



qooq

Meet the Funder

agoo



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Agog^(adj.)

/ ə'gɒg /

To be full of wonder, excitement, and awe.

Agog is a nonprofit philanthropic organization that helps people use extended reality (XR) to create human connection, cultivate empathy, and inspire action toward a more just and sustainable future.

Agog brings together nonprofit leaders, thinkers, and creators to harness the power of emerging media like virtual and augmented reality to develop new ways to communicate, learn, inspire, and collaborate.

Agog's initial impact priorities include social justice and equity, high-impact storytelling and world-building, research, education and outreach, and policy and ethics.

Staff & Advisors



Chip Giller
Co-founder



Wendy Schmidt
Co-founder



Jared Cheshier
Advisor



Courtney Cogburn
Advisor



Nonny de la Peña
Advisor



Loren Hammonds
Advisor



John Vehey
Advisor

How we work

Connect & Convene

Bringing together creators, progressive leaders, thinkers, and doers who are using XR—or who aspire to do so—providing new opportunities for learning, inspiration and collaboration.

Support

Equipping current and future XR creators with financial, technical, and creative support to accelerate their work.

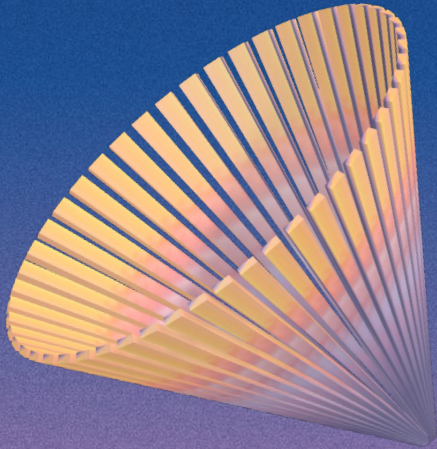
Learn & Share

Gathering and disseminating real-time insights about the rapidly changing XR world, and ensuring that everyone in the growing XR-for-social-good field benefits from such learnings.

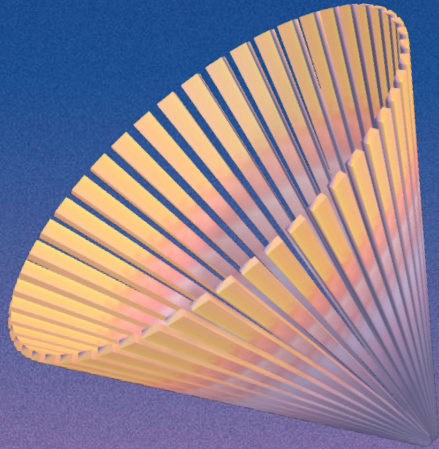
Agog Grants

General Guidelines

- Most grants are **\$50,000-\$100,000**
- Grants must be made to a **501(c)3 organization or equivalent**
 - Projects may be supported via a fiscal sponsor.
 - For non-US projects, Agog can pursue an equivalency determination to establish eligibility.
- Most grants are for **project-specific support**
- Agog **does not accept unsolicited proposals**



Agog Grants



Topical Areas of Focus

- **Climate:** Projects that help people envision and work toward a just climate future
- **Food:** Projects that help people experience and connect with sustainable food systems
- **Indigenous knowledge:** Projects that advance Indigenous communities' and peoples' self-determination; projects that use Indigenous ancestral knowledge for the benefit of the planet and for future generations
- **Human rights:** Projects that help people experience human rights, vibrant local economies, and dignified livelihoods for all.

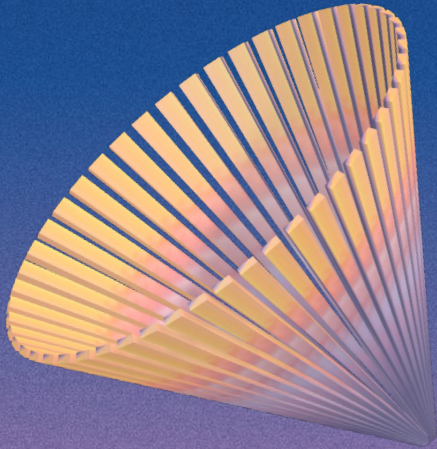
Demographic Areas of Focus

- **Indigenous communities**
- **Descendants of enslaved people**
- **Youth**

Agog Grants

Impact Goals

- **Thriving field** of XR creators focused on social good that is **accessible, inclusive, equitable, and diverse**
 - **Current XR creators** are supported in their efforts around social good
 - **Future XR creators** are inspired and can access tools and resources
 - **Social-change leaders and doers** understand the potential of XR for good
 - **Technology and media leaders** see the value of investing in XR for social good.
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MIT Open Documentary Lab | Worlding

Multi-day workshop with a focus on climate, centering indigenous creators



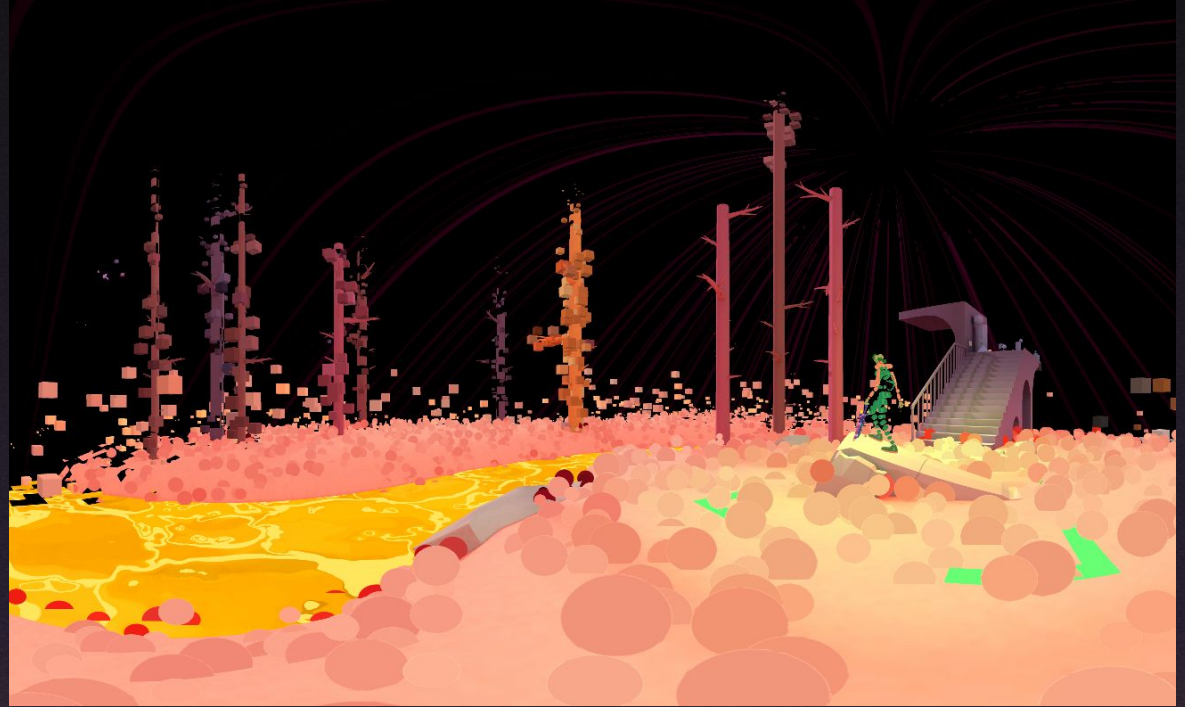
Lightshed.io | Whose Future?

Six-week cohort at the Boys & Girls Club of Harlem, engaging the next generation of XR creators



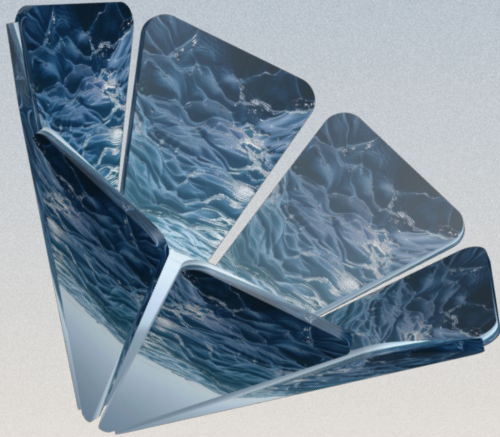
Anagram | *Impulse*

Impact campaign to engage youth around ADHD & mental health awareness

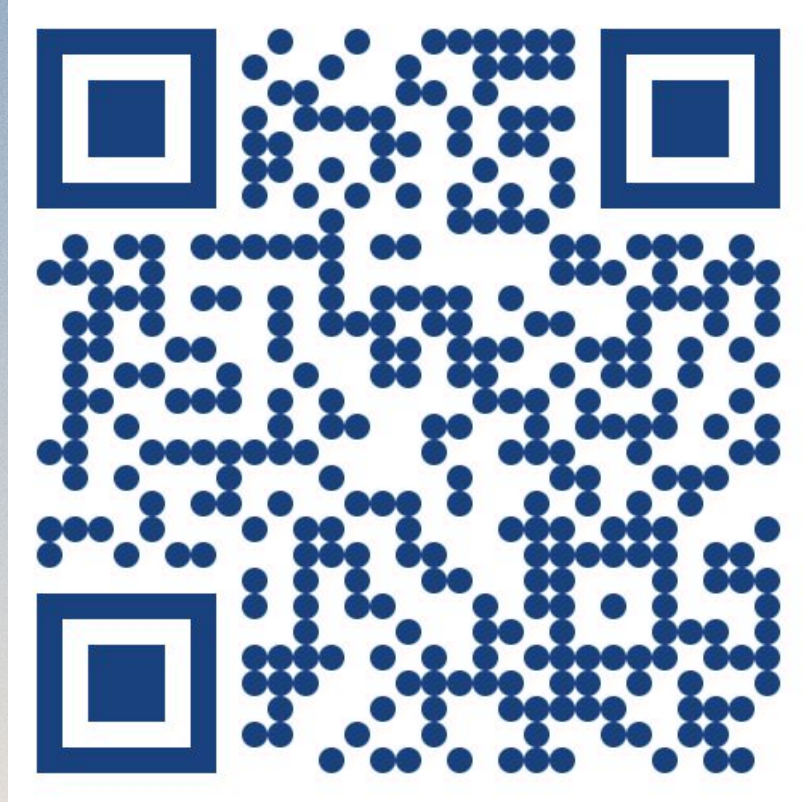


Q&A

Stay in touch



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