weekly Fellow blogs describing their activities.
- ✓ Expanded the Atlas Corps newsletter to over 6,400 people with 750+ on the Facebook group. AtlasCorps.org averaged over 28,000 visitors per month.
- ✓ Presented opportunities for the Fellows to hear from dynamic speakers including: Senator Harris Wofford, one of the founders of the Peace Corps; Kevin Bales, author of Ending Slavery; Mark Hanis, founder of the Genocide Intervention Network; and others.
- ✓ Facilitated opportunities for Fellow travel to NYC, Miami, San Francisco, Los Angeles, etc.
- ✓ Received positive feedback and evaluations – within the first two months, Host organizations and Fellows universally stated that they were both benefiting from the experience!



"Our Atlas Corps Fellow, Vithika Yadav, has immediately made herself a vital member of our partnerships team, giving expert advice on developing programs, especially in India. Everyone has warmed to her sense of dedication, her strong interest in the issues and her drive to get tasks completed quickly and effectively. She is definitely adding to our achievements already."

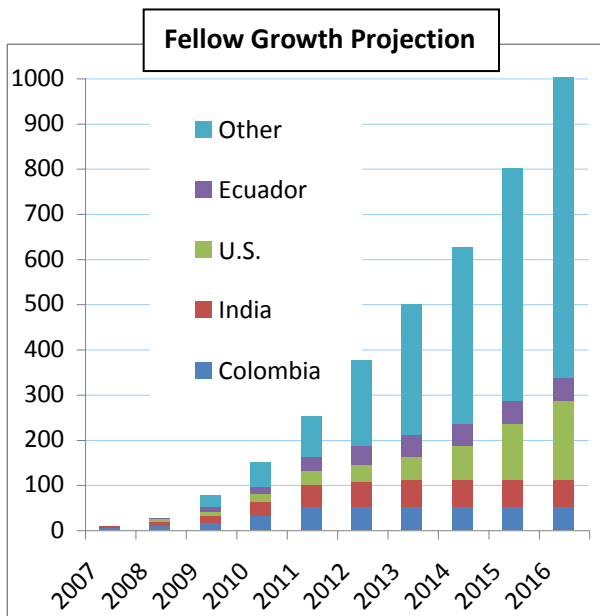
Ginny Baumann, Director of Partnerships, Free the Slaves, October 15, 2007

2008 PLANS FOR EXPANSION

Atlas Corps plans to extend the success of the first year and triple the size of the program in 2008. Atlas Corps plans to have 9 Fellows from India, 9 Fellows from Colombia, and 2 Fellows from Ecuador all going to DC and NYC. In addition, Atlas Corps plans to send 5 Americans to volunteer in Bogot, Colombia.

No matter what direction Atlas Corps sends Fellows, they will all have the same key qualifications:

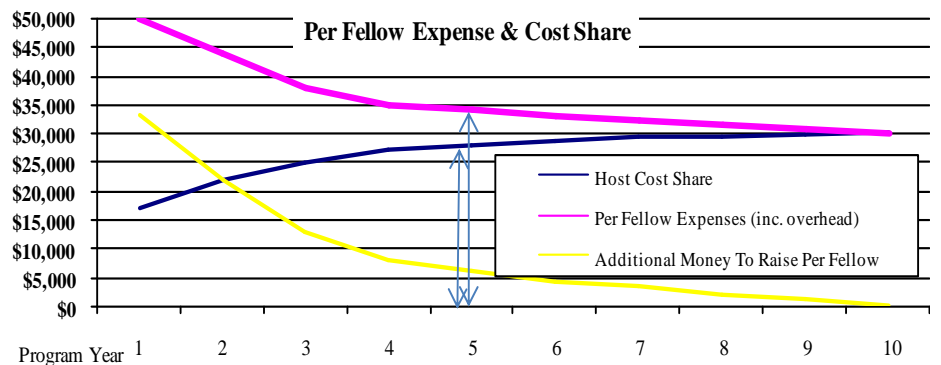
- ✓ 3-8 years of citizen sector experience and a college degree.
- ✓ Fluency in English, their native tongue, and the language of their host country.
- ✓ A record of citizen sector accomplishment and a promising future ahead.
- ✓ A commitment to return to their country after one year.



SUSTAINABLE FINANCIAL MODEL

The long-term sustainability of Atlas Corps is based on the fact that the U.S. Host Organizations will pay an increasing cost share each year to cover the expenses of the Fellows as the Fellows prove their value. In the first year, this cost share covers about one-third of the Fellows' expenses and over 10 years the cost share will be able to cover nearly 100% of the program expenses. As Atlas Corps expands from a pilot program of 7 Fellows from 2 countries to a program with 1,000 Fellows per year from 20 countries, the organization will achieve greater economies of scale and economies of impact. In 10 years the cost share and per Fellow expense in the U.S. will meet at \$30,000. Overseas, the break even point is around \$15,000.

By the fifth year, the U.S. Host cost share will cover over 80% of the U.S. program expenses.



ATLAS CORPS' TALENTED TEAM



Scott Beale, Founder & President. Scott has over 10 years of citizen sector, government, and entrepreneurial experience on four different continents. Scott's professional experience includes managing the U.S. State Department's \$9 million anti-human trafficking program in India, coordinating election logistics for OSCE in Bosnia as the youngest ever core supervisor in Mostar, acting as a liaison to U.S. Governors in the White House as the Associate Director of Intergovernmental Affairs, facilitating the expansion of an Ashoka-network CSO in the U.S. from three people to 25 using AmeriCorps Members, and founding a small citizen sector organization, the 2100 Fund, to raise money for social causes. He is the author of *Millennial Manifesto: A Youth Activist Handbook* and an experienced public speaker. For years he was a voice for the Millennial Generation and in 2004 the Youth Vote Coalition named him one of "30 Under 30 Changing Politics in America." Scott has his B.A. from Georgetown University.



Kimi Wetterauer, U.S. Program Director. Kimi has extensive experience in international education, training, and cross-cultural exchange. She previously served as the program manager for a citizen sector organization that grants six-month fellowships to mid-career journalists from developing countries. Kimi brings over five years of experience in education, marketing, fundraising, and organizational management. Kimi received her M.A. in international education from New York University and her B.A. in international relations from Pomona College.



Alejandra Henao, Colombia Country Director. Alejandra is responsible for recruiting Fellows, developing partnerships and raising money for Atlas Corps in Colombia. Originally from Cali, Colombia, she previously worked for three years at the Organization of American States (OAS) in Washington, DC. There she served as an assistant for environmentally sustainable trade projects in the Department for Sustainable Development. Alejandra holds a B.A. in international relations from Florida International University-FIU, and an International Studies certificate from Johns Hopkins SAIS. This year she will complete a specialization in government and public policies at Los Andes University in Bogotá.



And More!

Atlas Corps has a strong strategic partner in New Delhi, India (**iVolunteer**) that is responsible for recruiting, vetting and training the Indian Fellows.



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Cam Yorkston, *District Governor, Rotary International*

The organization also has an experienced Chief Financial Officer (**Ruth Taylor Kidd**) and a talented web designer (**Vinod Bhatt**). Finally, Atlas Corps has 30+ individuals around the world who support the organization with over 100 hours of volunteer work each. *The whole team is profiled online: www.atlascorps.org*



2007 FELLOWS AND PARTNERS

Maria Angelica Dueñas, 33, Bucaramanga, Colombia (TechnoServe)

Maria has over five years of experience in the public and private sectors. In 2005, Maria co-founded Corporación Educando, a Colombian CSO that works to promote the development of urban and rural communities. Maria earned her MBA from the University of Leicester in the UK and her B.A. from Pontificia Universidad Javeriana in Bogotá.

Gargi Saha, 30, Kolkata, India (Youth Venture/Ashoka)

Gargi has more than six years direct experience in anti-human trafficking. Previously, she was a senior program coordinator at CHILDLINE India Foundation. Gargi also assisted in the arrest and prosecution of traffickers, for which she has posed as a decoy client and rescued 15 minors through police raids. She was selected as one of the "50 Dynamic Women" by the U.S. Ambassador in India. Gargi earned her B.A. and M.A. in history from the University of Delhi.

Emily Tangarife, 27, Cali-Valle, Colombia (AYUDA)

Emily has six years experience in marketing and international business in the public and private sectors. She used to work with a local government institution which seeks to promote the sustainable development of Valle del Cauca. Emily obtained her B.A. in marketing and international business at the Universidad Autónoma de Occidente in Cali, Colombia.

Maria Alejandra Tapia, 23, Arauca, Colombia (Bert Corona Leadership Institute)

Alejandra has four years experience working in government, public policy and human rights. Previously, she worked in the Arauca Governor's Office where she developed a diagnostic study about citizen security and culture. Alejandra holds a B.S. in political science from the National University of Colombia in Bogotá.

Vithika Yadav, 26, Alwar, India (Free the Slaves)

Vithika has worked in the field of anti-human trafficking for four years. Previously, she worked at STOP (Stop Trafficking and Oppression of Children and Women) where she was a program manager. Vithika also worked with UNODC (United Nations Office on Drugs and Crime) working on a project to strengthen law enforcement response to trafficking. Vithika received her B.A. and M.A. in history from the University of New Delhi.

Syed Mohd Yunus, 27, New Delhi, India (GlobalGiving)

Yunus has four years of experience in the citizen sector with a focus on childhood participation and anti-human trafficking. Most recently, he was an activist with Bachpan Bachao Andolan, an Indian NGO campaigning against child labor that represents individual members and more than 700 NGOs. Yunus earned his B.A. and M.A. in social work from Jamia Millia Islamia Central University in New Delhi.

Sergio Zuluaga, 24, Bogotá-Cundinamarca, Colombia (Mobilize.org)

Sergio has worked in both the public and private sectors for over three years. In 2005, he joined the Salesian Society to work in the Juan Bosco Obrero Center as a business development coordinator for the Office of Entrepreneurship. Sergio holds a B.A. in international relations from the Universidad del Rosario in Bogotá.



Atlas Corps Partners include large international organizations like **TechnoServe**, **YouthVenture/Ashoka** and **GlobalGiving** that have multi-million dollar budgets; medium-sized organizations like **Free the Slaves**; and smaller organizations like **AYUDA**, **BCLI**, and **Mobilize.org** that are more U.S.-focused and have fewer than six staff members. Each Host organization pays a cost share (about \$17,000) and receives a Fellow for one year.

FINANCIAL INFORMATION

The Atlas Corps fiscal year is from October 1 to September 30. Below is an accounting of the organizational expenses from the first year (Oct 1, 2006 to Sept 30, 2007) and estimates for the next three years. Atlas Corps needs critical support now to prove the model, grow the team and establish the infrastructure. In the first year of the fellowship program, 33.4% of the expenses are covered by the Host cost share and Atlas Corps has successfully secured foundation, government and corporate financial support. Perhaps most promising, is that by the third year of the program, 70.3% of Atlas Corps expenses will be covered by the Host cost share in the U.S. and abroad.



Imagine if we could bring all of the brightest minds in the citizen sector together in one room. Imagine if we could take all of these talented people on a retreat to improve their skills and share their knowledge. Imagine if we could also bring all of the best citizen sector organizations along to strengthen their capacity and disseminate best practices. Atlas Corps is turning this idea into a reality by empowering future citizen sector leaders, strengthening organizations around the world, and building the infrastructure to facilitate international cooperation.

| Expenses | 06-07 | 07-08 | 08-09 | 09-10 |
|-------------------------------------|-----------------|------------------|------------------|--------------------|
| Fellow Stipends & Benefits | \$0 | \$122,500 | \$439,500 | \$1,439,500 |
| Fellow Travel and Training | \$11,500 | \$42,000 | \$170,000 | \$235,000 |
| Staff Salaries | \$38,000 | \$110,000 | \$154,000 | \$338,000 |
| South Asia Program | \$6,000 | \$6,000 | \$12,000 | \$28,000 |
| South America Program | \$16,000 | \$22,000 | \$25,000 | \$35,000 |
| International Expenses Other | \$0 | \$0 | \$3,000 | \$25,000 |
| Health / Taxes / Benefits | \$2,000 | \$15,600 | \$27,440 | \$51,180 |
| Staff Travel | \$5,000 | \$6,000 | \$7,000 | \$18,000 |
| Marketing / Web / Technology | \$1,000 | \$3,000 | \$10,000 | \$22,000 |
| Fundraising | \$4,000 | \$4,000 | \$7,000 | \$18,000 |
| Partner Development | \$2,000 | \$2,000 | \$3,000 | \$12,000 |
| State Dept / Legal Fees | \$2,000 | \$2,500 | \$4,000 | \$10,000 |
| Fellow Recruitment | \$2,000 | \$2,500 | \$3,000 | \$10,000 |
| Insurance (D&O, Liability) | \$500 | \$1,000 | \$1,500 | \$2,000 |
| Office / Admin / Evaluation / Other | \$3,600 | \$20,346 | \$69,315 | \$201,931 |
| Total Expenses | \$93,600 | \$359,446 | \$935,755 | \$2,445,611 |

| Revenue | 06-07 | 07-08 | 08-09 | 09-10 |
|--|------------------|------------------|------------------|--------------------|
| Host Cost Share | \$0 | \$120,000 | \$495,000 | \$1,720,000 |
| Foundations | \$85,000 | \$160,000 | \$300,000 | \$600,000 |
| Governments | \$0 | \$26,000 | \$50,000 | \$60,000 |
| Corporations | \$20,000 | \$40,000 | \$60,000 | \$80,000 |
| Individuals (Cash) | \$10,000 | \$15,000 | \$26,000 | \$30,000 |
| Other | \$0 | \$0 | \$5,000 | \$10,000 |
| In-Kind / Pro Bono Contributions | \$50,000 | \$30,000 | \$35,000 | \$40,000 |
| Total Revenue (not including in-kind) | \$115,000 | \$361,000 | \$936,000 | \$2,500,000 |

| | | | | |
|--|------------|-----------------|-----------------|-----------------|
| <i>Per Fellow Expense (Overseas to US)</i> | <i>n/a</i> | <i>\$51,349</i> | <i>\$46,788</i> | <i>\$37,625</i> |
| <i>Per Fellow Expense (US to Overseas)</i> | <i>n/a</i> | <i>n/a</i> | <i>\$15,500</i> | <i>\$15,250</i> |
| <i>Average U.S. Host Cost Share</i> | <i>n/a</i> | <i>\$17,000</i> | <i>\$22,500</i> | <i>\$25,000</i> |
| <i>Overseas Host Cost Share</i> | <i>n/a</i> | <i>\$0</i> | <i>\$9,000</i> | <i>\$9,500</i> |
| <i>% covered by Cost Share</i> | <i>n/a</i> | <i>33.4%</i> | <i>52.9%</i> | <i>70.3%</i> |
| <i># of Fellows (Overseas to US)</i> | <i>0</i> | <i>7</i> | <i>20</i> | <i>65</i> |
| <i># of Fellows (US to Overseas)</i> | <i>0</i> | <i>0</i> | <i>5</i> | <i>10</i> |

ATLAS CORPS WOULD LIKE TO THANK OUR GENEROUS SUPPORTERS.

As of November 10, 2007. The 2008 report will include donors from Oct 1, 2007-Sept 30, 2008.

Foundations

Humanity United: \$75,000
Omidyar Network: \$10,000



Corporations

DuPont Corporation: \$20,000
Timberland Corp: Pledged Pro Bono Support



Government

Government of Colombia,
Accion Social: \$26,000
U.S. Government: Provided SEVIS Certification



U.S. Host Organizations

AYUDA, Bert Corona Leadership Institute, Free the
Slaves, GlobalGiving, Mobilize.org, TechnoServe, Youth
Venture/Ashoka: Total Contribution: \$120,000

Individuals

Trustee (\$10,000 and above)

Courtney Beale

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** indicates 100+ hours of pro bono legal support

* indicates 100+ hours of volunteer efforts for Atlas Corps

Plus an additional 200 people who gave \$39 or less.

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