



GIVING

what we can



FUNDRAISING PROSPECTUS
WINTER 2015



An SOVA volunteer working with Aagainst Malaria Foundation gives a tutorial on how to effectively hang a mosquito net in Orissa, India
(Image: Against Malaria Foundation)

CONTENTS

Introduction.....	2
Quick Stats.....	4
Top Charities.....	5
Our Team.....	6
What We Do.....	8
Budget.....	20
Impact.....	22
Impact Calculations.....	24
Supporters.....	28

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 heath 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.



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



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**.



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.

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 comms director for several high-profile Australian politicians.

Founders

Dr Toby Ord

Founder and President

Assoc. Prof. Will MacAskill

Co-founder and Vice President

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.

Subject to funding, see page 20

Advisory Board

Luke Ding

Investor

Catriona Mackay

Civil Servant

Mark Barnes

Investor

Dr Anke Hoeffler

Development Economist

WHAT WE DO

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.

Sam and Alison hard at work at Giving What We Can's offices in Oxford
(Image: Giving What We Can)

WHAT WE DO

(Image: Shutterstock.com)

Growing a Valuable Community



Alison Woodman

Director of 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.

WHAT WE DO

Workers distributing mosquito nets on behalf of the Against Malaria Foundation in Malawi
(Image: Against Malaria Foundation)

Producing High-Quality Research

Dr Hauke Hillebrandt
Director of 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.

Making it Easier to Donate

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.



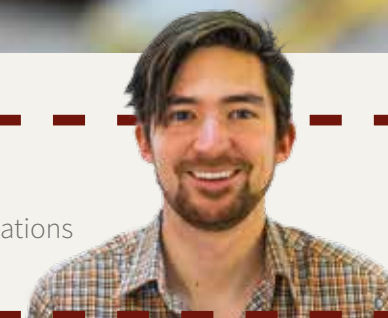
WHAT WE DO

A child is given an Albendazole tablet at a 'Deworming Day' in Delhi, India.
(Image: Evidence Action)

Reaching Potential Members

Sam Deere

Director of Communications



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 regular newsletters have also been performing well, with

open rates typically doubling the industry average for the non-profit sector (~48% open rate, vs. ~22% for all non-profits).

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 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).

So far, our main strategy to connect with these groups has been to contact them individually via emails or Facebook messages. 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.

WHAT WE DO

• Ask committee
• Invite...
• Monitor gender balance
• Make representative
• Women's Campaign advisors
• Box
• Coffee: feedback forms (women)
• More fem
• Work with Fe



Building a Network of Chapters



Jonathan Courtney
Director of Outreach

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.

Members of Giving What We Can-affiliated Chapters from across the UK come together to learn from each other's experiences at a Chapter Day in Oxford (Image: Giving What We Can)

BUDGET

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

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.

Target:
£475,000

Funding
gap:
£282,000

Already
pledged:
£193,000

Expenses Summary

Item	Amount (£)
2016 budget	475,000
Already Pledged	- 193,000
Total	£ 282,000

2016 Budget

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

Giving What We Can share of CEA expenses

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.

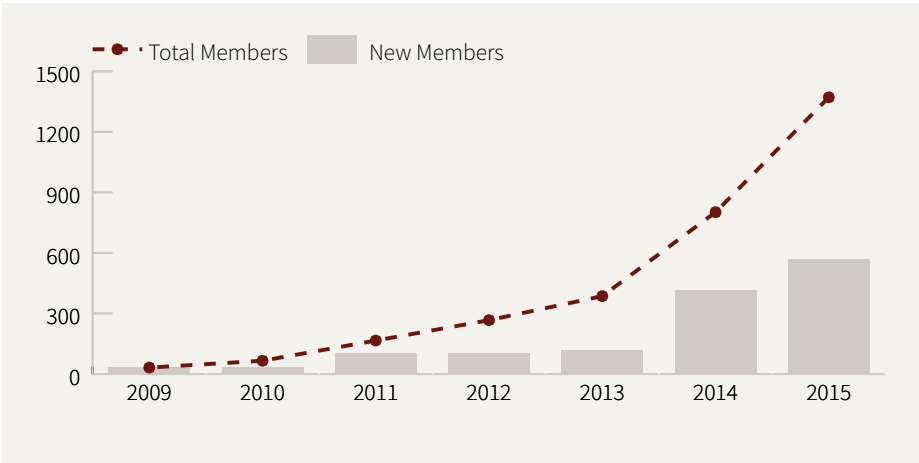
Item	Cost (£)
Employees	77,000
Office	21,000
Services (recruitment, fundraising, intern accommodation)	12,000
Sundries (including financial and legal costs, lunches, technical, training)	20,000
Total	130,000



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

IMPACT

Member growth over time

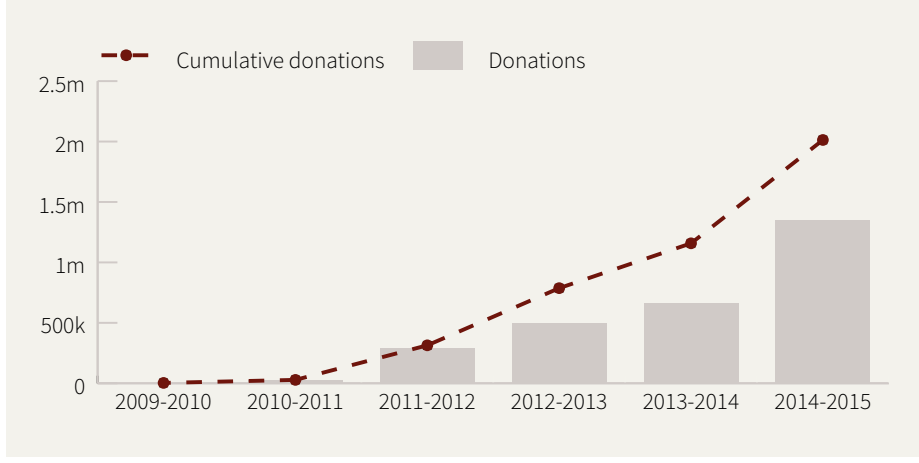


Member growth is one of our most important metrics for evaluating our impact. We estimate that, on average, each new member of Giving What We Can results in an additional \$70,000 going to the most effective charities (counterfactually adjusted and

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.

Year	Members (cumulative)
2009	32
2010	66
2011	166
2012	267
2013	386
2014	802
2015	1386

Reported donations to AMF (\$USD)



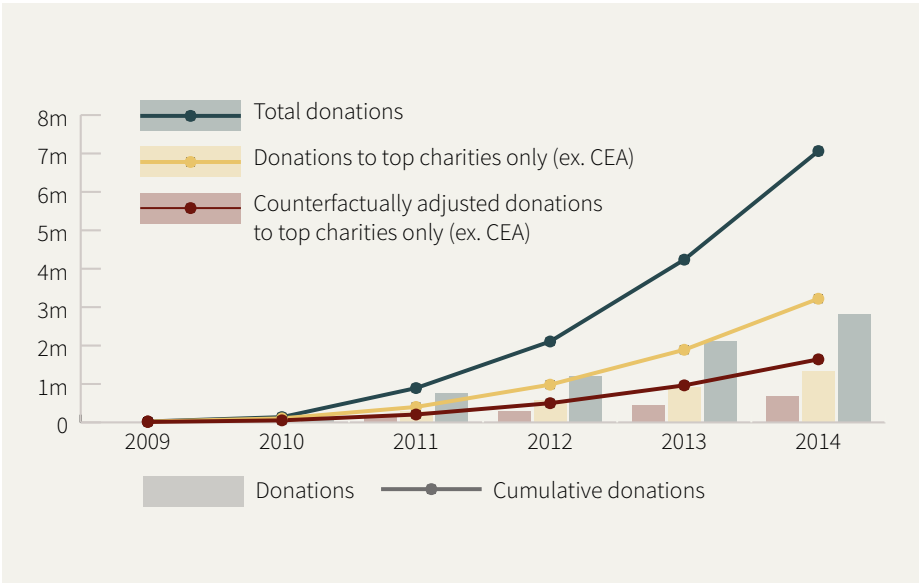
The Against Malaria Foundation are particularly proactive at tracking donor referrals, and informing us about donors we have referred. There will be some overlap with donations self-reported by members of Giving What We Can. However, we believe that

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.

Year	Total donations
09-10	\$3,249
10-11	\$25,073
11-12	\$288,892
12-13	\$498,402
13-14	\$659,964
14-15	\$1,352,626

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.

These figures do 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.

Year	Counterfactually adjusted donations to top charities (ex. CEA)	Donation to top charities (ex. CEA)	Total donations
2009	\$11,628	\$22,800	\$24,238
2010	\$42,330	\$83,000	\$113,234
2011	\$151,062	\$296,200	\$755,766
2012	\$295,800	\$580,000	\$1,213,607
2013	\$463,284	\$908,400	\$2,129,333
2014	\$677,790	\$1,329,000	\$2,827,622

IMPACT CALCULATIONS

Hemastix used by the Schistosomiasis Control initiative for rapid sample diagnostics. (Image: Schistosomiasis Control Initiative)

About our Impact Calculations (and Some Caveats)

These calculations examine the impact of Giving What We Can's work up to the end of 2014, and compare this to our costs. This yields several estimates of our average impact per dollar spent.

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 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.

These calculations build upon the impact evaluation we released earlier in 2015. They update the calculations with previously-unavailable data from 2014, and modify some of the calculations' assumptions based on this new information.

There is a flowchart that represents these calculations visually on the following pages.

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 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.

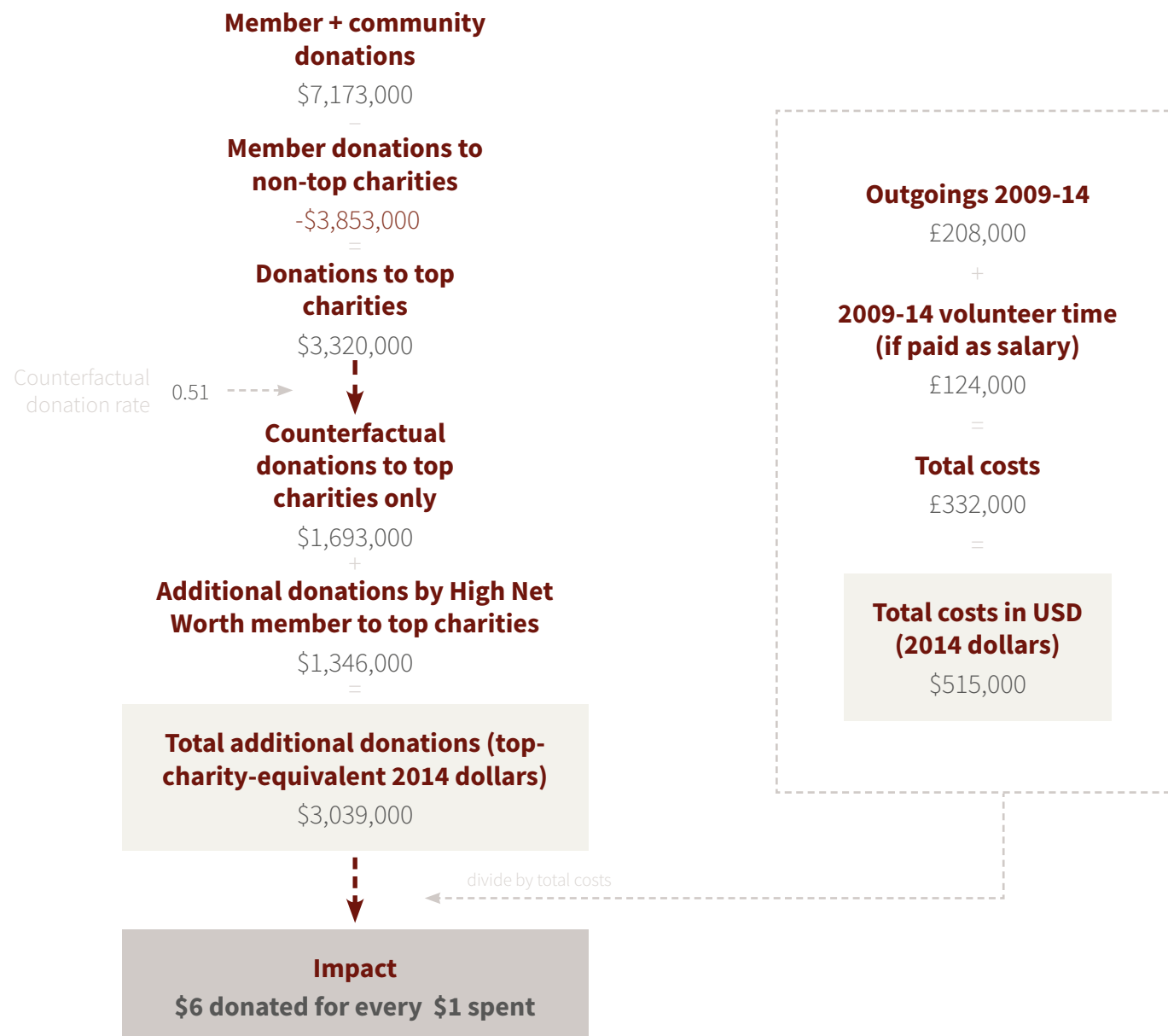
Information for 2009-2014 indicates we should expect that, for every \$1 spent by Giving What We Can, around \$104 (counterfactually adjusted and time-discounted) will be moved to top charities

IMPACT CALCULATIONS

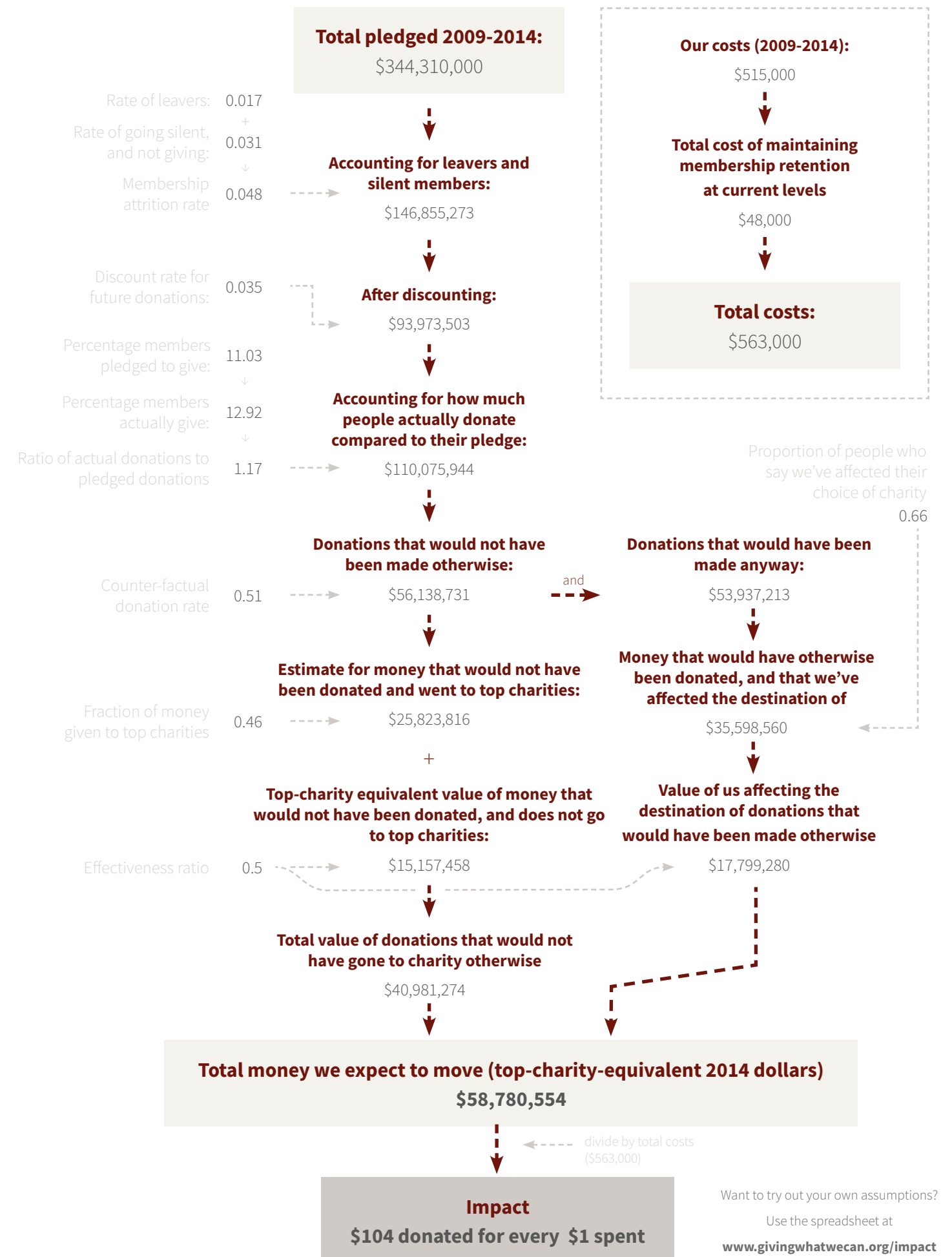
These flowcharts represent the methodology behind the impact calculations presented on the previous page.

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



Want to try out your own assumptions?
Use the spreadsheet at
www.givingwhatwecan.org/impact

SUPPORTERS

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!

2015 Donors

Luke Ding	Becky Cotton-Barratt	Amanda Cohn
Mark Barnes	Rossa O’Keeffe-O’Donavan	James Hudspeth
Fred Mulder	Andrew Schultz	Keith Foster
Julia Wise	Michael Peyton Jones	Dana Stokes
Jeff Kaufman	Joshua Greene	Cate Hall
Andrew Sutton	Jack Sennett	Elissa Fleming
Ross Reason	George Georgiadis	Maja Z
Robert Collins	Michael Dello	John Bachelor
Lyndsey Pickup	Robbie Shade	John Halstead
Stephanie Crampin	Daniel Robinson	Rachel Payne
Derek Parfit	Alexander Barry	Taymon Beal
Janet Radcliffe Richards	George Marshall	Oliver Bray
Alex Gordon-Brown	Peter W	Joeri Kooimans
Denise Melchin	Fabian Schomerus	Evan Dawson-Baglien
Prof Jonathan Barry	Philip Hazelden	Daniel Selwyn
Joe Mela	Jessica Chung	



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

GIVING
what we can

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