

Attachment B

Increase in GiveWell's unrestricted revenues: Jan. 2013 - July 2014

At the end of 2012, we had \$640k in consistent income (i.e., funds we expected to receive based on direct discussions with donors and no growth among donations from smaller donors). Consistent income increased by about \$619k in 2013 to \$1.26m and has increased an additional ~\$330k to ~\$1.5m thus far in 2014.

Change in 2013

- Good Ventures gave an additional \$190k.
- Direct solicitations yielded \$145k, including \$75k and \$50k from two major top charities donors, and \$5-10k from 4 other large top charities donors.
- Previous donors gave \$75k more without us directly soliciting them, including \$59k from donors who had given unrestricted previously and \$16k from donors who had only given to top charities previously.
- New donors (who have told us they plan to continue donating) gave \$121k. Most of this was \$100k from one donor.
- We lost \$24k in expected revenue.
- Donations from small donors (<\$5k) increased by \$112k.

We now project \$1.5m in consistent income, an increase of \$330k over the end of 2013.

- \$100k from an anonymous institutional funder that has supported us in the past.
- A new donor plans to give \$150k per year.
- Increases from other donors and new unsolicited donors (who have told us they plan to continue donating) total \$38k.
- Direct solicitation yielded an additional \$7k.
- Small donors have given \$111k in the first half of the year. We assume that they will give at least that much in the second half (which includes "giving season"), bringing the conservative total to \$222k, or \$40k more than in 2013.

In short, between the start of 2013 and mid-2014, consistent income grew by about \$950k. Of this:

- \$290k was increased support from two foundations (GV and anonymous).
- \$250k was from two new individual donors.
- \$260k was from 18 donors giving between \$5k and \$75k.
- \$150k was from donors giving less than \$5k.

Future plans

We plan to maintain our current level of effort on fundraising:

- Publishing a blog post updating our audience on our funding situation and encouraging them to give
- Directly contacting top charities donors to ask them to consider giving to GiveWell
- Add an option for donors giving online to our top charities to give 10% of their donation to support GiveWell's operating costs