

GOODNATION

EMPOWERING DONORS TO GIVE WITH
IMPACT AND MEANING



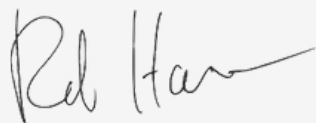
gn 2020 YEAR IN REVIEW

A LETTER FROM OUR PRESIDENT

With the onset of a global pandemic, a historic presidential election and widespread racial unrest, 2020 was a year without precedent. Around the world, we saw our most vulnerable communities devastated by the COVID-19 crisis and millions more impacted by its economic repercussions. In the US, we were reminded of the fragility of our democracy and that our vote matters deeply. We also continued to see that the deep history of racial injustice in our country pervades every aspect of American life.

Over the past year, we've been privileged to help bring donors and high-impact nonprofits together to bring bold solutions to the challenges we face. As we reflect on an unprecedented year and look ahead to 2021, Goodnation remains steadfast in our mission to help donors grow the impact of their giving so that together we can help rebuild our communities and make our world a better place for us all.

Thank you to our generous donors, nonprofits and partners for helping us grow our impact together.



Rob Hansen
Goodnation Founder and President

GOODNATION'S 2020 IMPACT

In 2020, we introduced **Goodnation Funds** as a compliment to our philanthropy advising services and platform. Goodnation Funds are an effective and efficient way to support a selection of high-impact nonprofits addressing our world's most pressing current needs. They are designed as a solution for donors who want to respond quickly and confidently when issues arise and fund organizations vetted and selected by our team as among the most high-impact in the field.

We also continued to expand our **philanthropy advising service and platform**, leveraging technology and guidance from an expert to help donors maximize their impact in a meaningful way.

Thanks to our generous donors and impactful nonprofit partners, together we were able to make an impact on some of the biggest challenges of 2020.

\$10M+

in donations,
a 900% growth

230

donors, a 1,000%
growth

803

nonprofits on the
platform, a 114%
growth



Photo credit: West Side Campaign Against Hunger

CORONAVIRUS RESPONSE FUND

Last March it quickly became clear that COVID-19 was creating public health and economic crises with long-lasting consequences. We quickly formed the Coronavirus Response Fund to focus support on our most vulnerable populations who disproportionately experienced the impacts of the pandemic, including seniors, the homeless, families living in poverty and communities of color. The fund continues to enable donors to channel support where and when it is needed most across the country and world.

NONPROFITS SUPPORTED BY THIS FUND INCLUDE:





Photo credit: CABS Homecare

CORONAVIRUS MASKS FUND

As the pandemic raged throughout the year, millions of healthcare workers, hospital staff and first responders ran out medical grade masks, the very protection they needed to stay healthy and continue saving lives. The Masks Fund enabled donors to purchase masks for the brave medical teams and essential workers on the front lines of the pandemic. The fund focused on New York City, which quickly became the country's coronavirus hotspot last spring with a record number of confirmed cases and hospitalizations.

11,420

MASKS DELIVERED TO ESSENTIAL WORKERS, THROUGH:





RACIAL JUSTICE FUND

This summer, amid racial unrest, we vowed to continue to do our part to dismantle injustice, including by recognizing and lifting up people of color and bringing resources to organizations that value diversity and inclusion and that work to prevent violence, injustice and inequality. The Racial Justice Fund is dedicated to uplifting and empowering Black and other marginalized communities and tackling the issues that disproportionately impact them. All the nonprofits in the fund are either led or co-led by a person of color.

NONPROFITS SUPPORTED BY THIS FUND INCLUDE:





Photo credit: Campaign Legal Center

ONE FOR DEMOCRACY

The One for Democracy Fund was designed in partnership with Galaxy Gives to strengthen our democracy and give donors an effective way to help ensure all citizens had fair and safe access to the 2020 elections. Organizations included in the fund focused their efforts on nonpartisan voter registration, mobilization and protection. Donors across the country pledged 1% of their net worth or assets to the cause, while hundreds of others joined them in making a personally significant gift to support this critical work.

NONPROFITS SUPPORTED BY THIS FUND INCLUDE:



GOODNATION PHILANTHROPY ADVISING



PHILANTHROPY ADVISING SERVICE AND PLATFORM

For donors seeking expert guidance and support on their giving plan, we continued to strengthen our philanthropy advising service and platform this year, both of which thoughtfully match donors with nonprofits based on their shared interests and goals. The added support of a Philanthropy Advisor allows donors extra insight into the needs of an organization and guidance on what level gift will have the greatest impact.

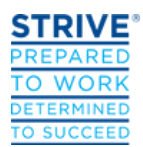


Photo credit: Brooklyn Kindergarten Society

PHILANTHROPY ADVISING SERVICE AND PLATFORM

69

nonprofits funded, including:



COMING UP IN 2021



Photo credit: GrowNYC

COMING UP AT GOODNATION

We're looking forward to continuing our efforts to make meaningful change in the world by connecting generous donors with impactful nonprofits. While continuing to offer our personal philanthropy advising service, we will be expanding our offering of issue-based funds to provide even more effective and meaningful ways for donors to make an impact. Here is some of what's coming up this year!

COMING UP IN 2021



Photo credit: BlackFem

THE UPLIFT FUND FOR BLACK WOMEN'S ECONOMIC EMPOWERMENT

It's time for Black women to be the focus of the current civil rights movement. This \$45 million initiative will address the immediate needs occasioned by the pandemic and also create lasting conditions for economic empowerment of Black women and girls. The Uplift Fund will focus philanthropy towards the economic empowerment of Black women in order to break the intergenerational cycle of poverty. Much more to come about how you can join this critical effort!

COMING UP IN 2021



Photo credit: Room to Grow

SMARTFUNDS

Goodnation Smartfunds are enhanced versions of the funds we presented in 2020. With a single gift to a Goodnation Smartfund, a donor will be able to fund impactful organizations that offer direct services, leverage community solutions and create systems-level change. This strategic combination will help meet immediate needs and move the needle long-term.

Some of the Smartfunds Goodnation will launch in 2021 include:

Veterans

Climate
Change

College
Access

Combating
COVID-19

Early
Childhood

Hunger

Future of
Jobs

Justice
Reform

Middle and
High School
Education

Racial
Justice

THANK YOU

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