



## Creating positive outcomes for future generations

The Gordon and Betty Moore Foundation fosters path-breaking scientific discovery, environmental conservation, patient care improvements, and preservation of the special character of the Bay Area.

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### Our Approach

The opportunity to create lasting, meaningful change drives our team members and our approach to the work: we establish specific strategies based on input from experts in the sectors where we work, identify partners who share our goals and measure results along the way—all while making adjustments as needed. We build relationships and fund work in areas where we hope to make a significant impact, build and leverage knowledge within key fields and create networks intended to drive collaboration, learning and adaptation. We're OK with failing, as long as we learn from our mistakes. And we know that working together expands our ability to drive meaningful change.

### Our Focus

We focus on work in the areas that our founders are committed to improving: environmental conservation, patient care, science and the Bay Area, which has provided for the quality of life that Gordon and Betty have enjoyed with their family.

Our **environmental conservation** work focuses on ways to create enduring change in how land, freshwater and coastal marine ecosystems are managed. We believe in empowering communities, businesses, governments and other stakeholders to work together to build systems that balance long-term conservation with sustainable use.

Our work in **patient care** focuses on improving the experience and outcomes of patients. We hope to do this by meaningfully engaging patients and their families in the care they receive and by redesigning the health care delivery system to operate more effectively and intelligently for their benefit.

Our work in **science** invests in the development of new technologies, supports the world's top research scientists and brings together new—often groundbreaking—scientific partnerships. We believe in the inherent value of science and the sense of awe that discovery inspires. And we know that scientific advancement and societal benefits will occur if we find ways to unleash the potential of inquiry and exploration.

In the **San Francisco Bay Area** we support conservation, as well as science and technology museums. These decisions reflect how the family values the environment, prioritizes a commitment to exciting people about science and recognizes where the foundation's funding can have a meaningful and enduring impact.

"The foundation should look to programs that can make a real difference and support them at levels that have a real impact."

-GORDON MOORE



*Photo credits: Pigeon Point lighthouse courtesy of Rob Buelteman/POST (top left), planktonic foraminiferan courtesy of Dave Coron (top center right), Manu National Park, Madre de Dios, Peru ©Andre Baertschi-wildtropix.com (top right), Gordon and Betty Moore courtesy of Susanna Frohman, San Jose Mercury News (page 2)*

## Our Founders

We're inspired by the innovation, compassion and focus of our founders. Gordon Moore's thinking—which he shared in what Fast Company called the number-one conversation that changed our world—was part of the birth of Silicon Valley. Betty Moore's commitment to improving the lives of patients resulted in a regional collaborative that is making a difference in the care that Californians receive. Together, they've identified places where they, and the foundation, could create positive change for future generations.

In 1965 Gordon made a rule-of-thumb prediction, later dubbed *Moore's Law*, which became a guiding principle for the delivery of ever-more powerful semiconductor chips at proportionally lower costs. Today, this standard continues to set the pace of technology development and progress. Gordon has been committed to progress in science and technology throughout his career as a leader in the new semiconductor industry, first as co-founder of Fairchild Semiconductor, and then as co-founder of Intel Corporation.

Betty met Gordon at San Jose State College, where she received her bachelor's degree in journalism in 1949. Gordon and Betty were married the following year. While Gordon attended graduate school at the California Institute of Technology in Pasadena, Betty worked for Consolidated Engineering Corporation in advertising and public relations before joining the Ford Foundation. Gordon and Betty Moore established the foundation together in 2000 to create positive outcomes for future generations around the world and at home in the San Francisco Bay Area.

Visit us at [Moore.org](https://moore.org) or follow [@MooreFound](https://twitter.com/MooreFound).