

# YEAR IN REVIEW 2022 —



goodnation

# A LETTER FROM OUR PRESIDENT

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Since the pandemic, each year has brought fresh challenges and 2022 was no different. This past year saw a large-scale ground war in Europe which directly affected tens of millions, disrupted food systems worldwide and exacerbated inflation. Together with our donors and partners, we responded with innovative new programs to ensure that new resources were available to meet the moment.

Over the next few pages you'll read about how our **Smartfunds** offer donors an effective way to respond to what's happening in the world, from war and natural disasters to reproductive rights. You'll also get an understanding of how providing **fiscal sponsorship** services to new initiatives, from carbon capture work to participatory democracy, has allowed us to expand our impact.

We look forward to working together with you this year on our existing programs, plus an exciting new one around **legacy giving**, which we share more about in the following pages.

The opportunity to look back through our Year in Review makes us extremely proud of our community of donors, nonprofits and partners for the impact you have helped to create. Thank you.



**Rob Hansen**

FOUNDER AND PRESIDENT



# 2022 IMPACT

**\$10M**

in 2022  
donations

**200**

nonprofits  
supported in  
2022\*

**\$31M**

in donations  
to date

## OUR IMPACT, TOGETHER

Goodnation's community of donors addresses urgent needs, finds solutions and creates lasting impact through expert philanthropy advising, planned giving and fiscal sponsorship.

So far, Goodnation has empowered donors to give \$31M (and counting!) to help feed the hungry, educate students, protect the vulnerable and so much more through vetted nonprofit organizations and unique initiatives.

We serve both donors as they aim to amplify their giving, and nonprofits as they work to fulfill their mission.

*\*Supported through philanthropy advising and Smartfunds*

# SMARTFUNDS

**\$840K**

in 2022 donations  
to Smartfund  
nonprofits

**100**

nonprofits  
supported in  
2022

PHOTO CREDIT: NOVA UKRAINE

## HIGH-IMPACT GIVING OPPORTUNITIES

Through curated Smartfunds, Goodnation ensures that donors can effectively respond in moments of crisis including conflicts, natural disasters and other major disruptions, as well as ongoing emergencies such as climate change and food insecurity.

Our unique Smartfunds, combining vetted nonprofits offering immediate, medium- and long-term relief, have proven to be an effective way to make a real impact. Each gift will turn into a diversified set of strategic grants that help directly, and move the needle overall.

# 2022 CRISIS SMARTFUNDS

OFFERING AN IMMEDIATE RESPONSE TO WHAT'S HAPPENING  
IN THE WORLD THROUGH PHILANTHROPY



## SMARTFUND FOR UKRAINE

The organizations in this Smartfund have been supplying meals and medical supplies to Ukraine and surrounding countries, serving displaced refugees and preparing for future needs.

## REPRODUCTIVE JUSTICE SMARTFUND

Built in response to the overturning of Roe v. Wade, the Smartfund includes organizations that provide financial, logistical and emotional support; offer education and raise awareness; and advocate for improved policies.



## ENVIRONMENTAL JUSTICE SMARTFUND

Built in response to the water crisis in Jackson, Mississippi, the Smartfund includes organizations that provided direct relief in Jackson as well as long-term support to advance environmental justice across the country.



# 2022 CRISIS SMARTFUNDS

OFFERING AN IMMEDIATE RESPONSE TO WHAT'S HAPPENING  
IN THE WORLD THROUGH PHILANTHROPY



## HURRICANE IAN SMARTFUND

In response to Hurricane Ian, which hit Cuba and Florida in September, the organizations in the Smartfund provided immediate relief, long-term recovery efforts and climate change solutions.

## HURRICANE FIONA SMARTFUND

In response to Hurricane Fiona, which hit Puerto Rico, Dominican Republic and the US Virgin Islands in September, the organizations in the Smartfund provided immediate relief, long-term recovery efforts and climate change solutions.



# HUNGER AND HOMELESSNESS SMARTFUNDS

IN PARTNERSHIP WITH VANGUARD CHARITABLE



In order to provide their donors with an effective way to address important causes, Vanguard Charitable partnered with Goodnation to build Smartfunds addressing hunger and homelessness in major metro areas. Goodnation lent our expertise in vetting, grantmaking and nonprofit relationships to make this a successful program.



## NEW YORK AREA

**Solving Hunger and Homelessness in:**

- Manhattan and the Bronx
- Queens, Brooklyn, and Staten Island
- New York City
- Westchester County
- Northern New Jersey
- Newark, New Jersey

## SAN FRANCISCO AREA

**Solving Hunger and Homelessness in:**

- San Francisco
- Oakland
- Fremont

**Solving Hunger in:**

- San Jose
- Santa Rosa



## PHILADELPHIA AREA

**Solving Hunger and Homelessness in:**

- Philadelphia

**Solving Hunger in:**

- Camden, New Jersey
- Central Pennsylvania
- Wilmington, Delaware

# PHILANTHROPY ADVISING

1,000  
vetted nonprofits  
on the  
Philanthropy  
Portal

PHOTO CREDIT: PAT TILLMAN FOUNDATION

## PERSONALIZED SUPPORT

Goodnation offers personalized support from a Philanthropy Advisor along with our suite of expert giving resources and digital tools. Through our services, individuals and families can address urgent issues, improve outcomes for those in need and create lasting impact.

In 2022 we continued to offer direct support as well as access to the Goodnation Philanthropy Portal, which leverages technology so that donors can more easily find and fund what's important to them with just a few clicks.







# FISCAL SPONSORSHIP

**\$4.2M**  
in 2022  
donations

PHOTO CREDIT: NYC SPEAKS

## EXPANDING IMPACT

By serving as a fiscal sponsor, Goodnation is able to expand its impact in partnership with leaders tackling urgent needs. Through this program, we provide the infrastructure required for mission-driven individuals and institutions to raise and deploy funds, allowing them to focus on creating maximum impact as they grow their efforts.

As seen below, our fiscal sponsorship partners are making an impact on the environment, voting rights, art, mentorship and much more.

# 2022 FISCAL SPONSORSHIP PROJECTS



## ODESSA PEACE FUND

Two former Ukrainian refugees established the Odessa Peace Fund at the start of the war in order to send much-needed resources to Ukraine where they are most needed, improving - and even saving - the lives of those living in dire circumstances.

## NYC SPEAKS

NYC Speaks launched as a movement to transform city government through civic engagement. The citywide initiative is lifting up policy priorities and insights across diverse NYC communities in tandem with a process to surface the best thinking from inside city government.



## CARBON DEVELOPMENT COUNCIL

Galvanized by scientific consensus that the world needs to remove and manage gigatons of carbon dioxide to protect our planet, the Carbon Development Council helps support the responsible deployment of carbon removal.

## HBCU WRESTLING INITIATIVE

HBCU W's goal is expanding access to the opportunities created by wrestling for the Black community, expanding the Black community's footprint and power within the sport, and investing in the critical institutions that HBCUs represent.



# 2022 FISCAL SPONSORSHIP PROJECTS



## ONE FOR DEMOCRACY

One for Democracy launched in the lead up to the 2020 election and continues to support nonprofits protecting, mobilizing and registering voters.

## WE VOTE AND

We Vote AND, a program of The People Votes, works with organizations to test, produce and distribute stories intended to not only mobilize voters, but positively impact communities through long term power-building in key states - all at a fraction of standard testing costs.



## FIRSTWATCH FILMMAKERS

Founded by a formerly incarcerated individual, Firstwatch Filmmakers, a Galaxy Gives project, funds grants for films, provides training and connects a community of filmmakers who have experienced the prison system.

## CHRONIC CONDITIONS RESEARCH FUND

The Research Fund aims to build a body of scientific evidence that can inform the medical community and helps provide a safe and viable treatment for chronic condition patients, millions of whom often suffer for years with little hope for recovery.



# 2022 FISCAL SPONSORSHIP PROJECTS

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## HUGO SCHOLARS

A project of Hugo Mentors, Hugo Scholars provide mentorships for low-income students as part of their goal to connect high school students with professors at top universities for mentorships in their area of interest.

## ONE FOR JUSTICE

One for Justice, a Galaxy Gives project, is a community of individuals and foundations committed to the end of unjust and unnecessary incarceration.



## MSEUM

MSEUM is the world's first museum to be built by women, for women artists



# COMING UP IN 2023

## NEW: LEGACY GIVING PROGRAM

Alongside our above services and programs, including personal philanthropy advising, Smartfunds and fiscal sponsorships, we are rolling out a brand new program to create new philanthropic opportunities.

Using estate and planned giving tools, **donors can protect their favorite nonprofit the way they would a family member.**

Through these tools, a donor can ensure an immediate and guaranteed gift for the nonprofit of their choice, while creating a growing cash reserve available in the near term to the nonprofit.

**LEARN MORE:** Donors, nonprofits and foundations alike can learn more by contacting Rob Hansen at [legacy@goodnation.io](mailto:legacy@goodnation.io).

# THANK YOU

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## OUR TEAM



**ROB HANSEN**  
PRESIDENT



**MEGHAN ZICHELLI**  
CHIEF OPERATING  
OFFICER



**EMILY BALL**  
SENIOR  
PHILANTHROPY  
ADVISOR



**SURABHI PRABHU**  
PROGRAM OFFICER



**NYLAH LEE**  
RESEARCH INTERN,  
SUMMER 2022



**FATOU DIALLO**  
PROGRAM OFFICER,  
SUMMER 2022



**FISCALLY SPONSORED  
PROJECTS**  
EACH PROJECT HAS A  
ROBUST TEAM MAKING  
AN IMPACT