DO SOMETHING.ORG
WE THE BEST

2015
QUARTER 4

OUR MEMBERS

4,717,335
TOTAL MEMBERS

2.8M Mobile Subscribers

2.4M Email Subscribers

MEMBERS WHO CRUSHED IT

50 CANS

YES. WE. CAN. (AND WE DID)

KAITLYN, 17, TEXAS

7,570 Aluminum Cans Collected and Recycled

"This campaign is important to me because not many people think that collecting cans CAN make a difference. By collecting the cans and recycling them we are all helping the environment by making earth a better place for everyone and everything on it."

POWERED BY: jetBlue

GTFO: GET THE FILTER OUT

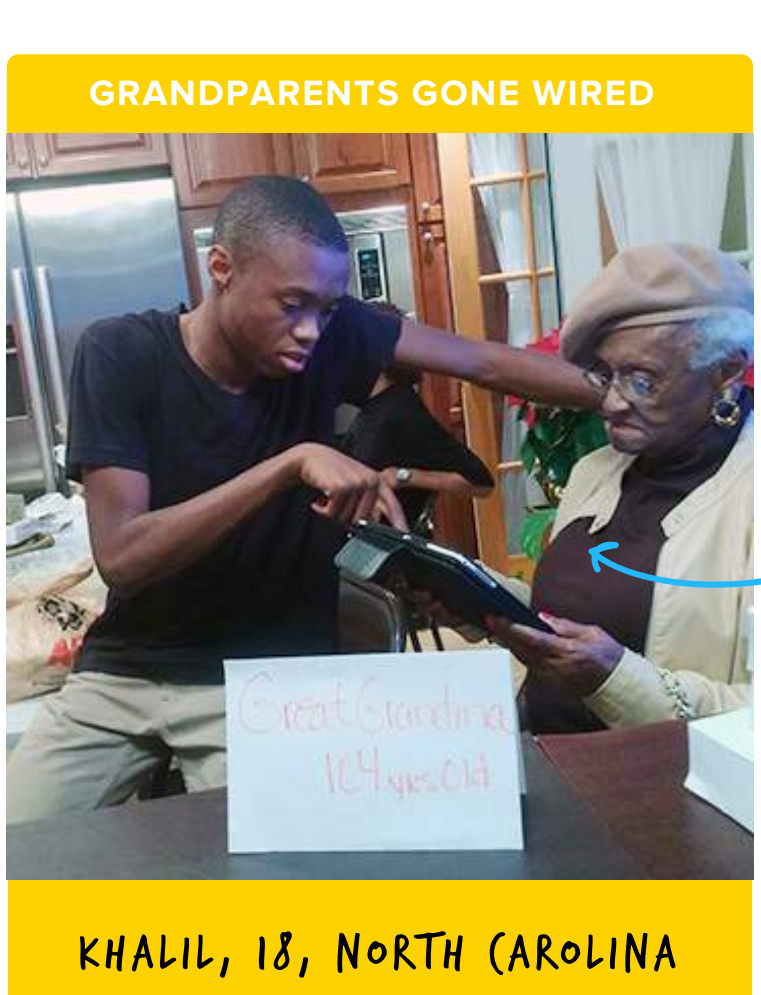
ROBERTO, 19, NEW YORK

400,000 Cigarette Butts Cleaned Up

"Creating an awareness on the impact humans have on the planet is vital for its sustainability. I began collecting cigarettes at locations like the train station, parks, and outside of schools. As I began to frequent these spots I created an awareness that led to people reducing their littering of cigarette butts. As the months progressed I had to find new locations and I began going up and down the streets. This campaign has helped everybody keep the ball rolling on towards a cleaner earth."

POWERED BY: truth

GRANDPARENTS GONE WIRED



KHALIL, 18, NORTH CAROLINA

Taught his **104-Year-Old Grandmother** about Technology

"It is not everyday that we are given an opportunity to earn potential scholarship funds while having fun with those we love! And what better way to showcase my great grandma by teaching her how to use technology! #GGW2015"

POWERED BY: MENTOR UP AN AARP FOUNDATION PROGRAM

CAMPAIGN OVERVIEW

FINISH IT
JAKE MILLER! SWOOOOOON

GTFO: GET THE FILTER OUT

Cause: **Environment** | Sign-ups: **78,755** | Powered by: truth

PROBLEM

1.69 BILLION POUNDS OF BUTTS END UP AS TOXIC TRASH EACH YEAR, MAKING CIGARETTES THE MOST LITTERED ITEM ON EARTH.

CALL TO ACTION

MEMBERS CLEANED UP CIGARETTE BUTTS TO PREVENT THEM FROM HARMING WILDLIFE OR LEACHING TOXIC CHEMICALS INTO THE ENVIRONMENT.

RESULT

3,733,832
CIGARETTE BUTTS COLLECTED

> "I am 16 years old and I want to live in a planet that is habitable to all life! We human beings are responsible for a lot of environmental degradation and it's time to shape up our act. When I went out to parks, university campuses, parking lots, etc., I was shocked: the floor was littered with cigarette butts. Some areas were so bad, you could hardly see the floor! This is just a small example of how we humans take our beautiful planet Earth for granted. We need to wake up and realize that we've only got one planet. Hopefully, more and more, people will realize that it is in our best interest to keep Earth clean and free of pollution!"
>
> – CHRISTINA, 17

STOP SMOKING
TAYLOR, 18

TRISTAN, 18

THIS SUPERMAN TRULY IS SAVING THE PLANET
ISRAEL, 19

KEARIA, 18

50 CANS

Cause: **Environment** | Sign-ups: **47,095** | Powered by: jetBlue

PROBLEM

ENOUGH ALUMINUM IS THROWN AWAY EVERY YEAR TO REBUILD THE AMERICAN COMMERCIAL AIR FLEET FOUR TIMES.

CALL TO ACTION

COLLECT AND RECYCLE 50 (OR MORE!) ALUMINUM CANS.

RESULT

1.68M
ALUMINUM CANS COLLECTED AND RECYCLED

> "It has made me more aware of my surroundings and what I CAN be doing to help the environment. I learned that aluminum cans are the most commonly recycled packaging item; however, only about half of all aluminum packaging sold is actually recycled. This industry also extracts a lot of harmful gases such as carbon dioxide. By recycling, we can help cut down these harmful gases and assist in keeping our planet healthy."
>
> – SARAH, 17

HO HO HO PLEASE RECYCLE
RACHEL, 19

SYRIA, 18

WE CAN CHANGE
CHRISTIAN, 18

TSERING, 18

QUOTE OF A CHAMPION

Cause: **Physical Health** | Sign-ups: **19,134** | Powered by: ESPN abc BE INSPIRED

PROBLEM

LOW SELF-ESTEEM IS RELATED TO SELF-INJURY, NEGATIVE BODY IMAGE, AND DEPRESSION.

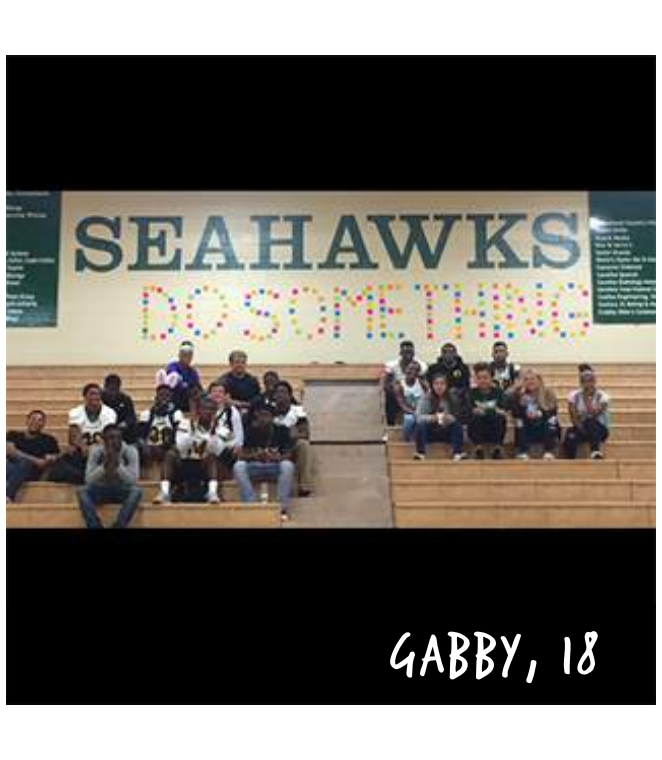
CALL TO ACTION

MEMBERS PLASTERED THEIR SCHOOLS WITH INSPIRATIONAL QUOTES FROM GREAT ATHLETES AND LEADERS BY TARGETING PLACES WHERE PEOPLE NEED POSITIVITY THE MOST (LOCKER ROOMS, WALLS OF THE GYM, AND LIBRARY SHELVES).

RESULT

76,961
NOTES POSTED

> This campaign means more to people than you know, it helps them through, and causes confidence to grow. As I placed each message on the wall with care, my project already drawing some stares, I felt this feeling deep inside that made me want to laugh and want to cry. It was joy for the joy I could instill. It was love for the hearts full of love I could fill. It was awe and honor and satisfaction; it was happiness and pride for having taken action. Now seeing others smile at this project I have done, I can honestly say it has made me a better person.
>
> – JOSIE, 16



GABBY, 18

MADISON, 18

JASMINE, 15

ANJIYA, 17

PARTNERS WE LOVE

SPONSORS + MARKETING PARTNERS

WORKING WITH DJ. MAJOR
TO SUCCESS

Coca-Cola, YAHOO!, ESPN, abc BE INSPIRED, jetBlue, MENTOR UP AN AARP FOUNDATION PROGRAM, TOYOTA, abc NEWS RADIO, CNN, NEUTRON MEDIA, COMPLEX, Mashable, COSMOPOLITAN, Orion, Us WEEKLY, The New York Times, iHeart MEDIA, ADDICTING GAMES, MTV

CELEBS THAT <3 DOSOMETHING.ORG

THE GUYS FROM CATFISH
FILMED OUR PSA THE DAY AFTER HE COMPLETED THE NYC MARATHON!

NEV SCHULMAN & MAX JOSEPH

Nev and Max are pros at using tech skills. They shared their knowledge to help young people teach older adults the meaning behind emojis as a part of our GGW campaign.

RYAN LOCHTE

The Olympic swimmer encouraged fans to donate sports equipment to kids in underserved communities through our Level Playing Field campaign with ESPN.

#WCW FOREVER

KERRY WASHINGTON

The Scandal actress inspired fans to post positive quotes to boost people's self-esteem through our Quote of a Champion campaign sponsored by ABC Be Inspired and ESPN.

#TEENHEARTTHROB

CODY SIMPSON

Cody has been a longtime supporter of DoSomething.org and most recently helped us raise money to keep making the world suck less by supporting our #YourSearchCounts initiative with Yahoo.

BEA MILLER

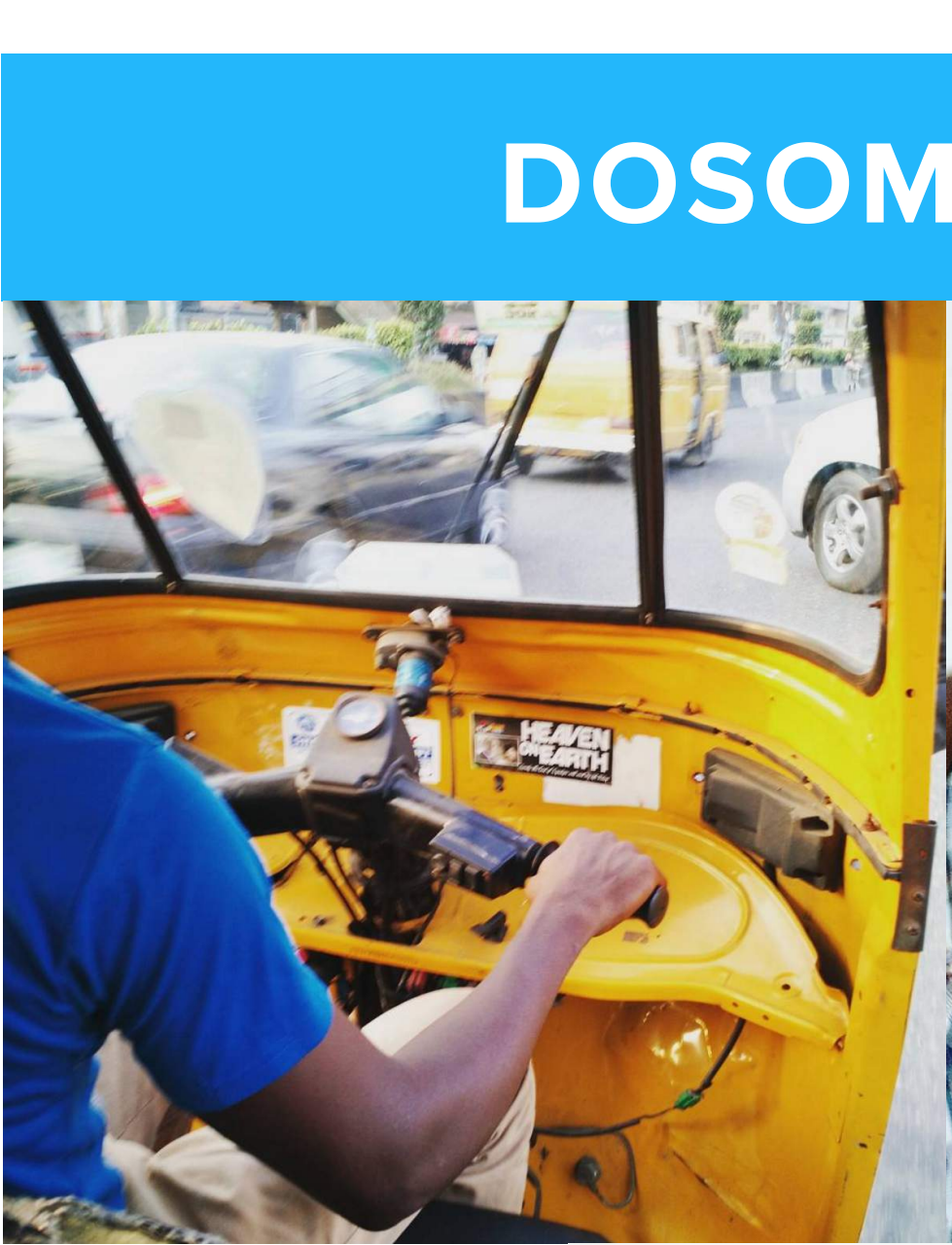
In supporting our Driving Coach campaign (powered by Toyota), Bea made sure her fans learned ways to stop their parents from driving distracted.

T SWIFT TOPPED THE LIST 4 YEARS IN A ROW

CELEBS GONE GOOD

For the eighth year, DoSomething.org named the top 20 Celebs Gone Good, celebrating celebrities who use their platform to create social change. Taylor Swift topped the year for the fourth year in a row followed by Miley Cyrus, Beyoncé, Angelina Jolie Pitt, and John Cena.

DOSOMETHING.ORG CULTURE



MAKE SOMETHING

SABBATICAL

After two years, employees can take a paid month to volunteer anywhere in the world!

Gleb Boundin volunteered in Lagos, Nigeria this past quarter with Andela. Andela is a new type of technology staffing partner, blending the best of outsourcing and in-house hiring.

4 NEW HIRES!

Santiago Castillo
Strategist, TMI

Marly Leighton
Business Development, Events Specialist

Derrius Quarles
Campaigns Associate, Poverty & Education

WHAT A COMEBACK!
Calvin Stowell
Chief Growth Strategist

MEET OUR NEW CEO!

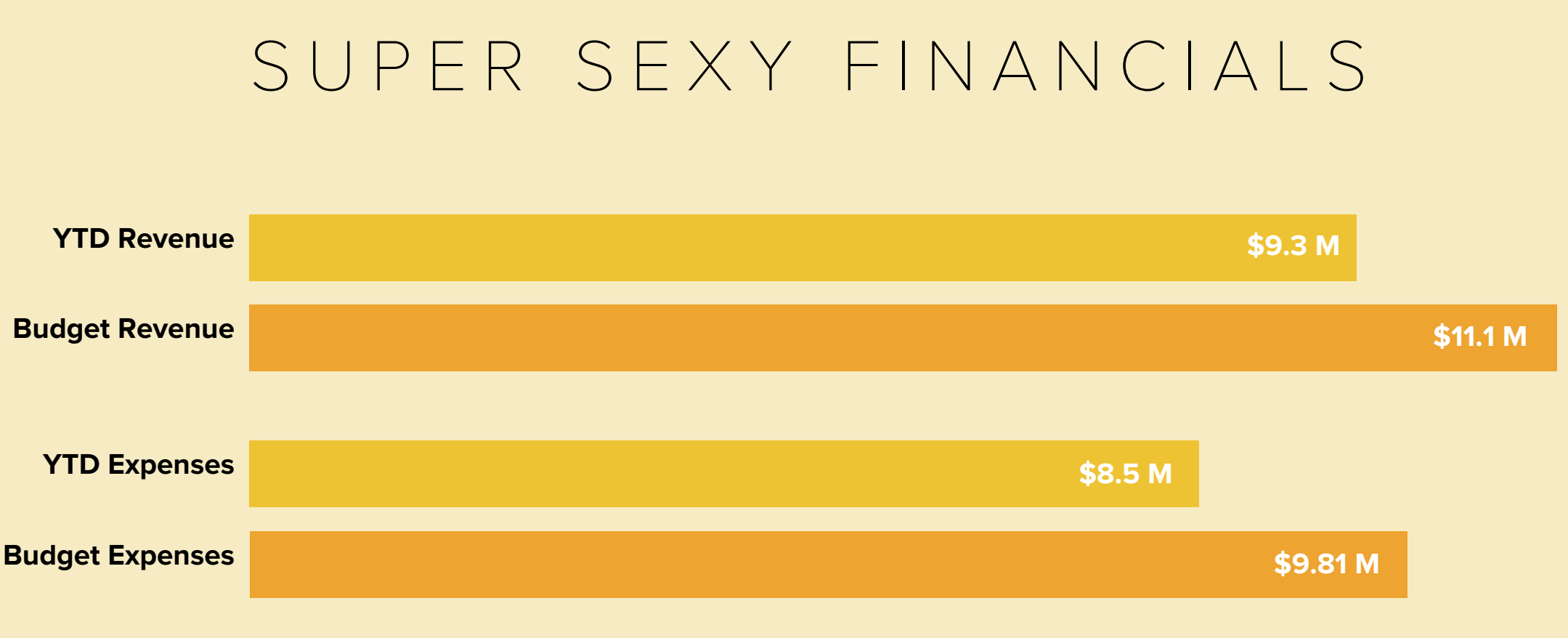
Aria Finger has been with DoSomething.org for 10 years and was named CEO in November 2015!

CRAIN'S 2015 best places to work in NYC

We were named one of Crain's Best Places to Work in NYC!

*WE WERE THE ONLY NOT-FOR-PROFIT THAT MADE THIS YEAR'S LIST

SUPER SEXY FINANCIALS



ROCKSTAR MEMBER OF Q4

MEET WESLEY!
AGE 19, FROM INDIANA

Wesley collected over 5,000 pieces of sports equipment for underserved communities.

"This campaign is exactly what the mission is of my nonprofit organization that I founded, called Gear Going Global. In my last gear drive pictured here from October 20th, I collected well over 5,000 sports gear items and will be donating them in the next year. Donating to underprivileged youth is an ongoing effort for me! I hope to make the biggest positive impact I can by giving the gift of play!"

2015

THAT'S 1.5 MILLION MORE YOUNG PEOPLE TAKING ACTION

GREW BY 1.5M MEMBERS

THE BIGGEST YEAR IN DOSOMETHING.ORG HISTORY

TOP HUMBLEBRAGS

1 SAVING THE PLANET

GTFO
1.69 billion pounds of butts end up as toxic trash each year. Members across the country told cigarette litter to GTFO and cleaned up over 3.7 million cig butts! This was the nation's largest youth-led cigarette clean up campaign and you all rocked it!

COMEBACK CLOTHES
11.1 million tons of recyclable fabric and textiles end up in landfills every year, even though the vast majority of this can be recycled. Instead of trashing old clothes, Members gave them a second life by recycling them, saving water, energy, and landfill space.

2 DOWN WITH DISCRIMINATION

nude
nude
nude
VANITY FAIR
“Call me Caitlyn”
Call Me Caitlyn

NUDE AWAKENING
Up until August 2015, Merriam-Webster was the only dictionary that defined nude as "having the color of a white person's skin." But you all changed that! On National Nude Day, 820 of you flooded Merriam-Webster's online dictionary with comments to remove their racist definition of the word "nude" and THEY CHANGED IT.

1 STAR FOR HATE
Online retailers were selling a "Call Me Caitlyn" (Jenner) costume with a masculine-presenting model, which is offensive and perpetuates stereotypes about trans people -- the incorrect idea that trans people are "pretending to be" another gender. Members like you used our example reviews on sites that sold the costume to say why it hurts the trans community -- and they took the costumes down!

3 READY FOR FREDDIE

CLASSIC FREDDIE

READY FOR FREDDIE
On Jul 2, Freddie, our resident Mobile Product and Messaging Manager, came out as trans to our then 2.4 million mobile members. Freddie gave DoSomething members an outlet to ask them anything, receiving over 43,000 responses.

GLOBAL

WORLD DOMINATION! MWAHAHAHAHAHA

131 COUNTRIES WITH DOSOMETHING MEMBERS

MEMBER SUPPORT

🔥🔥 **23,910** 🔥🔥

SUPPORT TICKETS RECEIVED AND SOLVED

$285K

GIVEN IN SCHOLARSHIPS IN 2015

50

PERSONALIZED COMPETITIONS RAN
Members who competed in them were 5x more likely to take action!

SOCIAL

2M

FACEBOOK LIKES

790K

TWITTER FOLLOWERS

76.1K

INSTAGRAM FOLLOWERS
Grew 3 years worth of growth in 5 months, from 31k to over 76.1k followers!

MOBILE + MESSAGING

SAY HEY TO FREDDIE!
TEXT JOIN TO 38383

49.5M TEXTS SENT
This includes weekly broadcasts to engage members in participating in campaigns

8.9M TEXTS RECEIVED
These are real members texting us and engaging with DoSomething.org campaigns. A few of them even wished us a happy Thanksgiving!

145M EMAILS SENT

TECH + PRODUCT

4 LANGUAGES OFFERED ON DOSOMETHING.ORG
We launched localized, translated content for non-US markets, and specialized experiences for Mexico and Brazil.

8,461 CONTRIBUTIONS TO GITHUB

129 OPEN-SOURCE PROJECTS ON GITHUB

BIZ DEV

50% NEW PARTNERS
50% of our 2015 partners were new... and 50% are renewals! A perfect balance.

SOCIAL GOOD IS ALWAYS IN STYLE

100% OF PROFITS FROM ALEXANDER WANG HOODIES AND T-SHIRTS
Donated to DoSomething.org celebrating his 10th anniversary.

1 SUPER BOWL AD
2 teens signed up every minute for Coca-Cola and DoSomething.org's #MakeItHappy campaign, debuted at the Super Bowl.

MARKETING

$13.1M

TOTAL DONATED MEDIA

FINANCE

ANOTHER ONE

★★★★

4 STAR RATING ON CHARITY NAVIGATOR NINE YEARS IN A ROW.

NOW, WE CRUSH 2016