



# Tech2Empower USA Fall 2022

## Impact Report

**WAKE** has supported 275+ social impact organizations and directly trained, coached, and mentored over 1,380 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 nonprofit leaders for meaningful collaboration.

**Tech2Empower projects** help nonprofits design digital marketing strategies, leverage tech for impactful storytelling, customize databases and operational systems, refresh websites, and create pitch decks for fundraising.

*“As a small, resource-constrained nonprofit, the opportunity to participate in Tech2Empower is truly transformative. To have the opportunity to leverage the expertise of passionate advisors with unique skill-sets that our team does not have brings a new lens to our work and the tech challenges we're facing.”*

- Flory Wilson, Tech2Empower Participant,  
**Gender IDEAL**

## Tech2Empower USA Fall 2022 At a Glance

**33** | Volunteer Tech Advisors

**31** | Social Justice Leaders

**12** | Impactful Nonprofits Supported

**11** | Companies Represented by Advisors

This fall, **33 Advisors** joined Tech2Empower from **11 companies**, including Cendyn, Google, Lyft, 10up, Twitter, Salesforce, and Uber Freight. During the 6-week program, the volunteers collaborated on impact projects with organizations focused on critical social justice issues.

# Tech2Empower USA Fall 2022 Nonprofit Partners

WAKE welcomes nonprofits 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.

## Top Focus Areas for Tech2Empower USA Fall 2022 Nonprofits:



Women's Empowerment and Leadership



Climate Justice



Reproductive Rights and Justice



Housing Rights and Advocacy



Criminal Justice Reform



Combating Gender-Based Violence

“Working with the Mujeres Unidas y Activas team I was exposed to a lot more understanding of what immigrant women face in CA & the U.S. I was able also to learn a lot from my fellow advisor on this topic.”  
-Emily M., Tech2Empower Advisor, **Cendyn**

## Meet the Nonprofit Cohort



# Featured Tech2Empower Fall 2022 Projects



## Richmond Reproductive Freedom Project, Richmond, VA

Founded in 2003, The Richmond Reproductive Freedom Project (RRFP) furthers Reproductive Justice by providing practical and financial support for abortion services in Virginia and surrounding communities. RRFP assists people facing financial and institutionalized barriers to abortion services and strives to be a resource to the community through grassroots advocacy for the full spectrum of reproductive rights.

To engage with new and returning supporters, and provide important resources to those seeking support, the team joined Tech2Empower with the goal of revamping their website to make it simpler to navigate, interactive, accessible on all devices, multi-lingual, and easy for the small team to maintain once the program concluded.

Tech2Empower matched RRFP with a team of Advisors from LinkedIn. Together, over the course of 6 weeks, the team reimaged RRFP's website and functionality. They consolidate and clarified critical information and all of the resources that RRFP has to offer.

Tech2Empower Advisors assisted the team in developing new features on the website such as multilingual support, interactive story-sharing, and search engine optimization. The revitalized website will be easily managed by the current RRFP team, ensuring that news and other important information is always up-to-date.



*"Participating in Tech2Empower means that at least someone out there is thinking of the accessibility of tech for small grassroots nonprofits. That someone is looking out for the little guys. And because we were chosen, we get to improve our public facing visuals to be more congruent with who we are, what we have to say, and who we are saying it to."*

Tech2Empower Participant, **Richmond Reproductive Freedom Project**



*"I want to use my skills at work to effect more social change, and Tech2Empower USA embodies that concept. Everyone brings a unique perspective to the problems we're trying to solve!"*

-Lucy L. Tech2Empower Advisor, **LinkedIn**



# Taller Salud, Puerto Rico

Based in Puerto Rico, Taller Salud is a community-based feminist organization improving women's access to healthcare, reducing violence within the community, and encouraging economic growth through education and activism. Their mission is to elevate women's leadership in order to co-create well-being, integral health, and opportunities for individual and collective development.

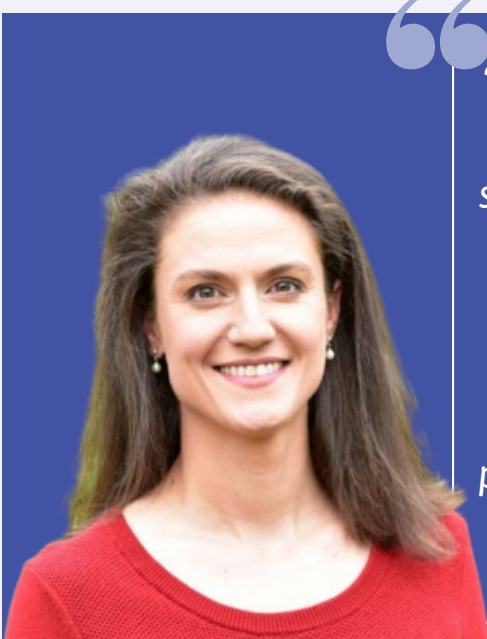


*"We want our donors to feel connected to us as individuals and as an organization. We have learned a lot and this experience was so valuable."*

*-Karina P., Tech2Empower Participant, **Taller Salud***

Looking for a way to visually and succinctly tell the story of what they do and programs they offer, Taller Salud partnered with volunteer Advisors from 10up who brought with them strong interest and experience in website development and programming. Joining Tech2Empower just days after Hurricane Fiona made landfall, the first goal was to re-define the organization's tech and communications priorities. Their primary focus was the donor experience.

After six weeks, the Taller Salud team not only revamped their website to increase accessibility, but also developed new ways to simplify, engage, and expand their donor base. At the conclusion of the program, Tech2Empower Advisors provided Taller Salud with "handoff" details ensuring the organization can continue achieving their goals and managing the refreshed website.



*"To me, participating in Tech2Empower USA means giving back. In my day-to-day, I am surrounded by "techies" and often lose sight of the fact that there are so many people in the world doing life-saving work that don't have the same skill set as me. But in today's world, a strong online and web presence can make-or-break your ability to reach constituents. I am honored to help further the mission of social justice and equity through this program by sharing best-practices and providing clear guidance to our non-profit partner."*

*-Kristina C., Tech2Empower Advisor, **10up***



*“This project has not only helped us consider the depth of possibilities for where we can take our individual giving program, but it has also pushed us to think more intentionally about how our wider network of supporters can be called into Mycelium Youth Network’s work and vision.”*

*-Amber L., Tech2Empower Participant, **Mycelium Youth Network***

## Mycelium Youth Network, San Francisco, CA

Mycelium Youth Network (MYN) prepares youth in the Bay Area — who are most vulnerable to and already feeling the effects of environmental racism — for climate change. They employ a combination of indigenous traditions that emphasize environmental stewardship and relationship building along with a rigorous STEAM curriculum preparing youth for climate resilience. MYN empowers youth to become visionary environmental leaders, connect with ancestral teachings, and trust in the wisdom of the natural world.



THANK YOU TO OUR  
INCREDIBLE TEAM!



The MYN team joined Tech2Empower seeking support to develop an updated annual giving strategy that maximizes the financial capital of its existing donor base while also recruiting and engaging new monthly donors.

Along with their tech Advisors, MYN developed a strategy to build out their end of year giving plan focused not only on fundraising, but also various audiences the organization impacts.

*“This experience is always very inspiring, impactful, and humbling. As an Advisor, I experience a tremendous amount of growth. Everyone comes to the table with immense knowledge and I always walk away with a different worldview!”*

*-Rama R., Tech2Empower Advisor, **Google***



Their program highlights included refining the scope of their intended goals at the start of the program, assets and resource mapping, and creating a specific individual giving strategy in order to create an expanded vision around Mycelium’s expanded network.



“Participating in Tech2Empower means collaborating with experts in the tech field and taking away both tools and skills that will allow our organization to focus on what we're all here to do: engage with our communities, build relationships, and work towards tangible change.

There are so many barriers to actually getting the work done, and T2E is helping us remove those barriers so we can spend our time more efficiently and serve our youth more effectively.”

-Lauren M., Tech2Empower  
Participant, **Free ALAS**

