

Human First.

Our technology is rooted in compassion, empathy, and the full range of human experience.

Effective Date: June 26, 2026



"We did not build AI to replace the human experience. We built it to honor it."

SECTION 01

What "Human First" Means to Us

At Society's Bedrock, we believe technology is only as good as the humanity poured into it. Before we built a single AI tool, we asked a simple question: whose experiences are inside this?

Human First is our answer. It is our commitment that every AI workforce member we offer — Career Companion AI™, Community Connects AI™, and Volunteer Coordinator AI™ — is designed from the inside out with compassion, empathy, accessibility, and the full diversity of human lived experience.

This is not a feature. This is a foundation.

SECTION 02

Technology Built on Compassion

We believe in leading with why. Before functionality, before features, before efficiency — we ask why this tool needs to exist and who it needs to serve. The answer is always people.

Our AI workforce is built on the principle that the most powerful organizations are not the ones with the most technology — they are the ones that see, hear, and value every person in their community. We build tools that help nonprofits do exactly that.

Compassion is not soft. Compassion is a strategy. An organization that leads with care retains volunteers longer, builds stronger donor relationships, and develops leaders who stay. Our AI is designed to make compassion scalable.

We do not build AI to replace human relationships. We build AI to protect the time and energy humans need to build them.

SECTION 03

Rooted in Lived Experience

The ideas that shape our technology do not come from a lab. They come from communities. From the volunteer who showed up every Saturday for five years and never got a thank you. From the Executive Director who worked 70-hour weeks and still couldn't keep up. From the donor who gave and never heard back.

We believe, as the most respected researchers in ethical AI affirm, that technology built from diverse lived experiences performs better for everyone. Not just marginalized communities — everyone.

That is why the philosophy behind Society's Bedrock AI Workforce is informed by some of the most powerful voices at the intersection of community, empathy, justice, and human potential.

SECTION 04

The Voices That Shape Our Work

The following leaders — organizers, authors, educators, economists, and activists — have shaped how we think about people, power, community, and technology. Their work lives inside ours.

adrienne maree brown

Author, Emergent Strategy

Change happens at the speed of trust. Real transformation is built through relationships, not systems. Her framework of emergent strategy teaches us that small, intentional actions create large-scale impact — the exact model behind our AI workforce design.

Alison Green & Jerry Hauser

Co-Authors, Managing to Change the World | The Management Center

Idealism without strong management is just good intention. Their definitive guide to nonprofit management is the clearest articulation we know of what it actually takes to run a mission-driven organization well — clear expectations, real accountability, and people genuinely set up to succeed. Our AI workforce is built to make that standard achievable for every nonprofit, regardless of staff size or budget.

Beth Kanter

Nonprofit Innovator & AI Thought Leader

The foremost voice on digital empathy and nonprofit wellbeing. Her work challenges organizations to bring the same care they give their communities inward — to their staff, their volunteers, and their tools. We built our AI workforce with her lens in mind.

Brené Brown

Researcher & Author, Daring Greatly

True belonging does not require you to change who you are. It requires you to be who you are. Her decades of research on vulnerability and empathy are embedded in how our tools approach human connection — meeting people where they are, not where we wish they were.

Bryan Stevenson

Founder, Equal Justice Initiative

Proximity matters. You cannot understand a community from a distance. His insistence that we get close to the people we serve — that we carry their stories — is the standard we hold our AI workforce to. Every interaction must honor the person behind it.

Carol Dweck

Psychologist & Author, Mindset

The belief that human capacity can grow changes everything about how we invest in people. Her foundational research on growth mindset shapes how our Career Companion AI™ supports emerging leaders — meeting them with possibility, not fixed judgment.

Dan Pallotta

Author & Activist, Uncharitable

Nonprofits deserve to market. They deserve to invest. They deserve to grow. His landmark work dismantling the overhead myth gave nonprofits permission to operate with ambition — and gave us permission to build tools worthy of that ambition.

Dr. Timnit Gebru

Founder, DAIR Institute

AI built without diverse perspectives is AI built to fail the communities it claims to serve. Her community-rooted research is the ethical backbone of our technology. We do not build AI for communities. We build AI with the values and experiences of communities inside it.

Gabrielle Bernstein

Spiritual Leader & Author

Healing is not a destination — it is a practice. Her work on transformation and spiritual leadership reminds us that the people our tools serve are whole human beings carrying whole lives. Our AI workforce is designed with that wholeness in mind.

James Clear

Author, Atomic Habits

Every system is the result of the habits built inside it. His philosophy that small, consistent, identity-based actions compound into profound transformation is embedded in how we approach volunteer retention, staff development, and community engagement. We do not build tools for one-time impact. We build tools that make the right behavior easy, every single day.

John Hope Bryant

Founder, Operation HOPE

Financial dignity is not a privilege — it is a right. His life's work closing the racial wealth gap through financial literacy and community uplift is a direct inspiration for how we think about capacity building. Every nonprofit we serve deserves the same dignity he extends to every community he touches.

Lisa Nichols

Author & Founder, Motivating the Masses

Awareness plus action equals transformation. Her voice — bold, direct, and deeply community-rooted — taught us that empowerment is not given, it is activated. Our tools are designed to activate the capacity already inside every organization we serve.

Robert F. Smith

Founder & CEO, Vista Equity Partners

Investing in people creates returns that compound across generations. His commitment to HBCUs, intergenerational wealth, and community access shapes how we think about who deserves technology and at what scale. The answer is everyone — and we build accordingly.

Seth Godin

Author, Tribes & This Is Marketing

People do not join organizations. They join communities built around shared purpose. His philosophy of tribes and purpose-driven marketing is at the core of how our Community Connects AI™ helps nonprofits build real engagement — not just email lists.

Simon Sinek

Author, Start With Why

Leaders who inspire do not lead with what they do. They lead with why they do it. That principle is the first question we ask of every tool we build: why does this exist, and who does it serve? The why always comes before the feature.

Ta-Nehisi Coates

Author, Between the World and Me

Truth-telling is an act of love. His unflinching examination of Black lived experience in America is a reminder that technology built without acknowledging history repeats it. We build AI that acknowledges where people come from — because that is where trust begins.

SECTION 05

Accessibility as a Human Right

Human First means everyone gets through the door — digitally and physically. We are committed to building and maintaining a website and digital experience that meets WCAG 2.1 Level AA accessibility standards.

We design for screen readers, keyboard navigation, high contrast displays, and voice recognition tools. We write in plain language. We create experiences that do not require anyone to fight to participate.

- All images include descriptive alt text
- Color contrast meets or exceeds accessibility standards
- All content is navigable by keyboard
- Forms are clearly labeled with accessible error messaging

- PDFs are actively being updated for screen reader compatibility

Accessibility is not a checklist. It is a practice. We are always improving.

SECTION 06

Our Commitment to Diverse Representation

We believe AI that does not reflect the full range of human experience will always fall short of the full range of human need. That is why diversity is not a policy at Society's Bedrock — it is an engineering decision.

The philosophies, frameworks, and lived experiences that inform our AI workforce span race, gender, economic background, spiritual tradition, and cultural perspective. We are intentional about whose voices are inside the room when we build.

We specifically center the experiences of communities that have historically been underserved by technology — Black communities, low-income communities, immigrant communities, and communities with disabilities — because building for the edges builds better for the center.

SECTION 07

An Ongoing Commitment

Human First is not a launch statement. It is a living standard we hold ourselves to every time we build, update, or deploy any tool under the Society's Bedrock name.

We invite feedback, challenge, and partnership from the communities we serve. If our tools fall short of this commitment, we want to know. If there is a voice or perspective missing from our foundation, we want to hear it.

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Technology without accountability is just automation. We choose accountability.

SOCIETY'S BEDROCK AI WORKFORCE™

Move Higher. Stay Grounded.

societysbedrock.com | Human First Statement | Effective June 26, 2026

This statement applies solely to Society's Bedrock AI Workforce and societysbedrock.com.