



# EXPONENT

2021

IMPACT REPORT

YEAR ONE



[EXPONENT.ORG](https://www.exponent.org)

WE ARE EXPONENT

We are a global coalition of leaders and decision makers, fighting for gender equality *together*.

We amplify one another, because the fight cannot be won alone.

*Energized by the Impossible*

EXPONENT.ORG

JANUARY 2022

Dear Friends,

A new year is upon us — and we are kicking off 2022 with unbridled enthusiasm for what is possible. Before we dive into what's next, we'd like to take a moment to acknowledge our accomplishments in our first full year.

- Exponent was born as a 20% project inside of Google. With Google's support and generosity, we've spun off as an independent 501(c)(3).
- We welcomed Paul Hastings, Together Rising, and Soapbox Inc. as organization partners - joining BBC, Bloomberg, Color Farm Media, and Nasdaq.
- We are partnering to preserve the legacy of the most influential feminist organizer of all time, Gloria Steinem.
- We supported the launch of #1 podcast *We Can Do Hard Things*, with Glennon Doyle, Amanda F. Doyle, and Abby Wambach.

Our work has never felt more essential, as we operated alongside the backdrop of a once-in-a-century pandemic. The hardships of 2021 propel us to continue to work aggressively towards a more equitable future for women, and especially women of color.

Together, we envision a more peaceful, more fruitful, and more just world, built on the backbone of partnership and collaboration. And we will only achieve it by working arm-in-arm with one another. ***We Are Exponent.***

In gratitude,



**Rebekah E. Dopp**  
FOUNDER AND CHAIR

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# Our Story

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The Challenge | The Opportunity | The Call to Action | We Are Exponent  
Our Mission | Our Superpower | Our Alliance | The Launch

## 2021 Reflections

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### 2021 At a Glance

### Partnerships

Major Studio | Creative Theory | A Home for a Movement  
Doing Hard Things | The Wolfpack | Gloria's Talking Circles  
Toledo | One Day Immersion

### Amplifications


Soapbox | Honest Warrior | Bloomberg | Color Farm Media  
Together Rising | Tools & Tiaras | Katie Lyman Photography  
Father Figure | The Courage to Advance | Storia | Heartwood  
How We Win | BBC The 50:50 Equality Project

## Our Future

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### Our Vision

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# Our Story

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## THE CHALLENGE

In the U.S. alone, women-led companies perform 3X better than the S&P 500 average<sup>1</sup>.

Despite this fact, only 2% of venture capital funding goes to female founders<sup>2</sup> and only 5% of CEOs in the U.S. are women<sup>3</sup>.

In fact, it is expected to take another 202 years to close the economic gender gap at the current pace<sup>4</sup>.

This is unacceptable.

<sup>1</sup> Fortune, [Women-led companies perform three times better than the S&P 500](#)

<sup>2</sup> TechCrunch, [Female founders have brought in just 2.2% of US VC this year \(yes, again\)](#)

<sup>3</sup> MarketWatch, [In corporate America, a shockingly low number of women make it to the C-suite](#)

<sup>4</sup> World Economic Forum, [The Global Gender Gap Index 2018](#)

## THE OPPORTUNITY

Data overwhelmingly suggests that as the world focuses on gender equality, the human experience improves exponentially.

World  
Peace

If women are at the negotiation table, peace lasts longer <sup>6</sup>

Climate

Gender and climate are inextricably linked <sup>7</sup>

Global  
GDP

We could grow the global GDP by at least 12 Trillion Dollars! <sup>8</sup>

<sup>6</sup> Women's International League for Peace and Freedom, [Does Gender Equality Lead to Peace?](#)

<sup>7</sup> Fast Company, [Gender equity is the most overlooked solution for climate change](#)

<sup>8</sup> McKinsey, [How advancing women's equality can add \\$12 trillion to global growth](#)

Exponent was conceived during the G7 Gender Equality Council when Prime Minister Justin Trudeau hosted an intimate meeting with industry leaders. A vocal feminist, Trudeau curated a gender-balanced cabinet, and he challenged the guests to do more to fight for gender equality in business.

Andy Berndt, Malika Saada Saar, and Rebekah E. Dopp, were at that meeting, representing Google. The three were inspired: If Trudeau could have a gender-balanced cabinet, what could the business world be doing to move the needle?

Google’s “[20% Projects](#)” encourage employees to spend 20% of their time on passion projects. Rebekah created a 20% project called “Google’s Gender EQ Project” — which would soon become Exponent.

Today, Exponent exists as an independent, nonprofit corporation. Google was one of our inaugural private sector partners alongside Nasdaq, BBC, and Bloomberg.

Exponent is a coalition of leaders tackling worldwide issues through a gender lens. We believe that through cooperation and maximizing each partner’s strengths, we will increase global impact, *exponentially*. Through the Exponent Alliance — composed of private sector pioneers, influential icons, and world-renowned experts — we amplify global gender equity efforts, as well as spark new initiatives that result in exponential change.



# We Are Exponent

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# We Are Exponent



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## Sizzle Reel

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# Energized by the Impossible

## OUR TRUTH

The most significant advancements in history exist because humans overcame challenges that seemed impossible. Gender equality at a global level is one such impossible-seeming challenge. With the Exponent Alliance — our team of world class leaders, decision makers, and influential voices — we are not only ready to take on this challenge, we are energized by the opportunity. And we will not stop until we have achieved it.

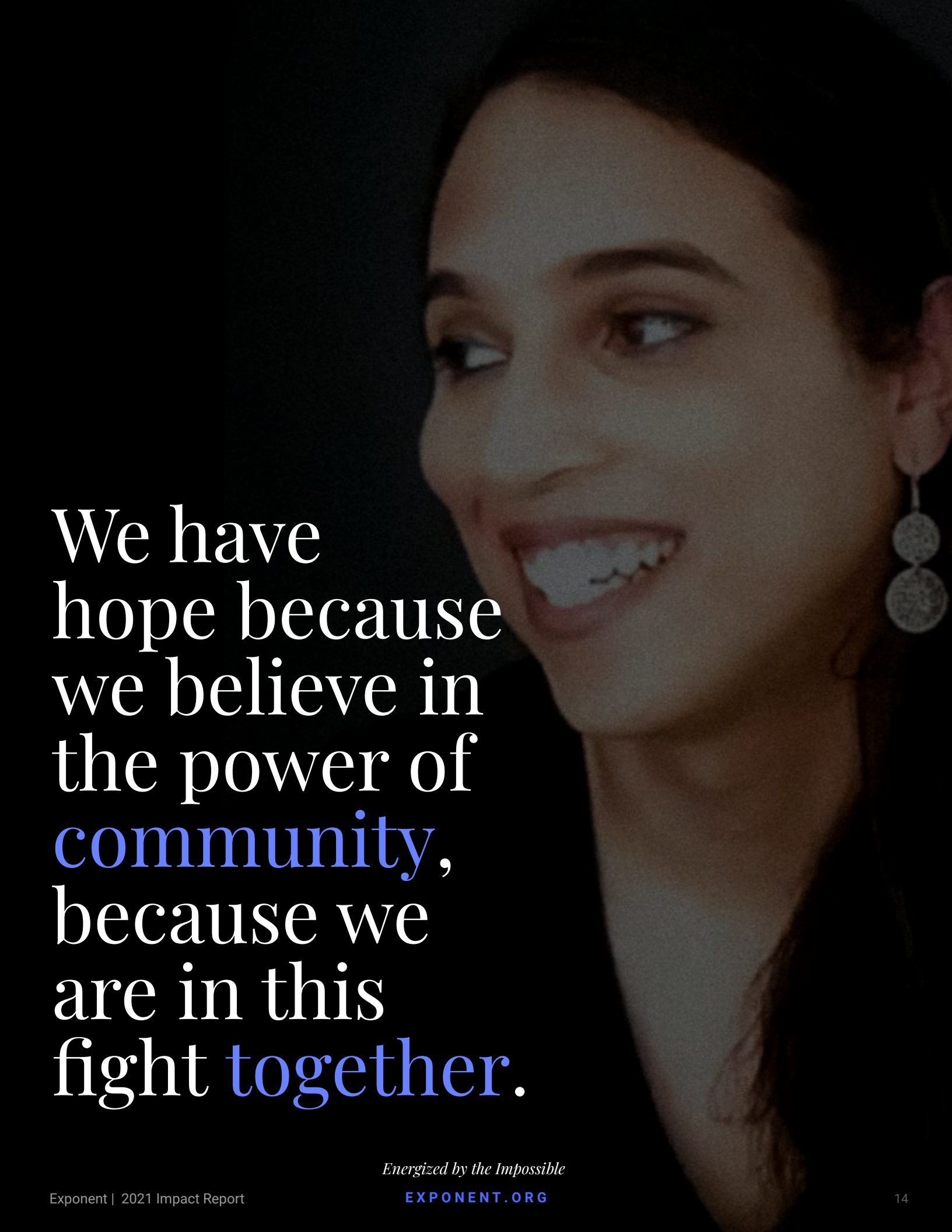
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WE ARE EXPONENT

One  
organization  
to amplify  
the rest.



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We have  
hope because  
we believe in  
the power of  
community,  
because we  
are in this  
fight together.

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## OUR CHARGE

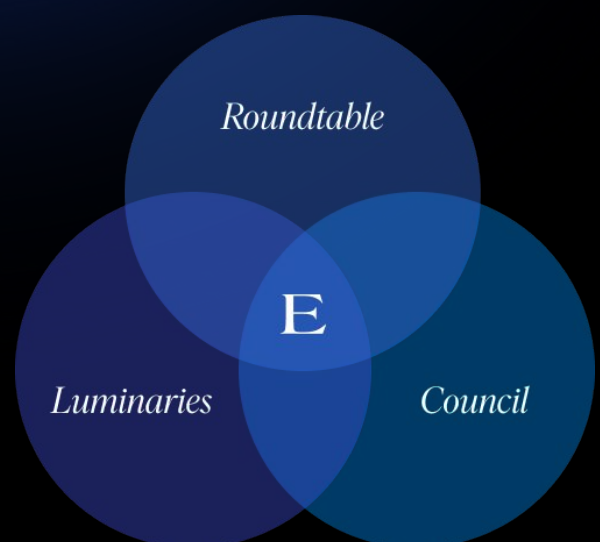
We are on a mission to amplify global gender equity efforts at the highest levels of power, influence and decision making, knowing that meaningful progress lies in ensuring equitable representation where corporate, industry, and policy decisions are made.

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# The Exponent Alliance

## THE EXPONENT ALLIANCE

Exponent Alliance is a coalition of organizations and individuals tackling worldwide issues through a gender lens in all aspects of the global community. The Alliance is made up of three pillars: the Luminaries (Influential Voices), Roundtable (Private Sector Corporations and NGOs) and the Council (Leading Change Makers). Through cooperation and maximizing each partner's strengths, we accelerate, champion, and exponentially increase the impact of equity initiatives to improve the global human experience.



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OUR SUPERPOWER

A unique  
approach to  
collaboration  
coupled with  
a commitment  
to amplifying  
existing efforts  
instead of  
starting from  
scratch.

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# Exponent

From 20% Project to  
Standalone Organization

THE  
LAUNCH

EXPONENT

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**Rebekah E. Dopp**  
Founder & Chair, Exponent



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PART TWO

# 2021 Reflections

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## A UNIQUE APPROACH TO TEAM BUILDING

# 2021 At a Glance

## KEY INITIATIVES

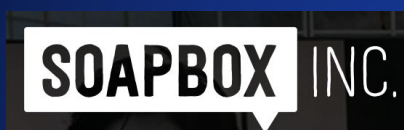
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A UNIQUE APPROACH TO TEAM BUILDING

# 2021 At a Glance

## EXPONENT ROUNDTABLE

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## OUR BOARD

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**Rebekah E. Dopp**  
Founder, Chair



**Kate Moore**  
Board Member



**Erika Alexander**  
Board Member



**Kathryn Kaufman**  
Board Member

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## PARTNERSHIPS AND AMPLIFICATIONS

# Exponent's core pillars of activation are partnerships and amplifications.

With our partnerships, Exponent works arm-in-arm, with leading experts across multiple social impact movements. This synergy of superpowers has yielded unique programming, activations, events, materials, and more for a global audience.

Beyond our partnerships, Exponent's team — inclusive of the Exponent Alliance and beyond — is working to improve gender equality in monumental ways. Exponent is committed to amplifying the work of our greater collective, because we know that the fight for equality is a team effort.

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2021 REFLECTIONS

# Partnerships

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In partnerships, we move  
beyond theory and create  
substantive change.

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# Major Studio

## ENERGIZED BY DESIGN

Major Studio is a strategy and design practice led by four women. We thrive on collaboration, intellectual challenge, and making work fun. We are proud to be a part of the 0.1% of agencies in the U.S. owned by women, and the 3% of agencies in the U.S. that have female creative directors — and we are committed to doing our part to grow that number.

A portrait of Valerie Gnaedig, a woman with long dark hair, wearing a dark blazer, looking slightly to the right.

“As a partner at a women founded creative agency — in an industry where only 0.1% owners are women — it’s incredible to have clients and partners like Rebekah and Exponent, to fight for gender equality with such exemplary talents.”

VALERIE GNAEDIG

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# Creative Theory

## ENERGIZED BY INNOVATORS

Imbalance occurs when the few speak for the many, and we all suffer for it. Creative Theory restores the balance by amplifying voices, and telling necessary stories that overturn common narratives. In short, we are boardroom advocates — a voice for the overlooked, from concept to completion. We help brands understand who they are, so they can add to the conversation, not the noise.



“The journey is long and we are locked arm in arm with Exponent to fight for justice – and we have a lot of fun along the way – we are proud Exponent partners.”

TAMON GEORGE

creative  
theory +

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# A Home for a Movement

## Exponent supported “A Home for a Movement

### A HOME FOR A MOVEMENT

In partnership with Google Arts & Culture, Gloria Steinem’s apartment was shared with the world as a virtual museum, [A Home For A Movement](#). Since 1966, this magical space has served as birthplace and host to many groundbreaking movements and ideas, and extraordinary voices of many generations.

A Home For A Movement preserves the living history of some of the most important voices and achievements in human rights of the last several decades.

## A Home for a Movement

Exponent | The Gloria Steinem Museum

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# Doing Hard Things



## WE CAN DO HARD THINGS WITH GLENNON DOYLE

Exponent supported the launch of [We Can Do Hard Things](#) - the podcast co-hosted by Glennon Doyle, Amanda Doyle, and Abby Wambach - all Exponent members - by creating the witchy key art.

In addition, watch our conversation between Glennon and Rebekah below - launched in conjunction with and in support of the podcast.

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Doing Hard  
Things  
with  
Glennon Doyle



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# The Wolfpack

## Abby Wambach Fighting for Pay Equity

### ENERGIZED BY THE ICONS

Abby Wambach is a living legend - a soccer icon, two-time Olympic gold medalist, World Cup champion who left the game better than she found it. She retired in 2015 as the highest scoring international player - male or female - in the history of the sport. She hung up her cleats as one of the most decorated players of all time. Abby uses her vast, intersectional platform to fight every day for a more equitable society. Abby knows that each of us possesses the fire and agency to create a just and inclusive world, as long as we team up and work as one.

# EXPONENT

**Exponent is  
partnering with Icon  
Abby Wambach  
to fight for pay equity**



Exponent | Rockstar Portfolio

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# Gloria's Talking Circles

Exponent is partnering with Gloria Steinem to host the next generation of Talking Circles.

## WHAT ARE TALKING CIRCLES?

Talking Circles are consciousness raising groups that build bridges and spark change. Small groups gather together, sit in circles — as our ancestors did — to speak about a range of issues in a safe space in which consensus is more important than time. Here, everyone deeply listens, and everyone belongs.



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# Toledo

## Preserving the Legacy of a Living Legend

### ENERGIZED BY THE HEROES

Gloria Steinem's influence is unparalleled. An acclaimed journalist, award-winning author, renowned speaker, and groundbreaking activist who has championed the rights of all people - no matter their identity. She is a living legend and a tireless organizer.

For Gloria, the fight for human rights and justice is far from over. Throughout her relentless pursuit of equality and decades of leading movements, artifacts, writings, and media have been painstakingly archived by her team at Gloria's Foundation. Exponent is working to preserve the archive and ensure that Gloria's teachings and wisdom will be available for generations to come.

We're thrilled that the model that we are building can be used to ensure that will preserve a more complete and thorough history - not only for Gloria, but also for other change makers and everyday voices alike.



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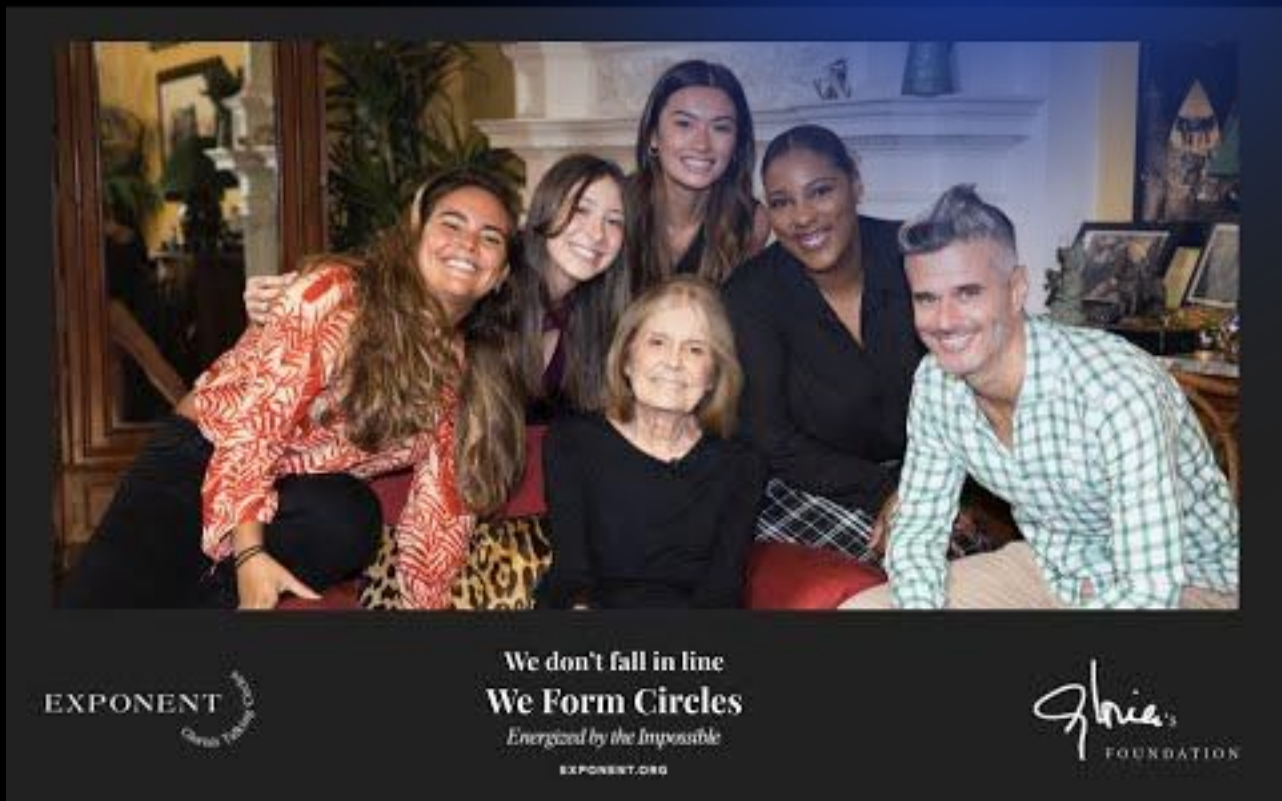
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# One Day Immersion

## ENERGIZED BY OUR FUTURE

The mission of One Day Immersion (ODI) is to create a more diverse and inclusive media industry by providing marginalized and under-represented students unprecedented access to the industry's current leaders. The 2021 ODI conference, presented by Exponent, in partnership with Fordham University, included a fireside chat with Rebekah E. Dopp and a Talking Circle with Gloria and four ODI students.

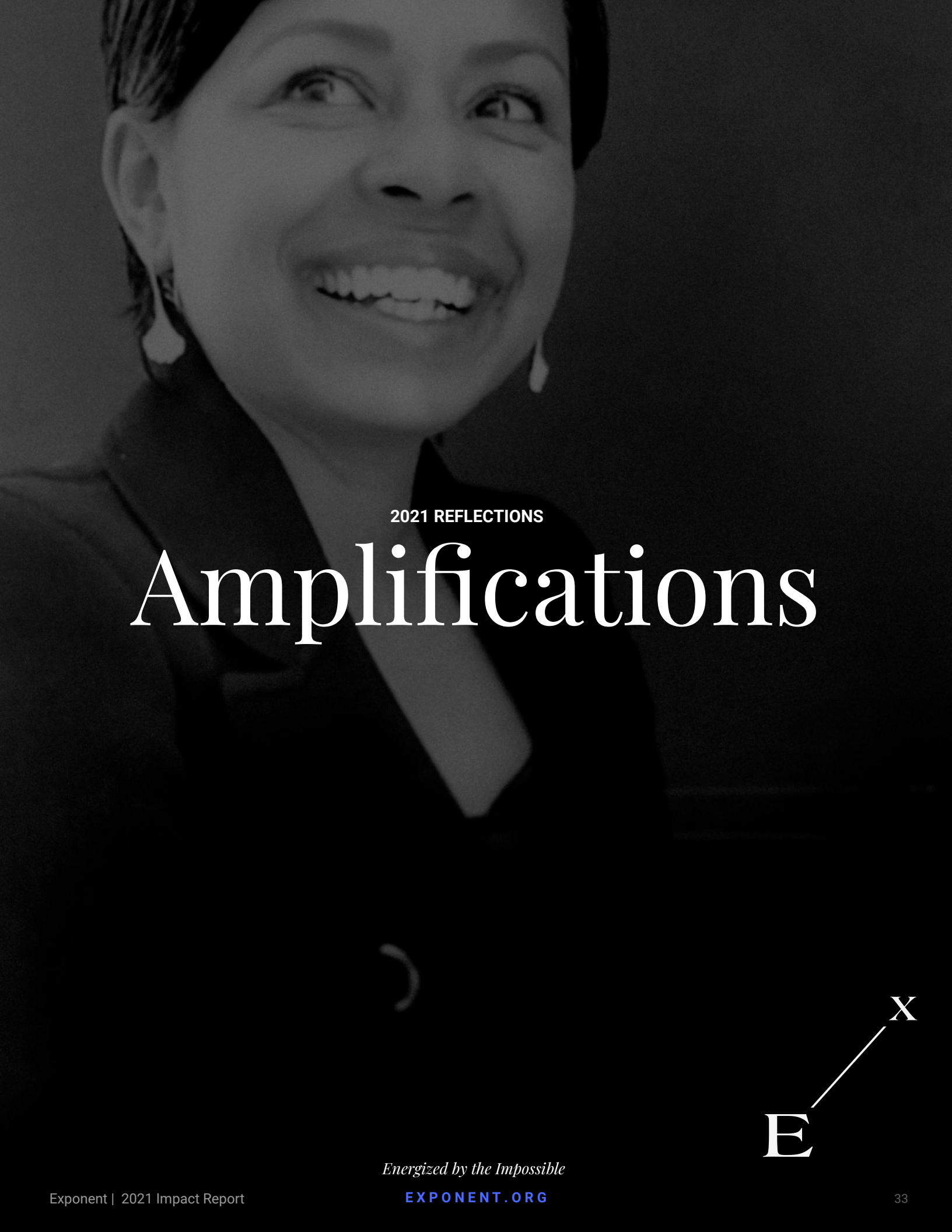


“Exponent fights to ensure equitable representation where corporate, industry, and policy decisions are made. ODI works with students – our future – to create a more diverse and inclusive media industry. Our organizations are a perfect complement.”

**DOLLY WOLF**

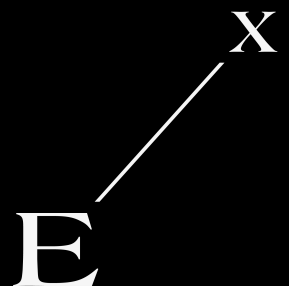
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2021 REFLECTIONS

# Amplifications



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“Exponent is lighting the torches of so many, and I’m proud to be an Exponent Luminary.”

GLORIA STEINEM

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# Energized *by the* Organizers

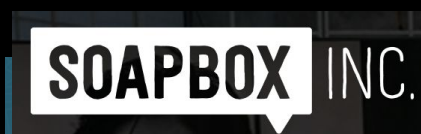
## YOUR SOURCE FOR FEMINISM

Soapbox curates feminist experiences: from one-time events featuring feminist thought leaders to mega-fundraising events to thoughtful talking circles. With decades of experience, our priorities include problem solving, event production, fundraising, and tour planning. Above all, we are a feminist community poised to actualize ideas that will transform the world.



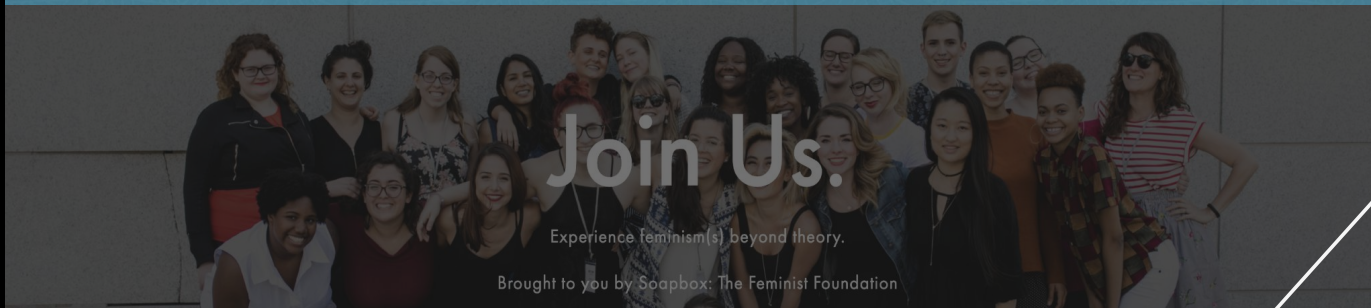
“Exponent has changed the way we think about what is possible.”

AMY RICHARDS



### FEMINIST CAMP™: BUILDING THE FUTURE OF FEMINISM

Feminist Camp offers is an immersive experience highlighting diverse forms of feminism(s) in action. Recent camps focused on Reproductive Justice, Sexual Power, Feminist Art, Philanthropy, Criminal Justice, and more.



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# Energized *by the Truth*

## HONEST WARRIOR

Cherie Arabia is an accomplished media executive, an active civic leader, a dedicated and passionate mother, and a sexual violence survivor. She has found strength in unflinching honesty and in living the truth, even when - and especially when - it is the hardest. Cherie's community rose up around her after unthinkable trauma as a young college student and she knows that she is far more fortunate than most survivors - many of whom suffer in silence, shame, and solitude. She is committed to pay-it-forward and enable a community of support for other survivors of sexual violence so their stories are heard and healing can begin.

“ Amplification, unending support, and community. Exponent creates a springboard that empowers and uplifts those that are doing the hard work. ”

CHERIE ARABIA



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# Energized *by the* Truthtellers

## EQUALITY AROUND THE WORLD

Nabila is an inaugural partner to Exponent, representing Bloomberg. She is a reporter for Bloomberg News. She won the highest honor for a financial journalist in Australia for her coverage of a corporate governance and insider trading scandal at the nation's oldest department store chain.

Her work [reporting on gender inequality in Australia](#) is just one of many ways that she is fighting for equality and we are with her every step of the way.

“ We need Exponent’s amplification all over the world. The cost is too great not to. ”

NABILA AHMED

**Bloomberg**

**An Unapologetic Old Boys’ Network Is Costing Australia Billions.**  
Gender inequality is even starker in Australia than in the U.S. or U.K.  
The price paid — by individuals and the economy — is significant.  
*-Bloomberg Equality (September 30., 2021)*



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# Energized *by the* Creators

**COLOR FARM MEDIA: ERIKA ALEXANDER & BEN ARNON**

The 'Motown of film, television and tech,' Color Farm serves as a bridge from the street to the mainstream. Color Farm builds an ecosystem that fosters greater equity, inclusion, and diversity in media, technology, and community that empowers and elevates voices who are underrepresented, overlooked, and undervalued. Color Farm works through entertainment and mass media to transform the narratives.

Creating content for a new world  
where there are no borders.



“Exponent is our partner in so many ways and we will not stop until we have equality – in media, technology and community.”

**ERIKA ALEXANDER**



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# Energized *by the* Doers

## TOGETHER RISING

Amanda F. Doyle is on the Exponent Council and a Together Rising board member, an all-women led nonprofit organization that has raised more than \$29 million for people in crisis, with a most frequent donation of just \$25. Formerly an attorney at the law firm of Hogan Lovells, and Legal Fellow with International Justice Mission in Kigali, Rwanda, Amanda is the business manager, bestfriend, sister, and podcast co-host of author and activist Glennon Doyle.



“It’s thrilling for us to marinate on possibilities with such a focused, dynamic, and passionate partner.”

AMANDA F. DOYLE

TOGETHER  
RISING



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# Energized *by the* Tradeswomen

Judaline Cassidy impacts lives and inspires women around the world with her experiences as a plumber in New York City. As a professional woman in a male-dominated trade, Judaline has faced inequities with humor and grace. She wins everyone over with her style and passion for others. Judaline founded Tools & Tiaras, a program that empowers girls and reinforces the truth that careers do not have genders and a woman's place is wherever she wants it to be.

“Being the only woman in the room can be isolating. Exponent brings us all together to fight for equality. Together we are stronger.”

JUDALINE CASSIDY



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# Energized *by the* Documentarians

KATIE LYMAN

New York made Katie a documentary photographer, a wedding photographer, a portrait photographer, an event photographer, confidant, a director and a friend to everyone who steps in front of her lens. She has been a trusted partner of Rebekah for over 15 years, in social justice work - including capturing the images of underprivileged schools, The Child Abuse Prevention Program, and now Exponent.

“Rebekah's example of saying “yes” when others say “no,” makes anything seem possible. Exponent is bringing together inspiring people with big ideas that are leading to even bigger change. Exponent’s work and enthusiasm is contagious.”

KATIE LYMAN



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The fight for gender equality  
is everyone's fight.

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# Energized *by the* Feminists

JORDAN SHAPIRO

Professor Shapiro is a multi-hyphenated and globally celebrated American thought leader. He is a PhD, a professor, a chef, a feminist, a dad. He brings a fresh perspective combining psychology, philosophy, and economics in unexpected ways. His book, [Father Figure: How to Be a Feminist Dad](#), offers a norm-shattering perspective on fatherhood, family, and gender essentialism. *The New York Times Book Review* called it, “utterly mind-blowing.”

“Exponent is building a non-hierarchical network of changemakers so we can transform idealistic dreams into realistic possibilities.”

JORDAN SHAPIRO



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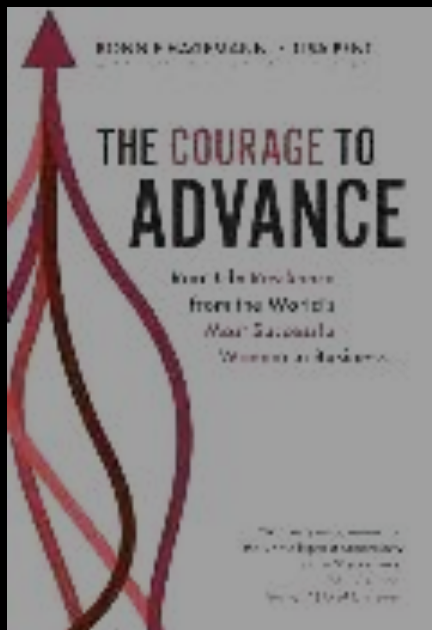
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# Energized *by the* Courageous

## EXPONENT MEMBER SPOTLIGHT

Bonnie Hagemann  
tells the stories  
of women breaking  
through the  
business mold.

[ORDER THE COURAGE TO ADVANCE](#)



Exponent council member Bonnie Hagemann and her co-authors Lisa Pent and the members of Women Execs on Boards provide a powerful collection of stories about how the world's most successful women have overcome some of life's biggest challenges to reach the top of their professions. This is a book written for every current and aspiring leader, revealing the things that leaders rarely talk about: the behind the scenes struggles.

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# Energized *by the* Storytellers

## STORIA

Storia is the first-ever national personal video biography service. We create custom documentaries to help people capture legacies and tell stories of lives well-lived. We believe that everyone has a great story to tell and we want to give everyone the opportunity to have their epic personal stories told.

“ We’re excited to partner with Exponent to tell great stories amplifying those fighting for dignity, justice, and equality for all – in every area. Our missions are aligned. ”

PETER GAFFNEY

storia

TURNING MEMORIES INTO LEGACIES

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# Energized *by the* Grace

## BARBARA BECKER: HEARTWOOD

Barbara Becker – a perpetual seeker, a mom, a human rights advocate, and an interfaith leader – recounts stories where life and death intersect in unexpected ways in [Heartwood](#). Becker inspires readers to live with the end in mind and proves that turning toward loss rather than away from it is the only true way to live life to its fullest.

“ We can do extraordinary things  
when we lead with love. ”

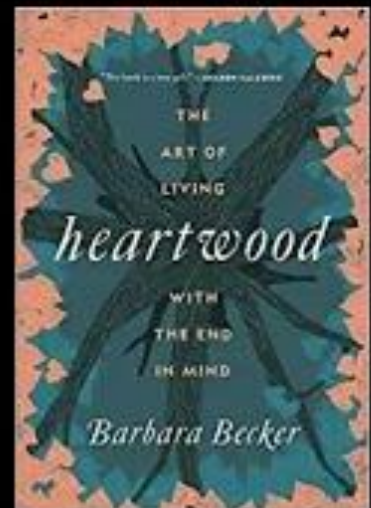
BARBARA BECKER



EXPONENT

Gloria's Talking  
Circles

Barbara Becker  
Author of *Heartwood*



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# Energized *by the* Diplomats

## FIGHTING AGAINST EXTREMISM

Farah Pandith is an author, foreign policy strategist, and former diplomat. She is also an Exponent council member. A world-leading expert and pioneer in countering violent extremism, her book [How We Win](#) argues for a paradigm shift in our approach to combat extremism, one that mobilizes the expertise and resources of diplomats, corporate leaders, mental health experts, social scientists, entrepreneurs, local communities, and most of all **global youth themselves**.

“Exponent brings us all together to fight for one another – that is how we win.”

FARAH PANDITH



“Farah is a trailblazer and a visionary.”

JOHN KERRY, SECRETARY OF STATE

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# Energized *by the* Equalizers

Nina Goswami — an inaugural partner of Exponent — is the BBC's Creative Diversity Lead where she spearheads initiatives to make on-air representation reflect society.

The 50:50 Project is the largest collective action project to increase women's representation in BBC content. In addition, over 100 external organizations have partnered with 50:50 including ABC News, Voice of America and Fortune. 50:50 is expanding its methodology to include disability and ethnicity — an initiative Nina is leading.



“Exponent’s support of equality in media is a good fit for BBC and 50:50 The Equality Project.”

NINA GOSWAMI



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We know that change  
is not only possible,  
change is *in our hands*.

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## LOOKING AHEAD

# Our Vision

In our first year, we laid the foundation of Exponent, building partnerships that have fortified the Exponent Alliance and resulted in incredible movements for change.

While the future may be uncertain, we can say with great certainty that we will not stop our work until we have achieved equality. By amplifying the efforts of our partners and harnessing their superpowers alongside our own, we will inch closer and closer to an equitable future.

In the years to come, Exponent will grow its social covenant and continue fighting for equality at the highest levels of power, influence, and decision making.

The work has already begun,  
***Exponent is here to lift others up – to finish it, together.***



# Grateful to Our Alliance

Thank you for your tireless efforts  
and your ongoing support.

## PARTNERS

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Google  
BBC  
Bloomberg  
Color Farm Media  
Nasdaq  
Together Rising  
Paul Hastings  
Soapbox Inc.  
Amy Richards  
Gloria Steinem  
Amanda F. Doyle  
Glennon Doyle  
Abby Wambach  
One Day Immersion

## COUNCIL MEMBERS

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Tom O'Brien  
Amanda F. Doyle  
Saniye Gülser Corat  
Nabila Ahmed  
Tamon George  
Nina Goswami  
Stephen Dopp  
Farah Pandith  
Cherie Arabia  
Supriya Jha  
Luke P. Iovine III  
Brittany Bode  
Ashlee Green  
Cassandra Kelly  
Bonnie Hagemann  
Ben Arnon  
Elizabeth Quilter

## TEAM

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Malika Saada Saar  
Andy Berndt  
Maryscott Greenwood  
Rachel Hochhauser  
Jena Wolfe  
Valerie Gnaedig  
Annie Lenon  
Lexi Berard  
Joanne Zimolzak  
Amanda Bowen  
Maailah Blackwood  
Whitney Wantong  
Audrey Stewart

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