GlobalGiving Strategy 2021+

A better world is possible, and GlobalGiving is determined to help create it. Our mission is to transform aid and philanthropy to accelerate community-led change. Learn more about our strategy to achieve our mission in 2021 and beyond.

OUR WINNING ASPIRATIONS

Drive dramatically more funding to nonprofits and community leaders around the world in a way that protects their accountability to their communities

Be THE reliable place donors go to give to causes that move them and a megaphone for our partners’ voices and perspectives

Grow support for community-led approaches as a more impactful and ethical alternative to funder-driven work

TRUST IS WHAT WE DELIVER

Trust is our key value proposition. It is what we offer each of our core constituents:

- **Nonprofit and social change leaders** attuned to community needs.
  - Through our trusted partnership, they will be able to access new streams of funding in ways that don't compromise their primary accountability to those they serve.
- **Companies** that need reliable information and services for international giving, with an initial focus on those headquartered in the US and UK (as we are).
  - Through our trusted partnership, companies will be able to achieve their international philanthropic goals with confidence and ease.
- **Donors** who believe a better world is possible, with an initial focus on US and UK donors who others may deem "small" because they give in amounts of less than $500.
  - Through our trusted partnership, donors will be able to effortlessly and delightfully support causes that matter to them all over the world.

OUR CROSS-CUTTING CAPABILITIES

We have identified key cross-cutting capabilities to build and maintain, including:

- community-led action + results
- stronger brand + thought leadership
- optimized donor experience + segmentation
- exceptional program design, vetting, grantmaking + disbursement at scale
- operational excellence + risk management
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OUR APPROACH IS HUMAN-CENTERED

A human-centered, agile process for product development and easily accessible data for decision-making are essential for our success.

WE WILL INNOVATE AND SCALE

We will innovate and scale—enhancing existing programs and building new ones. This includes initiatives such as:

- Operationalizing community-led approaches internally + promoting them externally
- Developing a programmatic strategy that is community-led
- Centering racial justice and equity in all we do

WE WILL FIND + ENGAGE DONORS

We will find new donors and better engage those who already know us. This includes:

- Better understanding + targeting our donor segments
- Launching GlobalGiving Causes
- Becoming the leading destination + trusted authority for disaster recovery

WE WILL INVEST IN CORE SYSTEMS

We will invest in our core systems—rebuilding our architecture when necessary ... and documenting what we do along the way. This looks like:

- Replacing, upscaling, and modernizing core technology infrastructure and processes
- Implementing the Vetting at Scale with Transparency (VAST) initiative
- Investing in systems that build our cross-cutting capabilities

YOUR HEALTH AND HAPPINESS IS KEY

Underpinning everything we do in 2021 will be a sustainability mindset. This means:

- Putting our people first. Staff health and happiness is a top priority, because nothing is possible without YOU!
- Constantly improving, so you can focus your attention on what matters
- Setting ambitious goals, but knowing how we get there is a step-by-step process