

GW SCHOOL OF BUSINESS
F. DAVID FOWLER
CAREER CENTER

(2)
FINANCIALS

Consulting360 Statement of Work
New Client Application
(revised July 2024)

1.0 Company Point(s) of Contact:

POC Name: Asha Aravindakshan
Company Name: GlobalGiving Foundation, Inc.
Website: www.globalgiving.org
Physical Address: 1 Thomas Circle, NW, Suite 800, Washington, DC 20005
Phone: (202) 904-7274
Email: aaravindakshan@globalgiving.org

2.0 Company Background:

Please describe the company's vision, industry, and pertinent background information.

**** Attach any pertinent documents, if applicable.**

For example, a business plan, strategy paper, annual report, or recent news article with what is the focus on the coming year.

Over twenty years ago, GlobalGiving emerged as a pioneer in the international giving space (four years before the term "crowdfunding" was coined).

- Our ability to distribute funds abroad within a rapid timeframe impressed Visa.
- Our ability to conduct due diligence at a higher level and at scale compared to other organization's equivalency determination impressed Microsoft.
- Our ability to identify non-profit partners on the ground doing impactful work and willing to report their project status on a quarter basis impressed corporate partners like 65% of the Fortune 500 (e.g. Ford Motor Company, Nike, and Pepsi) to donate to our disaster relief funds (funds disbursed as soon as two days), set up targeted corporate giving funds, and encourage employee philanthropy.

- In this timeframe, GlobalGiving has raised and disbursed nearly \$1 billion dollars to charities through its marketplace targeting everyday donors, corporate donors, and high net worth donors (HNW). We also have product offerings, including APIs to our charitable project list, nonprofit organization list, and gift cards; Atlas, the largest database of global nonprofits; and gift cards.
- GlobalGiving has an ambitious goal to accelerate raising and disbursing \$1B over three years. In order to achieve this multi-year goal, **we need to examine our financial position in the market as compared to our competitors, like GoFundMe (publicly traded company)**. Our CEO (started in 2023), Interim VP of Finance (starting in 2025), COO (started in 2024), and CRO (starting in 2025) are keenly aware that changes need to happen with the business model for Atlas to be sustainable and to achieve these targets. These leaders will participate and invite their team members to participate in the discussions with the consulting and marketing teams.
- Over the last two years, we've seen our revenue sources start to fluctuate (marketplace and corporate donors decreasing and HNW increasing), which has impacted our revenue forecast that is made up of transaction fees and professional services fees and created a budget deficit. The sales traction on the product offerings has been slow and lower volume than expected. We will not reach our target nor be sustainable with these changes.
- Outside of the US, we set up entities in the UK and China. The US entity is the largest one, given the majority of donors are American, followed by the UK and China. The US will lead the development of the exercise, and the other entities will adapt it for their efforts, including terms of service, SLAs, and pricing.
- GlobalGiving has a physical office in downtown Washington, DC (10-15 people show up weekly), and utilizes a co-working space in London (team shows up monthly). It does not have a physical office in the UK or China.

3.0 Scope of the Project:

Please describe the scope of the consulting project. (A challenge or problem to solve.)

**** Attach additional documents as needed.**

GlobalGiving, a marketplace for donors and nonprofits, needs your support to examine the publicly available financials of its competitors to determine a comparison on financial position.

4.0 Deliverables of the Project:

What deliverable(s) do you expect to receive from this engagement? Typically, the students produce a Canva Presentation recapping the scope, their research, and proposed solution or approach to a solution.

Executive presentation with recommendations (slide deck) with any supporting materials (10K, spreadsheets showing any calculations or research completed)

5.0 Project Management of the consulting project.

(A GW Student will be appointed as project manager and would typically meet weekly with the company POC to clarify the scope, discuss plans, progress, risks, issues, and actions.)

Who would be the company lead(s) for this project and main PoC with the GWSB PM and team?

Asha Aravindakshan, GWSB BBA '02

- Based in NY, so can participate in virtual calls btwn 8 AM – 6 PM EST
- Will be in-person in the DC office in February (Feb 10-12) and mid-March (week of Mar 17) if an in-person meeting is desired

Staffing constraints: Are there any staffing constraints related to the size of the GW team?

For example, at least 2 or no more than 6.

No

Preferred skills: strategy consulting, corporate finance

Date of agreement:

January 24, 2025

Expected Start and End Dates for the project:

Spring 2025 term

(Spring projects typically end by the end of April)