

GIVOLOGY ANNUAL REPORT 2012-2013



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GIVE TO LEARN, LEARN TO GIVE

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Dear Givologists,

Each year brings new adventures and initiatives. We celebrated our fifth anniversary, and have set new three-year goals to support our grassroots projects and partners around the world. With over 30,000 website hits to www.givology.org daily, we're set on reaching the million dollar mark. This year, we focused on our core – to expand our field partner network to include innovative grassroots organizations with uncompromising quality and to build, strengthen, and retain our volunteer base and donor community. We remain convinced that a revolution is coming to *change the way giving is done* – that everyone has a right to transparency and that every individual has a unique opportunity to make a difference through volunteering – one hour and one dollar at a time. While maintaining our 100% volunteer-driven model, our network has strengthened considerably with our focus on leveraging creative and innovative ideas to engage the community and inspire action. Our milestone this year has been the publication of our book "[A Guide to Giving: Get Inspired to Make a Difference](#)", which sold over 5,000 copies on Amazon, our Instagram and essay challenges related to volunteerism in the community, and the launch of our #giveinspiration campaign.

I'm very proud to announce our 2012-2013 impact. In our five years of operations ended 9/30/2013, we have raised approximately \$381,000 to support over 3,677 students in 28 different countries through 48 grassroots partners. Our organization has 8,600+ supporters on Facebook, Linked-in, and Twitter, 7,000+ registered donors, 19 chapters started at universities, high schools, and various cities, 35 core team members and over 100+ volunteers globally. This year, we were very excited to be featured in Forbes Magazine (30 under 30 in Education), and by the Philadelphia 76ers as an innovative non-profit in the community!

These statistics, however, fail to capture all the individual stories that form the heart of Givology. We welcomed new chapters into the Givology family, recruited some truly amazing talent, and most importantly, continued to support the work of grassroots partners around the world – from sending needed school supplies to students in Tanzania and funding community art and photography programs in Mexico to creating a scholarship fund for the children of victims of rape in the Democratic Republic of Congo and refurbishing schools with new desks, chairs, and windows in Ghana.

In reviewing our operations for the last year, we want thank our community, volunteers, and supporters – our work would be impossible without your dedication, passion, and commitment. As always, our philosophy is one of continuous improvement and creating imaginative campaigns to stimulate dialogue about education. If you have any feedback, please contact me at joyce.meng@givology.org – we'd love to hear from you.

With Warmest Regards,



CEO and Co-Founder, Givology



GIVOLOGY ANNUAL REPORT 2012-2013

OVERVIEW OF GIVOLOGY

GIVE TO LEARN LEARN TO GIVE



Overview of Givology

Vision

Give to Learn, Learn to Give.

Around the world, more than 115 million children of primary-school age are not in school, and even more do not have the opportunity to pursue secondary school or higher education. Poverty is one of the principal causes. Givology's primary vision is to eliminate market inefficiencies and financial barriers to obtaining and improving education by maximizing the impact of every dollar of donation.

The transformational powers of knowledge and a good education are undeniable. However, for many children and adolescents around the world, both the quality of education and the ability to go to school are compromised by financial constraints. Often times, families may have difficulty affording school fees or the cost of supplies, or may simply need to keep children working to contribute to the family income.

At Givology, we believe education is the single most important and sustainable resource for individual empowerment, advancement, and poverty alleviation. Givology democratizes philanthropy by allowing any Internet user to impact the lives of students in need of educational assistance. It's not just about making a donation, but rather, engaging on a personal level and making giving an *active act*. We truly care about the community aspect – of blogging, messaging, writing letters, tracking your impact, and participating in an ongoing dialogue on creative ways to empower children throughout the world.

Givology is a means by which any Internet user who wishes to support basic education abroad to confidently give – to give quickly and directly, to give with an understanding the recipient he chooses will receive 100% of the amount, to give with an expectation of informational transparency.

Mission

Leveraging small donations to make a difference.

Givology is an Internet online marketplace that empowers individual donors to connect with students and communities in need of financial aid to continue education or improving on education. Givology's project and student scholarship grants are pre-screened, monitored, and delivered by local grassroots non-profit organizations and schools. We post grant profiles that meet the highest standard of dollar impact, quality of education delivery, and social return. The vast majority are less than \$500, which increases the accessibility of educational charity to supporters from all financial backgrounds. The small denomination of both the donations and the size of requested grants enable a quick turnaround of funding and disbursement.

By leveraging the Internet to support education for students and projects, Givology simultaneously creates a global community of people connected through their belief in the power of education. A secondary mission of Givology is to create a social web, irrespective of geographical boundaries, that encourages dialogue among our non-profit partners, donors, beneficiaries, and the Givology team of executive members, chapters, fellows, and volunteers.

In developing and developed worlds, education can be a means to level the playing field and tighten the gaps in opportunity and quality of life. Givology is a means to expand the notion of transparent philanthropy and introduce efficacy into the closing of the education and knowledge divides.



Children having fun on the playground
(Sri Lanka)



Our Model of Giving

Givology is founded on the principle that donors should always have the right to not only choose their cause, but to also have a proactive involvement in the tracking of their contribution, no matter the size of their contribution. Through Givology's web interface, any Internet user can browse student and project profiles, as well as read student and project blog updates, containing photographs, scanned letters written by students, academic transcripts, and videos. Afterwards, by registering on the site and adding money to an online wallet, Internet donors can choose to allocate their funds in the way they prefer. Likewise, Givology works with innovative grassroots education organizations in the developing world to raise awareness and funding for student scholarships and education projects that would otherwise escape the attention of prospective donors.



Have a dream? More Than Me (Liberia) provides education to girls

The most unique aspect about Givology is our ability to facilitate **one-to-one connections** between donors and students. Through Givology's messaging system, donors can send students a letter of encouragement and ask about their lives, their aspirations, and the challenges they face. On a regular basis, Givology aggregates and prints out letters from donors and sends a package to the student. Once the student responds, Givology then scans and uploads student responses to their blog. Through online giving teams and web messaging, Givology connects Internet users in the developed world to rural villages and students far across the world. It's not just the financial contribution that makes a difference in a child's life – rather, it's your direct encouragement in helping them overcome the challenges they face through letters and communication.

Our model of giving is summarized below:

1. **Givology partners with credible, community-based non-profits and schools** that support innovative grassroots education initiatives or student scholarships in the developing world. We take pride in identifying community-based organizations that meet the highest standard of impact after conducting a vigorous due diligence process involving formal documentation, site visits, interviews, and a thorough review. In forming the partnerships, Givology targets organizations that are very locally-oriented and nimble – grassroots organizations that often lack the publicity and marketing resources of larger organizations or do not have a competitive Internet strategy for fundraising and awareness-building. Once the partnership is approved, Givology posts project and student information on the web to begin the fundraising process. Free translation services are provided to all partners. A sample project profile can be viewed here (<https://www.givology.org/~lfllearning/>), while a sample student profile can be viewed here (<https://www.givology.org/~gshen/>). Partners are asked to provide a detailed break-down of the use of funds and are committed to spending the funds as indicated.
2. **Internet donors access Givology's web-site, register an account, and browse student and project profiles.** Reading the stories and profiles of the projects and students is truly inspiring, and donors can filter the student and projects available for sponsorship among different dimensions, such as geographic locale, age, academic field, among other demographic and social variables. Donors are highly encouraged to create a complete profile on Givology and post their own thoughts to their blog to share insights and inspirations with the greater community.
3. **Through our secure transaction processing provided by Braintree, donors add money to their wallet, and then can allocate money to students and projects, as well as use our innovative messaging system.** Through the web messaging function, donors can send a message to the student or project leader, asking for a progress update and the receipt of funds, or just providing a general letter of support and solidarity.



4. **Once a student or project is fully-funded, Givology sends a check to the partner organization,** which is then responsible for delivering the amount of the money to the student or the project beneficiaries.

5. **On a quarterly or semi-annually basis, the partner organization is responsible for providing a progress update.** Progress updates come in the form of videos, photos, letters from students, and academic transcripts, among many other forms. Givology downloads all donor messages and sends them to the student or project beneficiaries to facilitate cross-cultural communication and dialogue. Progress notifications are automatically delivered to the donors in support of that particular student or project.



A message of hope from the slums of West Point (Liberia)

6. **Givology fellows travel throughout the world,** visiting rural villages, school, or project sites sponsored by Givology. Acting as the eyes and ears of donors, fellows provide photos, videos, and commentary to supplement the project and student updates. Fellows describe their experiences in their field, bringing back their insights to the greater Givology community, while providing our partners with needed help. Fellows write in a journal and post pictures, which is all available online at our site: <https://www.givology.org/notesfromthefield/>. One our fellows return back home, we require them to put together an awareness building event to “give back” more than what they have gained from visiting our grassroots partners.

7. **Givology chapters** (started at high schools, universities, local churches, etc.) **and Giving Teams serve to accentuate the social networking aspect of the site.** Chapters and teams raise money, hold local fundraising events, and help identify new partnerships that Givology should consider forming. Chapters are truly foundational to Givology – anyone can make Givology part of their local community. To learn more about starting a chapter, please visit: <https://www.givology.org/startachapter/>

As a 100% volunteer-driven organization, we not only leverage small dollar donations to make a difference, but aggregate small time donations by our network of supporters to further our cause. From translation and web design to partnership support and blogging, we have over 100 global volunteers supporting our initiatives with their enthusiasm, talent, and skills.

Technology in Rural Villages

Many of the students and villages Givology sponsors are not connected to the Internet. As donors can read in the student profiles, students expressed a desire to understand the world beyond their village. Beyond the traditional funding support, we have helped facilitate in-kind technology donations to partners in the form of computers, monitors, cameras, and laptops. By providing these technological resources, students have access to better learning materials and the opportunity to expand their horizons beyond the village, thus increasing their overall sense of self-empowerment and available opportunity. Likewise, the provision of these resources enables students and schools to connect to Givology’s community itself and provide updates directly, rather than through the partner organization, creating a global community in support of the transformative potential of education. We emphasize technology education in the projects and partners that we support, from our support of the creation of a new computer lab for Cercle Social students in Benin to Technology Education Crossing Culture’s (TECC) computer training in rural China.





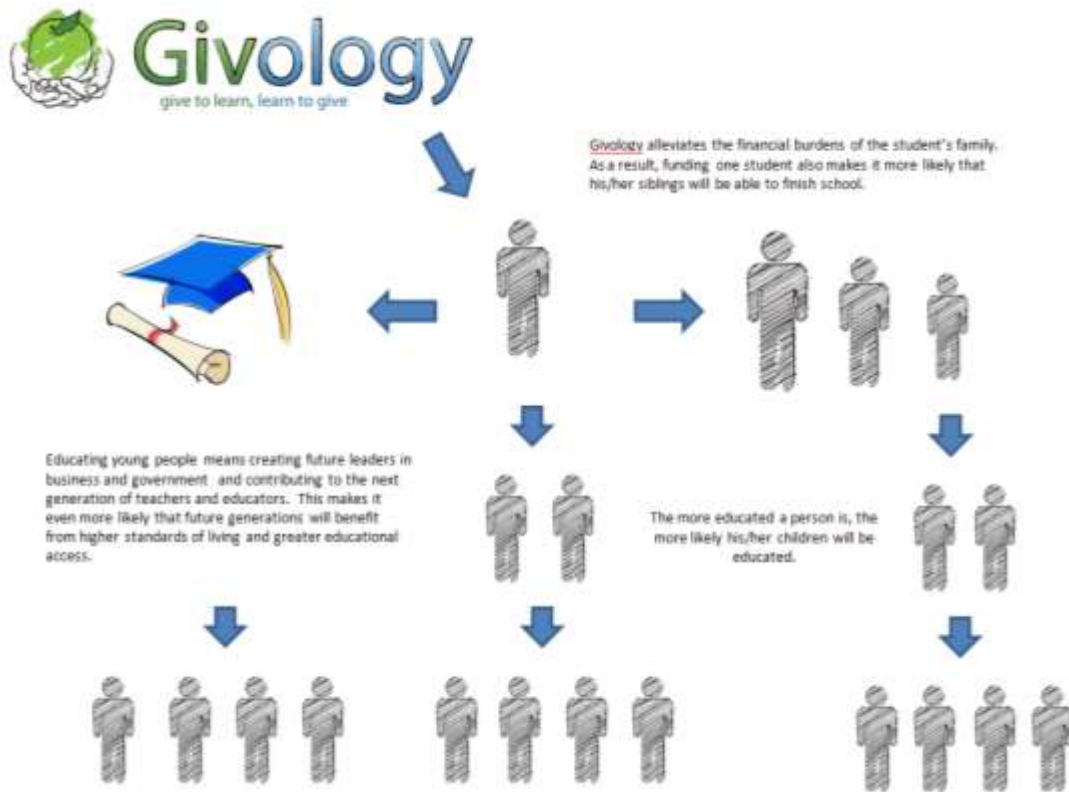
Happy Baraka student (Kenya)

One key feature of Givology is that sponsored students and villages become cognizant that their support comes from people across the world, connected through the Internet by a common vision in the importance of education. Even though the recipients of Givology’s funding may be located in very isolated areas, they find themselves suddenly uplifted by a new global community of supporters. In essence, Givology sends the message that location and financial condition should not isolate talented students from the pursuit of knowledge and self-improvement. The Internet enables a new form of 1:1 connection between donor and student. We’ve discovered that it’s not just the funding that makes a difference in the lives of the students that we support.

Rather, it’s the feeling of being connected to a greater global community that creates a sense of hope and conviction in the future. As an online interact, we hope that one day by bringing technology to our partners, we’re able to global conference calls, Skype training sessions, among other innovations to truly support our grassroots partners strategically and to foster deeper connections.

Theory of Change

Givology democratizes education philanthropy through the Internet, and mobilizes the collective impact of many small donations in breaking down educational barriers in the developing world. More specifically, Givology-sponsored students can attend school, which leads to personal development and more career options upon graduation. Givology projects also help to increase quality of education through teacher training, library building, and school renovation. Educated families are more likely to send their children back to school, creating “intergenerational educational benefits”. On the donor end, Givology hopes to create a movement that integrate education advocacy, giving and personal connections in the donor community.





Year in Review

The following table summarizes our total impact to date since inception. In our five years of operations ended 9/30/2013, we have raised approximately \$381,000 to support over 3,677 students in 28 different countries through 48 grassroots partners. Our organization has 8,600+ supporters on Facebook, Linked-in, and Twitter, 7,000+ registered donors, 19 chapters started at universities, high schools, and various cities, 35 core team members and over 100+ volunteers globally. This year, we were very excited to be featured in Forbes Magazine (30 under 30 in Education), and by the Philadelphia 76ers as an innovative non-profit in the community. We have also received the Intelius Award for “Best Student-Run Social Enterprise”, awarded a “Top Education Non-profit” rating from GreatNonprofits, and won a significant Google Grant Award for free campaign sponsorship support. Givology has also been featured in Nicholas Kristof’s inspiring book Half the Sky, Vivanista, MTV Act, Philadelphia Inquirer Knowledge@Wharton, among other print and media sources.

GIVOLOGY'S IMPACT	
<i>Our Impact</i>	
Online donations	140,337
Proceeds from fundraisers	152,311
Grants and Other	88,352
Total Funding Raised	381,000
Fully Funded Students	152
Fully Funded Projects	47
Partially Funded Students	55
Partially Funded Projects	23
<i>Our Network</i>	
Chapters	18
Donors	7,017
Interns	37
Fellows	8
Volunteers	110
<i>Our Partners</i>	
Number of Partners	48
Number of Countries Reached	28
Total Impact (Fully funded Students Helped)¹	3,677
Total Impact (Including Partial Funding)	5,457

2012-2013 has been a rewarding year as we’ve grown the number of students that we’ve helped by 17%. Our focus is on providing recurring support to our grassroots partners and schools such that the funding that we generated can be counted on as sustainable through the years. We open all our projects and student scholarships for multiple-year rounds.

¹ Conservatively assumes that each project benefits an average of 75 students (see individual project profiles for the detailed count), only counts fully funded. We exclude the additional beneficiary count from community library projects that often serve hundreds of students and their families.



Global Impact

The map below shows the locations of our Givology partners, extending across Latin America, Africa, and Asia. Each year, we hope to further grow our network of field partners, supporting innovative grassroots education initiatives one village at a time. More details about our field partners and education initiatives can be found below. Currently, our partners work in the following 28 countries: Afghanistan, Argentina, Benin, Brazil, Democratic Republic of Congo, China, Colombia, Ghana, Guatemala, Haiti, India, Indonesia, Kenya, Liberia, Mali, Malawi, Mexico, Nepal, Pakistan, Paraguay, Peru, Rwanda, Senegal, Sri Lanka, Tanzania, Uganda, Vietnam, and Zimbabwe.



The main hub of our Givology team is based in Philadelphia at the University of Pennsylvania campus and New York City, but our core team members span across the United States, from California to Boston, as well as globally to Hong Kong. Our donor network is highly global, with supporters across North America and Europe, as well as chapters in Beijing and Seoul. Given the scalability of our online community, we're enthusiastic to see donors registered from across the world.

Our philosophy at Givology is that the spirit of giving and community transcends boundaries. Even if a student resides in an isolated rural village, he or she can connect to global supporters and feel integrated. We make it our mission to foster these connections, one student and one community at a time.



Our Field Partners

Benefits of Partnership

In creating a community of giving, we provide a variety of services to grassroots partners. The benefits of becoming a Givology partner are multifold - we open up a substantial new source of funding for our partners' operations from both online and offline sources, spread awareness about our partners' progress and initiatives through social media and blogging, assist in the recruitment of volunteers and interns, connect our partners to chapters, and aid in social impact monitoring and analysis. Since we have access to a broad base of Internet donors, our partners benefit from our peer-to-peer (P2P) platform and numerous marketing and fundraising activities. In addition, we provide translation support. In return, all that we ask for are regular updates about the progress of the student or project to inform our donor base about the impact of their contributions. Our partners depend on Givology for open dialogue and discussion about their priorities and needs, and we rise to the occasion by supporting them in the means we have available. In general, we provide five major functions for our partners:



Asha Foundation students at recess (India)

1. **Online Fundraising:** We post profiles of the projects and students that our partners are currently supporting, leveraging our donor network to crowd source the required funds. Given our philosophy of generating the largest impact for each dollar raised, 100% of the funds raised online goes to our partners with Givology absorbing all fees. This ensures the greatest transparency for each donor's contribution.
2. **Offline Fundraising:** To help smooth online funds, the Givology team and chapters hold fundraisers in cities and high school/college campuses to supplement the funds raised. When a partner requires contingency funds for a needed project, we're able to jump in by holding joint events in which 100% of all proceeds net of event costs go to the partner.
3. **Marketing / Social Media Support:** With our extensive social media network, we assist partners in broadcasting their campaigns and latest updates, as well as raising awareness for their activities.
4. **Volunteer Recruitment:** If partners desire volunteers, interns, and/or fellows to work on location in the field or even remotely through the Internet, we're able to screen candidates and assist with staffing needs.
5. **Strategic Initiatives:** As a new program started in 2011, we're excited to provide partners with access to free grassroots consulting from experienced young professionals and graduate students. Through these connections, partners can get an external perspective on critical issues such as measuring performance, curriculum development, scaling strategy, among other strategy concerns.

As we grow, expanding our network of partners emerges as a key priority. We encourage organizations to apply, and for our donor base to recommend potential partners that we should actively pursue. To learn more about becoming a partner of Givology, please visit the following link to download and submit an application: <http://www.givology.org/who-we-are/partnerships/>

The below table highlights our 48 partnerships in 28 countries.



Name	Countries	Notes
Age Africa	Malawi	AGE Africa's mission is to create life-changing opportunities for young women in Malawi through targeted initiatives in education, mentoring and leadership development. Givology is supporting individual student scholarships
Ahead Energy	Uganda	Ahead Energy works with schools to provide on-site alternative energy through wind, solar, and biogas. Givology has supported the installation of solar panels in Uganda and Kenya
Amar Seva	India	Amar Seva is a school that provides education for children of domestic workers and rickshaw pullers in Jaipur. Givology has funded a long term scholarship fund that generates annual interest to fund tuition for needy families
AMCAV	Democratic Republic of Congo	AMCAV is a grassroots, local Congolese organization founded in 1999 providing services mostly to women who have experienced sexual violence but also the disadvantaged, "vulnerable" population (including the disabled, widows, orphans, and those living with a serious illness), along with the children of these groups.
Arlington Academy of Hope	Uganda	AAH works to transform rural Uganda into vibrant, self-sustaining communities through quality education and healthcare through model schools and clinics. Givology funded a project in Bududa to provide teacher' classroom supplies
Baraka Children's Center	Kenya	Baraka is a home for destitute children, orphans, street children, and other vulnerable children. Givology has supported the construction of latrines, individual student scholarships, and drought relief provisions
Beijing Western Sunshine Foundation	China	Givology funds student scholarships for students from rural villages hours outside of Beijing, as well as support for library construction, teacher training, and funding of a kindergarten learning center
Buen Pastor	Mexico	Buen Pastor is an "internado" (a form of foster home) for girls who come from difficult backgrounds. Givology has helped purchase school uniforms for the girls in the school
Carolina for Kibera	Kenya	Founded in 2001, Carolina for Kibera is based in the Kibera slum of Nairobi, Kenya and is devoted to local solutions via grassroots leadership. Givology is raising money for 9 students' education and leadership training
Cercle Social	Benin	Cercle Social's mission is to improve access secondary education for vulnerable youth in Benin. Givology is currently raising funding for various student scholarships
Circle of Peace School	Uganda	The Circle of Peace School is a family-run school that provides primary education to kids who would otherwise be unable to pay tuition. Givology funds student



		scholarships for orphans, as well as raised funding for the relocation of the Lower Campus and the purchase of land for expansion
Do Good As You Go	Global	The DoGoodAsYouGo vision is to transform the adventure travel sector by including volunteering as a standard part of every traveler's plans. Through their efforts/experiences these travelers will contribute substantial and sustainable "Net Positive Impacts" in the more than 40 Muskoka Communities around the world. They seek to achieve their vision by inspiring and equipping adventure travelers, as well as empowering local partner communities.
D.O.V.E Fund	Vietnam	The D.O.V.E fund was started by Vietnam war veterans to support the reconstruction of Vietnam, starting with schools. Givology is currently raising funding for student scholarships
Ecuador Sostenible	Ecuador	Ecuador Sostenible focuses on supporting society's vulnerable and marginalized, including street children, the disabled, and the poor through economic, cultural, and social development projects. Givology supports student scholarships
Educate!	Uganda	Givology provides scholarships to young leaders in the Educate! community enabling them to complete their education and contribute back to local communities
EfforTZ	Tanzania	EfforTZ provides scholarships to these orphans and other orphaned, abandoned and impoverished children, including Maasai girls, to schools that would provide them with the education necessary to realize their full potential.
Emerge Global	Sri Lanka	Emerge Global supports Sri Lankan girls, ages 10-18, who are housed in protective shelters due to sexual abuse or the threat of abuse. The main program involves teaching the girls beading and selling the products that they create. Givology is raising funding for education and empowerment programs
Emmaus Road Foundation	Colombia	Givology funds student scholarships of students supported by the Emmaus Road Foundation Network, which supports community development and empowerment
Evershine Foundation for Education	India	Givology provides student scholarships to elementary school children at this free English-language private school for disadvantaged children
Flying Kites	Kenya	Givology supports the holistic education of orphans at Flying Kites' Kinangop Children's Center
Free the Children	Kenya	Givology provides funding for a school lunch program to improve school attendance and concentration
Give Opportunity	Argentina	Givology provides scholarship assistance to high performing, but needy students in the urban center of



		Cordoba
Global Peace Exchange	Rwanda	Givology supports an English Education program at Bukomero Primary School
Kabultec	Afghanistan	Givology is currently raising funding for literacy programs for couples, as well as textbooks and school materials for the Aybak Orphange and underfunded public schools
Kakenya Center for Excellence	Kenya	The Kakenya Center is a primary boarding school focused on girls' education for the most vulnerable and underprivileged Maasai girls. Givology has raised funding to purchase uniforms
Keframa College	Uganda	Givology provides scholarships for secondary school students in this school in war-torn northern Uganda, aiming to provide comprehensive care
La Vallee Community	Haiti	Givology provides scholarships for elementary and secondary school children. Post-earthquake, we mobilized efforts for school reconstruction. La Vallee currently requires funding for the construction of a school kitchen to enable food donations from the World Food Program.
More Than Me	Liberia	More Than Me focuses on girls' education in the most challenging slums of West Point. Givology is currently raising funding for individual student scholarships, as well as an empowerment community center
Nanubhai Education Foundation	India	Givology funded the construction of a library and the purchase of books. Nanubhai focuses its effort on Kadod, a small rural town in rural Gujarat
Ouelessebougou Alliance	Mali	The Alliance partners with with citizens of 25 rural villages to deliver sustainable development projects in the areas of health, education and economic development. Givology has raised funding to repair and refurbish the Solo Village School
Peach Foundation	China	As our first partner, Peach has received two full rounds of funding from Givology for students, selected from rural villages based on financial need and academics. The letters from Peach School students are truly inspiring – do explore. (You can read Ran Haqing's letter in this report)
Phelex Foundation	China	Givology provides funding for Phelex's self-sustainable projects via school operated work-study programs, educational partnerships, communal participation and volunteerism
Rural China Education Foundation	China	RCEF is dedicated to promoting education in rural China through evidence-based, research methods. Givology funded the construction of a library and nutrition programs at Guan Ai School



Schools for Asia Educational Foundation	Sri Lanka	SAEF's main project is the Beacon Hill Academy founded in a tea-picking region in Sri Lanka. Givology provides support for intensive English training and vocational development for youth at the Academy
Seeds of Africa	Zimbabwe	Givology helps Seeds of Africa raise awareness and funding for students who demonstrate great academic potential, but high financial need
Sheed Society	Pakistan	Sheed is a small NGO assisting children of oppressed mothers in Lahore. Givology funds teacher training programs, aiming in particular to support girls' education
Shining Hope for Communities	Kenya	Givology currently supports various programs associated with the Kibera School for Girls, including school lunches, arts education, empowerment enrichment programs, and classroom refurbishment
Skip Peru	Peru	Givology funds student scholarships, and a primary education program designed to combat the structural violence of poverty in the local community preventing access to education
Solar Meninos de Luz	Brazil	Givology funds administrative support for a philanthropic school operating in the favelas (slums) of Rio de Janeiro
Starfish One by One	Guatemala	To support the work of our newest partner, Givology provides scholarship assistance to girls, as well as funding for the mentorship of the girls to ensure their empowerment and attendance of school
Tanzanian Children's Fund	Tanzania	The Tanzanian Children's Fund (TCF) is dedicated to improving the lives of marginalized children in the Karatu region of Northern Tanzania
Tea Leaf Trust	Sri Lanka	Givology is raising funding for education and emotional health programs for the children of tea leaf workers, as well as individual student scholarships
Team Tobatí	Paraguay	Givology supports student scholarships at the Instituto Cultural Reinaldo Macchi, designed to delivery quality education to the region's rural villages
Technology Education Crossing Cultures	China	Givology supports the purchase of books for a library and an extracurricular program to empower the children of ethnic minorities discriminated against in the city system
Titagya Schools	Ghana	Titagya focuses on providing early education in northern Ghana to promote aptitude at the youngest age. Givology has funded individual student scholarships
Turning Point Trust	Kenya	Turning Point Trust operates in the Kibera slums with the focus on holistically helping vulnerable children and their families. Givology has raised funding for a street children rehabilitation project and an e-book advocacy program



Uganda Village Project	Uganda	The Uganda village project provides comprehensive needs to the people of Iganga for public health and education. Givology will support a new cohort of students starting the next academic year
VIDA	Ghana	Givology raises funding for the Queen Esther School in the form of supplies
Wisdom School	Ghana	The Wisdom School serves the community of Kitase in providing high quality education
Women for Girls	Senegal	Givology provides large scholarship support and funding for community programs for girls in rural Senegal
Yonso Project	Ghana	Yonso Project provides student scholarships and education support to rural communities in Ghana cross-continently. Givology provides funding for 9 individual student scholarships
Total :	28 countries	48 partnerships

Since our partners are responsible for disbursing the funds to the student and project and providing periodic progress updates from the student and project, Givology requires that potential partners meet a high standard of accountability. Through our website, you can learn more about our partner initiatives and scholarships, and choose which causes to adopt as your own. Please visit:

<http://www.givology.org/our-community/field-partners/>



Selected Partner Stories from the Field

Givology not only helps our partners with fundraising as an online channel, we often directly collaborate with them offline as well. Telling the stories of our partners in innovative ways is often just as valuable as collecting donation dollars. These stories illustrate to donors and Givologists how each person has and can tangibly affect another's life. From traveling to our partner sites to collect stories, artwork, and progress reports on our students to planning art exhibitions and elegant fundraisers, Givology works side-by-side with our field partners to realize our mutual dreams of improving the state of education worldwide. There are too many stories to share of the innovative work of our grassroots partnerships in the field, but we have included one case study drawn from our book.

Case Study: Colectivo 473, Guanajato Mexico

Giving takes lending support and creating art.

Givology partnered with Colectivo 473 and DoGoodAsYouGo Foundation in June 2013 in New York City for an Art Exhibition which raised over \$17,000 to support community initiatives such as these.

Katie Clancy, a photographer, educator and social entrepreneur, described herself as “*inquieta*,” or “restless” in Spanish. She sees potential and possibilities, acts on them to turn her visions and goals into reality, and fuels her creativity in the process. In January 2010, Katie started Colectivo T.A.N. 473, a project and community based art program for the girls at Buen Pastor, which is a convent that offers shelter and foster care for traumatized women and girls in Guanajuato, Mexico. Although Colectivo T.A.N. 473 is housed in Buen



Pastor, the program has expanded and now helps local and international artists and educators serve several of the city's neighborhoods.

Born and raised in St. Louis, Missouri, Katie developed a love for art and teaching early on with her English teacher mother and artist grandmother. Katie strongly believes that art and creation are at the core of learning. After studying art education and photography in college, she became a preschool teacher at the Soulard School, a private school in St. Louis, where she also ran a creative writing program for older students. After three years, she took a vacation to Mexico to further develop her Spanish-speaking skills gained during college. Her wandering feet led her to Guanajuato, Mexico, where she fell in love with its open and welcoming personality. Katie described the city as "magical" and a "very easy place to fall into." In September 2009, she moved there to work as a photographer and reconnect with her artistic roots.

Within three months of settling into her new life in Guanajuato, Katie's friend who worked at Buen Pastor encouraged her to consider teaching opportunities there. She initially declined because she was not ready to delve back into the role of an educator, as she wanted to focus on her development as an artist. One day, her friend told her heartbreaking stories about the women and girls at the convent— some who had escaped sexual abuse and death threats from family members, and others who were seeking refuge from poverty. There were also abandoned young girls at the convent, whose families could not afford to raise them. After learning of their plight, Katie couldn't turn a blind eye, so she started planning lessons and activities to provide the women and girls with new opportunities to process their feelings and thoughts about their situations in a creative, healthy manner.

Run by eight *madres*, or sisters, Buen Pastor has provided solace and refuge for women and girls in Guanajuato for over 105 years. It offers a shelter for women and their children and a foster care for girls. In addition to a private middle school, Buen Pastor also encourages female self-empowerment with a learning center for reading, writing and computer literacy. Nurturing each individual's full development with a diversity of learning experiences was Katie's original mission but not necessarily possible given limited staff resources, with the 30 women and girls far outnumbering the *madres* and one social worker. Katie reconciled this gap by designing her projects and lessons to provide individual attention to each student. Her efforts materialized into what is now known as the "Art Education Program," offered exclusively at Buen Pastor.

Katie spearheaded a variety of art projects to provide the traumatized residents a safe and therapeutic outlet through freedom of individual exploration and expression. The objective was multi-dimensional; girls could internalize and release trauma by telling their stories in their own space and on their own terms, and they could learn about themselves in the process. She led four workshops: Visual Diaries ("Exploring new techniques and self-expression"), Self Portraits and Portraits ("Examining relationships"), Surrealism and Story ("Everything is possible"), and Plasticolandia ("Environmental education and recycled art"). Each workshop taught the girls how to express a particular feeling, while integrating an educational component. For example, the Visual Diaries workshop examined how to structure the individual's identity and how much of who they are has to do with the relationships that they have cultivated.

One year later, the art program grew organically as an extension of Katie's experiences at Buen Pastor to the *colonias*, or neighborhoods, of Guanajuato. As a result, she founded an organization called Colectivo T.A.N. 473 to "cultivate a community of artists that are interested in collaborative projects and in working with the [community's] youth." Its philosophy revolves around "art creating community, community creating art." To grow her non-profit organization, Katie recruited individuals who would teach under her pedagogy, adopt her philosophy towards teaching and effective giving and commit to the organization.

Colectivo T.A.N. 473 works with girls from ages 4 to 16 and divides them into four classes with 6 to 12 students per class. Each class is taught by two lead artists. One such program was Campamento Plasticolandia, which began as a workshop during the summer of 2011. As a result of its popularity and success, the program has since expanded into a series of workshops to educate students about environmental consciousness and conservation by creating art from recycled materials. The colectivo has invited local artists from the



community, as well as international artists from the US, Canada, France, Australia, Argentina, Brazil and Germany. This camp remains very popular with the students and has run for two consecutive years.

The camp faced an obstacle when some of the older girls' attendance, participation, and respect for others began to dissolve. Disappointed and frustrated with their lack of enthusiasm, Katie realized there was an imbalance in what was being given by the teachers and the students. This resulted because the girls did not have an equal stake in the entire process. Katie therefore restructured Plasticolandia to convey the message that the program required commitment, which was something to be earned, and each girl's attitude and treatment of others had consequences. She emphasized that when one signs up for a class, she is committing to attend and to treat fellow students and teachers with respect. This was an epiphany for Katie, who then adopted a stimulus-based approach to teaching. Campamento Plasticolandia not only taught the students how to approach local and global consumption problems through consciousness and cooperation, but also the importance of committing to the workshops that the educators had planned for each girl's benefit.

During the camp's duration, Givology learned of Buen Pastor's work with the community's youth and contacted them about featuring the girls' work at an art show in New York City. Buen Pastor would benefit from every piece of art that was sold. With the money raised from the show, Colectivo T.A.N. 473 renovated its studio space and purchased materials for each artist to use during the workshops and Katie purchased books for the students. The remaining funds purchased educational tools and more books to be shared by everyone.

In addition to its collaboration with Buen Pastor, Colectivo T.A.N. 473 offers *Taller de Arte para Ninos* (T.A.N.), which translates into "art workshops for little ones." Every Friday, T.A.N. features Paola Huitron who teaches a mix of sculpture, painting, drawing and craft for children ages four and up. Outside of Buen Pastor, Katie and her team of educators, artists and volunteers travel to the *colonias* to teach art classes. Some of these *colonias* are considered to be very dangerous due to conflicts, delinquency and gang activity. Regardless, true to the organization's philosophy of "art creating community, community creating art," Katie as the Program Coordinator constantly seeks to grow Buen Pastor's community ties. Her team has grown to 20 volunteers and three main educators.

For 2013 and beyond, Colectivo T.A.N. 473 plans to expand through collaboration with a local foundation called Colectibu that connects volunteers with the community. Katie brands 2013 as the "year of listening," and all pilot projects will empower individuals locally in a way that has integrity.

"We [Colectivo T.A.N. 473] want to get to know you, then share the information with the rest of the city to accurately portray and give Guanajuato a unique identity," Katie says.

The group will also run four pilot projects that address how art can create social change and will teach socially-engaged art practices. One project will be a mural featuring the everyday people of Guanajuato, rather than a celebrity or a politician. To accurately represent the city's "everyday heroes," the participants must observe the "real life" of the community through interviews, photographs and reflections.

Another project will be a documentary workshop for kids that involve video, still image, and audio- or a combination- depending on the kids' interests and their vision for telling stories through various mediums. This requires finding and interviewing members throughout Guanajuato, including people in the LGBT community, the elderly, the wealthy, etc.

For the third project, 12 boys living in a boys' orphanage will have the opportunity to redesign a Jeep Cherokee. The volunteers will drive the Jeep to the boys' home where they will turn the kids' vision for redesigning the vehicle into a reality. A "classroom on wheels," this project will provide a fun, unobstructed way to engage with a different population of kids.

The fourth project will be a t-shirt screen printing and design class to raise awareness of the Guanajuato neighborhoods. Students will incorporate the city's symbols into the shirts and sell them.



Towards the end of my conversation with Katie, I felt very inspired to start volunteering again, and I found my mind wandering back to my experience at the Areum Orphanage seven years ago. As I said my goodbyes in late August of 2005, I promised myself that I would return and visit its residents one day and hopefully see familiar, matured faces. However, this time, I will remember one of the most important insights that I learned from Katie: not all giving is the same. When you give, you need to tailor your interaction and experience to the specific individual.

“When you give, you want to give anything and everything you can. Although this is generous in spirit, it might not be what is needed. The value of what you give can be lessened if both parties do not feel equally part of the process,” says Katie.

Katie says she wants to bring clarity to a term that is commonly thrown around: give. The fundamental issue with the word and concept is that they are difficult constructs– what does it mean to give? What is the relationship between the giver and the receiver? How do you, as the giver, manage expectations of the receiver? To Katie, there is a stark contrast between “giving” and “effective giving.” The latter concept is two-fold:

“How do you plug into the world that is authentic to you, and how do I give you what you lack to make your strengths work for you?” The giver must understand the receiver’s needs and evaluate his or her strengths to determine how to best leverage them to achieve their goals. Part of the act includes showing him or her where and how he or she excels, because sometimes we are not aware. For Katie, she evaluated Buen Pastor’s present and future roadmap and determined how she could further the organization to the next level so that the women and girls achieve success that they can own.

“When you give, also evaluate your relationship with the community.” We are all a part of the community that we live in, so when you give, try to create experiences that involve everyone. When people feel they have a stake in something, they have a greater sense of commitment and desire to participate. Katie Clancy is a devoted leader and driver of social change in Guanajuato, Mexico. She merged her two passions for art and community involvement. Built on that solid foundation are two pillars of listening and committing, without which effective giving cannot achieve Colectivo T.A.N. 473’s mantra of “art creating community, community creating art.”

Here are Katie’s five points of advice for starting a non-profit:

1. **Consult with others on similar endeavors, projects or programs in similar communities first.** Spend time with them learning about their processes and challenges.
2. **Make a plan, remain open, revise the plan, and keep moving forward even if it does not seem like you are going where you intended.** This does not mean you are off track! Remember that your intention is only a small fragment of the entire equation to create space for change. The answers to our questions rarely lie within our own existing knowledge of the situation. More likely they exist in the process, in between action and intention, and become evident through shared experience and reflection.
3. **Seek multiple ways to connect with and understand the needs and ASSETS of the targeted community.** Discovery of how things function is equally impactful to understanding where the need is. Supporting the positive alongside fulfilling a need is where organizations truly empower and ALLOW for necessary change.
4. **Look for leaders within the community to work alongside you.** Empower them however you can. This will look different than how you might imagine, especially when you are working outside of your comfort zone.



5. **Failure is your friend, not your enemy.** If you can let go of the need to fix everything, failure is the best teacher for how to move forward. Examine failure without fear, emotion and ego, and the next step will undoubtedly be positive.



Maricela is one of Colectivo T.A.N. 473's amazing volunteer educators. She ran a workshop on making codices, or traditional Aztec books that tell stories through symbols, words and imagery.





Ale plays with Dennis, a volunteer from the Buen Pastor Mural Project.



Mateo Saucedo, a wonderful artist and educator, worked with the youth to complete a row of murals in El Encino, another community of Guanajuato.





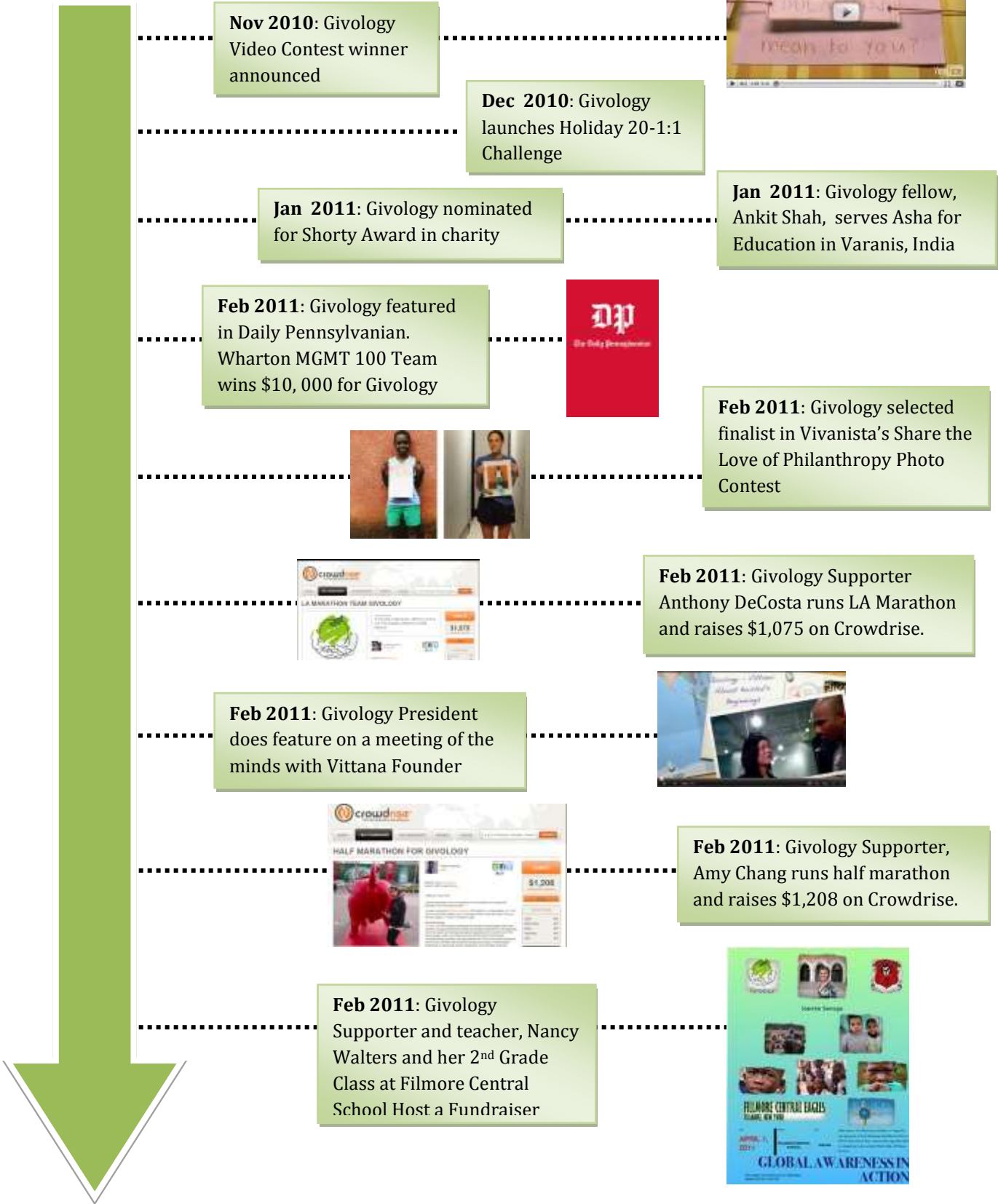
Katie works on editing the final images of each youth photographer at the end of the photo workshop held in La Venada. The work was displayed at the University of Guanajuato along with art created by other youth artists.

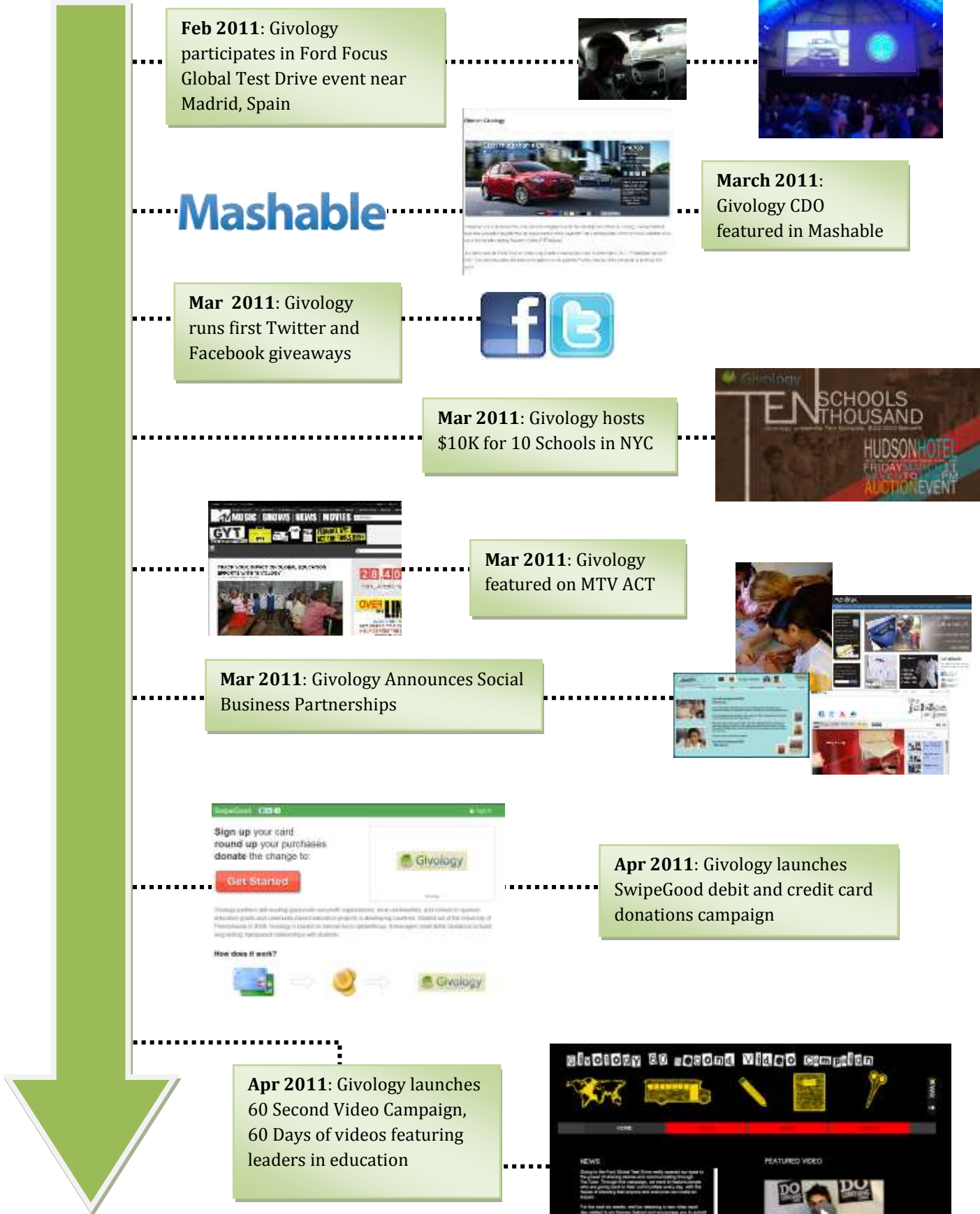


The girls goof around in anticipation of their big presentation in a plaza downtown for the public. They are wearing costumes they made out of recycled materials during one of Plasticolandia's workshops.



Event Highlights of 2012-2013





Feb 2011: Givology participates in Ford Focus Global Test Drive event near Madrid, Spain



Mashable



March 2011: Givology CDO featured in Mashable

Mar 2011: Givology runs first Twitter and Facebook giveaways



Mar 2011: Givology hosts \$10K for 10 Schools in NYC



Mar 2011: Givology featured on MTV ACT

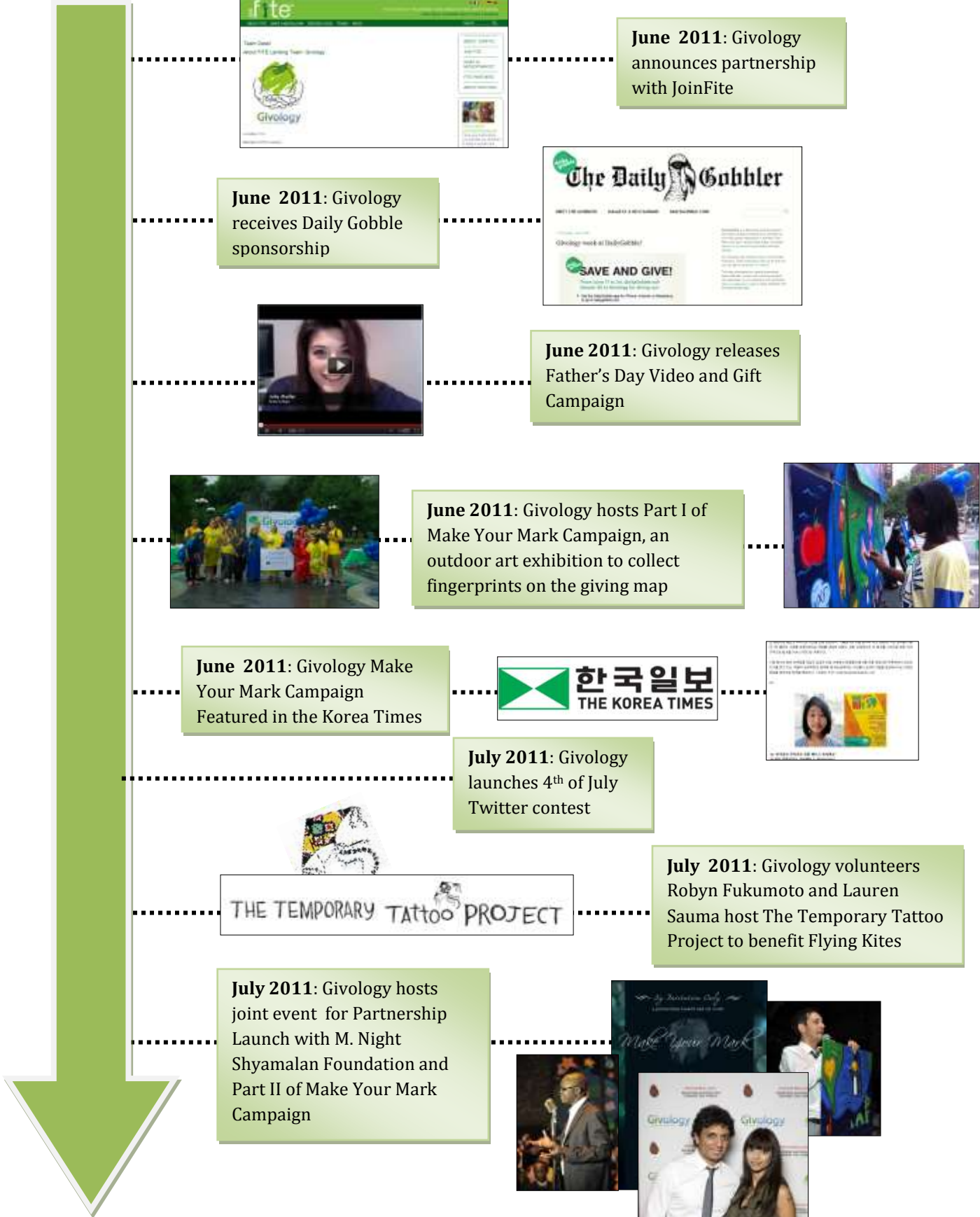
Mar 2011: Givology Announces Social Business Partnerships

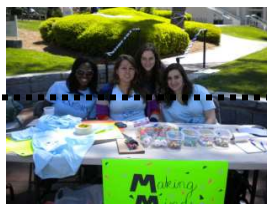
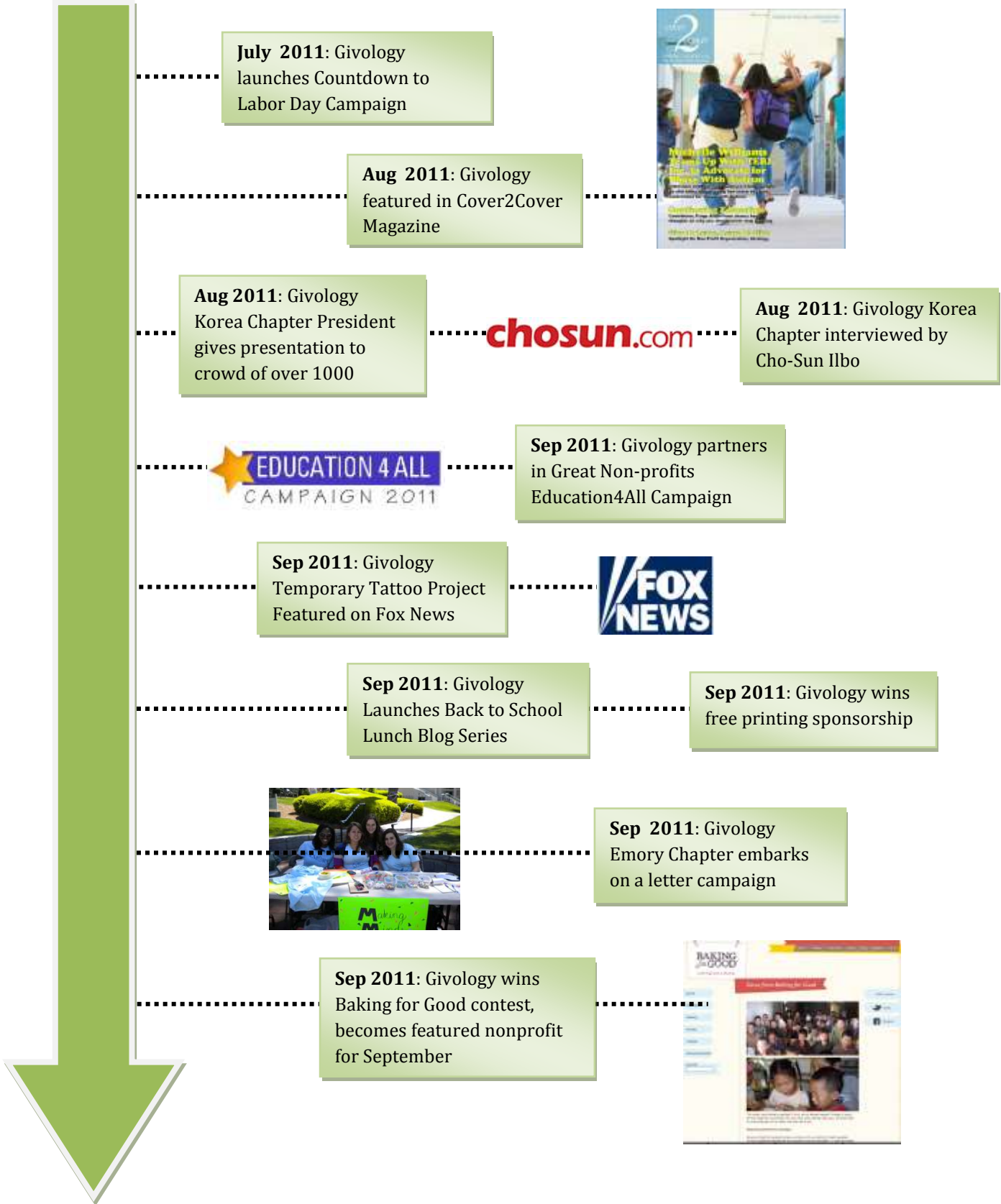


Apr 2011: Givology launches SwipeGood debit and credit card donations campaign

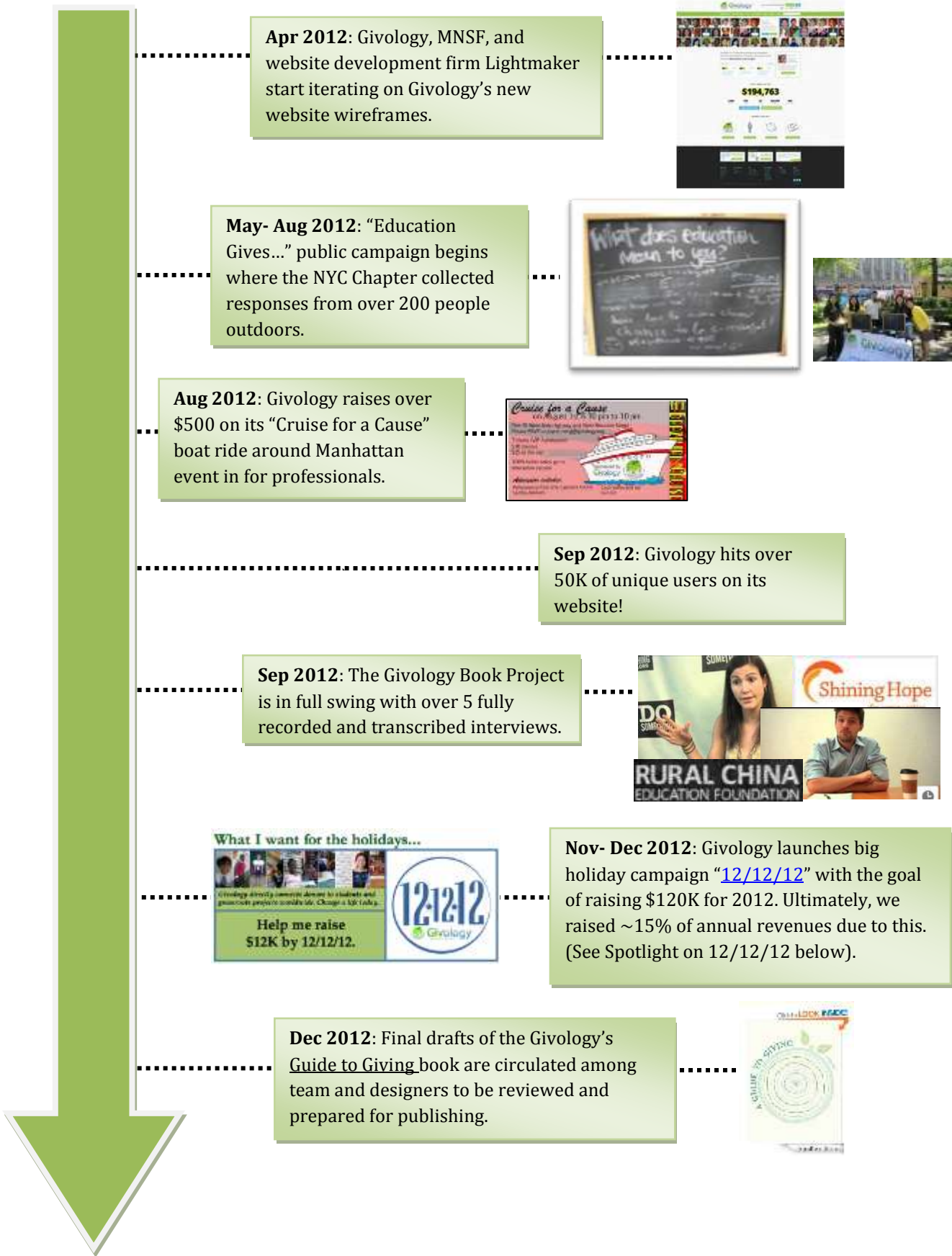
Apr 2011: Givology launches 60 Second Video Campaign, 60 Days of videos featuring leaders in education

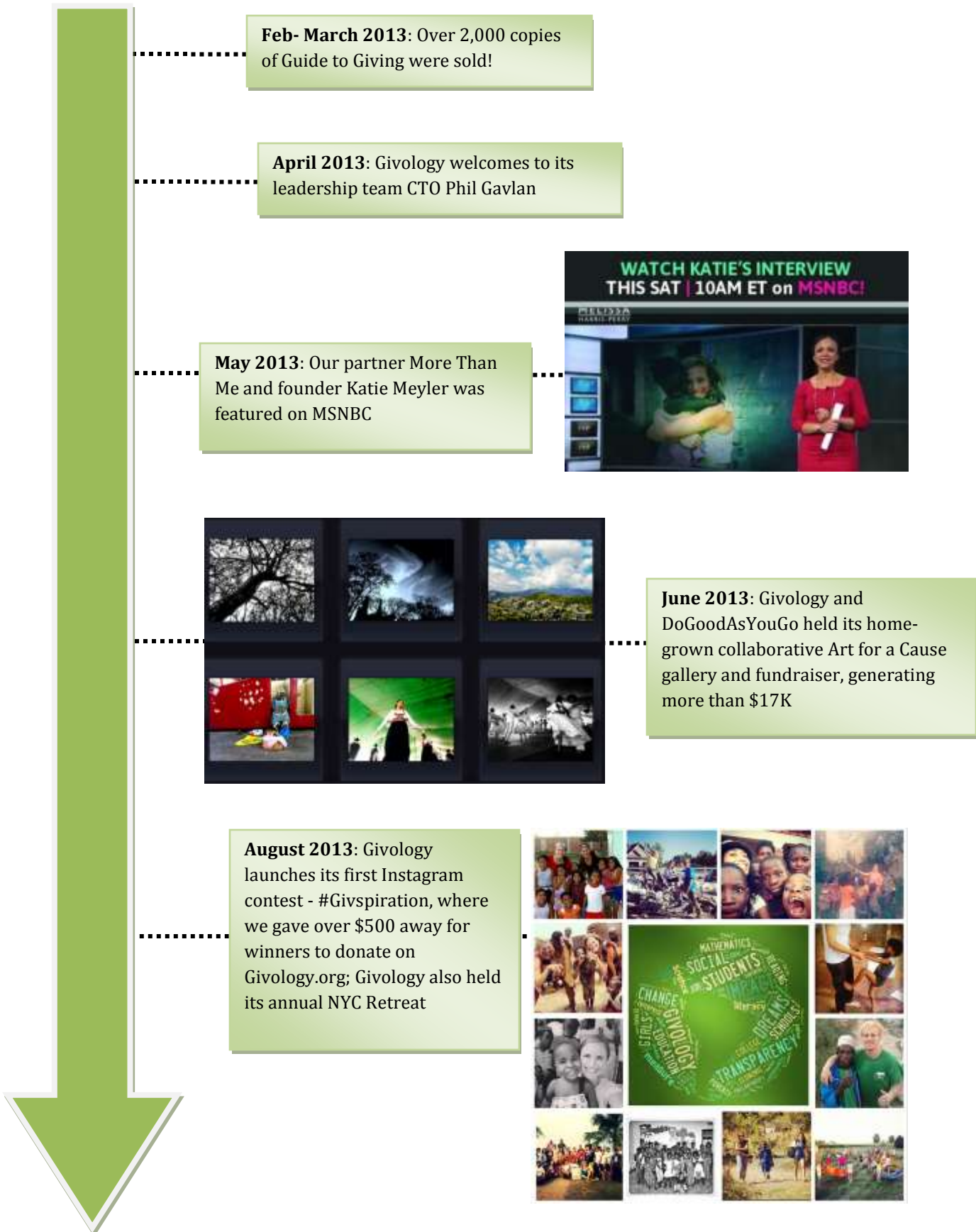












12/12/12 Campaign



2012 was a year of milestones. And once in our lifetimes, we'll see 12/12/12 – December 12, 2012, so we decided to use this serendipitous date to showcase Givology's new website and gather more funds for our partners. The goal was to raise enough to end the 2012 annual year with \$120K of incremental revenue to disburse.

12/12/12 was about working together to spread an infectious and rare holiday spirit. Our Givology team worked hand-in-hand with our field partners' teams, bloggers, and key donors, leveraging personal Crowdrise accounts to drive donations. In November, we reached out to our community with online holiday cards and greetings that promoted users to buy and share Givology Gift Cards as holiday gifts. In December, we launched a 12/12/12 "matching donation" promotion during the 12 days of Christmas. We not only gave out \$10 Gift Certificates but matched donations dollar for dollar. Each Givologist even branded their email signatures with a picture message to pique our personal networks' interests (see message below):



All in all, we ended raising \$12,873 from the 12/12/12 Campaign, a record for 2 months of fundraising online though slightly short of goal. Through the experience, the team really banded together with our partners and supporters, and we all shared the giving spirit together in true Givology style.

Art for a Cause

In June of 2013, Givology threw a large-scale art fundraiser in partnership with DoGoodAsYouGo.org, an organization which connects travelers to worldwide development and community projects at no cost. We were originally introduced to Alice Gugelov and her husband Jay Shapiro through our mutual friend and field partner Katie Clancy at Colectivo T.A.N. 473 (based Guanajuato, Mexico, story featured in our case study profile), who is featured above. DoGoodAsYouGo works with 20 organizations in Latin America, Africa, Asia and North America promoting photography, youth development, entrepreneurial skills transfer, and a variety of workshops to boost students' skills. They have worked with more than 200 travelers in their network to set up short to medium term projects and trainings for them to teach and drive grassroots impact in their partner communities.

Though we share many of the same geographical overlaps, our two organizations have very consistent missions as well: we believe in the power of individuals to make huge impact in changing education in developing markets either through small-scale monetary donations or volunteerism.





Photos of Jay Shapiro (left), the event team including Joyce, Jenn, Alice Gugelov, and Katie Clancy (middle), and the Art for a Cause audience that made the evening so lively

The event preparation was rigorous for this fundraiser. We started preparing and buying all the parts for the art gallery over a month in advance. Incredibly, a scrappy team of joint volunteers turned a large empty kitchen and shared space of an office into an elegant gallery with silver platter catered food. It was quite a celebration of both Givology's impact to date and DoGoodAsYouGo's art projects hand created in tandem by youth and their volunteer travelers. The night included beautiful displays of artwork, world music, and a live jazz band, videos from the youth, as well as authentic international food and drink. The art work featured for sale and auction includes photography created by talented children 12-19 years old living in challenging circumstances (orphanages, shelters, favelas) around the world. Overall, the event raised over \$17,000 in one night – a smashing success for both organizations!

Introducing Give Inspiration

As a 100% volunteer-run organization, we are currently completely donation/grant supported. Our concept behind GiveInspiration is to develop a product line to help us diversify our revenue stream, in which 100% of the profits go back to our students and projects. We strongly believe that consumerism with a cause is a social phenomenon that will only continue to grow and expand. There are plenty of people who may hesitate to donate \$50 to one our projects or students, but would purchase a uniquely-deigned poster, T-shirt, of stationary item. The challenge for us is to craft differentiated designs and share powerful motivating stories that will drive interest in our product line to a wider network beyond our core Givology supporters. We're officially launching our store in 2014 once we finish developing our first e-commerce platform, and we're excited to share with you our vision.





GIVE Inspiration

Step one: interview creative professionals about what inspires them

Step two: convert those inspirations into designs

Step three: create products with these designs on them to sell where 100% of the proceeds go to Givology's projects and students, so that we can "give inspiration" to support children's education

In the back half of 2013, we got through steps one and two, with our media director carefully editing and distilling our interviews into powerful 2-minute segments. In all, we captured the stories of eight individuals whose professions ran the gamut of the creative industries: filmmaker, packaging designers, photographer, coder, sustainable fashion founder, and a variety of other artists. Everyone was inspired by something unique, and therefore inspired (or created themselves), beautiful and interesting designs to make into production goods. Once we get our e-commerce platform set up, we will plan to print the designs to cards, posters, and t-shirts to sell on our website. Our platform will be available early 2014 so please stay tuned to www.giveinspiration.org to see the designs and watch the interviews that inspired them. We hope that you too will be inspired.

Instagram Challenge

GIVspiration was an extremely successful social media promotional contest that reached out to young travelers who were giving back and volunteering during their summer vacations, running from June 17th to August 17th. Every week people across the globe would post photos on Instagram and hashtag #Givspiration to enter the contest. The winner was chosen based on how many votes the picture got. Our idea behind choosing the winner that way was to cultivate the power of personal networking. Instagram is a social media device so when participants engaged in the contest they told their friends and talked about the contest. GIVspiration was an organic way to spread the word about Givology and linking people to do good for others. The winners received donation money that they gave to a Givology student of their choice. We had a lot of fun with this project and interacted with our followers by posting "Givologist Instagrammer of the Week" as well as posting updates on our blog. Every volunteer helped out with this contest and it was a real communal effort.





WHEN JUNE.17 TO AUGUST 27 2013

WHAT PARTICIPANTS MUST DOCUMENT THEIR GIVING BACK & VOLUNTEERING ON INSTAGRAM AND TAG #GIVSPIRATION AND @GIVOLOGY

REWARDS \$500 GRAND PRIZE TO DONATE TO A STUDENT THRU GIVOLOGY. TWO RUNNER-UPS WILL RECEIVE \$200 TO DONATE.

VOTE ON YOUR FAVORITE INSTAGRAM. HOW MANY "LIKES" EACH PHOTO GETS DETERMINES WHO WINS! THE MORE FRIENDS YOU TELL, THE MORE LIKES YOU CAN GET!

Second Edition of a Guide to Giving

(A note from our Editors-in-Chief) It's hard to believe that a year has gone by since we published the first edition of *A Guide to Giving*. We still remember the initial conversation we had, in which we discussed how wonderful it would be to share the remarkable Givology stories across our network, as well as our own experience. To think that such a network of people around the world are working together to create meaningful change in communities is not only fulfilling, but incredibly thought-provoking. The fact that the Givology team has leveraged technology, through email and Google Drive, in not only an operational sense, but also to further advance the Givology cause through social and digital media is empowering and exciting to consider how much philanthropy and meaningful giving will change in the next few years.



With regard to the book, we wanted it to represent Givology in a way it hadn't before. The core of the organization is difficult to sum up in a website's "About" section given our broad geographic reach and localized, grassroots focused. Instead, we thought it would be a powerful project to tell the Givology story by showing the depth and innovation of our grassroots network – our partners inspire us each day and are the reason why each of us are so committed to the cause. With the stories told through the voices of our Givology team members, these stories explore the drive, perseverance, and compassion to not only give, but to give with impact.

It truly has been a pleasure editing these two editions of the book. The organization has definitely grown a lot in the past year, and the amount of time we spent editing profiles this time around was definitely an indication of that. The sheer breadth of NGO partners Givology works with is inspiring and compels us to devote our time to this organization that is bringing such positive change to students and communities around the world. It truly has been a humbling and inspiring experience to serve as editors of the Givology Book Project, and we hope our readers will delve into its awe-inspiring stories and be inspired to give. As we conclude each of our profile sections with "takeaways" from the founder, here's a few of our favorites:

Three Pieces of Advice Taken from the Second Edition

1. It is so important to have something that you are passionate about and have something that leads you. And as much as I have done to benefit Wisdom School and other schools all over the world and all the volunteer work that I've done, I feel like I'm the lucky one. As much as I have given, I have received so much more in terms of my personal growth and all the experience I have had along the way. Chris, from the Wisdom School.
2. Oftentimes when you are starting something it is easy to get caught up in the fundraising and meetings that you "forget to jump rope." This will inadvertently distance yourself from the cause that you wish to support. What's more, being close to your cause helps you to rejuvenate and find the energy you need to push forward. Kakenya, from the Kakenya Center for Excellence
3. Stay aware of change, surroundings, and circumstances. Don't shut yourself up with one idea or thought. Manjula, from Educate Lanka

Partnership with M. Night Shyamalan Foundation

This year, our partnership with M. Night Shyamalan grew even stronger. Besides building a more intimate relationship through regular strategy meetings, we want to highlight two initiatives we are proud of from this year: Givology 3.0 and our [A Guide to Giving](#), a published book written collectively by volunteers of the global organization Givology that delves into topics of social enterprise best practices, measuring "return on giving", and optimizing volunteer engagement. In fact, the Shyamalans and Jenn Walters-Michalec, the Executive Director of MNSF, contributed to our book's content. After the book closing, we actually featured Jenn! You will learn about her a little later in this section.

Givology 3.0 – The Rebirth of our Website

In March 2012, Jenn Walters-Michalec introduced us to Lightmaker, a website design company that actually helped brainstorm and make M. Night Shyamalan's website. We worked with a team around the clock to sign off on the vision – we started with an open discussion on adjectives that describe Givology and what we associate ourselves with. Words like "open and democratic," "personal and direct," "impact," "stories," "passion," and "friendly" were suggested initially, and from there... we let our imagination run wild and colorful. 3 months later, we had the finished wireframe from Lightmaker, and we opened up the prototype to all our Givologists for feedback. In April, we celebrated the birthday of our new Givology site!

From there, MNSF and Givology worked hard to explore another resource to help us adjust the backend of our website to the new design from Lightmaker though in the end, we decided that Givology's amazing



technology team would personally work through the long migration. MNSF continued to support and cheer us on over the additional months, until the finish line at the end of the summer. We feel extremely grateful for what MNSF has enabled for Givology – welcome to the brand new, beautified version of our home for the next few years!

AGE Africa

The MNSF helped make introductions for us to Aubryn Allyn Sidle, Executive Director of AGE Africa. After many months of getting to know each other, we welcomed AGE Africa into our community in 2012. Jenn and the Shyamalan’s are always looking out for good partners for us and in this case, it was through one of Jenn’s encounter with Aubryn at a development conferences that inspired the introductions. MNSF has always believed in empowering young leaders and creating a community of like-minded do-gooders in education!

Givology: A Guide to Giving

It was a true treat to have MNSF be a part of our first book. We still remember when we talked about us writing a book nearly a year ago. Everyone was so excited. And this year, we finally gathered a wonderful team of Givologists, partners, and supporters to author the book.

Over the course of a few months, the stories were recorded, edited and published. It was record time for us in terms of launching a new product! If you don’t know already, in the book, you will find encouraging stories of giving, practical advice from amazing organizations about how to create a successful culture of giving, and a framework for how to ensure your giving yields results. You may not know that we spent quite some time with the Shyamalans to dive deeper into why they feel passionately about giving and what this book is to them. Just a sneak peak of Mrs. Bhavna Shyamalan’s piece: “In this book, you will find encouraging stories of giving, practical advice from amazing organizations about how to create a successful culture of giving, and a framework for how to ensure your giving yields results.”



[Check out our banner for the book release](#)



Learn A Little More About Jenn, Executive Director from the MNSF!

Who is Jennifer Walters-Michalec of the M. Night Shyamalan Foundation?



1. Tell me about yourself and the MNSF.

My name is Jennifer Walters-Michalec and I am the Executive Director of the M. Night Shyamalan Foundation. Today starts my 7th year with the organization, which supports remarkable leaders who are working to remove the barriers created by poverty and inequality, which prevent individuals and communities from unleashing their full potential.

Though we work in a variety of issue-areas around the world-food and water access, job access, human trafficking- we have a specific interest in ensuring all children have access to quality education.

2. What is the MNSF's philosophy of giving? What about Givology resonated?

Our approach to giving is really to invest in human capital. We believe that all human beings have limitless potential, and so we want our funding to help provide the opportunity for individuals and communities to fulfill that potential. We do this by entering into multi-year grant partnerships with a select group of leaders both locally and around the globe. These leaders are social entrepreneurs who have demonstrated both resilience and commitment in addressing problems of poverty and inequality in their own community or a community they have ties with. They have the support and buy-in from their community, and work with their members to produce mutually desired and sustainable change. They are self-starters who are not willing to take "no" for an answer, and they are often working to address a problem which no one else is addressing in their community.

Joyce Meng and Jenn Chen fit this model to a T. Not only are they working to ensure children around the globe can fulfill their potential by improving educational access and opportunities, they're doing so with an incredible, all-volunteer model. A model which I am certain many said could not function, let alone achieve great results. They have enormous buy-in from their volunteers, and have been able to accomplish so much despite their atypical structure. We wanted to be a part of this amazing experiment.



3. How do you define "effective giving"?

This is a tough one. While you always want to be able measure and evaluate your performance, and make certain you're actually making people better- off through your giving, there's always an element of risk when you are working with people. So we might define "effective giving" as "giving with an emphasis on relationship." What I mean by this is that sometimes the most transformative part of giving comes from the exchange, not from the value of what you give, which is often the statistic which gets measured. Building relationships with those you're giving to and giving with, and working through struggles together, can help us all learn how to give better and go deeper in our work. Only when you allow for these relationships to be formed can you start to reach a definition of "effective giving."

4. What inspires you in your work?

The people we meet working on the ground who have given their lives so faithfully to helping others, as well as the individuals and communities who are so determined to make a better life for themselves, inspire us daily. Funders are simply playing a role in a much larger story, a story that relies most heavily on the practitioners and communities doing the difficult work. We are thankful for the opportunity to play a small part in the amazing work that organizations like Givology are conducting.

5. As a foundation, you learn and work with a lot of different non-profits. What best practices / characteristics do you see in the most successful ones? What advice would you give to budding philanthropists?

We've learned so many lessons throughout the past seven years of working together, but we always go back to the idea of fostering transparency through relationships. As I mentioned above, any work that involves human beings, especially those in marginalized conditions, is volatile. What works in one community may not work in another community, and so it's so, so, so important that you really know the NGO and the community you're working with. The most successful projects that we've been a part of are ones that 1) Reflect the values they are working to implement through their work in their own organization; 2) Expect accountability but allow for flexibility; 3) Really know the people they are working with; and 4) Build honest relationships with their funders.

For a budding philanthropist, I would emphasize the need to build long-term, honest relationships with your grantees. Roll up your sleeves and get involved, visit them where they are working, and really listen to what their needs are- sometimes the best grants are the behind the scenes grants.

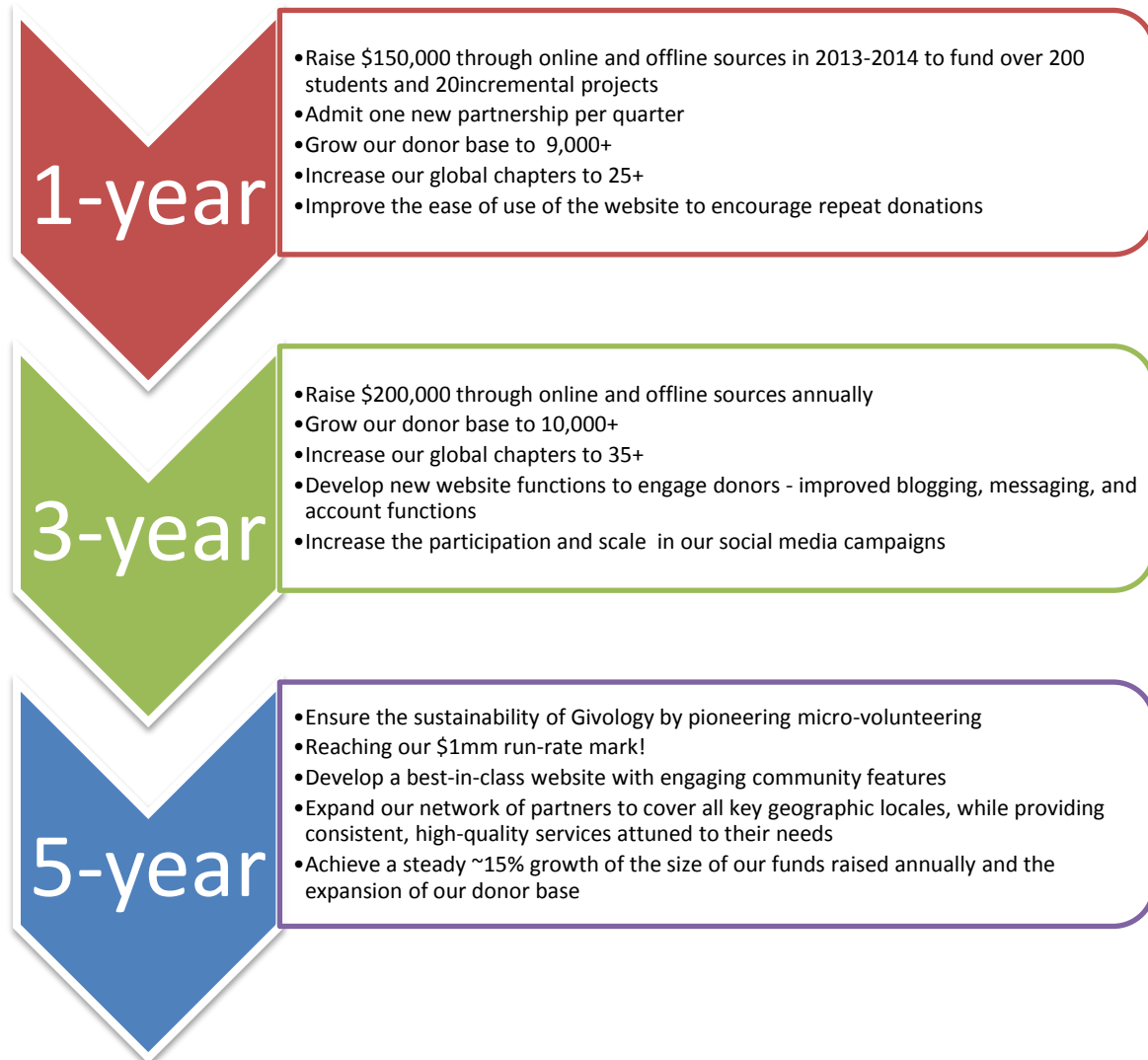
6. Do you have a motto to live by, or a favorite quote?

I have a favorite quote that I think is especially applicable to the education issue which Givology is working on globally, and which the M. Night Shyamalan Foundation is championing here in the U.S.- From Lilla Watson, an Aboriginal activist: " If you have come here to help me, you are wasting your time. But if you have come because your liberation is bound up in mine, then let us work together."



Vision for the Future

Even though we fell short of our 2012-2013 goal of raising \$150,000, partially due to technical difficulties we experienced with our website mid-year, we nevertheless grew our donor base, chapters, social media presence, and partnership network in line with our expectations.



Our goal is to raise over \$150,000 next year to support grassroots education projects and student scholarships. We hope to fund 200 students and 20 incremental projects, register 9,000+ donors, contact 12,000 Twitter and Facebook followers, expand to 25 chapters, and preserve the personalized level of quality and engagement with our partnership network.

- **Increasing our network of chapters.** The Givology team wishes to build Givology through the formation of new chapters in various cities and countries in the world. Initially, the team will take advantage of its geographic dispersion to draw in those in the professional and social networks of major cities in the United States, Europe, and China. Givology will recruit a Chapter Head based on each city location. He/she will coordinate with the Executive Team to build the organization in a federated manner. At the same time, Givology will further develop its chapter model with universities and high schools that have pre-existing relationships with the team. The logistics and management of educational facility-based chapters vs. city/regional chapters will be similar.



- **Providing technology resources.** Many of the students and villages Givology sponsors are not connected to the Internet. As donors can read in the student profiles, students expressed a desire to understand the world beyond their village. One of our long-term goals is to provide each school that we support with computers, digital cameras, and Internet connectivity. By providing these technological resources, students have access to better learning resources and have the opportunity to peer into a world beyond their village. Likewise, the provision of these resources enables students and schools to connect to Givology’s donor community.
- **Expanding our letter writing campaign.** One of the most unique factors about Givology is that donors can directly message students and read their updates online regularly. Donors can form tangible relationships with the students, acting as mentors and sharing stories about one’s life. Simply by telling a student a little about himself, his family, or his life, the donor is opening his mind to new ideas and inspiration. A student is less likely to become disengaged from school and drop out if she knows that people all over the world are cheering and supporting her. Givology’s letter writing campaign asks for “one letter per child.” A physical letter adds immeasurable elements of compassion and connectivity between the writer and student recipient.

- **Creating more videos and multimedia.** Givology is planning a series of visits to local partners to gather video footage and student interviews to provide our donor community with richer visual and audio updates. In addition, it is experimenting with holding webinars to connect schools in the developed and developing world to share ideas, aspirations, and challenges. Through a partnership with the Jubilee Project in our “Make Your Mark” campaign, we discovered the power of Youtube in generating awareness and raising additional funding. As such, we started our own 60 second video campaign to capture inspiring stories from philanthropists and key change makers across the country. For 2013-2014, we intend to film more videos featuring our partners as well as lessons from the field as a learning toolkit to share and inspire.



Students from Eureka Foundation proudly show their drawings (India)

- **Expanding our channels of funding.** In addition to online donations and fundraising, Givology is looking into launching a related social business, of which 100% of the profits are donated to support Givology sponsored students and projects. Sustainability is a core focus. In addition, Givology is actively working to start and expand chapters across the world to get more students and professionals engaged in our efforts. The growth of Givology chapters broadens our network of active supporters and provides Givology local community support, from fundraising and translation to advocacy and outreach. Givology also hosts events in order to increase marketing and fundraise for various students and projects. Ideas from events are generated through the executive team or individual chapters. Givology’s events thus far have ranged widely in scale, from microfundraisers to large galas.
- **Gammifying Givology:** With the advent of mobile technology and tablet/phone applications, we want to introduce the concept of gamification into our network to promote donor engagement with our site, as well as raise awareness about our cause in an educational manner. As we were able to bring on a large recurring foundation donor, we intend to leverage those funds as a matching program for a web-based and smartphone based educational game that allows any player to “earn points” to trade for Givology dollars for student scholarships and education project funding. We currently have a beta version in development and intend to release a version in 2014.



- **Launching the Givology social product line 2014:** Along with our initiative to diversify our sources of funding away from pure donations, we are launching a new Givology social products design line in 2014 through our www.giveinspiration.org website (see section below for more details). 100% of the profits raised are invested directly into our students and projects with the goal of diversifying our revenue base and reaching a broader audience.
- **Growing our supporters, users and donors base.** With respect to our online platform, the target is for Givology to grow its student and project profiles at an increasing rate, keeping pace with the volume of dollar donations from its donor base. For the year 2013-2014, the goal is to reach \$150,000 in funded student grants and projects and 9,000 donors in the Givology online community. We're also working to bring back our Giving Team website function to facilitate the creation of "challenge groups" online that support our grassroots projects and student scholarships.
- **Improving our volunteer program.** Givology volunteers are indispensable assets to our work. As a 100% volunteer-driven organization, Givology depends on a network of global supporters to help us grow, forge new connections, and make an impact. Givology will streamline the volunteer program to better accommodate the schedules of a wide variety of people as well as the unique skill sets of people. Interested parties are asked to send their resumes as well as volunteer interest forms to Givology. Givology then assesses organizational needs as well as the potential volunteer's interests and skills. The volunteer will then be placed in contact with a specific Givology Core Team Member that will work with the volunteer on the assigned project. We've made significant changes to our onboarding program this year, and have worked continuously to improve communication, engagement, and volunteer retention.
- **Optimizing our website and services.** Givology is an online-based platform that will continue to innovate on design and functionality. The Givology team plans to increase the speed of transactions and reduce its dependency on fee-based processing service as we have recently obtained tax exemption status (i.e., Google, Paypal). By building blogging and messaging capabilities into the site, Givology intends to further advance such capabilities in the future through offering additional file uploading capacity, text messaging, and cross-linking with other online social networking sites. Moreover, we place high priority on improving the services available on our website by adding more dynamic features, such as enhanced blogging, messaging, and account functions.

Target Affiliates

Although Givology hopes to capitalize on small scale, individual donations - the largest form of charitable giving - Givology also plans to diversify its donor base by forming partnerships with corporations and institutional supporters. Givology is currently working on expanding sponsor outreach initiative to bring more monetary and in-kind donations. In 2012-2013, we plan to focus on smaller businesses from personal networks and social-impact media channels to create mutually beneficial relationships. An example of success was Givology's partnership with "Baking for Good", a for-profit social enterprise, who pledged to donate profits from line orders to Givology after we won a social media voting competition. As Givology matures, we look forward to connecting with corporations that would be able to provide us with pro bono services, such as flight mileage, international shipping, and management consulting services.

Givology also targets high schools and universities to start Givology chapters, which are groups led by students that support the mission of Givology. Chapters engage the local community by hosting public awareness events, raising donations for Givology students and projects, and participating in Givology-wide initiatives and campaigns. Through chapters, Givology is able to tap into networks that are removed from our current audience, expand our geographic presence, and circulate new ideas and feedback. The chapter program officially launched in 2009 and since then has successfully created 19 chapters. Givology has made a comprehensive chapter guidebook and an application available on our website, and we continue to receive chapter applications on a regular basis.



Key Success Factors and Risks

Givology’s success depends on several key factors. First, donations and grants are the power behind Givology’s work as we rely on these contributions to fund partners and students. Financial support from corporations can also increase Givology’s success by increasing the funds available to connect with partners. Another key factor is the donor’s trust: Givology must maintain credibility and the assurance that donations are truly reaching students and enabling a substantial education. We also need knowledge capital, especially concerning our partners and knowing the details of how such educational institutions work with students. Such knowledge helps build strategic relationships with our partners, which ensure a long-term relationship in helping present and future students. Being able to measure and show evidence of impact is also needed to present and communicate the difference Givology is making to market to potential donors. Because Givology is completely volunteer-based, success requires staff attraction and retention. Lastly, Givology’s success depends on continuous growth and development in terms of technology, network expansion, and marketing capabilities.

Marketing Plan

For the next few quarters, Givology’s outreach strategy maintains a heavy commitment to organic, grassroots-level marketing, specifically in continuing to seek real-estate for Givology via online networks, event-based marketing, media features and chapters expansion in select areas. Given that operations are still relatively small, investing heavily monetarily into professional marketing services or public relations wires may not be the most efficient allocation of resources. Though by no means “free,” Web 2.0 developments in marketing platforms present a unique bracket list of important tools that will allow Givology to attain the largest increase in targeted demographic per capita invested. However, as Givology matures and achieves greater attention from partners, donors, media and corporate funders, Givology plans to start investing into professional services, including public relation wires, improved SEO tools, online advertisements, etc.



The Dove Fund was started by Vietnam war veterans looking to leave a legacy of peace and development.

Online Networks: The rapidly growing popularity of user-driven online services, including Facebook, Twitter and Youtube, has “niched” out important tools for Givology’s continued growth. To best fit the organization’s management and target demographic structure, the technologies that will prove most beneficial rely heavily



Nanubai Education Foundation (India)

on user collaboration and dynamic B2B and B2C interaction via online vehicles like P2P networking, collective intelligence, RSS (Really Simple Syndication), blogs and vlogs, and various social networks, especially the ones listed above. Indeed, the issue no longer revolves around the availability of Internet marketing resources, but rather the implementation of online devices in a way to reap the greatest benefits. With this challenge in mind, it’s imperative to recognize that social media and other similar tools cannot be the beginning or end of any marketing effort, but must rather act as a catalyst that will work most effectively when combined with Givology’s offline outreach efforts. In addition, on the micro-level, Givology must strengthen the organization’s internal capabilities to make the most of the market opportunity at hand.



Event-Marketing: To raise additional funding and awareness, Givology holds events benefiting students and education projects. Events are critical to Givology’s operations because they mobilize the community in support of education and are a great way for supporters and believers to connect in person. In our large events in NYC, we typically achieve 8-12x multipliers on the amount that we have invested in the event, doing our best to get everything donated to keep our costs as low as possible.

Media Features: Givology’s innovative work has been spotlighted by some of the world’s largest media outlets, as well as local papers and online blogs across the world. Media coverage is crucial to Givology’s operations because it is in many ways direct communication with the organization’s target market, both in maintaining current relationships and developing new ones. With much greater competition for real-estate in this market, it is imperative to define the target in all public relations efforts, identifying Givology’s target market and any sub-segments and lining up publications and broadcasts within these categories. Although user-generated content has become an important outreach mechanism that is more readily accessible, mainstream press, despite being much harder to achieve, still drives significant awareness. Indeed, the names of many prestigious publications and the credibility they carry can drive significant increases in media conversion rates. Mindful of this need and aware of the limitations of its volunteer-structure within this capability, Givology highlights the importance of developing relationships with media partners to help increase overall readership of the content that we generate.



Student raising hand in class at the Rural China Education Foundation (RCEF)

Vision for Influencing Systemic Change

Education can be a means to level the playing field and tighten the gaps in opportunity and quality of life. It also serves as a catalyzing force to alleviate poverty and disease, which are immediate challenges in developing countries. Schools provide children a safe environment where they can learn necessary life skills and receive guidance and care. Poverty is one of the principal causes. Givology’s primary vision is to eliminate market inefficiencies and financial barriers to obtaining and improving education by maximizing the impact of every dollar of donation. For many children and adolescents around the world, both the quality of education and the ability to go to school are compromised by financial constraints. Often times, families may have difficulty affording school fees or the cost of supplies, or may simply need to keep children working to contribute to the family income. Because we believe education is the single most important and sustainable resource for individual empowerment, advancement, and poverty alleviation, we wish to alleviate this problem by gathering microdonations through the Internet. Givology allows any Internet user who wishes to support basic education abroad to confidently, efficiently and directly give - with an understanding the recipient he chooses will receive 100% of the amount, to give with an expectation of informational transparency. Givology aims to revolutionize philanthropy in education from methodology to social construction.

The educational investments made by Givology benefit the community in numerous and sustainable ways. Broadly speaking, education addresses improves the health of society and increases economic output, through both expanded access and training, which is key to releasing societies from poverty. Educated girls marry later, and have fewer and healthier, children. They also earn 10-25% more in wages as more productive, highly-skilled workers, benefiting not just themselves, but the community, aggregate economy, and family. Education also provides a means by which boys may better their lives, preventing them from turning to crime, rebel groups, and terrorism. By giving the most sustainable form of aid, Givology helps to catalyze human capital accumulation and economic development in the long run.

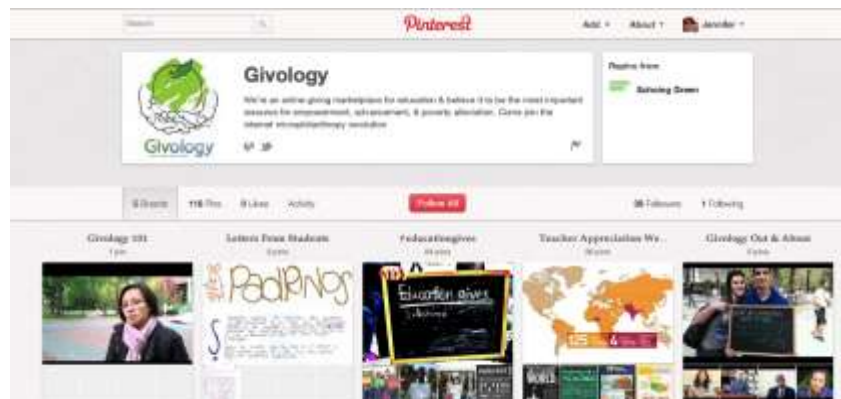


Social Media Strategy and Analytics

2012 was a year of increased social media and marketing efforts. With a clear focus on community engagement, Givology launched campaigns garnered not only towards attracting new Givologists, but also encouraging participation of existing members through the wheels of social media. Through initiatives such as the #EducationGives campaign, which encouraged our Twitter and Facebook followers to send us a self-portrait with their answer to the question, “What does education give you?”, to our “Givology in the Park” events in which NYC based members of our core team engaged passersby in various high traffic parks, we’ve noticeably grown our online community.

Pinterest and Instagram were two new platforms that we joined and utilized as powerful tools for further potential donor engagement. In addition to pushing content through these communication channels, a pivotal marketing development of this past year has been our increase in original content creation through Givology’s blog. Our efforts to showcase our partners and projects in addition to including our core team’s ideas, collective creativity, and writing skills has made a major improvement on our online content quality on our own blog and social media channels. With better content, this leads to more readership, subscribers, traffic, and viral spread.

In the coming year, Givology’s social media and marketing teams hope to build upon the past year’s efforts in community engagement. This is done through both online and offline marketing efforts by creating more contests, encouraging more chapter-led initiatives, and of course, the best way of advertising: word of mouth. It is our hope that through social media we are able to capture the attention of future Givology members, and to use it to strengthen the relationship and increase communication within and among our chapters. A concerted effort by all of our team members, partners, and donors to participate via social media outlets is needed to increase and broaden our presence.



Online Analytics

Givology is heavily reliant on its online platforms as a method of raising funds and spreading its core message. This past year, Givology has continued to experience success with its website. For the year ending 10/01/13 the website attracted 9,015,531 visitors with 73% of them being unique visitors. Those who visited the website spent an average of 1:19 on the site and visited 1.56 pages. 9% of website visitors viewed three or more pages, and approximately 10% of visitors spent over one minute on the website.



6,610,733 people visited this site



Many of our website’s visitors arrive via mobile devices. This past year, 11.3% of all visits were through either a mobile phone or tablet. The continued adoption of mobile devices globally has led to a large relative change versus the 2012 fiscal year, which saw only 3% of all visits to the website being done through mobile devices.

Givology’s website is most frequently viewed through the following browsers: Internet Explorer (61%), Google Chrome (15%), Firefox (9%) and Safari (4.7%). The website is also commonly viewed via the Android browser which represents 4.39% of all visits. While the most common way for visitors to find our site is through direct referral traffic, organic search traffic most commonly finds the Givology website through the Keywords “child education,” “what is education” and “Givology.”






As Givology continues to expand globally, so too does its visitor base. 2013 saw a decline in visitors from the United States and Canada, with a rise in visitors from countries such as Mexico and Russia. The most frequent visitors in 2013 were the US (17.1%), Canada (4.2%), Mexico (3.9%) and Russia (3.2%). This figures changed from 31.3%, 5.7%, 0.56% and 1.15% respectively in 2011/2012.

	9,015,531 <small>% of Total: 100.00% (9,015,531)</small>	9,015,531 <small>% of Total: 100.00% (9,015,531)</small>
1 United States	1,540,556	17.09%
2 Canada	378,933	4.20%
3 Mexico	348,886	3.87%
4 Russia	290,482	3.22%
5 Brazil	287,360	3.19%
6 Argentina	282,958	3.14%
7 Italy	262,985	2.92%
8 (not set)	257,754	2.86%
8 Spain	252,703	2.80%
10 India	224,626	2.49%



Social Media

The social media team is an extremely valuable part of Givology. They help to attract and retain volunteers and donors, as well as spread Givology’s core message and relevant news. Since the organization’s inception, the volume of social media followers and frequency of interaction has grown steadily. In aggregate, our several main channels represent 9,177 followers. This figure is comprised of 4,483 from Facebook, 4,158 from Twitter, 391 from Instagram, 91 from YouTube and 54 from LinkedIn. Givology also maintains an active presence on other channels such as Tumblr and Pinterest.

Social Media Breakdown		
	Name	Number of Followers
	Facebook	4,483
	Twitter	4,158
	Instagram	391
	YouTube	91
	LinkedIn	54
Total		9,177





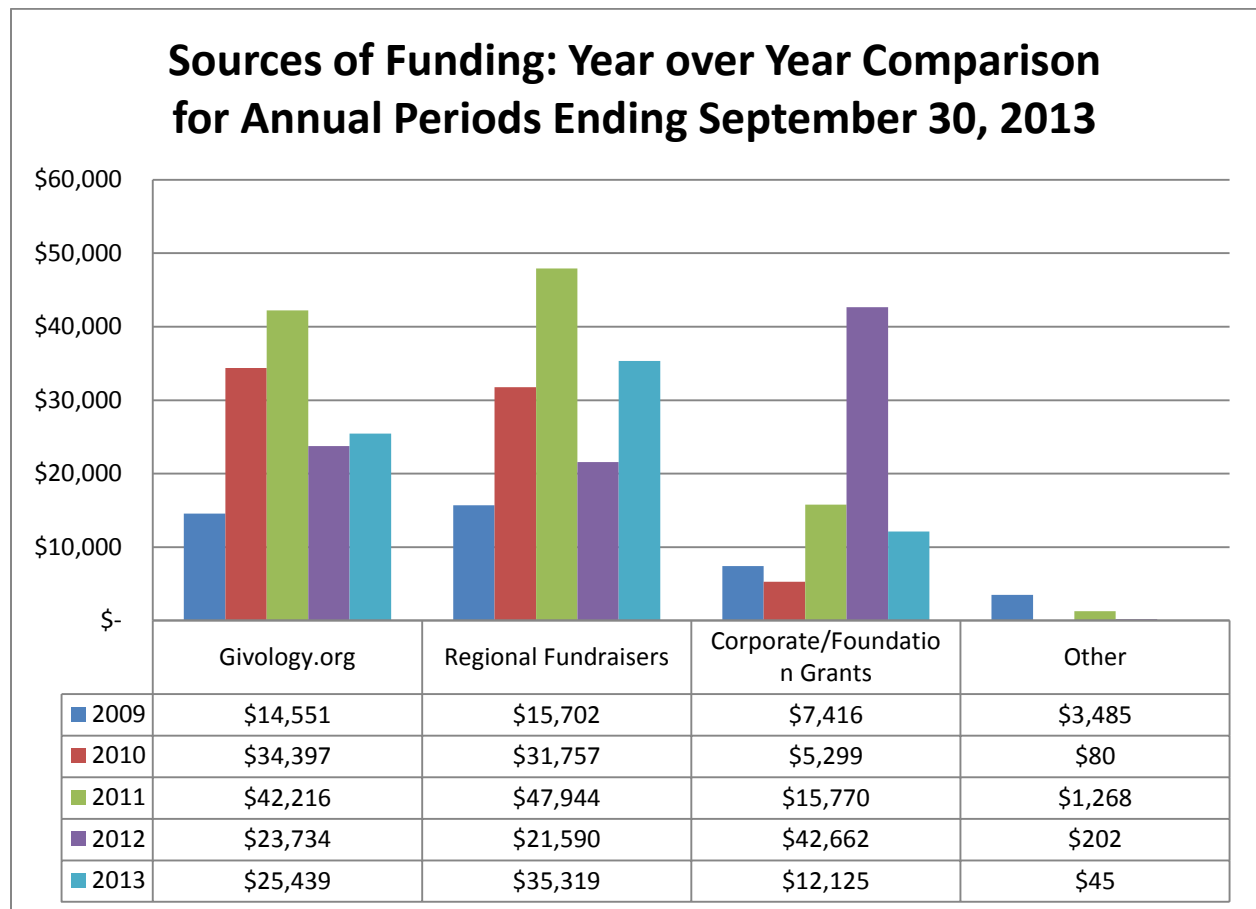
Financial Summary

Givology's sources of funding drive from four different means:

- Online funding
- Chapters fundraising
- Core team fundraising
- Grants and corporate awards

Sources of Funding

In our fifth year of operation through September 30, 2013, Givology's main sources of funding included donations made through Givology.org, revenue from regional fundraisers, and grants from corporations and philanthropic foundations.



Through September 30, 2013, supporters have donated approximately \$381,000 to Givology, of which \$72,928 was raised this year.

Online donations: Since we transferred hosting mid 2013 due to technical issues, online donations have fallen short of our 2011 record. Now that we've established a long-term and stable hosting service, we expect online donations to pick up again.

Regional fundraisers: As Givology has continued its tradition of hosting two major regional fundraisers per year (at Katra and AFAC this year), as well as a number of smaller outreach programs, funding from regional fundraisers has picked up significantly since our previous fiscal year.

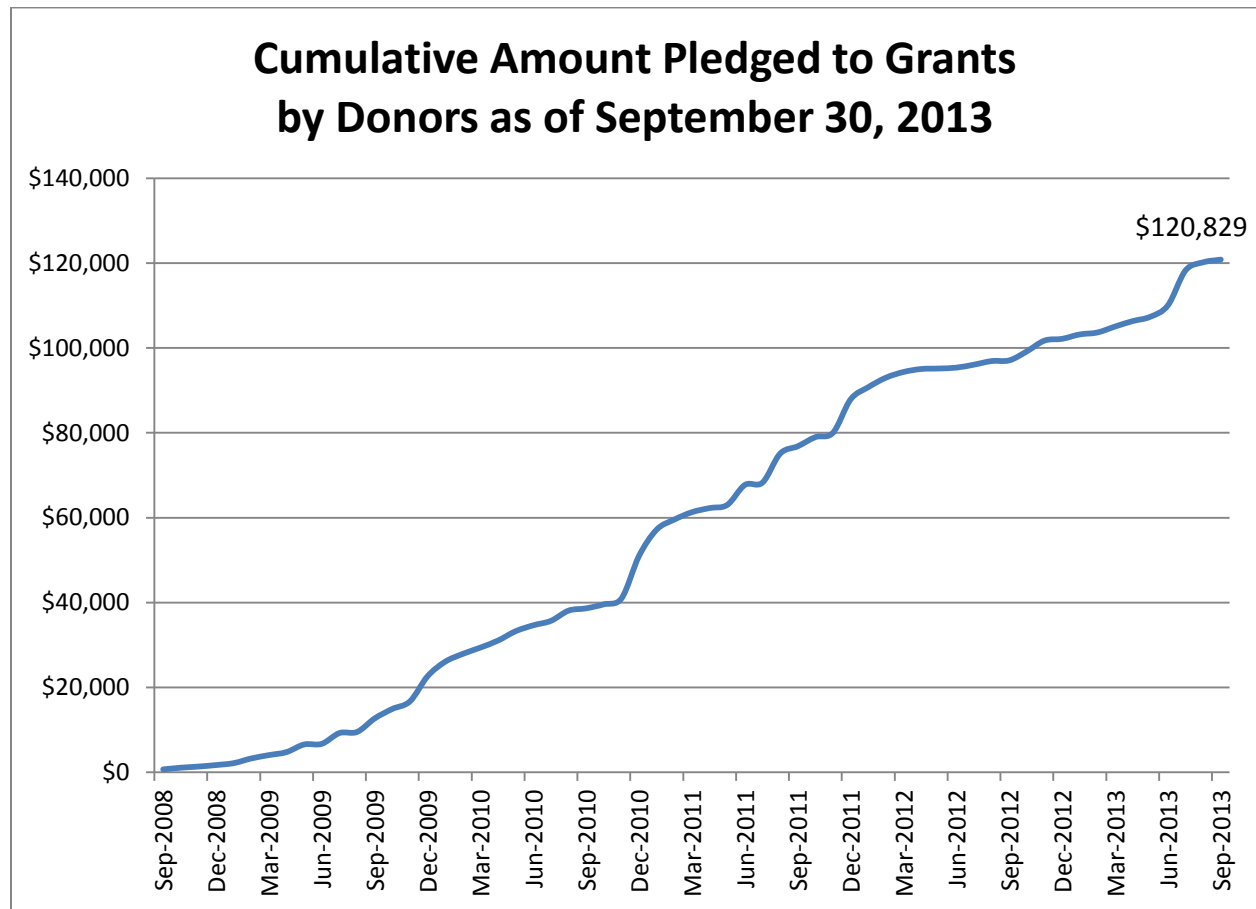


Corporate/foundation grants: This year, Givology has continued to fundraise through corporate and foundation grants. Last year, we saw two large one-off foundation grants that inflated last year’s fundraising levels; this year, we have experienced more normal levels of activity.

Any supporters that have questions about the tax deductibility of donations should feel free to get in touch with us. Givology was recognized as a 501(c)(3) tax exempt organization by the IRS on February 1, 2010.

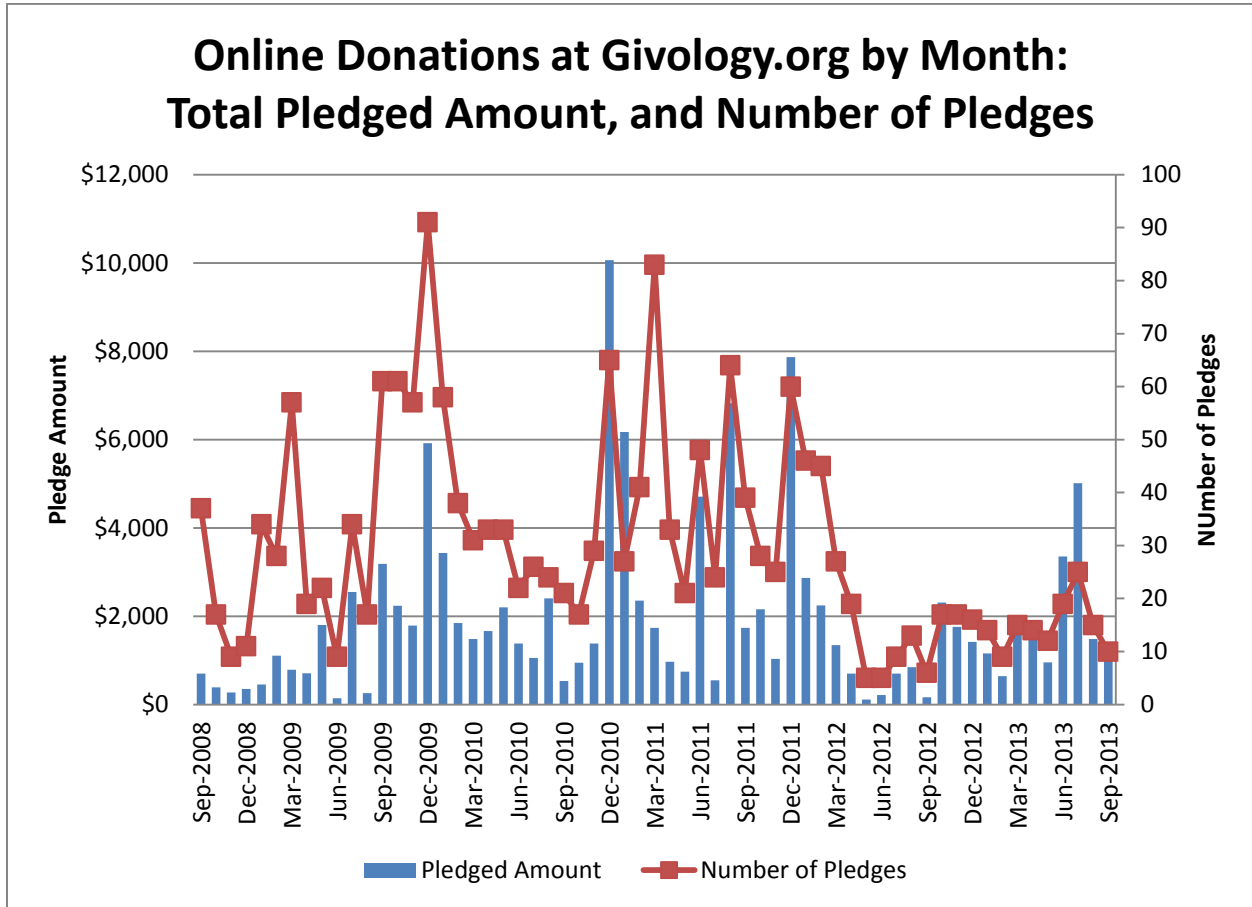
Online Funds Raised through Givology.org since Inception

Through September 30, 2013, Givology’s users have donated a total of \$140,337 through our website. Of that, \$120,829 was pledged by our users to educational projects and primary school students in countries such as China, India, Uganda, Haiti, and Columbia. \$12,047 was pledged to Givology’s operating budget, and the remainder is pending allocation to grants by our users.



The graph below breaks down by month the dollar value of pledges made to students and projects, as well as the total number of pledges. Since our launch in September 2008, the average pledge size has been \$65 and there have been an average of 30 pledges per month. Year over year, the average pledge size has increased from \$70 to \$123, but the number of pledges in an average month dropped from 24 to 15. As mentioned earlier, we attribute to the drop in number of pledges per month to technical issues that the Givology website experienced during the summer as we transitioned our hosting service.



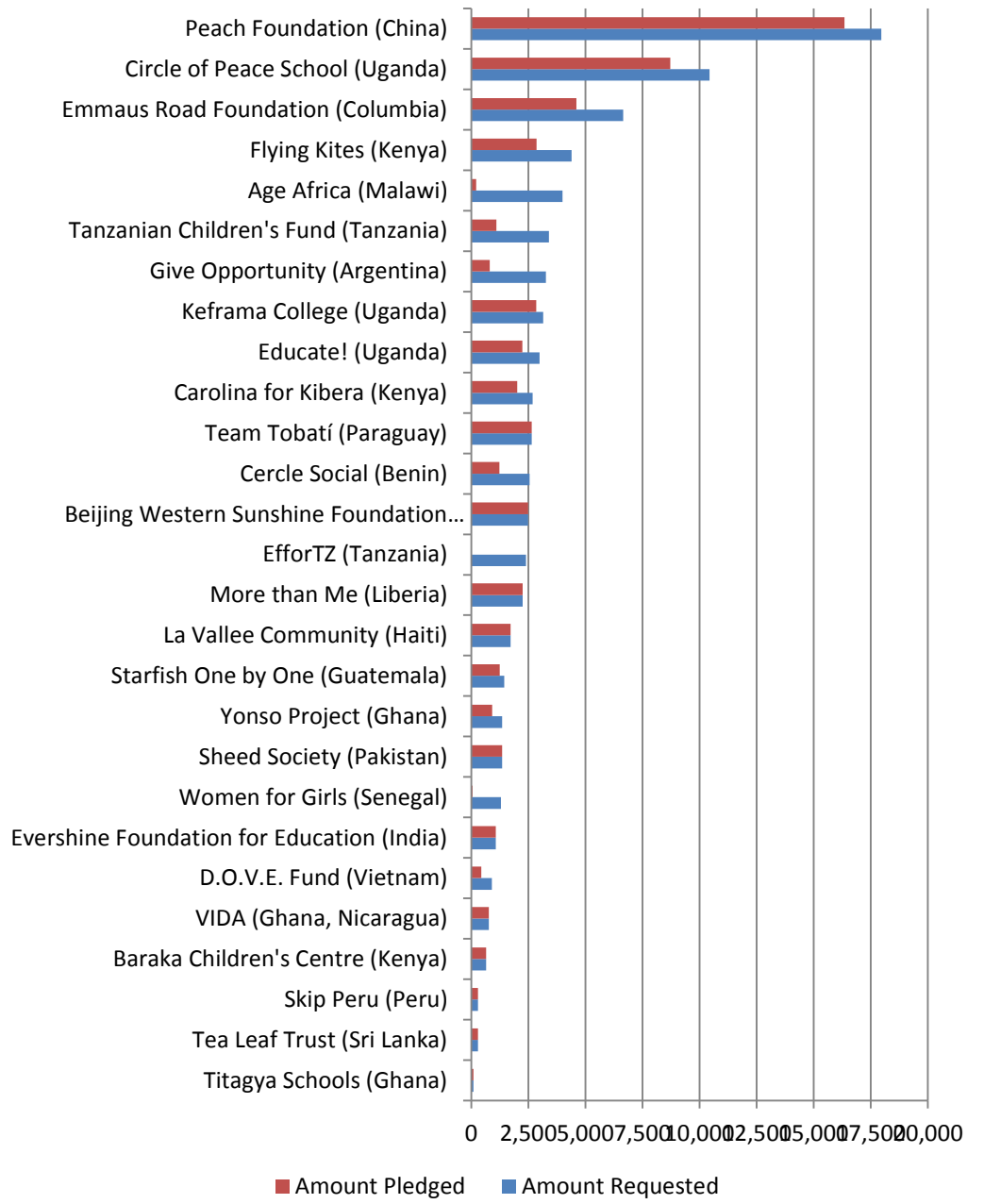


Since inception, the giving on our website has resulted in fully funding 152 recurring student grants and 47 education related projects. In addition, Givology has partially funded another 55 student grants and 23 projects.

By demographic, our partners that focus on students and projects in China and Uganda received the most contributions (15% of total user donations each). The next highest recipients of contributions were in Kenya (12%), India (11%), and Haiti (10%), with Columbia, Ghana, Guatemala, Pakistan, Paraguay, Peru, Liberia, Sri Lanka, and Brazil taking between 2-3% each. In the future, we expect continued diversity in giving as our newer partners continue to post additional profiles and projects from other regions of the world. The graphs below summarize the total amounts pledged to the student and project profiles of each partner, along with the target country of that partner.



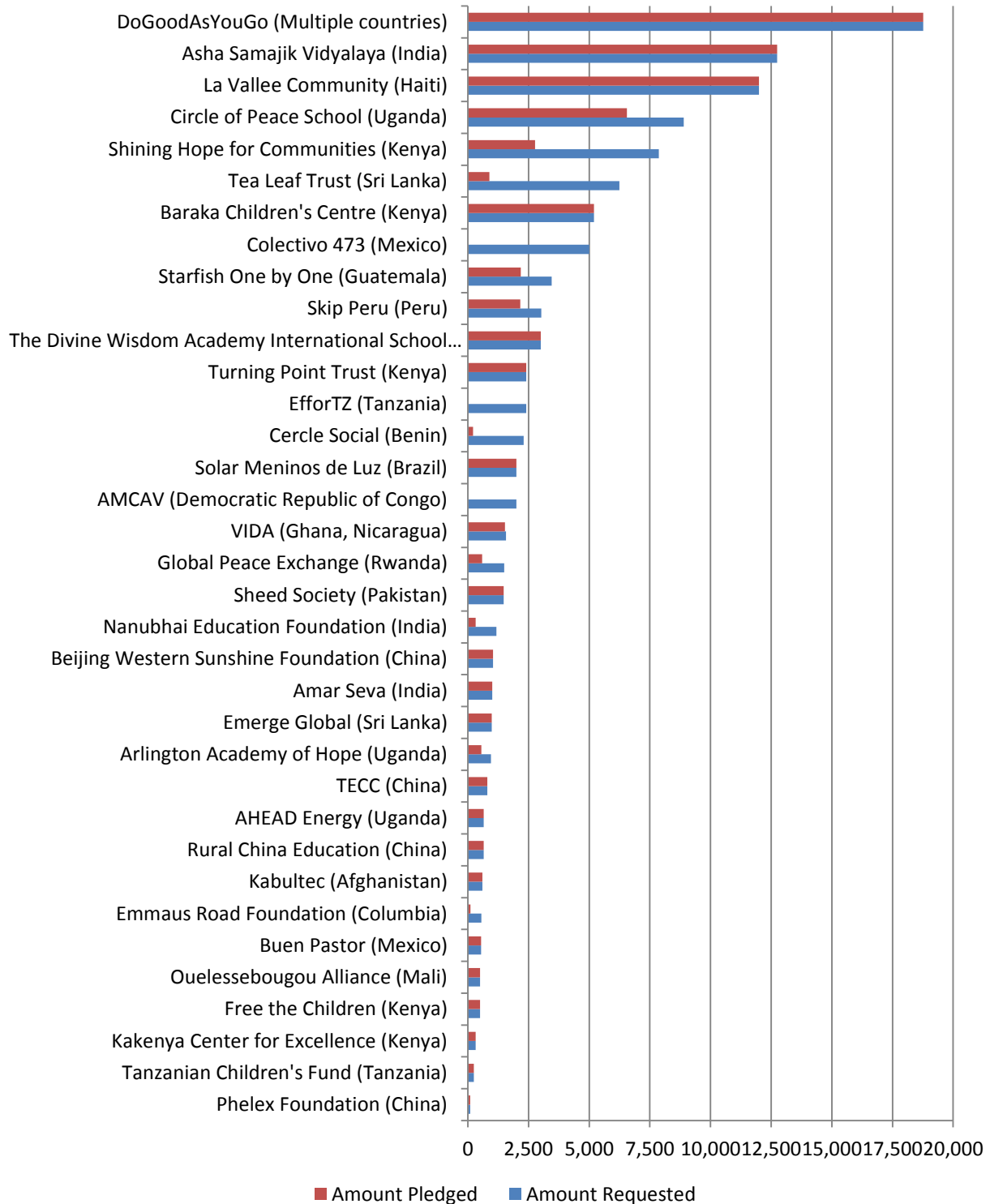
Student Grants: Amount Pledged vs. Requested by Partner (Target Country)



Through September 30, 2013, The Peach Foundation’s students were the largest recipients of user pledged donations (\$16,341), followed by Circle of Peace School (\$8,720) and Emmaus Road Foundation (\$4,612)



Project Grants: Amount Pledged vs. Requested by Partner (Target Country)



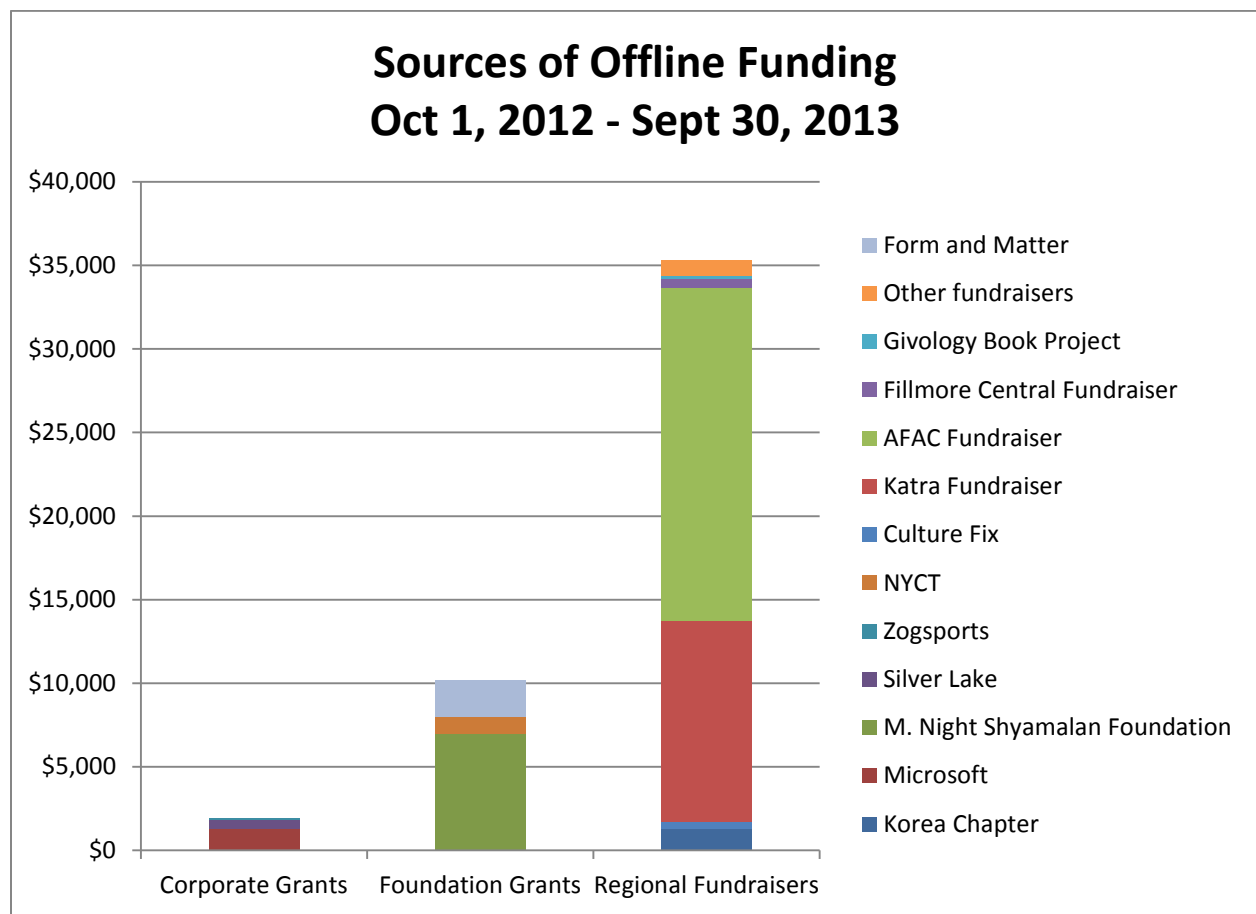
For project grants, Asha Samajik Vidyalaya received the highest amount of donations from our users (\$12,060), followed by La Vallee Community (\$5,500), and Baraka Children’s Center (\$5,200).

Offline Funds Raised

In the last year, Givology raised over \$53,000 in offline funding (net of all expenses), loosely defined as funds that were not raised through Givology.org. Some of the major offline funding sources in 2013 included:

- 12/12/12 Campaign:

Individual contributions to Givology amounted to \$1,250 over the last fiscal year.



Please note that all funds raised by high school and college chapters are included in the online donations figure since all proceeds are credited to the chapters’ team wallets and then allocated to grants.



Uses of Funding

The largest expense categories for Givology are:

- Grants to support students and education related projects of partner organizations
- Fundraising expenses
- Banking Fees

In our fourth year of operation, Givology issued \$54,435 in directly allocated grants to our partner organizations that support students and education related projects in developing parts of the world. As per our financial policy, the significant extra cash balance that we currently carry (raised through fundraisers/non-allocated giving) will be fully disbursed to partners near the end of the year to help smooth out shortfalls. The grants include 100% of the funds that are pledged by users to students and projects on Givology.org, as well as a portion of the offline funds raised through grants, regional fundraisers, and individual contributions.

The largest non-grant expense categories were fundraising costs and bank and transaction fees. Our philosophy is to absorb the transaction fees ourselves when we transfer funds to our partners. Bank and transaction fees are expenses that Givology will continue to pay in proportion to the amount of donations received and grants issued. We continue to work to reduce expenses in this category by searching for and using the most cost effective means to receive donations and transfers grants to our partners. All transaction fees are bridged by contributions to our operating account so every penny pledged to students and projects on Givology.org is passed on to our partners.

Pro bono legal services are generously provided by Orrick, Herrington & Sutcliffe LLP. As an all-volunteer organization with no physical facilities to upkeep, Givology has kept operating expenses to a minimum.

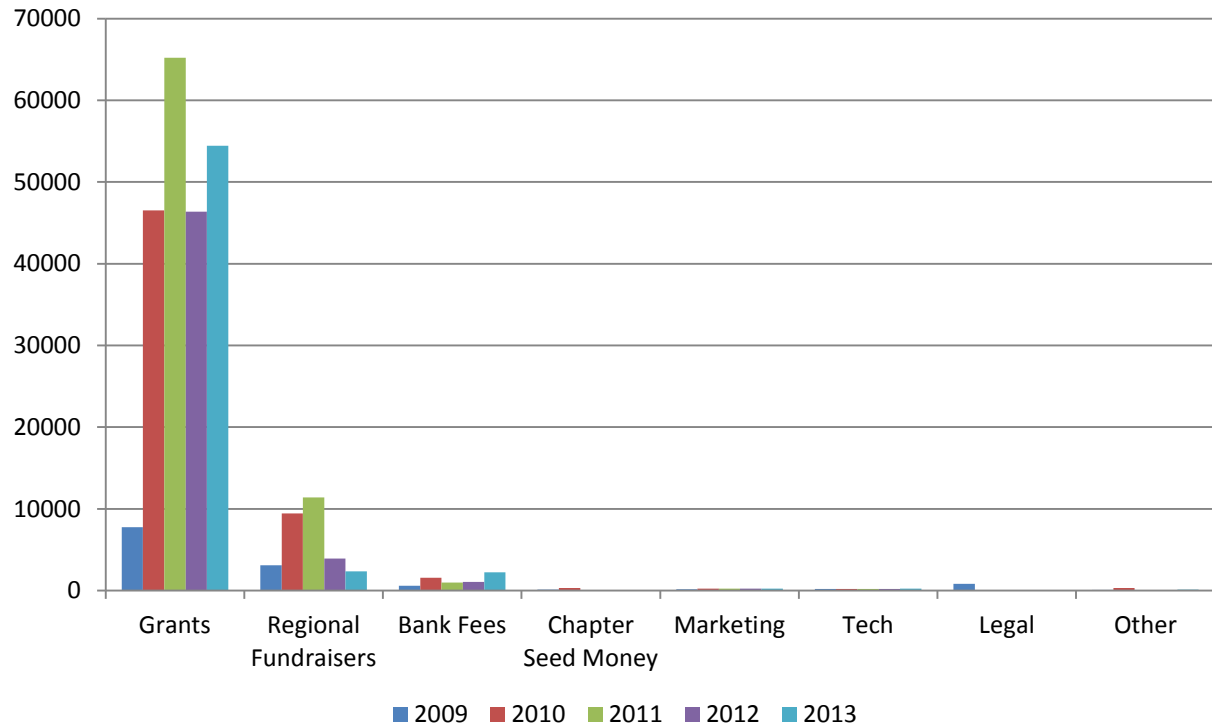
Givology will continue to allocate its funds in a way that balances our goals for global growth with the carrying out of the educational and charitable mandates of our mission. In the future, the largest use of Givology's funds will continue to be allocated toward grants that benefit the students and projects of our partners. Aside from grants, we will continue to use a portion of our funds and resources toward establishing new chapters, expanding our fellowships program, and on marketing and outreach campaigns that increase engagement among our stakeholders.

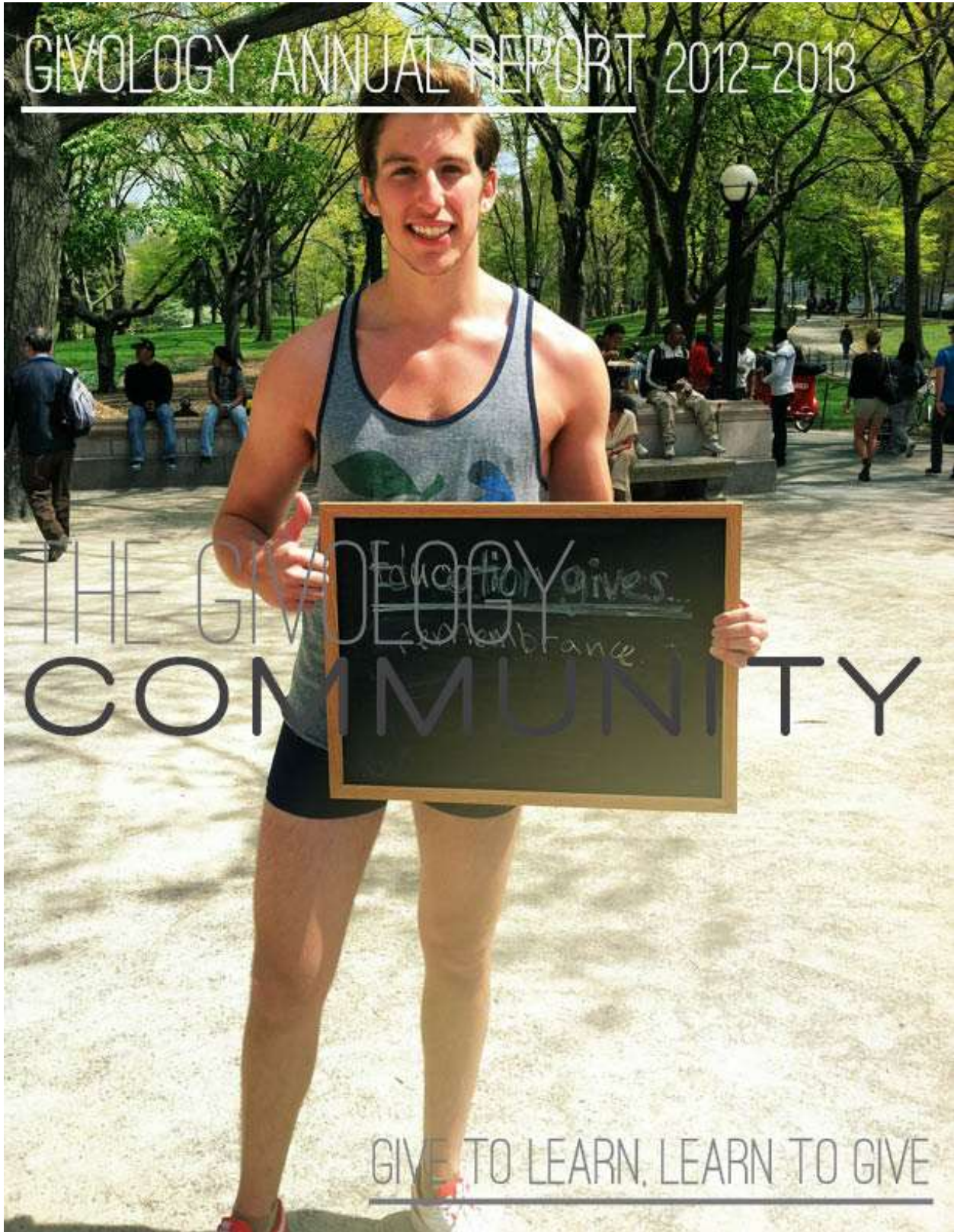
We will continue to grow our flagship chapters in New York and at the University of Pennsylvania, develop our newer chapters, and expand our footprint in new metro areas, universities, and high schools. Givology will continue to develop its fellowships program, which provides logistical support to our field partners, performs important due diligence, and enhances communication from the field to our donors. To date, all fellows pay their own program expenses out of pocket.

Below is a table that details and compares to previous years our use of funds for the 12 month period ended September 30, 2013.



Uses of Funding: Year over Year Comparison for Annual Periods Ending September 30, 2013





Our Community

Volunteerism means something different to everyone. Each individual has a unique set of talents and contributions to make to any organization. In line with this belief, Givology's getting involved philosophy encompasses an experience that is flexible, initiative-driven, meaningful and extremely rewarding.

As a 100% volunteer-based organization, Givology depends solely on its supporters and networks to carry out its mission and goals.



Starfish One By One Student Studying (Guatemala)

What makes Givology unique is the fact that we are able to accomplish our goal of democratizing education through the aggregation of volunteer efforts. We function because individuals like you are able to dedicate your unique skills and time to helping shape the future of Givology. As indispensable contributors to our work, volunteers are welcome to join us in any way they can.

Getting involved with Givology is a truly rewarding experience that can be tailored and personalized to suit individual needs. Givology encourages each volunteer to assess what he or she wants to accomplish and provides the resources needed to help the volunteer take initiative with a unique project. What's so powerful about the Givology model is that

individual volunteers can not only see how a project has impacted and shaped their own lives, but also see clearly how their project has changed the lives of students across the world. Our volunteers have creative license to participate in a variety of campaigns and projects, from writing newsletter articles, translating student letters, and assisting with social media to helping connect our organization with new potential field partners. We welcome volunteers of all ages and backgrounds.

In the words of Givology supporter Olivia Lenson:

"To me, getting involved with Givology means building a better world from the bottom up. My hope is that the effects of Givology's sponsorships and projects reach beyond the individuals we sponsor and communities we aid. The ripple effects of grassroots endeavors can be enormous, and I hope that every project I undertake helps to increase access to education internationally."



Getting Involved

As a 100% volunteer driven organization, our success and growth depends on those who dedicate their time, passion, and expertise to growing Givology. Whether you have 5 minutes, 2 hours, or an unlimited amount of time to dedicate to Givology, there are many ways to get involved. For a full listing of opportunities available, please visit the "Get Involved" section of our site at: <https://www.givology.org/getinvolved/about/>. Below are some just some highlights. We have volunteers of all ages and backgrounds, and welcome anyone and everyone to get involved in some capacity!



Our fellow Kate posing and laughing with students (Kenya)

Register as a Donor and Participate in our Online Community

Givology's success relies on the collective power of small impact donations. Please register and donate today at <https://www.givology.org/>. Our goal is to make giving a very interactive and meaningful act. As a result, we highly recommend you to complete a full profile on Givology and take advantage of our interactive web functions, such as joining a Giving team, posting blog messages, commenting on interesting articles and reflections posted in our "Notes from the Field" journal, sending gift certificates, utilizing our "Spread the Word" function, and sending a message of support to our students and projects.



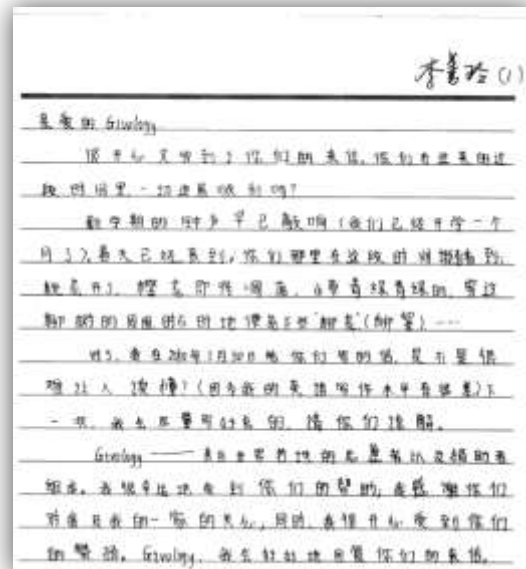
Student smiling for the camera (Sri Lanka)

Even if you don't donate, simply reading student updates (<https://www.givology.org/studentupdates/>) and project updates (<https://www.givology.org/projectupdates/>) allows you to peer into and better understand the lives of students in villages across the world. Awareness is the first step to making a difference. Through our site, you can learn more about the challenges students face across the globe and the grassroots work our partners carry out to help empower children.

Write a Message to a Student

As many of you know, the most unique factor about Givology is that donors can directly message our students and read their updates online regularly. You can form real relationships with the students, acting as mentors and sharing stories about your life. Simply by telling a student a little about yourself, your family, or your job, you are opening their minds to new ideas and inspiring them to work hard and stay in school. A student is simply less likely to become disengaged from school and drop out if she knows that people all over the world sincerely want her to continue her education.

Our letter writing campaign has expanded and grown. Our goal is simple: **one letter per child**. We want each and every student on Givology to know that we care, not just as a faceless organization, but as fellow and former students. To learn more about messaging and our letter



The letters that we receive from the students we help inspire us each day.



campaign, please read our section below (“Message about Messaging”), which highlights details and suggestions to get started.

Follow us on Twitter, Facebook, Linked-in, and Google+

Givology (@Givology) is on Twitter! Follow us to get updates on Givology and news on nonprofit, education, social entrepreneurship and more. Retweeting Givology’s tweets is a great way to help Givology expand its network. You can also find us on Facebook, Linked-in, and Google+ – great resources for exciting updates, event notifications, and meeting other Givologists who share your passion for making a difference.



Follow @Givology!



The Greater China Club held a mooncake sale to raise funding for Peach Foundation students

Volunteer

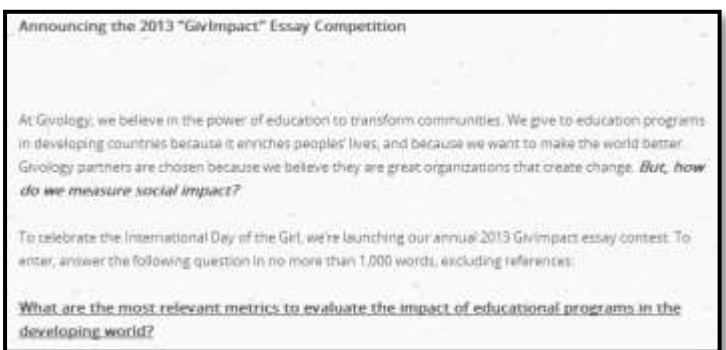
Whether you have 5 minutes, 2 hours, or an unlimited amount of time to dedicate to Givology, volunteering is a great way to get involved. Join our daily operations as a volunteer in one of the following functions: Outreach/Marketing, Fundraising/Sponsorship, Research, Technology or Translation. Our volunteers play a tremendous role in helping us build our network.

Please visit our volunteering page to learn more about the projects and opportunities currently available at: <https://www.givology.org/volunteer/>.

In particular, if you have professional experience in graphics, web development, finance, accounting, marketing, public relations, and communications, we’d very much appreciate your support! We welcome volunteers of all ages, background, and location – the majority of the work can be coordinated online.

Internships

An internship at Givology provides a hands-on experience in non-profit management and strategy. Interns work closely with members of the Givology executive team, and have the opportunity to gain practical skills in public relations, marketing, communications, fundraising, finance, technology management, and translation, among other functions. Internship applications are accepted throughout the year, and there is no minimum or maximum age requirement. We’ve had some really outstanding interns over the years, each bringing their talents, creativity, and fresh perspective. Interns not only assist with existing Givology projects, but also have the opportunity to lead an initiative on their own and to make their own mark on our organization.



Our intern David talmy created the GiVImpact Essay competition on the theme of social impact assessment



Givology offers two types of internships – a Research internship program that focuses on identifying grassroots partners and contributing to the body of knowledge on Givology’s online community, and a Development internship that provides experiences in non-profit project management and execution. To learn more about our internship program, visit: <https://www.givology.org/internships/>.

Fellowships

Each year, Givology sends a group of research fellows to the sites where we have partner presence. Fellows serve as our field contact in conducting research on rural education and due diligence on transferred donations. Our fellows are witnesses to the impact of Givology donations received to support the education of an individual student or an entire community, while assisting our grassroots partners with their work. To learn more about the fellowship program, please visit: <https://www.givology.org/fellowships/>.

Applications are accepted on a rolling deadline, though placement opportunities vary throughout the year. We encourage early applications to allow us sufficient time for planning. Even though we are unable to compensate fellows for their travel expenses, we assist with logistics support and connect our fellows to grant opportunities.



Ankit visited the Asha Foundation and worked with local community organizers to help the children of the village.

The stories, experiences, and reflections of our past fellows can be found in the “Notes from the Field” section of our journal, <https://www.givology.org/notesfromthefield/>. From observing post-tsunami reconstruction efforts in Sri Lanka to setting up a one laptop per child initiative in Cameroon, our fellows are out in the field tackling complex issues in the delivery of education. This past year, we had fellows visit the Circle of Peace School in Uganda, the Asha Foundation in Bihar, India, among other locations. Our fellows very much welcome your feedback, questions, and comments on their writings, which can be found in the Journal link above. By sharing their experiences abroad, our fellows bring the work of our grassroots partners to you, our donor community. Not everyone has an opportunity to travel; as such, we truly value the sharing of experiences.

Host a Givology Event or Fundraiser



Our New York City Chapter held their annual benefit for Givology at Griffin.

A Givology event is any occasion that spreads awareness of Givology, raises funds for Givology, and/or engages members of your local community in an activity that promotes education. Hosting an event is an opportunity for anyone to educate, inspire and motivate his or her community to contribute their part. Plus, it’s fun to organize a event with friends to share good times together, while simultaneously making a difference. Some potential event ideas include holding a poker night, house party, promises auction, brunch, among many other activities. There is no event too small – every little bit counts.



Creative ideas are very much welcome! In the past, we had supporters run races, organize a dance-a-thon, host a series of informal dinners, plan young professional open-bar nights, conduct letter writing sessions, hold a Moon cake sale, and coordinate a Philadelphia food night. Please refer to our chapter guidebook for more suggestions on fun, creative events to hold, which can be found at:

<https://www.givology.org/startachapter/>.

We welcome all individuals with event and fundraiser ideas to contact us. Please email Joyce Meng at joyce.meng@givology.org with a short self-introduction and a brief description of the event you are envisioning, and we'll provide our full support to help you get started.

Start a Chapter



The Emory University chapter sells egg grams and encourages students to write letters

Givology Chapters are volunteer-driven organizations that are affiliated with Givology. In support of Givology's mission, Givology Chapters recruit their own volunteers, establish their own goals, and devise their own plan to make a difference, with the full support of the Givology team. Givology chapters not only contribute by raising funding to support community-driven education initiatives and student scholarships, but also identify strategic partnerships for Givology and increase awareness locally about issues confronting education in the developing world.

Starting a Givology chapter is a great way to make an impact in your local community. Chapters assist across a broad spectrum of activities, including marketing and outreach, fundraising, identification of partnerships, research, technology, and translation. To date, 12

Givology chapters have been formed across the world at the high school, university, and regional level. Chapters are crucial extensions of our network, as they carry out the work of Givology in schools and communities. Even though we are an online giving marketplace, we remain fully committed to developing our chapters as ambassadors of our organization – young people motivated to make a difference.

To learn more about Givology chapters, please visit: <https://www.givology.org/startachapter/>

Our 2013-2014 Volunteers Update

This past year, our volunteer network grew to the largest size in Givology's history. This summer alone, we had over 33 interns working on projects within our various departments, ranging from marketing and social media to finance to human resources. Utilizing the labor capital of our volunteers is essential to our success as an organization due to our completely volunteer-based structure. These volunteers and interns have worked on projects such as the second edition of our book, our GiveInspiration campaign, and refreshing our social media networks and blogs. We are very fortunate to have attracted immense talent to our organization, notably design, web, and analytics talent to help us improve our engagement with our support base.

The team's current recruitment strategy is comprised of online marketing focusing on channels that target high school students. Specifically, we email high school guidance counselors, use websites such as idealist.org and university career services websites. Additionally, we ensure that we respond to applicants in a timely manner and quickly schedule interviews. By posting information about our internship offerings at these more accessible locations and continuously expanding, we have consistently had an increasing number of applicants each year. Volunteerism is key to our philosophy because social movements start with the dedication of time, skills, and passion of the individual.



Givology’s core team recruitment strategy is similar to the intern strategy but individualized for a focus on more skilled and experienced workers. These postings are more specific and clearly define team expectations and responsibilities for the role. We limit the media through which we advertise these positions and are more selective during the application process to ensure quality of performance. These positions require a minimum one year commitment as well.

Campaign Spotlight: GiveInspiration Videos

As part of our GiveInspiration campaign, we have filmed several inspiring videos of artists who have leveraged art to create change in the world. To view these videos, please visit: www.giveinspiration.org



Letters: A Message about Messaging

Throughout the year, donors have the opportunity to e-mail or handwritten messages of encouragement to Givology-sponsored students. We believe that simple phrases of support show our students that we are not just a faceless organization, but that we truly care about their achievements. And, not only do donors write letters, but thanks to our translation team, students post their responses to donor letters throughout each semester. This allows us to see a student’s progress –whether getting an A on their first exam or excelling in an after-school sport. More importantly, it allows us to create real relationships with the students we assist.

This year at Givology we have received over 140 handwritten letters sent to students as well as over 70 electronic messages through the Givology website. With a total of over 700 messages to students and incoming messages since Givology’s to date, Givology will continue to challenge each of its donors to write one message per student we sponsor. This year our donor demographic expanded all the way to Australia and New Zealand. As we have expanded to over 48 partner



organizations we look forward to continue creating relationships between our donors and students. As a new initiative for 2013, we started linking up our chapters with our grassroots partners to form a more meaningful pen pal correspondence network. The students abroad get a chance to practice their English-language skills and learn about their peers around the while, while the students in the United States get a glimpse of a different culture.

As we continue our letter writing program, we have had an overwhelming response from our donors and students across the country. American students were particularly interested in the lifestyles of our students, always asking: what can we do to help? The mere idea of someone facing the challenges that our Givology students do prompted our Givologists to write encouraging letters. And, as many of us are students, we truly appreciate the value of an education. We know that education will take us anywhere. When asked why she wrote a letter, Sarah Fletcher, a Givologist and law student from Southern Australia says,

"I was inspired to write a letter because reading the stories of the students inspired me and I hoped that my letter would help my student realise there was someone out there in the world who cared about them and wanted them to receive an education. The stories of the students are truly inspiring and reading their letters brings so much joy to my day. I hope my letters bring as much joy to the students as their letters bring to me."

The responses from our Givology students have been equally heartening. From Kenya, Benson tells us about his reading and writing at school. From India, Divya sent us her letter this April excited about her teachers – she wants to become just like them! From Paraguay, Bernado expressed his desire to become a dentist to help those in his community. We are deeply touched that our students not only want to learn, but also seek to improve the world around them. We look forward to another year of inspiring students to achieve their goals through our online messages and letters.



Our Chapters

While our chapter network continues to grow in 2013, we focused on helping our chapters develop an action-filled curriculum for the year to maximize their impact in their community. Below is a list of our active chapters, we well as some excerpts of their key activities this past year.

Active Chapters

1. New York City, New York
2. Washington, D.C.
3. South Korea
4. Hong Kong
5. Vietnam
6. University of Pennsylvania (Philadelphia, Pennsylvania)
7. Massachusetts Institute of Technology (Cambridge, MA)
8. Vanderbilt University (Nashville, Tennessee)
9. Emory University (Atlanta, Georgia)
10. University of California Los Angeles (Los Angeles, California)
11. University of California Berkeley (Berkeley, CA)
12. Cornell University (Ithaca, New York)
13. University of Richmond (Richmond, Virginia)
14. Binghamton University (Binghamton, New York)
15. Thomas Jefferson High School (Alexandria, VA)
16. South County High School (Lorton, VA)
17. Tesoro High School (Las Flores, California)
18. High Technology High School (North Bergen, New Jersey)
19. Interboro High School (Prospect Park, Pennsylvania)

There are too many 2013 accomplishments to name, but below are some highlights:

Binghamton University Chapter

"Once Givology rang in the New Year, we knew that 2013 was going to be the year of change. The semester started out with a bake sale and a book drive. We even threw a Tully's fundraiser into the mix. Our biggest accomplishment of the '13 spring semester was the annual Coffeehouse Art Show. This is an event where student artists and musicians get to show off their talent to the campus. With just a suggested donation of \$3, our club raised over \$200 in that one night. Sadly, as time flies, the school year comes to an end and graduation sweeps on in. At least half of the club graduated, or as we call them, the E-Board. The newly elected E-Board unanimously decided that Fall 2013 was going to be the semester of legendary recruitment. It all started in August when we were a part of University Fest. Giving away mini message-in-a-bottle necklaces brought us so much attention. In fact, we increased our membership from 10 members all the way to over 200 people! Our favorite bonding experiences were definitely building a gingerbread house together and the Letter Writing Campaign. We had a bake sale each month, a Five Below fundraiser, an event at Late Nite, and even a huge carnival! This crazy semester led us to raise over \$600 and we can't wait to fundraise even more in 2014 so we can really learn to give!"

Givology NYC

"We started off the year by spending quite a bit of time supporting the launch of the first Givology Book 'A Guide to Giving' through the form of extensive edits prior to launch. We then supported our partners 10x10 act in raising awareness for the launch of their "Girl Rising" production in March and also had a dinner series in which we invited Haley Priebe from 10x10 for a dinner event at Ten Bells with Givology members and supporters.

In June, we partnered with the DoGoodAsYouGo movement and ColectivoTAN473 in hosting an "Art for a Cause" event. As part of this event, artwork and photography created by talented children 12-19 years old



living in challenging circumstances around the world were put up for sale and auction, and proceeds were used for youth education and volunteer support programs.

We tried to hold a Brazilian cruise event towards the end of summer, and then had our annual Givology retreat in NYC where we looked at all of Givology's initiatives and set goals for the next year. We finally partnered with an organization called Citibabes towards the end of the year in hosting a holiday event, with proceeds being used to deliver essential school supplies and books to children in Tanzania."

InterBoroGivs Chapter

Started near the end of 2013, InterBoroGivs has existed for only a few weeks but has already participated in a 8th grade activities fair to speak about the mission of Givology and to raise awareness about education disparities worldwide.

University of Pennsylvania Chapter

"This past year, our primary focus was membership growth, and we started off the semester with two main projects in mind that our board thought would be of interest to the Penn community. The first was a Letter Writing Campaign with the Wisdom School based in Ghana and the second was a Penn Textbook Drive where students could donate used books to support a library at one of Givology's field partner sites. We received our first batch of letters and our members began reaching out to their peers to participate in a "pen pals" relationship with the students from the Wisdom School. We successfully dispersed over one-hundred letters to organizations all over campus and in doing so, were able to spread Givology's mission and establish a more personal connection between students from both parties. Some of our members also began reaching out to residential/campus buildings to gauge their policies for placing textbook donation boxes in building lobbies. At the end of the semester we decided to shift our focus to fundraising and planned to pursue this further in the Spring. In terms of marketing and chapter growth, our board members sat down individually with prospective members to gauge their interests in the chapter and their potential contributions. We found that this casual "coffee chat" was very effective in recruiting and are continuing with this method as a follow-up to all activity fairs. While we still have potential for chapter growth, the success of the Letter Writing Campaign and our coffee chats have helped us move towards reestablishing a strong presence on campus, and as our membership expands, we will gradually increase our ability to implement more campus-wide initiatives to engage the Penn community."

Givology Cornell

In the 2013 year alone, Givology Cornell has raised several hundred dollars through bake sales and awareness events. All funds raised were donated to a school in Uganda through one of Givology's grassroots partners. The school used these funds to purchase geometry kits and other math supplies for its students. Givology Cornell also worked with a local organization called Village at Ithaca that works closely with schools to address the education inequities within Tompkins County. Lastly, Givology Cornell launched the preliminary version of its website that advocates volunteerism and community service in its daily routines (check out Project Giv at this link: <http://cornellgivology.com/>). Givology Cornell looks forward to increasing the reach of its website, and also growing its impact in global education causes over the following year.

Givology Vietnam

As one of our newest international chapters and as part of our international outreach, Givology Vietnam was founded in November of 2013. Their first event held on December 22nd was a Christmas fundraiser in Nam Phap Church, during which they raised 900000 VND for the D.O.V.E. Fund. They also participated actively in the GivImpact essay competition and the GivThanks campaign on Instagram.

Givology Hong Kong

Founded in May 2013, Givology Hong Kong, led by Megan Foo, is a regional chapter with 17 members. Their chapter has created a chapter blog and account on Givology (<http://givology.com/~givologyhongkong/>) and



connected with representatives of Starfish One by One in Guatemala. They are currently supporting Starfish One by One's grassroots initiatives by raising nearly \$1000 and contributing their blog. Givology Hong Kong has held the following events: a film screening of UN Girls' Education Initiative's To Educate a Girl, film screening of Girl Rising, silent auction, "Spare Change for Real Change" drive, "What Does Girls' Education Mean to You" video compilation and editing, International Day of the Girl Newsletter collaboration, and Half the Sky campus book discussion.

A Message from our Chapters Director Liu Jiang

Givology truly stands out from other organizations that work to bring education to lesser developed parts of the world. The fact that Givology was started in 2008 by a group of college students, who were not much older than I am, and thrives today inspired me to start my own high school chapter. After all, how often do you see an international organization started by college students raise nearly \$400,000 to support over 3,600 students in 28 different countries through 48 grassroots partners in just four years? Practically unheard of. Moreover, the core team of Givology is far different from those of other non-profit organizations in that these individuals go above and beyond in getting to know each volunteer and intern and making sure that they find their niches in Givology. Givology truly works to engage all of its members in its campaigns and fundraising events. Knowing that other people my age share a common goal of bringing education to other students in developing countries is both thrilling and rewarding. This desire to raise awareness about Givology and spread its mission to the West Coast was the deciding factor for me when I started my own chapter and now serve as the director of our entire chapter work.





Contact Us

As a 100% volunteer-driven organization, we depend on our network of global supporters to help us grow, forge new connections, and make an impact. We'd love to hear from you – comments, suggestions, ideas, and questions are highly appreciated.

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Information about our other team members and supporters can be found at the following link:

<https://www.givology.org/team/>

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M. Night Shyamalan

Film Director, Philanthropist

Professor Chris Armstrong

Assistant Professor of Account, Wharton

Givology is actively seeking additions to our board of directors. If you are interested in being involved in a board capacity, please contact Joyce Meng at joyce.meng@givology.org.



