

One for the World

2017/18 Annual Report



Dear Friends and Supporters,

We are delighted to share our 2017/18 annual report. We are pleased that we have donated over \$147.2K to our recommended nonprofits this fiscal year and are extremely grateful to everyone who has contributed to this success.

This report provides an update on our performance over the past year. Key highlights include:

- Since inception, we have looked to expand our presence to universities across the country. In 2014, we started with one chapter at The Wharton School. This year, we welcomed nine new chapters and grew our total presence to 16 universities. We are particularly excited to have gained traction in international markets in Canada and Australia.
- During our annual charity review process, we added [Project Healthy Children](#) to our Top Picks (our ‘favorite’ nonprofits). Project Healthy Children works with national governments and manufacturers to operate food fortification programs, to provide vulnerable populations with essential micronutrients to fight malnutrition. Programs are operated in Rwanda, Malawi, Liberia, Burundi, Zimbabwe, and Tanzania and are extremely cost effective, costing only 25 cents per person per year.
- We significantly increased our marketing efforts in order to raise awareness of effective altruism and grow our donor base. We conducted numerous events with high-profile speakers including Justin Tuck (NFL player), Elie Hassenfeld (Co-founder and Executive Director of GiveWell), and Alan Dershowitz (prominent constitutional law scholar).
- We received a generous grant from a private donor and the [Open Philanthropy Project](#), upon the recommendation of [GiveWell](#). This grant will be used to hire full-time staff to professionalize the organization, increase our marketing investment, and fund additional chapter expansion. We are particularly pleased to welcome our first full-time hire and COO, Evan McVail!

We hope you find this report to be useful and encourage you to share it with your family, friends, colleagues, and others in your community who are interested in effective altruism and helping One for the World fight extreme poverty. Thank you!

Sincerely,
The Advisory Board

Melody Chen WG '17, Kate Epstein WG'14, Steve Hind HBS'16, Josh McCann WG'14, Rossa O'Keeffe-O'Donovan Penn'17, Matt Passman WG '17, Charlie Scott WG '17, Chris Scullin HBS '16, Nadav Steinmetz Columbia '19, Rob Struck WG'16, Jennifer Wong WG '17, Evan McVail Villanova '18



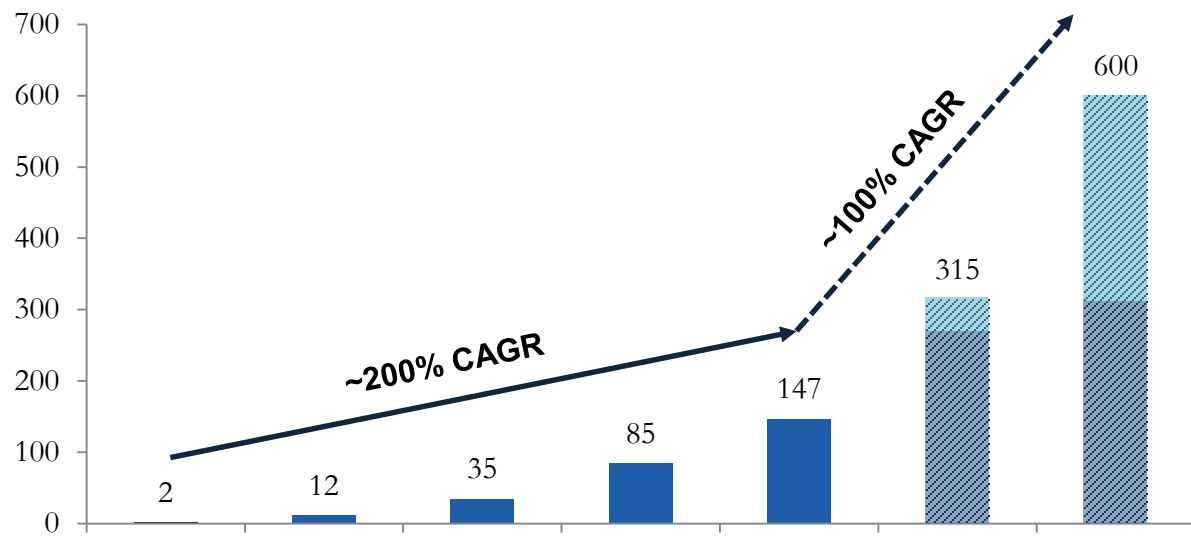
Donations in Year

Donations made through One for the World's platform have continued to grow at a fast rate.

Total donations are up 74% from last year to \$147K in Fiscal Year 2018 (FY18, from July 2017 to June 2018). We have given \$281K since our founding and project that we will give a cumulative \$850K by 2020, based on existing donors alone.

One for the World will likely donate an additional \$345K from new donors (assuming a modest growth rate compared to previous years), for a total cumulative donation of ~\$1.2M by 2020.

Money donated to OFTW's portfolio
Thousands (USD)



Cumulative donations
(forecasted 2020)

~\$1,200K total
 ~\$345K from additional donors
 ~\$850K from existing donors

YoY Growth

| | | | | | | |
|------|------|------|------|------|------|------|
| 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 |
| - | 582% | 191% | 139% | 74% | 114% | 90% |

Forecast



Impact This Year

Thanks to the \$147K in donations that we directed this year, we were able to improve the lives of ~76K children and adults, provide ~680 years of healthy life, give ~\$15K directly to people in need, and route ~\$2K towards research to prevent poverty. You can see the impact we've had across our Top Picks below and can go to our [website](#) to see more detail on the impact across our charity portfolio.

**AGAINST
MALARIA
FOUNDATION**



14,022 *# of bednets provided to people to prevent malaria*

GIVEDIRECTLY



15,178 *# of dollars given directly to a person in need*

POSSIBLE



271 *# of people to receive high quality healthcare in rural Nepal*

**LIVING
GOODS**



9,744 *# of people receiving healthcare products and services*

**PROJECT
HEALTHY
CHILDREN**



28,907 *# of people provided with micronutrient fortification for the year*



One for
the World

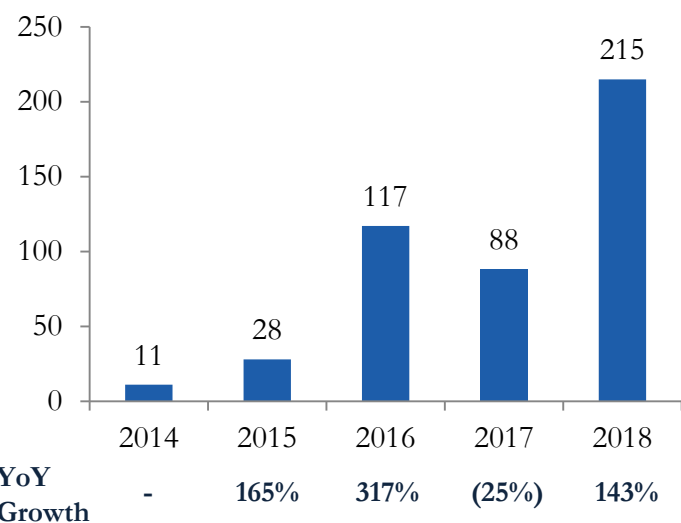
New Donations / New Donors Pledged

Fiscal Year 2018 was our best year yet in terms of new dollars committed, with \$215K in new donations. This represented a 143% increase over FY17, and an 83% increase over FY16, our previous best year.

These strong results were due primarily to a) more concerted effort to support each of our chapters and to hold them accountable, and b) an acceleration in our growth to new chapters (more on that in the next section). The acceleration from new chapters was especially noticeable on new donors pledged, which increased 300%+ from FY17 to 655 new donors recruited. While this represents a decrease in the average donation per donor, this is largely due to our successful expansion from graduate chapters into undergrad chapters, where income is lower.

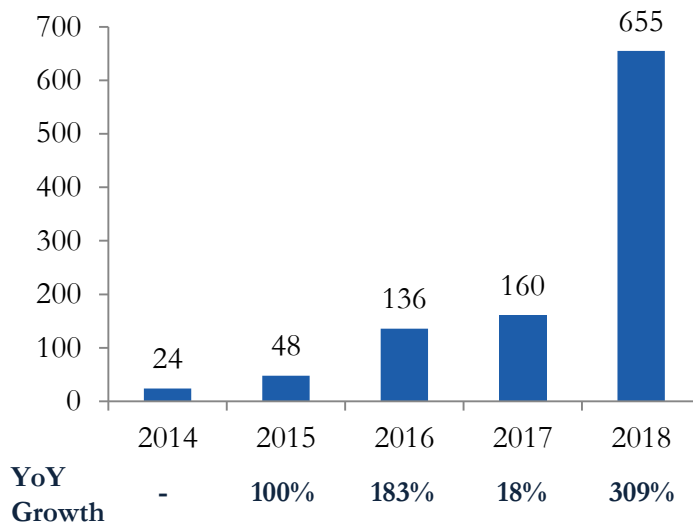
New dollars pledged

Thousands (USD)



New donors pledged

of donors



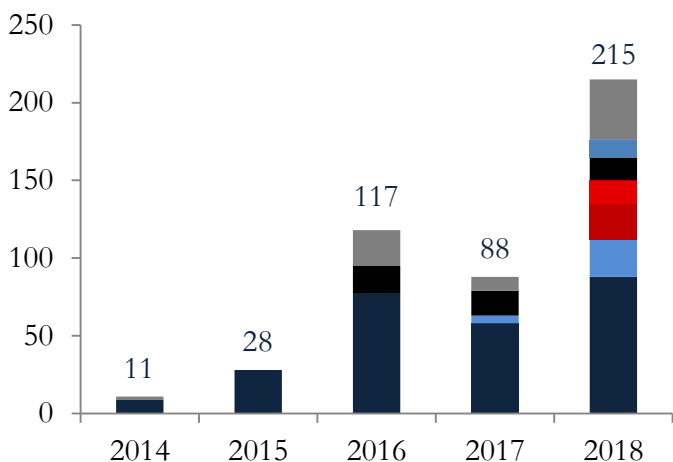
Broad Success across Chapters

In terms of diversification, the 2017-2018 academic year was very exciting for One for the World. Six chapters were able to raise over \$10K in pledged donations (Wharton, GSB, Columbia, Villanova, Harvard Law, MIT Sloan), with four of these six chapters having been founded in the last 18 months. This is an obvious testament to the success of One for the Worlds New School Expansion efforts and the ability of new chapters productively champion the message of effective giving at their respective schools.

Wharton achieved \$88K in new pledges, which was a nice recovery after a decrease at this chapter between FY16-FY17. Even with this strength from the Wharton chapter though, it only accounted for 41% of new dollars pledged. The fact we have pushed this contribution from Wharton below 50%, while simultaneously seeing growth across most of our chapters, may be indicative of One for the World's winning formula for chapter management and expansion.

New dollars pledged by school

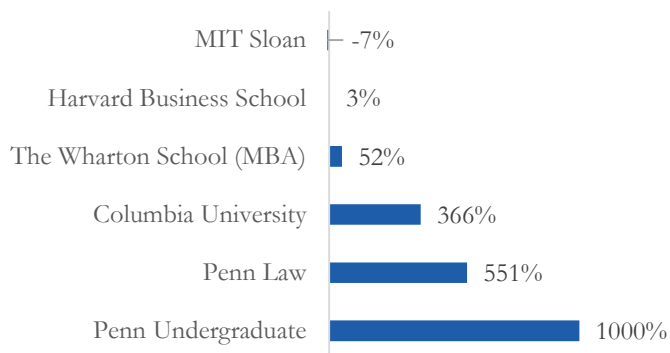
Thousands (USD)



We saw strong growth across most of our “established” chapters (those in operations for the last two fiscal years), with Penn Undergrad growing 1,000% vs. last year. MIT Sloan shrank slightly, though still generated ~\$15K in new donations.

YoY growth by established chapter

Percent



Our Growth: School Expansion

One of the most exciting developments of the past year has been our outreach and expansion to new universities across the country. We're happy to welcome nine new One for the World chapters to our team this year, more than doubling our previous size and bringing us to a total of 16 chapters nationwide. Even in their inaugural year, the new chapters have already had a profound effect on supporting our mission by attracting new donors and spreading the message of effective giving across diverse campuses. We are certainly proud of our 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:

CURRENT CHAPTERS



NEW CHAPTERS



Our Growth: Interview with Evan



Evan McVail is our new COO and our first full time employee. Until we hired Evan for 2018-2019, One for the World (OFTW) had been entirely volunteer-run, and we're very excited to see the additional growth we can achieve with Evan on board. Evan was the founding Co-President of Villanova's OFTW chapter, which is one of our fastest growing new chapters. We asked him some questions about his experience with OFTW below.

Evan, welcome to One for the World! How did you initially get involved?

My involvement with One for the World can be traced back to an Ethics course I took in the Spring of 2016 at Villanova University. After reading Peter Singer's Rich and Poor, I decided to start giving 1% - 5% of my modest income (I worked on the weekends as a waiter at a local restaurant) to effective charities through The Life You Can Save. That was the extent of my involvement in effective giving for about a year and a half. Then I stumbled on an article about One for the World. After reading the article and visiting the One for the World website, I knew I had to join the growing movement. I reached out to Nadav Steinmetz, President of the Columbia University Chapter and began the process of starting a chapter at Villanova.

How was your experience of starting a chapter at Villanova?

My experience starting a One for the World chapter at Villanova was a highlight of my college experience. Once Gillian, the other Co-President, and I overcame the bureaucratic challenges of actually creating a student organization we had an absolute blast. The initial push to assemble an executive board of talented and motivated students required some grit and persistence, but was absolutely worth it. One of my favorite moments of the year was watching the 2018-2019 Co-Presidents and Vice President organize and lead our final general body meeting. The meeting was almost triple the size of our first meeting and the new leadership had already started strategizing about what work could be done over the summer to ensure a strong start the following semester.

Helping create a One for the World chapter is an amazing experience, but watching it flourish organically and then handing the keys over to an even bigger and more engaged group of passionate, younger students is something I will always remember.

What has been the most enjoyable part of your experience so far?

Besides watching the transition to new leadership, the highlight of my One for the World experience at Villanova was Pledge Week. Though it was certainly the most demanding week of the year, it was also the most exciting and inspiring. While talking to relative strangers about long-lasting insecticide-treated bed nets or unconditional cash transfers may not seem like it would be a very enjoyable experience, it absolutely was at Villanova. I think it was so enjoyable because most people, especially Villanova students, really want to make the world a better place, but don't exactly know how, so when they're told about a simple and easy way to drastically improve the lives of those most in need they become very engaged in the conversation and interested in the movement. Setting up tables during Pledge Week enabled me to engage in these one-on-one conversations myself, which was great, but the most enjoyable part was watching the newer members of the chapter stop their friends and classmates to talk about One for the World and effective giving.

Traditionally chapter leaders have graduated and become less involved in the day-to-day running of the organization, but you're taking the opposite approach. What encouraged you to join One for the World full time?

There are two main reasons I decided to join One for the World full-time: I believe in the message and I believe in the people. As I mentioned before, I think almost all college students and young professionals today want to do good and make the world a better place, but they often don't know exactly how to do that. One for the World provides a simple, accessible, and effective way to make that intent a reality. It has the potential to fundamentally shift the way young people think about charity and doing good. In turn, this can have a massive positive effect on the lives of people living in extreme poverty.

The second reason I chose to join One for the World full-time was the truly wonderful people I have had the chance to interact with in the organization. This certainly applies to Advisory Board members, who are some of the most exceptional people I've had the pleasure to meet, but also the students and young people that I had the chance to interact with at Villanova. One for the World seems to attract a certain kind of individual and I wanted to join OFTW full-time, in part, because of the community.

You must have had some other cool opportunities after you graduated in May?

After a fun and totally not stressful management consulting recruiting season in the Fall of 2017, Deloitte Consulting offered me a position in their Philadelphia office. One of the main reasons I was drawn to Deloitte, and the Philadelphia office in particular, was the passion for altruism shared by the analysts, consultants, and partners. Deloitte has made its commitment to making the world a better place very clear.

When I reached out to Deloitte about the possibility of delaying my start date to take the role at OFTW, I was met with nothing but support and enthusiasm. Within days of my request, the partners at Deloitte agreed to delay my start date and fully supported my decision to take the role at OFTW for a year. Deloitte's support of my time at OFTW only confirms what I already knew about Deloitte's commitment to altruism and to empowering its employees to pursue what they love and develop both personally and professionally.

Where will we be in a year?

In the long run, we hope that One for the World will have a strong presence at colleges, universities, and graduate schools across the United States, and to be raising tens of millions of dollars for effective charities each year. This year, my main aim is to help our 15 existing chapters grow their membership, to support Josh and Nadav to launch additional chapters, and to double the amount of money we're moving to our recommended charities. We also want to develop corporate chapters at organizations that employ a large number of our members.



One for
the World

Charity Selection

We concluded the annual review of our charity partners in March and selected Against Malaria Foundation, Living Goods, GiveDirectly, Possible and Project Healthy Children as our Top Picks for 2018. This is the first year that we have added Project Healthy Children to our Top Picks portfolio, and we're excited to support their excellent work improving nutrition in low income countries.

The process of selecting our charity partners has two stages:

First, the Life You Can Save's Panel of Experts (Dean Karlan, Peter Singer, Caroline Fiennes and Eric Friedman) selects our full portfolio of charities based on three criteria: [evidence, efficiency, and execution](#). There are currently 19 charities in our full portfolio.

Second, a team of One for the World members chooses our Top Picks from our full portfolio each spring, based on our main criteria: direct impact, simplicity of programs, track record, cultural fit. We also have a preference for diversity in our portfolio, both in terms of geographic reach and activities of our charity partners, and for maintaining some consistency in our recommendations year-to-year.

In each step, we leverage in-depth research from two trusted charity evaluators, [GiveWell](#) and [ImpactMatters](#). You can find out more details about our charity selection process on our website.

Our selection team this year had ten members: four from our Wharton MBA chapter, three from our Columbia chapter, two from our Penn undergrad chapter and one from Harvard Law School. As in previous years, the team was led by Rossa O'Keeffe-O'Donovan, a Research Fellow in Economics at the University of Oxford.

The team conducted in-depth reviews of our existing recommendations, and found strong evidence that Possible, GiveDirectly, Living Goods and the Against Malaria Foundation continue to represent excellent giving opportunities for our members. In addition, we were very excited by the work being carried out by [Project Healthy Children](#) (PHC) to combat micronutrient deficiency and malnutrition, and added them to our Top Picks portfolio as a result. PHC works with developing country governments and millers to fortify staple foods with key micronutrients such as iron, Vitamin A, folic acid and iodine. PHC works with large scale food processing facilities to fortify foods, and this program has a very strong track record. We were also very impressed by the innovative small-scale program, Sanku, which allows PHC to increase access to fortified foods for poorer, rural communities. Overall, we're very excited to be supporting PHC in their mission to fight micronutrient deficiency and malnutrition.

Our Charities

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.



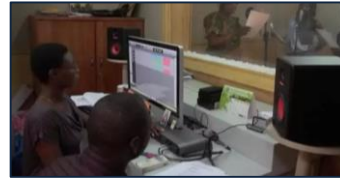
AGAINST MALARIA FOUNDATION

Distributes long-lasting insecticidal bednets to prevent malaria



D-REV

Designs and delivers quality, low-cost medical devices that save and transform lives of the global poor



DEVELOPMENT MEDIA INTERNATIONAL (DMI)

Uses radio and TV campaigns on health issues to change behaviors and save lives



EVIDENCE ACTION

Tests and scales up interventions proven to help the world's poor, including clean water systems and deworming, for under \$1 per person



FISTULA FOUNDATION

Supports obstetric fistula repair, moving women from social ostracism to reentry into family and community



FRED HOLLOWES FOUNDATION

Restores sight to 2M+ people and aims to end avoidable blindness through low-cost eye surgery (for as little as \$50 per patient), doctor training, and community education



GIVEDIRECTLY

Provides cash, no strings attached, to some of the poorest families in the world



GLOBAL ALLIANCE FOR IMPROVED NUTRITION

Works with gov'ts and producers to help lower iodine deficiency, the leading preventable cause of intellectual and developmental disabilities worldwide



HELLEN KELLER

Hellen Keller's International Vitamin A Supplementation provides critical nutrition to at-risk children around the world



INNOVATIONS FOR POVERTY ACTION

Evaluates and promotes solutions to global poverty, generating an estimated \$22 billion of net social benefit for the world



IODINE GLOBAL NETWORK

Supports iodine programs to prevent iodine deficiency which causes cognitive disorders in children



LIVING GOODS

Empowers Health Entrepreneurs to deliver life-saving products such as medicine and fortified food door-to-door to communities that lack access to basic products



ONE ACRE FUND

Supplies smallholder farmers with financing and training to grow their way out of hunger and poverty



OXFAM

Works to sustainably improve lives through advocacy, disaster relief, education, health, sanitation and women's rights



POPULATION SERVICE INT'L

Addresses major health challenges in the developing world, including family planning, HIV/AIDS, maternal health, and child mortality



POSSIBLE

Operates an integrated healthcare delivery model in partnership with the Gov't of Nepal to deliver healthcare to the poorest population in rural Nepal



PROJECT HEALTHY CHILDREN

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



SCI

Works with governments in sub-Saharan Africa to create or scale up programs that treat schistosomiasis and soil-transmitted helminthiasis (STH)



SEVA

Works to prevent and cure blindness and visual impairment among impoverished communities in the developing world



VILLAGE ENTERPRISE

Empowers the ultra poor in rural Africa to lift themselves out of poverty through small sustainable businesses and savings groups

Thanks for another great year!

www.1fortheworld.org

