STANDING
IN THE GAP
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LEADERSHIP LETTER

At Global Impact, our work is about helping people connect with the causes they care about most so that they can make a measurable impact on the world around them. We are constantly thinking of ways to contribute to making these connections, as well as solving the problems and challenges that our clients face. In this sense, we find ourselves standing in the gap – the gap between generosity and need, between despair and hope, and between failure and success.

This year, we continued to find new ways to increase workplace giving dollars and helped our charity partners raise $22.6 million in funds. We strengthened existing partnerships, including assisting with the CARDONE Employee Care Fund to help their employees in need. We also added new partners, such as the Gates Foundation, to our own donor-advised platform, Growfund. We worked to reenergize federal employees in the Combined Federal Campaign and grew our role within the CFC, helping to raise $54.5 million in 2016 for charities across the country and around the world.

Moreover, as a thought leader in global philanthropy, we shared stories about our donors and partners, as well as industry innovations, in key fora, publications and through social media.

We are honored that we have the opportunity to stand in the gap and rise to the challenge of developing innovative approaches to global philanthropy. We are building on this great work so that we can help expand the impact of each of our donors and partners and are looking forward to what’s next.
STANDING IN THE GAP

GLOBAL IMPACT’S WORK IS ABOUT CONNECTING DONORS WITH THE CAUSES THEY CARE ABOUT, HELPING ORGANIZATIONS SUCCEED AND MAKING SURE PEOPLE IN THE DEVELOPING WORLD GET THE HELP THEY NEED. IT IS IN THIS CAPACITY THAT WE STAND IN THE GAP TO MEET THESE CHALLENGES AND PROVIDE INNOVATIVE APPROACHES TO SERVE AS A TRUSTED PARTNER TO BOTH ORGANIZATIONS AND DONORS ALIKE.

This year, we helped our charity partners raise $22.6 million in funds, strengthened existing partnerships, started working with new partners, and grew our role within the Combined Federal Campaign. We continued to provide thought leadership in the global philanthropy space and our president, Scott Jackson, published “Take Me with You,” telling the story of his own journey to find the charity within.

We will continue to build on our successes from 2017 and innovate on new approaches to helping people make an impact in the areas they care about most.
SUCCESS BY THE NUMBERS

**100+** INTERNATIONAL CHARITY PARTNERS

**45+** ADVISORY CLIENTS

**12** HIGH IMPACT FUNDS

**300+** PUBLIC & PRIVATE SECTOR FUNDING PARTNERS

**4** BACKBONE PARTNERS

**14%** OVERHEAD

**$1.8 BILLION** RAISED SINCE INCEPTION
Global Impact worked to increase visibility for global philanthropy in fiscal year 2017 at events across the country and on digital channels, furthering our mission to help organizations raise funds to meet critical humanitarian needs around the world. For example, our president and CEO, Scott Jackson, spoke at the Bill & Melinda Gates Institute for Population and Reproductive Health at Johns Hopkins University, moderated a panel at the Independent Sector Annual Conference and served as a panelist at the CEO Connection Mid-Market Convention. Additionally, Global Impact staff have been promoting global philanthropy and representing the organization by speaking at numerous conferences, including the Volunteers of America National Conference, the Blackbaud Conference for the Philanthropic Community, the U.S. Chamber of Commerce Foundation Corporate Citizenship Conference and South by Southwest. Topics ranged from the Sustainable Development Goals to donor-advised funds to employee engagement.
INCREASING VISIBILITY FOR GLOBAL PHILANTHROPY

President and CEO, Scott Jackson, spoke at the Bill & Melinda Gates Institute for Population and Reproductive Health, moderated a panel at the Independent Sector Annual Conference and served as a panelist at the CEO Connection Mid-Market Convention.
HELPING CARDONE HELP OTHERS

For the past two years, Global Impact has partnered with CARDONE Industries to administer their Employee Care Fund.

CARDONE, a Philadelphia based manufacturer of automotive parts, has used their Employee Care Fund to assist employees in times of critical financial need, and to provide programs that promote employees’ well-being. As the program has grown, Global Impact has helped CARDONE manage its giving, and has also provided tools to help the company raise donations to the Employee Care Fund, such as an online platform to collect sponsorships for the company’s annual charity golf tournament. In its two years of partnership with Global Impact, CARDONE has given out more than $350,000 in assistance to employees who have experienced financial hardship due to illness, personal crisis or property loss, and the programs and benefits provided by the Employee Care Fund have impacted thousands of CARDONE employees and their families. In 2017, CARDONE implemented the Growfund Platform to engage their employees further in their corporate philanthropy strategy.
HELPING TO MAKE A POSITIVE DIFFERENCE

In its two years of partnership with Global Impact, CARDONE has given out more than $350,000 in assistance to employees who have experienced financial hardship.
In its second year, Growfund surpassed $1 million in assets under management and implemented numerous product improvements, including major advancements to payroll processes.

Global Impact launched the platform, which operates like a 401(k) plan or a personal foundation, in 2016, as a way to help people at any income level support their favorite charities in a smarter way. This year, a grant from the Bill & Melinda Gates Foundation further enabled Global Impact to enhance this tool and offer it to a wider audience. We have also partnered with five major clients across multiple industries, such as CARDONE, Community Health Charities and Shelters to Shutters. Now, individual donors across all these organizations can set up an account and gain access to a donor-advised fund so that they can be more strategic with their giving.
GROWTH AND EXPANSION

In its second year, Growfund surpassed $1 million in assets and received a grant from the Bill & Melinda Gates Foundation to enhance the tool.
Global Impact’s president and CEO, Scott Jackson, published an autobiography, “Take Me with You.”

Released in March 2017, the book tells the story of Jackson’s life, beginning with his difficult childhood, and highlights his personal philosophy of making a choice to live in a way that improves life for others, inspiring others to take action. Jackson also highlights some of Global Impact’s charity partners and how their work connects to the United Nations Global Goals for Sustainable Development (SDGs). Jackson has been talking to groups at various events about his personal story and philanthropy, the SDGs, and how people can find the charity within. A percentage of book sales will be donated to Global Impact and go toward promoting the work of our charity partners.
President and CEO, Scott Jackson, has been on a book tour for his autobiography, talking about his personal story and philanthropy, the SDGs, and how people can find the charity within.
Global Impact continues to maximize workplace giving revenue and nontraditional giving opportunities for our more than 100 charity partners in more than 300 public and private sector campaigns.

Our work in marketing, representation, donation processing and other services resulted in a total of $22.6 million raised for our charity partners in 2016. Collectively, Global Impact charity partners have continued to see growth in revenues generated through workplace giving campaigns and other initiatives. This success is attributed to Global Impact’s fundraising strategy, as well as the great work of its charity partners, and private sector companies. These organizations are choosing to partner with Global Impact to raise awareness of global issues as part of a larger corporate initiative to engage employees in creating greater social impact.

In 2017, we continued to focus on innovation and value by growing our disaster relief fundraising, securing leadership positions in the new Combined Federal Campaign structure and remaining committed to the Sustainable Development Goals. Global Impact continues to find new ways to provide value in our service offerings through profile management, maximization strategies and impactful content that is used to promote our partners in the workplace.
A LARGER CORPORATE INITIATIVE

Our work to maximize workplace giving revenue and nontraditional giving opportunities resulted in a total of $22.6 million raised for our charity partners in 2016.
Global Impact has partnered with The Sloth Institute Costa Rica to serve as their fiscal sponsor, enabling the organization to raise tax deductible contributions from donors in the United States. With Global Impact’s support, the organization has raised over $100,000 from more than 1,000 donors, helping further their mission to protect and enhance the welfare and conservation of sloths.

Global Impact has enabled The Sloth Institute to establish crucial relationships with American foundations and corporate sponsors. Through a customized donation page, donors from around the world can support the organization through the Adopt a Sloth program and volunteer to work with sloths in Costa Rica. In addition, Global Impact has provided financial planning and staffing guidance to position the organization for sustained operational success.
BORDERLESS SUPPORT FOR SLOTHS
The Sloth Institute Costa Rica raised over $100,000 from more than 1,000 donors, helping to protect and enhance the welfare and conservation of sloths.
Global Impact’s partnership with IMPACT2030 goes beyond being our secretariat and fiduciary agent - they are also a key founding stakeholder. Their strategic support and expertise has been instrumental to the growth and development of our initiative to activate the power of people to advance the U.N. Sustainable Development Goals. – Sue Stephenson, IMPACT2030

“Global Impact’s partnership with IMPACT2030 goes beyond being our secretariat and fiduciary agent - they are also a key founding stakeholder. Their strategic support and expertise has been instrumental to the growth and development of our initiative to activate the power of people to advance the U.N. Sustainable Development Goals.”

– Sue Stephenson, IMPACT2030

Global Impact continues to serve as the backbone partner for IMPACT2030, the private sector led collaboration with the United Nations, private sector, nonprofits, governments and academic institutions that is mobilizing human capital investments through employee volunteer programs to advance the U.N. Sustainable Development Goals. Global Impact has worked in partnership with IMPACT2030 to build and implement new record-keeping platforms and processes in support of their growing membership. We have also supported improvements to their communications strategies, successfully engaging a broader audience through social media and email newsletters.
STRATEGIC SUPPORT AND EXPERTISE

We're working with IMPACT2030 to build and implement new record-keeping platforms and processes in support of their growing membership.
EXPANDING OUR ROLE WITH THE COMBINED FEDERAL CAMPAIGN AS THE LANDSCAPE CHANGES

Through administration, strategic management and marketing, Global Impact continues to provide critical leadership for the Combined Federal Campaign (CFC).

An annual opportunity for federal employees, the CFC is one of the largest workplace giving campaigns in the world. Over the past 56 years, Federal employees have raised more than $8 billion for thousands of local, national and international charities. In 2016, Global Impact took a step forward in expanding our CFC footprint from administering one campaign to four campaigns, the Combined Federal Campaigns of the National Capital Area, Overseas, New York City and Central Virginia.

With strategic management and an innovative campaign theme, Show Some Love, for these four campaigns, more than $54.5 million was raised for those in need.

With the implementation of regulation changes to the CFC in 2017, Global Impact continues to empower and inspire thousands of federal employees (and now retirees!) in their workplace giving journey. Global Impact was selected to lead the national marketing efforts for the 2017 CFC and serves as Outreach Coordinator for the Combined Federal Campaign of the National Capital Area, Combined Federal Campaign-Overseas and three other East Coast CFC zones from New York City to southern Virginia.
PROVIDING CRITICAL LEADERSHIP

Global Impact administered four campaigns in 2016, which raised more than $54.5 million for those in need, and continues to play a critical leadership role for the 2017 campaign.
## Statement of Financial Position 2017

<table>
<thead>
<tr>
<th>Total Assets</th>
<th>$26,246,288</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Liabilities</td>
<td>$21,808,185</td>
</tr>
<tr>
<td>Total Unrestricted Net Assets</td>
<td>$4,438,103</td>
</tr>
<tr>
<td>Total Liabilities and Net Assets</td>
<td>$26,246,288</td>
</tr>
</tbody>
</table>

### Fee Structure for Workplace Giving Federation Partners

There are no upfront fees charged by Global Impact for our services. Global Impact’s fee structure is based on a formula that enables us to cover the costs of fundraising on behalf of our charities, including year-round marketing, visibility and representation within more than 300 public and private sector campaigns across the country. The fee also covers the cost of annual certification, campaign registration/eligibility to receive funds from workplace campaigns (where applicable), donation processing, donor acquisition and reports, benchmarking, access to cooperative advertising, promotion of our charities’ employee engagement events, and overall administration/overhead. Global Impact strives to keep these rates as low as possible without compromising performance and excellent service to our charities.

Global Impact uses a tiered fee scale and the rates within each tier vary based on overall expenses to support our alliance and projected overall revenue. Fees vary depending on the campaign source, but the planned aggregate fee tiers for the 2018 campaign seasons are as follows: 18-24 percent on pledges up to $1 million, 15-18 percent on the next $1 million in pledges, and 10-15 percent on all pledges over $2 million. These fees may reach as high as 28% for some channels depending on overall funds raised. Newly required application and listing fees imposed by the Combined Federal Campaign (separate from Global Impact fees) may be invoiced upfront, or, when possible, collected through funds raised as authorized by each charity.
# Financial Results FY17

Unaudited numbers as of November 2017

## Annual Report Summary of Total Contributions and Revenue

Note: This analysis reports contributions before shrinkage and third-party expense

<table>
<thead>
<tr>
<th>Description</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Contributions</td>
<td>$31,109,234</td>
</tr>
<tr>
<td>Workplace Giving</td>
<td>$22,646,060</td>
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<tr>
<td>Donor-Advised Funds</td>
<td>$3,854,323</td>
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<tr>
<td>Funds Program</td>
<td>$4,586,901</td>
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<tr>
<td>Other Contributions</td>
<td>$21,950</td>
</tr>
<tr>
<td>Other Revenues</td>
<td>$7,652,167</td>
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<tr>
<td>Subtotal</td>
<td>$38,761,401</td>
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<tr>
<td>Managed Combined Federal Campaigns</td>
<td>$54,762,656</td>
</tr>
<tr>
<td>(Less Adjustment for Designations to Global Impact and its Member Charities from Managed Combined Federal Campaigns)</td>
<td>($3,191,371)</td>
</tr>
<tr>
<td><strong>Total Contributions and Revenues Raised</strong></td>
<td><strong>$90,332,686</strong></td>
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## STATEMENT OF DISTRIBUTIONS AND OPERATING EXPENSES

<table>
<thead>
<tr>
<th>Description</th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Distributions to Charities</strong></td>
<td>$75,656,027</td>
</tr>
<tr>
<td>Workplace Giving Campaigns (Includes Managed Combined Federal Campaigns)</td>
<td>$68,110,273</td>
</tr>
<tr>
<td>Donor-Advised Funds*</td>
<td>$3,002,688</td>
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<tr>
<td>Other Fund Distributions*</td>
<td>$4,543,066</td>
</tr>
<tr>
<td><strong>Total Program Expense</strong></td>
<td>$12,663,083</td>
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<tr>
<td>Campaign Solutions*</td>
<td>$2,487,915</td>
</tr>
<tr>
<td>Partner and Programmatic Support Solutions*</td>
<td>$3,469,249</td>
</tr>
<tr>
<td><strong>Total Operating Program Solutions</strong></td>
<td>$5,957,164</td>
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<tr>
<td>Combined Federal Campaigns Reimbursable Expenses*</td>
<td>$6,705,919</td>
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<tr>
<td><strong>Total Support Services Expense</strong></td>
<td>$2,872,328</td>
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<tr>
<td>Management and General</td>
<td>$2,050,530</td>
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<tr>
<td>Fundraising</td>
<td>$821,798</td>
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<tr>
<td><strong>Total Program and Support Services Expense</strong></td>
<td>$15,535,410</td>
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</table>

Administrative Fee Rate on Operating Expenses

* equals total supporting services/sum of * items above

14.21%
EMPLOYEE GIVING PARTNERS
As of November 2017

CHARITY ALLIANCE

Accion
Africare
Agora Partnerships
AIDS Vaccine Fund
American Himalayan Foundation
American Jewish World Service
American Near East Refugee Aid (ANERA)
American Refugee Committee
Amicares
Amref Health Africa
Ashoka
Boy Scouts of America – Aloha Council
Boy Scouts of America – Far East Council #803
Boy Scouts of America – Transatlantic Council
CARE
Catholic Medical Mission Board (CMMB)
Center for Disaster Philanthropy
ChildFund International
Children International
Church World Service
Clinton Foundation
Compassion International
Convoy of Hope
Desert Research Institute Center for Int’l Water and Sustainability
Direct Relief
Doctors Without Borders/ Médecins Sans Frontières USA
ECHO
EcoHealth Alliance
ECPAT – USA
EngenderHealth
Episcopal Relief & Development
Feed My Starving Children
FINCA International, Inc.
Fistula Foundation
Free the Slaves
Global Fund for Children
Global Health Council
Global Justice Center
Global Partners in Care
Habitat for Humanity
Handicap International
Healing the Children
Health Volunteers Overseas
Heifer International
Helen Keller International
HelpAge
HIAS
Himalayan Cataract Project
Human Rights Watch
InterAction
International Center for Research on Women (ICRW)
International Eye Foundation
International Justice Mission
International Medical Corps
International Orthodox Christian Charities
International Relief Teams
International Rescue Committee, Inc.
KickStart International
Landesa
MAP International
Matthew 25: Ministries
Medical Teams International
Mercy Corps
Mission Aviation Fellowship
MOAS (Migrant Offshore Aid Station)
Near East Foundation
Operation Smile
Opportunity International
Oxfam America
Pact
Pan American Development Foundation
Partners In Health
PATH
Pink Ribbon Red Ribbon
Plan International USA
Planet Aid
Planned Parenthood Global
Prison Fellowship International
Project HOPE
Refugees International
Rise Against Hunger formerly Stop Hunger Now
Rotary Foundation of Rotary International
Save the Children
SEE International
Seed Programs International
ShelterBox USA
Sightsavers International
Smile Train
SOS Children’s Villages – USA
Splash
The Salvation Army World Service Office (SAWSO)
Tostan, Inc.
UNICEF USA
Unitarian Universalist Service Committee
United Methodist Committee on Relief (UMCOR)
United Seamen’s Service
USA Girl Scouts Overseas
Variety - the Children’s Charity International
Water For People
WaterAid
Women for Women International
World Bicycle Relief
World Relief
World Renew
World Vision
Worldwide Fistula Fund
Wycliffe Bible Translators
ZanaAfrica Foundation
PRIVATE SECTOR*

AAA
AARP
Accenture
Aerojet Rocketdyne Holdings
Aerospace Corporation
Aetna Insurance
Agilent Technologies
American Airlines
American Express
Ameriprise Financial
Amica Mutual Insurance Company
Applied Materials
Ashland
AT&T
Axio Research Corporation
BRTRC
C.H. Robinson Worldwide
Carlson Companies
CNA Insurance
Computer Science Corporation
Credit Union National Association
Dell Inc.
East Bay Municipal Utility District
Echo Logistics
Ecolab Inc.
Emory University
FINRA
Hewlett-Packard Company
INOVA
Institute for Defense Analyses
International Monetary Fund
Legal & General America-William Penn Life Insurance
Lockheed Martin
Lookout, Inc.
McDonald’s
Microsoft Corporation
National Cooperative Bank
Northrop Grumman
RAND Corporation
Rhode Island Private Sector
Sabre Holdings
Sacramento Municipal Utility District
Thomson Reuters
TIAA
Treasury Wine Estates
Tufts University
Union of Concerned Scientists
United Airlines Corporation
United-Health Group
University of Pennsylvania
University of Richmond
Valvoline
Washington Gas
Wells Fargo
World Bank

*Global Impact also receives money from more than 50 other private sector campaigns that support programs such as High Impact Funds, disaster relief funds and donor choice programs.
“Global Impact has been invaluable in helping the IMF Giving Together Program serve the philanthropic interests of our staff and retirees—from charitable giving to staff volunteering to disaster relief. Our partnership allows us to build staff engagement through giving campaigns and volunteering, and to respond quickly to disasters with humanitarian relief appeals. Thank you Global Impact for always being ready to share content and best practices that help us in our mission to extend our reach, our response, and our results.”

- Joanne Creary, International Monetary Fund
LOCAL - CITY
Oakland, CA
Sacramento, CA
San Bernardino, CA
San Francisco, CA
Orlando, FL
Chicago, IL
Indianapolis, IN
Augusta City, ME
Portland, ME
St. Louis, MO
New York, NY
Portland, OR
Philadelphia, PA
Austin, TX
El Paso, TX
Houston, TX
Bellingham, WA
Redmond, WA
Seattle, WA
Madison, WI

LOCAL - PUBLIC SCHOOL DISTRICT
Chicago, IL
Indianapolis, IN
Burlington, NJ
Cypress-Fairbanks, TX
Houston, TX
Northshore, WA
Renton, WA
Madison, WI

LOCAL - EDUCATION
Parkland College, IL
University of Maine, ME
City University of New York, NY

LOCAL - OTHER
Central Contra Costa Sanitary District, CA
Lawrence Berkeley Lab, CA
Sacramento Regional Transit, CA
Chicago Transit Authority, IL
Illinois Statewide Campaign, IL
METRA, IL
Metropolitan Water Reclamation, IL
PACE Transit, IL
Central Ohio Transit Authority, OH
Columbus Library, OH
Port of Portland, OR
Tri-Met Transportation District, OR
Snohomish Co. Public Utility District, WA
Sno-Isle Library System, WA
Sound Transit, WA

Photo Credit: Save the Children
PARTNER SOLUTIONS CLIENTS

100 Lives Foundation
Accenture
American Academy of Orthopaedic Surgeons
Bentley Systems Inc
BHP Billiton
Cardone Industries
Change Note
ChildAid Network
Cisco
Comic Relief (Red Nose Day USA)
Cordaid
CORE Group
Counterpart International
Fatherly
Foundation for Total Recovery
GE
Global Emergency Response Coalition (GERC)
Global Health Council
GoPro for a Cause
Gotham Cares
Health eVillages
Hilton Prize Coalition
Hilton Worldwide
Huru International
IMPACT2030
Johnson Controls, Inc
JPMorganChase
Migrant Offshore Aid Station (MOAS)
Modernizing Foreign Assistance Network (MFAN)
mothers2mothers
Novartis
Open Road Alliance
Opportunity International
Pact
Panorama
Philanthropy University
Private Sector Roundtable
Project HOPE
Prometheus Real Estate Group
RW Institute
Shelters to Shutters
Student Conservation Association
Susila Dharma International Association (SDIA)
The Power of Nutrition
The Sloth Institute of Costa Rica
Tyco Cares Foundation
UN Human Rights
Universe of Blessings
Venture 2 Impact
Wildlife Aviation Group
Women for Women – Reconstructive Surgery
GLOBAL IMPACT LEADERSHIP

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Partner, OPX, Washington, DC

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Executive Director, Health Volunteers Overseas, Inc, Washington, DC

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President, International Center for Research on Women, Washington, DC

MS. CAROL D. RIEG
Gaithersburg, MD

MS. ANITA WHITEHEAD
Principal, KMPG, Washington, DC

MR. DAVID WU
Chief Advancement Officer, Woodland Park Zoo, Seattle, WA

EDWARD ZELLEM, CAPTAIN, USN (RET.)
Tampa, FL

MR. KENNETH I. SCHANER, ESQ.
General Counsel Owner, Schaner & Lubitz, PLLC, Bethesda, MD

MS. SARAH DEGNAN KAMBOU
President, International Center for Research on Women, Washington, DC

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President and Chief Executive Officer

MS. ANN CANELA
Vice President, Partner Solutions

MR. JOSEPH METTIMANO
Vice President, Marketing and Campaign Engagement

MS. VICTORIA E. ADAMS
Managing Director, CFC Administration

MS. CINDY DARNELL
Managing Director, Planning and Technology

MS. STEPHANIE SCHOLZ
Managing Director, Human Resources and Administration
OUR MISSION
Global Impact builds partnerships and resources for the world’s most vulnerable people.

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Alexandria, VA 22314
800-836-4620
information@charity.org

CHARITY.ORG

Photo Credit: Joe Were / Amref Health Africa