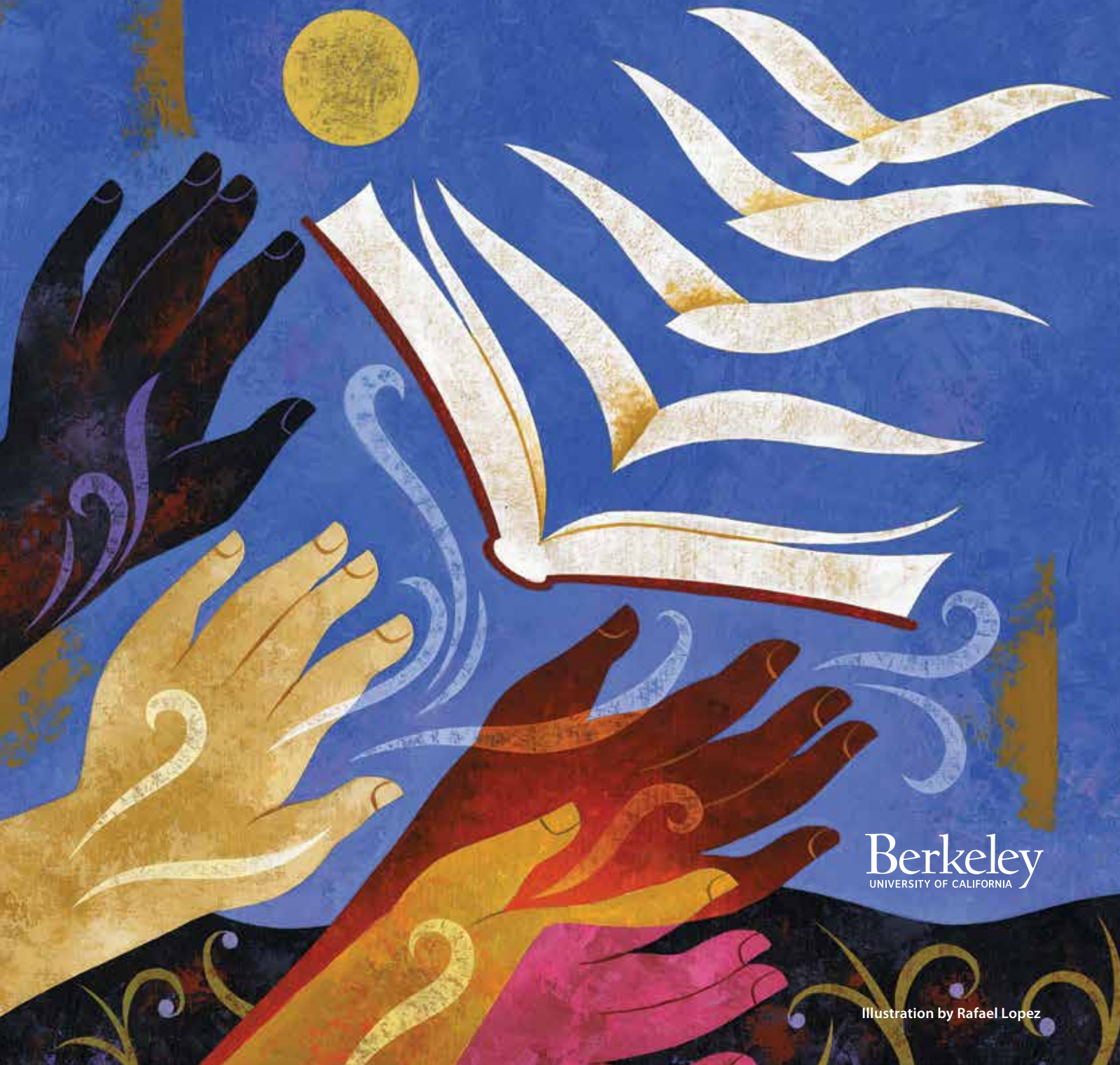


**G G** Greater Good  
**S C** Science Center

2023 ANNUAL REPORT



**Berkeley**  
UNIVERSITY OF CALIFORNIA

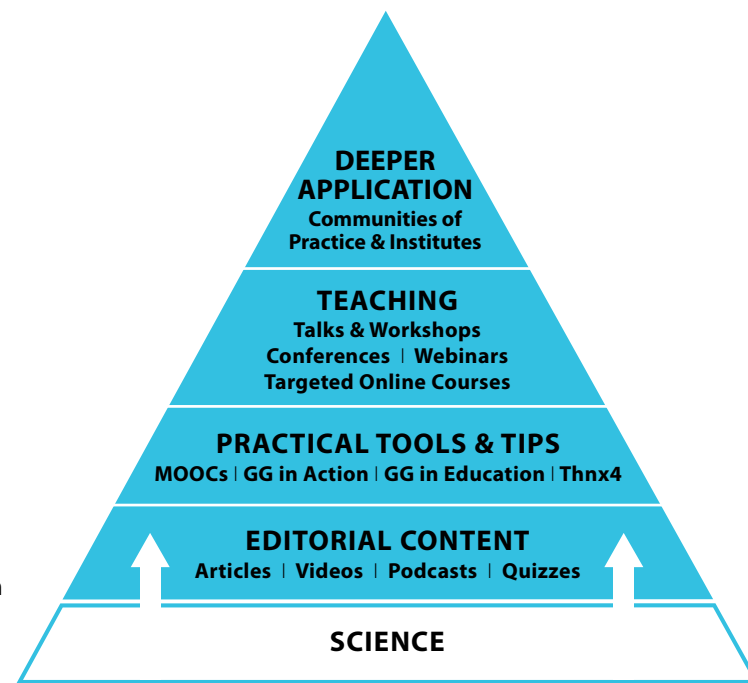
Illustration by Rafael Lopez

# About the GGSC

Since 2001, the Greater Good Science Center (GGSC) at UC Berkeley has been leading a scientific movement to foster happy and compassionate individuals, strong social bonds, and altruistic behavior. The accompanying pyramid illustrates the different levels of our work.

Scientific research is the foundation of our programs. At the first level of the pyramid is our **editorial content**, including our online magazine, *Greater Good*, and our *Science of Happiness* podcast, which together reach 1 million people each month.

Moving up a level, our **practical tools & tips** like our Greater Good in Action website and online courses explain how to nurture qualities like forgiveness and compassion in yourself and others. We incorporate these tools when we **teach** the science and practice of well-being at workshops and events. Our communities of practice and institutes support practitioners like educators and health professionals in the **deeper application** of our resources so they can impact the people they serve.



Across all of our programs, we focus especially on educators, parents, and leaders who can amplify our impact by building cultures of empathy and connection—transforming lives and communities, one person at a time.

## From the Executive Director:

In 2023, the GGSC staff eclipsed 20 members, double where we were just a few years ago. People are shocked when they hear this: They assume our team was already two or three times that big! I see that as a testament to our dedicated team having an outsized impact on the world.

I'm proud of how we've grown this year, and of how we're innovating to meet society's needs. Our Bridging Differences program addresses the divisions that plague our culture, our initiative on "intellectual humility" is timely in this age of hyper-partisanship, and our work with CalHOPE addresses the pandemic's lasting effects on the mental health of California's students and educators.

You'll read about these programs and more in this annual report. All of our work is fueled by many people—staff, partners, donors—whose commitment and generosity enable us to respond to the major challenges before us, from the loneliness epidemic to the climate crisis. Together, we approach these challenges with the qualities that guide all of our work: gratitude, compassion, resilience, and hope.

Jason Marsh  
  
 Executive Director & Editor in Chief

## GGSC in the News!



**"Can Little Actions Bring Big Joy? Researchers Find 'Micro-Acts' Can Boost Well-Being"**



Reports that people who complete the Big Joy program on our Greater Good in Action website show "greater well-being, better coping, less stress, more satisfaction with relationships," according to GGSC Science Director **Emiliana Simon-Thomas**.

## The Washington Post

**"There Is Power in Telling Your Children 'I Don't Know'"**



GGSC Parenting Program Director **Maryam Abdullah** explains how teaching kids to have "intellectual humility" can help them open their minds, learn new things, and strengthen their relationships.

## The New York Times

**"Universities Are Failing at Inclusion"**

*New York Times* columnist **David Brooks** gives a shout out to the GGSC for our exemplary work bridging differences on college campuses.

Scan for more of the GGSC's media appearances on our *In the Media* webpage!

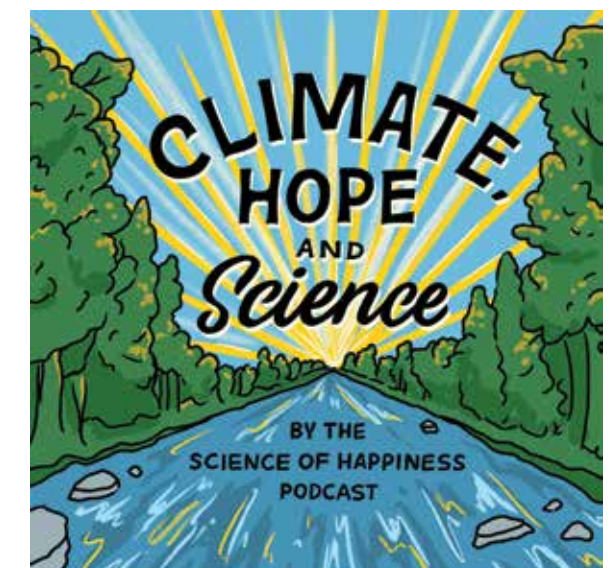


## Our Growing Reach: Greater Good by the Numbers

Cumulative through 2023

Website visitors: **6,686,807\***  
 Website pageviews: **14,480,693\***  
 Social media followers: **305,560**  
 Newsletter subscribers: **562,023**  
 Podcast downloads: **55,277,332**  
 Online course learners: **1,032,357**

\* 2023 only



## Climate, Hope & Science

This series from our *Science of Happiness* podcast explores how taking care of ourselves goes hand-in-hand with caring for the planet. During each episode, the GGSC's faculty director and host **Dacher Keltner** and his guests address questions like: How can we stay aware of the climate crisis without falling into despair? How do we find hope? What happens to our minds and hearts when we connect with nature, and how can that protect the climate?

Scan to listen to all five episodes!



*"GGSC's biggest strength is the work culture/environment. The GGSC team creates a positive and safe space. I feel supported and welcomed to ask questions or reach out for help. I feel lucky to be surrounded by such a wonderful team."*

— GGSC Staff Member



# Can Science Help Us Bridge Our Divides?

A Q&A with Juliana Tafur, our inaugural Bridging Differences Program Director



At a time of intense social division, the GGSC's Bridging Differences program helps bring people together across lines of race, religion, culture, politics, and more. We focus on getting research-based resources into the hands of the people who need them most, from high schools to college campuses to the halls of government.



The *Playbook*, our free online course, and in-depth communities of practice have engaged over 1 million people worldwide who actively seek these resources.

In 2023, we hired our inaugural Bridging Differences Program Director, **Juliana Tafur**. An Obama Scholar, TEDx speaker, Emmy-nominated senior producer, and proud Colombian-American, Juliana has devoted her career to building cultures of belonging. She shares her journey in this Q&A.

## How did you become involved in this work?

After the 2016 election, when everything was so politically and culturally divided in our country, I started to question my own identity and place in society and I wanted to do something about it. As a way to address this, I created the documentary *List(e)n*, where people with opposing viewpoints on very difficult topics like guns, abortion, and immigration were invited to engage with each other. I have strong opinions on these topics too, and I noticed within myself how hard it was to listen to people with whom I disagreed. I hung on to a deep belief that it must be possible—even though it did not seem possible—that we could connect at a deeper level while still disagreeing.

From there, I was curious about the science behind active listening. I launched my organization, Listen Courageously, and I used my film as a tool to get people to listen. During my year-long fellowship as an Obama Scholar at Columbia University, I was able to expand my knowledge of intergroup relations, conflict transformation, and narrative medicine. These experiences led me to the Bridging Differences program at the Greater Good Science Center.

## Does the Bridging Differences program only address political polarization?

No, we're talking about crossing all lines of differences, including religious identity, race, culture, and politics, to name a few. We aim to foster belonging across all groups of people, and when we do this, we all feel included in society.

## In your own words, why is bridging differences important in today's world?

I strongly believe that bridging differences is one of the most pressing issues of our time. If I could, I would devote every day of my life to making our society better for people by connecting through our differences and fostering belonging, which is important to everyone.

Scan for more on our Bridging Differences program:



# Connecting Scientists & Storytellers to Promote Intellectual Humility

In today's polarized world, increasing "intellectual humility"—the recognition that our beliefs might be wrong—is more important than ever. Research suggests that it can lead to more constructive conversations, better decision making, and less susceptibility to misinformation.

With support from the John Templeton Foundation, in 2023 the GGSC produced articles, podcast episodes, and videos exploring why, when, and how to promote intellectual humility. We also awarded 19 grants to journalists who produced more than 100 of their own stories on intellectual humility for media outlets like *Scientific American* and the *Christian Science Monitor*. We paired these journalist grantees with scientific experts to ground their reporting in the latest intellectual humility research, and the experience proved to be rewarding and fruitful for both sides.

**"We say it is the best grant we ever got because it also might actually help save the world from polarization, and the research is so cutting edge."**

– Executive Editor, *The Conversation*

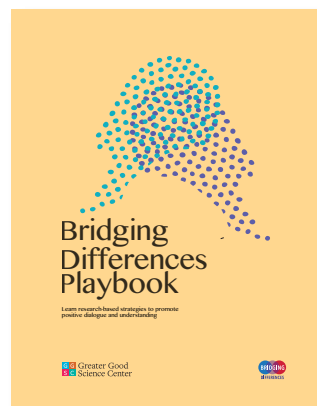
## Here are three of the projects produced by our grantees:

**Kelly Corrigan Wonders:** Produced a five-episode series for their beloved podcast, discussing why to let go of being "right" and open yourself up to the perspectives of others.

**BrainCraft:** Science communicator and behavioral scientist Vanessa Hill produced a documentary-style video on "Why You're Wrong About Being Wrong" for her popular YouTube channel.

**KQED MindShift:** Created "The Role Mistakes Have in Learning at School" with four podcast episodes, an NPR radio segment, three articles, and two TikTok videos about the importance of intellectual humility for students and teachers.

Scan to see all 19 grantees!



Our popular *Bridging Differences Playbook* guides readers through research-based strategies for promoting constructive dialogue.

# GGSC Research Fellows

The GGSC awards annual fellowships to UC Berkeley undergraduate and graduate students across academic disciplines whose research relates to the Center's mission. Below are three recent graduate fellows from Education, Social-Personality Psychology, and Clinical Science, respectively.

## Aukeem A. Ballard studies

the well-being of Black boy students in urban school settings, focusing on how self-love enables the unfolding of prosocial values.



## Lindsey (Lou) Deringer, our

Libby Fee Graduate Research Fellow, explores how awe may impact feelings of social connectedness, especially in elderhood.



## Jiyong Song investigates how sleep

patterns influence how and whether we engage in kind, helpful behaviors, as well as our mental health.



# Supporting California's Educators for a Brighter Future

Since the COVID-19 pandemic, California's educators have faced immense challenges in maintaining their well-being while supporting students. In response, the GGSC's Education program has led a major statewide initiative to help support their resilience, empathy, and other essential social-emotional skills. The initiative, called CalHOPE Student Support, was launched four years ago with the Sacramento and Orange County Offices of Education, and UC Berkeley's School of Social Welfare, as part of the broader CalHOPE disaster-relief program, run by the California Department of Health Care Services.



*"What I appreciate about the resources given [by the GGSC] is that they're all super recent. They're all research based. There's a diverse array of voices. And it was clear that that was very intentional. So I feel like it was a curated way for me to get the highest quality of resources."*

—CalHOPE Student Support participant

What began as an emergency response has grown substantially, thanks to its positive impact on educators and students. Through CalHOPE, the GGSC's Education program has provided training to representatives from all 58 California county offices of education and other education professionals from around the state. Nearly 30,000 educators have participated in statewide meetings, and over 4,000 have accessed online modules housed on the GGSC's Greater Good in Education website. Close to 700 professionals have engaged in specialized community of practice sessions, enhancing their professional and personal growth.

CalHOPE Student Support earned the UC Berkeley Chancellor's Public Service Award and the Society for Prevention Research Public Service Award. The work has also resulted in research papers and presentations for educational conferences. "I've never been in a space before where so many people shared my same feelings about compassion for others and self-compassion," said one participant. Another shared, "This really gave me space to imagine, liberate thoughts, and set new intentions." Moving forward, this work is expanding to engage other education professionals, including those supporting parents and caretakers, to ensure that more students, families, and educators can thrive.



## Toolkit for Kids

Our new Greater Good Toolkit for Kids features 28 science-based activities for cultivating compassion, gratitude, and resilience in children of different ages. Each activity includes step-by-step instructions and notes the research behind it. Published in collaboration with celebrated design firm Holstee, it's perfect for parents, therapists, teachers, and anyone else who wants to nurture the well-being of the next generation.

*"Everything in the program felt very intentional and well thought out. I left feeling refreshed and inspired to go out and spread kindness! Professionally I walked away with many tools to help my school foster more kindness among staff and students."*

— GGSC Education Workshop Participant

# Highlights from Greater Good Magazine

## Our Top 5 Articles of 2023

1. "Six Ways to Deal with Someone Who Wronged You," by Everett Worthington, Jr.
2. "What to Do When You Never Feel Good Enough," by Kira Newman
3. "Four Ways to Cool Down Your Defensiveness," by Daryl Van Tongeren
4. "How to Stop the Pain of Wishing People Were Different," by Rick Hanson
5. "The Superpowers of Sensitive People," by Jill Suttie

Check out more articles on *Greater Good*!



## How Curiosity Can Help Us Overcome Disconnection

By Scott Shigeoka, GGSC Bridging Differences Fellow



Based on my interviews, observations, and research, I've come to see that the common thread behind a lot of our disconnection, suffering, and polarization today is incuriosity—closing ourselves off from understanding the perspectives, stories, and humanity of others. I've developed an

overarching framework called **DIVE** to help us access our deep curiosity:

**DETACH:** Let go of your ABCs (assumptions, biases, certainty). When we begin to let go of our assumptions, biases, and feelings of certainty, we change the way we perceive and interact with the people around us.

**INTEND:** Prepare your mindset and setting. When we are intentional about bringing more curiosity into our lives, it begins to infuse the decisions we make.

**VALUE:** See the dignity of every person, including yourself. When you value someone, you choose a path of connection rather than distance, understanding rather than judgment, and love rather than incuriosity.

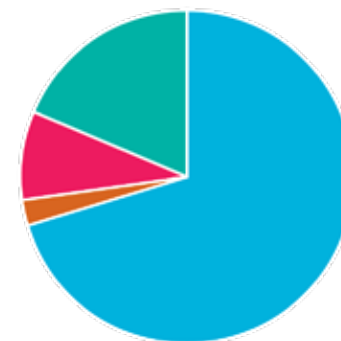
**EMBRACE:** Welcome the hard times in your life. Instead of trying to push away discomfort, fear, anxiety, or pain, we can get curious about where they're coming from and what they have to teach us.

Scan for the full article, which originally appeared on *Greater Good* magazine.



## Financials 2022-2023

### INCOME \$5,336,788



\$3,755,191  
Foundations  
& Corporate

\$136,150  
Memberships

\$458,219  
Major Gifts

\$987,228  
Earned Income

### EXPENSES \$5,298,544



\$2,634,668  
Staff Salaries  
& Benefits

\$169,648  
Operations

\$1,582,820  
Programs

\$561,408  
University Fees

\$350,000  
Contributions to  
Endowment and  
Reserves

## You make all of this possible!

The GGSC is not funded by UC Berkeley; our work only continues because of supporters like you.

Learn more at [ggsc.berkeley.edu/donate](https://ggsc.berkeley.edu/donate).



## Organizations that have contributed gifts of \$1,000 or more since 2020:

Acton Family Giving	Kern Family Foundation
Arthur Vining Davis Foundations	LG Corporation
California Volunteers	Mediators Foundation
Chan Zuckerberg Initiative	Meta
Community Foundation for Northern Virginia, Inc	New Pluralists
Dermologica	National Institutes of Health
Dodge & Cox Incorporated	Preston-Werner Foundation
Einhorn Collaborative	PRX
Fat Tire Foundation	Rockefeller Philanthropy Advisors
The Film Collaborative, Inc.	Room To Breathe Project
Fetzer Institute	Silicon Valley Community Foundation
GenWell Foundation	Skoll Foundation
John Templeton Foundation	Sounds True, Inc.
Karuna Happiness Foundation, Inc	Tsz Shan Institute

*“I give when I can because I strongly believe resources that are scientifically researched, verified, and recommended by Greater Good are more likely to work for me and others than random resources found elsewhere. Also I believe these resources must be available free to all if they are to make a positive difference to humanity. I give what I can and hope others who are financially better off donate more so you can keep doing the great work you are engaged in.”*

— GGSC Donor

## Individuals who have contributed gifts of \$1,000 or more since 2020:

\* indicates Advisory Board member

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