



Illustration by Rafael Lopez

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 2022 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.”

### CORE GOALS

**To equip individuals with research-based skills** that improve their social and emotional well-being.

**To bring a trusted, inclusive voice** to the cultural conversation about compassion, connection, and happiness.

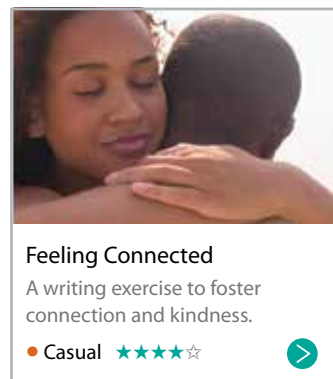
**To empower people to become agents of change** in their own communities and organizations, improving institutions from the inside out.

## 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, including parents, educators, health professionals, business leaders, and policy makers.



#### Feeling Connected

A writing exercise to foster connection and kindness.

Casual ★★★★★☆

### GREATER GOOD IN ACTION

GGIA is the field-leading digital hub of research-based practices to cultivate happiness, resilience, kindness, and connection. Each practice offers step-by-step instructions for building a positive skill or habit, based on science. These practices form the basis of our courses, podcasts, and more, and users can search for the right practice to fit their goals, time frame, and experience level.



### SCIENCE OF HAPPINESS PODCAST

With more than 40 million downloads to date, *The Science of Happiness* is changing lives around the world. Listeners love the surprising, funny, and touching stories of guests who try research-based practices to bring more joy and goodness into their lives.



### BRIDGING DIFFERENCES

Through storytelling and science, we are working to address the crises of cultural and political polarization. Our Bridging Differences resources highlight research-based skills and strategies that promote constructive dialogue, stronger relationships, and deeper understanding across divides. More than 8,200 people have enrolled in our Bridging Differences online course, reporting that it significantly increased their levels of intellectual humility, their openness to people with perspectives or backgrounds different from their own, and their feelings of connectedness to others. In 2022, we expanded our efforts to apply this work across sectors, including higher education and government.



### ONLINE COURSES

More than 1 million students from around the world have enrolled in our online classes, which empower people from all walks of life to improve their relationships and well-being. Our more recent courses support educators, working professionals, and leaders who want to build connections across differences in their communities. Results suggest that our flagship “Science of Happiness” course substantially boosts participants’ positive emotions and helps them deal with the stresses of life.



### 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 program offers parents free resources—articles, videos, step-by-step practices, and more—to nurture kids and help them treat others with compassion and respect. We also partner with organizations working directly with parents, helping them align their work with relevant research.

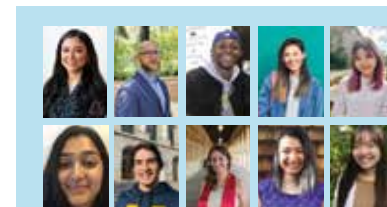
### VIDEO SERIES

Greater Good videos bring the science of well-being to life! Our *Science of Happiness*, *Greater Good Parents*, and *Ask Greater Good* series deliver cutting-edge research in bite-size, smile-worthy clips that are easy to share with friends and family of all ages.



### GRADUATE FELLOWSHIPS

We have supported, nurtured, and advised over 100 graduate and undergraduate scholars at UC Berkeley since 2002. Our annual fellowships are offered to students whose research relates to the Center’s mission across a wide range of fields, from psychology and sociology to medicine, biology, business, education, public health, and more. Greater Good fellows go on to distinguished scientific and academic careers, becoming leaders who continue building the science of a meaningful life.



Current GGSC fellows (clockwise from top left): Jessica De La Torre, Douglas Epps, Demond Hill Jr., Cathy Hu, Linda Kawamoto, Christina Li, Gisselle Medina, Sophie Regan, Tyrone Sgambati, and Nirupika Sharma



### GREATER GOOD EDUCATION

Our education program helps teachers nurture their students’ emotional lives—as well as their own—and build prosocial classrooms. We offer articles, online courses, and our Greater Good in Education online platform to support a wide range of education professionals. Our partnerships with educational institutions across the nation are exploring how to help students bridge differences, build more inclusive classrooms, and develop the skills to be good citizens as well as happy humans.

### HAPPINESS AT WORK

Through our writing, consulting, and training opportunities, the GGSC helps leaders apply “the science of a meaningful life” to their workplaces. Our “Science of Happiness at Work” three-course professional certificate series focuses on building engagement, teamwork, and purpose in organizations.



### TRAINING FOR HEALTH PROFESSIONALS

We offer multimedia resources and workshops to help health professionals manage stress, build resilience, and strengthen connections with colleagues, patients, and clients.



# 2022 Highlights



## "I'm a Happiness Journalist, and Omicron Is Crushing Me"

The GGSC offers its audience research-based strategies for happiness. But what do we do when happiness feels completely out of reach? In

a **JANUARY** 2022 *Greater Good* article, editor **Jeremy Adam Smith** described feeling overwhelmed by burnout and unhappiness as the COVID-19 pandemic approached its third year. His article, "I'm a Happiness Journalist, and Omicron Is Crushing Me," proved to be one of the most popular and resonant *Greater Good* pieces of the year. **"I SO appreciated the invitation to be ok with not being happy right now," wrote one reader. "I have so much gratitude for your brutal honesty and candor—it's just what I needed."**

## Milestones for Our Podcasts

2022 was a banner year for *The Science of Happiness* podcast, which features stories of people who incorporate a research-based positive practice into their life. Our episodes on the science of sleep, intellectual humility, and humor, among many other topics, helped our audience grow to more than 40 million total downloads since it launched in 2018.



In **APRIL**, *The Science of Happiness* was nominated for a prestigious **Webby Award** in the Health, Science & Education category, specifically

recognizing our series on happiness and music. In **MAY**, we launched *Happiness Break*, a companion podcast that alternates every other week with *The Science of Happiness*. *Happiness Break* guides the listener through a practice in real time, helping them find moments of compassion, calm, joy, and inspiration.



## Bridging Differences on College Campuses



The climate on many campuses today is marred by conflict, distrust, and polarization, making it difficult for students, faculty, and staff to engage in civil discourse and explore complex issues together. To address this crisis, this year we hosted a new community of practice for leaders in higher education who wanted to apply the lessons from our "Bridging Differences" course more deeply to their work. 50 college campuses were represented—from large state schools to Christian colleges, small liberal arts schools, community colleges, and more—meeting monthly for eight months through May of 2022. All participants who completed a closing survey said that it "deepened [their] awareness and understanding of key research-based principles for bridging differences"; 95% of them agreed that it would help them **"help other people engage in more constructive dialogue and understanding across group lines."**

## New Training for Health Professionals



These are challenging, traumatic times for health professionals, with many still reeling from staff shortages, harassment, and chronic stress during the pandemic. That's what inspired us to create "The Greater Good Training for Health Professionals," offering science-based skills for emotional resilience and well-being.

Launched in **JUNE**, the online training provides actionable, research-based practices that health professionals can

implement—individually or in teams—to help them build their own resilience and better support and connect with their patients, clients, and colleagues. Co-led by GGSC Founding Faculty Director **Dacher Keltner** and Senior Fellow **Eve Ekman**, the training represents pioneering work in the scientific study of resilience, purpose, and connection.

## Supporting Educators with Courage



In 2022, K-12 educators reported the highest rates of burnout of any profession in the United States. So the GGSC's Education

Program stepped up its efforts to support teachers and other education professionals during this exceptionally challenging time. That included the expansion of our Greater Good in Education (GGIE) platform, which added new resources to support the well-being of teachers and students alike, now serving well over 700,000 users. In **JULY**, Greater Good Education launched a new online course on courage, which offered science-based strategies to help educators sharpen their personal resolve and foster courageous conversations in their classrooms.

This year, we also expanded our multi-year partnership with the **CalHOPE** initiative, through which we are providing training and support to the Office of Education in every county in California—58 in total. Drawing on GGIE, we are giving county leaders science-based tools they can share with their districts to support social-emotional learning and build more inclusive, compassionate, and equitable classrooms.

## Expanding Awareness of the Science of Intellectual Humility

As part of our three-year initiative on "intellectual humility"—defined, most simply, as "the degree to which people recognize that their beliefs might be wrong"—in 2022, we awarded grants to 19 journalists and media producers to support innovative nonfiction stories. The project, supported by the **John Templeton Foundation**, represents an innovative new way that the **GGSC is bridging the worlds of science and media, seeding high-quality reporting on timely, cutting-edge research.**



An expert committee of journalists and researchers selected the grant winners out of a competitive pool of 150 applicants. The 19 projects will include magazine articles, YouTube videos, and podcast and radio stories—all exploring intellectual humility from a variety of angles. In **OCTOBER**, the GGSC hosted an event that brought together journalists, including the grantees, and leading intellectual humility researchers. Speakers included journalists and best-selling authors **Amanda Ripley** and **Mónica Guzmán** and researcher **Daryl R. Van Tongeren**. Over three days, the media producers discussed how findings from this science would shape their work, and they gave the researchers tips for communicating their findings to the public. **"I'm so grateful to have been included, and I can't wait to employ what I've learned in my reporting," one journalist attendee told us afterwards. "The lessons I learned will stay with me for years to come."**

## Mindful Self-Compassion Event



More than 450 people joined the GGSC for a virtual training in Mindful Self-Compassion, co-taught by Drs. **Kristin Neff** and **Christopher Germer** in **NOVEMBER** and **DECEMBER**. The live, interactive event enabled participants to tune in from all over the world—from Argentina to Turkey to South Korea, as well as across the United States—and absorb Drs. Neff and Germer's insights for how to stop being hard on themselves and handle difficult emotions with greater ease.

**"I wanted to say how thankful we are for the work that you are doing, specifically in the area of mental health for healthcare workers. ... I am so excited to see the results of these evidence-based practices on the personal and collective well-being of our team."**

— Krissy Stuart, Childbirth Center at St. Joseph Medical Center, Bellingham, WA



# What's Next in 2023

## The Greater Good Toolkit for Kids



Building on the success of the Greater Good Toolkit—a beautifully designed set of 30 cards, each explaining

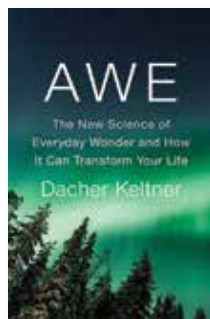
a science-based practices for a meaningful life—we are excited to release the Greater Good Toolkit for Kids in 2023. Co-developed with the celebrated design firm **Holstee**, it will include 28 science-based parenting practices to nurture social-emotional well-being in children. The Toolkit for Kids will be an excellent resource for parents, parent educators, teachers, pediatricians, counselors, therapists, coaches, and youth group leaders in faith congregations.



## Awe in the Classroom and Teaching with Hope

In 2023, we will offer greater levels of support for educators worldwide. In January, we will launch “Teaching with Hope,” a five-month virtual community for education professionals centering on care, compassion, and connection. In monthly sessions, we will give participants ideas and best practices for supporting their students, colleagues, and themselves, and enable them to find hope and inspiration

by connecting with peers in the field. Later in the year, we will launch our next online course for educators, exploring the science of awe and what it means to bring awe and wonder into the classroom, drawing inspiration from **Dacher Keltner’s** new book *Awe: The New Science of Everyday Wonder and How It Can Transform Your Life*.



**“As a clinical social worker, I have found these [Science of Happiness podcast] episodes uplifting and useful for my clients as well as folk in my life. I appreciate the diversity of people interviewed in the podcast so that people of all identities are included.”**

— Carol Church, Highland Park, NJ



## Connecting Californians Through Service

The United States is plagued by social division and political polarization. Could public service programs help turn things around? That is a question the GGSC is exploring with **California Volunteers**, the state office that oversees public service programs like **AmeriCorps**. Working in partnership with **UC Berkeley’s Othering & Belonging Institute**, the GGSC is developing a curriculum to help AmeriCorps members in California develop the skills to connect with and better understand those who don’t share their background or perspective. The project builds on the GGSC’s Bridging Differences initiative. In 2023, we will pilot the curriculum with AmeriCorps programs across the state and evaluate its impact, using what we learn to refine the program and hopefully scale it more widely.



## Helping Youth Bridge Differences

Another branch of our Bridging Differences initiative will extend its work to children. In collaboration with the organizations **Generation Citizen** and **Making Caring Common**, we are developing research-based resources that aim to cultivate in young people the key capacities they need to bridge differences, pursue justice, and contribute to a vibrant, inclusive democracy. With input from youth, educators, and parents/caregivers, we have been developing a series of practical activities that we

## Greater Good By The Numbers

Figures for the fiscal year ending June 30, 2022

<b>10,822,638</b>	<b>Individual visitors to the GGSC websites</b>
<b>21,473,731</b>	<b>Total website pageviews</b>
<b>38,234,732</b>	<b>Podcast downloads</b>
<b>267,430</b>	<b>Social media followers</b>
<b>980,114</b>	<b>Online course enrollees</b>
<b>596,848</b>	<b>Newsletter subscribers</b>

## Helping Youth Bridge Differences (cont’d)

will distribute to schools and families in 2023—first to pilot with a limited audience, then revise and disseminate more widely. These free resources will offer educators and caregivers accessible ways to engage youth in conversations about why and how to support the well-being of people who seem different from themselves.

## New Fellowships for a More Inclusive Science of Happiness

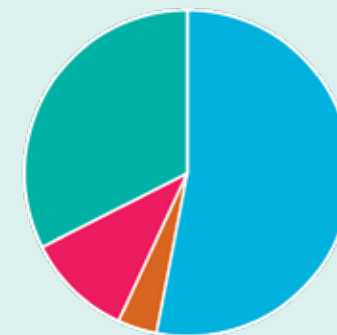
With new fellowships in 2022, the GGSC is working to make the science we cover more relevant and useful to all communities. In partnership with the **UC Berkeley Graduate School of Journalism**, we awarded our new Reporting Fellowship on Latino Well-Being to Jessica De La Torre and Gisselle Medina. Both students are exploring the growing body of research suggesting a “happiness paradox:” While greater wealth is often associated with greater happiness, members of the Latino community in both the U.S. and Latin American countries are happier than would be predicted by their wealth alone. De La Torre and Medina will report on sources of well-being for the Latino community, as well as threats to that well-being and strategies to protect against them.

In partnership with the **Karuna Happiness Foundation**, we awarded our inaugural Karuna Happiness Fellowship to Demond Hill Jr., a doctoral student in **UC Berkeley’s Department of Social Welfare**. For his fellowship, Hill has studied how Black people experience, promote, and pursue happiness. He is also identifying how Black people perceive the activities featured on our Greater Good in Action website, with the goal of making that site more inclusive and appealing to Black audiences.

## Financials 2021-2022

Fiscal year 2022

**INCOME**  
**\$4,037,172**



**EXPENSES**  
**\$4,025,916**



## GREATER GOOD SUPPORTERS

We are very grateful for our partnerships with the individuals and organizations listed below. We deeply thank our founding donors Ruth Ann and Thomas Hornaday, along with the following donors who have given at the \$1,000 level or above since 2020, as well as all those who contribute to the mission of the GGSC at every level. (\*Names with an asterisk indicate members of our Advisory Board.)

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### Contribute to the Greater Good

As an independently funded center based at UC Berkeley, we rely entirely on our generous funders and members to help us study and share the science of a meaningful life. To learn more about how you can support our work, visit



[greatergood.berkeley.edu/donate](https://greatergood.berkeley.edu/donate)



GGSC staff members at Pacific Grove, 2022—our first in-person retreat since the start of the pandemic.