

# 2019 Annual Report

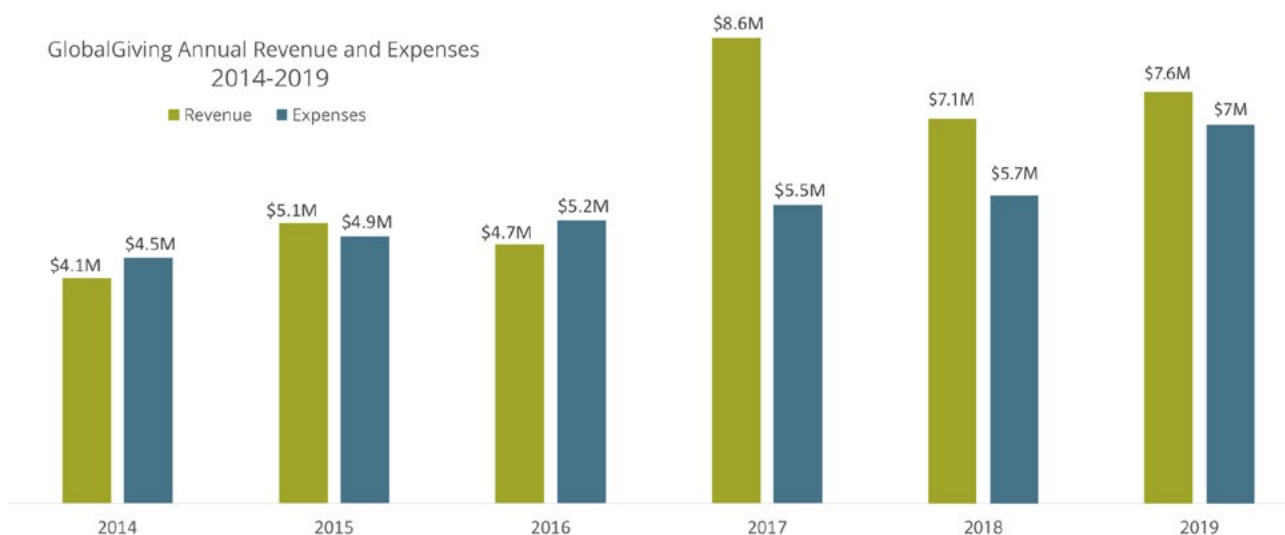




## By the Numbers

Since 2002, more than 1 million donors have given \$444 million to 23k+ projects in 170 countries through GlobalGiving.

2019 was another incredible year for GlobalGiving. We built upon our record-breaking success in 2018 to raise more than \$62 million from 182k donors for 3,702 organizations. This report highlights some of our key accomplishments.







*Humanitarian aid for Rohingya families,  
a project by BRAC USA*

## Highlights from Our 2019 Programs + Activities

### Disaster Response

In 2019, 31,785 people supported disaster-impacted communities around the world on GlobalGiving. Nearly \$7 million was directed to disaster relief and recovery projects in our community, and collectively, we responded to and raised funds for more than 160 devastating events in 46 countries.

At the core of GlobalGiving's approach to disaster response is our enduring commitment to be trustworthy stewards of our donors' funds, as well as adherence to our belief that local communities must be the predominant voices developing and owning longer-term solutions to benefit themselves and their environments. We will continue to learn, to test our hypotheses, and to improve our communication and transparency to donors throughout the life cycle of our response. Those impacted by these tragedies deserve nothing less.



*Support Grassroots Earthquake Recovery in Mexico,*  
a project by Sociedad Mexicana Pro Derechos de la Mujer, A.C.

## Participatory Grantmaking

GlobalGiving's Field Program, Evidence + Learning, and Disaster Response staff piloted a participatory grantmaking project in Mexico as part of our ongoing exploration of community-led in disaster recovery and resilience. The participatory grantmaking exercise followed a model by the FRIDA - The Young Feminist Fund. The model decentralizes decisions resource allocation and trusts that grantees are the experts of their own realities. Workshop participants anonymously voted to determine the organization that would receive a \$10k GlobalGiving grant—[Derechos de la Mujer Nääxwiin A.C.](#) In 2020, GlobalGiving intends to further invest in participatory grantmaking as we continue to improve our work, live our values, and transform the sector.



*Ayni, Regenerative Food Forest in the Amazon,*  
a project by Instituto Chaikuni

## Climate Fund

Local efforts to protect our planet are too often underfunded and overlooked. In 2019, we launched the [GlobalGiving Climate Action Fund](#), which provides ongoing support for solutions led by the communities most affected by our climate crisis. From Fijian ocean floors to Mexican mountain tops, the leaders in our Climate Action Fund are fighting the devastating consequences of climate change. Six selected organizations, including [Instituto Chaikuni](#) and [Corals for Conservation](#), received stable, monthly funding for one year to support and enhance their work.



Feedback Fellows at FBL + San Juan



## Disaster Feedback Fellows | Championing Feedback

In communities affected by natural disasters and humanitarian crises, gathering and using feedback in program design can be particularly challenging. GlobalGiving understands the importance of feedback in development and humanitarian initiatives. We partnered for a second year with [Feedback Labs](#) to support community leaders centering feedback in their work across the globe through the [Disaster Feedback Fellowship](#). Feedback Fellow Piter Panjaitan of Yayasan Buki Kehidupan Ungasan (Bali Life Foundation) in Indonesia is one of the 10 Disaster Feedback Fellows. Piter believes that capacity-building activities—such as education, training, and partnership programs—should be better adapted to suit local needs, geography, culture, and climate conditions. Culturally appropriate programming will improve communities ability to withstand and recover from disasters. Piter founded Bali Life Foundation alongside his wife Lyna. The foundation is focused on educational empowerment for underprivileged children, and restoring hope, dignity, and purpose to families. Piter is proud of Bali Life’s work and their ability to respond to disasters—after the last Indonesia tsunami, they were able to help 2,000 people in partnership with GlobalGiving.

## Clinton Global Initiative + Community Foundations of US Virgin Islands

In 2019, former Secretary Hillary Rodham Clinton recognized GlobalGiving for its commitment to disaster recovery and preparedness in the Caribbean. “Many families are still navigating the complex process of recovery. GlobalGiving commits to fund the three long-term recovery groups working here to build long-term resiliency. We could not be happier to announce this commitment!” Our partners in the U.S. Virgin Islands (St. John, St. Croix, and St. Thomas) are proof that when donors support local, community-led organizations, they not only help meet immediate needs after a disaster, they also contribute to strengthening capacity, as communities become more resilient in the face of future disasters.

## Partnering for Impact - Facebook + GlobalGiving

GlobalGiving continues to be Facebook's implementing partner for Facebook Crisis Response via the Crisis Donate Button (CDB). Through 140 crisis activations, the Facebook community raised \$367,000 which provided emergency relief and early recovery for communities and families in 46 countries affected by typhoons, earthquakes, fires, and other natural disasters. Community leaders working with 107 nonprofit organizations across the globe accessed resources for crises largely overlooked by traditional aid agencies and mainstream news media.

Locally-led disaster response is at the core of the CDB program. The donations may at times appear modest but GlobalGiving community-led partners are extremely efficient and creative. With \$5,787, the [West Street Recovery](#) team supported low-income communities affected by Tropical Storm Imelda. Working mostly through volunteers, they mucked and repaired homes, building local capacity in the process. In addition, they facilitated a community meeting to discuss the importance of drainage initiatives and to coordinate an advocacy campaign to the local government to more equitably distribute available resources.

For CDBs that raise higher volumes, GlobalGiving leverages its extensive trust-based grantmaking experience. The devastating fires across Australia stirred the world to give, and Facebook joined in the fight to support first responders, communities impacted by the fires—both human and wildlife—in the impacted regions through a matching fund. GlobalGiving will be a support to the region and our nonprofit partner for years to come. With our partners, we have enabled both critical immediate services for survivors and just-as-critical long-term recovery and resilience efforts.





*Saving Lives With Emergency Care in Rural Uganda*  
a project by Global Emergency Care Collaborative

# Commitment to Connection

## Peer Learning Network

GlobalGiving knows that connecting nonprofit partners with peers, and learning from their experiences can spark ideas, teach new skills, and inspire the GlobalGiving community to tackle challenges. That is why in 2019 we continued to build and expand networking, connection, and feedback. Our monthly Peer Learning Network includes an expert guest speaker, one-on-one feedback, and an opportunity for our nonprofit partners to connect and learn from one another. The [Peer Learning Network](#) sessions create community, connectedness and a shared sense of purpose, as well as persistence through shared challenges. The result is a learning and engaged community. A representative from [Turning Point Trust](#), Kenya explained, "I learned how to do a child protection self-audit. We then conducted this for our organization, which sparked a thorough review of our child protection policy and procedures."

Increased participation in the Peer Mentoring Group resulting in an expanded GlobalGiving Peer-to-Peer Mentoring Program to provide our nonprofit leaders an additional way to learn from their peers. In 2019, our third cohort made up of 8 mentors hosted sessions with GlobalGiving nonprofit leaders that wanted to learn from a specific mentor based on shared experience or knowledge. This continued call for additional networking, interaction, and learning led our Community Engagement Team to launch the 2019 cohort of the GlobalGiving Leadership Council with a new, guiding initiative: How can GlobalGiving be a better "connector" for our communities?





## Neutrality Paradox

In 2018, GlobalGiving had begun to explore two key learning initiatives, [“The Neutrality Paradox”](#) and “Evidencing Community-Led Change,” through a newly formed initiative team, Evidence + Learning. In 2019, GlobalGiving hosted a convening of nonprofits, companies, and stakeholders to address emerging challenges in philanthropy. The “Neutrality Paradox” explores the value of technology to provide open, democratic platforms while also balancing the need to take responsibility for how technology is used. This means that platforms necessarily have to take a stance—departing from a position of neutrality. Most platforms establish trust by sharing their standard vetting processes. But, once a charitable cause has ‘passed’ a vetting process, this process of maintaining trust (as well as managing a multitude of risks) doesn’t stop. Philanthropy stewards must be both proactive (e.g. conduct upfront vetting) and reactive (e.g. consider new information). We need to be able to react fast to changing situations and respond in the face of complex and sometimes conflicting politics, ethics, legislation, and regulation.

The convening, attended by large technology companies, interested parties like Global Partners Digital (GPD), as well as other nonprofits and platforms, has yielded an active working group, several practical protocols and products, as well as increased interest from the philanthropic sector and beyond.

GlobalGiving is addressing this issue because, while we are not a think-tank or consultancy, we feel this issue in our work, and we know that others in our sector and our nonprofit partners are challenged by this paradox. We could have come up with an internal set of tools, but in order to best exemplify our values GlobalGiving thought it better to share our challenge, invite others to share too, and work collaboratively to design adaptable solutions for the philanthropic sector at large.



# Other Highlights + Growth

## Bill and Melinda Gates Foundation

GlobalGiving continues to work with the Bill & Melinda Gates Foundation to research, learn and develop new products to increase giving and philanthropy, shared data and experimentation in the social sector, and creative approaches to generosity. With support from the foundation GlobalGiving launched the [Giving Goal Dashboard](#) and [Smart Giving 101](#) to help donors pick and donate to causes based on the things they care about. These tools and learnings increase giving and connection between donors and the causes that they care about.

## Giving Circles

Giving Circles are not a new concept, but they are making a comeback in the shifting environment of giving. With the national trend of giving going down year over year, nonprofits and philanthropists—big and small—are getting creative on how to bring people together to give to causes and communities that make an impact. Giving Circles are a way for friends, families, and strangers to increase collective charitable impact for good. In 2019 we [highlighted the work of a Superstar “GlobalGiver” Pam Giarrizo](#) and her work developing a giving circle.

## ZOLA

ZOLA, a wedding registry site, joined GlobalGiving as a partner. ZOLA realized that their registry services, complete with cruises and plateware, were missing an element that their customers needed - social good. GlobalGiving causes are now featured on the site. Now when registering for a new blender, a couple can also choose to register for a gift to the environment, which features a GlobalGiving partner.

## Matching on #GivingTuesday

In 2019, GlobalGiving leaned into the global movement to encourage donations on the global #GivingTuesday. GlobalGiving made \$542,000 available in matching funds as well as other prizes. These funds as well as social media, increased platform performance and allowed our partner organizations to raise \$1,670,000+ in 24 hours. #GivingTuesday brought in over 11,000 donors.

## Local Giving Options

In early 2019 we launched Euros, after [extensive testing](#). In October of 2019, based on our learnings from implementing Euros, we launched AUS and CAD currency. With these additional currency options we have also invested in the internal GlobalGiving infrastructure with the goal of introducing one to two non-western currencies in 2020.



## Stories from the Field

### Maxine + Polycom

**Maxvine** lives in Kibera, one of the most impoverished and densely populated communities in Kenya. A radiant 13-year-old with a passion to lift those around her, Maxvine is an ambassador for the nonprofit Polycom Development Project at her local school. Polycom Development Project mobilizes the power of Kibera girls and women to take charge of their future. It has established programs in partnership with local institutions which include educational discussions—around sexual health, menstrual hygiene, and more—sanitary pad distribution, sports engagement, and mentorship opportunities. In her role as an ambassador, Maxvine acts as a point person for other young girls to approach for guidance on challenges they face and to gain access to the personal development opportunities, sense of security, and the plethora of resources offered by Polycom. She enjoys inspiring other young girls in her community to rise above their circumstances, she told GlobalGiving Field Traveler Isabelle Hall. “When you encourage someone like you, you feel empowered yourself,” she said. Chronic absenteeism from school is common in Kibera as a result of menstrual shame. Since the presence of Polycom in schools there has been a reduction in girls’ absenteeism. Girls now feel they have access to proper education and materials, and a safe space in their community supported by a diverse peer learning group. It will be grounded in an equity-based approach that will position community members as authors and owners of the findings and recommendations.



## Helena + African Library and Information Associations



**Helena** first proposed the idea of an Africa-wide library association at a conference in South Africa in 2013—and her African colleagues agreed on the need. One year later, she became the Executive Director of the African Library and Information Associations and Institutions, a nonprofit based in Ghana that trains librarians to lead projects addressing social issues in their communities and also works with African governments and institutions for better policies for libraries. “I want people to really know that what we are doing is to improve the lives of people and communities,” she told a GlobalGiving staff member. “One of the projects educates the community to reduce teenage pregnancy. There is another whose project takes books to prisoners so that by the time the person comes out of prison,

they have some sort of education and become useful to the community. There is someone who went and started training fish farmers on access to financial support to help them increase their yield and another project that recycles plastic waste into something useful,” Helena explained. The librarians’ are taught to formulate goals around the Sustainable Development Goals. One of Helena’s main challenges is funding and ensuring the organization’s sustainability. Fortunately, she understands the importance of foreplanning and a diverse portfolio of funding and is also thinking of ways she can innovate the program. This year, her nonprofit will be piloting remote digital training for librarians in order to keep costs down and amplify their impact.

## Nicolette + The Centre Marembo Organisation



**Nicolette** quit her job to start a nonprofit devoted to abandoned children. She left her comfortable job as a labor inspector to start a nonprofit after meeting an 11-year-old girl breastfeeding a baby in the streets of Kigali, the capital of Rwanda. After a brief conversation with the pre-teen mother, Nicolette was then taken to the girl’s squatter settlement where she was living with other boys and girls who were left behind by their communities. She found drugs scattered around the house and a 14-year-old boy lying on the ground with an abscess on his foot. “I learned a lot in university about human and child rights so I asked: How can I contribute to my community?” That experience led her to become a child rights activist and start [The Center Marembo Organisation](#). The center helps girls and

young mothers get back on their feet by providing them with medical rehabilitation, educational opportunities, vocational training, community reintegration, and legal representation. You can see Nicolette proudly posing with her organization’s registration with the Ministry of Health in this portrait, taken by GlobalGiving Field Traveler Leena El Seed.



*Transmitter for women's community radio in Nepal,  
a project by The Mountain Fund*

## Commitment to Community-Led

In 2018, we published the results of this two-year impact study. In that report we found that GlobalGiving nonprofit partners demonstrated significantly more participatory planning and decision-making processes. In 2018 we had decided to hone our research and learning on community-led.

In 2019, GlobalGiving continued to review, strengthen, learn and implement community-led practices in our work. We have taken that learning and implemented it into our Field Program and Disaster Response, finding that local knowledge and community support enables GlobalGiving to more quickly identify, navigate and strategize response to shifting landscapes.

Starting in 2020, we'll test several of our Community-Led definitions/hypotheses with a community-based action research project to ask community members in several countries what "community led" looks like to them, how community-led approaches can be evidenced, and whether or not it's related to real-world impact, given their experiences. GlobalGiving has partnered with the [Global Fund for Community Foundations](#) (GFCF). GFCF brings extensive experience conducting and supporting research, action-learning, and writing that deepens the evidence base for community-led development and provides practical guidance for practitioners and funders. Our research will be conducted in six countries, by in-country researchers, and supported by a diverse peer learning group. It will be grounded in an equity-based approach that will position community members as authors and owners of the findings and recommendations.





# COVID-19 Response

Photo: *Orbis Provides Clean Water to Save Sight, Ethiopia* a project by Orbis Ireland

In January of 2020, GlobalGiving launched the [Coronavirus Relief Fund](#). As the crisis escalated globally, in March, Alix shared a simple statement to our community: we're here to help.

The coronavirus crisis is certainly unique. Unlike hurricanes, wildfires, and humanitarian catastrophes, this crisis affects all of us, not just those of us in a particular geographic region. Yet, like other crises, it's inspired incredible generosity from people of all means around the world.

Despite staring into the unknown, ordinary people and our corporate partners are answering the call for help. The GlobalGiving community has raised millions of dollars for COVID-19 relief through our Coronavirus Relief Fund. Dozens of our nonprofit partners are hard at work on the front lines of the crisis, protecting the most vulnerable people from the outbreak.

Most of our partners, however, aren't directly involved in frontline efforts to stop the coronavirus. They're deep in uncharted waters, too. Their economic struggle isn't making headlines or mentioned in press conferences. But their work has never been harder, and it must go on. Suddenly, they must find a way to fundraise without a gala, educate without a classroom, rally their staff without four walls to unite them.

GlobalGiving is making \$1,000 microgrants to at least 100 vetted nonprofit partners in our community who tell us they need it and hoping to do many more through additional support.

We won't ask them to fill out a lengthy grant application. We'll simply ask them to tell us what they need in a few sentences. And then we'll trust them.

We'll trust that they'll put the money, however inadequate, to good use. Trust that a little something extra at this difficult time is better than nothing. Trust that they know what their communities need right now better than anyone else.

Cover Photo: *Health and hope in Burma after Cyclone Mora*, a project by Health and Hope UK