

GiveWell Metrics Report – 2015 Annual Review

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How much charitable giving did GiveWell influence?

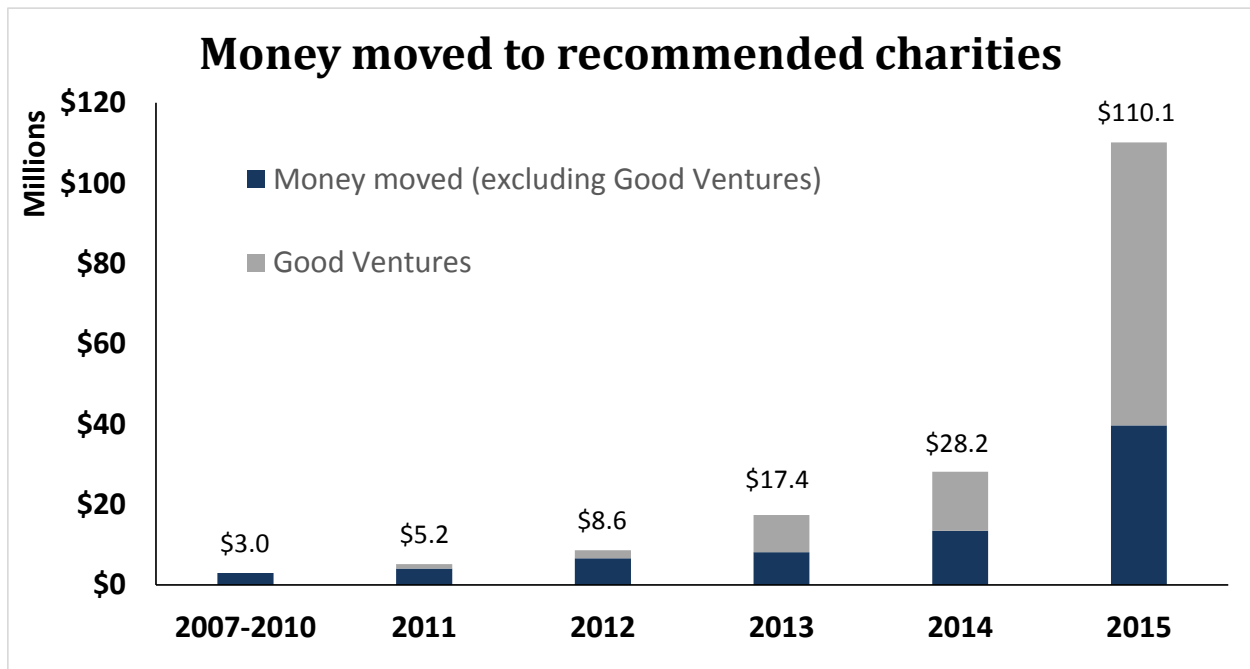
GiveWell is dedicated to finding outstanding giving opportunities and publishing the full details of our analysis. In this report, we review what we know about how our research impacted donors. In 2015, GiveWell influenced charitable giving in several ways. The following table summarizes our understanding of this influence.¹ The sections that follow provide more details and discuss the uncertainty involved.

¹ For more context on the relationship between Good Ventures and GiveWell, see this page: <http://www.givewell.org/about/official-records/gw-gv-working-arrangement-policy>.

Type of donation influenced	Amount
Money moved to traditional charity recommendations:	
Grants from Good Ventures	\$70,395,518
Donations from other donors who gave \$1 million or more	\$21,320,000
Donations from donors who gave under \$1 million	\$18,420,261
Total money moved	\$110,135,779
Additional donations we <i>may</i> have influenced	
Donations with uncertain attribution	Estimated as about \$7-10 million
Two grants we believe we partially influenced	About \$4.8 million
Experimental grants to support the development of future recommendations	
Grants from Good Ventures	\$470,792
Other	\$292,324
Open Philanthropy Project recommendations:	
Grants from Good Ventures	\$6,390,967

Traditional charity recommendations

In 2015, GiveWell tracked \$110.1 million in money moved to our recommended charities. This total includes Good Ventures grants of \$70.4 million and \$21.3 million in additional donations from several donors each giving more than \$1 million. As described in the appendix, we only include donations that we are confident were influenced by our recommendations.



Additional donations that we may have influenced

Donations that we are uncertain about our influence

We asked each of our top charities to share information about where their direct donors learned about them to help us assess how much our measure of money moved might be understated.² We focused on donations to the Against Malaria Foundation (AMF) and GiveDirectly because they received substantially more funding than our other recommended charities, and they were able to share these data.³ Our best guess is that we played a significant role in influencing an additional \$7-10 million of donations to AMF and GiveDirectly that we are not counting in our headline money moved figure discussed elsewhere in this report.⁴

Grants in which we suspect our research played some role

We are aware of two grants to Development Media International where we suspect our research played some role, but we are too uncertain (given the size of the grants) to include them in our money moved:

1. \$2.5 million from Unorthodox Philanthropies⁵
2. £1.5 million (about \$2.3 million) from the Global Innovation Fund⁶

² Our true money moved may be somewhat higher than we have recorded since some donors who gave directly to our recommended charities (not through GiveWell) may have been influenced by our research but not reported this to the charities (for example, they might not have reported any source of influence or might have listed “from a friend” or “in the media” if they learned about GiveWell through another source).

³ For SCI, we believe that in total it raised about \$5.2 million in unrestricted funding; we recorded \$3.7 million in money moved, so we believe that at most SCI received an additional \$1.5 million.

⁴ We adjusted the charities’ data to account for a) additional information we had directly from donors about our influence, and b) timing differences between when GiveWell receives donations and when we re-grants those donations to the charities.

For each organization, we looked at a) how many donations it received where it is unknown how the donor decided to make the donation, and b) of the donations where the source of influence is known, what percentage were influenced by GiveWell (we do not expect that the latter is representative of the amount of the former that we influenced, but we believe it provides a reasonable ballpark; in an attempt to make it more representative, we focus on the percentage of donations under \$1 million, since we influenced Good Ventures and several other large donors, which would skew the estimate).

We estimate that AMF received \$6.9 million in donations with unknown attribution in 2015 and that we influenced about 80% of the donations (under \$1 million) with a known source. GiveDirectly received about \$10 million in donations with unknown attribution (of which \$5 million came from two large gifts, while the rest was from donations each under \$1 million), and we estimate that we influenced roughly 70% of the donations (under \$1 million) with a known source. From these data, we estimate that we potentially influenced an additional \$10 million based on 80% of \$6.9 million (for AMF) and 70% of \$7.5 million (for GiveDirectly, using the midpoint of \$5 million and \$10 million, depending on whether \$5 million from two large gifts is included); intuitively, we expect that \$7-10 million is a more realistic range for our best guess.

⁵ See <http://www.developmentmedia.net/mozambique>

⁶ See <http://www.globalinnovation.fund/investments/development-media-international>.

Groups promoting our recommendations

Our research appeared to play a significant role in the decisions of some other groups that make charity recommendations or promote effective giving and have cited our research. The table below shares the most recent data that we were easily able to find on donations to our top charities directly attributed to several groups.⁷ We consider these data as a point of reference on some of the indirect influence we may have had.

We would guess that we have already included a significant portion of the donations below in our headline numbers as a result of a charity or donors that reported a donation directly to us as due to our research, so these are not additional to the figures discussed in the rest of this report.

Organization	Donations to GiveWell-recommended charities
Giving What We Can (Jan - Dec 2015)	\$2,501,400
The Life You Can Save (Jan - Dec 2015)	\$1,002,153
Raising for Effective Giving (Jan - Dec 2015)	\$143,222
Charity Science (over full 2.5 year history, as of Feb 2016)	About \$235,000
Group that organized company giving drive (Nov - Dec 2015)	\$829,000

Experimental work

GiveWell has considered experimental grants aimed at supporting the development of future charity recommendations. In 2015, we recommended and Good Ventures made three grants towards this end, totaling about \$470,000.

Organization	Purpose	Amount
Abdul Latif Jameel Poverty Action Lab	Support for Immunization Incentives RCTs	\$200,000
Evidence Action	Seasonal Income Support Project	\$170,792
New Incentives	General Support	\$100,000
Total		\$470,792

⁷ Sources and additional information:

- Giving What We Can (GWWC): from a preliminary summary of donations; GWWC plans to follow up with all members and expects that this total underestimates the actual amount. See also GWWC's [Impact page](#).
- The Life You Can Save: [2015 Year in Review](#)
- Raising for Effective Giving: [Q1](#), [Q2](#) and [second half](#) 2015 reports
- Charity Science: Converted to USD from the estimate of CAD 300,000 in [2.5 Year Review and Plan](#) (published Feb 2016)
- Giving drive: a donor who helped organize the drive reported to us that they had tracked \$829,000 in donations to our top charities

In addition, another donor reported that our research influenced his donations of about \$290,000 to support the evaluation of a family planning program run by Development Media International (these were the first payments of multi-year grants for the project).⁸

Open Philanthropy Project

As part of our work on the Open Philanthropy Project, Good Ventures made 20 grants totaling \$6.4 million in 2015 (in addition to Good Ventures' support for GiveWell's recommended charities and experimental work discussed above).⁹

Organization	Purpose	Amount
Future of Life Institute	Artificial Intelligence Risk Reduction	\$1,186,000
Center for Popular Democracy	Fed Up Campaign 2016	\$1,000,000
JustLeadershipUSA	Campaign to Close Rikers	\$900,000
Solar Radiation Management Governance Initiative	General Support	\$500,000
Sightline Institute	Housing and Urban Development	\$400,000
Niskanen Center	Research on Immigration Policy	\$360,000
Blue Ribbon Study Panel on Biodefense	Blue Ribbon Study Panel on Biodefense	\$300,000
Princeton University	Rescuing Biomedical Research	\$299,112
Smart Growth America	Greater Greater Washington Education Project	\$275,000
Georgetown University	Public Health and Cannabis Legalization	\$250,000
WaitList Zero	General Support	\$200,000
ImmigrationWorks	General Support	\$150,000
Brookings Institution	Work on India and China	\$100,000
Carnegie Endowment for International Peace	Work on India and China	\$100,000
Florida State University	Project on Accountable Justice	\$100,000
Urban Institute	Land Use Convening	\$97,865
New York University	Work on Swift-and-Certain Sanctions	\$80,000
Human Impact Partners	Criminal Justice Convening	\$60,990
New York University	Support for a Labor Mobility RCT	\$30,000
ARNOVA	History of Philanthropy Prize	\$2,000
Total		\$6,390,967

⁸ We did not include these funds in our money moved because they did not go directly to an organization that we recommend (they were given to separate organizations to conduct the evaluation). This donor also gave \$120,000 directly to Development Media International for the evaluation, which we included in our money moved figures.

⁹ This does not include approximately \$10 million in grants that were “[conditionally approved](#)” but not yet made in 2015. In 2014, we advised Good Ventures to make 12 grants totaling \$8.1 million.

Money moved by charity

Our four top charities received the majority of our money moved. Our four standout charities received a total of \$2.2 million.

Organization	Good Ventures	Other donors	Total	%
GiveDirectly	\$34,750,000	\$19,364,385	\$54,114,385	49%
Against Malaria Foundation	\$22,845,518	\$15,445,609	\$38,291,127	35%
Evidence Action (Deworm the World Initiative)	\$10,800,000	\$1,080,068	\$11,880,068	11%
Schistosomiasis Control Initiative	\$1,000,000	\$2,657,389	\$3,657,389	3%
Iodine Global Network	\$250,000	\$609,685	\$859,685	1%
Development Media International	\$250,000	\$249,920	\$499,920	0%
GAIN (Universal Salt Iodization)	\$250,000	\$244,309	\$494,309	0%
Living Goods	\$250,000	\$88,896	\$338,896	0%
Total	\$70,395,518	\$39,740,261	\$110,135,779	100%

Money moved by donor size

*Note: In this section, we exclude Good Ventures and donations reported to us in aggregate for which we do not know the size of individual donations.*¹⁰

In 2015, we continued to see growth in the number of donors and amount donated across each category of donor size that we reviewed. Similar to past years, the vast majority of our money moved came from a small number of donors giving large amounts. In 2015, 95% of our money moved came from about 15% of our donors, who gave \$1,000 or more. Unlike the last two years, donors who gave \$1 million or more accounted for over half of this.

Size buckets	Number of donors			Amount donated		
	2013	2014	2015	2013	2014	2015
\$1,000,000+	0	1	8	\$0	\$1,640,000	\$21,320,000
\$100,000 - \$999,999	5	14	23	\$1,248,766	\$3,023,586	\$5,486,814
\$10,000 - \$99,999	128	179	245	\$2,429,767	\$3,968,772	\$5,385,612
\$1,000 - \$9,999	1,144	1,352	2,174	\$2,796,319	\$3,455,946	\$5,451,787
\$100 - \$999	3,551	3,855	6,174	\$1,007,501	\$1,111,950	\$1,880,932
\$0 - \$99	3,492	3,643	5,663	\$124,626	\$126,215	\$208,687
Total	8,320	9,044	14,287	\$7,606,978	\$13,326,468	\$39,733,831

¹⁰ This leads the totals from the table to not match those reported in other sections.

Operating expenses

GiveWell's total expenses in 2015 were \$3.4 million.¹¹ Our expenses increased from about \$1.8 million in 2014 as the size of our staff grew, largely to support the Open Philanthropy Project.¹²

We estimate that about one-third of our total 2015 expenses (\$1.1 million) supported our traditional top charity work and about two-thirds supported the Open Philanthropy Project. In 2014, we estimated that expenses for our traditional charity work were about \$900,000.

Unrestricted funding

In the past few years, we have used unrestricted funding almost exclusively for operating costs. We do not count these funds in our money moved but share a breakdown of them to give more context on the overall level of funds supporting GiveWell and our research.

Prior to 2013, GiveWell relied on a small number of donors to provide unrestricted support for its operations. Since 2013, we have asked more donors to support our operational costs and asked donors to support us at a higher level than we had in previous years. At the end of 2014, we also added an option for donors to contribute to GiveWell when donating to our recommended charities.

GiveWell raised \$4.9 million in unrestricted funding in 2015, compared to \$3.0 million in 2014.¹³ Roughly half of this increase came from Good Ventures, which was partly due to a change towards providing unrestricted funding (rather than funding restricted to specific research) and partly due to increasing its support (largely to support the growth of the Open Philanthropy Project).¹⁴ GiveWell also has received unrestricted funding from the William and Flora Hewlett Foundation, the Fund for Shared Insight and an anonymous foundation.

The following table shows donors by size of unrestricted donation (separating out those four major institutional supporters). The major institutional supporters and the six largest individual donors contributed about two-thirds of GiveWell's operational funding in 2015.

¹¹ This includes our estimate of the replacement value of donated office space (the total cost of our office space in calendar year 2015 was about \$432,000, while we estimate that if it was not donated we would pay \$216,000), but it excludes other in-kind donations (valued at about \$375,000), primarily Google AdWords, that we would not purchase at close to the same level if they were not donated.

¹² Our staff grew from 11 people at the end of 2013 to 32 at the end of 2015.

¹³ These figures include an estimate for the replacement value of donated office space (estimated at about \$216,000 in 2015 and \$141,000 in 2014).

¹⁴ In 2015, Good Ventures aimed to fund 20% of operational expenses supporting GiveWell's traditional charity recommendations and 50% of the Open Philanthropy Project. By the end of 2016, we intend to separate the Open Philanthropy Project into a separate organization, no longer supported by GiveWell's unrestricted funding.

Donor buckets	Number of donors			Amount donated		
	2013	2014	2015	2013	2014	2015
Good Ventures	1	1	1	\$240,000	\$380,897	\$1,402,871
Other major institutions	2	3	2	\$200,000	\$400,000	\$300,000
\$100,000+ donors	3	5	6	\$510,000	\$1,210,000	\$1,525,000
\$10,000 - \$99,999	30	32	39	\$524,064	\$599,250	\$1,073,624
\$1,000 - \$9,999	103	143	158	\$279,524	\$359,753	\$463,796
\$100 - \$999	141	214	358	\$40,996	\$73,559	\$105,695
\$0 - \$99	451	646	1,831	\$3,567	\$4,283	\$12,755
Total	731	1,044	2,395	\$1,798,151	\$3,027,743	\$4,883,741

Donor acquisition and retention

Note: In this section, we include unrestricted donations to GiveWell, in addition to donations to our recommended charities that we influenced; we exclude donations from Good Ventures.

In 2015, the total number of donors who gave to our recommended charities or to GiveWell unrestricted increased about 60% to 15,274. This included 10,669 donors who gave for the first time in 2015. Among all donors who gave in the previous year, about 40% gave again in 2015, up from about 33% who gave again in 2014.¹⁵

All donors (excl. Good Ventures)	Donors	2014 Amount	2015 Amount
Gave in 2014, did not give in 2015	5,686	\$4,097,660	-
Gave in 2014 and 2015	3,690	\$11,881,417	\$16,057,400
Did not give in 2014, did give in 2015	11,584	-	\$27,545,589
Total	20,960	\$15,979,077	\$43,602,989

The number of 2015 donors who gave \$10,000 or more (in either of the last two years) increased 17% to 307. This included 102 new donors and 78% retention of 2014 donors (compared to 69 new donors and 79% retention in 2014).¹⁶

\$10,000+ donors (excl. Good Ventures)	Donors	2014 Amount	2015 Amount
Gave in 2014, did not give in 2015	57	\$1,927,230	-
Gave in 2014 and 2015	205	\$8,945,893	\$12,493,233
Did not give in 2014, did give in 2015	102	-	\$22,670,237
Total	364	\$10,873,123	\$35,163,470

¹⁵ In some circumstances, we cannot accurately track donors over time (e.g. if they were reported anonymously). This likely leads to overstating the number of new donors and understating the retention of previous donors. We crudely estimated the data excluding anonymous donors and found that the remaining set of donors increased 56% to 11,793, with 7,788 new donors and retention of 44%.

¹⁶ Of donors who have ever given \$2,000 or more, 71% who gave in the previous year gave again in 2015, compared to 66% in 2014 (data not shown here).

The table below categorizes donors by the first year they gave to our recommended charities or to GiveWell unrestricted. While we have seen relatively high attrition following a donor’s first gift year (e.g. only 28% of new donors in 2014 gave again in 2015), the retention rates for donors who have given for longer appear relatively stable (e.g. 15-25% of donors who first gave in 2013 or earlier continue to give each year).

First Gift Year	Number of Donors			Percent of Donors	
	Total	Gave in 2014	Gave in 2015	Gave in 2014	Gave in 2015
2009	248	45	50	18%	20%
2010	681	117	108	17%	16%
2011	1,989	327	325	16%	16%
2012	3,220	787	784	24%	24%
2013	6,910	1,844	1,604	27%	23%
2014	6,243	6,243	1,735	100%	28%

How do donors find GiveWell?

We survey all donors to find out where they learned about GiveWell. Of the 14,287 donors who gave to GiveWell's recommended charities in 2015, we know where 5,191 of them learned of our work (36%). These donors account for 65% of our money moved (excluding Good Ventures). The table below summarizes the information that we have collected.¹⁷

¹⁷ Notes:

- “Peter Singer” includes The Life You Can Save and general references to TED talks through 2014.
- “William MacAskill” includes those that reported Tim Ferris’ podcast (which included an interview with Dr. MacAskill).
- “Internet search” refers to donors who were searching online for information about where to give.
- “Online referral” refers to other websites that directed individuals to GiveWell.

Source	Number of donors		Amount donated	
	#	%	\$	%
Peter Singer	1,037	20%	\$8,646,940	34%
Personal referral	856	16%	\$3,092,307	12%
Online referral	573	11%	\$1,697,839	7%
Internet search	526	10%	\$1,155,912	4%
Other newspaper / magazine	326	6%	\$622,462	2%
NY Times / Nicholas Kristof	270	5%	\$908,925	4%
Vox	211	4%	\$137,439	1%
LessWrong.com	204	4%	\$422,663	2%
TV / radio	238	5%	\$197,087	1%
William MacAskill	172	3%	\$83,098	0%
Giving What We Can	102	2%	\$309,472	1%
Proactively looking	5	0%	\$6,380,583	25%
Other	671	13%	\$2,137,766	8%
Total	5,191	100%	\$25,792,493	100%

Major donors

In 2015, donors who gave \$2,000 or more accounted for about 90% of our money moved (excluding Good Ventures).¹⁸ In this section, we summarize what we have learned about the 1,371 donors who each gave \$2,000 – \$1 million in 2015 (in total, this set of donors gave \$15.0 million).¹⁹

¹⁸ In 2014, there were about 870 donors who gave \$2,000 or more (10% of all our donors), and they accounted for 85% of our money moved.

¹⁹ For the past few years, we have emailed a survey to most donors who gave \$2,000 or more who had not previously shared this information. The survey we used in 2015 can be seen here: http://files.givewell.org/files/metrics/Major_donor_survey_2015.pdf. We also learned some of this information through conversations with donors.

How they found GiveWell

Source	Number of donors		Amount donated	
	#	%	\$	%
Peter Singer	173	21%	\$2,317,107	21%
Personal referral	120	15%	\$1,597,495	15%
Internet search	90	11%	\$1,008,884	9%
Online referral	72	9%	\$1,525,702	14%
NY Times / Nicholas Kristof	63	8%	\$825,117	8%
Other newspaper / magazine	59	7%	\$600,320	5%
LessWrong.com	56	7%	\$363,770	3%
Giving What We Can	29	4%	\$274,990	3%
TV / radio	23	3%	\$126,109	1%
Marginal Revolution	21	3%	\$513,473	5%
Personal connection to staff	13	2%	\$264,894	2%
GiveWell speaking events	8	1%	\$49,228	0%
Other	84	10%	\$1,489,394	14%
Total	811	100%	\$10,956,483	100%

Age, nationality, and profession

Age range	Number of donors		Amount donated	
	#	%	\$	%
Under 30	188	36%	\$2,581,757	30%
30s	188	36%	\$3,562,321	42%
40s	74	14%	\$1,242,369	15%
50s	33	6%	\$269,587	3%
60s	30	6%	\$575,962	7%
70s	10	2%	\$230,548	3%
80 or older	1	0%	\$3,000	0%
Total	524	100%	\$8,465,544	100%

Country	Number of donors		Amount donated	
	#	%	\$	%
United States	936	85%	\$8,860,871	84%
United Kingdom	61	6%	\$863,717	8%
Australia	40	4%	\$194,176	2%
Germany	11	1%	\$219,216	2%
Canada	10	1%	\$41,932	0%
All others	46	4%	\$332,015	3%
Total	1104	100%	\$10,511,927	100%

Profession	Number of donors		Amount donated	
	#	%	\$	%
Software/technology	212	41%	\$2,733,375	29%
Finance	82	16%	\$4,481,838	47%
Academia	67	13%	\$449,058	5%
Other business	31	6%	\$417,284	4%
Healthcare	27	5%	\$143,526	2%
Retired	23	4%	\$116,369	1%
Non-profit	21	4%	\$210,433	2%
Law	19	4%	\$128,991	1%
Government	17	3%	\$91,158	1%
Student	8	2%	\$70,964	1%
Other	12	2%	\$684,952	7%
Total	519	100%	\$9,527,948	100%

How has GiveWell changed donors' giving

We ask donors what impact GiveWell has on the amount they give and the organizations that they give to.²⁰

Counterfactual response	Number of donors		Amount donated	
	#	%	\$	%
Reallocated	289	52%	\$4,391,162	56%
Increased	150	27%	\$1,149,189	15%
Some reallocated, some increased	11	2%	\$91,235	1%
Decreased	1	0%	\$3,000	0%
Just beginning to give	108	19%	\$2,174,997	28%
Total	559	100%	\$7,809,583	100%

For the donors who answered that GiveWell's influence caused them to reallocate (or partially reallocate) their donations, we tracked what they reported that they would have given to in GiveWell's absence.

²⁰ Notes:

- "Reallocated" means that the donors said that in GiveWell's absence, they would have given the same amount but to different organizations.
- "Just beginning to give" means that they did not feel they could accurately answer the question because they were just starting to give as they found GiveWell.

Reallocation response	Number of donors		Amount donated	
	#	%	\$	%
Organizations in developing countries	126	47%	\$2,761,714	66%
Organizations in developed countries	34	13%	\$323,912	8%
Both developing/developed	108	40%	\$1,102,857	26%
Total	268	100%	\$4,188,483	100%

Engagement with GiveWell's research

We ask donors about the ways in which they engage with GiveWell's research (for example, read details carefully, read summaries of research, or mostly just rely on our recommendations). We categorized these responses into several categories of engagement level.²¹ We do not expect that the sample of donors for which we have this information is representative of all our donors (we would guess it is strongly skewed to include donors who are most engaged).

Engagement level	Number of donors		Amount donated	
	#	%	\$	%
High engagement	211	42%	\$4,110,154	57%
Moderate engagement	230	45%	\$1,890,808	26%
Mostly rely on recommendations	65	13%	\$1,192,189	17%
Total	506	100%	\$7,193,151	100%

Web traffic²²

We monitor the number of unique visitors to our website (i.e. each person is counted only once per time period). Google provided us with in-kind credit to use its online advertising product (AdWords). We believe that excluding AdWords visitors gives us a more reliable measure of the interest in our research.²³ In 2015, unique visitors (excluding AdWords) increased by 12% compared to 2014.

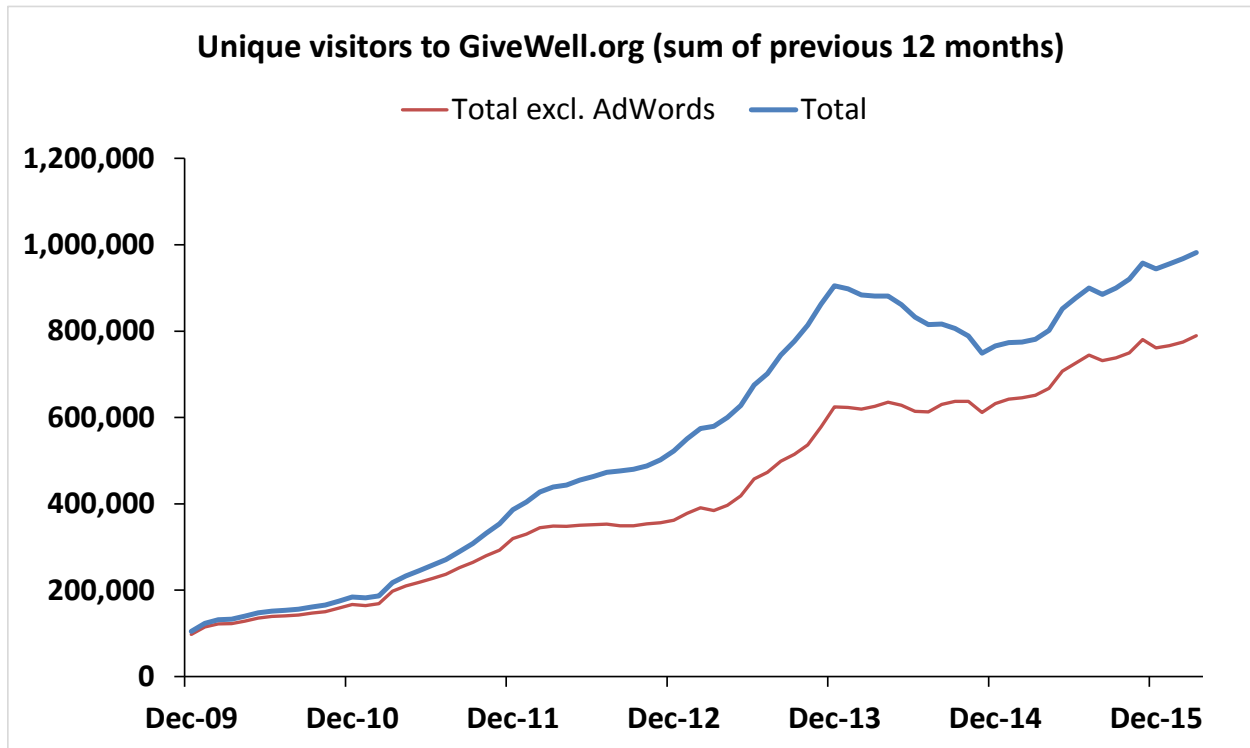
GiveWell's website receives elevated web traffic during "giving season" around December of each year. To adjust for this and emphasize the trend, the chart below shows the rolling sum of unique visitors over the previous twelve months, starting in December 2009 (the

²¹ The categorization required some judgment calls. Generally, "high engagement" includes anyone who answered that they read the website "carefully," read the blog "regularly," attend events, or talk to staff. Moderate engagement includes anyone else who said that they read "summary information" or read the blog "occasionally." ("Mostly rely on recommendations" includes anyone who answered that that was their engagement.)

²² We generally average Google Analytics and Clicky website traffic data.

²³ For example, in late 2013, we removed some AdWords campaigns that were driving substantial traffic but appeared to be largely resulting in visitors who were not finding what they were looking for (as evidenced by short visit duration and high bounce rates).

first period for which we have 12 months of reliable data due to an issue tracking visits in 2008).²⁴



Sources of web traffic

The table below shows the sources of our web traffic in 2014 and 2015. Traffic from search increased, traffic from other non-paid sources was basically unchanged, and traffic directly to our site was down.

Source	2014	2015	Change
Search	286,198	368,881	29%
Direct	174,266	160,381	-8%
Referrals / other	150,533	154,718	3%
Total ex-AdWords	610,997	683,980	12%
Google AdWords	126,595	179,903	42%
Total	737,592	863,883	17%

²⁴ All of our data and notes on issues we have run into and how we have handled them are here: <https://docs.google.com/a/givewell.org/spreadsheets/d/17-vzAl3p8D4Gm0btrAbOEy42lqdAkyivOcZmtM24034/edit#gid=0>. The chart shows monthly unique visitors (slightly different than the other statistics discussed in this section which use annual unique visitors).

Major referring domains

Below are the top five referral domains in 2014 and 2015. We continued to see increased growth from social media (Facebook, reddit, and Twitter). Traffic from The New York Times was up (about 20%), but Vox and The Huffington Post became larger sources of traffic.

Top referral domains in 2014	New Users	Top referral domains in 2015	New Users
Facebook	14,147	Facebook	19,994
qz.com	10,194	reddit	13,469
reddit.com	8,635	vox.com	9,270
iflscience.com	4,246	huffingtonpost.com	9,820
nytimes.com	3,939	Twitter	7,075
Visitors from top 5 domains	41,161		59,628
% of referral visitors from top 5	27%		39%

Appendix: methodology notes

Reporting period: This report covers February 1, 2015 to January 31, 2016 and, for simplicity, refers to this period as "2015." For comparison, it presents data for the same period in previous years, e.g. "2014" is February 1, 2014 to January 31, 2015. We have reported this way since 2012 because donations tend to be clustered in late December and early January, so this provides a more accurate picture of annual growth.

Data: The data used in this report can be found here (XLSX):

http://www.givewell.org/files/metrics/GiveWell_Metrics_Report_2015_public_data.xlsx

Criteria: "Money moved" refers to donations to our recommended charities that were influenced by our research.²⁵ We aim to be conservative in calculating our money moved by including only donations that we are confident that we influenced. Our data include only donations that (a) donors made to GiveWell to support our recommended charities, (b) donors made directly to our recommended charities and reported to us, or (c) donors made directly to our recommended charities that donors reported to the charities as due to GiveWell's recommendation (being cautious not to double count donations reported to us by the charity and the donor).²⁶

²⁵ Top charities and standout charities, listed here: <http://www.givewell.org/charities/top-charities>.

²⁶ The following table shows the breakdown of money moved (excluding Good Ventures) categorized by how we learned about the donations. In 2015, a few donations of \$1 million or more were reported by donors, skewing the size of that category.

Category	2013	2014	2015
Donations via GiveWell	62%	54%	34%
Donations to charities, reported to us by donor	11%	24%	50%
Donations to charities, reported to us by charity	28%	22%	17%

On the other hand, we expect that most donations that we count in our money moved are the result of a complex decision making process, influenced by many factors in addition to our research. Furthermore, we do not attempt to quantify the impact of GiveWell's research compared to the counterfactual of GiveWell not existing (though we are interested in understanding how our research influences donors' behavior and share some findings in this report).

Comparison to Charity Navigator and GuideStar: In the past, we compared GiveWell's online money moved to that of Charity Navigator and GuideStar. We have not been able to easily find data on total donations influenced from Charity Navigator and GuideStar since before 2014 so we have not made an updated comparison.