



**THE GREATER SUM
FOUNDATION**

2021
ANNUAL
REPORT

WE'RE FUELING NONPROFIT INNOVATION!

The Greater Sum Foundation provides tools, connections, grants, and assistance for innovative nonprofit startups.

LETTER FROM THE DIRECTOR

Dear Friends of The Greater Sum,

Entrepreneurship requires a lot of energy under any circumstances, and running a start-up non-profit during a pandemic can be mentally, physically, and emotionally exhausting. The non-profit leaders who completed Greater Sum's virtual incubator in 2021 were not only continuing to meet the needs of their communities but were also using their spare time to think about organizational growth and sustainability.

Greater Sum's mission is to support non-profit innovation, and this year that mission held extra meaning. **In 2021, we opened our virtual doors to over 40 nonprofit leaders, offering an 8-week incubator program, a 2-day virtual summit, and a 6-month accelerator program.** With the help of volunteers and donors, we were able to award \$15,000 in pitch competition prizes and match \$38,000 in individual donations, infusing a total of \$91,000 into this year's cohort of nonprofits. Program participants lent support to each other through our popular peer chats, and program alumni returned to serve as subject matter expert volunteers and summit panelists.

More great things to come in 2022!

Warmly



The theme of Greater Summit 2021 was **“Sustaining Transformation”** and I'm happy to bring you the accompanying recap of ways that Greater Sum volunteers and donors were able to support and sustain nonprofit innovation throughout 2021.

— Anna Taylor, Executive Director

VOLUNTEER HIGHLIGHTS

We can't say enough about the generosity and kindness of the Greater Sum's subject matter experts. The Greater Sum family provided what we believe will be an incredibly solid foundation for long term success and continued growth.
— Incubator Alumnus

The Greater Sum Foundation allows anyone with a desire or drive to support rising nonprofits as a volunteer! Volunteers perform a number of tasks, including but not limited to pro-bono consultations, group coaching, pitch reviews and blog writing. Student volunteers also work on projects that allow nonprofits to achieve their goals more efficiently.



Mindy Ong, Chief Of Staff and Head, Knowledge & Solutions at Impact at the Ministry of Social and Family Development in Singapore, recently wrote a riveting blog series on virtual communication. The global shift to online communication caused by the Covid pandemic has made the “The Art of Online Conversation” an extremely important skill to master.

Ong’s three keys to help improve interactions and networking in virtual settings:

1. “Focus on building relationships” despite the increased difficulty of reading emotions and empathizing in a virtual environment,
2. “Improve the quality of conversations” by getting people interested in a setting that inherently decreases attention spans, and
3. “Build structures to facilitate serendipity” by being a key player in formulating systems that foster togetherness.

VOLUNTEER HIGHLIGHTS

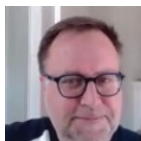


Greater Sum Board Member

Richard Mandel, offers group coaching sessions on business law. In his sessions, he shared when exactly non-profit organizations should take the law into consideration, and his expertise as a former practicing attorney and Babson business professor has contributed to the success of the organizational leaders he has assisted. The effectiveness and popularity of these sessions causes an annual flurry of requests for microconsults with him!

Neighbors Make A Difference, As Skilled Volunteers!

“Every year, KeyBank organizes Neighbor’s Make a Difference Day to celebrate the spirit of community. I’ve had many fulfilling experiences sorting canned food, building houses, and helping out in other ways. However, I’ve always wondered if there was a way that my team could give back by using the same skills that we use every day at work. Last year, we were able to do just that by using our expertise and passion for Human Centered Design to help The Greater Sum. We conducted Empathy Interviews on several non-profits and were able to brainstorm improvements for The Greater Sum. My team loved the opportunity to get to know more about The Greater Sum and put their skills to use!”



— Justin Hunsaker
Key Bank SVP
Greater Sum Board Chair

Specials thanks to...

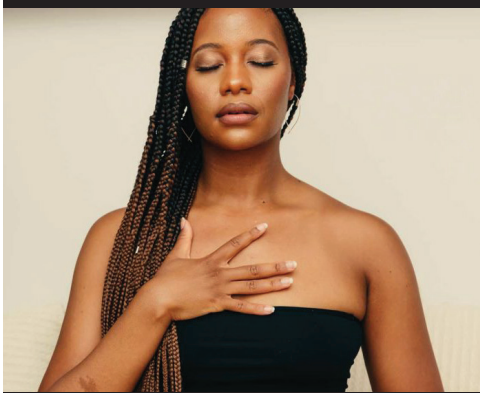
Darius Daughtry, Art Prevails Project, Lindsey Zehel, Defend Them All, Alison Peck, Bujuko Foundation, Grant Moran, KEPYR, Maria Yuan, Issue Voter, Evelyne Keomian, Karat School Project for contributing their time and reflections so that the Key Bank team could gather feedback and make recommendations that are now shaping our program design and implementation!

PITCH COMPETITION PRIZE WINNERS 2021



1ST PLACE — \$10,000 PRIZE WINNER

FreeWorld offers programs in over a dozen cities across the country, supports legitimate second chances to formerly incarcerated individuals with the hopes of ending generational poverty and recidivism among returning citizens. In recognizing the obstacles returning citizens face after previous involvement with the justice system, FreeWorld offers jobs in trucking to accelerate economic recovery and mobility and ease the transition into society. Why trucking? The trucking industry is one with overwhelming need and a straightforward training process that allows FreeAgents to hit the road to secure a dependable career for themselves and their families within 45-60 days. www.joinfreeworld.com



black girls breathing



SVPA

2ND PLACE — \$3,000 PRIZE WINNER

black girls breathing uses breathwork, community, and data to provide safe spaces and access to resources for mental health management for Black women and girls. Black Girls Breathing has already touched thousands of lives with their initiatives, but they pledge to impact 1 million Black women and girls by providing free and accessible mental health care by 2025. Recently, black girls breathing announced a partnership with Goldman Sachs' One Million Black Women Initiative. www.blackgirlsbreathing.com

3RD PLACE — \$1,000 PRIZE WINNER

Sexual Violence Prevention Association (SVPA) takes a systemic approach to sexual violence prevention primarily across college campuses by revolutionizing public policy, research, and institutional data. By 2022, SVPA will increase sexual violence prevention across all ages, genders, body types, and socio-economic levels for over 130,000 students. They have displayed significant efforts towards organizational transparency and growth by maintaining a clear and accountable evaluation process for the data they collect, and pushing for public acknowledgement of the issue of sexual violence. Just recently, SVPA founder Omny Martone testified before the Department of Education advocating for the expansion of Title IX to include preventing campus sexual assault. www.s-v-p-a.org

FUNDRAISING ACCELERATOR COHORT

RECIPIENTS OF \$76,000 IN ONLINE DONATIONS AND MATCHING GRANTS!

- black girls greathing
- Dance for All Bodies
- First Tech Fund
- FreeWorld
- Hear Your Song
- Project: Camp
- Sexual Violence Prevention Association
- The Superhero Project



VIRTUAL INCUBATOR GRADUATES

Michelle Wild	Jason Wang	Sonya Rio-Glick	Erin McNeill
Adina Lichtman	Jonathan Petts	Valerie Grison-Alsop	Connie Nobles
Blu Fogarty	Josue De Paz	Sarah Sandelius	Sky Buchanan
Dan Rubins	Ka'ramuu Kush	Paolo Gaudio	Lisa Kollins
Emily Levy	Michael Piña	Victoria Chen	Rebecca Sealton
Esha Sahai	Michellea Millis	Rozina Kanchwala	Mary Zhu
Jane Bierman Seibel	Mikey Latner	Heera Sharma	
Jasmine Marie	Miranda Martone	Joe Carrano	

"I STILL USE THE TECHNIQUES I LEARNED IN THE COHORT EVERYDAY!"
— INCUBATOR ALUMNUS

THE WHOLE IS GREATER THAN THE SUM OF THE PARTS. —ARISTOTLE



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