INSIGHTS REPORT:
Grant Partner Experience
May 2021

Full Circle Fund

After 20 years, **Full Circle Fund** (FCF) continues to be at the forefront of connecting high-impact nonprofits with local professionals who are ready to apply their skills and experience to advance social justice. In partnership with the community, FCF identifies and engages individual volunteers with nonprofit community organizations advancing social justice initiatives and innovative solutions in the Bay Area and beyond.

Central to FCF's Participatory Grantmaking work is a selection process designed to elevate voices of community members: FCF staff, volunteer Members, and Alumni Grant Partners do the due diligence. The process also elevates the impact of Members and Corporate Partners, connecting them directly with organizations with innovative structures, thoughtful strategies and solutions, strong leadership, and proven impact.

Nonprofit Grant Partners, who receive $15,000 each in unrestricted funding, along with their assigned teams of volunteer Members, collaborate during four-month long, hands-on engagements that help solve critical nonprofit needs. Projects are designed to help nonprofits at an inflection point develop strategies, unlock growth opportunities, and scale current and new ways to ultimately fulfill their missions. FCF funding areas include:

- **Grant Cycle** connects individual business leaders with nonprofit organizations working on Economic Opportunity, Education, Environment & Energy, and Health;
- **Tech Accelerator Fund (TAF)** connects individual tech leaders with tech nonprofits building original products or services that use a nonprofit business model to scale social impact;
- **Corporate Accelerator Fund (CAF)** connects with companies to launch a nonprofit accelerator that pairs top employees and executives with nonprofits to scale their impact.

FCF is a trusted partner to help companies reach Corporate Social Responsibility (CSR) goals, as well as Diversity, Equity and Inclusion/Belonging (DEIB) goals, bolster employee engagement and retention, and fulfill leadership development objectives. Project team members participate in a "Power and Privilege" training to learn how to work collaboratively and effectively with professionals from diverse backgrounds.

In some cases, volunteer Members are invited to join a Grant Partner board of directors. Other Members continue to volunteer with a Grant Partner on other projects or in an informal advisory role. This substantive level of employee engagement can help companies and Bay Area professionals with leadership and professional development goals beyond grantmaking.

After the project, Members and Grant Partners are invited to complete a survey to help FCF evaluate and improve our program design and impact. This report includes survey highlights and project summaries.

2020 AT-A-GLANCE

81 Members

11 Corporate Partners

10 Grant Partners

For more information on how to get involved, contact info@fullcirclefund.org.

Full Circle Fund

GRANT PARTNER HIGHLIGHTS:

FCF impact on Grant Partners' capacity building

As a result of this program...

100% my organization has increased its capacity to fulfill its mission

90% I have formed new relationships that will help my organization succeed in its mission

FCF program helped Grant Partners build capacity in the following areas (based on number of responses from 10 Grant Partners):

8 Marketing & Communications (i.e. website development, strategic communications plan, messaging)

7 Vision and impact model (i.e. theory of change, impact metrics, strategic direction)

7 Internal operations & management

7 Program delivery

"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

Full Circle Fund

GRANT PARTNER HIGHLIGHTS:

FCF impact on Grant Partners' relationship building

My time and energy spent at FCF has...

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

96% given me important professional and personal skills

FCF program helped Grant Partners fulfill their organizational mission in the following areas (based on number of responses from 10 Grant Partners):

8 Connected with individuals in this network

8 Improved my organization's communications strategy

8 Improved my organization's programs

7 Identified new volunteer prospects

7 Received deliverables that we can put into action immediately

"The excitement, encouragement, and expertise we received from the FCF team and our advisors helped us tremendously."

YoonJi Kim
Director of Operations,
CareerVillage

Full Circle Fund

ECONOMIC OPPORTUNITY:

One Fair Wage

One Fair Wage works to advance policy, drive industry change, and shift the narrative in order to ensure that all workers in America are paid at least the full minimum wage from their employers.

Challenge: One Fair Wage, in collaboration with RAISE: High Road Restaurants, a nonprofit initiative, sought to increase racial, gender, and wage equity in the restaurant industry through training and support. The collaboration has struggled to create a consumer education and engagement model around racial equity and higher wages in the restaurant industry that has stuck, had trackable metrics, or been able to scale.

Solutions: The FCF project team created a consumer engagement model including research analysis on successful consumer led movements, map consumer journey through education to activism and consumer brand refocus, and realignment with RAISE: High Road Restaurants. Additionally, the team tested the hypothesis of the new model through a facilitated focus group, survey at Women's March Oakland (reached 24,000 people, acquired 100+ responses), and a social media campaign.

Impact on One Fair Wage mission: Provided recommendations and focus responsibilities for the Grant Partner's staff running consumer engagement effort; created an action plan for how consumers can engage with their local restaurants to push forward industry change; and increased engagement with workers/restaurants as well as consumers. As a result of this work, One Fair Wage was able to launch a new consumer engagement program which now includes **nearly 100,000 consumers** on their list.

"FCF provided us with a great team of strategists who helped us advance a part of our work that we never previously had capacity to figure out on our own. It was extremely helpful."

Saru Jayaraman
President, One Fair Wage

Full Circle Fund

EDUCATION:

Community Education Partnerships

Community Education Partnerships works to provide educational support to homeless and highly mobile (HHM) students in the Bay Area.

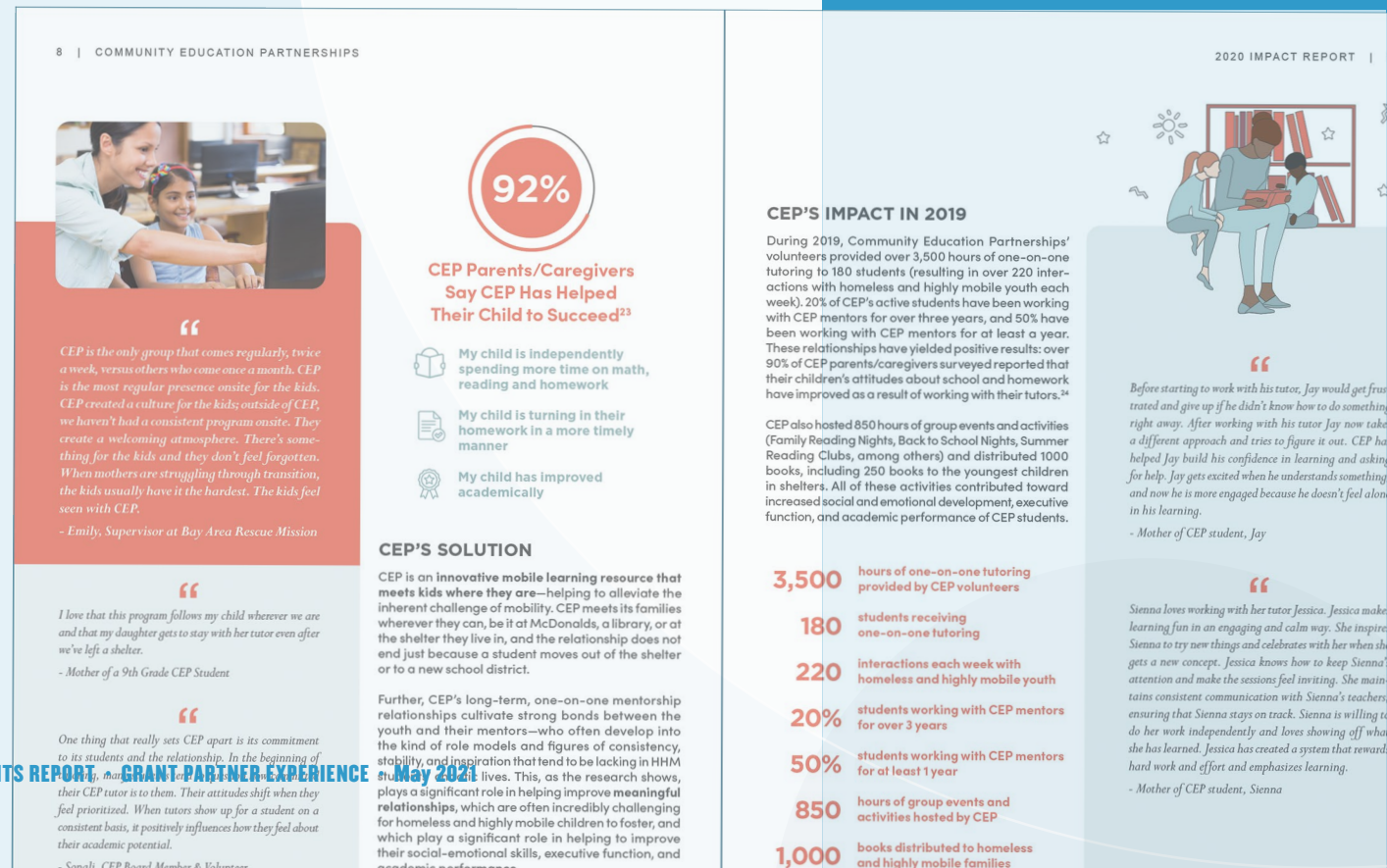
Challenge: CEP has been challenged on how to effectively showcase their value and demonstrate impact to funders and partners.

Solutions: The FCF project team created a compelling Impact Report that includes research and data that highlighted why CEPs approach works, leading to significant new donors, volunteers and community partners for CEP.

Impact on Community Education Partnerships mission: With a compelling report, CEP is widening their circle of supporters, advocates, and partners, allowing them to scale and serve more homeless and highly mobile students. For Q4 2020, **income nearly doubled** compared to the same period in 2019.

"Being an FCF grant partner was a truly wonderful experience, the positive impact of which we will feel for a very long time. As an organization, we gained the tools and language needed to better demonstrate our impact to potential partners and funders, and we developed important professional skills and connections along the way."

Erica Mohan
Executive Director,
Community Education
Partnerships



8 | COMMUNITY EDUCATION PARTNERSHIPS

"CEP is the only group that comes regularly, twice a week, versus others who come once a month. CEP is the most regular presence onsite for the kids. CEP created a culture for the kids; outside of CEP, we haven't had a consistent program onsite. They create a welcoming atmosphere. There's something for the kids and they don't feel forgotten. When mothers are struggling through transition, the kids usually have it the hardest. The kids feel seen with CEP.

- Emily, Supervisor at Bay Area Rescue Mission

"I love that this program follows my child wherever we are and that my daughter gets to stay with her tutor even after we've left a shelter.

- Mother of a 9th Grade CEP Student

"One thing that really sets CEP apart is its commitment to its students and the relationship. In the beginning of [illegible] their CEP tutor is to them. Their attitudes shift when they feel prioritized. When tutors show up for a student on a consistent basis, it positively influences how they feel about their academic potential.

92%

CEP Parents/Caregivers Say CEP Has Helped Their Child to Succeed[23]

- My child is independently spending more time on math, reading and homework
- My child is turning in their homework in a more timely manner
- My child has improved academically

CEP'S SOLUTION

CEP is an **innovative mobile learning resource that meets kids where they are**—helping to alleviate the inherent challenge of mobility. CEP meets its families wherever they can, be it at McDonalds, a library, or at the shelter they live in, and the relationship does not end just because a student moves out of the shelter or to a new school district.

Further, CEP's long-term, one-on-one mentorship relationships cultivate strong bonds between the youth and their mentors—who often develop into the kind of role models and figures of consistency, stability, and inspiration that tend to be lacking in HHM [illegible] lives. This, as the research shows, plays a significant role in helping improve **meaningful relationships**, which are often incredibly challenging for homeless and highly mobile children to foster, and which play a significant role in helping to improve their social-emotional skills, executive function, and

2020 IMPACT REPORT |

CEP'S IMPACT IN 2019

During 2019, Community Education Partnerships' volunteers provided over 3,500 hours of one-on-one tutoring to 180 students (resulting in over 220 interactions with homeless and highly mobile youth each week). 20% of CEP's active students have been working with CEP mentors for over three years, and 50% have been working with CEP mentors for at least a year. These relationships have yielded positive results: over 90% of CEP parents/caregivers surveyed reported that their children's attitudes about school and homework have improved as a result of working with their tutors.[34]

CEP also hosted 850 hours of group events and activities (Family Reading Nights, Back to School Nights, Summer Reading Clubs, among others) and distributed 1000 books, including 250 books to the youngest children in shelters. All of these activities contributed toward increased social and emotional development, executive function, and academic performance of CEP students.

- **3,500** hours of one-on-one tutoring provided by CEP volunteers
- **180** students receiving one-on-one tutoring
- **220** interactions each week with homeless and highly mobile youth
- **20%** students working with CEP mentors for over 3 years
- **50%** students working with CEP mentors for at least 1 year
- **850** hours of group events and activities hosted by CEP
- **1,000** books distributed to homeless and highly mobile families

"Before starting to work with his tutor, Jay would get frustrated and give up if he didn't know how to do something right away. After working with his tutor Jay now take[s] a different approach and tries to figure it out. CEP ha[s] helped Jay build his confidence in learning and asking for help. Jay gets excited when he understands something and now he is more engaged because he doesn't feel alon[e] in his learning.

- Mother of CEP student, Jay

"Sienna loves working with her tutor Jessica. Jessica make[s] learning fun in an engaging and calm way. She inspire[s] Sienna to try new things and celebrates with her when sh[e] gets a new concept. Jessica knows how to keep Sienna['s] attention and make the sessions feel inviting. She maintains consistent communication with Sienna's teachers ensuring that Sienna stays on track. Sienna is willing t[o] do her work independently and loves showing off wha[t] she has learned. Jessica has created a system that reward[s] hard work and effort and emphasizes learning.

- Mother of CEP student, Sienna

GirlVentures
ADVENTURE · DISCOVERY · ACTION

ENVIRONMENT & ENERGY:

GirlVentures

GirlVentures works to Inspire girls to lead through outdoor adventure, inner discovery, and collective action.

Challenge: GirlVentures has historically struggled to maintain consistent financial stability and effectively meet program demand. It's vision is to continue to expand and enable a world where girls and women lead inclusive, resilient communities, and where nature is accessible to everyone and conserved for future generations.

Solutions: The FCF project team provided tools and ideas to expand their revenue, monitor financial health, and grow their programs to reach more youth. Key deliverables included spreadsheets and dashboards to monitor financial health, step-by-step guides for expanding fundraising, and recommendations for how to engage donors.

Impact on GirlVentures mission: With an accurate picture of current finances and an actionable plan for growing their programs within cost models, GirlVentures can confidently expand and serve more girls. The FCF project has **helped their Board of Directors plan and forecast** more easily during the uncertainty of the COVID era.

"Full Circle Fund's support helped GirlVentures develop tools and processes to advance our operations and program delivery, contributing skills and experience that we didn't have internally. Our experience with FCF also built strong relationships with a new group of supporters, and positioned us well to continue to evolve and grow during a challenging time."

Emily Teitsworth
Executive Director,
GirlVentures

Photos this page: Eileen Roche

Full Circle Fund

y·labs

HEALTH:

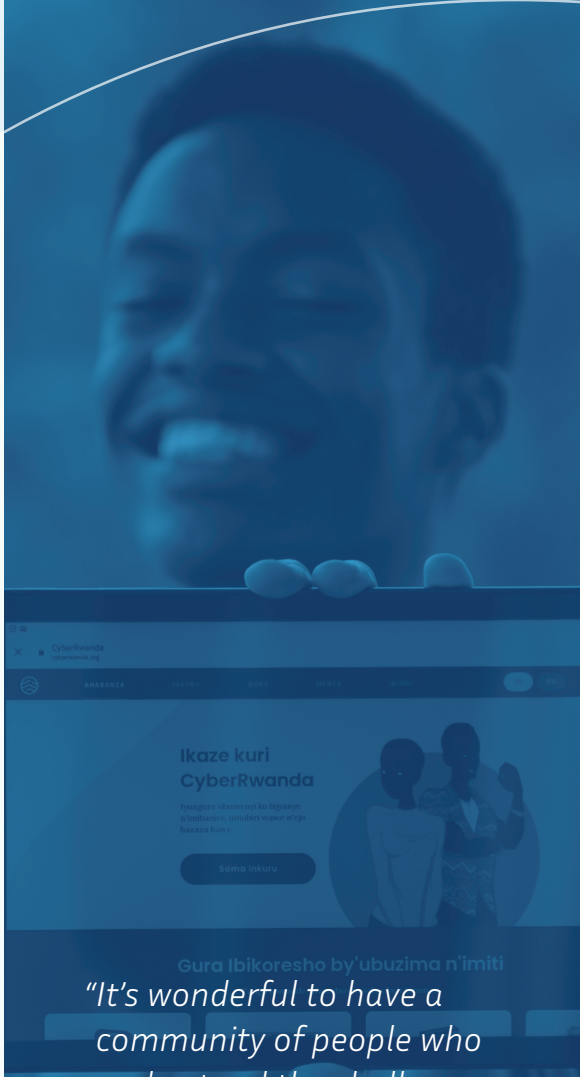
YLabs

YLabs works to design, test, and advocate for solutions that improve health and economic outcomes for youth.

Challenge: YLabs needed a digital data collection and storage system to integrate across all its projects in the Bay Area, sub-Saharan Africa, and South Asia. The organization also sought input on how to measure and communicate the impact of their work in a way that would resonate with donors. YLabs' vision is that all young people have the power to design a healthier, more prosperous future for themselves and their communities, and takes a data-driven approach to creating programs that work toward this vision.

Solutions: By helping YLabs with its data use and KPI (key performance indicators) strategies, the FCF project team positioned YLabs to evaluate and scale their programs for different contexts. Key deliverables included creating a matrix of options outlining the pros and cons of each data collection tool, as well as a review of YLabs' existing KPIs.

Impact on YLabs mission: The tool will help YLabs convert a manual data collection process into a digital, streamlined one that better supports field workers who are collecting the data, as well as staff who **compile and analyze data**. The FCF project was part of a systemic overhaul currently underway.



"It's wonderful to have a community of people who understand the challenges of working in the social impact non-profit space, and to have a safe environment in which to share ideas and support one another. After our partnership, YLabs feels like a stronger version of itself and better positioned to grow sustainably."

Jordan Levine
Epidemiologist,
YLabs

Full Circle Fund

beyond 12
Success in College. Success for Life.

TECH ACCELERATOR FUND:

Beyond 12

Beyond 12 works to increase the number of historically underrepresented students who graduate from college and who translate their degrees into meaningful employment and choice-filled lives.

Challenge: Create a go-to-market strategy for Beyond 12's new B2C (business to consumer) virtual coaching services and improve the MyCoach mobile app experience for students through better onboarding. Beyond 12 aims to support 1,000,000 college students annually by 2030 with their unique hybrid coaching model.

Solutions: The FCF project team helped build a marketing plan to reach more students directly and improve Beyond 12's mobile app content strategy. Key deliverables included: direct-to-student outreach plan (social media, advertising, email, referrals); "Influencer" outreach plan identifying parents, teachers, and high school administrators (social, email) as key stakeholders; pilot tests and recommendations for scaled campaigns; and onboarding and student communications framework.

Impact on Beyond 12 mission: Helped Beyond 12 make progress toward their end-of-year goal of **serving 20,000 additional college students**; improved student onboarding experience for MyCoach app; and enabled the team to clearly and consistently make decisions about which content vehicles to use for messaging.

"Full Circle Fund matched us with a team of marketing and content experts to promote our direct-to-student virtual college coaching program. They identified the ideal team members, collaborated with us to deeply understand our work and our students, and helped us create and implement a new marketing strategy, all over the course of 4 short months!"

Chris Co
CTO & Head of Product,
Beyond 12

Full Circle Fund

COMMUNITY TECHNOLOGY ALLIANCE

TECH ACCELERATOR FUND:

Community Technology Alliance

Community Technology Alliance works to design, develop, and support technology for human-services agencies.

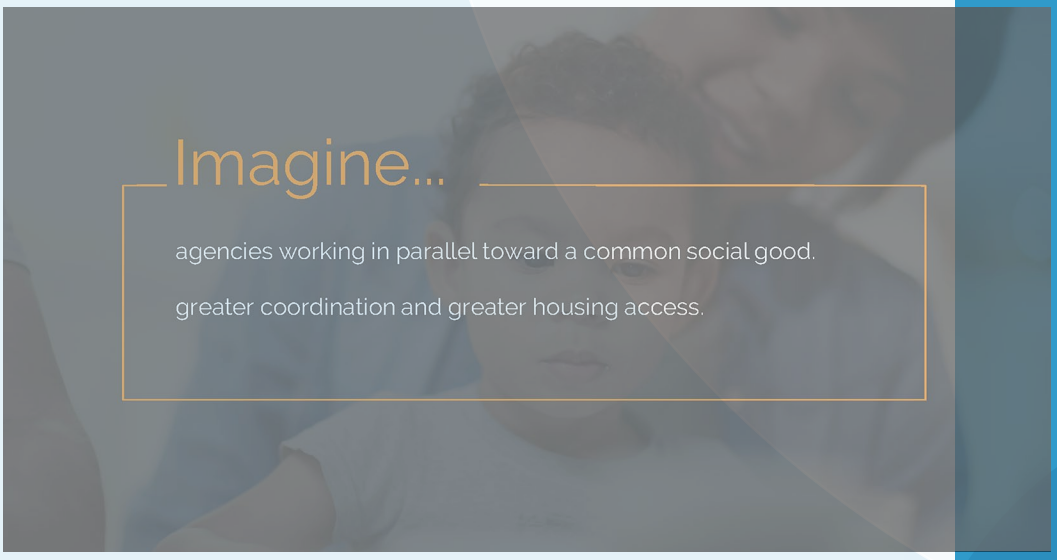
Challenge: CTA was building a pilot application to help manage the data from Georgia's SNAP (Supplemental Nutrition Assistance Program) initiative. Its vision is to leverage databases and other tools to communicate and exchange data, and on ways to integrate and centrally store data for reporting and data visualization purposes.

Solutions: The FCF project team provided product and technical resources to advance the app's development and ensure its replicability. Key deliverables included product-related guidelines such as a service blueprint, user workflow design input, and a user-interface style guide; technology-related research such as cloud infrastructure and security deployment tools; data-access security model; and mock test-data scripts.

Impact on Community Technology Alliance mission: Although Georgia SNAP decided to move forward with an internal solution instead of customized open source technology, the work the FCF project team did has greatly benefited current CTA projects. FCF project deliverables helped to reduce the cost of blueprinting by around 30 percent, thanks to improved workflows. As a result of the team's work, **CTA was awarded $300k in new project work** with another $250k planned for Phase 2

"Participating in the Full Circle Fund Tech accelerator program, made it possible for my team to meet an impossible timeline. It was very clear that FCF members went above and beyond to deliver high-quality materials for our project. The amount of effort and attention to detail was evident in everything the team did. I'm very grateful to the Full Circle Fund team for this project, they really made a difference."

Javier Celedon
Operations Director,
Community Technology Alliance



Full Circle Fund

tarjimly

TECH ACCELERATOR FUND:

Tarjimly

Tarjimly works to eliminate language barriers for vulnerable communities, immigrants, and humanitarians.

Challenge: Increase the number of volunteer translators to meet rising demand. Their vision is to mobilize one million multilingual speakers to become volunteer translators via their unique platform.

Solutions: The FCF project team developed a scalable marketing program to recruit volunteer translators. Key deliverables included, new creative design, messaging, and paid marketing campaigns that could be deployed across any language to recruit urgently needed translators.

Impact on Tarjimly mission: Established tested methods for approaching leads; clear materials ready-to-go for any conversation or follow-up; and foundation for longer-term partnerships for those not yet ready to buy. The paid marketing campaign was activated twice (May 2020 and Dec 2020), **doubling the number of translators** and beneficiaries.

"FCF Members helped us design and sell a high quality employee volunteering program that showcases the kind of bridge the world needs between Silicon Valley and the humanitarian sector. FCF helped us grow twice as fast as we could have on our own."

Atif Javed
Executive Director,
Tarjimly

CareerVillage.org

CORPORATE ACCELERATOR FUND:

CareerVillage

CareerVillage's mission is to democratize access to career information and advice for underrepresented youth, empowering youth to set goals and take action towards their future career.

Challenge: CareerVillage has grown tremendously, especially in the past two years in both its corporate partner program and volunteer corps of professionals, and they needed support in growing their volunteer base from 40,000 to 90,000.

Solutions: With the support from FCF on digital ads, strategic partnerships, and an optimized user interface and user experience (UI/UX), CareerVillage over-doubled their new professional signups in 2020.

Impact on CareerVillage mission: Launched several new initiatives including a translation feature, Ambassador program, and their first district partnership with San Francisco United School District. In 2021, they reached an important milestone of **serving five million users**.

"The FCF team is phenomenal and extremely supportive. Thanks to FCF, we've been connected to some amazing tech leaders who have shared insights into digital advertising, and improved our communications to new users and Ambassadors. We were surprised by how passionate and dedicated our FCF project team was. A couple have joined our action committee to continue their engagement with CareerVillage, and one has joined our Board of Directors. 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. They had diverse, deep backgrounds in marketing, advertising, product, business development, business development, and communications. We look forward to continuing these relationships and making CareerVillage even bigger and better!"

YoonJi Kim
Director of Operations,
CareerVillage

Full Circle Fund

Community ConnectLabs

CORPORATE ACCELERATOR FUN:

CommunityConnect Labs

CommunityConnect Labs works to enable government agencies and service providers to use mobile messaging to connect with hard-to-reach populations.

Challenge: CommunityConnect Labs' goal was to ensure that 575,000 people, particularly low-income people and minorities, got fairly and accurately counted in the 2020 Census.

Solutions: With the support of FCF, they secured a contract with the State of Illinois to conduct Census outreach. Illinois had the highest census self-response rates among large states. Based on the guidance from the FCF team they were able to increase their budget, enabling them to provide over 2,000 referrals for mental health services, and 4,000 referrals for social assistance in Illinois. After a brainstorming session with FCF Members, CommunityConnect Labs launched new product solutions for COVID-19 contact tracing and 2020 election updates and reminders.

Impact on CommunityConnect Labs mission: After the project was completed, CommunityConnect Labs exceeded its 2020 Census goal, **helping approximately 610,000** difficult to reach people get counted.

"I was really impressed by the calibre of the Members that 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 two objectives! We got advice on a lot of related things. We found tech people who really care about social impact."

Perla Ni
CEO,
CommunityConnect Labs

Full Circle Fund

one degree

alluma

CORPORATE ACCELERATOR FUN:

One Degree (now known as Alluma)

Empower people to create a path out of poverty for themselves and for their communities.

Challenge: 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. One Degree wanted to better understand the barriers to utilization and improve user experience (UX). Their vision is a world without poverty, where everyone can find the help they need quickly and easily, as well as hold their service providers accountable.

Solutions: With the support of FCF, the One Degree program increased resource utilization by 4.3%. FCF also supported 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.

Impact on One Degree mission: With input from the FCF project team engineers, the One Degree program is completing the migration of their platform from Angular to React. In addition they have overhauled their approach to Google Adwords and applied those insights to new campaigns. The organization is closing in on the goal to increase their traffic by 5% this fiscal year. After the FCF project collaboration, **utilization rate increased 30%**.

"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
Senior Director, One Degree Program at Alluma

Full Circle Fund

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GET INVOLVED

Full Circle Fund is a 501(c)(3) nonprofit organization and community that leverages its professionals' time, resources, and intellectual capital to accelerate nonprofits and build a better Bay Area.

For over 20 years, members from the private, public, and nonprofit sectors work in partnership with local community groups to scale solutions to the biggest problems affecting communities. Through its unique model of engaged philanthropy, FCF has unlocked over $12 million in positive social change.

When partnering with companies, FCF takes the impact area of their choosing, sources nonprofits, and carefully scopes projects to complement the strengths of their team; helps recruit the right employees; trains them to be effective volunteers; launches and manages projects, and then reports on outcomes. And...it's all turn-key for CSR professionals.

To learn more on how to become a Member, Corporate Partner, Grant Partner or supporter, visit www.fullcirclefund.org.

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