





A Look Inside our 2018 Impact

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"As we grow, we're creating opportunities for leaders, investors, entrepreneurs and philanthropists to join us – we can make a bigger impact together than alone."



FROM OUR LEADERS

From Our Leaders

When we founded Notley, we wanted to leverage everything we had learned as entrepreneurs to make a positive difference in our community and around the world.

We considered the most challenging problems in the world today - poverty, discrimination, health care, global warming and so on. Across the board, we found remarkable organizations focused on these issues, making a difference in big and small ways. But without access to resources to scale innovative ideas, their impact was limited.

We resolved to focus our efforts on building Notley as an engine for sustainable impact and an ecosystem where social innovation can flourish. Over the last three years, our portfolio of initiatives has grown to include Philanthropitch, Startup Games, NotleyEDU, StudentINC, Women@Austin, Notley Fellows and more. Our footprint has grown to include Denver, Atlanta and San Antonio. In 2018, we launched the Center for Social Innovation in Austin, our most visible accomplishment to date!

When we began this journey, we also wanted to build an organization where we would love to come to work. In 2018, our team has grown to 17 people and we've moved into our new headquarters at the Center for Social Innovation. As we grow, we're creating opportunities for leaders, investors, entrepreneurs and philanthropists to join us. We can make a bigger impact together than alone.

As we look back on 2018, we are grateful for our team, our partners, and the companies and non-profits we serve. As we look forward, we are excited about more opportunities to enable scale across the social impact ecosystem—both in Austin and across the country.

Here's to a 2019 where we change the rules and change the world!

With gratitude,

Dan & Liza Graham

AND THE NOTLEY CRUE

Change the Rules Change The World.

About Notley

Notley is a catalyst for social innovation. The organization's mission is to scale and support companies, nonprofits and individuals making positive change in the world.



2018 was a year of growth for Notley.



The Notley Crue grew from 10 to 17 employees



Opened the Center For Social Innovation



Launched Notley EDU and the Notley Fellowship program



Welcomed Student INC and Women@Austin as new programs



Explored new opportunities in Philadelphia, Columbus, Nashville, Portland and beyond



Philanthropitch donated \$313,000 to nonprofits in Austin & San Antonio



Startup Games enabled 50+ startups to give \$150,000 to nonprofits in Austin, Denver and Atlanta



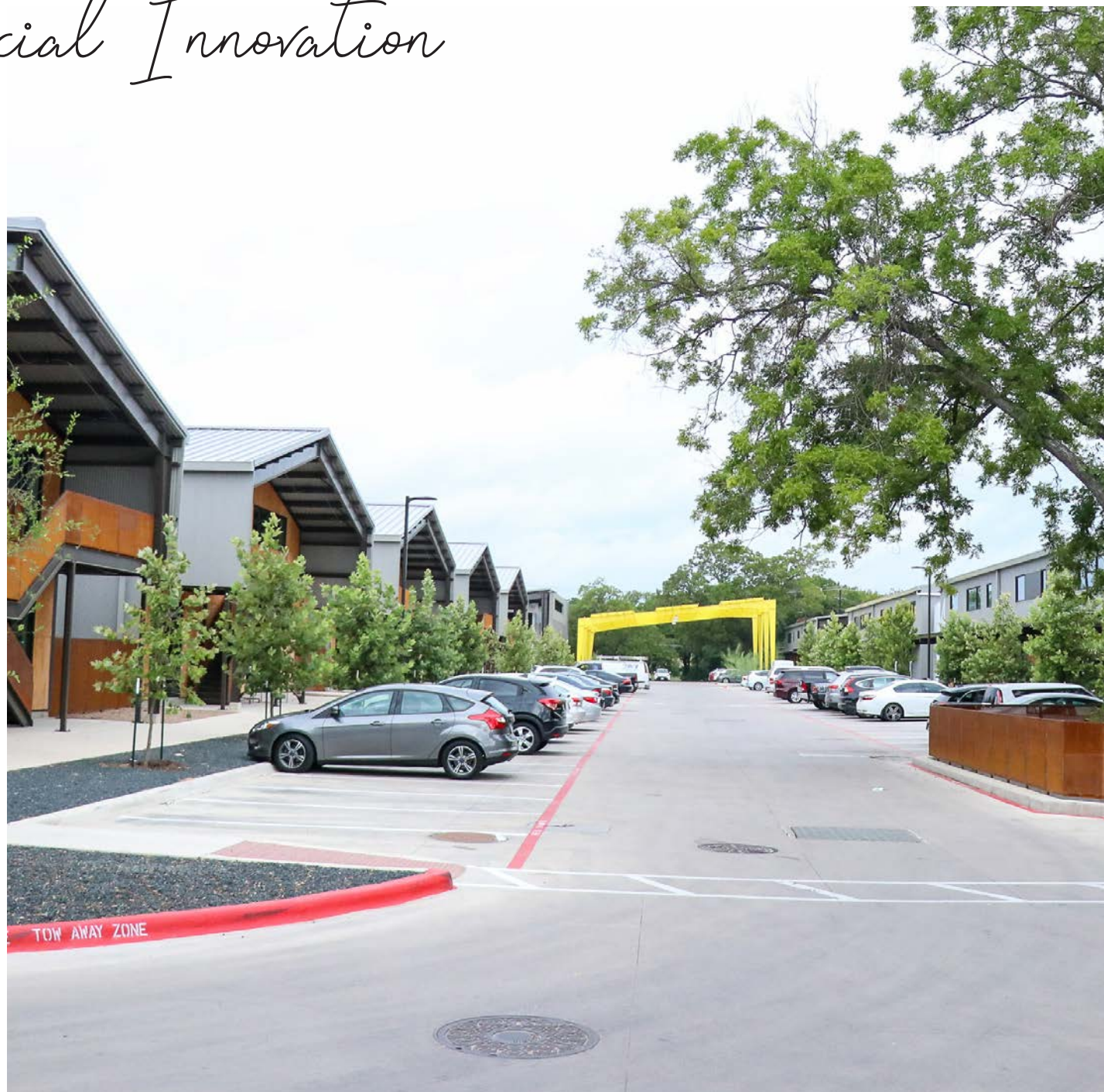


The Center for *Social Innovation*

THE CENTER FOR
**SOCIAL
INNOVATION**
REAL ESTATE WITH IMPACT

Social Innovation Starts With Community.

This year, Notley launched the Center for Social Innovation at Springdale General, a 10 acre, 15 building, 165,000 square foot campus in East Austin. The Center for Social Innovation consists of 60,000 square feet designed for innovative nonprofits and social impact companies. As of December, 100% of the office space in buildings 2 through 15 was leased and tenants have moved in.



Center for Social Innovation Tenants

[Austin Center for Design](#)

[ACDDC](#)

[AIDS Services of Austin](#)

[Austin Parks Foundation](#)

[Bloom Communications](#)

[College Forward](#)

[Comfort Crew](#)

[Creative Action](#)

[CRU](#)

[Drawn](#)

[Deeds Not Words](#)

[Glasshouse Policy](#)

[Huston Tillotson](#)

[Latinitas](#)

[Lionheart](#)

[Progress Texas](#)

[Shelf Studio](#)

[Survive to Thrive](#)

[Texas Book Festival](#)

[Texas Defender](#)

[The Brown Firm](#)



SHELF STUDIO

Give your Mission a Home



COWORKING
est. **Relay** 2019
AT THE CSI



GRAND OPENING
FEBRUARY 2019

Relay Coworking is located on floor two of Building 1 at the CSI.

The 10,640 square foot space will open in early 2019 and will provide a collaborative office space for individuals . Organizations include David Weekley Family Foundation, Half Helen Foundation, Tarmac, Venture Lab and Capital Impact.

The first floor of Building 1 will house a cocktail bar, restaurants, shops, innovative food concepts and a Caffe Medici.



MEET AT
Relay

Meet at Relay is a 5,050 square foot meeting and gathering space. Events hosted at Meet at Relay in Fall 2018 included the Austin Startup Week Impact Track, the City of Austin's Big Ideas Conference, Big Medium's East Austin Studio Tour and a Vote.org digital help center during the 2018 election.



Startup Games is a high energy competition engaging startups in tournament-style games for networking and fun, benefiting a wide range of non-profit organizations. Through Startup Games, 200+ teams have donated \$537,000 to 200+ nonprofits.

In 2018, Startup Games hosted competitions in Austin, Denver and Atlanta and is in a position to expand into new cities in 2019 and beyond. The Notley team is exploring Philadelphia and Portland as potential expansion markets.

Notley worked with Tito's Handmade Vodka, a Startup Games sponsor, to create a Giving Spirit Day event for Tito's employees in Key West, Florida. At the event, the company's employees packed kits of feminine hygiene products for South Florida charity, Make the Homeless Smile.



Founded in 2013, Philanthropitch is the most exciting social innovation event in the U.S. The event connects innovative nonprofits and impact-focused business leaders for a pitch competition. Over the past five years, Philanthropitch competitions have awarded more than half a million dollars to nonprofits in Austin, Texas. This year, Notley hosted the first Philanthropitch in San Antonio.

In 2018, Philanthropitch launched an Advisory Board and its Friends of Philanthropitch program. Friends of Philanthropitch creates an opportunity for individual donors to collaborate with Notley to make an impact. This initiative has generated \$70,000 in recurring donation revenue, providing resources to enable the mission to scale more quickly.

This year, United Way and the St. David's Foundation partnered with Notley, donating funds that enable the team to bring Philanthropitch to new communities.

Notley has connected with the social impact community in Columbus, Ohio in preparation for a Philanthropitch in early 2019. In 2018, the Notley team also traveled to Nashville, Philadelphia, Denver and Atlanta to explore the expansion opportunities.

#pitch4good

2018 Philanthropitch Impact

Philanthropitch raised **\$313,000** for nonprofits in Austin and San Antonio

\$110,000 in San Antonio

\$203,000 in Austin

2018 Highlights

Code2College (Austin, TX): **\$35k**

half Helen (Austin, TX): **\$64k**

YouthCodeJam (San Antonio, TX): **\$50k**

2018 Startup Games Impact

Austin

\$50,000 to 16 nonprofits

1st Place: Modernize donating \$15,000 to GirlStart

Level Up Games: \$50,000 to 16 nonprofits

1st place: Spredfast donating \$15,000 to Big Brothers Big Sisters

Denver

\$25,000 to 8 nonprofits

1st Place: Ad Action donating \$6,000 to United Way Denver

Atlanta

\$25,000 to 11 nonprofits

1st Place: ATDC: donating \$8,500 to Sheltering Arms for Kids

#CrushItForCharity



Consulting

Notley works directly with impact organizations on strategy, capital needs, growth planning and forecasting, enabling them to achieve greater scale and sustainability.

In 2018, Notley had the opportunity to consult with College Forward, Seedling Foundation, Black Fret, Health Alliance for Austin Musicians (HAAM), Entrepreneur's Organization (EO) and Coaching 4 Good.

HOW WE WORK

Business Model Innovation

Notley collaborated with both Seedling and HAAM (Health Alliance for Austin Musicians) to explore, develop and test innovative solutions for their core business challenges.

Back Office Support

Notley's offers support for critical business functions for nonprofits, enabling teams to focus on fulfilling and growing their mission. Notley newest client in 2019 is Partners in Parenting.

Strategic Growth Advisory

In 2018, Notley worked closely with Colin Kendrick and Matt Ott, the founders of Black Fret, to develop and achieve the organization's most strategic goals. Notley has been hands on in helping Black Fret grow their Austin membership and prepare to launch two new cities in 2019.

Staff Augmentation

Notley supported EO's growth across several functional areas, from events to development and strategy.

WHERE WE ARE

Notley has hired a market research consultant—Digital Union—to interview past, current and future clients and help tailor our 2019 offerings. Notley will also be hiring someone to lead consulting efforts in 2019.





NEW IN 2018

Notley joined forces with two amazing organizations in 2018: Student INC and Women@Austin.

Notley also launched new initiatives to build the capacity of impact organizations and social entrepreneurs.



WOMEN@AUSTIN

This September, [Women@Austin](#) joined Notley to scale the impact of female entrepreneurs in Austin. Women@Austin was founded by Jan Ryan in 2014. Over the last four years, the organization has reached more than 1,000 business leaders and entrepreneurs. Notley will bring dedicated resources and fundraising capacity to Women@Austin, enabling the organization to reach more women in business. In 2019, Women@Austin will focus its efforts on empowering female entrepreneurs to launch and grow their companies, making an impact in Austin and beyond.

STUDENT INC

In June, [Student INC](#) became a Notley initiative. Student INC is a 501(c)3 focused on building Austin's youth entrepreneurship (YE) ecosystem. Notley and Student INC are working to ensure that young people in Austin have equitable access to entrepreneurial learning.

In 2018, Student INC awarded \$15,000 to organizations doing innovative, scalable work on YE. Student INC hosted a gathering of the YE ecosystem to build connections, explore opportunities for impact, and draft KPIs for YE in Austin. Student INC partnered with Junior Achievement of Central Texas to pilot the Ignite the Spark Speaker Series, which aims to get an entrepreneur into every Austin classroom to share their entrepreneurial journey.



JAN RYAN; FOUNDER; W@A

Joining Notley

"Over the last four years, Women@Austin has made an impact by connecting women across Austin's entrepreneurial community. As a Notley initiative, Women@Austin will equip more female founders to be successful through engaging events and programs.

I'm delighted that Women@Austin is joining Notley's social impact ecosystem. There is unique alignment on our vision – to help make Austin the most accessible, supportive city in the nation for women-led business.

The Notley team will greatly amplify the consistency and scale services to 1,000+ women in our network. Together we have the opportunity to explore new ways of expanding our impact."

-Jan Ryan, Founder Women@Austin, Serial Entrepreneur.



In 2018, we welcomed the first class of [Notley Fellows](#). The Notley Fellowship is a two year program where aspiring entrepreneurs and changemakers learn from sustainable nonprofits, social impact companies and influential leaders.

The fellowship is designed to prepare and engage our community's rising leaders to solve today's most pressing issues.



Notley Education

Equipping Nonprofits To Create
Scalable Impact

This year, we launched [NotleyEDU](#) to provide free resources to the social innovation community, including podcasts, videos and workshops. Our Change the Rules podcast has featured guests including Tim League of Alamo DraftHouse, Meredith Walker from Amy Poehler's Smart Girls and Wendy Davis.

Our monthly #RiseImpact Breakfast is an opportunity for social impact leaders to gather and learn about a variety of topics, including technology, business models and culture.

2018 Accomplishments

20+ Whiteboard Fridays

06 Breakfast panels

25+ Podcasts

LOOKING

Forward

The Notley team is energized to tackle new challenges as we scale our impact in Austin and across the country.

BRING ON 2019!



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