Internet Society
Foundation

Update to the Internet Society Foundation Board

March 2019

Foundation Operations

01 | Behind the scenes

Internet Society Foundation

Putting the Pieces Together

- Established a core Internet Society team to support startup
- Finance, Communications, IT, and HR infrastructures being put in place
- Established Time and Expense Allocation system for ISOC support
- New grants system configuration, testing, and implementation completed – MemberNova

Executive Director Search

- Posted on the website & listed on key philanthropic websites
- >90 applicants to date – globally diverse
- Several highly qualified applicants – initial round of interviews in progress
- Second round planned mid-March

Internet Society Foundation

Brand Strategy and development

02 | A new entity brought to life

Now Part of Internet Society Foundation

As of February 2019, Beyond the Net Funding Programme is part of the Internet Society Foundation's grant portfolio. As a central source for all of our grants programs, the Foundation gives us maximum flexibility to expand opportunities for our community and to extend our reach into new areas where we can make a positive impact.

Initially, the Foundation will feature the continuation of the Beyond the Net Small Grant Programme. In the future, the Foundation will expand its grant-giving programmes for Chapters to include the Beyond the Net Medium and Large Scale Grant Programme.

For more information on the Foundation and its grant programs, visit our Foundation website.

Go to Foundation's website

The Internet transforms lives

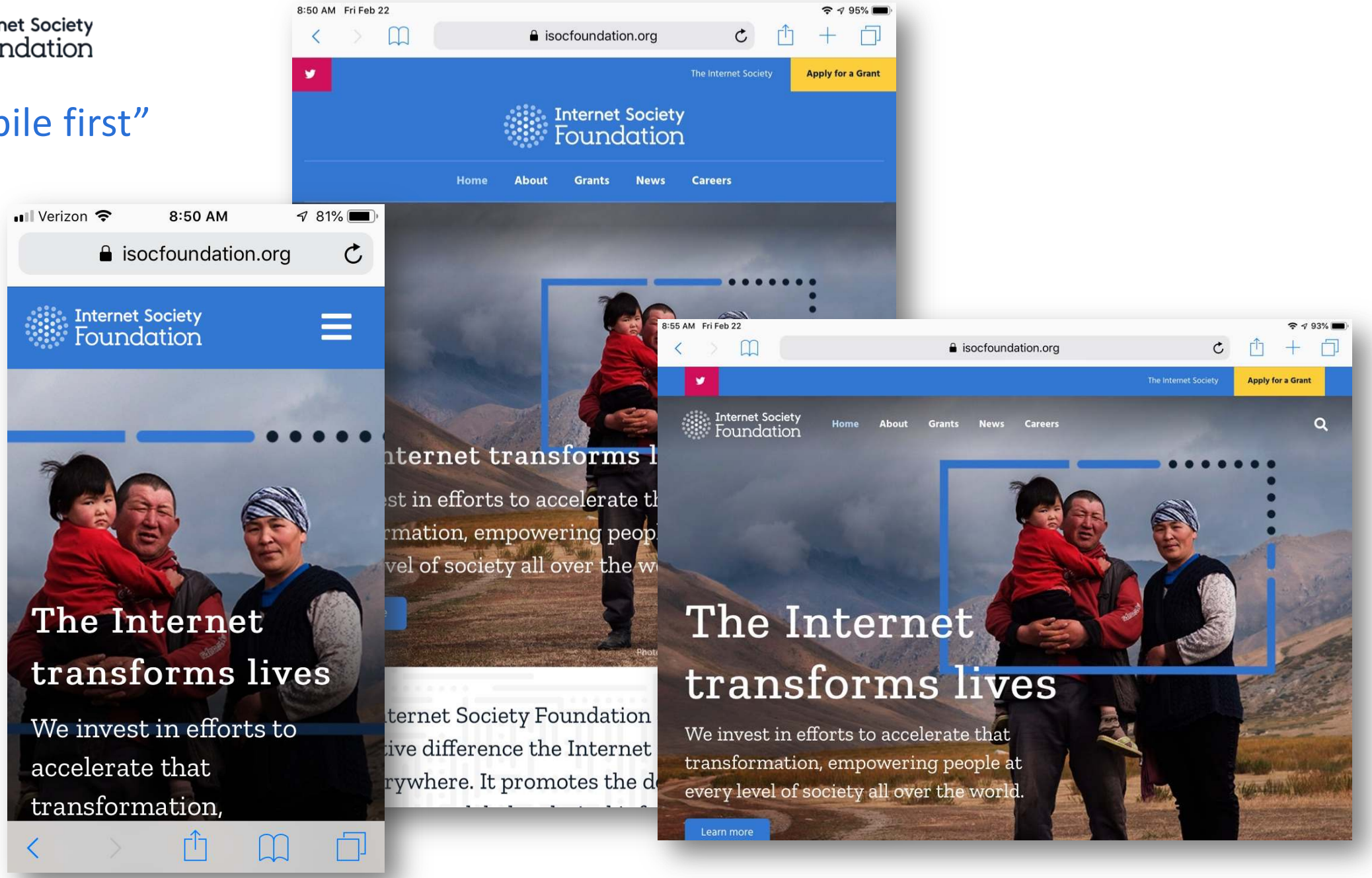
We invest in efforts to accelerate that transformation, empowering people at every level of society all over the world.

Learn more

Photo © Internet Society / Nyani Quarmyne / Panos Pictures

Internet Society Foundation

”Mobile first”



Internet Society Foundation

03 | Brand Development

Internet Society Foundation

The Internet Society Foundation exists to showcase and support the positive difference the Internet can make to people everywhere.

It promotes the development of the Internet as a global technical infrastructure, a resource to enrich people's lives, and a force for good in society.

Internet Society Foundation

The Foundation will be primarily focused on its grants, applications, and telling the stories of the recipients.

Internet Society

ISOC Chapter Grants

Partner grants (ISIF, FRIDA)

Postel Service

Itojun Service

Applied Networking Research Prize

Internet Advocacy, Education, Campaigns, News, Events

Accepts Individual and Corporate donations

Internet Society Foundation

Beyond the Net - Chapter Capacity Building

Community Capacity Building

Research

Innovation

Disaster Relief and Recovery

Foundation Introduction

Grants and Applications

Recipient Stories

Grants Awards Primary Web Content Donations

The Foundation's brand will be visually based on the Internet Society brand.

Recognizably Internet Society, but distinct and unique. The Internet Society Foundation will better tell the stories of success and the lives changed.

As a key component of the brand identity, the logo helps illustrate the impact of the Internet Society Foundation's grants. The nodes of the Internet Society Foundation logo have evolved into seeds — the seeds of change.

The wider brand identity is built to trace this change to people's lives, with a distinct tone of voice that accommodates more first person stories, photography that heroes the beneficiaries of grants, and a colour palette that is optimistic and accessible.

Our logo is at the core of our identity system. It has three components.

Shared with the Internet Society, this builds coherence across our two brands.

Bespoke ‘Foundation’ that uses slab serifs to reference the node language of the Internet Society brand identity.

Our ‘seed head’ is made up of individual seeds. These represent the ‘seeds of change’ and the people whose lives are transformed by the work of the Internet Society Foundation. The graduated tone communicates change as an ongoing process.

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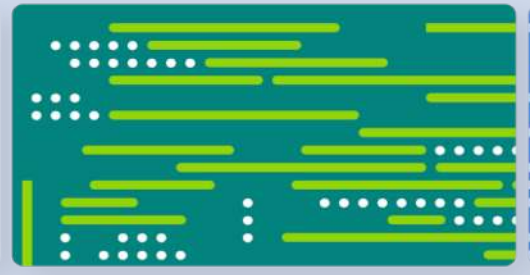
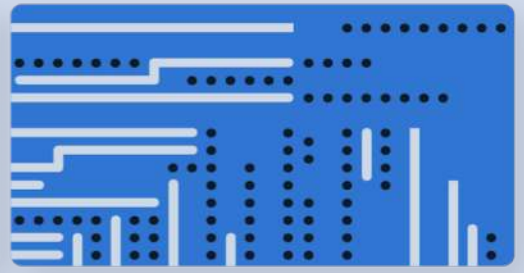
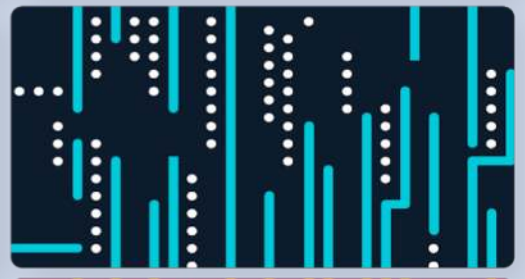
04 | Brand in action

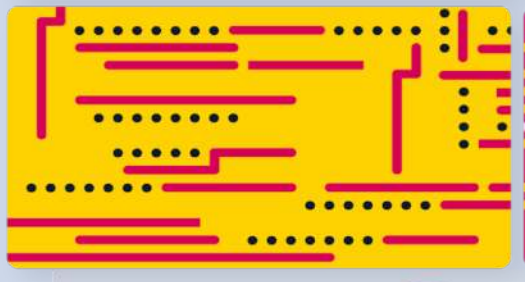
I'm raising my voice
"Connection to the internet means we can research for our radio show, 'The Voice of the Women' and share our fight for equality with the world."
Maria Guadalupe,
Intibuca, Honduras
Internet Society Foundation
I'm learning new skills
"Now I can shoot a movie, this preserves Piikani history and makes me proud of my people."
Karli Crow Shoe
Brocket, Alberta, Canada
Internet Society Foundation
89%
accuracy detecting fake news
"The Internet Society Foundation supported FightHoax in it's development of an algorithm designed to identify fake news. Based on seven criteria early tests report a rate of 89% accuracy."
Internet Society Foundation

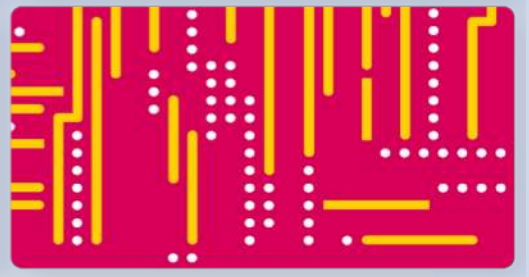
Internet Society Foundation

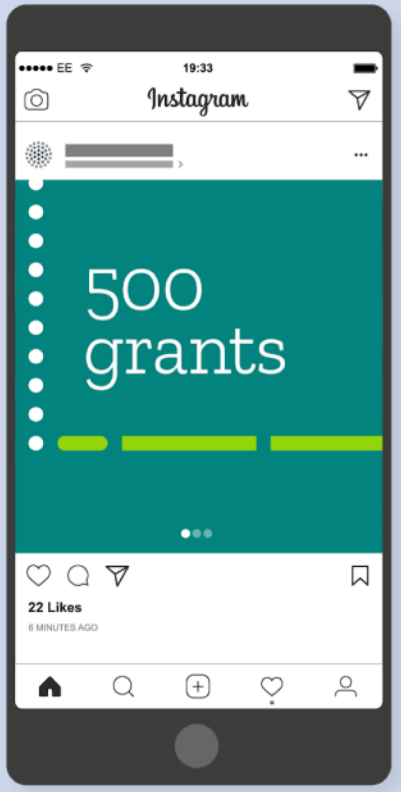


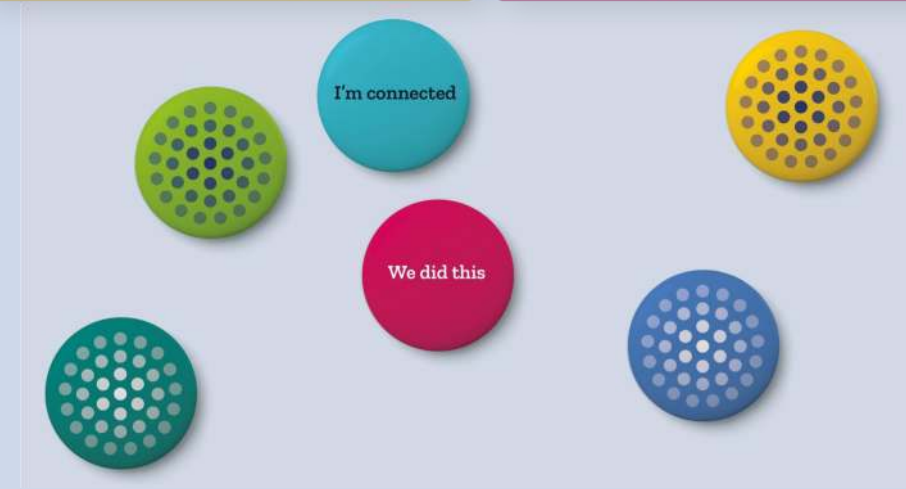












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Starting up the Foundation

05 | Started out small – Beyond the Net

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“Beyond the Net” Small Grants Launched

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06 | Next Steps

Internet Society Foundation

Communications Approach

Phase 1: A well designed approach

Early work focused on reactive messaging and creating brand identity to inform website development.

Phase 2: Community engagement

Introducing the Foundation to our community, providing updates and opportunities for input.

Phase 3: Beyond the Net Small Grants

Final work on website for announcement of Beyond the Net Small Grants. Website launch.

Phase 4: External momentum building

Planning next steps and external outreach as the Executive Director is hired and new grant programs are in place.

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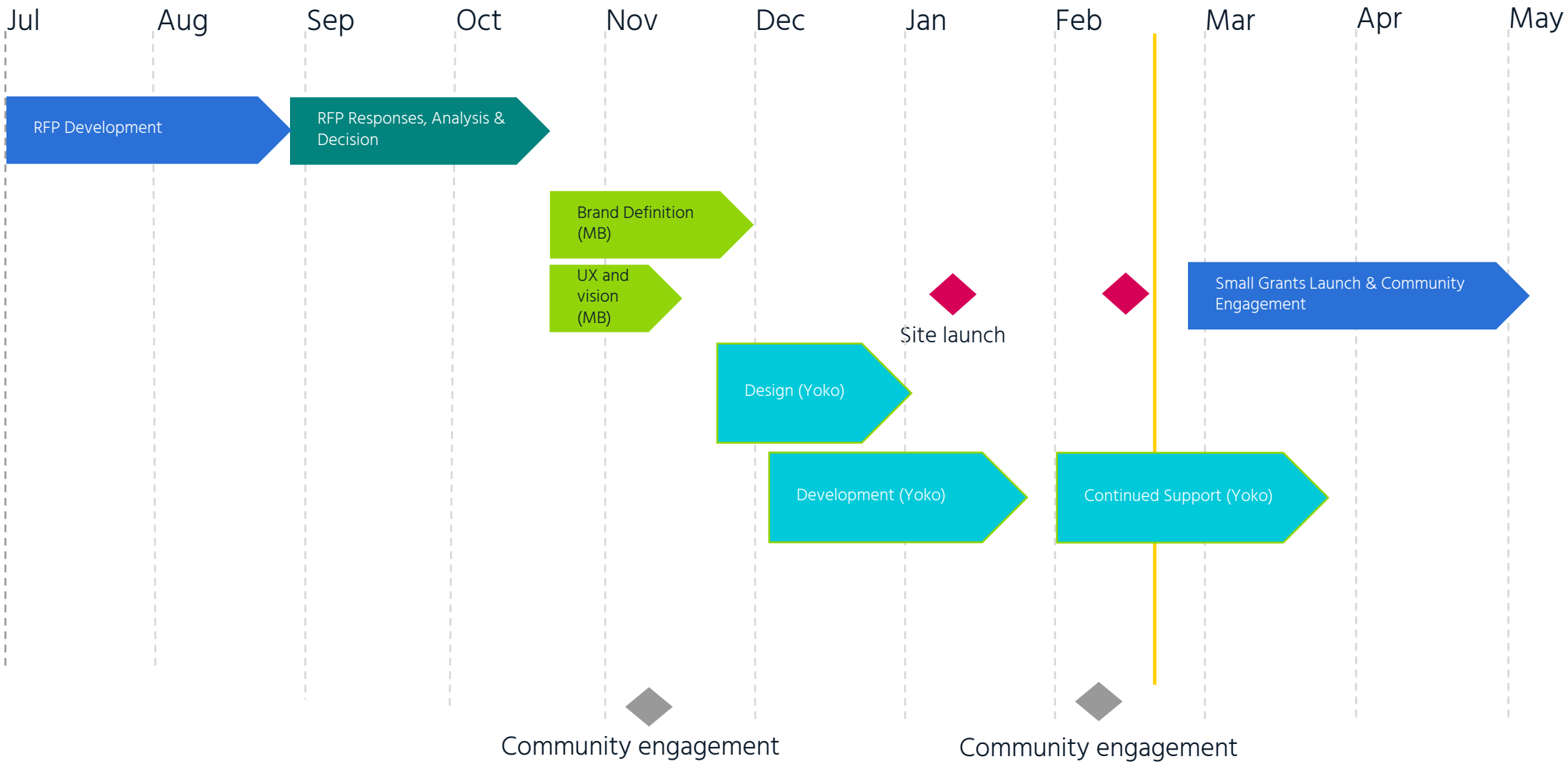
Communications Timeline



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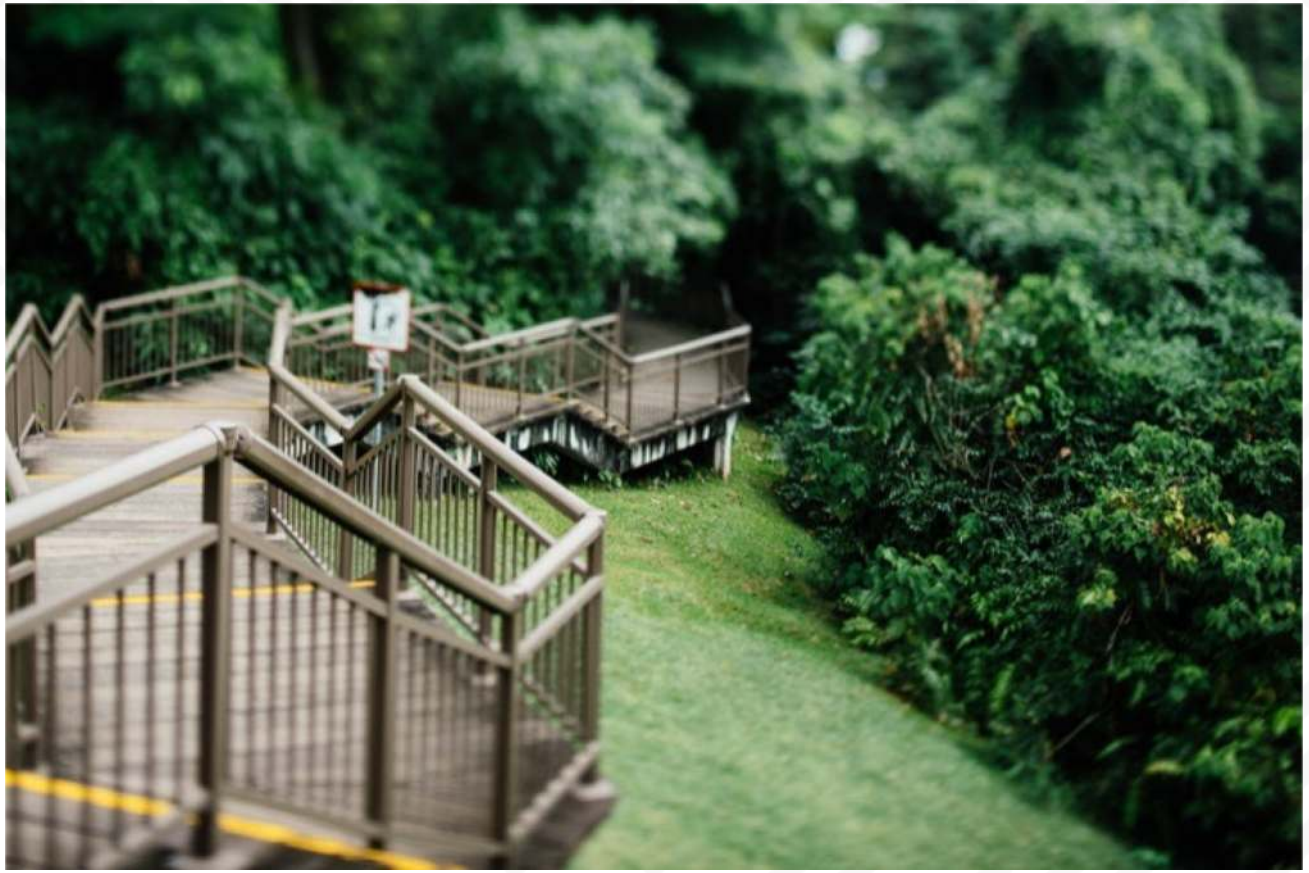
Next Steps – Operations & Programs

- Executive Director selection and onboarding
- Engage Foundation Program Committee
- Commence additional staffing
- Solidify best practices for selection committee, grantee reporting & impact measurements
- Launch Beyond the Net Large grants (Q2)
- Disaster Relief Program – Identify partners (Q3)
- Complete requirements and processes to launch next grant program(s) - TBD



Internet Society Foundation

Thank you.

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