

## GiveWell's outreach goals

Our long-term goal has been to reach \$100 million money moved (excluding Open Philanthropy donations to our recommendations) by the end of giving season 2022 (i.e., January 31, 2023).<sup>1</sup>

The "For charities" line below is where we show our target progression towards that goal. We also need to continue to raise unrestricted funds for GiveWell so that we can grow our budget to enable us to reach our money moved goal.

	2020	2021	2022
For charities	\$68.4	\$80.5	<b>\$102</b>
Unrestricted to GiveWell	\$19.0	\$16.0	\$19.0
Total raised	\$87.4	\$96.5	\$121.5
<u>Incremental funds raised</u>			
Fundraising	\$4.0	\$6.4	\$10.6
Marketing	\$1.4	\$2.4	\$3.3
Unattributed/organic	\$7.0	\$9.3	\$11.0

### Definitions:

- Total money raised: This includes operating funding, money given to GiveWell for regrating, and money given directly to charities that we count as money moved. Excludes Open Philanthropy donations to GiveWell's recommendations. Includes Open Philanthropy support of GiveWell's operations.
- For charities: money we raise that goes to charities for their work.
- Unrestricted to GiveWell: money we primarily use to support our operations but which we also may regrant.
- Incremental funds raised: additional money raised in each year, both unrestricted and for charities. We assume that we will continue to retain approximately 100% of dollars donated from year to year, so to increase money moved, we have to add new, incremental dollars.
- Fundraising: additional money raised by the Fundraising/Major Gifts team
- Marketing: additional money raised by the Marketing team

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<sup>1</sup> See Attachment A from our February 2020 board meeting.

- Unattributed/organic: additional money raised that is not directly attributable to the fundraising or marketing teams.

Notes:

- Our 2020 targets include two large donations (two separate \$8m donations that we received already). We project \$5m of these donations recurring in the future, and this explains the fall in unrestricted funding to GiveWell from \$19 million to \$16 million between 2020 and 2021.

We break this down by team as follows:

	2020	2021	2022
<u>Active fundraising</u>			
Major gifts	\$3.0	\$5.0	\$9.0
Mid-level retention	\$0.5	\$0.7	\$0.8
Mass-market retention	\$0.5	\$0.7	\$0.8
<u>Active marketing</u>			
Advertising	\$1.1	\$2.0	\$3.0
Funnel (i.e., website improvements)	\$0.3	\$0.5	\$0.3
<u>Funds that come in without new, proactive effort</u>			
Unexpected ultra high net worth	\$2.0	\$2.5	\$3.0
Unattributed/organic	\$5.0	\$6.8	\$8.0
Total restricted	\$68.4	\$80.5	<b>\$102</b>
Total unrestricted	\$19.0	\$16.0	\$19.0
\$ we've received that we don't expect to repeat	\$6.0	-	-
Total	\$87.4	\$96.5	\$121.5