



## What if there was a marketplace of goodness?

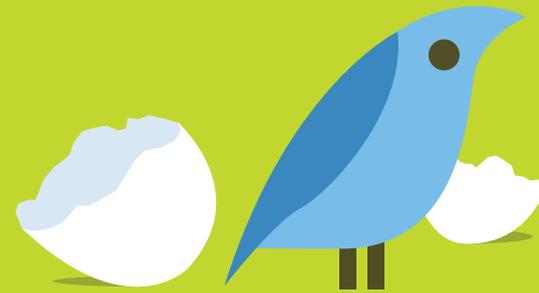
A place you could browse the great ideas  
people have for helping others around the world.  
You could pick a need you were passionate about,  
and give to the solution.  
And what if your give was combined with others,  
so it made a huge impact?  
This could be the start of something good.

[globalgiving.com](http://globalgiving.com)

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When you give to an ordinary charity  
where does your give go?  
How many people is it helping?  
Is it going to have a long-term impact?  
Is your money being spent wisely,  
or is it stuck somewhere along the way?



## GOOD WORK:



THE  
GLOBALGIVING  
COMMUNITY  
HAS HELPED RESCUE  
1,600 GIRLS  
FROM BONDED  
LABOR IN NEPAL.



Photo courtesy Nepalese Youth  
Opportunity Foundation

### We know you have a generous heart, but how does your brain feel?

When you make a donation, do you worry it will get tied up in red tape, or arrive in a smaller amount? At GlobalGiving, we think there's a better way to match the goodness of givers with the good work of doers.

### What if you could satisfy your heart, your head, and your conscience?

GlobalGiving is a whole new way to power your generosity and support great ideas. It's an online marketplace for philanthropy offering an efficient, transparent way for your giving to make the most impact. It all begins with the dedicated, tenacious individuals who are driving change in their communities. From running orphanages and schools, to helping survivors of natural disasters, these people are do-gooders to the core.

*At GlobalGiving, we connect people like you to great projects you might not otherwise find. When you give, you'll get the full tax break from Uncle Sam regardless of where the project is located. Here's how the process of spreading the good works:*

- Project leaders post their causes and details about what they need on GlobalGiving.com.
- You browse the website, research causes by type or geographic location, and pick the ones that match your interests and passions.
- You make a donation and we combine your giving with other generous folks giving to that project, too.
- Your donation reaches the project within a month and makes an immediate impact.
- You get regular updates telling you what a difference your gift is making.

At GlobalGiving,  
we think you should be able to follow your give,  
see where it lands,  
and know what a difference it makes.



**GOOD WORK:**



THE  
GLOBALGIVING  
COMMUNITY  
HAS HELPED OVER  
500 WOMEN IN  
AFGHANISTAN  
HAVE ACCESS TO  
LITERACY, ENGLISH,  
AND SKILLS  
TRAINING CLASSES.



**GlobalGiving gives ordinary people  
a way to make an extraordinary difference.**

We work with a network of well-run organizations, and ensure the projects we choose satisfy IRS guidelines for international grant making, meet tax-deductible requirements, and follow U.S. anti-terrorism guidelines. You have access to detailed information on the project's leader, objectives, and expected outcomes.

GlobalGiving receives a nominal 10% fee – one of the lowest in philanthropy – to cover the cost of building a global marketplace, including finding and researching credible projects, attracting donors, and building our website. We're proud that between 85-90% of your money goes directly to the project you choose to support.

**Find a need. Fill the need. Feel the good.**

Because of our low overhead, direct lines of giving, and our ability to bring many donors together, your giving will have a much bigger impact than it would through traditional, top-down institutions.

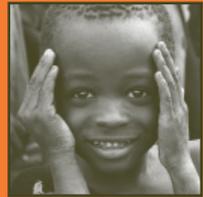
**You could feed a village from your dining table.**

Now, from your tabletop, laptop or cell phone, you can join thousands of others in this new way of giving. From great causes close to home, to world-changing ideas thousands of miles away, GlobalGiving connects givers like you with people working on-site to make a real difference.

That way, not only will your heart feel good,  
your brain will feel good, too.



**GOOD WORK:**



THE  
GLOBALGIVING  
COMMUNITY  
HAS HELPED  
MORE THAN  
10,000 KENYANS  
RECEIVE  
BETTER QUALITY  
HEALTH CARE.

**Who had the good thinking behind this great idea?**

In 1997, World Bank executives Mari Kuraishi and Dennis Whittle were asked by the Bank President to develop innovative ways for the Bank 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. Their success unveiled the enormous potential of a global marketplace for philanthropy where anyone could post an idea for good, and anyone could fund it. Participants of this event 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. Thank goodness.

*Want to hear a good story?* After that first Development Marketplace, a woman from South Africa approached Mari and Dennis. She said, "No one here funded my project but someone out there will. When are you going to start the secondary market?" GlobalGiving was founded on, and continues to be energized, by the idea that "someone out there will."

**Ready to give? Good for you.**

Please stop by and choose your way to change the world. The marketplace for goodness is officially open.



Goodness knows what good could happen  
if this kind of goodness gets going.

## GlobalGiving: Pass it on.

**Our Custom Giving Programs help corporations and organizations enable the good in all their people.**

GlobalGiving offers three ways to coordinate customized philanthropy plans.

1. We offer customized, online giving websites that seamlessly integrate with giving programs for companies or organizations. These giving “portals” help fuel employee and customer loyalty, and enable everyone to feel like they are part of something good. Our custom portals are:
  - *Easy to Implement* - we’ll have you up and running in as little as 30 days, and we offer you full support.
  - *Customizable* - we’ll help you pick a cause that supports your group’s area of interest, and we can even make the look and feel of your site meet brand requirements.
  - *Cost-effective* - set-up fees include consultation, as well as managing website customization, integration, hosting services, and updates.
  - *Engaging* - we connect donors with locally-run projects, validated by our network of project sponsors. So your donors know how their money is being spent and the impact it’s having.
2. We use our expertise and resources to search out causes that match your organization’s interests.
3. You can also leverage the HTML code of any project on [globalgiving.com](http://globalgiving.com) on your own website – giving you a quick and simple way to promote a project to your constituents.

**Visit us at [GlobalGiving.com](http://GlobalGiving.com) and find out more about Custom Giving.  
Together, we can multiply the good.**



Through 2005, the GlobalGiving community has touched the lives of more than half a million people around the world.

Let’s keep the goodness going.

[globalgiving.com](http://globalgiving.com)

