



# Annual <sup>2020</sup> Report

charity.org

The background features several thick, curved stripes in shades of green and white, creating a dynamic, modern look. The stripes curve from the top left towards the bottom right.

# **Charitable Ventures for Greater Giving**

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**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.

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

**Collaborative  
Innovative  
Transformative  
Inclusive**

**SUCCESS BY  
THE NUMBERS**

**\$119M**

Influenced  
or raised  
in 2020

**\$51M**

Raised for  
COVID-19  
relief

**\$1.9B**

Raised  
since  
inception

# 18

High Impact  
Funds

# 226

Public and private sector  
workplace partners

SUCCESS BY  
THE NUMBERS

# 55

Fiscal  
sponsorship  
clients

# 91

Charity  
Alliance  
partners

# 25

Advisory  
services  
clients

# 150

Grants totaling \$3.34M made  
from the Girls First Fund

# 66,522

Speed School  
beneficiaries

“ Our Global Impact advisory team has been thoughtful, responsive, and shown a real agility to help me articulate our organization’s vision and fundraising goals. As I’ve been building out our fundraising strategy, the team has provided valuable insights about **how to make a compelling case** and match our ideas with foundation priorities. ”

**Margot Fahnstock**

Vice President  
Strategic Development  
Medicines360



# New Brand Identity Unveiled

One of the most visible and exciting highlights for Global Impact was the reveal of our new branding, website, and blog. As our new tagline – Charitable Ventures for Greater Giving – demonstrates, we refreshed our online presence to better showcase the work of our staff, partners and clients. Our logo, tagline, overall branding and messaging have changed to truly reflect our role as a trusted advisor, intermediary and implementing partner to the nonprofit, private and public sectors.



# Global Impact and Geneva Global Join Forces

In October 2019, Geneva Global and Global Impact, both leaders in the global philanthropy and social impact marketplace, joined forces.

Geneva Global now operates as a business unit of Global Impact. Together, the combined organization offers a full continuum of services across the philanthropic spectrum, from fundraising and employee engagement, to in-country program design and delivery.





# Responding to COVID-19

Global Impact has been working to support our partners across the nonprofit and private sectors in the face of the pandemic.

In March 2020, we launched the [COVID-19 Relief Fund](#). Between launch and June 30, 2020, it raised more than \$51 million to support nonprofits across the globe providing critical relief and continuing other vital services. Continuing our legacy of thought leadership and impact research, Global

Impact released the [COVID-19 Regulatory and Response Matrix and Summary Report](#) in June 2020 with support from KPMG LLP. The report is a compilation of research detailing international giving in the time of COVID-19. In addition to the fund and research, we have served the philanthropic sector with a [plethora of resources](#) for responding to the pandemic including blog posts, toolkits and webinars.

“ Global Impact is always reliable, with excellent resources and a helpful and committed staff. They are an integral part of our annual campaign and are **always willing to step up.** We look forward to a continued partnership with them on future campaigns. ”

**Board Member**

Illinois SECA

# Fiscal Sponsorship Clients Fundraising in Unprecedented Times

Our Fiscal Sponsorship services provided fantastic opportunities for Global Impact to help charitable enterprises kick-start their work and make an impact. In fiscal year 2020, we brought on 10 new fiscal sponsor clients, impacting

causes from conservation to social justice. Our fiscal sponsorship services benefit organizations of all sizes and clients range from individual giving circles to Gates Philanthropy Partners, which raised more than \$1.2 million in fiscal year 2020.

# Going the Distance with Action Against Hunger

Serving in various private development capacities for Action Against Hunger, our staff had the humbling opportunity to accompany this longstanding partner to Ethiopia and Kenya in February to collect feedback on fundraising priorities. In the wake of COVID-19, shortly after the field visits, we were well positioned to advise Action Against Hunger on a multimillion-dollar emergency relief fund, craft the narrative between hunger and COVID-19, and engage deeply in the stewardship of donors.



# Global Philanthropy Powered by Foundations

Geneva Global's work continued to make powerful change around the world with foundations of all sizes. Geneva Global partnered with the BAND Foundation to drive epilepsy awareness and treatment in sub-Saharan Africa by developing a toolkit to support epilepsy advocates in the region. In reaction to

the COVID-19 crisis, Geneva Global supported some of the world's largest philanthropists and foundations to protect the world's most vulnerable people, contain the virus, research possible treatments, minimize societal and economic impacts and develop and democratize access to a vaccine.

# Supporting the Federal Community Through the Combined Federal Campaign

Global Impact provided critical leadership for the 2019 Combined Federal Campaign (CFC) as the National Marketing Outreach Coordinator, as well as the Outreach Coordinator for nine local campaign zones. Strategic management and fundraising implementation in these nine CFC zones resulted in more than \$50 million contributed by the federal community for those in need.



# Inspiring Greater Global Giving in the Workplace

The Campaign Engagement team had another successful year, working with our Charity Alliance partners to generate over \$16,000,000 in raised and influenced contributions. Achieving this total was made possible by attending nearly 200 events across the country and promoting new tools, such as our campaign video that inspired greater giving to global causes. At the onset of the COVID-19 pandemic, our team rapidly adapted to increasingly remote workplaces and began preparing the Virtual Employee Giving Hub to support workplace giving campaigns transitioning to a virtual environment.



# Caring for Employees Through Tough Times

Global Impact expanded its Employee Assistance Program work in exciting ways in fiscal year 2020, helping our partners assist their employees through disasters of all kinds. We built custom web solutions for two new clients, the Avery

Dennison Foundation and the Columbia Hospitality Cares Foundation, reaching thousands of staff. Notably, the Avery Dennison Foundation program was launched in 15 languages to support employees in 57 different countries.



# Enabling a Community of Donors Through Growfund

Growfund, a no-minimum donor-advised fund, continued its commitment to the democratization and expansion of philanthropy by contributing data to the Women Give 2020 Report, produced in partnership with the Indiana University Lilly Family School of Philanthropy. The report explored the

intersection of gender, technology and giving in order to better understand how women and men use technology for good. Additionally, we created timely and important giving opportunities that Growfunders can support, including the COVID-19 Relief Fund and Standing for Racial Justice Fund.

# Outsourced Financial Services Through Fiscal Agency

The fiscal agency team successfully navigated the tumultuous second half of the year without any disruptions to our services, allowing partners such as the Global Health Council to process additional contributions in support of their work around COVID-19.

Our team worked to provide payroll to U.K.-based client staff, enhance our grant management and reporting capacity, and assist in guiding a new philanthropic entity, Panorama Global Fund, from inception to full 501(c)(3) status.

# Children Around the Globe Benefit from Speed School

Geneva Global's expertise in in-country implementation was on full display this year through their work with Speed Schools, a program that provides accelerated learning to out-of-school children to enable them to catch up with their age peers and enter the formal school system. The Speed School program is a proven success, having benefited more than 66,000 individuals in the last year alone. This year, Geneva Global accelerated government adoption of the program by supporting governments in both Uganda and Ethiopia to deliver and pay for the program, creating opportunities for long-term sustainability.



“ Global Impact has been a wonderful resource and collaborative partner for our campaign team. Their innovative ideas, willingness to customize materials, and thoughtful preparation ensured that we had **impactful and interactive information** for employees and motivating online meetings for our coordinators! ”

**Deana Gordon**

Public Sector Director  
Combined Charitable Campaigns

# Statement of Financial Position

<b>Total Assets</b>	<b>\$78,363,754</b>
<b>Total Liabilities</b>	<b>\$74,182,709</b>
<b>Total Unrestricted Net Assets</b>	<b>\$2,546,545</b>
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<b>Total Liabilities and Net Assets</b>	<b>\$76,729,254</b>

# Statement of Total Contributions and Revenue

<b>Total Contributions</b>	<b>\$106,632,097</b>
Giving for International and Domestic Assistance Programs	\$24,905,019
Workplace Giving	\$16,219,422
Funds Program	\$62,245,173
Donor-Advised Funds	\$2,884,720
Other Contributions	\$377,763
<b>Other Revenues</b>	<b>\$12,214,111</b>
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<b>Total Contributions and Revenues Raised</b>	<b>\$118,846,208</b>

**NOTE:**

This analysis reports contributions before shrinkage and third-party expense.

# Statement of Distributions and Operating Expenses

<b>Total Distributions to Charities</b>	<b>\$105,711,571</b>
Other Distributions for International and Domestic Assistance Programs	\$24,905,019
Workplace Giving Campaigns	\$15,681,810
Other Fund Distributions	\$62,240,123
Donor-Advised Funds	\$2,884,619
<b>Total Program Expense</b>	<b>\$8,812,109</b>
Campaign Solutions	\$3,455,423
Partner and Programmatic Solutions	\$5,356,686
<b>Total Support Services Expense</b>	<b>\$6,251,716</b>
Management and General	\$6,174,910
Fundraising	\$76,806
<b>Total Program and Support Services Expense</b>	<b>\$15,063,825</b>
Administrative Fee on Operating Expenses	8.5%

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Vice President of Operations  
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LEADERSHIP

Board of Directors  
and Executive Leadership  
as of November 2020

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