Our Vision is to help world citizens to thrive

Our Mission is to connect world citizens to listen, learn, and GIVE to make the world brighter and better for all. We do this through the power of digital.

Our Theory of Change is that:

- World citizens working in smaller non-profits do good work without adequate recognition and resources.
- World citizens donating to non-profits want honesty, choice, and feedback on their giving.
- Digital can positively disrupt. Digital space has no geographic boundaries; creates opportunities for new, diverse voices to be heard; and collects, stores and analyses information on a previously unimaginable scale from which to learn.

GlobalGiving uses digital to connect world citizens (individuals, non-profits and companies); giving donors the opportunity to give, with confidence, to vetted non-profits all over the world; giving non-profits access to networks, resources (financial and human) and data; so aid flows more efficiently and effectively than ever before. Through these channels, we will help donors, non-profits and those they serve, to thrive.

Impact

- For aid and philanthropy to be more democratic, transparent and effective

Outcomes:

For smaller non-profits:

- For smaller non-profits to be self-sustaining, independent entities that thrive: for their communities, for themselves, for us all
  - Vetted, smaller non-profits raise more funding directly
  - Vetted, smaller non-profits become more effective, networked and learning organisations

For donors:

- For donors to be able to give their time and money, with confidence, to vetted smaller non-profits anywhere in the world: accessing clear information, choosing what they support and receiving feedback on the difference they make
- Become more aware, connected to and effective actors in community development

For policy makers:

- To be more open, responsive to data, sensitive to local needs and innovative in their development policies, practices and grant making
Key Targets 2017:

For smaller non-profits:

1. To generate c. £2 million annually in direct funding for 500+ vetted, smaller non-profits on globalgiving.co.uk
2. To create a vibrant online community where 500+ smaller non-profits can access skills, volunteers and learning as well as money on an annual basis
3. For vetted, smaller non-profits to improve their organisational effectiveness by 20% through active participation in GlobalGiving’s learning provision

For Donors

1. To enable 10,000+ donors to give money directly each year to vetted smaller non-profits on globalgiving.co.uk annually
2. To enable 1,000+ volunteers to give their time directly each year to 300+ vetted smaller non-profits on globalgiving.co.uk annually
3. To increase the diversity of donors giving on globalgiving.co.uk with at least 50% being under 50 years, 50% male, 50% female and 35% being from ethnic minorities
4. For donors to have 20% improved awareness of, and connection to, smaller non-profits, their impact on the ground through giving their time and money on globalgiving.co.uk
5. For donors to feel good, feel motivated and feel inspired through giving on globalgiving.co.uk

For policymakers

1. For GlobalGiving UK to be an acknowledged source of expertise on working effectively with smaller non-profits by key strategic networks in the UK, EU and UN
2. For key strategic funders (DFID, Comic Relief, BIG Lottery) to create new guidance and updated grant making for working effectively with smaller non-profits with input provided by GlobalGiving UK

Our Programmes: For Non-Profits, Companies, Foundations & Individuals

Global Giving is the first and largest global crowdfunding community for nonprofits. We give social entrepreneurs and nonprofits anywhere in the world a chance to raise the money that they need to improve their communities.

Our online marketplace is the catalyst to achieving our vision and delivering our programmes. It is in a constant state of renovation and innovation — reflecting the fast paced, complex global world we now populate. We demand efficiency, effectiveness and sustained positive change for communities and citizens of the world. We therefore have to be nimble, forward-thinking, adaptive, sensitive and open to doing this differently and better.

1. Direct funding for vetted, local non-profits (www.globalgiving.co.uk): Providing a transparent, open and cost-effective online giving website for vetted, smaller non-profits, social enterprises and donors (individuals, companies and institutions).
   a. 3 stage robust due diligence & vetting on all prospective & existing project partners, ensuring they meet the required standards as defined by UK charitable law and beyond
   b. Open, honest and informed individual donor service — ensuring a great experience in giving to (and receiving feedback from) vetted local non-profits globally.
   c. Project partner outreach — helping local non-profits to join GlobalGiving
   d. Fundraising Campaigns to incentivise giving. This includes our Gateway Challenge programme and Match Funding Campaigns (i.e. Microsoft #givingtuesday campaign).
   e. Business CSR — comprehensive grant management, gift cards, landing pages, employee giving, match funding & cause marketing to drive corporate engagement with our partners (i.e. Girl Effect)
   f. Disaster Relief — working with existing local organisations in affected areas. Low cost, immediate and sustained interventions that are community driven. Grant management service.
2. Skilled Volunteering:

We foster direct, mutually beneficial relationships between skilled volunteers and local non-profits. We use technology to remove physical barriers and reduce the costs of giving, and utilising, time.

a. GlobalGivingTIME: An online volunteering platform that facilitates the giving of small chunks of time by skilled individuals (from corporates, the public sector and otherwise) to multiple non-profits. The platform matches skills to non-profit needs and enables micro-tasks to be completed, with solutions crowdsourced for maximum value.

b. Evaluation Programme: We recruit, train and support skilled volunteers to conduct in-depth field assessments of our partners, prepare independent audit reports and support their digital communications and fundraising skills.

c. Online Mentoring Programme: A 6-12 month curated online mentoring programme, matching project partners with skilled experts from corporate partners for structured support and capacity.

d. London Volunteers: A rolling programme providing skilled volunteering opportunities to 50+ UK residents annually at GlobalGiving UK London Office.

e. Grassroots Youth Leadership Programme: A 9 month development programme for 15 young people annually (UK only). For participants we focus on improving skills and knowledge required for working in smaller non-profits (innovation, problem solving, digital skills and key technical skills). Project partners benefit from valuable fundraising, awareness raising and evaluation visits.

3. Peer Learning & Training

Online learning and sharing for and between local non-profits; building internal capacity, improving effectiveness and helping projects to scale their social impact.

a. Gateway Challenge: online fundraising and communications training course (twice yearly 8 part course for local non-profits) delivered online.

b. Online Peer Learning Network: monthly peer training and e-learning resources between our non-profit partners to share learning, increase knowledge, skills and build new networks.

c. Training Consultancy: delivering bespoke training/support to external groups on a fee-paying basis.

4. Data & Advocacy

Investing in, engaging with, analysing and sharing data on what makes projects effective and worth giving to. An evidence-based approach to programme design and implementation is essential for people to thrive for the long-term. We are passionate about data and the opportunities that digital presents for aggregation, volume, analysis, reporting and sharing. We share this data with key strategic networks to influence decision making on institutional grant making.

We collect, track and analyse data through both traditional and automatic methods (human analysis vs algorithms) to review outputs, outcomes and impact. We have built (and iterate on) open source digital tools to store and analyse raw, aggregated community feedback (Community Storytelling Project); helping non-profits incorporate qualitative data into improved programme design and accountability.

After analysing 5 years of data on 2,500+ non-profit partners we built and personalised real-time Effectiveness Dashboard and simplified Web Analytics for our non-profit partners. We present our partners (for free) with the opportunity to benchmark themselves against their peers and access clear, simple guidance and ideas to help them improve (with nudge theory and gamification elements).
Key Statistics 2014

- We support 922 community projects in 133 countries, reaching 95,000+ beneficiaries currently.
- We conduct due diligence and vetting on 500+ non-profits and social enterprises annually — only those who pass our robust 3 stage process are eligible for support on globalgiving.co.uk.
- £4 million + has been donated through globalgiving.co.uk since our launch (2008).
- 770+ skilled corporate volunteers use our remote volunteer platform, GlobalGivingTIME to support non-profits with micro-tasks. 1,597 charity challenges successfully resolved in 2014.
- 38% increase in fundraising capacity reported by non-profits after attending our online fundraising and communications training course (2014).
- 100% of our non-profit partners would recommend our Online Peer Learning Network.
- 12,000+ direct connections enabled between individual donors and local non-profits.
- We delivered training to 221 local non-profits, helping them avoid unnecessary mistakes, to improve faster.
- We innovate with others, sharing expertise to create change. 200+ companies’ use our APIs and our community feedback work (Storytelling Project) is used by the World Bank, the Nominet Trust and others.

Governance & Accountability

GlobalGiving UK has 7 staff (5 FTE) and 25 volunteers. We have a Board of Trustees who meet quarterly (4 men and 4 women) with diverse skills from finance, law, digital, business development, management and academia.

The organisation is externally audited each year. We are currently using Prentis & Co. Chartered Accountants (http://www.prentis.co.uk/). We change auditors every 5 years as per good financial practice.

The organisation had an income of £980,500 and expenditure of £795,307 for the Financial Year April 2013 – March 2014. Administration and governance accounted for 5% of the organisation’s budget. This covers the office rent, utilities, organisational insurance, audit fees, office supplies etc. We fund our core operations through a mixed funding portfolio with 65% earned income, 5% major donors and 30% grants and trusts.

We raise funds through providing corporate advisory services and consultancy. For example we provide Dentsu Aegis Network with a skilled volunteering platform (GlobalGivingTIME) and a professional development programme (Route to Good) for their employees. We provide Salesforce Foundation with a bespoke employee engagement programme. We work with Microsoft, Facebook, STA Travel and others on different giving initiatives and grant management — providing robust processes, high quality follow up and the flexibility to choose projects where they want to make an impact.

We also raise funds from grant making bodies and Trusts. This is particularly for our training programmes and investment in technical innovation; exploring and testing models to improve evaluation, usability and evidence based decision making in the sector.

Our Fee committed to long term sustainability

GlobalGiving UK retains a maximum of 10% of a donation on globalgiving.co.uk (inclusive of card transaction costs). This donation helps to cover our rigorous due diligence process — going above and beyond the UK Charity Commission standard of due diligence vetting and our ongoing monitoring and evaluation of projects.

Awards & Recognition

Nominet Trust Social Tech 100 (Dec 2014), BIG Tick Award (May 2014), Finalist, Peer Awards (May 2014), Groundbreaker’s Scholarship for CEO (Sept 2013), Doing Good Online Award, Nominet Internet (July 2013), Finalist, Guardian’s Sustainable Business Awards (Sept 2012)

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