



bring **IT** home
America





One Economy is a global nonprofit that uses innovative approaches to deliver the power of technology and information to low-income people giving them valuable tools for building better lives.

We help bring broadband into the homes of low-income people, employ youth to create media and train their community members to use technology effectively, and create public purpose media properties that offer a wealth of information on education, jobs, health care, and other vital issues.

WHILE MOST AMERICANS

are now using the Internet, millions of people are still excluded from the benefits of the digital age. In today's world of technology—where education, commerce, health care, and other vital transactions are increasingly online—true access is high-speed and available at home.

Despite this country's precedent for affordable universal service, no national effort has ensured equal access for all Americans. In our technology-rich, knowledge-based economy, it is up to every one of us to ensure that all Americans have the tools and information they need to compete in the 21st century.

One Economy is issuing a challenge to bring the power of information to all Americans—regardless of income, race, age, or geography. We have made significant progress toward bringing the tools of the 21st century into the communities and homes of low-income people. Now, we have an opportunity to scale those efforts and expand those benefits.

Bring IT Home America will marshal the resources of government, business, philanthropy, and the nonprofit sector around a powerful goal: extending the promise of innovative technology to expand opportunities for those who need them most. This goal is bold, yet achievable.

At the end of this **two-year campaign**, we will have engaged 5,000 youth to provide 100,000 hours of technology training and education in their neighborhoods, collaborated with 75 municipalities, brought broadband into the homes of half a million Americans, and reached millions more with informing and engaging public-purpose online media.

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ONE ECONOMY'S APPROACH

Since its founding in 2000, One Economy has maximized the potential of technology to help low-income people improve their lives and enter the economic mainstream.

We use innovative approaches to deliver the power of technology and information to low-income people, connecting them to valuable tools for building better lives. We help bring broadband into the homes of low-income people, employ youth to train their community members to use technology effectively, and create public-purpose media properties that offer a wealth of information on education, jobs, health care, and other important issues.

One Economy has worked with more than 50 communities around the world to build digital inclusion programs that include helping owners of affordable housing connect their residents to free or low-cost Internet access, developing and deploying affordable wireless networks, and providing access to affordable computers to low-income people. Our ongoing efforts are sustained through building the capacity of local organizations that integrate these new technology activities into their current program offerings.

From 2004 to 2006, we worked to change the affordable housing finance system in 42 states to bring broadband into the homes of low-income individuals. As a result of our efforts, more than 300,000 Americans now have high-speed Internet access in their homes.

COMMUNITY CONNECTIONS

GOAL

Collaborate with 75 municipalities to create Community Connections, bringing the benefits of technology to their residents

GOAL

Bring broadband into the homes of 500,000 Americans

DIGITAL CONNECTORS

One Economy's Digital Connectors program harnesses the talent and potential of youth to spread technology knowledge and create a culture of use. The program identifies talented young people, immerses them in technology training, and helps them build their leadership and workplace skills to enter the 21st-century economy. Digital Connectors participate in community service opportunities in the areas of technology instruction, technical support, digital media, marketing, workforce readiness, and leadership development.

Digital Connectors have provided tens of thousands of hours of community service to their communities.



Engage 5,000 youth in our Digital Connectors program—providing 100,000 hours of community service to their friends, family, and neighbors

NEXT GENERATION PUBLIC MEDIA

Through our public-purpose media properties, including the new Public Internet Channel (www.PIC.tv), One Economy has created media that connects low-income people to information and resources targeting the things that matter most: health, jobs, money, schools, and family. Our public-purpose websites are engaging, culturally diverse, multilingual, and presented at a literacy level that makes them accessible to a variety of audiences.

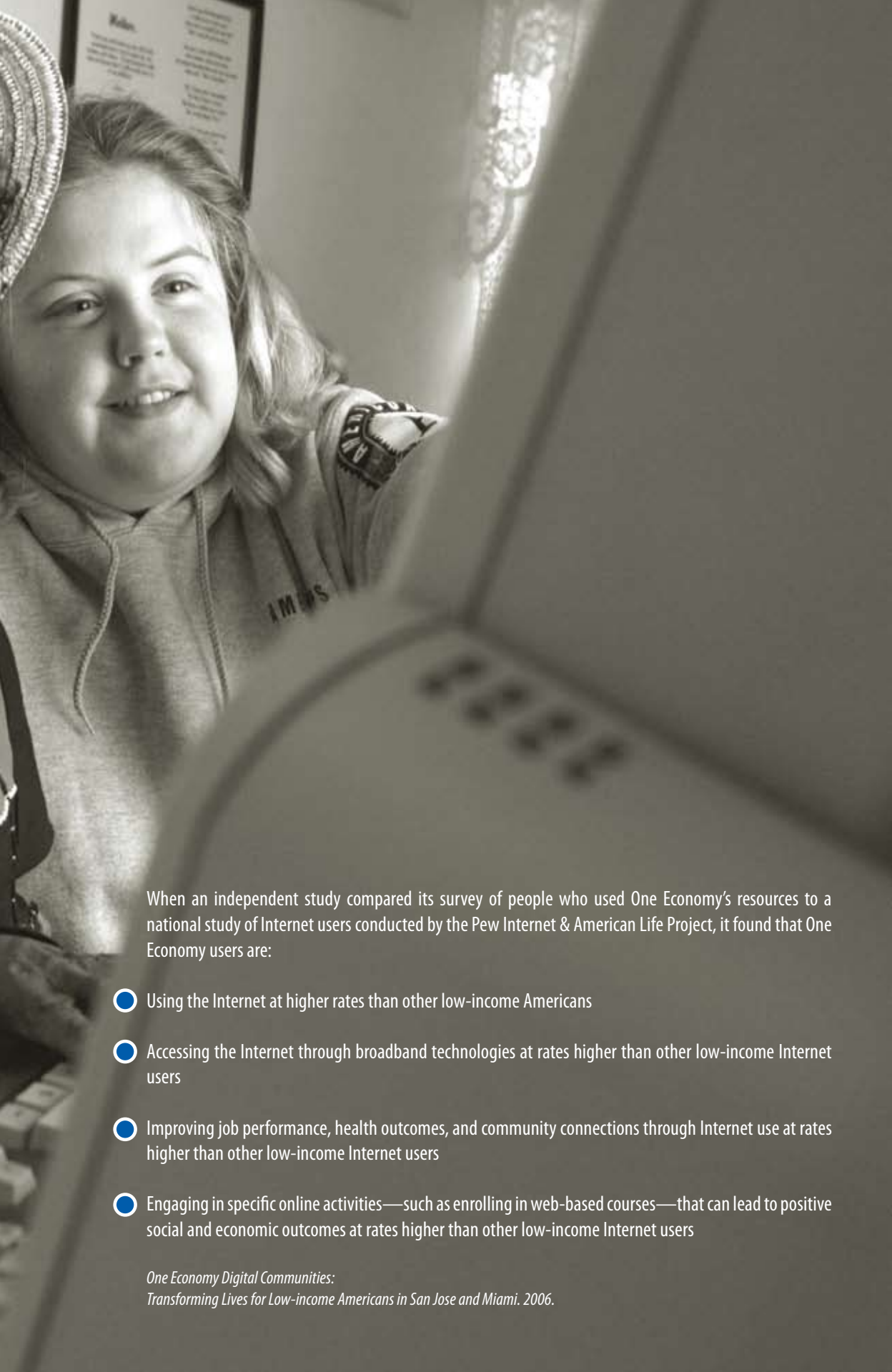
The Public Internet Channel, our latest effort, is a multimedia experience that inspires and empowers its viewers to improve their lives. Instead of focusing on the how-to, PIC.tv takes a why-to approach, and provides tools that help viewers put their new knowledge to good use.

Led by our signature website, the Beehive (www.theBeehive.org), these tools reach nearly 4 million people each year, many of whom are coming online for the first time.



Create the nation's first Public Internet Channel, a robust and sustainable information channel, that brings vital programming and services to millions of Americans





When an independent study compared its survey of people who used One Economy's resources to a national study of Internet users conducted by the Pew Internet & American Life Project, it found that One Economy users are:

- Using the Internet at higher rates than other low-income Americans
- Accessing the Internet through broadband technologies at rates higher than other low-income Internet users
- Improving job performance, health outcomes, and community connections through Internet use at rates higher than other low-income Internet users
- Engaging in specific online activities—such as enrolling in web-based courses—that can lead to positive social and economic outcomes at rates higher than other low-income Internet users

*One Economy Digital Communities:
Transforming Lives for Low-income Americans in San Jose and Miami. 2006.*

WHAT DOES IT MEAN?

What does access to the Internet, technology training, and public purpose media mean to people?

Better Education

Success in school increasingly requires broadband, new technology applications, and the knowledge to use them. Instructional technology increases parental involvement, enriches curriculum, improves attendance, discourages dropouts, and increases graduation rates. The impact on student achievement is dramatic.

Expanded Opportunities

Experience with and access to the Internet are prerequisites for employment in today's economy. Seventy-seven percent of Fortune 500 companies have stopped accepting paper applications and now only accept applications online. Broadband and the information it brings into the home facilitate entrepreneurship, continuing education, and a wider selection of job opportunities.

Improved Health Care

Broadband connects people with the latest health information and a wealth of opportunities to improve their own health through online coaching, education, and support. Eight out of 10 Internet users have looked for health information online. Youth and members of disadvantaged populations are especially interested in this information.

Stronger Community Connections

The Internet not only gives individuals a chance to access a broad array of information; it galvanizes people to take action. Thirty-one percent of all Americans used the Internet during the 2006 campaign to get political news and information. Internet users are almost three times as likely as non-users to contact the government.

These and other benefits have considerably raised the cost of not adopting 21st-century technology. Those already on the edges of society will find themselves further marginalized by their inability to actively participate in the new digital community.

**SEVENTY-SEVEN
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ONLY ACCEPT
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ONLINE**

BRING IT HOME AMERICA MEMBERSHIP

Bring IT Home America is a member-supported effort, aligned around One Economy's three program areas: Digital Connectors, Community Connections, and Next Generation Public Media. Bring IT Home America provides opportunities to make a financial gift, donate your time or resources, or collaborate with One Economy to bring the power of information to your community.

With your membership in Bring IT Home America, we will make significant strides toward our goal of bringing the tools of the 21st century to all Americans.

By 2010, we will:

- Engage 5,000 youth in our Digital Connectors program—providing 100,000 hours of community service, training their friends, family and neighbors about technology and its benefits;
- Collaborate with 75 municipalities to create Community Connections, bringing the benefits of technology to their residents;
- Bring broadband into the homes of 500,000 Americans; and
- Create the nation's first Public Internet Channel, a robust and sustainable information channel that brings vital programming and services to millions of Americans.

Why Join Bring IT Home America?

All Americans have the right to the information and tools that can make a better life real; your membership will make resources available to those who will benefit the most. Every voice amplifies our call, turning ideas into action.

Your commitment will position America's young people to compete and succeed in the 21st-century economy; fund and help implement high-impact programs in the communities that you care about; open aggregated emerging markets, creating new customers, employees, and entrepreneurs in our nation's rapidly evolving economy; and allow you to stand shoulder-to-shoulder with our nation's leaders from government, business, and the nonprofit sector on a nationwide technology initiative.

HOW CAN I CONTRIBUTE?

Bring IT Home in your Community

Bring IT Home America communities will join a network of government, nonprofit, and private sector leaders, who will engage in an open exchange of ideas and problem-solving. Bring IT Home America community projects can be undertaken in conjunction with One Economy or through local resources.

Corporate Membership

Bring IT Home America leverages capital and synthesizes ideas, providing a large return on investment for corporate community philanthropy projects. For less than the cost of one engineer's annual salary, corporations can make an important investment in the next generation of America's scientists, engineers and entrepreneurs. Corporate membership is a \$200,000 investment, payable over two years.

Individual Membership

For individuals in a position to make a financial gift, Bring IT Home America offers the opportunity to create an enduring legacy in the fight against poverty. Your investment will help One Economy expand our reach, aiding the success of low-income people and communities across the nation. Individual membership is a \$3,000 investment, payable over a two-year period.

National Finance Committee

One Economy's success has been due in large part to friends and partners who believed in our mission and took a personal interest in our success. The National Finance Committee provides an opportunity for individuals to make a significant personal impact by educating their friends and peers about our mission and committing to fundraise and/or donate \$10,000. National Finance Committee members will help One Economy leverage our existing relationships to build new partnerships across the country—a value that cannot be measured.

Contact:

Anne Emig, Director of Major Gifts
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For the \$3,000 cost of Bring IT Home America individual membership, you can underwrite a young person in our Digital Connectors program for two years.

Cost per Digital Connector:

Expense	Costs
Stipend & Technology	\$500
Supervision, Coordination and Staff	\$500
Content Development	\$50
Training	\$200
Materials	\$200
Transportation	\$50

Total Implementation Cost: \$1,500/year



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