




NOTLEY

Knowledge, Collaboration & Capital for the Social Impact Community

► *2019 Annual Report & Impact*





“We start the journey to our dreams by wanting, but we arrive by focusing, planning and learning.”

– Christina Wodtke, Radical Focus

► Content

► **A Letter From Our Leaders**

► **Overview**

7 | 2019 Updates and Impact

9 | The Ecosystem at Work

► **2019 Impact Across A Social Impact Ecosystem**

10 | Social Entrepreneurship

18 | Women Empowerment

20 | Diversity, Equity, Inclusion

22 | Corporate Social Responsibility

24 | Civic Engagement Policy

26 | Real Estate

► **Acknowledgments**



▶ A Letter From Notley Founders, Lisa and Dan Graham

When Lisa and I reflect on 2019 we are overwhelmed with gratitude for the people and partners that joined us to accelerate innovative organizations and ideas. The Notley team, whose passion for social impact catalyzes our own, doubled in size to over 30 people and our ecosystem has grown exponentially. We are more energized than ever by the innovation we see in our communities to solve our biggest problems. The initiatives that our Notley team supports, which you will find featured in this report, benefit hundreds of organizations and impact thousands of people in various ways.

This year was an important milestone for us, marking five years since Notley was founded. In recognition of this, we took time to audit our community: the organizations, executive directors, entrepreneurs we serve, as well as the business leaders and investors we invite to join us to compound our impact. The feedback was instrumental for our team and heavily influenced where we focused our efforts, set in motion expansion plans, and helped us re-articulate our mission and vision in a number of areas.

While our mission remains focused on catalyzing innovative ideas and the people behind them to change the world, we want to highlight certain focus areas that have emerged for Notley: diversity, equity, inclusion, women empowerment, civic engagement, progressive real estate development, corporate social responsibility and social entrepreneurship.

The journey we are on is challenging, inspiring, and energizing. We cannot think of a better way for us to be spending our collective resources than working to support the most innovative and inspiring changemakers in our communities. Thank you for working alongside us and our team on this adventure, and for helping to magnify impact in communities across the country. We are proud of what we accomplished last year, and as we start 2020, we're excited about what the next decade will hold for Notley!

Thank you,

Lisa & Dan Graham



An Engine for

Social Good

► Our mission is catalyzing the growth and expansion of innovative organizations making positive change in the world.

Models of entrepreneurship have many tools to help organizations think in new ways about how to be sustainable and scalable. We can't imagine an area that is in stronger need of entrepreneurial thinking than the nonprofit space. Notley provides knowledge, collaboration, human and financial capital to the social impact community.



Defining our model for sustainable, scalable impact.



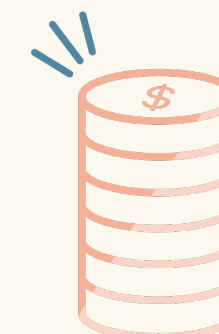
Knowledge

Notley teaches entrepreneurial skills and shares best practices through workshops, executive leadership training, a fellowship program, strategic services, free content and resources.



Collaboration

The strength of Notley's ecosystem is creating opportunities for interaction and connection between the social impact community, business leaders and funders.



Capital

We are providing human and financial capital in the form of seed funding, access, fundraising support and affordable office space.

A Catalytic Year for

Notley

- The Notley crew grew from 14 to 30+ employees, including CEO/Executive Directors for Women@Austin, Philanthropitch, Naturally Austin and Startup Games.
- Philanthropitch surpassed \$1 million in donations and gave away \$317,416 to nonprofits in Austin, San Antonio and Columbus.
- Startup Games hosted 4 events in 3 cities and worked with 62 companies to donate over \$170,000 to 56 nonprofits.
- Welcomed DivInc and Capital of Texas Media Foundation as Notley initiatives.
- Launched Naturally Austin and recruited over 400 members.
- Launched Women@Austin Advisory Council, held 14 events and served over 640 people.
- Launched new website: www.wearenotley.com as a central hub of information and resources to support the social innovation ecosystem

Notley invests in and accelerates innovative, scalable organizations and ideas. From fundraising and event production, to marketing and financial strategy, we provide the resources needed for organizations to tackle our communities' biggest problems.

Explore 2019 updates and impact from our ecosystem

Accelerating Impact

NotleyEDU brings entrepreneurial principles and practices to the nonprofit community, and 2019 was a foundational year for the initiative. After extensive surveying of nonprofits and funders to identify real needs in capacity-building learning, we focused our efforts on building programming that provides practical tools and applications to our community, as well as the opportunity to network with peers. We know entrepreneurs are founding for-profit companies with social-minded missions more than ever before, and nonprofits must innovate to succeed in this landscape. These skills are the epicenter of what NotleyEDU is bringing to the nonprofit community.



“

I always leave NotleyEDU workshops with practical solutions and actionable takeaways that I can bring to my development work. I love the way NotleyEDU integrates the entrepreneurial mindset into the nonprofit space. It has caused me to totally rethink my approach to the work that I do!

— Monica Morales, Partner and VP of Development, DivInc



New Leadership

Sharon Reddehase joined Notley in February as the VP of Strategic Services and brings over 25 years of strategy, operations and marketing experience from her leadership positions with start-ups, large corporations and nonprofits.

Sharon is a graduate of leadership Austin's 2010 Essentials class, and has served on numerous boards in Austin including her current role as Vice Chair with Girlstart.

NotleyEDU Impact Highlights



Coming in 2020:

Accelerating Impact Summit

We're excited to announce NotleyEDU will be holding a summit in Austin, Texas in October 2020 to bring together nonprofit leaders from across the country who share the belief that social innovation and a willingness to challenge the status quo is key to creating lasting, sustainable impact.



Notley Fellows are data scientists, investors, public policy directors, VPs in development, UX designers and a range of other positions in notable companies such as Literati, Vrbo, Accenture, Facebook and Uber.

The Center of Entrepreneurship & Philanthropy

In 2019, we welcomed the second class of Notley Fellows and began accepting applications for the third. 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.

Fellows work on priority projects across the Notley ecosystem. In 2019, the Fellows have worked on

projects across the Notley ecosystem. They helped shape programming and new technology for Philanthropitch, Startup Games, Women@Austin, NotleyEDU and Naturally Austin, became board members on a number of nonprofits, participated in think tank research and worked on real estate projects in various ways.

40 active fellows 14 events hosted 79 program NPS score 9+ blog posts

“

I've loved my experience as a Notley Fellow. I've met an amazing group of people with a wide variety of backgrounds who share a common goal to improve our community. The program has opened my eyes to issues in the community I wasn't aware of and has widened the scope of potential ways I can be helping to drive change forward.

— Alejandra Garcia, Product Manager at Juniper Square

► Featured Speakers

Eugene Sepulveda | CEO, Entrepreneurs Foundation; Director & Partner, Capital Factory; Founder, Culturati

Julie Oliver | 2020 Democratic Candidate for US House of Representatives, TX-25

Wendy Davis | Founding Director of Deeds Not Words, 2020 Democratic Candidate for Congress

Sara Jones Simmer | Chief Operating Officer at Bumble

Gay Gaddis | Founder, T3, Best Selling Author of Cowgirl Power

Raj Patel | Research Professor in the LBJ School of Public Affairs at The University of Texas at Austin; Senior Research Associate at the Unit for the Humanities at Rhodes University

Steven Tomlinson | Associate Professor of Leadership and Administration at Seminary of the Southwest; Founding Master Teacher at the Acton School of Business for Entrepreneurship

Mayor Steve Adler | Mayor of Austin, Texas



Raising Funds for Nonprofits with Sustainable, Scalable Revenue Models

Philanthropitch was founded in 2013 and brings together a diverse group of nonprofit organizations for one of the most exciting social innovation events in the country. Nonprofits that pitch on the Philanthropitch stage not only gain access to capital, they receive 1:1 business coaching, pitch training and build awareness amongst new fans including donors, mentors and passionate volunteers.

In 2019 Philanthropitch hosted events in 3 cities: Austin, San Antonio and Columbus and crossed the major threshold of \$1.2 million in donations to over 75 organizations. The capital Philanthropitch provides funds initiatives, programs or revenue models that aren't typically covered by traditional grants.

► What's Ahead

We are hosting 5 events in 2020, including new cities Philadelphia and Nashville. We are building our Philanthropitch Board of Directors, enhancing our programming and launching Friends of Philanthropitch groups in new cities.



► New Leadership

In December, Philanthropitch hired their first Executive Director and CEO, Carrie Maher, with a focus to enhance the Philanthropitch programming to support regional nonprofit ecosystems, as well as creating a sustainable & scalable expansion plan. Carrie joins Notley with over 15 years of business development and strategy experience, successfully creating interoperability and helping organizations scale. Her work has taken her coast-to-coast working with innovative companies in the healthcare, tech and social movement sectors, most recently as Head of Growth for The Riveter.

\$1.2M in donations to over 75 nonprofits since 2013

3 cities

1,657 event attendees

\$317,416 given away in 2019

Finalist Highlights

\$39,525
Lonestar Justice Alliance
(Austin)

\$39,814
Ruling our eXperiences
(Columbus)

\$24,847
Deeds Not Words
(Austin)



Nonprofit Spotlight

► Deeds Not Words

Deeds Not Words mission is to galvanize the power of young women to disrupt the status quo through organizing, policy-making, art and voting. They were awarded \$24,847 at Philanthropitch, Austin in 2019.

“

Through the financial support we received, Deeds was able to grow our campus organizing to unprecedented levels. The support provided through Philanthropitch has made it possible for Deeds to provide quality, intentional support to all of our young advocates. Our chapter members have been given the opportunity to foster their leadership, communication, advocacy, media and professional skills. At Deeds, our young advocates are at the forefront in the fight for gender equity, and the support from Philanthropitch ensured they have the guidance needed to continue to excel in their advocacy journey.

**-Amber Davis, Co-Executive Director,
Deeds Not Words**



Community & Resources for the Natural Product Industry

In 2019 Notley was thrilled to invest in and support the launch of Naturally Austin. Naturally Austin brings together entrepreneurs, investors, brands, retailers and industry experts for one purpose: to make Austin the best place to launch and scale a natural products company.

“

I'm excited we finally have a community to call home for all the amazing CPG start-ups in Austin. Naturally Austin focuses on sustainable business practices and community entrepreneurship education. I'm looking forward to networking with fellow entrepreneurs while also learning how to make the planet a better place through our companies.

-Aimy Steadman, Co-founder of BeatBox Beverages and
Naturally Austin Founding Board Member

21 events hosted \$310,000 annual revenue

2,100 event attendees 400 members



2019 Highlight

► Pitch Slam

Naturally Austin hosted its inaugural pitch competition in October 2019, where hundreds of natural products industry leaders gathered to explore 30 of the top up-and-coming Austin brands.

Nine entrepreneurs participated in the first Pitch Slam competing for \$20,000 in start-up services, and a guaranteed spot in the Natural Products Expo East 2020 pitch and free booth space on behalf of New Hope Network.

Ohi Food Company, a super bar food company co-founded by Lilly Wunsch took home first prize. Judges included Clayton Christopher, Founder at Cavu Ventures; Janica Lane, Managing Director of Piper Jaffray; Marissa Duswalt-Epstein, Director of University of Texas – Nutritional Sciences & Management, and Jody Hall, Vice President of H-E-B.



Advancing Women Entrepreneurs

It has been an exceptionally busy year for Women@Austin since joining Notley in late 2018. Women@Austin is on a mission to advance women entrepreneurs striving to grow their companies.

▶ Defining Our Program Pillars



Knowledge

Supporting women entrepreneurs through programming and educational resources.



Mindset

Celebrating the growth mindset of women with all personal and professional endeavors.



Capital

Accelerating business growth through access to human and financial capital.



Connection

Providing the opportunity to join a community of entrepreneurs, investors, advisors, and subject-matter experts.



▶ New Leadership

In 2019, we hired CEO and Executive Director, Jessica Gaffney. As an advocate for all women, Jessica brings her passion for inclusive and equitable entrepreneurial success to the role. With personal experience as a start-up founder and 15 years of experience in both for-profit and non-profit sectors, Jessica has offered bold, new ideas to move

this organization forward. With Jessica's guidance Women@Austin refined their brand pillars, launched an advisory council and produced a consistent cadence of new programming to support women entrepreneurs including monthly roundtables, curated venture dinners, office hours and an inaugural fundraising boot camp.

14
events hosted

640
event attendees

85
average
NPS score

40
council
members

2019 Highlight

▶ Launching the Advisory Council

The main objectives of the Advisory Council are to be a resource network for women entrepreneurs in Austin and to financially support Women@Austin programming. The 40 active members of the council in 2019 provided mentorship and over \$100,000 in earned revenue for the organization. The Council will increase to 50 members in 2020 and \$125,000 in revenue.

▶ ERG Connect

In 2019, Women@Austin partnered with The Riveter and Ceresa to launch ERG Connect, a support network for employee resource groups focused on women. ERG Connect will foster collaboration and knowledge sharing which will enable ERGs to scale their impact when it comes to supporting women.





Bridging the Gap Between Underrepresented Entrepreneurs and the Resources they Need to Build Profitable, High-Growth Companies

This year DivInc joined forces with Notley to scale the impact of underrepresented entrepreneurs in Austin. DivInc mobilizes communities, executes programs and partnerships that foster diverse, equitable, and inclusive cultures. Notley provided seed funding and services to DivInc to help launch their signature fundraising event - The Champions of Change Awards - grow the Board of Directors, complete their 5th Cohort, launch an Alumni Program and raise over \$200,000.

Impact Since 2016

5 cohorts

64 founders

49 companies

DivInc Alumni Spotlight

Cristina Rodgers, CEO of Mens Gold Boxx, won the Diamond award of \$100K at Mass Challenge. Cris always gives DivInc credit for continued support and connections that help her thrive.

Jerold McDonald, CEO of Omaiven Health, finished Techstars' Impact Accelerator and appeared in Forbes magazine. Jerold meets with DivInc regularly, for consultation and to provide support to the new founders.

Launching in 2020: Culture Keys

In December, Notley welcomed Kelli Newman Mason to the team to launch a new initiative. Culture Keys will seek to provide an end to end solution for companies to build diverse teams and inclusive cultures.

Austin is an exciting, growing city for both old and new companies looking to change and innovate industries, but many workplaces are struggling to incorporate best practices for hiring, retaining and developing cultures that put inclusion at the forefront. With Kelli's expertise and passion for workplace inclusion, Notley is eager to help progress the conversation around diversity, equity and inclusion, and drive positive action for the entire community.



Young Women's Alliance

Throughout 2019, Notley consulted with the Young Women's Alliance—a 501(c)(6) membership organization dedicated to empowering and connecting Austin women—to develop an alumnae program intended to support the growth of the organization and provide an additional revenue stream.



Austin Mosaic Awards

Notley was proud to sponsor the Mosaic Awards in August. The awards honor business leaders who represent the very best of Austin's fast-growing diversity, equity and inclusion space and included a keynote address from Arlan Hamilton, founder of Backstage Capital, a fund for underrepresented founders. Dr. Burnette, the President of Huston-Tillotson and Center for Social Innovation tenant, won the legacy award.



Activating the Business Community in Friendly Competition for Social Impact

2019 was a pivotal year for Startup Games. In addition to working on our expansion plan to bring Startup Games to new markets, we began planning new programming to deliver more of what our stakeholders want: year-around impact, connection to nonprofits and their community. In 2020 we will be re-branding Startup Games and evolving the entire model of how we deliver community impact and how companies participate. We're headed into the new year with a ton of momentum and are more excited than ever for the future of the Games!



New Leadership

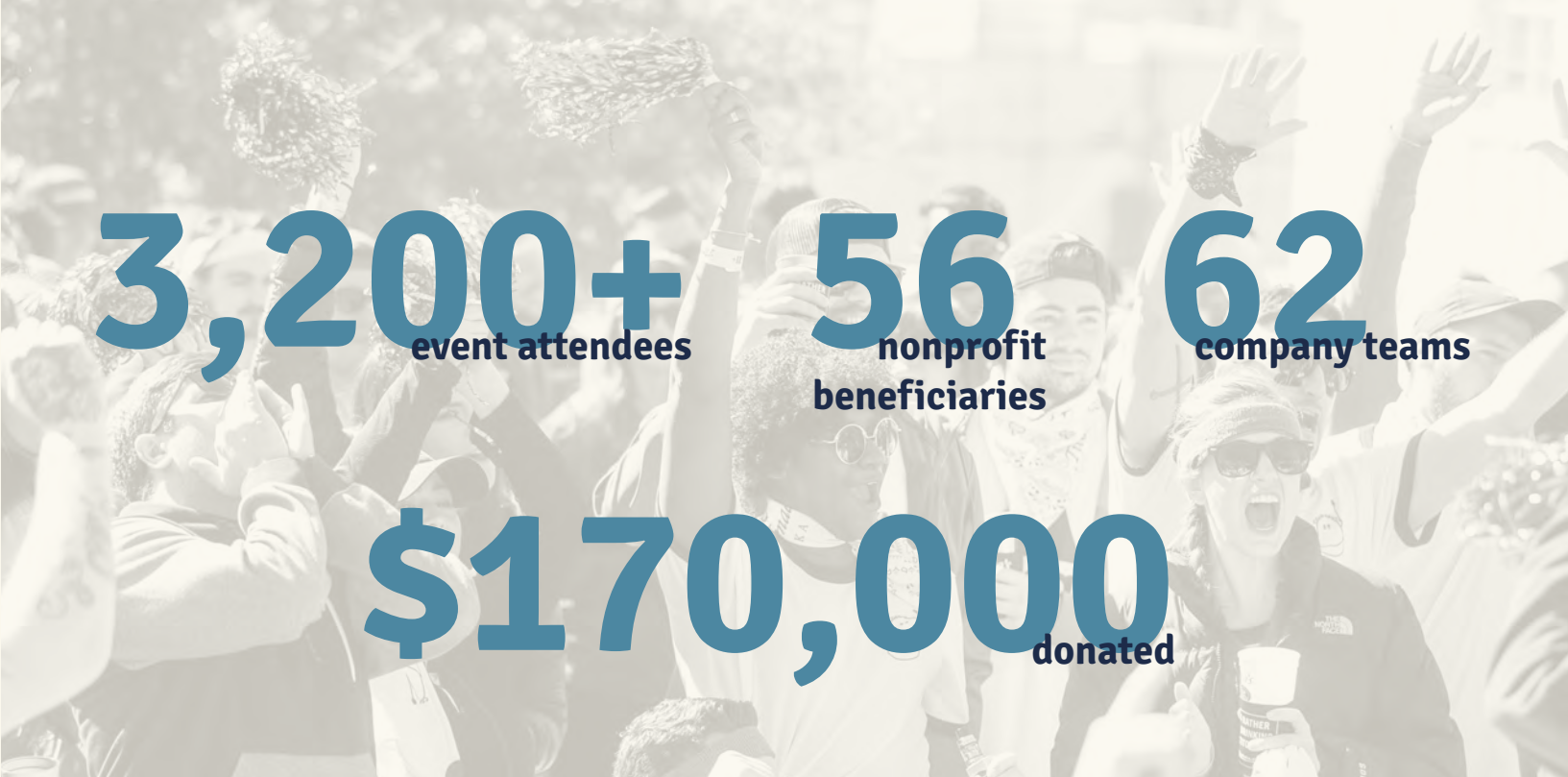
In October, Startup Games named Katrina Tolentino CEO and Executive Director. Kat has been a part of Notley for the last 3 years and has played a vital role in shaping Notley's internal departments and initiatives. Most notably, she led the development, sales, and operational startup of our 10-acre social impact campus, the Center for Social Innovation and Relay Coworking. Kat has over 13 years of experience in community engagement, business development, partnerships, event programs and production across the real estate development, IT, social entrepreneurship and nonprofit industries.

Startup Games delivers an annual corporate social responsibility solution centered around 3 main benefits

- 1. Internal Company Camaraderie
- 2. Community Connection
- 3. Fundraising for Nonprofits

“The fact that my company participates in Startup Games is just huge to me. It really shows that they value us getting together, having a good time and giving back to the community.

— Meg White, People Operations Manager at OutboundEngine



How the Model of Annual Impact will Evolve in 2020



2019 Investments for Impact

The Capital of Texas Media Foundation

This year Notley invested in and welcomed The Capital of Texas Media Foundation as an initiative in our portfolio. The Capital of Texas Media Foundation is a nonprofit news and research organization delivering information and insight for Central Texas. Notley's investment will support the ongoing operations and expansion of the nonpartisan news organization Austin Monitor, Glasshouse Policy and help launch the first ever Austin think-tank and research organization. As Austin continues to grow we believe community education, research and reporting are critical to ensure Austin remains an amazing city to live and work.



156,000
Number of Voters Register2Vote registered
in 8 weeks leading up to 2018 election

72%
Turnout rate of those newly
registered voters in 2018

5 million
Voters Civitech estimates
they can register for \$3million

Civitech Investment

Notley also made an investment in Civitech. Civitech is pioneering streamlined approaches to voter registration and builds solutions for progressive candidates, activists, local and state governments to ultimately improve government services. Their projects include Register2Vote, Map The Vote and Campaign OS. Notley's commitment to Civitech is to ensure that as many people vote as possible. Civitech's technology is designed to not only find unregistered voters and efficiently get them registered, but track whether they actually did vote. The impact of this goes beyond Austin and Central Texas and we believe will have a significant impact on voter turnout nationally in the 2020 election.

CIVITECH

[On Civitech] “Like any important innovation, it’s beautifully simple.”

-Mike Siegal, Attorney and US Congress Rep. Candidate , 2020

“It brings the gold standard of registration down to the every man level, to where it’s a genuine grassroots affordable tool that almost any campaign can take advantage of. Think about a state rep’s race where you could add 2,000 votes to the pool.”

-George Shipley , CEO at Shipley & Associates



Social Innovation Starts with Community

The Center for Social Innovation at Springdale General is a 10 acre, 15 building, campus in East Austin. The Center for Social Innovation consists of 60,000 square feet designed for innovative nonprofits, start-ups, and accelerators. As of the Grand Opening in December 2018, 100% of the office space in buildings 2 through 15 was leased and remained fully occupied throughout all of 2019.



▶ Coworking with Purpose

In March of 2019, Notley officially opened Relay Coworking in building 1 of the Center for Social Innovation at Springdale General. The 10,640 square foot space provides a collaborative and subsidized office space for the social impact community in Austin. Organizations Relay has hosted this year include: Verb, Civitech, Women's Health and Family Planning of Austin, DivInc, Tarmac, and Naturally Austin.

▶ Events at Meet at Relay

Meet at Relay launched at The Center for Social Innovation in the Fall of 2018 and over 57 events were held there in 2019. The flexible meeting space was designed for impactful gatherings. 2019 events included Glimmer of Hope Gala, Priscilla Chan SXSW event, speaking engagement by Nancy Pelosi, Austin Startup Week CPG Track and the Creative Meet Business Conference.

100% lease capacity
entirety of 2019

70,000 sq ft
subsidized office space

75 organizations
coworking at Relay

57 events hosted at
Meet@Relay

▶ Center for Social Innovation Tenant List

- Tarmac, CALSO
- DivInc
- Earthly Labs
- EcoRise
- TX Campaign to End Teen Pregnancy
- Venture Lab/Esteam Foundation
- David Weekley Foundation
- Jane's Due Process
- Verb
- bThere
- Brew Bike
- Bandwagon
- Kibo Foods
- Women's Health and Family Planning of Texas
- TechAdvocate Group
- Suiteness
- Fluxbucket
- Indivisible
- FWD Impact
- Kairos Fellows
- Travendly
- Naturally Austin
- Beatbox
- Upper Ninety
- Senior Access
- Red Door Communications
- CODE Exitos
- AC4D - Austin Center for Design
- ACDDC / Housing Works
- AIDS Services of Austin
- Austin Parks Foundation
- Bloom Communications
- The Brown Firm
- Civitech
- College Forward
- Comfort Crew
- CRU
- Deeds Not Words
- Drawn
- Glasshouse Policy
- Huston Tillotson University
- Latinitas
- Lionhear
- Impact Factory
- MRC
- Progress Texas
- Shelf Studio
- Texas Book Festival
- Texas Defender

► Notley Partners:

Where Business Meets Community Impact

Our Notley Partners program is a community of business leaders catalyzing impact and economic opportunity through social innovation. Partners connect with other socially conscious and connected leaders committed to using their company for good.

\$50,000
raised for Notley
initiatives and ecosystem

5
2019 partners

81
volunteers

324
hours served



In 2019, our Notley Partners' employees joined the rest of the Notley team for 5 different volunteer days in Austin supporting Community First Village, Ronald McDonald House and the Sustainable Food Center.

► Thank you to our 2019 Notley Partners!

Cushman & Wakefield | Regions | Traverse Legal | Maxwell Locke & Ritter | PWC

Expressing

Gratitude

We would like to take a moment to acknowledge the extensive network that supports Notley and our ecosystem. Our success from the beginning, and more than ever in 2019, is directly tied to our community of supporters whose generosity matches and amplifies Notley's own investment.

We thank you for your support throughout all of 2019. As we grow, we will continue to create opportunities for business leaders, investors, entrepreneurs and philanthropists to join us – we can make a bigger impact together than alone.

2020, we're ready for you!

**“The betterment of society
is not a job to be left to a
few. It’s a responsibility to
be shared by all.”**

**– David Packard,
Co-founder of Hewlett-Packard**

NOTLEY

www.wearenotley.com