



TECH2EMPOWER USA SPRING 2022 IMPACT

"I'M SO HUMBLLED TO HAVE LEADING TECH INDUSTRY EXPERTS ADVISE US ON THIS KEY PROJECT. IT WAS AMAZING TO SEE HOW THEIR MINDS WORKED AS THEY PROPELLED THE PROJECT FORWARD. THEY REALLY SET US UP FOR SUCCESS."

-MARGARI HILL, TECH2EMPOWER PARTICIPANT, **MUSLIM ARC**

WAKE (Women's Alliance for Knowledge Exchange) has supported 230+ social impact organizations and directly trained, coached, and mentored over 1,200 leaders and students from 11 countries and 25 states across the U.S. through its initiative, **Tech2Empower**.

Tech2Empower USA creates impact for social justice nonprofits by harnessing the power of tech, volunteerism and collaboration. Each participating nonprofit proposes a project that will strengthen and advance their work. **WAKE** then matches talented, dedicated **Advisors** with the inspiring nonprofit teams for meaningful collaboration,

Tech2Empower projects help nonprofits grow digital marketing strategies, leverage tech for impactful storytelling, customize databases and operational systems, and rebrand websites and pitch decks for fundraising.

This spring, **40** Advisors joined Tech2Empower from 13 leading companies, including **Google, Meta, Uber, Lyft, and Salesforce**. During the 6-week program, the volunteers collaborated on impact projects with organizations focused on critical social justice issues.



TECH2EMPOWER USA SPRING 2022 AT A GLANCE

14	Impactful nonprofits supported	40	Volunteer tech Advisors
35	Women's rights + social justice leaders	13	Companies represented by Advisors

Top focus areas for Tech2Empower USA Spring 2022 participating nonprofits include:

WAKE welcomes nonprofit organizations focused on issues related to women's rights and social justice to join **Tech2Empower USA**. Participants represent a wide range of organizational types, from small, local-community focused organizations, to groups with sweeping national goals, to individual chapters of well-established global nonprofits.

- Reproductive Rights & Justice
- Immigrant Rights & Justice
- Women & Girls Leadership
- Racial Justice
- Combatting Gender-Based Violence
- Food access and security

SPRING 2022 NONPROFITS





reproductive
health
access
project

FEATURED TECH2EMPOWER
SPRING 2022 PROJECTS

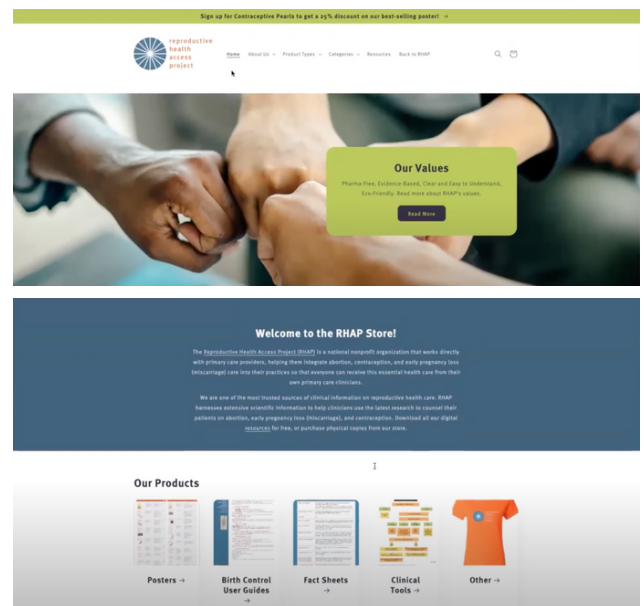
The **Reproductive Health Access Project** trains, supports, and mobilizes primary care clinicians to ensure equitable access to sexual and reproductive health care. RHAP fills critical gaps in clinical education and care delivery by centering communities most impacted by barriers to care with a focus on three key areas: abortion, contraception, and miscarriage. This work helps build a bridge between the primary care community and the reproductive rights, care, and justice movement.

One of the primary ways RHAP accomplishes this mission is by providing patient education resources to clinicians. These resources are free on their site but can also be purchased by clinicians to share physical copies with their patients. The store is a valuable community resource, but prior to **Tech2Empower** it had not been updated in 10 years. RHAP recognized the site was outdated, contained broken links, and overall was not user friendly.

Tech2Empower matched RHAP with skilled Advisors from Uber Freight. Together, over the course of 6 weeks, the team completely reimaged and built the new RHAP store. It includes updated navigation, allows users to filter by product type or resource category, streamlines purchasing, and makes the site visually more accessible and beautiful. Tech2Empower Advisors also provided RHAP with a how-to guide so they can maintain the store going forward. The store went live on RHAP's site during the team's final meeting when they hit the launch button together!

“Tech2Empower allowed me to share my skills to help support a small, hard working team achieve one of their goals. RHAP does fantastic work, and I am grateful I was able to help further their work.”

-Katie M.
Tech2Empower Advisor, *Uber Freight*



“WORKING WITH UBER FREIGHT [ADVISORS] AND TECH2EMPOWER REALLY HELPED TO MAKE A DREAM OF OURS COME TRUE. WE HAD CONTINUOUSLY TALKED ABOUT UPDATING OUR STORE WEBSITE BUT WERE NEVER ABLE TO FORM A SOLID PLAN OF ACTION.

NOW NOT ONLY DO WE HAVE A BEAUTIFUL, ENGAGING STORE, BUT WE HAVE THE SKILLS TO MAINTAIN THAT STORE.”

-Brandy B.
TECH2EMPOWER PARTICIPANT,
REPRODUCTIVE HEALTH ACCESS PROJECT





“I HAD HIGH HOPES [GOING INTO TECH2EMPOWER] AND THOSE WERE JUST BLOWN OUT OF THE WATER. IT WAS WAY MORE HANDS ON AND EFFECTIVE THAN I EVER THOUGHT IT WOULD BE, BECAUSE THE TEAMS WERE SO PROFESSIONAL. **THE ADVISORS HAD SO MUCH KNOWLEDGE, AND THE WAY THAT THEY WERE ABLE TO RELAY THAT KNOWLEDGE TO US WAS SO EMPOWERING. IT WAS REALLY GREAT.**”

-KELLY C.

TECH2EMPOWER PARTICIPANT, FARM TO PANTRY



Farm to Pantry
Cultivating Community through Healthy Food

Farm to Pantry is on a mission to end food injustice and reverse global warming by rescuing and sharing locally grown food with those who are food-

insecure. They envision an equitable food system in which everyone has access to healthy food that provides dignity, nourishes the community, and heals the planet by reducing waste. This work has been particularly important during the Covid-19 pandemic, as food insecurity rises locally, and across the country. Farm to Pantry has been able to increase their gleans and feed even more people in need of access to healthy food.

Looking for a way to visually and succinctly tell the story of what they do, Farm to Table teamed up **with video production professionals from Google during Tech2Empower**. Together, the team set out to storyboard, shoot, and edit several short videos to showcase this impactful work. They covered tips and tricks for capturing stories, conducted interviews with farmers and recipients in their community, and learned to use video editing software. In the end, the nonprofit has a solid social media package and the skills to continue sharing their impact stories.

“The collaboration was really important on both ends. It wasn't just us [as Advisors] giving to a nonprofit, but we also learned a lot ourselves. So it was really an empowering thing, for us learning more about something going on in our community and how we can get involved and for them to up their tech skills that they needed.”

-Missy W.
Tech2Empower Advisor, Google



JUSTICE AT LAST

Justice at Last works to empower those who have been labor trafficked and commercially sexually exploited by providing access to free comprehensive legal services, advocacy and specialized trainings to transform survivors' lives.

Like many nonprofits, Justice at Last works to provide these services to as many individuals as possible but are restricted by lack of resources.

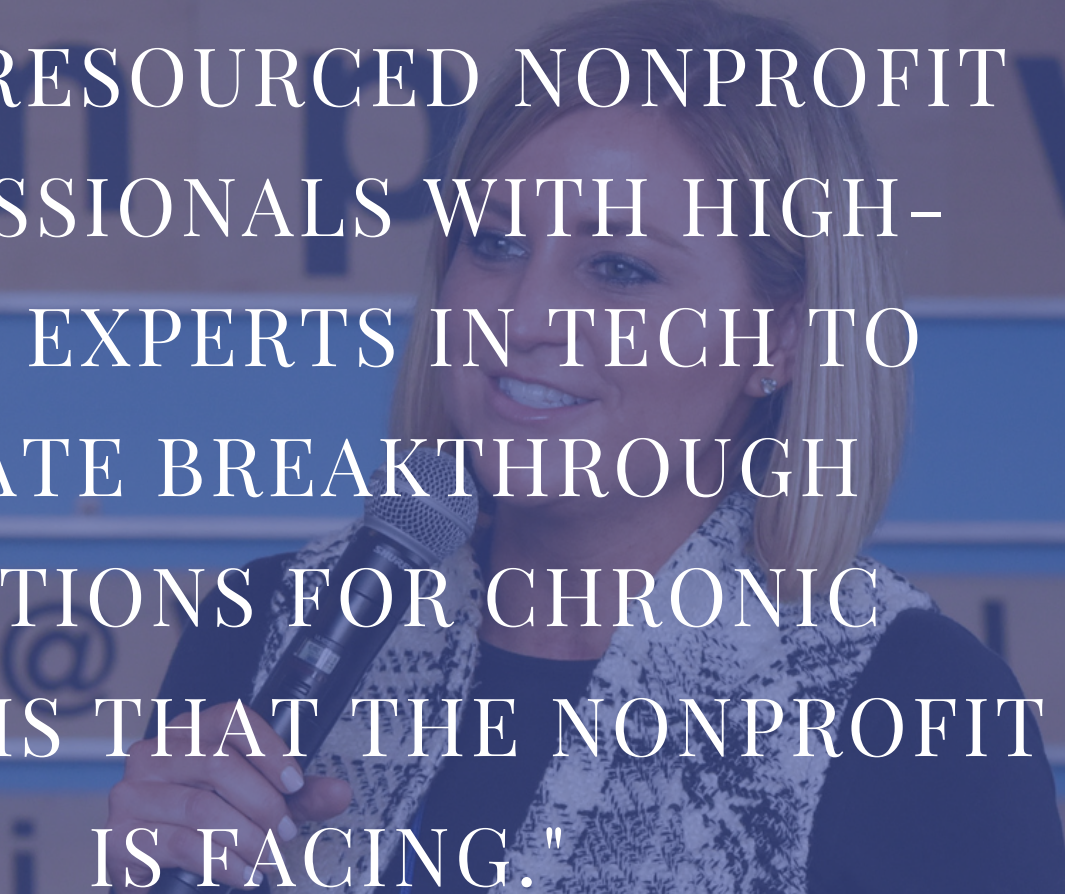
Joining Tech2Empower, the Justice at Last team sought collaborative assistance from Advisors at Google and SheBD to help create a new financial and strategic plan that would enable them to grow their work and help more people facing issues of labor exploitation and abuse. Together, they looked at the nonprofit's income streams, discussed new revenue and fundraising opportunities, ran an assessment of their inflow and outflow, and even worked on support resources for their staff. All of this put Justice at Last in a better position to continue and expand their important work.

“Tech2Empower inspired our organization to make the changes we needed to achieve our goals and improve the way we work!”

-Antonia B,
Tech2Empower participant, *Justice at Last*

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"WAKE'S TECH₂EMPOWER
PROGRAM IS MAGICAL.

IT PAIRS OVERWHELMED AND
UNDER RESOURCED NONPROFIT
PROFESSIONALS WITH HIGH-
LEVEL EXPERTS IN TECH TO
CREATE BREAKTHROUGH
SOLUTIONS FOR CHRONIC
PROBLEMS THAT THE NONPROFIT
IS FACING."



-MELISSA R.

3 TIME TECH₂EMPOWER NONPROFIT PARTICIPANT,
RUNNING START