



The Nielsen Foundation envisions a more equitable world where everyone counts and everyone has opportunities to succeed. Our mission is to support organizations that give voice and opportunities to historically under-represented groups and communities.

The Nielsen Foundation supports organizations that:

- Encourage educational access and persistence
- Promote economic mobility and well-being
- Advance representation in media and technology

2021 highlights

The Nielsen Foundation provided more than **\$1.97 million** in grants to **49 nonprofit organizations** in 2021.

- **\$1.14M** in **Community Grants** to **41 organizations** strengthening diverse communities through education, economic mobility, and media and technology programs
- **\$522.5K** in continued support for Discover Data and the TechDiversity Accelerator, our two **Signature Programs** promoting data education and economic mobility
- **\$275K** in **Data for Good grants** to build data capacity and strengthen programs of six organizations advancing economic mobility or educational access for diverse communities
- **\$33.9K+** in **Volunteer Grants** from **548 Nielsen employees** to further recognize and increase their community impact through volunteering

Encouraging educational access & persistence



The **Discover Data** education initiative provides students and educators with relatable, real-world resources to **foster student learning and interest in data careers**. In partnership with Discovery Education and the National AfterSchool Association, Discover Data has **reached ~500,000 students** to date. In 2021, Discover Data launched an updated website with new resources in English and Spanish.



We **committed \$375K** to support the next generation of equity-oriented education leaders through a new three-year partnership with Teach for America. Grant funds will support the recruitment of talented young leaders from diverse backgrounds to teach in low-income public schools across the United States.



Promoting economic mobility & well-being



We are proud to support Tampa Bay Wave for the fifth cohort of the [TechDiversity Accelerator](#). The TechDiversity Accelerator is a 90-day program for **underrepresented entrepreneurs** to provide mentoring, training and investor connections. Over the last four years, cohort companies have **raised an average of \$5.1 million each in funding** to grow their businesses.



Through our three-year [grant](#) to the Local Initiatives Support Corporation (LISC), the Nielsen Foundation has provided **\$450K to date in grants and support to 268 Black-owned small-businesses** that have limited access to traditional business financing in historically disinvested neighborhoods in New York City, Chicago, Los Angeles and the Twin Cities.



We also [committed \\$250K over three years to connect young adults with living-wage careers](#) through a relationship with Year Up. Grant funds will support the development and expansion of pilot programs to effectively reach a greater number of young adults with Year Up's evidence-based workforce development model.



Through the [2021 Data for Good Grants Program](#), we funded five creative projects to **build monitoring, evaluation and learning (MEL) capacity and strengthen programs of diverse-led organizations** advancing economic mobility and well-being. Grantees include: Aurora-St Anthony Neighborhood Development Corporation, Inclusive Action for the City, Native American Community Development Institute, RespectAbility, and the Young, Black & Giving Back Institute.

Advancing representation in media & technology



For the fifth year, we continued support for the Geena Davis Institute on Gender in Media for their work to **use data and research to uncover insights about on-screen representation**. With support from the Nielsen Foundation, GDIGM has developed media measurement tools and amassed the largest body of research on gender prevalence in entertainment.



We continued funding for the Ad Council to support their **30+ research-based public service campaigns on important social issues** ranging from vaccine education to diversity and inclusion efforts.



We provided grants to support the **growth and development of diverse students and leaders building careers in the media industry**, with funding to organizations including the International Radio and Television Society (IRTS) Foundation, National Association of Broadcasters Leadership Foundation, and the Advertising Research Foundation's WIDE initiative.

Looking ahead



The Nielsen Foundation plans to sustain its grantmaking with **\$6 million in funding from 2022 to 2024** to promote educational access and persistence, economic mobility and well-being, and representation in media and technology.