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.

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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 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

**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

**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
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.
ALTERNATIVES TO VIOLENCE

LAUNCH 2021
Alternatives to Violence is a program based on training provided by Cure Violence Global, an evidence-based violence reduction model. The program reduces violence by the same three components used in public health to reverse an epidemic: 1) interrupt disease transmission, 2) reduce the risk of the highest at risk, 3) change community norms.

NEED IDENTIFIED
Local police reported 122 homicides in 2020, making it the deadliest year since 1993.

KEY RESULT
Far exceeding the goals for community members reached in the first year, the county saw a 40% reduction in homicides.

INDIVIDUALS REACHED IN 2021-22
829

CENTER FOR EMPLOYMENT OPPORTUNITIES

LAUNCH 2020
Center for Employment Opportunities (CEO) provides effective, comprehensive employment services exclusively to people recently released from incarceration. The program incorporates life skills education, immediate paid transitional employment and full-time job placement and retention services required to successfully build career capital and financial stability.

NEED IDENTIFIED
In Charlotte-Mecklenburg, 70% of returning citizens are released to opportunity desert neighborhoods with high unemployment levels.

KEY RESULT
Average job placement wage of $14.84, a 14% increase from last year.

INDIVIDUALS REACHED IN 2021-22
130

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
High adverse childhood experience (ACE) scores for children entering kindergarten and 39% third grade literacy proficiency in Charlotte-Mecklenburg schools.

KEY RESULT
90% of enrolled families improved in demonstrating school readiness.

INDIVIDUALS REACHED IN 2021-22
300

FOSTERING EARLY LEARNING: PARENTCHILD+

Coming from a single-parent home with three siblings, Austin’s mother was concerned he was falling through the cracks in his learning and development. Austin displayed limited vocabulary and showed no interest in learning. Austin’s mother changed her work schedule to focus on Austin, but saw little improvement. After being referred to ParentChild+ at INLIVIAN by her sister, Austin’s mother entered the program and began working with an Early Learning Specialist (ELS).

Within four months, Austin’s ELS reports an increase in his vocabulary and an improvement in pronunciation. He has learned all of his primary colors, the entire alphabet, and can count from 1 to 11.

DETROIT RESULTS

BY THE NUMBERS

Charlotte

3 PORTFOLIO ORGANIZATIONS
26 ACTIVE LOCAL BOARD MEMBERS
1,259 INDIVIDUALS AND FAMILIES REACHED
30 SAC MEMBERS
$1.4M INVESTED IN PORTFOLIO ORGS TO DATE
$4.1 M ADDITIONAL LEVERAGED DOLLARS

INDIVIDUALS REACHED

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Within four months, Austin’s ELS reports an increase in his vocabulary and an improvement in pronunciation. He has learned all of his primary colors, the entire alphabet, and can count from 1 to 11.

INDIVIDUALS REACHED IN 2021-22
300