

# PSI Again Named Top Social Capitalist by *Fast Company* Magazine, Monitor Group

## ORGANIZATION WINS SECOND CONSECUTIVE HONOR

The problem with trying to change the world is there's no money in it. That's pat and arch, of course, but also mostly true. A for-profit technology startup wins seed capital, then venture funding and an IPO windfall, in exchange for a piece of the likely future action. Meanwhile, most social entrepreneurs attack daunting education, environmental, and health problems in hand-to-mouth mode, seeking alms and living off their wits. As an operating strategy, it works, but just barely. Though some \$300 billion floods into the U.S. philanthropic world each year, it flows jerkily, with uncertain reason and, too often, unknown effect.

So what if it all worked . . . better? What if money traveled quickly and efficiently to the points of greatest need, fueled by the sort of incentives and supported by the infrastructure that make for-profit markets hum?

In fact, there has been an explosion of diverse experiments, many of them engineered by onetime Wall Street heavies, that attempt to bring new capital — and capital-market dynamics — to the realm of social good. The more modest of these efforts aim simply at cutting through a balky, foundation-clogged funding morass, steering philanthropic dollars



to where they'll be most effective. A few grander schemes involve startling—and occasionally, we'd argue, impossible—leaps of imagination.

We witness this productive tumult through the prism of the FAST COMPANY/Monitor Group Social Capitalist Awards. For five years now, with our partner, the global consulting firm Monitor Group, we've identified, evaluated, and celebrated top-performing nonprofit organizations. (You can meet this year's 45 winners here.)

### POPULATION SERVICES INTERNATIONAL

Karl Hofmann, president and CEO

[psi.org](http://psi.org)

"The ability to penetrate down to the very extreme level of the periphery of the local society or market is pretty satisfying," says Hofmann, a State Department veteran and former ambassador. In 2006, PSI says, it helped avert an estimated 209,000 HIV infections and 2.2 million episodes of diarrhea in the developing world. Once focused solely on population control, its public health campaigns now target malaria, AIDS, and drinking-water quality by distributing low-cost bed nets, condoms and water-purification kits.

— **Keith H. Hammond**

### JOYCE WANDERI, 28

Brand Manager of PSI's Safe Water Program, Nairobi, Kenya

"About 10% of Kenyan children die before their fifth birthday, and we know that about half of those deaths are the result of drinking contaminated water. Waterguard is distributed all over the country — in supermarkets, in kiosks, by women's groups who sell door-to-door. Initially, chemical treatment was not acceptable to Kenyans; they were used to boiling water. Besides TV, print and radio ads, we had live demonstrations at clinics. We found all sorts of questions: Is it safe for my child? What happens if I overdose? Some worried that it tasted bad. To show them it was safe, we drank the treated water ourselves, then invited them to try.



### WATER WORK

Population Services International markets and distributes low-cost health products, such as Waterguard, a chlorine-based water-treatment solution, in developing countries.

In Kenya, PSI's Joyce Wanderi, right, supplies a shop co-owned by Melcy Kagendo, left.

photo by Crispian Plunkett

"It's working. In 2005, 900,000 households were using the product. When you give things to people for free, they actually don't appreciate it. When people pay just a little, even a few cents, they use it."

### MELCY KAGENDO, 30

Shopkeeper, Nairobi, Kenya

"I've been using Waterguard for about four months. I use it in my house, at my mom's house, and I sell it in my kiosk. I have one son. He is 11 years and he lives with my mom. They use a borehole to get water. There are amoebas in the water. He was sometimes getting sick — stomach problems. Then from the time I gave him the Waterguard, I have not had any complaints."

— **Jennifer Vilga**