DARING CHANGE™

TIDES
A Force for Social Good

2018 Overview
Letter from the CEO

Four vital lessons to build a better world

In our world of constant change, it’s imperative to analyze the lessons of the past to inform our work today and opportunities for the future. As I prepare to leave Tides and reflect on my five years as CEO, and years of research, four lessons stand out that are vital to achieving the future we all want to build:

Seize the Future and Go All In with Innovation

Innovation drives progress, but today, as Stewart Brand says, “Once a new technology rolls over you, if you’re not part of the steamroller, you are part of the road.” As the business sector rolls ahead, we must innovate for social good with equal or greater intensity. Of course, there are no silver bullets to the challenges of our time. Therefore, the solutions are dependent on the aggregate of myriad innovations, big and small, incremental and disruptive—all have the potential for impact, especially in the world of social benefit.

Build Coalitions: Don’t Go It Alone

Social change sticks when coalitions get too big to kill. My research has shown that for social innovations, movements, and direct service solutions, coalition-building becomes an essential strategy for impact as these approaches scale. Coalitions bring the strength of different entities together to ensure the common goal is achieved. They also collectively amplify power.

Choose Outcomes

Solving social problems is a journey that is full of uncertainty, trial and error, and analysis. Today, we have tools and data to help us understand what is working to get to the outcomes faster. As a social impact field, we need to face the truth that technology, data, and analysis in service of outcomes are core to how all organizations operate and should be funded as such.

This is hard, messy work, but we’re on our way: Initiatives and grantees across Tides and beyond demonstrate how the strategies above are delivering impact for people and the planet. I look forward to welcoming a new CEO in early 2020, and to continuing to challenge ourselves, together, to Dare Change.

Sincerely,

Kriss St. Clair

Tides CEO

To read more about Kriss’ four lessons, please visit tides.org/news-resources
We are a tenacious partner for bringing your bold ideas to life.

Whether you want to create a philanthropic giving program, launch a social venture, invest for impact, or build a collaborative initiative, we provide a home for your money and ideas. We leverage our expertise and extensive toolset so you can hit the ground running and focus on scaling your impact.

**Vision**

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

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

**Mission**

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

**Approach**

- We **CROSS BOUNDARIES**, linking sectors, communities & cultures.
- We **ACT WITH EMPATHY & RESPECT**.
- We **ENGAGE** with those whose lives are affected.
- We **EMBRACE RISK**.
- We **PRIORITIZE IDEAS THAT CAN SCALE**.
Scaling Solutions

Solving today’s toughest challenges requires a diverse set of tools, as well as the expertise to know how and when to use them. We take an integrated approach to our work, focusing on adaptable, scalable solutions. Management services are our bedrock. We take care of complex infrastructure needs, so you don’t have to. From there, we build consulting and collaborative solutions tailored to your impact goals.

$3.5B+ MOBILIZED FOR SOCIAL CHANGE SINCE 1976

1500+ SOCIAL VENTURES ACCELERATED AND SCALED SINCE 1977

250+ SOCIAL VENTURES IN SHARED SPACES IN SF & NY SINCE 1996

$332M+ IN 2018:

$438M+ GRANTS AWARDED TO SOCIAL CHANGE ORGANIZATIONS IN THE U.S & AROUND THE WORLD

150+ IMPACT INVESTMENTS, SOCIALLY RESPONSIBLE ASSETS, AND CASH EQUIVALENTS

85+ SOCIAL VENTURES RECEIVING FISCAL SPONSORSHIP AND ACCELERATION SERVICES

SOCIAL VENTURES IN SHARED SPACES IN SF & NY

Impact Investing Collaborative Initiatives Social Impact Consulting

CHARITABLE GIVING & GRANTMAKING SOCIAL VENTURE MANAGEMENT COLLABORATIVE WORKSPACES
Effective Philanthropy: Investing for Impact

Tides is a philanthropic partner to individual and family donors, private foundations, donor collaboratives, and companies of any size. For decades, we’ve been creating innovative ways to invest for impact. We offer our partners a variety of tools to leverage their assets for social change, including grantmaking, philanthropic advising, and impact investing.

Tides is committed to maintaining a 100% impact portfolio, with $438M in impact investments, socially responsible assets, and cash equivalents.

Domestic and International Grantmaking
Your partner in executing grants from start to finish. We’ll help structure your RFP or grant application processes, perform due diligence, award funds, and handle reporting with care and responsibility.

Strategic Philanthropic Advising
Cross-issue expertise and effective grantmaking strategy for driving the greatest impact.

Collaborative Services
Design, facilitation, and implementation to bridge funding silos, such as donor circles and funder collaboratives.

Comprehensive Impact Investing
Unique values-aligned investments that further your philanthropic legacy, including mission-related investments in specific for-profit initiatives.

With Tides’ support, we’ve been able to mobilize and distribute over $700,000 USD over four years to over 90 grassroots activist groups in over 60 countries. This partnership ensures the global feminist movement is more sustainable with renewed energy and diverse leadership, helping to achieve a more just and peaceful world.”

— Devi Leiper O’Malley, Co-Director, FRIDA The Young Feminist Fund
Innovative Partners Solving Society’s Toughest Problems

Tides is a mission-driven organization where your impact is amplified by our partners’ efforts to bring the vision of a world of shared prosperity and social justice to life. This vision is realized through our work in five core issue areas.

In 2018, Tides directed $75 million in 1,144 grants to organizations and initiatives advancing equality and human rights. This year we also served as a fiscal sponsor to over 30 human rights-focused social ventures.

“Tides is nimble and creative enough to help us act quickly. We count on our relationships with their staff when we need support. It’s a true partnership, and it’s helped individuals around the world connect and make progress toward global LGBTQI equality that wouldn’t be possible without Tides.”

– Sean Eldridge
funder & activist, Equality Without Borders

Tides Issue Areas

**SPOTLIGHT:**

$75 M **EQUALITY & HUMAN RIGHTS**

$17 M **SUSTAINABLE ENVIRONMENT**

$31 M **ECONOMIC DEVELOPMENT**

$67 M **QUALITY EDUCATION**

$142 M **HEALTHY INDIVIDUALS & COMMUNITIES**

We are honored to work with our partners who are helping make the world a more equitable place. Here are a few examples:

**Immigrants United Collaborative**
Bridging technologists and nonprofits

Amid a heightened time of division and crisis for immigrant-serving nonprofits, Tides has engaged social change leaders on the ground to co-design the Immigrants United Collaborative (IUC). IUC aims to build sustainable data-management and technology infrastructure for nonprofits to manage, share, and report on high volumes of critical information related to vulnerable migrant communities. This effort bridges funders, technology experts, and nonprofits to bring coordinated funding and capacity building to immigration organizations. Serving as the lead facilitator for this multi-stakeholder collaborative, Tides consults on initiative design, fundraising strategy, and implementation.

**Equality Without Borders**
Bolstering global LGBTQI movements

Equality Without Borders (EWB) was born from the desire of individual donors to collaborate on funding critical human rights work for LGBTQI communities around the globe. Tides offers streamlined support for EWB and straightforward access for their grantees, allowing them the space to focus on their crucial work in the field. Through a collective action fund at Tides, EWB helps donors support and connect with LGBTQI projects and groups fighting for relationship recognition, decriminalization, and nondiscrimination, and gender identity protections, especially in the Global South where philanthropic contributions to these issues have been comparatively limited. In 2018 alone, EWB granted $1,427,000 to organizations fighting for LGBTQI justice. By partnering with Tides, EWB is able to push for crucial reforms, resulting in policy victories and strengthening movements across the world.

**Twilio + Edovo**
Leveraging Investments for Social Good

Edovo brings wireless networks and tablets into jails and prisons across the country to make education and communication possible for incarcerated people. In a very short time, Edovo has been able to reach more than 100,000 people with educational opportunities. Edovo has a presence in well over 150 facilities across the country, reaching tens of thousands on a daily basis. Inspired by Edovo’s efforts to change the prison system, cloud communications company Twilio.org wanted to provide them with resources that would allow them to scale their impact to other areas of the country. Working with a donor advised fund at Tides, Twilio.org has been able to easily and efficiently provide grants to nonprofits as well as investment in for-profit social enterprises such as Edovo, pushing the boundaries of what’s possible in creating social impact through philanthropy.

**Community Justice Exchange**
Building a new vision of criminal justice

Community Justice Exchange (CJE) joined Tides in 2018 as a national hub for organizations to develop shared tools and practices to end mass incarceration. One of CJE’s core projects is the National Bail Fund Network, a collection of over 70 community funds that use bail payment and other strategic actions in campaigns to end cash bail and pretrial detention in both the criminal and immigration detention systems. The human rights crisis at the United States border makes their work more urgent than ever, and working with Tides means that CJE is able to collect and distribute rapid response grants to organizations in the Network wherever and whenever they are needed most, sometimes within a single week. Since joining Tides, CJE has raised over $400,000 in rapid response funds from nearly 5,000 donors to support the work of freeing people from jails across the country.

“The collaboration between Tides, Twilio.org, and Edovo is one of our shared values for driving scalable impact. You take the talents of each of those organizations—communications, access to corrections, and understanding of impact and finance at scale—you put those together and we are unquestionably going to change the trajectory of criminal justice in America.”

– Brian Hill, Edovo CEO

Visit tides.org/news-resources for a video interview with Twilio.org, Edovo, and Tides

**Kate Spade NY**
A corporate strategy for empowering women

Kate Spade NY empowers women to be the heroines of their own stories. Their on purpose initiative combines commercial and philanthropic capital to directly improve the lives of people and communities who produce their handbags, maximizing their corporate social impact. A portion of sales from their “Shop with Purpose” events feed directly into a donor advised fund at Tides. This fund distributes grants to nonprofit partners who provide infrastructure and training to fuel sustainable development for everyone in the communities—women, men, and children—where their suppliers are based. Their first on purpose supplier, based in Masoro, Rwanda, employs 250+ women from the community. Locally-run and employee-owned, Kate Spade NY is able to provide sustainable income, benefits, and a suite of empowerment classes in health and financial literacy.
Launch and Scale

Bold Social Ventures

As a champion for progress and innovation, Tides places immense value on the creativity and innovation of established and up-and-coming social change leaders. We know that the success of your vision depends on expert advice to scale your organization coupled with effective systems and operational support. With Tides, you can also access and collaborate with a mission-aligned community of changemakers to amplify and accelerate your impact.

Comprehensive Nonprofit Management
Fiscal sponsorship with the expertise and systems to optimize financial and grant management, human resources, and governance.

Collaborative Initiatives
A home for your nonprofit or cross-sector alliance with expert design, implementation, and management.

Expert Consulting
Advisory support on capacity building, efficient scaling, and strong governance of your social venture.

Risk & Liability Management
Compliance expertise to anticipate and guard against legal and regulatory risks and other potential hazards.

Shared Workspaces
Affordable, sustainable office and event spaces with values-aligned changemakers and social ventures.

If you have ever had an idea or a vision that you have tried to make real, you will know what it takes to get it off the ground and maintain it at the back end: the systems, the people, the policies, and the statutory compliance.

For more than 15 years now, Tides has provided that for our work with efficiency, grace, and skill. The staff are amazing: competent, responsive, helpful, friendly…downright ‘super heroes.’ This support has freed our energies for strategic thinking and focusing our energies for work that really matters to us.”

– Dipak Naker, Co-Director, Raising Voices

Tides accelerates the impact of 150 social ventures as their comprehensive fiscal sponsor. In 2018, Tides received and managed $150M+ of support for our social ventures.

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Collaborative Workspaces for Changemakers

Tides manages a robust community of nonprofits and social enterprises, connecting diverse people and organizations across two collaborative workspaces. Tides Converge in San Francisco first opened in 1996 and now houses 450 people across 75 mission-aligned organizations. Our second workspace, in New York City, is home to ten organizations, and was the first ever dedicated nonprofit work and conference space in Lower Manhattan. Tides provides below market-rate rent, making it affordable for social ventures to work side-by-side with innovative peers in some of the nation’s most sought-after real estate.

Collaborative Workspace Consulting

Tides also offers custom solutions for mission-aligned changemakers and corporate partners seeking to create, manage, or activate working space. In 2017, we helped to launch the Google Community Space in San Francisco, working to develop a membership model and equitable community framework. Tides now manages daily operations for Google’s downtown community space, providing high-quality event and workspace for 700+ Bay Area nonprofits.

[As] a tenant of Tides’ collaborative workspace, participating in this vibrant, inspiring community generates new ideas, connects us with resources and partnerships that advance our mission, and personally sustains us with its camaraderie.

– Trish Tierney, Co-founder, WAKE

2018 Financial Snapshot

### Revenue

- Grants & Contributions: $527M
- All Other: $21M
- Total: $548M

### Expenses

- Grants & Awards: $302M
- Program Services: $104M
- General Operating & Administration: $23M
- Fundraising (Tides Social Ventures): $12M
- Total: $441M

### Surplus

- $107M

### Assets Under Tides Management

- Impact Investments: $363M
- Cash Equivalents: $75M
- Other Assets: $96M
- Total: $534M

In 2018, 92% of expenses went towards grants or programs, directly driving social change in communities around the world.

Tides is committed to a 100% impact portfolio, using all of our assets to maximize our charitable impact. We prudently manage risk and maintain sufficient cash on hand to encourage near-term grantmaking and programmatic support.

For more information, see [http://www.tides.org/about](http://www.tides.org/about)
2018 Board of Directors:

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The impact of our work is made possible by the shared commitment of our board, our staff, and our partners.

WE PUSH THE BOUNDARIES WITH EVERY DOLLAR & IDEA TO FUEL REAL & LASTING CHANGE.

Visit us at www.tides.org or contact us at info@tides.org for more information.

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