



**One for  
the World**

# Impact Report



228 Park Ave S, New York, NY 10003

[www.1fortheworld.org](http://www.1fortheworld.org)

2022-2023



# One for the World

## **One for the World builds a movement by pairing the 1% Pledge with a value-aligned community.**

Empowered by a fresh look, we ran enthusiastically toward 2022-2023. We set ourselves up with ambitious goals and got off to a fast start by delivering an incredible Chapter Leaders Meeting in Philadelphia to kick off the school year. We hired Emma Cameron, our Director of Chapter Organizing, and added two Organizing Managers, Savita and Gabrielle. Across the board, our team poured themselves into supporting the Chapter Leaders and their organizing efforts.

The outcome of that work was that some of our growth goals were achieved and some were not. We discuss this impact throughout, but you will notice something else about this report. We are also talking a lot about our community and their stories. It is important to understand our measurements of success and challenges in the context of the hearts and minds of the people who work towards our goals every day.





# One for the World



## A note from our Director of Communications, Chloë Cudaback

As we complete this report, One for the World will be closing out our ninth year of operation. In that time we have moved \$4.49 million to our Nonprofit Partners, opened 159 chapters around the world, and brought 2,913 pledgers into the movement. I am personally staggered, but not nearly surprised, by the impact that this organization has had on so many individual recipients, their families, and their communities.

Even as our impact is maximized and some recipients feel relief, we are continually reminded to expand our compassion toward humanitarian efforts across the globe. In our work with young people, we are often asked to recommend further opportunities for them to engage with their local and global communities to effect change. Although it is tempting to stretch ourselves further toward all of the tremendous need in the world, we find strength in continuing to be highly effective in and highly focused on our specific area of expertise.

For me, One for the World has been a confident presence in a world of gray areas and uncertainty. Through my 1% Pledge, I know that each dollar pledged means one dose of Vitamin A and one more year that a child will not go blind from an easily preventable deficiency. I know that five dollars pledged means that two people will be protected from malaria transmission under the safety of a bednet for one year. Taking control of my impact through One for the World and effective giving has brought comfort at a time when many things may feel out of my control.

Each and every one of you saw the complex problem of global extreme poverty and exercised your power to take action. That is admirable. With this Impact Report, we extend an invitation for you to reflect on your own One for the World pledge and celebrate alongside the other remarkable members of this movement to end extreme poverty.

Sincerely,

Director of Communications

# If you are new to **One for the World** here's a peak into our work:



## Let's start with our vision:

Our vision is a world in which everyone fully embraces their opportunity to give effectively and therefore no one lives in extreme poverty.



**Alongside our portfolio of nonprofit partners, we contribute to realizing this vision through our mission:**

Our mission is to build a movement of people revolutionizing charitable giving to end extreme poverty through education, training, and community building.

## We encourage all of our community members to take the 1% Pledge:



The 1% Pledge is a commitment to give at least 1% of our future income to high-impact nonprofit organizations. We believe that maintaining a consistent, long-term practice of charitable giving should be an ordinary part of life!



Nabil Hossein  
Kansas University Medical Center



**There are many benefits to taking the 1% Pledge with One for the World:**

In partnership with GiveWell, One for the World will help you consistently update a portfolio of Nonprofit Partners that are maximizing their impact for every dollar that you give. Stay connected to other 1% Pledgers on campus via your Chapter Leaders!

## And we accomplish all of this through a the lens of our core values:



Recipient-focused and human-centered, effective and data-driven in our strategy, celebratory of all giving, and equitable in the operation of our programming.

# A look into the impact of the

## 1% Pledge with One for the World



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

58,587

Estimated deaths prevented:

98



Bednets purchased, distributed, and monitored:

321,748

Estimated deaths prevented:

288

People protected from malaria for two years:

554,797



Children vaccinated:

1,167

Estimated deaths prevented:

37



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

224,531

Estimated deaths prevented:

136



Total donated:

**\$4.49 million**

Total estimated deaths averted or equivalent:

**816**

Note: These numbers are totals that include the impact from current and previous Nonprofit Partners.

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.

"I grew up in an American environment, but also as a child of two immigrant parents from India. I grew up with a conscious level of privilege and this moved me to step outside of my bubble to do more for the people in my local and global communities.

When I started earlier this year with One for the World, I was excited to work on the new community organizing model and connect with our volunteer Chapter Leaders all over the world, who wanted to be like me and affect real data-driven change. The challenge that I did not expect was figuring out how to support those volunteers as they worked to foster authentic feelings of community and connectedness to our mission on campus. In my work, I'll often ask myself these questions,

**'What does it mean to feel like you are part of a community?'**

**What does it mean to feel the urgency of extreme poverty all over the world?'**

**And how do those feelings move you to do something about it?'**

What I have found in working alongside our volunteers is that they are the best people to answer those questions for us. Our Chapter Leaders are driven and proactive advocates that are energized by human connection and community. They already step out into their world every day and seek out others like them.

Being part of One for the World plugs them into a mission where that energy can benefit a world and people they will likely never see, but will have an impact forever."



**Savita Deo**  
Organizing Manager  
OFTW Headquarters

-Savita



Adriana Novello  
University of Miami



# How did we do this year?

In our last annual Impact Report, we shared a selection of our objectives and key results for the new year. Now we would like to share how we did.

Goal	Target	Actual
Regrant or have solid attribution for \$1.25m in counterfactual money donated to GiveWell nonprofits.	\$1,252,036	\$1,043,363
Activate 80% of expected annual run rate from donors who haven't yet started and are due to activate this year.	80%	73%
Retain 84% of active annual run rate from regular donors who donate at least once this year.	84%	80%
Recruit an average of \$40k in annual run rate per grad chapter.	\$40,000	\$18,347
Recruit 30 unique pledges per undergraduate chapter	30 pledges	16 pledges
Deliver two outstanding and highly rated Chapter Leaders Meetings in the fall and spring.	9/10 in Feedback	9/10

## What do these numbers mean?

As we mentioned in the introduction to this report, we approached the last year with a ton of ambition and energy. We hired new staff, improved our tools, developed a new model for organizing and with the power of our new brand behind us, we threw everything at our fundraising and programs.

We were met with a few challenges this year that meant we were unable reach the targets that we set out to achieve:

- The university system, including the students, are still feeling the effects of the COVID-19 pandemic.
- Conflicts across the world and high-profile domestic challenges compete for the attention of our chapter leaders and philanthropists.
- One of our team members abruptly went on long-term leave halfway through the year
- We wrote goals that were more ambitious than realistic considering our capacity and our commitment to community building, which has a much longer timescale.

Thanks to the size of team, our operational values, and the leadership of our Board of Trustees we have the space to test our definitions of success every year and pivot quickly. We have taken all of the lessons from the last year and used them to do just that.





“When I first started as a Chapter Leader, I was excited to be an advocate for our portfolio of Nonprofit Partners, but as I got more involved with the organization I realized that there was so much more to One for the World. I love being part of their mission to build community, provide resources, and share positive initiatives and campaigns.

I was a little bit hesitant to take on the role of Chapter Leader because my major in college is Sustainable Development and I had also never heard of effective giving before. I did know that I valued connection with others and as I learned more, I started to see how sustainable development and global health were intertwined. I understand now that a huge part of bettering the environment is helping the people that live on the Earth.

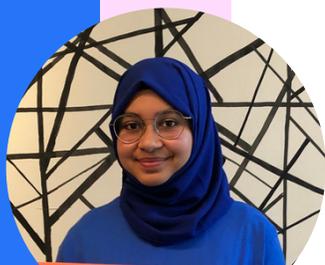
# Nora Krogsgaard

Chapter Leader  
St Andrews University

**One for the World has been a great addition to my life because I feel that I can have an impact now even while I am still studying for my degree.**

Most recently, I have found myself advocating for our Nonprofit Partner, New Incentives. The work that New Incentives does has taught me a lot about respectful advocacy because they hold their recipients as the experts of their own health and needs. I appreciate that respectful advocacy is part of the One for the World ethos which I think sets them apart from the history of most global aid organizations.

In the coming year at One for the World, I'm looking forward to continuing the emphasis on interdisciplinary work. We are hosting a panel discussion during Pledge Week with professors at the University from the Schools of Philosophy, Computer Science, and Sustainable Development. During this panel discussion we are aiming to shed light on the research gaps and skills required to collaborate on and tackle global health challenges.”



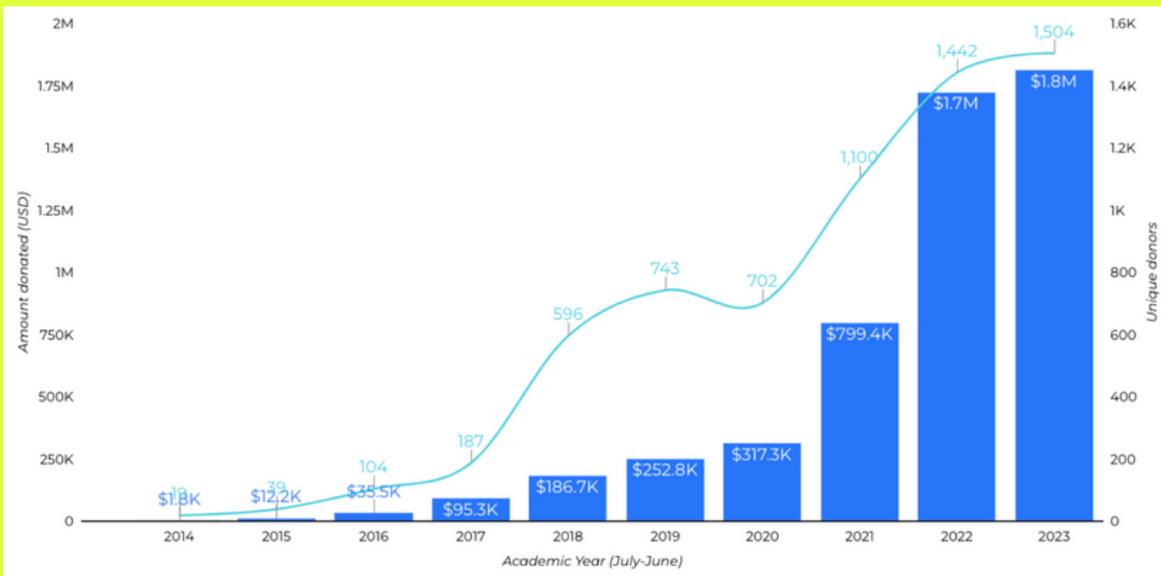
Sarah Khalid  
University of Saskatchewan

-Nora

Let's take a closer look at our wins and opportunities:

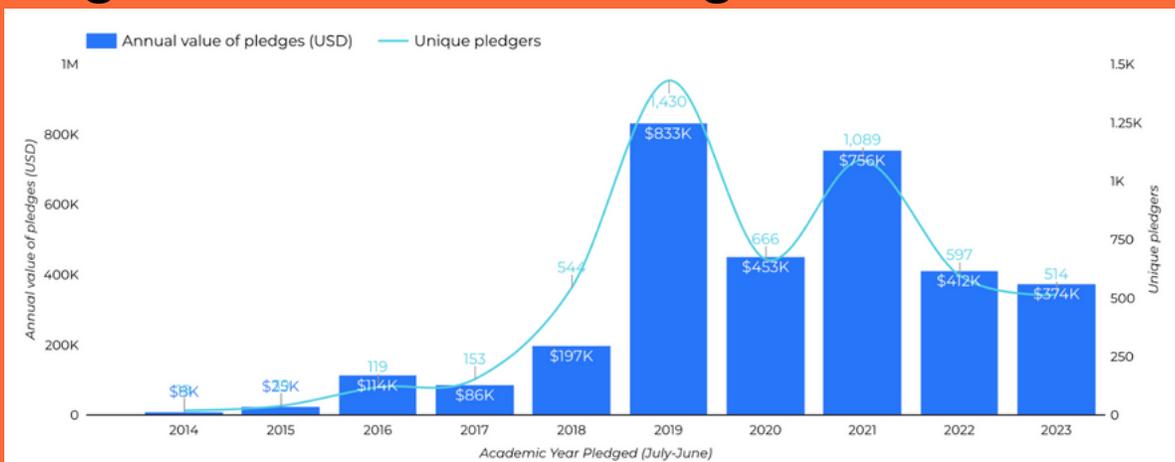


## More money moved to our Nonprofit Partners.



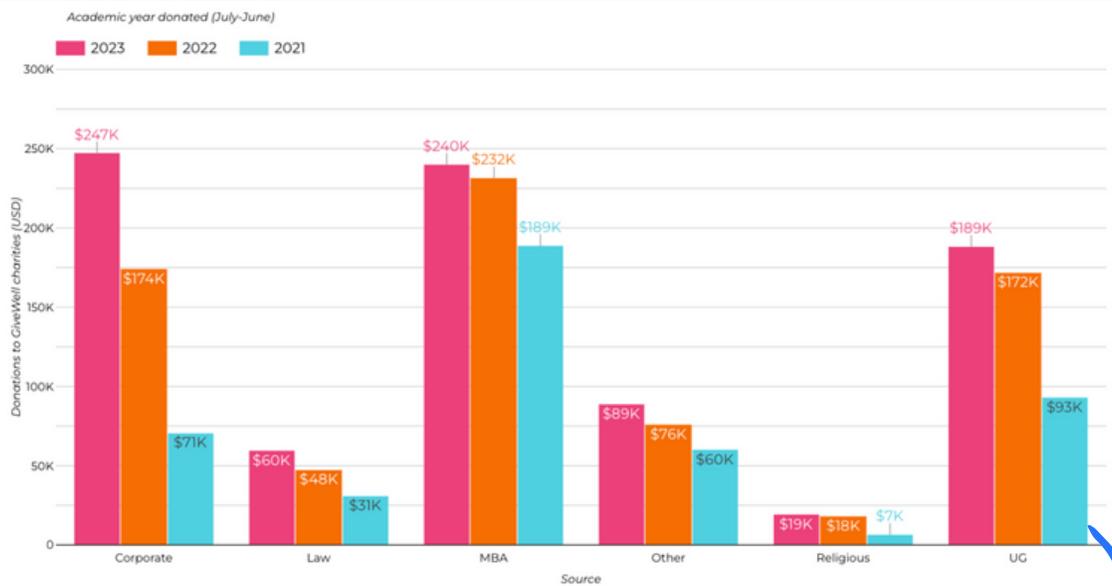
We grew our money moved to our portfolio of Nonprofit Partners by 5% year over year. We also grew our counterfactual donations at a slightly faster rate, increasing these by 9%.

## Pledge recruitment was tough.



Performance has been inconsistent since the advent of COVID-19, and it's unclear which of the last five years are outliers. We are aiming to improve this result with deeper investment in our new organizing model with our undergraduate chapters.

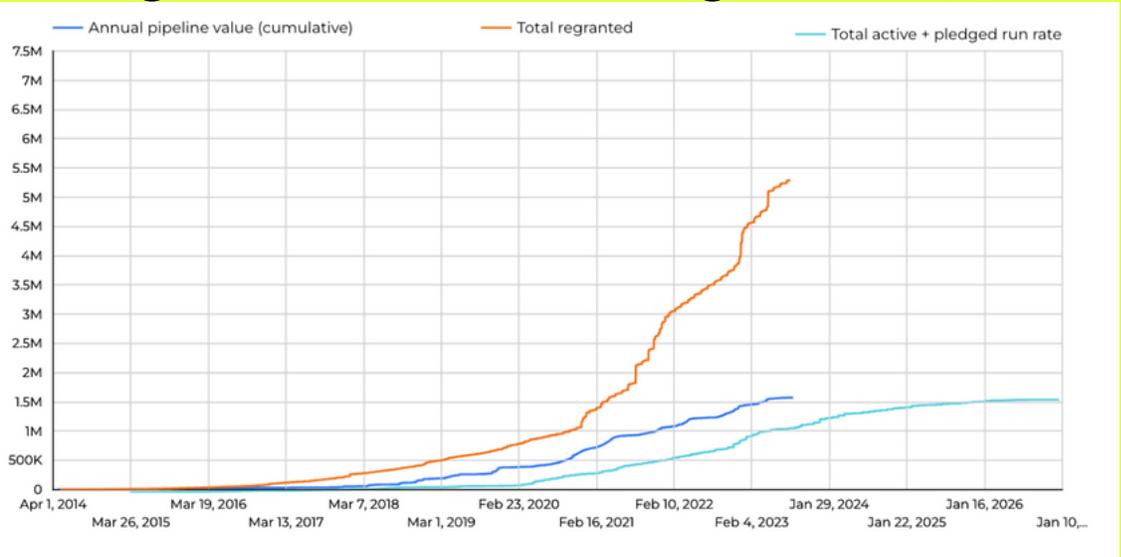
# Regular donations grew 17% year over year.



The growth of our regular donations was powered by our **outreach efforts to corporate workplaces**, although we did see marginal growth from our other audiences.



# Revenues grew, but we need to grow the pipeline.



Our total pipeline of active plus pledged donors actually declined slightly this year. This is caused by donors activating and not being replaced in the pipeline. Although this is good in the short term (an active donor produces donations, where a pledged donor does not), we need to start replenishing the pipeline to sustain our future growth.

# 2023-2024 Strategy



Graduate Chapter Leaders  
Philadelphia, August 2023

Here's how we are approaching our goals this year:

- Optimizing our fundraising by refocusing our campus organizing, expanding our corporate efforts, and creating new partnerships with other effective giving organizations.
- Furthering recognition of our brand and the effective giving movement by investing in events, video content, and digital campaigns.
- Creating opportunities to network with value-aligned potential donors that have a large capacity for philanthropic giving.
- Reviewing and improving our pre-existing systems and workflows increase pledge activation and retention.
- Setting goals across the organization that are achievable considering realistic timescales and the capacity of our team.

## 2024 Objectives & Key Results

Goal	Target
Regrant or have solid attribution for \$1.1m in counterfactual money donated to GiveWell nonprofits.	\$1,107,000
Regrant or have solid attribution for \$1.8m in money donated to GiveWell nonprofits.	\$1,800,000
Activate 75% of expected annual run rate from donors who haven't yet started and are due to activate this year.	75%
Retain 78% of active annual run rate from regular donors who donate at least once this year.	78%
Recruit an average of \$15k in annual run rate per grad chapter.	\$15,000
Raise \$10k per corporate chapter OR Raise \$850k in one-off donations from corporate donors.	\$10,000 OR \$850,000
Deliver 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.

# We couldn't have done it without our community of volunteers, pledgers, and supporters!

We would like to extend a message of gratitude to our One for the World community. We continue to be in awe of what we are able to achieve together each year. We cannot do this critical work without all of you. Thank you!

Sincerely, The One for the World Team

Jack Lewars, Executive Director

Emma Cameron, Director of Chapter Organizing

Chloë Cudaback, Director of Communications

Savita Deo, Organizing Manager

Gabrielle Tran, Organizing Manager



**One for the World**



Executive Director  
Jack Lewars

Trustees: Jack Lewars,  
Robert Colonel, Katharina  
Schwarz, Josh McCann,  
Kate Falkenstien, Allyson  
Root, Suvasini Ramaswamy,  
Jennifer Wong

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