

2020

ANNUAL REPORT



THE GREATER SUM
FOUNDATION

We're fueling nonprofit innovation!

The Greater Sum Foundation provides tools, connections, grants, and assistance for innovative nonprofit startups.

LETTER FROM THE DIRECTOR

Dear Friends of The Greater Sum,

Writing to you about 2020 has loomed large on my to-do list since I turned the page on my desk calendar to 2021. But what to say, to reflect on a year of so much stress and loss and uncertainty? As I've typed wholeheartedly in so many e-mails, I hope you're well. I hope our updates about the nonprofits we serve have given you some good news to focus on during this tumultuous time. Here's what's been happening behind the scenes...

Last year proved we had the ability to reinvent ourselves, and remain working alongside the nonprofits we support. We continued to stand with the organizations we funded in January 2020, (before the pandemic hit), and quickly launched a new model of support that will allow us to support more innovative nonprofits every year.

We have accomplished so much, but our work is far from done. A survey by the Nonprofit Leadership Center found that the greatest needs of those in the nonprofit sector at this time are self-care, financial stability, additional skills and training, and support from boards and donors. The Greater Sum is here to provide just that. We are moving boldly into this next era, carrying with us the virtual innovations of the past year and seeking new ways to expand our reach.

Our team is committed to bringing you another cohort of exciting nonprofits in Fall 2021. If you've been wondering if you should volunteer, the answer is a resounding YES! If you're considering submitting your non-profit to the incubator application, now is the time. If you're looking to maximize your giving season donations, our Accelerator program is your answer. And if you still have questions as to whether or not you're a good fit... please get in touch. I look forward to connecting with you.



Anna Taylor, Greater Sum

"We are so grateful to Greater Sum for having the vision to create this pipeline type of program. Were it not for their 'pitch deck' guide, we never would have found the program OR created our pitch deck!" –Shael Norris, SafeBAE Executive Director

NEW MODEL

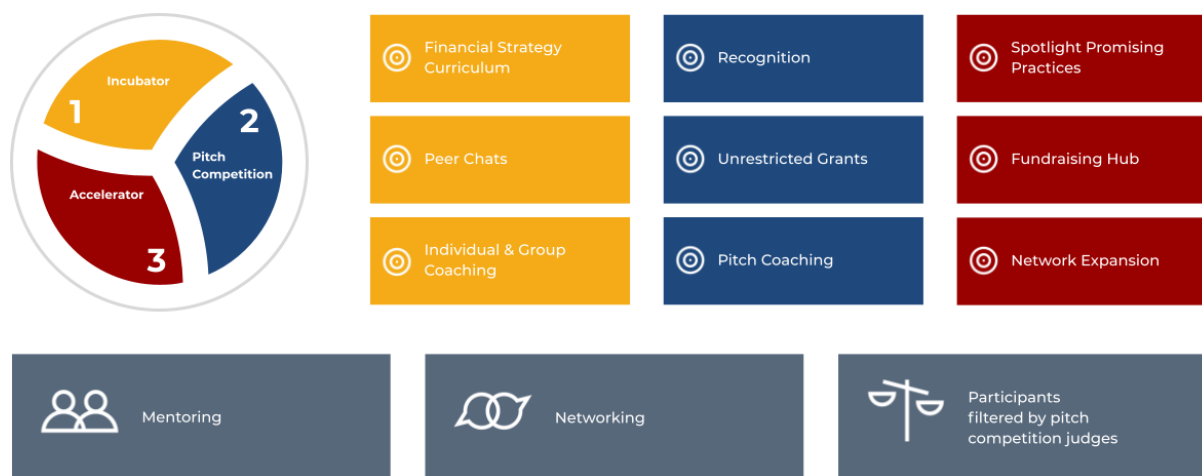
THE NEW THREE STAGE MODEL AND GOALS

INCUBATOR – PITCH COMPETITION – ACCELERATOR

Our free **Incubator program** reached an impressive 20 organizations and engaged even more volunteers in micro-consults. The physical distancing due to COVID-19 didn't affect our ability to provide coaching and peer chats. We also piloted a vital Financial Strategy Curriculum to support organizations in their funding and spending.

Our **Pitch Competition** brought us 13 inspiring nonprofits. Through careful review of their programs, we identified those that we could best serve through cash grants, expanded recognition, and pitch coaching. Barakat Bundle took first prize in the pitch competition, and we invited nine participants to join our 2021 Accelerator program.

Our **Accelerator program** created a Fundraising Hub and received over \$26,000 from individual donors and \$50,000 in double-match donations. We supported the 9 organizations in our program by spotlighting promising practices and supporting network expansion to help them grow efficiently and effectively.



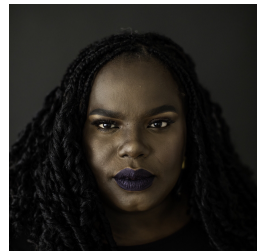
THE GREATER SUMMIT 2020

2K+ ATTENDEES ACROSS THREE EVENTS

NONPROFIT WORKSHOP – GUEST SPEAKERS AND LEADERS



Dr. Maria Sirois, Resilience
in Uncertain Times



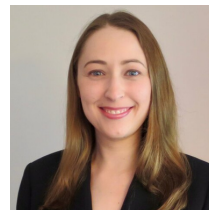
Poet Hannah Drake,
Innovation with Equity
at the Forefront



Sonya Passi, FreeFrom



Katie Nees, Child Life
Disaster Relief



Laura Kleiman, RebootRx



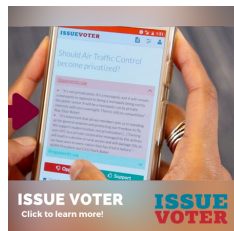
Maggie Ratnayake,
Loris Hands

PITCH COMPETITION

In a dramatic live reveal, we announced the winners of the pitch competition. Barakat Bundle took first place and secured a \$10k grant. Issue Voter took second place and Heroic Gardens took third place, earning them \$3k and \$2k grants, respectively.



1st: Barakat Bundle
barakatbundle.org



2nd: Issue Voter
hissuevoter.org



3rd: Heroic Gardens
heroicgardens.org

Nine pitch competition participants were invited to participate in a matched fundraising campaign and six month accelerator program. Art Prevails Project, Barakat Bundle, Defend Them All, Girls Leading Girls, Heroic Gardens, Issue Voter, Karat School Project, Wesley House, and YogaLoka all demonstrate the innovative spirit and potential to scale that Greater Sum seeks to support. Learn more about them by visiting our [website!](#)

SPOTLIGHT ON BARAKAT BUNDLE

BARAKAT BUNDLE

"The Greater Sum is excited to be supporting Barakat Bundle, our 2020 Virtual Pitch Competition Winner! Their innovative approach to the heart-breaking problem of preventable infant mortality works with local communities to find solutions that include education, medical/care items, and the Giving Cradle. We're excited to see how Barakat Bundle will continue to scale and broaden their impact with the communities that they serve." –Justin Hunsaker, Greater Sum Board Chair

Barakat Bundles, our inaugural pitch competition winner, was selected by a team of 15 volunteer reviewers and over 1,800 "audience favorite" voters. Founder and CEO, Dr. Karima Ladhani's, started Barakat Bundle because she believes that no mother or child should die from preventable causes the world has already solved. Her evidence-based design sources the expertise of local health professionals and recipient mothers.

Barakat Bundle's site GivingCradle.com is an online shop that encourages people to "Buy a Cradle, Give a Bundle." This earned revenue model reduces the organization's dependency on donations and allows for the purchase of fair-trade and environmentally sustainable products. Dr. Ladhani has delivered 400 life-saving Barakat Bundles across 25 villages in two states of India. The goal for 2021 is to distribute 1,000 bundles and achieve financial stability with Giving Cradle sales. The power of peer-to-peer sharing through our Incubator program helped Barakat Bundles refine their strategy, achieve a greater reach, and reaffirm the importance of Director & Officers Liability Insurance for nonprofits. www.barakatbundle.org



Dr. Karima Ladhani

SPOTLIGHT ON DEFEND THEM ALL

DEFEND THEM ALL

The Defend Them All Foundation (DTA) improves the laws and policies that protect animals and their habitats, while using its resources to empower citizen advocates to make legislative changes. Defend Them All experienced tremendous growth in 2020, providing internships for law students from four countries, and holding corporate and government entities responsible for the risks and impacts of their decisions.

This growth continues in 2021 as DTA has already expanded its reach to client advocates in Australia, and is preparing to launch its first Virtual Advocacy Program in Animal and Environmental Law this summer.

"I have the chance, as a Greater Sum Subject Matter Expert, to support the work of Defend Them All. I was especially excited to work with them because DTA is taking a novel approach to protect and promote species– working at a systemic level to change laws and, ultimately, behaviors creating direct action in protecting species."
–Paul Morris, volunteer

Thanks to the funding, networking, and professional skill building opportunities provided by the Greater Sum, DTA is positioned to advance its mission, scale its operations with confidence, and continue its trajectory of growth. www.defendthemall.org



Lindsey Zehel, Esq., LL.M.

THE WHOLE IS GREATER THAN THE SUM OF THE PARTS. —ARISTOTLE



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