



 ShiftTM
IMPACT

Dear Friends,

The Shift Network is a company dedicated to awakening individuals to achieve their full potential by providing access to the best transformational education, media and events on the planet.

We see our business as far more than just a vehicle to create wealth for its stakeholders — **we're rooted in a sense of mission** to help co-create a planet that is healthy, sustainable, peaceful and prosperous for all.

We don't stop at asking if we met or exceeded our revenue goals... we also explore how much true transformation is happening in the lives of our program participants... as well as our staff. We also take tangible action to engage those in our network to preserve and restore our precious ecology — along with the innocent and vulnerable cultures who depend upon a natural balance in their regions as much as we do in ours.

We ask if there is a "return on investment" to our souls... are we spiritually fulfilled by our efforts here at Shift?

This is what we mean by impact.

And we see the business and impact aspects of our company as two wings of a mighty bird that are both central to our flight. And we are soaring! Beginning in 2021, we moved into a new phase of our Impact commitment... being proactive about deepening and developing our partnerships with vetted and credible organizations — which we are continuing to expand in 2022. We continue to focus on organizations and projects that share our intentions in the areas of Indigenous Wisdom, Women's Empowerment, Racial Healing, Sustainability, Peacebuilding, and Democracy 2.0.

In addition to providing funding, Shift is collaborating with our most trusted partners to support their next level of visioning and success, growing meaningful relationships and energizing visionary projects. In such cases we are providing in-depth strategic support as well as co-developing new projects — in addition to high-level introductions to potential programmatic partners and funders when appropriate.

Finally, I'm happy to report that Shift recently invested more deeply in our impact endeavors by increasing our Impact department's budget and adding more talented team members. This expansion is allowing us to expand our influence further into our courses and summits, as well as implementing a sophisticated approach to the measurement of our work.

Our plans also include building up the level of support that we extend to our partner organizations, as well as extending free access to Shift programs for under-served communities that could benefit from our offerings.

Our in-house team and our nonprofit allies are deepening and strengthening our bonds. And we're holding the vision that YOU will join us as well, uplifting even more hearts in the process.

Our hope is that this Impact Report, our first ever, will inspire you to become an active part of our extended community. Together we can use our collective power to shift the trajectory of our planet into a realm of tangible *magic*... of real world *impact*!

Warmly,



Deva Haley Mitchell
Co-Founder and Chief Impact Officer
The Shift Network

PS. If you are connected to an under-served community that you feel could benefit from free access to Shift programming... or you have another impact initiative that you'd like us to consider, please reach out to us here: impact@theshiftnetwork.com

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OUR IMPACT PHILOSOPHY

Systemic, Long-Term Initiatives

Overall, we focus on six Impact Focus Areas — Peacebuilding, Indigenous Wisdom, Women’s Empowerment, Sustainability, Racial Healing, and Democracy 2.0. We believe these areas are each central to uplevel the way we live on planet Earth and promote a world that works for everyone. Each of these areas build on the others in a web of relatedness and intersectionality.



Responsive, Short-Term Interventions

While most of our programs and giving are longer-term in nature, a portion of our budget is reserved for responsive giving to meet the urgent needs of these times. For example, we gave a large gift last year to the First Nations COVID-relief fund, as we know native peoples were hit especially hard by the pandemic. We know these responsive gifts can be tremendously impactful — especially as a complement to a larger, more carefully-planned strategy.

Partnerships & Alliances

Knowing that those with “boots on the ground” are the most sensitive to the needs of the populations they serve, Shift aligns with key organizations to provide direct access to those who can benefit most. As we move forward, we will strengthen the depth of our relationships with partnering organizations to:

1. make community-informed and -focused decisions on how to meet the various needs of selected groups
2. develop trust-based, long-term relationships that help us reach diverse groups with our programming
3. connect with our new potential leaders from diverse constituencies that we might feature using our Shift platform



These partnerships also offer direct voice to a broader audience than we normally access, helping us to expand our learning, with sensitivity to the specific needs of diverse groups.

We are exploring how to offer select populations free access to Shift content in addition to financial support and being featured in various aspects of our platform.

Together with our impact partners, we serve the world.

SHIFT CORE METRICS FROM 2021

33,900 students in
101 Live Courses &
2 Certifications with 110 Faculty (39 New Faculty)

6,371 Students in 18 Evergreen
Programs (On-Demand)

Over 500,000 Participants
in 17 Summits and 4 Festivals from 150+ Countries

App: **13,890** Downloads **20,000** Listens **233** Premium
Subscribers

SHIFTING TO A RESTORATIVE CULTURE



New Impact Area Launched In Sustainability

It's clear that climate change is one of the most important issues facing humanity. Shift is committed to promoting environmental sustainability as a primary pillar in co-creating a world that works for all.

Below are highlights from some of the organizations and initiatives where we've been engaged in this new impact area.

The Shift Forest: 1 Million-Tree Partnership with TreeSisters



Our world is an independent, self-regulating organism in its own right — a living *being*.

And we... humanity... could be considered a crucial part of our planet's nervous system.. And the oceans and rivers might also be seen as its *circulatory system*...and **the forests could be called as its *respiratory system*** — which is critically threatened at this time.

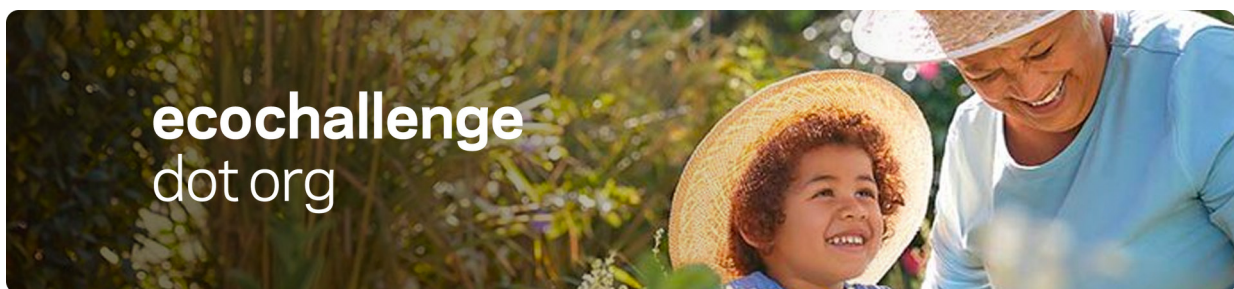
But, we *can* reverse the damage we are doing... by replanting trees that produce copious amounts of clean, breathable air.

So, during our 2021 *Music Festival and Visionary Summit*, Shift launched **our million-tree campaign that has already planted more than 250,000 trees** in partnership with TreeSisters and its founder, Clare Dubois. From substantial gifts from major donors to smaller contributions from more than 18 countries, **our community is planting a global forest** as part of our commitment to a world that works for everyone.

TreeSisters is the *ideal* partner for this planet-honoring initiative, as their work aligns with our transformational content, reforesting our hearts and minds as we work to **rebuild the equatorial green belt... and inspire our world to breathe together again.**

Want to partner with us in planting a forest? We are just getting started. And we would deeply appreciate [your ongoing support](#) with this initiative.

The People's EcoChallenge (EcoChallenge.org)



In October, we invited folks from our network to join TeamShift to be a part of the People's EcoChallenge, an annual 21-day program promoting environmental actions and social engagement. The EcoChallenge offered suggestions for hundreds of **tangible actions** that one could take to help honor the Earth... while earning points in a fun and friendly contest.

In our first EcoChallenge, we had just under 200 people conduct *more than 1,000 earth friendly-actions* in the 21 day event. EcoChallenge.org has several wonderful offerings throughout the year and we look forward to extending our participation in 2022.

IMPACT FOCUS AREAS 2021 AND BEYOND

Sustained Efforts in Key Areas to Shift Our World

Racial Healing: Celebrating The Beauty and Power of Diversity and Inclusion

The Shift Network is committed to creating opportunities for social change, authentic justice, and individual and collective transformation for Black, Indigenous, People of Color (BIPOC) as well as the intersectional identities in today's world. Embarking on the journey of Racial Healing requires us to both self-examine and become proactive about developing the tools and environments that will promote belonging. Utilizing a 'Brain Trust' approach, our work is grounded in a commitment to truth-telling, repair and reconciliation and thinking collectively as pioneers and wayshowers. Our Racial Healing initiatives are interactive spaces that support brave, mindful, and bridge-building opportunities for engaging with like-minded people reaching for the psycho-spiritual transformation of themselves and society. Shift is committed to taking part in this long-overdue work both internally and externally. Our goal is to learn to embody inclusion and to uplift all people. This is a priority for us as individuals, as a company, and as an influence in the world. Our work in this area was extensive in 2021 (but just the beginning!) and detailed on the next page.



Our Commitment to Equity, Inclusion & Diversity (EID)

Growing Together as Individuals, as a Company, and as a Community, from the inside out.

In our first full year with Chief Inclusion Officer Rev. Dr. Aliah MaJon, Shift renewed our commitment to Racial Healing, with several experiential initiatives and special events. This included the creation of EID focused tools to provide guidance to the staff and our faculty.

We know that the gifts of every person, every community, every culture, must be honored in order to co-create a world in which all beings can awaken and thrive. Our commitment to Equity, Inclusion & Diversity is a cornerstone of our organizational practices and it is a big focus of the ever-evolving team culture that we are collectively growing. We strive to deepen and illuminate the importance of inclusion and to expand our reach to include the public and every association.

Internal EID Work within Shift (Behind the Scenes)

Staffing Up!

With the completion of Series A financing in 2021, The Shift Network is growing fast! Long awaited headcount additions for Impact and Inclusion are just the tip of the iceberg with strategic staff increases throughout the organization. Equity, Inclusion and Diversity are top-of-mind for our HR staff as we welcome qualified applicants from a variety of backgrounds and experience. Once on board, our Culture Committee heads up a variety of efforts and resources to support and retain talent — as we know our diversity contributes to our strength.

EID Committee

The Equity, Inclusion, & Diversity Committee is made up of staff who want to advance our inclusion initiatives and also develop the tools and resources to create spaces of belonging in the workplace. A primary focus of EID is experiential education and the promotion of dialogue.

Restorative Fridays

For the year 2020–2021, our EID Committee Members shared tools, resources, and opportunities for developing a greater understanding and awareness of equity, inclusion and diversity through Restorative Friday email articles created by EID Committee members.

Quick Shifts for Inclusion

We provide tools, resources, and learning opportunities to develop staff awareness around restorative practices, racial healing and social change for staff during our All-Staff meetings.

Eternal EID Initiatives for Public Engagement: The R.A.C.E. Project

Experiencing a journey of connection...

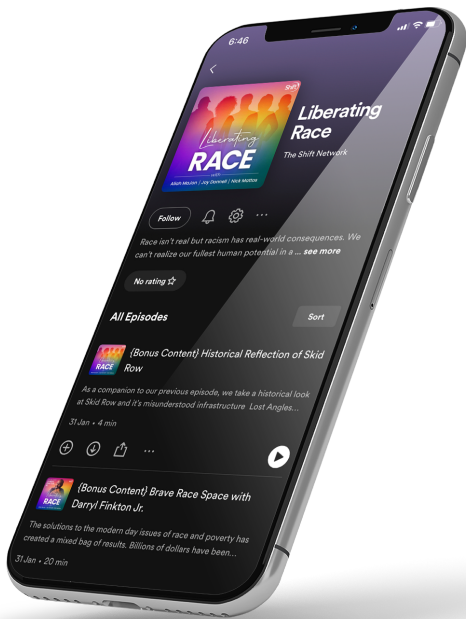
The R.A.C.E. Project's name is an acronym, which sends the message of the 4 cornerstones of the initiative: Reconciliation, Action, Community-Building, and Evaluation of Self. We create pathways of healing through methodologies akin to "truth and reconciliation," with an emphasis on taking action, building a leadership community and engaging in a constant process of self-examination and our initiative's effectiveness. The R.A.C.E. Project will provide a foundation for people to build upon by co-creating and collaborating with others on never-been-done-before ideas to bridge the racial divide and find ways to break patterns of oppression and inequality. The goal is to collectively grow an "anti-racist" future. The "Transforming Race" initiative was launched on the first year anniversary of the George Floyd Movement to anchor internal and external facing projects, programs and activities.

Brain Trust Leadership

The R.A.C.E. Project work is led by a cross-racial **Brain Trust**, a team that is made up of leaders, educators, activists, seasoned facilitators and holders of next level ideas to help us unfold a journey of healing in an inclusive and evolutionary manner.

Liberating Race Podcast

An uncommon exploration of the issue of 'race'



Race isn't real but racism has real-world consequences. The Liberating Race podcast is based on the enlightened understanding that we can't realize our fullest human potential in a broken world. Our lives are interconnected and the disenfranchisement, barriers and trauma that race brings requires collective solutions. It's time to heal systemic racism and build a world that works for everyone. Our show talks to the teachers, thinkers, healers and evolutionaries who are inviting us all to become the architects of the process of racial healing. The episodes present the past, the present and the possibilities of a better future. Hosts Aliah MaJon, Joy Donnell, and Nick Mattos guide listeners into the heart of why our divides exist and how we can begin to dismantle them.

"This podcast is an invitation to all those who are willing to take this journey and be architects of the process of racial healing. Evolution is a stretch, but our convictions matter." — Aliah MaJon

Cultural Appropriation Roundtable

A journey of understanding, respect & co-created healing

The Chief Inclusion Officer brought together a cross-cultural 'council' of **Wisdom-Keepers** in 2021 to look at the topic of Cultural Appropriation for the purpose of catalyzing solutions. That body of people offered their individual perspectives and, in particular, suggestions for how to begin a healing process that is based on goodwill, respect and information sharing. Phase I was captured in a podcast entitled the **"Cultural Appropriation Roundtable"** that is available for downloading and learning. You'll find it here: www.TheShiftnetwork.com/CulturalAppropriation Shift envisions adding to this healing effort in 2022 and beyond.

EID Impact in Our Programs & Certifications

As we develop our work internally and externally, we envision the creation of intentional EID content that will take our programs and initiatives to the next level. The idea is to begin providing intensives and workshops, subject matter training programs, and certification opportunities. Our goal is to create core content and co-author best practices for The Shift Network to serve individuals and organizations with our branded, sensitive, expansive, and uniquely holistic educational materials that are focused on our core mission and the values that we stand for.

Women's Empowerment: Gender Equity as a Cornerstone in Creating a Thriving Planet

At Shift, we understand that truly supporting and empowering women is a critical strategy for upleveling the operating system of our planet.

Yet when we look across the globe, inequality still starts from the beginning for so many women and girls. The good news is that things are improving slowly, but surely. But there's still a long way to go.

In response, Shift's Impact Team, led by Devaa Haley Mitchell, has crafted a framework that outlines our approach to supporting women's empowerment. This initiative has four pillars, and we'll be building our initiatives moving forward based on these themes.



- **Inner Capacities:** Supporting women to expand beyond their own “inner glass ceiling” to build self-worth and a sense of agency. Also supporting women to develop greater resiliency and a continued sense of wellbeing in the face of challenges.
- **Culture & Infrastructure:** Catalyze systemic shifts that empower women
- **Spirit:** Cultivate ongoing spiritual/nature based connection for guidance and renewal
- **Action:** Defining and implementing measurable actions to move forward

Given Shift's areas of expertise, our focus will be on building women's inner capacities, resiliency, wellbeing and spiritual upliftment, offering tangible practices and actions in these areas.

Are you part of an organization that serves and empowers women? Do you see a way that we might support your efforts? If so, please reach out to us at impact@theshiftnetwork.com

Peacebuilding: From Inner to International

Peacebuilding was Shift's first impact area, initiated in 2010, as an outgrowth of a nonprofit called *The Summer of Peace* that was started by Shift Network's co-founders, Devaa Haley Mitchell and Stephen Dinan. We've continued to focus energy in this domain for the past decade.

At Shift we believe that advancing the science and art of peace building from the inner (personal) to international (collective) levels is essential to helping humanity make a shift to a just and sustainable world that works for all. And we have made a deep commitment to promoting peace education, events, and various collaborations around the world.

Since 2010, our peace programs have reached over 110,000 people in 141 countries. They provide skills training, inspirational stories, and powerful solutions from the world's top peace builders, social change leaders, scientists, Indigenous elders, and spiritual mentors. We seek to inspire, inform, and involve people by spreading the best peace practices from around the world and encourage meaningful action in daily life.

We are very proud to continue hosting the [World Peace Library](#), which is one of the first and most extensive free online resources for peace education from inner to international levels. Our library features over 375 free interviews with leading peace builders from around the world and covers peace building in 26 different sectors of society.

We are also proud to share our new [Global Peace Builders Podcast](#) which just launched mid 2021 with hosts Philip Hellmich and Sister Jenna. You'll find sessions there including "Healing Race in America," with Shift's own Chief of Inclusion, Aliah MaJon, PhD; "Finding Personal Peace During Dangerous Times," with guest James O'Dea; "How Nonviolence and Love Create Common Ground," with Robert Thurman and Jay Tsong Khapa... and many more. Enjoy!



You'll also find these peacebuilding programs available on our Shift App:

Mini-Course: "Cultivating Inner Peace" with Philip Hellmich

Talks:

- How a Culture of Peace Advances Inner Oneness & Outer Diversity with Ambassador Anwarul Chowdhury
- Peace or Pieces: The Choices Before Us at This Point in Time with Jane Goodall
- Principles to Facilitate Global Collaborations & Peace with Uzra Zeya
- Mantras for Peace from the Ganges River, a talk with Anandra George.

Indigenous Wisdom

Shift has had a strong commitment to Indigenous Peoples from the start. And we believe that it is essential for the wisdom of Indigenous communities to be honored and at the forefront of conversations and efforts for societal transformation. We are thus committed to playing a role in healing the wounds caused by the violation of their people and cultures, supporting Indigenous communities and collaborating with Indigenous leaders.

As a result, Shift has featured dozens of teachers from Indigenous traditions around the world. And over 20,000 people have participated in our free summits and events focused on Indigenous peoples.



For those unfamiliar with our history with indigenous peoples, we are proud to share a bit of our past:

- Developed the Declaration of Commitment to Indigenous Peoples, for which we collected over 10,000 signatures.
- Sponsored a campaign that raised nearly \$70,000 for the Indigenous Summit of the Americas in Panama in 2015, after the governmental funding was rescinded at the last minute. Our funding allowed the event to continue unhindered.
- Actively commemorated the 125th anniversary of the United States Massacre at Wounded Knee by offering fundraising support, coordinating healing ceremonies at various massacre sites around the world, and sending 3 staff members to physically attend events.
- Our largest philanthropic donation to date was to First Nations Development Institute's COVID-19 fund. This program awarded 453 grants to Tribes and Native-led organizations across the country, including Alaska and Hawaii, to help with COVID-related services, as well as response and relief efforts.

In 2021, Shift focused on showcasing indigenous wisdom through our free public summits and courses.

In addition, here is a selection of the most popular courses that we've hosted recently with indigenous faculty:

- [Puma Quispe Singona: Andean Shamanic Rituals to Synchronize Your Life Path](#)
- [Grandmother Flordemayo: Mayan & Curanderismo Rituals to Heal, Awaken & Uplift Yourself & the Heart of the World](#)
- [Don Oscar Miro-Quesada: Ancestral Shamanic Star Wisdom & Interdimensional Journeying to Heal Your Soul & Our Planet](#)
- [Adriana Ayales: Indigenous Plant Medicine & Rituals From the Rainforest](#)
- [Kahontakwas Diane Longboat: Cultivating a Sacred Life Rooted in Haudenosaunee Teachings](#)

In addition, Shift continues to host and provide free access to the [Global Indigenous Wisdom Library](#) which features Indigenous leaders sharing important wisdom for taking right action and living on earth at this remarkable, prophesied time.

Democracy 2.0: Evolving Our Democracy

The Shift Network's Democracy 2.0 Focus Area extends from the vision articulated in Stephen Dinan's *Sacred America Sacred World: Fulfilling Our Mission in Service to All*. As an upgrade to the collective operating system, we're working to build bridges in a transpartisan and solution-oriented way to heal the entrenched partisan dysfunction distracting us from effectively tending to the significant human crisis areas that truly require our thoughtful tending.

We envision different political viewpoints as complementary intelligences, aiming to liberate our creative problem-solving capacity and demonstrate a path forward to move the needle for our collective benefit. It takes multiple perspectives to translate collective problem solving into beneficial public action, and we want to open the channels for collaboration in our hearts, in our halls, and in the halls of government.

Mobilizing people for the collective good is the call of our times. In spiritual history, there's been a divorce between individual enlightenment and civic engagement. No longer can we go off by ourselves to achieve an enlightened state in a cave; we need awakening in our homes, our marketplaces, and our cultures at large. Like cells combining into organisms, the next step in human evolution is a collective one, truly coming together.

Understanding the collective good is built on universal individual wellness, our core transformational practices nourish the personal development that has the capacity to authentically contribute to a healthy, diverse, peaceful collective.

We also aim to embolden the heart-centered advocacy to extend into our communities and our global collective with a clear voice in service of all life. As we develop in this way, our collective mindset evolves, we embrace our own power and partner with others in service to life itself. If we are open, thoughtful, and truly collaborative, together we can harness the power currently performing as polarity and transmute it into the foundation of our harmony. As we imagine our potential, let our voices weave together to construct the foundations of the fluid structures we dream into being. This isn't just a philosophy or idea. To be meaningful it needs to be a lived experience. It requires being and action and collaboration and heart.

Shift's Democracy 2.0 efforts include our founders' sacred activism, our Shift Visionary Summits featuring dozens of civically-minded thought-leaders each year, our growing partnership with Living Room Conversations to help bridge partisan and racial divides, our support of Friends Committee on National Legislation (FCNL) which teaches civic engagement and inspires real advocacy... and we're looking forward to an inspiring offering for the US elections in 2022.

We seek to offer pathways for heart-centered participation in weaving the web of life. We hope to have true community pods over time, providing the relational support and delight of coming together for the common good.



Case Study: Cool City Challenge: The Intersection of Democracy 2.0 and Sustainability

The world is searching for feasible, scalable and high impact strategies to address global warming in the short-term while we still have the time to take action. Since cities represent 70% of the planet's carbon emissions and citizens' daily lifestyle choices represent 70% of these emissions, helping cities and their citizens reduce their carbon footprint provides the world with an unparalleled opportunity to address climate change.

The Cool City Challenge is seizing this opportunity by helping households achieve deep carbon reduction, create disaster resilient neighborhoods, and catalyze demand driven green economic development. Their big goal is to support leading-edge cities to become carbon neutral by 2030, then inspiring other cities to follow.

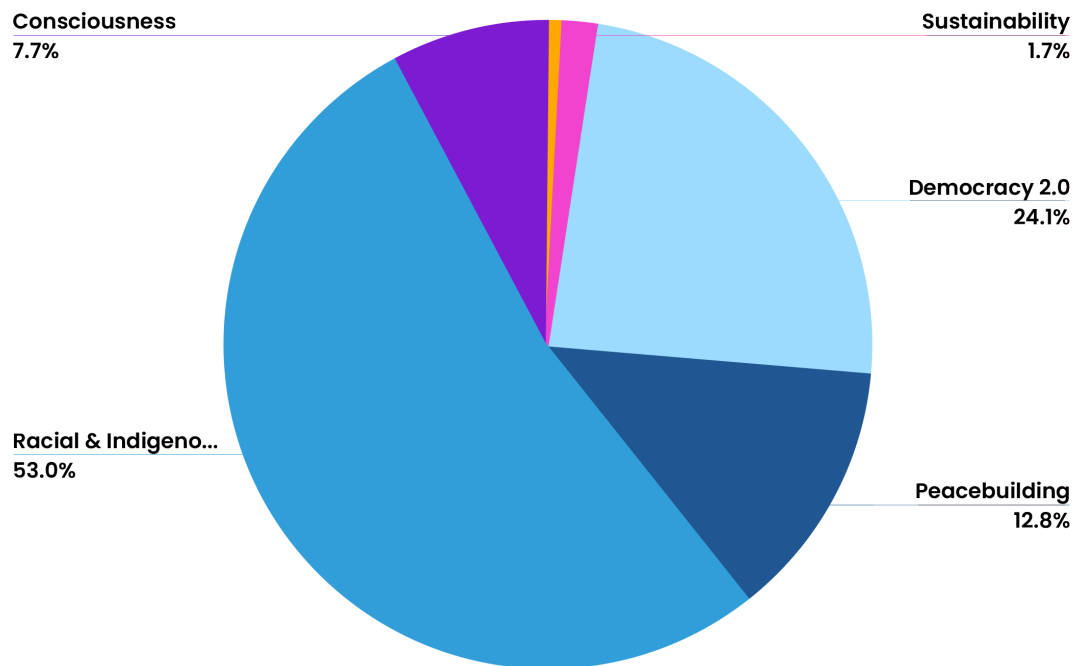
Shift's CEO, Stephen Dinan, was especially impressed with David Gershon, who leads the Cool City Challenge, and got involved to connect David with the office of Gavin Newsom, Governor of California, in addition to leading clean energy financiers who could help provide the funding needed to bring the Cool City Challenge to scale. We are proud to report that both the Governor's office as well as the team at YGreene Energy Fund said YES to the Cool City proposal.

The initiative has now raised \$130+ million in grants and pledges for a 10-year program to create carbon neutral cities by 2030, starting in California. This is complemented by \$2 billion of committed low-cost financing to support households in implementing energy efficiency retrofits and solar/EV installations. As a result, the program is now running in 3 cities with plans to expand to 25 cities in 2022 with eventual plans to expand the model worldwide.



2021 Charitable Giving

(Chart below does not include the \$139,000 raised for TreeSisters, described above)



Recipients:

- Search For Common Ground
- Cultural Survival
- Inti Muju
- Native Memory Project
- Homeless Prenatal Project
- Source of Synergy Foundation
- Survival International
- The Chill Center
- Arbor Day Foundation
- ACLU
- The Path
- Oceti Wakan
- UNFPA

2021 Scholarships

The intention of Shift's Partial Scholarship Program is to support dedicated individuals who want to participate in our global mission by becoming increasingly empowered as agents of positive change, but who otherwise would not be able to enroll at the full rate.

In 2021, The Shift Network awarded over 1.5 million dollars in partial scholarships to individuals across the globe who would not have been able to participate without financial assistance. This resulted in more than 7,250 scholarship course registrations for our life-changing courses and certification programs by deserving individuals dedicated to transformation.

- Live Courses: 9.23% of all course participants were scholarship recipients.
- Certifications: 13.29% of all certification participants were scholarship recipients.

2020 Seeds Sprouting in Planned & Unexpected Ways

In 2020 the late Mona Delfino, a beloved Shift Faculty, was planning her Advanced Medical Intuition course. And Shift staffers encouraged Mona to consider weaving an impact focus into her course. As the class launched, Mona learned of the Pueblo of Acoma's struggle with the emerging pandemic. This small native community was hit especially hard by the pandemic (as so many Indigenous populations were and are), but they had also lost nearly all of their income due to casino closures and other factors.

Mona pledged a percentage of her earnings from her course to the tribe's COVID relief efforts. All of these funds went directly towards purchase of corn meal (a food staple also used for religious purposes), drinking water, groceries, and health supplies — because the Acoma people could barely afford any of these things.

The Shift Network also made a contribution to the Pueblo of Acoma as part of our 2020 charitable giving.

Every dollar raised contributed to the essential needs of the tribe's most vulnerable — especially the elderly and sick. The collective support had a massive positive impact upon an oppressed community that was suffering mightily.

By September, Mona received the uplifting news that through collective efforts, ongoing communication, and collaboration, the Pueblo of Acoma had zero active COVID cases! This was a prime example of how implementing shared values and desire to protect marginalized communities during a time of public health crisis could have dramatic impact.

Contributing to the empowerment of local indigenous communities and offering the resources most urgently needed is the kind of responsiveness grantmaking that our Impact team hopes to continue. Mona's leadership offered a wonderful opportunity to work together with our faculty towards a mutual goal.

But, the story doesn't end there.

One of TSN's Senior Managers who helped steward this project recently learned through his ancestral healing studies that one of his ancestors from more than 200 years ago actually died in warfare wielded against individuals from the Pueblo of Acoma.

By advocating that Shift offer matching funds to this Pueblo... this staffer was also helping to heal some of the negative karma of his own lineage. Amazing!

We are reminded we are each part of a wave of awakening that is happening through us and all around us. As we each connect, share, care and contribute each day... we align with the greater intelligence and healing available all of the time.



Moving Forward: 2022 Impact Vision

Building on The Shift Network's Legacy of Committed Action in Each of our Impact Areas

Measurement

Knowing that we can't build on success we don't measure, our Impact Team is looking to establish baseline Impact indicators across all of our offerings as well as our charitable activities. Using these metrics to both navigate and determine efficacy will allow us to experiment, iterate, understand impact multipliers (for students in the healing arts), and monitor our effectiveness. Once we know what is truly working, we can do more of it!

Operationalization

From vetting organizations to incorporating Impact objectives into our core offerings, we're developing replicable systems to streamline Impact activities and maximize our efforts. Harmonizing with Shift's existing systems, our Impact team intends to have positive influence at every touchpoint: from our internal systems, through our partner organizations, and into our global community.

Partnerships

The Shift Network seeks partner organizations that are aligned with our vision and mission. Given our expanded staff, we will now have the bandwidth to engage with partners in new ways. We anticipate both optimizing our charitable contributions as well as amplifying our mutual objectives.

We plan to develop our nascent Impact Innovators program, supporting exceptional nonprofit leaders who are contributing mightily to our collective transformation. We also look forward to offering our content to audiences that otherwise would be unable to access it, for example allowing individuals undergoing chemotherapy to watch Shift content during their treatments. We are also in the process of co-creating new programming with key allies with the intention to reach many thousands of people with new and existing content.

Listening

Listening is a key facet of our Impact work. As we deeply listen to the needs of our donor organizations, we receive critical feedback to refine our activities and enhance our relationships across the board. We know we can co-create a better future by being responsive and responsible to the needs of today.

Corporate Culture

Expanding on our commitment to Diversity & Inclusion, we're listening to and learning from our staff as we intentionally expand the cultural diversity represented throughout the organization. We are developing new communication strategies with an aim towards expanding awareness, celebrating diversity, and building an evermore collaborative and expansive environment.

Storytelling

Capturing and communicating Impact stories is a top priority for our Impact Team. So we are putting an increasing emphasis on developing impact-related content to share through social media and other channels. These impact stories capture the heart of our impact work and demonstrate the trajectory from inspiration to action. With so many beautiful stories to tell, we anticipate a plethora of new media that will inspire our audiences, build engagement, and fuel transformation. Stay tuned!