

# 2021 IMPACT REPORT

THE GLOBAL  
GOOD FUND 

Supercharging leaders to  
accelerate social impact  
around the world

## 2021 IMPACT BY THE NUMBERS

**12** SOCIAL  
ENTREPRENEURS

**\$5.3M+** CAPITAL  
RAISED

**174** DIRECT JOBS  
CREATED

**950K+** LIVES  
IMPACTED

## 2012-2021 CUMULATIVE IMPACT

**188** ENTREPRENEURS  
SUPPORTED

**\$119M+** CAPITAL  
RAISED

**3,163** DIRECT JOBS  
CREATED

**9.9M+** LIVES  
IMPACTED

**50K+** GLOBAL COMMUNITY  
MEMBERS

## ABOUT THE GLOBAL GOOD FUND

The Global Good Fund identifies high-potential entrepreneurs and accelerates their success and impact through a year-long, virtual Fellowship. We invest in young innovators solving our world's most pressing social challenges by way of executive mentorship, leadership coaching and targeted capital.



## ALUMNI SPOTLIGHT

**Autumn Adeigbo** designs colorful, fashion-forward clothing for women who like to stand out in a crowd. As a black female business owner, Autumn is devoted to positively impacting the lives of women across cultures by utilizing female-owned production facilities in the U.S., and providing global artisans with meaningful employment and living wages. From sourcing to delivery, Autumn embraces sustainable practices by purchasing in limited quantities and producing only what is ordered, minimizing fabric waste, excessive manufacturing, and surplus stock. Which means, her collections are eco-friendly and exclusive.



**AUTUMN ADEIGBO**  
**Founder**  
**Autumn Adeigbo Fashion**  
**2013 FELLOW**

When Autumn became a Global Good Fund Fellow, she was living in New York City; working as a hostess by night, freelancing as a fashion stylist by day. She has designed a few collections that received top tier press attention, and was trying to find a path towards building a sustainable business. Today, Autumn receives follow-on funding from The Global Impact Fund II.

“It means so much that The Global Impact Fund’s leadership not only believes I can create a financial return with my business, but I will also create sustainable impact for the earth and its people in the process. Fashion is an incredibly capital-intensive industry, which is why historically minorities and black designers have been excluded. Investment from the fund has extended our runway of execution, allowing my team to put our heads down, focus on gaining traction and scale in the industry without the stressors of running out of capital too early.”

In 2021, Autumn launched at Neiman Marcus, Bergdorf Goodman and Nordstrom, as well as specialty boutiques across the country. She closed \$3 million in seed funding, allowing her to expand the team and dig into principles of diversity, while developing her skills as a leader.





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**TECH ENABLED PERSONAL DEVELOPMENT FOR K-6!**

A Self-esteem focused digital health/eLearning SaaS Platform and gaming App featuring:

- Machine Learning
- Gamification
- Data Automation
- On-site mental health support




## ALUMNI SPOTLIGHT

**Margo Jordan** is a venture-backed award winning serial social entrepreneur and the Founder and CEO of Youth Enrichments. Born and raised in Milwaukee, WI she served 10 honorable years in the United States Army. Passionate about social impact, Margo sought to develop self-esteem-based solutions to help children reach their full potential. She has gone from hosting



**MARGO JORDAN**  
**Founder + CEO**  
**Youth Enrichments**

2018 FELLOW

amazing youth conferences featuring celebrity teens and tweens as guest speakers to building the first self-esteem based learning center for girls, to expanding her platform internationally. To date, Margo has impacted over 20,000 children around the world. Her most recent venture, Enrichly, was born out of the global pandemic and is a self-esteem based digital health/e-learning SaaS platform and gaming app that uses machine learning, gamification, data and on site curriculum for k-12.



## IMPACT IN ACTION



**SOUMYA DABRIWAL**  
**Founder**  
**Project Baala**

2021 FELLOW

**Soumya Dabriwal** is the Founder of Project Baala, a social enterprise focused on tackling the main problems of menstrual hygiene in India; expense of commercial menstrual products, menstrual waste mismanagement and societal myths and taboos. Soumya was a student at the University of Warwick, England when she volunteered in Haryana and Ghana as a teacher. During this time, she discovered the common side of menstrual hygiene problems in both countries. Troubled

by girls missing out on school and following unhygienic practices like using cloth rags, Soumya started Project Baala while still in college. After returning to India in 2016 and visiting rural parts of the country, she understood the magnitude of the problem - only 12% of women in India have access to sanitary napkins - and Project Baala became a company. Born and raised in New Delhi, Soumya began social volunteering at an early age, as her mother ran an underprivileged school in the slums. In the next three years, Project Baala is positioned to impact 1 million girls with better menstrual hygiene knowledge and menstrual product access.





## IMPACT IN ACTION

**Daniela Ancira** is a human rights lawyer and the Founder of La Cana, a social project that seeks to create job opportunities for Mexico’s women in prison. Through the implementation of programs and workshops aimed to promote discipline, effort, commitment and teamwork, La Cana empowers women to achieve a promising reintegration process into society, ultimately contributing to a reduction of recidivism and delinquency rates across the country. While a university student, Daniela visited the Barrientos state prison outside of Mexico City and learned about the undignified conditions of local prisons, along with the stories of women housed there. This experience allowed her to understand that isolating is not effective, but rather, attending to and confronting the psychological and emotional causes that lead women to crime, and offering other meaningful opportunities, is what makes a difference. La Cana trains prisoners in embroidery, sewing, macramé and textile weaving techniques. The goal is for them to learn a trade in which they can be paid far from delinquency. La Cana then sells the handmade products of the women in prison, to whom are delivered the proceeds. As a result of COVID-19, La Cana began selling its products via ecommerce, and increased revenue by 9%.



**DANIELA ANCIRA**  
Founder  
La Cana

2021 FELLOW



**SID PAILLA**  
Founder + CEO  
Sunny Day Fund

2021 FELLOW

**Sid Paila** is the Founder and CEO of Sunny Day Fund, an emergency and personal savings platform delivered as a worker benefit with gamified company matching. SDF is an easy and affordable way for companies to reduce their workforce’s financial stress, increase retention, and decrease administrative burden associated with employee financial hardship. Sid and his team are taking on the savings challenge in America from tech, business, and policy perspectives, driven

by their own personal experiences with financial hardships. SDF believes that all 152 million American workers - including those so often overlooked - deserve financial security with dignity, and aspires to build partnerships with organizations that see employees as key stakeholders to their success in achieving this vision. Sid is on a mission to bridge the gap between financial stability today and financial freedom tomorrow. In the next three years, he believes there will be half a million employee savers under Sunny Day Fund through at least 200 employers, extending their impact by making those employees more financially resilient. Sunny Day Fund will start impacting policy around workplace emergency savings, making our financial system more inclusive & equitable.





## FELLOW TESTIMONIALS

2021 FELLOW



**JEFF KIRSCHNER**

Founder + CEO

Litterati

“ The legendary leadership coach John Maxwell once said, ‘A leader is one who knows the way, goes the way, and shows the way.’ But what if the path isn’t clear? More likely, it’s dark, disconcerting, and at times desolate. Therein lies the magic of The Global Good Fund. From the mentors to the coaches, fellow Fellows, and staff, GGF understands that so much of leadership is just about *finding the way.*”

2021 FELLOW



**EMMANUEL TRINITY**

Founder + CEO

era92

“ My mentor helped me refine my pitch deck and showcase the real value of era92 to become investment ready. We are now closing our first seed round! The funding from my Fellowship allowed me to invest in myself as a leader in the social impact space, specifically in becoming a more comfortable and seasoned public speaker.”