



Annual Report: 2021

2020 saw the launch of **RootedGood**, a year of building, putting in place systems and processes, and trying to respond creatively to the opportunities and challenges of the pandemic. Based on the foundation of 2020, in 2021, **RootedGood** began implementing key projects and initiatives at the intersection of faith, innovation and economics. **The Oikos Project**, an initiative funded by Lilly Endowment, began equipping dozens of churches with an online

accelerator and the tools and processes they need to start a social enterprise. Due to the acceleration of the economic crisis facing congregations, our role as **thought-leaders** unexpectedly took-off, reaching thousands of leaders across the country. We also delivered **key projects** in collaboration with **high-profile clients** and grew a team of three into four through the excellent addition of Tito Ponce.

THOUGHT LEADERSHIP



Shannon Hopkins' two articles in **FAITH AND LEADERSHIP** 2,261 views

TRAINED **5** ORGANIZATIONS **25** PEOPLE TO RUN MAKE GOOD



OIKOS PROJECT

33 APPLICATIONS FOR OIKOS ACCELERATOR



WHAT NOW?



downloads

HOW WILL WE GATHER?



downloads



COLLABORATIVE LEARNING & DESIGN

SOME KEY EXAMPLES:

LAKE INSTITUTE AT INDIANA UNIVERSITY - WORKED TOGETHER TO PRODUCE **HOW TO TALK ABOUT RESOURCES**

PRINCETON THEOLOGICAL SEMINARY - HELPED THEM WITH **LEARNING AND DESIGN** FOR THEIR **CONTINUING EDUCATION INITIATIVE**

LUTHER SEMINARY - SUPPORTING THEIR **RELEVANCE TO RESONANCE PROJECT**

DUKE DIVINITY SCHOOL - RECEIVED A GRANT TO DEVELOP OUR **MONEY AND MISSION** TOOL

TEXAS METHODIST FOUNDATION SUPPORTING THEIR **LEADERSHIP DEVELOPMENT PROGRAMS** WITH **IMPACT MEASUREMENT TRAINING**

INTERNAL



Appointed **TITO PONCE** as **PROJECT MANAGER FOR OIKOS** in March, promoted to **DIRECTOR OF OPERATIONS** in December