



FOR ALMOST TWO decades, the GGSC has turned the “science of a meaningful life” into research-based resources that support the well-being of millions around the world. In our 2019 annual report, we are proud to share the programs, insights, and stories that animate our vision.



## About the GGSC



### OUR MISSION

The Greater Good Science Center at UC Berkeley studies the psychology, sociology, and neuroscience of well-being, and teaches skills that foster a thriving, resilient, and compassionate society. Since 2001, we have been at the fore of a new scientific movement to explore the roots of happy individuals, strong social bonds, and altruistic behavior—"the science of a meaningful life." Our work:

- **Equips individuals** with research-based skills that improve their social and emotional well-being.
- **Brings a trusted, inclusive voice** to the cultural conversation about compassion, connection, and happiness.
- **Empowers people** to become agents of change in their own communities and organizations, improving institutions from the inside out.

This 2019 Annual Report celebrates our recent accomplishments and highlights our newest initiatives.



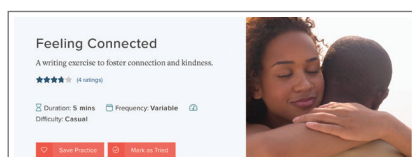
Artwork by Rafael Lopez

## Core Programs



### GREATER GOOD MAGAZINE

Our award-winning online magazine is home to a rich array of media, including articles, videos, quizzes, and podcasts—all available for free. With nearly six million annual visitors, the research-based stories, tools, and tips on the site make cutting-edge research practical and accessible to the general public, especially parents, educators, health professionals, business leaders, and policy makers.



### GREATER GOOD IN ACTION

In 2015, we launched the best source for research-based positive practices to cultivate happiness, resilience, kindness, and connection. More than 1.5 million users of GGIA have discovered concrete steps toward developing essential social and emotional skills.

How happy are you? How grateful, how connected? Take the quizzes at *Greater Good* magazine to find out!



### SCIENCE OF HAPPINESS PODCAST

With more than 10 million downloads to date and reaching as high as #2 on iTunes' list of Top Podcasts, *The Science of Happiness* has been a smash success. Listeners love the surprising, funny, and touching stories of our "Happiness Guinea Pigs" who try research-tested practices for bringing more joy and goodness into their lives. Co-produced by PRI/PRX, new episodes come out bi-weekly, all year long.

### RECENT HIGHLIGHT



### The Science of Happiness wins an award!

Our podcast won bronze in the Health category at this year's New York Radio Festival Awards. It was also honored as a Finalist in the Jackson Hole Science Media Awards.

*Pictured: GGSC Executive Producer Jane Bahk receiving our award*





### ONLINE COURSES

More than half a million students from around the world have enrolled in our free, 10-week Science of Happiness online class—and data show that it boosts their positive emotions and helps them deal with the stresses of life. Last year we launched our Science of Happiness at Work three-course series, which has already enrolled tens of thousands of students and received rave reviews.



### EVENTS

Our conferences, talks, and workshops feature leading scientists, authors, practitioners, and public figures who share cutting-edge insights into the science of a meaningful life. No matter the size or format, all of our events combine science, storytelling, and actionable tips.



### GREATER GOOD EDUCATION

Through online resources and in-person training, we help hundreds of thousands of educators nurture their students' emotional lives—as well as their own—and build prosocial classrooms. Our Summer Institute for Educators recently celebrated its seventh strong year—and will soon be complemented by our new Greater Good in Education platform (see page 6 for more details).



### PARENTS AND FAMILIES

Since our founding, we have supported parents with resources to nurture qualities like gratitude, forgiveness, and generosity in their children. In 2017, we launched a new parenting initiative—Raising Caring, Courageous Kids—to give parents multimedia resources to raise kids of high character who treat others with compassion and respect. Through this initiative, we also provided \$1 million in grant funding to 16 community-based organizations that help parents build these skills in their kids.



### TRAINING FOR HEALTH PROFESSIONALS & WORKPLACES

Under the leadership of GGSC Director of Training Eve Ekman, Ph.D., our new training program helps professionals apply the science of well-being to their work and their organizations. Our team is leading in-person, experiential workshops, providing consultation to industry leaders, and developing trainings for different sectors, particularly health care, to help combat stress and build resilience. We are running our inaugural Institute for Health Professionals in fall 2019 and launching an online training for health professionals in 2020.



2019-2020 GGSC Fellows

### RESEARCH FELLOWSHIPS

We have supported, nurtured, and advised over 100 graduate and undergraduate scholars at UC Berkeley since 2002, in a wide range of relevant fields from psychology and sociology to medicine, biology, business, education, public health, and more. Greater Good Fellows have gone on to rich and distinguished scientific and academic careers.

# What's GG Next

The coming year promises to be one of new growth and impact for the GGSC, including:

## Training for Health Professionals:

We'll be launching new resources to support health professionals: a three-day, residential institute and a practical online training.

## Bridging Differences:

Our project to reduce polarization (see page 5) will culminate in a large public event, exploring evidence-based strategies for building bridges between and within communities.

## Gratitude Book:

We'll publish an anthology highlighting the key findings from our pioneering six-year project on Expanding the Science and Practice of Gratitude.

## Two New Video Series:

One series will feature playful, research-based skills for well-being that are fun to learn and easy to share; the other will offer parents concrete tips for nurturing strengths like generosity and humility in their kids.

## Greater Good in Action:

We will relaunch our ground-breaking website with new features to help you find your own pathway to happiness and track your progress.

## Greater Good By The Numbers

13,784,089

Total website pageviews

6,303,411

Individual visitors to  
our website

10,238,068

Podcast downloads

129,817

Social media followers

600,000+

Online course enrollees

430,000+

Newsletter subscribers

*Figures for the fiscal year ending June 2019.*



*"I just want to say a heartfelt THANK YOU for all the good work you do and the positive messages you share everyday. There is so much good in the world, and yet we are so focused on the bad that I feel it is bringing people down. I try to remind people of this and your research is proving it!"*

### Angela Durant Turner

Mental Health Counselor  
Tallahassee, FL

## RECENT HIGHLIGHT



### The Science of Happiness: Live!

This uplifting three-day gathering in May gave an audience of over 300 the chance to connect with one another and hear from experts like Dacher Keltner, Barbara Fredrickson, Richie Davidson, and Jack Kornfield—all under the redwoods of the 1440 Multiversity in Scotts Valley, California.





THE GREATER GOOD SCIENCE CENTER'S BRIDGING DIFFERENCES INITIATIVE mixes science and storytelling to help address one of the most urgent issues of our time: political and cultural polarization.

Public discourse in our nation is at a breaking point. The resulting hostility and distrust undermines our emotional well-being, the quality of our relationships, and the integrity of our democratic institutions.

Fortunately, social science research from the past several decades has been identifying whether, how, and under what circumstances people from different groups can better understand and get along with one another.

Through a variety of media and partnerships, Bridging Differences will highlight the research-based skills and social conditions that are critical to reducing polarization, promoting constructive dialogue, and fostering positive relationships between differing groups.

## Interview with GGSC's Bridging Differences Writing Fellow Zaid Jilani

### *Is there anything in your personal or professional experience that draws you to this topic especially?*

I grew up in the Deep South, but I was a minority among minorities—my parents emigrated to the United States from Pakistan in the 1970s, and unlike most people in Georgia, I wasn't Christian (I'm Muslim). I would say my whole life involved some form of bridging differences, as I was almost always a religious, racial, and political minority among the people I lived and studied around.

My life's experiences taught me to be able to get along with people from very different social backgrounds and ideological predisposition than my own. Through these experiences, I learned the value of discussing ideas, not people, and being slow to judge someone who has a difference in opinion, or a different way of practicing their religion or personal philosophy.

Our Bridging Differences initiative recognizes that we have differences, but that doesn't mean we have to let them segregate us into different communities, dictate who we befriend or marry, or lead us to resent those who are different from us.

### *What's the first skill you'd encourage people to try?*

By focusing on shared identities, you can expand your "in-group" to include people you previously thought you had nothing in common with. In a way, it's the skill that forms the basis of the success of the United States of America—we're a diverse country defined not by a bloodline or skin color but by our shared commitment to a pluralistic democracy.

So let's say you know someone with different politics, a different religious background, or who comes from an immigrant community that is different than yours. You can acknowledge that you both have these differences and value who you are, but also emphasize the ways you are similar. This

is a powerful way to recognize commonalities that may have heretofore been invisible to you.

### *Does research actually suggest our country could become less divided? How?*

Some of the most interesting research on polarization comes from Dr. Liliana Mason of the University of Maryland. Mason found that most of our physical polarization—whether someone wants to live next door to someone with different politics, for example—comes from a sort of team sport mentality; the stronger you identify with a "liberal" or "conservative" camp, the more polarized you are from people on the other side. But it actually has nothing to do with what you actually believe. People on the far left of the political spectrum who are less attached to their political team are less likely to want to segregate themselves from conservatives than people slightly left of center who are strongly attached to their label.

What this means is we can disagree—even sharply—and not necessarily be polarized by the issues themselves. There is no need for us all to share the same opinions about health care or immigration in order to get along. But we do need to be able to move beyond attachment to labels that narrowly define ourselves and our political opponents. The skills we are identifying in the Bridging Differences initiative can help us do that.



**Zaid Jilani** is Greater Good's Bridging Differences Writing Fellow. A journalist originally from Atlanta, he has worked as a reporter for *The Intercept* and as a reporter-blogger for ThinkProgress, United Republic, the Progressive Change Campaign Committee, and *Alternet*. He graduated from the University of Georgia with a bachelor of arts in international affairs and received his master's in public administration from Syracuse University.

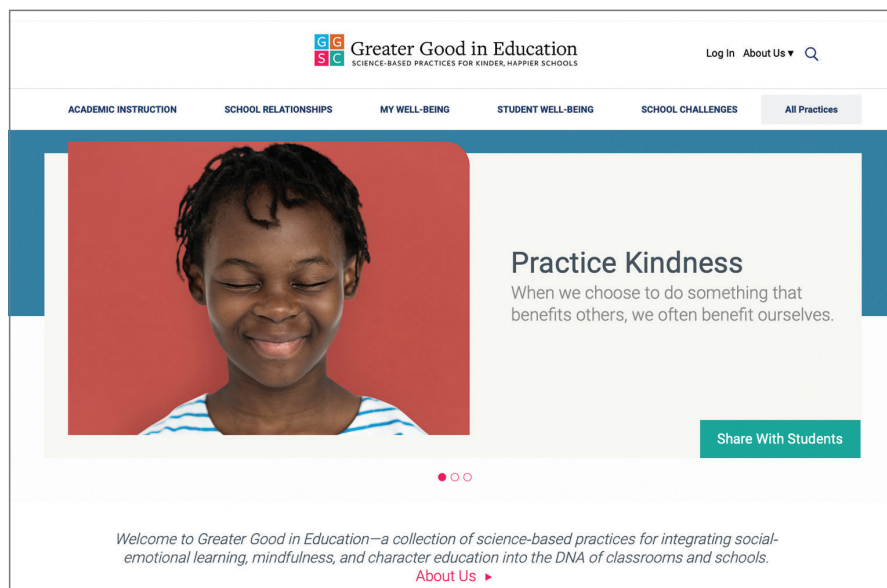
# Greater Good in Education



RESEARCH STRONGLY SUGGESTS that developing students' social and emotional intelligence improves their academic achievement and overall well-being. The GGSC's education program goes one step further: We believe that cultivating positive qualities such as compassion, gratitude, and mindfulness will lead to a wider transformation, as children mature into young adults who place care, empathy, and social connection at the center of their lives and society.

As the latest milestone in the growth of our education program, in 2020 we will launch **Greater Good in Education** (GGIE), a free online resource that features the top evidence-based strategies for supporting the social, emotional, and character development of students and the adults who work with them. GGIE synthesizes the top insights and best practices from science, programs, and practitioners.

Our education team has been working closely with a network of researchers, education professionals, and leading programs to develop and build GGIE. With over 100 practices, keyed to different developmental stages of students and the various dimensions of a school, GGIE will provide clear, rigorous ways to create kinder, happier schools.



*"I used your [gratitude] curriculum for my students, and for a final assignment, had them deliver thank you letters to someone of value in their lives, asking them to notice the recipient's reaction and how they felt. Then they wrote a paragraph on their experience on the last day. I graded some of their essays and it filled me with joy! It was science, citizenship, and school all in one. Thank you so much for making this resource available. It has made such a difference in the lives of my students and has made me a happier and better person."*

**Michele Ward**

5th/6th Grade Social Studies Teacher  
Houston, TX

## RECENT HIGHLIGHT



### Grants to Nurture Caring, Courageous Kids

Through our parenting initiative, we awarded grants to 16 community-based organizations that are developing programs to support parents and families, in partnership with scientific advisors. We brought the programs together with their advisors in Berkeley, and we will reconvene them next year.



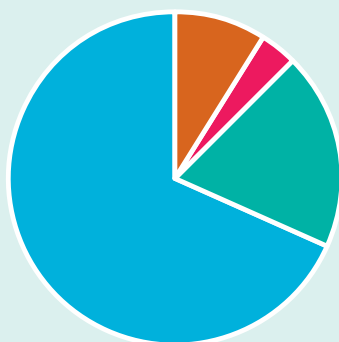
*"I am part of the Hostage Negotiation Team and I develop trainings for the New York Police Department. The Greater Good site has helped me greatly with my police work, and I enjoy visiting the site frequently. Among the many topics discussed there, I believe empathy is one of the most important things to practice genuinely—especially in policing."*

**Detective Jeff Thompson**

New York Police Department  
New York, NY

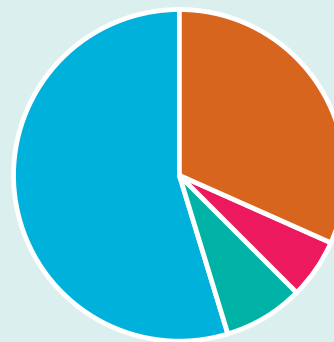
## Financials 2018-2019

### INCOME \$3,355,412



**\$2,290,866**  
Foundations & Corporate  
**\$123,072**  
Memberships  
**\$301,969**  
Major Gifts  
**\$639,505**  
Earned Income

### EXPENSES \$3,338,639



**\$1,822,899**  
Staff Salaries & Benefits  
**\$190,144**  
Operational Expenses  
**\$1,064,933**  
Programs  
**\$260,662**  
University Fees

### RECENT HIGHLIGHT



#### New Online Courses for Workplaces

Our three-course series on The Science of Happiness at Work features GGSC Director Dacher Keltner, Ph.D., and Science Director Emiliana Simon-Thomas, Ph.D. They teach skills for building emotional intelligence and resilience to stress—and creating more collaborative, purposeful, and enjoyable workplaces.

## Greater Good Supporters

We are very grateful for our sustained partnerships with the Einhorn Family Charitable Trust and the John Templeton Foundation.

We also deeply thank our founding donors, Ruth Ann and Thomas Hornaday, along with the following individuals and families who have given at the \$500 level or above since 2018, as well as all those who support the mission of our Center at every level.

Elena Aguilar	Catherine Hartshorn	Joan Poulter
Sarah & Mark Antin	Hasbro Children's Foundation	Doug & Becky Pruitt
Thomas Bagwell	J. Martin Haygood	Public Radio International (PRI)
John & Susan Battye	Jitu Jhaveri	Martha Rock
David Bender	Karen & Jeffrey Jordan	Jack Sawyer
Marjorie Bennett	Eben Kent	Stacy Schusterman
Anne Brafford	Kristine Klussman	Ann Shulman
Christine Carter	LG Electronics	MJ Stephens
Tim & Sylvia Carter	North America	Emily Sullivan
Rishi Chopra	Kim Leserman	Mike & Cindy Watts
Helen Cooluris	David Lichtenstein	Leslie Westphal
Abel Covarrubias	Robert McClain	Alexis White
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Suzanne Fleiszig	Melli O'Brien	Dorothy Wismar
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Linda Graham	Michela Nonis	Emerald Yeh
Leah Granger	Birju Pandya	Douglas Young
Marian Gray	Juliana Park	
Rick Hanson		



## How You Can Help

As an independently funded center based at UC Berkeley, we rely entirely on supporters like you to fund our mission to study and share the science of a meaningful life.

To learn more about how you can further our work, visit [greatergood.berkeley.edu/donate](https://greatergood.berkeley.edu/donate)

Thank you!



*Promoting a happier, healthier, more peaceful world*

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