

2022

ANNUAL REPORT



MESSAGE *from* THE BOARD

Nicole McDonald, Board President

Dear Members of the SecondMuse Foundation Community,

I am delighted to share our 2022 Annual Report. Reflecting on this past year, we are proud of what we accomplished with our community of partners, innovators, and supporters.

At the Foundation, our main achievement in 2022 was drafting our Strategic Framework. In 2019, we were established as a US-based 501c3 nonprofit. Since our inception, we have worked with a vision for a world with zero injustice and sustainable prosperity for everything and everyone, everywhere. However, we did not have a clear strategy on how to realize our vision. In March 2022, the Foundation Board met and agreed on our primary strategic objective for the organization to

advocate for a focused approach to building inclusive and resilient societies and economies, which we call relational wealth.

While the concept of relational wealth is not new, we believe amplification of the approach catalyzes systemic change at scale. Learning from the experiences of our partners, other organizations, and communities around the world, our work advances the approach to a larger audience. We aim to empower a community of practitioners and influence funders to leverage relational wealth to benefit all people and the planet. We do this through thought leadership, field building, and creating public goods on relational wealth. I invite you to learn more about [relational wealth](#) on our website.

I hope you will enjoy reading the programmatic, fundraising, and operational achievements of 2022. None of this work would be possible without your support and partnership. We will keep learning and working to bring positive change to people and the planet.

Thank you for your support,

Nicole McDonald
Board President

ANNUAL REPORT 2022

SecondMuse Foundation is a US-based 501c3 nonprofit that was founded in 2019. This is a short summary report that highlights the Foundation's achievements in Fiscal Year 2022.

SECTION 01

PROGRAM ACHIEVEMENTS

We have been implementing and supporting the execution of projects. We are thrilled to share some project milestones:

GET CITIES

www.getcities.org

Our flagship program since 2019, works to build a more inclusive future in tech, starting at the city level. Our approach is being implemented in Chicago, Washington DC, and Miami, which launched in March 2022.

Across our portfolios, GET Cities hosted or co-hosted 112 events bringing people together around ecosystem building, workforce development, and entrepreneurship, inviting about 40 speakers to share their experience and expertise with more than 2,000 attendees helping them to increase their knowledge. We also spoke on 20 panels, worked with 71 new local and national partners, and added 200 organizations to our network of over 1,000 peer organizations. We supported venture fellows, sponsored a series of pitch competitions to Techstars, supported deaf women of color to get hired into cybersecurity roles, and provided grants and tech support to small businesses.

Through our **Tech Equity Working Group**, which collaboratively designs city-wide solutions and collective infrastructure to address gender and racial inequities for marginalized founders in Chicago, it was possible to raise \$8.8m. We kicked off network building with a road show in San Francisco and **TechStar's foundercon** to bring exposure to the exciting founders coming out of Chicago and to build connections across a broader national ecosystem.

112 EVENTS
HOSTED OR CO-HOSTED

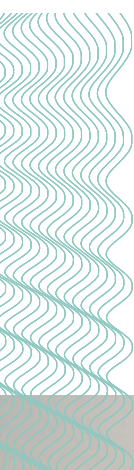
40 SPEAKERS & 2,000 ATTENDEES

SPOKE ON
20 PANELS

WORKED WITH
71 NEW PARTNERS

200 ORGANIZATIONS
ADDED TO OUR NETWORK

\$8.8 MILLION RAISED
THROUGH TECH EQUITY WORKING GROUP



SECTION 02

ACHIEVEMENTS OF SPONSORED PROJECTS

In addition to the programs we implement, we also fiscally sponsored projects and programs. In 2022, several of those projects and programs were successfully implemented by our partners.



headstreaminnovation.com

We sponsored the national innovation program focused on creating a just and thriving digital economy that supports the wellbeing of young people through a new phase of work and contract process with Pivotal Ventures. We sponsored the initiative from Aug 2021-Feb 2022.

During this time the project designed its 5 year program, which included

- 1 impact measurement integration and sustainability planning;
- 2 the launch of the Headstream Accelerator;
- 3 and youth program codification.
- 4 It also identified program participants and a fiscal sponsor (Arabella Advisors).

Once our sponsorship ended, we served as part of the advisory board for the rest of the year.



blacktechstreet.com

In partnership with SecondMuse LLC, we have fully supported this innovative initiative with a vision for the rebirth of Tulsa’s Black Wall Street as the new global center for Black-owned technology companies. In addition to our sponsorship, we also serve on the advisory board. We have been thrilled to see Black Tech Street covered on various media outlets including [CNN](#), [Forbes](#) and [CSR Wire](#).

In 2022, it successfully developed a 10-year Strategy for the creation of a thriving Black TechEcosystem in Tulsa. They also conducted a Catalytic Factor Analysis using Digital Delta, a tool that was initially developed for Headstream. This helped to identify which factor would be most catalytic to solve in the building of “Black Tech Street”. The Founder, Tyrance Billingsley, said:

“innovations that change the world don’t come from politics; they come from entrepreneurship.”

Tech companies, including Microsoft, have located branches in Tulsa, and they are actively recruiting Black employees.

SECTION 02
ACHIEVEMENTS OF SPONSORED PROJECTS



www.inclusive-capital.us

The Inclusive Capital Collective (ICC) is a growing network of community fund managers and entrepreneur support organizations designing and developing shared technical and financial infrastructure for aggregating and deploying financial capital and other resources to entrepreneurs and communities of color in the US. The network is supported by various funders, including a three-year grant from the Economic Development Administration.

In 2022, their individual membership increased from 100 to 250. Several events were held in Pennsylvania, Chicago, and Colorado, which brought together communities from across funders, entrepreneur support organizations, and policymakers for facilitated working sessions and discussions focused on trauma-informed financial programming and products. The ICC also published 3 **Black Papers**, which highlighted the need for relationship-based lending to drive equity.

We supported the ICC in publishing 30 capital innovator spotlight interviews that are featured on its **community platform**. Through these profile pages, readers gain insight into the Inclusive Capital Collective's unique approach to advancing economic equity and social justice. Each profile highlights the ICC member's personal journey, professional achievements, and their unwavering commitment to using their skills, knowledge, and resources to create a more inclusive and equitable financial ecosystem.



incubationnetwork.com

With support from the ECCA Family Foundation, the program tackles plastic leakage and advances a circular economy by supporting startups across all maturity stages and scaling their early-stage or pre-investment innovations together with key industry stakeholders.

With our support they received a grant from the German Federal Ministry for Economic Cooperation and Development (BMZ) to conduct **Single Use Plastic Challenges** in 5 countries.

These challenges were completed successfully: 19 in India, 12 in Thailand, 37 in Indonesia, 17 in Vietnam, and 6 in the Philippines. At the completion of the challenges, **Lessons Learned** and **Insight Reports** were published. During the Challenge pilots, 76 startups and 8 ESOs, 16 SMEs, and 57 ventures were supported, and a total of 934.7 kg of plastics was estimated to have been avoided.

934.7 KG OF PLASTICS

WAS ESTIMATED TO HAVE BEEN AVOIDED

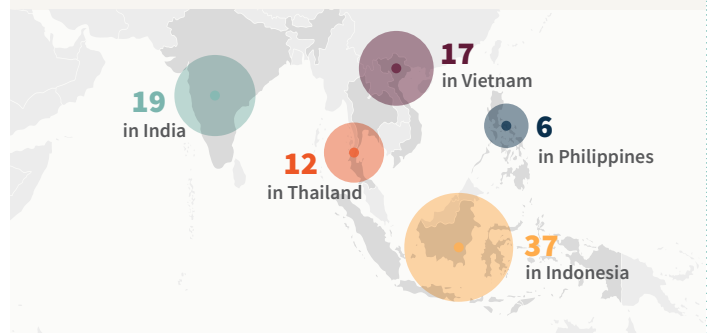
SINGLE USE PLASTICS CHALLENGE SUPPORTED:

76 STARTUPS

16 SMEs

57 VENTURES

8 ESOs



SECTION 03

FUNDRAISING ACHIEVEMENTS

Throughout 2022, we were proud to raise funds and sponsored projects.

This included grant funds received from the German Federal Ministry for Economic Cooperation and Development (BMZ) to implement for the Incubation Network’s Single Use Plastic Challenges. We also fiscally sponsored projects such as Headstream and Black Tech Street, which is a project funded by multiple donors.

We drafted a fundraising strategy to pursue more funding opportunities that are aligned with our ambition and mission. We expect this strategy to guide the efforts to raise additional funding in FY 2023.



SECTION 04

OPERATIONAL ACHIEVEMENTS

Operationally we are in the process of tightening up our policies and procedures to ensure our grant-making and contract-awarding processes are smoothly implemented while managing conflict of interests.

Throughout the year we worked to oversee project budgets so that they were spent efficiently, effectively, and on time, conduct due diligence on sponsored projects to minimize and mitigate risks, as well as making sure donor reports were submitted on time. These efforts included managing 85 sub-grants and contracts awarded in the year 2022.

To support this fundraising effort as well as to introduce our strategic vision, a new website was developed towards the end of the fiscal year 2022 and launched in the first quarter of 2023.

85 SUB-GRANTS & CONTRACTS
AWARDED IN THE YEAR 2022.

