

Annual Report

2019



GLOBAL IMPACT
CHARITABLE VENTURES FOR GREATER GIVING

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

CHARITABLE VENTURES FOR GREATER GIVING

Founded in 1956, Global Impact builds partnerships and resources for the world's most vulnerable people.

We serve as a trusted advisor, intermediary and implementing partner across the private, nonprofit and public sectors. Through these partnerships, we have raised more than \$1.9 billion for causes such as disaster relief and global development. Our expertise includes fundraising and partnerships, employee engagement and corporate social responsibility (CSR), and finance and business services.

Learn more about why we are a leader in growing global philanthropy at [charity.org](https://www.charity.org).

FISCAL YEAR 2019

SUCCESS BY THE NUMBERS

33 FISCAL SPONSORSHIP CLIENTS

16 ADVISORY SERVICES CLIENTS

\$1.9B RAISED SINCE INCEPTION

\$127M INFLUENCED OR RAISED IN 2019

97 INTERNATIONAL CHARITY ALLIANCE PARTNERS

18 HIGH IMPACT FUNDS

300+ PUBLIC & PRIVATE SECTOR FUNDING PARTNERS

12.3% OVERHEAD



— Organizational Highlights

▶ OUTSTANDING BOARD LEADERSHIP

Named a recipient of the Center for Nonprofit Advancement's 2018 Board Leadership Award. The award recognizes outstanding leadership of nonprofit Boards of Directors in the Washington, D.C., area.

▶ INSPIRING PEOPLE AND COMPANIES TO GIVE AND ENGAGE GLOBALLY

Carried out the "Why #GiveGlobal?" campaign to encourage individuals and businesses to engage globally through donating, advocating and volunteering. The campaign spotlighted 18 of Global Impact's charity and corporate partners, and featured content on the importance of giving global.

▶ EXPANDING SERVICES TO GLOBAL MARKETS

Continued to enhance our ability to offer philanthropic advisory services, and to receive and distribute funds, in select markets around the world. We expanded operations in the United Kingdom, finalized registration in Canada and applied for formal registration in Australia.

▶ EDUCATING ORGANIZATIONS ON COMPLEX REGULATIONS IN GLOBAL PHILANTHROPY

Released a new report with KPMG LLP, the "2018 Giving Global Matrix: Tax, Fiduciary and Philanthropic Requirements," which provides a snapshot of the complex and varied tax laws that incentivize, or disincentivize, philanthropic giving in 60 countries.

Lines of Business Highlights

Fundraising & Partnerships

▶ SUPPORTING CHARITABLE ENTITIES THROUGH FISCAL SPONSORSHIP

Provided the 501(c)(3) status to charitable entities seeking to fundraise in the United States. We supported 33 domestic and international organizations, whose programmatic focus ranged from providing food and medical care to children in Haiti, to providing surgical treatment to burn victims across Africa and Asia. These fiscal sponsorship partners raised more than \$49 million.

▶ ENHANCING CAPACITY BUILDING AND PIPELINE DEVELOPMENT

Deployed fundraising strategies with Action Against Hunger that accelerated pipeline development, engaged leadership and launched new development programs. Global Impact also supported Action Against Hunger in workplace giving campaigns that raised more than \$75,000.



Global Impact has been a trusted partner to us through various stages of development, always able to provide sound, experienced advice no matter the challenge or opportunity we face.

EMILY KRUEGER

Associate Director, Business Development and Partnerships



Lines of Business Highlights

Employee Engagement & Corporate Social Responsibility (CSR)

▶ HELPING COMPANIES RESPOND IN TIMES OF CRISIS

For the sixth straight year, worked with Hilton to implement the Hilton Responds disaster response and employee assistance program—raising funds for Hilton’s disaster response around the world. Hilton responded to eight disasters, including hurricanes Florence and Michael in the United States, as well as the earthquake and tsunami in Indonesia. Additionally, they launched four Team Member assistance campaigns to support employees going through hardship.

▶ SUPPORTING WORKPLACE ENGAGEMENT

Raised a total of \$15.9 million for our charity alliance partners through work in marketing, representation, donation processing and other services in public and private sector campaigns.

▶ PARTNERING WITH THE COMBINED FEDERAL CAMPAIGN

Provided critical leadership for the 2018 Combined Federal Campaign (CFC) as the National Marketing Outreach Coordinator, as well as the Outreach Coordinator for the National Capital Area; Overseas; Greater New York; Chesapeake Bay Area; Ohio; Hawaii-Pacific; South Central Virginia and Albemarle Bay; Eastern Pennsylvania and Southern New Jersey; and Sunshine (southern Florida) campaigns. Strategic management and fundraising implementation in these nine CFC zones resulted in more than \$52 million raised for those in need.



Global Impact has been a great resource to our Robinson Cares Committees! By leading informational trainings, our committees were inspired to think creatively about how to drive greater engagement through their workplace volunteer and giving activities.

RACHEL SCHWALBACH

Director of Corporate Responsibility





— Lines of Business Highlights

— Finance & Business Services

▶ SUPPORTING EVERYDAY DONORS AND COLLECTIVE GIVING

Distributed more than \$450,000 to over 250 charities from individuals and giving circles using Growfund, Global Impact's no minimum contribution donor-advised fund platform. Seventy-three new giving circles joined Growfund for Giving Circles, a program specifically designed to support collective giving.

▶ HELPING MANAGE NONPROFIT BOTTOM LINES

Grew portfolio of nonprofit clients receiving comprehensive financial services by 66% as part of Global Impact's integrated service offerings. Clients included leading organizations in global health, education and corporate volunteerism.

2019 Financials

STATEMENT OF FINANCIAL POSITION

Total Assets	\$22,921,086
Total Liabilities	\$18,508,551
Total Unrestricted Net Assets	\$4,412,535
Total Liabilities and Net Assets	\$22,921,086

SUMMARY OF TOTAL CONTRIBUTIONS AND REVENUE

Total Contributions	\$67,064,595
Giving for International and Domestic Assistance Programs	\$43,844,653
Workplace Giving	\$15,905,536
Funds Program	\$4,928,319
Donor-Advised Funds	\$2,248,796
Other Contributions	\$137,291
Other Revenues	\$8,500,112
Subtotal	\$75,564,707
Managed Combined Federal Campaigns	\$52,075,713
Total Contributions and Revenues Raised	\$127,640,420

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

STATEMENT OF DISTRIBUTIONS AND OPERATING EXPENSES

Total Distributions to Charities	\$118,334,608
Managed Combined Federal Campaigns	\$52,075,713
Other Distributions for International and Domestic Assistance Programs	\$43,844,653
Workplace Giving Campaigns	\$15,256,047
Other Fund Distributions	\$4,909,399
Donor-Advised Funds	\$2,248,796
Total Program Expense	\$7,477,099
Campaign Solutions	\$4,587,064
Partner and Programmatic Solutions	\$2,890,035
Total Support Services Expense	\$1,801,100
Management and General Fundraising	\$1,702,959
	\$98,141
Total Program and Support Services Expense	\$9,278,199
Administrative Fee Rate on Operating Expenses	12.3%

FEE STRUCTURE FOR WORKPLACE GIVING PARTNERS

Global Impact's fee structure is based on a formula that enables us to cover the costs of fundraising on behalf of our charity alliance partners within more than 300 public and private sector campaigns. Global Impact rates vary based on individual agreements with partners and overall expenses and projected revenue. Fees for the 2019 campaign season fell between 10%-24%. Application and listing fees required by the Combined Federal Campaign may be invoiced upfront or collected through funds raised as authorized by each charity.

Board of Directors

STEVE POLO

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NANCY KELLY

Board Vice Chair

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Board Secretary/Treasurer

KENNETH SCHANER, ESQ.

General Counsel

SCOTT JACKSON

President and Chief Executive Officer

TIM BLOECHL

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KATHRYN COMPTON

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M. MOUCTAR DIALLO

PETER GRANT

STAN HARRELL

VEENA JAYADEVA

SARAH DEGNAN KAMBOU

CAROL RIEG

ANITA WHITEHEAD

DAVID WU

EDWARD ZELLEM

Executive Leadership

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President and Chief Executive Officer

VICTORIA E. ADAMS

Vice President of CFC Administration

LUIS GUARDIA

Chief Business and Financial Services Officer

KATHLEEN LOWENTHAL

Vice President

STEPHANIE SCHOLZ

Vice President of Human Resources

CINDY WILLMANN

Vice President of Operations
and Special Initiatives



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