

GiveWell Board Meeting, April 30, 2014

This page includes:

- Budget/fundraising update
- Recruiting update
- Update on outreach activities
- Money moved metrics to date in 2014

Budget/fundraising update

Overall budget situation (in millions)

Current reserves	\$2.00
12m forward expenses	\$1.52
12m forward revenues	\$1.95

Note that we project 12m forward expenses exceeding 12m revenues in December 2014. We project holding less than 1 year of reserves as of July 2014, so we continue to see fundraising as an important priority.

Revenue sources reasonably likely to recur, by donor size

Category	Number	Amount
100k+ donors	6	\$1,040,000
50-99k donors	3	\$150,000
20-49k donors	3	\$71,000
10-19k donors	20	\$396,700
5-9k donors	17	\$98,000
<5k donors	310	\$188,604

Diversity of funding sources

% of 12m forward revenues coming from:

Good Ventures	12%
5 largest donors	48%
10 largest donors	67%
20 largest donors	76%

Recruiting

We continue to work to expand our staff. Staff expansion over the past year (in 2013 we went from 5 to 11 full-time staff members) has allowed us to (a) increase the number of organizations we can consider for our traditional top charities research and (b) increase the pace of our work in GiveWell Labs.

In 2014:

- We're hoping to expand our entry-level Research Analysts from ~4 to at least 6 and possibly more.
- We're planning a summer intern class of 4-6 hoping that some become full-time hires post graduation.
- We have also hired 5 conversation notes writers (who work remotely and whose sole responsibility is preparing conversation notes for publication).
- We made our first senior, cause-specific hire for Labs, hiring Shayna Strom as a US Policy Director.
- We've continued to increase the number of consultants working with us and are now working with approximately 10.

Outreach update

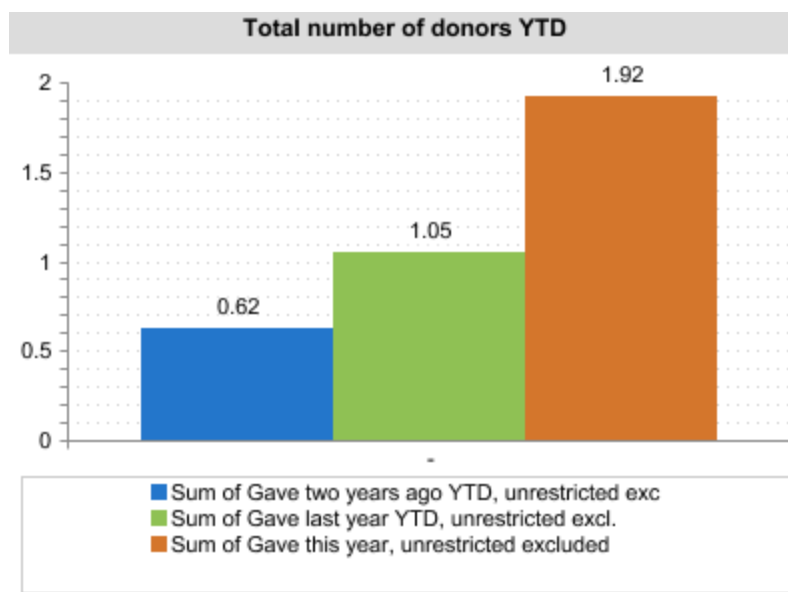
Our primary focus is research, not outreach but we are doing the following things for outreach:

1. **Donors.**
 - a. Events: We hold semi-annual research events for donors in NYC, and SF. We held our first event in Boston this year.
 - b. One-on-one calls: we aim to talk to all donors who have given at least \$10k to build the relationship.
2. **Proactive outreach in Bay Area.** We've had 3 meetings this year with potentially major donors in the Bay Area. In one case, the individual is now supporting GiveWell and intends to support our future recommendations. In another case, we seem reasonably well aligned with the individual but he has not starting to give substantially yet. The final case is less clear.

Metrics update

The charts below show progress on key metrics thus far in 2014:

1. Total number of donors (in thousands) who have supported our top charities as of April 28 for 2012, 2013, and 2014



2. Amounts given by donors to top charities as of April 28th for 2011-2014, by donation size

Sum of Amount		Close Date			
<input type="checkbox"/>	Donor size	FY 2011	FY 2012	FY 2013	FY 2014
<input type="checkbox"/>	\$0 - \$999	\$20,572.07	\$55,400.74	\$86,460.06	\$191,772.57
<input type="checkbox"/>	\$1,000 - \$4,999	\$29,495.17	\$68,766.01	\$113,395.70	\$177,310.37
<input type="checkbox"/>	\$5,000 - \$9,999	\$10,348.90	\$52,947.31	\$64,926.46	\$67,543.77
<input type="checkbox"/>	\$10,000 - \$49,999	\$40,878.00	\$88,030.92	\$245,183.71	\$216,520.76
<input type="checkbox"/>	\$50,000 - \$99,999	\$53,000.00	\$149,100.00	\$0.00	\$145,000.00
<input type="checkbox"/>	\$100,000+	\$245,282.50	\$126,336.88	\$158,766.00	\$629,344.00
Grand Total		\$399,576.64	\$540,581.85	\$668,731.94	\$1,427,491.47

3. Web traffic by major medium

Excluding AdWords, we've had 15% growth in web traffic to this date in 2014 vs. 2013 (205,821 visits vs. 177,731).

organic	
Jan 1, 2014 - Apr 27, 2014	111,059
Jan 1, 2013 - Apr 27, 2013	86,994
cpc	
Jan 1, 2014 - Apr 27, 2014	50,768
Jan 1, 2013 - Apr 27, 2013	87,729
(none)	
Jan 1, 2014 - Apr 27, 2014	47,836
Jan 1, 2013 - Apr 27, 2013	48,518
referral	
Jan 1, 2014 - Apr 27, 2014	46,924
Jan 1, 2013 - Apr 27, 2013	42,219

Organic = Unpaid Google search

CPC = Paid Google search

(None) = Direct traffic

Referral = Via external web link