



In 2023, the Nielsen Foundation refined its vision and mission statements and revised its focus areas to better reflect our work to advance inclusion and representation in media and technology.

We envision a more equitable world, enabled by inclusive media and technology, where everyone has voice and opportunities to succeed. Our mission is to power and advance inclusive innovation and representation in the media and technology industries, especially through the use of data and research.

### Starting in 2024, grants from the Nielsen Foundation will generally support efforts to:

- Advance representation in media production and content through the use of data and research
- Support underrepresented talent in media and technology careers
- Encourage the use of media and technology as forces for good

## 2023 highlights

The Nielsen Foundation provided almost \$1.4 million in grants to 24 nonprofit organizations in 2023.

- **\$667,550** in **Community Grants** to 14 organizations advancing educational access and persistence, economic mobility and well-being and representation in media and technology
- **\$342,500** in continued support for Discover Data and the TechDiversity Accelerator, our two **Signature Programs** promoting data education and inclusive economic mobility in technology
- **\$325,000** in **Data for Good grants** to support organizations using data in innovative ways to advance representation and inclusion in media and technology\*
- **\$38,000** in **Volunteer Grants** across more than 500 Cause Cards from Nielsen employees who logged 12+ volunteer hours in a quarter, recently joined the company, and/or participated in a special volunteer recognition program

\*One \$50,000 Data for Good grant was paid in early January 2024.

## Grant Spotlights



The [2023 Data for Good Grants Program](#) supported seven organizations with creative projects **leveraging data to advance media and technology as forces for good**, especially to advance representation and inclusion. Grantees include: Amplify AAPI at NORC at the University of Chicago, Center for Scholars & Storytellers, GLAAD, Inevitable Foundation, PCI Media, PopShift (a project of Pathos Labs), and the USC Norman Lear Center Media Impact Project.



The [Discover Data](#) education initiative, a collaboration with Discovery Education and the National AfterSchool Association, has reached approximately 850,000 students to-date with resources to **improve student learning with data and interest in data careers**. In 2023, Discover Data added two

new master class videos to help educators incorporate data into their lessons. After completing the “Data in my Day” e-learning module, student understanding of the role of data in their lives increased by 16% and interest in data careers increased by almost 29%.



The [TechDiversity Accelerator](#) at Tampa Bay Wave continues to **advance greater inclusion in the tech startup industry** by providing custom support and mentoring to start-up leaders from across the country and around the world. In May, Tampa Bay Wave welcomed 16 new tech startups into the [2023 TechDiversity Accelerator cohort](#). Since 2018, cohort companies from across multiple countries have raised an average of \$2M more and added approximately 5 more jobs within a year of completing the program, compared to startups in other accelerator programs.



For the seventh 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 continues to track progress in portrayals of various identity groups on screen across broadcast television, cable and streaming.



The [Young, Black and Giving Back Institute](#), a 2021 Data for Good grantee, published a first-of-its-kind [report](#) on **how philanthropy can better support Black-led and Black-benefiting nonprofits**, offering important insights on the unique needs and opportunities of these organizations.



The Nielsen Foundation provided a new \$75,000 grant to [The Paley Center for Media](#) to support their Teen Transmitters program, providing a **paid internship and media career readiness training** for high school rising juniors and seniors. Later in the year, five Nielsen volunteers [met](#) with the interns to share more about their career paths and advice for aspiring media professionals.



We continued to support efforts to grow and develop **underrepresented students and leaders building careers in the media industry**, in collaboration with the International Radio and Television Society (IRTS) Foundation, National Association of Broadcasters Leadership Foundation (NABLF), and the Advertising Research Foundation’s WIDE initiative.



To further support our grantees on Nielsen Global Impact Day, 28 Nielsen volunteers participated in a consulting-style skills-based [volunteer event](#) with four **nonprofits driving inclusion in media and technology**. Two of the participating nonprofits, The Paley Center for Media and the National Association of Broadcasters Leadership Foundation (NABLF), were 2023 Nielsen Foundation grantees.

