



GOODNATION

# YEAR IN REVIEW



# 2021

Photo Credit: Jeremiah Program

# A LETTER FROM OUR PRESIDENT

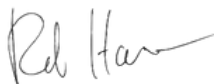
2021 was a year of hope and continued challenges.

We began the year with the excitement of the vaccine rollout, which allowed many of us the joy of gathering again with loved ones and returning to some sense of normalcy in our lives. However, throughout the year, we continued to witness the challenges many of our neighbors faced dealing with both the health and economic consequences of the pandemic. Struggling to pay rent and get food on the table while balancing work with childcare and remote schooling continued to be the norm for countless families in my community and yours. Recovering from these challenges will take more than a vaccine.

It's times like these that I'm deeply grateful for philanthropy. Thanks to the courageous organizations that serve our local and global community, our generous donors and visionary partners, we have worked together to build a better future even during this trying time. While so many of us have felt isolated and cut off from the world around us during the pandemic, philanthropy has given us the chance to reach out, to be connected with our community and strengthen the ties that bond us even as we are physically distanced.

Looking ahead to 2022, we know there will be ongoing and new challenges, but we also know that by engaging in philanthropy together, we can continue toward our goal of making the world a better place for all.

Thank you for being a part of this journey,



Rob Hansen  
Goodnation Founder and President

# 2021 IMPACT

Goodnation's community of donors addresses urgent needs, finds solutions and creates lasting impact through expert philanthropy advising, unique digital tools and custom philanthropy partnerships.

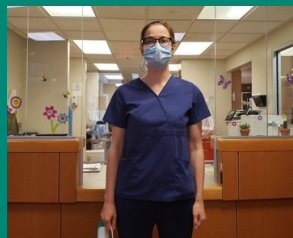
So far Goodnation has empowered donors to give \$23M (and counting!) to help feed the hungry, educate students, protect the vulnerable and so much more through vetted nonprofit organizations. This impact continued to grow in 2021.

**\$11M**

in 2021 donations

**162**

nonprofits supported in 2021



# PHILANTHROPY PARTNERSHIPS

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In 2021 Goodnation increased our number of philanthropy partnerships, allowing individuals and institutions an opportunity to move the needle on the pressing issues they care deeply about. A tailored combination of fiscal sponsorship, project ideation, program design and execution helped launch bold new efforts tackling urgent problems.

Here are some of those efforts.



## One for Democracy

One for Democracy is a coalition of philanthropists, business leaders, and foundations pledging 1% of their assets towards strengthening our democracy.

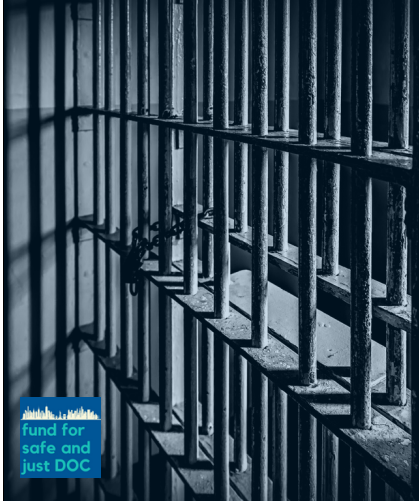
## HBCU W

The Historically Black Colleges and Universities Wrestling Initiative (HBCU W) was launched to restore wrestling to America's historically black colleges.



# PHILANTHROPY PARTNERSHIPS

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## Safe and Just DOC

Safe and Just DOC is working to transform the New York City Department of Correction, prioritizing safe decarceration, culture change for those who live and work in the jails and reducing violence for all.

## NYC Speaks

NYC Speaks is an epic effort to bring together New Yorkers from all walks of life to inform the priorities and policies of the new mayor and his administration.



## We Vote AND

We Vote AND guides and manages movement groups through their content programs step-by-step using research supported, data-informed, first-person storytelling and cost-effective testing.

# PHILANTHROPY PARTNERSHIPS

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## Together and Free

Together and Free provides financial and logistical support to immigrant families, particularly those separated during the immigration process.

## American Dream Fund

The American Dream Fund was created to fund the critical needs of Black-owned businesses to catalyze the recovery from the pandemic while also creating a sustainable ecosystem for long-term success.



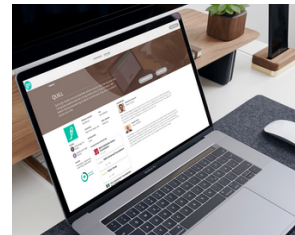
# PHILANTHROPY ADVISING

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 2021 we continued to offer direct support and also made several updates to the philanthropy portal, making it easier for donors to find and fund vetted nonprofits with or without an advisor.

**"Goodnation provides a framework for donors looking to give thoughtfully, and helps them to identify the causes that mean the most. It's a valuable guide, introducer and advisor for nonprofits."**

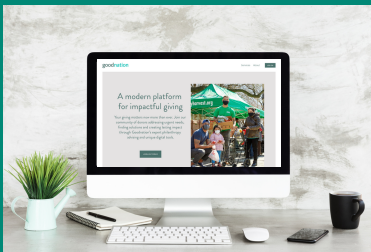
*Executive Vice President, Upwardly Global, nonprofit partner*



# INTERNAL UPDATES

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We were also very busy behind the scenes in 2021!



## NEW WEBSITE

We launched a brand new website with a fresh design and easy navigation.



## NEW TEAM MEMBER

Surabhi Prabhu joined us this summer as our new Program Officer.



## SUMMER INTERNS

Two college students from our nonprofit partner TEAK Fellowship joined us (virtually) this summer. We were able to enjoy a masked Escape the Room together (pictured)!



## PART-TIME RETURN TO OFFICE

We moved to a hybrid solution, giving us the opportunity to safely work together in person for the first time since March 2020.



# COMING UP IN 2022

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As we continue our mission of growing philanthropy and bringing more resources to the most urgent needs, we are excited to expand our partnerships with other like-minded organizations, individuals and companies in 2022.

Creating change is a collective movement and we couldn't do it without each other.



## Vanguard Charitable

In collaboration with Vanguard Charitable, we are developing Hunger & Homelessness Smartfunds, which are high-impact giving opportunities that empower donors to effect lasting change across complex cause areas with just one single gift.

## Philanthropy Partnerships

In addition to continuing our existing partnerships, we look forward to new ones that include mental health, gaming for good and young global leadership development, as we support mission-driven individuals and companies in making an impact on a cause they care deeply about.



# THANK YOU

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## Contact

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**We thank you for your continued support in  
our efforts to increase philanthropy**

## Our Team



**ROB  
HANSEN**

Founder and President



**MEGHAN  
ZICHELLI**

Director of Marketing and  
People Operations



**EMILY  
BALL**

Senior Philanthropy  
Advisor



**SURABHI  
PRABHU**

Program Officer