



Giving Review 2015

Contents

0. Summary

1. Donations from members

1a. Minimum number of members who fulfilled their pledge

1b. Another estimate for level of pledge fulfillment

1c. Percentages donated

1d. Amounts donated

1e. Charities donated to

1f. Counterfactual donations

1g. Giving and employment status

1h. Member attrition

2. Donations from Try Givers

2a. Amounts donated

2b. Charities donated to

3. Donations through the Giving What We Can Trust

3a. Amounts donated

3c. Donation routes

0. Summary

Looking at data from members who joined prior to 2015¹:

- The total donated was \$5,385,103
- An estimated \$1,938,637 was donated counterfactually in total
- An estimated \$3,236,169 (60%) went to top charities², of which around \$1,165,020.84 was donated counterfactually
- Between 38 - 80% fulfilled their pledge

Looking at data from people doing Try Giving during 2015:

- The total donated was \$177,679
- An estimated \$150,000 (84%) went to top charities

Looking at the data from the Giving What We Can Trust for 2015:

- \$1.2 million has been moved through it to top charities
- \$75,950 of this was not accounted for in the figures above
- 1923 people donated through the Trust in 2015, of whom 305 (16%) were members.

¹ We chose to look only at data from members who joined prior to 2015 since these were the members who we could be sure had a full year of membership by the end of 2015, who we would therefore expect to have finished at least a year's worth of donations by the end of that year

² The list we've used in this and previous reviews is: 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. We consider the range of top charities to in fact be broader than this, and may extend it in future reviews.

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 788 members who joined prior to 2015.
- 322 members recorded both an income and donations for 2015. Of these 259 met their pledge and recorded it in My Giving. An additional 42 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 301, or 38%.

For comparison, the equivalent calculations for the year 2013 yield a similar minimum of 45%

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 donation information (n = 322)	
Fulfilled pledge according to My Giving history*	259 (80%)
Did not fulfill pledge according to My Giving history	63 (20%)

*Includes only members who met their pledge according to My Giving, excluding those who confirmed they met their pledge outside of 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 2015.

For comparison, the equivalent calculations for the year 2014 yield the same figure of 80%.

1c. Percentages donated

- 69% of those who recorded My Giving data for both their income and donations donated 10% or more. 75% of this group donated 9% or more.

This table displays the range of percentages of income donated by members:

Percentage income donated	Number of members	Percentage of total members
0-10%	101	13%
10-20%	181	23%
20-30%	21	3%
30-40%	9	1%
40-50%	6	1%
50-60%	3	0%
>60%	2	0%
Insufficient data	465	59%

1d. Amounts donated

- The total recorded donations in 2015 by members who joined prior to 2015 was \$5,385,103.

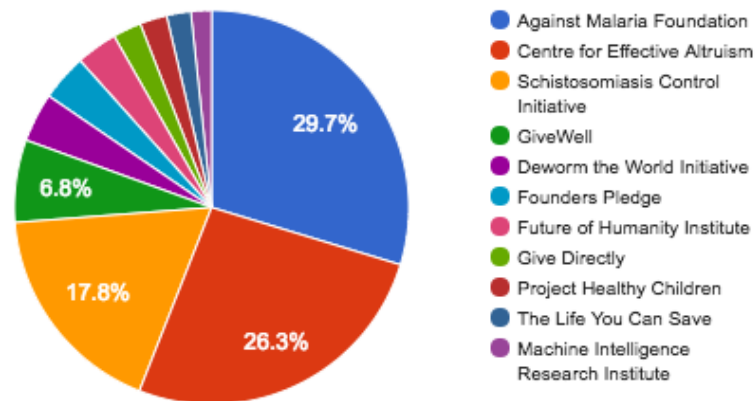
Below is a breakdown of the donations making up this total, according to when members joined.

Join year	Total donated in 2015 (\$)	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 joined
2014	2,452,800	16,916	2,663	145	36%	406
2013	945,835	17,515	3,528	54	46%	117
2012	700,947	14,305	6,285	49	49%	101
2011	478,636	10,405	7,715	46	46%	99
2010	83,599	5,971	3,261	14	41%	34
2009	723,287	51,663	6,198	14	45%	31
TOTAL	5,385,104	16,724	3,247	322	41%	788

The median donation per member is substantially higher for most of the cohorts which are over 2 years old than for more recent ones, with the exception of the 2010 cohort. The numbers involved are small, however, so there's a reasonable amount of uncertainty about what this shows. More information about different cohorts and their donations over time can be found in Appendix 1.

1e. Charities donated to

- From the My Giving data, the total donated to charities historically counted as top charities was \$3,236,169. This represents around 60% of the total recorded donations.
- The chart below represents the main places where members donated in 2015³:



For comparison, from the My Giving data for 2014, in total \$1,036,048 (42%) of this went to top charities excluding the Centre for Effective Altruism.

³ Whereas most of this review is based on My Giving data from members who joined prior to 2015, this chart includes donations of members who joined during 2015, but only including donations recorded after their join dates

1f. Counterfactual donations

To estimate counterfactual donations we can 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. In the past we have done this applying the following formula to each member, and averaging over these:

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

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

However, this year we have updated the method so that instead of averaging across all members, we look at each member who has provided donation information and subtract the proportion they estimated they would have donated from their total donations. We then divide the aggregate of these counterfactual total donations by the total donations recording in My Giving. If we apply this to all My Giving data up to the end of 2016, the total proportion donated counterfactually is 36%.

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	359	12,549	13	185
Student	348	2,674	11	118
Retired	8	56,234	20	3
Unemployed	1	-	-	0

We have not yet gathered many updates for employment status for older cohorts, so this information is likely to be out of date, making it difficult to see any changes that may happen as members finish university and enter employment.

There are however some signs of members who were students when they joined becoming employed and meeting their pledges. For instance, there are 30 'students' who recorded incomes of \$30,000 or more in 2015. Of these, the average % donated was 14%, the average donation was \$6,322, and 20 of them kept their pledge.

1h. Member Attrition

So far we've had 34 members that we know of leave.

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

Join year	Year left				Total in cohort	Proportion who have left
	2013	2014	2015	2016		
2009		2	1		34	8.8%
2010					34	0.0%
2011		4	1	1	105	5.7%
2012	1	4	1		107	5.6%
2013		4	1	1	123	4.9%
2014				6	413	1.5%
2015			3	2	689	0.7%

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	7
Year 3	11
Year 4	6
Year 5	1
Year 6	3
Year 7	1

2. Donations from Try Givers

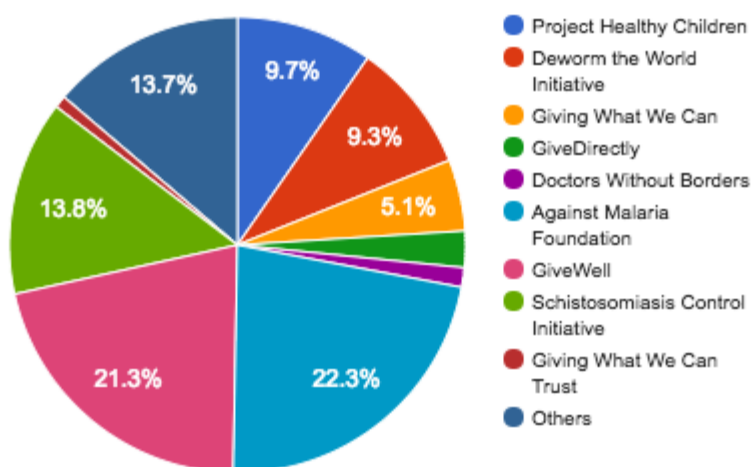
2a. Amounts donated

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 engaged in try giving for at least part of that year
2013	\$11,478	28
2014	\$30,938	160
2015	\$177,679	432

2b. Charities donated to

Around \$150,000 (84%) of the 2015 donations by Try Givers went to charities we historically treated as top charities. The pie chart below displays the proportions in which Try Givers recorded donations made in 2015:



3. Donations through the Giving What We Can Trust

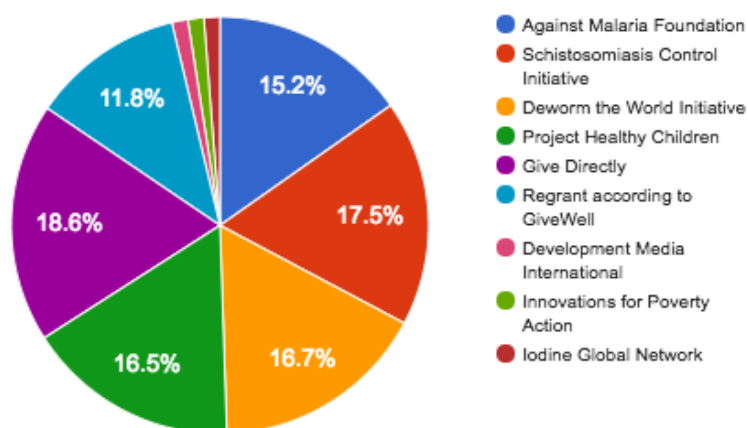
3a. Amounts donated

The trust has moved increasingly large sums of money to effective charities. In 2014 the total was \$681,441. In 2015 the total was around \$1,453,170.

1923 donors gave to the Trust in 2015, of whom at least 305 were Giving What We Can members. To avoid double counting we should note that Giving What We Can members donated at least \$442,973 of the total in 2015, and around \$75,950 of this was not recorded in My Giving.

3b. Charities donated to:

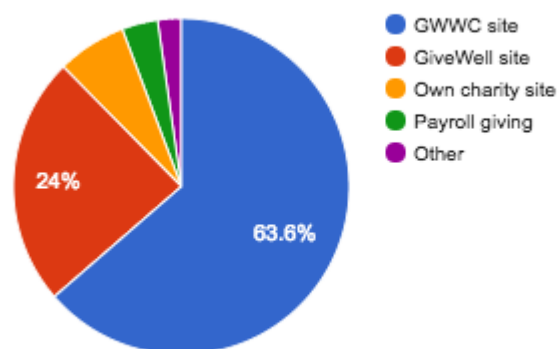
Donations through the Trust have been fairly evenly distributed so far among GiveWell's top charities. The chart below displays estimated allocations for 2015:



3c. Donation routes

It is difficult to estimate 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 online sources such as GiveWell's website and charities' own websites. The chart below represents the proportions for 2015:

Total donations by source 2015



Appendix 1: Cohort summary

Below is a cohort view of donations, based on My Giving information, starting from 2013 where we first began collecting data in My Giving, up to 2015:

Summary 2013 - 2015	Number members included in this table (those who recorded at least some donations)			% included from the total members joined (those who recorded at least some donations)			Total donated		
	2013	2014	2015	2013	2014	2015	2013	2014	2015
2014 cohort			146			36%			\$2,463,667
2013 cohort		72	54		61%	46%		\$838,887	\$945,835
2012 cohort	57	63	49	56%	62%	49%	\$681,328	\$644,656	\$700,947
2011 cohort	59	54	46	59%	54%	46%	\$676,110	\$510,817	\$478,636
2010 cohort	23	17	14	68%	50%	41%	\$121,414	\$79,741	\$83,599
2009 cohort	16	17	14	50%	53%	45%	\$354,047	\$364,188	\$723,287

Summary 2013 - 2015	Mean donation per member (excluding members with no donations recorded)			Median donation per member (excluding members with no donations recorded)			Met pledge in My Giving		
	2013	2014	2015	2013	2014	2015	2013	2014	2015
2014 cohort			\$16,874			\$2,663			109
2013 cohort		\$11,651	\$17,515		\$2,278	\$3,528		41	39
2012 cohort	\$11,953	\$10,233	\$14,305	\$3,885	\$4,837	\$6,285	42	47	45
2011 cohort	\$11,459	\$9,460	\$10,405	\$4,743	\$5,931	\$7,715	43	43	36
2010 cohort	\$5,279	\$4,691	\$5,971	\$4,282	\$2,966	\$3,261	14	11	12
2009 cohort	\$22,128	\$22,762	\$51,663	\$7,153	\$7,667	\$6,198	13	15	11

Summary:

- There seems to be a general trend where the median donation per cohort increases as the cohort ages
- Fewer pledges were recorded as met in 2015 compared with 2014 or 2013. This correlates with a lower proportion of members recording activity in their My Giving profiles
- However, among those who did record sufficient information (i.e. donations and income), the rate of compliance remains high (80%, which is the same as in 2014)