GIVING
what we can

FUNDRAISING PROSPECTUS
WINTER 2015
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Front cover (top): Women and children carrying insecticide-treaded mosquito nets
distributed by the Against Malaria Foundation in Ntcheu, Malawi
(Image: Against Malaria Foundation)

Front cover (bottom): Health workers working in Madagascar with the Schistosomiasis
Control Initiative test urine samples from schoolchildren for the presence of schistosomiasis
(Image: Schistosomiasis Control Initiative)

Rear cover: A health worker gives a child a praziquantel tablet during a mass drug
administration coordinated by the Schistosomiasis Control Initiative
(Image: Schistosomiasis Control Initiative)

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INTRODUCTION

Giving What We Can is a community of effective givers — an international society that helps people commit to giving more, and giving more effectively.

Our members commit to donate at least 10% of their career incomes to the charities they believe will be the most effective.

We use the best available research to find the most effective charities, and recommend them to our members, and to the donating public at large.

We build a community, helping to normalise ideas about effective giving, and pledging to give.

We’re small, but growing fast. We normally ask our members to donate to the world’s most effective charities. But we also need support to keep doing what we do — building a community of amazing, generous people, who want to make the world a better place.

Giving What We Can helps people donate to the best charities in the world — now we’re asking for you to help us. By supporting Giving What We Can, you’re not just helping charities here and now — you’re supporting the growth of a movement that will do good long into the future.

Please take a moment to read through, to find out what our plans for the next year are. There are some key facts on page 4, an overview of our plans starting on page 8, and information about our impact on page 22.

We hope that you’ll join us in the fight against suffering, and help us make 2016 an even bigger year for effective giving!

Thanks for your support,
Michelle Hutchinson and the Giving What We Can team
QUICK STATS

4

top charities recommended

569

new members (2014-2015)

1,386

members in total

$10,500,000

donations reported by members

$533,000,000

pledged by members

TOP CHARITIES

Giving What We Can recommends these charities on the basis of extensive research showing them to be among the most effective in the world.

Treating parasitic worms is one of the most effective ways to improve school retention, and the Deworm The World Initiative can deworm children for under $2.

Vitamin and mineral deficiencies can have serious health consequences and lead to learning difficulties, but Project Healthy Children provides technical assistance to help governments create micronutrient fortification programmes that only cost a few cents per person per year.

Schistosomiasis is a parasitic disease that has serious consequences for school attendance, but the Schistosomiasis Control Initiative can provide a child with treatment for less than $2.

Malaria kills over half a million people every year, but the Against Malaria Foundation can provide an insecticide treated bednet for under $8.

Evidence

Action

Deworm the World Initiative

Treating parasitic worms is one of the most effective ways to improve school retention, and the Deworm The World Initiative can deworm children for under $2.

Against Malaria Foundation

Schistosomiasis Control Initiative

Project Healthy Children
Our Team

Current Staff

Dr Michelle Hutchinson
Executive Director
Sets the strategy for Giving What We Can. Manages team members and evaluates progress. Has a PhD from Oxford University and was recently named a Global Shaper.

Jonathan Courtney
Director of Outreach
Responsible for Giving What We Can’s Outreach strategy. Focuses on supporting chapters and encouraging new chapters to develop.

Alison Woodman
Director of Community
First point of contact for new members; keeps established members engaged. Organises events & manages the Trust. Has worked for charities in India & Mongolia.

Dr Hauke Hillebrandt
Director of Research
Researches the effectiveness of our current top charities and looks for new interventions to recommend. Holds a PhD in Neuroscience from UCL and was a Harvard fellow.

Sam Deere
Director of Communications
Handles communications and media appearances. Previously a political adviser and communications director for several high-profile Australian politicians.

The Giving What We Can Team: A Plan For Growth

Over the last year we’ve seen strong member growth. We’ve been building our capacity as an organisation, and testing how well different kinds of outreach work. Even using very conservative assumptions about our impact, we think we’re making a significant contribution to growing the number of people giving more regularly, and giving more effectively. We think that we’ve got plenty of room to grow, and we’re confident that we have good product-market fit.

We’ve developed and tested ways to proactively set up new chapters, continued to test reaching out individually to people to increase their engagement, and improved the usability of and access to the Giving What We Can Trust. Our recent Giving Review highlighted that the Trust has been very popular with our UK donors, suggesting that creating similar systems for international donors will be high impact.

We hired a full-time Director of Research, which has given us more in-depth knowledge of the most cost-effective interventions, and a thorough overview of the poverty alleviation sphere as a whole.

Now we want to capitalise on our growth, by scaling up some of the most promising avenues for attracting and retaining new members, and by increasing our depth of knowledge in extremely promising areas such as climate change, in order to ensure that our research is as credible, thorough and transparent as possible.

This means expanding our staff, bringing in new skills and experience, and giving us more people to take on projects that we just don’t have time for with the current staff numbers.

You can read more about our plans for what a bigger team means for us below, starting on page 8.

Incoming Staff

Larissa Rowe
Chapters & Communications
Has a background in sales, events and marketing. Runs an Effective Altruism chapter in Brighton. Has run Giving What We Can’s social media as a volunteer.

Dr Marinella Capriati
Research & Growth
Holds a PhD in political philosophy from Oxford. Part-time Postdoctoral Research Fellow on Politics of West Papua while doing outreach for Giving What We Can.

James Snowden
Research & Growth
Has a background in strategy consulting. Currently working for WHO-CHOICE, while also helping to set up a charitable foundation.

Advisory Board

Luke Ding
Investor

Catriona Mackay
Civil Servant

Mark Barnes
Investor

Dr Toby Ord
Founder and President

Assoc. Prof. Will MacAskill
Co-founder and Vice President

Dr Anke Hoeffler
Development Economist

Dr Michelle Hutchinson
Executive Director

Luke Ding
Investor

Catriona Mackay
Civil Servant

Mark Barnes
Investor

James Snowden
Research & Growth
Has a background in strategy consulting. Currently working for WHO-CHOICE, while also helping to set up a charitable foundation.

Want more info? Check out www.givingwhatwecan.org/team
Overview: A Community of Givers

Giving What We Can is a community of effective givers, united by our ongoing commitment to donate a portion of our income to the world’s most effective charities. Our goals are to inspire people to donate generously and effectively, and to make it as easy as possible for them to do so.

To join us, members take a public pledge to donate at least 10% of their gross income to the world’s most effective charities, for the rest of their working lives. People who are interested but not yet ready to commit can sign up for Try Giving, in which they give a proportion of their choosing for a limited period of time, to see how achievable it is.

We research and recommend the charities we believe to be the most effective, focusing on poverty relief in the developing world. Members are not bound to follow our recommendations, and can decide for themselves which charities make the most difference. We also run the Giving What We Can Trust, which helps both our members and the general public to manage recurring donations and give to non-domestic charities in a tax-efficient manner.

Members are part of a community, the functioning of which is crucial to achieving our full potential: it enables members to share information about how and where to give, helps them to stick to their donation commitments and allows them to stand together to change the culture around giving.

Over the next year, our main focus will be on the set of steps that lead people to join our community, from first hearing about us to making a commitment. Understanding this will help us to provide assistance and support at appropriate stages, and allow us to create a clearer pathway to joining. We aim to have 2,000 members by the middle of 2016.
Growing a Valuable Community

The primary way we assess our impact is by reference to the number of community members, the amount they have donated already and the amount they have pledged for the future:

- We currently have over 1,300 members.
- Our members have donated just over $10,000,000.
- The average member pledges around $360,000 across their lifetime.

This gives a total of more than $500 million pledged.

However, we are well aware that these pledges are only valuable if members actually follow through on them.

This is one of the great advantages of the community: people tend to find it much easier to act if they’re acting with a group. Our community provides us with some benevolent peer pressure, so we can help each other stay committed (for example, through our ‘My Giving’ dashboards where we encourage members to report their giving). It also means that there are people around to answer questions and discuss the best ways to give.

The community is facilitated both locally, through regional Chapters (see “What We Do” on page 18), and centrally. Central office organises a number of events each year: we recently passed half a billion dollars pledged and plan to host a celebratory party in early 2016 to remind members of the good they are doing and the extent to which the community is growing.

We also reach out to new members, offering them a Skype conversation with a member of staff: over the past year we have spoken to almost 200 members in this way. These conversations often lead to improved connections not only between members and the central team, but also within the community, as we often follow up by introducing these people to other members as well as Chapters and staff. These meetings also give us a better insight into the places people first hear about effective giving and the reasons why they join.

We plan to continue with these conversations, and extend them to people who start Try Giving.

Alison Woodman
Director of Community
Producing High-Quality Research

Since our members are now consistently donating millions of dollars to effective charities each year, it is crucial that we continue to increase our in-house expertise on charity effectiveness. We must continually inform and fact-check our outreach and marketing, represent Giving What We Can at scientific conferences and meetings, talk to other key players in the development sector on eye-level, and, most importantly, ensure that we always recommend the most effective charities to our members. It is vital for us to stay abreast of relevant findings coming from both academic and non-academic sources, and to communicate these findings to our audience in an accurate and accessible manner.

We are planning on hiring for one more full time equivalent research position. There are three reasons for wanting to increase our research capacity. First, due to increasing interest in effective altruism from the public, the media and potential members, we receive an increasing volume of questions about charity effectiveness, and these need to be answered swiftly and competently. There is also increasing demand for our researchers to give talks and answer questions on the results of their research; while this is excellent for our profile, it does place strain on our capacity.

Secondly, as Giving What We Can grows and moves more money, our responsibility as stewards of donations becomes greater: we need to remain confident in the charities we recommend and scale up our research capacity accordingly. Granted that Givewell, another charity evaluator, has become increasingly professionalized, we still think that it is important to have at least one other organisation conducting research and keeping up with the literature on charity effectiveness.

Finally, the community as a whole has blind spots on topics such as climate change, and it is imperative that we dedicate time to the issue. The distinctive feature of the effective altruism community is that we use evidence and analysis to come to decisions on where to donate; we cannot afford to leave serious gaps simply because of the time commitment required to look into them.
Beyond making recommendations about where our members should donate, it is important to make it as easy as possible for them to do so, allowing them to take advantage of gift aid and similar schemes and lose as little money as possible on fees.

To that end, the Giving What We Can Trust was launched at the beginning of 2014 to facilitate tax-efficient donations to top charities. It provides donors with the convenience of a single platform from which to donate to multiple charities, and allows tax-deductibility for donations from UK donors to top charities not registered in the UK. It also allows people to set up a direct debit and specify that when our recommendations change, the destination of their donations will change accordingly.

We have moved more money through the Trust than initially expected, with over 1,500 people donating through it. The total donated in 2014 was $681,000, and the total during the first three quarters of 2015 was over $1 million. Around two thirds of the total donations come from donors visiting our main website, with most of the remaining donations coming from donors directed to our donation form from GiveWell’s site.

The Trust is currently run by staff at Giving What We Can. Over this year we have automated much of the operational side of running the Trust, minimising the amount of staff time taken up. However, in the new year we will seriously consider outsourcing some of the operations to further decrease the staff time involved.

Next year we plan to look into options which could replicate the success of the Giving What We Can Trust in the US. This is a good time to research options since we now have a US branch of CEA, which may be able to facilitate, and because our share of US members compared with UK members is increasing as we grow.
This year has seen strong growth in the number of people interacting with Giving What We Can through our website and social media. We have also seen Giving What We Can mentioned fairly regularly in traditional media, in particular linked to publicity surrounding Will MacAskill’s book Doing Good Better and Peter Singer’s The Most Good You Can Do.

Over the period November 2014 to November 2015, the website has seen a 41% increase in traffic, with 38% more users, and 32% more page views.

Over the same period, our Facebook reach has improved by 270%, and average likes per post have more than doubled.

Our biggest communications project so far has been an overhaul of Giving What We Can’s front-facing website. The changes have significantly improved the website’s uptime, loading times, performance on mobile devices, accessibility, security, and usability for content managers. The project has focused on a ‘lean’, rapid prototyping model, which means that the impact of changes on visitor behaviour can be tested easily (using analytics tools like Optimizely), and changes to the codebase can be tested and shipped quickly.

Over the next few months, the focus will shift to A/B testing various messages through the website and our email newsletter, and improving email automation (e.g. a series of emails welcoming new members, and ensuring they have useful information, or reminders as people get near to ending their Try Giving periods). In future, we’d like to start tailoring emails to members’ interaction with our site, with features like My Giving (e.g. people who haven’t used My Giving for a while will be automatically reminded to fill out their giving details prior to tax time in their country).

Many communications projects are relatively time-intensive, and current staff are time-constrained — consequently, we have not been able to undertake as many communications projects, or learn as much from our existing projects, as we would like. This has been mitigated somewhat by some exceptional volunteers who assist with management of our social media and blog. However the addition of new staff members with marketing and communications skills will be extremely valuable, and mean we can iterate much faster towards public outreach that leads to more exposure of Giving What We Can and more people taking the pledge.

Pledging to donate 10% of your income to the most effective charities for the rest of your life is a significant commitment. As such, we expect many or even most people to need some personal engagement before they become ready to make that commitment. Therefore, as well as producing content to attract people, we reach out individually to people who have shown interest in our work, or are likely to sympathise with our goals. These include: people who have engaged with us on social media, like Facebook or Twitter; people who have mentioned us as a reason to donate to charities (in particular, the Against Malaria Foundation); effective altruists (for instance, those who participated to Effective Altruism Global conferences).

Over the past year and a half we have put a relatively small amount of time into this, and yet the results suggest this is an high-impact activity: around 100 hours of work has led to 9 pledges, 1 Try Giving and 13 newsletter signups.

Over the next year, we would like to scale up this individual outreach, and hire the equivalent of a full-time staff member to focus on it. We will continue engaging with people via email and on social media, and will explore other possible strategies. In particular, we would like to find ways to encourage members to take an even more active role in informing others about Giving What We Can. We think this is likely to be a promising strategy, because a recent review of conversations with new members showed that friends are the single most common way they initially heard about Giving What We Can.
Building a Network of Chapters

Giving What We Can’s chapters are local networks of members and supporters, which work both to assist our existing community, helping existing members to keep their pledges, and to grow the community, by reaching out to encourage more people to join. Over the last year, we have increased the number of chapters by 50%, taking the total to 45. We estimate that to date, each chapter has brought in an average of 5 new members; in addition, many chapters hold successful fundraisers for effective charities. Therefore, setting up and supporting chapters appears to be of potentially high value.

We support existing chapters by establishing a system of mentors, organising regular Skype calls and providing resources. We facilitate the setting up of chapters both by reaching out through effective altruist networks and by ‘chapter seeding’, writing to professors and student leaders at universities to ask if they are interested in setting up a chapter. This takes around 10 hours per location, out of approximately 200 locations targeted so far, around 15 have started chapters.

The growth in the number of chapters creates both opportunities and challenges. There are some large economies of scale to be made (for example, in providing online resources). However in some ways, we will need to put in more time (for example, maintaining individual contact to make sure we are providing what chapters need). We would also like to expand to producing physical promotional resources and distributing them to all chapters, as well as putting time into improving and scaling up chapter seeding in order to increase the number of chapters. In order to accomplish this, we would like to hire a second person to work alongside the Director of Outreach.
Giving What We Can’s budget for 2016 is £475,000.

The largest share of this is staff. We seem to have found effective outreach strategies for growing our community which can be scaled and have received excellent applications for our roles, so we think that expanding our team is extremely valuable.

If we raise less than that but more than £325,000, we will likely need to fundraise again in the summer. If we raise less than £325,000, we will cut back on our plans. In particular, we will likely not hire two of the people we would otherwise hire.

Of the £475,000, we already have £193,000 pledged, which means we need to raise an additional £282,000 to meet our fundraising goal.

If we raised £475,000 we would end the year with around 10 months of reserves, and would not have to fundraise again until next December.

### Expenses Summary

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016 budget</td>
<td>475,000</td>
</tr>
<tr>
<td>Already Pledged</td>
<td>- 193,000</td>
</tr>
<tr>
<td>Total</td>
<td>£ 282,000</td>
</tr>
</tbody>
</table>

### 2016 Budget

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee pay/tax/other (9 staff members)</td>
<td>270,000</td>
</tr>
<tr>
<td>Communications &amp; Outreach, including materials and travel</td>
<td>10,000</td>
</tr>
<tr>
<td>Member &amp; Trust administration</td>
<td>12,000</td>
</tr>
<tr>
<td>Training and equipment</td>
<td>5,000</td>
</tr>
<tr>
<td>Internship support expenses</td>
<td>5,000</td>
</tr>
<tr>
<td>GWWC share of CEA expenses</td>
<td>130,000</td>
</tr>
<tr>
<td>10% contingency</td>
<td>43,000</td>
</tr>
<tr>
<td>Total</td>
<td>475,000</td>
</tr>
</tbody>
</table>

Giving What We Can is part of the Centre for Effective Altruism, which allows us to benefit from shared HR, office costs, services, staff benefits etc.

### Giving What We Can share of CEA expenses

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employees</td>
<td>77,000</td>
</tr>
<tr>
<td>Office</td>
<td>21,000</td>
</tr>
<tr>
<td>Services (recruitment, fundraising, intern accommodation)</td>
<td>12,000</td>
</tr>
<tr>
<td>Sundries (including financial and legal costs, lunches, technical, training)</td>
<td>20,000</td>
</tr>
<tr>
<td>Total</td>
<td>130,000</td>
</tr>
</tbody>
</table>
Member growth over time

Member growth is one of our most important metrics for evaluating our impact. We estimate that, on average, each new member of Giving What We Can results in an additional $70,000 going to the most effective charities (counterfactually adjusted and time discounted). The rate of new members joining has continued to rise over the past few years, with a mean of 10 members per month in 2013, 35 per month in 2014 and 53 per month up to the end of November 2015.

<table>
<thead>
<tr>
<th>Year</th>
<th>Members (cumulative)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>32</td>
</tr>
<tr>
<td>2010</td>
<td>66</td>
</tr>
<tr>
<td>2011</td>
<td>166</td>
</tr>
<tr>
<td>2012</td>
<td>267</td>
</tr>
<tr>
<td>2013</td>
<td>386</td>
</tr>
<tr>
<td>2014</td>
<td>802</td>
</tr>
<tr>
<td>2015</td>
<td>1,386</td>
</tr>
</tbody>
</table>

Reported donations to AMF ($USD)

Donation growth over time ($USD)

This graph shows money donated by members of Giving What We Can.

Giving What We Can’s member base has grown rapidly over the past 6 years, and alongside this we’ve seen a rapid increase in donations. The graph shows that members’ total donations increased from $24,000 in 2009 to over $7,063,000 by the end of 2014. Donations to top charities (excluding all donations to the Centre for Effective Altruism and donations which we expect would have been made anyway), total $1,513,000.

The Against Malaria Foundation are particularly proactive at tracking donor referrals, and informing us about donors we have referred. There will be some overlap with donations self-reported by members of Giving What We Can. However, we believe that self-reported donations are a conservative estimate of the money we have moved, since not all members record their donations with us, and some people donate due to Giving What We Can without becoming members. The data from AMF offers a more concrete indication of money moved which would not have been donated to AMF without the work of Giving What We Can. To date, AMF have credited us with referring over $2 million in donations.

<table>
<thead>
<tr>
<th>Year</th>
<th>Total donations</th>
</tr>
</thead>
<tbody>
<tr>
<td>09-10</td>
<td>$3,249</td>
</tr>
<tr>
<td>10-11</td>
<td>$25,073</td>
</tr>
<tr>
<td>11-12</td>
<td>$288,892</td>
</tr>
<tr>
<td>12-13</td>
<td>$498,402</td>
</tr>
<tr>
<td>13-14</td>
<td>$659,964</td>
</tr>
<tr>
<td>14-15</td>
<td>$1,352,626</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Cumulative donations</th>
<th>Donations</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009-10</td>
<td>$11,628</td>
<td>$22,800</td>
</tr>
<tr>
<td>2010-11</td>
<td>$42,330</td>
<td>$83,000</td>
</tr>
<tr>
<td>2011-12</td>
<td>$151,062</td>
<td>$296,200</td>
</tr>
<tr>
<td>2012-13</td>
<td>$295,800</td>
<td>$580,000</td>
</tr>
<tr>
<td>2013-14</td>
<td>$463,284</td>
<td>$908,400</td>
</tr>
<tr>
<td>2014-15</td>
<td>$677,790</td>
<td>$1,329,000</td>
</tr>
</tbody>
</table>

This figure does not include any additional donations recorded outside of My Giving, nor do they factor in money that would have been donated somewhere, but that was directed to a top charity because of our work.

<table>
<thead>
<tr>
<th>Year</th>
<th>Counterfactually adjusted donations to top charities (ex. CEA)</th>
<th>Donation to top charities (ex. CEA)</th>
<th>Total donations</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>$11,628</td>
<td>$22,800</td>
<td>$24,238</td>
</tr>
<tr>
<td>2010</td>
<td>$42,330</td>
<td>$83,000</td>
<td>$113,234</td>
</tr>
<tr>
<td>2011</td>
<td>$151,062</td>
<td>$296,200</td>
<td>$755,766</td>
</tr>
<tr>
<td>2012</td>
<td>$295,800</td>
<td>$580,000</td>
<td>$1,213,607</td>
</tr>
<tr>
<td>2013</td>
<td>$463,284</td>
<td>$908,400</td>
<td>$2,129,333</td>
</tr>
<tr>
<td>2014</td>
<td>$677,790</td>
<td>$1,329,000</td>
<td>$2,827,622</td>
</tr>
</tbody>
</table>
However, whilst we monitor our impact relative to our spending as a broad sanity check of our effectiveness, these estimates should not be overemphasized, or taken as projections of our future leveraging ratio on donations. Our **realistic scenario** impact calculation suggests that we have created value equivalent to moving $104 to top charities which otherwise would not have been donated, per dollar of spending up to the end of 2014; in effect giving us a leveraging ratio of 104:1 for those years. We can be confident that for every $1 spent by Giving What We Can, at least $6 will be moved to top charities.

We expect this ratio to decrease from 2015 onwards, as our costs grow. We do not see this as a problem, since we predict that increasing our costs is necessary for increasing our long-run, absolute impact. We would therefore encourage potential donors to look at our growth (in terms of both members and money moved so far — see page 20), and our plans for how we intend to use future donations (outlined throughout the What We Do section starting on page 18), and weigh these more heavily than these calculations when making a judgement about whether Giving What We Can is a worthwhile cause to fund.

**Lower bound** 6:1

The **lower bound** calculation uses conservative or pessimistic assumptions, and considers only past donations (in effect assuming that members all stopped giving after 2014). This calculation shows that even if all our members stopped giving now — rather than fulfilling their lifelong pledge — we move around $6 to top charities for every $1 in costs. Therefore, we think that this represents an absolute worst-case scenario for our impact. We can be confident that for every $1 spent by Giving What We Can, at least $6 will be moved to top charities.

**Realistic** 104:1

The **realistic** scenario uses detailed information about what we expect members to pledge into the future, and provides what we consider to be the most realistic estimate of our effectiveness. Information for 2009-2014 indicates we should expect that, for every $1 spent by Giving What We Can, around $104 (counterfactually adjusted and time-discounted) will be moved to top charities.
These flowcharts represent the methodology behind the impact calculations presented on the previous page.

For a thorough explanation of the methodology behind these calculations, or to compare them to our previous impact evaluation, please visit www.givingwhatwecan.org/impact

Lower bound calculation 6:1

Realistic calculation 104:1

Member donations to non-top charities -$3,853,000

Donations to top charities $3,320,000

Counterfactual donations to top charities only $1,839,000

Additional donations by High Net Worth member to top charities $1,346,000

Total additional donations (top-charity-equivalent 2014 dollars) $3,039,000

Outgoings 2009-14

£208,000

2009-14 volunteer time (if paid as salary) £124,000

Total costs £332,000

Donations to top charities $3,320,000

Counterfactual donation rate 0.51

Discount rate for future donations 0.035

Impact $6 donated for every $1 spent

Total pledged 2009-2014: $344,310,000

Accounting for leavers and silent members: $146,855,273

After discounting: $93,973,503

Accounting for how much people actually donate compared to their pledge: $110,075,944

Donations that would have been made anyway: $56,138,731

Donations that would not have been made otherwise: $53,937,213

Money that would have otherwise been donated, and that we've affected the destination of $35,598,560

Value of us affecting the destination of donations that would have been made otherwise $17,799,280

Donations that would have been made, but did not go to top charities $25,823,816

Top-charity equivalent value of money that would not have been donated, and does not go to top charities $15,537,458

Total value of donations that would not have gone to charity otherwise $40,981,274

Total money we expect to move (top-charity-equivalent 2014 dollars) $58,780,554

Want to try out your own assumptions? Use the spreadsheet at www.givingwhatwecan.org/impact
Giving What We Can is incredibly grateful for the continued support of our donors, without whom we wouldn’t be able to do what we do.

We’d like to take the opportunity to say thanks to everyone who has joined with us as we try to do the most good we can!

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Schoolchildren line up for a mass drug administration coordinated by Deworm the World Initiative in Kisii, Kenya. (Image: Evidence Action)
Giving What We Can is an international society of people committed to donating at least 10% of their income to the most effective charities in the world.

By donating to Giving What We Can, you aren’t just supporting a charity – you’re supporting donors all over the world to make the biggest difference they possibly can.

Find out more inside...

Want to support Giving What We Can? Go to givingwhatwecan.org/fundraising to donate