



THE LIFE YOU CAN SAVE



2018

ANNUAL
REPORT

LOOKING BACK & LOOKING FORWARD A MESSAGE FROM THE EXECUTIVE DIRECTOR



In our [2017 annual report](#), I wrote that “in 2018, we will significantly increase our efforts on both partnership development and expanding in new markets where there is an enormous opportunity that we have not previously had the resources to exploit. Further, we will intensify our efforts to recruit high net worth and ultra high net worth donors for support of our recommended nonprofits and *The Life You Can Save* itself.” As we planned, this shift in emphasis guided our work last year and led to

changes in how we operate. These have already produced benefits in 2019 and show promise for leading to even greater opportunities going forward.

In 2018, we continued to see strong growth in our key metrics. Our most important metric, “Net Impact” (the money we raise for our Recommended Nonprofits, or RNPs, minus our operating expenses), reached nearly \$4.8 million, up 43% relative to 2017. Since 2014, our Net Impact has grown at a 73% compound annual growth rate, demonstrating our consistent ability to increase the amount of money we move to great causes. Web traffic was down ~30%, though we did not view this as a major point of emphasis in 2018 given our prioritization of high net worth fundraising and partnership development. We expect this decline in web traffic to be a short-lived phenomenon, as the projects described below should be sustainable drivers of web traffic growth.

Since 2014, our Net Impact has grown at a 73% compound annual growth rate, demonstrating our consistent ability to increase the amount of money we move to great causes.



Our “Leverage Factor,” (the ratio of money raised for our RNPs to our operating expenses) was about 11:1, i.e. ~\$11 was raised for our recommended nonprofits for every \$1 we spent running our organization. This was down slightly from last year’s 13:1 ratio because our expenses grew at a faster rate than the donations we influenced. Our expenses are still quite low, at around \$460,000 a year, but increasing our size has allowed us to add much-needed capacity. We’re confident this expansion will allow us to have a greater impact over the long-run, and we’ll continue to look for ways to invest in long-term growth.

In fact, much of our efforts in 2018 were spent on projects that reduced our short-term leverage factor, but that we expect to be major drivers of our organization’s activities in 2019 and beyond. We’re particularly excited about three projects that we expect to dramatically widen our audience and grow support for effective poverty interventions:

- Our Team is working with our founder Peter Singer on a 10th anniversary updated edition of Peter’s landmark book [The Life You Can Save: How to Do Your Part to End World Poverty](#), which, of course, we are named after. We will be creating and distributing



the new version in print, ebook and audiobook forms, and are lining up an exciting group of high-profile names to be chapter narrators of the audiobook. The relaunch is scheduled for late 2019.

- In late 2018, we formed a partnership with [Samhita Social Ventures](#), a highly successful Corporate Social Responsibility (CSR) organization in India. The new organization, called **High Impact Philanthropy (HIP)**, will do the same type of work that TLYCS does, but it will be raising money to be used only in India, where there are over 500 million people living in or close to the extreme poverty line.
- In the second half of 2018, we also laid the groundwork for The Life You Can Save Australia. Our founder Peter Singer's home country has always been our second largest market in money moved, and the new entity will help unlock further opportunities. Fully launching by mid-2019, our Australian affiliate will raise funds for many of our RNPs.

You can read more details about these exciting initiatives as well as



Our Team is working with our founder Peter Singer on a 10th anniversary updated edition of Peter's landmark book *The Life You Can Save: How to Do Your Part to End World Poverty*



other 2018 achievements and 2019 plans in the body of this report.

On behalf of our Team and our Board of Directors, I want to thank all of the donors who are helping our recommended nonprofits and TLYCS to effectively address global extreme poverty. Of course, I also want to thank our Team for their skill and dedication and our Board for their ongoing support.

Good Giving. Good Living.

A handwritten signature in black ink that reads "Charles Bresler".

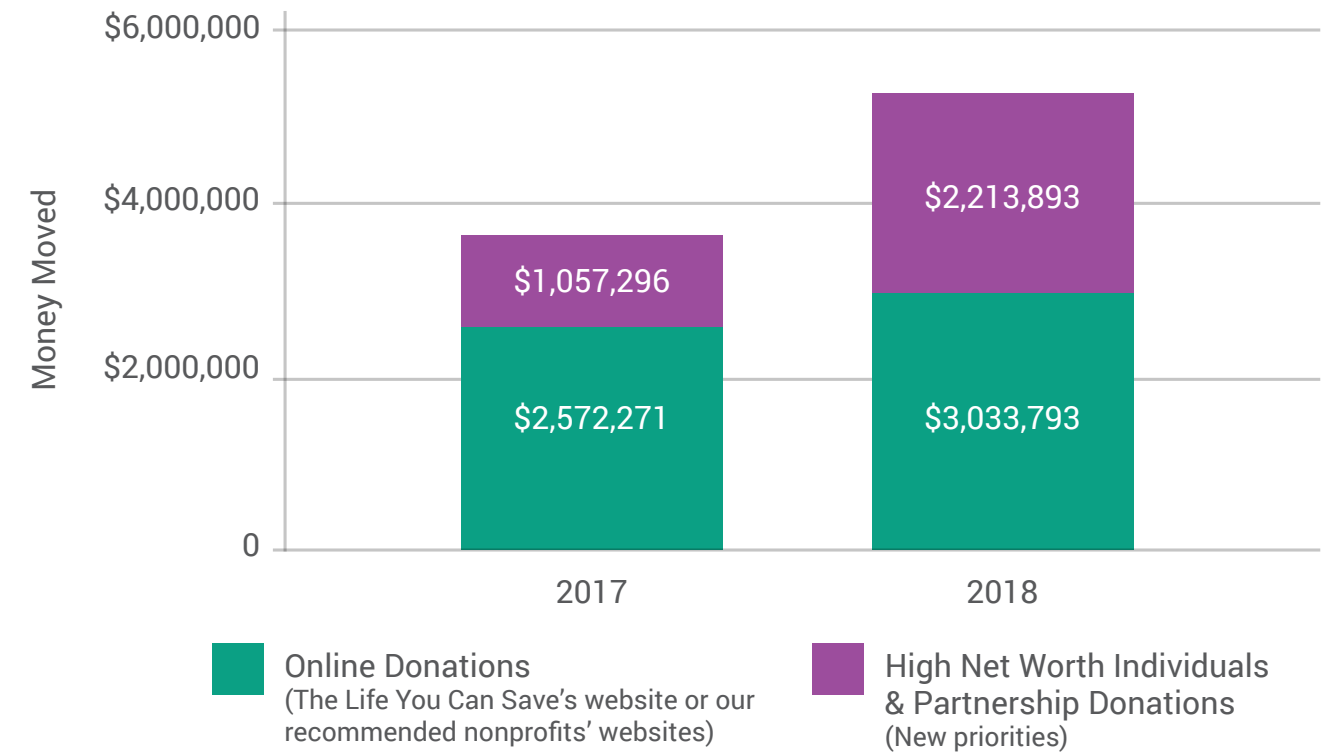
Charles Bresler, Ph.D.

2018 THE YEAR IN NUMBERS

Money Moved has grown consistently, dwarfing our modest expenses.

METRIC	2018	2017	1 YR % CHANGE	5 YR COMPOUND ANNUAL GROWTH RATE
NET IMPACT	\$4,785,168	\$3,349,567	43%	73%
MONEY MOVED	\$5,247,686	\$3,629,567	45%	60%
EXPENSES	\$462,518	\$280,000	65%	17%
LEVERAGE RATIO	11.35	12.96	-12%	37%

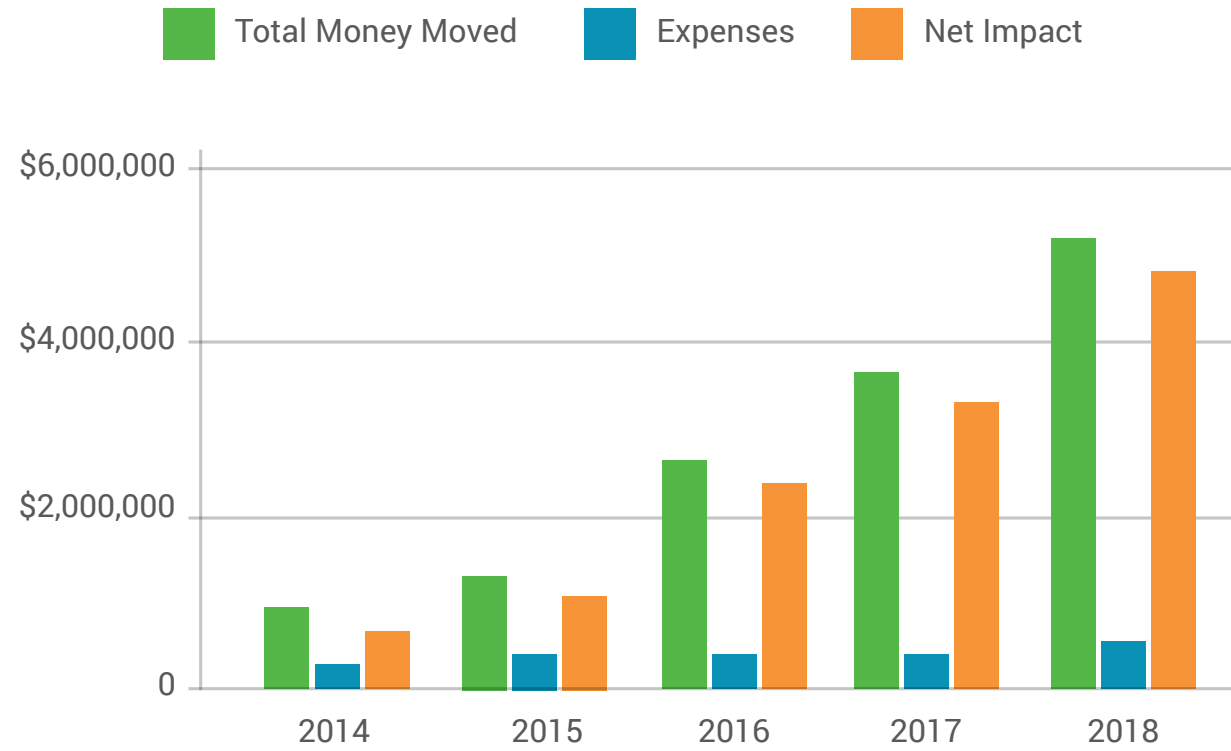
NEW FOCUS DROVE GROWTH IN 2018: HIGH NET WORTH INDIVIDUALS & PARTNERSHIPS



2014 -2018

THE LIFE YOU CAN SAVE'S **IMPACT**

Year in numbers: A closer look at our key metrics.



YEAR	TOTAL MONEY MOVED	EXPENSES	NET IMPACT
2014	\$810,573	\$215,000	\$595,573
2015	\$1,554,052	\$281,242	\$1,272,810
2016	\$2,686,935	\$300,000	\$2,386,935
2017	\$3,658,944	\$285,000	\$3,373,944
2018	\$5,250,000	\$460,000	\$4,790,000

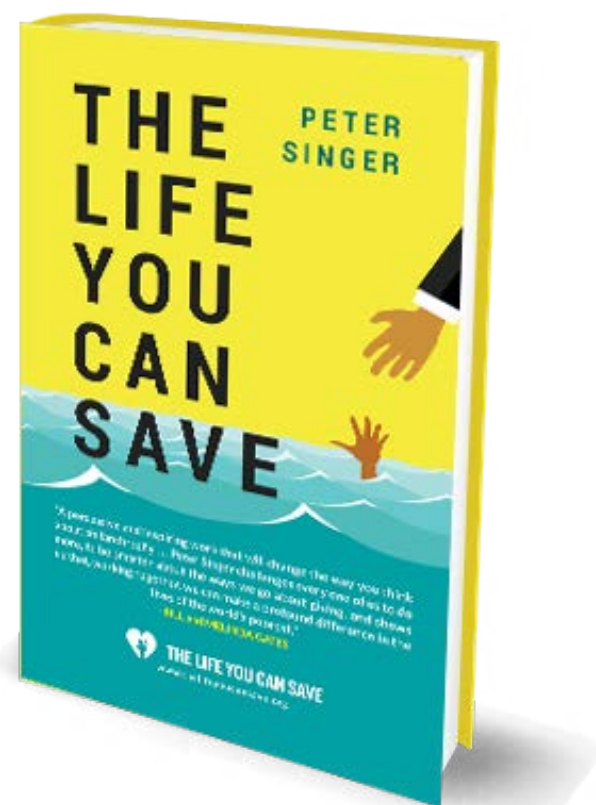


EXPANDED HIGHLIGHTS

THE BOOK

We have purchased the rights to Peter Singer's book *The Life You Can Save*, and a major project for 2019 is creating and distributing an updated version in ebook, audiobook and print formats. Up until now, the rights to the English version of the book have been held by publishers, but in 2018, TLYCS arranged for the reversion of worldwide English language rights to the author by purchasing those rights from the US publisher, and receiving those rights from the Australian publisher (Text), and the UK publisher (Pan MacMillian). Peter then generously donated them to TLYCS, giving us complete control of distribution, marketing, public relations and pricing.

First published in 2009, the book *The Life You Can Save* has been highly influential over the past decade in inspiring people to donate to charities that cost-effectively help the global poor. The resulting TLYCS organization has in turn raised millions of dollars for such non-profits. Additionally, charity evaluator GiveWell has tracked tens of millions of dollars given to its list



of recommended charities (from which many of our recommendations are derived) by donors who learned of GiveWell from the TLYCS book, TLYCS organization and/or Peter Singer.

Given this history, if the updated edition comes close to replicating the impact of the original, it will already be a major success. But we're particularly excited about this project because the new version will have advantages over the first one that we think will propel it to a whole new level of exposure and influence.

A key way we plan to achieve this is by

controlling how the book is distributed, including the pricing. Another advantage is that we can integrate donation and subscription requests and other calls to action into the e-book and audiobook. These mechanisms will make it much easier to influence readers, even those who do not read the entire book. And of course we now have an organization to build and support these processes and to develop relationships with the new donors we'll reach, whereas TLYCS didn't exist when the book was first written in 2009.

With the audiobook in particular, we expect to generate a high level of interest and readership with the

participation of high-profile personalities as chapter narrators. We are very excited to have a great list of prominent supporters who have agreed to donate their time (and voices) to the project.

The track record of the original book makes us confident that people who learn of it will find it compelling and actionable. Our goal therefore is to distribute the new book as widely as possible through a wide range of promotion channels, particularly among audiences with a high capacity for giving and/or influencing.

[DONATE TO THE BOOK PROJECT >](#)

We've wanted to pursue a project like this for a long time, but needed to acquire the rights to all the different versions of the book first. Yoshi Inoue, our incredible pro bono lawyer, was indispensable in this effort.



YOSHIKO INOUE
Director, Legal

The Life You Can Save

A seasoned lawyer with experience in both the private and public sectors, Yoshi donates her time as *The Life You Can Save's* volunteer Legal Director.



INTERNATIONAL GROWTH: INDIA AND AUSTRALIA

In 2017, we began branching out beyond our US presence by establishing [TLYCS UK](#) (in partnership with Prism the Gift Fund) to introduce our organization to UK donors and to provide them with the ability to make gifts to many of our recommended nonprofits that qualify for Gift Aid. In 2018, we continued our international growth by setting up entities in Australia and India.

HIGH IMPACT PHILANTHROPY (HIP), INDIA

We feel that there is enormous opportunity for an organization like TLYCS in India, a country where over 500 million people live in or close to the extreme poverty line, but where there is also a significant amount of wealth and generosity. To enter the Indian philanthropic ecosystem, we have partnered with [Samhita Social Ventures](#), a highly successful Corporate Social Responsibility (CSR) organization in Mumbai, to form a new organization: [High Impact Philanthropy \(HIP\)](#). HIP will



We feel that there is enormous opportunity for an organization like TLYCS in India, a country where over 500 million people live in or close to extreme poverty,



do the same type of work that TLYCS does, except it will be raising money to be used only in India. Our partners at Samhita are smart, experienced, mission-aligned, and well connected in India's philanthropic world. India has a law requiring companies to donate 2% of profits to charity, and Samhita's extensive CSR network provides a strong base from which HIP can draw to influence the impact and cost-effectiveness of these nonprofit donations.

Our thanks to two former TLYCS volunteers, Neela Saldanha and Vidushi Sharma, who have each been integral to our India planning.

THE SAMHITA & HIP TEAM



ANSHULA MADHAVAN

India Manager

Anshula has a bachelor's degree in electrical and electronics engineering from SRM University and her interest in social impact drew her to a PG Diploma in Liberal Studies from the Young India Fellowship at Ashoka University in Delhi, India. She previously worked

on establishing SRM University's Entrepreneurship Cell, designing and implementing a marketplace literacy program in rural Tamil Nadu in collaboration with the University of Illinois Urbana-Champaign and with the artisans of Odisha to enhance their livelihood. She has also interned with PRS Legislative Research where she worked to develop several citizen engagement products around Members of the Legislative Assembly (MLAs) and State Legislatures.

At Samhita, Anshula is a part of the core team advising companies on their CSR strategies and also plays a key role in supporting Samhita's strategic pursuits. Anshula will be responsible for leading the day-to-day execution of HIP's activities, including stakeholder management.



PRIYA NAIK

Strategic Advisor

Priya founded Samhita as part of the Nadathur family's social initiatives. Previously, she co-founded The Spark Group, an education incubator that delivered affordable education to low-income communities in India. She has worked as a researcher at the Poverty Action Lab at the Massachusetts Institute of Technology (MIT), as a consultant with the International Finance Corporation in Ghana, Senegal, Nigeria and Cameroon and as an accountant with Arthur Andersen. Priya has a master's degree in economics from Yale University, a master's degree in public policy from the University of Michigan, Ann Arbor and a master's degree (and

a Gold Medal) in commerce from Mumbai University. She also holds an Executive Education degree from Harvard Business School.

Priya will play the role of an advisor to HIP, providing the team with critical strategic inputs as the entity grows and establishes itself in India, and evangelizing the initiative within India's philanthropy ecosystem.



ANUSHREE PAREKH

India Lead

Anushree leads the Knowledge and Research practice at Samhita and has extensive research experience with private and third sector organizations in the UK. She is a social researcher with a track record of producing evidence-based analyses and reports.



Prior to Samhita, Anushree was a researcher with New Policy Institute, a progressive think-tank based in London, where she designed and implemented customized research solutions for a range of clients on a variety of socio-economic topics. She has also worked with Age UK, a charity aiming to improve the lives of those over 50, and FairPensions, a charity campaigning for ‘responsible investment’ based on the inclusion of ESG principles in investment

decisions among the pension fund and asset management industry in the UK.

Anushree is an economics graduate from St. Xavier’s College, Mumbai and has pursued her master’s degree in Development Studies from School of Oriental and African Studies (SOAS), London.

Anushree will lead the overall strategy and execution of HIP in India.

THE LIFE YOU CAN SAVE AUSTRALIA

In 2018, we hired Rickard Vikstrom to be our Director of Development and to also establish and head up The Life You Can Save Australia. This new affiliate charity, set to launch by mid-2019, will bring our work to Peter Singer’s home country with the purpose of helping to alleviate global extreme poverty and suffering. 2019 activities will include:

- **Launching an Australian online donation platform enabling Australians to donate to most of our recommended nonprofits**
- **Soliciting support from Australian philanthropists for our recommended charities’ major projects**
- **Working with partners to develop**

and trial new forms of the Giving Game

- **Celebrating the 10th anniversary of the book**

We are also [inviting people to become Founding Partners](#) of The Life You Can Save Australia. By helping fund the organization’s start-up costs and investments in fundraising, Founding Partners have the opportunity to play a key role in changing the culture of giving in Australia and in supporting new fundraising sources for our recommended charities.

Donations of AUD2 or more to The Life You Can Save Australia are tax-deductible in Australia.

DONATE TO TLYCS AUSTRALIA >



Fred Hollows Foundation



RICKARD VIKSTROM
Director of Development & Director of The Life You Can Save Australia

Rickard has spent more than 10 years working for the United Nations and other global nonprofit organizations on growth, innovation and change as part of a commitment to making the world a better place.



The Life You can Save Australia... set to launch by mid-2019, will bring our work to Peter Singer's home country



GIVING GAMES

Late in the year, we hired our first dedicated Giving Games (GG) employee. Kathryn Mecrow-Flynn joins us from Centre for Effective Altruism (CEA) and will be running philanthropy education workshops as well as training GG facilitators in Washington DC and around the world. Kathryn's addition is particularly helpful as Jon Behar (who has run GG in addition to his role as COO) will be cutting back his involvement with TLYCS to part-time in 2019, which will allow him to stay engaged with the team and its mission while pursuing other opportunities.

As part of our GG growth, we hosted a training conference in Sydney, led by the experienced Catherine

Low from Effective Altruism New Zealand and Students for High Impact Charity. Also participating was the Altruistic Accounting Group of the University of Technology Sydney (UTS). Our partners at UTS have made impressive progress in incorporating GG into the standard accounting curriculum there, and will pilot running a GG for hundreds of undergraduate accounting students in Fall 2019. This is a perfect example of how we want to embed philanthropy education in curricula across many subjects in schools around the world.

[DONATE TO GIVING GAMES >](#)

DONOR RELATIONS

Another 2018 accomplishment was enhancement of our donor communications systems by Rickard and our new Donor Relations Manager, [Angela Kalayjian, CFP®](#). This included personalizing interactions and establishing opportunities for donors to now support TLYCS and our recommended nonprofits through Planned Giving such as donor advised funds, bequests and stock gifts.



HIGHLIGHTS FROM OUR RECOMMENDED NONPROFITS

NEW ADDITIONS TO OUR LIST

In 2018, we added two new organizations to our list: Malaria Consortium’s Seasonal [Malaria Chemoprevention \(SMC\) program](#) and [Zusha!](#), a road safety project. Both of these additions were based on GiveWell’s in-depth evaluations and endorsements of their work.

FISTULA FOUNDATION SURGEON WINS NOBEL PEACE PRIZE

Dr. Dennis Mukwege, a [Fistula Foundation](#)-supported surgeon, was [awarded the 2018 Nobel Peace Prize](#) for his work “helping thousands of victims of sexual violence in armed conflicts in the Democratic Republic of Congo. Both on a national and an international level he has repeatedly condemned impunity for mass rape and criticized the Congolese government and other countries for not doing enough to stop the use of sexual violence against women as a strategy and weapon of war.”

Fistula Foundation, says CEO Kate Grant, is honored to have provided a little over \$2.3 million in support

of Dr. Mukwege’s pioneering work to heal women broken by violence and childbirth. TLYCS’s goal is to support the work done by outstanding nonprofits to protect and improve the lives of people in extreme poverty. We want to make it easier for these nonprofits to fulfill their missions by helping donors find and support them in these efforts.



Nobel Peace Prize Awardee Dr. Dennis Mukwege and Fistula Foundation CEO Kate Grant

[DONATE TO FISTULA FOUNDATION >](#)



Village Enterprise

VILLAGE ENTERPRISE’S DEVELOPMENT IMPACT BOND AND RANDOMIZED CONTROLLED TRIAL

“Evidence” is one of the main criteria The Life You Can Save uses to recommend charities, and the already-strong evidence for [Village Enterprise’s](#) work got even stronger in 2018. A randomized controlled trial (RCT), considered the “gold standard” of program evaluation, found that Village Enterprise’s microenterprise “Graduation” program led to increased consumption, assets, and income, as well as improvements in nutrition and subjective well-being. [The study](#) included more than 6,000 of the poorest households in 138 villages in Uganda, and was conducted by [Innovations for Poverty Action](#), another TLYCS-recommended charity.

This powerful validation of Village

Enterprise’s core model didn’t leave them resting on their laurels; they also launched the first-ever outcome-based [Development Impact Bond](#) (DIB) for poverty alleviation in Sub-Saharan Africa. The \$5.3 million DIB aims to transform the lives of 12,000+ households in rural Kenya and Uganda by creating 4,000+ sustainable microenterprises over 3.5 years. This DIB is an innovative and performance-based financing tool that is designed to demonstrate how to cost-effectively scale a Graduation program that sustainably moves people out of poverty.

[DONATE TO VILLAGE ENTERPRISE >](#)

EVIDENCE ACTION: BEING WRONG IN THE RIGHT WAY

[Evidence Action](#) takes inexpensive, evidence-backed programs that help

Evidence Action



the global poor and brings them to mass scale. But what happens when the evidence starts to change as the program scales up?

In 2018, Evidence Action had to ask that question about its No Lean Season program. No Lean Season had delivered impressive early results, but when data from a scaled-up version proved disappointing, Evidence Action lived up to its name. Based on the new evidence, they took action and stopped fundraising for the program.

We applaud this behavior, and encourage other nonprofits to follow Evidence Action's example. The organization's honesty has won them plaudits in high-profile articles such as [Why this charity isn't afraid to say it failed](#) and [A charity just admitted that its program wasn't working. That's a big deal.](#)

By halting a project that isn't performing well, Evidence Action is able to devote more resources to those that are, like its flagship programs, Dispensers for Safe Water and Deworm the World, each of which reach millions of people a year and have room to grow. And Evidence Action Beta continues to design, prototype, test, and deliver new interventions that will be brought to scale when the evidence holds up along the way.

[DONATE TO EVIDENCE ACTION >](#)

PROJECT HEALTHY CHILDREN

[Project Healthy Children \(PHC\)](#) was recognized multiple times this past year for its innovative food fortification work that addresses disabling, and often deadly, "hidden hunger."

PHC's redesign, in partnership with Vodafone, of a fortification device called a "dosifier," won a [IoT Evolution Product of the Year Award](#). The dosifier collects mill production data and transmits it automatically to a central, cloud-based database, allowing Sanku-PHC to reduce costs, remote monitor, streamline staffing, and improve efficiencies.



This new technology allows precision production and monitoring for the small, remote mills that produce food for the vast majority of the population in the areas where Sanku-PHC is working, and will significantly expand their reach.

The dosifiers also helped PHC win the Zayed Sustainability Prize in the food category, earning them a \$600,000 award. The award noted "Sanku has currently installed 150 fortification machines in flour mills across five East African countries, impacting the lives of almost one million people daily by providing them safer and healthier food sources." To top off this recognition streak, PHC was

included in Fast Company's list of The World's Most Innovative Companies for 2019 and they were a 2018 Fierce Innovation Award Winner.

By preventing health problems like birth defects, child development issues, and blindness before they occur, PHC's solution creates sustained impact at scale in the lives of sub-Saharan Africans by putting lifesaving nutrients into the food that hundreds of millions of malnourished people eat every day.



Sanku-PHC CEO Felix Brooks-Church accepts the Zayed Sustainability Prize from His Highness Shaikh Mohammad Bin Zayed, Ruler of Abu Dhabi

[DONATE TO PROJECT HEALTHY CHILDREN >](#)

GIVEDIRECTLY'S UNIVERSAL BASIC INCOME PROGRAM

2018 marked the first full year of [Give Directly's](#) groundbreaking [Universal Basic Income \(UBI\) experiment](#), which launched in late 2017.

UBI is an approach to economic security in which the government provides each citizen with an amount of money, regardless of work—no strings attached. Advocates say the system could be a smart and straightforward way to lift millions out of poverty. Detractors argue that recipients will waste the money, or stop working.

To help shed light on this debate, Give Directly is studying approximately 16,000 people across about 120 villages. It will compare people who receive a long-term UBI, a short-term UBI, a lump sum payment, and a control group. This will be the largest UBI experiment in history and the results have potential implications worldwide.

[DONATE TO GIVEDIRECTLY >](#)

View the full list of our recommended charities:

[LIST OF CHARITIES >](#)

CONCLUSION

Over the last five years, TLYCS has built a strong track record of growth and impact. We've demonstrated that our work can help the global poor in a leveraged way, and that we can move much more money to great causes than we spend on our operations.

In 2019, we will focus on maximizing the long-term impact of the *The Life You Can Save* 10th Anniversary book launch, our new Australian entity, and our Indian venture (HIP). The investments we make to maximize the success of these projects necessitates increasing staff and operational expenses like technology and marketing. In the short-term, this will perhaps lower our leverage, but the money we raise for our recommended nonprofits should continue to increase and in the medium and long-term, we expect the size of our community to grow dramatically. In sum, we believe the investments we are making will benefit both our recommended nonprofits and the culture of high-impact giving.

To everyone who has supported TLYCS and our recommended charities, we thank you for being part of this important mission.



APPENDIX

Note: You can find detailed explanations about our methodology, including how we categorize our money moved and how we think about “counterfactuals” (what would have happened if we didn’t exist) in [last year’s annual report](#). Readers should also be aware that these metrics exclude One for the World, for which The Life You Can Save serves as a fiscal sponsor.¹

This appendix aims to provide readers with a deeper understanding of our “Money Moved,” a critical figure which underlies our most important metrics.

\$ MOVED BY TYPE

As described in the report summary, our shift in strategy toward prioritizing donations from Partnerships and High Net Worth (HNW) individuals drove our strong growth in 2018. The table below breaks down our Money Moved by type, providing additional granularity to that narrative. Both Partnerships and HNW showed strong growth; by contrast, all three of the types of online Money Moved that we track were (roughly) flat.²

CATEGORY	2017	2018	%CHANGE
ON TLYCS SITE	\$1,056,714	\$1,016,857	-4%
ON RNP* SITES (REPORTED TO US)	\$1,308,737	\$1,743,359	33%
ON RNP SITES (ESTIMATED)	\$206,820	\$175,448	-15%
PARTNERSHIPS	\$452,821	\$1,789,045	295%
HIGH NET WORTH	\$648,200	\$1,450,000	124%
TOTAL	\$3,673,292	\$6,174,709	68%
OFFLINE TOTAL	\$1,101,021	\$3,239,045	194%
ONLINE TOTAL	\$2,572,271	\$2,935,664	14%

¹ Including One for the World would increase our 2018 money moved by ~\$200,000 and our expenses by ~\$42,000. At time of writing, One for the World is hiring new leadership that will help decide how closely integrated they will be with the rest of The Life You Can Save. Pending that decision we’ve chosen to exclude them from our metrics, particularly since One for the World has been operating largely independently.

² These include estimates for donations that occur on the websites of RNPs that are unable to track which donations we influence; this category now accounts for <4% of our money moved.

*Recommended Nonprofits

DONATIONS BY CHARITY

LABEL	DIRECT	REFERRAL (REPORTED)	REFERRAL (ESTIMATED)	PARTNER-SHIPS	HNW	TOTAL
AMF	\$137,389	\$921,182	-	\$148,894	\$100,000	\$1,307,465
FISTULA FOUNDATION	\$111,889	\$309,237	\$1,280	\$6,692	\$600,000	\$1,029,098
DMI	\$23,898	-	\$11,385	\$852,750	\$35,000	\$923,124
VILLAGE ENTERPRISE	\$33,298	\$7,803	\$1,440	\$2,202	\$600,000	\$644,743
GIVE DIRECTLY	\$122,255	\$345,631	-	\$171,442	-	\$639,328
SEVA	\$48,646	\$19,477	\$9,245	\$224,708	-	\$302,076
EVIDENCE ACTION	\$79,296	-	\$31,490	\$105,126	-	\$215,912
SCI	\$46,649	-	\$20,650	\$132,439	-	\$199,738
IPA	\$22,555	\$29,988	\$440	-	\$115,000	\$167,983
PSI	\$69,546	\$34,069	-	\$9,523	-	\$113,138
OXFAM	\$61,749	-	\$13,448	\$22,451	-	\$97,648
HELLEN KELLER INTL (VAS)	\$18,522	-	\$16,020	\$57,908	-	\$92,450
PHC	\$47,831	-	\$19,030	\$5,950	-	\$72,812
LIVING GOODS	\$24,680	\$36,477	\$720	\$3,027	-	\$64,904
ONE ACRE FUND	\$46,455	\$9,912	\$1,200	\$8,032	-	\$64,879
D-REV	\$31,531	-	\$14,200	-	-	\$45,731
GAIN (IODIZATION)	\$30,985	-	\$12,635	-	-	\$43,620
MALARIA CONSORTIUM(SMC)	\$5,601	-	\$4,135	\$31,971	-	\$41,707
POSSIBLE	\$29,404	-	\$6,710	\$4,214	-	\$40,328
IGN	\$23,236	-	\$9,145	\$1,687	-	\$34,067
FRED HOLLOWES	-	\$30,303	-	-	-	\$30,303
ZUSHA	\$1,352	-	\$2,275	-	-	\$3,627
TOTAL	\$1,016,857	\$1,743,359	\$175,448	\$1,789,015	\$1,450,000	\$6,174,679

ONLINE DONATION ANALYTICS

Google Analytics provides us with valuable insights into who is donating on our site (unfortunately we don't have such information for offline donors or those we refer to our RNPs). Please note that these numbers include some imprecision (including only counting the initial gift of a recurring donation) and some missing data (e.g. Google only provides demographic data on a subset of users). Our general takeaway from this data is the same as last year: we have a long way to go in our efforts to reach a mass audience; our current user base still exhibits a great deal of demographic concentration.

ONLINE DONATIONS BY USER ACQUISITION CHANNEL

One of the main cuts of data we look at is "acquisition channel," which tells us how users arrive at our website. About half the money donated through our site comes from donors who find us through "Organic Search" (e.g. by doing a Google search). Note that "Paid Search" reflects our free Google adwords allocation for nonprofits, not ads we pay for. We expect this channel to convert at a much lower rate than other channels.



ACQUISITION CHANNEL	USERS	TRANSACTIONS	E-COMMERCE CONVERSION RATE	REVENUE	% OF REVENUE
ORGANIC SEARCH	169,280	1,497	0.74%	387,394	53%
GOOGLE GRANT ADWORDS	141,102	250	0.16%	27,681	4%
DIRECT	60,770	846	1.15%	160,104	22%
REFERRAL	24,431	254	0.86%	40,746	6%
SOCIAL	13,891	276	1.61%	27,263	4%
EMAIL	6,094	288	2.90%	82,801	11%
(OTHER)	2,522	40	1.23%	9,751	1%
DISPLAY	23	4	13.79%	147	0%



Hellen Keller International

ONLINE DONATIONS BY AGE COHORT

While we do see donations from donors of all ages, our online donors skew young:

over 60% of donations come from people between the ages of 25-44. As mentioned last year, we suspect that older members of our audience disproportionately favor offline giving, which isn't captured in this data.

AGE	USERS	TRANSACTIONS	E-COMMERCE CONVERSION RATE	REVENUE	% OF REVENUE
18-24	41,292	258	0.52%	18,110	5%
25-34	51,886	638	1.01%	109,013	32%
35-44	27,977	378	1.13%	103,127	31%
45-54	19,444	173	0.76%	43,517	13%
55-64	15,482	148	0.83%	29,873	9%
65+	15,440	129	0.72%	33,380	10%

ONLINE DONATIONS BY COUNTRY

The U.S. accounts for most of our online donations by a wide margin. However, this picture is distorted because donations through our main website are only tax-deductible for US donors, so we regularly direct international donors to give through

other tax-advantaged means. Therefore this table may be most useful in gauging the relative magnitudes of our audiences in various non-US countries. Not surprisingly, even outside the US, our impact is quite concentrated in English-speaking countries (though this distribution was somewhat reduced from previous years).

COUNTRY	USERS	TRANSACTIONS	E-COMMERCE CONVERSION RATE	REVENUE	% OF REVENUE	% OF REVENUE EXCL. USA
UNITED STATES	185,020	2,260	1.02%	546,929	74%	
AUSTRALIA	34,334	275	0.61%	57,584	8%	30%
UNITED KINGDOM	53,376	176	0.28%	22,522	3%	12%
CANADA	26,082	163	0.52%	14,539	2%	8%
THAILAND	1,926	4	0.19%	12,852	2%	7%
NEW ZEALAND	3,591	32	0.73%	6,370	1%	3%
ITALY	1,116	11	0.81%	5,603	1%	3%
IRELAND	2,397	15	0.54%	4,708	1%	2%
SINGAPORE	2,755	19	0.55%	4,389	1%	2%
SPAIN	2,272	43	1.50%	4,324	1%	2%

Possible



NEW VS. RETURNING

We have far more new visitors to our website than returning visitors, but as you'd expect, the latter donate at a much higher

rate. In 2018, as in 2017, these factors balanced out such that we received roughly half our donations from each of these cohorts.

NEW OR RETURNING	USERS	TRANSACTIONS	E-COMMERCE CONVERSION RATE	REVENUE	% OF REVENUE
NEW VISITOR	407,924	1,790	0.44%	357,070	49%
RETURNING VISITOR	44,844	1,666	1.97%	378,817	51%

ONLINE DONATIONS BY GENDER

Last year we observed:

"We see an interesting gender difference in our online giving, though we're not really sure what to make of it. Even though women make up the majority of the visitors to our site (by a modest margin), male visitors are almost twice as likely to donate, and men donate ~20% more than women on average. Therefore, male visitors end up accounting for 65% of giving on our site. (Note that this data is based on a particularly small sample size)."

This year, we saw some shifts in behavior across gender, as men accounted for 55% of revenue in this data set (which continues to be particularly small sample size). Interestingly, in 2018 although men continued to be twice as likely to donate, they gave ~20% less per transaction than women, reversing the previous year's results. The sustained difference in conversion rates seems notable, though we're not sure exactly what actions to take as a result of this observation.

GENDER	USERS	TRANSACTIONS	E-COMMERCE CONVERSION RATE	REVENUE	% OF REVENUE
FEMALE	104,049	710	0.56%	152,142	45%
MALE	81,438	1,044	1.05%	185,670	55%



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