

GlobalGiving Strategic Transformation Plan (2025-2028)

A four-part strategic roadmap to transform GlobalGiving through digital innovation, ambitious fundraising targets, targeted market expansion, and strengthened financial foundations by 2028.

1

Digital Transformation

Revolutionizing our operations to become a digitally enabled, globally localized donor engagement platform with enhanced user experience.

2

Fundraising Goal

Setting an ambitious yet achievable target of raising \$1B by July 2028 through diversified revenue streams and strategic partnerships.

3

Strategic Focus

Leveraging our proven program efficiency and fundraising cost advantages while expanding strategically into high-potential markets worldwide.

4

Strengthen the Financials

Building financial resilience through optimized revenue models, cost management, and sustainable growth initiatives to ensure long-term impact.

Strategic Vision & Opportunity

GlobalGiving aims to become the most cost-effective, transparent, and partner-integrated giving infrastructure globally by embedding giving into everyday moments and digitizing the donor-NGO relationship.

\$557B

**US Market Potential
2023**

96.3%

**Efficient Program
Model**

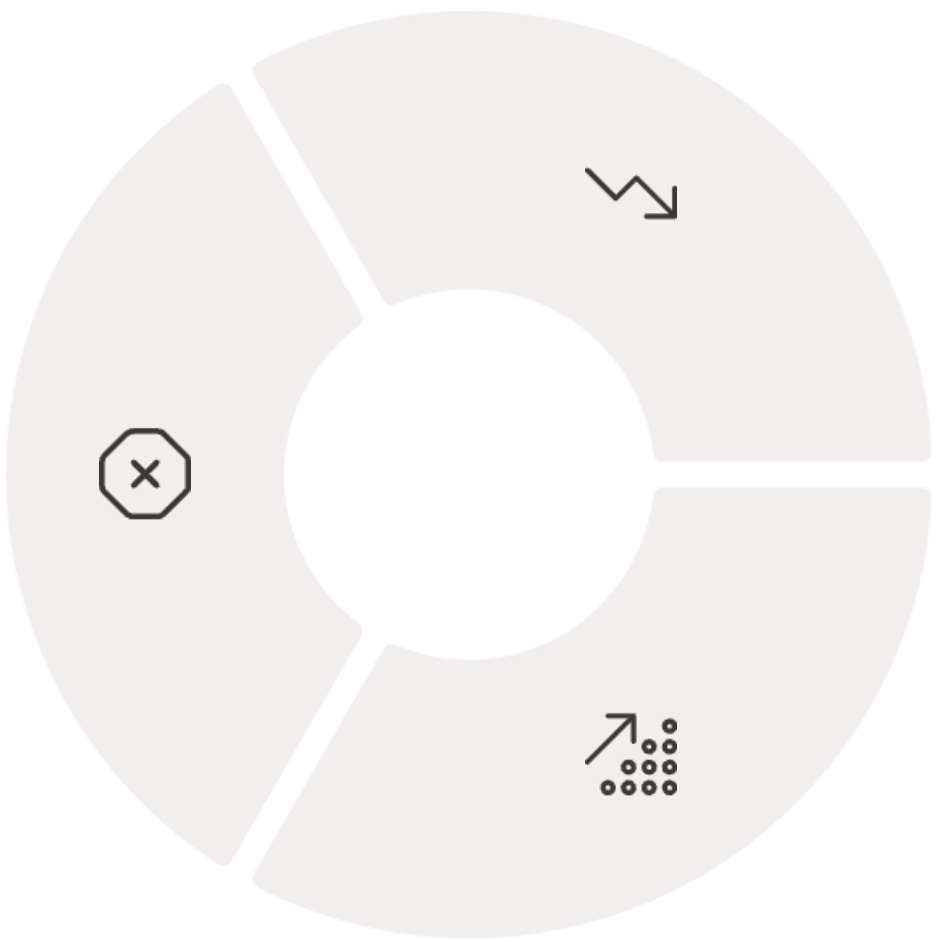
55x

**Revenue Expansion
by 2028**

With \$862M raised till Dec'23, GlobalGiving is positioned to overcome its current limitations through strategic transformation that can drive a 55x revenue expansion by 2028.

Current Challenges

Donor retention, limiting lifetime value growth, fierce competition from CAF and Every.org with better liquidity and recurring revenue maturity.



Emerging Trends

Embedded giving, \$1/day philanthropy models, and mobile-led Gen Z engagement represent significant shifts in global giving behaviors.

US Market Potential

Over \$557.16 Billion (2023) in global philanthropic potential across untapped regions, with opportunities in recurring micro-donations, NGO platform monetization, and diaspora corridor fundraising.

Priority Expansion Markets - WGI 2024

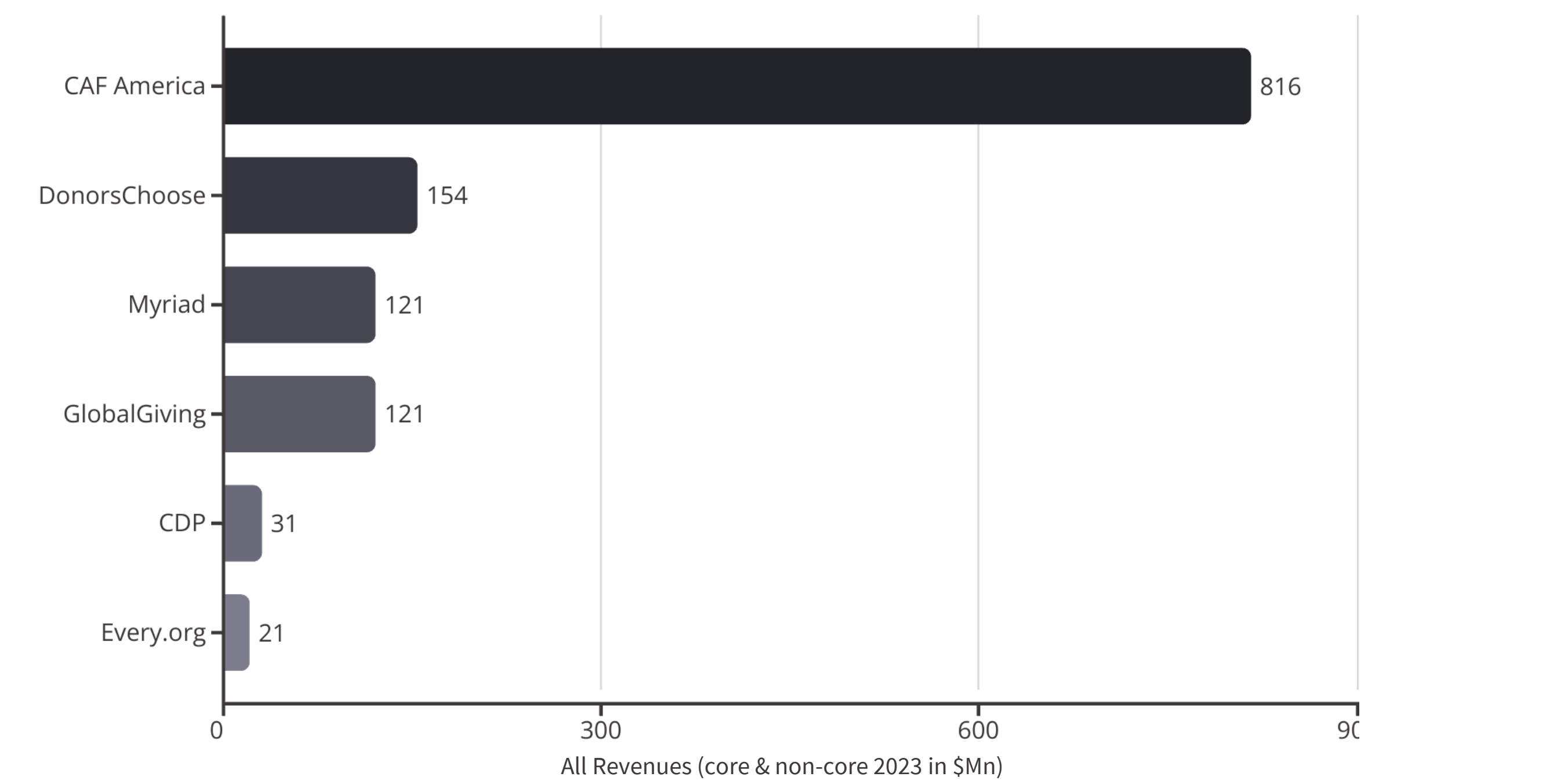
Five strategic markets identified via World Giving Index 2024 - assessed for philanthropic potential, digital infrastructure, diaspora engagement, regulations, and growth for next one-two decade. Leverage existing presence and impact created to build trust. Capture the local funds South-South (donations raised & being utilized with the country) Concept presence.

1	Indonesia GlobalGiving has 115 projects, 270M population, #1 in charitable giving (71%). 83% digital payment adoption, \$42M processed annually. Strategy: Leverage Gojek's partnership with 12 NGOs to reach 85 million users.
2	Mexico GlobalGiving has 232 projects. \$5.3B philanthropic market, 68% smartphone penetration, 47% giving participation. Key partnerships with Banorte Foundation. Projected ROI: 4.7x by 2027.
3	Australia GlobalGiving has 28 projects. \$9.5B giving market, 87% digital banking adoption. 78% prioritize impact evidence. Beta tests show 3.9x higher recurring donation conversion.
4	South Africa GlobalGiving has 240 projects. \$1.5B annual giving, 7% growth since 2020. Strong in mobile micro-donations. MTN Mobile Money integration accesses 24.6M potential donors.
5	China GlobalGiving has 34 projects, and a partner office. 1.4B population, \$16B annual contributions. 37% prefer embedded giving. WeChat Pay pilot showed 312% higher conversion.

Based on **World Giving Index 2024**, Market attractiveness scores based on regulatory environment (35%), digital infrastructure (25%), giving propensity (20%), and implementation feasibility (20%).

Competitive Benchmarking

Analysis of GlobalGiving's position relative to key competitors reveals both strengths to leverage and gaps to address in the transformation strategy. The graph below shows the revenue in 2023 as base year.



- 1

Fundraising Efficiency

GlobalGiving demonstrates superior fundraising efficiency (\$0.002 per dollar raised). While GlobalGiving maintains an excellent Fund-raising Efficiency Ratio at 0.002, followed by CAF America at 0.03, the industry average being 0.20.
- 2

Program Efficiency

GlobalGiving shows strong program efficiency (96.3%), would rank third among the six organizations we compared, CAF America and Myriad leading nearing ~100%, better industry average being ~75%
- 3

Total Revenue Comparison

GlobalGiving lags significantly in total revenue (\$18M vs. CAF's \$816M).
- 4

Donor Retention Rate

With a donor retention rate of 7%, the organization lags behind top competitors like DonorsChoose (45%) and Every.org (35%). Learn how to enhance donor engagement strategies to bridge this gap.
- 5

Financial Position

For the Months of Operating Expenses Covered, GlobalGiving has 9.1 months with the Industry Average being 3-6 months. Current Liquidity Ratio competitors like Every.org (106.5) and CAF (88.1) show stronger financial positions, GlobalGiving has 32.

Strategic Levers for Growth

GlobalGiving's transformation strategy leverages four key growth levers: recurring micro-donations, NGO platform monetization, embedded giving technology, and enhanced donor engagement tools—collectively targeting substantial revenue expansion.



Recurring Giving

Auto-enroll donors into \$1/day programs with potential to generate +\$240M annually by creating predictable revenue streams and increasing donor lifetime value.



NGO Monetization

Launch SaaS tools including analytics and ticketing systems for 100K NGOs, creating a \$500M revenue opportunity while strengthening the platform ecosystem.



Embedded SDKs

Develop white-label donation flows for integration within payroll, HR, fintech, and retail checkout systems to make giving frictionless and ubiquitous.

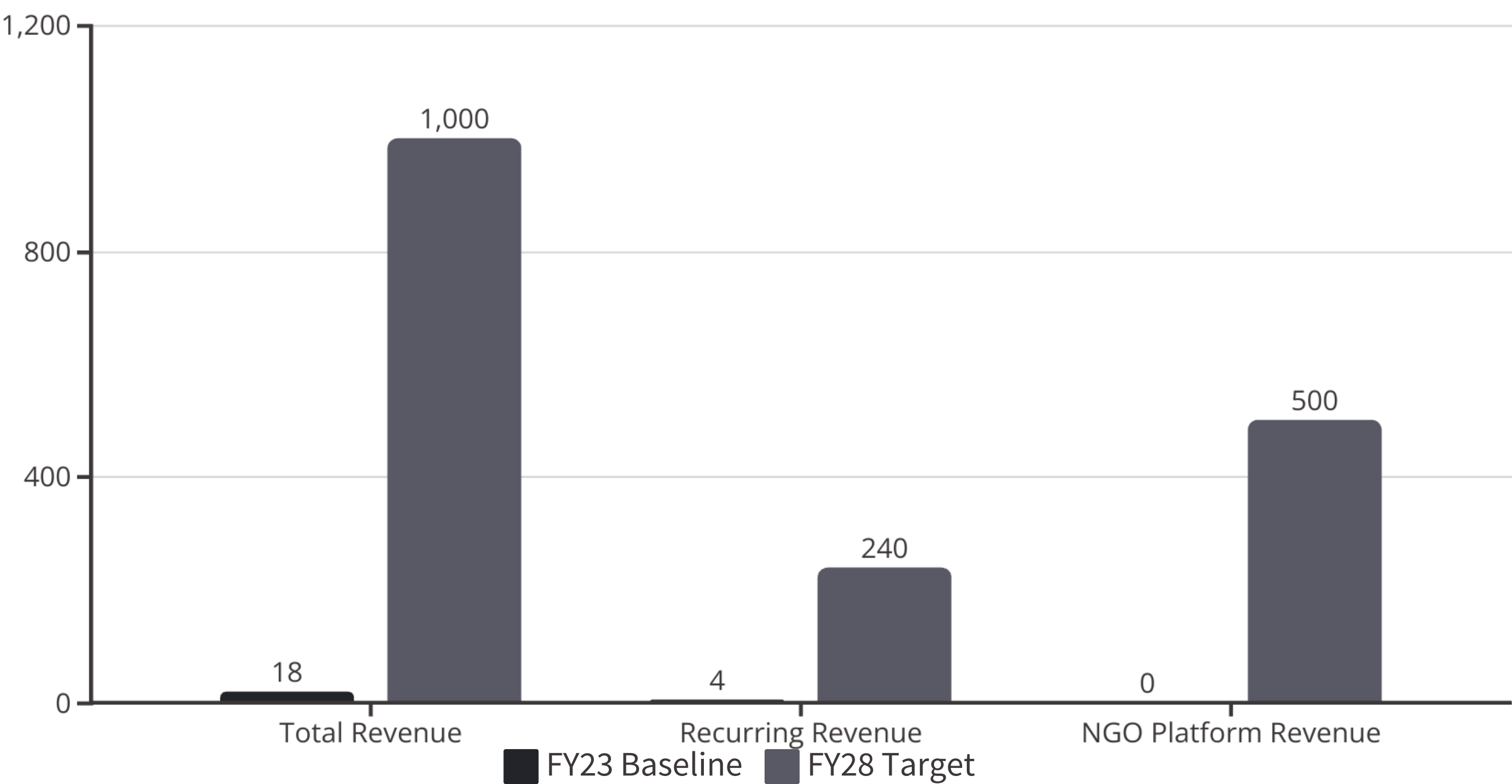


Donor Dashboard & Gamification

Create personalized user experiences with impact tracking and giving milestones to boost engagement and retention rates.

Financial Projections & Targets

The transformation strategy aims to dramatically scale GlobalGiving's impact and financial performance over the next three years.



55x

Growth in Total Revenue

From \$18M to \$1B by FY28

60x

Increase in Recurring Revenue

From \$4M to \$240M

\$500M

Targeted Revenue from New NGO Platform

7x

Gain in CAC: LTV Efficiency

Improvement from ~0.5 to 3.5

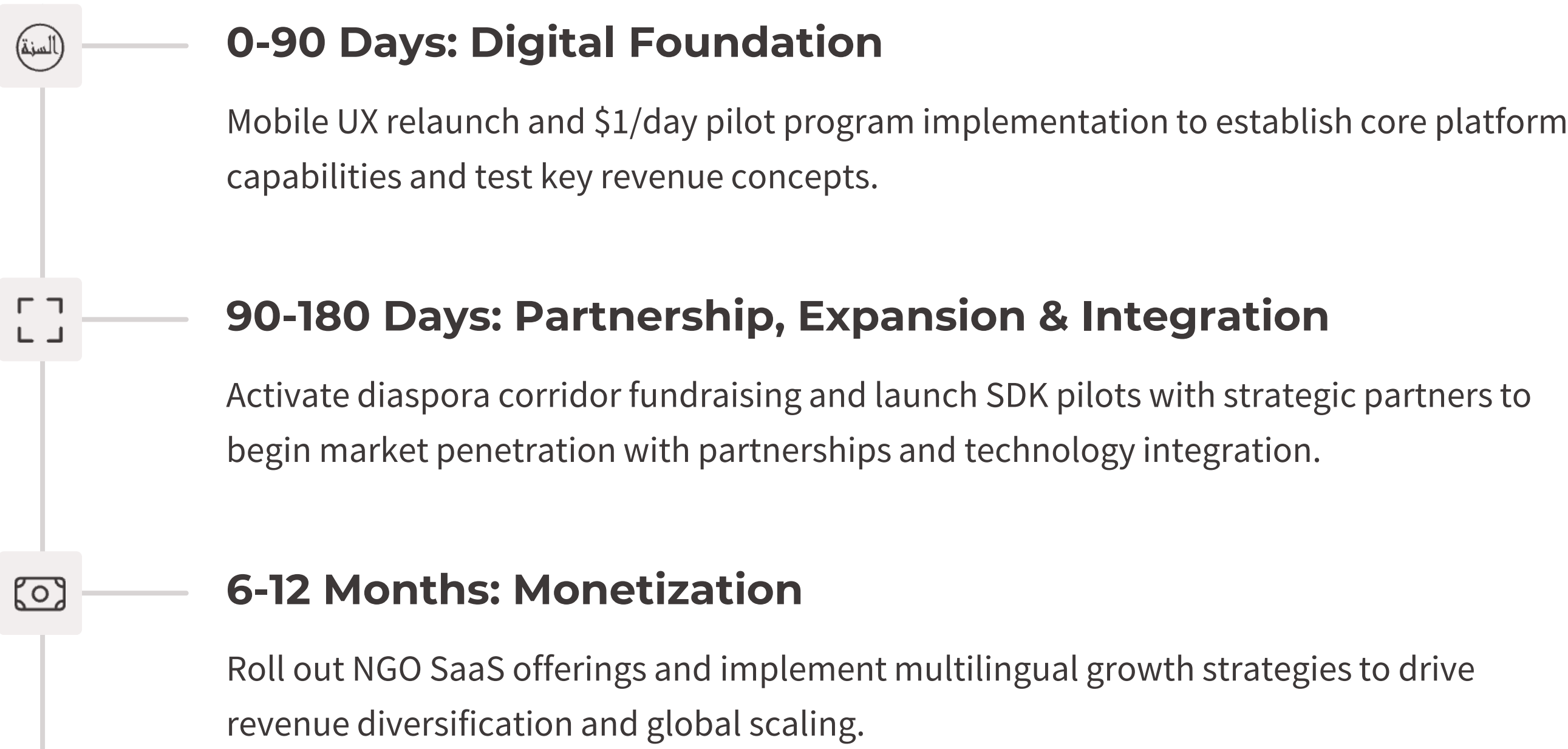
35%

Market Diversification Success

Non-U.S. donor share expanding from 10% to 35%

Implementation Roadmap

The transformation will be executed through a phased approach over 180 days, with clear deliverables and focus areas for each stage.



This structured approach allows for iterative testing and refinement while maintaining momentum toward the ambitious 2028 goals.

Risks & Action Items

Key Risks & Mitigation Strategies



Low Retention

Implement AI-driven donor journeys and loyalty streak incentives to improve engagement and giving consistency.

Fundraising success is skewed

Partner with localized NGOs and deploy phased rollouts to test market fit before full investment.

Tech Bottlenecks

Utilize modular SDK deployments and sandbox pilots to maintain agility and reduce development dependencies.

Low Social Media Presence

IG 70k, YT 4.24K, X 104k, Tiktok 205 followers — requires strategic growth initiatives.

Action Items

Every Dime Count. Donors have unlimited options, we have limited.

Monetize Data Assets ATLAS platform to be monetized with sources from 175+ Countries — data is gold.	Corporate Partnerships Implement micro-donations, \$1/day/employee payroll giving, and matching donations. Accept cryptocurrencies and launch co-branded campaigns.
Regional Accountability Assign revenue/region owners for accountability and specialized market knowledge with monthly KPI reviews.	Technology Investment Authorize technology investments for mobile platform enhancement with multilingual apps — like Netflix/Uber for localization.
Market Expansion Expanding into Indonesia (current 115 projects) and Mexico (232 projects) to capture emerging 'South-South' funding opportunities, using current projects as base.	Visible Transformation Donors are driven by visible 'X to Y' transformation. Weekly progress updates boost recurring donations and personal engagement opportunities.

C.U.T - Culture inclination, Urgency and Technology - everything **Quantified**.