



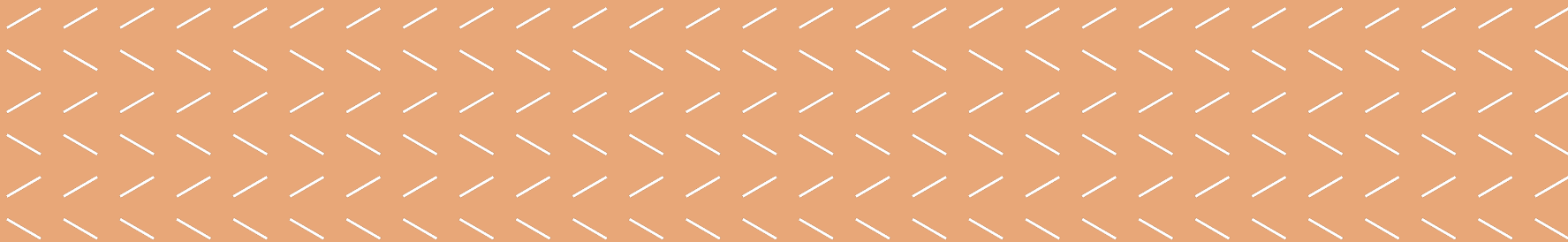
# 2020 Impact Report





OUR MISSION:

# Empower entrepreneurs to do immense good



# IMMENSE GOOD

# IN 2020



In a world with countless problems to solve and millions of charities to choose from, in a year that weighed on every country, every community, and every individual — the Founders Pledge community gave generously and strategically.

This generosity enabled some of the world's most impactful charities to continue making meaningful progress towards resolving some of the world's most pressing issues.





# Here's what we accomplished together in 2020:

**212**

NEW MEMBERS

**\$10 million\***

GRANTS WE'VE INFLUENCED AND ALLOCATED  
TO OUR RECOMMENDED CHARITIES

**\$23 million**

TOTAL GRANTS TO END USER  
CHARITIES

**\$127 million**

DONATED TO CHARITABLE SECTOR

**\$1 billion**

PLEGGED TO CHARITY

\*\$11m in total was allocated to our recommended charities by our members and there may be funds that we influenced that we do not know about.



## PLEDGE

Members commit a chosen portion of their current or future wealth to charity.

## CONNECT

We support members throughout their journey with opportunities to collaborate with each other and learn from experts.

## LEARN

We provide philanthropic advice and in-depth charity research so that members can maximise the impact of their donations.

## GIVE

We facilitate members' donations, providing a global Donor Advised Fund and end-to-end giving infrastructure.

# Our Model

We take members on a journey informed by evidence and expertise to become more informed and strategic philanthropists.

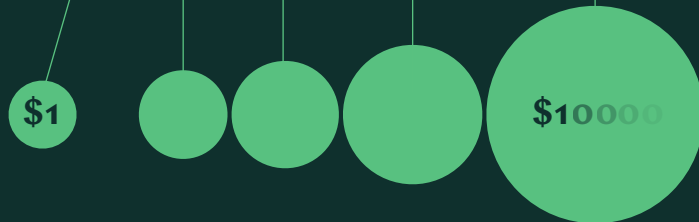




# Why effectiveness matters

Evidence shows that some charities have tens and even hundreds of times more positive impact than others for the same amount of funding. This means that choosing a highly effective charity is equivalent to multiplying the amount donated to a less effective charity.

This is why we focus on identifying some of the very best funding opportunities for our members worldwide. Our Research team conducts rigorous analysis to find outstandingly impactful giving opportunities across a range of cause areas — making it easier to give effectively as members feel confident that their donation is doing as much good as possible.





# Member and community support drives our impact

- > We are a nonprofit. Our operating expenses are supported by donations so that we can remain singularly focused on empowering our members to do the most good with every dollar donated to charity.
- > Unrestricted charitable support enables us to challenge points of view and introduce our community to neglected cause areas that are often overlooked.



# Here's what we've accomplished together since 2015:

1,583

MEMBERS

15.5 million\*

IN GRANTS WE'VE INFLUENCED AND  
ALLOCATED TO RECOMMENDED CHARITIES

\$158 million

IN GRANTS TO END USER CHARITIES

\$554 million

DONATED TO CHARITABLE SECTOR

\$3.5 billion

PLEGGED TO CHARITY

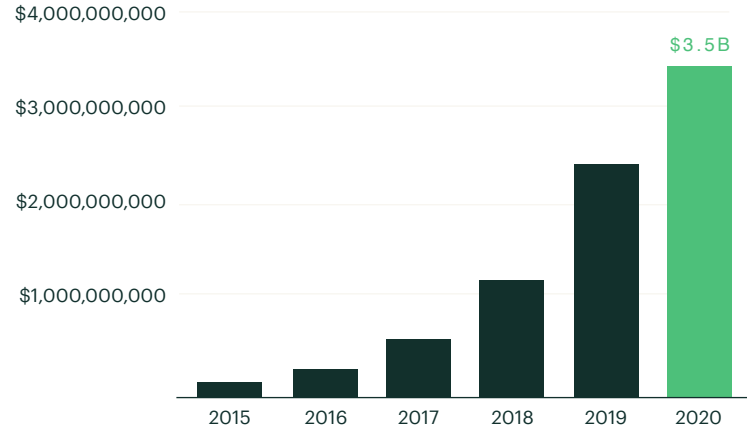
\*\$27.4m in total has been donated to our recommended charities by our members and there may be funds that we have influenced that we do not know about.



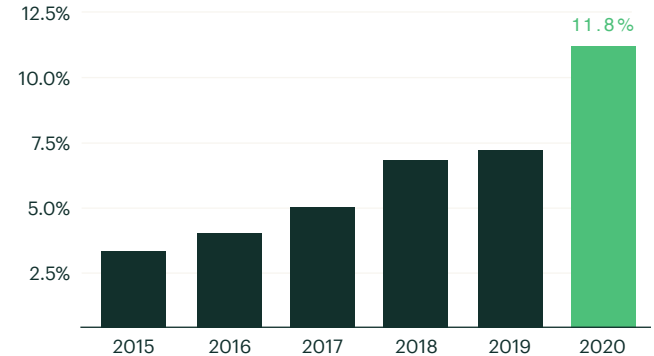
# In 2020, our members committed more of their personal proceeds to charity than any previous year.

On average, members pledged 11.8% in 2020, adding \$1 billion in new pledges for a total of \$3.5 billion now committed to the world's most pressing problems. Five members even pledged 100% of their liquidity.

TOTAL  
PLEGGED  
TO CHARITY  
ALL TIME



AVERAGE  
PLEGGED %  
OVER TIME





BUILDING THE EFFECTIVE GIVING MOVEMENT:

# Equity for Impact

In December 2020, we launched Equity for Impact to make charitable giving the norm, not just among founders, but throughout the startup community. Equity for Impact inspires employees, alumni and investors of pre-exit companies to commit to give around major exit events, and supports them to do more good with every dollar pledged. Those who qualify for Founders Pledge membership by committing \$250k+ to charitable causes are invited to join our community.

Equity for Impact launched to support the Airbnb community in December 2020 ahead of Airbnb's IPO.



**400+**

PARTICIPANTS

**\$50+ million**

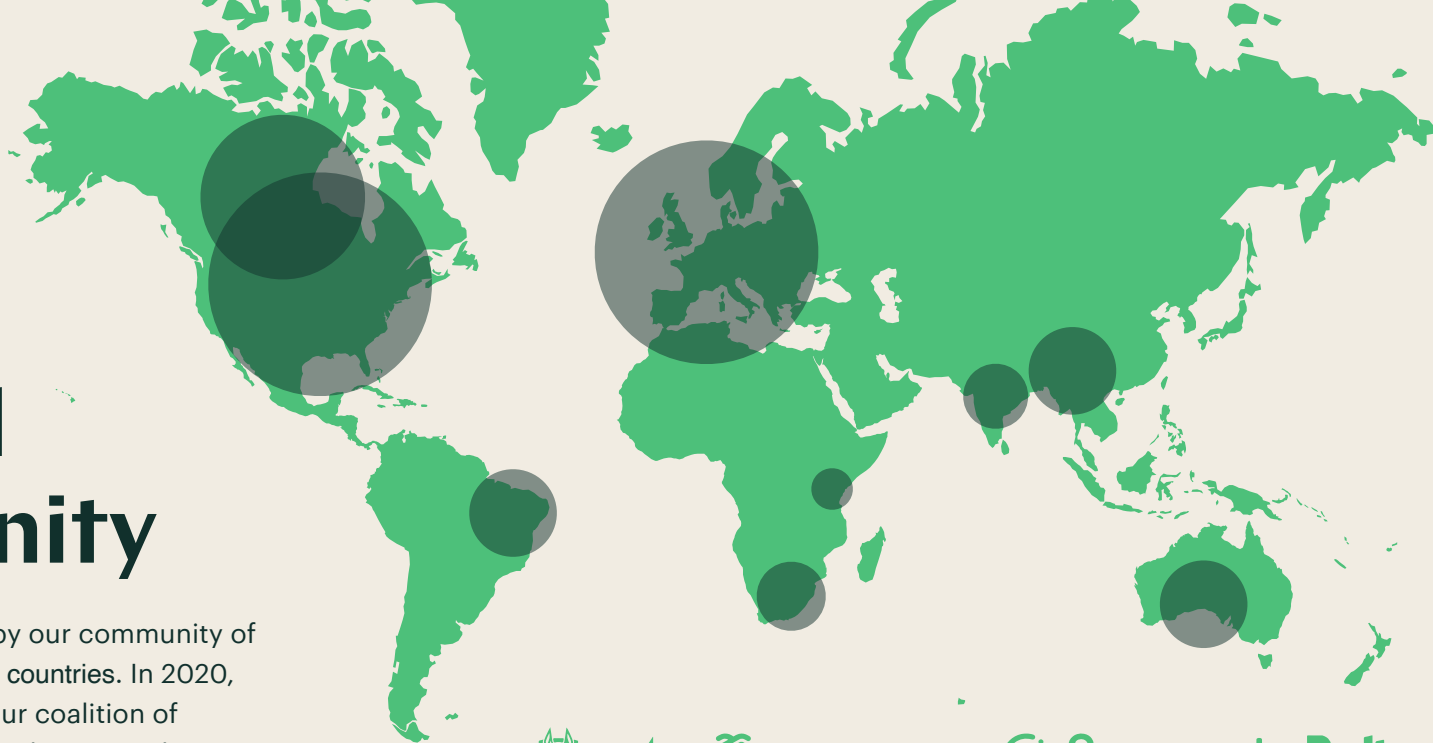
PLEGGED TO CHARITY IN  
FIRST MONTH



# A global community

We're constantly inspired by our community of 1,583 members spanning 34 countries. In 2020, 212 new members joined our coalition of innovative, ambitious philanthropists who are working together to help solve the world's biggest problems.

Members joined us by pledging personal proceeds from companies including:





# Learning & discovering as a community

Once a member pledges, they become part of our vibrant community of startup founders, investors and leaders committed to social good. We connect our community to learn from one another and experts in social impact, and to identify opportunities to collaborate and accelerate impact together.

Ranging from intimate dinners at members' homes to large annual forums, our events provide opportunities to exchange ideas and learn about the latest evidence-led solutions to social problems from thought-leaders in the philanthropic field.

While events looked slightly different this year, 28 events were still hosted covering climate change, mental health in a time of crisis, COVID-19 in low- and middle-income countries, psychedelics and mental health, seed-stage grantmaking, and global health and development. Events this year included:

- A briefing with David Miliband of the International Rescue Committee
- Launch events for our new Climate and Global Health & Development Funds
- A community ski retreat, followed by a virtual reunion
- A virtual dinner on effective giving hosted in collaboration with EA Israel



“Besides feeling that what I do in my startup has a larger meaning, being part of this incredible community is fascinating. At every single event that Founders Pledge has organised I’ve either met a super interesting and nice person who also wants to make a positive impact or I’ve learned something crucial around the philanthropic sector — often both.”



**Michael Langguth**

Co-founder & Head of Business  
Operations of POQ Studio





# Introducing: The Climate Cohort

In 2020, we launched the Climate Cohort, our first cause area-specific member cohort. Through the Cohort, we aim to mobilise and empower our members to take action on climate change, utilising the unique entrepreneurial drive, problem-solving mindset, and evidence-based approach of our community to tackle one of the greatest challenges of our time.

Members have used their learnings to support the very best funding opportunities in the climate space. One member initiated a match fund for our newly established Climate Fund, catalysing donations from our community and their broader networks, and helping the Fund achieve the following success:

**\$3.5m**

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Raised since  
October 2020

**\$1.5m**

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Deployed to high-impact  
opportunities

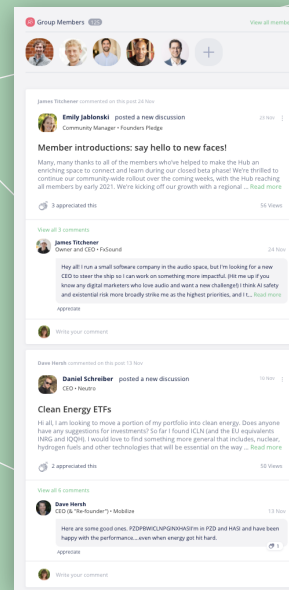
These achievements would not have been possible without our dedicated network of engaged Climate Cohortees.



# The Hub: Coming together in a virtual world

To foster our global community beyond our events, we began rolling out an online community platform, The Hub, in 2020.

The Hub allows members to pose questions, share resources, explore broad topics, network, community-build, and arrange meet-ups directly, or with the support of the Founders Pledge team.





# Advising

Informed by the latest charity research, we provide tailored giving advice to our members. Our advisors work with members to identify the best giving opportunities for them based on their values and interests. Together, we design an exciting, tailored giving portfolio.

In 2020, we revamped our Advisory service based on learnings and insights from previous years. We want to ensure each of our members has the confidence to make strategic donations now and in the future.



**Julien Lemoine**

Co-founder of Algolia

“I wanted to know that my pledge had the biggest impact possible and without Founders Pledge I would have given the same amount, but have achieved much less. We learned a lot in the process. We discovered new charities but also new problems. The Founders Pledge Advisory service helped us look beyond preconceived notions of charity and how to make a difference.



FOUNDERS PLEDGE  
RESEARCH AREAS:

## Benefitting current generations

There are known and promising solutions to many of the most pressing problems facing current generations, with even more being continuously developed and improved. Many of the most well-evidenced and effective solutions focus on health and poverty alleviation in low- and middle-income countries, which is why this has been our main focus so far.

## Improving the lives of animals

At least 75 billion farmed land animals and more than a trillion fish are slaughtered for food each year. Most of these animals live in extremely poor conditions with high rates of disease, pain and immobility, yet farmed animals receive little philanthropic support. We believe improving their conditions is a highly effective way of doing good.

## Benefitting future generations

The interests of future generations are important to many people, yet relatively little effort is spent protecting them. Technological progress has brought us great benefits, but also exposed us to emerging risks such as nuclear war and engineered pathogens. Mitigating these is a promising option for donors open to high-risk, high-return philanthropy.



# Recent research

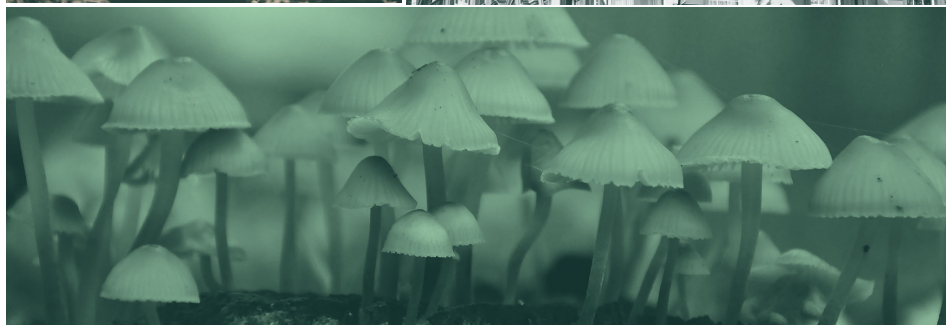
In 2020, our researchers recommended 19 new funding opportunities, published four new research reports, made three major updates to existing research, and continued to improve our data-driven methodology to identify great causes and charities.

Our new research reports focus on:

- [Investing to Give](#)
- [Psychedelic-assisted mental health treatments](#)
- [Homelessness](#)
- [Housing affordability in the UK](#)

We also made significant updates to our research in the following cause areas:

- [Animal welfare](#)
- [Safeguarding the future](#)
- [Climate change](#)





# Accelerating our members' impact on COVID-19

When a 'once-in-a-hundred-years' pandemic spread worldwide, we moved quickly to provide guidance to our members on high-impact ways to invest time and resources in the COVID response.

## COVID-19 IMPACT & INNOVATION FUND:

Supported by Silicon Valley Bank, our researchers built upon our prior pandemic preparedness research, rapidly aggregated learnings from across the philanthropic sector to identify top funding recommendations, and curated a pooled COVID-19 fund to respond to the immediate crisis and prepare for the next pandemic. In total, our members directed \$2.2m through this fund or directly to our recommended charities responding to COVID-19 or focused on pandemic preparedness.

## EDUCATION:

Our briefing events and recommended resources on COVID-19, including blogs and podcasts by Founders Pledge, introduced sources that conveyed the heart of the global issue.

Many of our members took action against COVID-19 through their own initiatives. We shared these projects with our community to raise awareness and boost support. Examples include:

- Kristen Ablamsky helped launch the Freelancers Relief Fund to support struggling freelance households
- Jess Mah led efforts to get PPE to US hospitals through the C19 Coalition
- James Monico co-founded Testing For All to make COVID testing accessible and affordable to UK workers
- Sam Barnett & Sebastien Blanc initiated the world's largest online art class to raise funds for COVID relief charities selected by the Founders Pledge Research team



# Our Donor Advised Fund

A majority of members use our Donor Advised Fund (DAF). DAFs function like charitable bank accounts and enable donors to give to charity in a tax-efficient way, and to consider investing their charitable resources so that more is available to give in the future.

Our DAF is global first and giving to international or fledgling nonprofits is barrier free. We're unique in that we charge no administrative fees for up to \$5 million assets under management, and offer a competitive suite of investment options. Our aim is to ensure that as much money as possible goes directly to the charities our members choose to support, wherever they are.

95% of members with liquidity chose to fulfil their pledge using our DAF in 2020.



DONORS  
CONTRIBUTE



ASSETS  
GROW



CHARITIES  
BENEFIT





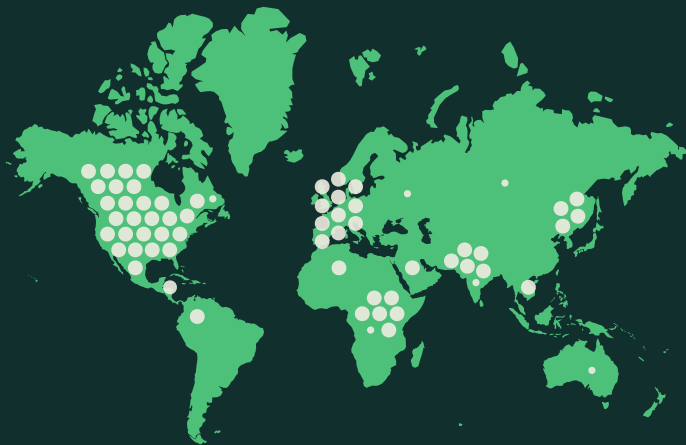
## A look at the donations

Our community made hundreds of grants possible last year with climate change, pandemic preparedness, existential risk, and AI safety receiving the highest overall grant totals. Our research, which is shared on our website and was featured on vox.com last year, informs the giving decisions of not only our members, but the public at large. As a result of our research, \$3.4m has been donated to charity by non-members.

**462** GRANTS

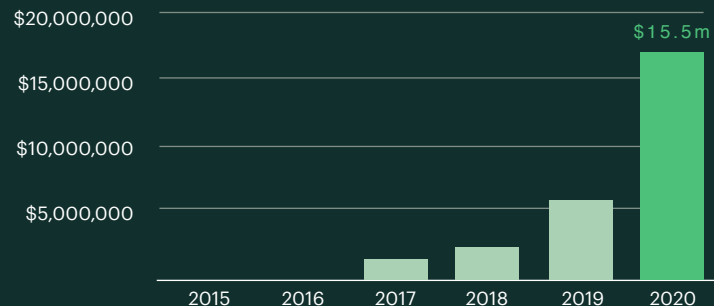
**\$23m** GRANTED TO END USER CHARITIES

**30** CAUSE AREAS



Map approximates grant recipients by region.

CUMULATIVE GIVING TO OUR RECOMMENDED CHARITIES OVER TIME





# Our recommended charity spotlights



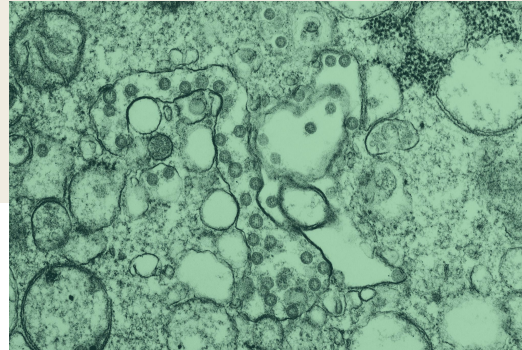
GLOBAL DEVELOPMENT

## GiveDirectly

Provides unconditional cash transfers to households in extreme poverty in East Africa, empowering the recipients to spend donations according to their unique needs. This is one of the most rigorously studied programmes in poverty alleviation, and highly cost-effective.

 Kenya, Uganda, Rwanda

 Cost-effective intervention




BIOSECURITY

## John Hopkins Center for Health Security

One of the strongest organisations working on biosecurity and pandemic preparedness — carrying out research and policy advocacy to reduce the risk of disease outbreaks.

 United States

 Outstanding track record



MENTAL HEALTH

## Action for Happiness

A UK-based charity that brings people together in small, face-to-face groups to explore what really matters for a happy and meaningful life. AfH is building a community of people who are transforming their own lives to be happier and to help those around them.

 United Kingdom

 Strong evidence of improving wellness



# Rita's story

In 2020, our members donated ~\$400k to Bandhan, a charity that supports and empowers women living in extreme poverty in India to build a sustainable source of income.

Rita is just one of the women Bandhan helped 'graduate' out of poverty in 2020. She lives in the village of Baburhat in West Bengal, India with her two young girls. But when her husband left her for another woman, they fell into poverty. Working as a maid, she was earning about \$16 each month, well below the threshold for extreme poverty and not enough to provide for herself, her daughters and her mother, who she also supports.



WEST BENGAL  
INDIA

Today, as a result of working with Bandhan, Rita runs a successful door-to-door garment store and has full sustained employment for the first time in her life. She sells her garments across a number of local villages and is in a better financial position than ever before, meaning better education and healthcare for her daughters.

With the support of the Founders Pledge community, Bandhan supported 1,000 households like Rita's in 2020.

This is just one example of the tremendous impact of our high-impact charity recommendations.





# Launching our funds

In 2020, we made giving even easier through the launch of three themed funds.

In addition to our COVID-19 Response Fund, we launched a Climate Fund and Global Health & Development Fund. Through these Funds, our members can boost their impact by pooling their resources. Fund contributions are granted to high-impact charities by our expert fund managers.

## The Global Health & Development Fund

Aim: To tackle the global inequalities in health, wealth and opportunity

**\$113,000**

RAISED

**\$25,000**

GRANTED TO OUR RECOMMENDED CHARITIES

## The Climate Fund

Aim: To sustainably reach net-zero emissions globally

**\$3.5 million**

RAISED

**\$1.5 million**

GRANTED TO OUR RECOMMENDED CHARITIES



LOOKING AHEAD TO OUR  
EXPECTED 2021 IMPACT:

**\$1b**

**In new funds  
pledged to charity**

**\$13.5m**

**Granted to our  
recommended charities**



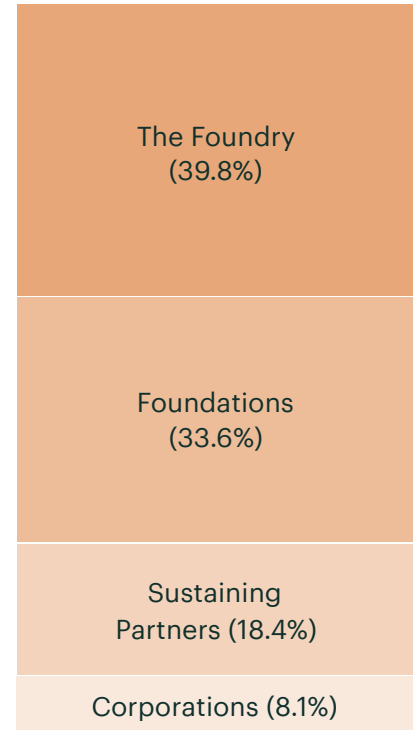


# Our funding

Donations made to Founders Pledge go towards our annual operations and reserves - underwriting costs like staff salaries, research on the highest-impact global charities, and putting on content-rich programmes — while allowing us to plan ahead, creating efficiency and stability.

Donations from our members supported over half of our operating expenses in 2020. In addition to member support, a diverse group of individual donors, foundations and corporations supported our mission.

## 2020 OPERATIONS INCOME BY SOURCE:

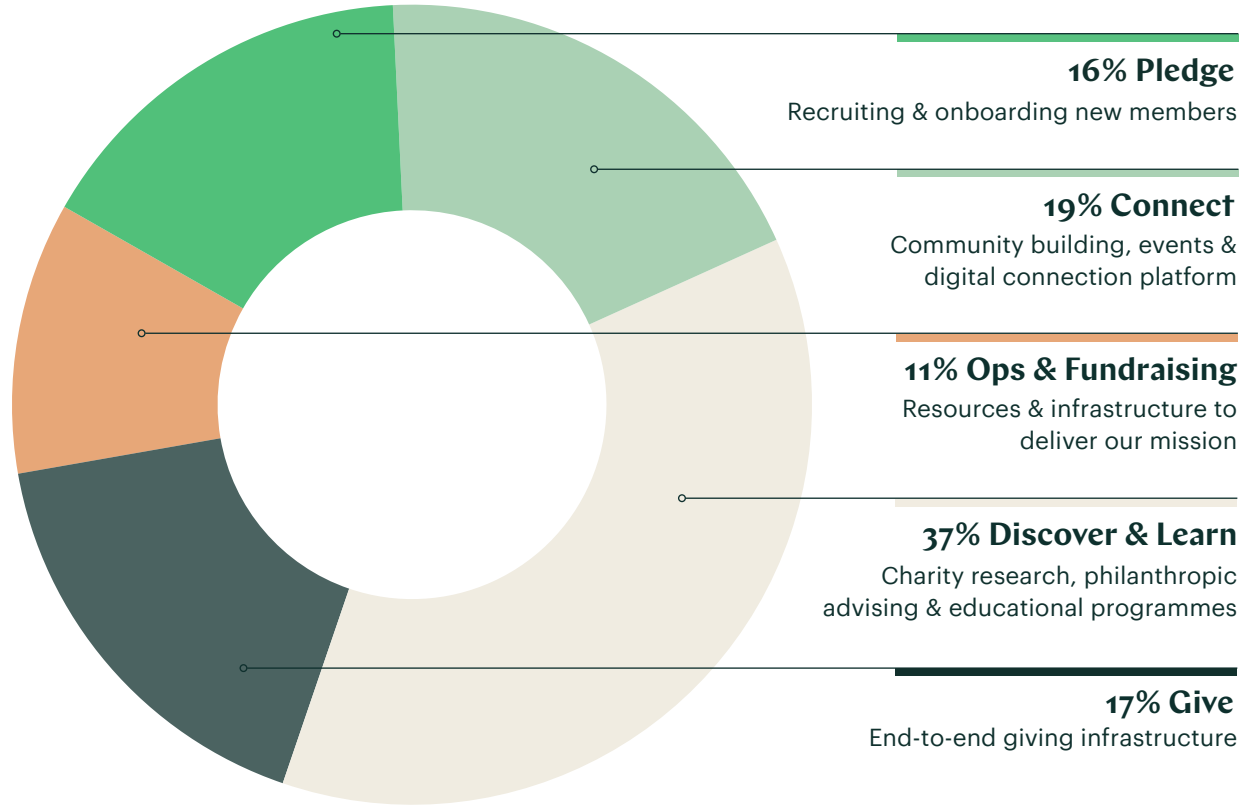




# 2020 Expenses

In 2020, \$4.83 million was spent to further our mission. Here's where that money went.

Founders Pledge has ambitious goals to continue to educate and serve our growing membership worldwide. Further investments will focus on the areas of our work most directly aligned with supporting our members to be more informed and strategic philanthropists.



# We couldn't do any of this without the help of our biggest supporters.

## THE FOUNDRY

A community of visionary philanthropists who make generous gifts to our operations and play a pivotal role as leaders in our community.



NIKLAS ADALBERTH



JOHN & SUSAN  
BAIRD



VIKRANT BHARGAVA  
& DR. SURBHI  
VIRMANI



SHIRLEY & CURTIS  
CHAMBERS



LUKE DING



DAVID HELGASON



TAAVET HINRIKUS &  
SILVIA FANTAUZZI



NEIL HUTCHINSON &  
JESSICA STROUP



ERIC & WENDY  
SCHMIDT



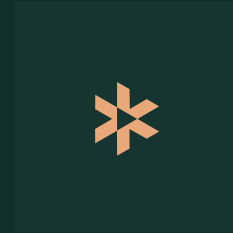
JAAN TALLINN



CHRISTIAN  
ANGERMAYER



DOMINIKA KULCZYK



MOAFFAK AHMED &  
ANNE BADEN





## SUSTAINING PARTNERS

Generous supporters making gifts of up to \$100k per year, helping to accelerate and sustain our impact.

- Emily Brooke
- Dan Castillo
- Ignaz Forstmeier
- David & Eli Gardner
- Kathrin & Andreas Haug
- Ferry & Jennie Heilemann
- Fabian & Anna Heilemann
- Dawoon Kang
- Katie & Damian Kimmelman
- Shak Khan
- Jeremy Yap
- Hilmar Veigar Pétursson
- Dom Narducci
- Bernd Roggendorf
- Jacob & Bunny Rosenberg
- Eric Salama
- Daniel C Schreiber
- Jack Smith
- Marcus Swanepoel & Frieda Mennen
- William Todd
- Blaine Vess

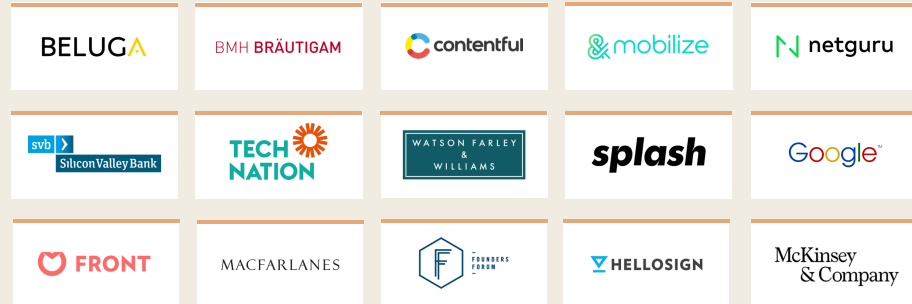
## OUR CORPORATE PARTNERS



## SUPPORTING FOUNDATIONS



## IN-KIND PARTNERS





# Turning the exception into the norm

Since 2015, the Founders Pledge community has moved \$554 million to the charitable sector and pledged \$3.4 billion to social causes. We've empowered 1,583 entrepreneurs to use their minds, their networks and their entrepreneurial drive to address the world's most pressing problems.

We know that certain charities are extraordinarily impactful, doing so much more with every dollar they receive. By supporting these outstanding organisations, we can make greater progress towards ending the world's most pressing problems — for good. Through pledging, connecting, learning and giving, our members are empowered to drive change. Together, they are transforming lives, not only for people and animals alive today, but for generations yet to come.



[FOUNDERSPLEDGE.COM](https://founderspledge.com)

