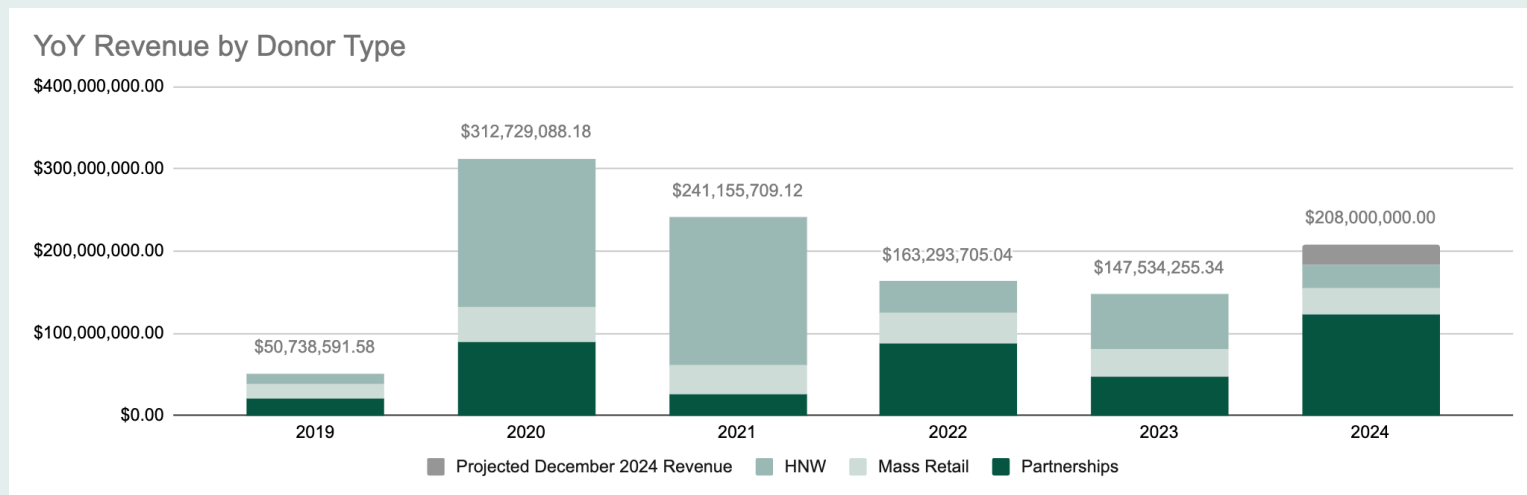


GiveDirectly

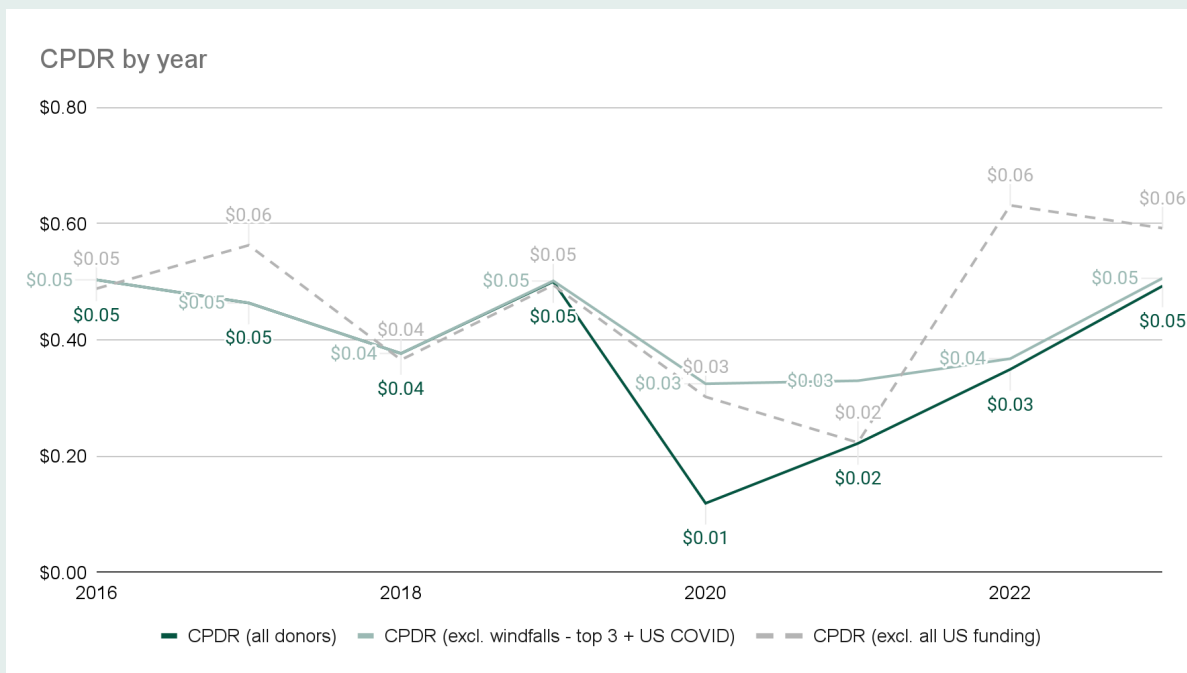
Revenue is generated from 3 main donor types. GiveDirectly has a team focused on each category.

1. **Growth (Mass Retail):** Donors with under \$50k lifetime giving
2. **Philanthropy (High Net Worth):** Individual donors with over \$50k in lifetime giving and family foundations
3. **Partnerships**
 - a. **Strategic Foundations:** Non-profit organizations dedicated to donating funds to other organizations or to specific uses for its own charitable goals
 - b. **Institution(al)s:** Governments, aid agencies (e.g, USAID, FCDO), and multilaterals (e.g., UN, World Bank)
 - c. **NGO:** A non-profit organization dedicated to program implementation, service delivery, or NGO consortium management on institutional projects with multiple implementers
 - d. **Companies:** A for-profit private entity or its charitable giving arm. Partnerships with companies include grants and cause marketing agreements, but not employee match programs or cause marketing

We grew from ~\$70m in 2019 to \$300m+ 2020 due to COVID relief funding, and then steadily fell down to ~\$150m in 2023. 2024 will see us returning to growth, with revenue at \$200m+ even when removing all USAID contracts.

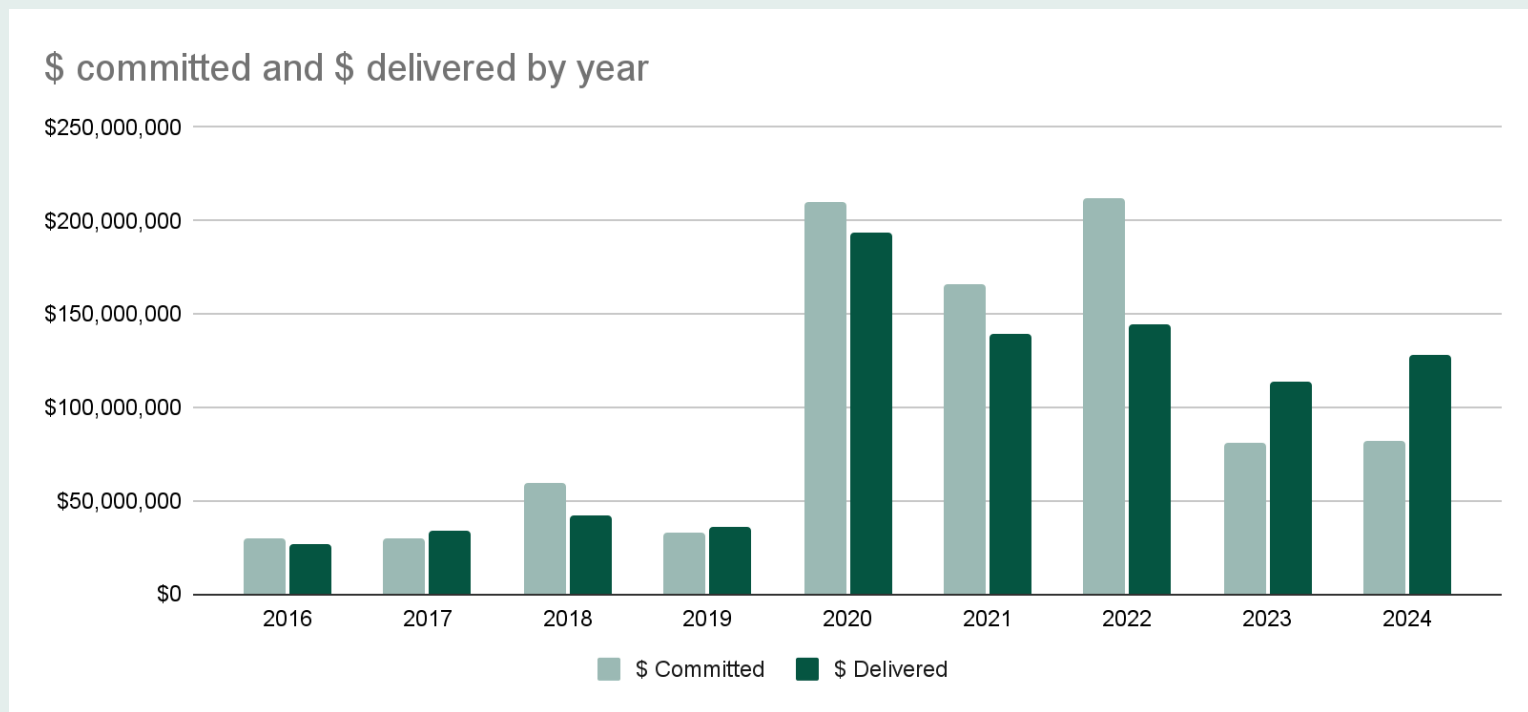


The Fundraising Team spends approximately 5 cents to raise each dollar.



Since 2020, we've consistently committed > \$100M to recipients, and delivered between \$80M and \$200M across all programs. On average, we spend about 20 cents to deliver every dollar.

After a few years of decline post covid, 2025 is forecast to grow significantly.



Our largest cost aside from cash transfers is personnel. GiveDirectly is organized into 3 divisions.

- **Shared Services:** These are the central support teams that maintain the infrastructure enabling our fundraising and programs work.
- **Fundraising:** These are the teams responsible for raising funds from donors.
- **Programs:** These are the teams that are responsible for cash delivery operations in specific countries, and consist of large numbers of field staff. The size of our Programs Team is variable and fluctuates in line with program launches.

Here's our current breakdown of headcount as of December 2024.

