



2020 Annual Report

TOGETHER, APART:
HOW THE GLOBALGIVING
COMMUNITY CONFRONTED 2020

Photo: *Help Feed and Support 650 Students in Guatemala* by The Education for the Children Foundation (EFTC)

Introduction

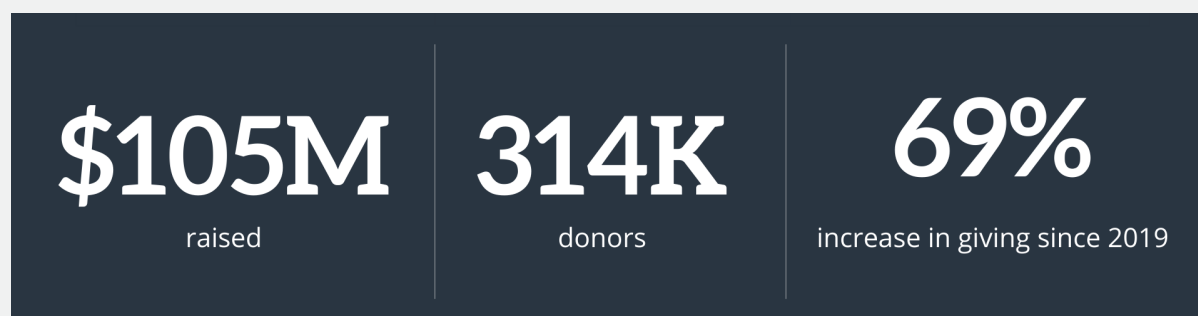
A Year Unlike Any Other

Even the most hurried breakdown of COVID-19 statistics reveals disturbing fault lines: that Black Americans are [four times more likely](#) to be hospitalized with the virus than white Americans; that women make up [70% of the health care workers](#) who are fighting the pandemic every day and also feeling the brunt of its socioeconomic impacts; that people who live in the poorest countries will grapple with coronavirus aftershocks much longer than those who live in the wealthiest. The numbers lay bare the failures of our systems and the resulting inequities, but they can also distract us from the real people they present.

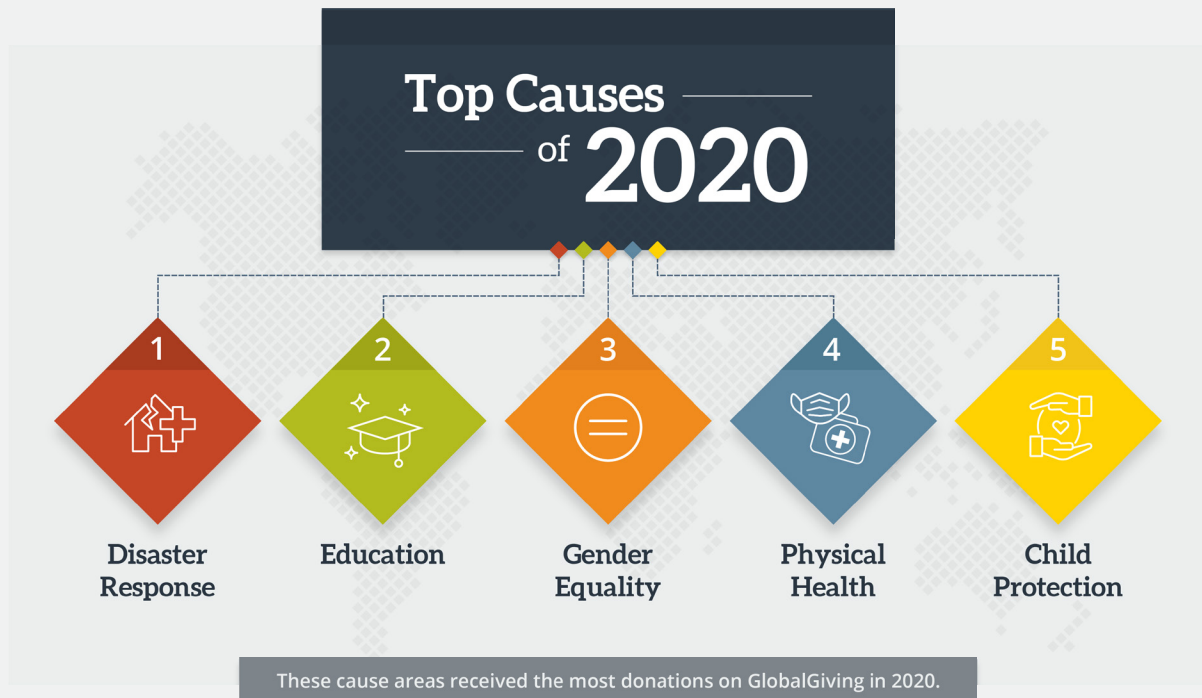
People who have lost lives, livelihoods, and loved ones in the coronavirus pandemic. People who have been robbed of critical learning time or essential social support. People who don't have basic necessities: food, shelter, sanitation, safety.

GlobalGiving was founded in 2002 to **connect people** in need with people who care. No year has proven the power of generosity quite like 2020. The GlobalGiving community came together to raise a record-breaking \$105 million for urgent causes around the world—about one-third of funds raised were devoted to coronavirus responses.

A Response Unlike Any Other



Beyond a pandemic that continues to upturn lives and economies almost everywhere, 2020 also brought record-setting hurricanes and typhoons, devastating wildfires on multiple continents, and a long-overdue racial justice reckoning in the United States. More than 314,000 people responded to the challenges of 2020 by making safe and secure donations to 8,688 projects in 169 countries through GlobalGiving. More than 162 companies, large and small, also acted, sending millions in aid to communities in need.



Behind every donation, every partnership, every project is the belief that a better world is possible.

This belief paired [grandmothers in Senegal with teachers](#), ensuring children could continue learning despite school closures and the lack of WiFi and textbooks in their rural villages. It powered the [Mobile Mini Circus for Children](#) whose creators used circus tools to keep people socially distanced and informed about how to curb the spread of the coronavirus. Without the generosity of GlobalGiving donors, community-led projects like these risk being overlooked and underfunded. In 2020, you helped keep their leaders in the driver's seat of change.

Thank you.

Explore this report to learn more about the GlobalGiving response to COVID-19, disasters that wreaked havoc around the world, and existential threats to nonprofits themselves and the communities they serve. Though daunting, demanding, and in some cases, ongoing, these are the very challenges GlobalGiving was made to solve.

CHAPTER 1

Letting Communities Lead

Photo: *Support Indigenous
Students in the Face of COVID-19*
by Instituto Chaikuni



Letting Communities Lead

On the Tohono O'odham reservation in southwestern Arizona, the nearest grocery store is a two-hour drive away. The mountains in this rural area of the Sonoran Desert are sacred to the Tohono O'odham people—but being near them also makes it difficult to access nutritious food. That was the case even before stay-at-home orders came into effect to curb the spread of COVID-19 in Arizona, which accounts for at least [one-third](#) of all cases among Native Americans nationwide.

The infection rate for Native Americans is nearly [three times higher](#) than for white Americans, and Native Americans are more likely than any other group to be hospitalized due to COVID-19. At the root of the disparity: a history of persecution and entrenched structural inequality. GlobalGiving partner [Native American Advancement Foundation](#) (NAAF) was working with communities to counter these inequalities and vulnerabilities long before the world heard about the coronavirus.

But when the pandemic hit, preserving health and life became the priority. With the support of a \$10,000 grant from the [GlobalGiving Coronavirus Relief Fund](#), NAAF distributed hygiene kits, care packages to elders, and 100 meals per day to kids as the virus and the economic strain spread across the reservation.

NAAF is one of nearly 300 grantees whose lifesaving work in 2020 was made possible by more than 23,000 incredible individuals and companies that donated [\\$12.7 million](#) to the GlobalGiving Coronavirus Relief Fund. This wave of generosity in response to the threat of the coronavirus has fueled critical, community-led relief efforts in more than 69 countries.



We are not alone, but rather, we are here as a community to stretch our hand and lift each other up when needed.

— ROBERTO AMAYA, CORONAVIRUS RELIEF FUND DONOR

Global Threat, Global Response

- January 11**
Chinese media report the first death from the novel coronavirus.
- January 27**
GlobalGiving launches its Coronavirus Relief Fund.
- February 18**
GlobalGiving's Coronavirus Relief Fund raises \$195,000.
- March 9**
GlobalGiving disburses emergency grants, totaling \$175,000, to five nonprofits in China, Iran, Italy, the U.S., and South Korea.
- March 11**
The World Health Organization declares a pandemic.
- March 25**
TIME magazine highlights GlobalGiving as a way to help during the pandemic.
- March 30**
GlobalGiving disburses emergency grants, totaling \$350,000, to seven nonprofits in Germany, Greece, India, Kenya, Morocco, South Africa, and the U.S.
- April 4**
The World Health Organization confirms more than 1 million cases of COVID-19 worldwide.
- April 6**
GlobalGiving disburses emergency grants, totaling \$190,000, to seven nonprofits in Bangladesh, Burundi, Indonesia, Palestine, the U.S., and Yemen.
- April 30**
GlobalGiving disburses emergency grants, totaling \$600,000, to 21 nonprofits in Brazil, Cameroon, China, Democratic Republic of the Congo, Egypt, India, Pakistan, Peru, and the U.S.
- May 29**
GlobalGiving's Coronavirus Relief Fund raises \$1.1 million in a single day.
- June 1**
GlobalGiving disburses emergency grants, totaling \$620,000, to 20 nonprofits in Brazil, Canada, Colombia, India, the Philippines, Russia, Somalia, South Sudan, and the U.S.
- June 22**
GlobalGiving disburses emergency grants, totaling \$245,000, to 10 nonprofits in Canada, Mexico and other Latin American countries, and the U.S.
- July 27**
GlobalGiving disburses emergency grants, totaling \$530,000, to 17 nonprofits in Haiti, the Dominican Republic, Indonesia, Japan, the UK, and the U.S.
- August 3**
GlobalGiving disburses emergency grants, totaling \$665,000, to 33 nonprofits in Afghanistan, Angola, Bangladesh, Burkina Faso, Chile, Colombia, Democratic Republic of the Congo, Ecuador, Guatemala, India, Indonesia, Iran, Iraq, Jordan, Kazakhstan, Lebanon, Pakistan, Peru, South Sudan, and the U.S.
- August 17**
GlobalGiving disburses emergency grants, totaling \$909,000, to 36 nonprofits in Angola, Brazil, Colombia, Democratic Republic of the Congo, Ecuador, Ethiopia, France, India, Kenya, Mali, Mozambique, Myanmar, Nicaragua, Nigeria, Somalia, South Africa, Tanzania, Uganda, the U.S., Yemen, and Zambia.
- August 31**
GlobalGiving disburses emergency grants, totaling \$175,000, to eight nonprofits in India, Mozambique, and the U.S.
- September 21**
GlobalGiving disburses emergency grants, totaling \$1.9 million, to 99 nonprofits in Afghanistan, Argentina, Armenia, Bolivia, Chad, El Salvador, Honduras, India, Indonesia, Iran, Jamaica, Madagascar, Malaysia, Mexico, Morocco, Mozambique, Nicaragua, Niger, the Philippines, Sierra Leone, South Africa, South Sudan, Thailand, Turkey, the U.S., Vietnam, and Yemen.
- September 28**
Global COVID-19 deaths surpass 1 million.
- October 19**
Global COVID-19 cases exceed 40 million.
- November 18**
Pfizer, BioNTech vaccine is 95% effective.
- December 2**
The U.S. records the highest number of daily deaths, new infections, and hospitalizations in the country since the pandemic began.
- December 6**
23,000+ donors contribute \$11 million to GlobalGiving's Coronavirus Relief Fund.

A Flexible Lifeline

While many of GlobalGiving's nonprofit partners were on the front lines and needed emergency grants to defeat COVID-19, the pandemic threw every single one of us deep into uncharted waters. The social sector is in an especially precarious position.

38%

of U.S. nonprofits
or more may close

45%

of UK charities working
overseas may close

75%

of nonprofits have less than
six months of cash on hand

To fill these critical gaps in funding and offer support for the needs of the moment, GlobalGiving launched a [COVID-19 Hardship Microgrants Initiative](#) shortly after the World Health Organization's official pandemic declaration in March. The initial round of 100 \$1,000 unrestricted grants was aimed at helping nonprofit partners navigate the imminent challenges of the pandemic, including the sudden need for virtual programming and better technology.

Incredible support from individuals, companies, and GlobalGiving leadership enabled us to [quintuple](#) the number of grants issued until we reached \$500,000 of funding for 482 organizations in 83 countries.

Even for nonprofit partners that weren't awarded a hardship grant, GlobalGiving offered support and flexibility. Project report deadlines, which fall every three months, were extended to give nonprofits responding directly to the COVID-19 crisis or reeling because of it more breathing room and less stress. Allowing project-specific funding to be used for general operations through June 30, 2020 gave even more partners flexibility to respond as needed to the crisis.

The long-term impacts of COVID-19 aren't over—some aren't even known yet. As the pandemic and the recovery from it continues, GlobalGiving's support will continue, too.

CASE STUDY

Photo: *Capacity-building for Rural Women Artisans in Peru* by Awamaki

Stepping in for Tourism in Peru

An unrestricted microgrant let Awamaki distribute food and provide business support to women artisans in rural Peru who lost their income as pandemic travel restrictions halted tourism to the region.



Our female artisan partners rely on visits from tourists and on tourists' purchases of their crafts to help keep their families afloat. Their access to health care is limited and their economic situation, already precarious, could be devastated by the sudden and drastic reduction in tourism income they will see this year. The women artisans have told us that the top expense for the income they earn from tourism is purchasing food for their families. At Awamaki, we strike to give a hand up rather than a hand out; an opportunity rather than material support. But we recognize that sometimes, material support is what's most needed.

- Veronica Levy, Awamaki, Peru

CHAPTER 2

Women Supporting Women

Photo: *Train 10 Women +
Keep Weaving Alive in Kenya* by
Imani Collective

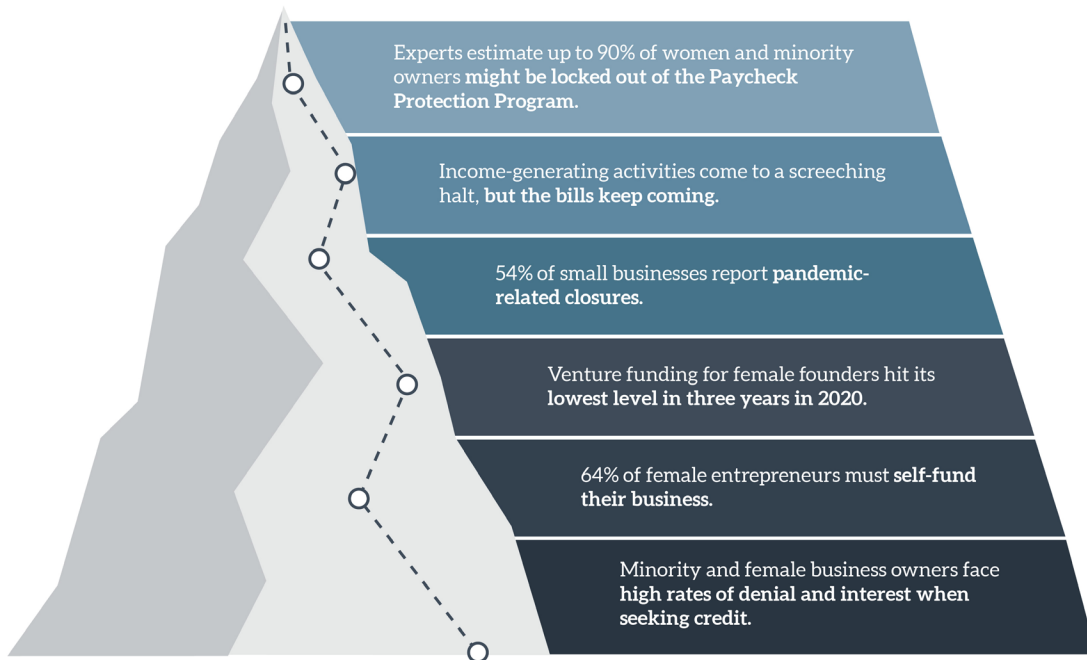


Women Supporting Women



A crisis never affects everyone equally, and the coronavirus pandemic proved early on that it would be no exception. In mid-March when the first stay-at-home orders were issued, these grim realities weren't yet clear. But Spanx founder Sara Blakely, one of the youngest self-made female billionaires in the world, knew her fellow female entrepreneurs were in an unstable position.

The Setbacks of COVID-19



By early April, GlobalGiving had partnered with the Spanx by Sara Blakely Foundation to launch The Red Backpack Fund. She awarded \$5,000 grants to more than 1,000 female entrepreneurs to handle their immediate needs and adapt to keep their businesses alive through the COVID-19 crisis. More than 88,000 business owners applied for The Red Backpack Fund, underscoring the dire circumstances brought on by the pandemic. The GlobalGiving team read thousands of moving testimonials from amazing and innovative women like Chaunda Brock. In her application, Chaunda wrote:



As a small minority business, we have not received any of the federal funding under the Paycheck Protection Program to date. Even if we did, the only operating expense that would qualify for forgiveness would be employee costs. Our parents and community, particularly parents of children with disabilities, are counting on us to weather this so we can reopen and continue serving the schools and the community. Our employees are dedicated and committed to our work and mission. We want to make sure they are taken care of and that we don't lose them. They are the best staff anyone could ask for.

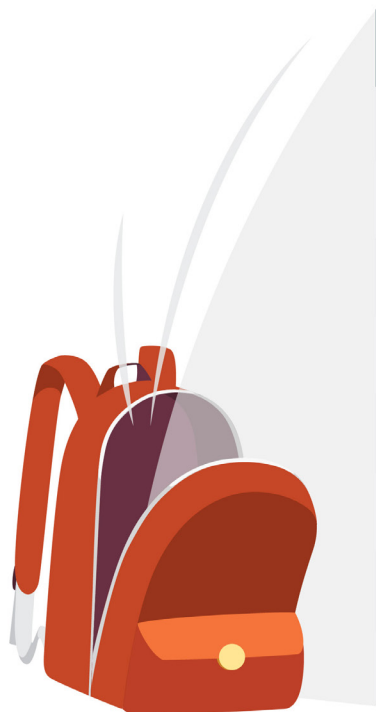
— CHAUNDA BROCK, CO-FOUNDER, ATLANTA KRUZIN KIDZ









Chaunda was one of more than 1,000 female entrepreneurs selected to receive a \$5,000 grant, an all-access pass to MasterClass featuring Sara Blakely's entrepreneurship course, and a lucky red backpack. Women in every state and hundreds of cities across the United States and its surrounding territories became part of The Red Backpack Fund legacy.

Putting The Funds To Use

The recipients had wide-ranging plans for how they would use the funds, from keeping their staff on payroll to getting their bills in on time.

Here's a breakdown of how they intended to use the funds:



| INTENDED USE | | PERCENTAGE |
|---|--------------------------|--------------|
|  | Payroll | 41.2% |
|  | Rent/Mortgage | 26.6% |
|  | Lost Income | 16.5% |
|  | Purchase Orders | 4.0% |
|  | Accounts Payable | 3.8% |
|  | Health Insurance* | 1.1% |
|  | Utilities | 0.5% |
|  | Transportation | 0.2% |

*Or other employee benefits

Full recovery may take years, but GlobalGiving's partnership with Sara Blakely, led by a small team of grantmakers and fueled by generosity, is a step forward. From taking brick-and-mortar business models online to finding ways to create a sense of connection during socially distant times, the women of The Red Backpack Fund are creative, unshakeable, and a testament to what happens when women support women.

CHAPTER 3

Warming World, Worsening Disasters

Photo: *Australian Bushfire Relief:
Food and Groceries* by Foodbank
Australia Limited



Warming World, Worsening Disasters

As almost every country battled the coronavirus pandemic's sweeping consequences, some of the most intense climate-induced disasters in recorded history contributed to the climbing death toll as they burned, flooded, and destroyed cities and towns across the world. That includes back-to-back hurricanes in Central America, the world's strongest recorded typhoon in the Philippines, and wildfires from Australia to the West Coast of the United States.



2020 has passed in a haze of disasters, difficulties, and adaptation. Those already displaced or with precarious housing conditions after the 2017 hurricanes and the 2020 earthquakes now experience more insecurity and inequality.

— ARIADNA GODREAU-AUBERT, AYUDA LEGAL PUERTO RICO

Survivors around the world found respite—and resources to prepare for the future—through GlobalGiving. More than \$46 million was contributed to disaster response including COVID-19. We turned to leaders from Indigenous communities to learn how to better prepare for disasters. Our unique approach to disaster recovery, rooted in flexible, trust-based grantmaking, allowed us to react quickly to support the work that affected communities.

Despite the hardships of 2020, the GlobalGiving community—especially our partners on the ground—stepped up to help those in need. As the fires burned across Australia, our nonprofit partners jumped into action, raising \$1.7 million for fire relief in their communities.

If 2020 has shown us anything, it's that we have a greater impact when we take action together. This year, the GlobalGiving community gave to 550 projects that aid disaster-impacted communities in 74 countries, and through Facebook, contributed to fundraisers for 156 disasters. Our nonprofit partners saved lives, rebuilt homes, and responded with care and compassion to people who needed help around the world.

CASE STUDY

Fast Funds for First Responders

The Foundation for National Parks & Wildlife created the Wildlife Heroes program to support the wildlife volunteers who act as first responders in emergency situations. GlobalGiving provided \$70,000 to the organization in January, giving them the funds they needed to respond quickly and support the volunteers working tirelessly to care for hungry, scared animals with severe burns from the fires.

Photo: *Healing Our Land - Bushfire Recovery*
by Foundation for National Parks & Wildlife



The Foundation for National Parks & Wildlife was the first charity to open its Wildlife Heroes grants to volunteer carers nationally, awarding emergency funds within days to help them buy essential resources for rescue and rehabilitation. Since the Black Summer, Wildlife Heroes has helped more than 15,000 carers with wildlife care and, importantly, equipped them with the tools to manage their own mental health.

- Ian Darbyshire, Foundation for National Parks & Wildlife, Australia

CHAPTER 4

Finding Strength in Community

Photo: *Ending Large Scale Sex
Trafficking in India* by My Choices



Finding Strength in Community

Local leaders in the GlobalGiving community formed the backbone of their community's responses to 2020's dizzying array of obstacles. Often on shoestring budgets in a pandemic, GlobalGiving partners around the world adapted to virtual programming, overcame lost revenue from canceled fundraising events, and courageously supported individuals and families in environments where social distancing was nearly impossible, such as refugee camps, food distribution centers, and hospitals.



If studying under normal circumstances was a challenge, studying 'virtually' is even more so, putting many of the Indigenous students at risk of dropping out. Instituto Chaikuni organized more intense tutoring classes as soon as the situation allowed us to. To date, we offer six reinforcement courses: Basic Math, Advanced Math, Physics, Statistics, Oratory, and English. We had to quickly adapt to the new situation created by the pandemic, and so we did.

- ALMENDRA AGUILAR AGUIRRE, INSTITUTO CHAIKUNI, PERU

We now have more nonprofit partners in our community than ever before—3,514 in 128 countries across the globe. Those partners are raising more funds and engaging in programs to learn from each other in greater numbers and with greater enthusiasm than ever before. And they aren't doing it alone. Donors from around the world pitched in to help us support nonprofits.



\$34M

Donors gave generously:

GlobalGiving Gift Cards, matching campaigns, and marketing are powerful—driving 1/3 of dollars raised for partners



2,254

Generosity met action:

of our nonprofit partners participated in GlobalGiving campaigns to fund their vital projects



\$3.6M

We broke records:

was raised on #GivingTuesday alone—making it the most successful fundraising day in GlobalGiving history

As nonprofits around the world struggled to stay afloat and sought new funding opportunities, GlobalGiving welcomed a record-breaking 529 incredible new nonprofit partners from 95 different countries to the family through our virtual onboarding program, the GlobalGiving Accelerator. These latest additions to the GlobalGiving community are championing important causes from providing affordable healthcare for women in Egypt to using nanotechnology to restore coral reefs on the island of Saint Martin.

CASE STUDY

Stronger Together



I work for a small charity and am the sole fundraiser for the organization. Being part of the GlobalGiving Accelerator gave me an immediate sense of community and opened my eyes to new skills and ideas. It was great having a solid structure from day one to develop our fundraising campaign. GlobalGiving shared many useful tools, such as communicating a campaign from start to finish and skillfully mapping our support base.



Photo: *Sponsor A Girl's Education in Rural Morocco* by Education for All Ltd

The team's availability to us, answering our many questions, was impressive. The webinars and the Facebook group meant that every step of our Accelerator launch was guided—like a friend taking you by the hand! I learned more about fundraising in these three weeks than I have over the last seven years, and I'm excited to continue learning and benefitting from GlobalGiving membership and all the free resources offered. I feel like I have a fundraising community now and am more skilled than before. I know that this platform will bring immeasurable benefits to the community of girls in rural Morocco that our work supports.

- Sonia Omar, Education For All Ltd, Morocco

As the months wore on, GlobalGiving partners new and old leaned on one another to navigate 2020's many new challenges. More than 1,000 local leaders connected through collaborative GlobalGiving training programs, including the Peer Learning Network, Peer-to-Peer Mentoring Program, and Online Fundraising Academy. Virtual tools, templates, and resources in the GlobalGiving Learn Library that helped our partners explore cutting-edge ways to fundraise, demonstrate impact, and hold their organizations accountable to their communities were accessed more than 1 million times.

As these local leaders begin reopening and reimagining programs in the face of an uncertain future, they will need our continued compassion and generosity.

Ultimately, the headline is this: no matter the obstacles, the GlobalGiving community will continue growing, learning, and making the world a better place—one day at a time.

CHAPTER 5

Partnering for Good

Photo: *Sewing Machines for Girls for Self-Reliance* by Azad India Foundation

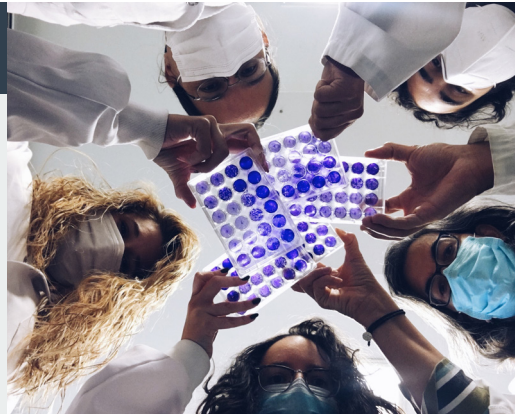


Partnering for Good

In 2020, hand sanitizers and masks were suddenly on everyone's shopping list. For frontline health workers and essential employees, they were an absolute necessity—and one in short supply. GlobalGiving partner 3M stepped up to meet the demand for masks, serving as just one example of hundreds of companies, both global and local, that became key to distributing aid and resources to combat the virus around the world. Many of GlobalGiving's longstanding and new corporate partners worked hard to be part of the solution—even as they navigated the economic and logistical challenges the pandemic posed for them.

CASE STUDY

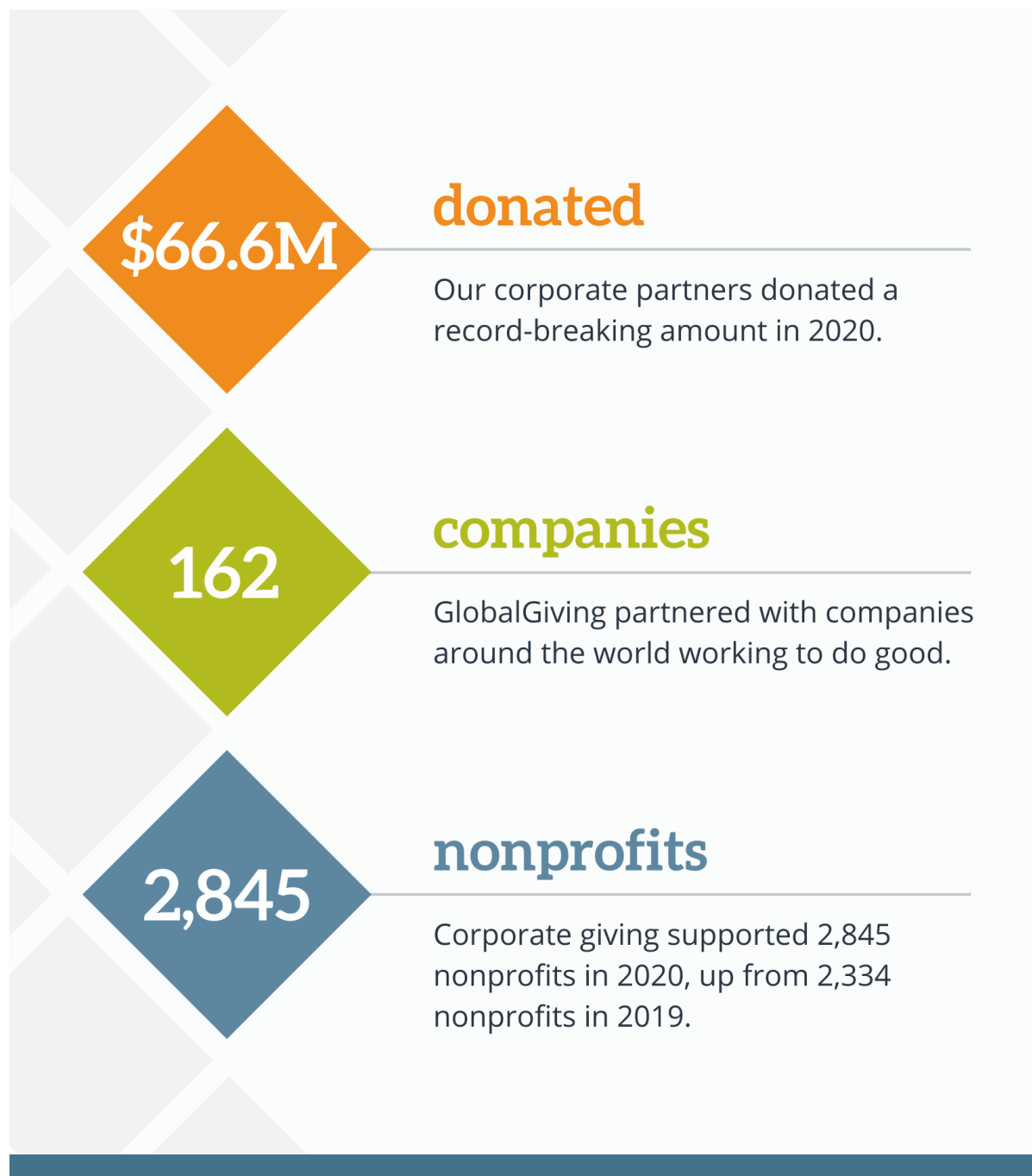
How 3M Manufactured Relief



3M adapted their operations to manufacture and donate products that were key to combatting the pandemic. The company also partnered with GlobalGiving to support global medical universities in COVID-19 treatment research and vaccine development. The company committed a total of \$5 million to the initiative and worked with GlobalGiving to disburse nearly \$2.5 million to universities outside the United States, including Brazil, Chile, Ireland, Israel, Japan, South Korea, and the United Kingdom.

The 3M-supported research at Pontificia Universidad Católica de Chile focused on the development of a vaccine vehicle for safe immunization against COVID-19. Another grant awarded to the University of Campinas in Brazil supported the expansion of its medical research facilities to enable researchers to study COVID-19 and other pathogens with state-of-the-art technology.

We're always impressed by the creative ways that our corporate partners give and enable their customers to support causes they care about. In 2020, the generosity floored us.





The reach of GlobalGiving's corporate grants in 2020

Thanks to our biggest corporate contributors of 2020:

3M, Benevity, Corteva, Cummins, Facebook, Ford Motor Company Fund, Impact Assets, L'Oreal, Riot Games, and Spanx

Thanks also to new partners including:

Aptiv, Bechtel Group Foundation, Bosch Community Fund, Colgate-Palmolive, Dow Jones, Electronic Arts, JPMorgan Chase, Logitech, and MetLife Foundation

Giving and Adapting

As the pandemic affected supply chains around the world and forced offices to close, companies looked for ways to continue their operations and keep their employees safe. More than ever before, our corporate partners listened and responded to the needs of their communities. One way they did so was through generous grantmaking to nonprofits at the forefront of COVID-19 response efforts.

GlobalGiving's grantmaking experts focused on flexibility with corporate grants to let nonprofit partners determine the best way to support their communities for maximum impact, as needs continually shifted throughout the pandemic.

Through our partnership with the Ford Motor Company Fund, GlobalGiving awarded more than 104 general operating grants in 2020 alone.

Amid the challenges and changes of the pandemic, GlobalGiving's community-led principles continue to shape the future of corporate grantmaking.

Among GlobalGiving's 162 corporate partners, the number of programs to engage employees in giving or integrate it into business as usual grew in 2020:



We trust our partners to use the funding as they see fit in order to move their important work forward during this time of limited funding happening around the world. We value our partnerships and understand the importance of their sustainability in order to make a difference in our communities.

- BENNA DEESE, FORD MOTOR COMPANY FUND

44+

employee giving
programs

28+

cause marketing
programs

Each act of generosity from the incredible companies that sustained missions, offered support, and found ways to keep going during a tumultuous year fueled us. Through it all, we'll keep asking: "How can we partner for good?"

CHAPTER 6

Challenging the Status Quo

Photo: *Help Kenyan and Ugandan
Women Provide Clean Water* by
Global Women's Water Initiative



Challenging the Status Quo

What does community-led philanthropy look like?

How can we approach dilemmas with empathy and make decisions with integrity?

Those are the big, broad questions GlobalGiving's Evidence + Learning Team tackled in 2020.

Community Research by the Community

To understand the concept of community-led change, we wanted to learn what community members themselves thought about it. Our ultimate goal is to make it easier for funders (like us) to identify, support, and strengthen community-led approaches. Too often, the tools funders use do not reflect the community's perspective or preferences.



At best, those tools developed outside of communities can miss the nuances of community-led processes and outcomes. At worst, they can deepen existing inequities.

Through a partnership with Global Fund for Community Foundations, we worked with field partners in six countries—India, Mexico, Nepal, Russia, Vietnam, and Zambia—to co-design a process to identify community-led approaches, document them and their long-term impact, and discover how funders' policies and practices promote or inhibit community led-ness. This participatory research yielded some important findings including:

The community (and its goal) is in the eye of the beholder.

Participants offered different interpretations of the term "community." For some, it meant people in the same place sharing resources and facing common challenges. For others, it meant people with a shared identity, but not necessarily in the same location.

Funders can support and promote community-led processes

when they communicate openly and work in partnership and express patience, an appreciation for and curiosity about local conditions and context, and humility. Flexible funding and non-financial resources are two concrete and important offerings that promote community-led approaches.

To help determine whether work or organizations are community led, our six research partners developed a self-assessment survey. The Community-Led Assessment is a quantitative and qualitative questionnaire of nine essential characteristics of community-led work (considered universally applicable). Those characteristics are:



These are the first [outputs and answers](#) of our research. In our next phase of this work in 2021, we will hone the tools, seek to understand what formats would be most useful to potential users, and make them publicly available. We'll also continue to facilitate connections and exchanges among community-led groups, intermediaries, and funders supporting community-led initiatives. As we work together, those closest to the work will remain the focus.

Solving the Platform Neutrality Paradox

Prompted by a series of dilemmas, GlobalGiving has recently reflected upon the concept of neutrality. Platforms like ours (and many others) are finding themselves stuck in what we called the [Neutrality Paradox](#). Who should be allowed on the platform? Who should be off? And who gets to make those decisions? We couldn't *not* address these dilemmas.



The problem: At times, it can be very unclear whether a certain activity belongs on your platform or not. In fact, we found ourselves in situations where either choice—removing or keeping it on—seemed wrong. We called this the Neutrality Paradox.

— ALIX GUERRIER, GLOBALGIVING CEO

So we started asking other platform leaders and philanthropy intermediaries how they handled dilemmas through a 10-part article discussion [series](#) in Alliance magazine.

We worked with more than 100 peers and stakeholders through research, convenings, and design sprints to develop the [Ethos](#) Principles and Process as an approach and mindset to help us all make more confident decisions with integrity.

Ethos is designed to help decision-makers incorporate all stakeholder needs into their decision processes and to find creative “third-way” resolutions. Resolutions that go beyond “keep them on the platform” and “take them off the platform” binaries. In testing, the Ethos prototype has led to creative resolutions that give the decision-maker confidence while prioritizing relationships, dignity, and integrity.

We want this work, supported by the Bill & Melinda Gates Foundation, to help digital civil society platforms, philanthropy intermediaries, and even commercial platforms better govern their communities, advance their missions, and uphold their integrity as we enter the next phase of the growing platform economy.

A Community-Led Research Agenda



GlobalGiving will continue to address fundamental issues like systems change and ethics in technology, first and foremost, to improve our work. The hope is that by “learning out loud” and sharing our successes and failures, we’ll also help transform aid and philanthropy to accelerate community-led change.

The Year Ahead

A Note from GlobalGiving's CEO

In some ways, 2020 devastated us; in others, it galvanized us.

Although we helped students from Nairobi, Kenya to Connecticut, USA continue learning, fueled local responses to natural disasters worldwide, and fostered climate action through projects that planted mangroves and harnessed solar power, the pandemic was the most all-encompassing challenge that we faced.

COVID-19 has impacted all of us. Personally. Professionally. Profoundly. In early April, the news that my uncle and godfather died from COVID-19 shattered my family. I was struck by how many people around the world were facing similar loss and grief, and especially how many were doing so at the same time that job losses and lack of childcare took away basic assumptions we had about how we lead our lives.

At GlobalGiving, we committed to adapting the way we [meet our mission](#). We couldn't allow anything to impede community-led change—not even a virus that has changed the world.

As we tried to adjust to a new reality and the pandemic's compounding effects on communities everywhere, the sweeping racial justice protests made us rise up and reassess. We wanted to rally behind our partners and take a stand. But we also realized that [we have work to do](#). We dove into that work for the remainder of the year. Preparing to audit all of our programs for implicit bias, prioritizing the visibility of our partners engaged in racial justice work in the United States and internationally, and identifying, naming, and addressing how philanthropy broadly (including ourselves) plays a role in structural racism was a start.

But it's not a task that we can simply check off a to-do list. "Our commitments are not enough to undo systems created and reinforced over hundreds of years to oppress Black people in the United States. It will take all of us, working hard every day, to create a future free from racial injustice," GlobalGiving Director of Programs Michael Gale wrote. That work is only part of our contribution and part of our continual process of learning and growing.

Distance, divisions, and disasters defined 2020. They threatened our ties and tested our solutions. Luckily, we're tightly knit—and dogged.

And, thankfully, we were strengthened by a level of generosity we've never seen before. From the person who gave the extra they had in their pocket to the corporation that contributed to a grant program, we saw an outpouring of support. Those donors helped our nonprofit partners continue their critical work on the front lines as they continued their fight for the causes closest to their hearts, such as gender equality, wildlife conservation, and human rights.

Their generosity added up to \$105 million for vital work by our nonprofit partners in 2020—a goal that was once so enormous GlobalGiving staff referred to it as the BHAG: big, hairy, audacious goal. We saw that BHAG nearly every day back when we worked from our office in Washington, D.C. When we started working from home in March, we thought we were a long way from the milestone. And we certainly didn't think we would get there during a pandemic.

But that monumental number is not about us. It happened because of you. Thank you for being the light in a long, dark year. Thank you for making it possible to reach new heights and keep going.

As we chisel away at the long-established status quo of aid, philanthropy, and disaster response, we're seeing our ideas and efforts make an impact. That's all the fuel that we need to move toward bigger goals and greater influence for our 3,500+ partners around the globe.

We know a better world is possible, and we are set on creating it.

Please join us in building a future in which nonprofits are free to be accountable first and foremost to the communities they serve instead of funders. A future where philanthropy is built on trust and community-led changemakers have the resources they need to pursue the solutions they believe are best.

We'll keep doing our part. All we need for even more impact in 2021 is **you**.

With gratitude for your partnership,



Alix Guerrier
GlobalGiving CEO

