



# 2009-2010 Impact Review



**Givolology**  
give to learn, learn to give

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As an online giving marketplace for education, Givology connects you to innovative grassroots education initiatives throughout the world.



## Letter from our CEO

Dear Givologists,

We've come a long way since our launch, now more than two years ago. Each day, our field partner network, volunteer base, and donor community continues to grow. As we forge new connections across the globe, we inch closer to our shared vision: making access to education a right for any child.

I'm very proud to announce our 2009-2010 impact. In two years of operations, we have raised approximately \$111,707 to support over 2,635 students in 19 different countries through 30 grassroots partners. Our organization has 4,000+ supporters on Facebook, Linked-in, and Twitter, 1,400+ registered donors, 12 chapters started at universities, high schools, and various cities, 30 core team members and 90 volunteers globally. Notably, we received the Intelius Award for "Best Student-Run Social Enterprise", received a "Top Education Non-profit" rating from GreatNonprofits, and won a significant Google Grant Award, in addition to being selected once again as one of the "Top 100 Student-Run Enterprises in the United States" by the Kairos Society for Entrepreneurship. As we formed new connections through social media, we were extremely pleased to be featured in Nicholas Kristof's inspiring book *Half the Sky*, *Vivanista*, *New York Times*, among other print and media sources.



Numbers, however, fail to capture all the individual stories that form the heart of Givology. This December, I was fortunate to travel to Uganda to visit the Circle of Peace School, one of our partners. In witnessing firsthand how the money Givology raised enabled the construction of classrooms and provision of scholarships for children from the rural villages, I felt humbled by the dire need, yet moved by how every little bit made a difference. Each of our partners has a unique story to tell. From post-earthquake school reconstruction in Haiti and teacher training in Pakistan to library construction in rural India and student scholarships in China, we're dedicated to connecting you – our donor network – with innovative, community-driven projects and education causes. We take our motto, "Learn to Give, Give to Learn" very seriously. Everyone has something to share – no contribution is ever too small!

In reviewing this last year, we want thank our community, volunteers, and supporters – our work would be impossible without your contribution, dedication, and time. As always, our philosophy is of commitment to continuous improvement. If you have any feedback or suggestions, please contact me at [joyce.meng@givology.org](mailto:joyce.meng@givology.org) – we'd love to hear from you.

With Warmest Regards,



CEO and Co-Founder, Givology



## Overview of Givology

### Vision

#### *Give to Learn, Learn to Give.*

Around the world, more than 115 million children of primary-school age are not in school, and even more do not have the opportunity to pursue secondary school or higher education. Poverty is one of the principal causes. Givology's primary vision is to eliminate market inefficiencies and financial barriers to obtaining and improving education by maximizing the impact of every dollar of donation.

The transformational powers of knowledge and a good education are undeniable. However, for many children and adolescents around the world, both the quality of education and the ability to go to school are compromised by financial constraints. Often times, families may have difficulty affording school fees or the cost of supplies, or may simply need to keep children working to contribute to the family income.

At Givology, we believe education is the single most important and sustainable resource for individual empowerment, advancement, and poverty alleviation. Givology democratizes philanthropy by allowing any Internet user to impact the lives of students in need of educational assistance. It's not just about making a donation, but rather, engaging with education as cause and making giving an *active act*. We truly care about the community aspect – of blogging, messaging, writing letters, tracking your impact, and participating in an ongoing dialogue on creative ways to empower children throughout the world.

Givology is a means by which any Internet user who wishes to support basic education abroad to confidently give – to give quickly and directly, to give with an understanding the recipient he chooses will receive 100% of the amount, to give with an expectation of informational transparency.

### Mission

#### *Leveraging small donations to make a difference.*

Givology is an Internet online marketplace that empowers individual donors to connect with students and communities in need of financial aid to continue education or improving on education. Givology's project and student scholarship grants are pre-screened, monitored, and delivered by local grassroots non-profit organizations and schools. We post grant profiles that meet the highest standard of impact per dollar, quality of education delivery, and social return. They are all less than \$500, and the small denomination of both the donations and the size of requested grants enable a quick turnaround of funding and disbursement.

By leveraging the Internet to support education for students and projects, Givology simultaneously creates a global community of people connected through their belief in the power of education. A secondary mission of Givology is to create a social web, irrespective of geographical boundaries, that encourages dialogue among our non-profit partners, donors, beneficiaries, and the Givology team of executive members, chapters, fellows, and volunteers.

In developing and developed worlds, education can be a means to level the playing field and tighten the gaps in opportunity and quality of life. Givology expands the notion of transparent philanthropy and introduces efficacy into the closing of the education and knowledge divides.



Children having fun on the playground during recess (China)



## Our Model of Giving

Givology is founded on the principle that donors should always have the right to not only choose their cause, but to also have a proactive involvement in the tracking of their contribution, regardless of size. Through Givology's web interface, any Internet user can browse student and project profiles, as well as read student and project blog updates, containing photographs, scanned letters written by students, academic transcripts, and videos. Afterwards, by registering on the site and adding money to an online wallet, Internet donors can choose to allocate their funds in the way they prefer. Likewise, Givology works with innovative grassroots education organizations, many without any online presence, in the developing world to raise awareness and funding for student scholarships and education projects that would otherwise escape the attention of prospective donors.



Grassroots mobilization work by the Asha Foundation (India)

The most unique aspect about Givology is our ability to facilitate **one-to-one connections** between donors and students. Through Givology's messaging system, donors can send students a letter of encouragement and ask about their lives, their aspirations, and the challenges they face. On a regular basis, Givology aggregates and prints out letters from donors and sends a package to our partners, who will deliver messages directly to the student. Once the student responds, Givology then scans and uploads student responses to their blog. Through online giving teams and web messaging, Givology connects Internet users in the developed world to rural villages and students far across the world. It is not just the financial contribution that makes a difference in a child's life – rather, it is your direct encouragement in helping them overcome the challenges they face through letters and communication.

Our model of giving is summarized below:

1. **Givology partners with credible, community-based non-profits and schools** that support innovative grassroots education initiatives or student scholarships in the developing world. We take pride in identifying community-based organizations that meet the highest standard of impact after conducting a vigorous due diligence process involving formal documentation, site visits, interviews, and a thorough review. In forming the partnerships, Givology targets organizations that are very locally-oriented and nimble – grassroots organizations that often lack the publicity and marketing resources of larger organizations or do not have a competitive Internet strategy for fundraising and awareness-building. Once the partnership is approved, Givology posts project and student information on the web to begin the fundraising process. Free translation services are provided to all partners. A sample project profile can be viewed here (<https://www.givology.org/~lfllearning/>), while a sample student profile can be viewed here (<https://www.givology.org/~gshen/>). Partners are asked to provide a detailed break-down of the use of funds and are committed to spending the funds as indicated.
2. **Internet donors access Givology's web-site, register an account, and browse student and project profiles.** Reading the stories and profiles of the projects and students is truly inspiring, and donors can filter the student and projects available for sponsorship among different dimensions, such as geographic locale, age, academic field, among other demographic and social variables. Donors are highly encouraged to create a complete profile on Givology and post their own thoughts to their blog to share insights and inspirations with the greater community.



3. **Through Google Checkout, donors add money to their wallet, and then can allocate money to students and projects, as well as use our innovative messaging system.** Through the web messaging function, donors can send a message to the student or project leader, asking for a progress update and the receipt of funds, or just providing a general letter of support and solidarity.
4. **Once a student or project is fully-funded, Givology sends a check to the partner organization,** which is then responsible for delivering the amount of the money to the student or the project beneficiaries.
5. **On a quarterly basis, the partner organization is responsible for providing a progress update.** Progress updates come in the form of videos, photos, letters from students, and academic transcripts, among many other forms. Givology downloads all donor messages and sends them to the student or project beneficiaries to facilitate cross-cultural communication and dialogue. Progress notifications are automatically delivered to the donors in support of that particular student or project.
6. **Givology fellows travel throughout the world, visiting rural villages, school, or project sites sponsored by Givology.** Acting as the eyes and ears of donors, fellows provide photos, videos, and commentary to supplement the project and student updates. Fellows describe their experiences in their field, bringing back their insights to the greater Givology community, while providing our partners with needed help. Fellows write in a journal and post pictures, which is all available online at our site: <https://www.givology.org/notesfromthefield/>.
7. **Givology chapters** (started at high schools, universities, local churches, etc.) **and Giving Teams serve to accentuate the social networking aspect of the site.** Chapters and teams raise money, hold local fundraising events, and help identify new partnerships that Givology should consider forming. Chapters are truly foundational to Givology – anyone can make Givology part of their local community. To learn more about starting a chapter, please visit: <https://www.givology.org/startachapter/>



Peace School students having fun during break (Uganda)

As a 100% volunteer-driven organization, we not only leverage small dollar donations to make a difference, but aggregate small time donations by our network of supporters to further our cause. From translation and web design to partnership support and blogging, Givology has over 90 members contributing to our philosophy of microphilanthropy for education”

### Technology in Rural Villages

Malcolm Gladwell once wrote, “Poverty it is not deprivation. It is isolation.” Hence, if poverty is isolation, shouldn’t the solutions to poverty focus on connecting people?”

Many of the students and villages Givology sponsors are not connected to the Internet. As donors can read in the student profiles, students expressed a desire to understand the world beyond their village. In 2011, one of our goals is to provide each sponsored student or school with a computer, web camera, digital camera, and Internet connection. By providing these technological resources, students have access to better learning materials and the opportunity to expand their horizons beyond the village, thus increasing their overall sense of self-empowerment and available opportunity. Likewise, the provision of these resources enables students and schools to connect to Givology’s community itself and provide updates directly, rather than through the





La Vallee students in class (Haiti)

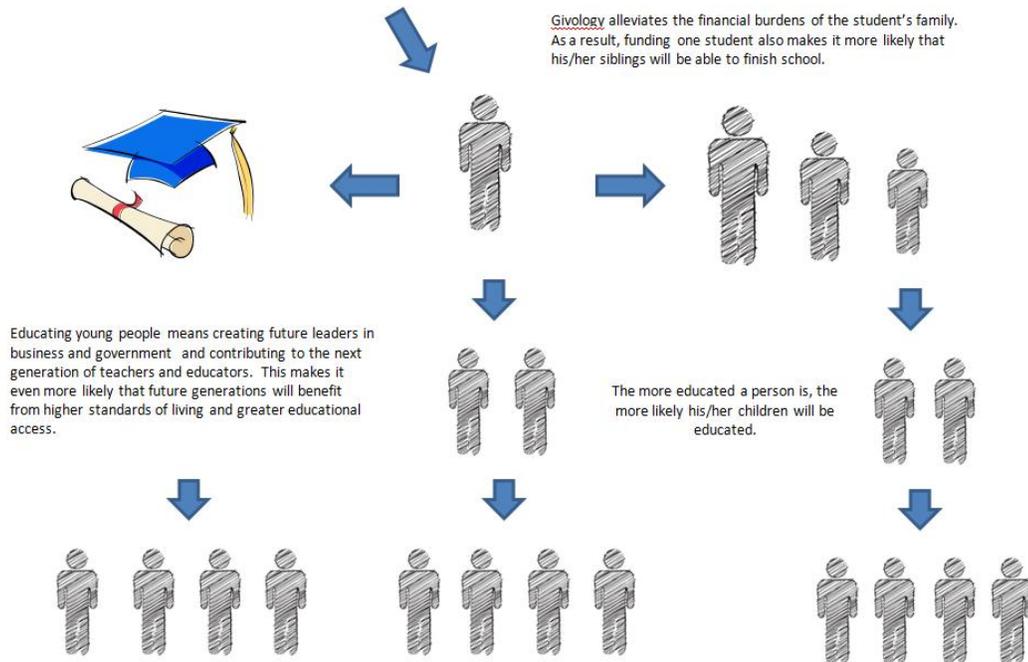
partner organization, creating a global community in support of the transformative potential of education. We emphasize technology education in the projects and partners that we support, from our support of Turning Point Trust's e-book project in the slums in Kenya to Technology Education Crossing Culture's (TECC) computer training in rural China.

One key feature of Givology is that sponsored students and villages become cognizant that their support comes from people across the world, connected through the Internet by a common vision in the importance of education. Even though the recipients of Givology's funding may be located in very isolated areas, they find themselves suddenly uplifted by a new global community of supporters. In essence, Givology sends the message that location and financial condition should not isolate talented

students from the pursuit of knowledge and self-improvement. The Internet enables a new form of 1:1 connection between donor and student.

### Theory of Change

Givology democratizes education philanthropy through the Internet, and mobilizes the collective impact of many small donations in breaking down educational barriers in the developing world. More specifically, Givology-sponsored students can attend school, which leads to personal development and more career options upon graduation. Givology projects also help to increase quality of education through teacher training, library building, and school renovation. Educated families are more likely to send their children back to school, creating "intergenerational educational benefits". On the donor end, Givology hopes to create a movement that integrate education advocacy, giving and personal connections in the donor community.



## Year in Review

The following table summarizes our total impact to date since inception. We are pleased to announce that in two years of operations, we have raised approximately \$111,707 to support over 2,635 students in 19 different countries through 30 grassroots partners. Our organization has 4,000+ supporters on Facebook, Linked-in, and Twitter, 1,400+ registered donors, 12 chapters started at universities, high schools, and various cities, 30 core team members and 90 volunteers globally. Notably, we received the Intelius Award for “Best Student-Run Social Enterprise”, received a “Top Education Non-profit” rating from GreatNonprofits, and won a significant Google Grant Award, in addition to being selected once again as one of the “Top 100 Student-Run Enterprises in the United States” by the Kairos Society for Entrepreneurship. As we formed new connections through social media, we were extremely pleased to be featured in Nicholas Kristof’s inspiring book *Half the Sky, Vivanista*, *New York Times*, among other print and media sources.

<b>GIVOLOGY'S IMPACT</b>	<b>AS OF 9.30.10</b>
<b><i>Our Impact</i></b>	
Online donations	48,968 <sup>1</sup>
Proceeds from fundraisers	47,459
Total Funding Raised	111,707
Fully Funded Students	82
Fully Funded Projects	17
<b><i>Our Network</i></b>	
Chapters	12
Donors	1,409
Interns	17
Fellows	6
Volunteers	90
<b><i>Our Partners</i></b>	
Number of Partners	30
Number of Countries Reached	19
Number of Students Scholarships	135
Number of Projects	25
<b>Total Impact (Number of Students Helped)<sup>2</sup></b>	<b>2,635</b>

2009-2010 was a transformational year in many regards as we learned from our experiences in our first year of operations, and embarked on an aggressive growth plan. Now that we have two full years behind us, we have matured as an organization, extending our geographic reach and impact footprint.

<sup>1</sup> This figure does not fully match with the “total impact” count on our website because it includes general cash donations on the website and cash remaining unallocated in user accounts (ie: donors who made payments to wallet, but did not select the beneficiary). The “total impact” account on our website only considers payments to wallet that have been allocated to specific students and education project grants.

<sup>2</sup> Conservatively assumes that each project benefits an average of 100 students (see individual project profiles for the detailed count)



## Global Impact

The map below shows the locations of our Givology partners, extending across Latin America, Africa, and Asia. Each year, we hope to further grow our network of field partners, supporting innovative grassroots education initiatives one village at a time. More details about our field partners and education initiatives can be found below. Currently, our partners work in the following 19 countries: Argentina, Brazil, China, Colombia, Ghana, Guatemala, Haiti, India, Indonesia, Kenya, Mali, Pakistan, Paraguay, Peru, Rwanda, Senegal, Sri Lanka, Uganda, and Zimbabwe.



The main hub of our Givology team is based in Philadelphia at the University of Pennsylvania campus, but our core team members span across the United States, from California to New York. Our donor network is highly global, with supporters across North America and Europe. Notably, we have identified a particularly positive trend of donors registered in countries in which our local partners operate.

Our philosophy at Givology is that the spirit of giving and community transcends boundaries. Even if a student resides in an isolated rural village, he or she can connect to global supporters and feel integrated. As Malcolm Gladwell once wrote, "Poverty it is not deprivation. It is isolation." Hence, we make it our mission to foster these connections, one student and one community at a time.



## Our Field Partners

Givology partners with leading grassroots non-profit organizations, local communities, and schools to sponsor education grants and innovative community-based education projects. Through our website, you can read about these initiatives and scholarships, and choose which causes to adopt as your own. The formation and management of partnerships constitutes the backbone of Givology's impact, and more importantly, the foundation of our credibility. Since our partners are responsible for disbursing the funds to the student and project and providing periodic progress updates from the student and project, Givology requires that potential partners meet a high standard of accountability.

The table below lists some basic information about our 30 partners in 19 countries.

Name	Countries	Notes
<b>Ahead Energy</b>	Uganda	Givology supports the installation of solar panels through a "light for learning" project
<b>Asha Samajik Vidyalaya</b>	India	Givology provides funding for the Gonwara community center, which offers extracurricular activities and support classes for students
<b>Beijing Western Sunshine Foundation</b>	China	Givology funds student scholarships for students from rural villages hours outside of Beijing, as well as support for library construction, teacher training, and funding of a kindergarten learning center
<b>Circle of Peace School</b>	Uganda	Givology funds student scholarships for orphans and disadvantaged children from the village, as well as raising funding for the relocation of the Lower Campus and the purchase of land for expansion
<b>Educate!</b>	Uganda	Givology provides scholarships to young leaders in the community to enable them to complete their education and contribute back to their local community in turn
<b>Emmaus Road Foundation</b>	Colombia	Givology funds student scholarships of students supported by the Emmaus Road Foundation Network. Read the letters from the students online!
<b>Evershine Foundation for Education</b>	India	Givology provides student scholarships to elementary school children at this free English-language private school for disadvantaged children
<b>Flying Kites</b>	Kenya	Givology supports the holistic education of orphans at Flying Kites' Kinangop Children's Center
<b>Free the Children</b>	Kenya	Givology provides funding for a school lunch program to improve school attendance and concentration
<b>Give Opportunity</b>	Argentina	Givology provides scholarship assistance to high performing, but needy students
<b>Global Peace Exchange</b>	Rwanda	Givology supports an English Education program at Bukomero Primary School



<b>Keframa College</b>	Uganda	Givology provides scholarships for secondary school students in this school in war-torn northern Uganda, aiming to provide comprehensive care
<b>La Vallee Community</b>	Haiti	Givology provides scholarships for elementary and secondary school children. Post-earthquake, Givology mobilized efforts for school reconstruction. La Vallee currently requires funding for the construction of a school kitchen to enable food donations from the World Food Program.
<b>Nanubhai Education Foundation</b>	India	Givology funded the construction of a library and the purchase of books
<b>Ouelessebougou Alliance</b>	Mali	Givology raises funding to repair and refurbish the Solo Village School
<b>Peach Foundation</b>	China	The Peach Foundation was our first partner. Givology completed two full rounds of funding for Peach Students, selected from rural villages based on financial need and academic aptitude. The letters from Peach School students are truly inspiring!
<b>Phelex Foundation</b>	China	Givology funded the purchase of poplar trees, which were planted by the community. Sales of poplar products are used to fund the repair and refurbishment of a local village school
<b>Schools for Asia Educational Foundation</b>	Sri Lanka	Givology provides support for the Beacon Hill Academy, a school created to provide the youth of the area intensive English training and vocational development
<b>Seeds of Africa</b>	Zimbabwe	Givology recently entered into a partnership to provide scholarships to students who demonstrate great academic potential, but high financial need
<b>Sheed Society</b>	Pakistan	Givology funds teacher training programs, aiming in particular to support girls' education
<b>Skip Peru</b>	Peru	Givology funds student scholarships, and a primary education program designed to combat the structural violence of poverty in the local community preventing access to education
<b>Solar Meninos de Luz</b>	Brazil	Givology funds administrative support for a philanthropic school operating in the favelas (slums) of Rio de Janeiro
<b>Starfish One by One</b>	Guatemala	To support the work of our newest partner, Givology provides scholarship assistance to girls, as well as funding for the mentorship of the girls to ensure their empowerment and attendance of school
<b>Team Tobatí</b>	Paraguay	Givology supports student scholarships at the Instituto Cultural Reinaldo Macchi, designed to



		delivery high-quality education to the region's rural villages
<b>Technology Education Crossing Cultures</b>	China	Givology supports the purchase of books for a library and an extracurricular program to empower the children of ethnic minorities who suffer discrimination in the city education system
<b>The World is Just a Book Away</b>	Indonesia	Givology supports library construction in mud-slide affected rural Indonesia
<b>Turning Point Trust</b>	Kenya	Givology funds a rehabilitation program for street children and an innovative ebook learning project designed to promote technological competency
<b>VIDA</b>	Ghana	Givology raises funding for the Queen Esther School in the form of supplies
<b>Women for Girls</b>	Senegal	(Pending) Givology is in discussions to provide scholarship support for girls in rural Senegal
<b>Yonso Project</b>	Ghana	As a new partner of Givology, the Yonso Project provides student scholarships and education support

### Becoming a Partner

In creating a community of giving, we provide a variety of services to grassroots partners. The benefits of becoming a Givology partner are multifold - we open up a substantial new source of funding for our partners' operations from both online and offline sources, spread awareness about our partners' progress and initiatives through social media and blogging, assist in the recruitment of volunteers and interns, connect our partners to chapters, and aid in social impact monitoring and analysis. Since we have access to a broad base of Internet donors, our partners benefit from our P2P platform and numerous marketing and fundraising activities. In addition, we provide translation support. In return, all that we ask for are regular updates about the progress of the student or project to inform our donor base about the impact of their contribution.

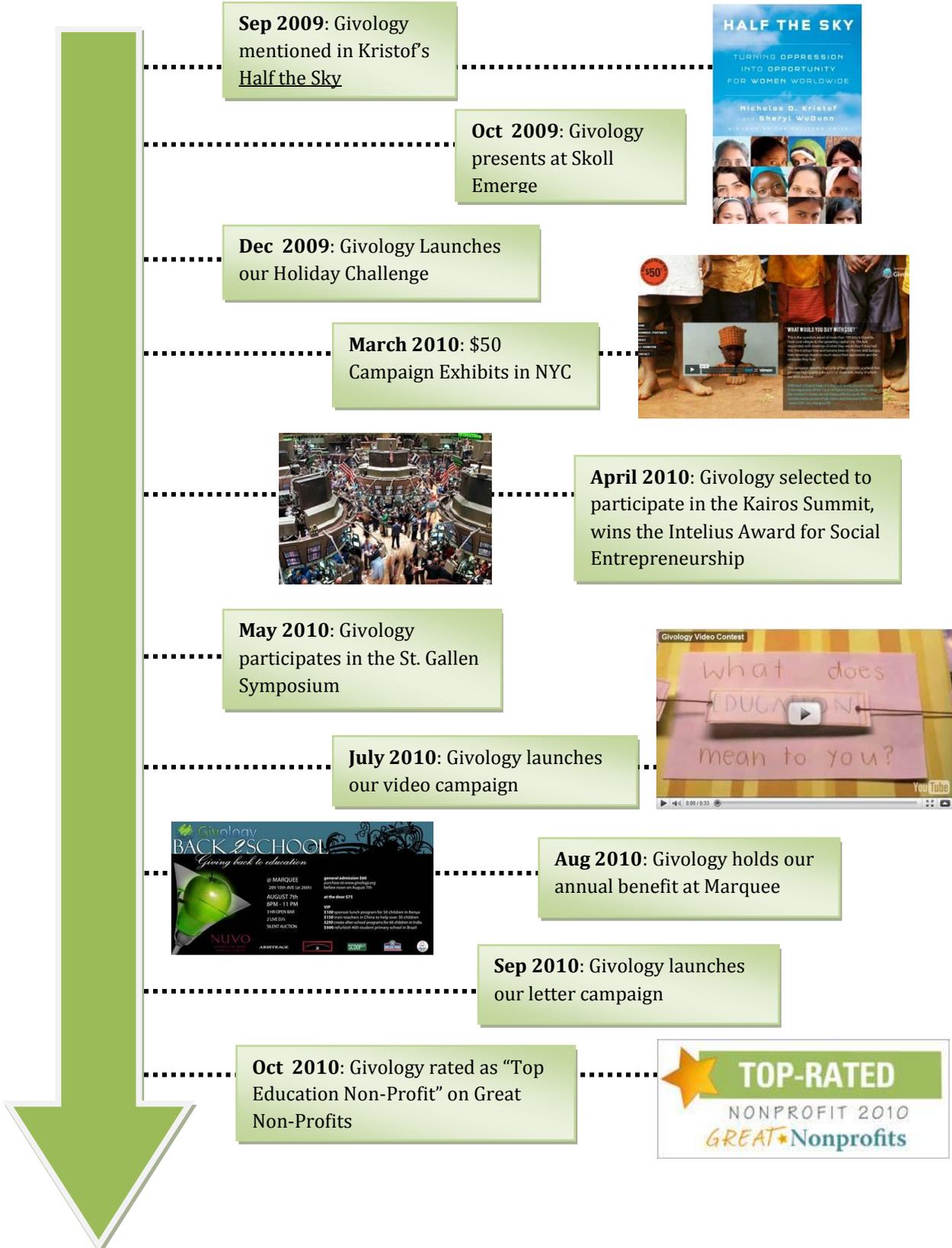


Starfish One by One provides scholarships and mentoring to girls in rural villages (Guatemala)

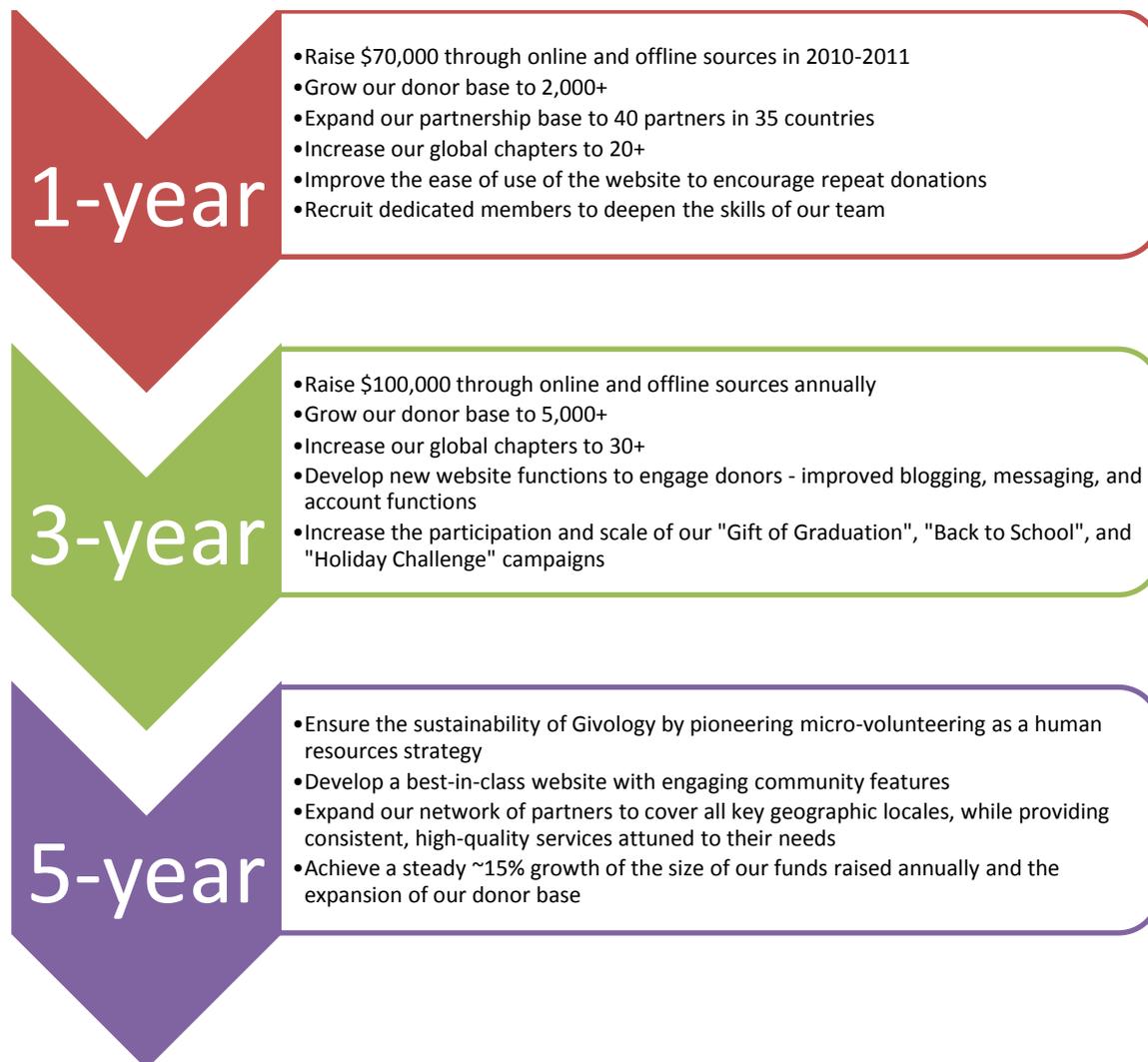
As we grow, expanding our network of partners emerges as a key priority. We encourage organizations to apply, and for our donor base to recommend potential partners that we should actively pursue. To learn more about becoming a partner of Givology, please visit the following link to download and submit an application: <https://www.givology.org/partnerships/>.



Event Highlights of 2009-2010



## Vision for the Future



Our goal is to raise over \$70,000 next year to support grassroots education projects and student scholarships. We hope to fund 200 students and 45 projects, register 2,000+ donors, contact 5,000 Twitter and Facebook followers, expand to 20 chapters, and reach 40 field partners. More specifically, Givology will focus on:

- **Increasing our network of chapters.** The Givology team wishes to build Givology through the formation of new chapters in various cities and countries in the world. Initially, the team will take advantage of its geographic dispersion to draw in those in the professional and social networks of major cities in the United States, Europe, and China. Givology will recruit a Chapter Head based on each city location. He/she will coordinate with the Executive Team to build the organization in a federated manner. At the same time, Givology will further develop its chapter model with universities and high schools that have pre-existing relationships with the team. The logistics and management of educational facility-based chapters vs. city/regional chapters will be similar.
- **Providing technology resources.** Many of the students and villages Givology sponsors are not connected to the Internet. As donors can read in the student profiles, students expressed a desire to understand the world beyond their village. One of our long-term goals is to provide each school that we



support with computers, digital cameras, and Internet connectivity. By providing these technological resources, students have access to better learning resources and have the opportunity to peer into a world beyond their village. Likewise, the provision of these resources enables students and schools to connect to Givology's donor community.

- **Expanding our letter writing campaign.** One of the most unique factors about Givology is that donors can directly message students and read their updates online regularly. Donors can form tangible relationships with the students, acting as mentors and sharing stories about one's life. Simply by telling a student a little about himself, his family, or his life, the donor is opening his mind to new ideas and inspiration. A student is less likely to become disengaged from school and drop out if she knows that people all over the world are cheering and supporting her. Givology's letter writing campaign asks for "one letter per child." A physical letter adds immeasurable elements of compassion and connectivity between the writer and student recipient.
- **Creating more videos and multimedia.** Givology is planning a series of visits to local partners to gather video footage and student interviews to provide our donor community with richer visual and audio updates. In addition, it is experimenting with holding webinars to connect schools in the developed and developing world to share ideas, aspirations, and challenges.



Class in session at the Evershine Foundation (India)

- **Expanding our channels of funding.** In addition to online donations and fundraising, Givology is looking into launching a related social business, of which 100% of the profits are donated to support Givology sponsored students and projects. Sustainability is a core focus. In addition, Givology is actively working to start and expand chapters across the world to get more students and professionals engaged in our efforts. The growth of Givology chapters broadens our network of active supporters and provides Givology local community support, from fundraising and translation to advocacy and outreach. Givology also hosts events in order to increase marketing and fundraise for various students and projects. Ideas from events are generated through the executive team or individual chapters. Givology's events thus far have ranged widely in scale. For instance, in August 2009 and 2010, Givology held a launch event in New York City at Marquee and raised \$12,300 and \$4,300, respectively. On the other hand, chapters have been successful in implementing microfundraisers on their individual campuses. Givology plans to continue various channels of fundraising to diversify our sources of income.

- **Growing our supporters, users and donor base.** With respect to our online platform, the target is for Givology to grow its student and project profiles at an increasing rate, keeping pace with the volume of dollar donations from its donor base. For the year 2010-2011, the goal is to reach \$70,000 in funded student grants and projects and 2,000 donors in the Givology online community. Givology also intends to create a wider net of Giving Teams, in which many individuals are able to sign up together and donate. The goal is to have 50 giving teams registered by year-end 2011.
- **Improving our volunteer program.** Givology volunteers are indispensable assets to our work. As a 100% volunteer-driven organization, Givology depends on a network of global supporters to help us grow, forge new connections, and make an impact. Givology will streamline the volunteer program to better accommodate the schedules of a wide variety of people as well as the unique skill sets of people. Interested parties are asked to send their resumes as well as volunteer interest forms to Givology. Givology then assesses organizational needs as well as the potential volunteer's interests and skills. The volunteer will then be placed in contact with a specific Givology Core Team Member that will work with



the volunteer on the assigned project. Bi-weekly, Givology will send out a volunteer newsletter to update our volunteers on what Givology is working on and what projects need volunteer help.

- Optimizing our website and services.** Givology is an online-based platform that will continue to innovate on design and functionality. The Givology team plans to increase the speed of transactions and reduce its dependency on fee-based processing service as we have recently obtained tax exemption status (i.e., Google, Paypal). By building blogging and messaging capabilities into the site, Givology intends to further advance such capabilities in the future through offering additional file uploading capacity, text messaging, and cross-linking with other online social networking sites. Moreover, we place high priority on improving the services available on our website by adding more dynamic features, such as enhanced blogging, messaging, and account functions.



Givology supported teacher training programs (Pakistan)

## Target Affiliates



Street children get a second chance (Kenya)

Although Givology hopes to capitalize on small scale, individual donations - the largest form of charitable giving - Givology also plans to diversify its donor base by forming partnerships with corporations and institutional supporters. Givology is currently working on expanding sponsor outreach initiative to bring more monetary and in-kind donations. In 2010-2011, we plan to focus on smaller businesses from personal networks and social-impact media channels to create mutually beneficial relationships. An example of success was Givology's partnership with Khaya Cookie Company, a for-profit social enterprise, who pledged to donate 10% of online orders marked "Givology" to Givology last winter. As Givology matures, we look forward to connecting with corporations that would be able to provide us with pro bono services, such as flight mileage, international shipping, and management consulting services.

Givology also targets high schools and universities to start Givology chapters, which are groups led by students that support the mission of Givology. Chapters engage the local community by hosting public awareness events, raising donations for Givology students and projects, and participating in Givology-wide initiatives and campaigns. Through chapters, Givology is able to tap into networks that are removed from our current audience, expand our geographic presence, and circulate new ideas

and feedback. The chapter program officially launched in 2009 and since then has successfully created 3 regional chapters, 11 university chapters, and 5 high school chapters. Givology has made a comprehensive chapter guidebook and an application available on our website, and we continue to receive chapter applications on a regular basis.

## Key Success Factors and Risks

Givology's success depends on several key factors. First, donations and grants are the power behind Givology's work as we rely on these contributions to fund partners and students. Financial support from corporations can also increase Givology's success by increasing the funds available to connect with partners. Another key factor is our commitment to transparency and openness with our partners: Givology must



maintain credibility and the assurance that donations are truly reaching students and enabling a substantial education. We also need knowledge capital, especially concerning our partners and knowing the details of how such educational institutions work with students. Such knowledge helps build strategic relationships with our partners, which ensure a long-term relationship in helping present and future students. Being able to measure and show evidence of impact is also needed to present and communicate the difference Givology is making to market to potential donors. Because Givology is completely volunteer-based, success requires staff attraction and retention. Lastly, Givology's success depends on continuous growth and development in terms of technology, network expansion, and marketing capabilities.

### Marketing Plan

For the next few quarters, Givology's outreach strategy maintains a heavy commitment to organic, grassroots-level marketing, specifically in continuing to seek real-estate for Givology via online networks, event-based marketing, media features and chapters expansion in select areas. Given that operations are still relatively small, investing heavily monetarily into professional marketing services or public relations wires may not be the most efficient allocation of resources. Though by no means "free," Web 2.0 developments in marketing platforms present a unique bracket list of important tools that will allow Givology to attain the largest increase in targeted demographic per capita invested. However, as Givology matures and achieves greater attention from partners, donors, media and corporate funders, Givology plans to start investing into professional services, including public relation wires, improved SEO tools, online advertisements, etc.



The children gather outside of Queen Esther School (Ghana)

**Online Networks:** The rapidly growing popularity of user-driven online services, including Facebook, Twitter and Youtube, has "niched" out important tools for Givology's continued growth. To best fit the organization's management and target demographic structure, the technologies that will prove most beneficial rely heavily on user collaboration and dynamic B2B and B2C interaction via online vehicles like P2P networking, collective intelligence, RSS (Really Simple Syndication), blogs and vlogs, and various social networks, especially the ones listed above. Indeed, the issue no longer revolves around the availability of Internet marketing resources, but rather the implementation of online devices in a way to reap the greatest benefits. With this challenge in mind, it's imperative to recognize that social media and other similar tools cannot be the beginning or end of any marketing effort, but must rather act as a catalyst that will work most effectively when combined with Givology's offline outreach efforts. In addition, on the micro-level, Givology must strengthen the organization's internal capabilities to make the most of the market opportunity at hand.



Reading is a pleasure for the children at the newly constructed Bajipura Library (India)

**Event-Marketing:** To raise additional funding and awareness, Givology holds events benefiting students and education projects. Events are critical to Givology's operations because they mobilize the community in support of education and are a great way for supporters and believers to connect in person. In August 2009, Givology hosted its first official event, the GivologyNYCLaunch@Marquee, which will serve as a benchmark both qualitatively and quantitatively upon which future efforts can be planned and evaluated. Due to Marquee's success, Givology recognizes the potential profitability of greatly expanding efforts in this area, planning larger and more frequently-



held events (as an initial target, around three to four times a year). Also, Givology recognizes that holding larger-scale events require a greater commitment in both human capital and monetary investment. Because engaging the larger demographic achieved through larger-scale events and maintaining a 300-to-400 percent ROI are equally important objectives, the higher implicit costs should be offset through corporate financing and sponsorship, which will entail a greater focus on developing these relationships.

**Media Features:** Givology’s innovative work has been spotlighted by some of the world’s largest media outlets, as well as local papers and online blogs across the world. Media coverage is crucial to Givology’s operations because it is in many ways direct communication with the organization’s target market, both in maintaining current relationships and developing new ones. With much greater competition for real-estate in this market, it is imperative to define the target in all public relations efforts, identifying Givology’s target market and any sub-segments and lining up publications and broadcasts within these categories. Although user-generated content has become an important outreach mechanism that is more readily accessible, mainstream press, despite being much harder to achieve, still drives significant awareness. Indeed, the names of many prestigious publications and the credibility they carry can drive significant increases in media conversion rates. Mindful of this need and aware of the limitations of its volunteer-structure within this capability, Givology highlights the importance of developing relationships with Marcomm firms that will keep its presence alive in a 24-hour news cycle and provide opportunities for pro bono advertising spaces in both traditional and online media.



The Egg a Day program by the Rural China Education Foundation (RCEF) improved school attendance and performance

### Vision for Influencing Systemic Change

Education can be a means to level the playing field and tighten the gaps in opportunity and quality of life. It also serves as a catalyzing force to alleviate poverty and disease, which are immediate challenges in developing countries. Schools provide children a safe environment where they can learn necessary life skills and receive guidance and care. Poverty is one of the principal causes. Givology’s primary vision is to eliminate market inefficiencies and financial barriers to obtaining and improving education by maximizing the impact of every dollar of donation. For many children and adolescents around the world, both the quality of education and the ability to go to school are compromised by financial constraints. Often times, families may have difficulty affording school fees or the cost of supplies, or may simply need to keep children working to contribute to the family income. Because we believe education is the single most important and sustainable resource for individual empowerment, advancement, and poverty alleviation, we wish to alleviate this problem by gathering microdonation through the Internet. Givology allows any Internet user who wishes to support basic education abroad to confidently, efficiently and directly give - with an understanding the recipient he chooses will receive 100% of the amount, to give with an expectation of informational transparency. Givology aims to revolutionize philanthropy in education from methodology to social construction.

The educational investments made by Givology benefit the community in numerous and sustainable ways. Broadly speaking, education addresses improves the health of society and increases economic output, through both expanded access and training, which is key to releasing societies from poverty. Educated girls marry later, and have fewer and healthier, children. They also earn 10-25% more in wages as more productive, highly-skilled workers, benefiting not just themselves, but the community, aggregate economy, and family. Education also provides a means by which boys may better their lives, preventing them from turning to crime, rebel groups, and terrorism. By giving the most sustainable form of aid, Givology helps to catalyze human capital accumulation and economical development in the long-run.



## Financial Summary

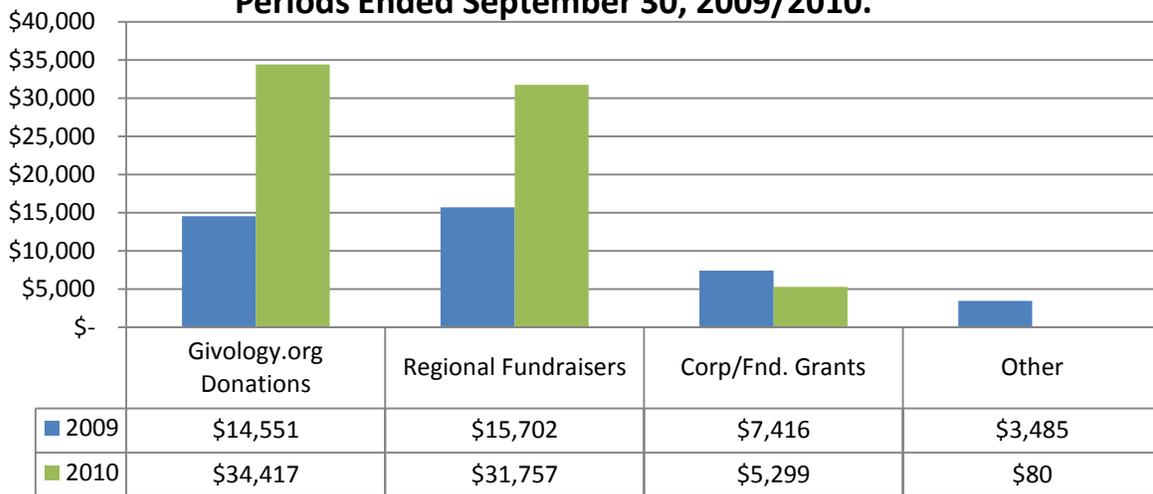
Givology's sources of funding drive from four different means:

- Online funding
- Chapters fundraising
- Core team fundraising
- Grants and corporate awards

## Sources of Funding

In its second year of operation through September 30, 2010, Givology's main sources of funding included donations made through Givology.org, revenue from regional fundraisers, and proceeds from corporate and foundation grants. In September, we were also chosen as a recipient of the Google Grants program, which will award Givology with a \$10,000 monthly Google Adwords budget and, for a limited time, free online donation processing. We expect that in the future this grant will drive increased traffic and online donations on our website, while decreasing overall transaction costs as a percentage of donations. Below is a breakdown of Givology's current sources of funding.

**Sources of Funding: Year over Year Comparison for Annual Periods Ended September 30, 2009/2010.**



**Through September 30, 2010, supporters have donated \$111,707 to Givology.** During 2010, Givology saw a notable increase in contributions from online donations and from regional fundraisers. A large portion of the increase in revenue from regional fundraisers (\$11,300) was raised by the Circle of Peace School, a partner organization and fiscally sponsored project of Givology.

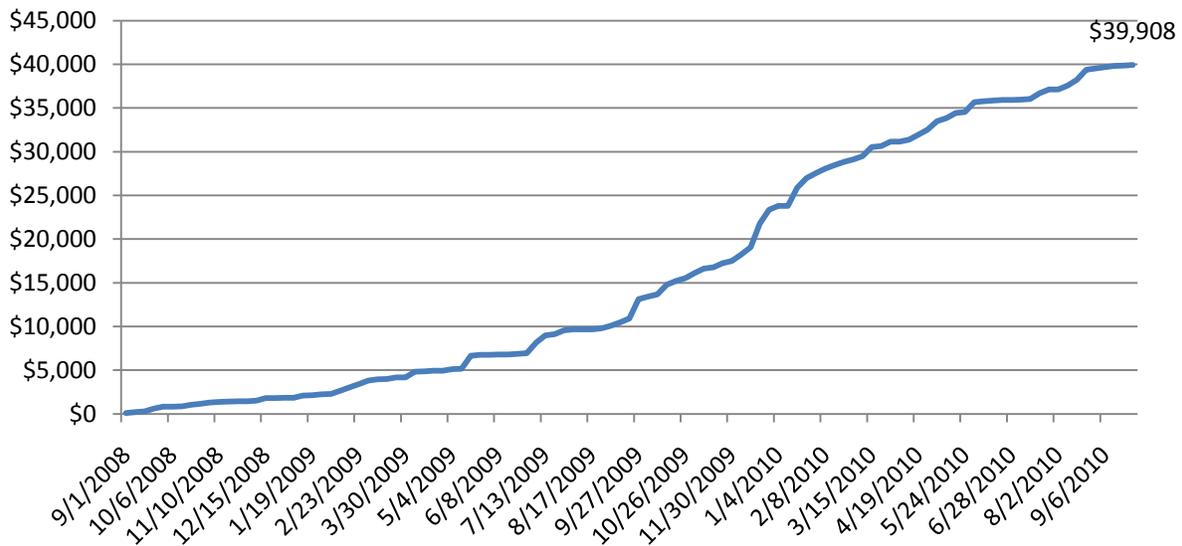
Givology was also recognized as a 501(c)(3) tax exempt organization by the IRS on February 1, 2010. The effective date of exemption is retroactive to the date of our inception, June 20, 2008. Any supporters that have questions about the tax deductibility of donations should feel free to contact us.



### Online Funds Raised through Givology.org since Inception

Through September 30, 2010, Givology’s users have pledged a total of \$48,968 through our website. Of that, \$39,908 was allocated by our users to educational projects and primary school students in countries such as China, India, Uganda, Haiti, and Columbia. \$3,873 was pledged to Givology’s operating budget, and the remainder is pending allocation to grants by our users.

**Cumulative Amount Pledged to grants by Donors as of 9/30/2010**

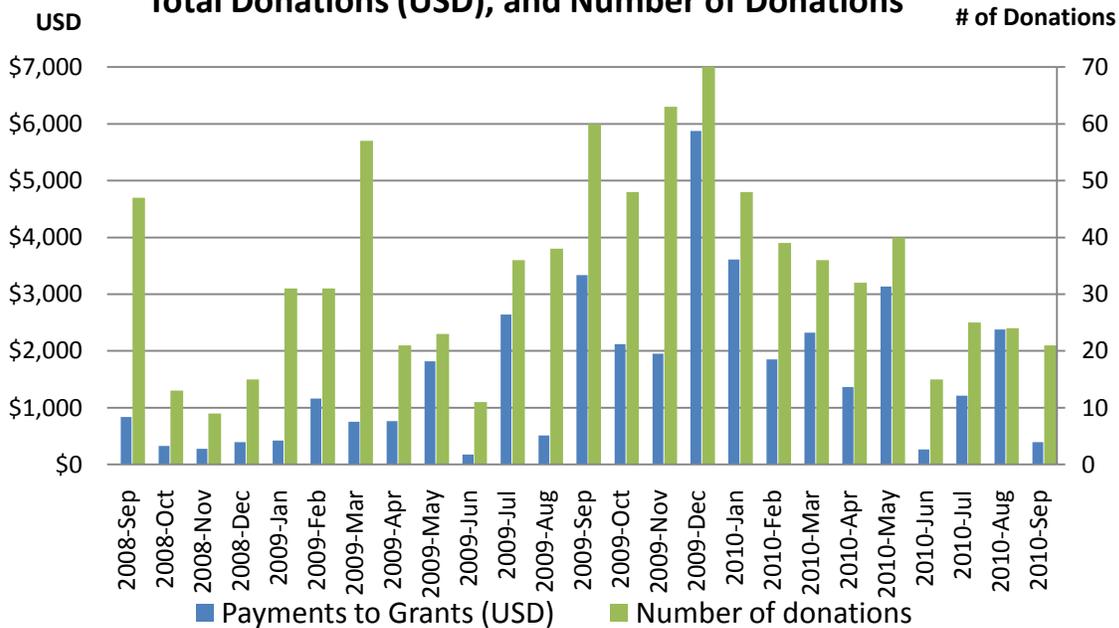


The graph below details by month the dollar value of grants made to students and projects, as well as the total number of donations. From our launch in September 2008, the average donation size was about \$45 and there were 35 donations in an average month. Year over year, the average donation size increased from \$36 to \$54, and the number of donations in an average month increased from 28 to 40.





**Online Donations at Givology.org by Month:  
Total Donations (USD), and Number of Donations**



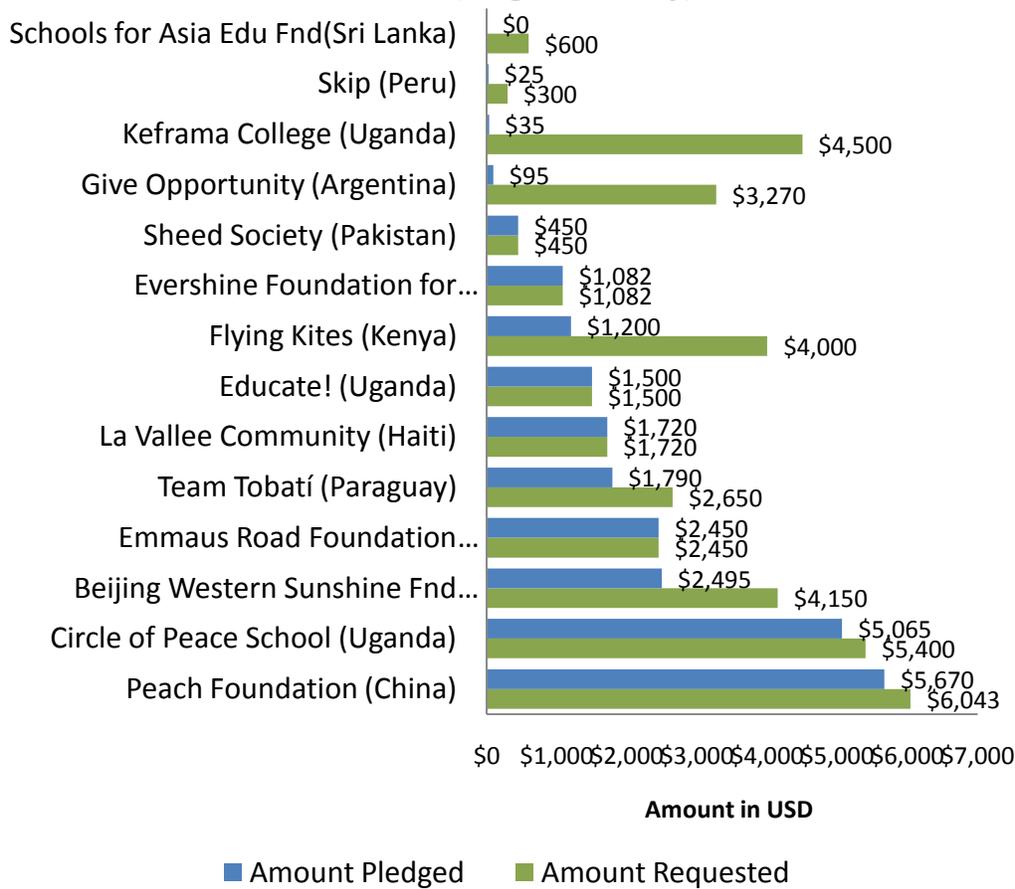
The giving on our website has resulted in fully funding 79 student grants and 17 education related projects. In addition, this amount partially funded another 11 student grants and 8 projects to, on average, about 26% of their requested amount.

By demographic, our partners that focus on students and projects in China received the most contributions (30% of total user donations). This should not be surprising since many of Givology's first partners' focus on China, and the number of Chinese student and project profiles posted on givology.org is greatest. The next highest recipients of contributions were in Uganda (26%), third were in Haiti (12%), and followed by Colombia (7%), India, Kenya, and Paraguay with about 5% each. In the future, we expect continued diversity in giving as our newer partners continue to post additional profiles and projects from other regions of the world. The graphs below summarize the total amounts pledged to the student and project profiles of each partner, along with the target country of that partner.





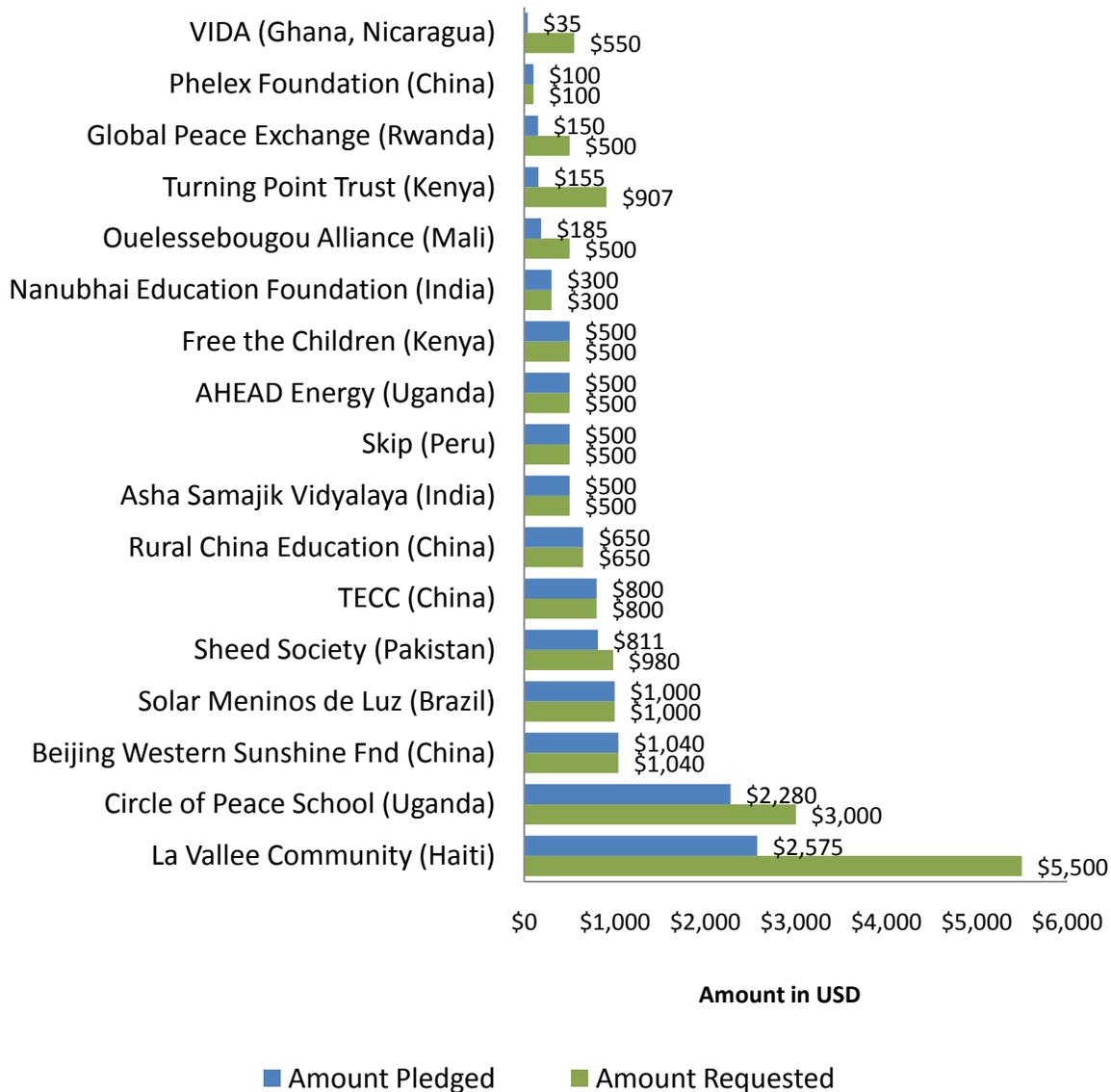
**Student Grants: Amount Pledged vs Requested by Partner (target country)**



Through September, 27, 2010, The Peach Foundation's students were the largest recipients of user pledged donations (\$5,670), followed by Circle of Peach School (\$5,065), and Beijing Western Sunshine Foundation (\$2,495).



**Project Grants: Amount Pledged vs Requested by Partner  
(target country)**



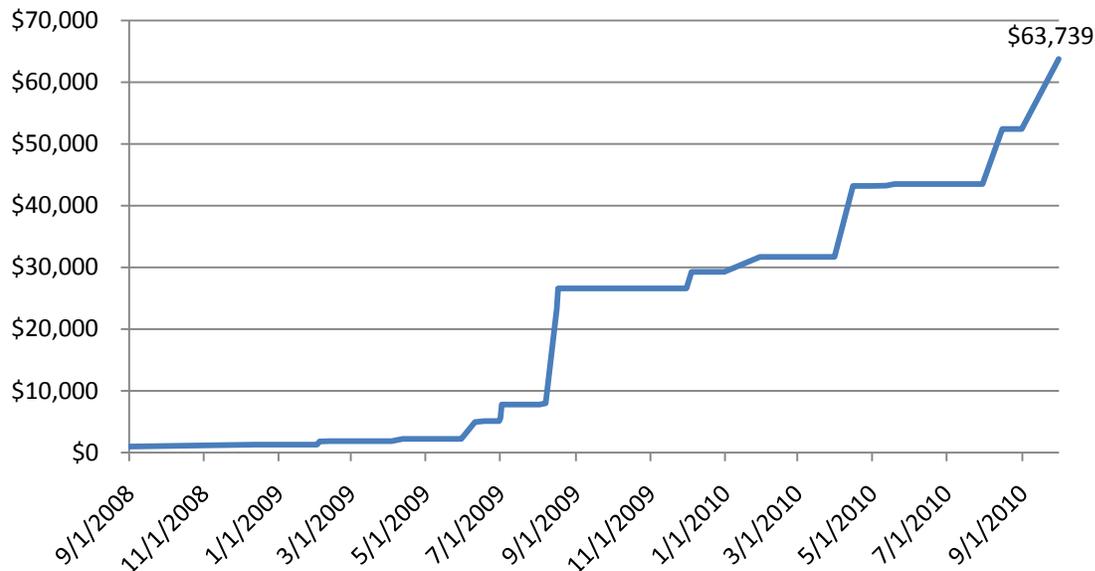
For project grants, La Vallee Community received the highest amount of donations from our users (\$2,575), followed by Circle of Peace School (\$2,280), and Beijing Western Sunshine Foundation (\$878).



## Offline Funds Raised

For simplicity in this report, we consider funds that Givology collected which were not donated through our website or not ultimately credited to users' Givology.org wallets as offline funding sources. From its inception through September 30, 2010, Givology's sources of offline funding amounted to \$63,739. A cumulative graph of such funding sources is below:

**Cumulative Sources of Offline Funding as of 9/30/2010**



Givology received \$37,136 in offline funding during 2010, most of which was raised through three regional fundraisers: an art exhibition in New York that benefited our partner the Circle of Peace School (April), our annual fundraiser in New York (August) and a series of benefit events that the Circle of Peace School organized in Virginia (July-September). These three fundraisers generated revenues of \$11,502, \$8,925 and \$11,330 respectively. Other significant sources of funding in 2010 included grants from Microsoft on behalf of employees (\$2,686), and a grant from Oxford University (\$2,388).

Through September 30, 2009, offline funding totaled \$26,603. Major sources of this funding during this period were Givology's NYC chapter launch fundraiser (\$15,377), grants from Microsoft (\$6,416), a student-organized benefit event hosted at Columbia University (\$1,500), and seed money from the Weiss Tech House at the University of Pennsylvania (\$1,000).

Please note that all proceeds sourced from high school and college chapters are not represented in offline funding. These revenues are represented in the online donations section above, since all proceeds are credited to the chapters' team wallets for allocation to grants on our website.



## Uses of Funding

As an all-volunteer organization with no physical facilities to upkeep, Givology has kept operating expenses to a minimum. In our second year of operation, the largest non-grant expense categories were fundraising costs and bank and transaction fees. In 2010, Givology had an average return of about 200% on fundraising outlays, and will continue to hold fundraisers that have a good potential to bring awareness to our local communities and financial return. Pro bono legal services are generously provided by Orrick, Herrington & Sutcliffe LLP. Bank and transaction fees are expenses that Givology will continue to pay in proportion to the amount of donations received. We continue to work to reduce expenses in this category by seeking out non-profit rates with our transaction processors. All transaction fees are bridged by separate contributions to our operating account so every penny pledged by users to students and projects is passed on to our partners.

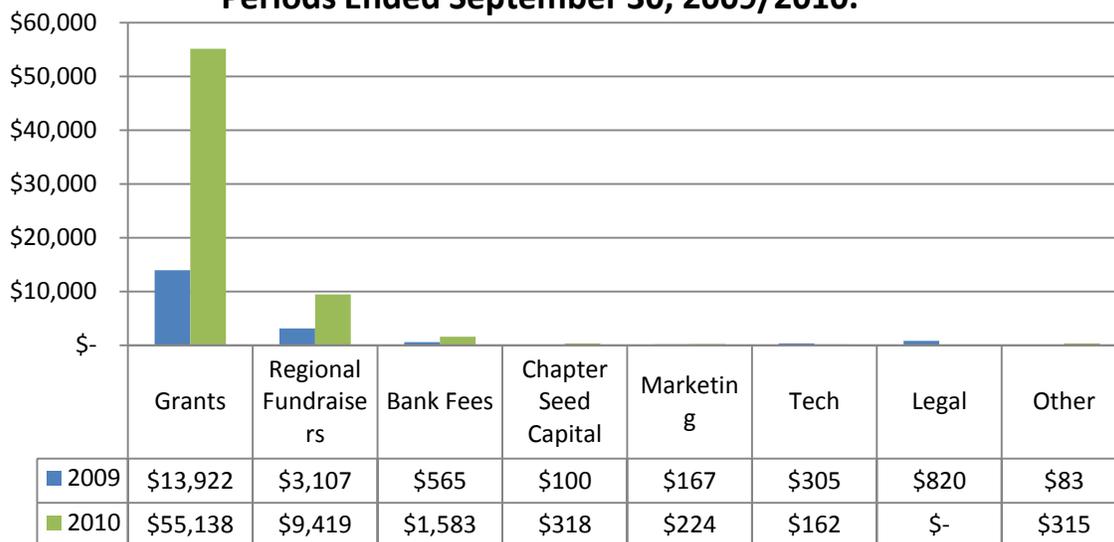
Givology will continue to allocate its current funds in a way that balances our goals for global growth with the carrying out of our mission. Currently, and in the future, the largest use of Givology’s funds will be toward grants that benefit the students and projects of our partners. Through 2011 we have also appropriated \$10,000 of our net assets for use over the coming months to launch initiatives such as matching campaigns and essay contests where Givology promoted greater user involvement by matching users’ donations.

Aside from funding grants, we will continue to use a portion of our funds toward establishing new chapters, and expanding our fellowships program. Givology provides seed capital to newly established chapters for fundraising and outreach initiatives. Through the coming year, we will continue to grow our flagship chapters in New York and at the University of Pennsylvania, develop our newer chapters, and continue to expand our footprint in new metro areas, universities, and high schools. Each new chapter is expected to repay the seed capital provided (normally between \$50-\$200), at which time the capital will be re-used to establish additional chapters.

Givology will continue to develop its fellowships program, which provides logistical support to our field partners, performs important due diligence, and enhances communication from the field to our donors. To date, all fellows pay their own program expenses out of pocket.

Below is a table that details and compares to the previous year our use of funds for the 12 month period ended September 30, 2010.

**Uses of Funding: Year over Year Comparison for Annual Periods Ended September 30, 2009/2010.**



## Our Community

Volunteerism means something different to everyone. Each individual has a unique set of talents and contributions to make to any organization. In line with this belief, Givology’s getting involved philosophy encompasses an experience that is flexible, initiative-driven, meaningful and extremely rewarding.



Skip Peru students actively participating in class (Peru)

As a 100% volunteer-based organization, Givology depends solely on its supporters and networks to carry out its mission and goals. What makes Givology unique is the fact that we are able to accomplish our goal of democratizing education through the aggregation of volunteer efforts. We function because individuals like you are able to dedicate your unique skills and time to helping shape the future of Givology. As indispensable contributors to our work, volunteers are welcome to join us in any way they can.

Getting involved with Givology is a truly rewarding experience that can be tailored and personalized to suit individual needs. Givology encourages each volunteer to assess what he or she wants to accomplish and provides the resources needed to help the volunteer take initiative with a unique project. What’s so

powerful about the Givology model is that individual volunteers can not only see how a project has impacted and shaped their own lives, but also see clearly how their project has changed the lives of students across the world. Our volunteers have creative license to participate in a variety of campaigns and projects, from writing newsletter articles, translating student letters, and assisting with social media to helping connect our organization with new potential field partners. We welcome volunteers of all ages and backgrounds.

In the words of Givology supporter Olivia Lenson:

*“To me, getting involved with Givology means building a better world from the bottom up. My hope is that the effects of Givology’s sponsorships and projects reach beyond the individuals we sponsor and communities we aid. The ripple effects of grassroots endeavors can be enormous, and I hope that every project I undertake helps to increase access to education internationally.”*

## Getting Involved

As a 100% volunteer driven organization, our success and growth depends on those who dedicate their time, passion, and expertise to growing Givology. Whether you have 5 minutes, 2 hours, or an unlimited amount of time to dedicate to Givology, there are many ways to get involved. For a full listing of opportunities available, please visit the “Get Involved” section of our site at: <https://www.givology.org/getinvolved/about/>. Below are some just some highlights. We have volunteers of all ages and backgrounds, and welcome anyone and everyone to get involved in some capacity!



Our fellow James working and laughing with students (China)



## Register as a Donor and Participate in our Online Community



Skype takes photos of flag raising (China)

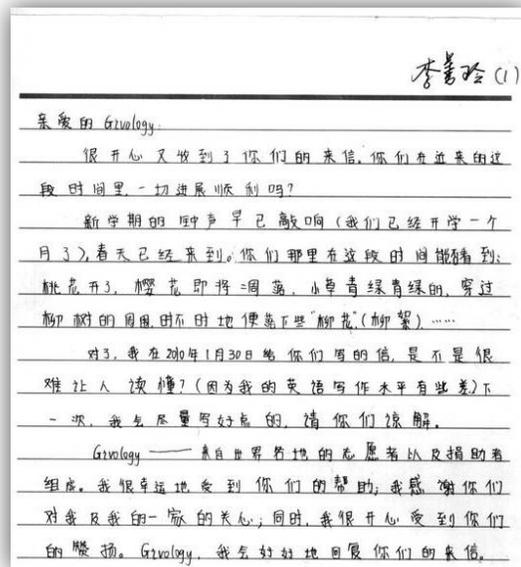
Givology's success relies on the collective power of small impact donations. Please register and donate today at <https://www.givology.org/>. Our goal is to make giving a very interactive and meaningful act. As a result, we highly recommend you to complete a full profile on Givology and take advantage of our interactive web functions, such as joining a Giving team, posting blog messages, commenting on interesting articles and reflections posted in our "Notes from the Field" journal, sending gift certificates, utilizing our "Spread the Word" function, and sending a message of support to our students and projects.

Even if you don't donate, simply reading student updates (<https://www.givology.org/studentupdates/>) and project updates (<https://www.givology.org/projectupdates/>) allows you to peer into and better understand the lives of students in villages across the world. Awareness is the first step to making a difference. Through our site, you can learn more about the challenges students face across the globe and the grassroots work our partners carry out to help empower children.

## Write a Message to a Student

As many of you know, the most unique factor about Givology is that donors can directly message our students and read their updates online regularly. You can form real relationships with the students, acting as mentors and sharing stories about your life. Simply by telling a student a little about yourself, your family, or your job, you are opening their minds to new ideas and inspiring them to work hard and stay in school. A student is simply less likely to become disengaged from school and drop out if she knows that people all over the world sincerely want her to continue her education.

Our letter writing campaign has expanded and grown. Our goal is simple: **one letter per child**. We want each and every student on Givology to know that we care, not just as a faceless organization, but as fellow and former students. To learn more about messaging and our letter campaign, please read our section below ("Message about Messaging"), which highlights details and suggestions to get started.



The letters that we receive from the students we help inspire us each day.

## Follow us on Twitter, Facebook, and Linked-in

Givology (@Givology) is on Twitter! Follow us to get updates on Givology and news on nonprofit, education, social entrepreneurship and more. Retweeting Givology's tweets is a great way to help Givology expand its network. You can also find us on Facebook and Linked-in – a great resource for exciting updates, event notifications, and meeting other Givologists who share your passion for making a difference.



Follow @Givology!





The Greater China Club held a mooncake sale to raise funding for Peach Foundation students

## Volunteer

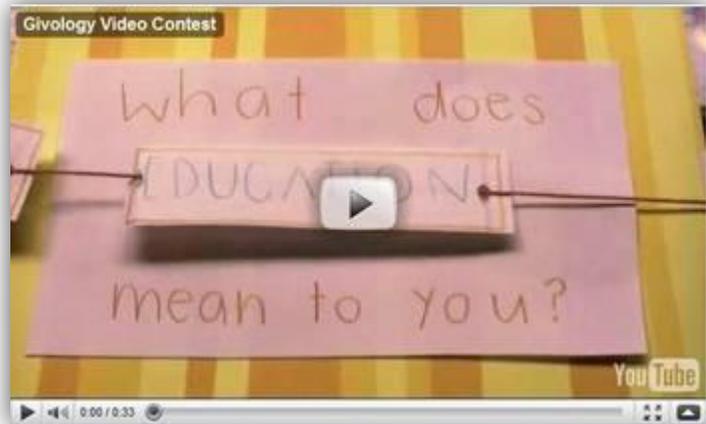
Whether you have 5 minutes, 2 hours, or an unlimited amount of time to dedicate to Givology, volunteering is a great way to get involved. Join our daily operations as a volunteer in one of the following functions: Outreach/Marketing, Fundraising/Sponsorship, Research, Technology or Translation. Our volunteers play a tremendous role in helping us build our network.

Please visit our volunteering page to learn more about the projects and opportunities currently available at:  
<https://www.givology.org/volunteer/>.

In particular, if you have professional experience in graphics, web development, finance, accounting, marketing, public relations, and communications, we'd very much appreciate your support! We welcome volunteers of all ages, background, and location – the majority of the work can be coordinated online.

## Internships

An internship at Givology provides a hands-on experience in non-profit management and strategy. Interns work closely with members of the Givology executive team, and have the opportunity to gain practical skills in public relations, marketing, communications, fundraising, finance, technology management, and translation, among other functions. Internship applications are accepted throughout the year, and there is no minimum or maximum age requirement. We've had some really outstanding interns over the years, each bringing their talents, creativity, and fresh perspective. Interns not only assist with existing Givology projects, but have the opportunity to lead an initiative on their own and to make their own mark on our organization.



Burke created a youtube challenge. Visit our Givology Video Challenge channel at: <http://www.youtube.com/user/GivologyContest>

Givology offers two types of internships – a Research internship program that focuses on identifying grassroots partners and contributing to the body of knowledge on Givology's online community, and a Development internship that provides experiences in non-profit project management and execution. To learn more about our internship program, visit:  
<https://www.givology.org/internships/>.



## Fellowships

Each year, Givology sends a group of research fellows to the sites where we have partner presence. Fellows serve as our field contact in conducting research on rural education and due diligence on transferred donations. Our fellows are witnesses to the impact of Givology donations received to support the education of an individual student or an entire community, while assisting our grassroots partners with their work. To learn more about the fellowship program, please visit: <https://www.givology.org/fellowships/>. Applications are accepted on a rolling deadline, though placement opportunities vary throughout the year. We encourage early applications to allow us sufficient time for planning. Even though we are unable to compensate fellows for their travel expenses, we assist with logistics support and connect our fellows to grant opportunities.



Ankit visited the Asha Foundation and worked with local community organizers to help the children of the village.

The stories, experiences, and reflections of our past fellows can be found in the “Notes from the Field” section of our journal, <https://www.givology.org/notesfromthefield/>. From observing post-tsunami reconstruction efforts in Sri Lanka to setting up a one laptop per child initiative in Cameroon, our fellows are out in the field tackling complex issues in the delivery of education. This past year, we had fellows visit the Circle of Peace School in Uganda, the Asha Foundation in Bihar, India, among other locations. Our fellows very much welcome your feedback, questions, and comments on their writings, which can be found in the Journal link above. By sharing their experiences abroad, our fellows bring the work of our grassroots partners to you, our donor community. Not everyone has an opportunity to travel; as such, we truly value the sharing of experiences.

## Host a Givology Event or Fundraiser



Our New York City Chapter held their annual benefit for Givology at Marquee Nightclub

A Givology event is any occasion that spreads awareness of Givology, raises funds for Givology, and/or engages members of your local community in an activity that promotes education. Hosting an event is an opportunity for anyone to educate, inspire and motivate his or her community to contribute their part. Plus, it’s fun to organize a event with friends to share good times together, while simultaneously making a difference. Some potential event ideas include holding a poker night, house party, promises auction, brunch, among many other activities. There is no event too small – every little bit counts.



Creative ideas are very much welcome! In the past, we had supporters run races, organize a dance-a-thon, host a series of informal dinners, plan young professional open-bar nights, conduct letter writing sessions, hold a Moon cake sale, and coordinate a Philadelphia food night. Please refer to our chapter guidebook for more suggestions on fun, creative events to hold, which can be found at:

<https://www.givology.org/startachapter/>.

We welcome all individuals with event and fundraiser ideas to contact us. Please email Joyce Meng at [joyce.meng@givology.org](mailto:joyce.meng@givology.org) with a short self-introduction and a brief description of the event you are envisioning, and we'll provide our full support to help you get started.

## Start a Chapter



The Sugarland, Texas chapter holds a bake sale for Haiti

Givology Chapters are volunteer-driven organizations that are affiliated with Givology. In support of Givology's mission, Givology Chapters recruit their own volunteers, establish their own goals, and devise their own plan to make a difference, with the full support of the Givology team. Givology chapters not only contribute by raising funding to support community-driven education initiatives and student scholarships, but also identify strategic partnerships for Givology and increase awareness locally about issues confronting education in the developing world.

Starting a Givology chapter is a great way to make an impact in your local community. Chapters assist across a broad spectrum of activities, including marketing and outreach, fundraising, identification of partnerships, research, technology, and translation. To date, 12

Givology chapters have been formed across the world at the high school, university, and regional level. Chapters are crucial extensions of our network, as they carry out the work of Givology in schools and communities. Even though we are an online giving marketplace, we remain fully committed to developing our chapters as ambassadors of our organization – young people motivated to make a difference.

To learn more about Givology chapters, please visit: <https://www.givology.org/startachapter/>

## Campaign Spotlight: What Would you Buy for \$50?

As an example of our grassroots mobilization efforts, Jiashan Wu, artist/designer, in collaboration with Joyce Meng, founding CEO of Givology, created the \$50 campaign (<http://www.50dollars.org>). In December 2009, they traveled to Uganda to visit the Circle of Peace School. Over three weeks, Jia and Joyce collected 163 drawings and portraits of the children, along with video interviews, photographs, and profiles. They asked the children they met from the villages and the school to draw their answer to “What would you buy for \$50?”, the cost of tuition for a year. Although many of the kids could not grasp the value of \$50, the question provoked them to share their aspirations and hopes for a better future. The drawings and portraits are available for purchase online for \$50 each, with 100% of the profits donated to build new classrooms, a library, a computer lab, and expanded dormitories for the orphans.



Jia documented the stories of the teachers, students, and administration of the Peace School

The story behind the Peace School is truly tremendous. As a family-run school, the Peace School provides free education to over two hundred children who otherwise would not be able to afford tuition fees, many of them AIDS orphans. The commitment of the school to providing the highest quality instruction has resulted in so many success stories of alumni entering some of the best secondary schools in Uganda and continuing on to pursue law, medicine, science, engineering, among many other fields. The school was founded by Joanita Senoga, a former public school teacher who resigned after being forced to remove non-paying students from her classroom.

Despite 15 years of delivering quality education and helping hundreds of children, however, the Lower Campus of the school was unexpectedly evicted in December 2009 by its landlord, affecting grades Pre-K through 3rd grade. At Givology, we worked really hard to secure funding to move the entire primary school to the Upper Campus. As we truly believe in their cause and strive to support our partners to the best of our abilities, we stepped in to help at a critical time to ensure that the children did not suffer an academic disruption. As an example of the creative ingenuity of our volunteer base, Jia decided to leverage art to raise funding and awareness to support the relocation and expansion of the school.



The exhibition at Station Gallery highlighted the artwork of the children. All pieces can be viewed online and purchased at [www.50dollars.org](http://www.50dollars.org).

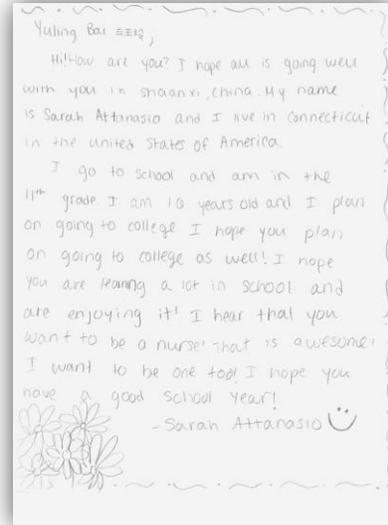
The Fifty Dollars Campaign Exhibition was on show at Station Gallery in Tribeca, NYC from March 26 – April 1, 2010. Thanks to our enthusiastic volunteers, sponsors, and attendees, the exhibition was a great success, with more than half of the drawings and portraits sold. Moreover, the Permanent Mission of Uganda to United Nations, Uganda American Association of Greater New York, and Joanita Senoga, founder of the school, attended the opening night, raising awareness of the cause. Kids from the African Refugee Center traveled from Staten Island to visit the exhibition, and wrote letters to the Ugandan kids, involving the whole community.

Each year, we try and think out of the box of new ways to support our partners and to actively engage our donor base with our partners and cause. From our inaugural 2009 Holiday Challenge last year to our current Givology Video Campaign (<https://www.givology.org/~burke35/blog/774/>) set to close at the end of October, we run a series of exciting campaigns throughout the year to mobilize our networks to start making a difference – no contribution ever too small.

## Letters: A Message about Messaging

Throughout the year, donors have the opportunity to e-mail or handwrite messages of encouragement to Givology-sponsored students. We believe that simple phrases of support show our students that we are not just a faceless organization, but that we truly care about their achievements. And, not only do donors write letters, but thanks to our translation team, students post their responses to donor letters throughout each semester. This allows us to see a student’s progress – whether getting an A on their first exam or excelling in an after-school sport. More importantly, it allows us to create real relationships with the students we assist.

This year at Givology we have had over 250 handwritten letters sent to students as well as 350 electronic messages through the Givology website. With a total of over 500 messages to students and incoming messages daily, Givology is challenging each of its donors to write one message a week to a student. Our 52 Week Challenge is a personal challenge for each and every one of us to make a small difference with a big impact each and every day. To learn more about messaging a student and joining the 52 Week Challenge, visit this link <http://www.givology.org/~joycemeng/blog/817/>.



A letter written by a high school student in the US to her peer in China

*"With an always-present network of family and friends around me, I know that my upbringing has been so smooth relative to the rest of the world. I also know that inherent in my duty as a citizen and a human being, I should take some responsibility in helping others out as well. Volunteering gives me the opportunity to do something more, beyond academics and extracurricular activities. At the University of Pennsylvania, I help lead a chapter of the nonprofit organization Givology, a remarkable organization dedicated to sponsoring students through peer-to-peer donations. Time to time, I take a step back from all the recruiting and event planning and logistics and remember that the hours I dedicate for Givology will help another student get a chance at education, a privilege that I take for granted. That sense of worth I feel from volunteering is all the motivation I need to push forward and continue working".*

*-Madhav Nandipati, Givology Penn Chapter President*



## Our Chapters

Givology has been actively growing its chapter franchise over the past year, and implementing new features that enable communication and collaboration across chapters. Our latest count includes 4 college chapters, 5 high school chapters, and 3 regional chapters (see exhibit for a detailed breakdown).

Our chapter presence enables us to tap into local networks, establish our brand name, and develop the next generation of students and young professionals who are passionate about education. Over the course of 2009, our chapters have held successful events ranging from letter campaigns, bake sales to benefit concerts. We have been featured in various local school publications which help to further increase awareness about Givology. None of this would have been made possible if it weren't for our committed and creative Givology chapter members!

We are also actively working on initiatives that motivate and facilitate chapter growth. Our chapter newsletter program delivers both event updates and best practices, and our chapter point system helps us identify and reward the top-performing chapters for their contribution. If you are interested in joining this movement, please email [yuqing.fan@givology.org](mailto:yuqing.fan@givology.org) for more information.

	<b>Name</b>	<b>President</b>	<b>2009 Highlights</b>
<b>College</b>	University of Richmond	David Davenport	Benefit Concert
	George Washington University	Pragya Nandini	School Recognition
	University of Pennsylvania	Madhav Nandipati	School Campaign
	Beijing University	Clarissa Zeng	School Sponsorship
<b>High School</b>	<b>Name</b>	<b>President</b>	<b>2009 Highlights</b>
	Beckman Givology	Tae Hee Lee	Community Service
	East Brunswick	Alan Brodman	Fundraising Events
	Canyon Crest Academy High School	Manita Singh	Newsletter Feature
	Livingston High School	Kelly Ng	Bake Sale
	Central Bucks East	Dan Wang	Fundraising Events
<b>Regional</b>	<b>Name</b>	<b>President</b>	<b>2009 Highlights</b>
	NYC Chapter	Jenn Chen	Marquee Fundraiser
	Philly Chapter	Lauren Oswald	Happy Hour
	Sugar Land Chapter	Vivian Tang	Community Run



## Closing Letter from our President

Dear Givologists,

Since 2008, Givology has challenged the way we think about giving and supporting education. We cannot express our gratitude and appreciation enough for the progress we have made thus far. Nonetheless, we have tremendous ambitions for the next few years of Givology's growth. From tweeting about our event to devoting countless hours a week to helping us screen, edit, and post partner updates, the momentum from you has and will continue to propel us forward.

Looking ahead, Givology will be moving towards deeper integration with our partners' efforts. We pride ourselves in our ability to innovate quickly, mobilize our volunteer and supporter resources, and focus on openly and directly addressing problems. Many times, our partners are confronted with unforeseen challenges that jeopardize their ability to continue operating and delivering necessary services to our students. Similar to the 50 Dollars Campaign for the Circle of Peace School, Givology aims to create personalized collaborative solutions alongside our partners in need.

Additionally, increased partnership and donor engagement are increasing priorities for Givology. We would like our support network of over 5,000 individuals to not only grow in numbers, but also become increasingly intimate participants in the Givology community.

We hope to be making technological strides to allow for an easier recurring donations process, recommendations and gifting to friends and family, as well as better internal communication mechanisms. As we admit more grassroots partners into the Givology family, we will be on the lookout for more ambassadors and fellows to help us with on-the-ground diligence, blogging, and data collection. Internally, we are doing more fundraising to be able to pay for such opportunities.



Givology is an ecosystem that will continue to drive innovation in online giving for education. We hope to fund more students as we expand to additional geographies and we want you to join us in the journey - come grow with us, learn from one another, and give to the future of education in the coming years.

Very truly yours,

Jennifer Q. Chen  
President and Co-Founder, Givology



## Contact Us

As a 100% volunteer-driven organization, we depend on our network of global supporters to help us grow, forge new connections, and make an impact. We'd love to hear from you – comments, suggestions, ideas, and questions are highly appreciated. We strongly believe in our philosophy of democratizing philanthropy and making giving easy, transparent, and rewarding.

## Givology Executive Team

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Information about our other team members and supporters can be found at the following link:  
<https://www.givology.org/team/>

## Board of Directors

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CEO and Co-Founder, Platform Learning

Givology is actively seeking additions to our board of directors. If you are interested in being involved in a board capacity, please contact [info@givology.org](mailto:info@givology.org).

