



What if you empowered girls in developing countries?

What if you could fight terrorism with education? What if you found a way to bring calm after an earthquake? What if a goat could change the future? What if a family vacation could change the world? What if a sixth grade class could end hunger pangs thousands of miles away?

We helped do all those things
and more this year. We are a
million little earth-changing ideas
taking shape right now
at globalgiving.



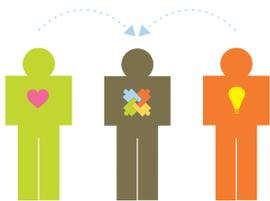
Annual Report 2008

What if there was a marketplace
dedicated to connecting
people with good ideas to people
who wanted to fund them?
And what if it was open 24/7,
for the whole world to come and browse?
That would be the best
shopping experience ever.



GlobalGiving is an online marketplace that connects you to the causes and countries you care about. You select the projects you want to support, make a tax-deductible contribution, and get regular progress updates - so you can see your impact.

This earth-changing concept
started with one very simple idea.



In 1997, World Bank executives Mari Kuraishi and Dennis Whittle were asked to develop innovative ways to combat poverty. They created the Bank's Development Marketplace, a first-of-its-kind event where people from around the world competed for World Bank funds. The event's success unveiled the enormous potential of a global marketplace for philanthropy, and participants asked for a real marketplace that was open year round and operated virtually. Mari and Dennis saw the brilliance of this idea, left the World Bank and launched GlobalGiving. And the rest, as they say, is goodness in historic proportions.

A letter from our president.

Dear Reader,

When my co-founder Dennis Whittle and I first conceived of GlobalGiving in late 2000, we wanted to create a way for unprecedented access, innovation, and direct connection to enhance development efforts – and impact – worldwide. We made our vision a reality by creating an online platform that connected people with ideas on how to fight poverty with people and organizations who wanted to support and fund these ideas. We wanted to enable ideas to bubble up from the communities themselves, rather than being imposed top down from the outside as has been so often the case. And we wanted the community organizations with the best ideas and skills to not only get financial support but also to build an identity and reputation based on their track record. Key to this vision was much greater access. Finding one breakout idea requires a lot of people trying lots of different things, so we wanted to create as large a pool of talent and ideas as possible – a real marketplace of ideas and initiatives that would capitalize on the passion and ingenuity of people on the ground.

Like any startup, GlobalGiving has not been easy, and we have certainly had our share of challenges and ups and downs. But I am pleased to report that at the end of 2008, we were able to look back on a year with the biggest growth rate (about 200% in donation volume and 400% in donors) we have ever recorded. This gives us confidence that we are absolutely headed in the direction we first envisioned. To date, tens of thousands of donors, organizations, and companies have contributed over \$20 million through GlobalGiving to 1,300 projects in 90 countries. We have also been able to increase our reach to the grassroots significantly, and we are growing towards a truly interactive, decentralized global community of people who care – to do something, to support something, or to learn something.

So we feel great about 2008. We've begun to see the true potential for GlobalGiving to create a world-changing environment for emerging social entrepreneurs. To focus our efforts and prepare for the next phase of growth, we also consolidated the operations of the GlobalGiving Foundation and ManyFutures, Inc, our for-profit partner. I am pleased to report that ManyFutures is now a formal subsidiary of the GlobalGiving Foundation, allowing us to simplify our operations and legal structure. Through this consolidated structure, GlobalGiving is well placed to innovate as it has in the past and be an even stronger institution.

Thank you for the role you have played this year in helping us achieve so many earth-changing moments. Know that your support is appreciated in the farthest corners of our global community.

Here's to keeping the goodness going.



Mari Kuraishi,
Co-Founder & President
June 30, 2009



The year in review.

A million little earth changing ideas really starts to add up.

We are thrilled to report that the volume of donations mobilized through the GlobalGiving marketplace has on average doubled each year since our launch. In 2008, donations tripled over 2007! Through the generosity of our donors, and the success of the marketplace structure, GlobalGiving was able to provide more than \$8.7 million to fund 800 projects in 90 countries. By year end 2008, we had mobilized more than \$16.5 million in donations to world-changing initiatives since our inception. That is goodness, multiplied.

Giving knows no boundaries. Announcing GlobalGiving UK.

In September, GlobalGiving extended our support for donors outside the US through our sister organization, GlobalGiving UK. Headed by Sharath Jeevan (ex-head of eBay for Charity, UK), GlobalGiving UK has received start-up capital from UK funders, including Charities Aid Foundation (CAF), Venturesome, and the Travel Foundation. Partners include PayPal UK, Expedia, and Google. As a registered UK charity, GlobalGiving.co.uk will give donors the opportunity to support their chosen international development projects and to track the impact of their donations. GlobalGiving.co.uk also claims Gift Aid for all donations from UK taxpayers.

What if you spent an entire year concentrating on doing good?

Giving is good, giving again is better. Monthly Recurring Donations

From donor feedback, in June we gave donors the option to support their favorite projects automatically every month through recurring donations to make giving easier.

Home, only better. We're proud to have relaunched our Homepage.

Listening to a lot of feedback from the donor community, we created a new homepage design that will be much more user friendly. Our navigation provides much clearer paths to gifts, registries, FAQs, news, and other information. We even moved our project browse options to the homepage so you can find a project more quickly.

Giving looks beautiful in green. GlobalGiving Green

This new green initiative supported by the David and Lucile Packard Foundation was launched in July 2008. Here, we help identify and channel money to community-based projects that are addressing climate change in innovative ways. Projects receive our "Green Leaf" classification based on a scoring mechanism that was developed in collaboration with experts at EcoSecurities. They helped us to "rate" GlobalGiving projects on several dimensions such as additionality – whether an additional dollar donated will fund an activity that reduces greenhouse gas emissions. We evaluate projects according to the economic, social, environmental or educational co-benefits they generate on communities, as well as their effect on climate change.

Our green initiative was featured in *The New York Times* article, "New Online Donor Site Is Shaded Green," by Stephanie Strom. In the article, Timothy N. Ogden, editor of *Philanthropy Action*, an online journal for donors, said "the strategy would help distinguish GlobalGiving from other online donation systems, as well as appeal to donors."

If giving is good - giving in partnership with others is even better.



We run with the giving crowd at Nike.

This year, our work with Nike, Inc. and the Nike Foundation continued to expand. We powered a gift certificate program for Nike's employees in Europe in December, 2007. We launched a giving portal for Nike employees around the world and linked up with the Nike Foundation's powerful Girl Effect campaign, which drives activists to GlobalGiving to give. GlobalGiving provided the technical and philanthropic infrastructure for Nike's Human Race, a charitable race that took place in August in 25 cities around the world. GlobalGiving developed a donation engine localized in several languages and handling many local currencies.

Oh baby, we teamed with a great partner.

We launched a pilot program with Johnson's Baby, which included a celebrity auction on eBay and public launch of www.babycause.com, a consumer-facing giving portal featuring baby-related projects around the world. Johnson's will expand this program in 2009, using GlobalGiving as the philanthropic backbone of its new global signature program.

We made the holidays even more generous.

We worked closely with our corporate partners, including Yahoo! and Liquidnet by providing GlobalGiving Gift Cards to their employees, consumers, and clients.

What if some of the most powerful companies in the world banded together for the sake of goodness?



A GlobalGiving earth-changing story:

The Girl Effect

Invest in a Girl and She Will Do the Rest

The Idea: The Girl Effect is a powerful campaign rooted in the work of grassroots organizations supported by the Nike and NoVo Foundations. It answers the question "What happens when you invest in girls in developing countries?"

The project: There are currently 600 million adolescent girls living in poverty in the developing world. The Girl Effect is the powerful social and economic change brought about when girls have the opportunity to participate in society. When girls have safe places to meet, education, legal protection, health care, and access to training and job skills, they can thrive. And if they thrive, everyone around them thrives too.

The earth-changing part: Through our Girl Effect Fund, donors help send girls to school, fight legal cases, get microloans and solve social, economic, and environmental problems through entrepreneurship. Total funding through 2008 is more than \$55,000.

"When we teamed with GlobalGiving to help spread the word about The Girl Effect, they helped us start a long and successful race to help empower girls and their families across the globe. This partnership is a great example of everyone bringing something to the table, working together to bring good ideas to life, and changing the future for an entire generation of young women." The Nike Foundation



Disaster Relief and Recovery Funds

Unfortunately this past year, several tragic occurrences affected areas all over the world. When disasters struck in Myanmar and China, through our network of project partners, GlobalGiving was able to quickly mobilize efforts to post projects and generate thousands of dollars to help the victims directly affected by these disasters. We are in awe of the response from our donors during these relief efforts, and continue to feature projects that assist both regions in rebuilding efforts. GlobalGiving also helped corporate partners like Capital One, Dell, Underwriters Laboratories, Ford Motor Company, and Gap respond quickly by providing an immediate conduit for both corporate and employee donations. And we supported disaster relief and recovery projects to send assistance for hurricane recovery efforts in Haiti and Cuba.

2008 Center for Global Engagement Project Challenge

This year, we found a new and innovative way to tap into the next generation of project leaders and givers. Our Center for Global Engagement (CGE) Project Challenge was sponsored by GlobalGiving and Northwestern University's Center for Global Engagement. Fifteen projects with innovative solutions to some of the world's most formidable challenges competed for spots on GlobalGiving, as well as additional grant funding for the top two. These social entrepreneurs, between the ages of 18 to 25, inspired over 700 donations totaling \$36,500. GlobalGiving and CGE awarded \$3,500 each to the top two projects: *Educating, Mobilizing, and Empowering Tanzania's Disabled*, and *Promoting Quality Education for Rural China*.

Project Challenge November 2008

The 2008 GlobalGiving Project Challenge was an opportunity for new entrance to the GlobalGiving marketplace to earn a permanent spot on our site. Project Challenge participants were project leaders from around the world who expressed interest in posting their projects on GlobalGiving's site. All project leaders completed a rigorous due diligence process to qualify

A GlobalGiving Earth-Changing Story: The Safer World Fund Joining 9/11 Families and Friends to Create a Better World

The Idea: On the anniversary of 9/11, GlobalGiving launched the *Safer, More Compassionate World Fund*. The Fund was created by families and friends of people killed in the terrorist acts of 9/11.

The Project: The *Safer, More Compassionate World Fund* is a way to help fight terrorism by addressing one of its fundamental issues - poverty. The Fund operates mostly in Afghanistan and Pakistan where poverty and illiteracy rates are high. When a large percentage of the population doesn't even have access to drinking water, forces like Al Qaeda and the Taliban can seem appealing as they offer a vision that appears to be better than the alternative.



The earth-changing part: This Fund seeks to provide viable alternatives by offering education, training and health care, especially to girls and women. Investment in skills and health is the most promising path to better opportunities for people and communities that might otherwise turn to extremism.

What if the simple click of a mouse could help dry tears thousands of miles away?



for the Project Challenge. The first place winner, Laurel White's project *Family Planning for Guatemalans Living in Poverty*, raised over \$15,000 from 245 unique donors, and the second place winner, Lee Weingrad's project *Health Education Among the Ultra-Poor*, raised over \$12,000 with 191 unique donors. The organizations received additional monetary rewards: \$4,000 for the first place winner and \$1,000 for the second place winner.

GlobalGiving Gift Cards are one size fits everyone.

The success of our gifting options, especially Gift Cards, has provided a unique way for our donors to share the GlobalGiving experience with others. This year we expanded our Gift Card selection to six new designs, and we added a print-at-home option. Our online technology tools were also enhanced so Gift Card processing is easier and more efficient. Simplifying the ordering and redemption process accounted for twice as many gift donations than last year.



	GIFT DONATIONS	GIFT CARDS	IN HONOR OF DONATIONS	REGISTRY GIFTS
2006	2,066	684	1090	292
2007	4,974	2450	2262	262
2008	10,971	6362	4056	553

A GlobalGiving Earth-Changing Story:

One family, two continents, immeasurable generosity

The Idea: Missy and Mike Young had always wanted to go to South Africa. But they wanted to make sure they found a way to connect with the country and not just visit as tourists. Being long-time supporters of GlobalGiving, Missy and Mike made arrangements to visit two projects while on vacation: *Capacity Building: Urban Farming and Gardening in Cape Town* and *Build a New Life for 12 Orphans in South Africa* in Johannesburg. And, they decided to bring their sons ages 14 and 16 along with them.

The Project: The Young family visited the gardens in Cape Town, met the gardeners and landowners, and gained a better understanding of daily life and the work that keeps the gardens running



successfully. They also visited the orphanages in Johannesburg, inspired by the students and "godparents" living there.

The life-changing part: The Youngs have always been involved in philanthropy, but this experience kindled a new interest in investing overseas. They say the project visits had an enormous impact on the kids and hope they will influence others in their generation to get into giving!

GlobalGiving unites with Ramadan giving.

For the past three years, GlobalGiving's Ramadan Giving initiative has served as a safe and impactful way for individuals to meet their charitable obligations during Ramadan. A holy month for Muslims, Ramadan is traditionally associated with fasting, reflection, and an increased focus on charitable giving. From distributing iftar (breaking of the fast) food packages to the poor in Sudan, to helping women widowed by the earthquake in Pakistan, to providing education for children orphaned in Indonesia, all designated projects provide an immediate impact and help those in need. This year we partnered with Mecca.com, one of the world's largest online communities for Muslims, to extend our reach.



Raising awareness so we can raise the level of goodness.

Recognizing that PR and public awareness greatly impacts donation volume, resources were directed to increasing GlobalGiving's public profile through planned media campaigns and the hiring of a public relations firm. We had several featured stories including those in *The Seattle Times*, *The Washington Post*, *The International Herald* and *The New York Times*. In addition to these traditional media outlets, we were mentioned in numerous blogs and websites. Some other GlobalGiving highlights in the media:

- Op-Ed piece by Nicholas Kristof in *The New York Times*
- Direct-giving websites story in *The Chronicle of Philanthropy*
- Live interview with Mari Kuraishi on CNN about GlobalGiving's response to disasters.

What if one more person understood the power of giving?

A GlobalGiving Earth-Changing Story: Half the Sky

The Idea: In response to the Chinese Earthquake, Half the Sky Foundation and China's Ministry of Civil Affairs (the government agency responsible for disaster relief) set up a *Children's Earthquake Fund* to provide direct aid to the thousands of children in welfare institutions and in the community who are suffering in the wake of devastating earthquakes in Sichuan Province and Chongqing.

The Project: Donations to this fund are used to provide emergency and long-term relief to children affected by the disaster, including emergency shelter, food, and medical care. It also helps to provide temporary or long-term foster care or, when necessary, temporary institutional care for the children orphaned or separated from their families during the quake.

The earth-changing part: Total funding received through 2008 is over \$469,000. Half the Sky has helped thousands of children who have been affected, particularly those in welfare institutions and those displaced or orphaned by the disaster.



Community building can take place on a local level, too. For Christmas, Kaira Rouda, a donor from Columbus, Ohio, wanted to inspire her kids by using the power of the internet to help others. She explains, "The best feature of GlobalGiving is being able to search by the area of giving interest. My 12-year-old son has asthma, and he wanted to help other children get access to life-saving medicine. In this time of hope and change — as well as stress and fear — giving to others, helping others is what it takes."

STAFF AND BOARDS

Staff

Mari Kuraishi - *President, GlobalGiving Foundation*

Eula Dyson - *Controller*

James Krejci - *Chief Financial Officer*

Stephanie Fischer - *Chief Program Officer*

Marc Maxson - *Manager of Performance Analytics*

Manmeet Mehta - *Program Officer*

Wylia Sims - *Director of Development Finance*

Cecilia Snyder - *Community Marketing Manager*

Saima Zaman - *Program Officer*

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Robert Kushen - *Managing Director of the European Roma Rights Centre*

Dennis Whittle - *Founder, CEO and Chairman, Many Futures, Inc.*

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John Buckley - *Author and Former Executive Vice President, Corporate Communications AOL*

Craig Cohon - *Chief Executive Officer, Globalegacy*

Claire Costello - *National Executive for Philanthropic Management, Bank of America*

David de Ferranti - *Distinguished Visiting Fellow, The Brookings Institute*

Gary Dillabough - *Vice President of Global Citizenship, eBay*

John Goldstein - *Co-Founder, Imprint Capital Advisors, LLC and Senior Managing Director, Medley Global Advisors*

William Hogan - *Silicon Valley Entrepreneur and Former CEO, Lynx and Eternal Systems*

Felicidad Imperial-Soledad - *Executive Director, Philippine Council for NGO Certification*

Maheesh Jain - *Co-Founder, CafePress.com*

Todd Johnson - *Partner, Jones Day*

Randy Komisar - *Partner, Kleiner Perkins Caufield & Byers*

Johannes Linn - *Wolfensohn Initiative Executive Director, The Brookings Institution*

Theodore Roosevelt Malloch - *Chairman and CEO, The Roosevelt Group*

Mike McCurry - *Principal, Public Strategies Washington, Inc.*

Darius Nassiry - *Director, Millennium Challenge Corporation*

Tom Rautenberg - *Partner, Generon*

Carole Bayer Sager - *Songwriter and Philanthropist*

Lex Sant - *Director, Alternative Energy Group for The AES Corporation*

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Sheila Tan-Salvucci - *Vice President of Marketing, Moka5*

James Vella - *President, Ford Motor Company Fund and Community Services*

Holly Wise - *President, Wise Solutions, LLC*

Ethan Zuckerman - *Fellow, Berkman Center for Internet and Society*

Donations by Country

country	US \$ funding		
	07	08	07+08
afghanistan	26,649	!*	85,451
argentina	4,996	21,709	26,705
armenia	1,537	5,280	6,817
australia	1,018	7,380	8,398
bangladesh	12,115	19,422	31,537
belize	845	330	1,175
benin	533	0	533
bhutan	1,368	0	1,368
bolivia	1,030	4,462	5,492
bosnia	18,185	1,674	19,859
botswana	450	4,835	5,285
brazil	34,255	37,202	71,457
burkina faso	19,985	64,092	84,077
burundi	5,213	495	5,708
cambodia	16,879	52,505	69,384
cameroon	635	1,575	2,210
canada	1,166	733	1,899
chile	935	30	965
china	16,912	698,403	715,315
colombia	2,580	6,583	9,163
costa rica	9,715	5,681	15,396
cuba	0	5,024	5,024
dem rep of the congo	7,880	15,467	23,347
dominican republic	0	290	290
ecuador	2,098	3,820	5,918
egypt	815	995	1,810
el salvador	315	1,150	1,465
eritrea	240	318	558
ethiopia	18,679	18,080	36,759
georgia	0	430	430
germany	0	10	10
ghana	12,887	44,939	57,826
guatemala	53,660	70,770	124,430
guinea-bissau	205	410	615
guinea	245	0	245
haiti	25,808	90,212	116,021
honduras	2,288	35,783	38,071
hungary	0	585	585
india	18,7611	435,372	622,984
indonesia	17,750	10,153	27,903
iraq	19,451	4,860	24,311
ireland	0	430	430
israel	3,920	2,711	6,631
jamaica	150	30	180
japan	39,560	54,722	94,282
jordan	0	10	10
kazakhstan	25	0	25
kenya	156,666	213,423	370,090

country	US \$ funding		
	07	08	07+08
laos	210	2,001	2,211
lebanon	3,725	1,560	5,285
liberia	0	144,805	144,805
madagascar	480	9,022	9,502
malawi	4,785	6,399	11,184
mali	7,591	16,714	24,305
mexico	16,729	15,600	32,329
morocco	6,767	31,533	38,300
mozambique	10,793	42,681	53,474
myanmar	595	142,764	143,359
namibia	0	27,280	27,280
nepal	56,593	51,703	108,296
nicaragua	4,680	3,099	7,779
niger	6,158	20,590	26,748
nigeria	6,034	1,6117	22,151
north korea	0	2,523	2,523
pakistan	20,159	184,388	204,547
palestine	15,427	12,591	28,018
panama	0	7,659	7,659
papua new guinea	0	500	500
peru	22,063	4,935	26,998
philippines	11,526	8,438	19,964
poland	2,879	1,380	4,259
russia	1,204	6,078	7,282
rwanda	10,1413	128,377	229,791
senegal	0	5,335	5,335
sierra leone	50	7,320	7,370
somalia	75	1,055	1,130
south africa	42,585	43,386	85,971
spain	0	250	250
sri lanka	2,287	8,513	10,800
sudan	76,298	69,849	146,147
swaziland	212	95	307
tanzania	3,486	33,570	37,056
thailand	14,974	10,823	25,797
the gambia	1,695	2,261	3,956
togo	0	3,570	3,570
trinidad & tobago	0	15	15
turkey	710	2,850	3,560
uganda	51,611	117,921	169,532
ukraine	160	25	185
united kingdom	0	1,043	1,043
united states	359,153	2,133,176	2,492,330
vietnam	1,810	6,940	8,750
yugoslavia	0	261	261
zambia	5,932	24,960	30,892
zimbabwe	24,132	37,176	61,308

GlobalGiving Foundation, Inc.
ManyFutures, Inc.

Consolidated Statement of Activities and Change in Net Assets
For the Nine-Month Period Ended December 31, 2008

	Unrestricted	Temporarily Restricted	Total
REVENUE			
Grants	\$ 2,445,000	\$ 150,000	\$ 2,595,000
Project contributions	520,754	6,520,514	7,041,268
Professional services	390,597	0	390,597
Interest income	15,678	0	15,678
Net assets released from donor restrictions (Note 3)	5,829,921	(5,829,921)	0
	<u>9,201,950</u>	<u>840,593</u>	<u>10,042,543</u>
EXPENSES			
Project distributions	5,758,779	0	5,758,779
Salaries and benefits 1,469,520 - 1,469,520			
Professional fees and services 605,763 - 605,763			
General and administrative	327,654	0	327,654
Legal and registration fees	199,094	0	199,094
Software enhancements	170,022	0	170,022
Travel	112,555	0	112,555
Rent (Note 7)	69,751	0	69,751
Office supplies, printing and reproduction	52,153	0	52,153
Depreciation and amortization	23,519	0	23,519
Insurance	7,930	0	7,930
	<u>8,796,740</u>	<u>0</u>	<u>8,796,740</u>
Change in net assets	405,210	840,593	1,245,803
Purchase of treasury stock	(12,706)	0	(12,706)
Net assets at beginning of year (Note 10)	2,638,388	969,692	3,608,080
	<u>\$ 3,030,892</u>	<u>\$ 1,810,285</u>	<u>\$ 4,841,177</u>

Complete audited financial statements for the GlobalGiving Foundation given upon request.

GlobalGiving Foundation, Inc.
 ManyFutures, Inc.
 Consolidated Statement of Financial Position
 As of December 31, 2008

ASSETS

CURRENT ASSETS

Cash and cash equivalents	\$ 2,574,574
Accounts receivable	2,358,794
Prepaid expenses and other assets	6,586
Other receivable	<u>20,000</u>
Total current assets	<u>4,959,954</u>

FIXED ASSETS

Net of accumulated depreciation and amortization of \$83,170 for 2008 (Note 8)	<u>172,700</u>
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OTHER ASSETS

Deposit	<u>25,048</u>
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TOTAL ASSETS	<u><u>\$ 5,157,702</u></u>
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LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accounts payable and accrued expenses	\$ 206,078
Accrued payroll liabilities	39,492
Deposit	<u>70,955</u>
Total current liabilities	<u>316,525</u>

NET ASSETS

Unrestricted:	
Unrestricted	3,028,578
Non-controlling interest	<u>2,314</u>
Total unrestricted	3,030,892
Temporarily restricted (Note 2)	<u>1,810,285</u>
Total net assets	<u>4,841,177</u>

TOTAL LIABILITIES AND NET ASSETS	<u><u>\$ 5,157,702</u></u>
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Complete audited financial statements for the GlobalGiving Foundation given upon request.