

# 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



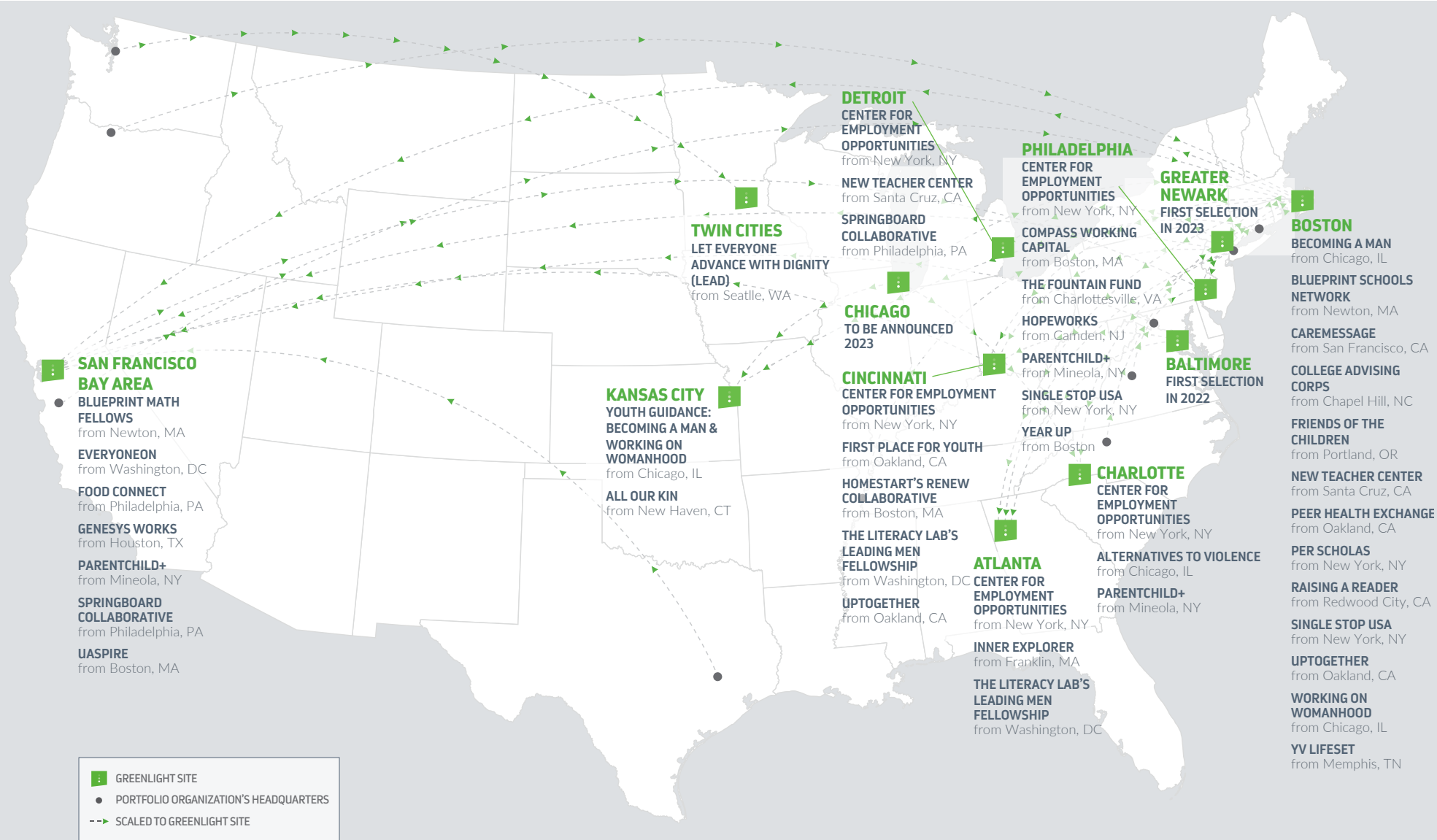
JOHN SIMON  
Board Chair and Co-founder



*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

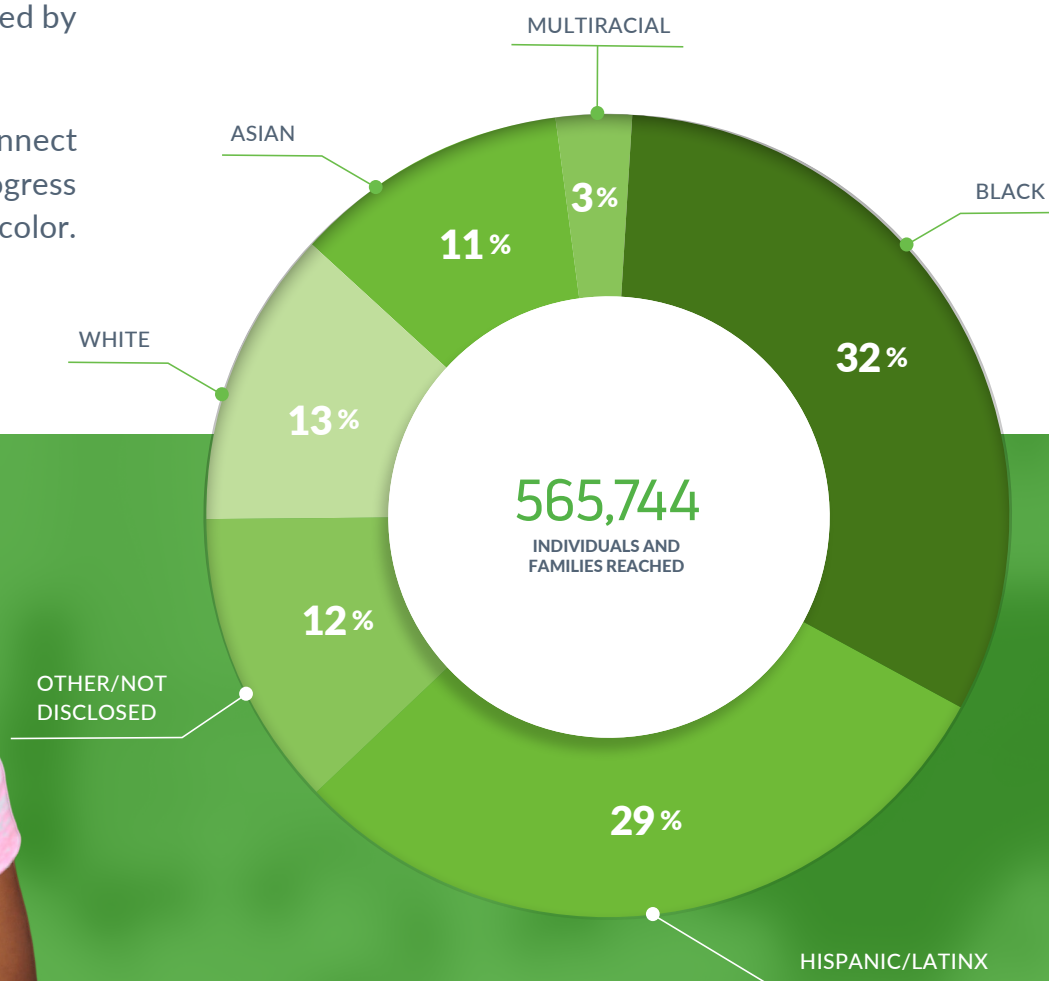




# REACHING PARTICIPANTS MOST IMPACTED

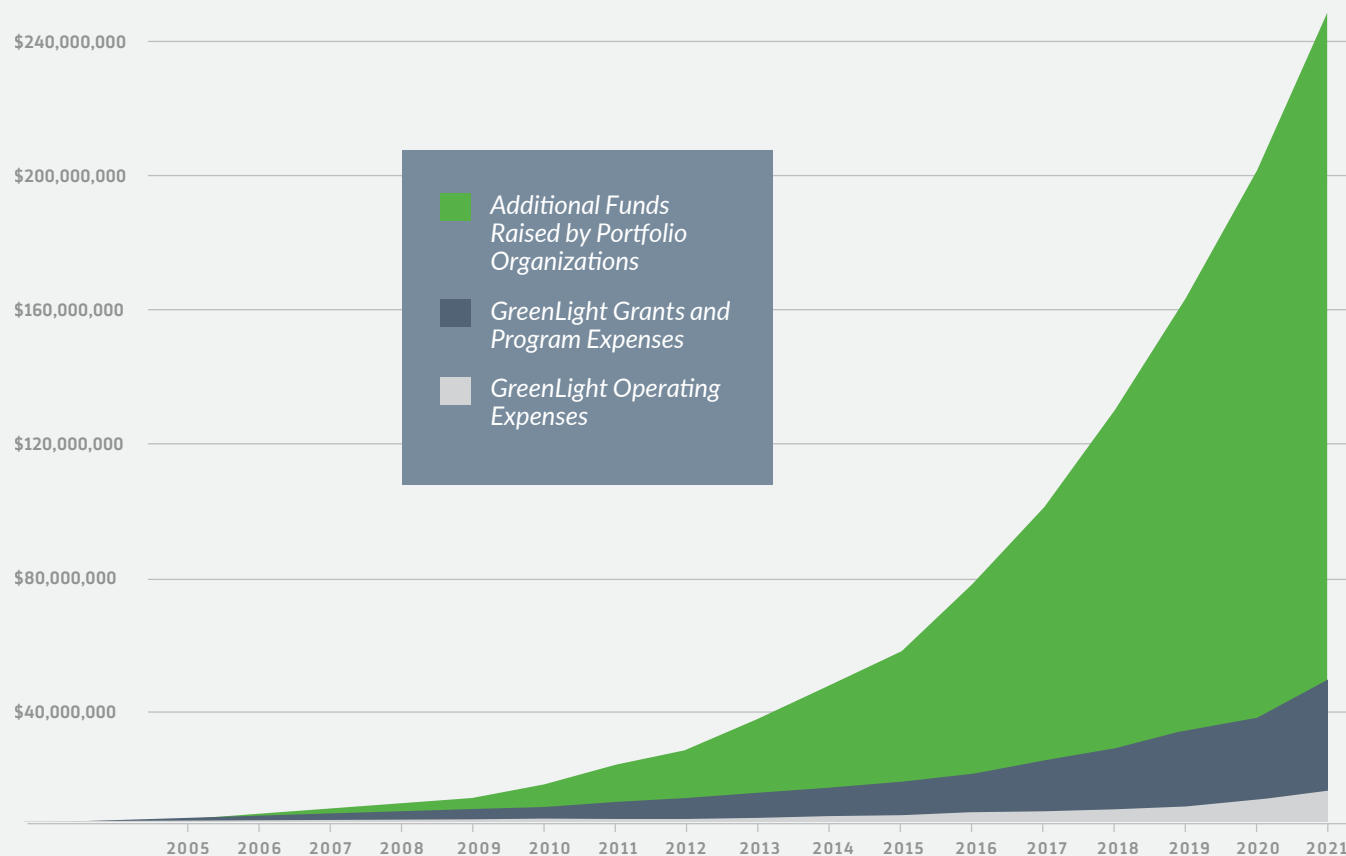
Participants reflect the demographics of individuals facing barriers to prosperity in our communities, with **75%** identifying as Black, Hispanic/LatinX, indigenous, or people of color, aligning with each city's poverty demographic as published by the American Community Survey.

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.

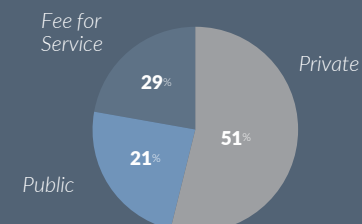


# LEVERAGE ON GREENLIGHT'S INVESTMENT

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.



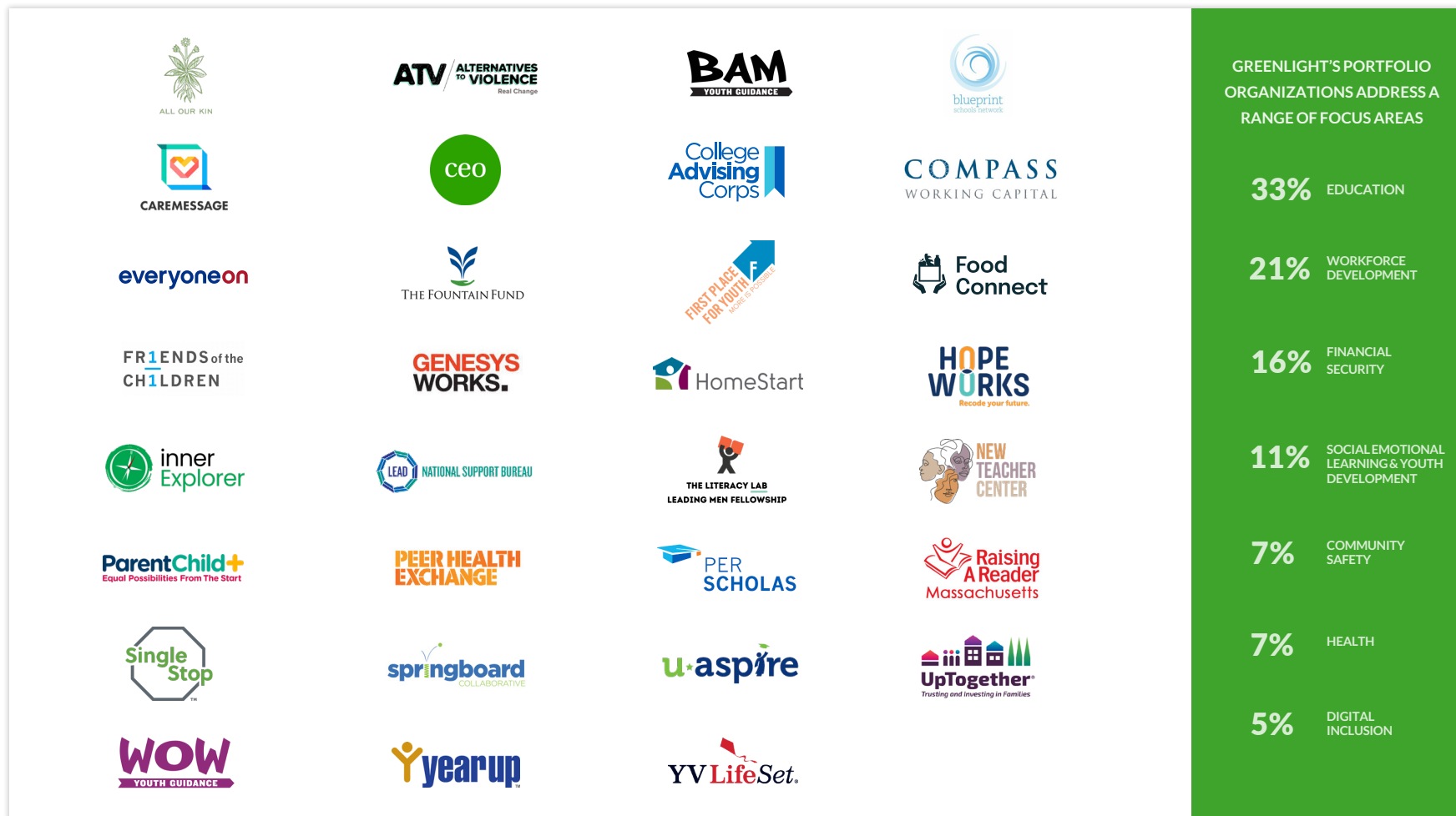
Nearly 50% of 2021 leveraged funding comes from public and fee-for-service revenue sources.





# 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.



## WORKING ON WOMANHOOD

### LAUNCH 2021

Working on Womanhood (WOW) is an in-school, group-based counseling and clinical mentoring program that cultivates leadership, promotes mental health and fosters the social-emotional skills of girls and young women in grades 6-12.

### NEED IDENTIFIED

In 2019, 45% of girls in Boston Public Schools reported feeling sad or hopeless for two or more weeks and female students were significantly more likely to experience depression and suicidal thoughts than their male counterparts.

### KEY RESULT

WOW launched in **four public schools** in Boston (3) and Cambridge (1).

### INDIVIDUALS REACHED IN 2021-22

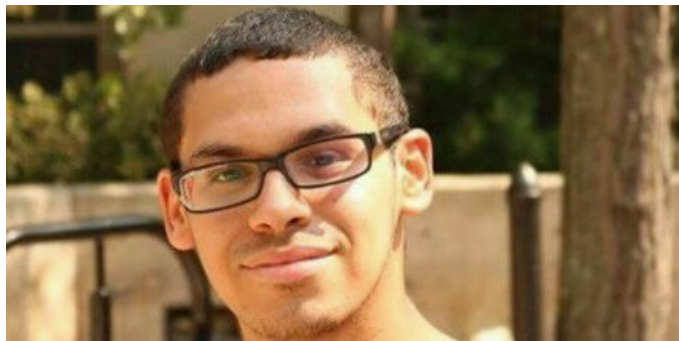
**26**



## SUPPORTIVE COMMUNITY: WORKING ON WOMANHOOD

*"Going in, I honestly thought I wouldn't get anything out of it. Before, I was really closed off and wouldn't talk about my feelings, But I learned it was ok to do that. My (WOW) counselor would talk to me like a human, not just a child. And I realized I could reach out to other women in my life, as well, like family and teachers."*

WOW SCHOLAR



## OPENING DOORS: PER SCHOLAS

*"After Per Scholas, all of a sudden I was getting interviews, because Per Scholas is well known and reputable. It has been night and day in terms of the difference between before and after Per Scholas."*

CHRISTOPHER,  
Per Scholas Graduate

## PER SCHOLAS

### LAUNCH 2019

Per Scholas provides tuition-free technology training and professional development to help passionate, dedicated people build better lives for themselves and their families. Per Scholas develops employer partnerships for job placements and supports alumni to advance in their careers.

### NEED IDENTIFIED

More than 60% of Boston Public Schools class of 2011 graduates did not complete college within six years. Now adults, many have aged out of traditional workforce development programs.

### KEY RESULT

Currently offering 4 training tracks in Greater Boston. Average starting **wage** for 2021 graduates is **\$24/hour**.

### INDIVIDUALS REACHED IN 2021-22

**204**



### BY THE NUMBERS

**Boston**

**13**

PORTFOLIO ORGANIZATIONS

**105**

ACTIVE LOCAL  
BOARD MEMBERS

**499,519**

INDIVIDUALS AND  
FAMILIES REACHED

**41**

SAC MEMBERS

**\$9.8M**

INVESTED IN PORTFOLIO  
ORGS TO DATE

**\$110.4M**

ADDITIONAL LEVERAGED  
DOLLARS

**155**

STAFF MEMBERS WORKING  
FOR PORTFOLIO



## BECOMING A MAN

### LAUNCH 2017

Becoming A Man (BAM) is a school-based program that supports young men, particularly those of color in grades 7-12, through group sessions with their peers and the guidance of a trauma-informed BAM counselor. Counselors help young men develop social cognitive skills that deter criminal involvement and increase school engagement.

### NEED IDENTIFIED

Boys and young men of color face disproportionate challenges in reaching their full potential as compared to their white peers.

### KEY RESULT

**70%** of BAM Scholars showed **gains in socio-emotional learning** including emotional control, perseverance, empathy, and academic motivation.

### INDIVIDUALS REACHED IN 2021-22

**401**

## CAREMESSAGE

### LAUNCH 2016

CareMessage is an intelligent cloud-based software that transforms communication for patients by providing personalized, interactive messages designed to educate, remind and motivate. It is used by community-based healthcare providers to help patients manage chronic health conditions.

### NEED IDENTIFIED

Patients facing social determinants of health challenges need help managing chronic conditions at scale.

### KEY RESULT

Health centers leveraged CareMessage to send vaccine-related messaging to their patients to **improve access and vaccine confidence**.

### INDIVIDUALS REACHED IN 2021-22

**468,023**

## COLLEGE ADVISING CORPS - BOSTON UNIVERSITY

### LAUNCH 2013

College Advising Corps supports an increase in the number of first generation students with college aspirations who enter and complete higher education by hiring and training recent college graduates as full time college advisers in public high schools.

### NEED IDENTIFIED

Low counselor-to-student ratios for high school students.

### KEY RESULT

During the peak of the pandemic, **80% of graduates** (2,173) from the class of 2020 enrolled in **246 different institutions**.

### INDIVIDUALS REACHED IN 2021-22

**18,458**



## BEYOND THE FORMS: COLLEGE ADVISING CORPS

Sihem always knew she wanted to attend college, but she had a lot of questions. She was relieved to meet her College Advising Corps adviser. Not only could Izzy help her with all the forms, but she also openly shared the joys and challenges of navigating college as a first-generation woman of color.

*"I went into senior year so stressed about the college process with no guide whatsoever on where to start and how to do it. Izzy saved me! Her support was a key component that helped me reach where I am today."* Today, Sihem is a freshman at Boston University having accepted the prestigious Menino Scholarship.

## SINGLE STOP

### LAUNCH 2011

Single Stop helps individuals persist through college and achieve financial self-sufficiency and economic mobility by providing access to benefits and services.

### NEED IDENTIFIED

Lagging college completion rates despite high enrollment amid Boston Public Schools graduates.

### KEY RESULT

Bunker Hill Community College students reached out to Single Stop **5,385** times during the academic year.

### INDIVIDUALS REACHED IN 2021-22

**1,561**

## UPTOGETHER

### LAUNCH 2010

UpTogether is a community, a movement and a platform to highlight, invest in and accelerate the initiatives people in historically undervalued communities are taking to improve their lives and collectively achieve prosperity. The UpTogether platform helps families build connections, discover each other's expertise, find support and access dollars.

### NEED IDENTIFIED

The 2008-09 recession.

### KEY RESULT

Launched Trust & Investment Collaborative, a study of community and cash together and its **impact on more than 1,400 local families.**

### FAMILIES REACHED IN 2021-22

**1,532**

## YV LIFESET

### LAUNCH 2008

YV LifeSet, a program of Youth Villages, provides support to young people who are aging out of foster care by helping them find safe housing, continue education or training, achieve stable employment and build healthy support systems.

### NEED IDENTIFIED

Poor outcomes for youth aging out of foster care system.

### KEY RESULT

**90%** of youth are in **school, employed, or in GED** classes at 12 months post-discharge.

### INDIVIDUALS REACHED IN 2021-22

**724**



## A CHANGED LIFE: YVLIFESSET

In the 11 years since Brett was discharged from LifeSet, he has found gainful employment and moved to a safe, secure place to live. At his job as a delivery driver with a national moving company, Two Men and a Truck, Brett was sent to the Youth Villages office to pick up and deliver 3,000 holiday gifts for young people in need across the state. Brett was so excited to be back. He has achieved successes that, at one point in his life, he never thought would be possible.

*"LifeSet is such an incredible program," Brett said. "There's no way I'd be where I am today if I hadn't been in LifeSet. I hope my specialist knows just how much she changed my life."*

## PEER HEALTH EXCHANGE

### LAUNCH 2007

Peer Health Exchange gives teenagers the knowledge and skills they need to make healthy decisions. The program trains college students to teach a comprehensive health curriculum in public high schools that lack health education.

### NEED IDENTIFIED

Lack of health education in public schools coupled with rising obesity rates and other poor health outcomes.

### KEY RESULT

**Launched Selfsea** providing support, resources and stories via an app that prioritizes young people's identities and experiences about mental health, sexual health and beyond.

### INDIVIDUALS REACHED IN 2021-22

**1,415**

## RAISING A READER MASSACHUSETTS

### LAUNCH 2006

Raising A Reader is an evidence-based early literacy program that helps families with young children (newborn through age eight) develop, practice and maintain habits of reading together at home.

### NEED IDENTIFIED

Reading readiness among kindergarteners was low.

### KEY RESULT

**88%** of participating families **reading together** at least three times per week after one year in the program.

### INDIVIDUALS REACHED IN 2021-22

**6,572**

## FRIENDS OF THE CHILDREN-BOSTON

### LAUNCH 2005

Friends of the Children creates generational change by engaging children facing challenging home environments in 12 years of transformative mentoring relationships.

### NEED IDENTIFIED

Rise of youth violence in Boston neighborhoods.

### KEY RESULT

**98%** on-track to graduate with a high school diploma or GED, **99%** avoided the juvenile justice system, **99%** avoided early parenting.

### FAMILIES REACHED IN 2021-22

**603**

## MY CROWN

by Justis Porter  
WOW Boston participant

Down below somewhere in me is a little girl who was once too afraid to speak up

That little girl has stayed there for years, witnessing me learn lessons

Lessons that helped me know my worth, and made sure that I knew it so well and could never forget it

The lessons that made that little girl who was too afraid to say "no", into a young woman who is not afraid to roar

For I have learned my boundaries, and am not afraid to stand up for them

While my crown was forged out of lessons that weren't so pleasant to learn

It was also forged out of the love and care that my friends, family, and mentors have shown me

Their time, energy, and effort were spent to help me become who I was meant to be

"Who is that?" you may ask

My answer is "A strong and dedicated young woman who is not afraid to shine".

And thankfully, I now have a crown that I can call mine.



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