

One for the World Criteria Document
February 2015



Scope

- One for the World (OFTW) is focused on reducing preventable deaths and providing assistance to people living in abject poverty
 - Beneficiaries should predominately be living on less than a \$1.25 per day.
- We want to work with non-profits or social enterprises
 - Funds need to be provided to registered 501(c)(3)
- The non-profits we are looking to partner with are addressing issues that are both important and solvable
- Within this scope we are geographically agnostic – we place equal value on all lives, regardless of where people are born or live
- We have a strong focus on demonstrated impact per dollar donated. We find the most effective organizations in the world to recommend to our members.

OFTW Review and Selection Process

OFTW will conduct a partner review and selection process to assess the strengths and weaknesses of existing and potential partners.

Rigorously Evaluated Interventions

- **A proven model or methodology**

OFTW wants to support interventions that have been rigorously evaluated and proven to create impact. There is a preference for interventions that have a cost-effective positive impact proven by a randomized controlled trial; however this is not a requirement. OFTW is interested in interventions that have been validated by other evaluation techniques. Implementing partners need not have had their exact methodology proven or their particular project rigorously evaluated if they can point to positive results for a comparable intervention. However, there is a preference for the adoption, as faithfully as possible, of evaluated interventions.

Validating Organizations

- **Endorsed by validating organizations**

We recognise the limits we face in conducting diligence and hope to leverage the work of others in this space. We expect trusted brands will have endorsed the organizations we are partnering with. There are a number of validating organizations we hope our partners have either worked with, received good reviews from or won funding or fellowships from. These include:

- Endorsement of impact by charity evaluators such as GiveWell, The Life You Can Save and Giving What We Can; and evidence of organizational efficacy from evaluators such as Guidestar
- Independent research organizations, such as Innovations for Poverty Action, J-PAL and the Center for Global Development
- Important donors such as Gates Foundation, Clinton Health Access Initiative (CHAI), Good Ventures and the World Bank
- Social enterprise fellowships, such as Draper-Richards and Mulago Foundations
- Philanthropy awards such as the Lipman Prize and the Stone Family Prize

Scale of Implementing Partner and Value of Marginal Dollar

- **Supporting scale-up of proven interventions**

On the risk to impact spectrum, the OFTW donor base is expected to be more conservative than the most cutting edge donors, but will be interested in supporting the scale-up of proven ideas by proven operators. Partners will need to demonstrate a detailed plan for operations and growth over the next 1-3 years and the clear vision and strong leadership to implement this plan. They will have a clear plan and demonstrated need for additional funding.

- **A focus on marginal impact of donations**

Within these parameters we are looking to maximize the impact of the marginal donor dollar. Whether this leads to partnerships with major recipients of donor funds or newer and smaller organizations, we will consider the marginal impact in all partnership decisions

Implementing Characteristics

- **Operational excellence**

OFTW is looking to work with scale-up organizations that demonstrate a strong marginal investment proposition. However, to address the concerns of donors, especially as OFTW is first gaining momentum, partner organizations must have demonstrated their ability to implement projects, with a preference for demonstrated ability to implement the project type we are looking to support. This can be through previous similar projects or successful pilot projects in which the organization has demonstrated operational excellence.

- **Comprehensive understanding of problem dynamics**

Implementing partners must demonstrate a comprehensive understanding of the social problem they are seeking to address. This includes quantifying the affected population and the contributing factors as well as appreciating the changing dynamics of the issue they are addressing.

Commitment to Measurable Change

OFTW is working from within the Wharton community, where an analytics-focused approach is highly valued. Additionally, creating measurable change is a driving reason that we have created this initiative. As a result, we are heavily committed to partnering with organizations that embrace proving their impact.

- **Clear measurement and evaluation process**

In addition to supporting proven intervention types, implementing partners must have a clearly demonstrated measurement and evaluation process for their particular intervention.

- **Specific performance metrics**

We want implementing partners to have specific performance metrics for both short term outputs and long-term intended outcomes.

- **Build-measure-learn project implementation**

We expect OFTW implementing partners to build their project implementation around learning more through each application. They will continue to iterate and improve program implementation by formally incorporating a measure and learn component to their project.

Cultural Fit

OFTW has a very particular donor set and our largest focus this year is securing widespread engagement from the Wharton MBA Class of 2015, so we want to partner with implementing organizations that are a good cultural fit with the Wharton MBA program and tell a compelling story that will motivate Wharton students to donate.

Transparency and Information Sharing from Implementing Partners

- **Low burden donor**

OFTW will be more nimble than the bulk of foundation money and we aspire to being a responsive partner for the NGOs we work with. We will require some level of reporting from implementing partners but we want to be a low burden donor and provide incredibly low compliance costs to implementing partners.

- **Focus on transparency**

However, we have a preference for organizations that have a focus on transparency and demonstrating efficacy and impact. We prefer organizations who are willing to share pre-prepared materials to allow us to highlight the benefits of their work to our donors.

- **Assistance in donor education**

Assistance in our efforts to educate donors and potential donors on the importance of evidence-based giving and considered philanthropy is also appreciated, though not essential.

Other Factors Considered 'Nice to Have'

- **Preference for Mono-line Organizations**

To assist in communicating with donors and to have confidence around the impact of the marginal dollar invested, we have a preference to partner with organizations with a particular, focused mandate. For instance, each of our existing recommendations execute a single intervention with a proven, large impact in an extremely cost effective manner.

- **Additional Considerations**

This is an additional consideration for our marketability rather than impact, but we would prefer organizations that can:

- Provide us with matching funds
- Have their administrative overhead covered by more established donors
- Can provide any appealing partnership arrangement