



Giving Review 2014

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0. Summary

Looking at data from members who joined prior to 2014¹:

- The total donated was \$2,438,289
- An estimated \$1,243,527 was donated counterfactually in total
- An estimated \$1,036,048 (42%) went to top charities², of which \$528,390 was donated counterfactually
- Between 45 - 80% fulfilled their pledge

Looking at data from people doing try giving during 2014:

- The total donated was \$30,938
- An estimated \$23,907 (77%) went to top charities

Looking at the data from the Giving What We Can Trust for 2014:

- \$681,441 has been moved through it to top charities
- \$573,302 of this was not accounted for in the figures above
- 1565 people have donated through the trust from the beginning of 2014 to mid-2015. 13% were members, 5% were try givers and 82% were other donors

¹ We chose to look only at data from members who joined prior to 2014 since these were the members who we could be sure had a full year of membership by the end of 2014, who we would therefore expect to have finished at least a year's worth of donations by the end of that year

² i.e. Schistosomiasis Control Initiative, Against Malaria Foundation, Project Healthy Children, Deworm the World, GiveDirectly, GiveWell, JPAL, RESULTS, Cool Earth, Dispensers for Safe Water, Development Media International, International Council for the Control of Iodine Deficiency Disorders, Global Alliance for Improved Nutrition, Stop TB Partnership, Living Goods, Innovations for Poverty Action

1. Donations from members

1a. Minimum number of members who fulfilled their pledge

- This first part of the giving review considers the donations of the 386 members who joined prior to 2014.
- 200 members recorded both an income and donations for 2014. Of these 157 met their pledge and recorded it in My Giving. An additional 16 members confirmed they had met their pledge, but gave us insufficient data to estimate amounts or percentages.
- This means that the minimum total number of members who met their pledge is 173, or **45%**.

For comparison, the equivalent calculations for the year 2013 yield a similar minimum of 42%

1b. Another estimate for level of pledge fulfillment

We can exclude from the sample all members who did not give both income and donation data, which will arguably yield a closer estimate of pledge fulfillment:

Gave income and donations (n = 200)	
Fulfilled pledge*	161 (80%)
Did not indicate fulfilled pledge	39 (20%)

*Includes those who told us they met their pledge, but did not update their donations or give us sufficient information to update their donations, but only if they recorded some income and donations in My Giving

This may be an optimistic estimate of the percentage who fulfilled their pledge, since we might think that those who have given us no data (excluded from this calculation) would be less likely to have met their pledge than those who have shared their income and donations. There is therefore a case here for treating **80%** as an upper bound estimate of what is likely in terms of pledge fulfillment in 2014.

For comparison, the equivalent calculations for the year 2013 yield a similar figure of 82%.

1c. Percentages donated

- 77% of those who recorded My Giving data for both their income and donations donated 10% or more. 82% of this group donated 9% or more.
- These percentages decrease to 41% and 44% respectively if you include those whose data was insufficient and treat them as having donated less than 9%.

This table displays how many members donated percentages of income within different ranges.

Percentage income donated	Number of members	Percentage of total members
0-10%	51	13%
10-20%	123	32%
20-30%	11	3%
30-40%	5	1%
40-50%	2	1%
50-60%	5	1%
>60%	3	1%
Insufficient data	186	48%

1d. Amounts donated

- The total recorded donations in 2014 by members who joined prior to 2014 was \$2,438,289.

Below is a breakdown of the donations making up this total, according to when members joined.

	Total donated in 2014	Mean donation per member (excluding members with no donations recorded)	Median donation per member (excluding members with no donations recorded)	Number members included	% included from the total members joined	Total members in cohort
2013 cohort	\$838,887	\$11,651	\$2,278	72	61%	118
2012 cohort	\$644,656	\$10,233	\$4,837	63	64%	102
2011 cohort	\$510,817	\$9,460	\$5,931	54	55%	100
2010 cohort	\$79,741	\$4,691	\$2,966	17	50%	34
2009 cohort	\$364,188	\$22,762	\$7,667	17	50%	32

The median donation per member is highest for the group who have been members for the longest (the 2009 cohort), and the overall trend for 2014 is that the median donation per member increases with the age of the cohort.

Below are the equivalent tables for 2013 donations, and 2012 donations, based on data recorded in My Giving:

	Total donated in 2013	Mean donation per member (excluding members with no donations recorded)	Median donation per member (excluding members with no donations recorded)	Number of members included	% included from the total members joined	Total members in cohort
2013 cohort	\$527,815	\$9,774	\$2,025	54	46%	118
2012 cohort	\$681,328	\$11,953	\$3,885	57	56%	102
2011 cohort	\$676,110	\$11,459	\$4,743	59	59%	100
2010 cohort	\$121,414	\$5,279	\$4,282	23	68%	34
2009 cohort	\$354,047	\$22,128	\$7,153	16	50%	32

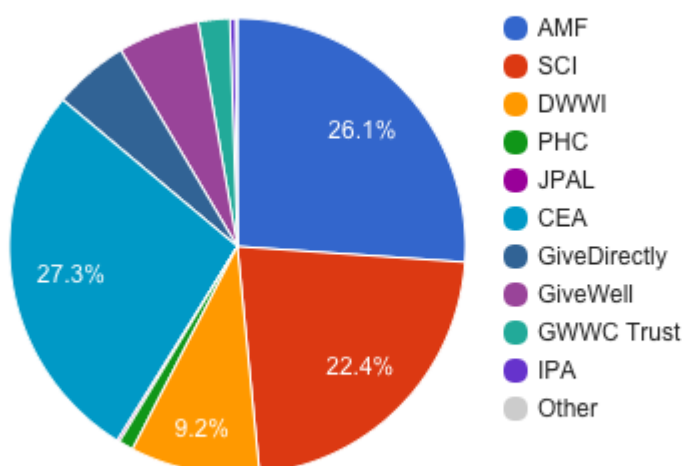
	Total donated in 2012	Mean donation per member (excluding members with no donations recorded)	Median donation per member (excluding members with no donations recorded)	Number of members included	% included from the total members joined	Total members joined
2012 cohort	\$165,577	\$5,174	\$2,734	32	31%	102
2011 cohort	\$316,909	\$6,214	\$2,080	51	51%	100
2010 cohort	\$106,239	\$5,312	\$2,901	20	59%	34
2009 cohort	\$146,555	\$10,468	\$3,474	14	44%	32

Again we see that the overall trend in 2013 was that the median donations of members increased with the age of their cohort. There seems to be a slight trend in 2012 in the same direction, though this is less clear.

We can also see that the median donation per member in each cohort (except the 2010 cohort whose median donation was anomalously low in 2014), was slightly higher in 2014 than in 2013, and similarly slightly higher in 2013 compared with 2012. This lends some support to the hypothesis that members can be on average expected to donate more over time, as they become employed or as their earnings increase. However, the sample sizes are small, especially for the earlier cohorts, and our oldest cohort is only in its sixth year of donations, so it's too early to draw strong conclusions from current data.

1e. Charities donated to

- From the My Giving data, the total donated to charities we count as top charities was \$1,036,048
- This represents around **42%** of the total recorded donations.
- The chart below represents the proportions in which the \$1,036,048 was donated.



For comparison, from the My Giving data for 2013, the total recorded donations by members who joined before 2013 was \$1,832,899. \$914,636 (50%) of this went to top charities excluding CEA.

1f. Counterfactual donations

One way to estimate counterfactual donations is to look at the difference between what our members say they would have donated without Giving What We Can, and compare this to their actual pledge percentage. We can do this applying the following formula to each member, and averaging over these:

$$(\text{pledge percentage} - \text{counterfactual percentage}) / \text{pledge percentage}$$

This suggests that on average 51% of members' donations would not have been made without Giving What We Can.

Therefore, of the \$1,036,048 donated to top charities by members in 2014, around **\$528,390** was donated counterfactually.

1g. Giving and employment status

The table below shows mean donation amounts and percentages per member according to employment status:

Employment status	Total members	Mean donation per member	Mean % donated	Total members included
Professional	189	\$16,089	14%	94
Student	138	\$2,210	12%	59
Retired	5	\$70,121	63%	2
Unemployed	1	\$35	0.31%	1

The table below shows the employment status of current members, according to their cohort. The % who are students decreases as membership length increases. The % who are students in each cohort does not correlate very closely with the mean donation per member in each cohort, however, although the 2009 cohort does have the lowest proportion of students and the highest median donation (see 'Amounts Donated' section).

	Professional	Student	Retired	Unemployed	% who are students
2013 cohort	49	53	3	1	50%
2012 cohort	43	35	-	-	45%
2011 cohort	53	34	2	-	38%
2010 cohort	18	11	-	-	38%
2009 cohort	26	5	-	-	16%

There are now some hints of lower bound numbers of members who were students to begin with and are now employed and meeting their pledge. For instance, there are 15 'students' who recorded incomes over \$30,000 in 2014. Of these, the average % donated was 10%, the average donation was \$4969, and 11 of them kept their pledge.

1h. Member Attrition

So far we've had 22 members that we know of leave. 3 of these joined in 2015 and left within two months of joining, since they realised they could not commit 10% after all.³

One way to represent member attrition is with the following table:

³ There were an additional two accounts set up in 2015, not included in our attrition, since one was a spam account and one was set up in error.

		Year Left		
		2013	2014	2015
Year Joined	2009		2	1
	2010			
	2011		4	1
	2012	1	4	1
	2013		4	1
	2014			
	2015			5

Another way is to look at attrition in terms of length of membership:

Year of membership	Number of members who left
Year 1	5
Year 2	5
Year 3	5
Year 4	5
Year 5	1
Year 6	2
Year 7	1

2. Donations from Try Givers

2a. Amounts donated

Try Giving has been offered as an alternative option to the pledge since 2012. Data from My Giving shows the aggregate donations recorded by try givers between 2013 to present:

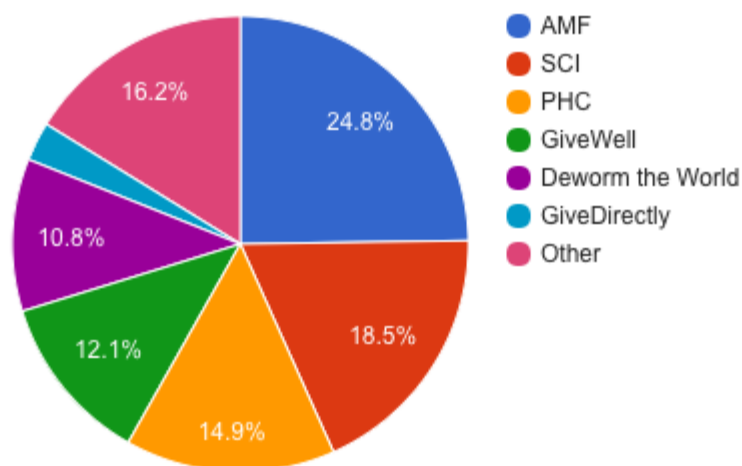
Year	Total donations	Total doing try giving for at least part of that year
2013	\$11,478	28
2014	\$30,938	160
2015*	\$85,865	275

* Note data currently only goes up to October 2015

The totals are predictably smaller than donations from members, but seem to be growing rapidly.

2b. Charities donated to

\$23,907 (77%) of the 2014 donations by Try Givers went to top charities. The pie chart below displays the proportions in which try givers' recorded donations made in 2014:



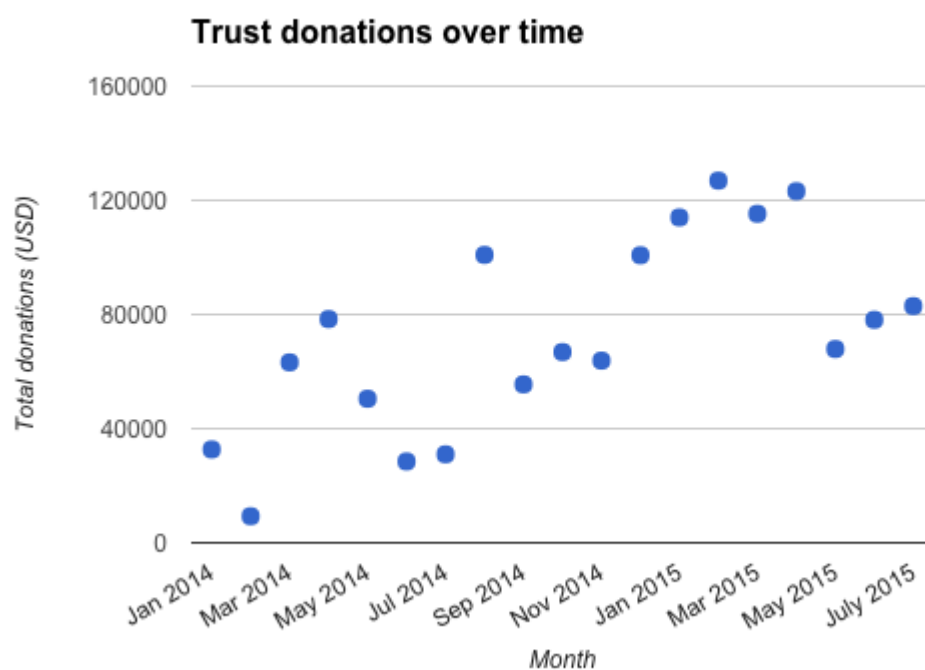
It is harder to examine counterfactual donations among this group compared with among members because of the way in which this information is currently stored in our CRM. We would like to improve our access to this data, a task which has been relatively low priority so far, but as the totals moved by try givers increase it will be increasingly useful to be able to analyse the data alongside giving data from members.

3. Donations through the Giving What We Can Trust

3a. Amounts donated

The trust has moved increasingly large sums of money to effective charities. In 2014 the total was **\$681,441**, and from January to July 2015 the total was **\$708,403**, giving a total of **\$1,389,843** moved through the trust between January 2014 and July 2015.

In addition to this, the trust has so far claimed **\$120,361** in gift aid. Below is a graph of donations through the trust over time:



To avoid double counting here, we should look at what proportion of trust users are members or are doing try giving, and calculate how much of the total donations can be attributed to them:

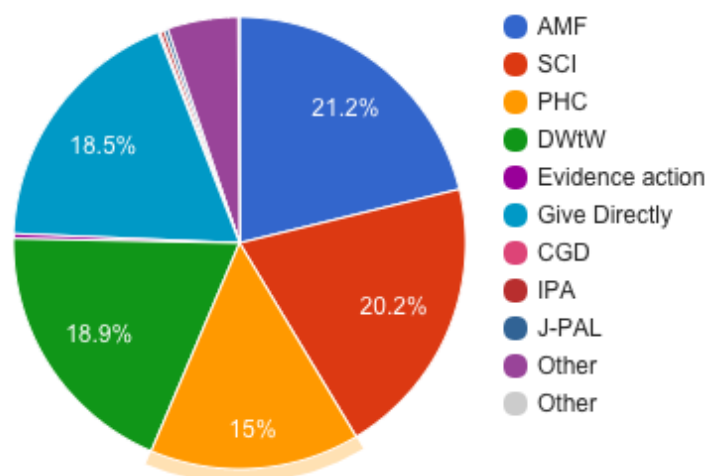
	Number of trust users	Percentage of trust users	Total donations Jan 2014 - Jul 2015
Try Givers	85	5%	\$424,895
Members	185	12%	
Members who did not record donations in my giving	4	1%	\$70,441
Others	1291	82%	\$894,507

From this we can see that \$894,507 of the money moved through the trust was given by donors outside of try giving and the pledge. In addition, \$70,441 was contributed by members who did not record these donations in My Giving. This amount was therefore not included in the review above of members' or try givers' giving, and so can be added, giving a total of **\$964,948**.

3b. Charities donated to:

Donations through the trust have been fairly evenly distributed so far between Giving What We Can's top charities, as well as Give Directly. Below is a chart displaying the allocations (excluding gift aid):

Donation allocations Jan 2014 - July 2015



3c. Donation routes

It is difficult to say much about counterfactuals since we do not currently collect information about this from trust users. However, we do have some sense of how much of the total donated has come directly through the Giving What We Can website (and is therefore likely to have been influenced by us) in comparison with how much was directed to the trust from other sources such as GiveWell and Give Directly. The chart below represents this:

