

# GreenLight Fund

IMPACT REPORT



INVESTING IN COMMUNITY-DRIVEN CHANGE

2021-22



# INVESTING IN COMMUNITY-DRIVEN CHANGE

GREENLIGHT FUND IMPACT REPORT 2021-22  
*Investing in Community-Driven Change*

We are proud to share GreenLight Fund's 2021-22 Impact Report, highlighting the work, results and meaningful stories of change of GreenLight's 44 portfolio organizations across our 11 sites. This past year alone (July 2021 - June 2022) our portfolio organizations reached more than 560,000 children, youth and families, the vast majority of whom are Black and Brown residents experiencing poverty.

Seven new organizations were selected this past year as we deepen our engagement with communities and prioritize centering equity, particularly racial equity, in each of our sites. Responding to barriers to economic prosperity elevated locally, these organizations address a diverse set of focus areas including workforce development, financial security, family childcare, housing, youth mental health and community safety, opening opportunities for those most impacted.

Emerging from the pandemic, the data show that many of the organizations in our portfolio are stronger, learning from the shifts that were necessary in the early days of COVID. Some of the changes have become integral to their models resulting in expanded and deepened impact.

GreenLight too has been learning. With our measurement systems evolving, we are capturing and learning from more outcome, output, demographic and trend data. This year we established a formal Learning function, strengthening our ability to surface and share critical learnings from across our growing network. The goals of this strategic, intentional approach are to deepen and expand impact in all of our communities and share what we're learning more broadly, including with you who have invested in our work in a variety of essential ways.

This work would not be possible without so many who have joined us to help make sustained economic prosperity a reality for all, particularly those who face systemic barriers to opportunity.

Deepest thanks to you, our partners, investors, Selection Advisory Councils and community members who make it possible to work towards community-driven change.



MARGARET HALL  
CEO and Co-founder



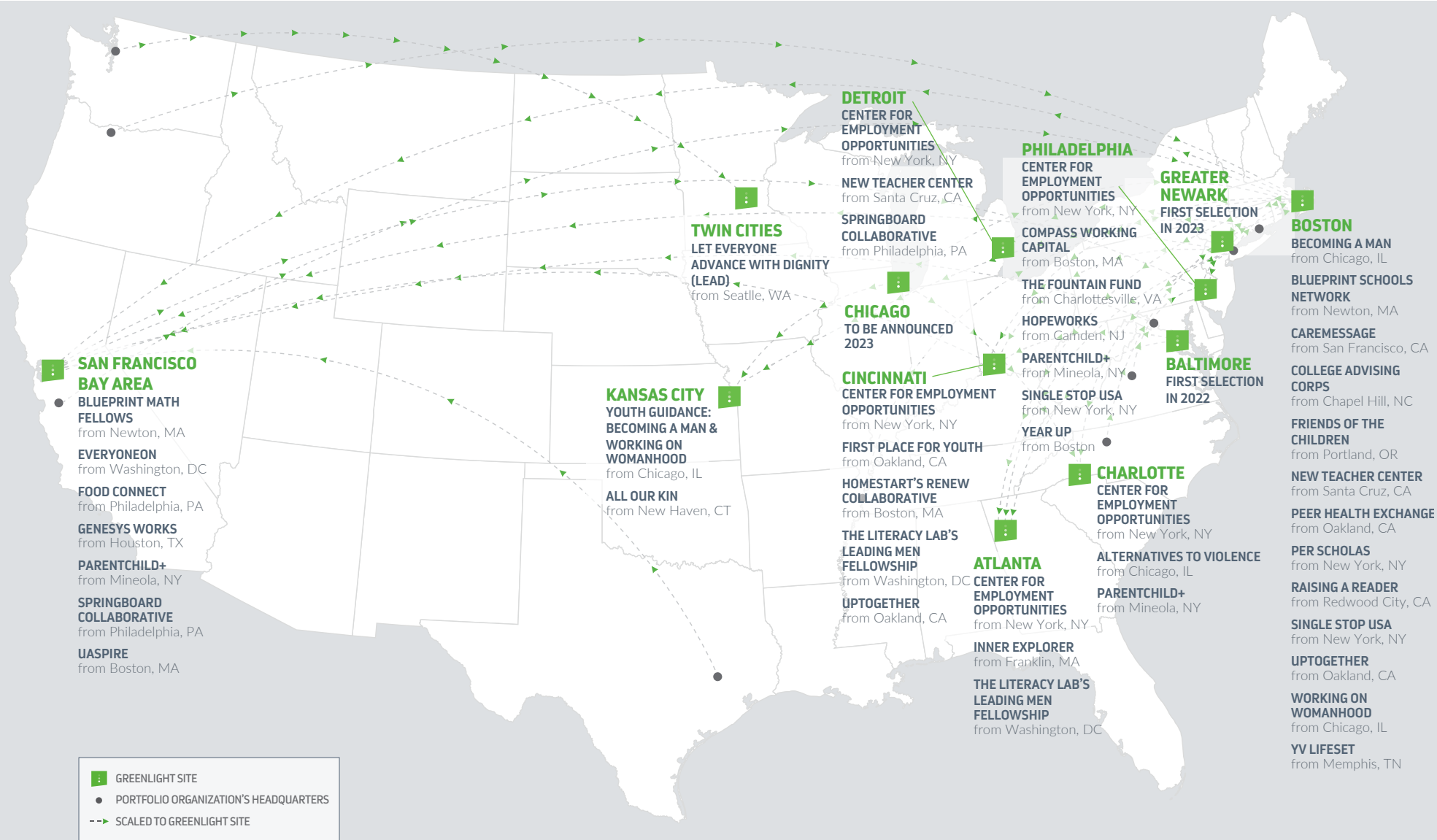
JOHN SIMON  
Board Chair and Co-founder



*Emerging from the pandemic, the organizations in our portfolio are stronger, learning from the shifts that were necessary in the early days of COVID.*

# 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 in partnership with our communities.



# OUR APPROACH

The GreenLight Method is our community-focused approach to identify proven social innovations that address the needs that matter most to residents facing systemic barriers to economic opportunity. In each of our sites throughout the process, we engage deeply across all sectors of the local community, partnering with a diverse Selection Advisory Council (SAC) and listening directly to those with lived experiences and community knowledge proximate to the priority needs we look to address.



## DISCOVER

Through conversations across multiple sectors, local data reports and listening to many voices, the local site team and the SAC look deeply at focus areas driven by racial and economic disparities in the region and identify community needs not yet being fully addressed where an innovative program could make a significant difference.

## SCOUT

The team searches the country and deeply vets proven, effective 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 sets annual targets for the programmatic and financial indicators to be measured. Each year, portfolio organizations report on those measures, a sampling of which you will find in this report.



# DEEPENING COMMUNITY ENGAGEMENT

As GreenLight implements the GreenLight Method in partnership with Selection Advisory Councils (SAC), site teams regularly engage a broad cross section of the community throughout the process. Community members, particularly people who have personal experience with the challenges GreenLight is working to address, play a critical role in helping us understand local unmet needs and meaningfully inform the proven programs we select for investment in that community.



## DISCOVER

During the Discovery phase, interviews and focus groups help to surface priority focus areas.

*"I see the psychological effects of social distancing, my kids miss their friends and are losing their enthusiasm for school."*

– ATLANTA PARENT

*"I made \$336 a week, that is nothing. My rent it's \$1,100, that took my entire checks."*

– BALTIMORE RESIDENT



*"Transitioning off public benefits should be a gradual 'ramp' towards economic stability, not a drastic cliff."*

– CINCINNATI RESIDENT



## SCOUT

Community members advise on selecting the model with the best local fit during Scout and Select phases.

*"When you talk about minority business owners... they didn't get the same opportunities ... they don't have that generational experience of wealth they can lean on."*

– BALTIMORE RESIDENT

*"I feel this is a great opportunity for me to give back to the community and make a meaningful impact in my own little way."*

– BOSTON FAMILY PARTNER AND PER SCHOLAS GRADUATE



*"We used to not be in the room when decisions were made. To be there was an epic moment – to know that people really care what we have to say."*

– KANSAS CITY COMMUNITY CONSULTANT



## CENTERING COMMUNITY VOICE

GreenLight learns from community members and from each other as we improve our approach and center racial equity throughout the GreenLight Method.

*"Hearing community members' aspirations helped inform our focus areas and gave us a deeper understanding about what didn't work and the opportunities for change."*

SIMONE HARDEMAN-JONES

GreenLight Twin Cities  
Executive Director

*"[Community members] helped us narrow down the key local issues and put into words their experiences."*

TISH JOHNSON-JONES, JD

GreenLight Greater Newark  
Executive Director

*"Community members have existing power. Our community engagement work is about helping to activate it."*

MELISSA LUNA

GreenLight Boston  
Senior Executive Director



# NATIONALLY BY THE NUMBERS

Since 2004, GreenLight has grown to **11 sites**, on pace to add a site each year, and this year alone reached more than **half a million individuals and families**. The tremendous impact of 44 portfolio organizations is bolstered by the more than **\$206M of additional non-GreenLight funding** they've received to date.

We are grateful to community residents, leaders and experts who make our work possible and the more than **550 individuals** who, as Selection Advisory Council and local board members, devote time, energy and expertise to help embed portfolio organizations in our communities and make them stronger.

11

GREENLIGHT SITES

44

PORTFOLIO ORGANIZATIONS

216

ACTIVE LOCAL PORTFOLIO  
ORGANIZATION BOARD MEMBERS

565,744

INDIVIDUALS AND FAMILIES  
REACHED THIS YEAR

\$30,558,618

INVESTED IN GREENLIGHT PORTFOLIO  
ORGANIZATIONS TO DATE

\$206,169,265

ADDITIONAL NON-GREENLIGHT FUNDS RAISED BY  
PORTFOLIO ORGANIZATIONS TO DATE

349

SELECTION ADVISORY COUNCIL  
MEMBERS ACROSS SITES

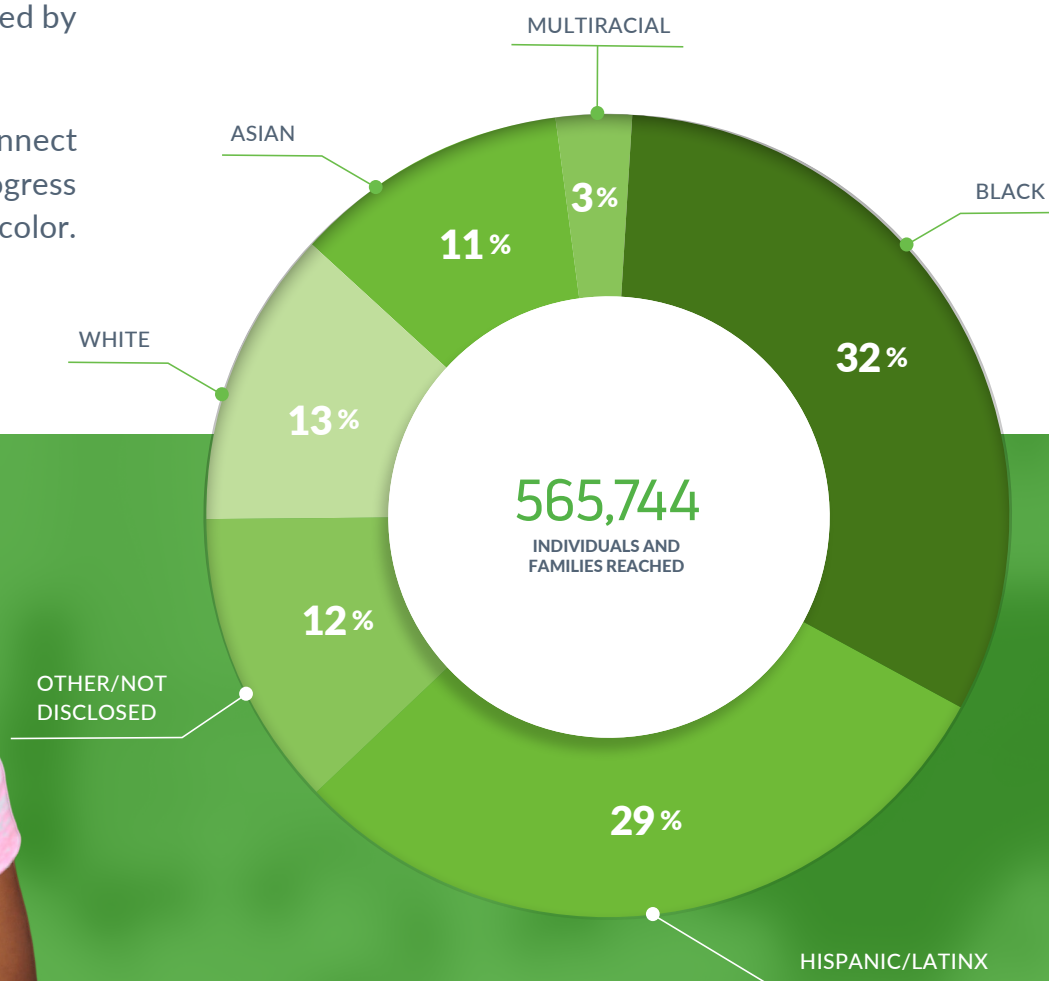




# REACHING PARTICIPANTS MOST IMPACTED

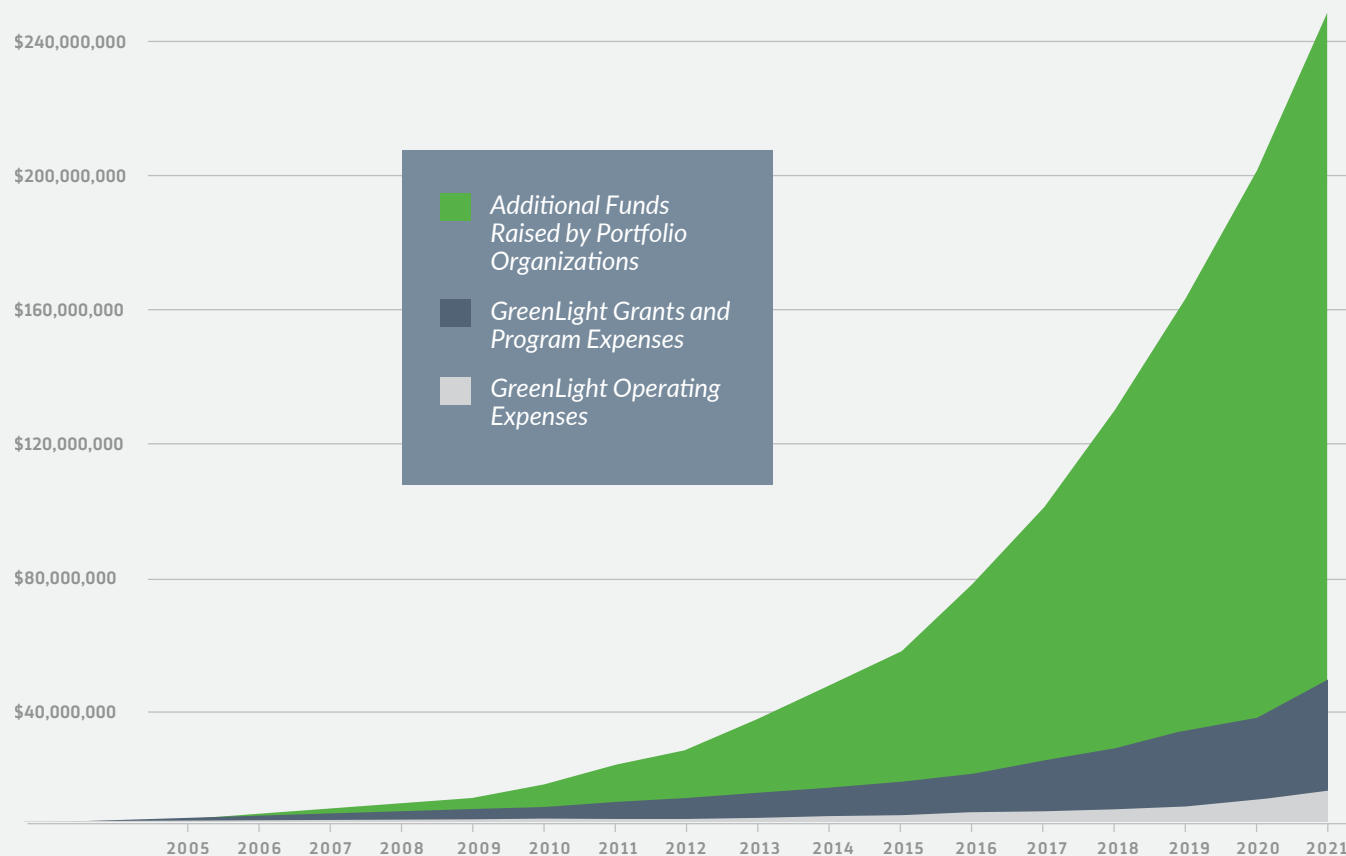
Participants reflect the demographics of individuals facing barriers to prosperity in our communities, with **75%** identifying as Black, Hispanic/LatinX, indigenous, or people of color, aligning with each city's poverty demographic as published by the American Community Survey.

We believe leadership is most effective when they can connect deeply with program participants. We continue to make progress as **78%** of local portfolio organization leaders are people of color.

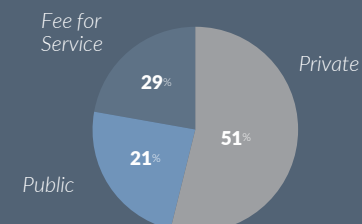


# LEVERAGE ON GREENLIGHT'S INVESTMENT

GreenLight Fund's work in communities and dollars invested locally in portfolio organizations have leveraged an additional \$206M to date, helping portfolio organizations open opportunities for a growing number of children and families.



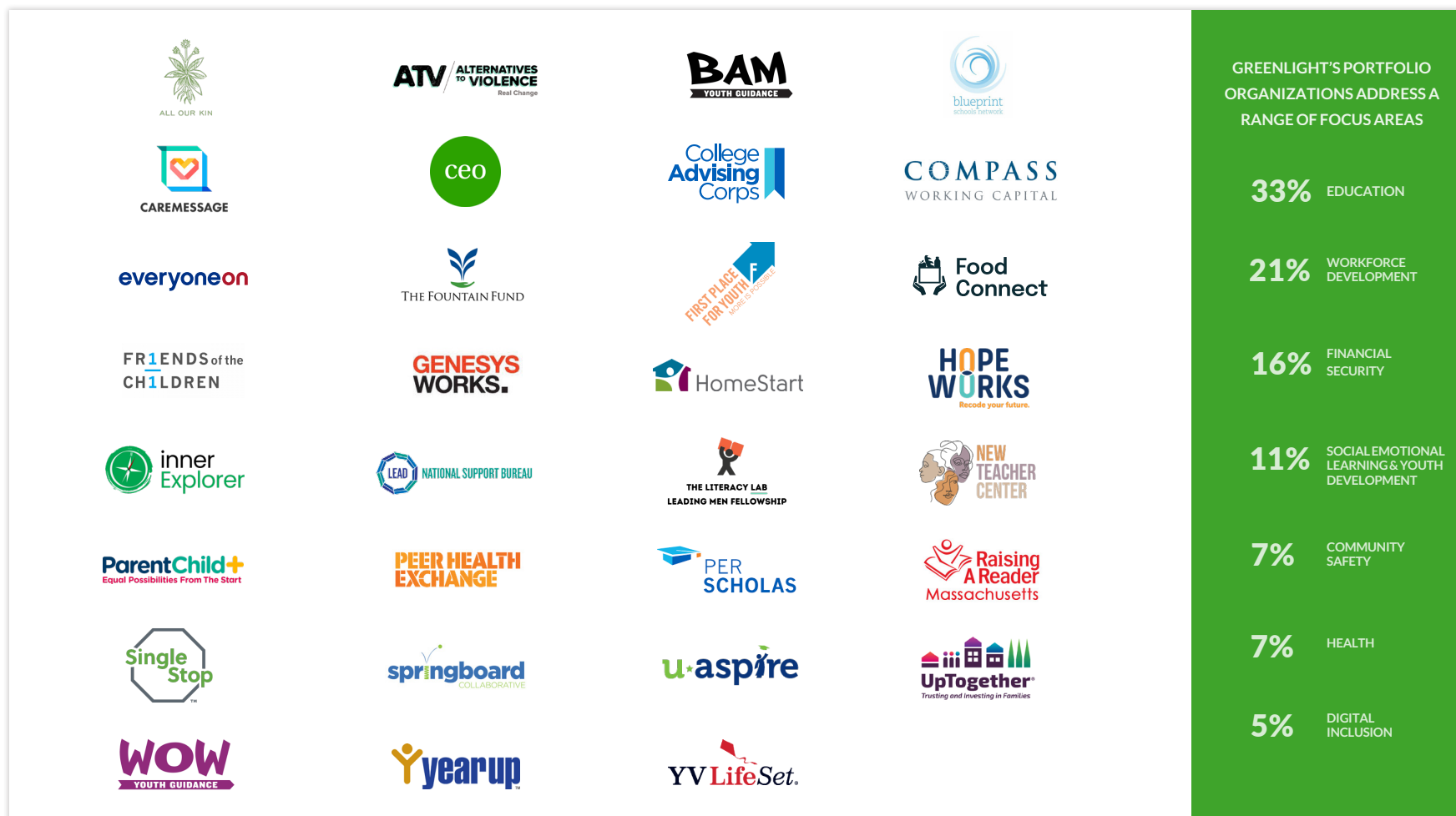
Nearly 50% of 2021 leveraged funding comes from public and fee-for-service revenue sources.





# OUR INVESTMENTS

GreenLight's investments address unmet needs often stemming from longstanding racial inequities identified by each community each year. Our impact increases exponentially as our growing portfolio of innovative programs make measurable progress each year, all across the GreenLight network.



# SAN FRANCISCO BAY AREA Results

REPORTING PERIOD JULY 2021 – JUNE 2022

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## FOOD CONNECT

### LAUNCH 2020

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

### NEED IDENTIFIED

Growing demand for accessible, reliable and nutritional food assistance.

### KEY RESULT

Delivered nearly **280,000 meals** to Bay Area individuals and families at a 99.67% success rate for a first attempt.

### INDIVIDUALS REACHED IN 2021-22

**32,486**

## EVERYONEON

### LAUNCH 2020

EveryoneOn creates social and economic opportunity by partnering with communities and organizations to connect families to affordable internet service, devices, and delivering digital skills training and digital inclusion support.

### NEED IDENTIFIED

Insufficient access to internet, devices and digital literacy training to support opportunities for children, youth and adults.

### KEY RESULT

Partnered with **25 organizations** across the Bay Area to **increase digital equity**. **99%** of training participants now report basic understanding of and comfort with communicating and staying connected via digital platforms.

### INDIVIDUALS REACHED IN 2021-22

**3,373**

## GAINING PROFICIENCY: EVERYONEON

*"I wanted to learn more to improve and be able to help my son at school and to help me in a new job where the use of the computer is required. I learned new things and the teacher explained them all in a simple way so it was very easy to learn."*

**YOLANDA NAVA,**  
Class at Unity Council



BY THE NUMBERS  
**Bay Area**

**7**

PORTFOLIO ORGANIZATIONS

**42,573**

INDIVIDUALS AND  
FAMILIES REACHED

**\$4.8 M**

INVESTED IN PORTFOLIO  
ORGS TO DATE

**\$48.1 M**

ADDITIONAL LEVERAGED  
DOLLARS



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## PARENTCHILD+

### LAUNCH 2018

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.

### KEY RESULT

**83%** of children demonstrated high level of **school readiness** at program completion. 100% of Early Learning Specialists connected families with needed services (e.g. diapers, food).

### INDIVIDUALS REACHED IN 2021-22

**485**

## 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. Many Fellows go on to become math teachers, creating a key teacher pipeline for school districts.

### NEED IDENTIFIED

Low math proficiency rates for middle school students.

### KEY RESULT

The average Bay Area Blueprint student **grew by 1.26 school years** worth of math content in just six months.

### INDIVIDUALS REACHED IN 2021-22

**936**

## SPRINGBOARD COLLABORATIVE

### LAUNCH 2015

Springboard Collaborative closes the reading achievement gap by coaching teachers, training family members and incentivizing learning for early elementary school students. They bring learning directly into homes via virtual and in-person partnerships among students, adults in the family and school teachers.

### NEED IDENTIFIED

Summer learning loss for elementary school students.

### KEY RESULT

Engaged **85%** of families in supporting their child's reading growth and goals. Due to significant efficacy in Bay Area, expanded to Los Angeles Unified School District with a \$16M leveraged commitment to serve **30,000 students** over the next three years.

### INDIVIDUALS REACHED IN 2021-22

**2,630**



## SUPPORTING EARLY DEVELOPMENT: PARENTCHILD+

*This program provides a great head start for children entering school.* ”

*“Me gustaría agradecer a quienes hacen posible esté programa de ParentChild+ disponible para padres y madres como yo. Thank you very much, Samuel and I are very blessed to be in the program. Samuel is two years-old and since we entered the program, I have seen an improvement in his recognition of words and objects.*

*He is always ready and willing to see Melanie, his Early Learning Specialist (ELS). She provides us with her help and knowledge to continue learning through materials that are easy for Samuel to understand. This program provides a great head start for children entering school well-prepared and ready to succeed.”*

**ELIZABETH**, Mom of Samuel

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## UASPIRE

### LAUNCH 2013

uAspire provides a vital combination of information and guidance to ensure young people have the financial information and resources necessary to find an affordable path to and through a postsecondary education. Virtual advising is a key component of their model.

### NEED IDENTIFIED

Limited technical capacity to advise students on college financial aid.

### KEY RESULT

uAspire continues to expand services across the Bay Area to more holistically support students. Nearly **600** high school seniors became **FAFSA/Dream Act certified**.

### INDIVIDUALS REACHED IN 2021-22

**2,348**

## GENESYS WORKS

### LAUNCH 2013

Genesys Works enables motivated high school students to work in meaningful internships at major corporations during their senior year of high school. After an intensive training program, students work with partner companies, gaining relevant skills and experiences leading to success as professionals in the corporate world.

### NEED IDENTIFIED

Workforce development programs for aspiring first generation college students.

### KEY RESULT

**100%** of Genesys Works alumni **persisted from year 1 to year 2** in college.

### INDIVIDUALS REACHED IN 2021-22

**315**



## OVERCOMING OBSTACLES: UASPIRE

*Working with my uAspire advisor has made me more prepared for the future and equipped me with the correct skills.*

*"I was very stressed about paying for college. I'm the first person in my family to go to college and it was very difficult to navigate things like the FAFSA. I was frantically searching for scholarships and uAspire connected me with outlets to find them.*

*Not needing to go through it alone was the best part. Having someone to guide me and walk me through the steps because my parents weren't able to. She helped me realize that it was okay to not know these things. It was a lot of emotional support as well. Working with my uAspire advisor has made me more prepared for the future and equipped me with the correct skills."*

**LANI LAM**, uAspire participant, UC Davis Sophomore



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