

# GreenLight Fund

PORTFOLIO REPORT 2019 - 2020

15 YEARS  
OF  
IMPACT.



REPORTED AS OF JUNE 30, 2020



With 15 years of implementing the GreenLight Method, starting in Boston and now in nine sites, we are proud to share the annual results of our 33 portfolio organizations that collectively reached 325,364 individuals and families this past year.

And this has been a year like no other.

The global pandemic has laid bare the vast health and economic disparities in our country. The movement for long overdue racial justice for Black Americans has underscored the historic and ongoing racism that has shaped much of the poverty in this country. GreenLight remains committed for the long term to help close those disparities by partnering with communities to address barriers to opportunity for people experiencing poverty, most of whom confront deep-rooted inequities daily and will suffer the most and longest from COVID-19 and its aftermath.

In this year's Portfolio Report focused on the results of our portfolio organizations, we share some affirming results, uplifting participant stories, promising innovations and ways our team works to embed programs in our communities and center local voices in our process.

The strategic and operational support our site teams provide portfolio organizations has always been a pillar of our model. When COVID hit our communities, our local teams worked closely with portfolio organizations as they quickly transitioned to virtual, navigated operational and fundraising challenges and saw the need for their services spike. In the following pages, we are proud to highlight how our portfolio organizations have stepped up in this extraordinary year to provide needed services safely while also expanding to reach more residents and address participants' immediate needs, including providing groceries, diapers and even cash assistance.

While our country and communities continue to face interrelated health, economic and racial justice crises, we recognize that we have a long way to go. GreenLight is committed to the deep and sustained work of challenging inequities. We are applying a racial justice lens to everything we do – our work with communities, our program model and our internal processes – to ensure we are centering equity. To address the crisis of poverty, we must also dismantle injustice.

As we reflect on this year and share the results of our teams and portfolio organizations across the country, we are so grateful for our partners, investors, Selection Advisory Councils and community members who make our work and impact possible.

Warmly,



**MARGARET HALL**

CEO and Co-founder



**JOHN SIMON**

Board Chair and Co-founder



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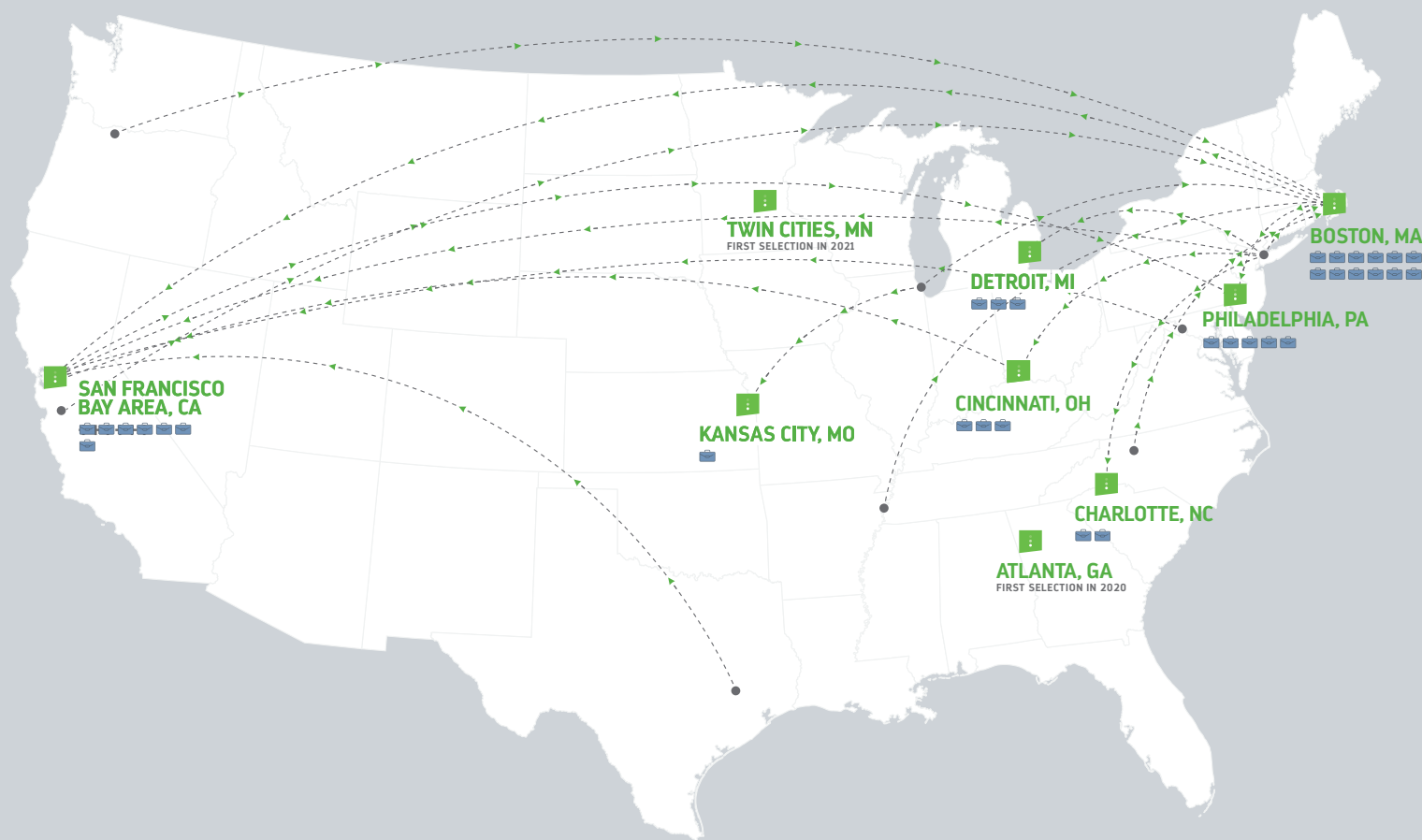
We are proud  
to highlight how  
our portfolio  
organizations have  
stepped up in this  
extraordinary year.

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# GreenLight Fund NATIONAL NETWORK

Programs addressing social challenges in innovative and effective ways exist, but they may not be found close to home.

GreenLight searches the country for proven programs to address local unmet needs and invests in their expansion to our communities.



- GREENLIGHT SITE
- PORTFOLIO ORGANIZATIONS' HEADQUARTERS
- > IMPORTED TO GREENLIGHT SITE
- NUMBER OF PORTFOLIO ORGANIZATIONS

## BOSTON

### BECOMING A MAN

from Chicago, IL

### BLUEPRINT SCHOOLS NETWORK

from Newton, MA

### CAREMESSAGE

from San Francisco, CA

### COLLEGE ADVISING CORPS

from Chapel Hill, NC

### FAMILY INDEPENDENCE INITIATIVE

from Oakland, CA

### FRIENDS OF THE CHILDREN

from Portland, OR

### NEW TEACHER CENTER

from Santa Cruz, CA

## PEER HEALTH EXCHANGE

from Oakland, CA

### PER SCHOLAS

from New York, NY

### RAISING A READER

from Redwood City, CA

### SINGLE STOP USA

from New York, NY

### YV LIFESET

from Memphis, TN

## SAN FRANCISCO BAY AREA

### BLUEPRINT MATH FELLOWS

from Newton, MA

### EVERYONEON

from Washington, DC

## FOOD CONNECT

from Philadelphia, PA

### GENESYS WORKS

from Houston, TX

### PARENTCHILD+

from Mineola, NY

### SPRINGBOARD

from Philadelphia, PA

### UASPIRE

from Boston, MA

## PHILADELPHIA

### CENTER FOR EMPLOYMENT OPPORTUNITIES

from New York, NY

### COMPASS WORKING CAPITAL

from Boston, MA

## PARENTCHILD+

from Mineola, NY

### SINGLE STOP USA

from New York, NY

### YEAR UP

from Boston, MA

## CINCINNATI

### CENTER FOR EMPLOYMENT OPPORTUNITIES

from New York, NY

### FAMILY INDEPENDENCE INITIATIVE

from Oakland, CA

### FIRST PLACE FOR YOUTH

from Oakland, CA

## DETROIT

### CENTER FOR EMPLOYMENT OPPORTUNITIES

from New York, NY

### NEW TEACHER CENTER

from Santa Cruz, CA

### SPRINGBOARD

from Philadelphia, PA

## CHARLOTTE

### PARENTCHILD+

from Mineola, NY

### CENTER FOR EMPLOYMENT OPPORTUNITIES

from New York, NY

## KANSAS CITY

### YOUTH GUIDANCE: BECOMING A MAN & WORKING ON WOMANHOOD

from Chicago, IL

## ATLANTA

First Selection in 2020

## TWIN CITIES

First Selection in 2021

# OUR APPROACH

The **GreenLight Method** is our approach to identify proven social innovations that address the needs that matter most to residents facing systemic barriers to economic opportunity. To center local voices in the process, we partner with a Selection Advisory Council (SAC) in each of our sites made up of a diverse and inclusive group of local leaders and residents from across the community.



## DISCOVER

Through conversations across multiple sectors, local data reports and listening to many voices, the local site team and the SAC look deeply at issue areas driven by racial and economic disparities in the region and identify community needs not yet being fully addressed.

## SCOUT

The team searches the country and deeply vets proven programs best suited to tackle those needs locally.

## SELECT

In partnership with the SAC, an innovative program with significant, measurable results and the best local fit is selected.

## INVEST

GreenLight helps the selected organization reach and sustain impact locally with multi-year unrestricted funding, on-the-ground support and strategic partnership development.

## MEASURE

At the outset with each portfolio organization, GreenLight identifies and documents the programmatic and financial indicators to be measured and sets annual goals for those measures. Each year, portfolio organizations report on those measures, a sampling of which you'll find in this report.

# INVEST: PORTFOLIO SUPPORT

## EMBEDDING ORGANIZATIONS LOCALLY FOR LONG-TERM IMPACT

Beyond multi-year, unrestricted funding, GreenLight provides ongoing support to maximize impact and sustainability.

### EARLY STAGE

*"GreenLight has helped us establish partnerships much faster and more effectively than we could on our own. They know who to reach out to... that can expedite conversations and lead us to a final decision. We couldn't have launched and seen such success without them."*

**PATIENCE LEWIS-WALKER**  
Deputy Executive Director,  
Center for Employment Opportunities

Assist hiring local leader

Facilitate partnerships & convenings

Help navigate local landscape

Partner on start-up planning

*"What would take me 2-3 years to build is now taking one phone call from you.  
#Jawdropping"*

**MEGHA KULSHRESHTHA**  
Executive Director, Food Connect

### NETWORKING

*"GreenLight has provided valuable connections to potential funder partners and their early support was critical in helping to establish our credibility and brand awareness in the Greater Boston community."*

**ROBIN NADEAU**  
Managing Director, Per Scholas Boston

Leverage connections to follow-on funding

Open opportunities for visibility & brand recognition locally

*"Greenlight has brokered introductions that have yielded big investments for Springboard over the years. They really understand how to spawn new relationships that equally benefit their grantees and social investors."*

**JEFF FEINMAN**  
VP Partnerships, Springboard Collaborative

### THOUGHT PARTNERSHIP

*"GreenLight exemplifies real partnership through philanthropy. From connecting us to media opportunities to facilitating peer learning, we've felt supported and championed to succeed."*

**MARKITA MORRIS-LOUIS**  
Chief Strategy Officer, Compass Working Capital

Local advisory board member & board development support

Convene local leaders across portfolio organizations

Partner on strategic & management challenges

Assist with operational troubleshooting

*"GreenLight's understanding of Boston's education ecosystem and relationships with key city stakeholders helped us navigate two superintendent transitions within our first three years of implementation."*

**SHAWN BROWN**  
Executive Director, BAM Boston

*"I cannot count the number of times Kate has provided direction that has helped lead us to a successful outcome."*

**SAHAAR REZAIE**  
Executive Director, Genesys Works Bay Area

## MEASURE: NATIONALLY BY THE NUMBERS

### DIVERSITY OF PORTFOLIO ORGANIZATIONS: DEPTH AND BREADTH


Innovative organizations are selected for their proven results, local fit and ability to effectively address a community-identified unmet need.

That need may warrant going deep with a small, targeted population or going broad with a larger subset of the community. In either case, we measure results against the goals we set for that program, addressing the community-identified need in ways that address deep-rooted disparities and open opportunities for individuals and families to thrive.

9   
GREENLIGHT SITES

33   
PORTFOLIO ORGANIZATIONS

199   
ACTIVE LOCAL BOARD MEMBERS PARTICIPATING  
WITH PORTFOLIO ORGANIZATIONS

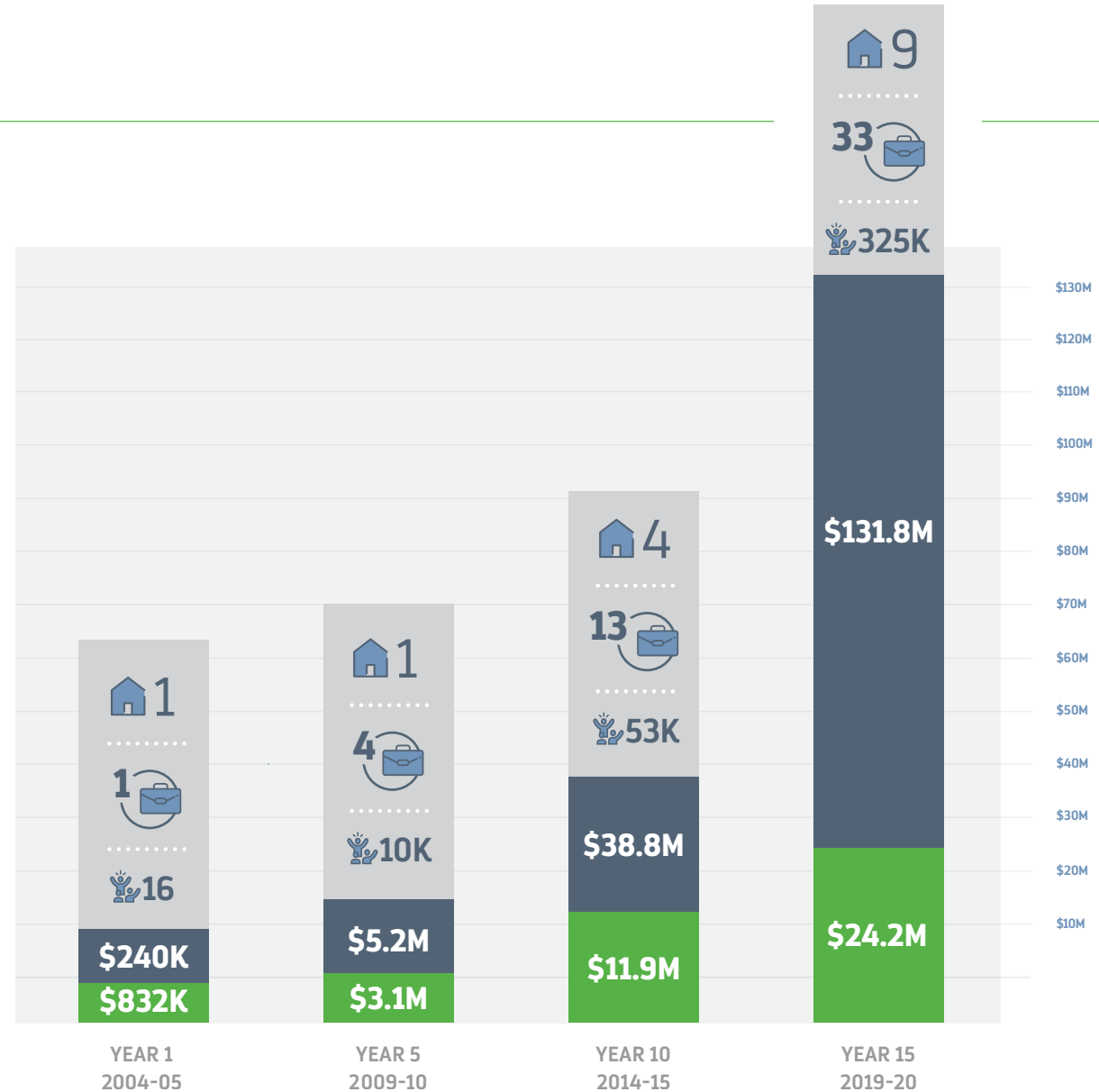
325,364   
INDIVIDUALS AND FAMILIES  
REACHED THIS YEAR

\$24,188,618   
INVESTED IN GREENLIGHT PORTFOLIO  
ORGANIZATIONS TO DATE

279   
SELECTION ADVISORY COUNCIL  
MEMBERS ACROSS SITES

\$131,840,991   
ADDITIONAL NON-GREENLIGHT FUNDS RAISED BY  
PORTFOLIO ORGANIZATIONS TO DATE

# 15 YEARS OF GROWING IMPACT ACROSS THE NETWORK



## OUR INVESTMENTS





# SAN FRANCISCO BAY AREA RESULTS

## FOOD CONNECT

LAUNCH 2020

Bridging the gap between food scarcity and abundance with new technologies that connect rather than compete, Food Connect complements the existing food insecurity ecosystem by training volunteers, managing logistics and executing meal delivery to get food to families in need of dependable and nutritious meals.

### YEAR ONE GOAL

**Deliver 200,000** meals to Bay Area families.

## EVERYONEON

LAUNCH 2020

EveryoneOn is dedicated to creating social and economic opportunity by partnering with communities and organizations to connect families to affordable internet service and computers and deliver digital skills training.

### YEAR ONE GOAL

Facilitate **internet connectivity for 1,350 families**, provide **digital literacy training to 250 people** and equip 15 organizations to provide training.

## ACCELERATED SELECTION TO MEET THE MOMENT

GreenLight Bay Area piloted a three-month accelerated selection process during the summer of 2020 to identify and fund organizations during this unprecedented health and economic crisis. Two issue areas were elevated, food insecurity and digital inequity, that could benefit from innovative solutions, especially now.



GreenLight will provide funding and, over the next three years, actively partner with both Food Connect and EveryoneOn, supporting local hiring, serving on their local advisory boards, advising on strategic planning, and deepening connections to local partners and funders. These investments are within the scope of our Method and process and align with our work towards racial justice and equitable funding practices. Both organizations are led by women of color and have a majority BIPOC (Black, Indigenous and people of color) staff.

“

### COMMUNITY FEEDBACK

*“These are two issues of immense importance right now - and for the foreseeable future. Making a multi-year commitment of support feels like the GreenLight we invested in. I am personally proud to be a part of bringing these organizations to the community.”*

**ERIN BAUDO FELTER**, Vice President of Social Impact, Okta

*“[GreenLight] is being responsive and thoughtful at this critical moment. They are thinking through how the selection process needs to be accelerated to reflect immediate needs, while also staying true to their roots as a long-term funder.”*

**KAMBA TSHIONYI**, Director of External Relations  
Haas Center for Public Service, Stanford University

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### BY THE NUMBERS: SAN FRANCISCO BAY AREA



**\$4,833,732**

Total funding committed  
by GreenLight to portfolio  
organizations



**\$31,460,808**

Additional non-GreenLight  
funds raised by portfolio  
organizations to date

# SAN FRANCISCO BAY AREA RESULTS

## PARENTCHILD+

LAUNCH 2019

ParentChild+ is an early literacy, parental engagement and school readiness model for two- and three- year-old children and their parents. The program works to strengthen parent-child interaction and build language- and learning-rich homes that enhance children's literacy, cognitive and social-emotional skills, preparing children for success in pre-K and beyond.

### NEED IDENTIFIED

Gap in services supporting social-emotional learning for two- and three-year-olds.

### COVID RESPONSE

ParentChild+ **expanded services** to provide critical support to enrolled families - **providing basic needs** such as food and diapers.

FAMILIES REACHED IN 2019-20

63

## BLUEPRINT MATH FELLOWS

LAUNCH 2016

Blueprint Math Fellows partners with schools to offer high-quality tutorial instruction for struggling math students. Using daily student assessments, Fellows target gaps in a student's foundational knowledge and understanding of mathematics, supporting students to dramatically improve their math proficiency. Additionally, many Fellows become teachers in this high-demand field.

### NEED IDENTIFIED

Low math proficiency rates for middle school students.

### COVID RESPONSE

Pivoting to the Google Classroom platform resulted in **increased reach** to 11 middle schools across Oakland, San Francisco and Pittsburgh. **55% more students** than the previous year received daily, small group math tutoring.

INDIVIDUALS REACHED IN 2019-20

507

## MEETING FAMILY NEEDS DURING THE PANDEMIC: PARENTCHILD+

Due to the health, social, economic and emotional impact of COVID-19 on families, ParentChild+ augmented their work with families to meet their needs for basic supplies, connecting them to other resources as needed.



"Our mission is more critical than it has ever been before. I don't know if WE knew this is what we would be doing. I will be honest, it is a little terrifying that our families in San Jose are asking their Early Learning Specialists, who they have known for a very short period of time, how to get food and toilet paper. They don't know where else to turn. We use the phrase, 'families are isolated' all the time - and THIS is what that means."

*Whitney Evans, Bay Area Director, ParentChild+*

# SAN FRANCISCO BAY AREA RESULTS

## SPRINGBOARD COLLABORATIVE

LAUNCH 2015

Springboard Collaborative closes the reading achievement gap by coaching teachers, training family members and incentivizing learning so that scholars have the requisite skills to access life opportunities. Rapid transition to virtual learning ensured continued results.

### NEED IDENTIFIED

Summer learning loss for elementary school students.

### KEY RESULTS

Average of **3.6 months of reading growth** due to after-school and summer programs, with **91% of families engaging** alongside their children.

**FAMILIES REACHED IN 2019-20**  
**2,896**

## UASPIRE

LAUNCH 2013

At uAspire, post-secondary aspirations become reality thanks to a vital combination of information and guidance ensuring all young people have the financial information and resources necessary to find an affordable path to and through a post-secondary education. Virtual advising is a key component of their model.

### NEED IDENTIFIED

Limited technical capacity to advise students on college financial aid.

### COVID RESPONSE

**Expanded services** to 1,400 high school students helping them and their families apply for unemployment benefits or emergency funds and offering tips and support on participating in online classes.

**INDIVIDUALS REACHED IN 2019-20**  
**2,570**

## GENESYS WORKS

LAUNCH 2013

Genesys Works enables motivated high school students to work in meaningful internships at major corporations during their senior year in high school. After an eight-week intensive training program, students work with partner companies where they have the opportunity to gain relevant skills and experience leading to success as professionals in the corporate world.

### NEED IDENTIFIED

Workforce development programs for aspiring first-generation college students.

### COVID RESPONSE

New virtual interview platform increased number of applicants by 10%, all interns received **100% of their wages and 104% of internship seats were secured** with 19 employment partners.

**INDIVIDUALS REACHED IN 2019-20**  
**469**



## CLOSING THE LITERACY GAP: SPRINGBOARD COLLABORATIVE

“Only two weeks into the summer literacy program and utilizing the tips from the family workshops, our child had a noticeable increase in comprehension, expression of speech and confidence in reading. This program has already helped us more than what we expected.”

*Mother of Pre-K student, Fresno Unified School District*



# GreenLight Fund

PORTFOLIO REPORT 2019 - 20

15 YEARS OF IMPACT

## GREENLIGHT IS INVESTED IN CHANGE

GreenLight is committed for the long term to partnering with communities to sustainably address systemic barriers and inequities often driven by racial injustice so that all individuals and families have the opportunity to thrive.

For more information about GreenLight Fund's model, insights and stories, visit

[GREENLIGHTFUND.ORG](https://greenlightfund.org)

