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It’s an exciting time for global philanthropy, and Global Impact is helping to lead the way.

Around the world, hundreds of millions of people are getting the help they desperately need to address the most fundamental challenges of day-to-day living. We are seeing signs of historic improvements, from better access to safe drinking water, to solutions in education, food security and health. While significant public sector resources have been committed over the past decade to support this progress, we can do more.

To sustain this momentum and expand the impact, there is also a need for increased resources from the private sector, including corporations, foundations and individuals.

At Global Impact, we see this transformation as vital to the future. That’s why, last year, we took an unprecedented step in expanding our role from trusted partner in workplace giving to a more strategic, collaborative partner, helping to grow all forms of global philanthropy.
One of our key tactics in driving this transformation was to reorganize our activities into three lines of business — **Partner Solutions, Campaign Solutions** and **Program Support Solutions**. Within this structure, we are carrying on with administration of the traditional workplace giving programs that has been our focus since our founding. But in addition, we are establishing new strategies for connecting donors, partners and causes to make philanthropy a more self-sustaining reality for companies and nonprofits alike.

Also during this past year, we had a transition of leadership. Scott Jackson was appointed to succeed Renée S. Acosta, Global Impact’s president and CEO who provided vision and leadership to our organization for 20 years. Scott is a respected leader in the humanitarian field and has a proven track record in international philanthropy.

On behalf of the Board of Directors and the entire leadership team at Global Impact, thank you for your support and partnership. We are excited about the new possibilities that lie ahead for our organization as we continue our work on growing global philanthropy.

Steve Polo
Board Chair

Scott Jackson
President & CEO
AROUND THE WORLD, philanthropy is evolving... and now it is approaching a major crossroads.

If the growing trend in dynamic collaborations among partners in the private sector can be sustained, we could actually solve problems that once seemed intractable. Eliminating polio, malaria and measles in our lifetime, or raising immunization rates around the world to as high as 90 percent is achievable.

If the momentum cannot be sustained, however, global philanthropy could lose many of its hard-won gains — potentially affecting hundreds of millions of lives.

In short, the stakes could not be higher, which is why at Global Impact, we are working to ensure the ongoing growth of global philanthropy. We are continuing in our traditional area of expertise, fundraising and workplace
giving. But we are also expanding in new directions, broadening the types of organizations we serve, as well as the ways we help them maximize their impact in philanthropy.

2013 YEAR IN REVIEW

For almost 60 years, Global Impact has worked to build a reputation for effective fundraising and stewardship of workplace giving programs. Through our efforts, millions of individuals have been able to give with confidence. Beginning this year, we moved in a bold new direction, offering a much broader array of services in three major lines of business to support a more comprehensive approach to global philanthropy.

“Global Impact’s expertise in nonprofit management and fundraising helped us take our organization to the next level.”

Dr. Sarah Degnan Kambou, President
International Center for Research on Women
One of our core business lines is providing advisory and secretariat services to meet the specific needs of two types of organizations. For corporations, we help create strategies to develop corporate social responsibility (CSR) programs, build alliances and partnerships, and engage employees. For nonprofits, we help diversify revenue sources and assist with strategic planning, development and other functions.

**ADVISORY SERVICES** This year we introduced new consulting services to our existing advisory services business line. Through our expanded role, we helped several companies become more responsive to the social causes challenging their employees, communities and business environments. Among our specific accomplishments, we:

- Created and documented the first CSR strategy and signature programs for W.W. Grainger, Inc.;
- Developed an initial, wide-ranging global contributions framework for Cardinal Health;
• Worked with Walgreens to integrate charitable giving and cause marketing into its brand strategy;

• Benchmarked the giving activities of 88 Fortune 500 companies, compiling that research into 2011 Financial Benchmarking Reports that were provided to nearly 25 companies; and

• Conducted customized benchmarking projects for companies such as Baxter, AMD, Grainger, Cardinal Health and Abbott, providing strategic direction on budget allocation for charitable giving and insight into the philanthropic strategies, best practices and trends of their peers.

CASE STUDY

The world’s leading distributor of industrial supplies, maintenance, repair and operations equipment, tools and materials, W.W. Grainger, Inc., engaged Global Impact to help it define and articulate its CSR strategy. After providing benchmarking, executive and leadership assessments and recommendations in strategy and communications, we helped create a CSR report and strategy, supplemented by an electronic version that invited readers to “continue the conversation” via social media.
Meanwhile, our team provided a variety of strategic services to organizations in the nonprofit sector. For example, we:

- Identified, networked and connected dozens of private sector companies to establish partnerships with non-profits;
- Developed a program for International Center for Research on Women that generated a 50 percent increase in unrestricted funds in its first year;
- Created a corporate engagement platform for Digital Green including strategic alignment, presentation materials, corporate partnership opportunity identification and introduction, and corporate grant writing; and
- Developed unique corporate fund offers for Pact and Counterpart International based on each organization’s strengths and unique positioning.

“The Global Impact team has given so much more than we expected — first-rate analysis, sound strategic direction and field-tested ideas. They’ve become a full partner, not just consultants.”

Joan Parker, President & CEO, Counterpart International
SECRETARIAT SERVICES  On another front, we began serving in a new role to build capacity and communication between NGOs and corporations, helping organizations in these typically separate worlds better engage with each other. As a result, they are able to develop larger fundraising objectives and reach broader audiences than either group could do by itself.

In the past year, we began serving as the secretariat for the **Hilton Humanitarian Prize Laureates Collaborative**. In this role, we strengthened collaboration within the Laureate community, increased the visibility of Laureates and their projects, and developed a new Emerging Leaders Youth Program.

We also provided secretariat services for **Global Health Council**, a group with more than 4,000 members that serves as the shared voice of the global health community. In this role, we provided fundraising management, membership services and administrative functions, supporting the Council’s effort to grow philanthropy for global health.
CLIENTS
as of November 1, 2013

CORPORATIONS
Abbott
AMD
Baxter
Cardinal Health
Caterpillar
Ecolab, Inc.
Giving Gets Results
ING
Manhattan Chamber of Commerce
Monsanto
Serco
Stryker
Travelers
Walgreens
W.W. Grainger, Inc.

CHARITIES
American Red Cross
BIO Ventures for Global Health
Brian’s Wish
Counterpart International
Digital Green
Global Rights
Global Washington
International Center for Research on Women
IntraHealth
NetHope
Pact
Seattle International Foundation
SOS Children’s Villages USA
St. Jude Children’s Research Hospital
Water for People

SECRETARIAT
Global Health Council
Hilton Humanitarian Prize Laureates Collaborative

Photo credit: John Rae/ACTION International/China
CAMPAIGN SOLUTIONS

Based on our decades of hands-on experience in fundraising campaign design, management and representation, we offer a variety of proven solutions for corporations, as well as charities and NGOs. Our services range from designing and implementing workplace giving campaigns to managing campaigns and creating signature funds.

WORKPLACE GIVING One of the central elements of our mission is representing an alliance of 81 of the most respected U.S.-based international charities (see page 21) in nearly 400 public sector workplace giving campaigns, including the Combined Federal Campaign (CFC) and state and local government campaigns. We also represented this alliance in approximately 100 private sector workplace campaigns (see page 23), including JPMorgan Chase, TIAA-CREF, American Express, Accenture, UnitedHealth Group and many others. The combined contributions from these campaigns totaled more than $18 million for our charity partners in the past year.
In fiscal year 2013, we continued our role of administering the Combined Federal Campaign of the National Capital Area (CFCNCA) and the Combined Federal Campaign-Overseas (CFC-O). The CFCNCA raised more than $61.6 million in pledges for the 2012 campaign season, making it the single largest CFC of the approximately 200 in the nation. This would be a worthy achievement in any year, but this remarkable giving occurred during a time of lingering weakness in the region’s economy — not to mention the considerable financial uncertainty many federal employees felt due to the sequestration process.

Meanwhile, the CFC-O’s final results for the 2012 campaign season were more than $13.6 million in pledges, making it the second-highest earning CFC campaign. CFC-O donors are especially inspiring. Often living and working in harm’s way and far from their families and communities, they are also physically closer to individuals in need, on the front lines of global philanthropy.

In both campaigns, the average gift was significantly higher than the previous year, and we continue to be impressed by the generosity of our country’s federal workers, despite difficult economic conditions and other pressures.
SIGNATURE CAMPAIGNS  There is a growing desire in both the for-profit and nonprofit sectors to identify unique campaigns that are often time-limited or focused on a certain issue or geography. We responded to this need by creating new opportunities for donors to join together to raise funds for certain causes especially important to them. These efforts create the philanthropic equivalent of a mutual fund, allowing donors to invest in the very best charities working in a given space. As a result, donors experience a sense of broader impact, rather than a connection with one specific charity. At the same time, the charities involved can work together to raise new funds.

“By partnering with Global Impact, we can provide our employees with the broadest range of reputable, impactful charities that serve critical humanitarian needs around the world.”

Jenessa Jensen, Program Manager, Office of Social Responsibility, UnitedHealth Group

CASE STUDY

Last year, Ecolab acquired a new company, whose employees had a long-running philanthropic interest in water issues, including support for Water for People, one of Global Impact’s partner charities. Ecolab turned to Global Impact for help in engaging its new employees. In response, we created a specialized fund: the Global Impact Water and Sanitation Fund featuring Water for People. The fund raised more than $30,000 in its first year, and Ecolab plans to continue offering it as a giving option.
With more than 1.1 million charities in the U.S. alone, corporations face a daunting challenge to identify the most effective, impactful programs with which to partner. We help in a broad variety of areas, including providing fiscal agency, distribution and fiduciary services, assisting with restricted and donor-advised funds, and implementing various technology solutions.

This year, through our Program Support Solutions line of business, Global Impact helped ease the burden on corporations by taking on research and administrative tasks, thus ensuring that funds raised get to those in need to truly make a difference.

“I can’t thank you enough for all of your help and advice. I couldn’t have come up with the strategy without you, and appreciate your mentoring.”

Jennifer Beaston Hedrick, Chief Operating Officer, Tostan
In 2013, our Program Support Solutions also served charitable organizations, providing the financial, distribution and reporting services they need for their day-to-day operations, and for scaling their global philanthropic efforts. In addition, we offered a range of technology tools and services these organizations need to achieve and even expand their missions, including solutions for raising funds, state registration, prospect research, benchmarking and more.

**PROGRAM SUPPORT SERVICES**

**For Charities**
- Prospect Research
- State Registration Services
- Technology Solutions
- Cooperative Advertising Programs

**For Corporations**
- Charity Vetting
- Technology Products and Services
- Distribution of Funds, Donor Receipts, Reporting

**CASE STUDY**

The Salvation Army World Service Office (SAWSO) has been a Global Impact Charity Services client for decades. Global Impact helps SAWSO focus on program implementation by taking on specialized tasks, such as managing a low-cost advertising opportunity that increases exposure for Global Impact’s partner charities in workplace giving campaigns. Since SAWSO began using the service in the Washington, D.C., and overseas markets, nearly $2 million has been raised for the organization.
GLOBAL IMPACT

SUCCESS BY THE NUMBERS

- 400 million vulnerable people helped each year
- 11,000 charities funded
- $1.6 billion raised since inception
- 4.4% overhead

Photo credit: Sumudu Perera / ChildFund International / Sri Lanka
Photo credit: Matthew McDermott / AmeriCares / Haiti
GLOBAL IMPACT

FINANCIAL RESULTS

Statement of Financial Position  
2013

Total Assets  
$19,809,362

Total Liabilities  
14,140,425

Total Unrestricted Net Assets  
5,668,937

Total Liabilities and Net Assets  
$19,809,362

2013 Audited financial statements, BDO USA, LLP. Complete financial statements are available online.

Photo credit: Luigi Fieni / American Himalayan Foundation / Nepal
GLOBAL IMPACT

FINANCIAL RESULTS

Annual Report Summary of Total Contributions and Revenue 2013

Contributions
- Workplace Giving $18,003,805
- Distribution Services $9,775,193
- Non-Recurring Programs $130,256
- Other Contributions $43,024

Total Contributions $27,952,278

Revenues $6,456,768

Subtotal $34,409,046

Managed Combined Federal Campaigns
- National Capital Area $61,616,748
- Overseas $13,646,352

Total Managed Combined Federal Campaigns $75,263,100

Less Adjustment for Designations to Global Impact from Managed Combined Federal Campaigns
- National Capital Area (3,030,852)
- Overseas (392,514)

Total Contributions and Revenues Raised $106,248,780

Note: This analysis reports contributions before shrinkage and third-party expenses.
# Financial Results

## Statement of Distributions and Operating Expenses 2013

### Program Services

#### Distributions to Charities
- Workplace Giving Campaigns (Includes Managed CFCs) $75,916,112
- Donor Advised Funds 9,775,193
- Other 98,765
**Total Distributions to Charities** $85,790,070

#### Campaign Support
- Global Impact Campaign Support 2,076,791
- Special Programmatic Services 962,306
- Combined Federal Campaigns
  - National Capital Area 4,564,471
  - Overseas 1,668,968
**Total Campaign Support** 9,272,536

**Total Program Services** 95,062,606

### Supporting Services
- Management and General 3,914,152
- Fundraising 453,617
**Total Supporting Services** 4,367,769

**Total Distributions and Operating Expenses** $99,430,375

Photo credit: Kate Holt / CARE/India
GLOBAL IMPACT
CHARITY ALLIANCE
as of November 1, 2013

ACCIÓN International
African Medical & Research Foundation (AMREF)
Africare
American Himalayan Foundation
American Jewish World Service
American Near East Refugee Aid (ANERA)
American Refugee Committee
AmeriCares
Ashoka
Boy Scouts of America–Aloha Council
Boy Scouts of America–Transatlantic Council
CARE
ChildFund International
Children International
Christel House International
Church World Service
Counterpart International
CRWRC/World Renew
Direct Relief International
Doctors Without Borders/Médecins Sans Frontières USA
ECHO
EngenderHealth
Episcopal Relief & Development
Feed My Starving Children
FINCA International
Fistula Foundation
Freedom from Hunger
GAVI Campaign
Girl Scouts Overseas
Global Justice Center
Global Rights
GlobalGiving Foundation
Healing the Children
Health Volunteers Overseas
Heifer International
Helen Keller International
Himalayan Cataract Project
International Center for Research on Women (ICRW)
International Executive Service Corps
International Eye Foundation
International Medical Corps
International Orthodox Christian Charities
International Partnership for Microbicides
International Relief & Development
International Relief Teams
International Rescue Committee

Photo credit: Geoff Oliver Bugbee/Heifer International/Uganda
International Youth Foundation
KickStart International
Landesa
Lutheran World Relief
Mercy Corps
Millennium Promise
Near East Foundation
NetHope
Operation Smile
Opportunity International
Oxfam America
Pan American Development Foundation
Partners In Health
PATH
PCI-Media Impact
Plan USA
Planned Parenthood Federation of America—International
Project HOPE
Rotary Foundation of Rotary International
Salvation Army World Service Office (SAWSO)
Save the Children
SightLife
SOS Children’s Villages—USA
TechnoServe
UNICEF, United States Fund for
Unitarian Universalist Service Committee
United Methodist Committee on Relief (UMCOR)
United Seamen’s Service
University of the People
Village Enterprise Fund
Water For People
William J. Clinton Foundation
Women for Women International
World Relief
World Vision

“Global Impact helps immeasurably to connect with those who share our vision and commitment, so we can reach children everywhere.”

Carolyn Miles, President & CEO, Save the Children
GLOBAL IMPACT

WORKPLACE GIVING CAMPAIGNS
as of November 1, 2013

PUBLIC SECTOR
Global Impact and its charity partners are included in nearly 400 public sector campaigns, including:

Combined Federal Campaign of the National Capital Area
Combined Federal Campaign-Overseas (and 200 other federal workplace giving campaigns)
Washington State
Dane County, Wisconsin
North Carolina State
Ohio State
Connecticut State

PRIVATE SECTOR
AAA
AARP
Accenture
Aerospace Corporation
Aetna Insurance
Agilent Technologies
Amazon.com
American Airlines
American Express
American Psychological Association
Ameriprise
Amica
Applied Materials
Ashland, Inc
Axio Research
The Brookings Institution
BRTRC
C.H. Robinson Worldwide
Cambia Health Solutions
Carlson Companies
Citrix
Computer Science Corporation
Credit Union National Association
Dell Computer Corporation
East Bay Municipal Utility
Ecolab
Emory University
Environmental Law Institute
ExxonMobil Corporation
FINRA
Foursquare/Techies
Fred Hutchinson Cancer Research Center
Friends of the Earth
GXS
Hewlett Packard
Hogan Lovells US LLP
Hospira
Inova
Institute for Defense Analyses

Photo credit: Luigi Fieni / American Himalayan Foundation / Nepal
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BOARD VICE CHAIR  
Executive Director  
Health Volunteers Overseas, Inc.  
Washington, DC

Mr. James B. Kanuch, CPA, CFE  
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Director  
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Bethesda, MD

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Tampa, FL

GENERAL COUNSEL

Mr. Kenneth I. Schaner, Esq.  
Partner  
Schaner & Lubitz, PLLC  
Bethesda, MD

Statement of Dues and Fees. The Board of Directors, which includes funded charity representatives, approves a maximum expense budget. Actual expenses may not exceed this ceiling and are funded by cost recovery from donations and revenue from other sources. Costs are not recovered on a percentage basis. Unless a funded charity elects to participate in optional state registration and/or cooperative advertising programs, no service fees are charged. Global Impact does not charge dues.