

One for  
the World

*2018/19  
Annual  
Report*



# Dear Friends and Supporters



One for  
the World

## Welcome to OFTW's 2018/19 annual report!

If you're reading this, you probably know what One for the World does. We are changing charitable giving to end extreme poverty. We do this by building a movement of people who give 1% of their income to the world's best-evidenced charities.

It's estimated that [just under 15 000 children under 5 years old die from preventable diseases every day](#). This is not only morally unacceptable - it's also completely and utterly unnecessary. Impact measurement organizations have rigorously tested solutions to many of these problems. We can now have the same confidence in the very best interventions as we have in the medicines we take, as they are tested in the same way.

Our supported non-profits are also cheap and scalable. The only bit of the puzzle that is missing is the funding needed to implement them more widely.

That's why 1,728 donors have taken a lifelong pledge to donate 1% of their income to these highly effective interventions.

Even (or especially!) if you're familiar with the organization, you are probably wondering who I am! I am the incoming Executive Director at OFTW, hired as part of our exciting expansion plans for 2020. I'm taking over the reins at One for the World from the Fall of 2019, having co-founded and scaled [School of Hard Knocks](#), a UK-based social inclusion non-profit, since 2012. You can read more about our plans in the 'looking ahead' section, but to give you a sneak preview: we aim to show marked improvement in the conversion of pledges into dollars, building our community of donors and building our recruitment pipeline.

The foundation for this growth was set this last year, with some significant organizational achievements. In terms of our core purpose, which is moving dollars to highly effective causes, we set a new record by moving \$222k to our recommended charities.

We also saw a huge spike in our headline metric, which we attribute almost wholly to the tireless efforts of Evan McVail, who was hired as OFTW's first full-time staffer this year. The total pledges raised jumped to a staggering \$894k in annualized run rate. If we are able to realize even a modest amount of these dollars, it will have substantial and significant impact in helping some of those experiencing extreme poverty.

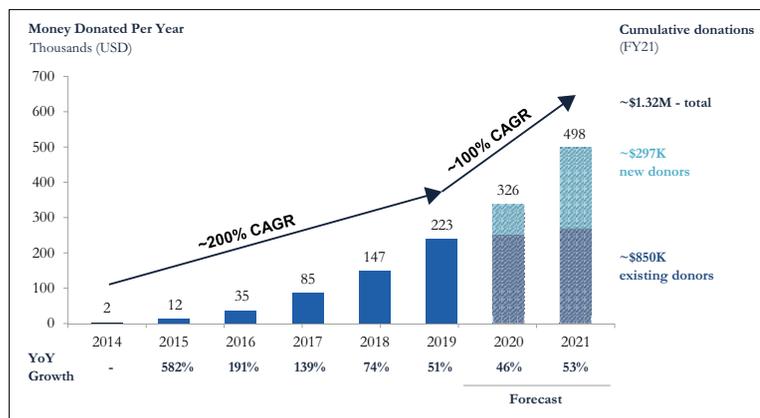
Finally, we owe a huge thank you to our community - that's you! We wouldn't have any hope of achieving our mission without our dedicated staff; supportive partners; inspiring chapter leaders and volunteers; and, in particular, our amazing Executive Committee, who have given countless hours around demanding jobs to take OFTW this far. To all of you, thank you so much, and here's to a record-breaking 2020.

Jack Lewars, Executive Director



At One for the World, we are continuing to improve our data reporting and enhance our understanding of the vitality of our fundraising efforts. The key metrics that we use to measure the success of the One for the World movement are:

- 1) Donations in year
- 2) Impact in year
- 3) New dollars / new donors pledged, and
- 4) Broad distribution of success across chapters



**1 - Donations in Year:** Donations made through the One for the World platform continue to grow at a healthy clip. In Fiscal Year 2019 (FY19, July 2018 - June 2019), OFTW moved \$222K, 51% growth over last year. Since our founding in 2014, our members have donated \$504K, and we estimate that we will have moved more than \$1.3M in cumulative donations by the end of Fiscal Year 2021. This is a downward revision of our projections from last year, which reflects the uncertainty attached to pledges made with long delays before donations commence.

As we have recruited more pledges and moved to the Donational platform, these delays have increased, rendering projections increasingly difficult. The average gap between members' pledge dates and their donation start dates, which is growing, is a key area for our team to focus on in the future. However, we are confident that as our dataset grows, our forecasts will become more accurate.

**2 - Impact In Year:** The \$222K in donations made through the OFTW platform this year had a tremendous impact in the fight against extreme poverty. The generosity of our members allowed our partner groups to:

- Deliver more than 18,000 bednets to people at risk of contracting malaria
- Provide more than 10,000 children with Vitamin A supplementation to prevent early childhood blindness
- Extend healthcare goods and services to more than 16,000 people
- Provide seasonal chemoprevention therapy to more than 1,000 children at risk of contracting malaria
- Give more than \$30,000 in unconditional transfers directly to recipients
- Provide more than 78,000 people with a year's micronutrient food fortification
- Deworm more than 9,000 children

You can see the full impact through our Top Picks below. Collectively, our members materially improved hundreds of thousands of lives around the world and moved the needle significantly in the fight to end extreme poverty.

# Financial Metrics



One for the World

**AGAINST  
MALARIA  
FOUNDATION**



18,541

bednets provided to people to prevent malaria

**GIVEDIRECTLY**



30,726

dollars given directly to a person in need

**MALARIA  
CONSORTIUM**



1,310

children provided with a preventative antimalarial drug treatment

**LIVING  
GOODS**



16,562

people receiving healthcare products / services

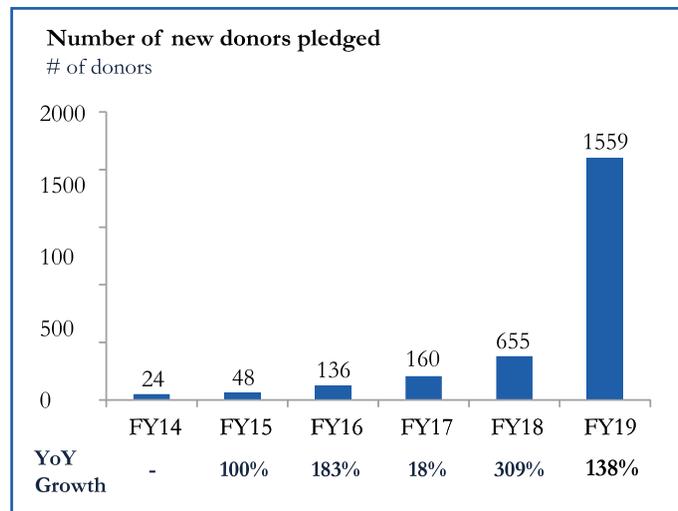
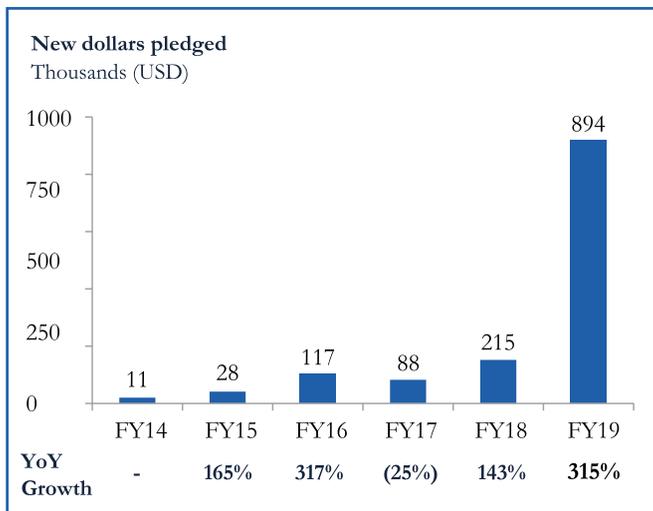
**HELEN KELLER  
INITIATIVE**

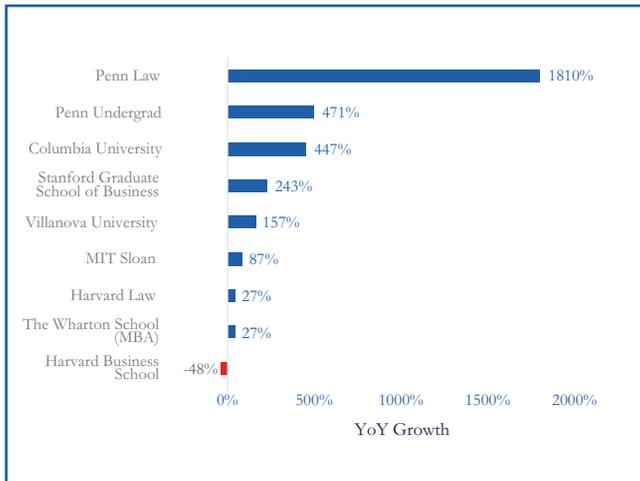


10,160

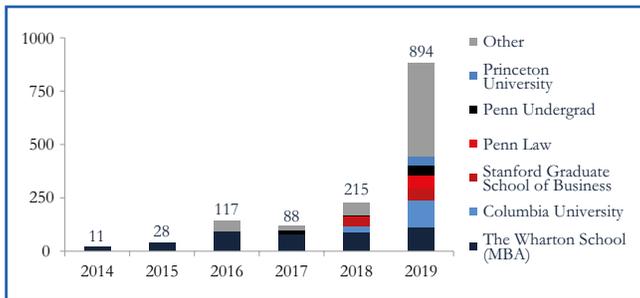
children given a vitamin A supplement to avoid early childhood blindness

**3 - New Dollars / New Donations Pledged:** Fiscal Year 2019 saw unprecedented growth in both dollars and donors pledged to our charities, with triple-digit growth across both metrics. Our chapters recruited \$894K in new dollars pledged, from 1559 new pledged donors, which represents growth over FY18 of 315% and 138%, respectively. Of these, \$11K were one-time donations made by a total of 72 donors. We believe that this strong performance was a direct result of hiring Evan, who granted us new capacity to scale our chapter management structure, allowing us to better support our chapters and systematize our new chapter expansion efforts. This strong growth was also likely due to switching to a new payment platform, Donational, which is easy to use and allows donors to future-date their donations by up to four years. This presents new challenges, however, as longer pledge-to-donation delays come with greater donor engagement challenges and render it increasingly difficult to estimate what proportion of pledges will convert to donors.





**4 - Broad Success across Chapters:** FY19 saw the success of an increasing range of chapters, with strong growth at many of our established chapters (those operational for at least the past two financial years). Penn Law led the way with an 1810% increase in pledged dollars; Columbia University and Penn Undergrad both grew by more than 400%; and our founding chapter at the Wharton MBA program continues to expand (27%). However, performance at our Harvard Business School has suffered, and maintaining high performance at chapters over multiple years is a mounting challenge as we continue to expand.



For the first time in OFTW's history, not just one, but three of our chapters (Columbia, Penn Law, and Wharton MBA) recruited more than \$100K in pledges. Columbia's \$131K in new pledges was the strongest showing a chapter has ever had, and Penn Law's \$102K was a massive improvement over \$5K last year. Stanford Graduate School of Business recruited more than \$79K as our flagship West Coast chapter. The undergraduate chapters at McGill, Georgetown, and Princeton all put up more than \$50K on the year, with the latter doing so in a single semester. This broadly distributed success is a testament to the effectiveness of our New Chapter Expansion efforts, as well as to those of our chapter leaders in scaling existing chapters.



Some of our established chapters are beginning to achieve notable graduating class penetration, measured as the proportion of the class who pledged or donated through the One for the World platform. Penn Law is trending sharply upward, with more than 8% of the Class of 2019 joining the OFTW movement. This is the highest penetration OFTW chapter has ever achieved. MIT Sloan experienced similar growth, to 6.4% penetration. While the Wharton MBA chapter's penetration numbers are slightly down over last year, the chapter is still reaching more than 5% of the graduating class. Stanford Graduate School of Business (3.6%), Columbia University (2.4%), and the Penn Undergrad chapter all achieved strong results, with the latter two noteworthy as they are undergraduate chapters with much larger student bodies

than graduate schools. These numbers indicate that our established chapters are increasingly better able to influence their peers and spread the OFTW message of effective giving.



## School Expansion

One for the World continues to expand, with ten new chapters fully established this year and another eight in the process of commencing operations. This will bring us to 33 chapters across the US, Canada and Australia, up from 15 chapters within the last year.

Even in their inaugural year, the new chapters have already had considerable effect on supporting our mission by attracting new donors and educating students about their capacity to make change in the world. One of these chapters, Princeton, has already raised more than \$50,000 in commitments from donors.

We plan to continue expanding aggressively, with the aim of reaching 100 chapters within the next two years. Over the course of next year there will be a particular focus on expanding our footprint in leading law schools.

We are proud of our continued growth so far, and see it as evidence and motivation to expand our impact and message to even more groups and institutions. Here's a quick look at our new chapters from this past year:

- Australian National University
- Concordia University
- Duke University
- George Washington University
- Ivey Business School
- Northeastern University
- Pepperdine University
- Princeton University
- Union College
- University of Chicago
- University of Florida
- University of Melbourne
- University of Michigan
- University of North Carolina
- University of Southern California
- University of Virginia
- Vanderbilt University
- William and Mary

## Current Schools





## Our Partners

OFTW is indebted to our partners, without whom we couldn't work to change charitable giving to end extreme poverty:

### The Life You Can Save



The Life You Can Save is our 'fiscal sponsor'. This means that they provide our financial infrastructure, like bank accounts, bookkeeping and processing payments, so that we did not need to register immediately as a 501(c)3 in our own right. This service has been totally mission critical for OFTW and allowed us to get proof of concept without the costs, time-drain and delay of getting our own 501(c)3 status. As probably goes without saying, they are also hugely helpful with advice on everything from hiring to strategy to marketing to outreach. We would like to say a huge thank you to TLYCS, Charlie Bresler and, in particular, the wonderful Diana Wilson for all their support. Without TLYCS, OFTW literally would not exist as it does today.

### GiveWell



GiveWell is our charity research partner. GiveWell conducts in-depth research to determine how much good a given program accomplishes (in terms of lives saved, lives improved, etc.) per dollar spent. The charities they recommend are underfunded, evidenced-backed, and thoroughly vetted. By partnering with them, we're able to recommend charities that have been rigorously and transparently evaluated.

GiveWell is also crucial to our operating funding. At GiveWell's recommendation, the Open Philanthropy Project provided the funds to help us hire our first full-time staffer, Evan, and at GiveWell's recommendation, the Global Health and Development EA Fund is now committing the majority of our need for the new staff team over the next two years.



### Donational

Donational is one of our secret weapons. Sitting as the donation software on our website, it allows students to future date their donations, a critical part of enabling them to pledge before they have started earning in the workplace. As well as being a beautiful user experience and giving us the chance to A/B test different messaging, Donational handles all the back end compliance seamlessly, delivering us the data we need to understand our donors and performance, and giving donors everything need to claim tax deductions and track their impact. Donational's founder, Ian, sits on our Executive Committee and donates substantial amounts of his time to help us build new features and optimize the software for our operating model.



**One for the World has enormous scope for growth and it is an incredibly exciting challenge to realise that potential. My immediate priorities for the organization are two-fold.**

On the one hand, we need to maintain OFTW's rapid growth in pledges last year. Ultimately, OFTW exists to educate people about effective giving and to raise money for effective charities. We can only service that mission by continuing the incredible start made by Evan in 2018-19, when pledges exploded. We have added our third full-time hire, the excellent Kennan, to keep our foot on the gas in the coming year. A large part of our success will be measured in the amount of new pledges we can raise, with a stretching target of \$500k in new pledges for the next 12 months. I know that our team and the incredible people leading our chapters are hugely motivated to achieve this milestone.

At the same time, however, we also need to lay the foundations for OFTW's future scale. This means doing a lot of operational heavy lifting. As a fledgling team, we need to create the processes, infrastructure and, critically, the culture that will sustain OFTW in 5 years time, when we hope we will be moving many millions of dollars to effective charities each year.

We are ready to build the operational muscle needed to achieve our future goals. One measure of this is our fundraising for OFTW's own operational costs. Securing a substantial grant from GiveWell has given us funding security over the next 12 months. However, we also aim to raise nearly \$200k in direct donations to OFTW in the next 24 months, to give us the runway we need to grow, both organizationally and in terms of hiring top talent into our team. If you can help us achieve that target, please email me at [jack@1fortheworld.org](mailto:jack@1fortheworld.org). I would also love to hear from you if you know an individual or business who can help us to fulfil our mission.



The second critical measure of our future prospects is the actual number of dollars we are able to distribute to our charities. While pledge numbers have been amazing for the last year, we know we need to get better at turning promises into real donations.

We have a multitude of ideas to improve our retention of donors who have pledged their support and to target high ROI donors, such as grad students or current donors in their early careers. We will be keeping a close eye on the number of dollars we can give to our charities and we sincerely hope that we will be able to report actual donations totalling \$400k between now and July 2020.

Everyone at OFTW is filled with passion, enthusiasm and excitement for the year ahead. We fully recognize, however, that we would achieve nothing without the army of brilliant volunteers who work tirelessly to help us achieve our goals. It's only fitting, therefore, to finish by putting on record our thanks to the Executive Committee and our amazing Chapter Leaders. Together, we can change charitable giving to end extreme poverty.



## Aligning our portfolio with GiveWell’s Top and Standout charities

This year, we updated our full charity portfolio to fully align with GiveWell’s 8 Top and 8 Standout charities. In previous years, we have relied heavily on GiveWell’s research to make our recommendations - for example, in 2018, four out of five of our Top Picks were GiveWell Top or Standout charities. The most important reason for this switch is that we think that GiveWell are the best in the business of charity evaluation. They have a full time research team of more than 10 people and a track record of 10 years of making charity recommendations and publishing high quality research. The switch in our portfolio also reflects the fact that we entered a partnership with GiveWell in summer 2018, in which they have given us financial support to help us scale. We’re excited about this partnership, and about making this switch, and think that it strengthens our full portfolio and should increase the confidence that our members have in our charity recommendations.

For more detail on this switch, please check out [our blog post explaining the decision](#).

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## Selecting our Top Picks

We ran our annual review of our charity partners in January and February of this year, and updated our Top Picks portfolio on March 1. We engaged deeply with GiveWell’s research as part of this process, and divided our research volunteers into a qualitative team and a quantitative team. The qualitative team relied heavily on GiveWell’s charity reviews, research conversations, and intervention reports to assess how well each of GiveWell’s 16 top and standout charities score on our qualitative selection criteria. The quantitative team conducted extensive cost-effectiveness analyses on the interventions and charities under consideration, using GiveWell’s cost effectiveness analysis as a framework.

Our selection team this year had fifteen members from various chapters: four from Columbia, two from Wharton MBA, and one each from Penn Law, Penn undergrad, Villanova, Vanderbilt, McGill, Concordia, Melbourne and Georgetown. As in previous years, the team was led by Dr. Rossa O’Keeffe-O’Donovan, a Research Fellow in Economics at the University of Oxford who specializes in development economics. Rossa was joined by Kevin Monogue of our Penn undergrad chapter, who oversaw the quantitative team, and Kennan McClung of our Columbia chapter, who oversaw the qualitative team.

We selected five Top Picks for 2019: Against Malaria Foundation, GiveDirectly, Living Goods, Malaria Consortium’s Seasonal Chemoprevention Therapy Program, and Helen Keller International’s Vitamin A Program. Malaria Consortium and Helen Keller International are new additions to our Top Picks this year:

- **Malaria Consortium’s Seasonal Malaria Chemoprevention Program distributes preventive antimalarial drugs to children under the age of 5 to prevent illness and death from malaria. The program consists of up to four treatment courses at monthly intervals during peak malaria transmission season in Nigeria and seven Sahelian countries.**
- **Helen Keller International’s Vitamin A Program runs programs that reduce malnutrition, avert blindness and alleviate poor vision in sub-Saharan Africa by providing vitamin A supplementation in Sub-Saharan Africa. HKI provides technical assistance, engages in advocacy, and contributes funding to government-run VAS programs.**

# Our Charities



One for the World

We were very impressed with the cost-effectiveness and high quality of evidence supporting each of these programs, and are excited to promote the work they do in reducing under-5 mortality across the world.

For more information on the charity selection process and why we selected these charities as Top Picks, see [our blog](#).

**Our charities work to fight the devastating effects of extreme poverty in over 90 countries worldwide. We support cost-effective initiatives that provide everyday basics - such as food, water, healthcare, and education - and promote cutting-edge research to find the best solutions to global poverty.**



### Against Malaria Foundation

Distribute, monitor, and evaluate long-lasting insecticidal nets (LLINs) that protect people from malaria.



### GiveDirectly

GiveDirectly provides cash, no strings attached, to some of the poorest families in the world and rigorously evaluates their own impact.



### Malaria Consortium's Seasonal Malaria Chemoprevention program

Malaria Consortium SMC program distributes anti-malarial drugs to children in order to prevent illness and death from malaria during peak seasons of malaria transmission.



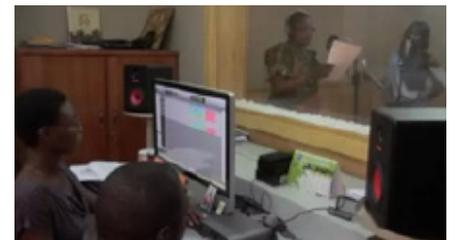
### Hellen Keller International's Vitamin A Supplementation

Provides critical nutrition for less than \$1 per supplementation to combat Vitamin A deficiency - the leading cause of preventable blindness in children.



### Living Goods

Living Goods trains Community Health Promoters who, as self-sustaining entrepreneurs, go door-to-door providing health products, education, and treating common causes of child deaths.



### Development Media International (DMI)

DMI uses radio and TV campaigns on health issues to change behaviours and save lives.



### Evidence Action's Dispenser's for Safe Water

Evidence Action tests and scales up interventions proven to help the world's poor, including clean water systems and de-worming, for under \$1 per person.



### Global Alliance for Improved Nutrition

GAIN's Salt Iodization program protects against the most common cause of preventable brain damage at about 20 cents per person.



### Iodine Global Network

IGN works to prevent brain damage for pennies a person so all children can reach their full cognitive potential.



## Project Healthy Children

PHC supports food fortification, one of the most effective, affordable, and sustainable means of preventing disabilities and deaths globally.



## Schistosomiasis Control Initiative

SCI facilitates school-based distributions of de-worming tablets, protecting children from debilitating diseases and improving school attendance for less than \$1 per child.



## Food Fortification Initiative

FFI promotes flour and rice fortification programs in addition to assisting governments design and implement their own programs, working to reduce folic acid and iron deficiencies.



## Evidence Action's De-worm the World

EA's De-worm the World Initiative advocates for, supports, and evaluates government-run school-based de-worming programs to improve health and schooling outcomes.



## END Fund's De-worming Program

combats schistosomiasis and soil-transmitted soil-transmitted helminthiasis (STH) by managing grants, providing technical assistance, and raising funding for deworming programs.



## Sightsaver Deworming Program

is a subset of the charity's overall goal to prevent and treat neglected tropical diseases: it focuses on reducing schistosomiasis and soil-transmitted soil-transmitted helminthiasis (STH) by advocating for, funding, and monitoring deworming programs.



## Zusha! Road Safety Campaign

distributes and popularizes stickers that encourage passengers to speak up and drivers to drive safely, reducing road accidents.



One for  
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Our Executive Committee and staff (top left, clockwise): Ian, Evan, Rossa, Josh, Rob, Steve, Nadav, Jen, Charlie

*Thanks for another great year!*

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