



Impactcloud & Friends Tech Accelerator Impact Report June 2020

Full Circle Fund is a 501c3 org and community that for 20 years has leveraged professionals' time, resources, and skills to accelerate local nonprofits and build a better and more equitable Bay Area.

EXECUTIVE SUMMARY:

Full Circle Fund successfully proved a model to pair senior business leaders with local nonprofits to drive significant value. In addition, we see longer-term indicators that participants (Members) become substantially more philanthropic as a result of their experience.

In 2019, Full Circle Fund (FCF) launched a new platform in partnership with [10 top Silicon Valley companies](#) (Adobe, Amazon, Box, Chegg, DocuSign, Forge, Okta, Oracle Netsuite, Salesforce, Twilio) and their [executives](#) who combined their resources to Accelerate 3 Bay Area nonprofits ([Career Village](#), [Community Connect Labs](#), and [One Degree](#)). The Tech Accelerator program is a focused grant-making process that leverages the expertise and network of Bay Area tech leaders to catalyze local high-impact tech-enabled nonprofit organizations where companies pool both their financial and intellectual capital to support our Grant Partners.

The program, which kicked off in the Fall of 2019, had its closing event in May of 2020. Upon the conclusion of the Accelerator, Grant Partners and Members were asked to fill out a detailed survey so we could capture their experience.

The impact for Grant Partners was significant and the experience for Members was transformative:

- Grant Partners and Members reported an average Net Promoter Score of **9 out of 10**
- **100%** of Grant Partners reported increases in capacity (program delivery and technical infrastructure)
- **87%** of Members reported that the amount of time they volunteer each year increased or substantially increased and **93%** plan to advise nonprofit leaders

The data was notable for many reasons but we want to highlight two:

1. **The level of seniority of this cohort** (3 C-level's, 7 VP's, 6 Directors), is rare for any skill-volunteering program, especially one that requires all its Members to attend Power and Privilege training, show up with humility and drive forward this mission-driven work to better our community. Organizational culture is led from the top. If Silicon Valley's most senior leaders believe philanthropy is not just writing a check but also committing your intellectual capital and network, we believe we can swiftly shift resources to create a more equitable world.
2. **We have a business model that can scale:** When we embarked on this corporate program, the mission was clear. Prove out a sustainable business model that was (+90% earned-revenue). If companies continue to invest in this program, we anticipate FCF reaching this goal by 2023, which puts us on a path to reinvest \$100M back into the Bay Area by 2025.

Table of Contents:

[GRANT PARTNER RESULTS](#)

[MEMBER RESULTS](#)

[PROGRAM IMPACT](#)

[NOTABLE LEARNINGS](#)

[MEMBERS \(EMPLOYEE VOLUNTEERS LIST\)](#)

GRANT PARTNER RESULTS (N=3/3)

Project Impact (quick summary)

([expanded below](#))

- **Career Village:** With the support of FCF on digital ads, strategic partnerships, and an optimized UI/UX, CareerVillage increased their new professional signups by 20K (50% increase)!
- **Community Connect Labs:** Secured contract with the State of Illinois to conduct Census outreach and partnership that brought in 2000 referrals for mental health services and 4000 referrals for social assistance in Illinois.
- **One Degree:** Redesigned email marketing and led UX/UI refresh to increase utilization of services on the platform by ~5%.

Grant Partner Data

NPS Score: 'How likely is it that you would recommend FCF Grant Partnership to a friend or colleague?'

- Mean = **9 out of 10**

FCF Impact on Nonprofit Capacity

To what extent do you agree with the following?

100% As a result of this program, my organization has increased its capacity to fulfill its mission.

100% As a result of this program, I have formed new relationships that will help my org succeed in its mission.

Within my FCF team:

100% I felt comfortable speaking openly and honestly.

100% Multiple perspectives were respected and honored.

2 / 3 All members in our group actively participated in conversations and activities.

100% I felt that my time and effort were respected.

2 / 3 I could be my authentic self.

My time and energy spent at FCF:

100% Has given me important professional and personal skills.

100% Has resulted in the development of some deep and meaningful professional and/or personal relationships.

Based on your work with FCF, how did this program help you fulfill your organizational mission?

3 Connect with individuals in this network

3 Improve my organization's programs

2 Identify and engage potential "champions" for my organization

2 Identify new consultant prospects

2 Identify new donor prospects

2 Identify new volunteer prospects

2 Improve my organization's data and measurement practices

2 Improve my organization's communications strategy

1 Identify/access opportunities for follow-on funding

- 1 Improve my leadership skills and develop as a leader
- 1 Identify/access opportunities for follow-on funding
 - 1 Improve my leadership skills and develop as a leader
- 1 Learn knowledge and professional skills from others in my working group
- 1 Receive deliverables that we can put into action immediately
 - 1 Recruit new board members

Based on your work with FCF, your organization has built capacity in the following areas:

- 3 Program delivery
- 3 Strategic relationships
- 3 Technological infrastructure development (i.e. using digital tools to replace staff-intensive processes)
- 2 Fundraising / Business development
- 2 Internal operations & management
- 2 Marketing & communications (i.e. website development, strategic communications plan, messaging)
- 2 Vision and impact model (i.e. theory of change, impact metrics, strategic direction)
- 1 Evaluation and learning
- 1 Finance and operations
- 1 Governance & leadership (i.e. board development, policy needs)
- 1 Technological product development (i.e. prototyping, developing apps that scale programs/impact for beneficiaries)

Grant Partner Quotes

Thanks to FCF, we've been connected to some amazing tech leaders who have shared insights into digital advertising, improved our communications to new users and Ambassadors, and a couple have joined our action committee to continue their engagement with CareerVillage!

We were surprised by how passionate and dedicated our advisors were. There were no tasks too small or too big for them. They were always willing to make time and to help in any way they could!

The FCF team is phenomenal and extremely supportive. Our advisors had diverse, deep backgrounds in marketing, advertising, product, business development, business development, and communications. Areas in which we benefited greatly throughout the FCF program.

Overall, the excitement, encouragement, and expertise we received from the FCF team and our advisors helped us tremendously. We look forward to continuing these relationships and making CareerVillage even bigger and better!

–YoonJi Kim, Director of Operations, CareerVillage

I was really impressed by the caliber of the advisors that you FCF recruited. Smart, experienced and dedicated. Really the best people in tech! I can imagine some of these people to be potential board members for us.

We got a lot more out of it than simply our original 2 objectives! We got advice on a lot of related things. We found tech people who really care about social impact.

We'd change nothing about the program! Only that COVID would go away so we could meet in person. For a nonprofit perspective: Meet fantastic people, get strategic and pragmatic advice, you don't have to create the structure!

–Perla Ni, CEO, CommunityConnect Labs

For me, one of my biggest personal learnings was around the funder world as this has not been part of my professional experience. For some of my One Degree team members, their opportunities to engage w/FCF team members (and staff on FCF team member's organizations) was very helpful!

The active, core members of our team were extremely engaged in our partnership and have all agreed to continue to make themselves and their networks available to support our work. That is incredibly great! Having access to these folks is awesome!

I was surprised by how very, very generous a number of the team members were with their time, and their level of commitment and engagement.

You can make some great connections with people who, themselves, have great connections and can help your team.

–Lauren Fogel, VP Programs, One Degree

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Really enjoyed meeting some of our group members. Arlene, Ben, Jon, and Doug especially built strong relationships with us, and we talked about keeping them involved in some way even after this project.

You'll have access to some very talented, engaged people who can really help your organization. You may identify long-lasting organization champions.

–Rey Faustino, Founder & CEO, One Degree

MEMBER RESULTS (N=15/20)

[Member List](#)

Member Data

NPS Score: 'How likely is it that you would recommend FCF Membership to a friend or colleague?'

- Mean = **9 out of 10**

FCF Impact on Personal Capacity

- **73%** reported that they understand the needs of the Bay Area nonprofit sector compared to **47%** before the program.
- **73%** reported that they know how to apply their professional skills to support nonprofits.
- **93%** reported that they have formed new relationships.
- **87%** reported that when considering their long-term career plans, the opportunity to engage in social impact activities as part of their professional role is important or very important.

FCF Impact on Giving Back

As a result of participation in the FCF program:

- **60%** reported that the amount they donate to social impact causes increased or substantially increased (especially notable as companies (not Members) funded the Accelerator
- **87%** reported that the amount of time they volunteer each year increased or substantially increased
- **73%** reported that their participation in efforts to address community needs increased or substantially increased
- **73%** reported that their ability to serve as a nonprofit board member, mentor, advisor, or volunteer increased or substantially increased

Once the FCF program concludes:

- **67%** plan to donate to or volunteer with an organization they learned about through FCF.
- **93%** plan to mentor or advise nonprofit leaders.

Within my FCF team:

- 100% I felt comfortable speaking openly and honestly.
- 93% Multiple perspectives were respected and honored.
- 73% All members in our group actively participated in conversations and activities.
- 100% I felt that my time and effort were respected.
- 100% I could be my authentic self.

My time and energy spent at FCF:

- 67% Has given me important professional and personal skills.
- 67% Has resulted in the development of some deep and meaningful professional and/or personal relationships.

Member Quotes

The problems nonprofits face can be solved by pairing them with the right people that are willing to help. This was a radical first-hand experience I gathered from my participating in the program. We should have more of this.

–Josue Estrada, COO, Salesforce.org, (Currently COO, Chan Zuckerberg Initiative)

I built great relationships with both my non-profit partners and other teammates. This experience inspired me to give back more and I plan to join at least one non-profit board and give more of my time.

–Chris Koehler, CMO, Box (and the newest member of the board of directors at Career Village!)

One of the biggest takeaways has simply been having a better understanding of what non-profit organizations actually need. A better understanding of their struggles and how my network and I can help lower the barrier to entry on helping with small projects, which I plan to continue to do more of. After being with the same organization for almost 10 years, this experience helped provide a refreshing look at how folks from other organizations operate. It also re-honed skills around small project planning & execution.

–Jon Todd, Chief Architect, Okta

About the Power and Privilege workshop that all Members attend before meeting our nonprofits...

The interactive work, pairing with other members, was enjoyable and forced me to consider things I had not. I was surprisingly impressed with these sessions, which I saw as a tasteful attempt (probably successful) to defang those of us in the private sector who might be a bit too bullish on our positions, values, modes, etc., in order to sort of impedance match with the non profits we'll be working with. Well done.

–Doug Williams, VP of Product Engineering, Netsuite Oracle

Working with One Degree definitely opened my eyes to the depth of commitment people make in the service of others. And I did see some excellent examples of collaboration and sensitive communication that I certainly hope rubs off on me. The FCF experience has made me more comfortable considering deepening my involvement in socially beneficial work.

–Doug Williams, VP of Product Engineering, Netsuite Oracle

While the cohort has ended, I am in the position where I can continue to help Perla [Community Connect Labs] and her team. I've been spending time with them assisting in all aspects of their business. It has been a really productive time and experience, almost more so then when I was with the entire cohort. It is interesting as a one person team, we can move so much more nimbly then with the entire cohort trying to help (potentially some food for thought).

CCL has just been notified that they are a finalist with the federal census bureau for community outreach. They've been using another method and had invited CCL to propose an alternate path. We made a pitch to them and were added to the finalists list. Really interesting, fun stuff. I would never have hooked up with CCL if not for FCF.

–Todd Fitzwater, VP Professional Services - Customer Success, Netsuite Oracle

I have a deeper appreciation for how non-profits function, the challenges they face, and the similarities and differences between non-profit and for-profit businesses. I've realized that in addition to monetary contributions, I can contribute my time and skills in a valuable way to support a non-profit. Overall, this was a fantastic experience and opened my eyes to the needs of my local community and ways that I can contribute.

–Arlene Leung, VP of Outcomes, Chief of Staff & PMO, Chegg

"Experience guiding [nonprofit] organizations where personalities, missions, and passions are the strongest incentives (v. compensation)...Feels good to have that kind of positive impact."

–Ben Chuba, VP of Pricing, DocuSign

PROGRAM IMPACT

CareerVillage

CareerVillage.org's mission is to democratize access to the career advice and guidance underserved youth need to create professional goals and understand their personal paths to those goals. They have grown tremendously, especially in the past two years in its corporate partner program and volunteer corps of professionals, and they needed support in growing their volunteers from 40K to 100K.

With the support of FCF on digital ads, strategic partnerships, and an optimized UI/UX, CareerVillage increased their new professional signups by 20K, created connections and partnerships with three nursing associations to boost the number of volunteers with this expertise on CareerVillage, and launched several new initiatives, including "The Big Ask", the Ambassador program, and their first district partnership.

CommunityConnect Labs

CommunityConnect Labs enables government and service providers to use mobile messaging to connect with hard-to-reach populations. Their goal was to ensure that 575,000 people, particularly low-income people and minorities, got fairly and accurately counted in the 2020 Census.

With the support of FCF, they secured a contract with the State of Illinois to conduct Census outreach. Chicago is in the Top 5 for the highest self-response rates in the country. In addition to the Census project, based on the guidance from our FCF team around pricing, technology, and sales, they were able to increase their budget, enabling them to provide over 2000 referrals for mental health services and 4000 referrals for social assistance in Illinois. After a brainstorming session with FCF Members, they launched new product solutions for COVID-19 contact tracing and 2020 election updates and reminders.

One Degree

One Degree's mission is to empower people to create a path out of poverty for themselves and for their communities. They see a world without poverty, where everyone can find the help they need quickly and easily and can hold their service providers accountable.

Only 22% of One Degree's community who identify a need on the One Degree platform self-report that they have received benefits from the resources they find (e.g. "utilized" a resource). They wanted to fully understand the barriers to utilization and undertake UX and other appropriate work to address these barriers.

With the support of FCF, One Degree improved utilization by 4.3% after brainstorming how they could improve their UI/UX. FCF also supported on the redesign of their email marketing, initiated an engineering consult regarding scalability plans, and made introductions to professionals they could consult on future design and Google Adwords.

NOTABLE LEARNINGS

As an intensely human-centered design organization, we collect survey feedback after each event, which led to three key program learnings:

- **Remote volunteering works:**
 - COVID-19 forced us to completely redesign our programming for remote work, and so far, indicators suggest teams are just as productive (if not more productive), possibly because shorter interactions ensure everyone stays on task.
 - This is a very significant finding as it means FCF can launch programs with participants and nonprofits across the US (not just in the Bay Area).
- **Shorter project cycles can be just as effective:**
 - This accelerator had 4 work sessions spread over 8 months of work “sprints”. A large percentage of the work was completed in the first 3 work sessions, so we decided to shorten all future programs to 3 work sessions over 6 months.
- **2 Team Leads are better than 1**
 - [Team Leads](#) are the backbone of this work. They are Members that take the onus to lead off the nonprofits by creating agendas, driving meetings, and pushing forward project work. Business leaders at this level are especially busy and often encounter sudden scheduling challenges. To ensure projects continue to run smoothly when such a challenge occurred, we brought in 2nd co-leads to share responsibilities. This proved incredibly valuable for our nonprofits and so we adopted it for all of our programs moving forward.

MEMBERS (EMPLOYEE VOLUNTEERS)

Members	Company	Title
Melinda Chung	Adobe	Director of Product Marketing, Creative Cloud
John Kremer	Adobe	VP of Business Development and Product Operations
Chris Champagne	Amazon (AWS)	Business Development Manager - Sr. Category Lead - Public Sector
Candice Charlton	Amazon (AWS)	Business Development Manager, VC and Startups
Chris Koehler	Box	Chief Marketing Officer (CMO)
Alessandra Marinetti	Box	Director of Customer Education and Change Management
Arlene Leung	Chegg	VP, Outcomes Chief of Staff & PMO
Ben Tucker	Chegg	Director of Engineering
Ben Chuba	DocuSign	VP of Pricing Strategy and Competitive Product Marketing
Ann Poletti	DocuSign	Senior Director, Talent Brand Marketing & Employee Communications
Kelly Johnson	Forge Global	Director, Content Strategy
Vincent Higgins	Forge Global	VP of Design
Todd Fitzwater	NetSuite (Oracle)	VP Professional Services - Customer Success
Doug Williams	NetSuite (Oracle)	VP, Product Engineering
Jon Todd	Okta	Chief Architect
Brian Hansen	Okta	VP of Design
Isabel Nassief	Salesforce	Senior Manager, Competitive Intelligence
Josue Estrada	Salesforce	COO, Salesforce.org
Serena Wales	Twilio	Engineering Manager