



Software for Good

# 2023 Public Benefit Report

Software for Good, GBC

[SOFTWAREFORGOOD.COM](https://SOFTWAREFORGOOD.COM)

## What it meant to operationalize our new vision, mission, and strategic direction

2023 was a journey to operationalize our company ethos of love, abundance and liberation. Guided by the words of bell hooks,

*“Love is an act of will, both an intention and an action...”*

to extend one's self for the purpose of nurturing one's own or another's growth.”

It was a year of experimentation, introspection, and focus that has led to expansion, alignment and greater impact. We are discovering what we do best, how to do what we do better, and the impact we want to have. It has been a year marked by significant change, insights, strategic focus, and a renewed commitment to leveraging technology for good.

Central to our journey was taking the time to examine how we were doing our work. Are we centering the lived experience and expertise of impacted users in our design process? Are we taking the time to learn the cultural, social, and political contexts where clients do their work? Are we taking a systems view to reduce harm? Through introspection, we gained some clarity on how best to **build and implement a service delivery model aligned with our mission and values.**

Another pivotal aspect of our journey was trying new things—and not allowing the risk of failure to stunt growth. Through experimentation, we identified areas where our expertise and passion intersected most profoundly with the greatest potential for meaningful impact. This process enabled us to **expand and strengthen services best suited to realize our vision.**

Building on our newfound clarity and expansion, we identified key areas where we could focus and maximize our impact. By strategically focusing in these sectors, we **hone our expertise toward greater impact.**

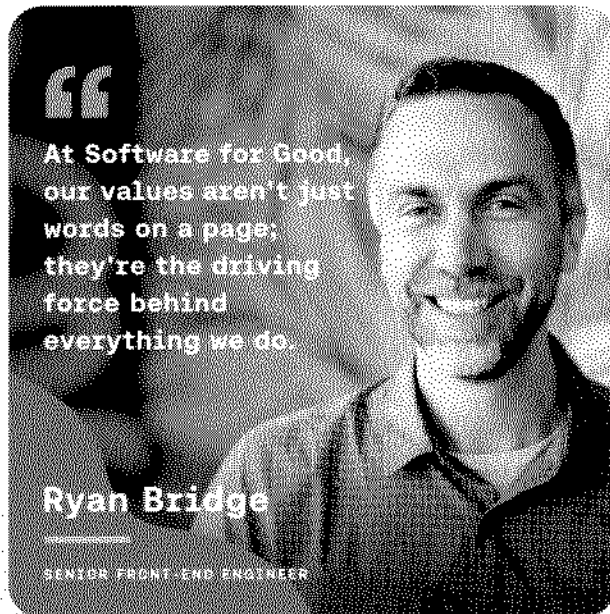
As we reflect on the past year, we are filled with gratitude for the lessons learned and the progress made. Our journey to clarity, alignment and focus has reinforced our commitment to people and the planet. This year, we are inspired to redouble our efforts to pursue our vision to leverage data and technology for all communities to achieve shared abundance and liberation. We look forward to the opportunities that lie ahead, confident in our ability to build software with love.



**Sharon Kennedy Vickers**  
CEO, She/Her



## Embodying Our Values



"In my journey at Software for Good, I've witnessed a profound evolution in our understanding and practice of values, particularly our appreciation for the essence of love in our work. We don't just invest our passion into the projects we take on; we extend it to encompass a deep understanding of our impacted users' needs. This empathy forms the foundation of our commitment to creating impactful outcomes.

One significant aspect of this evolution is our approach to client projects. We're continually redefining what 'good' means by prioritizing projects that align with our values and enable us to make a meaningful difference. Whether it's optimizing existing technology solutions or navigating sensitive issues like abortion access, we're dedicated to applying our values in tangible ways to drive positive change.

At Software for Good, our values aren't just words on a page; they're the driving force behind everything we do. I'm continuously inspired by the collective dedication of our team to infuse love into every aspect of our work, resulting in truly magical outcomes."

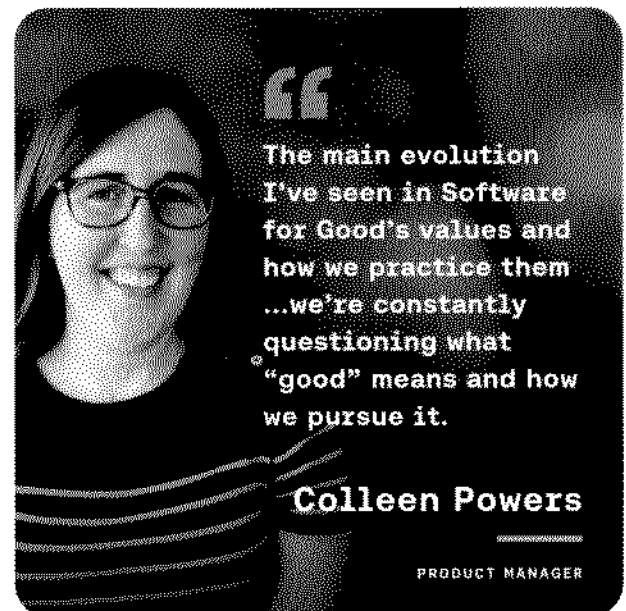
- **Ryan Bridge**, Senior Front-End Engineer

"The main evolution I've seen in Software for Good's values and how we practice them is that we're constantly questioning what "good" means and how we pursue it. We continue to be more deliberate about the clients we work with and the kinds of projects we build for them.

I see our values of context, ecology, and stewardship being put into practice when we work with a client to help them get more value out of off-the-shelf tech, rather than building a new custom app. We've been doing more and more of that over the past two years, and I'm excited about the fact that we're meeting clients where they are and setting them up for success even with very limited teams and budgets.

I also see those values present in our work with abortion access organizations. We generally follow privacy and security best practices, but the legal and safety issues around abortion mean that keeping data private and secure is critical. When I see our team moving quickly to handle a vulnerability or recommend a more secure tool, I know we are genuinely applying our values to have an impact."

- **Colleen Powers**, Product Manager





# We are Software for Good

Love is all about taking actions towards growth. In 2023, who we are evolved and what we do expanded.

Software for Good is a team of engineers, designers, and digital strategists who build software with love. In 2023, we expanded our service offerings to better meet the evolving needs of our clients; and deepened our humanist approach to prioritize understanding and addressing root causes to better meet the needs, preferences, and behaviors of impact users. In partnership with impact-driven enterprises nationwide, we created apps and digital platforms to help communities use the power of data and technology to cultivate shared abundance and liberation. Here's how:



## Software & web development

Co-create the technological tools you need to do the most good in the world.



## Consulting engineers

Staff augmentation when your team needs more capacity — and more wisdom.



## Abundance platform

Fundraising and community engagement for nonprofits and social enterprises.



## Digital Transformation Strategy

Use the power of technology to advance your mission.



## Data Architecture & Engineering

Align the data you have with the good you want to do — for keeps.



## Product Strategy

Starting from where you are, decide what tech to prioritize and how to budget for it.





## Software & web development

**Co-create the technological tools you need to do the most good in the world.**

Software for Good's design and development approach emphasizes collaboration and adaptation throughout the entire development process. We embrace agile methodologies to facilitate collaboration and adaptability. We hold regular sprint planning, review, and retrospective meetings to ensure alignment and continuous improvement. We know this empowers clients and users to be active participants in the development process. We are prepared to adjust priorities, make course corrections, and accommodate new insights as they emerge during development. This fosters a culture of continuous improvement by reflecting on lessons learned and identifying opportunities for enhancement. We learned that by partnering closely with clients and centering the lived experience and expertise of impacted users, we co-create solutions that are not only technically robust but also solve the correct problem, resulting in greater satisfaction, adoption, and impact.

- Web development
- Application development
- Platform development
- Data infrastructure
- UX and UI design



## Consulting engineers

**Staff augmentation when your team needs more capacity — and more wisdom.**

Partnering with our team of software engineers means more than just expanding your capacity – it means infusing your projects with passion, empathy, and purpose. We collaborate to bring our client's vision to life with love. Our engineers are driven by their commitment to creating meaningful impact through technology. Our engineers approach challenges with curiosity and resourcefulness, continuously seeking new ways to solve problems and improve processes. They hold themselves to the highest standards of quality and excellence, delivering solutions that are not only technically robust but also user-centered, scalable, and maintainable. Software for Good is committed to lifelong learning and growth, so our engineers stay updated on the latest technologies, methodologies, and best practices, ensuring that they can adapt to the evolving needs of our clients. We offer:

- Full-stack web development
- Data engineering
- Infrastructure and operations
- Strategic guidance and recommendations





## Abundance platform

**CommitChange, a product of Software for Good, is a fundraising and relationship platform for nonprofits and social enterprises, powered by an open-source community.**

We recognize the incredible work nonprofits do to make a positive impact in our communities, and we want to provide them with a user-centered, efficient tool to support their fundraising initiatives. Traditional CRMs can be complex and overwhelming, especially for smaller nonprofits with limited resources. Commit Change offers a lightweight CRM solution that streamlines fundraising processes, making it easy for nonprofits to manage donor relationships, track donations, and analyze fundraising performance—all in one intuitive platform. At the heart of Commit Change is a deep commitment to fostering meaningful relationships between nonprofits and their supporters.



## Digital Transformation Strategy

**Use the power of technology to advance your mission.**

Our digital transformation strategy puts people at the heart of every decision. We believe in understanding the needs, aspirations, and challenges of individuals—whether they're employees, customers, or stakeholders—and crafting solutions that truly resonate with them. Love is the foundation of empathy and understanding. We take the time to listen deeply, empathize with different perspectives, and build authentic connections with those we serve. By understanding people's emotions, motivations, and experiences, we can create digital solutions that address their needs in meaningful ways. Whether it's improving efficiency or driving change, we're focused on delivering real value and meaningful outcomes. Our digital transformation strategy work is guided by a commitment to abundance and liberation. We believe in using technology as a force for good—to create positive change in the world and build a better future for generations to come.

- Data & Technical Assessments
- Human-centered design
- Digital strategy
- Technical recommendations
- Product and portfolio roadmapping





## Data Architecture & Engineering

**Align the data you have with the good you want to do — for keeps.**

Software for Good offers a comprehensive suite of data strategy, architecture, and engineering solutions. Our solutions cover the entire data lifecycle, from strategic planning to implementation and maintenance - defining your data strategy, designing robust architectures, or building scalable engineering solutions. Our team brings a wealth of expertise and experience to the table. With years of hands-on experience in data management, analytics, and engineering, we have the knowledge and skills to tackle even the most complex data challenges. We understand that every organization is unique, with its own set of goals, challenges, and constraints. That's why we take a tailored approach to our solutions, customizing them to meet your specific needs and objectives. Our solutions are designed with scalability and flexibility in mind, allowing them to grow and evolve with your needs. We prioritize reliability and security in everything we do. We believe that data has the power to drive positive change, and we're committed to harnessing that power to create a more equitable world.

- Impact framework and metrics
- Lightweight data tools
- Sustainable data infrastructure



## Product Strategy

**Starting from where you are, decide what tech to prioritize and how to budget for it.**

We believe that the best products are born from a deep understanding of the people who use them. That's why our approach starts with listening—to the stories and needs of impacted users. By honoring their lived experiences, we gain invaluable insights that inform every aspect of our product strategy. We embrace an iterative design and prototyping process that allows us to quickly gather feedback from impacted users and make iterative improvements to the product. By creating prototypes early in the process, we can validate assumptions, test ideas, and refine the user experience before investing in full-scale development. Our work doesn't end with the launch of a product—it's just the beginning. We maintain a continuous feedback loop with impacted users, gathering insights and iterating on our solutions based on their feedback. By staying responsive and adaptive, we ensure that our products evolve to meet the changing needs of users over time. Ultimately, our goal is to create solutions and products that resonate on a deeply human level and have a positive impact on the lives of users and communities.

- Lightweight technical audit
- Product strategy session
- Jobs to be done
- User stories
- Business modeling
- Software development budgeting



# — Giving is a practice of abundance.

## We invested **\$3,500** into a Donor Advised Fund managed by Venn Foundation.

By supporting the Venn Foundation, we are not only investing in financial returns but also in meaningful change. This fund empowers us to amplify our efforts in supporting initiatives that address critical social and environmental challenges.

We renewed our membership to the **Minnesota Tech Association** and joined **Minnesota's Women Economic Roundtable**. These affiliations underscore our dedication to fostering an equitable economy and tech industry. By joining these organizations, we commit to contributing our expertise, insights, and resources to drive positive change, empower women, and advance Minnesota's thriving tech ecosystem. In partnership with these organizations, we look forward to shaping the future of technology and championing inclusive growth and economic opportunity for all.

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On Give to Max Day, Software for Good made matching contributions to our team members' nonprofits of choice:

- Minnestar
- Ordway Center for the Performing Arts
- Apiary for Practical Support
- Our Justice
- Fox Cities Performance Art
- Nashville Launch Pad
- Gnome.org
- Kizunadance Dance
- The Food Group
- EOS International
- Social Justice Foundation
- Unicorn Riot
- The Good Acre





We focused our work on the projects that contribute the most to shared abundance and liberation.



In 2023, Software for Good began focusing our efforts on specific impact areas and building expertise within those domains to maximize effectiveness. By honing our skills and dedicating our time and team to select impact areas, we deepen our understanding of the unique challenges and opportunities within each domain, allowing us to co-create transformative solutions that address root causes. This strategic approach enabled us to deliver greater impact, build credibility and trust with clients and community, optimize resource allocation, foster collaboration, and stay adaptable and responsive to evolving needs.

Our approach to identifying impact areas and building expertise within those domains is grounded in collaboration, partnership, and a deep commitment to centering the needs and lived experiences of our clients and communities. We recognize that true impact can only be achieved by working alongside those directly affected by the issues we aim to address. By co-creating solutions in partnership with our clients and community members, we ensure that our work is informed by the social and political context in which our clients operate.

Together, we leverage our collective expertise, resources, and creativity to co-design solutions that address systemic challenges and drive transformation. Through meaningful collaboration and partnership, we strive to build a better future where data and technology serves as a catalyst for shared abundance and liberation.

# We actively seek out projects and clients working in the following impact areas:

## »» Reproductive Justice

Bodily autonomy is not only a human right but also a fundamental aspect of individual freedom, dignity, and self-determination.

Protecting this right is essential for fostering a society where all individuals can make informed decisions about their own bodies, health, and lives. We co-create solutions that contribute to the freedom for individuals to live with autonomy and respect for their inherent worth without interference or coercion from others.

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## »» Alternative Health Delivery

Access to quality healthcare is a fundamental human right.

Expanding access to high-quality healthcare that respects individual preferences and promotes health equity for all. We co-create solutions that provide holistic and inclusive approaches to healthcare delivery, recognizing the importance of addressing physical, mental, and emotional well-being.

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## »» Clean Energy

A transformative renewable energy transition is both feasible and hugely beneficial to the economy, climate, and public health.

We co-create solutions that accelerate the transition to renewable energy solutions, promoting a cleaner and healthier planet for future generations.

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## »» Food Sovereignty

Everyone deserves access to food grown regeneratively; and the people who grow, distribute and sell it deserve to make a good living.

We co-create digital tools that enable the production of food through ecologically sound and sustainable methods and build a just food economy.



## »» Education

Everyone deserves a learning ecosystem that recognizes and unleashes their genius.

It is a powerful tool for driving social and economic progress. We co-create technology tools that make education more accessible, personalized, and equitable for all learners.

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## »» Museums

When museums are inclusive spaces that reflect diverse perspectives, histories, and cultures, they contribute to the collective well-being and enrichment of humanity.

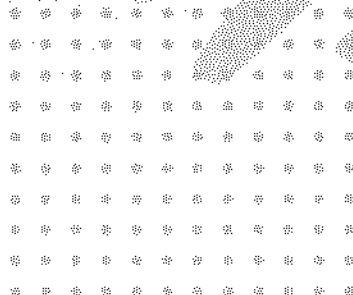
It is a powerful tool for driving social and economic progress. We co-create technology tools that make education more accessible, personalized, and equitable for all learners.

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## »» GovTech

Efficient, responsive, equitable, and just government services contribute to building and maintaining public trust.

We co-create solutions that make public services more efficient, responsive, and accessible; and enhance transparency; and increase civic engagement.



# Collaboration reduces the scarcity mindset and clears a path for abundance

We cannot do this work alone. We collaborate. The most powerful force for good is partnering and co-creating with others. We partner with community and existing organizations in the private, public and philanthropic sectors to maximize resources and our impact.

*Software for Good has been an impeccable partner. As a firm who "envision a world where all communities can use the power of data and technology to cultivate shared abundance and liberation" they truly walk the talk and share our values. As a result, we efficiently get to the mutually beneficial outcomes we seek.*



Raj Aggarwal  
President @ Provoc



*Ecotone Analytics, a Minnesota General Benefit Corporation and Certified B-Corp, has been a friend and collaborator of Software for Good for many years. In 2023, we had the opportunity to partner on a pair of regional projects and a number of client proposals, creating a greater value proposition for clients than what we could offer alone. We look forward to many more opportunities to show how impact-oriented organizations can combine capabilities to create durable and useful platforms for the growth of social and environmental impact initiatives.*



Timothy Roman  
Co-Founder and CEO @ Ecotone





**In 2023, Software for Good solidified partnerships with entities where there was deep alignment on values and vision.**

We actively looked for opportunities to work together on projects and initiatives that make the world more abundant and free.

»» **Provoc, GBC:** is a strategic marketing and communications firm specializing in outcome-driven design, by the people, for the people.

**Our work together:** Our diverse teams worked seamlessly together on ambitious design-build projects for clients like Bank for Good and Race Counts, EdFuel, and MPR - Talking Sense.

»» **New Visions:** is a nonprofit organization whose mission is to create career pathways by providing coding and digital literacy training to youth in historically excluded communities.

**Our work together:** The idea of partnership was born five years ago, when New Vision founder Hussein Farah and Sharon Kennedy Vickers, now Software for Good's CEO, were both Bush Foundation Fellows. The City of Saint Paul and Ramsey County, Minnesota, chose New Vision Foundation and Software for Good to train the next generation of diverse local software engineering talent. With \$1.2 million in funding from the federal American Rescue Plan, 30 young people of color from Ramsey County will learn and earn. This partnership will provide these new technologists with the opportunity to build lifelong careers, strengthen our local communities and economy.



»» **Ecotone, GBC:** is a research and strategy consultancy working alongside social and environmental innovators to reimagine a better future and drafting blueprints for how to get there.

**Our work together:** Ecotone co-created an impact model to quantify the social return on Ramsey County's \$1.2 million investment to Software Good and New Vision's Coding Bootcamp & Apprentice program — making future investments in a diverse local tech workforce even easier to make.

»» **Amethyst Advisory Group:** Owned and led by Shawntera Hardy, a dynamic entrepreneur who has built four companies, led high profile organizations in both the public and private sectors, and managed many complex projects. Shawntera M. Hardy can be found working at the intersection of inclusive economies, technology, and public policy. At Amethyst Advisory Group, she leverages her expertise in negotiation and organizational change to propel leaders to move beyond proclamations and to advance sustained culture and economic change. She has a track record of finding ways to create collaborative and multi-disciplinary approaches to some of the most intractable challenges and opportunities facing our communities.

**Our work together:** Shawntera has not only brought us valuable clients, she also played a pivotal role as a product strategist on two projects, providing invaluable insights and guidance. Her expertise in business modeling further enriched our strategy session - enabling us to refine clients' vision, identify market opportunities, and develop a product roadmap. Shawntera's multifaceted contributions have been instrumental in shaping impactful project outcomes. We are incredibly grateful for her partnership and leadership.



»» **The Woke Coach:** founded by Seena Hodges, is conscious of racial discrimination in society and other forms of oppression and injustice. It is our mission to help clients be better individuals (who lead better lives and run better businesses and organizations) with a deeper understanding of how the legacy of racism and injustice affect us all.

**Our work together:** In 2023, Software for Good began working with the Saint Paul based inclusion firm, The Woke Coach—founded by Seena Hodges. Our leadership team completed the Intercultural Development Inventory (IDI) assessment under their guidance.

Seena and her team bring a wealth of expertise and experience in helping organizations build inclusive cultures and navigate complex conversations around diversity and identity. Through their guidance, our team gained valuable insights into our individual and collective intercultural competencies, allowing us to better understand our strengths, areas for growth, and opportunities for building a more inclusive workplace.

The IDI assessment served as a powerful tool for self-reflection and learning, providing a foundation for meaningful dialogue and action. We are committed to leveraging these insights to drive positive change within our organization, foster greater understanding and empathy, and create an environment where everyone feels valued, respected, and empowered to bring their authentic selves to work.

In 2024, we will expand our work with The Woke Coach to include our entire organization







# — Our values in action

Software for Good is a Minnesota general benefit corporation, which means we're a profitable business that exists to make life better for people — in our state specifically — and the planet we all share. Our values are at work in every project we do, and here are some we're most proud of from 2023.



## Love

For us, love is an ongoing decision to nurture the growth and development of our fellow human beings. One way we do that is by supporting the work of organizations who specialize in helping young people grow up in safety and abundance.

### MPR Talking Sense

**Impact Area:** Media

**Service(s) Provided:** Website Development & Product Strategy (Provoc: Product Strategy & Design)



There are topics that can divide society based on different opinions, thoughts, and values. Sometimes the things that divide us can end up negatively impacting relationships with people we truly care about. The goal of MPR's Talking Sense site is to guide individuals having hard conversations with people they love—without causing a greater rift. The last thing anyone wants when dealing with these differences is for a conversation to tailspin into a full blown argument, especially with those we love and care about.

The site humanizes everyone involved, focusing on understanding where each person is coming from over convincing one another of the “right” viewpoint. It provides guidance to accommodate different communication styles, as well as response types to avoid.

MPR Talking Sense “[believes] a diversity of perspectives enriches our communities and that civic engagement strengthens our country.” I personally believe that your relationships will improve and grow as you start to better understand the reasons behind their thoughts and opinions. We need to work together to improve our world and MPR Talking Sense helps bring us together, rooted in love.

— Ryan Bridge, Senior Front-End Engineer, Software for Good





# Humanity

We can't be fully human without a vibrant cultural environment. In 2023, Software for Good had the chance to make data and technology work better for some brilliant stewards of our culture.

## EdFuel



**Impact Area:** Education

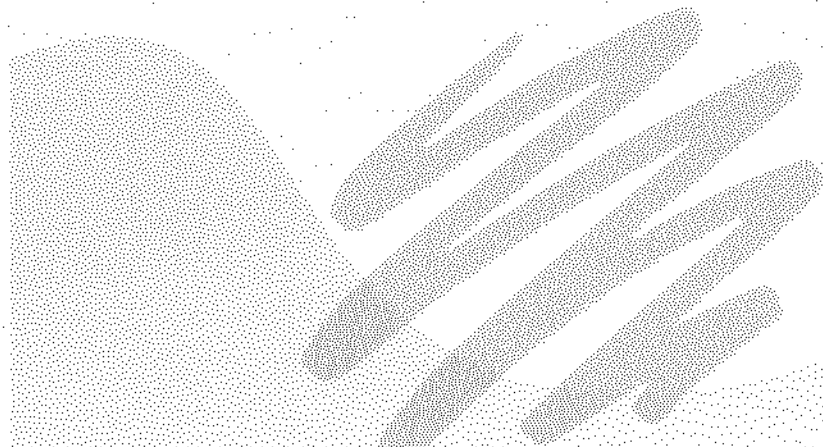
**Service(s) Provided:** Web Application Development (Provoc: Design & User Research)

EdFuel helps educational organizations build talent systems with a diversity, equity, inclusion and accessibility (DEIA) focus. As a small organization, they've had great results and impact with direct coaching, but want to expand their impact by offering tools to complement their hands-on work.

Working with EdFuel and Provoc, we've built and launched a beta version of an online platform with diagnostic tools, a talent calendar builder, and contextually relevant resources. I've had a great experience working collaboratively with this team over several rounds of user research, iteratively building an integrated set of tools focused on helping EdFuel's clients. We're continuing to work toward a wider launch later this year.

This platform will enable EdFuel to have a much larger impact. It will integrate with their coaching and make their expertise available to more organizations, helping talent leads access the resources and tools they need to make progress on both their immediate needs and the strategic long-term work of building better, more DEIA-focused talent systems.

— Ben Hejkal, Senior Front-End Engineer, Software for Good





# Humanity

## Innocent Technologies



**Impact Area:** Education

**Service(s) Provided:** User Experience Research & Design, Product Strategy

Innocent Technologies approached Software for Good with the challenge of developing a functional prototype of a habit-forming and skill-building software application aimed at improving students' educational outcomes by helping educators form strong relationships with students. The application is built on an established evidence base from Innocent Classroom's 12 years of experience, research, and evaluation of delivering classroom training to educators.

Our country faces enormous problems in our K-12 schools. We are tackling one its most serious: racial disparities in academics and performance. The nation's inability to boost achievement and opportunity for students of color is repeated in every state, where Black, brown, and Indigenous students trail their white counterparts by every measure and in every discipline. This imposes a permanent recession on families of color and costs the American economy an estimated \$2.3 trillion annually in economic output. Despite the efforts of educators, the stated commitments of political leaders, and generous funding, our K-12 schools fail Black, brown, and Indigenous children every day. Current solutions are based on an out-of-date industrial model of education infused with negative narratives and predetermined outcomes for Black, brown and Indigenous students.

Software for Good worked with Innocent Technologies to create a prototype application and product strategy with the following goals and core product functionality:

- Teacher-driven skill building software application founded on experience and evidence
- Generates immediately useful relationship building strategies in less than five minutes
- Suggests targeted interventions for individual students from over 1000 evidence-based strategies
- Dashboards bring science to assessing the quality of relationships and connections in a classroom, school, or district
- Tiered strategies to meet the specific needs of each child
- Easy to use interface saves time and generates strategies that have immediate benefit

As Innocent Technologies begins its next step toward building and launching their software product, we are thrilled to see them get closer to achieving their vision: every child in every classroom is seen, valued, and heard and is excelling in school.

— Cassi Johnson, Vice President of Product Strategy, Software for Good



## Ecology

Taking a systems view of things is at the heart of our approach. That ecological understanding makes our consulting engineers especially adept at helping our clients harmonize the complexities of the work they do.

### **Virta**



**Impact Area:** Alternative Health Delivery

**Service Provided:** Staff Augmentation

Virta Health is a pioneering healthcare company focused on providing personalized, data-driven solutions for chronic disease management, particularly type 2 diabetes reversal. Their innovative approach combines medical expertise with technology to deliver scalable, sustainable health outcomes. By leveraging advanced software solutions, Virta Health aims to empower individuals to take control of their health and improve their overall well-being.

Software for Good has collaborated with Virta Health to enhance their development processes and infrastructure through a staff augmentation. I am working with Virta to research, design, and implement improvements in Virta Health's development speed, deployment pipeline, and infrastructure security. Additionally, I have contributed to refining Virta Health's agile practice, fostering greater efficiency and collaboration within the development team.

— **Thena Seer, Full Stack Software Engineer, Software for Good**

### **City of Saint Paul - RecTrac**



**Impact Area:** GovTech

**Service(s) Provided:** Tech Assessment & Strategy

When the City of St. Paul's Parks and Recreation department decided to migrate to RecTrac, a recreation management system that handles payment and site logistics for parks, zoos, rec centers, pools, and other recreational spaces across the country, the department asked us to help them through the transition. Our team took a systems approach to cleaning up old data and helping migrate all of their existing sites, rentals, activities, and inventory into RecTrac. We also used process mapping, training materials and templates, and human-centered UX design work to shape their new registration pages and Point of Sale layouts. After a successful launch, we're now working with the department on steps towards a new data governance plan to ensure that future migrations run smoothly and that processes support good data stewardship and security.

— **Wendy Bolm, CommitChange Product Lead, Software for Good**







## Context

Our clients work in cultural, political and social contexts, and we take care to learn as much as we can about them — so the solutions we offer always make sense in the real world. Here are two ways we paid special attention to context in 2022.

### Clean Energy Economy MN



**Impact Area:** Clean Energy

**Service(s) Provided:** Tech Assessment (CRM Assessment)

Clean Energy Economy Minnesota came to us with a question: was Salesforce the right CRM solution for their growing nonprofit team? After using Salesforce for years, they felt that they weren't using all of the features available to them and were having a hard time keeping their systems updated. After interviewing key stakeholders, mapping out their current and ideal states for their data systems, and seeing how internal departments and frequently used apps communicated with each other, we determined that a simpler, more user-friendly CRM would be a better fit for their team. Our recommendations will help them build a more user-centered CRM experience that allows them to track key information about their members without overwhelming their team, allowing them to build a foundation of wins towards better data governance and process.

— **Wendy Bolm, CommitChange Product Lead, Software for Good**

### City of Saint Paul - OTC/BCS



**Impact Area:** GovTech

**Service(s) Provided:** Strategy

The City of Saint Paul Office of Technology and Communications (OTC) has a team that supports departments across the City to make tech process improvements and tech investments: Business and Consulting Services (BCS). This dynamic team leverages their business intelligence, user experience and solution design expertise to vet new tech investments and design tech improvements that make sense for end users. Software for Good's Product Strategy team plays a similar role with our clients, and BCS approached us to share our approaches, adapting them to their public sector context. Over the course of five months, our team developed an Agile toolkit with shared values we heard from the team to remind them of purpose, and tools and templates to use at each phase of client engagements. As a newer addition to OTC's work, SFG's work will support the BCS team in the next phase of their development: they are ready to dive deeper into complex tech opportunities across the City and provide value that incorporates the genius of their team.

— **Samantha Bailey, Senior Product Strategist, Software for Good**





## Liberation

At a time of increasing oppression in the United States, technology has a crucial role to play in helping people stay connected to the resources they need to live fully and freely.

### Resmaa



**Impact Area:** Education

**Service(s) Provided:** User Experience Research & Design, Product Strategy, Data Security & Sovereignty

Over the past year, our collaboration with Resmaa Menakem has deepened as we approach the launch of his much-anticipated community platform. As our engagement has evolved, we've helped craft a content strategy that's not just about building a digital space for folks to gather, but about creating a community that embodies liberation at its core—mind, body, and soul. As we've worked alongside Resmaa, developing this platform has become a reflection of our shared commitment to liberation. The platform's content strategy has been carefully crafted to resonate with its future users, emphasizing healing from racialized and historical trauma. Our collaboration over the past year has helped pave the way for the meaningful and transformative community space that Resmaa envisions, and as we move closer to launching, we continue to be inspired by our shared vision and pursuit of collective liberation.

— Antonio Perez-Cajina, UX/UI Designer, Software for Good

### Abortion Funds



**Impact Area:** Reproductive Justice

**Service(s) Provided:** Maintenance, Software Development

As abortion access organizations sought to make their work sustainable long-term, Software for Good has collaborated with a growing number of software projects to support the fight for reproductive justice. Software for Good's maintenance team continues to support the Midwest Access Coalition and the Northwest Abortion Access Fund, providing volunteer developers a sustaining partnership to continue their work.

We also implemented evolutionary changes to some of the software that powers the movement. Early in the year, our team worked with DARIA Services to implement security features that ensure privacy and safety for funds and abortion seekers. And when Midwest Access Coalition wanted to enable other funds to use the application they developed, Software for Good took on the work of moving the application to a multi-tenant model. These fundamental changes to applications continue our work to support bodily autonomy for everyone.

— Kevin Bullock, Vice President of Engineering, Software for Good





## Stewardship

One of the most important ways we can help move the culture of software engineering is to mentor new technologists. In 2022, Software for Good apprentices worked shoulder to shoulder with our developers on projects designed to benefit our shared Minnesota communities.

### The Good Acre



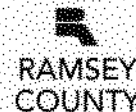
**Impact Area:** Food Sovereignty

**Service(s) Provided:** Tech Assessment and Product Strategy

The Good Acre (TGA) connects farmers and food entrepreneurs to the marketplace by sourcing products and providing farmer support services. TGA centers and amplifies Black, Indigenous and other people of color in their work. TGA approached Software for Good because they didn't have the digital infrastructure they needed to support relationship management with customers to help grow and scale their work around market access. Software for Good conducted interviews with team members, observed produce coming into the dock, analyzed current technology systems, and documented current state platform architecture. In an interactive workshop, we helped the TGA team identify how the current technology tools the organization is using did not support the organization's theory of change, and we designed a future state platform that more closely aligned with how the organization seeks to drive value and impact in the food system. We also identified short term wins that can help TGA optimize their current systems while they plan for the future.

— Cassi Johnson, VP of Product Strategy, and Kevin Bullock, VP of Engineering

### Apprenticeship



**Impact Area:** Education

Ramsey County, Minnesota, has chosen New Vision Foundation and Software for Good to train the next generation of diverse local software engineering talent with \$1.2 million in funding from the federal American Rescue Plan, invested in partnership with the City of Saint Paul.

Starting in 2023, the first annual cohort of ten Ramsey County residents, all people of color, between 18 and 30 years old, with no previous software experience, participated in the program. Participants began with a six-month full-stack software engineering bootcamp, co-developed by Software for Good and taught by New Vision Foundation's expert all-BIPOC instructor team. Then, beginning in 2024, bootcamp graduates will spend four more months working as Software for Good apprentices, working shoulder to shoulder with our engineers and strategists on real-world software projects.



Every graduate of Software for Good's previous iterations of the apprenticeship program has either found a full-time job in the tech industry or pursued further education. In fact, Chelsey McKinney, a tech co-lead/Software Engineer for the apprenticeship program, got their start in tech as an apprentice for Software For Good. "With this partnership between SfG, New Vision Foundation and Ramsey County, the apprenticeship program will go a new direction that transfuses the classic program elements that I experienced with new elements, making the apprenticeship program more robust for the incoming class. Mentoring SfG apprentices has given me the opportunity to continue to provide sponsorship for developers of color looking to join tech."

Edith Emmings, Senior Software Engineer, believes "SfG's apprentice program is an investment in enriching our local tech workforce, and this year it is set up for success like never before. After going through a bootcamp together, the cohort joins SfG with a shared skillset, a sense of camaraderie, and a 6-month investment in this path. The funding has provided us with more time to prepare, manage and mentor throughout the program. As a former bootcamper myself, I remember how it feels to take that leap. I'm thrilled to be a part of a program that provides such strong support for the next generation of technologists."

— **Chelsey McKinney, Software Engineer & Edith Emmings, Senior Software Engineer, Software for Good**

## Walker

## WALKER

**Impact Area:** Museums

**Service(s) Provided:** Software Development & Platform Infrastructure

As a major contemporary art center, Walker Art Center breaks down toxic social narratives through exhibiting important, norm-challenging art and artists. Supporting Walker Art's technological infrastructure is core to meeting their mission. In the past two years, Software for Good has become an essential technology partner by maintaining Walker Art's website, which has been labeled as a "game-changer" and "a model for other institutions". Our relationship with Walker Art has bloomed as we continue to leverage our expertise to make improvements to their platform. Our approach to maintaining Walker Art's website has optimized, simplified, and stabilized their system, saving Walker Art money and enabling them to provide the culturally important content society needs to see.

— **Alex Magnano, Senior Software Engineer**





# Software for Good in the Community



## Kevin Bullock, VP of Engineering, moderated a panel for Apiary for Practical Support

Kevin participated in the 2023 Apiary Practical Support Summit. Apiary fosters collaboration between organizations that provide logistical assistance to people seeking abortions. At the annual summit, Kevin moderated a panel of experts from several connected organizations about digital and IRL (“in real life”) safety and security. Panelists discussed financial security, data management practices, and how to keep pace with emerging threats to reproductive justice.



## Cassi Johnson, VP of Product Strategy, attended NTEN Nonprofit Technology Conference

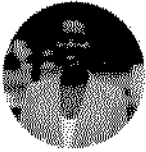
Cassi attended the 2023 NTEN Conference in Denver and joined NTEN as a member. NTEN's mission is to "build transformative power by connecting people who are putting technology to work for social change. [They] strengthen individual and collective capacity for doing good by offering expert trainings, researching effective approaches, and providing places where relationships can flourish. [They] relentlessly advocate for the redesign of the systems and structures that maintain inequity."



## Wendy Bolm, CommitChange Product Lead, attended the Aspiration Tech conference

Every year for the past 20 years, Aspiration Tech has held a conference where Nonprofit staff, developers, capacity builders, and grassroots activists have convened to share knowledge, build capacity, and collectively envision the future of free, open and equitable digital tools and practices to support social change efforts. This year, CommitChange Product Lead and Account and Product Manager Wendy Bolm attended and held space for discussions about CommitChange, open source software, and work-life balance.





## **Sharon Kennedy Vickers, CEO, recognized by Minneapolis/St. Paul Magazine as a Leader in STEM**

Twin Cities Business magazine awarded Sharon, a 2023 Notable Women in STEM award. TCB writes, "An accomplished tech executive with 25 years of experience transforming organizational systems and cultures through the effective use of data and technology, Sharon Kennedy Vickers is known for delivering people-centered, equitable solutions. Following four years as chief information officer for the City of St. Paul, she took over as CEO of Twin Cities-based Software for Good in July 2022. 'Sharon is the best leader I can imagine for the company I founded 19 years ago and the team I love,' says founder Casey Helbling. 'Her vision of technology as a force for love and liberation is exactly what the world needs in this time of increasing violence and oppression.'

## **Sharon Kennedy Vickers, CEO, served on Northside Economic Opportunity Network Community Conversations panel**

Sharon served as a panelist for NEON's event series, Community Conversations 4.3. It was the fourth installment in their popular series that started in 2020 to spark strategic dialogue between BIPOC-owned businesses and entrepreneurs to address social and racial injustice, economic opportunity, and community support of NEON initiatives.

This session's topic centered around the High-Tech Industry. The conversation was hosted by NEON's CEO Warren McLean with Abou Amara, Attorney (Gustafson Gluek PLLC), as the moderator. CEO Wendell Maddox (ION Corp) and Dr. Tim Childs (Guardian School Security Systems, SBC) also served as panelists for this session



## Sharon Kennedy Vickers, CEO, participated in Social Venture Institute at Hollyhock

Sharon attended the Social Venture Institute (SVI) Hollyhock on Cortes Island—an enriching experience that embodies our commitment to continuous learning and social impact. Here's why Sharon attended and what she learned:

- **Community and Connection:** SVI Hollyhock is renowned for its vibrant community of social entrepreneurs, changemakers, and innovators. Sharon attended to connect with like-minded individuals, exchange ideas, and foster collaborations that amplify our collective impact.
- **Inspiration and Innovation:** The SVI experience is a hub of inspiration and innovation, where attendees gain fresh perspectives and insights to drive positive change. Sharon participated in workshops, discussions, and immersive activities that sparked new ideas and approaches for advancing our mission.
- **Skill-Building and Professional Development:** SVI Hollyhock offers a rich program of skill-building sessions and workshops designed to enhance leadership, business acumen, and social entrepreneurship skills. Sharon leveraged this opportunity to deepen her knowledge and expertise in areas such as sustainable business practices, impact measurement, and stakeholder engagement.
- **Nature and Reflection:** Located on the picturesque Cortes Island, SVI Hollyhock provides a serene and immersive environment for reflection and rejuvenation. Sharon embraced the opportunity to connect with nature, recharge her energy, and gain clarity and perspective on our organization's goals and priorities. Cortes Island is located on the unceded territories of the Klahoose, Tla'amin, and Homalco Nations. It's essential to acknowledge and honor the Indigenous peoples who have stewarded these lands since time immemorial. Their rich cultures, traditions, and connections to the land continue to shape the identity and history of Cortes Island and its surrounding regions. As we engage in activities on Cortes Island, including events like the Social Venture Institute Hollyhock, it's important to recognize and respect the sovereignty and rights of the Indigenous peoples whose territories we are guests..



- **Networking and Collaboration:** One of the highlights of SVI Hollyhock is the opportunity to network and collaborate with a diverse array of professionals and thought leaders. Sharon seized this opportunity to forge meaningful connections, explore potential partnerships, and cultivate a supportive network of allies and mentors.

Overall, Sharon's experience at SVI Hollyhock was incredibly enriching and inspiring. She returned with a renewed sense of purpose, fresh insights, and actionable strategies to drive our organization forward. We're excited to leverage the knowledge and inspiration gained from SVI Hollyhock to continue making a meaningful difference in the world.



**SVI Hollyhock**, Cortes Island, British Columbia



# Heartfelt Gratitude to Our Incredible Team, Clients, and Partners

We wanted to take a moment to express our deepest gratitude to our extraordinary team, our valued clients, and our trusted partners. Your commitment to embodying the values of our organization has been nothing short of inspiring.

**To our team:** Thank you for your unwavering dedication and tireless efforts in striving to uphold the values that define who we are as a company. Your willingness to challenge yourselves, to innovate, and to push the boundaries of what's possible is what sets us apart and drives us towards excellence every single day.

**To our clients:** Thank you for placing your trust in us and allowing us the privilege of co-creating solutions with you. Your collaboration, feedback, and partnership have been invaluable in helping us deliver meaningful and impactful outcomes. We are honored to be on this journey with you and look forward to continuing to exceed your expectations.

**To our partners:** Thank you for your unwavering support and shared commitment to creating lasting impact in the communities we serve. Your collaboration and collective efforts have enabled us to amplify our impact and drive positive change on a scale that wouldn't be possible alone.

As we reflect on 2023, let's be proud of the progress we've made and the impact we've achieved. But let us also look ahead with optimism and determination, knowing that the best is yet to come. Together, we have the power to leverage data and technology for shared abundance and liberation.

Here's to many more years of building software with love!

With deepest gratitude,

**SfG Leadership Team**





# General Benefit Certification



Software for Good certifies that we have designated B Lab to provide the independent third-party standard for our General Benefit Corporation certification for the 12-month period ending on March 31, 2023. B Lab is a nonprofit organization whose main office address is 155 East Lancaster Avenue, Wayne, PA, 19087.

Software for Good successfully completed and received B Lab Certification with a score of 95.9. This prestigious certification recognizes our commitment to meeting the highest standards of social and environmental performance, transparency, and accountability. By undergoing the rigorous assessment process, we have demonstrated our dedication to using business as a force for good and creating positive impact in the world. We're proud to join a global community of certified B Corporations working together to build a more sustainable and equitable economy. This achievement marks an important milestone in our journey towards creating meaningful change, and we look forward to continuing to drive positive impact in everything we do.

Per B Lab, this certification is applicable for a three-year period. As part of our commitment to continuous improvement, we will recertify in 3 years. This provides another opportunity to improve and benchmark our impact. Please note that Software for Good, GBC will be due to recertify by Mar 6, 2027.

As we've shown in this report, Software for Good has pursued a general public benefit by helping organizations across sectors use data and technology to cultivate shared abundance and liberation.

A handwritten signature in black ink, appearing to read 'Sharon Kennedy Vickers'.

Sharon Kennedy Vickers, Chief Executive Officer

A handwritten signature in black ink, appearing to read 'Casey Helbling'.

Casey Helbling, Founder and Chief Technology Officer / Board of Directors

A handwritten note in black ink that says 'BOB approved report'.



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*Steve Simon*

Steve Simon  
Secretary of State