

ANNUAL REPORT

2018



GLOBAL IMPACT

Global Impact builds partnerships and resources for the world's most vulnerable people.

Founded in 1956, Global Impact is a leader in growing global philanthropy and has generated more than \$1.8 billion to help the world's most vulnerable people. The organization works closely with nonprofit, private and public sector entities helping them achieve their fundraising, philanthropic and corporate social responsibility goals. Learn more at charity.org.



100+

International charity partners

38

 Fiscal services clients

300+

Public & private sector funding partners

14



Advisory services clients

18

High impact funds



\$1.8

Billion raised since inception



16%

 Overhead

\$114

Million distributed in 2018



HIGHLIGHTS

WORKPLACE ENGAGEMENT

Raised a total of \$21.5 million for our charity partners through work in marketing, representation, donation processing and other services in public and private sector campaigns.

REGIONAL HIGH IMPACT FUNDS

Expanded Global Impact's High Impact Fund offerings to include six new funds focused on particular regions to support the world's most vulnerable populations in the fight against poverty.

DISASTER RESPONSE

Continued to support humanitarian needs in the wake of disasters, bringing together charities, corporate partners and individual donors. In the past year, we responded to nine disasters to support our charity partners on the ground.



"Global Impact provides MSR with a creative method to deepen our participation in global philanthropy. Our partnership with Global Impact helps our company speed up the rate at which we provide technologies that give communities the independence to control their futures and their health."

Patrick Diller

Business Development Manager for Global Health, MSR Global Health

GROWFUND GIVING CIRCLES

Launched a no minimum contribution donor-advised fund platform designed to support the giving circle community with tools to manage contributions and grants, including investment options without high costs or administrative hassles.

COMBINED FEDERAL CAMPAIGN

Provided critical leadership for the 2017 Combined Federal Campaign (CFC) as the National Marketing Outreach Coordinator, as well as the Outreach Coordinator for the National Capital Area, Overseas, New York City, Chesapeake Bay and South Central Virginia and Albemarle Bay Area. Strategic management and fundraising implementation in these five CFC zones resulted in more than \$50 million raised for those in need.

MULTI-CHANNEL CAMPAIGNS

Designed and implemented Pathfinder International's first-ever Giving Day with a fully integrated, multi-channel campaign on Father's Day 2018. The campaign raised in excess of \$130,000 and activated over 500 new and existing donors across emails, personal outreach, social media and direct mail.

PARTNER AND DONOR MANGEMENT

Expanded our technology offerings by designing and customizing Philanthropy University's data management platform. Global Impact led all data migration resulting in the optimization of Philanthropy University's resources.

GLOBAL PRESENCE

Expanded Global Impact's global philanthropic intermediary services by launching operations in the United Kingdom and Vietnam, and initiating registration in Canada and Australia.



Our long-standing partnership with Global Impact has produced successful fundraisers, corporate donations and volunteering events through reputable nonprofits to a myriad of beneficiaries worldwide."

Camille Raymond

*Sr. Communications Officer and Team Lead,
Giving Together Program*



"Through our partnership with Global Impact we have been able to grow our year-round engagement and bring even more awareness of the need for affordable housing around the world."

Allison Green

Director, Cause Marketing & Workplace Giving

2018 FINANCIALS

STATEMENT OF FINANCIAL POSITION

Total Assets	\$25,645,705
Total Liabilities	\$21,260,783
Total Unrestricted Net Assets	\$4,384,922
Total Liabilities and Net Assets	\$25,645,705

SUMMARY OF TOTAL CONTRIBUTIONS AND REVENUE

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

Total Contributions	\$63,940,063
Giving for International and Domestic Assistance Programs	\$30,831,953
Workplace Giving	\$21,482,842
Funds Program	\$8,717,609
Donor-Advised Funds	\$2,887,560
Other Contributions	\$20,100
Other Revenues	\$9,544,262
Subtotal	\$73,484,326
Managed Combined Federal Campaigns	\$50,426,409
Total Contributions and Revenues Raised	\$123,910,735

STATEMENT OF DISTRIBUTIONS AND OPERATING EXPENSES

Total Distributions to Charities	\$113,700,498
Managed Combined Federal Campaigns	\$50,426,409
Other Distributions for International & Domestic Assistance Programs	\$30,831,953
Workplace Giving Campaigns	\$20,870,659
Donor-Advised Funds	\$2,887,580
Other Fund Distributions	\$8,683,897
Total Program Expense	\$7,075,175
Campaign Solutions	\$4,334,128
Partner and Programmatic Solutions	\$2,741,047
Total Support Services Expense	\$2,994,309
Management and General	\$2,529,572
Fundraising	\$464,737
Total Program and Support Services Expense	\$10,069,484
Administrative Fee Rate on Operating Expenses	16.1%

Fee Structure for Workplace Giving Federation Partners

Global Impact's fee structure is based on a formula that enables us to cover the costs of fundraising on behalf of our charities within more than 300 public and private sector campaigns. Global Impact uses a tiered fee scale, with rates varying based on overall expenses and projected revenue. The aggregate fee tiers for the 2018 campaign season fall between 10-24 percent. Application and listing fees required by the Combined Federal Campaign may be invoiced upfront or collected through funds raised as authorized by each charity.



EXECUTIVE LEADERSHIP

SCOTT JACKSON

President and Chief Executive Officer

VICTORIA E. ADAMS

Vice President of CFC Administration

LUIS GUARDIA

Chief Business and Financial Services Officer

KATHLEEN LOWENTHAL

Managing Director of Partner Solutions

STEPHANIE SCHOLZ

Vice President of Human Resources and Administration

CINDY WILLMANN

Vice President of Operations and Special Initiatives

As of December 2018

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Edward Zelle

Kenneth Schaner, Esq.,

General Counsel

As of December 2018



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PHOTO CREDITS

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