



 GlobalGiving

2020



OUR VISION ▾

Unleashed potential of people
to make positive change happen.

OUR MISSION ▾

To catalyze a global market for ideas, information,
and money, that democratizes aid and philanthropy.

AN OVERVIEW

Since 2002
GlobalGiving has
channeled **hundreds
of millions of dollars to
thousands of dedicated
leaders** so that they
might better the world.

We have been ahead of our time, experimenting with peer-to-peer engagement, feedback loops, and authentic, user-generated content long before crowdfunding was a term. We did so because we wanted one thing—to make sure the hard-won resources being delivered to the world's vulnerable communities are used as effectively as possible.

We inspired many others through the process. Since our inception, hundreds of online social good platforms have launched. Most have failed or languished. Foundations and equity investors poured millions of dollars into these efforts with shockingly little return. Meanwhile, GlobalGiving has thrived, and we are one of only a handful of nonprofits to achieve 100% cost recovery.

Crowdsourcing catalyzes solutions that address needs unmet by conventional means. Uber, the online transportation company, disrupted the taxi market by leveraging a peer economy of travelers, an unused inventory of available cars, and a compelling technology platform. We want to leverage our community—the world's first and largest global crowdfunding community that connects nonprofits, donors, and companies—into a powerful engine for social impact.

ABOUT GLOBALGIVING

We have a bedrock belief that even in the most vulnerable communities, **people can solve their own problems given enough time and resources.**

And that their ownership of the solutions is the key to their sustainable well-being. Our mission is to create and support a scalable marketplace that delivers the resources to as many of these communities as possible. To sustain that marketplace we've created an organization that runs on passion, data, and smarts. Built from scratch in a room above a thrift store in 2002, GlobalGiving is now an award-winning place to work. We strive every day to deliver the smartest and most responsive solutions to our Fortune 100 corporate partners, to the tiny nonprofit in Sierra Leone battling Ebola, and to the school kids collecting money to protect the Amazon.

OUR CORE VALUES ►

GlobalGiving has **four core values** that are more than just buzzwords.

They're at the center of our office culture and drive our daily work. They take the place of manuals and rules. They serve to guide us whether we are answering a customer call or designing an A/B test.



Always Open

We believe in the power of great ideas and that these ideas can come from anyone, anywhere, at any time.



Listen, Act, Learn. Repeat.

We continually experiment. We fail quickly and productively. We use data and feedback to guide our course.

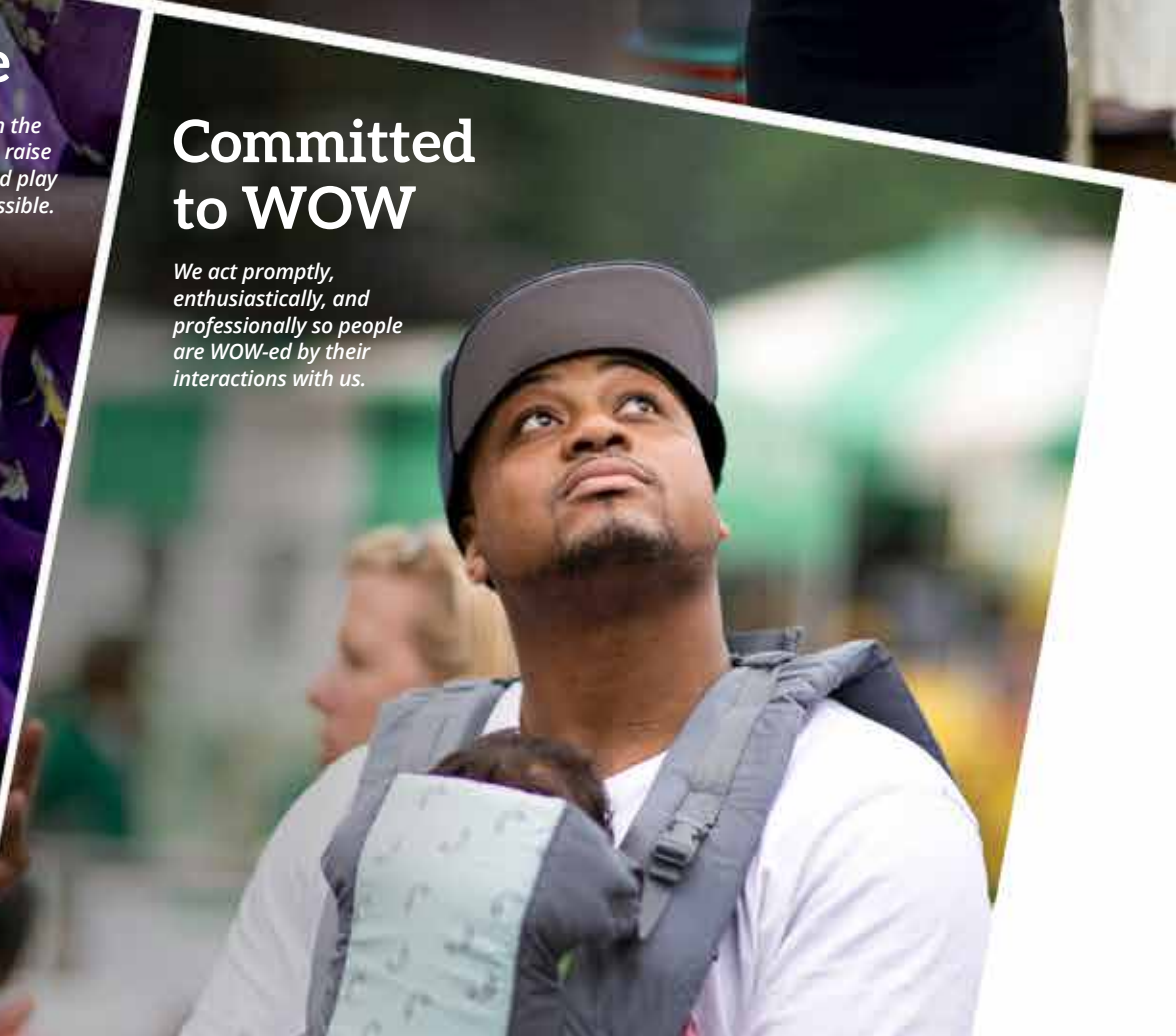


Never Settle

We have an obligation to question the rules, change them for the better, raise the bar, play a different game, and play it better than anyone thinks is possible.

Committed to WOW

We act promptly, enthusiastically, and professionally so people are WOW-ed by their interactions with us.



Clockwise from top left: Opportunity International; SMART WORKS; Community Health, Housing and Social Education (CHHASE); The Baby Buggy, Inc.

Our Theory of Change

Individual
acts of
generosity

and communities
acting for the
public good

are connected on
GlobalGiving and
given tools to grow
and become more
effective.

As the networks of
generous individuals and
effective communities
grow, we create social
impact at scale.

WHY NOW?

International development is meant to improve lives in the world's most vulnerable communities. Traditionally, international development programs have been driven by experts and central governments, and these programs, in turn, are not subjected to the feedback that drives results in other sectors. Too frequently, people whose very lives are at stake are not even in the picture when programs are designed, let alone in the driver's seat.

We live today in a world where anyone, at any time, can start a movement, capture real-time data, and communicate globally—and many do. Still, more could, but don't, because they don't have access to the tools they need. Even donors don't have all the tools they need to safely and easily support these changemakers. In places like India, China, Kenya, and Singapore, countless individuals are entering the world of philanthropy. Yet, no solution exists for true global giving.

GlobalGiving is the only organization positioned to support donors and changemakers **anywhere in the world.**

Two-thirds of our project partners report GlobalGiving helps their organization produce better results. Imagine the results we would see if we were connected with tens of thousands of locally driven organizations in every country in the world, and we could match them with hundreds of millions of dollars a year.



While we need to invest in refreshing and globalizing our funding platform itself, **we are moving more assertively to help thousands of nonprofits achieve better results.**

PROJECT PARTNER SPOTLIGHT ▼

Crowdsourcing Solutions: getting to the heart of local needs

Nancy Weweru runs the NGO Vijana Amani Pamoja (VAP) in Kenya which uses soccer to raise awareness about HIV/AIDS and to empower young people to make positive, healthy decisions. Since joining GlobalGiving in 2007, VAP's fundraising capacity has grown, resulting in a quadrupling of their budget. More importantly, by using training and tools provided by GlobalGiving, they have uncovered unmet needs in their community and connected with peers to measurably improve the lives of the young people they serve. There are thousands of people like Nancy who can do the same; we can reach them with your help.

OUR GROWTH

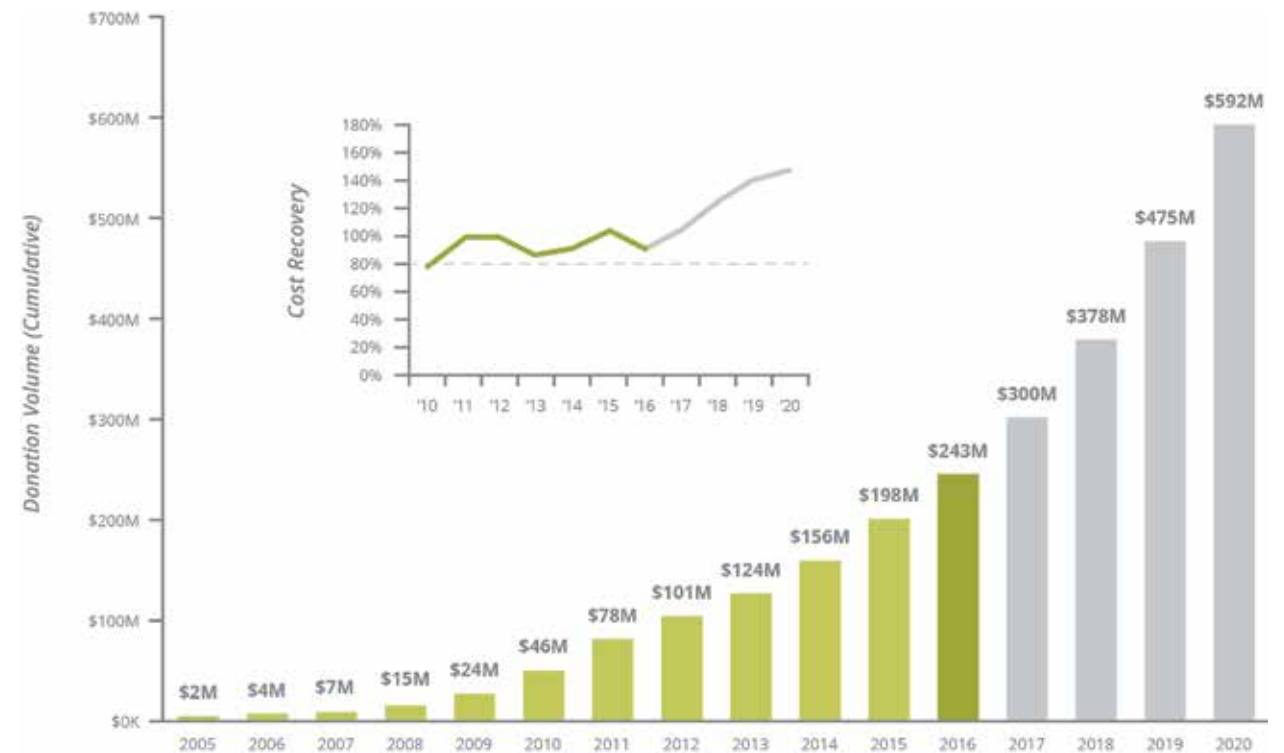
Our growth to-date is the product of constant evolution and refinement. The number of nonprofits and donors using GlobalGiving has accelerated dramatically—growing 200% and 100%, respectively—in the last five years. The current model is founded on the mutually reinforcing engagement of three key groups: donors, nonprofits, and companies.

Our model has enabled us to achieve an annual donation growth rate of 61% and financial stability by averaging 94% cost-recovery over the last six years, minimizing the need for traditional fundraising.

With an additional US\$9 million investment, we can deliver **more than US\$1 billion to vulnerable communities around the world over the next decade.**

To put this in perspective, US\$9 million will put GlobalGiving on par with a foundation endowed with US\$2 billion.

Investment Drives Us to Scale



OUR FINANCIAL MODEL

What Your Investment Delivers

With an infusion of growth capital, GlobalGiving will be a sustainable and truly global platform that aligns funding with results and catalyzes a new generation of donors at scale. Our four objectives are outlined here.

OBJECTIVE 1

Align Funding with Results

Even as we grow, we'll make sure every donor on GlobalGiving will get more impact for their gift. We'll do this by measuring and supporting our nonprofit partners' learning and by highlighting the organizations with better results. With additional funding we will:

- ensure that every nonprofit project partner can become a learning organization;
- test game mechanisms including points, badges, and virtual passports to engage project partners in enriching learning experiences;
- continually experiment with financial incentives that drive organizational behavior change; and
- evaluate GlobalGiving's own performance. Are we making organizations more effective, and are we channeling more resources to them?

INVESTMENT AREA	(US\$)	RAISED TO DATE	2016	2017	2018	2019	SUM NEEDED
Field Test + Validate Impact Incentive Framework							
Launch GG Rewards (graduated access to funding linked to learning)	305,000						
Embed impact metrics and incentives for all partners			200,000	200,000			400,000
Carry out third party assessment of GlobalGiving impact	150,000		100,000	100,000			200,000
Extend reach to nonprofit communities worldwide			100,000	100,000	100,000		300,000
Extend global networks and catalyze sector collaboration	165,000		100,000	100,000	100,000		300,000
Optimize the GG Rewards User Experience							
Incentivize learning and impact	425,000		600,000	500,000	600,000		1,700,000
Refine GG Rewards platform	300,000	100,000	225,000	225,000			550,000
Build out infrastructure to support data capture and organization	300,000						
Subtotal	1,645,000		100,000	1,325,000	1,225,000	800,000	3,450,000

OBJECTIVE 2

Make GlobalGiving Truly Global

We want GlobalGiving to be accessible to anyone, anywhere, at any time. In order to make this happen we must quickly and intelligently extend our networks and capabilities. With additional funding we will:

- scale virtual volunteering globally;
- establish global payment options, starting by integrating GlobalGiving and GlobalGiving UK;
- support community philanthropy by making GlobalGiving technology adaptable, customizable, and affordable;
- localize GlobalGiving in languages beyond English; and
- find key partners in hubs around the world and, if needed, establish GlobalGiving field presence.

INVESTMENT AREA	(US\$)	RAISED TO DATE	2016	2017	2018	2019	SUM NEEDED
Scale Operations by Engaging the Crowd							
Pilot virtual volunteer tools for vetting and project update processes				100,000			100,000
Test skills-based volunteer program with corporate volunteers				75,000			75,000
Implement Fellows Program	537,000						
Implement data-driven due diligence techniques			50,000	75,000	75,000		200,000
Enable Localized Transaction Processing							
Evaluate and test global payment system landscape and options	10,000			25,000			25,000
Offer non-US payment options			175,000	175,000			350,000
Meet regulatory requirements for international tax exempt statuses	30,000		25,000	25,000	25,000		75,000
Integrate GGUK and US platforms	300,000	100,000					100,000
Establish GlobalGiving Regional Hubs							
Test demand for multi-lingual versions of the online platform	10,000			50,000			50,000
Localize transactions and content				75,000	75,000	75,000	225,000
Track regulatory and political changes that affect NGOs globally				25,000	25,000	25,000	75,000
Ensure compliance with local labor and regulatory frameworks				25,000	25,000	25,000	75,000
Launch up to three regional hubs	1,481,000		200,000	300,000	350,000		850,000
Subtotal	2,368,000		350,000	850,000	525,000	475,000	2,220,000



OBJECTIVE 3

Catalyze Generosity in Practice

We will build on the insights gained after years of experimentation informed by behavioral economics around generosity to fully reflect our partners' innovative work and to inspire a new generation of donors. With additional funding we will:

- leverage social dynamics and behavioral economics to connect donors and partner organizations;
- adapt tools for project partners to deliver robust feedback and analytics;
- improve user experience, graphic design, and branding, to delight and connect users;
- expand communications capabilities to sustain growth of our three business channels; and
- create a fully responsive, mobile-friendly website and tools.

INVESTMENT AREA	(US\$)	RAISED TO DATE	2016	2017	2018	2019	SUM NEEDED
Build Mobile Infrastructure into Platform							
Employ responsive design principles to make transition between devices seamless			200,000	200,000			400,000
Strengthen Brand Visibility and Relevance							
Assess market to inform global growth strategy				25,000	25,000	25,000	75,000
Analyze competitive landscape				25,000	25,000	25,000	75,000
Innovate to stay at the forefront of corporate giving				50,000	50,000	50,000	150,000
Invest in disaster preparedness and influence				50,000	50,000	50,000	150,000
Conduct donor, corporate, and organization segmentation analysis				150,000	150,000		300,000
Test ways to influence and increase generosity as a habit		50,000		450,000	350,000		800,000
Overhaul website		585,000		150,000	150,000		300,000
Revamp donor and partner communications		280,000					
Influence other grantmakers, including official aid			150,000	150,000			300,000
Stay at the Forefront of Emerging Digital Technology							
Experiment with virtual reality to enhance the user experience				25,000	25,000	25,000	75,000
Develop mobile applications for GlobalGiving nonprofit partners				50,000	50,000	50,000	150,000
Subtotal		915,000	350,000	1,325,000	875,000	225,000	2,775,000

OBJECTIVE 4

Invest in the GlobalGiving Team + Infrastructure

GlobalGiving is built on a foundation of business intelligence, business process engineering, and a culture of learning, professional development, and fun. To achieve Objectives 1-3, we must keep investing in our people and ensure that our culture and systems grow with our business. With additional funding we will:

- transform data architecture, and move to the cloud;
- hire key business intelligence and development staff to power growth;
- invest in greater monitoring and evaluation capacity; and
- invest in professional development and learning tools.

INVESTMENT AREA	(US\$)	RAISED TO DATE	2016	2017	2018	2019	SUM NEEDED
Streamline and optimize data architecture, employing cloud-based solutions		180,000		165,000	165,000		330,000
Support growth capital fundraising efforts		340,000					
Increase capacity of leveraged giving		450,000					
Conduct ongoing business model and fee review			125,000	125,000			250,000
Invest in organization and staff effectiveness, and learning (tools, benefits and HR support)			75,000	75,000	75,000	75,000	300,000
Maintain adequate financial reserves		1,800,000					
Subtotal		2,770,000	200,000	365,000	240,000	75,000	880,000

What It Will Take

	(US\$)	RAISED TO DATE	2016	2017	2018	2019	STILL NEEDED
TOTAL		7,698,000	1,000,000	3,865,000	2,865,000	1,575,000	9,305,000

MEET US

Our Team

The GlobalGiving team is made up of data nerds, software engineers, and semi-professional musicians, along with former Peace Corps volunteers and World Bank executives. Some of us came from academia, others escaped from corporate America, and many have spent our entire careers in the social sector. We're united by the conviction that good ideas can come from anyone, anywhere, at any time.

“We’re looking for **every member of our team** to pose new ideas, bring fresh perspectives, and help us take steps forward.”

—GLOBALGIVING
PROGRAM MANAGER

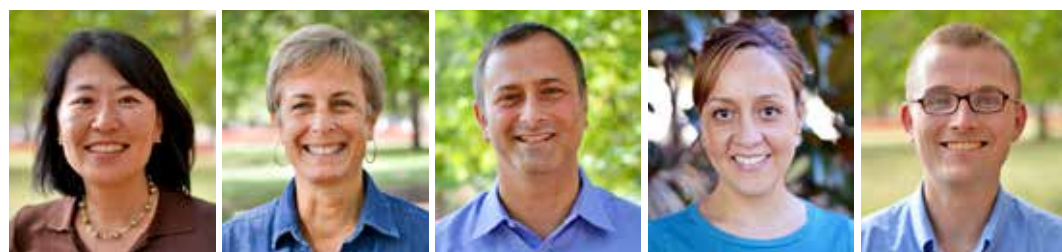


We've always been ahead of the curve. With your help, GlobalGiving will realize the vision only we can make a reality: US\$1 billion for organizations driving change in their communities over the next decade.

By helping thousands of locally driven organizations improve, **we'll harness the power of self-organization at a global scale.**

Your investment will let us carve out a thoughtful path for quality and scale to reinforce each other. By aligning funding with results, GlobalGiving provides incentives for learning and improvement, driving higher social sector performance at scale. We have a proven track record of navigating change, delivering outsized returns on investment, and building an ever-expanding circle of allies. That track record is what makes GlobalGiving a low-risk, high-return, philanthropic investment opportunity.

Join us.



Mari Kuraishi
CO-FOUNDER +
PRESIDENT

Donna Callejon
CHIEF BUSINESS
PARTNERSHIPS OFFICER

John Hecklinger
CHIEF PROGRAM
OFFICER

Jennifer Sigler
CHIEF OPERATING OFFICER
+ CHIEF FINANCIAL OFFICER

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Cover Photo: *Building a Home for the San Antonio Preschool*, a project by Mayan Families