

# GlobalGiving



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Amandeep Daffu, Project Officer

# Agenda

Welcome & Introductions

Who are GlobalGiving?

Charity Quiz

Crowdfunding – is it for me?

How to join GlobalGiving

# Aims of this session

- Meet your peers in the room
- Learn about GlobalGiving
- Open your mind to alternative funding options
- Think about Crowdfunding and your organisation
- Consider GlobalGiving for your organisation

GET READY

Turn your  
mobile phone  
on silent 😊

Be open

Ask questions

Be positive

Challenge us!



A bit about Celeste and Amandeep 😊

# A bit about you😊

- Your Name
- What charity are you from?
- What work you do?



# A bit about GlobalGiving?

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GlobalGiving is the first and largest global crowdfunding community that connects **nonprofits**, **donors**, and **companies** in nearly every country around the world. We make it possible for local organizations to access the **funding, tools, training, and support** they need to become more effective and make our world a better place.





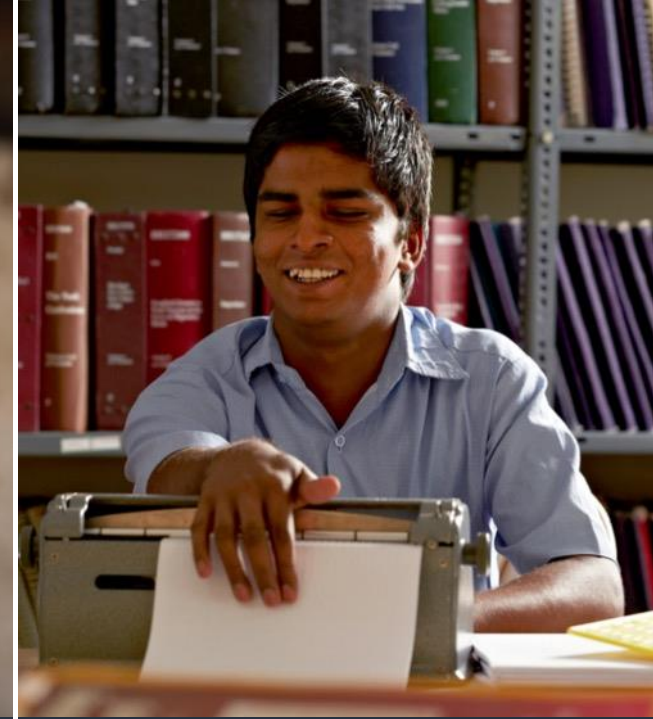
1

More Money for **smaller** non-profits



2

More Learning & Better Networks



3

More on Policy Change

# Microsoft YouthSpark Bonus Day

Eligible donations matched 50% while funds remain

The Campaign Concluded on Apr 14, 2015 11:58:59 PM

Apr 14, 2015 11:58:59 PM. Warm thanks to all donors and the final results on the Leaderboard below.

| Project  | Organization                       | Unique Donors | Donations | Matching |
|--|------------------------------------|---------------|-----------|----------|
| Brighten the Future of Malawi's Children           | Rebuilding Alliance                | 240           | \$22,897  | \$1,675  |
| Unleash the Leader in a Girl                       | The Mariposa DR Foundation         | 184           | \$8,024   | \$1,205  |
| Develop 21st Century Leaders for Global Health     | GlobeMed                           | 134           | \$2,785   | \$500    |
| School to Educate Girls from Villages in India     | Gweller Childrens Hospital Charity | 126           | \$21,455  | \$8,495  |
| Empowering Youth in Rural Uganda with AAH          | Arlington Academy of Hope, Inc.    | 114           | \$32,735  | \$11,154 |
| Post secondary Education for Girls in Burkina Faso | Friends of Burkina Faso (FBF)      | 82            | \$10,343  | \$3,205  |



FUNDRAISING CAMPAIGNS

PROFESSIONAL VOLUNTEERS

PEER LEARNING NETWORK

CORPORATE GRANTS & GIFTCARDS



16,240

Projects

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£230mn+

Crowd-funded

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509,000+

Donors



# Why is small important to us?

Let's test your energy levels?

# Charity Quiz Time!

- **In the room:** Please get into groups of 4-5
- No cheating 😊! No mobile phone checking!
- Lets test your Charity Knowledge!

# Charity Quiz

Q1: Which 3 countries in the world are the most generous?

- a Myanmar, USA and Australia
- b UK, USA and Australia
- c USA, Canada and Ireland

Q2: What % of the UK population donated to charity in the last 12 months? (2015 data)

- a 62%
- b 48%
- C 85%

Q3: What causes do Londoners most give to?

a Medical Research

b Sports

C The Arts

Q4: What is the most popular charitable causes in the UK?

a Medical research

b Children and young people

c Animals

Q5: Name the UK's 3 largest charities?

a Cancer Research, Nuffield Health and National Trust

b Salvation army, Save the Children and Water aid

c British Red Cross, Oxfam and Cancer Research

Q6: How many charities are there in the UK?

a 50,000

b 120,000

c 190,000

Q7: The top 20 charities take what % of donations?

a 20%

b 50%

c 90%



# The scoreboard

- 4< Some swotting is required! Get in touch with GG & we'll send you reading homework 😊
- 5+: Very impressive. You are smart! What are you doing with this excellent intelligence? Come help us 😊
- 7/7: Incredible! Charity sector expert

# What smaller charities want/need

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# What is crowdfunding?



Raising a specific **amount** of money from **individuals** for a specific **project** in a specified **time frame**

# Three essentials for success

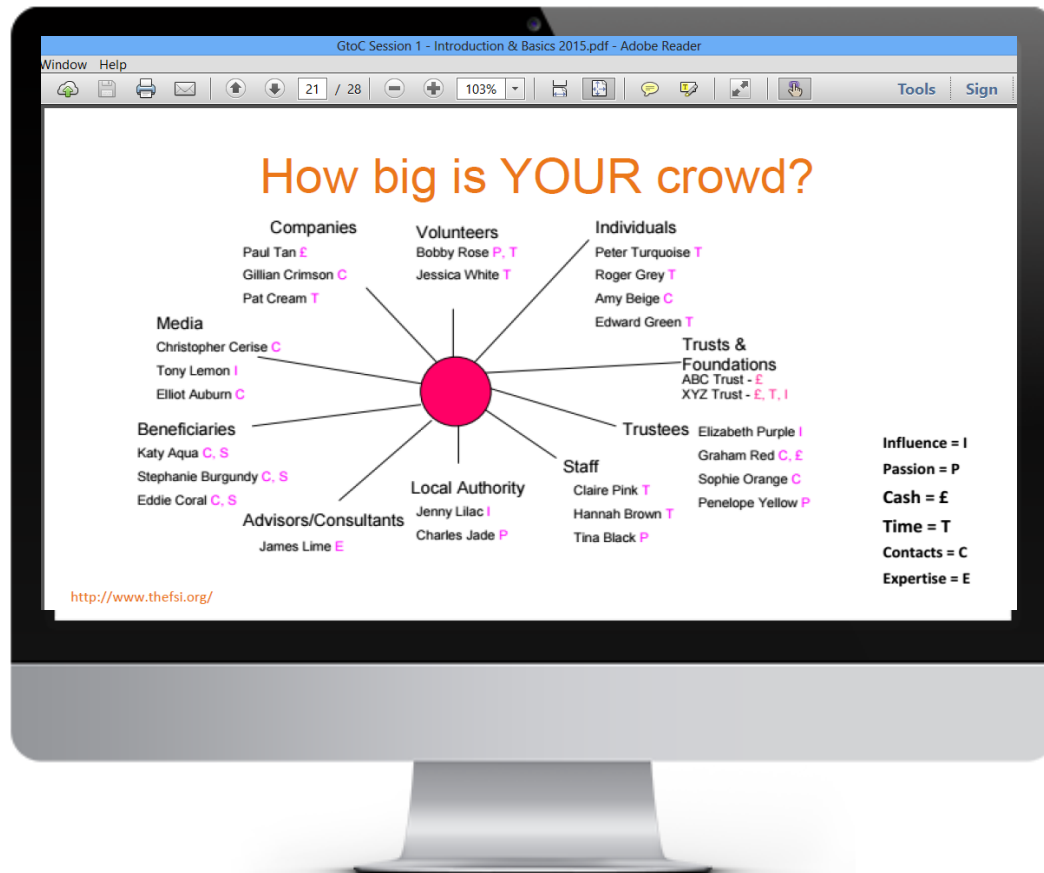
1. Pick a platform
2. Identify your **crowd**
3. **Tell your story**

3 **MAKE** your crowd work for you  
(You cannot simply **JOIN** a crowd)

**KNOW YOUR NETWORK**

Shivia

Empowering  
India's Rural  
Poor Through  
Poultry



£29,546

493 donors

40 days



Tell Stories  
that Move

Stories are powerful.

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A man wearing a brown hat and a red shirt is smiling and holding a wooden-handled hoe over his shoulder. He is standing in a vineyard with rows of grapevines in the foreground and rolling hills and mountains in the background under a bright sky.

**4.2**  
**seconds**

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The amount of time most  
donors review a page before  
deciding whether to donate.

# Specific, Action-Oriented Title

CHILDREN | SOUTH AFRICA | PROJECT #7649

Support 80 abandoned children in Cape Town

by FIKELELA AIDS PROJECT VETTED



STORY | REPORTS | PHOTOS | SHARE

### Summary

Fikelela Childrens Centre is based in Khayelitsha - a township in Cape Town that has high numbers of orphans and abandoned children. One in three adults is HIV+, and the community has a high level of unemployment, crime and shack housing. Many struggle to get enough food. We run a children's home to care for the children while we find a loving 'forever family' in the community. We support the foster parents for as long is necessary - with food parcels, emotional support, and advice

\$50,000

total goal

\$286

remaining

230

donors

1

monthly donor

5

years active

\$49,714 raised of \$50,000 goal

327 donations \$286 to go

DONATE NOW

Donate once

Donate monthly

\$10

will buy medication for an HIV+ child in need for a month

>

\$25

will buy food for a child in need for a month

>

\$50

will buy school uniform and stationary for a child in need for a year

>

\$400

will pay for a children's home mama for one month

>

\$

Other amount

>

VISA

MasterCard


DISCOVER

AMERICAN EXPRESS

PayPal

JCB

View Other Payment Options

 Donating through GlobalGiving is safe, secure, and easy with many payment options to choose from. [Learn more.](#)


 GlobalGiving

# Tangible Donation Options in £

[Animals](#) | [United States](#) | [Project #25764](#)

## Give Abandoned Companion Birds a Second Chance

by [Second Chance Bird Rescue & Rehab, West Coast Div.](#) ✓VETTED



[STORY](#) | [REPORTS](#) | [PHOTOS](#) | [SHARE](#)

### Summary

Based in Northern California, our rescue takes in abandoned companion birds, provides the best care, diet, behavior training and matches them with a compassionate adopter whenever possible. Your donation will directly fund vet care, nutritious food and shelter construction. Currently we have built a

**\$2,505** raised of \$5,000 goal


17 donations      \$2,495 to go

[DONATE NOW](#)

Donate once

Donate monthly

|                         |  |   |
|-------------------------|--|---|
| <b>\$10</b><br>(USD)    | will provide a cozy vest for featherless birds due to feather plucking | > |
| <b>\$25</b><br>(USD)    | will provide mentally stimulating toys or sleeping tents for a bird    | > |
| <b>\$50</b><br>(USD)    | will provide healthy pellets/dry mix for a bird for 3 months           | > |
| <b>\$100</b><br>(USD)   | will provide a wellness vet exam for a bird                            | > |
| <b>\$200</b><br>(USD)   | will provide weekly fresh fruits and vegetables for birds in our care  | > |
| <b>\$1,000</b><br>(USD) | will provide life saving surgery, such as closing up open              | > |



## ACTIVITY

# Create a compelling pitch?

Get into pairs with the person next to you.

1. Take 1 minute to think about what your pitch would be
2. Pitch your project to your partner.
3. Partners think about what is good about this pitch? Would you give your £5?
4. Now swap around



## CONSIDER

Tools & Features

Fees

Ongoing vs One time

Tax benefits

Brand & credibility

New donor reach?

Helping young Kenyans survive and thrive in Kisumu  
by HANDS AROUND THE WORLD

Paluoc Carpentry Training.wmv

\$4,681 raised of \$8,500 goal  
28 donations \$3,819 to go

DONATE NOW

Donate once Donate monthly

\$10 Buys a saw or a hammer

Would provide a pair of hard-wearing overalls

JOHN K. SNYDER III'S  
FASHION  
Action

Fashion In Action by John K Snyder III  
by Hope Nicholson

A reprint of the lost 1980s comic series Fashion In Action by John K Snyder III

Winnipeg, Canada Graphic Novels Project We Love

47% funded \$13,083 pledged 334 backers 28 days to go

UK Youth 'Active Youth'

"The rate of participation of 16-25 year olds taking part in sport has declined."  
Sport England Insights Pack August 2014

£304,808  
Raised of £350,000 target  
87%

Backers 17 Days left 18

Pledge

This project is using Flexible funding and will receive all pledges made by 3:35pm 23rd March 2016

Project owner  
matt-lent

# Before you start, ask yourself...

- Do you need to raise funds?
- Do you have a good project to crowdfund for?
- Have you identified your network? (Doesn't need to be big!)
- Can you tell a compelling story?
- Do you have people and time (2+) to do this well?
- Can you commit to a 6 week long crowdfunding challenge?

**YES? Consider crowdfunding & GlobalGiving 😊**

# Ready to join GlobalGiving? Apply by August 2nd, 2017 to participate in the GlobalGiving September 2017 Accelerator!

1. **Submit an application.** We vet each of our partners so we can confidently tell our corporate and individual donors they are giving to verified charities.
2. **Create a project.** Share details about your work with potential donors, demonstrating how their donation will make a difference.
3. **Receive training and support** from the GlobalGiving team, then put your skills to the test in a time-bound fundraising campaign. Raise a total of **\$5,000 from at least 40 unique donors** and you'll be a permanent GlobalGiving partner! Donations can be made with tax benefits for US and UK donors. **[Learn more about the GlobalGiving Accelerator.](#)**

We know your time is valuable, so before you begin the application, we have a few questions to see if we are a good match:


# What do I need to join?

- Registered with the charity commission
- Can provide recent accounts
- Time and resource to commit to the campaign



We want you...



A woman with dark skin and hair pulled back is smiling at the camera. She is wearing a vibrant orange dress with large blue circular patterns and a gold-colored geometric pattern. A blue lanyard with an ID badge hangs around her neck. She is sitting on a dark wooden bench. The background is a solid blue wall. The URL 'www.globalgiving.org/accelerator-uk' is overlaid in white text across the middle of the image.

[www.globalgiving.org/accelerator-uk](http://www.globalgiving.org/accelerator-uk)