



# 2010-2011 Impact Review



**Givolology**  
give to learn, learn to give

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## Letter from our CEO

Dear Givologists,

On September 28, 2011, we proudly celebrated our third birthday - what a momentous year this has been! Not only have we vastly expanded our field partner network, volunteer base, and donor community, but we've embarked on a variety of creative initiatives to carry out our fundamental mission of supporting impactful grassroots education causes around the world while *changing the way giving is done*. While maintaining our 100% volunteer-driven model, our network has strengthened considerably, revolutionizing the way non-profits generate impact and carry out operations in a cost-effective manner. Notably, on August 2011, we announced a strategic partnership with the M. Night Shyamalan Foundation, a key collaborator who shares our vision and enthusiasm for microphilanthropy.



Givology is supporting a chicken farm at the Circle of Peace School to help finance student tuitions

I'm very proud to announce our 2010-2011 impact. In our three years of operations, we have raised approximately \$220,000 to support over 2,875 students in 23 different countries through 44 grassroots partners. Our organization has 6,000+ supporters on Facebook, Linked-in, and Twitter, 2,440+ registered donors, 11 chapters started at universities, high schools, and various cities, 30 core team members and 90 volunteers globally. We received the Intelius Award for "Best Student-Run Social Enterprise", were rated a "Top Education Non-profit" by GreatNonprofits, won a significant Google Grant Award, in addition to being recognized by the Kairos Society as an innovative entrepreneurial venture. As we formed new connections through social media, we were extremely pleased to be featured in Nicholas Kristof's inspiring book Half the Sky, Vivanista, Knowledge@Wharton, Philadelphia Inquirer, MTVAct, among other print and media sources.

These statistics, however, fail to capture all the individual stories that form the heart of Givology. This year, we put together an innovative "Make Your Mark" campaign (<http://www.marktheworld.org>) which touched hundreds of people as we set out on Union Square in New York City to challenge bystanders to think about their own impact on the world. With the funding and awareness that we generate, we're able to support our grassroots partners. Each of our partners has a unique story to tell, and we're incredibly proud to highlight the impact they have generated over the year. From financing a poultry farm to sustain free tuition for disadvantaged students in Uganda and buying school uniforms for girls in Mexico, to library construction in rural India and student scholarships and mentoring in Guatemala, we're dedicated to connecting you - our donor network - with innovative, community-driven projects and education causes. We take our motto, "Learn to Give, Give to Learn" very seriously. Everyone has something to share, whether it is time, resources, and skills, and we appreciate every contribution that you have given us!

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 or suggestions, please contact me at [joyce.meng@givology.org](mailto:joyce.meng@givology.org) - we'd love to hear from you.

With Warmest Regards,



CEO and Co-Founder, Givology



## 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/~llearning/>), 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 Google Checkout, 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 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.
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/>.
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/>



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

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, Givology has over 90 members contributing to our philosophy of microphilanthropy for education.

## 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. In 2011, one of our goals is to provide each sponsored student or school with a computer, web camera, digital camera, and Internet connection. 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 Turning Point Trust's e-book project in the slums in Kenya to Technology Education Crossing Culture's (TECC) computer training in rural China.





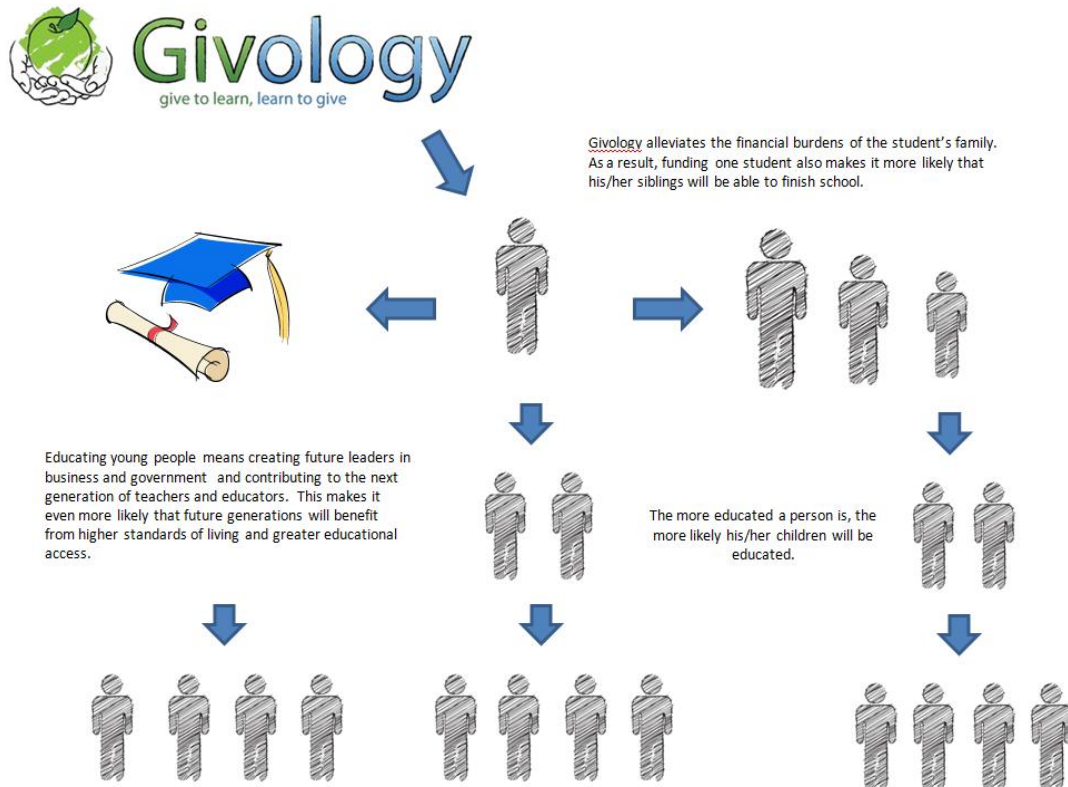
Happy Baraka student (Kenya)

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. We are pleased to announce that in three years of operations, we have raised approximately \$220,00 to support over 2,875 students in 23 different countries through 44 grassroots partners. Our organization has 6,000+ supporters on Facebook, Linked-in, and Twitter, 2,440+ registered donors, 11 chapters started at universities, high schools, and various cities, 30 core team members and 90 volunteers globally. Notably, we received the Intelius Award for “Best Student-Run Social Enterprise”, received a “Top Education Non-profit” rating from GreatNonprofits, and won a significant Google Grant Award, in addition to being selected once again as one of the “Top 100 Student-Run Enterprises in the United States” by the Kairos Society for Entrepreneurship. As we formed new connections through social media, we were extremely pleased to be featured in Nicholas Kristof’s inspiring book *Half the Sky*, Vivanista, MTV Act, New York Times, among other print and media sources.

<b>GIVOLOGY'S IMPACT</b>	
<b><i>Our Impact</i></b>	
Online donations	91,164 <sup>1</sup>
Proceeds from fundraisers	97,403
Grants and Other	33,318
<b>Total Funding Raised</b>	<b>221,885</b>
Fully Funded Students	75
Fully Funded Projects	28
Partially Funded Students	42
Partially Funded Projects	14
<b><i>Our Network</i></b>	
Chapters	11
Donors	2,440
Interns	22
Fellows	6
Volunteers	90
<b><i>Our Partners</i></b>	
Number of Partners	44
Number of Countries Reached	23
<b>Total Impact (Fully funded Students Helped)<sup>2</sup></b>	<b>2,875</b>
Total Impact (Including Partial Funding)	4,317

2010-2011 was a transformational year in many regards as we have gained traction within the online giving space, and embarked on an aggressive growth plan to expand our geographic reach, pace of fundraising, and scale of operations.

<sup>1</sup> This figure does not fully match with the “total impact” count on our website because it includes general cash donations on the website and cash remaining unallocated in user accounts (ie: donors who made payments to wallet, but did not select the beneficiary). Of this total aggregate amount, \$76,842 was allocated by our users to educational projects and primary school students in countries such as China, India, Uganda, Haiti, and Columbia. \$6,126 was pledged to Givology’s operating budget, and the remainder is pending allocation to grants by our users.

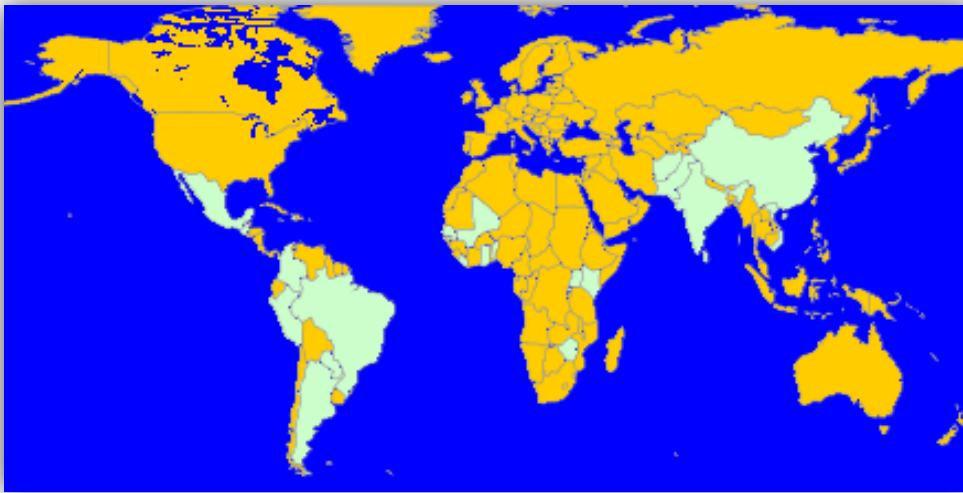
<sup>2</sup> Conservatively assumes that each project benefits an average of 100 students (see individual project profiles for the detailed count), only counts fully funded





## 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 24 countries: Afghanistan, Argentina, Benin, Brazil, China, Colombia, Ghana, Guatemala, Haiti, India, Indonesia, Kenya, Liberia, Mali, Mexico, Pakistan, Paraguay, Peru, Rwanda, Senegal, Sri Lanka, 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. 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

Givology partners with leading grassroots non-profit organizations, local communities, and schools to sponsor education grants and innovative community-based education projects. We spend a lot of time screening potential partners and reaching within our network to identify impactful causes to support. Through our website, you can read about these initiatives and scholarships, and choose which causes to adopt as your own. The formation and management of partnerships constitutes the backbone of Givology's impact, and more importantly, the foundation of our credibility. 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. To learn more about each of these partners, please visit our partners page here: <http://www.givology.org/partners/>

The table below lists some basic information about our 44 partners in 23 countries.

Name	Countries	Notes
<b>Ahead Energy</b>	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 through "Light for Learning" projects in Uganda and Kenya
<b>Amar Seva</b>	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
<b>Asha Samajik Vidyalaya</b>	India	Givology provides funding for the Gonwara community center, which offers extracurricular activities and support classes for students
<b>Baraka Children's Center</b>	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
<b>Beijing Western Sunshine Foundation</b>	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
<b>Buen Pastor</b>	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
<b>Cercle Social</b>	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
<b>Circle of Peace School</b>	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
<b>D.O.V.E Fund</b>	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
<b>Educate!</b>	Uganda	Givology provides scholarships to young leaders in the community to enable them to complete their education and contribute back to their local community in turn
<b>Emerge Global</b>	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
<b>Emmaus Road Foundation</b>	Colombia	Givology funds student scholarships of students supported by the Emmaus Road Foundation Network, which supports community development and empowerment
<b>Evershine Foundation for Education</b>	India	Givology provides student scholarships to elementary school children at this free English-language private school for disadvantaged children
<b>Flying Kites</b>	Kenya	Givology supports the holistic education of orphans at Flying Kites' Kinangop Children's Center
<b>Free the Children</b>	Kenya	Givology provides funding for a school lunch program to improve school attendance and concentration
<b>Give Opportunity</b>	Argentina	Givology provides scholarship assistance to high performing, but needy students in the urban center of Cordoba
<b>Global Peace Exchange</b>	Rwanda	Givology supports an English Education program at Bukomero Primary School
<b>Kabultec</b>	Afghanistan	Givology is currently raising funding for literacy programs for couples, as well as textbooks and school materials for the Aybak Orphanage and underfunded public schools
<b>Kakenya Center for Excellence</b>	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.
<b>Keframa College</b>	Uganda	Givology provides scholarships for secondary school students in this school in war-torn northern Uganda,



		aiming to provide comprehensive care
<b>La Vallee Community</b>	Haiti	Givology provides scholarships for elementary and secondary school children. Post-earthquake, Givology 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.
<b>More than Me</b>	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
<b>Nanubhai Education Foundation</b>	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
<b>Ouelessebougou Alliance</b>	Mali	Givology has raised funding to repair and refurbish the Solo Village School
<b>Peach Foundation</b>	China	The Peach Foundation was our first partner. Givology completed two full rounds of funding for Peach Students, selected from rural villages based on financial need and academic aptitude. The letters from Peach School students are truly inspiring, which we encourage you to read!
<b>Phelex Foundation</b>	China	Givology funded the purchase of poplar trees, which were planted by the community. Sales of poplar products are used to fund the repair and refurbishment of a local village school
<b>Rural China Education Foundation</b>		RCEF is dedicated to promoting education in rural China through evidence-based, research methods. Givology has funded the construction of a library at Guan Ai School, as well as an "egg every day" program
<b>Schools for Asia Educational Foundation</b>	Sri Lanka	Givology provides support for the Beacon Hill Academy, a school created to provide the youth of the area intensive English training and vocational development
<b>Seeds of Africa</b>	Zimbabwe	Givology recently entered into a partnership to provide scholarships to students who demonstrate great academic potential, but high financial need
<b>Sheed Society</b>	Pakistan	Givology funds teacher training programs, aiming in particular to support girls' education
<b>Shining Hope for Communities</b>	Kenya	Givology currently supports various programs associated with the Kibera School for Girls, including school lunches, arts education, empowerment enrichment programs, and classroom refurbishment



<b>Skip Peru</b>	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
<b>Solar Meninos de Luz</b>	Brazil	Givology funds administrative support for a philanthropic school operating in the favelas (slums) of Rio de Janeiro
<b>Starfish One by One</b>	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
<b>Tea Leaf Trust</b>	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
<b>Team Tobatí</b>	Paraguay	Givology supports student scholarships at the Instituto Cultural Reinaldo Macchi, designed to delivery quality education to the region's rural villages
<b>Technology Education Crossing Cultures</b>	China	Givology supports the purchase of books for a library and an extracurricular program to empower the children of ethnic minorities who suffer discrimination in the city education system
<b>Titagya Schools</b>	Ghana	Titagya focuses on providing early education in northern Ghana to promote aptitude at the youngest age. Givology has funded individual student scholarships
<b>Turning Point Trust</b>		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 ebook advocacy program
<b>The World is Just a Book Away</b>	Indonesia	Givology supports library construction in mud-slide affected rural Indonesia
<b>Uganda Village Project</b>		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
<b>VIDA</b>	Ghana	Givology raises funding for the Queen Esther School in the form of supplies
<b>Women for Girls</b>	Senegal	(Pending) Givology is in discussions to provide scholarship support for girls in rural Senegal
<b>Yonso Project</b>	Ghana	As a new partner of Givology, the Yonso Project provides student scholarships and education support



## Becoming a Partner

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:



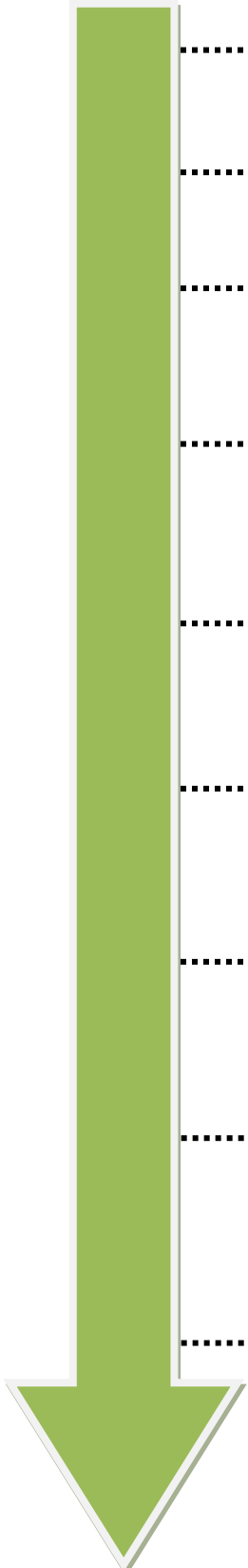
Asha Foundation students at recess (India)

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.

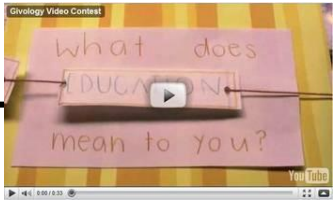
As we grow, expanding our network of partners emerges as a key priority. We encourage organizations to apply, and for our donor base to recommend potential partners that we should actively pursue. To learn more about becoming a partner of Givology, please visit the following link to download and submit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



**Event Highlights of 2010-2011**



**Nov 2010:** Givology Video Contest winner announced



**Dec 2010:** Givology launches Holiday 20-1:1 Challenge

**Jan 2011:** Givology nominated for Shorty Award in charity

**Jan 2011:** Givology fellow, Ankit Shah, serves Asha for Education in Varanasi, India

**Feb 2011:** Givology featured in Daily Pennsylvanian. Wharton MGMT 100 Team wins \$10,000 for Givology



**Feb 2011:** Givology selected finalist in Vivanista's Share the Love of Philanthropy Photo Contest



**Feb 2011:** Givology Supporter Anthony DeCosta runs LA Marathon and raises \$1,075 on Crowdfunder.

**Feb 2011:** Givology President does feature on a meeting of the minds with Vittanna Founder



**Feb 2011:** Givology Supporter, Amy Chang runs half marathon and raises \$1,208 on Crowdfunder.

**Feb 2011:** Givology Supporter and teacher, Nancy Walters and her 2nd Grade Class at Filmore Central School Host a Fundraiser





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



# Mashable

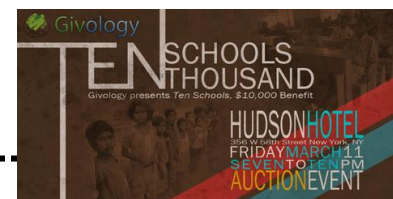


**March 2011:** Givology CDO featured in Mashable

**Mar 2011:** Givology runs first Twitter and Facebook giveaways

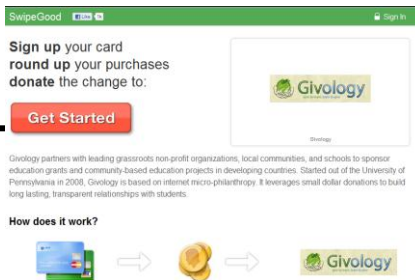


**Mar 2011:** Givology hosts \$10K for 10 Schools in NYC



**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







**June 2011:** Givology announces partnership with JoinFite

**June 2011:** Givology receives Daily Gobble sponsorship



**June 2011:** Givology releases Father's Day Video and Gift Campaign



**June 2011:** Givology hosts Part I of Make Your Mark Campaign, an outdoor art exhibition to collect fingerprints on the giving map



**June 2011:** Givology Make Your Mark Campaign Featured in the Korea Times



**July 2011:** Givology launches 4<sup>th</sup> of July Twitter contest



**THE TEMPORARY TATTOO PROJECT**

**July 2011:** Givology volunteers Robyn Fukumoto and Lauren Sauma host The Temporary Tattoo Project to benefit Flying Kites

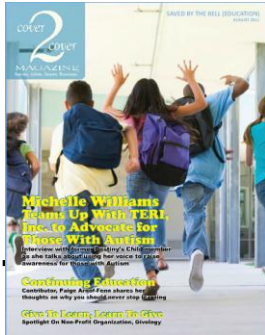
**July 2011:** Givology hosts joint event for Partnership Launch with M. Night Shyamalan Foundation and Part II of Make Your Mark Campaign





**July 2011:** Givology launches Countdown to Labor Day Campaign

**Aug 2011:** Givology featured in Cover2Cover Magazine



**Aug 2011:** Givology Korea Chapter President gives presentation to crowd of over 1000



**Aug 2011:** Givology Korea Chapter interviewed by Cho-Sun Ilbo



**Sep 2011:** Givology partners in Great Non-profits Education4All Campaign

**Sep 2011:** Givology Temporary Tattoo Project Featured on Fox News



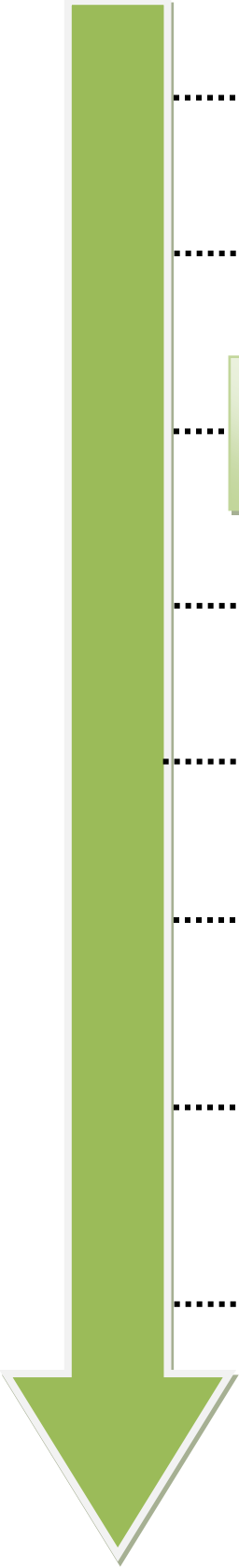
**Sep 2011:** Givology Launches Back to School Lunch Blog Series

**Sep 2011:** Givology wins free printing sponsorship



**Sep 2011:** Givology Emory Chapter embarks on a letter campaign

**Sep 2011:** Givology wins Baking for Good contest, becomes featured nonprofit for September





**Oct 2011:** Givology kicks off 2011 Letters Campaign at Emory University

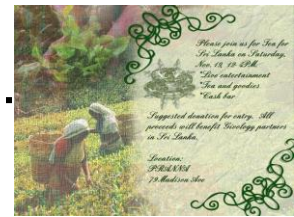


**Oct 2011:** Givology announces Meaning of Giving book project [www.meaningofgiving.org](http://www.meaningofgiving.org)

**Oct 2011:** Givology Emory Chapter hosts bubble tea fundraiser



**Nov 2011:** Givology hosts Tea for Sri Lanka, tea party and brunch event in NYC



**Nov 2011:** Givology Penn Chapter partners with Sugar Philly Truck for Giving is Sweet Campaign



**Nov 2011:** Givology Penn Chapter hosts M. Night Shyamalan Wharton Leadership Lecture

**Dec 2011:** Givology supporter, artist Tia Tuenge will host gallery show with her 8 year old daughter and daughter's class

**March 2012:** Givology and Shining Hope will host event with 100% of proceeds matched by the Newman Foundation



## Make Your Mark Campaign

On a cool, spring day in April, hot on the heels of a very successful New York Chapter event in March, Julia and I met in a Starbucks for a brainstorming session. This session would spark the beginning of a campaign that evolved into something we are very proud to have led. The goal of the campaign was to create an interactive, visual representation of how Givology works; many people coming together, giving what they can to make a big impact.

We began discussing a list of ideas, trying to find a way to make them work together. Many of these ideas were very good, but none of them made our eyes twinkle. We both wanted to do more. We traversed down a fantastic road of ideas, stopping to ponder a whale-sized inflatable globe in the middle of Times Square flanked by tall ladders giving passers-by the ability to place a finger print at the North Pole of this balloon if they desired. The feasibility of this was quickly shot down for something that was still ambitious but also doable. All practicability credit in that phase goes to Julia, who is able to take a crazy idea like that and instead of laugh at it, see the potential and help make it something great.



Our Make Your Mark Mural out at Union Square!

We settled on the idea that became Make Your Mark on the World. We would commission an artist to create a large mural of the world that separated into 30 panels which would each be just as beautiful as stand-alone pieces of art. We would display this mural outdoors and collect fingerprints from community members, each fingerprint being sponsored by a donor somewhere else in the world. After collecting these fingerprints, we would host an art exhibition and sell the panels. We loved the idea of all the parts coming together to make a big impact, just like how Givology works. We didn't bother running this idea through a feasibility test. We just knew it would work, so we began researching how to make it work.

We sat down with an artist who could not wrap her mind around the idea. The thought of other people daring to put their hands on her artistic vision of the world also did not sit well with her, so she retreated back to her studio and we found Joey Kilrain; an artist, professional, and true original. He showed us the possibilities one panel at a time. We could not have asked for a better artist who just "got it" right away. Once we found our artist, it was smooth sailing from there.

Well, there's never really smooth sailing with event planning, but we rode the waves and conquered challenges to get to the finish line. We obtained our park permit to have the event in Union Square. We wanted a Saturday but could only get a Friday. We weren't concerned at the time because we were just so happy to have any day on the books. We lined up a team of some of the best volunteers I have ever had the pleasure of working with to help out that day. We ordered materials, borrowed a wall to mount the art from St. Paul's Church in Midtown, secured food and Coca-Cola drink sponsorships, and even scheduled a man with a van service from Craigslist to help transport the wall. We were prepared with a capital "P."

You can thoroughly plan and prepare for an outdoor event. You can have all your ducks in a row and items checked off your list, but you can never, ever plan the weather. It had been a slight concern for us when we decided to have the event in early June, a notorious time for the last of late spring's steady rainfall. If only the "April showers, May flowers" adage were true for New York then we could have been in the clear.

Givology volunteers are many things, but meteorologists we are not, although that didn't stop us from obsessively checking the weather forecasts and analyzing the statistics to attempt making predictions. The weather outlets were all reporting at least 50% chance of rain, but we held out hope for good news until Thursday. By then we knew that no matter how we sliced it, all signs pointed to rain. Lots and lots of rain. It was set to be sunny, gorgeous weather Monday through Thursday, raining cats, dogs, pigs, and cows on Friday, and then sun-bathing temps for the remainder of the weekend. Was this just bad luck or was someone trying to test our mettle?





**Our volunteers were un-deterred by the weather! Lots of people came and asked us questions.**

shelter when we had to. At some point the sky cleared and we were able to get a band that was playing nearby to relocate closer to the mural. It was just what we needed to add an uplifting vibe to the damp surroundings, but just as soon as they started playing the rain returned to chased them away.

All the setbacks did not get to us. We were out there that day for a reason: to collect as many fingerprints as possible. We collected hundreds, ushering people under the tarp to get their fingerprints, and thanking them with a wet nap, free can of coke or bottle of water on their way out. Jubilee Project was on hand to interview people about their experiences and thoughts on education. This was ultimately turned into a video which was posted on YouTube, getting over 4,000 hits so far.

For the second part of the campaign, the art exhibition where we sold the 30 individual canvases, we wisely chose to have it indoors at the Griffin. I hear there was a random downpour during one of the hours of the event. I am happy to have only heard about it and not witnessed it. For me, the event at Griffin was an enjoyable, proud moment, but it wasn't for the reasons that you would think. Yes, we raised thousands of dollars and had an amazing turn out but that's not what stood out for me.

Most people who went to the Griffin that evening might remember the enormous chandelier that spans most of the ceiling. They might remember that M. Night Shyamalan and his wife, Bhavna attended, were gracious, and took pictures with everyone. They might also remember the delicious food, well-mixed cocktails, the well dressed crowd, and an overall experience that will hopefully get them to attend the next Givology event and support the cause.

I mostly remember the volunteers. They came dressed in suits and cocktail gowns ready to help pass hors d'oeuvres, educate guests, work the registration, and do whatever was needed for the event to run smoothly. I remember their positive attitudes and big, genuine smiles. I remember many of them were the same volunteers from the outdoor exhibition in June. I was *beyond* impressed with all of them, and I remember seeing their faces at the Griffin and flashing back to them drenched in their ponchos at the park but smiling. These volunteered worked so hard in Union Square, collecting fingerprints and donations, walking around with large signs, working as a team, and never giving up until we said it was time to pack it up. They did all this while battling the rain, and I never expected to see them volunteering again! With their bright yellow T-shirts, they brought sunshine to the park that day in June. With cocktail attire and smiles, they brought sunshine to the Griffin in July.

Make Your Mark on the World is a campaign that isn't just about the hundreds of fingerprints we collected on the giving map and the thousands of dollars we raised. It's also about the thousands of hours, minutes and seconds that we volunteers aggregate to make Givology what it is, a 100% volunteer organization that truly works. Make Your Mark has been a successful campaign, raising over \$10,000 to support Givology partners and inspiring others to also host Make Your Mark events. Much like there were two parts to this campaign, there are two ways to consider the success of this campaign. There is, of course, the financial success, and then there is the success of benefiting when we inspire more people to join us in giving a second, minute, or hour of their time to help Givology in any way

What do you do when you've lined up volunteers, Coca-cola is delivering a massive order of donated beverages, media is coming to cover the event, and if you cancel on the planned day, all future plans for part II will be delayed for months due to limited park permits? What you do is cue overture, curtains and lights, because this is it. On with the show.

We bought colorful ponchos and paper towels. I luckily had a giant blue tarp stored in my apartment (a housewarming gift from the previous tenant), and we went out to Union Square for what was an interesting, but fun and motivating day.

It rained and it shined on and off, we covered and uncovered the mural too many times to keep count, and we threw our ponchos on and ran for



that they can. For me, Make Your Mark made me see the vision of sustainability of a 100% volunteer model, a model in which our founders truly believe.

It's a model that lends itself to doubters, but I say that to doubt is to not know how many special people are behind the scenes running an amazing organization that has just had a stellar year of growth. Givology is what it is not just because we are 100% volunteer, but because we have volunteers that give 100%, rain or shine, day in and day out. They truly are amazing and this campaign along with all the credit for its success is for them. I said the goal of the campaign was to represent the idea of many people coming together, giving what they can to make a big impact. We did that and more. We Made Our Mark on the World, but we're not done yet.

### Partnership with the M. Night Shyamalan Foundation

In June 2011, Givology and the M. Night Shyamalan Foundation (MNSF) entered into a beautiful strategic partnership, which merged our shared visions to change the way people think about giving and education.

*Giving should be regular and natural action, a part of our daily regimen.*

*Education is the single cause that reaps exponential benefits for society and has proven to be the investment in people with the highest lifetime economic returns.*



It began through social media, the channel through which the Foundation discovered Givology and the power of its model, partner and volunteer networks, and ultimate mission. Initial conversations revealed that while MNSF had a stellar reputation, capital, and clout in championing a handful of grassroots education initiatives in developing countries, Givology provided a viable nonprofit model that cultivated a quickly growing network of partners who would benefit from increased support. MNSF wanted more people to help screen and source organizations in need, which Givology's base of volunteers, fellows, interns, and partner networks provided. Givology could also use another mission-aligned partner to help satisfy an increasing number of students and projects that needed funding. With 10 years of experience in the nonprofit realm, MNSF has a wealth of knowledge and pool of resources, which are invaluable for Givology as we continue to iterate and grow.



As with any partnership, the synergies are sometimes intangible. You just have to feel it. And so, an in-person meeting was arranged between MNSF founder M. Night Shyamalan and Givology co-founders Joyce and Jenn at La Colombe in Tribeca. The meeting was like a story-telling session, where we shared the experiences of our nonprofit partners and our dreams of what both organizations could do together. All three of us knew at the end of the evening that we were going to make big changes in the philanthropy world together- one dollar and one volunteer hour at a time.

In the few months that Givology and MNSF have worked in tandem, we have already laid the foundation for many exciting initiatives. Our "Make Your Mark" partnership launch event in July was the first of many joint annual fundraisers. We displayed the artwork of 12 partners, hosted over 300 people from a range of professional sectors, generated great awareness, and raised thousands of dollars for Givology partners in preparation for the 2011-2012 school year. In the fall, MNSF and Givology worked on improving operational efficiencies like plans for sharing office space, coordination of diligence trips, and timeline for updates. Many new nonprofit partnerships are currently being established upon MNSF's recommendations, as well as a schedule for co-marketing.

Our partnership with the M. Night Shyamalan Foundation will continue to be a crucial part of Givology's growth, and we look forward to sharing the milestones with you.



## Vision for the Future

Looking back at the goals that we published last year, we've exceeded nearly every target due to the dedication, commitment, and passion of our team and network! We exceeded our fundraising target of \$70,000 and grew our donor base and partnership network in line with expectations. Given our momentum, we've nearly doubled our impact and imprint each year, and we have further ambitions to expand. As such, we've increased our overall growth targets for the next five years.



Our goal is to raise over \$100,000 next year to support grassroots education projects and student scholarships. We hope to fund 200 students and 45 projects, register 3,000+ donors, contact 8,000 Twitter and Facebook followers, expand to 20 chapters, and reach 50 field partners. More specifically, Givology will focus on:

- **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 2011-2012, 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. For instance, in March 2011 and August 2011, we held widely popular fundraisers & auctions in New York City in which more than 300+ supporters attended. On the other hand, chapters have been successful in implementing microfundraisers on their individual campuses. Givology plans to continue various channels of fundraising to diversify our sources of income.
- **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 2011-2012, the goal is to reach \$100,000 in funded student grants and projects and 3,000 donors in the Givology online community. Givology also intends to create a wider net of Giving Teams, in which many individuals are able to sign up together and donate. The goal is to have 50 giving teams registered by year-end 2011, and to have these giving teams actively blog and contribute dynamic content to our website.

- 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. Bi-weekly, Givology will send out a volunteer newsletter to update our volunteers on what Givology is working on and what projects need volunteer help.
- 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.



Flying Kites students enjoy comprehensive education and a focus on holistic well-being (Kenya)

## Target Affiliates



Street children play bridge (Kenya)

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 2011-2012, 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 this past Fall 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 3 regional chapters, 11 university chapters, and 5 high school 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 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



Nanubai Education Foundation (India)



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 August 2009, Givology hosted its first official event, the GivologyNYCLaunch@Marquee, which will serve as a benchmark both qualitatively and quantitatively upon which future efforts can be planned and evaluated. Due to Marquee's success, Givology recognizes the potential profitability of greatly expanding efforts in this area, planning larger and more frequent events (as an initial target, around three to four times a year). Also, Givology recognizes that holding larger-scale events require a greater commitment in both human capital and monetary investment. Because engaging the larger demographic achieved through larger-scale events and maintaining a 300-400% ROI are equally important objectives, the higher implicit costs should be offset through corporate financing and sponsorship, which will entail a greater focus on developing these relationships.

**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 improves the health of society and increases economic output,

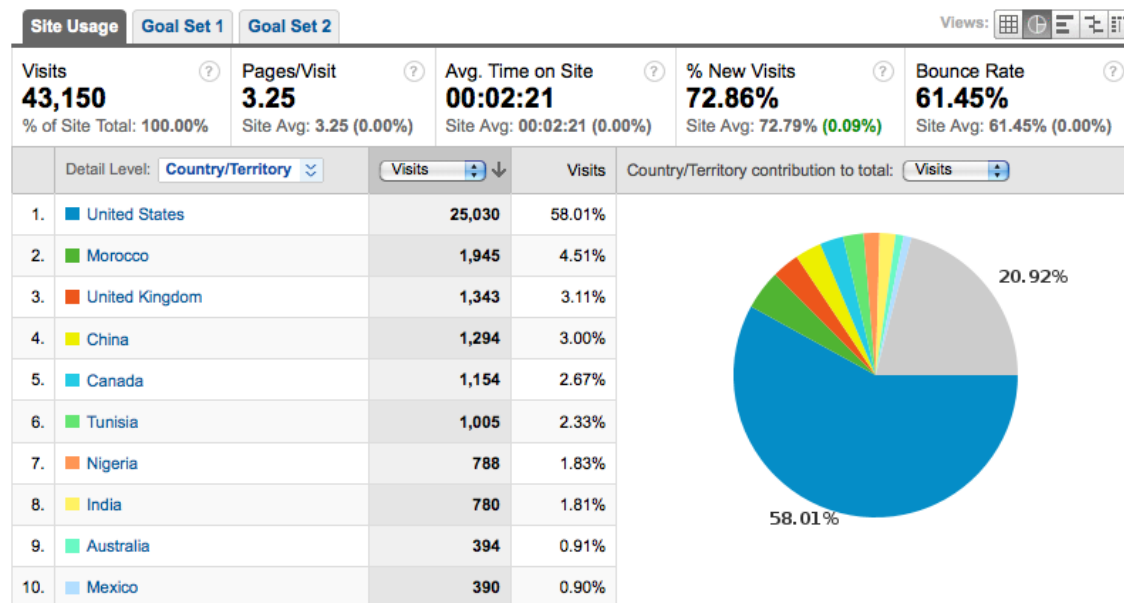


through both expanded access and training, which is key to releasing societies from poverty. Educated girls marry later, and have fewer and healthier, children. They also earn 10-25% more in wages as more productive, highly-skilled workers, benefiting not just themselves, but the community, aggregate 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 economical development in the long run.

## Social Media Strategy and Analytics



Givology.org receives anywhere from 3.5 to 5.5k visitors on a monthly basis. Between January 1 and November 1, 2011, the website received 43,150 visits, ranging from 182 countries and territories. Viewers from the United States comprised nearly 60% of all visits, with the next popular countries being Morocco (5%), the United Kingdom (3%), China (3%) and Canada (3%).





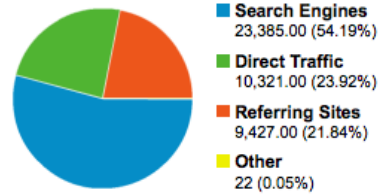
Of the 43,150 visits, nearly 75% were absolute unique visitors, which measures the number of unduplicated visitors. On average, each visitor viewed 3.25 pages, bringing total pageviews to over 140k. In roughly 10% of total visits, the visitor viewed at least 9 pages. The typical visitor spent 2:21 minutes on the Givology site, and nearly 40% of visitors remained on the site after discovering the page. Viewers used a variety of browsers including Firefox (31%), Chrome (28%), Internet Explorer (27%) and Safari (12%).

Users typically arrive to the Givology website via search engine traffic, most notably, Google. Year-to-date, Google has accounted for nearly one-third of the website's traffic source. The most popular searches on Google that led to Givology.org include "givology" (27%), "giveology" (4%), and "learning to read and write Frederick douglass" (4%). Roughly 25% of visits are from direct visitors (those who had knowledge of our URL and website address).



**All traffic sources sent a total of 43,155 visits**

-  **23.92% Direct Traffic**
-  **21.84% Referring Sites**
-  **54.19% Search Engines**



Givology uses social media tools to spread its mission and message. In specific, Givology uses Facebook (6% of visits) and Twitter (2%). These two channels are used to promote upcoming events as well as blog posts. Givology continues to develop its social media presence, and aims to derive a greater portion of its traffic from such tools.

A key component of our social media strategy involves generating interesting blog posts hosted on our website that engages our supporter base in an ongoing dialogue about education, particularly by featuring stories from our partnerships and network. In addition to highlighting key education issues that appear in the news, we leverage our volunteer network to conduct interviews of our partners and community, film youtube videos of key philanthropists and thought leaderships, and reflect upon the challenges faced in delivering quality education in the developing world.



## Financial Summary

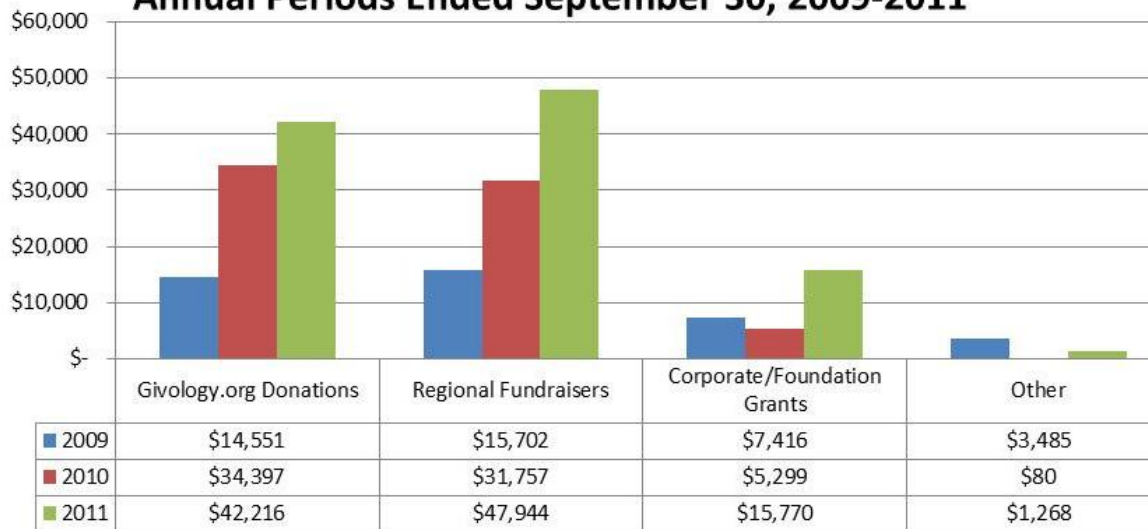
Givology's sources of funding drive from four different means:

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

## Sources of Funding

In our third year of operation through September 30, 2011, Givology's main sources of funding included donations made through Givology.org, revenue from regional fundraisers, and grants from corporations and philanthropic foundations. Notably, we saw a large year over year increase in funding from corporate and foundation grants, largely from Ford, Microsoft, and the New York Community Trust. Since last year, Givology has been a recipient of the Google Grants program, which awards a generous Google Adwords budget and free online donation processing. Below is a breakdown of Givology's current sources of funding.

**Sources of Funding: Year over Year Comparison for Annual Periods Ended September 30, 2009-2011**



**Through September 30, 2011, supporters have donated approximately \$220,000 to Givology.** During our last year of operations, Givology saw a steady increase in revenues from online donations and regional fundraisers. The revenue from regional fundraisers (discussed further in the "Offline Funding" section) was sourced mainly from four campaigns based in the New York metro area, and from a Virginia fundraiser co-hosted by Givology's Richmond chapter and the Circle of Peace School, a partner organization and fiscally sponsored project of Givology.

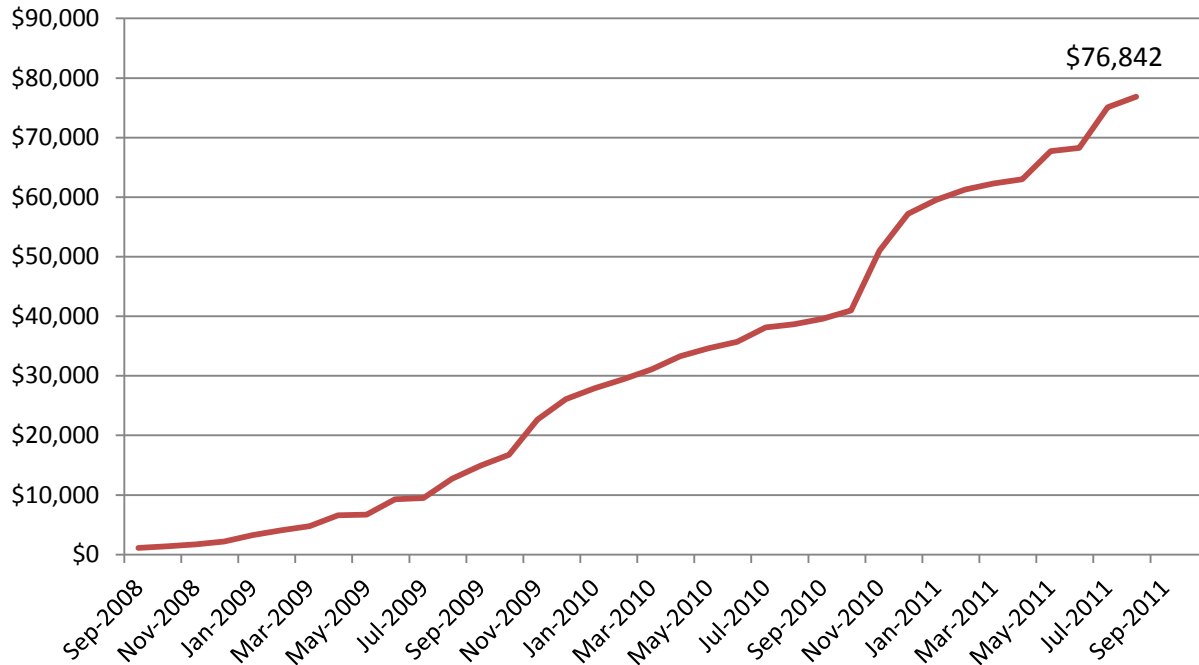
Other revenues for the current year consisted \$1,250 from personal contributions, and interest on our cash balance. During the previous two fiscal years, revenues in the "Other" category were similarly comprised of proceeds from benefit events, personal contributions, and interest income on our cash balance.



**Online Funds Raised through Givology.org since Inception**

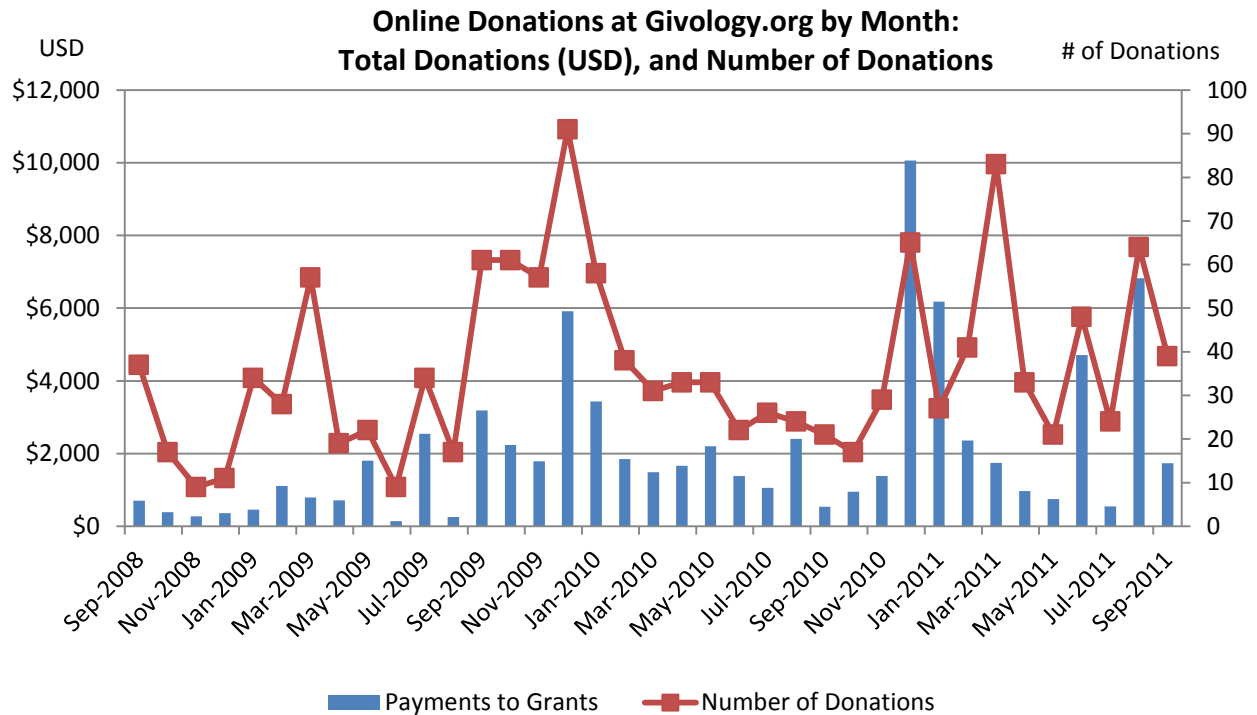
Through September 30, 2011, Givology’s users have pledged a total of \$91,164 through our website. Of that, \$76,842 was allocated by our users to educational projects and primary school students in countries such as China, India, Uganda, Haiti, and Columbia. \$6,126 was pledged to Givology’s operating budget, and the remainder is pending allocation to grants by our users.

**Cumulative Amount Pledged to Grants by Donors as of 9/30/2011**



The graph below details by month the dollar value of grants made to students and projects, as well as the total number of donations. From our launch in September 2008, the average donation size was about \$45 and there were 35 donations in an average month. Year over year, the average donation size increased from \$36 to \$75, and the number of donations in an average month increased to 41.





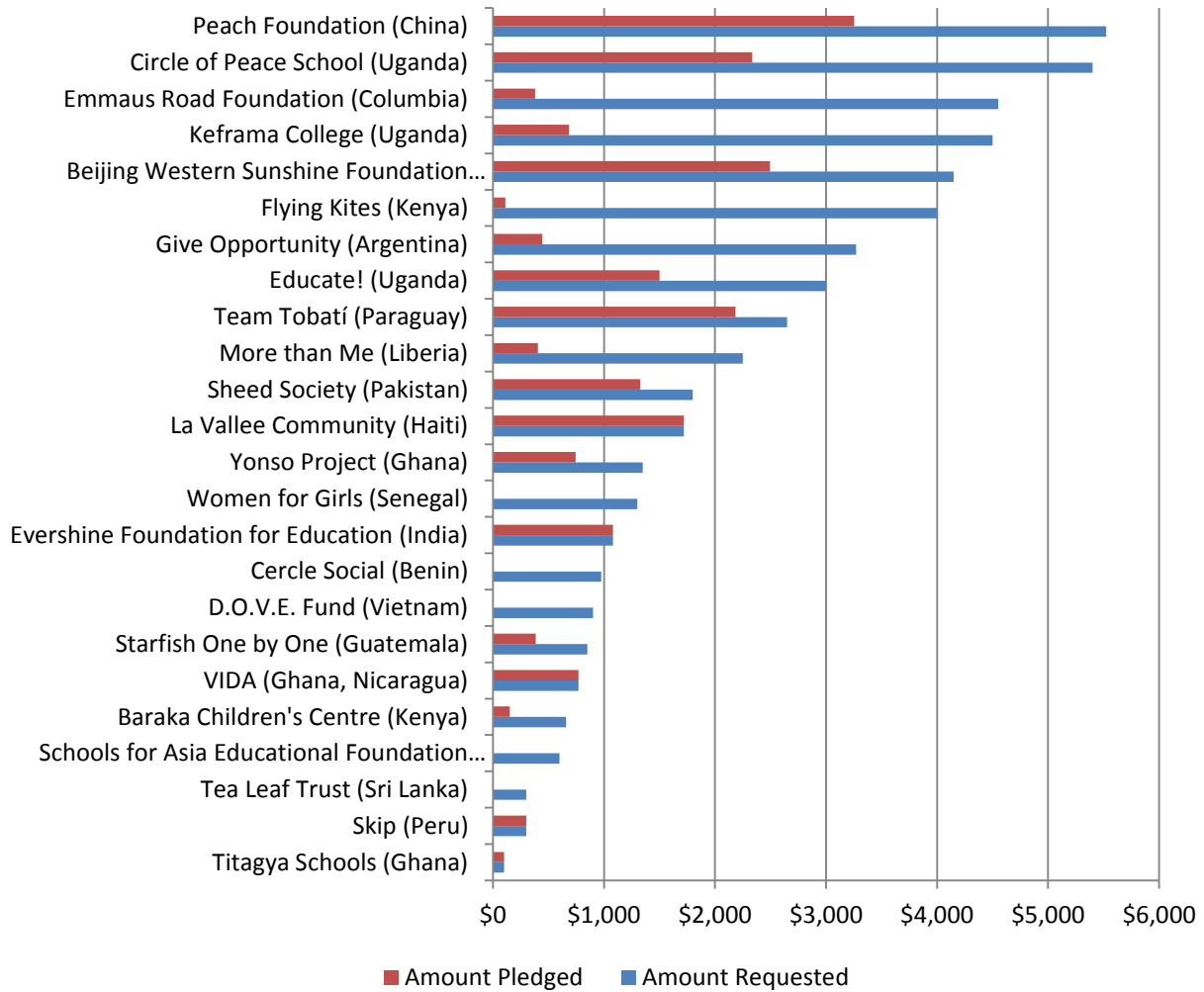
Since inception, the giving on our website has resulted in fully funding 75 student grants and 28 education related projects. In addition, this amount partially funded another 42 student grants and 14 projects.

By demographic, our partners that focus on students and projects in China received the most contributions (21% of total user donations). This should not be surprising since many of Givology’s first partners’ focus on China, and the number of Chinese student and project profiles posted on givology.org is greatest. The next highest recipients of contributions were in Uganda (19%), third were in India (18%), and followed by Kenya (11%), and Haiti (9%), with Pakistan, Columbia, Paraguay, Guatemala, Ghana, Nicaragua, Peru, 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.





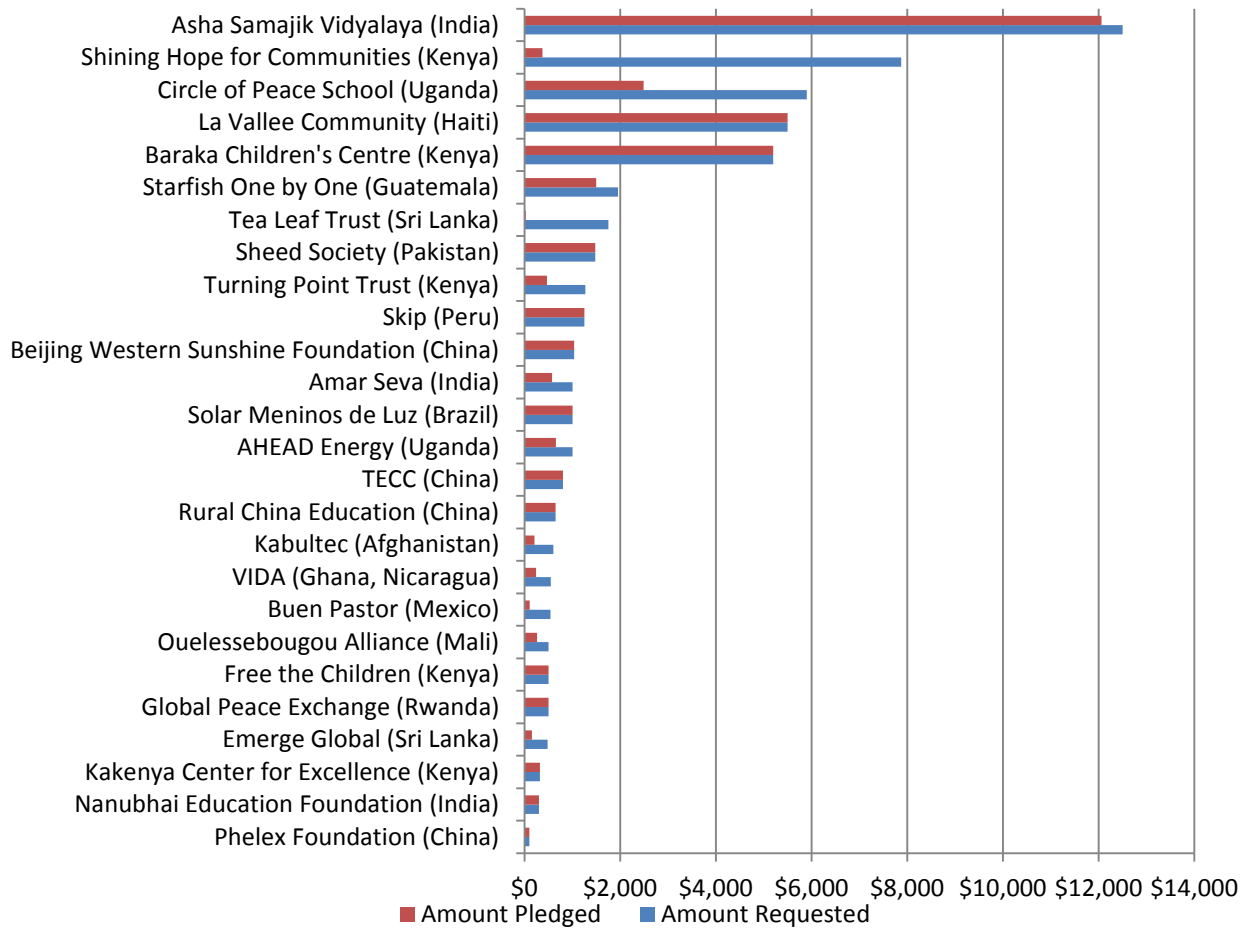
**Student Grants: Amount Pledged vs. Requested by Partner (Target Country)**



Through September, 27, 2011, The Peach Foundation's students were the largest recipients of user pledged donations (\$3,255), followed by Beijing Western Sunshine Foundation (\$2,495), and Circle of Peace School (\$2,335).



**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

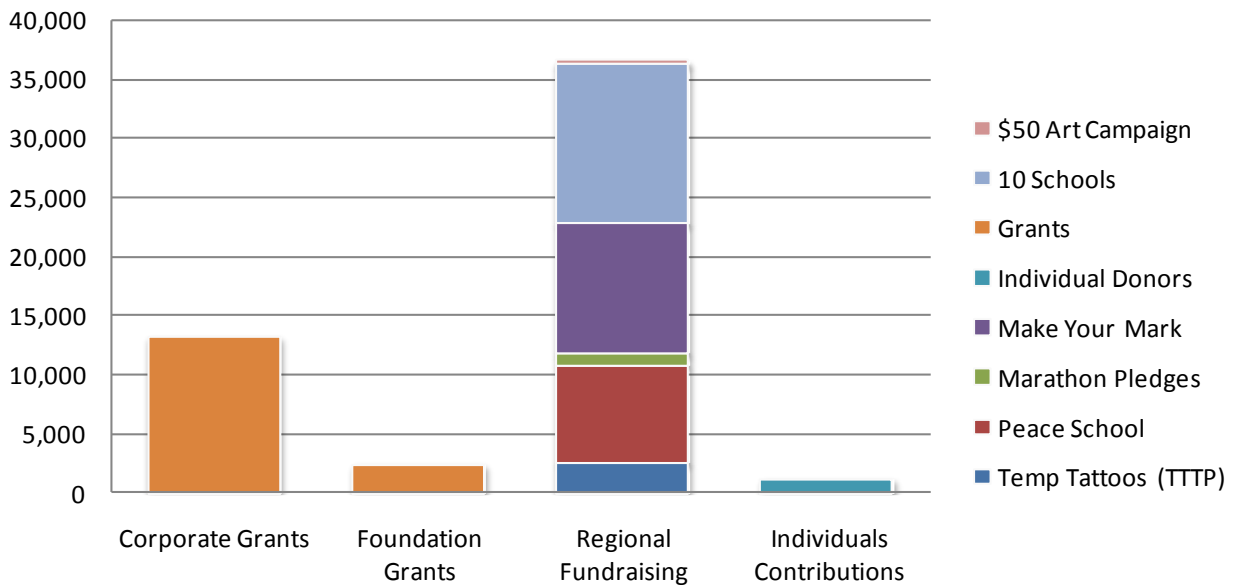
In the last year, Givology raised over \$53,000 in offline funding (net of all expenses), loosely defined as funds that were not raised through Givology.org. Some of the major offline funding sources were:

- **Givology’s “Ten Thousand for Ten Schools”** New York Spring campaign which raised over \$13,400 for 10 partner schools.
- A \$10,000 **corporate grant** awarded as a winner of the Ford Focus Global Test Drive competition. Additionally, Givology also received matching gifts from Microsoft (\$2500) and BCG (\$500).
- \$2,500 **foundation grant** from the New York Community Trust.
- **“Make Your Mark on the World”** campaign which Givology co-hosted with the M. Night Shyamalan Foundation in New York, raising over \$10,800
- A safari themed benefit event hosted by Givology’s Richmond chapter and The Circle of **Peace School**, a partner organization and fiscally sponsored project of Givology raised \$8,200.

Givology also continued to receive proceeds (\$300) from the 2010 **\$50 Art Campaign**, which sold student art that will benefit the Circle of Peace School. In addition, Givology raised \$2,618 through the New York based Temporary Tattoo Project (**TTTP**), a collaborative effort between Givology, Flying Kites, six tattoo artists, and young marketing and PR professionals. Last, a **marathon** runner also raised over \$1,000 for Givology.

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

### Sources of Offline Funding by Category: October 1, 2010 - September 30, 2011



## 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 third year of operation, Givology issued \$65,230 in grants to our partner organizations that support students and education related projects in developing parts of the world. 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. Through September 2011, Givology continued to have average return of over 200% on fundraising outlays, and will continue to hold fundraisers that have a good potential to bring awareness to our local communities, and generate strong financial returns.

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.

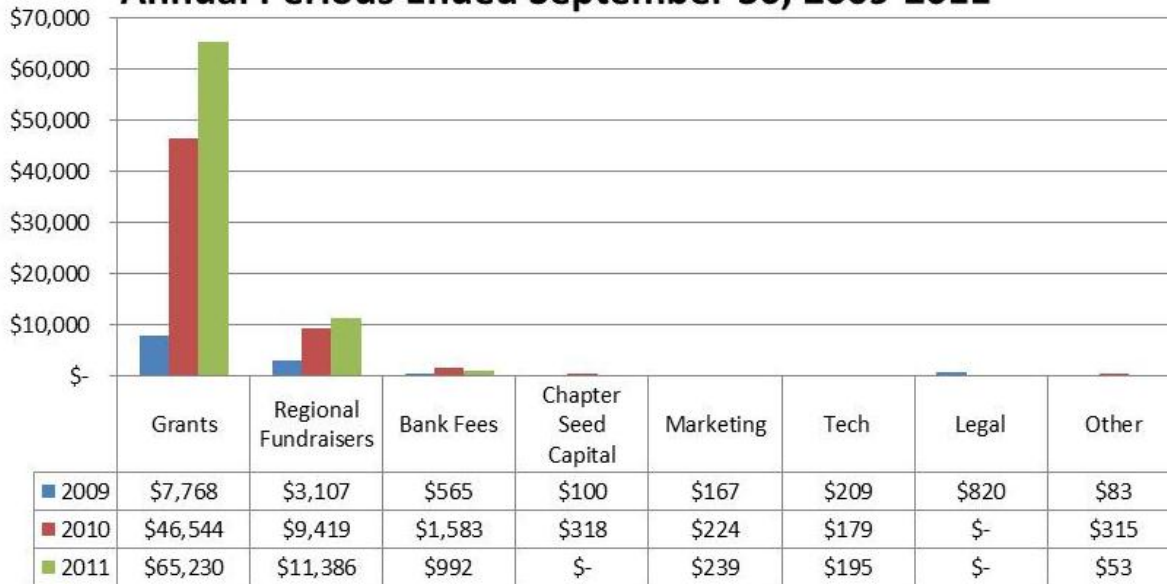
Givology will continue to allocate its funds in a way that balances our goals for global growth with the carrying out of the educational and charitable mandates of our mission. In the future, the largest use of Givology's funds will continue to be allocated toward grants that benefit the students and 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. In the past fiscal year, Givology spent about \$150 to put on two impactful marketing campaigns, a "Givology Video Contest," and our ongoing "60 Second Video" campaign, which features short speeches by over 30 leaders in education and philanthropy. While these development initiatives have not required a large portion of our operating budget, they do require a substantial amount of volunteer hours; if you are interested in getting involved please let us know!

Below is a table that details and compares to previous years our use of funds for the 12 month period ended September 30, 2011.



### Uses of Funding: Year over Year Comparison for Annual Periods Ended September 30, 2009-2011



Please note that we updated the way we account for grant expenses so that grants are expensed as they are paid out to our partners. We have made the necessary changes to the previous two fiscal years in the chart, above.



## 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



Student smiling for the camera (Sri Lanka)

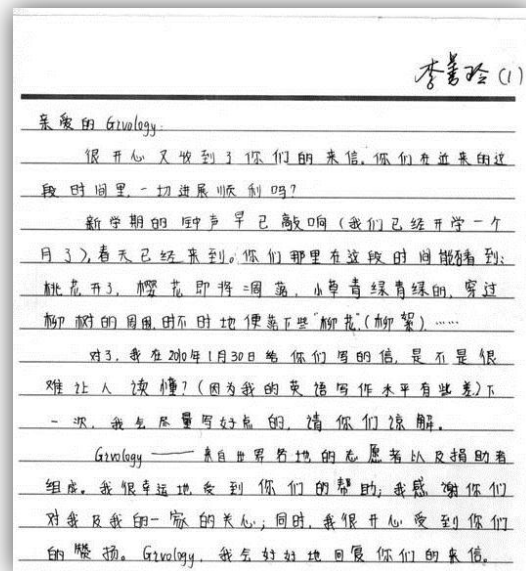
Givology's success relies on the collective power of small impact donations. Please register and donate today at <https://www.givology.org/>. Our goal is to make giving a very interactive and meaningful act. As a result, we highly recommend you to complete a full profile on Givology and take advantage 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.

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



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

## 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.

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/>.



Stephen created a touching YouTube video and an Independence Day Twitter Contest. Visit our Givology Video Challenge channel at: <http://www.youtube.com/user/GivologyContest>





## 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](mailto: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 2011-2012 Volunteers Update

This past year, our volunteer network grew to the largest size in Givology's history. This summer alone, we had over 27 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 such projects as the Make Your Mark Campaign, 60 Second Video Campaign and

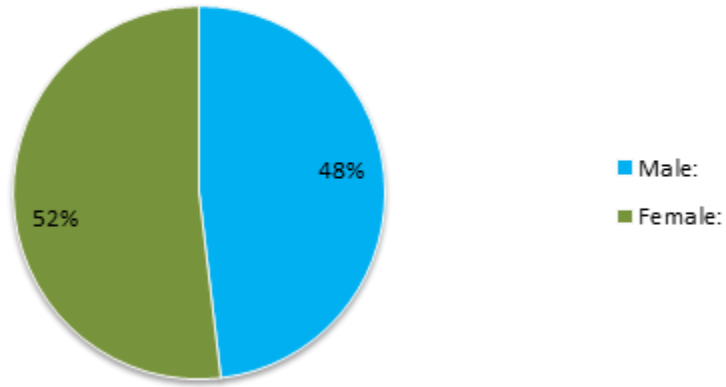
The team's current recruitment strategy is comprised of online marketing focusing on channels that target high school students. Specifically, we email high school guidance counselors, use websites such as idealist.org and university career services websites. Additionally, we ensure that we respond to 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.

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

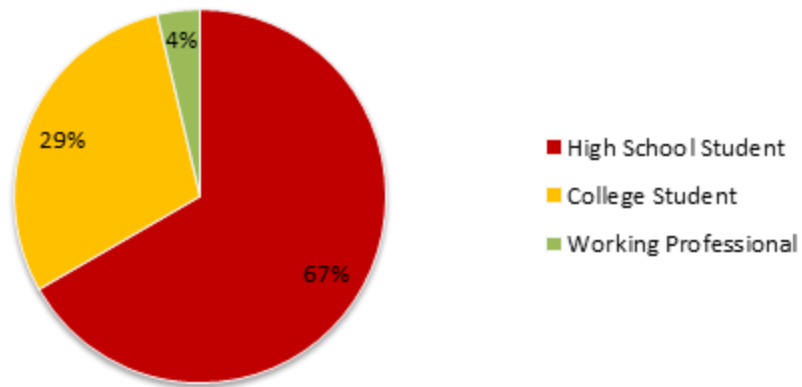


more selective during the application process to ensure quality of performance. These positions require a minimum one year commitment as well.

### Intern Breakdown by Gender

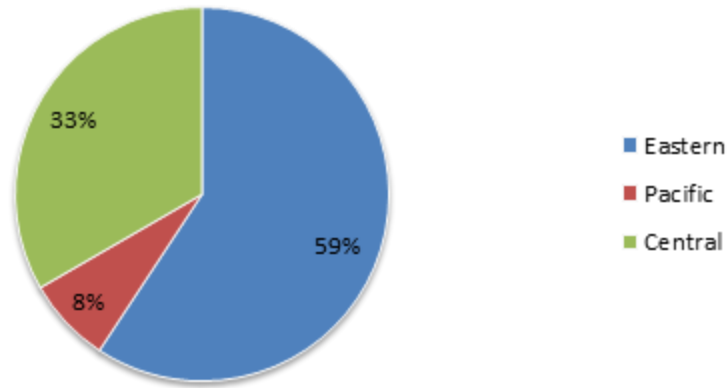


### Intern Breakdown by Profession

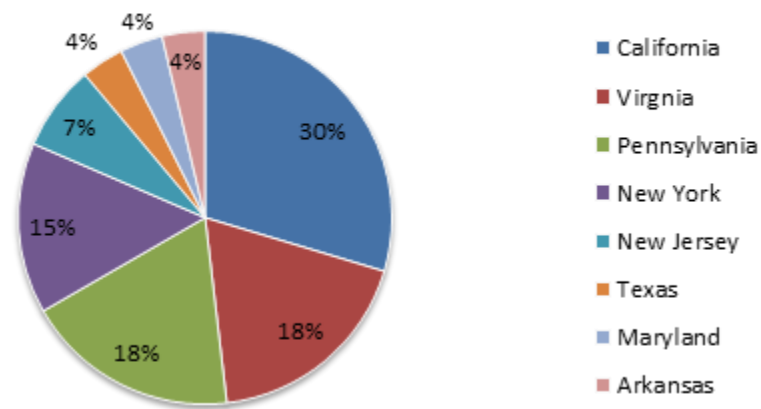




### Intern Breakdown by Region



### Intern Breakdown by State



## Campaign Spotlight: Givology's 60 Second Videos Campaign

Thinking of what can be done in 60 seconds, many trivial and insignificant things come to mind. The 60 Second Video Campaign, however, uses this short amount of time to feature inspiring leaders who are creating change in their communities and to motivate our viewers to do something in turn for their own community. At our <http://www.meaningofgiving.org> website, we've compiled videos, pictures, stories, and artwork to create a collective and comprehensive definition of giving. Moreover, we're hoping to show that giving is not simply about financial contribution, but rather, it's about time, ideas, passion and a mindset. Each of the leaders we feature have a unique story and message to share.



Hear Rob Herzog, founder of ZogSports speak about how giving ought to be incorporated in daily life in a natural way

From professors of prominent schools to founders of social enterprises to students engaged in volunteering, anyone, from anywhere and of any background, can be involved in giving and can have an interesting perspective or experience to share. So how can you add your view to the growing definition of "giving"? Watch a video on <http://www.meaningofgiving.org>, write a comment, share a video, or, even better, make your own and send to us!

If you are interested in lending a thoughtful perspective on what giving means to you, please visit <http://www.meaningofgiving.org> and contact Claire Lee at [claire.lee@givology.org](mailto:claire.lee@givology.org). We welcome submissions of videos as well as recommendations on who you would like to see featured.

## 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.



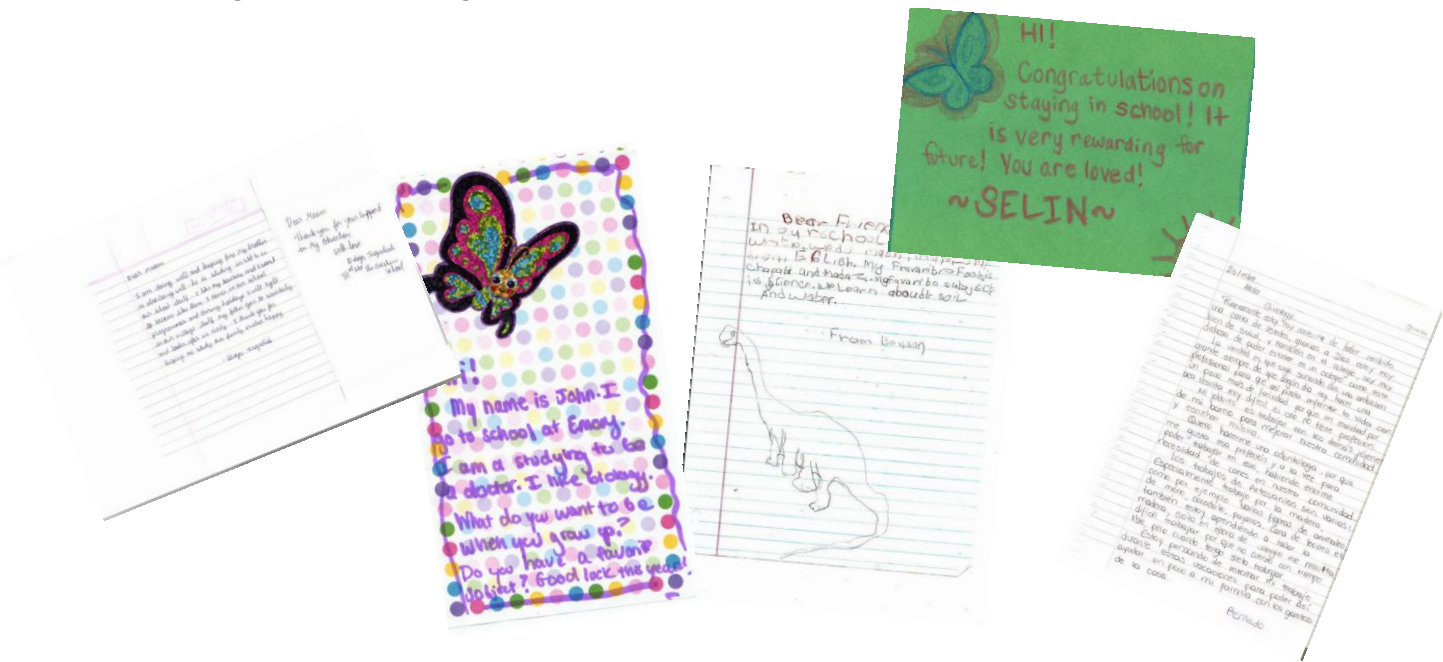
This year at Givology we have received over 150 handwritten letters sent to students as well as over 55 electronic messages through the Givology website. With a total of over 500 messages to students and incoming messages since Givology's beginning in 2008, Givology will continue to challenge each of 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 44 partner organizations we look forward to continue creating relationships between our donors and students

Throughout the fall of 2011, 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

Chapters, whether started by high schools or universities, are the cornerstone of Givology. Foundational to Givology, chapters across the world provide local community support, engage the local community, and broaden its network of active supporters. Each unique chapter supports our mission by partaking in Givology's initiatives and campaigns, hosting awareness events, posting videos, writing blogs, and fundraising for students and Givology's partners. Chapters are crucial as they expand Givology's geographic presence and provide new ideas and feedback. The options are endless in terms of what chapters can do to support Givology, and each chapter can choose what objective it wishes to take.

Going forward, Givology has devised a comprehensive and unique strategy to encourage students to start chapters at their campuses and form tight-knight relationships among chapters. To encourage more high school and college students to start chapters on the West Coast and host their own Make Your Mark events, Givology has created a promotional video posted on Youtube, Facebook, and the Givology website introducing how Givology differs from other organizations that work to bring education to less developed nations and why students should get involved with Givology. Through a Facebook page, chapters can connect on a regular basis, post pictures and videos, discuss upcoming events, and ask each other questions. Monthly conference calls between the Givology chapter coordinator and chapter board members provide an opportunity to touch

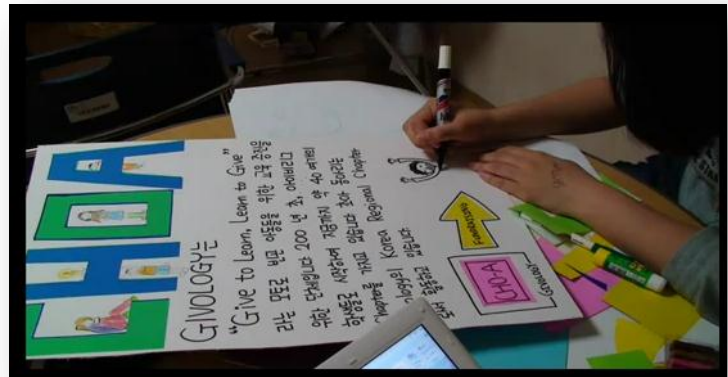


base and discuss current and future raising awareness and fundraising events. Givology involves chapters in their campaigns and encourages them to join Givology’s mission by volunteering and interning for Givology.

If you are interested in starting a chapter, please contact Liu Jiang at [liu.jiang@givology.org](mailto:liu.jiang@givology.org).

### Chapter Spotlight: Seoul, South Korea

Started and led by Amber Min in Seoul, the South Korea chapter was Givology’s first international chapter. In the summer of 2010, the South Korea chapter held an awareness building campaign for children’s education at the CSIA Festival as well as the Youthecca Expo, which featured hundreds of attendees. In order to get its message out to a wider audience, the South Korea chapter also held a street performance campaign in Myungdong – one of the busiest commercial districts in Seoul. Amber’s chapter also hosted a Givology Youth Assembly for two days, in which



Seoul chapter members make signs for the CSIA Festival.

120 elementary students participated in dialogue about ways to improve access to and quality of education globally. From managing the money, finding the venue and sponsor, and organizing the agenda, the South Korea’s committee of 15 put together a highly successful event that garnered national media attention. In addition to these awareness building events, the South Korea chapter also held very successful fundraisers, with a dormitory bake sale that mobilized action of many volunteers to a Triple-C donation campaign in August in 2011. Tapping into the power of social media, the chapter also filmed videos of its progress, which helped inspire fellow students to action and reminded people why education was a worthwhile cause to contribute to. From these events, the South Korea raised more than \$950 for Givology – the largest amount ever raised by a high school chapter! This amount of funding by the Seoul chapter has gone to support student scholarships and education projects in seven different countries, from empowering teen survivors of sexual abuse through education in Sri Lanka to providing school lunches for girls in the Kibera slums of Kenya. Givology’s South Korea chapter truly stands as a testament to the power of young vision, determination, and international curiosity. The success of Givology’s South Korea chapter proves that any student of any age can start a chapter, make a difference, and further Givology’s mission in unique ways.

### A Message from our Chapters Director

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 \$220,000 to support over 2,875 students in 23 different countries through 44 grassroots partners in just three 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. As a marketing intern for Givology over the summer, I helped publicize the Givology’s Make Your Mark event in New York City. After seeing the success of this event, I thought about how awesome it would be if high school and college students created their own Make Your Mark Events on the West Coast and joined Givology’s campaigns. 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 chapter.



My own chapter in Irvine, California has three main events planned for this school year. In the winter, we are showing a film about education and slave-trafficking in our school's big theatre, and we will be presenting a video about Givology at the beginning of the showing. While the main focus will be on raising awareness, money will be raised as well from the tickets sold. Our second event planned is a benefit concert in the spring, which is focused on fundraising. Targeting the middle school, high school, and college students of Irvine in its surroundings in particular, we are publicizing this event through newspapers, Facebook, a Youtube campaign, pamphlets, and newsletters, and we plan to sell Givology t-shirts with autographs of the bands on the back. In the summer, our chapter will be holding a marathon. We will be charging a price to enter the race, and each runner will get a shirt with name of the child they sponsored. Gatorade and snacks will be offered along the way, and we will be targeting students of all ages and Irvine and Newport Beach families. The wonderful thing about starting a Givology chapter is the freedom each chapter has in choosing what its main goals and objectives are. The Givology chapter in Irvine decided that our two main goals would be raising awareness and fundraising. However, chapters can also choose to focus on marketing and outreach, identification of partnerships, research and blogging; what each chapter chooses to focus on really depends on the particular interests and skills of each chapter's members.





## 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.

## Givology Executive Team

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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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*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](mailto:joyce.meng@givology.org).*

