

Annual Report 2009

**What if there was a marketplace
dedicated to connecting
people with good ideas to people
who wanted to fund them?**

**And what if any qualifying
organization in the world could become
a part of this marketplace?**

**Wouldn't that be a great way
to give every idea a voice?**



GlobalGiving is an online marketplace that connects you to the causes and countries you care about. You select the projects you want to support, make a tax-deductible contribution, and get regular progress updates so you can see your impact.

**This earth-changing concept
started with one very simple idea.**

In 1997, World Bank executives Mari Kuraishi and Dennis Whittle were asked to develop innovative ways to combat poverty. They created the Bank's Development Marketplace, a first-of-its-kind event where people from around the world competed for World Bank funds.

The event's success unveiled the enormous potential of a global marketplace for philanthropy, and participants asked for a real marketplace that was open year round and operated virtually. Mari and Dennis saw the brilliance of this idea, left the World Bank and launched GlobalGiving.

\$25 million donated by 80,000 donors to 2,200 projects

A letter from our president

Dear Reader,

For many non-profit organizations--including GlobalGiving--2009 was a year of focusing on core values. As the financial crisis deepened, we hunkered down, fully expecting people and companies to cut back on their giving. Because charitable giving is, for many people, a luxury expense, we braced for the first ever downturn in giving through GlobalGiving. But as the year played out, and we focused our efforts on reaching more grassroots organizations around the world, we achieved a 4% growth over 2008, and we delivered over 9 million dollars to 1,081 projects in 96 countries from more than 37,000 donors.

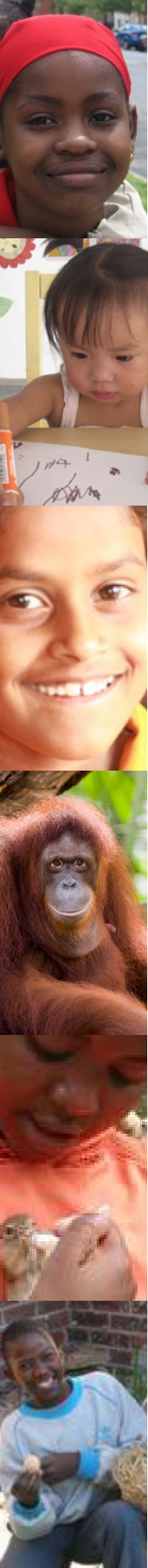
Increasing donations to projects through GlobalGiving was essential to the social entrepreneurs we work with, and quite an achievement for GlobalGiving itself. But 2009 also marked the year that GlobalGiving expanded its reach: the number of organizations we partner with nearly doubled. That's a significant increase over our average growth rate of 20% in previous years. We achieved this increase in our capacity by focusing on how we could help organizations get the most out of our networks, tools and functionality. This strategy allowed us to not only help our partners acquire more resources, but also to accomplish more with those resources. At the same time, we started making investments in easy-to-use tools for project partners. As a result, we could more effectively measure everyone's performance by improving useful information flows between us and our partners.

We firmly believe that we need more experiments in the service of fighting poverty around the world. So getting more resources to more grassroots organizations, including emerging ones, is a key contribution that we can make. But we also believe that these experiments need to be firmly grounded in the communities; they need to respond to real needs, and they must be refined until they are right. Thus, information--even from people or localities that we thought were too difficult to reach--is key if we expect projects to "fail quickly." Applying lessons learned in the field for the betterment of the global philanthropic community has been our mission ever since we started, and this mission is served not merely by funneling resources to a diverse array of grassroots organizations, but also by developing tools that make these organizations more effective. And the tools and dashboards we have begun to develop for project leaders are just the beginning.

We made great gains in 2009, and in 2010 we have seized many opportunities to build on those gains. I'm proud of the reputation we have among our project and business partners, and I am thrilled to have ever more people joining our cause.



Mari Kuraishi,
Co-Founder & President
July 31, 2010



The year in review

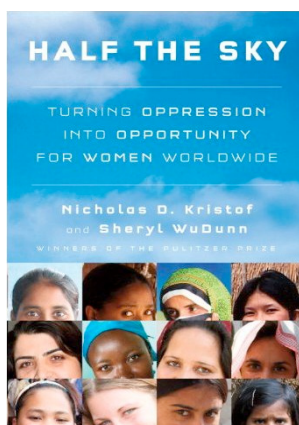


Strengthening our commitment to our mission As we weathered the financial crisis

GlobalGiving's mission is to build an efficient, thriving marketplace that connects people who have community and world-changing ideas with people who can support them. We continue to build this marketplace not only by increasing access to our platform for the individuals and organizations who are doing great work on the ground, but also by creating a donor experience that is intuitive, easy and effective. 2009 was a challenging year for philanthropy, and many donors were forced to make difficult financial decisions that limited their giving capabilities. But even in an uncertain financial environment, we succeeded in growing by 4%, and we continued to expand our community, connect with more donors and secure more funding than ever before. Chalk up a win for the overwhelming desire to change the world.

Our community continues to grow

We are proud to report that a greater number of donors and donations reached a greater number of projects on the ground last year than any other year in our history. In 2009, donors provided over \$9 million in donations (a new all-time record) to the organizations in the GlobalGiving community. This increased our donation total to over \$25 million since our inception in 2003. Throughout the past year, the breadth of our community's impact truly reached new levels. Grants were made to 625 organizations running 1,081 unique projects in 96 different countries. Donations from more than 37,000 donors made this possible--a 12% increase in individual donors over the previous year.



Spreading the word about giving on a global level:

GlobalGiving receives wide-spread recognition

2009 was a great year for getting published. We were fortunate to be featured in several books, including *Getting to Plan B*, by John Mullins and Randy Komisar, *Being Generous*, by Ted Malloch, *Growing Up Global*, by Homa Tavangar, and *Half the Sky*, by Nick Kristof and Sheryl WuDunn. Because of our mention in *Half the Sky*, GlobalGiving projects were included in Oprah's giving registry! We were also honored to speak at a number of leading universities and other venues, including the Skoll Forum, Independent Sector, the Guidestar International Conference, and the International Fundraising Congress. Our increasing brand recognition continues to bring new donors and organizations to our platform.

What if everyone
realized how easy it
is to support thou-
sands of initiatives
around the world?



Lowering barriers to access:

Helping small, emerging organizations make good use of our platform

Some of the best solutions to challenges are invented, discovered, and tweaked by people who live with the problem day in and day out, whether it's an innovative way to provide early education to low-income children in Mexico City or to immunize expectant mothers in Rajasthan, India. However, it can be a challenge for US donors to support these local solutions--especially if they are looking for a tax-deductible giving opportunity. That's why we're so keen on lowering the barriers to entry onto our platform. GlobalGiving makes it simple by vetting international organizations to ensure that every donation made through our platform is eligible for exemption. Last year, more than half of the organizations on GlobalGiving were based outside the US, enabling us to provide much-needed support to hundreds of international organizations.

One way we lower barriers for both US and international organizations is by opening our doors for "open enrollment," which we did three times in 2009. We call these opportunities Open Challenges, and they give any qualifying organization in the world a chance to earn a long-term presence on our platform by demonstrating it has a broad base of public support. Through these Open Challenges, we nearly doubled the number of new organizations on GlobalGiving between 2008 and 2009.

Joining forces to multiply goodness:

Partnering with Athletes for Hope for a project challenge

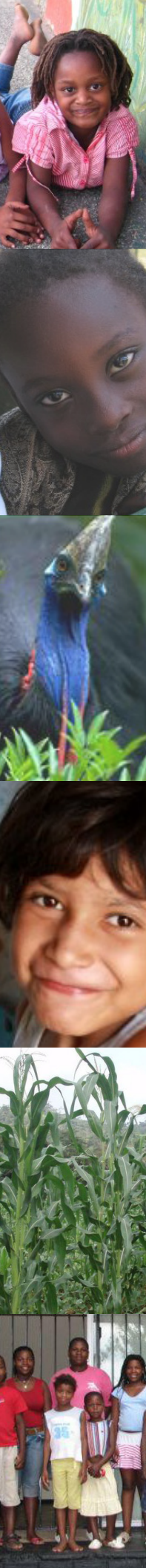
Beyond the open challenges that GlobalGiving hosted last year, we also collaborated with a number of partner organizations to host several custom challenges. In December, we teamed-up with Athletes for Hope, which assists athletes from over 50 sports in developing relationships with non-profits. The Athletes for Hope "Racing for a Cause" Challenge was part of a philanthropic triathlon where athletes competed by giving time to charities in 3 levels of service. Together the charities, athletes and sponsors raised more than \$175,000 on the GlobalGiving platform. When it comes to raising money for great ideas, athletes and GlobalGiving are a perfect match.



Coming together to solve everyday problems:

Finding solutions with InnoCentive

People living in developing countries face challenges every day that we take for granted: access to clean water and sanitation, adequate building materials to ensure that homes are safe and secure, and electricity to provide light and power household appliances. Since remote living conditions make it difficult to apply existing technologies to these challenges, GlobalGiving partnered with InnoCentive (with support from the Rockefeller Foundation) to identify and implement new and innovative solutions. Through this collaboration, InnoCentive "solvers" from around the world developed biolatrines, solar lanterns and brick makers that are currently being tested and used in rural communities in Kenya, Gaza, Pakistan and many other communities throughout the developing world.



Deepening our partnership with project leaders

Many of the amazing people behind the projects on GlobalGiving are both the heart and the backbone of their operations. They not only deliver on the ground, but negotiate their way through difficult political and regulatory situations, raise funds, and manage complex operations--all this in volatile environments where clean water, electricity, or law enforcement can't be relied upon. We think they're superheroes, and we suspect you do too. So this past year we put a lot of thought into ways we could make their lives easier. We started by proactively engaging every potential project leader and supporting their work through webinars, shared best practices, field workshops, and improved real-time information about their performance. We also improved our project ranking system (the order in which projects are displayed when donors search or browse GlobalGiving). Projects can improve their standing by reporting more frequently and by increasing their public support.

1-800 How's my driving?: Getting reviews and feedback from visitors and community members

We've always been committed to making the work that takes place in faraway places as real and tangible as the project next door. That means being able to hear what community members think of the performance of the project, and being able to "see" progress. That's why we ask project leaders to submit progress reports at least every 3 months. Last year, we formally kicked off our "postcards from the field" initiative: anyone who might be traveling to a project on GlobalGiving can contact us to let us know what they observed. Students, tourists and GlobalGiving interns and staff have posted 168 postcards from 144 projects around the world. We'd love for you to be the 169th. We've also been reaching out to community members--by text messaging, pen and paper, and audio--to hear what they have to say. Stay tuned to find out what we discover.



A project leader with a mission: A university student addresses girls' education in Uganda

As a senior in college, Alice Bator has already affected the futures of hundreds of girls in Uganda. Without sanitary pads, girls have to stay home several days a month, which has caused many girls to drop out of school in communities around the world. To address this problem, Alice partnered with the Kasiisi Project, a non-profit organization that funds school-related projects, to head up the Girls Support Program. Her project, which provides eco-friendly sanitary pads to girls who need them, secured a permanent placement on GlobalGiving in May of 2009 when she raised over \$13,000 through her involvement in a program supported by the youth-focused Center for Global Engagement. In October 2009, GlobalGiving recommended the project to Oprah Winfrey. Ms. Winfrey hand-picked Alice's project to be one of several which are featured on her "For All Women" giving registry. You can imagine the rest. Alice's story highlights just one of many project leader success stories which are featured on our platform.

What if we could ensure that donors were able to effectively support beneficiary needs?



Partnering with like-minded corporate partners

Throughout the year, GlobalGiving continued to partner with both new and existing like-minded companies and other institutional partners to broaden our mission of connecting world-changing ideas with people who can support them. In 2009, GlobalGiving solidified partnerships with companies such as Nike and Pepsi in order to provide experience and expertise and leverage our platform to power ground-breaking stakeholder campaigns. We launched a GlobalGiving-built website to power worldwide Nike employee matching gifts. We also expanded relationships with companies like Dell and CapitalOne by mobilizing both employees and consumers around disaster relief efforts via GlobalGiving.org.

Providing expertise to a national campaign: The Pepsi Refresh Project

In order to stimulate waves of positive change in communities around the country, Pepsi created the Pepsi Refresh Project, a voter-based initiative that allows the general public to decide which ideas should receive \$1.3 million in grants each month, ranging in size from \$5,000 to \$250,000. GlobalGiving is leveraging its vetting, technical and grant-making capabilities to support this \$20 million program. We are excited to play a crucial role in this innovative new program in 2010.



Passing along the gift of giving through gift cards

Thousands of individuals continued to purchase GlobalGiving gift cards throughout 2009 as a means of sharing the joy of giving with those around them; the number of gift cards purchased increased by 65% over 2008. The addition of a "print at home" option--along with the e-cards we rolled out in 2008--gave gift-givers two options to ensure same-day delivery.



Individuals were not the only ones sharing the gift of giving last year; several corporations purchased customized gift cards for their employees and other stakeholders as well. Liquidnet Holdings, an institutional investment firm, believes in the idea that "one person can make a difference, one idea can lead to change, and one company can have an impact." To build on this idea, Liquidnet provides GlobalGiving gift cards to welcome new employees to the firm, reward high-volume clients, and reward their employees' children through innovative incentive programs during the holidays.

As our gift cards have an infectious and inspiring effect on their recipients, we hope the 2009 gift card receivers will be the next generation to pass along the gift of giving.

STAFF AND BOARDS



Staff

Mari Kuraishi – President, GlobalGiving Foundation
Alison McQuade - Marketing Communications Manager
Britt Lake - Program Operations Manager
Donna Callejon - Chief Business Officer
Eula Dyson - Controller
Georg Apitz - User Interface/Usability Expert
Ingrid Embree - Director of Strategic Partnerships
Jennifer Sigler - Senior VP of Operations
Joan Ochi - Director of Marketing Communications
John Hecklinger - Chief Program Officer
Justin Rupp - System Administrator
Kerry Lenahan - Online Marketing Director
Kevin Conroy - Senior Java Developer
Marc Maxson - Manager of Performance Analytics
Marisa Glassman - Business Development Manager
Manmeet Mehta - Program Officer
Michael Nolan - Data and Analytics Manager
Robert Dubois - Marketing Associate
Steve Rogers - Engineering Director
Suzanne Garza - Office Manager

Extended Team

Adrian Lamoureux - Web Consultant
James Beresh - Financial Systems Contractor
James Krejci - Chief Financial Officer
Marcello Barth - Web Consultant
Margaret Coughlin - Chief Marketing Strategist

Board of Directors

CHAIR: Tom Bird - Founder and President of Farm Capital Services, LLC
Chris Wolz - President and CEO of Forum One Communications
Debra Dunn - Associate Consulting Professor at the Hasso Plattner Institute of Design
Dennis Whittle - Co-Founder and CEO of GlobalGiving Foundation



Donations by Country

country	US \$ funding		
	07	08	09
1. afghanistan	35,120	62,579	189,982
2. argentina	5,768	22,056	26,361
3. armenia	1,537	5,660	5,482
4. australia	1,218	7,436	82,633
5. bangladesh	15,106	38,433	28,430
6. belize	845	330	250
7. benin	533	0	0
8. bhutan	1,368	0	110
9. bolivia	1,144	4,480	18,926
10. bosnia and herzegovina	18,185	1,784	1,503
11. botswana	450	4,835	1,742
12. brazil	41,613	41,109	43,891
13. burkina faso	19,985	64,118	56,884
14. burundi	5,213	595	615
15. cambodia	17,400	53,129	131,072
16. cameroon	667	1,575	9,292
17. canada	1,166	733	30
18. chile	935	30	240
19. china	20,642	704,973	127,835
20. colombia	3,370	7,535	9,943
21. costa rica	9,715	5,681	15,396
22. cote d'ivoire	0	0	3,575
23. cuba	0	5,025	1,630
24. dem rep of the congo	7,970	5,681	11,621
25. dominican republic	0	290	5,167
26. ecuador	2,098	3,820	14,576
27. egypt	905	1,105	18,392
28. el salvador	1,035	1,450	3,438
29. eritrea	240	318	0
30. ethiopia	20,355	19,667	49,576
31. georgia	0	430	525
32. germany	0	10	0
33. ghana	13,288	45,049	106,713
34. guatemala	55,927	72,290	92,382
35. guinea-bissau	205	410	2,523
36. guinea	445	0	4,735
37. guyana	0	0	6,189
38. haiti	27,013	89,725	66,452
39. honduras	2,862	35,855	16,663
40. hungary	0	585	542
41. india	204,774	454,812	536,117
42. indonesia	18,826	11,924	32,092
43. iraq	20,696	5,363	758
44. ireland	0	430	170
45. israel	3,920	2,711	24,150
46. italy	0	0	105,485
47. jamaica	150	338	779
48. japan	39,560	54,722	54,515
49. jordan	0	10	1,745
50. kazakhstan	25	0	0
51. kenya	159,768	215,498	239,451
52. lao people's dem rep	210	2,001	13,305
53. lebanon	3,744	1,590	1,713

country	US \$ funding		
	07	08	09
54. liberia	0	144,805	89,872
55. lithuania	0	0	10
56. madagascar	480	9,022	28,460
57. malawi	4,785	6,399	19,387
58. mali	7,784	17,360	62,069
59. mexico	18,394	16,194	50,295
60. morocco	6,767	31,533	27,944
61. mozambique	10,793	42,701	42,925
62. myanmar	595	142,043	7,066
63. namibia	0	27,280	17,577
64. nepal	59,391	53,418	216,084
65. netherlands	0	0	175
66. nicaragua	4,680	3,099	34,396
67. niger	7,118	21,011	14,062
68. nigeria	7,129	16,518	24,406
69. north korea	0	2,523	2,746
70. pakistan	24,036	185,949	135,754
71. palestine	17,077	12,891	36,549
72. panama	0	7,659	1,095
73. papua new guinea	0	500	0
74. paraguay	0	0	6,858
75. peru	22,495	5,025	16,367
76. philippines	12,240	8,982	50,575
77. poland	2,879	1,380	180
78. russia	1,204	6,078	28,465
79. rwanda	101,546	129,227	195,073
80. saint lucia	0	0	10
81. saint vincent	0	0	7,765
82. samoa	0	0	7,771
83. senegal	0	5,335	3,865
84. serbia	0	261	834
85. sierra leone	50	7,320	19,344
86. somalia	75	1,155	585
87. south africa	43,236	44,567	87,136
88. spain	0	250	10
89. sri lanka	2,287	8,683	4,570
90. sudan	81,336	72,013	54,645
91. swaziland	542	215	0
92. tanzania	3,918	33,570	63,237
93. thailand	16,220	11,143	14,409
94. the gambia	1,695	2,261	3,956
95. togo	0	3,570	37,984
96. trinidad & tobago	0	22	0
97. turkey	710	2,850	4,100
98. uganda	53,805	119,008	390,460
99. ukraine	160	25	4,800
100. united kingdom	0	1,043	1,626
101. united states	359,866	2,137,863	1,011,540
102. vietnam	2,420	8,196	12,404
103. yemen	0	0	920
104. yugoslavia	0	261	0
105. zambia	6,296	8,040	11,639
106. zimbabwe	26,613	37,964	88,218

GlobalGiving Foundation, Inc.
ManyFutures, Inc.

Consolidated Statement of Activities and Change in Net Assets
Period Ended December 31, 2009

	Unrestricted	Temporarily Restricted	Total
REVENUE			
Grants	\$ 1,007,500	\$ 130,800	\$ 1,138,300
Project contributions	889,757	7,687,737	8,577,494
Professional services	427,379	0	427,379
Interest income	14,585	0	14,585
Contributed services and materials	152,547	0	152,547
Other Revenue	227	0	227
Net assets released from donor restrictions	6,377,681	(6,377,681)	0
Total revenue	8,869,676	1,440,856	10,310,532
EXPENSES*			
Project distributions	6,289,220	0	6,289,220
Salaries and benefits	2,402,374	0	2,402,374
Professional fees and services	1,021,644	0	1,021,644
General and administrative	267,991	0	267,991
Legal and registration fees	274,977	0	274,977
Telephone	17,277	0	17,277
Travel	115,645	0	115,645
Rent	110,898	0	110,898
Office supplies, printing and reproduction	58,372	0	58,372
Depreciation and amortization	52,364	0	52,364
Insurance	8,911	0	8,911
Other	171,019	0	171,019
Total expenses	10,790,692	0	10,790,692
Change in net assets	(1,921,016)	1,440,856	(480,160)
Purchase of treasury stock	(199)	0	(199)
Net assets at beginning of year	3,030,892	1,810,285	4,841,177
NET ASSETS AT END OF YEAR	\$ 1,109,677	\$ 3,251,141	\$ 4,360,818

*Breakdown of Functional Expenses: Program (83%), Management and General (6%), Fundraising (11%)

Complete audited financial statements for the GlobalGiving Foundation given upon request.

GlobalGiving Foundation, Inc.
ManyFutures, Inc.
Consolidated Statement of Financial Position
As of December 31, 2009

ASSETS

CURRENT ASSETS

Cash and cash equivalents	\$ 4,148,968
Accounts receivable	599,511
Prepaid expenses and other assets	<u>28,502</u>

Total current assets	<u>4,776,981</u>
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FIXED ASSETS

Fixed assets, Net of accumulated depreciation and amortization of \$112,640 (Note 9)	<u>198,625</u>
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OTHER ASSETS

Note receivable	50,521
Deposit	<u>16,437</u>

Total other assets	<u>66,958</u>
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TOTAL ASSETS	<u>\$ 5,042,564</u>
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LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accounts payable and accrued expenses	\$ 162,284
Accrued payroll liabilities	59,611
Deposit	61,978
Refundable Advances	<u>337,500</u>

Total current liabilities	621,373
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NON-CURRENT LIABILITIES

Deferred rent	<u>60,373</u>
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Total liabilities	<u>681,746</u>
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NET ASSETS

Unrestricted:	
Unrestricted	1,108,322
Non-controlling interest	<u>1,355</u>

Total unrestricted net assets	1,109,677
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Temporarily restricted	<u>3,251,141</u>
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Total net assets	<u>4,360,818</u>
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TOTAL LIABILITIES AND NET ASSETS	<u>\$ 5,042,564</u>
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