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THE GREATER SUM FOUNDATION'S

**2022**

**ANNUAL  
REPORT**

**WE'RE FUELING NONPROFIT INNOVATION!**

**THE GREATER SUM PROVIDES TOOLS, CONNECTIONS, GRANTS  
AND ASSISTANCE TO INNOVATIVE STARTUPS CHANGING THE WORLD**

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# LETTER FROM THE DIRECTOR

**Hello, Friends of The Greater Sum,**

I'm thrilled to share some exciting updates on The Greater Sum Foundation's impact this past year. Thanks to the generosity of our donors, we were able to raise \$22k in individual donations, which we matched with \$35k in grants and pitch competition prizes. We also launched a new fundraising curriculum for our accelerator program and welcomed participants, alumni, and volunteers to The Greater Sum Network, our new online platform for self-paced learning, discussion, and events.

As we log more cohorts and stay in touch with program alumni, we're getting a better sense of what means most to their success..

The Urban Institute recently released a study that identifies four main supports nonprofits need to thrive: sustainability, opportunities for learning, strong relationships, and influence.



**Throughout this year's annual report you'll notice evidence that Greater Sum provides elements of all four.** None of this would be possible without the incredible dedication of our volunteers. They served as subject matter experts and coaches, helping nonprofit leaders become more financially secure and better equipped to fulfill their missions. Together, we are making a real impact in the nonprofit sector.

*Thank you for your continued engagement. The whole may be greater than the sum of its parts, but would be nothing without those parts. Each of your contributions is significant and valued.*

Best,

**Anna Taylor, Executive Director**



# VOLUNTEER HIGHLIGHTS



## **Paul Morris, Nonprofit Fundraising Consultant, Foundry Fundraising & A to Be Partners**

In his summer consulting session, "Getting Good at Grants", he addressed the financial resources and operations aspects of sustainability. Morris also co-facilitated the inaugural six-week Online Fundraising Accelerator program, teaching this year's cohort how to develop a fundraising plan, build a team, and write campaign communications.

*"Philanthropy is not a spectator sport - and I love to play the game." - Paul Morris*

## **Leslie Simone, Founder of Climb 10; Executive Coaching and Advisory**

Leslie's Summer Consulting lecture FOCUS: Conversations for 'Alignment and Results' addressed the communications aspect of influence, highlighting the importance of effective communication through focused conversation. Focused conversations are ones that are intended to catalyze a change, namely increased alignment, and results. Communications services help nonprofits convey their ideas inside and outside of the organization.

*"Unfortunately, given negativity bias and associated factors, our well-intentioned feedback often unintentionally lands as a serving of criticism, fueling less alignment and deteriorating trust." - Leslie Simone*



## **Prabha Dublish, Senior Product Manager, Grow Therapy**

Before Prabha Dublish became an award-winning product manager, she founded and led her own nonprofit! She shared marketing expertise with Greater Sum's network via a three-part series this summer. Each part focused on a different aspect of marketing, and those who attended all three series received the tools they needed to create a solid start-up marketing plan!

*"4.1 billion people across the world use e-mail! Investing in e-mail marketing is a great way to get people to do that end action you're aiming for." - Prabha Dublish*





# PARTNER HIGHLIGHT



## A NEW ALLIANCE: CREW FOR ALL

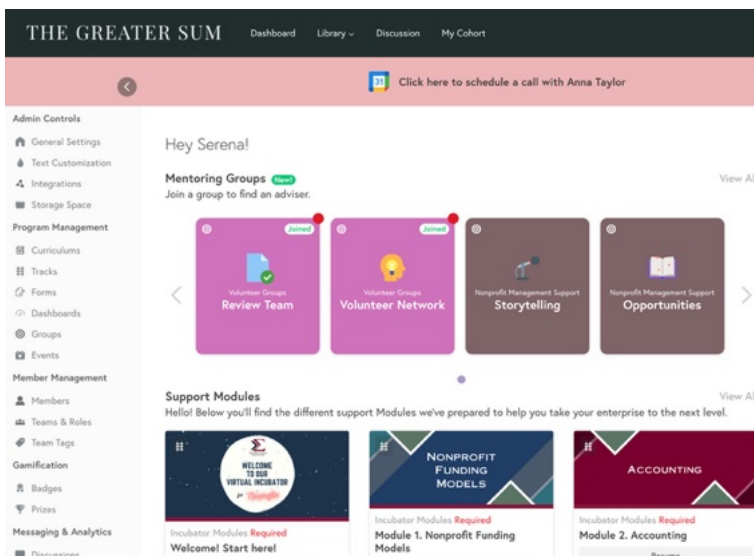
In 2022, The Greater Sum partnered with Crew For All to launch the Greater Sum Network, the platform used for the 6-week Virtual Incubator for leaders of early-stage nonprofits doing innovative and scalable work.

The Crew Platform is their gift to volunteer movements, accelerators and education programs working to create a world where all life can thrive.

They believe technology platforms for nonprofit and community management should be accessible to all movements, no matter their size, location, or financial situation.

Greater Sum's Crew platform connects active incubator participants, alumni, and volunteers.

To learn more: [www.crewforall.org](http://www.crewforall.org)



***“We are proud to be their platform of choice and grateful for their partnership.”***

**- Crew For All**



# PITCH COMPETITION PRIZE WINNERS 2022

## 1st Place - \$10,000 Prize Winner

**Respond: Crisis Translation** provides fast, accurate, and empathetic translation and interpretation to support NGOs, nonprofits, human rights organizations, asylum seekers, and migrants. It is a coalition of multilingual people who refuse to be silent amidst xenophobic policies that negate migrants' basic human right to safety. Since 2019, they have translated over 34,00 pages, performed over 990,000 minutes of phone interpretation, and have served over 7000 clients in 108+ languages.

To learn more visit: [www.respondcrisistranslation.org](http://www.respondcrisistranslation.org)

***"Wherever there is a crisis, you need communication. We know they will help bridge that language barrier wherever there is a crisis."*** - Justin Hunsaker TGS Board Chair



## 2nd Place - \$3,000 Prize Winner

**Brain Education Strategies Technologies (BEST)** provides resources to help those with brain injury and other medical conditions impacting cognition. BEST offers brain injury survivors with practical apps, strategies, and training. The organization's goal is to teach individuals to use smart devices as cognitive prosthetics. BEST transforms lives by helping survivors reclaim their independence. They have sold over 200 books, hosted over 100 training sessions in cognitive skills and technology, and their BEST Suite App has 1,400 downloads. To learn more visit: [www.bestconnections.org](http://www.bestconnections.org)

***"People have to learn how to accommodate and understand what is happening to them in order to function best in the world and BEST really helps them do that."***  
- Ellen Thomas TGS Board Member



## 3rd Place - \$1,000 Prize Winner

**Start Lighthouse** revitalizes literacy culture at Title I schools to narrow the literacy gap. This organization aims to advance childhood literacy through a social lens. Start Lighthouse increases accessibility to books by helping students build robust home libraries with 15+ books and engage family members and caregivers in reading. Since its start in March 2020, Start Lighthouse has distributed over 21,000 brand-new multicultural books. To learn more visit: [www.startlighthouse.org](http://www.startlighthouse.org)

***"When I think of Start Lighthouse I think of the power of what a book can do for you."***  
- Chris Smith TGS Board Member





# FUNDRAISING ACCELERATOR PROGRAM

## Participants

- Innovative
- Scalable
- Early-stage



## TGS Resources & Curriculum



- Creating a Fundraising Campaign
- Personalized coaching
- Custom landing pages
- Fundraising curriculum
- Matching funds



## Fundraising Goals

To bring in **\$20k** in individual donations



## Fundraising Achievements

In 2022, four organizations in the cohort raised **\$22k** during the giving season in 2022

TGS matched with a **\$20k** donation

# FUNDRAISING ACCELERATOR COHORT

**RECIPIENTS OF \$59,000 IN ONLINE DONATIONS AND MATCHING GRANTS!**

**PROMISING**  
 **NONPROFIT ACCELERATOR PRACTICES**

- » Brain Education Strategies & Technology
- » Grassroots Grocery
- » Respond Crisis Translation
- » Start Lighthouse

**“TGS IS THE GIFT THAT KEEPS ON GIVING”**  
- ACCELERATOR COHORT ALUMUS



# VIRTUAL INCUBATOR PROGRAM

## Participants

Founders of early-stage, and innovative nonprofits



## Components

- Self-paced curriculum
- Peer chats
- Microconsulting



## Outcome

Financial strategy to sustain and scale your organization



## Program Achievements

In 2022, we had **21 total graduates** complete our virtual incubator

# VIRTUAL INCUBATOR GRADUATES



Allison Campbell  
Glenda Clare  
Jeremy Fackenthal  
Karly Forman  
Jonathan Goldman  
Zakiya Jackson  
Glenda Jenkins

Ka'ramuu Kush  
Jehu Laconte  
Rina Madhani  
Nicole Marquel  
Ava Mateo  
Marie-Eve Monette  
Asjah Monroe

Kym Motley  
Naedum Dom Nwachukwu  
Meg Sears  
Shavonne Simmons  
Stephanie Witkowski  
Daniel Zauderer  
Lindsey Zehel

"WE CAN CONFIDENTLY SAY WE ARE BETTER ABLE TO SERVE OUR MISSION BECAUSE OF THIS EXPERIENCE."  
- INCUBATOR ALUMNUS

# THE WHOLE IS GREATER THAN THE SUM OF THE PARTS. –ARISTOTLE



## Board of Directors

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Lauren Daley  
Johnta Hatchett  
Richard Mandel  
Paul Morris  
Todd Silverstein  
Lawrence (Chris) Smith  
Ellen Thomas

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Kristin E. Joys, Ph.D.  
Brock McBride  
Brian Short  
Leslie Simone  
Kimberlee Nicole Smith

## Staff

Anna Taylor  
Serena Hawtin

## Interns

Lauren Wright  
UF  
Jonathan Fernandez  
UCF

## Subject Matter

### Expert Volunteers

Regina Alhassan  
Wade Brooks  
Erin Crotty  
Claire Crum  
Margie Cohen  
Lauren Daley  
Amy Dicker  
Prabha Dublish

Elizabeth Ashley Fox  
Lynn Gerlach  
Dawn Gilman  
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