

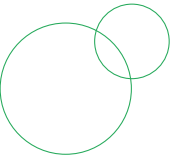
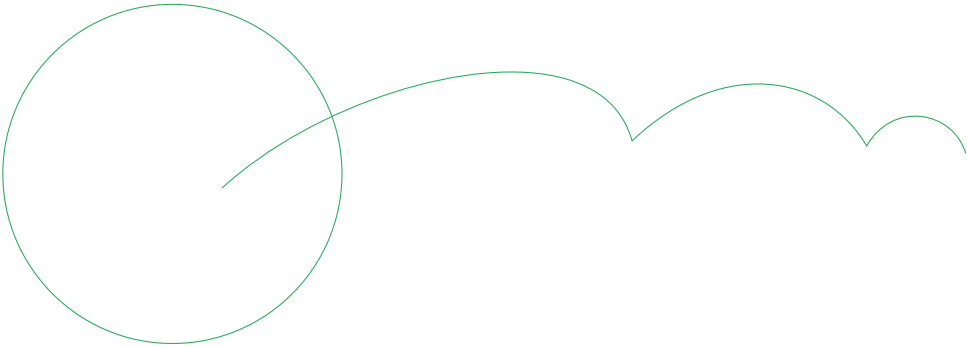
ROOT IMPACT ANNUAL REPORT 2024



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CEO Message

In today’s age, the values and order we took for granted are being shaken to the roots. Intensified polarization is undermining the foundations of our society, and the shadow of constant conflict and division is growing darker by the day.

During these chaotic times, what we need is to recover the ‘zeitgeist’.

The zeitgeist is a shared purpose and vision that can unite us, and is the foundation of our collective will to fundamentally understand and overcome the complex challenges of the present. Right now, we desperately need to reflect on and make an effort toward a sustainable future. We need a spirit of inclusiveness and solidarity that enables us to recognize and respect each other’s differences as well as communicate and cooperate with an open mind in the community.

This zeitgeist we need is something I have discovered in the changemakers that Root Impact supports. They are true innovators who do not simply raise issues but ask fundamental questions about our society and propose new solutions. Changemakers pursue a sustainable future, embrace differences, coexist, and stand in solidarity.

Changemakers approach social issues from an inclusive and integrated perspective, going beyond black or white thinking. They fully leverage the power of collaboration and solidarity even in the process of creating a society where everyone lives together rather than one where everyone is only looking out for themselves.

Changemakers are leading fundamental changes in our society through specific ideas and implementation. They present clues to new possibilities for our society with innovative perspectives and approaches that go beyond the limitations of existing systems in various areas such as the environment, education, and jobs.

However, the journey is by no means easy. Many organizations are facing threats to their survival as financing becomes difficult due to the economic downturn characterized by high interest rates, high inflation, and a strong dollar/weak domestic currency. I believe that the role of organizations like Root Impact is all the more important especially in these times when it is extremely challenging for changemakers to sustain their innovative initiatives.

We recognize our role and responsibility as facilitators and aim to be a strong support for changemakers. We will do our utmost to connect them to various resources and opportunities so that their innovative solutions are sustainable, and to create an environment where sustainable change can be created.

I believe that together, we can most certainly create change. We truly appreciate your support and cooperation in our journey of creating a sustainable future.

Thank you.

A Daring Adventure with Changemakers
from Intention to Impact
On behalf of Root Impact colleagues
Johan Jaehyong Heo

Mission & Vision

We believe that people have “good hearts” and they hold “the power to create change”. And we call people who try to create positive change in their own way “changemakers”. If we have more changemakers in our world and support their sustainable growth, many of our complex and diverse social and environmental issues would be addressed. Root Impact enables more people to unleash their full potential as changemakers, and we aim to co-create an inclusive and sustainable future.



2024
Impact Highlight



Impact Cluster

A community office for changemakers
HEYGROUND

Tenant Organizations & Employees

127 organizations

1,109 persons



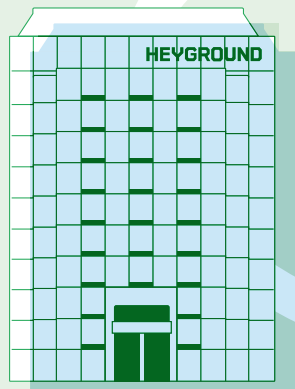
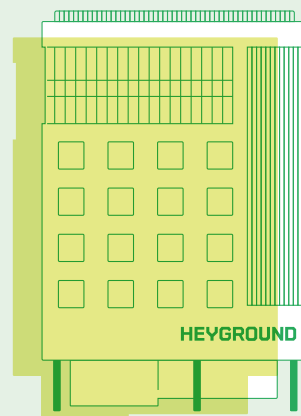
Connection and collaboration events/meetings within the community

312 events



Impact-oriented events held at BRICKS

1,147 events



Cumulative BRICKS users

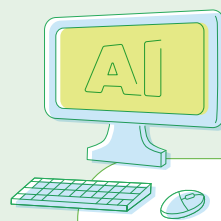
46,545 persons

Improving changemakers' capabilities
Growth Support



Organizations participating in Hey Leaders Impact Leaders Lab

20 organizations



AI for Changemakers
Participating organizations

742 organizations

Number of participants

1,158 persons



Average growth rate of nonprofit membership spending

156%

change in project spending in 2024 compared to 2022



Impact Career NPO

Recruited

34 persons

Converted to full-time

91%



Employed

201 persons

Nurturing talent in the impact ecosystem
Impact.Career



Talent discovered

9,549 persons



Program completion

1,312 persons

Impact Philanthropy

Creating greater change with strategic philanthropy
Impact Philanthropy



Ithryn Fellowship

Newly selected fellows

8 persons

Journal publications by fellows and donor

44 journals



Published the "IPI Fund Impact Report 2024"

Creating a workplace that embraces diversity
DEI Initiatives



Organizations participating in DEI LAB activities

62 organizations

Re-employed in paid positions after completing Reboot Camp

57.7%

56 out of 97



Cumulative enrollment at Forest for All Daycare Center

72 children

2020-2024

Daycare center's contribution to workplace diversity and inclusion

4.73/5



IPI Fund

Newly selected recipients

2 organizations

Multi-round capacity development project support

9 cases



AI Career School

Training and employment support partners selected

7 partners

Enrollment

374 persons

Program completion

256 persons

Satisfaction with program content

9/10 points

Avenue for discourse reflecting on the future
Changemaker Conference



Program planners

54 persons



Speakers and performers

122 persons



Participants

2,421 persons

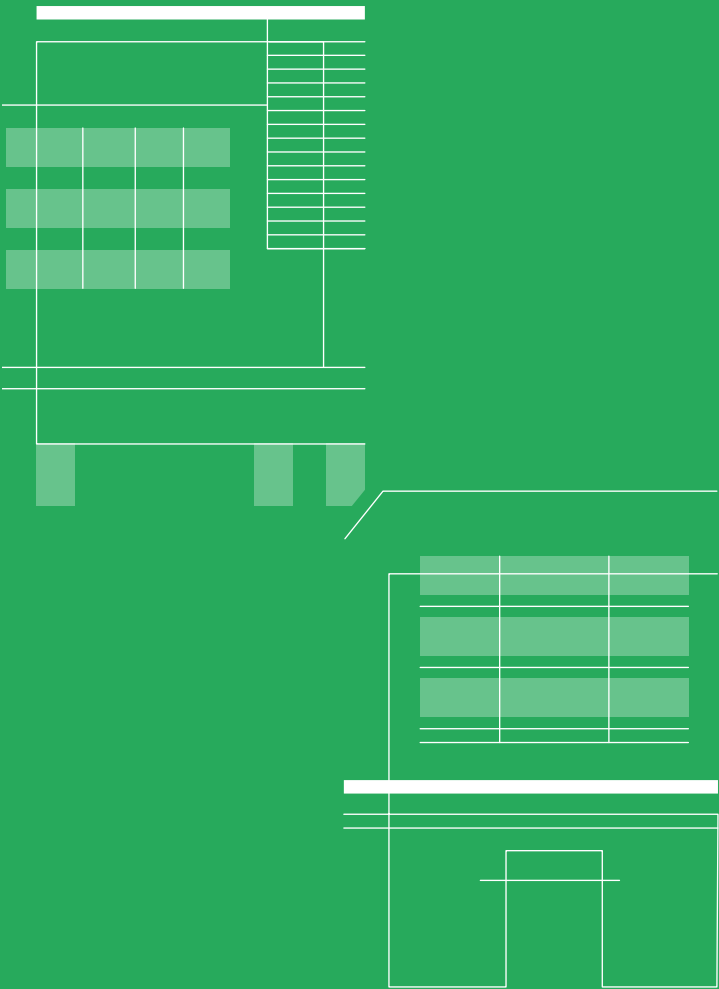
including 395 online

Impact Cluster

With the hope that changemakers will create impact and lead meaningful social change, we establish impact communities and impact ecosystems based on geographical areas. Root Impact is building tangible and intangible infrastructure as well as carrying out various projects to support the growth and enhance the capability of members in the impact ecosystem.



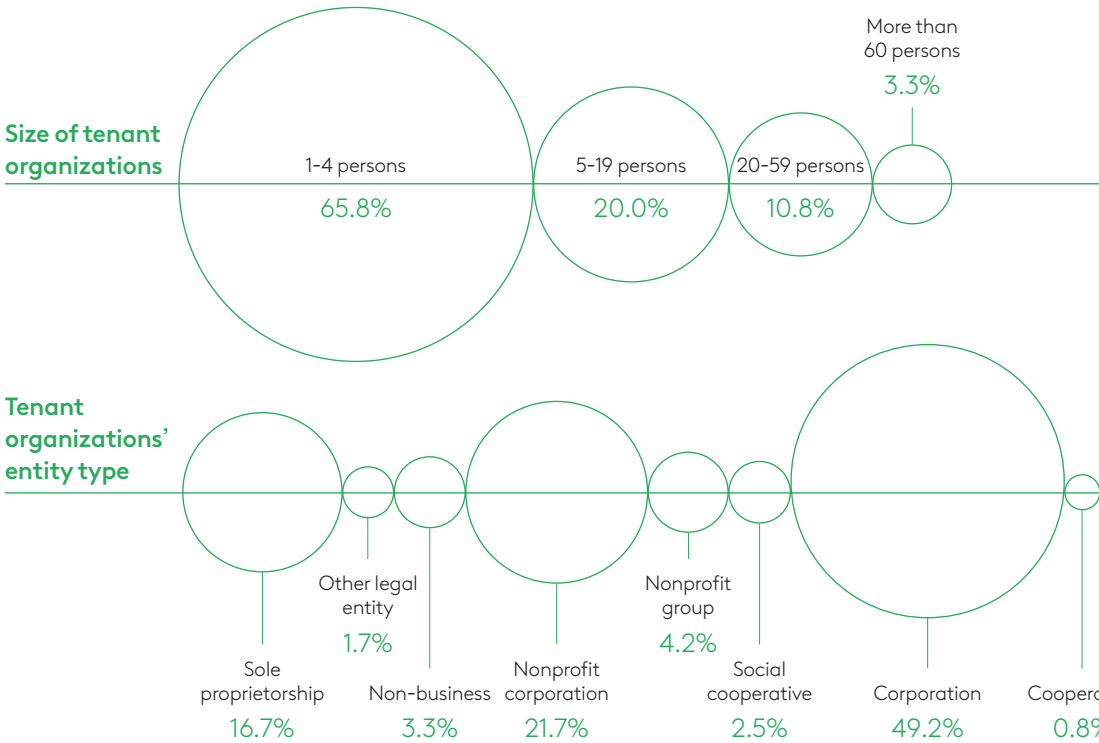
Impact-driven organizations and changemakers with good will aiming to solve social issues in innovative ways come together and grow even more at HEYGROUND.



HEYGROUND is a community office that supports and collaborates with over 100 impact-driven organizations and 1,000 changemakers who solve various social and environmental issues in innovative ways. There are two HEYGROUND branches: Seongsu, which opened in 2017, and Seoul Forest, which opened in 2019.



Experience of helping another tenant organization at HEYGROUND



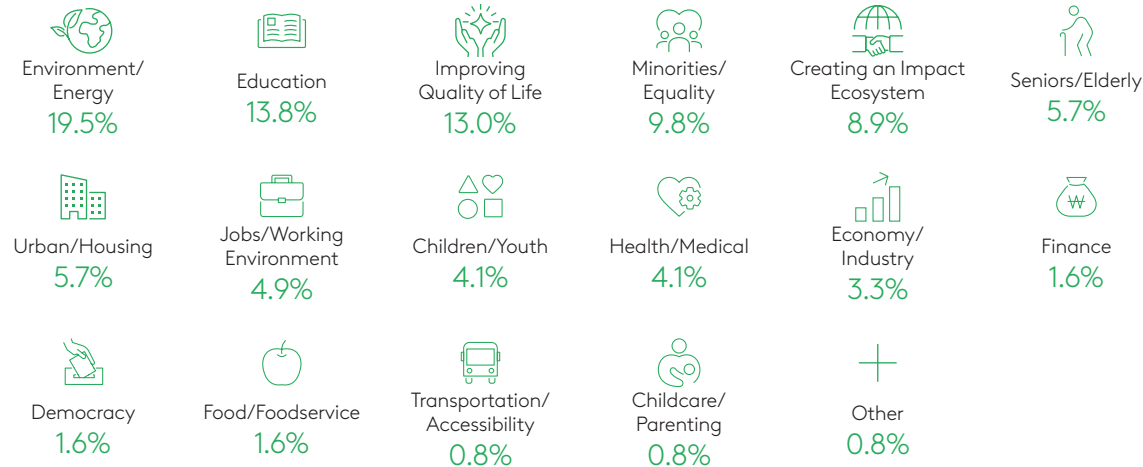
①

HEYGROUND Membership



HEYGROUND members work to solve various social and environmental issues. The issues that the 127 HEYGROUND tenant organizations are interested in and trying to solve span across a wide range of social and environmental issues, including the environment, energy, education, improving the quality of life, creating an impact ecosystem, minorities, seniors, urban issues, and jobs.

Social issues currently being addressed by HEYGROUND members



②

HEYGROUND Community



HEYGROUND aims to be a community that grows together through connection and cooperation. We run various programs and events so that members can work together and grow within the community, as well as provide online and offline content to foster connection and a strong sense of belonging amongst members.

Practical Skills Program

109 participants

Practical lectures are provided to equip HEYGROUND members with skills that can be applied to work immediately. A total of 6 practical skill programs were provided on the topics of marketing, work automation, SaaS tool utilization, impact management, service planning, and HR.

HEYGROUND Event

868 participants

Various events and activities help HEYGROUND members grow a sense of belonging and connect with each other. There were a total of 4 events, including a performance by singer Hareem, a snack event, an exhibition of books written by members, and a year-end community event.

HEYGROUND Club

81 participants

HEYGROUND members lead and operate community group meetings. A total of 6 club activities were held on the topics of environment, diversity, branding, yoga, and tea ceremony etc.

Newsletter <HG Town>

1,212 subscribers

This monthly community newsletter shares the latest to HEYGROUND members.

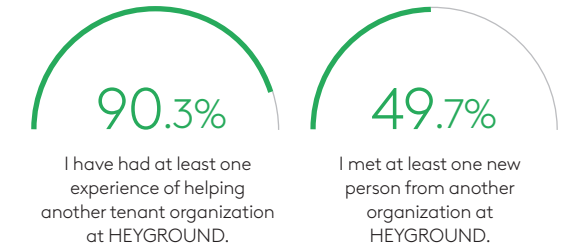
HEYGROUND Exhibition

617 visitors

Held from October 8th to 13th, 2024, an exhibition on the concept of books “Behind the Book: Changemaker Stories” showed the life philosophy, growth journey, and attitude Seongsu-based changemakers have toward work and life. The exhibition contained in-depth interviews with 10 changemakers who were or are currently working at HEYGROUND. In addition, based on 100 changemakers’ perspectives, the exhibition was designed so visitors can understand their values and attitudes toward work from multiple angles. Through the exhibition, many people were able to deeply feel the value of Seongsu Social Venture Valley and see the journeys of various changemakers.

Connection and cooperation within the community

312 meetings and events



C-level survey



HEYGROUND Space



HEYGROUND is a space that welcomes everyone and creates an environment that embraces people with diverse backgrounds & needs. To ensure this, we are improving diversity in the workplace by designing accessible spaces and operating programs that focus on diversity. We are also creating impact in the space by operating with sustainable methods that are environment friendly.

Development and installation of Braille signage 'Jum Kit'

To improve accessibility for the visually impaired and reduce plastic waste, we developed a Braille signage DIY kit 'Jum Kit' made of 100% recycled plastic together with PRAG and Braille Publishing. We installed Jum Kit in 700 places in HEYGROUND, including conference rooms, restrooms, recycling bins, and tenant organizations' nameplates.

Impact program operation

We operated various programs under the theme of diversity in the workplace so that members could learn new perspectives or feel value. We conducted programs such as the Braille Publishing Tour, Women's Home Repair Program, Exercise Class for Pregnant Women, and Children's Tour. 38 people from 20 companies participated in total.



Automatic door replacement

We created automatic doors to improve accessibility for persons with disabilities or mobility challenges, as well as to enable convenient and safe usage in various situations such as moving or transporting items. We changed a total of 10 doors (5 floors, 2 on each floor) to automatic doors.

Introduction of SeedN Leaf

HEYGROUND is working with SeedN to better the sustainability of the space. SeedN is a tenant organization that is creating a world with the right temperature to address the climate crisis. By introducing AIoT-based temperature management service "Leaf" to both branches in 2024, we have reduced energy consumption for heating and cooling.



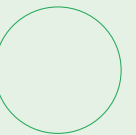
Practical Skills Program

"It was great to learn skills that can be applied to work straight away at a location near the office."



HEYGROUND Club

"After participating in the HEYGROUND Club, many organizations reached out to me to discuss the possibility of cooperation and joined our company events. Rather than a one-way communication, there was two-way engagement where we introduced each other's organizations and shared our concerns, which was very helpful. It was great to learn what other organizations are doing."



HEYGROUND Event

"Thank you for holding an event that both people like myself who are visually impaired and those with physical disabilities can enjoy together. Hoping for more events like the year-end event in the future."

"I was tired after a long day, but Hareem's performance gave me the strength to get back up. I was even more moved because I could connect and share the experience with HEYGROUND members."

HG Town

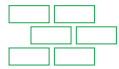
"It's always fun to learn about the organizations that just moved into HEYGROUND. I enjoy reading about the social issues people are interested in and what changes they are making!"

Impact Program

"It was very helpful for people who didn't know much about visual impairment. It provided a good opportunity to understand and learn a little."

"My child said that it was very meaningful to visit and learn from environmental and social impact companies. They were really proud that Mom and Dad were also changemakers. It was such a fun experience for them that my child wanted to come to the office again."

HEYGROUND BRICKS



We operate BRICKS, a community space and rental space to hold various impact-oriented events and to spread impact through space.

BRICKS, which officially opened in May 2023, is located at the two branches. 'BRICKS Seongsu' is located on the basement first floor of HEYGROUND Seongsu and 'BRICKS Seoul Forest' on the third floor of HEYGROUND Seoul Forest. These spaces can be used for various purposes, from large-scale conferences, presentations, and seminars to small group meetings and workshops. In order to spread impact by leveraging the characteristics of 'spaces', BRICKS achieved K-RE100¹ by converting 100% of the electricity usage at both locations to renewable energy. We also aim for 'universal design' so that anyone can use the space without inconvenience.

1,147

impact-oriented
events hosted²

46,545

persons used the space

Key Events

- Muui x LG Electronics <Bold Move, an accessibility community for those with disabilities>
- Newneek <Knowledge Mate>
- Sopoong Ventures Corp <Impact Climate Network>
- World Vision x Lotte Holdings <"VALU for ESG" Volunteer Corps Launch Ceremony>
- Kakao Mobility <Give Shuttle>
- Stair Crusher Club <Crusher Club Crew Day>
- Amnesty International <Write For Rights Letter Writing Night>

- 1 Abbreviation for Korean Renewable Electricity 100%. A Korean version of the global RE100 campaign that contributes to carbon neutrality by purchasing renewable energy or producing it in-house for all electricity needs.
- 2 371 events that fostered connections within the impact ecosystem.
99 events that embraced diversity and prioritized sustainability.

「Accessibility Guide for Event Planners: How to Welcome More Diverse People」



1,230 downloads

Interviewees and Advisors

Su-bin Park, Co-founder of Stair Crusher Club; Wonjin Park, Founder and President of A.U.D. SOCIAL COOPERATIVE; Joowon Cho, Root Impact Communication Manager; Ye-jin Jo, Graphic Designer.

This guide is a resource that provides accessibility information in a structured manner that can be referenced throughout the entire process from event preparation and operation to wrap up. It covers various accessibility factors to consider at events, types of accessibility elements that can be prepared, how to check the accessibility of participants in advance, and practical tips for recruiting & communicating with speakers who have disabilities. The Accessibility Guide helps changemakers using BRICKS prepare more inclusive and accessible events.

"I've been thinking about space accessibility recently, and the guide was a great help."

"It provides detailed guidance that is easy for practitioners to understand and implement."



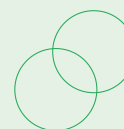
"BRICKS is a really accessible space for wheelchair users.

I was really impressed to see that there was even a charging station for electric wheelchairs. The ramp leading to the stage made it very easy for wheelchair users to get on stage, which was something I had never expected. If it weren't for BRICKS, everyone would have been more uncomfortable with each other or felt apologetic for things that weren't anyone's fault. For us, HEYGROUND BRICKS was like an oasis in the desert."

Dae-ho Lee, Co-CEO of Stair Crusher Club

"The warm and welcoming atmosphere of BRICKS, along with its thoughtful spatial design, enhances the purpose and significance of the event. It creates a richer experience by providing a safe and comfortable space for participants to engage."

Daye Hong, Amnesty International Korea



Growth
Support

We support leaders and members
of impact-driven organizations
nurture leadership capabilities
necessary for organizational growth.



Sponsored by
Microsoft

Our programs are tailored to the characteristics and growth stages of organizations with specialized partners in each field, and our peer learning community enables interaction between changemakers within the impact ecosystem. These efforts aim to increase the sustainability of the organizations and enhance the capacity of the impact ecosystem.

Participating organizations

929
organizations

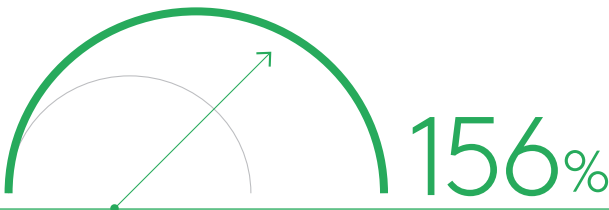
Participation

1,643
persons

Programs

181
programs

HEYGROUND
Nonprofit Membership
Average growth of
expenditure



Change in expenditure for intended projects in 2024 compared to 2022

Impact Career NPO
Conversion to
full-time employees



1

Hey Leaders



Hey Leaders is a leadership development program for leaders of impact-driven organizations who dream of healthy growth. We support various programs so that the leaders of an organization can demonstrate healthy leadership based on their own philosophy and perspective, allowing the organization to have sustainable growth.

Impact Leaders Lab

An onboarding laboratory for impact leaders, Impact Leaders Lab creates a community where impact leaders can continuously grow with a sense of belonging and trust. We have strengthened practice- and experience-based leadership capabilities by sharing unique and diverse leadership references.

Participating organizations

20 organizations

- **1st session** Impact Leaders Lab “Preparing for the Journey”
- **2nd session** An impact leader’s perspective – self-awareness and member/organization/ecosystem outlook
Reference Talk #1 Justin Ahn, Chief Sustainability Officer (CSO) of Noul
- **3rd session** An impact leader’s role – what it means to nurture people
Reference Talk #2 Hyun-sun Seo | SSIR Editor-in-Chief
- **4th session** An impact leader’s values – criteria for making decisions and choices
Reference Talk #3 Johan Jaehyong Heo | CEO of Root Impact
- **5th session** An impact leader’s skills – connection
Reference Talk #4 Yun-mi Eom | Chief Strategy Officer (CSO) of SeeArt Foundation
- **6th session** Impact Leaders Lab, the continuation of a journey

Hey Leaders Working Group

Together with Impact Alliance, Ginger T Project, and Social Impact Operations, we formed the Hey Leaders Working Group to jointly plan programs and serve as small group facilitators.

2

AI for Changemakers



AI for Changemakers is an training program designed to help impact-driven organizations achieve digital transformation and enhance their AI utilization capabilities. It consists of ‘AI Insight Talk’ for leaders and mid-level managers, and ‘AI Skill Up Class’, a practical program that helps improve AI utilization capabilities based on topics in each field.



Trainings conducted in

Seoul Gwangju Daegu Daejeon Busan Seongnam
Sejong Ulsan Jeju Cheonan South Chungcheong Province
North Chungcheong Province Chuncheon

Number of Trainings

39 sessions

Season 1: 22 sessions,
Season 2: 17 sessions

Participation

1,158 persons,

742 organizations

Completion

1,049 persons

Season 1: 533 persons,
Season 2: 516 persons

3

HEYGROUND Nonprofit Membership



HEYGROUND Nonprofit Membership is a membership-based growth support program that supports the cost of moving into HEYGROUND and provides capability building workshops, expert office hours, and peer learning communities to support the sustainable growth of nonprofit organizations.

Capability building program support

We defined growth areas based on the needs of members, and created a growth support environment by building a pool of expert partners in each area.

Establishment of a growth support partner pool

17 experts

11 fields including finance/organizational growth/impact

Capability building special lectures

5 sessions

including planning pop-up events, utilizing nonprofit tools, and understanding financial statements

Growth support partner office hours

- 50 sessions of 1:1 consulting meetings based on application
- 22 focused workshops for each organization

Connection with resources and opportunities

To help nonprofit organizations grow, we introduce and connect members to important information & opportunities in the impact ecosystem they might otherwise miss.

- Social Impact News Interview Series <Finding Opportunities in Nonprofits in Times of Crisis>
- Always-on connection for nonprofit ecosystem support projects, conferences, and affiliate services

Operation of peer learning community

We created a community where members of 24 nonprofit organizations share their experiences & capabilities, collaborate with each other, and grow together.

2

small group meetings for networking between organizations

10

small group peer learning meetings led by members

nonprofit book club, humanitarian aid & emergency relief small meeting, nonprofit accounting & tax study group, etc.

214

members in the online community

Organization growth rate for 2 years after moving in

Average growth of organization size

27% growth

Change in number of members as of January 2025 compared to the date of moving in

Average growth of expenditure

156% growth

Change in expenditure for intended projects in 2024 compared to 2022



④

Impact Career NPO



Impact Career NPO enables nonprofit organizations to jointly conduct recruitment. It connects talent who are seeking impact with nonprofits that are genuine and have growth potential. The program provides recruitment branding support, recruitment support funds, and HR capability-building training to nonprofit organizations to improve the organization's recruitment capabilities. It also helps improve new recruits' understanding of nonprofit organizations through nonprofit boot camps.



* Number of organizations that responded: 20
* Number of organizations that recommend the program: 20

Hired

34 persons

* 2nd batch: 19 persons
* 3rd batch: 15 persons

Conversion to full-time employees

91%(31 persons)

* 2nd batch: 89% (17 persons)
* 3rd batch: 93% (14 persons)

Survey on experience of participating in recruiting



I was able to hire the right talent



Our criteria for selecting the right talent became clear



I believe that the hired talent will contribute to the long-term growth of our company



Our ability to write job postings improved



The recruiting process was systematic

⑤

Root Impact × Brian Impact Nonprofit Conference



The Root Impact x Brian Impact Nonprofit Conference is a venue for nonprofit organizations that have grown through the HEYGROUND Nonprofit Membership and Impact Career NPO to share their experiences and learnings. Leaders and members from various nonprofit organizations discuss and share insights on practical success strategies such as marketing, organization management, and fundraising.



Total event participants

192 persons



Hey Leaders

"I got to know people from various organizations through Hey Leaders and had in-depth conversations with them. I was able to mingle and blend in without having to prove myself and I realized it's important to be part of this type of community. I used to think there was no mentors or colleagues who could help when I started a business, but now I know - they were all at Hey Leaders!" Bo Eun Sim, CEO of Naioth

"Everyone has their own uniqueness. I'm learning through Hey Leaders that someone's appearance in the spring, the summer, the fall, and the winter are all part of that same person." Eunhee Lee, CEO of Vake

"I always worried about whether I'm doing the right thing or whether I'd be able to do something well. I haven't found the answer yet, but I'm keeping my mind open and taking my time looking into it. I think the true nature of Hey Leaders lies in helping people open these doors of thought." Hyun Bo Shim, CEO of Arip & Werip

AI for Changemakers

"No matter how good the technology is, it's useless if you don't use it in your work. I was worried about how to get started because I had no experience.

By participating in the AI for Changemakers program, I was able to learn the overall flow of AI technology necessary for work and had a chance to apply it to my work." SeungHyun Hong, Team Leader of Ginger T Project



"I think the impact of the training was greater because the individuals who participated in the program did not stop at learning and applying AI to their work individually, but created actual results, actively shared insights with each other, and asked questions. It would have been difficult to apply it to my work if I had done it on my own, but I think it was more useful since I shared my learnings with my team members and found areas where I could apply it." Jinhyung Choi, Division Director of Awesome School



HEYGROUND Nonprofit Membership

“We have a stable office space that allows us to collaborate as well as use networking opportunities and capacity building meetings and trainings. I know I can count on colleagues nearby for help.”

“HEYGROUND Nonprofit Membership has allowed us to ‘expand.’ The spaciousness and comfort of the space has stimulated us to host various events and meetings, and we have tried many activities. I think Seongsu-dong and HEYGROUND have influenced our organization to be more accessible to the public.”

Impact Career NPO

“I was very impressed by the new perspective of preparing for recruitment while putting the applicant at the center. It was also a great help in creating and operating the actual recruitment process.”

“Our new hire is quickly adapting to the organization. I think it was possible because we had clarity on the ideal employee and our organizational culture from the beginning of the recruitment process, which helped bring in the right talent. We plan to continue with them as a full-time employee, and I am very grateful that we found a good colleague thanks to the program.”

Root Impact × Brian Impact Nonprofit Conference

“I think this is the first time I’ve heard a presentation on a case of impact management directly conducted by the nonprofit rather than being represented by another organization. It must have been difficult to share, so I’m grateful to those who presented.”

“For nonprofit organizations, it may seem difficult to implement right away or not related to profits, but I think it’s a topic we all have concerns about and need to attempt. It was also interesting to hear the speakers share their stories from their shared experience of HEYGROUND.”



Impact.Career

We provide step-by-step support so that young people interested in social & environmental issues can grow into changemakers with strong capabilities and establish themselves in the impact ecosystem.



From discovering talent and strengthening their capabilities to starting their careers, we plan and implement step-by-step programs to help young people interested in social & environmental issues successfully enter the changemaking journey. We collaborate with universities and youth groups to discover talent interested in the impact ecosystem, and then strengthen their practical capabilities through various programs as well as provide a stable peer community. We also operate the only impact career matching platform in Korea to connect diverse impact-driven organizations with highly capable talent.



1 Discover Talent

Through partnerships with universities and youth organizations/groups and our own programs, we secure talent with practical capabilities and an understanding of social impact.

①

Partnership with universities



Hanyang University Global Social Innovation Foundation MOU Signing



We collaborate with social impact-related organizations in universities to spread social impact within the university ecosystem. We provide opportunities for young people to experience the impact ecosystem and support their entry into the ecosystem.

Key Collaboration Cases

Hanyang University
Global Social
Innovation Foundation

Impact Base Camp
Program Collaboration

Duksung Women's
University Center for
Climate and
Environmental Crisis

First Step in Impact
Careers (HEYGROUND
Tour and Current
Professionals' Lecture)

Seoul Women's
University SI Center

Impact Career
introduction lecture as
part of the course

②

Linkage with Youth Groups



We discover university clubs and groups that focus on social impact activities. We provide budget support for their activities and a networking foundation for an even bigger impact. Through projects and other support, we increase level of impact-driven mindset and interest, eventually encouraging students to pursue impact careers beyond the projects.

"Clubs that know a little something about impact"

Key clubs

Applications

155

Selected clubs

20

Club activities
participants

468

Social issues to be resolved

Education, ESG, dementia, environment, impact entrepreneurship, North Korean human rights, pediatric cancer, disabilities

Creative group
Haemuri

An organization that strives to create an ethical environment for creating and enjoying culture & arts, and produces content centered on minorities

LBD

A joint university entrepreneurship club where each team selects a social issue then experiences and learns the process of solving them through a business approach

Hanyang Children's
School

An education volunteer club created with the goal of filling the educational gap for children with pediatric cancer

MATCH

A dementia awareness raising club established to improve negative perceptions of dementia through specialized dementia volunteer activities and to help secure a channel for the target group to communicate with society

CAU Together Volunteer Group

A group under the Chung-Ang University Volunteer Organization, where students who previously participated in volunteer activities directly plan and implement volunteer programs for current students.

③

Talent discovery program



We take an approach where young people who are not aware of or find impact-oriented careers difficult can familiarize themselves with the field. We hold 'idea contests' where they can imagine the world they want to live in & create solutions, provide tours of the HEYGROUND space which is a community office of impact-driven organizations, and run 'First Step in Impact Careers' and 'Impact Career Talk' where they can meet current employees.

Impact Career Idea Contest

Applications

60 teams

Participation in
preliminary round

59 teams

Participation in
main round

22 teams

Contest participants

181 persons

Liberal Arts 55%
STEM 38%
Design 7%

Key Projects

- Interview studio for seniors [log3 Team]
- Observation record solution for parents of children with developmental disabilities [Misam Team]
- Community platform for those who have experience with pediatric cancer [Hidden Gems Team] 'Become someone else' board game for teenagers [Makgan Team]



First Step in Impact Careers

HEYGROUND tour and lecture by current professionals - 6 sessions

85 participants



Impact Career Talk

2 lectures by current professionals in impact careers.

86 participants



Talent Capability Building

We provide a community of peers to help talent grow, and provide programs to enhance their impact and work capabilities.

① COMMUNITY



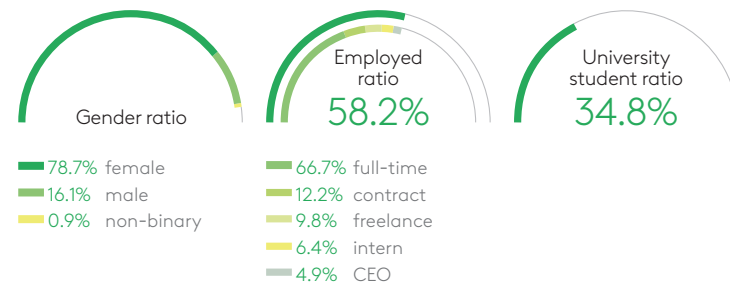
We have completely restructured our COMMUNITY so that impact-oriented talent can gather together. Over 1,500 COMMUNITY members plan and operate value workshops, impact projects/study groups, and networking opportunities to help talent gain confidence in their impact careers.

COMMUNITY Member Composition as of January 5, 2025

1,551 persons

COMMUNITY activity participation

356 persons



② Impact Base Camp (IBC)



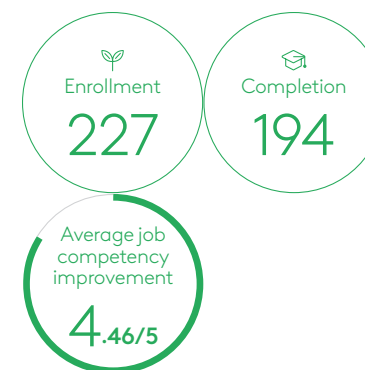
The Impact Base Camp (IBC) is a PBL(Project-based learning) program that solves social & environmental issues that talent are interested in, leveraging both tangible and intangible resources such as current impact professionals, organizations, networks, and methodologies in the impact field. Talent are able to meet impact professionals working in various functions to learn about everything from working level perspective to the overall industry structure. Since 2024, the University-linked Impact Base Camp model has been a linchpin in bringing in more young people from various environments into the impact ecosystem.

5 Problem Reports published based the results of 5 teams' projects



- <Analysis of the current status and causes of insufficient physical activity among girl adolescents>
- <A look at 'a life true to yourself' centered on young people who do not enter university>
- <Lifestyle of local youth (Gongju, South Chungcheong Province)>
- <Analysis of causes of waste issues and best practices for reducing waste at pop-up stores>
- <Analysis of young people's types of entry into the impact ecosystem>

③ Impact Career Lab



A two-week practical experience program where participants perform and receive feedback on real-world challenges designed by current employees working in the impact ecosystem. Each session is structured around jobs required by impact-driven organizations, such as service planners, marketers, and designers.

Participating organizations: 22 organizations

HappyMoonday, Amnesty International Korea, KIMUSTUDIO, Oysterable, RE:HARVEST, EARTHFORM, AROMATICA, Impact Square, HISBEANS, AROOO, Caring, SeedN, Knockdoctor, Dallem, missionit, Dot, Woowa Brothers, Patagonia Korea, D3 Jubilee Partners, TOFF MOBILITY, MYSC, Sopoong Ventures

6 jobs roles worked on

Digital Marketer, Service Planner, ESG Manager, Universal Designer, Content Marketer, Impact Investor

3 Starting a Career

We operate a career matching platform to connect talented individuals with growing impact organizations, and help them prepare for their careers and employment.

① Career Matching Platform



We operate the only impact career platform in Korea that matches impact-driven organizations with talented individuals.



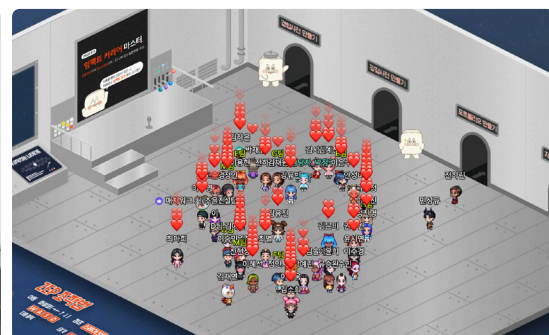
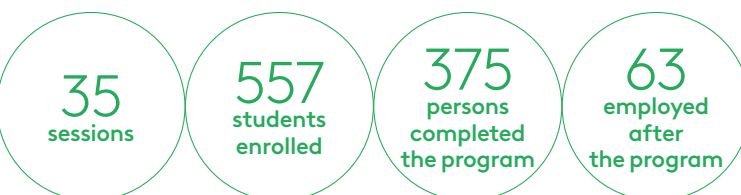
* 2020-2024

② Job Seeking Preparation Program



From finding an organization that fits values to preparing resume, there are areas that require one-on-one intensive care. We are collaborating with partners that have expertise in job seeking preparation like Matchwork and Turnup Company to systematically support programs that help impact-oriented talent find the right career path. Participating organizations can meet talents with high job suitability based on a shared understanding of mission, vision, and business.

Job Seeking Preparation Program



“Clubs that know a little something about impact”

“I was able to expand my thinking by doing more extracurricular activities outside of the school program.”

Impact.Career Idea Contest

“I’m genuinely grateful to the program organizers for making my imagination come to life. I’ve always felt contests are unapproachable but the fact that it all starts from my idea gave me great confidence.”



First Step in Impact Careers

“Thank you for creating this opportunity for students to build a foundation before getting into an impact career. I feel assured that I have people I can reach out to and talk to regarding career related issues.”

“I didn’t know where to start my job search, but today I was able to learn about the impact space as a career.”

COMMUNITY

“I have a newfound hope of working in this industry long term, leaning on the sense of solidarity with people that share similar dreams.”

“It was great talking to people who aim for a sustainable and healthy life. It would have been difficult to meet them if it weren't for COMMUNITY.”

“I would not have been able to give thought to the issue of isolated youth on my own, but the COMMUNITY activities have allowed me to learn a lot. I found it difficult to convey my thoughts to others, but this opportunity has allowed me to grow a bit more.”

Impact Base Camp (IBC)

“I was able to get a big picture of the stakeholders structure and understand the overall atmosphere of the impact ecosystem. I felt a sense of belonging throughout the program. Even after the IBC is over, I believe the various programs such as Impact.Career and COMMUNITY will provide the information I need to start and continue an impact career easily.”



Impact Career Lab

“It was a great opportunity to receive feedback on the real world missions that I worked on myself and to increase my understanding of the actual industry.”

“As a job seeker, mentoring from current employees or CEOs of companies is very valuable, so I was grateful for the opportunity. I was able to gain good insight once again into how I can empathize with and contribute to the company's values and issues.”

Job Seeking Preparation Program

“I received help on how to restructure my experience to fit the talent profile and job description desired by the organization. Thanks to the company analysis framework, I was able to incorporate the analysis of the company into my documents. The coaching on collaboration and communication during the consulting process was also a great help in determining the direction of my work after joining the company.”

Jinhee Park, obtained job at Triple Light as researcher after completing Impact Career Basic 2nd batch

“As someone living outside the Seoul metropolitan area, it was a great opportunity to meet colleagues who wanted to pursue impact careers through the online program, and share that experience of supporting each other. The Basic course allowed me to clearly establish my career direction, and the Master course provided me with practical help in preparing for employment by completing the necessary job seeking documents. Through this course, I became confident that I could start an impact career.”

Sewon Kim, obtained job at Mentory as project manager after completing the Impact Career Basic 1st batch & Impact Career Master 1st batch

Impact Philanthropy

Through innovative philanthropy, Root Impact creates an inclusive and sustainable future in partnership with changemakers. We increase accessibility so that impact organizations and changemakers can be connected with philanthropic capital, as well as promote impact by changing the way existing philanthropic capital is used.



Impact
Philanthropy

We fill in the blind spots of the impact ecosystem in new ways and support strategic philanthropy to quickly solve social and environmental issues.



Donors
Kangseok Kim
Kyungsun Chung

with support from
Google.org

Impact Philanthropy helps impact-focused donors who want to contribute to society in new ways practice strategic philanthropy. We create funds in line with the donor’s intent and connect them to solutions that best solve problems in the areas of interest. Through this effort, we aim to eliminate capital imbalances in the impact ecosystem and accelerate the resolution of social and environmental issues.

IP1 Fund	<div>New grantees</div> <div>2</div> <div>organizations</div>	<div>Structured and tailored capacity building support</div> <div>9</div> <div>cases</div>
Ithryn Fellowship	<div>New fellows</div> <div>8</div> <div>persons selected</div>	<div>Journals by fellows and donor</div> <div>44</div> <div>journals published</div>
AI Career School	<div>Training and employment support partners selected</div> <div>7</div> <div>partners</div>	<div>Program completion</div> <div>256</div> <div>persons</div>

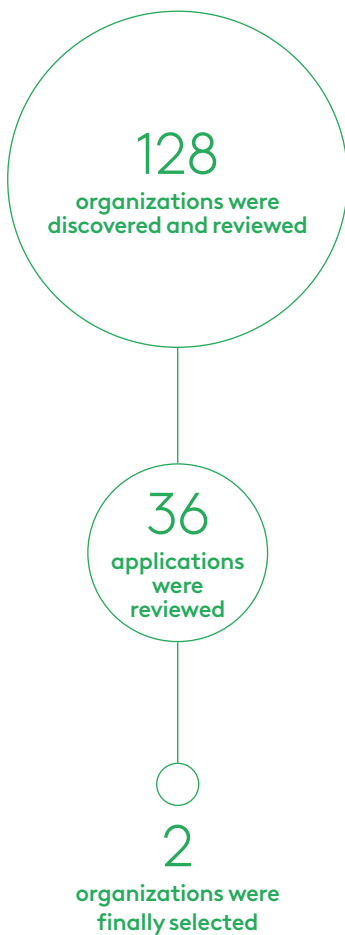
IP1 Fund



IP1 is a fund for the sustainable growth of nonprofit organizations in Korea. After a period of intensive discovery, a total of 6 organizations were selected from 2022 to 2024 to receive multi-year, unrestricted grants as well as customized growth support. IP1 practices trust-based philanthropy to support nonprofit organizations in becoming strong, resilient, and impactful over the long term.

Donor	Establishment Date	Operating Period
Kang-Seok Kim	July 2022	2022.7-2028.6
Fund Size	Eligibility	
3.6 billion won	Domestic nonprofit organizations and projects/for-profits that aim to strengthen the nonprofit ecosystem.	

Identifying potential recipients and evaluating eligibility



Organizations selected in 2024



PEACH MARKET develops easy-to-read learning content and provides customized education tailored to the characteristics of late bloomers.



Social Value Lab supports the entire process of building and activating a supporter community for early and small non-profit organizations.

Organizations selected in 2023



Ongi provides services that allow people to share their innermost stories and receive comfort in their daily lives, mitigating the persistence of depression among members of society.



AUD Social Cooperative resolves inequalities experienced by those who are hard of hearing by supporting communication and social participation activities for the hearing impaired.

Organizations selected in 2022



Newways contributes to the diversification of policymakers by providing a system for young politicians to use their unique characteristics to grow and build a foundation of support.



BtoB connects families to resources needed to raise children in order to support those in crises throughout the entire process from pregnancy all the way to independence.

📅 Year of establishment 👤 Organization size

Support and management

The IP1 has a systematic growth support method, providing customized support that organizations need in each field such as fundraising, HR, finance and accounting, and establishing a structure for impact management.

Multiple-Session Capability Building Project

newways

Newways Nonprofit Corporation

aud

AUD Social Cooperative

서단법인 온기

Ongi Nonprofit Corporation

Vake Action Booster Project

Vake Action Booster Project

PEACH MARKET

Peach Market Nonprofit Corporation

Impact management	Establish and enhance impact management systems		○		○		○
	Connect mid- to long-term growth plans and impact management systems			○			○
	Visualize the impact creation process			○			
Fundraising	Develop fundraising strategies	○					
	Discover and manage potential customers based on data		○				
Human Resources	Diagnose organizational culture and establish a crisis prevention system			○			

* Connect with an expert when needed for organization OKR review, management basic set up, impact measurement, change management, employee relations/labor relations

Spreading new methodologies of philanthropy

We take it a step further from previous practices, exploring new routes that growing nonprofits can take. We experiment in partnership with like-minded and capable organizations that try to make innovative changes, and dream of new possibilities for philanthropy as well as spread new ways.



- Published 'IP1 Fund Impact Report 2024'



- Published 'IP1 Funds Support Nonprofit Organizations to Grow'



Vision Bridge Project Pilot

We started a spin-off program to support 'setting mid- to long-term growth goals and strategies,' which many nonprofits have difficulty with.

- 5 common workshops and 1 mentoring session for each of the 3 organizations
- Follow-up monitoring support for continuous improvement

②

Ithryn Fellowship



The Ithryn Fellowship was created with the donation of Kyungsun Chung, Founder of Root Impact. Since 2023, we have selected 4 fellows annually, created a close-knit community where fellows can have a strong sense of belonging, and provided funding without restrictions on the usage. Ithryn Fellowship is operated in the hope that fellows working in various fields can make a big impact in changing our society after 4 years of activity supported by the fellowship.

Donor Kyungsun Chung	Establishment Date June 2023	Operating Period 2022.7-2033.6
Maximum fund size 5.3 billion won (over 10 years)	Eligibility Impact-oriented, community-friendly, open-minded individuals with potential for growth.	

Fellow selection and onboarding

- Total of 8 fellows joining Batch 1 & 2 (Cumulative 12 persons)
- Activities to internalize community values of the Ithryn Fellowship

Relationship building and strengthening

- 2024 Botanica Gala: Regular year-end events to expand and strengthen the Fellows' network
- 42 regular and batch meetings (including 2 Ulsan field trips)

Support for expanding impact

Launched a fellow-led joint project, the "Ulsan Project"

- Providing opportunities to grow through concrete collaborative experiences and to approach each mega project
- Contributing with each fellow's expertise on three topics: creating a startup ecosystem, building cultural and artistic assets, and supporting immigrant settlement

Enhancing brand value

Published 44 journals by the fellows and the donor

* All journals can be found on the Ithryn Fellowship Blog

Fellows

- Batch 0**
- **Minyoung Kim** CEO of Sovang
 - **Chanhyoun Kim** COO of Welly
 - **Koeun Lee** Managing Director of Enactus Korea
 - **Jinah Lee** CEO of CollabWin
- Batch 1**
- **Jiwon Park** Director of Impact Team at BigWave, ESG & Sustainability Manager of DS Division at Samsung Electronics
 - **Il Lee** Full-time Attorney at Advocates for Public Interest Law (APIL)
 - **Jaeseong Lee** CEO of Comento
 - **Chaejin Lee** CEO of Kokkirigongjang
- Batch 2**
- **Kim Hyun-Woo** Editorial Director of ITTA Publishing
 - **Abdul Wahab Al Mohammad Agha** General-Director of Help Syria
 - **Eunchorong** CEO of Jump Corporation
 - **Frodo** (Anonymous)

③

AI Career School



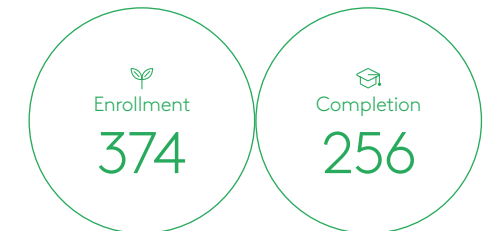
AI Career School equips youth living outside the Seoul metropolitan area with digital capabilities including AI before they start their careers. We hope to provide competitive education customized to each area to the youth in the Gangwon Province, Gwangju, Daegu, Daejeon, Busan, and Ulsan, and reduce the education gap between metropolitan and non-metropolitan areas by supporting employment and entrepreneurship in the AI era.

Sponsor company Google.org	Operation period 2024.7.-2025.12.	Support target group Non-metropolitan youth
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Non-metropolitan Training – Batch 1

Partners: Learning Spoons, Ablearn, Comento

Various training courses for local youth preparing for employment. In the Gangwon Province, we conducted AI-based planner education, in Daejeon and the South Chungcheong Province, a data analysis team project training, and in Busan, a generative AI job utilization training in partnership with customized job seeker support services of universities for current students.



Non-metropolitan Training – Batch 2

Partners: Elice Group, Openknowl, Inflab

Work experience and collaboration programs for non-metropolitan youth who have relatively few opportunities. Trainings were provided that break away from the typical boot camp format - e.g. projects for STEM majors, virtual practical projects that link companies with future content marketers who use AI, and trainings that allow students to choose their own curriculum.



AI Career School with local universities

We promoted necessary programs for college students and graduates in non-metropolitan areas through major local universities, and with the help of 7 partner universities, we arranged special offline lectures and held project presentations & graduation ceremonies. We are building priority partnerships with universities in Busan/South Gyeongsang Province, Daejeon/South Chungcheong Province, and Gangwon Province.

- In addition to regular online programs conducted during Batch 1, offline education was conducted at least once in each area
- Data analysis team project presentation and awards ceremony held at Korea University Sejong Campus
- Conducted generative AI job-tailored training in partnership with the customized employment service for students operated by the University Job Centers of Pukyung National University and Tongmyong University in Busan

IPI Fund

“As a CEO who joined IPI, I can feel I grew a step further. I was able to provide a clear direction to our employees based on an organization change theory I created with the fund manager, and it also triggered the development of a new training model for Peach Market.”

Eui Young Ham, CEO of Peach Market

“This year, I received advice on strengthening the organization’s fundraising capacity through IPI. It was very helpful to establish a fundraising strategy with experts and align the storytelling and business structure accordingly. I focused on establishing the organization’s vision from a longer-term perspective and intuitively explaining the business model.”

Hyemin Park, CEO of Newways

“With the help of the IPI fund manager, I established an impact management system for my organization. As a result, I’m able to define and communicate the organization’s impact in the same language with the mid-level managers in the organization, which I can say is my biggest achievement this year.”

Wonjin Park, Founder and President of A.U.D. SOCIAL COOPERATIVE



Ithryn Fellowship

“2024 was an exceptional year for me. Fellows were able to understand each other deeply and strengthen our relationships. We were also able to look back on our individual goals and activities, face reality, and draw our future. Furthermore, we built confidence that we would be able to successfully lead each of our mega projects and the joint Ithryn project.”

Chaejin Lee, CEO of Kokkirigongjang

“After becoming an Ithryn Fellow, I received a lot of inspiration from the group through our meetings. We each had our own pace in adapting to the Ithryn community, sharing our thoughts and growing together. With this support, I’m confident that we will each make the best choices possible. As a community we will always face new issues and challenges, but if we address them with good intent I am positive we will find good solutions. I look forward to embarking on this journey together.”

Eunchorong, CEO of Jump Corporation

AI Career School Participant

“I have previous working experience as a planner but I joined the program for re-employment. There isn’t much information out there on what a junior planner should prepare when trying to find another job, but I was able to receive concrete feedback from mentors currently working in the industry and 1:1 coaching on my portfolio which helped greatly in my job hunt. Furthermore, my mentor simulated an interview session based on concrete reasons an interviewer might ask certain questions. I would highly recommend this program to my friends.”

Planner, AI Career School Participant in Busan who used Learning Spoons AI

AI Career School Partner Organization

“Even as a consultant for job seekers, I know there aren’t many practical field experiences young people can learn from although there is a lot of digital knowledge and theory that can be learned in school. AI Career School bridges current workers with students so they can learn how AI is used at work. We covered both basic theory and practical application, so even students who aren’t computer majors could follow along with no difficulty. Also, since the classes were held in the evening, it made it possible for students to take with their regular classes.

I think students found the feedback on their individual portfolios from current professionals most meaningful. I’m grateful to the team for providing such a high quality training for students free of cost.”

Woori Han, Consultant at Tongmyeong University’s Job Center



DEI Initiatives

We lead projects and build solidarity to increase diversity, inclusion, and sustainability in the workplace.



We work together to create a workplace where people from diverse backgrounds coexist, where members are respected and can realize their potential. We provide infrastructure for women with previous work experience to restart careers, career maintenance for caregivers within the ecosystem, and diversity & inclusion in organizations, as well as support education and research projects.

Forest for All Daycare Center

Cumulative enrollment at Forest for All Daycare Center
72
organizations
(2020-2024)

Daycare center's contribution to workplace diversity and inclusion
4.73/5

Reboot Camp

Cumulative program completion 2021-2024
97
organizations


Re-employed in paid positions after completing Reboot Camp
57.7%
56 out of 97

DEI LAB

Organizations participating in DEI LAB activities
62
organizations

1

Forest for All Daycare Center



Our workplace is inclusive of caregivers and children. To share the responsibility of caregiving with members, the Impact Organizations Consortium and Hana Financial Group co-created a shared daycare center.

Cumulative enrollment

2020-2024

72children

Cumulative number of organizations using the daycare center

2020-2024

35organization

Contribution to diversity and inclusion in the workplace

4.55/5

Awareness of caregiving among members has improved.

4.73/5

Having a workplace daycare center has helped the organization operate.

Survey of organizations using Forest for All Daycare Center, conducted in July 2024

Current Status



Enrollment

30



Number of teachers

10



Overall parental satisfaction level

4.74/5

Parent Education

We support parents who are co-creating the daycare center increase their sensitivity to diversity and become inclusive caregivers.

1. What do our children need in the hyper-connected era?

Professor Emeritus Byeong-ho Jeong of Hanyang University
Empathy education for parents to raise children who embrace diversity in a hyper-connected era of rapid technological development such as AI

Participation rate

68.5%

satisfaction rate

4.98/5

2. Easy and fun Korean play 'This is how we play'

Instructor Ri-gyeong Kim of Jumbbang
Parents experience Korean play first-hand, understand the joy of play, and learn Korean play that they can do with their children

Participation rate

66%

satisfaction rate


4.81/5

Special activities

- Specialized class for children's art: Creative art class focusing on free exploration and expression
- Joint sports competition and pear harvesting with daycare centers affiliated with the Seongdong-gu Workplace Daycare Center Association

2

Reboot camp



As a workplace, we embrace women with previous work experience. Reboot Camp helps women who had to step away from the paid labor market due to various care responsibilities. This business project-based career support program helps women rebuild a solid career network, regain a sense of work, and boost career confidence.

Cumulative program completion

2020-2024

97women

Cumulative program partners

2020-2024

26organizations

Participating organizations

Dia & co, Mabo, Soso Communication, SMplanet, YBS Edu, ITA SEOUL, Ginger T Project, Wear Again, Impact Square, Volunteering Culture Korea, Dodoan Collabo.

Results of the 8th batch

17participants completed the program

4.82/5

I was able to update my work sense and skills through the 10-week project.

4.82/5

My understanding of social impact and the degree to which I felt I was contributing to society improved.

4.71/5

I gained confidence in restarting my career.

Areas that were strengthened

- Job-related skills and capabilities
- Adaptability to the work environment
- Networking skills
- Self-efficacy and confidence
- Career goal setting and planning skills

48

49

Career status of graduates as of January 2025

62.9% people
have looked for a job

61 out of 97

57.7% women
re-employed in paid
positions

56 out of 97

Improving organizations' perception of women
with previous work experience

2 out of 6
partner companies
of the 8th Reboot Camp
hired women with
previous work experience

Dia & co, ITA SEOUL

Contributing to organizations' diversity & inclusion
through positive experiences and by building con-
fidence in hiring women with previous work experi-
ence

Research activities

- "A Study on the Competencies and Strengths of Re-employed Women with Previous Work Experience", Professor Bora Lee of Korea University
- "The Impact of Resource Management Feasibility at Work and at Home on Working Mothers' Career Engagement: Through Work-Family Conflict, Work-Family Improvement, and Parenting Guilt", Professor Hye-bin Lim of Kwangwoon University
- "The Impact of a Greedy Work Environment on Women in STEM: The Moderating Effect of Parental Calling", Professors Suran Lee and Seongdo Kim of Seoul Cyber University

Graduates' Cases



Employed at a global company after a
career gap using IT marketing expertise

An IT marketing expert with 20 years of experience and a three-year gap regained her sense of work and confidence through a practical project at Reboot Camp. She successfully returned to work as the head of marketing for the Asia Pacific region at a multinational software company based on her learning of the latest trends and practical experience.



Taking on a new challenge using
planning expertise

A planner with 10 years of experience rediscovered her strengths through various project experiences and networking at Reboot Camp. She started a new career as PM for a social contribution project of a public interest corporation.



Team projects evolving into
entrepreneurship

A Reboot Camp team project was further developed into a self-leadership education program business for women with career experience. It won the grand prize in a non-profit startup support program.

③

DEI LAB



Participants

83 persons

Participating organization

62 organizations

DEI LAB Seminar
"What Does an Inclusive
Workplace Change?"

We experiment and research diversity and inclusion. We create venues for organization to proactively put diversity and inclusion into practice, and make changes happen through peer learning and solidarity.

Support for organization experimentation

We support organizations in their diversity and inclusion experiments. Budget support is given to selected companies who proactively design and carry out the experiments they need. Root Impact is a part of the experiment process and provides peer learning in support of real organization changes and sustainable DEI activities.

Participating organization 2023-2024

Modu Labs, Hope Is Education, Youth 4 Climate Action, Ginger T Project

Topic Sharing the results of organizational experiments and discussing specific practical measures to create an inclusive workplace



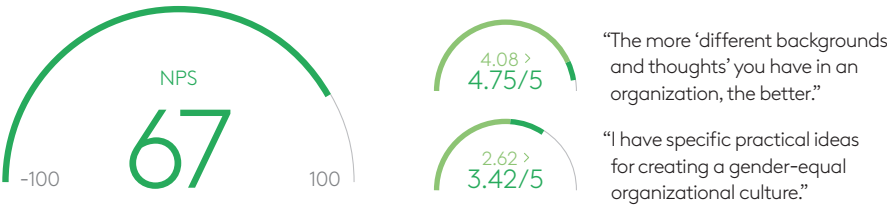
I came up with specific practical ideas for promoting diversity and inclusion in the organization.



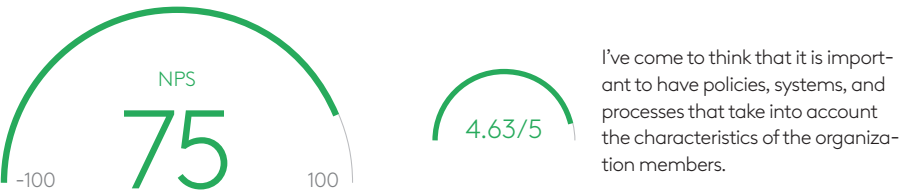
DEI CAMP We run programs to raise awareness about diversity inclusion and discuss implementation methods.

1. Gender-Equal Organizational Culture DEI Camp

Led by Korean Womenlink
Topic A practical guide for the workplace based on understanding and embracing the diverse identities of members
Results Improved Diversity Awareness and Attitude



DEI Book Talk "Are you working in an organization that takes care of you?"
Led by Hyunmi Kim, Yonsei University Professor and author of "The Society of Flawless Fragments"
Topic The need for organizations and leaders who understand caregiving



- Research activities**
- "Aren't You Discriminating Now?," Research Fellow Yoonjae Yang, Diversity Research Center, Korea University
 - "The Connection between Workplace and Home Creating a Fair Organization," Research Fellow Jooyeon Lee, Diversity Research Center, Korea University
 - "Corporate DEI in the Aging Era," Professor Soohan Kim, Department of Sociology, Korea University



Forest for All Daycare Center

"Forest for All is a daycare center I can completely trust with my children. I'm grateful to the teachers who are always doing their best so my kids can be happy and healthy at daycare."

Reboot Camp participants' testimonials

"I lacked confidence due to my career gap, but the 10 week experience filled with small wins gave me a sense of achievement and fulfillment. I'm grateful to Root Impact and partner companies for allowing us to experience real world projects from service planning and development from beginning to end."

"I'm more confident in talking about myself at interviews. This is thanks to colleagues at the Reboot Camp giving me a lot of inspiration, support, and motivation, and also gaining an objective view of my competencies and strengths."



Reboot Camp partner companies' testimonials

"As a partner company, it was a great opportunity to meet women who have networks, expert knowledge and experience in new business areas. We wouldn't have been able to meet them through normal means of business, but the Reboot Camp allowed us to meet as partners on a project which made things run much more smoothly. I could truly feel their passion and sense of purpose which stronger than others in many aspects."

DEI LAB

"I learned various real life DEI cases through the DEI LAB Seminar. I kept in mind what I can apply to my organization and the feasibility throughout the seminar."

"The different attempts and experiences around applying DEI in the workplace and creating a culture of DEI has broadened my horizons. I thought about the considerations I should keep in mind when setting up an organization. Just knowing that there is someone out there who researches and shares the capabilities and strengths of women with previous work experience was a great comfort and gave me resolve to continue to work hard as a woman with previous work experience."

"I learned a lot from the insights gained from years of experience in hiring people with developmental disabilities and the research results that can urge a new understanding & change in perception of women with previous work experience. Also, even as a hearing person, the simultaneous subtitles were a great help in understanding the parts that I missed. I am grateful to the person in charge who put so much effort in this."

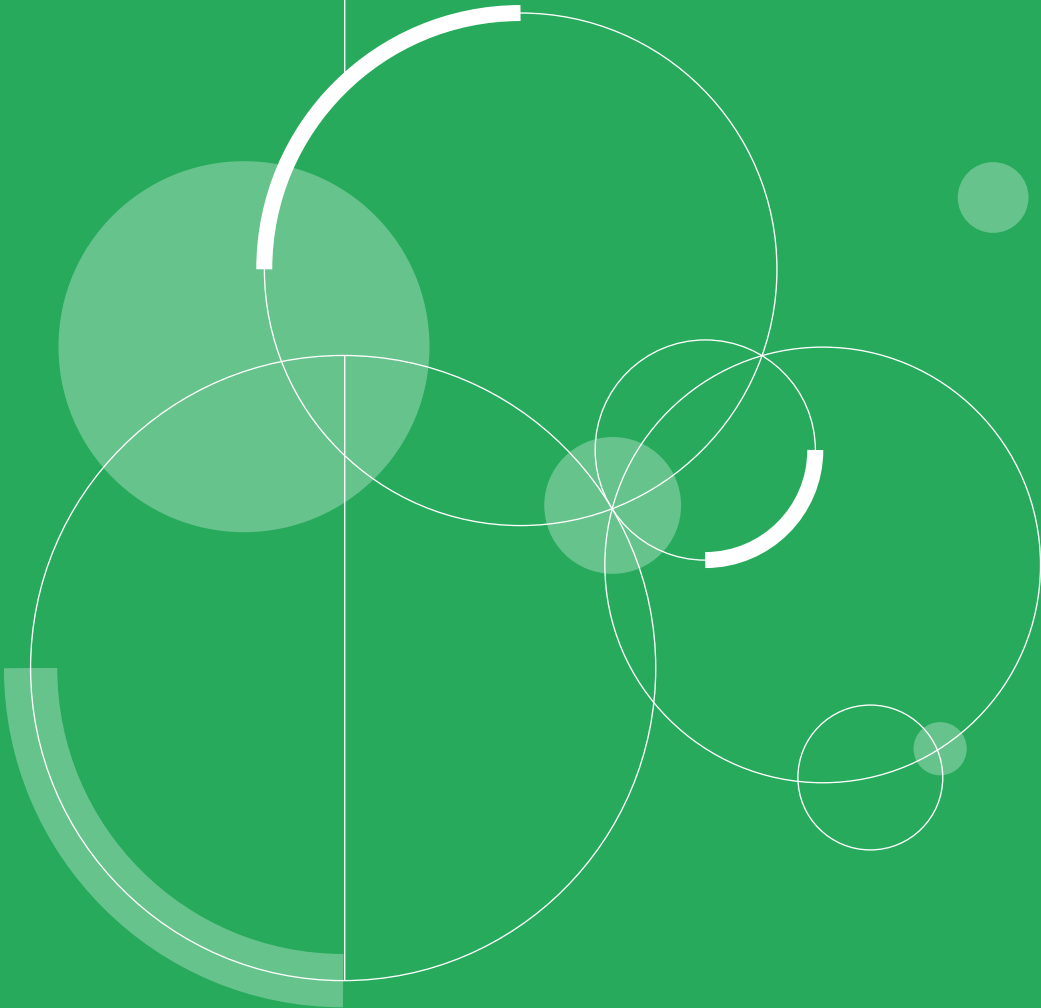


Changemaker Conference

We discover agendas needed in our society for a better tomorrow, and provide a venue of discourse for changemakers to come together for discussion.



Changemakers from all parts of society come together to explore the current issues of our times and solutions for a healthier society. Started in 2017, the Changemaker Conference is in its 5th year, contributing to creating an ecosystem where Changemakers from different fields can interact and grow.



Changemaker
Conference
satisfaction rating



Planners

54
persons

Speakers and performers

122
persons

Participants

2,421
persons
including 395 online

Changemaker Conference



The 2024 Changemaker Conference was held under the theme of 'Shaping a Sustainable Future with AI' to discover and form the agenda needed for our society. In conjunction with Creative x Seongsu, which has the slogan of 'Intertwined, boiling, and overflowing in Seongsu', we held a global cultural creative industry festival in cooperation with the Seongdong-gu Office and the cultural technology, content, and social innovation organizations located in Seongdong-gu.

Theme	Shaping a Sustainable Future with AI
Period	October 8 (Tue) - October 13 (Sun), 2024
Venue	HEYGROUND Seongsu Branch, Seoul Forest Branch
Host	Root Impact, Seongdong Foundation for Arts & Culture
Organizers	Root Impact, Jump, HGI, Impact Alliance, Ginger T Project, 2nd Tomorrow, ABC Lab
Sponsor	Seoul Social Venture Hub (Subtitle service)

For the conference, we worked with 7 co-organizers based in Seongsu to create a venue for discourse & experience on AI in various fields such as demographics, education, and diversity. Through consistent collaboration, we were able to contribute to and be connected with the local Seongsu community.

Changemaker Conference satisfaction rating

9/10 points

Speakers and performers

122 persons

Planners

54 persons

Participants

2,421 persons

including 395 online



Conference

- How AI responds to changes in demographics
- Education for all in the AI era
- Diversity embracing AI, Diversity embraced by AI

Talk/Networking

- 'AI' suddenly appeared in an imbalanced Korea
- Crisis and opportunity in entrepreneurs' minds
- People who want to know what to do with themselves in the AI era

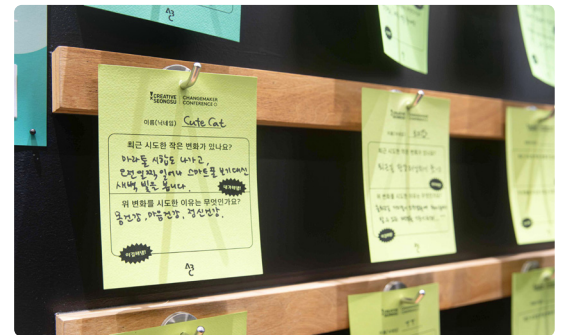
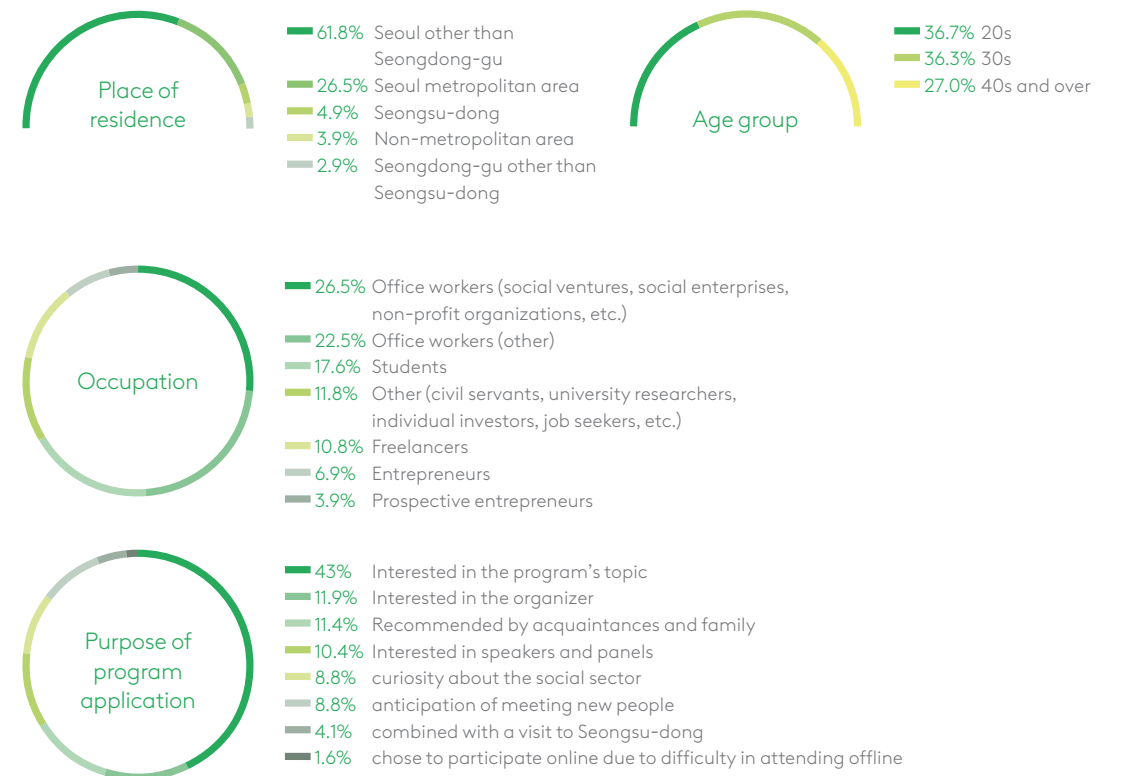
Contest

- <Operation Name: Impact Town> Creating a world you want to live in

Exhibition

- <We Are Changing>
- <Behind the Book: Stories of Changemakers>

Participant data





Changemaker Conference

“I am an AI developer, but I was most inspired by the “Gender code hidden in AI” session in the conference. It allowed me to delve into AI from a liberal arts perspective rather than an engineer’s view, and I gained new perspective on things that I had taken for granted as a developer. I thought that the Chinese room argument, AI assistant voice, and the hallucination issue of generative AI are all important discourses we need to put on the table. It hit me that it is necessary to discuss intelligence and its value beyond AI technology, and also think about what is being deprioritized. Through this session, I was able to reflect on the meaning of AI in human history rather than being caught up in the technology implementation, and I felt a responsibility to think more deeply about the future of this industry that I am part of.”

“During the conference I came to the conclusion that ‘true personalized education’ through AI means education that provides a customized curriculum for each learner. I am particularly excited about evaluation criterion being tailored to individual characteristics and applied in an environment where learners can actively learn what they want. This conference gave me confidence that AI can play a positive role in realizing this future, while also giving me awareness about the realistic constraints that need to be resolved. It was a great to hear various perspectives on and think about how AI can contribute to educational innovation.”

“The entire conference experience went so smoothly, starting with the kind staff members guiding us at the entrance. Panelists from various fields provided many insights and perspectives, and it was even more meaningful thanks to the time allotted for discussion with the audience, rather than a one-way lecture. The program was overall rich and informative, and it was a great experience. I wish my other acquaintances who are interested in AI could have joined as well.”





Financial Summary

Total revenue in 2024 was approximately KRW 11.6 billion, up 24% YOY. This increase is attributed mainly to the growth in contributions with donor restrictions and earned income. In 2023, the occupancy rate decreased slightly due to the economic downturn and the decline in startups and non-profit industries, but it recovered again in 2024. Additionally, the HEYGROUND BRICKS venue rental business, launched in 2023, has become well-established, contributing to a steady increase in earned income.

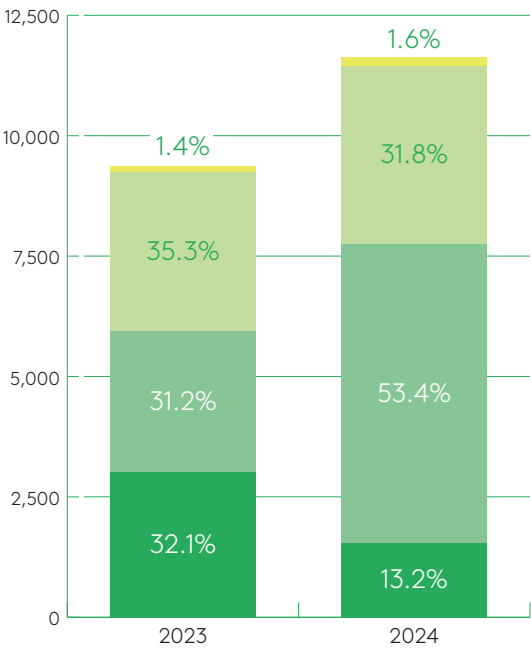
As the business scaled up, program expenses in 2024 also increased by 11% compared to 2023. This increase is a result of the stabilization of each business operation.

Root Impact conducts an annual accounting audit and transparently discloses the results. More detailed financial information can be found on the Root Impact website.

Revenues and Support

(units: 1million KRW)

- Contributions Without Donor Restrictions
- Contributions With Donor Restrictions
- Earned Income
- Financial Income

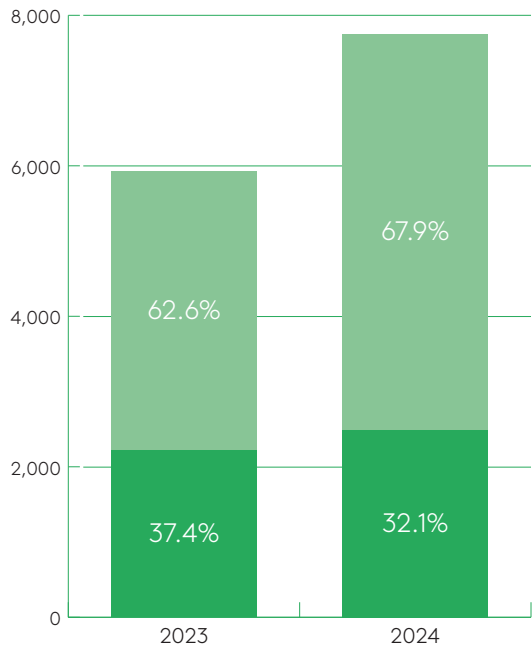


(units: KRW)	2023	2024
Contributions Without Donor Restrictions	3,003,463,730	1,539,452,229
Contributions With Donor Restrictions	2,928,718,743	6,208,412,903
Earned Income	3,303,639,415	3,700,620,571
Financial Income	133,269,398	185,578,340
Total	9,369,091,286	11,634,064,043

Contributions

(units: 1million KRW)

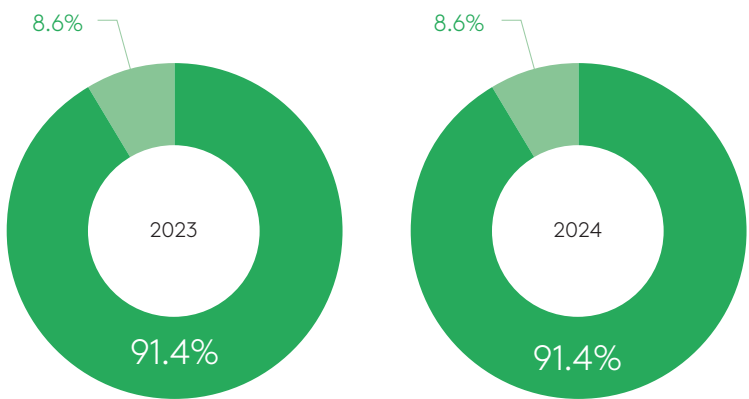
- Individual Donors
- Institutional Donors



(units: KRW)	2023	2024
Individual Donors	2,216,393,645	2,489,320,150
Institutional Donors	3,715,788,828	5,258,544,982
Total	5,932,182,473	7,747,865,132

Expenses

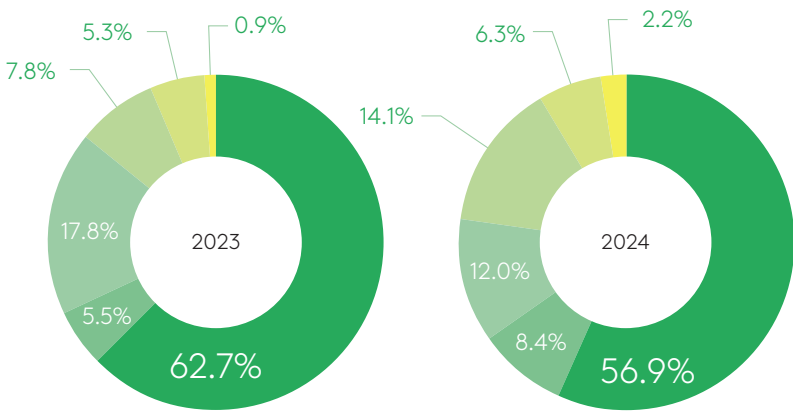
- Program Expenses
- Management & General expenses



(units: KRW)	2023	2024
Program Expenses	8,891,300,799	9,859,557,221
Management & General expenses	833,852,552	922,988,144
Total	9,725,153,351	10,782,545,365

Expense by Programs

- HEYGROUND
- Growth Support
- Impact.Career
- Impact Philanthropy
- DEI Initiatives
- Changemaker Conference



(units: KRW)	2023	2024
HEYGROUND	5,575,142,011	5,610,466,389
Growth Support	486,015,114	829,345,734
Impact.Career	1,581,305,897	1,186,874,753
Impact Philanthropy	696,783,471	1,393,008,003
DEI Initiatives	475,176,707	620,608,013
Changemaker Conference	76,877,599	219,254,329
Total	8,891,300,799	9,859,557,221



2025
ROOT IMPACT
ANNUAL REPORT

Published by	ROOT IMPACT
Publication date	April 2025
Planning and Editorial	Root Impact Brand Communication Team MovingStone
Translation	Hah-Young Blaire Kim
Design	nooNdesign
Printing	Nexpress

Website	rootimpact.org
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