WE live in a rapidly changing world where information, people, and resources are moving faster than ever, heightening the urgency to solve the most challenging problems of the 21st century. Simultaneously, new ideas and tools have emerged, expanding our opportunities to create lasting social impact.

At times like this, it is important for Tides to act boldly. It isn’t enough to keep up with change; we need to stay in front of it. As we look to the future, I’m honored to share Tides’ new vision, mission, and approach with you.

Our community’s success in 2014 shows what can be accomplished when we work together. In collaboration with partners like you, Tides made grants in more than 104 countries and in 49 US states. We worked with companies like Google and Patagonia, and with NoVo, Open Society Foundations, and hundreds of donors and nonprofits to deliver funding and services to improve lives and restore ecosystems across the globe. More than 100 social ventures learned together and worked out of Tides’ collaborative workspaces in San Francisco and New York City. In all of these efforts, Tides accelerated the path to impact for our clients.

We are excited by the dynamic ecosystem around us. You have inspired us to evolve in order to better meet the needs of our partners and adapt to the ever-changing global landscape of possibilities. By sharing this report, we welcome you into a conversation about how we can help deepen our impact given the time, money, and effort that you dedicate to the issues that you care about the most.

I thank you for the part you have played in Tides’ history and welcome you to this next adventure together.

KRIS DEIGLMEIER
CHIEF EXECUTIVE OFFICER, TIDES
TIDES VISION, MISSION, AND APPROACH

A world of **SHARED PROSPERITY** and **SOCIAL JUSTICE** founded on:

- Equality & Human Rights
- Quality Education
- Sustainable Environment
- Healthy Individuals & Communities

Tides **ACCELERATES THE PACE OF SOCIAL CHANGE**, working with innovative partners to solve society’s toughest problems.

- We **CROSS BOUNDARIES** and link sectors, communities, and cultures.
- We **ACT WITH EMPATHY AND RESPECT**.
- We **EMBRACE RISK**.
- We **PRIORITIZE IDEAS THAT CAN SCALE**.

Tides **ACCELERATES THE PACE OF SOCIAL CHANGE**, working with innovative partners to solve society’s toughest problems.
CHARITABLE GIVING & GRANTMAKING
We design and implement philanthropic programs to help donors, institutions, and corporations achieve meaningful results and streamline the process for both grantees and funders. We provide donor-advised funds, collective action funds, and many other charitable-giving vehicles that support donors in driving impact.

IMPACT INVESTING
Tides offers clients a robust set of socially responsible investment options such as socially screened funds, mission-related investments (MRIs), fossil fuel-free funds, and high-growth, venture-backed funds, making it easy for clients to align their investments with their impact goals.

FISCAL SPONSORSHIP & MANAGEMENT SERVICES
Tides provides sophisticated management services so leaders can focus on their missions. Backbone services and expertise are available in areas such as financial management, legal compliance, grants management, human resources, payroll, and benefits.

COLLABORATIVE SPACE
Tides’ multi-tenant centers in San Francisco and New York City offer high-quality environments for social ventures, nonprofits, and innovators to work, learn, and grow together, amplifying their efforts to solve our world’s most complex social and environmental problems.

SOCIAL IMPACT CONSULTING
Tides offers highly customized expertise to meet each client’s needs in pursuit of social impact. We can assist in designing philanthropic giving programs, managing grant application processes, structuring charitable investments in innovative social ventures, and much more.

TIDES INNOVATION LAB
Tides Innovation Lab coordinates our efforts to experiment, iterate, and continually improve our own programs, share learning about the spectrum of Tides’ services and beyond, and shape the landscape for other organizations working for positive social change.

THE ADVOCACY FUND
Tides’ Advocacy Fund, a 501(c)4 nonprofit organization, provides a unique opportunity for organizations, initiatives, and grantmakers to lobby for a cause, give money to an advocacy group, or impact legislative activity to advance their missions. theadvocacyfund.org
In 2014, Tides partnered with Google.org on the Regional Google Impact Challenge, a philanthropic initiative that invites local nonprofits to share ideas about how they would use innovation and technology to make a better world. In the San Francisco Bay Area, $5 million in grants were awarded to 25 organizations, including winners: Bring Me a Book, Center for Employment Opportunities, Hack The Hood, and The Health Trust. In Brazil, 7 million Brazilian reais in grants were awarded to 10 Brazilian organizations, including winners: Conservação Internacional, Zero A Seis, Meu Rio, and Instituto Geledés. Tides worked closely with Google to apply best practices and provide a range of resources to build the nonprofits’ capacities and help them become more effective and sustainable. This partnership illustrates Tides’ work to cross boundaries and link sectors, communities, and cultures.
google.org/local-giving/impact-challenge

West Harlem Development Corporation

When Columbia University in New York City sought to expand into 17 acres of West Harlem, the local community had many concerns and questions. Under a Community Benefits Agreement, Tides acts as a neutral platform to provide fiscal sponsorship and grant-making services based in empathy and respect for all stakeholders. This allowed the West Harlem Development Corporation (WHDC) to focus on engaging diverse points of view to define a vision of shared socioeconomic prosperity for West Harlem residents. The WHDC, with Tides’ support, is now implementing this vision through ongoing community collaboration and leveraging of university resources to support education, affordable housing, and other community priorities in West Harlem.
westharlemdc.org
Tides Listening Conversations

In response to the untimely death of Michael Brown and other issues of police brutality against men and boys of color, Tides partnered with The Advocacy Fund and Oakland Rising to convene twenty men and boys of color ages 16 to 24 with more than 200 concerned community leaders in a forward-focused examination of this question: What must happen in America to make sure that what happened in Ferguson, Missouri, never happens again? By engaging those whose lives are most affected, Tides Listening Conversations, an initiative of the New Majority Opportunity, supports communities to envision a future of their own design, exchange ideas, and collaborate to create meaningful change.

newmajorityopportunity.org

Young Center for Immigrant Children’s Rights

Since 2003, the Young Center for Immigrant Children’s Rights has advocated for the best interests of unaccompanied immigrant children as the sole organization in the nation doing this important legal work. Over the last three years, there has been an exponential increase in unaccompanied immigrant children coming to the United States escaping violence and poverty in their home countries. When the Young Center opened three new offices to respond to the growing need for their services, Tides provided back office support in financial management, payroll, grant administration, human resources, and legal services, and helped the Young Center establish a state-based criminal background check process to ensure legal compliance and client safety. Working to address the needs of unaccompanied immigrant children requires tremendous sensitivity and care. This initiative reflects Tides’ work to embrace challenges and adapt to the rapidly changing global landscape in order to discover new solutions and enable our clients to focus on achieving their missions.

theyoungcenter.org

Years of Living Dangerously

The massive problem of climate change requires exponential shifts in our awareness and behavior. Tides partnered with donors to fund the production and education campaign of the Emmy award-winning documentary *Years of Living Dangerously*, a nine-part Showtime series about the places and people affected by global warming. The series was created by former 60 MINUTES producers Joel Bach and David Gelber and was executive produced by James Cameron, Jerry Weintraub, and Arnold Schwarzenegger. The series has reached millions of viewers in 145 countries worldwide with compelling information about the human impact of climate change, and exemplifies Tides’ work to prioritize ideas that can scale. As the producers seek distribution for a second season, the audience continues to grow via online viewing and social media.

yearsoflivingdangerously.com
As a fiscal sponsor, Tides accelerated the impact of 217 social ventures across the United States.

Tides made 2,927 domestic grants totaling $102 million.

In Tides Collaborative Space, more than 100 social ventures worked, learned, and grew together in San Francisco and New York.
Outside the United States, Tides granted $29.6 million to social ventures, nonprofits, and innovators in 104 countries.
TIDES FOUNDATION GRANTMAKING FOCUSES RESOURCES ON THE ISSUES THAT MATTER TO YOU

- Economic Development: $15M
- Equality & Human Rights: $37.1M
- Sustainable Environment: $14.3M
- Healthy Individuals & Communities: $21.8M
- Quality Education: $40.6M
2014 was a year of growth and increasing impact.

87% of total revenue was distributed in grants or expended in programs, directly driving social change in communities around the world.

+17%  
2013: $206M  2014: $240M  
Revenue

+39%  
2013: $95M  2014: $132M  
Grants Made from All Funds

+9%  
2013: $244M  2014: $265M  
Assets Under Tides’ Management

2014 Financial Snapshot

Revenue
Grants & Contributions $218M
All Other $22M
Total $240M

Expenses
Program Services $78M
Grants & Awards $132M
Shared Services & Fundraising $21M
Total $231M

Surplus $9M

For more information: TIDES.ORG/ABOUT/FINANCIALS/
PARTNERSHIPS TO ACCELERATE IMPACT

By partnering with innovative people and organizations around the world, 2014 was a year of tremendous impact for Tides. Together we supported community-based organizations working to build a more just, sustainable, and prosperous world. We advanced public dialog around issues like climate change, child immigration, and the criminal justice system. We catalyzed meaningful change to improve livelihoods and ecosystems in the U.S. and overseas. In 2014, Tides worked with hundreds of foundations and corporations and thousands of individuals, amplifying the strength of individual efforts to solve society’s toughest problems.

A Legacy of Care for People and Our Planet
Reed Cooper was born in Long Island in 1943. He studied at UC Berkeley, receiving dual degrees in music and mathematics, and played the violin, stand-up double-bass, bass guitar, and keyboard. Reed spent many years as a part-time musician in New Mexico, and then returned to Berkeley and became a programmer with a start-up financial services company called Barra.

Reed loved music, learning languages, hiking outdoors, photography, wood-working, good books, and thoughtful conversation. Although he never married, he was surrounded by his family and friends to his very last days.

In 2014 Reed made a generous bequest to Tides, which will help to further his love of this planet and its people.

Learn more about Reed Cooper.

PLEASE CONSIDER TIDES IN YOUR PLANNED GIVING.
We are thankful for our staff at Tides and appreciate their dedication to building a better world in collaboration with our partners.

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COVER PHOTO: West Harlem Development Corporation’s festive year-end community event, Celebrating West Harlem’s Diversity Through the Holidays. CREDIT: Marlene Naanes