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
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
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.

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[...] 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. There are many more members of our community to be heard.
We now receive $1.4M in annualized monthly recurring donations.

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

2012 Volume 2013 Volume $16.5M 2013 GOAL

87% cost recovery
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 voted to decide which of 6 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

$2.06M IN GIFT CARDS REDEEMED BY COMPANIES LIKE DREAMWORKS ANIMATION, DISCOVERY COMMUNATIONS, & FACEBOOK
GlobalGiving’s partners work across all sectors of philanthropy. GlobalGiving donors have the opportunity to support whichever causes resonate most with them.
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

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

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Laura Callanan
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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

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Tom Rautenberg
Carole Bayer Sager
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Manoj Saxena
Martin Shampaine
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Sheila Tan-Salvucci
James Vella
Holly Wise
Ethan Zuckerman

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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)
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 GlobalGiving 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**

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants</td>
<td>$559,201</td>
<td>$2,262,805</td>
</tr>
<tr>
<td>Project contributions</td>
<td>2,298,521</td>
<td>21,572,605</td>
</tr>
<tr>
<td>Professional services</td>
<td>776,761</td>
<td>776,761</td>
</tr>
<tr>
<td>Interest income</td>
<td>8,812</td>
<td>8,812</td>
</tr>
<tr>
<td>Contributed services and materials (Note 6)</td>
<td>48,850</td>
<td>-</td>
</tr>
<tr>
<td>Other revenue</td>
<td>172,146</td>
<td>172,146</td>
</tr>
<tr>
<td>Net assets released from donor restrictions (Note 5)</td>
<td>22,913,865</td>
<td>(22,913,865)</td>
</tr>
<tr>
<td><strong>Total revenue</strong></td>
<td><strong>26,778,156</strong></td>
<td><strong>362,344</strong></td>
</tr>
</tbody>
</table>

| **Expenses (Note 12)**          |               |               |
| Project distributions           | 21,741,474    | 16,666,413    |
| Salaries and benefits           | 3,206,236     | 2,945,152     |
| Professional fees and services  | 625,124       | 313,081       |
| General and administration      | 318,360       | 212,124       |
| Legal and registration fees     | 128,823       | 290,278       |
| Telephone                       | 32,133        | 29,964        |
| Travel                          | 146,180       | 150,269       |
| Rent (Note 8)                   | 184,759       | 193,723       |
| Office supplies, printing and reproduction | 50,798     | 65,282        |
| Depreciation and amortization   | 101,830       | 108,070       |
| Insurance                       | 15,878        | 12,071        |
| Other                           | 43,140        | 56,660        |
| **Total expenses**              | **26,594,735**| **21,085,287**|

| Change in net assets before other items | 183,421 | 362,344 | 545,765 | 2,466,288 |

| **Other Items**                  |               |               |
| Currency exchange rate gain (loss) | 9,754         | 25,405        | (25,014) |
| Income tax expense (Note 7)      | (18,135)      | (18,135)     | (28,847) |
| **Total other items**            | (8,381)       | 15,741        | 7,360    | (53,861) |

| Change in net assets             | 175,040       | 378,085       | 553,125  | 2,412,427 |

| Net assets at beginning of year, as restated | 2,980,312 | 8,152,910 | 11,133,222 | 8,720,795 |

| **Net Assets at End of Year**    | **$3,155,352** | **$8,530,995** | **$11,686,347** | **$11,133,222** |

Complete audited financial statement for GlobalGiving available upon request.
# GlobalGiving Financial Highlights

For the year ending December 31, 2013

## Assets

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

Complete audited financial statement for GlobalGiving available upon request.
## GlobalGiving Financial Highlights

For the year ending December 31, 2013

<table>
<thead>
<tr>
<th>Liabilities and Net Assets</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
</table>

### Current Liabilities

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$128,937</td>
<td>$165,144</td>
</tr>
<tr>
<td>Accrued payroll liabilities</td>
<td>$70,240</td>
<td>$63,772</td>
</tr>
<tr>
<td>Income taxes payable</td>
<td>$5,420</td>
<td>$-</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>$111,786</td>
<td>$59,441</td>
</tr>
<tr>
<td>Deferred rent (Note 8)</td>
<td>$21,858</td>
<td>$13,514</td>
</tr>
<tr>
<td>Other current liabilities (Note 13)</td>
<td>$4,006</td>
<td>$4,006</td>
</tr>
</tbody>
</table>

**Total current liabilities**

342,247  
305,877

### Non-Current Liabilities

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deferred rent, net of current portion (Note 8)</td>
<td>$36,197</td>
<td>$64,364</td>
</tr>
</tbody>
</table>

**Total liabilities**

378,444  
370,241

### Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>$3,155,352</td>
<td>$2,980,312</td>
</tr>
<tr>
<td>Temporarily restricted (Note 4)</td>
<td>$8,530,995</td>
<td>$8,152,910</td>
</tr>
</tbody>
</table>

**Total net assets**

11,686,347  
11,133,222

**Total Liabilities and Net Assets**

$12,064,791  
$11,503,463

Complete audited financial statement for GlobalGiving available upon request.
### GlobalGiving Financial Highlights

For the year ending December 31, 2013

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

**Total Expenses** $25,838,567 $729,628 $26,540 $756,168 $26,594,735

**Percent** 97.2% 2.7% 0.1% 2.8% 100%

Complete audited financial statement for GlobalGiving available upon request.