

# Food for Nonprofits

A zine of newsy tips and treasures



Summer 2024

## Story of The Logo

So, when we first met Ki Han he was the Art Director at Zynga, the huge online and mobile gaming company, headquartered in San Francisco. After we picked his brain in numerous meetings about how one develops an online game ( think Change Lab educational courses ) we jumped in. As part of his incredibly kind nature, he took on designing us a logo.

We said “Oh, it should be about energy, and change, and moving forward” and all those things. And, what came back was a beautiful image that some folks around here saw as a butterfly: metamorphosis. What could be better ?

Now, the only weird thing was that someone on the team was afraid of butterflies. Hilarious is the only response. Anyway, we still see it as about moving forward.

Ki, by the way, has built a pretty impressive career along the way, with a stunning range of design skills, from UI to UX, from game design to data visualizations for business intelligence software and is now Sr. Design Director at Pivot.

Welcome to Change Lab !



## Our Summer 2024 Interns



Photo credit : Nancy Brimhall

Meet our diverse interns, who bring unique talents and perspectives from various backgrounds and majors year round. Their skills enrich our team's creativity and problem-solving capabilities. We're excited to see the innovative contributions they'll bring to our projects. Working with such a talented and dynamic group is truly inspiring and energizing for the whole team. Welcome summer interns.



## Dogs in The Office

We love a fun and cozy work environment by bringing dogs to the office. This practice adds joy, reduces stress, and fosters camaraderie among the team. The playful interactions make the office feel like a home away from home, highlighting our commitment to the team's well-being and a positive work atmosphere.



Guess which one is "Tofu" and which one is "Yoshi"? Wrong, the black one is "Tofu".

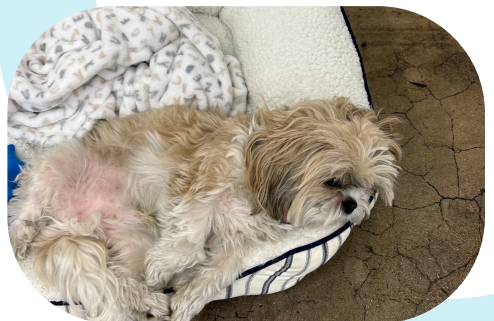


Photo credits : Emely Chavez



## Meet Wesley Trisnadi

DON'T FLUTTER AWAY  
FOR TOO LONG



YOU BUTTER-FLY BACK  
TO US SOON!

TO: Wesley

FROM: Change Lab Team

As Wesley Trisnadi ( our Director of AR/VR ), headed off to Indonesia recently ( he's coming back ) we sent him with this great love note, created by Delylah Rodriques. And while you are at it, watch this amazing Ted X Talk he did!

Wesley J. Trisnadi, who has grapheme-color synesthesia, shares how this trait presents both challenges and creative advantages. As a child, he thought his vivid imagination was normal until his sister's research revealed their unique perception. Passionate about filmmaking, graphic design, and acting, Wesley explains how synesthesia can inspire greatness despite minor hindrances. This talk was given at an independently organized TEDx event.



## Interview with Wesley Trisnadi

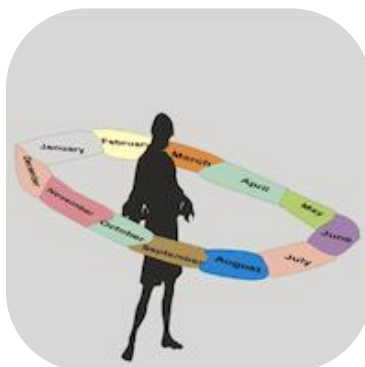
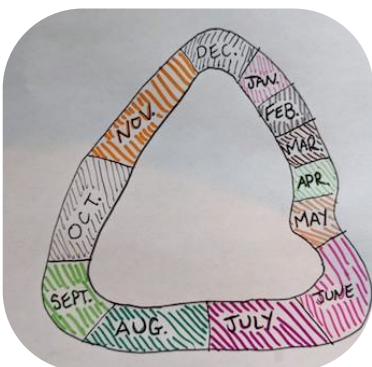
By Nancy Brimhall

N: Happy to be introducing Wesley Trisnadi, our treasured Lead AR/VR Designer here at Change Lab. We were pretty excited to find that you had made a TedTalk when you were only 17 about what Synesthesia is and, more so, how it added such value to your creative journey. Thank you for letting us share it with our audience. The background of how you got involved in doing the talk is so interesting. Tell us about it if you would.

W: Thank you, Nancy! The opportunity came about when I was a junior at Jakarta Intercultural School, an international high school in Indonesia that hosted official TEDx conferences. One had to audition and create an outline of what the proposed topic would be and why or why not the school should greenlight the talk. Fortunately, they really liked my idea and selected me as one of the six speakers.

The selected theme for the year was “Crossing Paths,” intended to explore new human connections and expand cultural boundaries. I thought of my synesthesia because I knew that not many people had heard about this phenomenon. And once they do, they may be surprised to discover a new perspective on human sensory experiences. My talk introduced what synesthesia is to the audience and specifically revolved around the theme of it being an “EXTRAorder”.

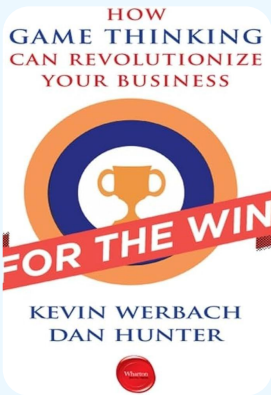
Find the full version of the interview at: <https://changelab.studio/journal/>



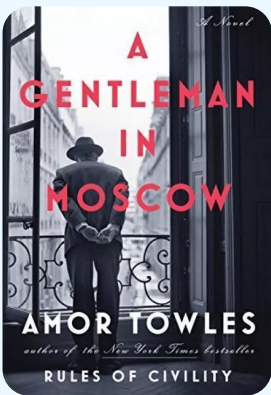
# What Are We Reading

We believe that good readers become creative minds. We are committed to staying informed across multiple fields, and constantly reading to broaden our understanding of societal needs. Our team explores technology, design, psychology, and social sciences to gain insights that inform our work and address real-world challenges. This multidisciplinary approach keeps us attuned to emerging trends, enabling us to create innovative and relevant solutions for the communities we serve.

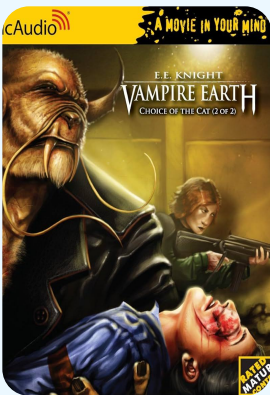
Check out what we come up with that you might enjoy!



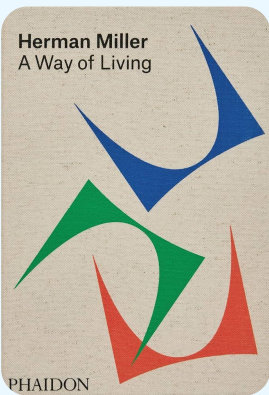
FOR THE WIN  
KEVIN WERBACH  
DAN HUNTER



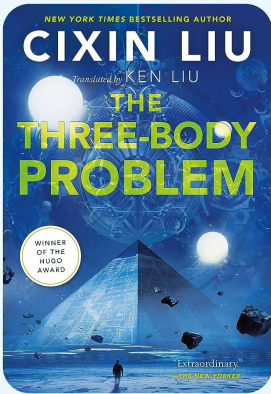
A GENTLEMAN IN  
MOSCOW  
AMOR TOWLES



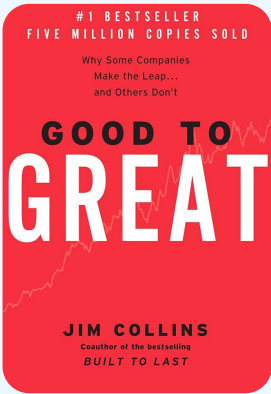
VAMPIRE EARTH  
E.E.KNIGHT



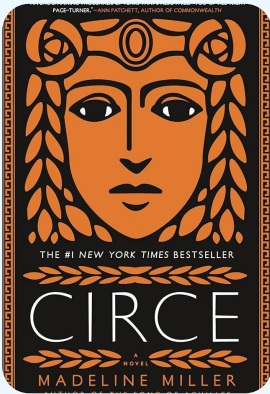
A WAY OF LIVING  
HERMAN MILLER



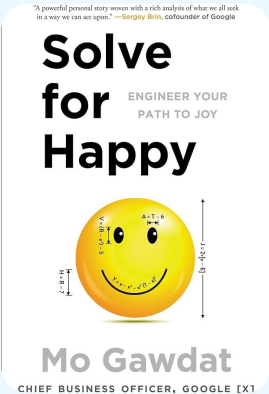
THE THREE-BODY  
PROBLEM  
CIXIN LIU



GOOD TO GREAT  
JIM COLLINS



CIRCE  
MADELINE MILLER



SOLVE FOR HAPPY  
MO GAWDAT



## Art Museum VR



Credit: Jonas Vaz

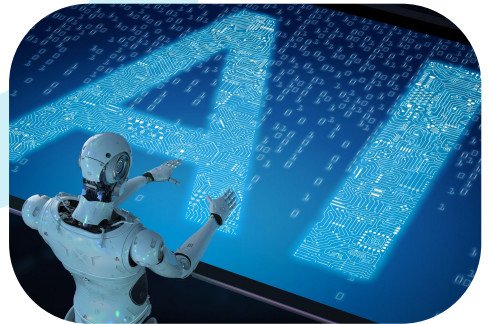
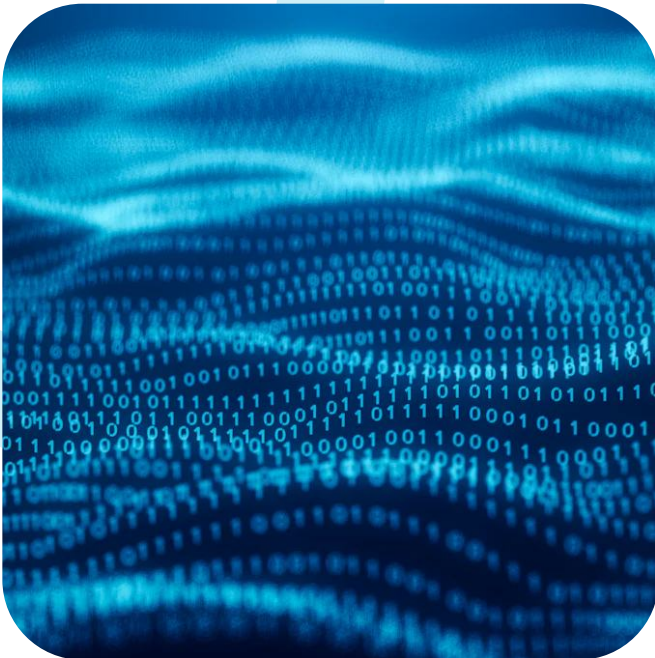
And, if that weren't exciting enough, we will soon have three more virtual reality experiences coming this Fall for you to explore. They each showcase guiding a potential investor-level donor through a building ( maybe yet to be built ). Show off your capital campaign as you engage them in what will come. Or just show what you are doing now for someone who doesn't live close or to someone who doesn't enjoy a hard hat tour. Or..... show off what you are doing, just because. We have the expertise and the value pricing to create anything you might need. Oh, and we are a deeply experienced nonprofit team to help you with the language. Use innovation and interactivity to engage and tell your story. We can show you how, contact us: [info@changelab.studio](mailto:info@changelab.studio)



## Wondering what AI can do for nonprofits

Some places to begin:

1. Look at a paid subscription to manage your donor database that can:
  - Generate AI letters to your donors and /or prospects for mail appeal, general communication and engagement tactics.
2. Great marketing tools
  - Buffer, Canva, ChatGPT, DALL-E, GRAMMERLYGO, CLEARSCOPE
3. Implement project management through AI
  - Notion AI- Notion is a great product. It's a superb task tracker.



Find the full summary at:

<https://docs.google.com/document/d/1ho8E-rtaTD0iNnVG9LQXDE6iSiwPeIeO/edit?usp=sharing&ouid=100700737171356257000&rtpof=true&sd=true>



## Social Impact Summit



L-R: Emely Chavez, Christelli Carmona, Ricky Shi, Nancy Brimhall and Craig Cichy, executive director, Social Impact Fund



L-R : Ricky Shi, Emely Chavez and Christelli Carmona

Recently, some of our team attended Social Impact Fund's The Future of Hollywood Philanthropy. Headlined by actress, writer and painter, Sharon Stone: The panels-"How Hollywood Partnerships and Corporate Giving are Fueling the Fight Against HIV", Beyond the Red Carpet: Leveraging Hollywood For Raising Funds and Awareness for Crucial Causes" and "inside Philanthropy's Boldest and Most Innovative Players and Platforms." A very impressive first summit!!!

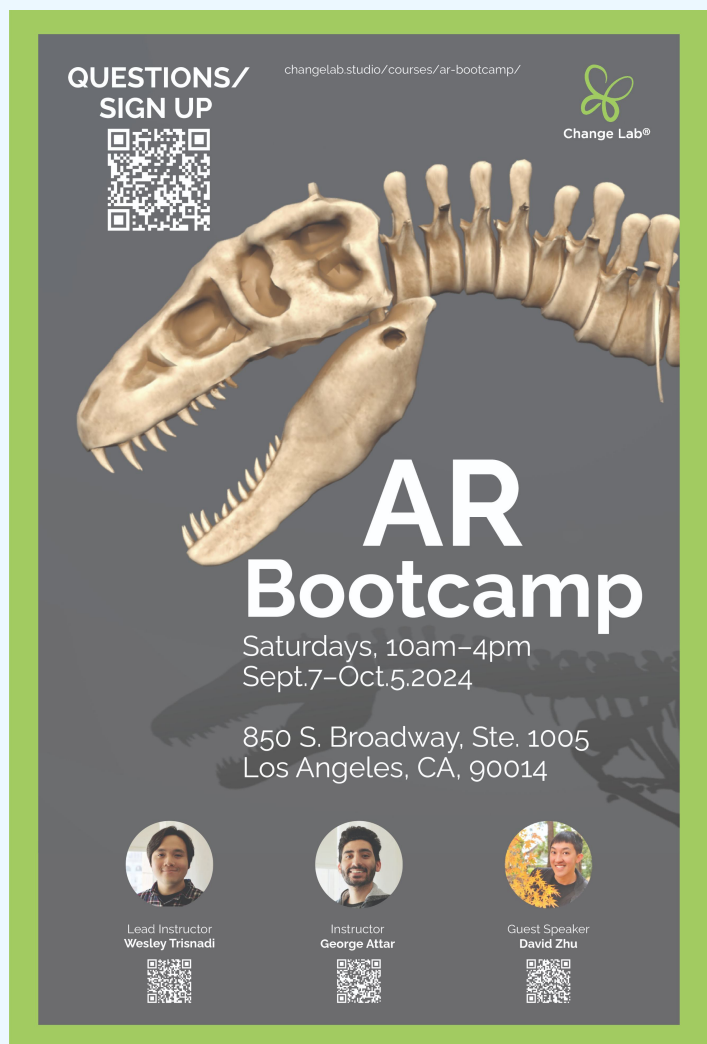


## AR Bootcamp

Hi. Wow. Augmented Reality. You can learn right here.

Our talented team of creators is offering a very cool Saturday series this Fall too! Our first "AR Bootcamp." Want to have fun and expand your design skills? Curious about learning and engaging with a fantastic visual skill? This is the one. Equivalent to a university-level semester course. Check it out. No pre-requisites, aimed at beginner to immediate-level experience.

Check out our AR  
Bootcamp poster!



Design credit: Jonathan Kim

## Launching TikTok



Created: Delylah Rodriguez

Our marketing team has created some amazing TikTok videos that showcase our fun times in the office. They are now uploaded and ready for everyone to watch. Enjoy!

More fun videos are coming up!



Photo credit: Emely Chavez



Photo credit: Megan Wong

Find the full version of our Tik Tok on:  
[https://www.tiktok.com/  
@changelab?t=8o39Ls4YQEo&r=1](https://www.tiktok.com/@changelab?t=8o39Ls4YQEo&r=1)

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OBVIOUS PROBLEM. IT'S ABOUT  
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