Studies suggest when we are generous, our outlook changes and we see ourselves and others more positively.

GGSC MEMBER BENEFITS

$50 HAPPY
While feeling great about supporting our work, you’ll enjoy:

• Our sincere gratitude—each gift is appreciated!
• Access to members-only content, print-ready PDFs, and full-length video presentations
• 20% off our “Science of a Meaningful Life” events
• Exclusive members-only webinars with top scientists
• $25 off the Raising Happiness online parenting class
• 10% discount on all GGSC books
• Discounts on partner programs and services

$100 DELIGHTED
In addition to the mood-lifting oxytocin rush that comes from being generous, you’ll enjoy all of the above and also receive:

• Greater Good Live: A special DVD compilation
• One “Bring a Friend” 50% discount on any “Science of a Meaningful Life” event
• An additional 10% discount on all GGSC books

$500 JOYOUS
Research shows that spending on others, or giving money away, makes people feel happier than simply spending on themselves. When you support our work, you will receive all of the above plus:

• Preferred seating at all GGSC seminars and events
• A personalized autographed GGSC book
• An invitation for you and a friend to attend our annual gathering with GGSC fellows and faculty
• The “Best of GGSC,” a beautiful print volume of the most popular and inspirational GGSC features

$1000 ECSTATIC
Did you know the act of making a financial donation triggers the reward center of our brains? By making this generous gift to the GGSC at a leadership level, you’ll receive that blast of euphoria, all of the above benefits, and possibly:

• Support our research fellowships
• Become a major event sponsor
• Underwrite a section of GGSC’s online initiatives
• Help shape our programs
• Expand our scope and reach

In the Greater Good Science Center, our work stems from these core beliefs:

Compassion is a fundamental human trait with deep evolutionary roots. By creating environments that foster cooperation and altruism, we nurture this positive side of human nature.

Science can promote individual and social well-being by examining how people overcome difficult circumstances and develop positive relationships. Findings can be applied in schools, homes, offices, and playgrounds.

Happiness isn’t just determined by our genes. It also develops from a learned set of skills and habits of mind that can be taught and, with practice, deepened.

Happiness and altruism inevitably intertwine. Doing good is an essential ingredient to being happy.

The Greater Good Science Center provides hope for humanity’s potential.

Join us and connect with others who seek a more compassionate and resilient society:

• Become a member, or gift a membership to celebrate someone close to you
• Visit greatergood.berkeley.edu
• Sign up for our e-newsletter and be the first to hear about new findings and events.
• Attend GGSC events live or via webcast.
• Talk to us on Facebook and follow us on Twitter (@greatergoodec)
• Look for our iPhone app; Greater Good at your fingertips on-the-go!
• Volunteer. Research suggests volunteering vastly enriches a sense of purpose, reduces depression, lowers anxiety, and is linked to longevity.

The Greater Good Science Center
University of California, Berkeley
2425 Atherton St., Berkeley, CA 94720
greatergood.berkeley.edu • 510-642-2490

GGSC Greater Good Science Center

Greater Good Science Center is an interdisciplinary research center of the University of California, Berkeley.

CEUs are available for seminar participation.

The Science of a Meaningful Life

Leigh Wells

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Scientist can nurture a happy and deeply rewarding life—a life that contributes to the greater good.

Science can nurture a happy and deeply rewarding life—a life that contributes to the greater good.

Based at the University of California, Berkeley, the Greater Good Science Center turns science into action.

We study the neuroscience, psychology, and sociology of well-being, translating cutting-edge research into actionable articles, short podcasts, and easy-to-digest tips that people can apply to their personal and professional lives. Our resources help foster a thriving, resilient, and compassionate society.

The GGSC is unique in its commitment to both science and practice. Not only do we sponsor scientific research on social and emotional well-being, we also put this research into practical terms. Why? Because we believe the fruits of science can nurture a happy and deeply rewarding life—a life that contributes to the greater good.

Under the leadership of Professor Dacher Keltner, since 2001 we've been exploring the roots of happy and compassionate individuals, strong social bonds, and altruistic behavior. We ask the big questions about human nature:

- Can we learn to be happy?
- How can we raise caring kids?
- What makes a person act beyond their own self-interest?
- Are we born racist?
- What inspires generosity?

Greater Good

Greater Good is an educational program at the University of California, Berkeley. We were founded in 2001 by Professor Dacher Keltner with the goal of using science to improve the quality of life. Since our inception, we have grown to become a leading source of science-based research and information on the roots of happiness, compassion, and altruism.

We believe that the fruits of science can nurture a happy and deeply rewarding life—a life that contributes to the greater good. To that end, we sponsor scientific research on the roots of happiness, compassion, and altruism. We also translate our findings into practical tips that people can apply to their personal and professional lives.

Our online magazine is the cornerstone of our efforts. Readers from over 200 countries access easy-to-read features and delve into our rich archive of more than 1,000 articles, quizzes, podcasts, videos, book reviews, and interviews.

Seminars

The "Science of a Meaningful Life" event series offers concrete strategies for promoting the greater good in yourself, your community, and society at-large. Available from anywhere as webcasts, these courses appeal to professional and lay audiences alike. Look for home-study courses soon.

Books

Publications include The Compassionate Instinct: The New Science of Human Goodness and Are We Born Racist? New Insights from Neuroscience and Positive Psychology.

Greater Good Parents

Dr. Christine Carter’s one-of-a-kind blog, Raising Happiness, offers science-based advice to foster joyful kids and happier parents; it’s a winning combination of hard facts and tell-it-like-it-is humor.

Greater Good Educators

We work with schools, teachers, administrators, and policy experts to ensure that social and emotional learning programs are developed, implemented, and evaluated effectively.

Research Fellowships

We fund UC Berkeley student researchers who tackle big issues, such as the racial achievement gap, in-school bullying, caring for caregivers, and the relationship between empathy and autism.

Partnerships

In collaboration with organizations, businesses and media outlets, we share GGSC science with the rest of the world. Contact us about partnership opportunities.