



For 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 2020 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 2020 Annual Report celebrates our recent accomplishments and highlights our newest initiatives.

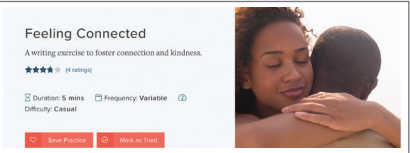


Artwork by Rafael Lopez

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 over 10 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 20 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 guests who try research-tested practices for bringing more joy and goodness into their lives. Co-produced by PRX, new episodes come out bi-weekly, all year long.



The Science of Happiness wins an award!
Our podcast won bronze in the Health category at the 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. We also 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. During the pandemic we successfully shifted many of our events online, including our 2020 Bridging Differences summit—and we were able to include many more participants this way.



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 healthy classrooms. In 2020, we launched our new Greater Good in Education platform with over 200 science-proven practices for educators to cultivate prosocial classrooms. (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. Our parenting initiative *Raising Caring, Courageous Kids* gives 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
Our training program helps professionals apply the science of well-being to their work and their organizations. Our team is leading experiential workshops, providing consultation to industry leaders, and developing trainings for different sectors, particularly health care, to help combat stress and build resilience. We hosted our inaugural Institute for Health Professionals in fall 2019 and launched 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.



2020 Highlights

The past year, as difficult as it was for people around the world, was one of new growth and impact for the GGSC, including:

Greater Good Guide to Well-Being During Coronavirus:

In a tumultuous year we produced dozens of new science-based resources to support resilience and connection, as well as additional tools to fight racism and promote social justice..

Bridging Differences:

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

Gratitude Book:

We published 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 features playful, research-based skills for well-being that are fun to learn and easy to share; the other offers parents concrete tips for nurturing strengths like generosity and humility in their kids.

Greater Good in Action:

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



"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

Greater Good By The Numbers

23,433,660

Total website pageviews

11,888,734

Individual visitors to our website

22,781,646

Podcast downloads

254,221

Social media followers

877,488

Online course enrollees

581,788

Newsletter subscribers

Figures for the calendar year ending December 2020.

EVENT HIGHLIGHT



The Science of Happiness: Live!

This uplifting three-day gathering 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 formerly *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.

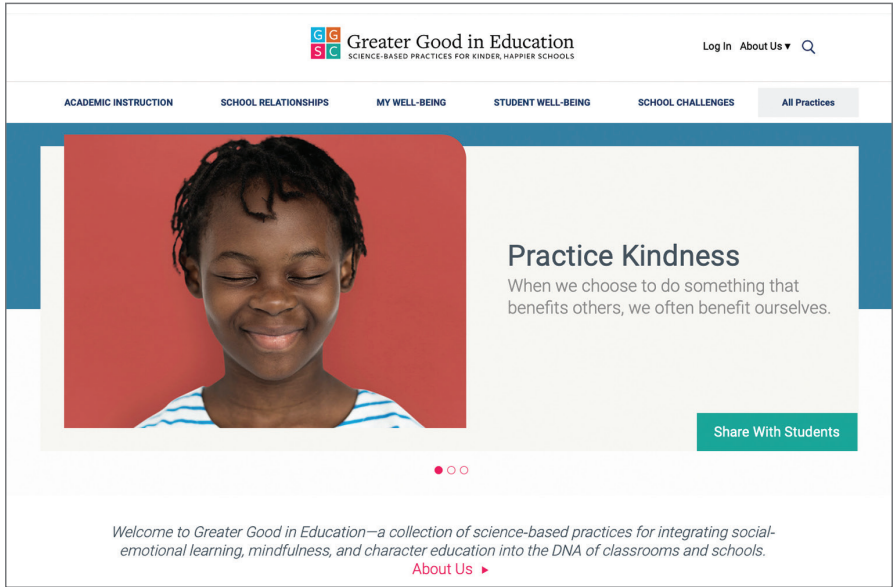
Greater Good in Education



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 launched **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 200 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.



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 initially brought the programs together with their advisors in person, and then hosted a final convening online to share project learnings.

"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

"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

COURSE HIGHLIGHT

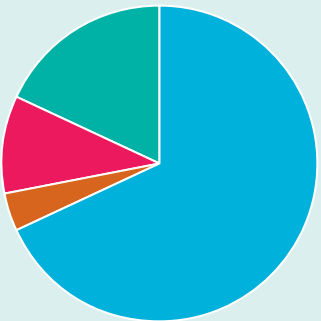


Online Courses for Workplaces

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.

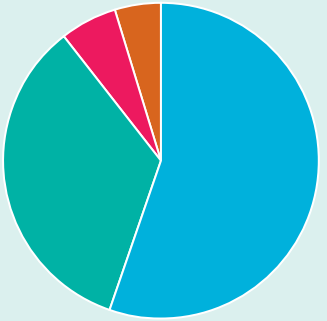
Financials 2019-2020

INCOME \$3,524,710



\$2,401,338
Foundations & Corporate
\$141,923
Memberships
\$353,948
Major Gifts
\$627,501
Earned Income

EXPENSES \$3,519,967



\$1,954,337
Staff Salaries & Benefits
\$203,655
Operational Expenses
\$1,198,298
Programs
\$163,677
University Fees

Greater Good Supporters

We are very grateful for our partnerships with the Einhorn Collaborative, the John Templeton Foundation, Acton Family Giving, the Arthur Vining Davis Foundation, the Kern Family Foundation, and the Room to Breathe Project.

We also deeply thank our founding donors, Ruth Ann and Thomas Hornaday, along with the following individuals and families who have given at the \$1,000 level or above since 2019, as well as all those who support the mission of our Center at every level.

Anonymous (2)	Helmut Kapczynski	Jack Sawyer
Elena Aguilar	Adrienne Kimball	Stacy Schusterman
Carrie Avery	LG Electronics	Mackenzie Scott
Thomas Bagwell	Shane Litts	Laurence Shick
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Linda S. Jones	Jim Roumell	Emerald Yeh
Karen & Jeffrey Jordan	Khaled Said	Wai Yip



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

Thank you!



Promoting a happier, healthier, more peaceful world

University of California, Berkeley
510.642.2490
ggsc.berkeley.edu
greatergood.berkeley.edu
greater@berkeley.edu

ggsc.berkeley.edu

Berkeley
UNIVERSITY OF CALIFORNIA