



2013 ANNUAL REPORT



globalgiving



## DEAR FRIENDS,

In 2002, GlobalGiving launched its online platform to connect donors with grassroots nonprofits worldwide. Twelve years in, we are now the nexus of a fast-growing network of nonprofits, donors, and corporate partners, and just celebrated passing the \$100 million mark in donations.

In 2013, we continued to build on our strengths as we:

- outperformed against our financial goals by closing the year with \$22.3 million in donations to project partners;
- grew our network of locally-led partner organizations to more than 2,790, reaching 148 countries;
- and scoped out the next big thing—by realizing the potential we had to support every single one of the organizations we work with in the field to learn faster and deliver more results on the ground

This means that from 2014 and beyond, we plan to transform GlobalGiving into a learning platform that incentivizes improvement and assures greater effectiveness for all partners. Just imagine what could be achieved around the world if the thousands of nonprofits we work with are supported to continuously improve their performance in their communities. That's the kind of scaled exponential change we want to catalyze.

**So on behalf of the GlobalGiving team and 9,100+ projects, I thank you for your role not only in helping us get to where we are today, but in giving us the confidence to map out new audacious heights to scale.**

Sincerely,



Mari Kuraishi  
Co-Founder and President









# THE GLOBALGIVING WAY

## OUR VISION:

Unleashed potential of people to make positive change happen.

## OUR MISSION:

To catalyze a global market for ideas, information, and money that democratizes aid and philanthropy.


## OUR THEORY OF CHANGE:

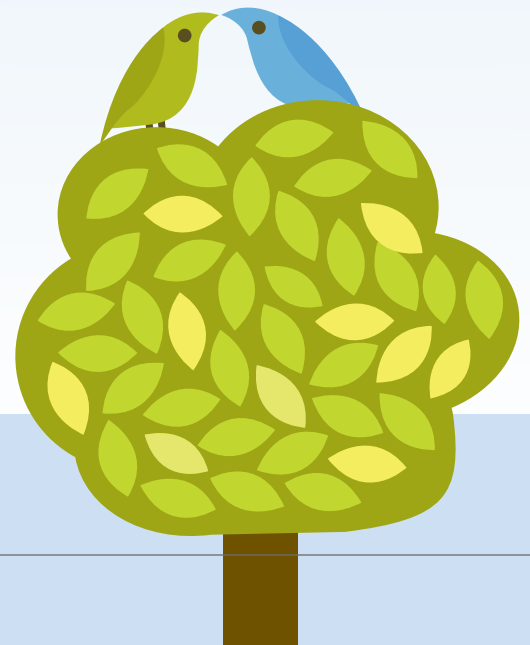
Organizations around the world are doing innovative social impact work without the benefit of necessary resources; donors around the world seek more impact. Using a technology-enabled platform to efficiently connect them—and others—will foster access, growth, learning, and effectiveness at a global scale.

## OUR HISTORY:

In 1997, World Bank executives Mari Kuraishi and Dennis Whittle were asked to develop innovative ways to combat poverty. They created the World 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.

## OUR CORE VALUES:

-  Listen, Act, Learn. Repeat.
-  Always Open
-  Never Settle
-  Committed to WOW





## SPOTLIGHT ON LISTEN, ACT, LEARN. REPEAT.

**Q:** How can a platform like GlobalGiving assure continual improvement for all of its project partners?

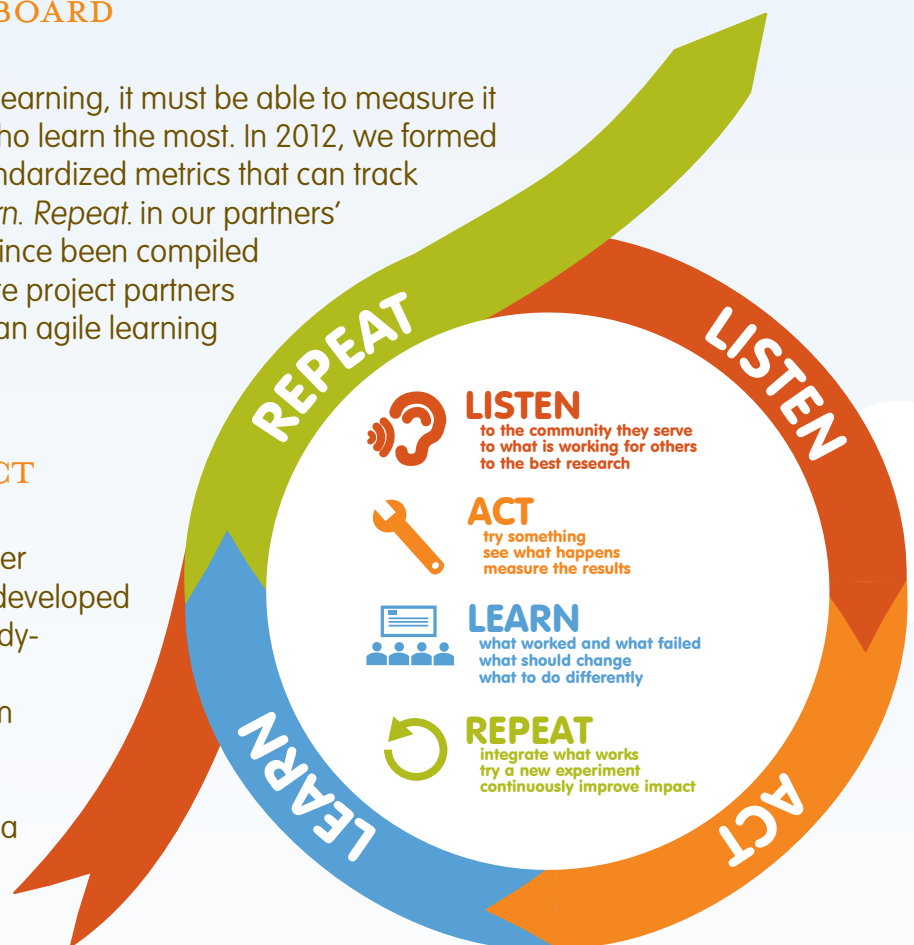
To answer this question we turn to the cornerstone of our core values: Listen, Act, Learn. Repeat. We believe that if our project partners actively follow all four steps, they will experience continuous tangible improvement, both in their program delivery and in their fundraising. To enable this process, GlobalGiving continues developing learning tools that will incentivize a virtuous cycle of progress for our entire platform.

### EFFECTIVENESS DASHBOARD

For GlobalGiving to incentivize learning, it must be able to measure it and reward project partners who learn the most. In 2012, we formed an internal group to create standardized metrics that can track all four steps of *Listen, Act, Learn. Repeat.* in our partners' behavior. These metrics have since been compiled into an online dashboard where project partners earn points for demonstrating an agile learning process.

### STORYTELLING PROJECT

With funding from the Rockefeller Foundation, GlobalGiving has developed the Storytelling Project as a ready-to-use listening tool for project partners seeking feedback from their constituents. The project has collected nearly 60,000 constructive stories in East Africa and is now being expanded to cover the disaster-affected areas of Japan.



*“This is an organization that embodies their values... The office atmosphere is open and fun due to everyone’s enthusiasm, but also extremely productive as everyone here works with passion and drive. Their values truly inform the work that they do and the direction the company is going in.”*

*—Anonymous Review of GlobalGiving on Glassdoor.com*

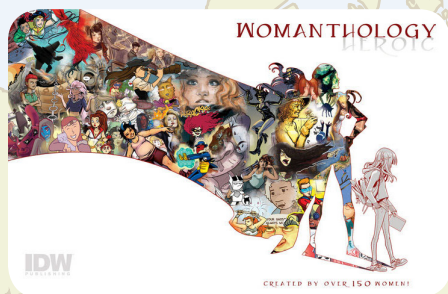


# MEET OUR DOERS

## A CREATIVE GIVER

### RENAE DE LIZ

wanted to bring exposure and support to more female comic book artists like herself. But she also wanted to make sure that the proceeds would be traceable, and used to support a good cause.



Renae created a collaborative comic book, crowdsourced by burgeoning female artists—many of whom had never before been published—and chose to donate all proceeds to projects on GlobalGiving.org. The Womanthology project has contributed more than \$50,000 to global projects so far, all while empowering a new generation of female artists.

## A PIONEER IN THE AMAZON

### CAMPBELL

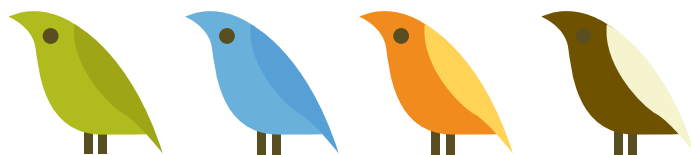
PLOWDEN came to GlobalGiving, like many of our project partners, with big dreams and few resources. His goal? To promote the conservation and sustainable development of communities in the Peruvian Amazon.



Through GlobalGiving, Campbell has found the resources and community he needs to create various sustainable eco-friendly sources of revenue for more than 100 native artisans and woodsmen. His organization, the Center for Amazon Community Ecology (CACE) now holds our highest partner rewards status, Superstar.



GlobalGiving is made up of many little earth-changing stories that come together to move mountains.



## A DETERMINED EDUCATOR

ERIKA KEAVENY,

Executive Director at the South-Asia-based grassroots organization Lotus Outreach, had an ambitious plan. Smack in the middle of the recession, she wanted to create a new initiative to provide scholarships for the children of migrant laborers in India. These children do not have access to the government-subsidized education services given to locals and are thus denied even the most basic levels of education, condemned to a life of subsistence labor and poverty.



These children do not have access to the government-subsidized education services given to locals and are thus denied even the most basic levels of education, condemned to a life of subsistence labor and poverty.

Determined to save these children's futures, Erika rallied around GlobalGiving's Open Challenge to surpass her funding goal and provide scholarships for 400 more child laborers than she had predicted. Since Erika's success, Lotus Outreach has been able to use GlobalGiving's network to create lifelong connections and build recognition. Erika shares: "It was more than just money, but this ability to make such a huge difference in the lives of people who[m] we'd never be able to do these projects with before GlobalGiving."

*To see more of our stories, look through project reports on [GlobalGiving.org](http://GlobalGiving.org). There are many more members of our community to be heard.*

# THE YEAR IN NUMBERS

**166,419** donations 

**103,955** donors 

**2,794** project partners

**565** NEW project partners

**3,909** projects supported

**9,197** projects to date

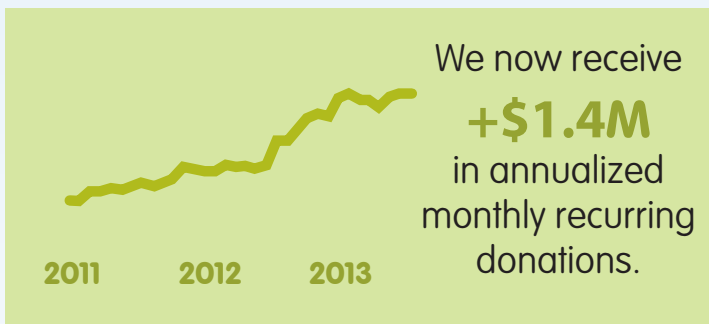
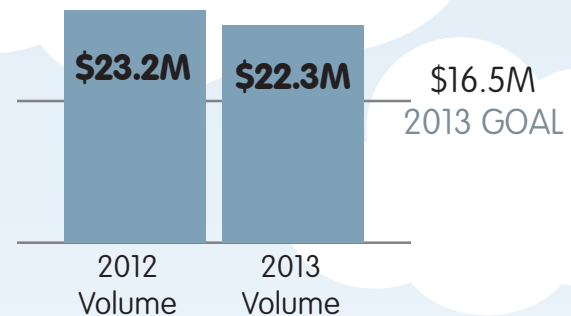
**2,222** nonprofits vetted

OUR BIGGEST EVER...

**\$741,022**  
OPEN CHALLENGE

**\$686,787**  
DONATION DAY

**\$372,690**  
BONUS DAY





# CORPORATE ACHIEVEMENTS

2013 was a big year for our corporate partnerships. Not only did we expand existing partnerships and develop new ones, but we also reduced our concentration risk by 4% through diversifying our revenue sources. Here are some of the year's highlights:

In **Weber Shandwick's** holiday giving campaign, clients

**6** voted to decide which of projects would receive a grant for **\$20,000.**



**4,431** Hilton HHonors members donated **\$500,076** to Typhoon Haiyan relief.



**\$3.1M** FROM FORD MOTOR COMPANY FUND  **22** COUNTRIES



**\$2.06M** IN GIFT CARDS REDEEMED BY COMPANIES LIKE **DREAMWORKS ANIMATION, DISCOVERY COMMUNATIONS, & FACEBOOK**



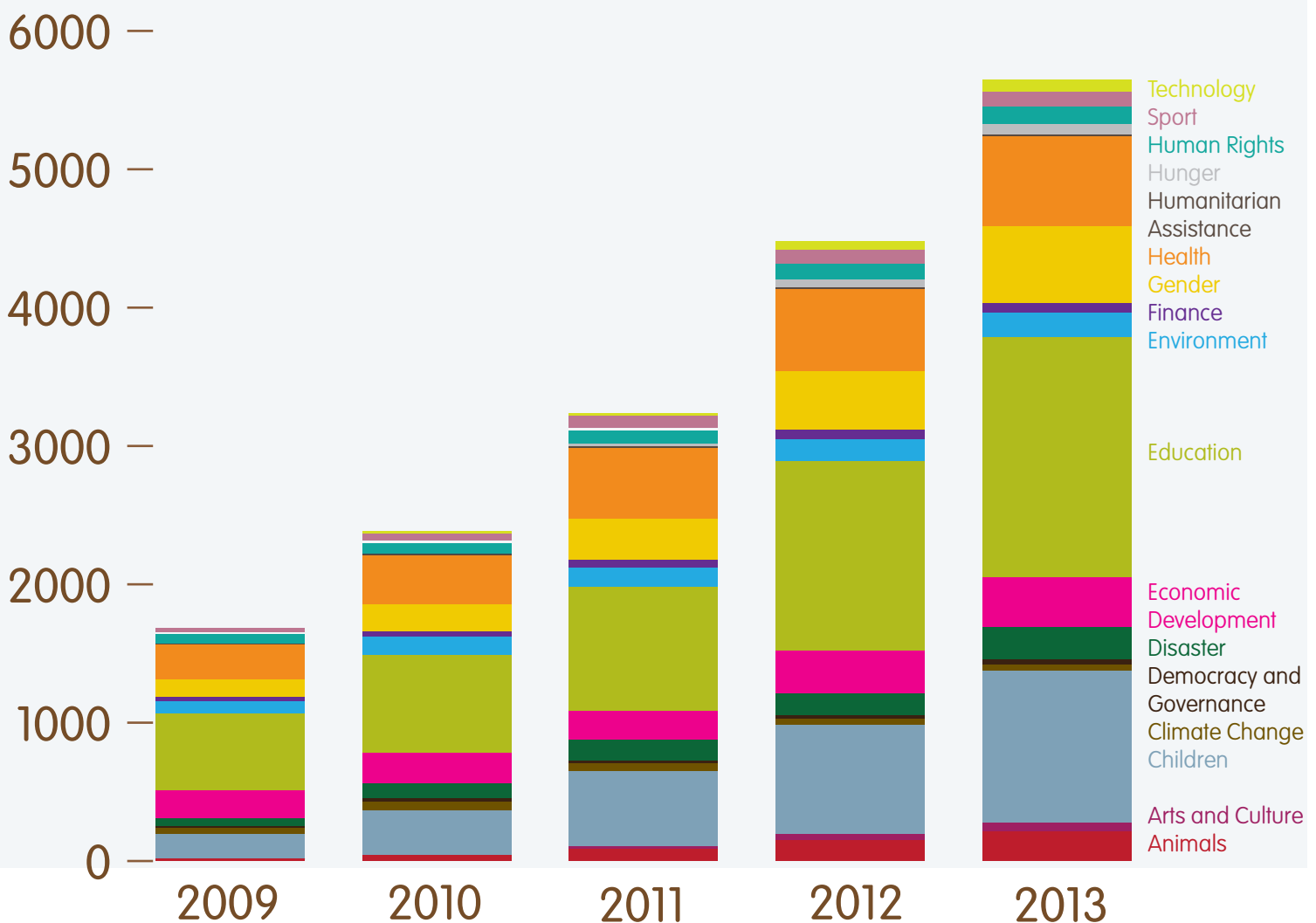




# GOODNESS ACROSS ALL SECTORS

GlobalGiving's partners work across all sectors of philanthropy. GlobalGiving donors have the opportunity to support whichever causes resonate most with them.

NUMBER OF ACTIVE PROJECTS ON OUR PLATFORM PER YEAR SEGMENTED BY TOPIC





**GLOBALGIVING IS A COLLABORATION JUNKIE!** This year we partnered with many of our peers to achieve sector-wide progress. Collaboration is an iterative skill that we continue to improve upon and bring to our relationships with project partners.

## BRIDGE



One of GlobalGiving's strongest beliefs is that a nonprofit's best advisors are other nonprofits. But international aid is such a notoriously messy ecosystem of organizations and interventions that peer-to-peer sharing is often thwarted by a lack of infrastructure. The Basic Registry of Identified Global Entities (BRIDGE) is a database spearheaded by GlobalGiving, TechSoup Global, GuideStar, and Foundation Center, functioning to increase transparency, effectiveness, and organization throughout philanthropy. In 2013, BRIDGE was transformed from mere goodwill into a tangible database with 1.9 million NGO identifiers across 202 countries.



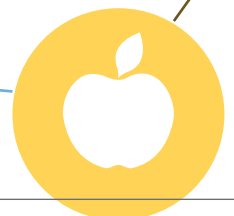


## Together We're Learning to Motivate Good Work

GlobalGiving is partnering with Feedback Labs to discover why people around the world might choose to participate in information crowd-sourcing projects and other democratic projects for social good. Short phone interviews with participants in charitable interventions allow us to create a 'motivation map' for nonprofits. The learnings from this experiment will allow nonprofits to re-align incentives with people's natural motivations and encourage good work in the future.

### Feedback Labs

In 2013, GlobalGiving began participating in Feedback Labs, a consortium of tech nonprofits working to fix the broken feedback loops in international development. We work with other Feedback Lab members to build a system that supports citizen feedback through human-centered design, technology, and other inclusive methods. Much of what we're learning from this collaboration is informing the development of our Effectiveness Dashboard, a new feature on our website that tracks and rewards our nonprofit partners' learning and effectiveness.



## OUR TEAM

### STAFF

James Beresh - Controller  
Phil Black-Knight - Senior Software Engineer for Good  
Donna Callejon - Chief Business Officer  
Alison Carlman - Senior Unmarketing Manager  
Juan Antonio Casañas - Jr. Systems Ninja  
Kaylan Christofferson - Business Intelligence Analyst  
Kevin Conroy - Chief Product Officer  
Barrett Cope - Operations Analyst  
Paige Creigh - Champion for Customer Bliss  
Ingrid Embree - Senior Director of Strategic Partnerships  
Courtney Eskew - Senior Partner Services Associate  
Will Frechette - Digital Unmarketing Specialist  
Michael Gale - Senior Program Manager  
Marisa Glassman - Senior Business Partnerships Manager  
Nick Hamlin - Business Intelligence Analyst  
John Hecklinger - Chief Program Officer  
Gina Herakovic - Office Manager  
Mari Kuraishi - Co-Founder and President  
Britt Lake - Director of Programs  
Adrien Lamoureux - Software Engineer for Good (Contractor)  
Sonja Lehner - Senior Program Associate  
Cathy Maher - Partner Services Associate  
Marc Maxson - Innovation Consultant  
Nicole Morrissey - Senior Business Partnerships Manager  
Alexis Nadin - Program Manager  
Linda Shaffer Oatley - Director, Partner Services Team  
Rachel Roa - Transaction Czarina  
Steve Rogers - Senior Director of Engineering  
Justin Rupp - Senior Systems Ninja  
Katherine Sammons - Program Associate  
Mari Seto - Atlas Corps Fellow  
Jennifer Sigler - Chief Operating Officer & Chief Financial Officer  
Dennis Whittle - Co-Founder  
Scott Williams - Project Manager for Good  
Angela Wu - Senior Business Partnerships Associate

## BOARD OF DIRECTORS

Fran Hauser - Board Chair  
*Partner at Rothenberg Ventures*  
Suhaz Apte  
*Vice President, Global Sustainability, Kimberly-Clark*  
Laura Callanan  
*Scholar in Residence, University of California-Berkeley, Haas School of Business*  
Megan Cunningham  
*Founder and CEO, Magnet Media*  
Maulik Doshi  
*Managing Director - BlackRock Solutions*  
A. J. Wasserstein  
*Private Investor*  
Dennis Whittle  
*Co-Founder of GlobalGiving*  
Chris Wolz  
*President and CEO Forum One Communications*

## ADVISORY BOARD

Thomas Bird  
David Bonbright  
John Buckley  
Claire Costello  
Gary Dillabough  
David De Ferranti  
John Goldstein  
Felicidad Imperial-Soledad  
Maheesh Jain  
Todd Johnson  
Randy Komisar  
Johannes Linn  
Theodore Roosevelt Malloch  
Darius Nassiry  
Landon Pollack  
Tom Rautenberg  
Carole Bayer Sager  
Lex Sant  
Manoj Saxena  
Martin Shampaine  
Chuck Slaughter  
Jessica Stoner Steel  
Sheila Tan-Salvucci  
James Vella  
Holly Wise  
Ethan Zuckerman

## NEW YORK LEADERSHIP COUNCIL

Tamara Belinfanti  
Fran Hauser



Read about our team in full here:  
<http://www.globalgiving.org/aboutus/>

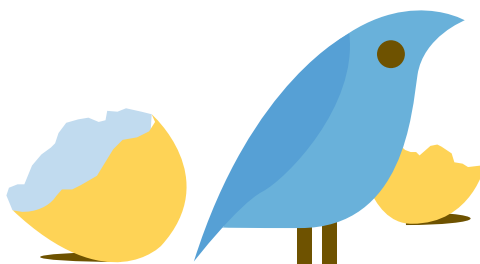
Alice Korngold  
Brian Lakamp  
Claire Lyons  
Hannah Milman  
Tricia Napor  
Michael Pollack  
Jonathan Roberts  
Brian Walsh

#### FUNDING PARTNERS

Charles Stewart Mott Foundation  
The David and Lucile Packard Foundation  
Omidyar Network  
The Rockefeller Foundation  
The Sall Family Foundation  
The Skoll Foundation  
USAID (Global Development Alliance)  
The William and Flora Hewlett Foundation  
WK Kellogg Foundation

#### PROJECTS FEATURED ON THE COVER

Educate and Empower 800 Ethiopian Girl, by  
**Pathfinder International**  
Give refugee children in Serbia hope for education, by  
**Pomoc deci**  
Help educate 28,000+ Girls in Northern Afghanistan, by  
**Ayni Education International**  
Care for AWARE's Ambassador Animals, by **Atlanta  
Wild Animal Rescue Effort Inc. (AWARE)**  
Improving Lives of 1000 Girls in Nairobi's Slums, by  
**Vijana Amani Pamoja**  
Clean Water for Kids in Cambodia, by **Splash**



*Find a project that is  
meaningful to you at  
[globalgiving.org](http://globalgiving.org)*



© GlobalGiving and Mercy Corps.



## OUR CORPORATE PARTNERS



We are honored to work with a diverse set of partners to help companies take their generosity global. From one-time cause marketing campaigns to ongoing CSR initiatives that span years, we offer a variety of services to businesses out to make the world a better place.

### TESTIMONIALS

“Dell has worked with GlobalGiving on a variety of programs, from helping us find excellent global nonprofit partners. to international vetting, to customized cause cards, to facilitating matched giving for our employees. What I love about GloblGiving is that when I ask, they deliver.”

**Deb Bauer**

Director, Strategic Giving and Community Engagement, Dell

“Using GlobalGiving gift cards has provided us with a fast, easy way to reward our employees around the world for their commitment to their communities”

**Caroline Barlerin**

Former Director of Community Involvement, Office of Global Social Innovation, HP

“I have received from my team consistently positive feedback about GlobalGiving’s work. No challenge we have posed has seemed beyond GlobalGiving’s ability to solve. GlobalGiving matches a compelling opportunity with great client service.”

**Robert Smith**

President, Eli Lilly and Company Foundation

# GLOBALGIVING FINANCIAL HIGHLIGHTS

For the year ending December 31, 2013

	2013			2012
	Unrestricted	Temporarily Restricted	Total	Total
<b>REVENUE</b>				
Grants	\$ 559,201	\$ 1,703,604	\$ 2,262,805	\$ 2,810,705
Project contributions	2,298,521	21,572,605	23,871,126	19,100,824
Professional services	776,761	-	776,761	1,164,528
Interest income	8,812	-	8,812	9,829
Contributed services and materials (Note 6)	48,850	-	48,850	164,680
Other revenue	172,146	-	172,146	301,009
Net assets released from donor restrictions (Note 5)	<u>22,913,865</u>	<u>(22,913,865)</u>	<u>-</u>	<u>-</u>
Total revenue	<u>26,778,156</u>	<u>362,344</u>	<u>27,140,500</u>	<u>23,551,575</u>
<b>EXPENSES (Note 12)</b>				
Project distributions	21,741,474	-	21,741,474	16,666,413
Salaries and benefits	3,206,236	-	3,206,236	2,945,152
Professional fees and services	625,124	-	625,124	313,081
General and administration	318,360	-	318,360	212,124
Legal and registration fees	128,823	-	128,823	290,278
Telephone	32,133	-	32,133	29,964
Travel	146,180	-	146,180	150,269
Rent (Note 8)	184,759	-	184,759	193,723
Office supplies, printing and reproduction	50,798	-	50,798	65,282
Depreciation and amortization	101,830	-	101,830	108,070
Insurance	15,878	-	15,878	12,071
Other	<u>43,140</u>	<u>-</u>	<u>43,140</u>	<u>98,860</u>
Total expenses	<u>26,594,735</u>	<u>-</u>	<u>26,594,735</u>	<u>21,085,287</u>
Change in net assets before other items	<u>183,421</u>	<u>362,344</u>	<u>545,765</u>	<u>2,466,288</u>
<b>OTHER ITEMS</b>				
Currency exchange rate gain (loss)	9,754	15,741	25,495	(25,014)
Income tax expense (Note 7)	<u>(18,135)</u>	<u>-</u>	<u>(18,135)</u>	<u>(28,847)</u>
Total other items	<u>(8,381)</u>	<u>15,741</u>	<u>7,360</u>	<u>(53,861)</u>
Change in net assets	175,040	378,085	553,125	2,412,427
Net assets at beginning of year, as restated	<u>2,980,312</u>	<u>8,152,910</u>	<u>11,133,222</u>	<u>8,720,795</u>
<b>NET ASSETS AT END OF YEAR</b>	<b><u>\$ 3,155,352</u></b>	<b><u>\$ 8,530,995</u></b>	<b><u>\$ 11,686,347</u></b>	<b><u>\$ 11,133,222</u></b>

Complete audited financial statement for GlobalGiving available upon request.

# GLOBALGIVING FINANCIAL HIGHLIGHTS

For the year ending December 31, 2013

## ASSETS

	<u>2013</u>	<u>2012</u>
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	\$ 8,905,858	\$ 9,674,170
Accounts receivable	1,678,109	1,195,153
Grants receivable (Note 2)	800,000	-
Prepaid expenses and other assets	<u>115,902</u>	<u>84,077</u>
 Total current assets	 <u>11,499,869</u>	 <u>10,953,400</u>
 <b>FIXED ASSETS</b>		
Fixed assets, net of accumulated depreciation and amortization of \$389,910 and \$302,401 for 2013 and 2012, respectively (Note 9)	<u>151,782</u>	<u>203,044</u>
 <b>OTHER ASSETS</b>		
Note receivable (Note 3)	50,625	50,625
Deposits	13,389	16,413
Other assets - Trademark (Note 13)	302,322	279,981
Grants receivable, net of current portion (Note 2)	<u>46,804</u>	<u>-</u>
 Total other assets	 <u>413,140</u>	 <u>347,019</u>
 <b>TOTAL ASSETS</b>	 <b><u>\$ 12,064,791</u></b>	 <b><u>\$ 11,503,463</u></b>

Complete audited financial statement for GlobalGiving available upon request.

# GLOBALGIVING FINANCIAL HIGHLIGHTS

For the year ending December 31, 2013

## LIABILITIES AND NET ASSETS

	<u>2013</u>	<u>2012</u>
<b>CURRENT LIABILITIES</b>		
Accounts payable and accrued expenses	\$ 128,937	\$ 165,144
Accrued payroll liabilities	70,240	63,772
Income taxes payable	5,420	-
Deferred revenue	111,786	59,441
Deferred rent (Note 8)	21,858	13,514
Other current liabilities (Note 13)	<u>4,006</u>	<u>4,006</u>
Total current liabilities	<u>342,247</u>	<u>305,877</u>
<b>NON-CURRENT LIABILITIES</b>		
Deferred rent, net of current portion (Note 8)	<u>36,197</u>	<u>64,364</u>
Total liabilities	<u>378,444</u>	<u>370,241</u>
<b>NET ASSETS</b>		
Unrestricted	3,155,352	2,980,312
Temporarily restricted (Note 4)	<u>8,530,995</u>	<u>8,152,910</u>
Total net assets	<u>11,686,347</u>	<u>11,133,222</u>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b><u>\$ 12,064,791</u></b>	<b><u>\$ 11,503,463</u></b>

Complete audited financial statement for GlobalGiving available upon request.



# GLOBALGIVING FINANCIAL HIGHLIGHTS

For the year ending December 31, 2013

	<b>Supporting Services</b>				<b>Total Expenses</b>
	<b>Program Expenses</b>	<b>Management and General</b>	<b>Fundraising</b>	<b>Total Supporting Services</b>	
Project distributions	\$21,741,474	\$ -	\$ -	\$ -	\$21,741,474
Salaries and benefits	2,565,725	620,318	20,193	640,511	3,206,236
Professional fees and services	596,773	26,795	1,556	28,351	625,124
General and administration	289,421	27,351	1,588	28,939	318,360
Legal and registration fees	117,087	11,092	644	11,736	128,823
Telephone	29,205	2,767	161	2,928	32,133
Travel	137,776	7,943	461	8,404	146,180
Rent	167,927	15,908	924	16,832	184,759
Office supplies, printing and reproduction	46,517	4,046	235	4,281	50,798
Depreciation and amortization	92,553	8,768	509	9,277	101,830
Insurance	14,432	1,367	79	1,446	15,878
Other	<u>39,677</u>	<u>3,273</u>	<u>190</u>	<u>3,463</u>	<u>43,140</u>
<b>TOTAL EXPENSES</b>	<b><u>\$25,838,567</u></b>	<b><u>\$ 729,628</u></b>	<b><u>\$ 26,540</u></b>	<b><u>\$ 756,168</u></b>	<b><u>\$26,594,735</u></b>
<b>PERCENT</b>	<b><u>97.2%</u></b>	<b><u>2.7%</u></b>	<b><u>0.1%</u></b>	<b><u>2.8%</u></b>	<b><u>100%</u></b>

Complete audited financial statement for GlobalGiving available upon request.



globalgiving

1110 Vermont Avenue NW, Suite 550  
Washington, DC 20005  
USA  
[www.globalgiving.org](http://www.globalgiving.org)