

The Purpose Prize

for Americans leading with experience



2007 Winners

Meet the 15 winners for the 2007 Purpose Prize, the first significant investment in our country's greatest undiscovered force for social innovation: Americans over 60. Chosen from a pool of more than 1,000 nominees, the finalists are using their passion, smarts, and experience to take on society's biggest challenges – from educating children at greatest risk...to preventing and treating life-threatening disease...to fighting intolerance and poverty.

The Prize is part of a new national initiative to inspire and encourage millions of Americans to use their experience for the greater good in what used to be called the retirement years. The \$9 million effort, funded by The Atlantic Philanthropies and The John Templeton Foundation, also recognized dozens of other Purpose Prize Fellows and includes a summit to convene experienced and aspiring social innovators from across the country.

Civic Ventures is a think tank and program incubator helping society achieve the greatest return on experience. For more information, go to www.civicventures.org.



Ray Anderson, Interface (GA)

Leading the business community in adopting practices that protect the environment and boost profits

Ray Anderson had an epiphany at age 60 that changed his life, the future of his billion dollar company, and the environmental futures of hundreds of other companies. In 1994, Anderson, the founder, CEO and chairman of modular carpet maker Interface Inc., was asked to outline the multinational company's environmental vision. The problem: Interface had no such vision. Anderson made a radical decision: Interface must go green. Today, Interface, on its quest for "Mission Zero," has reduced emissions by 60 percent in absolute tonnage, drastically cut energy and water use, sharply scaled back the amount of waste products it sends to landfills, dramatically boosted the amount of carpet products it recycles – and raised profits at the same time. Today, major firms – including Wal-Mart and Boeing – come to Interface for advice on improving their environmental practices.



Gloria Jackson Bacon, Project 18 (IL)

Building healthy families to help poor children thrive

After decades heading up a health clinic in Altgeld Gardens, an impoverished community of 3,500 in Chicago, Dr. Gloria Jackson Bacon decided that the children she saw as patients needed much more than traditional health care to succeed in life. So in 2004, at age 67, she founded Project 18. Moving outside the confines of a medical office, Jackson Bacon works to build healthy families and communities that will help children thrive emotionally, socially, physically and academically. Project 18 teaches parents how to inspire and support their children and how to identify helpful resources in the community. Project 18 has reached nearly 300 parents in under three years and has demonstrated positive change in children's test scores and behavior as well as in parents' mental health.



Donald Berwick, Institute for Healthcare Improvement (MA)

Enlisting wide-scale cooperation across the healthcare industry to save lives

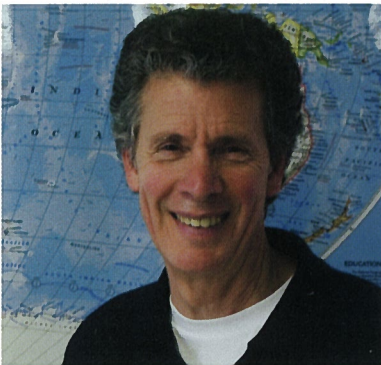
What can health care learn from politics? Inspired by his son's work on a political campaign, Dr. Donald Berwick, a pediatrician with a master's degree in public policy, decided to find out. In 2004, at the age of 57, Berwick – and his organization, the Institute for Healthcare Improvement (IHI) – launched a campaign to improve hospital safety. The 100,000 Lives Campaign helps hospitals reduce unnecessary deaths by encouraging them to implement six scientifically proven advancements in care, including ones aimed at reducing medication errors and infections. In just 18 months, 3,100 hospitals joined the effort, and, in comparison to the prior year, demonstrated a reduction of 120,000 deaths as a result of Berwick's innovation. In December 2006, IHI launched a second, expanded effort to avoid five million incidents of medical harm.



Sally Bingham, Interfaith Power and Light (CA)

Leading a religious response to global warming

Sally Bingham, a homemaker turned Episcopal priest, developed a new strategy to combat global warming: organize churches, synagogues, temples and mosques to buy “green” electricity generated by wind and solar power, to reduce energy consumption in their buildings, and to preach the message that congregants have a religious and moral obligation to protect the environment. In 1993, Bingham founded the Regeneration Project, a nonprofit organization that created a national Interfaith Power and Light Campaign to unite all faiths in efforts to prevent the catastrophic effects of global warming. State chapters of Interfaith Power and Light work with congregations to develop ways to reduce their carbon footprint and publicize the call to combat global warming. So far, more than 4,000 congregations are participating in the effort in 23 states.



Phil Borges, Bridges to Understanding (WA)

Using technology to expand cross-cultural understanding among youth

At the age of 45, Phil Borges left a successful orthodontic practice and declared himself a full-time photographer. At 58 and at the peak of international acclaim, Borges turned his talent to a more purposeful passion – expanding children’s worldview and cultural knowledge. In 2001, Borges created Bridges to Understanding to get middle and high school students worldwide talking to and understanding each other. His tools: interactive technology, photography, storytelling and travel. Students communicate by e-mail, podcasting, videoconferencing and even in-person visits to each others’ schools. Since its inception, 4,000 students in 30 countries have worked on Bridges to Understanding projects, exchanging stories about everything from child labor to water pollution.



Richard Cherry, Community Environmental Center (NY)

Providing energy conservation and green building services for low-income New Yorkers

Richard Cherry sees opportunities where others see smokestacks and landfills. In 1994, after two decades with the New York Urban Coalition, Cherry founded the Community Environmental Center to help low-income New Yorkers save money on utility bills by adding insulation, weatherizing and installing more efficient appliances. Today, the Community Environmental Center is the state’s largest nonprofit energy conservation organization and the city’s only nonprofit eco-business. The Center now runs an array of initiatives, including consulting services for developers who want to construct energy-efficient buildings, a program to salvage building materials for reuse instead of adding to landfills, and education efforts that teach children about conservation in a solar-powered building.



Adele Douglass, Humane Farm Animal Care (VA)

Advancing humane treatment of farm animals through certification and labeling

In the late 1990s, Adele Douglass was appalled and morally outraged by the rampant mistreatment of farm animals in the United States. In 2003, determined to make change, she created the nation’s first process to certify – and inform consumers – that animals were treated humanely from birth to slaughter. Douglass’s nonprofit organization, Humane Farm Animal Care, continues to be the only organization that includes inspections in its certification of U.S. farms and slaughterhouses. Douglass notes that certification provides a triple win: protecting animals; helping farmers who receive higher prices for their products; and helping consumers who want to know that the animals are treated well and not given prophylactic antibiotics. In 2003, 143,000 animals in the U.S. were raised under certified humane standards. Just three years later, that number jumped to more than 14 million.



Jose-Pablo Fernandez, CCA Alliance, Inc. (TX)

Engaging Hispanic parents in the education of their children

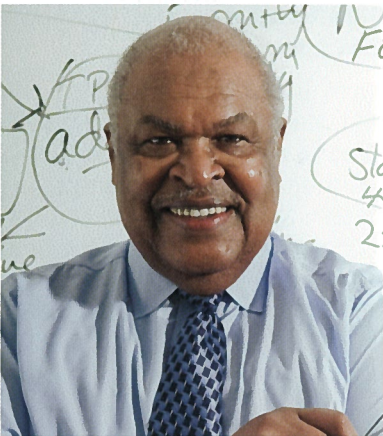
Hispanics will soon be the second largest segment of the U.S. labor force. But their lagging rates of educational attainment threaten both their own chance of success and our country's ability to compete economically in the global markets. Jose-Pablo Fernandez, former director of the Mexican Institute of Houston, knew he needed to do something. In 2002, Fernandez created a program to teach computer technology in Spanish to parents at the same schools their children attend. The 16-week, 96-hour program equips parents with marketable computer skills, while teaching them strategies to encourage their children to stay in school and go on to college. More than 4,000 Hispanic adults have graduated from the program, and parental involvement in the participating schools has dramatically increased. In 2007, Fernandez set up CCA Alliance, Inc. to partner with nonprofit organizations across the United States to replicate the success he had in Houston.



Sara J. Gonzalez, Georgia Hispanic Chamber of Commerce (GA)

Incubating new Hispanic businesses and linking them to the larger business world

In 1960, with two young children in tow, 22-year-old Sara J. Gonzalez fled Cuba for the United States. She eventually settled in Atlanta, where in 1978 she opened a small diner serving Cuban food. Her cooking was good, but she knew nothing about running a business and the restaurant failed. Today, at age 71, Gonzalez works to make sure other Hispanic immigrants have a better shot at success. As president and CEO of the Georgia Hispanic Chamber of Commerce, she works to help Hispanic business people flourish. In 2001, at the age of 65, Gonzalez created one of the first Hispanic business incubators in the nation, giving hopeful Hispanic entrepreneurs in the Atlanta area the tools and support they need to get started. In the past year alone, 161 people trained by the Center went on to start their own businesses.



Gordon Johnson, Neighbor To Family (FL)

Developing programs to prevent the separation of siblings in foster care

Gordon Johnson remembers well the day in his teenage years when his father took in two nieces and two nephews whose father couldn't raise them. The upheaval and evident lack of concern by state case workers sparked a lifelong commitment to care for abused and neglected children. For more than 20 years, Johnson led statewide public foster care programs, seeing time and again the trauma of children being taken from their homes, often compounded by the distressing separation of siblings. In 1998, Johnson took matters in his own hands. He moved to Florida and started Neighbor To Family, a private nonprofit foster care agency for children that focuses on keeping siblings together in foster care. Over the years, Neighbor To Family has helped 5,000 children, most of whom have been siblings. These children have spent 75 percent less time in foster homes than children in state-run programs. In recent years, Neighbor To Family has opened similar programs in four states - Georgia, North Carolina, Maryland and Virginia.



H. Gene Jones, Opening Minds Through the Arts (AZ)

Accelerating student achievement by integrating art in the curriculum

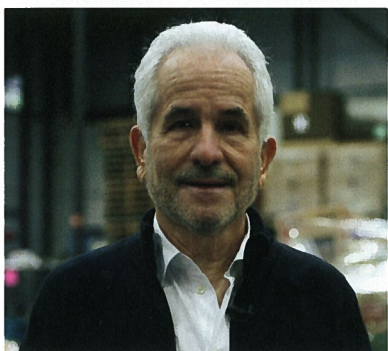
H. Gene Jones, a decorated World War II bomber pilot, built his post-war career by turning failing businesses into profitable corporations. In 1999, at the age of 84, he turned his attention to the next generation. Combining his business savvy and love of music with his passion for education, Jones created Opening Minds Through the Arts. The K-8 program integrates the arts into core curricula as a way to boost individual academic achievement and improve the possibility of future success. Independent research shows that the program has raised students' scores on third grade standardized tests, increased attendance, reduced discipline problems, and boosted parental involvement. Started in three schools, Opening Minds Through the Arts now operates in 36 schools, involving 17,000 students and 650 teachers in Tucson, Arizona's second largest school district.



Marian Kramer, National Welfare Rights Union (MI)

Organizing a grassroots, legal and legislative fight for the right to water in Detroit

Five years ago, Marian Kramer – a long-time advocate for social justice and co-chair of the National Welfare Rights Union – discovered that the Detroit Water and Sewerage Department had shut off running water to more than 40,000 residents behind on their bills, without giving these low-income citizens any help or even the opportunity to appeal. Kramer, who had been contemplating retirement at the time, decided to mobilize instead. She organized picket lines, pressed her case with the media and petitioned those in power to make change. Then she added key legal tactics to her arsenal. At Kramer's urging, attorneys drafted a proposal to prohibit the widespread practice of shutting off running water to nonpaying residents without appeals, arguing that all customers have the right to due process. Kramer's advocacy led the Detroit City Council to adopt a Water Affordability Plan to help those who fall below federal poverty guidelines by subsidizing their water and sewer bills and assisting them in paying back what is owed.



Gary Maxworthy, San Francisco Food Bank (CA)

Redistributing tons of nutritious produce to people in need

After more than three decades in the food distribution business and one year as a VISTA volunteer at the San Francisco Food Bank, Gary Maxworthy saw food banks shunning most fresh produce because of its cost and a rapid rate of spoilage. Millions of pounds of fresh produce went into landfills every year. In 2000, tired of the overwhelming waste and need, Maxworthy rolled up his sleeves and created a new system to directly connect fruit and vegetable growers to food banks and distribute non-market-standard fresh produce to the poor. In 2006, the statewide effort, Farm to Family, distributed 22 million pounds of fresh apples, avocados, cantaloupe, onions, potatoes, watermelon, corn on the cob, squash, and other produce to nearly three million people through almost 40 California food banks.



Wilma Melville, National Disaster Search Dog Foundation (CA)

Saving lives at disaster sites by training canine-firefighter search teams

When disaster strikes and people are buried by rubble and possibly unconscious, one trained dog can often find the injured more quickly than 20 humans. And yet, in 1995, when Wilma Melville and her Labrador, Murphy, were called to help after the Oklahoma City bombing, there were only 15 FEMA-certified canines in the nation, all handled by volunteers. So in 1996, Melville, a retired physical education teacher, founded the National Disaster Search Dog Foundation. Using abandoned dogs, Melville reduced the time needed to train the dogs from two to three years down to one, then paired the dogs with firefighters for additional training free of charge. To date, the Foundation has produced 85 canine-firefighter search teams, including teams used after 9/11 and Hurricanes Katrina and Rita.



Sharon Rohrbach, Nurses for Newborns Foundation (MO)

Saving the lives of newborns through nurse home visits

After 16 years as a neo-natal nurse in St. Louis watching too many newborns leave the hospital only to return with life-threatening medical conditions, Sharon Rohrbach knew it was time to take action. In 1992, she founded the Nurses for Newborns Foundation to bring experienced nurses into the homes of mothers whose socio-economic, personal or health status put their infants at high risk. It's a low-cost, high-impact way to reduce infant mortality, prevent child abuse and neglect, strengthen families and reduce costs to society. Nurses administer skilled care and provide parenting education, injury prevention strategies and emotional support, along with basic supplies – food, blankets, diapers, clothing and personal care items. The result: significant improvements in child and parent health, no reported cases of abuse or neglect, fewer injuries, fewer repeat pregnancies and higher infant immunization rates. In 2006, the organization received more than 5,300 referrals.