

A photograph of a man and a young child in a rural setting, engaged in planting a tree. The man, on the left, is crouching and holding a wooden stick vertically in the soil. He is wearing a dark t-shirt with red horizontal stripes and olive green shorts. The child, on the right, is also crouching and smiling broadly. The child is wearing a light-colored t-shirt with the word 'EXTREME' and a graphic of a person's face, and dark shorts. The background is a blurred field of reddish-brown soil with some small green plants. The overall mood is positive and focused on community development.

VISION  
ACTION  
RESULTS



Photo credit: Jonathan Ernst/Lutheran World Relief/Haiti | Cover photo credit: Shiravan Vidyarthi/Millennium Promise/Kenya

GLOBAL

Real change begins with a **compelling vision**, unfolds through **principled action**, and delivers **lasting results**. This is

IMPACT

Assuring help for the world's most vulnerable people. That singular mission defines the leadership, management and business practices of Global Impact. For nearly 60 years, Global Impact has steadfastly pursued this mission, enduring changing economic conditions and capitalizing on advances in technology. The organization stands on the threshold of this redefined arena and welcomes the change and opportunities ahead.

**COLLABORATION** Global Impact earned confirmation as secretariat for The Conrad N. Hilton Foundation Humanitarian Prize Laureates to support the joint marketing and fundraising activities of the program. The continuing alliance with the Clinton Global Initiative also opened up new possibilities for developing leadership and leveraging matching funds. A merger this year with The Consulting Network significantly expanded the range of services that Global Impact brings to its corporate partners. The Accelerator Fund that Global Impact established in 2011 awarded matching funds to 13 internationally focused humanitarian charities this year.

**PARTNERSHIPS** Global Impact published an Environmental Assessment in 2012 to examine the current fundraising landscape and underlying market conditions that affect giving trends. The findings confirmed that new forms of collaboration with corporate and nonprofit organizations would improve fundraising outcomes. Consequently, Global Impact has added a host of fundraising services for corporations, charities and alliances above and beyond workplace giving and campaign administration.

- High-level strategic counsel
- Marketing and visibility strategies
- Benchmarking and research
- Program design and development



Photo credit: Brett Eloff/Oxfam America/Cambodia

compelling  
VISION

Global Impact’s management, accountability and award-winning leadership exemplify the transparent practices that partners, regulatory agencies and donors expect and deserve.

**TECHNOLOGY** Global Impact launched an array of online tools in 2012 to make giving accessible, secure and effective. The Charity Alliance Portal opens up communication with charity partners and streamlines certification. The Combined Federal Campaign (CFC) Accelerator Technology Suite advances CFC administration and paperless pledging. Global Impact’s GiveNetwork supports donations using smartphone technology. Microsoft’s grant of \$884,000 equips Global Impact with an essential infrastructure for the future.

**RECOGNITION** Peer organizations and the media honored the management and business practices of Global Impact.

- Better Business Bureau Wise Giving Alliance Charity Seal (held for seven years)
- Ranking of 190 in the “Philanthropy 400” of the *Chronicle of Philanthropy*
- Combined Federal Campaign Innovator Award (for eight consecutive years)
- 2012 Brava! Women Business Achievement Award, *SmartCEO* magazine, for the President

- 2012 Nonprofit CFO of the Year, Nonprofit CFO Awards, *Association Trends*, for the Chief Financial Officer
- 2012 SmartCXO Award, *SmartCEO* magazine, for the Chief Information and Operations Officer

**FUNDING** This year brought the creation of a flexible framework for funded charity partners. Additional charities sparked donor interest and increased the response to workplace giving campaigns. Global Impact continues its stellar certification of all funded charities, a method that meets the most rigorous standards in the charitable arena, builds donor confidence and meets all legal and regulatory requirements.



Photo credit: Kate Holt/International Medical Corps/Afghanistan

principled ACTION

Global Impact held a steady course full of accomplishments during 2012. Results that changed lives around the world include:

- Assuring help for vulnerable people by adding more than 75,000 new donors and raising more than \$18 million through public- and private-sector workplace giving.
- Raising pledges of \$78.8 million from generous Federal workers through the Combined Federal Campaigns for the National Capital Area and Overseas. This leadership in campaign administration earned reappointment of Global Impact as the Principal Combined Fund Organization for both campaigns in 2012.
- Increasing awareness about pressing international needs through media placement in *The New York Times*, The Huffington Post and many other respected media outlets. Communications through the charity.org website and Charity Alliance Portal provided transparency and expanded contact with charity partners and donors.

And, most importantly, the success of Global Impact contributed to the delivery of health care, food, safe water, shelter, education and disaster relief for people in need. With \$1.5 billion delivered to meet these needs and 400 million people receiving help since 1956, Global Impact delivers vision, action, and results.

# lasting RESULTS



Photo credit: Karl Grobl/Freedom from Hunger/Bolivia

## FINANCIAL RESULTS

### Statement of Financial Position

	2012	2011
<b>Total Assets</b>	<b>21,524,752</b>	<b>23,008,961</b>
<b>Total Liabilities</b>	<b>16,057,002</b>	<b>18,153,376</b>
<b>Net Assets</b>		
Unrestricted	5,430,627	4,816,718
Temporarily Restricted	37,123	38,867
<b>Total Net Assets</b>	<b>5,467,750</b>	<b>4,855,585</b>
<b>Total Liabilities and Net Assets</b>	<b>\$21,524,752</b>	<b>\$23,008,961</b>

### Annual Report Summary of Total Contributions and Revenue

#### Contributions

Workplace Giving	18,208,822	19,334,370
Distribution Services	8,175,386	9,086,486
Non-Recurring Programs	156,227	411,749
In-Kind Contributions	884,329	-
Other Contributions	154,783	152,477
<b>Total Contributions</b>	<b>27,579,547</b>	<b>28,985,082</b>
<b>Revenues</b>	<b>5,563,805</b>	<b>4,751,963</b>
<b>Subtotal</b>	<b>33,143,352</b>	<b>33,737,045</b>
<b>Managed Combined Federal Campaigns</b>		
National Capital Area	64,542,568	66,996,495
Overseas	14,280,019	13,832,935
<b>Total Managed Combined Federal Campaigns</b>	<b>78,822,587</b>	<b>80,829,430</b>
<b>Less Adjustment for Designations to Global Impact from Managed Combined Federal Campaigns</b>		
National Capital Area	(3,236,302)	(3,605,646)
Overseas	(442,281)	(507,166)
<b>Total Contributions and Revenues Raised</b>	<b>\$108,287,356</b>	<b>\$110,453,663</b>

Note: This analysis reports contributions before shrinkage and third-party expenses and does not include non-pledge income earned within managed Combined Federal Campaigns.

### Statement of Operating Expenses

#### Program Services

Global Impact Campaign Support	2,449,848	1,976,601
Accelerator Fund Grants	585,000	-
Special Programmatic Services	190,541	-
Global Reach	240,356	554,873
Combined Federal Campaigns		
National Capital Area	5,265,758	4,718,614
Overseas	1,845,884	1,736,228
<b>Total Program Services</b>	<b>10,577,387</b>	<b>8,986,316</b>
<b>Supporting Services</b>		
Management and General	3,362,406	2,602,042
Fundraising	67,219	517,720
<b>Total Supporting Services</b>	<b>3,429,625</b>	<b>3,119,762</b>
<b>Total Operating Expenses</b>	<b>\$14,007,012</b>	<b>\$12,106,078</b>

2012 Audited financial statements, BDO USA, LLP | Complete [financial statements](#) are available online.

# SUCCESS

by the numbers in 2012

\$108  
million

contributed to help  
those in need

11,000  
charities  
received funds  
from Global Impact  
in 2012

400  
million vulnerable people  
received help

administrative  
and fundraising  
to expense ratio

4.5%

## BOARD OF DIRECTORS AND OFFICERS

### Officers

**Mr. Steve Polo**  
CHAIR  
Partner  
OPX  
Washington, DC

**Ms. Nancy A. Kelly**  
VICE CHAIR  
Executive Director  
Health Volunteers Overseas, Inc.  
Washington, DC

**Mr. James B. Kanuch,  
CPA, CFE**  
SECRETARY/TREASURER  
Director  
Watkins Meegan LLC  
Bethesda, MD

**Ms. Renée S. Acosta**  
PRESIDENT  
Global Impact  
Alexandria, VA

### General Counsel

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

### Directors

**Mr. Timothy Bloechl**  
Snohomish, WA

**Mr. Joseph A. Crupi**  
Parrish, FL

**Mr. H. Kenneth Fleishman**  
Managing Member  
Fleishman & Company, LLP  
Bethesda, MD

**Mr. Mamadu M. Djalo**  
Vaccine Account Manager  
MedImmune, LLC  
Kennesaw, GA

**Mr. Peter M. Grant**  
Partner  
Stone Arch Capital, LLC  
Minneapolis, MN

**Mr. Stan M. Harrell**  
Chief Financial Officer and Chief  
Information Officer  
U.S. Chamber of Commerce  
Washington, DC

**Ms. Karen R. Johnson**  
President/CEO  
United Ways of Texas  
Austin, TX

**Ms. Maryon Davies Lewis**  
San Francisco, CA

**Mr. Darius Mans, Ph.D.**  
President  
Africare  
Washington, DC

**Mr. Rabih T. Torbay**  
Vice President of International  
Operations  
International Medical Corps  
Washington, DC  
Member Charity Representative

**Ms. Suzanne Turner**  
President  
Turner Strategies  
Washington, DC

**Mr. Mauricio Vivero**  
Executive Director  
Seattle International Foundation  
Seattle, WA

## PARTNER CHARITIES

ACCION 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 – Far East Council  
Boy Scouts of America – Transatlantic Council  
CARE  
ChildFund International  
Children International  
Christian Reformed World Relief Committee  
(CRWRC)  
Church World Service  
Doctors Without Borders/Medécins Sans  
Frontières USA  
ECHO  
EngenderHealth  
Episcopal Relief & Development  
Feed My Starving Children  
FINCA International  
Freedom from Hunger  
Girl Scouts Overseas  
Health Volunteers Overseas  
Heifer International  
Helen Keller International  
Himalayan Cataract Project  
International Executive Service Corps  
International Eye Foundation  
International Medical Corps  
International Orthodox Christian Charities  
International Partnership for Microbicides

International Relief Teams  
International Rescue Committee  
International Youth Foundation  
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, U.S. Fund for  
Unitarian Universalist Service Committee  
United Methodist Committee on Relief  
(UMCOR)  
United Seamen's Service  
Water for People  
William J. Clinton Foundation  
Women for Women International  
World Relief  
World Vision

**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.

## A MESSAGE FROM THE BOARD CHAIR AND PRESIDENT OF GLOBAL IMPACT

Global Impact measures its success with numbers, metrics and goals achieved, just as all companies and organizations do. But the real indicator of success is measured in how many lives have been saved, improved and made better by the work of Global Impact. This annual report demonstrates that Global Impact is meeting revenue goals, containing costs and securing additional funding to support our collective mission: assuring help for the world's most vulnerable people.

Stories abound to illustrate that this approach works. There is the young man flying to Bethesda, Maryland, for a bone marrow implant cloned from his own cells. He had already lost one leg and walked with a prosthesis. The surgery stimulated new bone growth and saved his other leg. There is the elderly woman in Haiti who received two prostheses. At her graduation, she placed a bucket of rocks on her head and walked out the door, employable and ready to contribute to her community by removing rubble. And there is the young woman who did not have the chance for an education until a Global Impact funded charity brought health and education programs to her village. Now she is a scholarship student at Harvard and plans to return to her country and improve life for others.

These stories, and many others like them, are the result of science, compassion and, most importantly, the generosity of donors such as you who reach into your pockets and give with your hearts. We thank you for making the work of Global Impact and so many others possible.

With personal regards,



Steve Polo  
*Chairman of the Board*



Renée S. Acosta  
*President*



# GLOBAL IMPACT

66 Canal Center Plaza, Suite 310

Alexandria, VA 22314

800.836.4620

[info@charity.org](mailto:info@charity.org)

[www.charity.org](http://www.charity.org)

