BRIDGING THE EMPATHY GAP

AGENDA
1. Welcome & Introductions
2. Bridging the Empathy Gap
3. About Full Circle Fund
4. Case Study
Empathy

Experiencing the feelings of another

You have similar personal experiences

Emotion

Sympathy

Understanding the suffering of another

You acknowledge another’s circumstances

Recognition
EXERCISE

• Is the dress blue & black or white and gold?
• Find a partner who sees different colors?
• 1 min each: Explain why you see it your way.
• 1 min each: Share a situation in your daily work when someone sees a situation differently than you.
• Share out!
BRIDGING THE EMPATHY GAP

Full Circle Fund helps local non-profit organizations connect directly & effectively with key stakeholders to shape innovative solutions.
PROBLEM
Bay Area changemakers lack the tools and community to provide local nonprofits with the resources they need to meet their increasing demand.

ULTIMATE IMPACT
Bay Area changemakers are educated, enabled and transformed to give more resources more intentionally.

MISSION STATEMENT
Full Circle Fund is a connector, convener, and catalyst bringing together Bay Area change-makers to amplify their impact by leveraging their time, talent, and dollars to accelerate social change.
Our work goes beyond the dollars to build leadership and organizational capacity of our grant partners in four impact areas, which we call Circles.

- **IMPACT AREAS**
- **HEALTH**
- **ENVIRONMENT & ENERGY**
- **EDUCATION**
- **ECONOMIC OPPORTUNITY**
Open to the public, Full Circle Fund Community Convening’s bring together local thought leaders to provide the greater community with access to information and design thinking activities.

Past speakers include:
Al Gore, Bill Draper, Chelsea Clinton, Chris Hughes, Gavin Newsom, Kamala Harris, Muhammad Yunus
These training series give our members a boost as they develop their leadership skills within the social sector. We've partnered with the San Francisco State University College of Extended Learning's Nonprofit Management department, whose professors will provide in-depth presentations on best practices.

**Sessions will cover:**

- Board Governance
- Fundraising 101
- Monitoring & Evaluation
For those who cannot make a long term commitment, we provide flexible engagements—allowing all members to serve as thought partners alongside non-profit leaders.

**Past workshops focused on:**

- Content Development
- Strategic Planning
- Messaging
- Technical Capabilities
- Scaling
- Theories of Change
Member-Driven Annual Grant Cycle

**EXPLORE**
What are the most pressing social problems?

**JAN - MAR**
- Define Our Focus Areas
- Convene Experts
- Understand the Issues
- Form Inquiry Teams

**VET**
Who will make a profound impact?

**APRIL**
- Identify Leaders
- Identify Organizations
- Conduct Due Diligence
- Narrow the Field

**SELECT**
Who is the best match for us?

**MAY**
- Pitch Presentations
- Vote & Announce
- Scope the Work
- Solidify Teams

**PARTNER**
How do we leverage resources & deliver value?

**JUNE - DEC**
- Teams Get to Work
- Learn, Refine, Adjust
- Member Idea Jams
- Deliver, Measure & Evaluate
CASE STUDY

ENGAGING THE TECH COMMUNITY IN OUR MODEL
Tech isn’t giving

There are over 200,000 millionaire households in the Bay Area.

Most want to donate their time, talent and dollars, yet, most do nothing.
We talked to 100 tech leaders, here’s what they said

“We want to work on vetted, measurable, high-impact projects that can scale”

“We need a personal connection to the work”

“We want to leverage our skills to have a meaningful impact on the causes we support”

“A donation by itself feels impersonal and unsatisfying”
Tech Leaders want to do more

We have the financial & intellectual capital, the desire to engage our companies & peers, the ability to use our talents & expertise, to have a measurable impact for the greater good.

All they need is a catalyst.
Introducing: Tech Accelerator Funds

Members give $5,000 & 5 evenings a year to be introduced to 5 vetted Bay Area nonprofits

Organizations receive funding, strategic capital, advising, & connections to launch new digital products to help solve pressing challenges.
**How it works**

**Curate**
- Curate a team of advisors who nominate organizations launching a digital solution in need of funding and expertise.

**Recruit**
- Recruit 20 new members from the tech sector to join the fund.

**Pitch & Fund**
- Vetted organizations pitch to members, who then vote – three winners are chosen.

**Facilitate**
- FCF leads four quarterly meetings pairing Members with winning organizations to leverage the resources and drive impact.
Our pilot was a big success, proving the concept:

• We engaged six industry leaders as Co-Chairs
• We recruited 22 members
• We raised over $100,000
• We accelerated 3 tech-enabled nonprofits
Our co-chairs are thought leaders working at the intersection of impact and technology:

- Cedric Brown, Kapor Center, Chief of Community Engagement
- Donnie Fowler, Tech4America, CEO
- Jim Green, Salesforce, SVP, Government Affairs and Public Policy
- Jackie Mahendra, Omidiyar Network, Senior Advisor
- Julie Mentor, New Door Ventures, Managing Director
- Chris Worman, TechSoup, VP, Alliances & Program Development
Our members are ambassadors to tech
Pitch night was inspiring

“In that room, I experienced real connection happening between the nonprofits presenting and the members asking compelling questions. I realized that this is the conversation that has been missing from both sectors. This is how we’ll catalyze change.”

- Cassie Gruenstein, FCF Board member
We granted $85,000 for civic technology

First Prize:
$70,000

Two Runner Up’s:
$7,500 each

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by United We Dream
Early indicators are positive

Members:
• 67% of Members say this is the largest gift they have given to date
• 90% of Members say they are inspired to give more in the future

Grantees:
• Are leveraging members’ expertise to help bring digital solutions to market
• Have gained access to an un-tapped resource of intellectual and financial capital
Keep in touch:

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