



One for
the World

Fall 2022

Impact Impact Report Report 2021 - 2022

A new era at One for the World

This year One for the World underwent a transformation of brand and approach.

We started by turning over every stone in One for the World's foundations, in order to understand where we came from and better plan for our future. We spent many hours as a team challenging our assumptions, dissecting our values, and communicating our vision.

All of that work brought us to the new One for the World that was introduced over the summer. This brand and mission positions us directly in front of our key audiences- college students and young professionals. Firmly planted here, we are fully embracing a new approach to movement building that will only strengthen our message for a lifetime of impact.



Selorm and Monet,
University of Virginia, Darden

A note from our Executive Director, Jack Lewars

I was startled to realize recently that I had only been in my role at One for the World for two months before the pandemic took hold. The organization's resilience has been remarkable - it is a testament to the dedication of our organizers, staff, and pledgers.

As much as I applaud that resilience, it is even better to see One for the World getting back on our front foot as the pandemic recedes from daily life.

I am delighted to share this impact report with our community, along with our brilliant new brand. As meaningful as the achievements below have been, I am even more excited about what's coming next, as we emerge stronger and even more determined to build a movement that can end extreme poverty.

Sincerely,

Executive Director



The Story of Us



Core Programs

Our Chapter Leader program continues to be the core of our operations. This work educates and trains on-campus leaders around the world to promote effective giving and encourage their fellow students to take the 1% Pledge with One for the World. This program is working to shape the next generation of philanthropists by presenting them with a data-driven approach to philanthropy *before* they have been exposed to other models.

We have also found significant success in our Corporate Outreach program - led by our Executive Director, we have conducted 54 Giving Talks at in-person and virtual corporate offices throughout this year. During these 1-hour presentations we present donors with the potential impact of including effective giving in their portfolio and present the 1% Pledge as a convenient route to quick, reliable, transparent impact.

A child receives a Vitamin A supplement from a Helen Keller International partner.

Photo credit: Mina-Yefien Alex Cedric Coulibaly, courtesy of Helen Keller Intl

Our Mission

One for the World's mission is to build a movement of people revolutionizing charitable giving to end extreme poverty through education, training, and community building.

Our Values

We have organized our values into two categories: 1) strategic values and 2) organizational culture values.

Strategic Values

- We are recipient-focused and human-centered.
- We are effective and data-driven.
- We are celebratory of all giving.

Organizational Culture

- We are kind and respectful.
- We are open-minded.
- We are ambitious.





Emma Press

Chapter Leader, Barnard College

Why did you join

One for the World?

I met other student volunteers that showed me there was an opportunity to combat extreme poverty by pledging 1% of my income to thoroughly-researched, effective charities, and I knew I had to join the movement.

How has One for the World impacted your life?

My experience has taught me to constantly try to decenter myself, think globally, and use my privilege to help others, in every aspect of my life.

16

average number of pledges recruited per chapter

\$504,000

in annualized pledges made to Nonprofit Partners via Chapter Program

These figures show the estimated actual impact of One for the World's fundraising since 2017. These cost-effectiveness calculations are based on data provided by GiveWell and the organizations themselves.

2021-2022 Impact



Children protected from malaria for a year with seasonal malaria chemoprevention:

40,847

Estimated deaths averted:

66.78



Bednets purchased, distributed, and monitored:

188,990

People protected from malaria for two years:

340,182

Estimated deaths averted:

186.04



Children provided deworming treatments:

483,374

Income increases equivalent to a death averted:

169.48



Dollars transferred directly to recipients:

\$420,506

Income increases equivalent to a death averted:

14.87



Children given a year's Vitamin A supplementation, helping prevent early childhood blindness:

133,097

Estimated deaths averted:

98.14

Total donated:

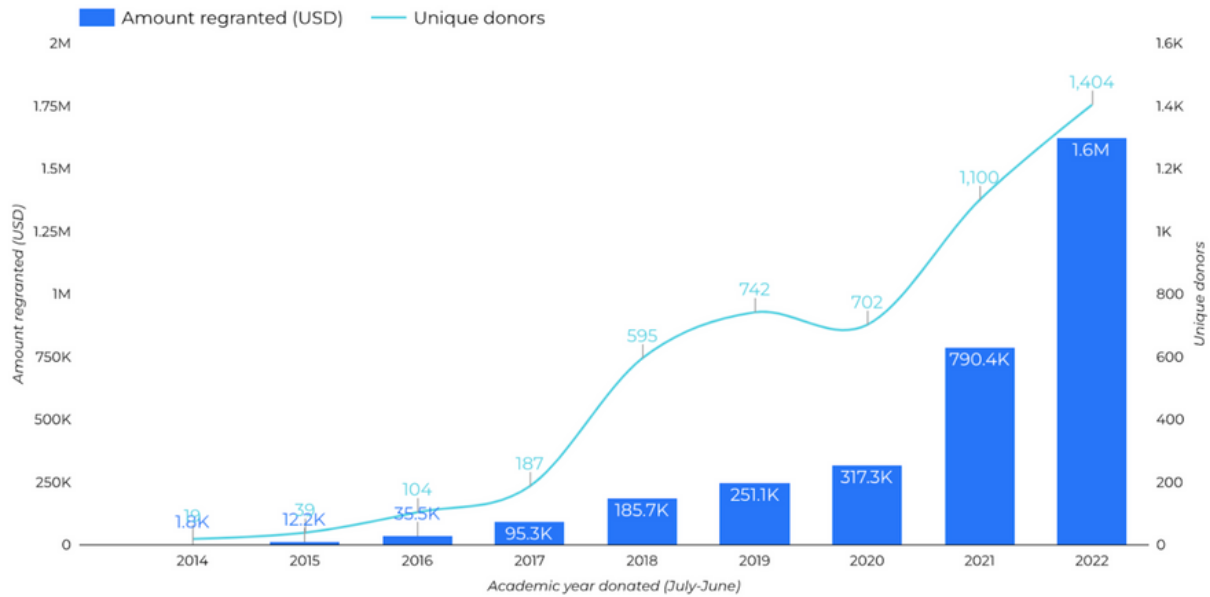
\$3.62 million

Total estimated deaths averted or equivalent:

535



This graph shows dollars (USD) moved to our Nonprofit Partners year-over-year.



We grew our dollars moved by 106% year-over-year!



We have consistently grown the amount of money our pledgers donate to our portfolio of Nonprofit Partners, despite the pandemic.

Our unique model of 'pledging now, donating later' means that we are constantly activating pledges that were recruited up to 4 years ago. We maintained a steady activation rate of around 80% and we are experimenting with strategies to improve this rate.

Regular donations grew 57% year-over-year.

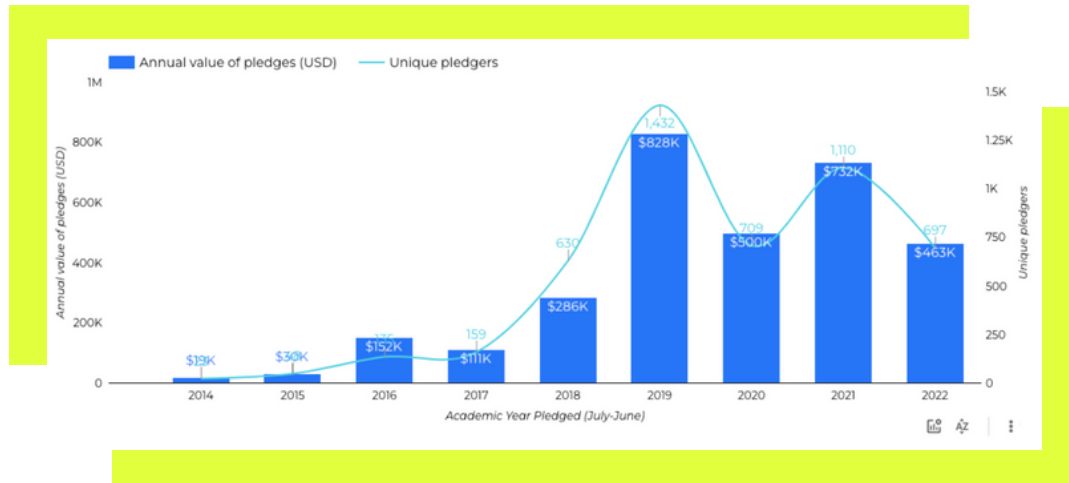
2021-2022 Impact



Undergraduates kicked into high-gear last year and accelerated their growth by +78%, in comparison to a growth rate of +52% the previous year.

Last year, our Chapter Leaders continued to battle factors outside of their control - a mostly remote campus experience, imperfect chapter leadership transitions, and apprehension about in-person events due to the COVID-19 pandemic. These factors created an environment that was not conducive to organizing and community building.

Pledge recruitment was challenging this year.



Grace Reynolds
University of North Carolina
Kenan-Flagler

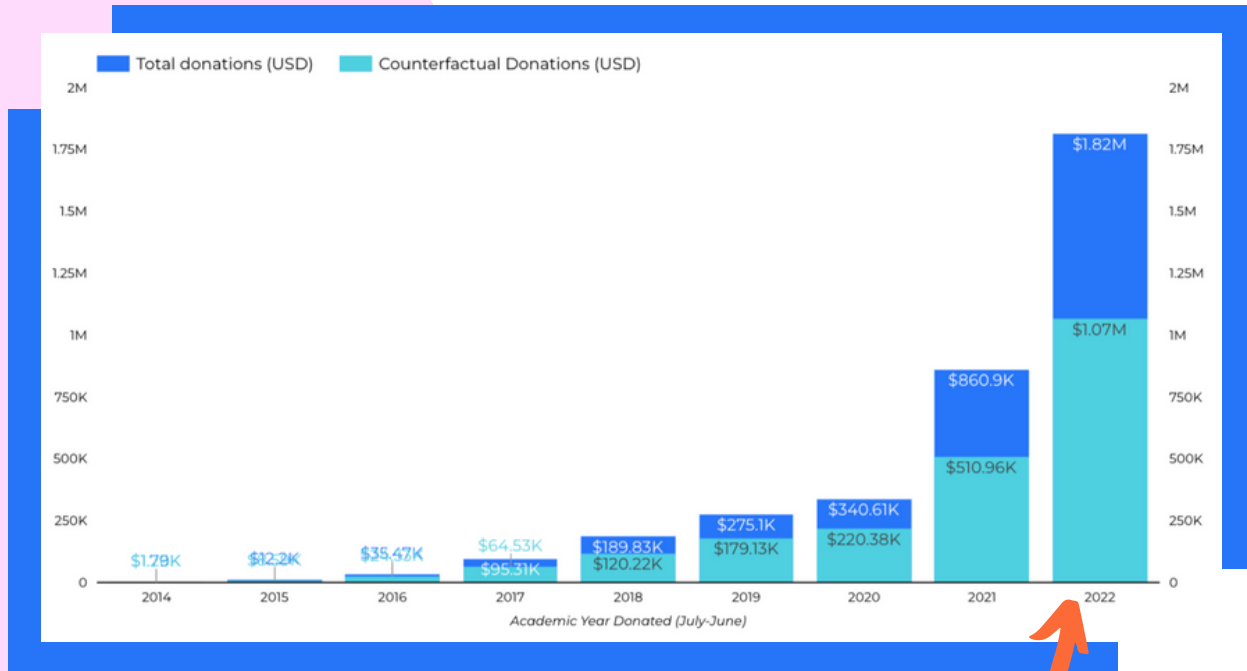


Jacob Blau,
Northeastern University

Helen Lei,
Wesleyan University



Total and counterfactual donations grew at the same rate.



Total dollars grew 112% and counterfactual dollars grew by 110%!

What is a 'counterfactual' donation?

We survey all of our donors at the time of checkout. 68% of our donors noted that they were 'not familiar' with GiveWell's list of recommended nonprofit organizations before encountering One for the World and deciding to take the 1% Pledge. We infer from this that at least 68% of all donations occurred outside of GiveWell's influence. This is a conservative estimate - clearly people could be familiar with GiveWell nonprofits but decide to donate, or donate more, because of One for the World - but we prefer to hold ourselves to a high standard.

Why is this important?

Essentially, One for the World wants to ensure that our fundraising and outreach efforts are worth it - that we are bringing financial value to our nonprofits partners that would not otherwise have been funded through GiveWell's influence alone.

2022-2023 Strategy

After a time of renewal, we are approaching new goals for the next year:



- Normalizing the conversation around addressing extreme poverty through philanthropy in the United States, Canada, Australia and the United Kingdom.
- Empowering Chapter Leaders to train and onboard volunteers.
- Filling our library of resources with Chapter Leader-developed content.
- Building a One for the World universe that appeals to supporters across the Circles of Engagement, and
- Becoming recognized as leaders in the effective giving space for our key philanthropic audiences - college students and corporate professionals.

2023 Objectives & Key Results*

| Goal | Target |
|---|------------------|
| Regrant or have solid attribution for \$1.25m in counterfactual money donated to GiveWell nonprofits. | \$1,252,036 |
| Grow regular giving to \$1m of live run rate. | \$1,007,638 |
| Activate 80% of expected annual run rate from donors who haven't yet started and are due to activate this year. | 80% |
| Retain 84% of active annual run rate from regular donors who donate at least once this year. | 84% |
| Recruit an average of \$40k in annual run rate per grad chapter. | \$40,000 |
| Recruit 30 unique pledges per undergraduate chapter | 30 pledges |
| Deliver two outstanding and highly rated Chapter Leaders Meetings in the fall and spring. | 9/10 in Feedback |

*For the purpose of this report, we are presenting a selection of our objectives and key results.

Gratitude

We would like to acknowledge the efforts of all of those who worked so hard to realize the impact reported within these pages.

Thank you to the One for the World team for analyzing data, providing feedback, and working every day to end extreme poverty.

Thank you to our volunteer Chapter Leaders all around the world. We could not grow this movement without you. We are forever grateful to your commitment!

Thank you to the members of our board for providing guidance over this high impact work.

Thank you to our Nonprofit Partners for doing the critical on-the-ground work to alleviate people from extreme poverty - thank you, thank you, thank you!

One for the World
880 3rd Ave
New York, New York 10022
1fortheworld.org
Info@1fortheworld.org

Prepared by:
Chloë Cudaback
Director of Communications
Chloe@1fortheworld.org



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Thank You!