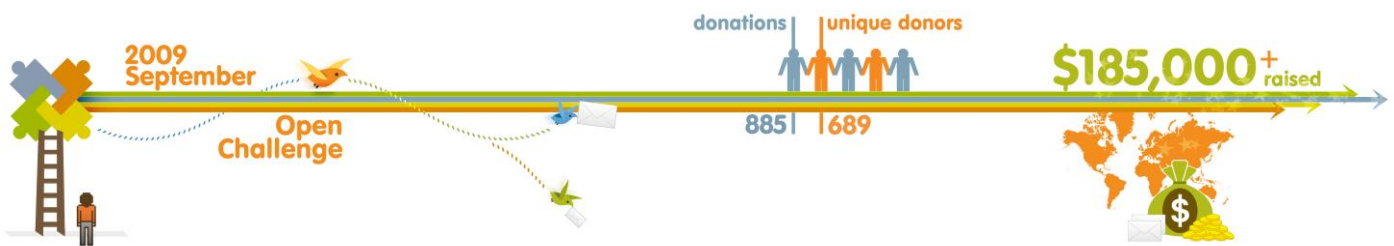


# globalgiving case study



## The Problem

Fundraising to scale; developing a new donor-base, year in year out.

Zimkids is founded and run by Dennis Gaboury, who divides his time between Zimbabwe and the US, either expanding the orphanage or fundraising. Dennis finds it hard to ask donors online for a donation.

Furthermore, obtaining larger donations becomes increasingly difficult without accreditations. As an individual, Dennis had very little credibility – anyone can put up a website and ask for donations, regardless of their legitimacy.

*“I looked into applying for a 501(c)3 and it’s onerous and it costs money. I have certain principles that I won’t compromise, and I won’t ask my donors to pay for a lawyer to file a 501(c)3. I want my donors’ money to feed my kids [Zimkids]. I was coming up against a wall that was going to hinder anything that we did: GlobalGiving broke down that wall for me.”*

## Background

Zimkids Orphan Trust is a non-governmental organization (NGO) that seeks to provide safety and stability to the otherwise tumultuous lives of Zimbabwean orphans. They are “committed to ensuring that the children and their caregivers have access to food and medical care, as well as creative, recreational and educational opportunities.” Zimkids have two active projects on GlobalGiving: *Feed Zimbabwean Orphans*, *Body and Soul*, and *Building Zimkids a Home: The Adrian Suskin Center*. These projects complement each other, helping the children learn about the responsibilities of growing up and the importance of self-sustainability.

## The Solution

Dennis has been able to fundraise to scale by having access to the right the tools to constantly expand his donor bases, network more efficiently, and grow Zimkids, as well as a source of credibility and transparency to confidently secure funding from corporate partners and individuals looking to make much larger donations (\$10,000+). *“Without GlobalGiving, that would have ever happened.”*

In the first two months on GlobalGiving<sup>1</sup> Zimkids successfully raised \$31,056. By the end of the first four months of GlobalGiving, Zimkids doubled this number to \$66,197.

Dennis used the Open Challenge to leverage already existing networks in order to significantly grow his donor base and surpass the thresholds. The purpose of the Open Challenge model is to inspire the sense of urgency required to mobilize donors. Zimkids has no office, and no other staff. Yet Dennis was able to not only bring in \$27,726 in donations, but also across 111 donors.

The Challenge is designed to be difficult. Participants are forced to mobilize their networks, learn how to leverage new ones, and experience fundraising in a different way. The competitive atmosphere inspires the sense of camaraderie and urgency that drives donations.

## **Innovation**

Zimkids gives orphans in Zimbabwe the opportunity to become leaders. Their organizational structure facilitates peer learning and direct responsibility, which Dennis notes as key to achieving self-sustainability. Through a “council of elders” – the juniors and seniors – the children at Zimkids are in direct control of their own future: an opportunity that would have never been possible otherwise.

GlobalGiving has taken Zimkids to, as Dennis describes, *“a place we never dreamed we’d be. Dreaming something and then having it happen are two very different things, and what we’re doing now, like the building of the center, was pie in the sky.”*

Zimkids began fundraising in order to ensure that the children were going to be able to have a future. With the help of GlobalGiving this vision has become a reality.

The beauty of the GlobalGiving platform is exemplified by *885 donations across 689 unique donors*: everyone has the power to give, regardless of donation size or fundraising goal. Zimkids has received donations from people that Dennis wouldn’t know if he bumped into them on the street. Zimkids continue to leverage new donor bases through networking on a very personal level, attending speaking engagements, and providing potential donors with a cause that they are able to identify with. Their project page is clear and concise, with beautiful images of their beneficiaries as well as engaging project reports that summarize the latest developments on the ground.

Providing donors with the reason to become personally vested in Zimkids helps maximize recurring donors as well as attract new ones.

Zimkids is now looking after 160 orphans, with plans to expand the center and improve general efficiency. “It’s [the project] no longer just ‘pick up food in the pickup and drive it to the place.’ We’re having tractor trailers carrying in food now. It’s a different ball of wax.”

## **Looking Ahead**

Zimkids are looking to move from gas electricity to solar-power, and for the site to have its own water source, allowing for the operation to become less dependent on the nearby town. Zimkids has expanded dramatically since its inception, and GlobalGiving aim to drive that expansion even further. The goal for Zimkids is to become entirely self-sustainable, and for Dennis to be able to take a break.