

GiveWell Metrics Report – 2016 Annual Review

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How much charitable giving did GiveWell influence?

GiveWell is dedicated to finding outstanding giving opportunities and publishing the full details of our analysis. In this report, we review what we know about how our research impacted donors. In 2016, GiveWell influenced charitable giving in several ways. The following table summarizes our understanding of this influence.¹ The sections that follow provide more details and discuss the uncertainty involved.

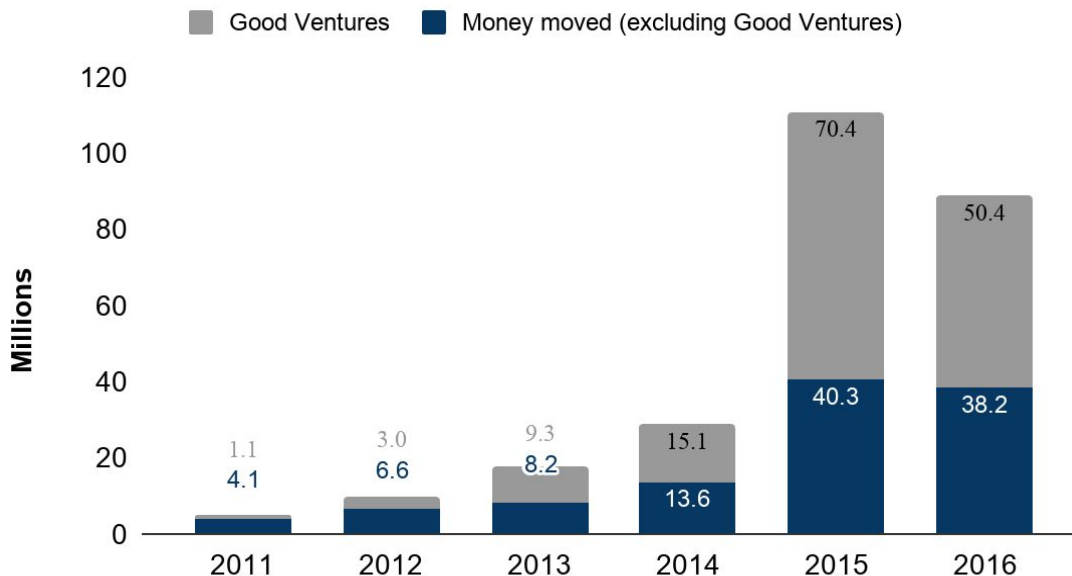
¹ For more on Good Ventures, see <http://www.goodventures.org>.

| Type of donation influenced | Amount |
|---|------------------------------|
| Money moved to traditional charity recommendations: | |
| Grants from Good Ventures | \$50,400,000 |
| Donations from other donors who gave \$1 million or more | \$11,233,506 |
| Donations from donors who gave under \$1 million | \$27,012,162 |
| Headline money moved | \$88,645,668 |
| Additional donations we guess were due to our recommendations | Estimated at \$10-20 million |
| Donations where our research played an important role | \$3,260,488 |
| GiveWell Incubation Grants – Grants from Good Ventures | \$13,318,190 |
| Best guess of total money directed to charities ² | \$118,594,102 |

Headline money moved

In 2016, GiveWell tracked \$88.6 million in money moved to our recommended charities. This total includes Good Ventures grants of \$50.4 million and \$11.2 million in additional donations from several donors each giving more than \$1 million. As described in the [appendix](#), we only include donations that we are confident were influenced by our recommendations.

Money moved to recommended charities



² Includes \$15 million of "additional donations we guess were due to our recommendations," which is the midpoint of the given range, and 50% of "donations where our research played an important role," as a rough estimate.

Additional donations we guess were due to our recommendations

We asked three of our top charities, Against Malaria Foundation (AMF), GiveDirectly, and Schistosomiasis Control Initiative (SCI) to share information about where their direct donors (not through GiveWell) learned about them to help us assess how much our measure of money moved might be understated.³ We focused on donations to these three groups because they received the most funding in direct donations that was attributed to GiveWell, which we assume is correlated with total direct funding which could be due to GiveWell's influence.⁴ Our best guess is that we played a significant role in influencing an additional \$10-20 million of donations to AMF,⁵ GiveDirectly, and SCI that we are not counting in our headline money moved figure.

Donations where our research played an important role

Our research has played a significant role in the decisions of two groups, The Life You Can Save⁶ and Giving What We Can,⁷ which make (or made) charity recommendations and have cited our research. While we believe our research played an important role in these groups'

³ Our true money moved may be somewhat higher than we have recorded since some donors who gave directly to our recommended charities (not through GiveWell) may have been influenced by our research but not reported this to the charities (for example, they might not have reported any source of influence or might have listed "from a friend" or "in the media").

⁴ Total direct to charity funding (excluding Good Ventures) that we have tracked as money moved:

- GiveDirectly: \$11.5 million
- AMF: \$9.9 million
- SCI: \$0.9 million
- Evidence Action (Deworm the World): \$0.6 million
- Development Media International, END Fund, and GAIN: \$200,000-\$300,000 each
- All others: <\$20,000 each

⁵ For each organization, we looked at a) how many donations it received where it is unknown why the donor decided to make the donation, and b) of the donations where the source of influence is known, what percentage were influenced by GiveWell, excluding Good Ventures. We do not expect that the latter is representative of the amount of the former that we influenced, but we believe it provides a reasonable ballpark estimate. We estimate that AMF received \$8.3 million in donations with unknown attribution in 2016 and that we influenced >90% of the donations with a known source. GiveDirectly received about \$19.7 million in donations with unknown attribution, and we estimate that we influenced roughly 70% of the donations with a known source. SCI received about \$0.8 million in donations with unknown attribution, and we estimate that we influenced roughly 90% of the donations with a known source. If we were to assume that we influenced the same proportion of unattributed donations as we did attributed donations, we would conclude that we influenced an additional \$20 million that is not included in our headline money moved figure. Intuitively, our best guess is that we are undercounting money moved by \$10-20 million.

⁶ The Life You Can Save describes its process for selecting recommended charities at <https://www.thelifeyoucansave.org/where-to-donate/selection-methodology>. Archived copy from March 2018 at

<http://web.archive.org/web/20180320185246/https://www.thelifeyoucansave.org/where-to-donate/selection-methodology>.

⁷ In July 2016, Giving What We Can announced, "Within global health and development, we will move to simply recommending GiveWell's top charities, rather than curating an independent but overlapping list of recommended charities based in large part on their research (as we do now)."

http://effective-altruism.com/ea/zn/some_organisational_changes_at_the_centre_for/

recommendations, it was not the only input into the process, and we therefore include it in a separate category from our headline money moved. (Note that we do include donations made to the Giving What We Can Trust for which the donor specifically cited GiveWell as the reason they gave.)

There are several other groups that promote effective giving and accept donations to support GiveWell's top charities: Effective Altruism Foundation, Charity Science, Effective Altruism Australia, Founders Pledge and Norway Effective Altruism. We have included donations made to these groups to support our top charities in our headline money moved. Our understanding is that GiveWell's research is the sole input into these groups' recommendation of our top charities.

| Group | Funding directed to GiveWell's recommended charities | Amount we have counted in our headline money moved |
|-------------------------------|---|---|
| The Life You Can Save | \$1,754,218 | \$0 |
| Giving What We Can Trust | \$1,916,615 | \$410,344 |
| Effective Altruism Foundation | \$811,524 | \$811,524 |
| Effective Altruism Australia | \$549,001 | \$549,001 |
| Charity Science | \$453,248 | \$453,248 |
| Founders Pledge | \$103,495 | \$103,495 |
| Norway Effective Altruism | \$57,220 | \$57,220 |
| Total | \$5,645,320 | \$2,384,831 |

GiveWell Incubation Grants

Our work on GiveWell Incubation Grants involves considering organizations for support at any point in their development, with the hope of identifying additional future top charities to recommend to our donors. To date, all Incubation Grants have been made by Good Ventures, on GiveWell's recommendation. In 2016, Good Ventures made GiveWell Incubation Grants totaling \$13.3 million. For a full list of grants, see <https://www.givewell.org/research/incubation-grants>.

Good Ventures

Total giving by Good Ventures to GiveWell-recommended charities fell from \$70.4 million in 2015 to \$50.4 million in 2016. This change was driven by a single \$25 million capacity-building grant that Good Ventures made to GiveDirectly in 2015. We wrote about this grant our blog [here](#). Good Ventures' annual year-end giving to top charities changed little between 2015 (\$45.4 million) and 2016 (\$50 million, plus \$0.4 million in [participation grants](#)).

Open Philanthropy Project

As of June 2017, GiveWell and the Open Philanthropy Project became separate organizations. Throughout 2016, the Open Philanthropy Project was a part of GiveWell. This report is limited to tracking the impact of GiveWell's work outside of the Open Philanthropy Project. A list of grants made by the Open Philanthropy project both before and after separating from GiveWell are available at <https://www.openphilanthropy.org/giving/grants>.

Money moved by charity

Our seven top charities received the majority of our money moved. Our six standout charities received a total of \$2.9 million.

| Organization | Good Ventures | Other donors | Total | % |
|------------------------------------|---------------------|---------------------|---------------------|---------------|
| Against Malaria Foundation | \$15,080,000 | \$18,636,295 | \$33,716,295 | 38.0% |
| Schistosomiasis Control Initiative | \$13,500,000 | \$2,555,533 | \$16,055,533 | 18.1% |
| GiveDirectly | \$2,500,000 | \$12,807,700 | \$15,307,700 | 17.3% |
| Evidence Action (Deworm the World) | \$4,470,000 | \$2,623,949 | \$7,093,949 | 8.0% |
| Malaria Consortium (SMC program) | \$5,000,000 | \$51,311 | \$5,051,311 | 5.7% |
| END Fund (deworming program) | \$5,100,000 | \$319,307 | \$5,419,307 | 6.1% |
| Sightsavers (deworming program) | \$3,050,000 | \$59,090 | \$3,109,090 | 3.5% |
| Development Media International | \$250,000 | \$413,107 | \$663,107 | 0.7% |
| Iodine Global Network | \$250,000 | \$348,216 | \$598,216 | 0.7% |
| GAIN (Universal Salt Iodization) | \$250,000 | \$309,603 | \$559,603 | 0.6% |
| Living Goods | \$250,000 | \$81,518 | \$331,518 | 0.4% |
| Project Healthy Children | \$350,000 | \$27,360 | \$377,360 | 0.4% |
| Food Fortification Initiative | \$350,000 | \$12,678 | \$362,678 | 0.4% |
| Total | \$50,400,000 | \$38,245,668 | \$88,645,668 | 100.0% |

Money moved by donor size

*Note: In this section, we exclude Good Ventures and donations reported to us in aggregate for which we do not know the size of individual donations.*⁸

⁸ Not included: \$2.03 million in anonymous donation (primarily \$1.86 million reported to us by GiveDirectly) and \$1.66 million in donations reported to us in aggregate by groups promoting our recommendations.

In 2016, we continued to see growth in the number of donors and amount donated across each category of donor size that we reviewed, with the notable exception of donors who give \$1 million or more per year. Similar to past years, the vast majority of our money moved came from a small number of donors giving large amounts. In 2016, 93% of our money moved came from about 20% of our donors, who gave \$1,000 or more.

Number of donors by amount given in each of the last three years:

| Size buckets | 2014 | 2015 | 2016 | % change |
|-----------------------|--------------|---------------|---------------|-----------------|
| \$1,000,000+ | 1 | 8 | 5 | -38% |
| \$100,000 - \$999,999 | 14 | 23 | 26 | 13% |
| \$10,000 - \$99,999 | 179 | 245 | 355 | 45% |
| \$1,000 - \$9,999 | 1,352 | 2,174 | 2,912 | 34% |
| \$100 - \$999 | 3,855 | 6,174 | 7,653 | 24% |
| \$0 - \$99 | 3,643 | 5,663 | 6,424 | 13% |
| Total | 9,044 | 14,287 | 17,375 | 22% |

Amount donated by total per donor in each of the last three years:

| Size buckets | 2014 | 2015 | 2016 | % change |
|---|---------------------|---------------------|---------------------|-----------------|
| \$1,000,000+ | \$1,640,000 | \$21,320,000 | \$11,233,506 | -47% |
| \$100,000 - \$999,999 | \$3,023,586 | \$5,486,814 | \$5,643,087 | 3% |
| \$10,000 - \$99,999 | \$3,968,772 | \$5,385,612 | \$7,487,083 | 39% |
| \$1,000 - \$9,999 | \$3,455,946 | \$5,451,787 | \$7,531,051 | 38% |
| \$100 - \$999 | \$1,111,950 | \$1,880,932 | \$2,298,704 | 22% |
| \$0 - \$99 | \$126,215 | \$208,687 | \$238,569 | 14% |
| Total | \$13,326,468 | \$39,733,831 | \$34,432,001 | -13% |
| Total non-Good Ventures money moved not included in buckets | \$308,322 | \$604,195 | \$3,813,667 | |
| Total non-Good Ventures money moved | \$13,634,790 | \$40,338,026 | \$38,245,668 | -5% |

Operating expenses

GiveWell's total expenses in 2016 were \$5.5 million.⁹ Our expenses increased from about \$3.4 million in 2015 as the size of our staff grew and average seniority level rose.¹⁰

We estimate that about one-third of our total 2016 expenses (\$2.0 million) supported our traditional top charity work and about two-thirds supported the Open Philanthropy Project, the same breakdown as in 2015. In 2015, we estimated that expenses for our traditional charity work were about \$1.1 million.

Unrestricted funding

In the past few years, we have used unrestricted funding exclusively for operating costs, with one exception.¹¹ We do not count these funds in our money moved but share a breakdown of them to give more context on the overall level of funds supporting GiveWell and our research. GiveWell raised \$5.6 million in unrestricted funding in 2016, compared to \$5.1 million in 2015.¹²

The following table shows donors by size of unrestricted donation (separating out major institutional supporters). The major institutional supporters and the five largest individual donors contributed about 70% of GiveWell's operational funding in 2016. This is driven in large part by the fact that Good Ventures funded two-thirds of the costs of the Open Philanthropy project,¹³ in addition to funding 20% of GiveWell's other costs.

⁹ This includes our estimate of the replacement value of donated office space (the total cost of our office space in calendar year 2016 was about \$1.1 million, while we estimate that if it was not donated we would pay \$423,000), and excludes an in-kind donation of Google AdWords (valued at \$298,445), which we would not purchase at close to the same level if it were not donated.

¹⁰ Our staff grew from 32 at the end of 2015 to 39 at the end of 2016

¹¹ We have capped the amount of operating support we will use from a single donor at 20% of our operating expenses, in order to avoid over-reliance on any individual source of operating support. One donor gave more than this amount and we granted the additional funding to top charities.

¹² These figures include an estimate for the replacement value of donated office space (estimated at about \$423,000 in 2016 and \$216,000 in 2015).

¹³ As of this writing in March 2018, Good Ventures had funded the costs of the Open Philanthropy Project through September 2016, i.e. the first 8 months of our metrics year. GiveWell plans to put in a request to Good Ventures to cover the costs of the Open Philanthropy Project for October 2016 through when it became a separate organization on June 1, 2017. That request has been delayed because GiveWell needs to calculate costs of operating the Open Philanthropy Project during that period.

| Donor buckets | Number of donors | | | Amount donated | | |
|-----------------------------------|------------------|--------------|--------------|--------------------|--------------------|--------------------|
| | 2014 | 2015 | 2016 | 2014 | 2015 | 2016 |
| Good Ventures | 1 | 1 | 1 | \$380,897 | \$1,402,871 | \$1,994,854 |
| Other major institutions | 3 | 2 | 1 | \$400,000 | \$300,000 | \$200,000 |
| \$100,000+ donors | 5 | 6 | 5 | \$1,210,000 | \$1,525,000 | \$1,308,994 |
| \$10,000 - \$99,999 | 32 | 39 | 38 | \$599,250 | \$1,073,624 | \$904,141 |
| \$1,000 - \$9,999 | 143 | 158 | 176 | \$359,753 | \$463,796 | \$435,901 |
| \$100 - \$999 | 214 | 358 | 647 | \$73,559 | \$105,695 | \$182,259 |
| \$0 - \$99 | 646 | 1,831 | 2,048 | \$4,283 | \$12,755 | \$42,386 |
| Anonymous donors | | | | | | \$107,481 |
| Total | 1,044 | 2,395 | 2,916 | \$3,027,742 | \$4,883,741 | \$5,176,015 |
| Rent replacement value | | | | \$141,000 | \$216,000 | \$423,000 |
| Total with rent replacement value | | | | \$3,168,742 | \$5,099,741 | \$5,599,015 |

Donor acquisition and retention

Note: In this section, we include unrestricted donations to GiveWell, in addition to donations to our recommended charities that we influenced; we exclude donations from Good Ventures.

In 2016, the total number of donors who gave to our recommended charities or to GiveWell unrestricted increased about 16% to 17,829. This included 12,461 donors who gave for the first time in 2016. Among all donors who gave in the previous year, about 35% gave again in 2016, down from about 40% who gave again in 2015.¹⁴

| All donors (excl. Good Ventures) | Donors | 2015 amount | 2016 amount |
|--|---------------|---------------------|---------------------|
| Gave in 2015, did not give in 2016 | 9,993 | \$15,252,416 | \$0 |
| Gave in 2015 and 2016 | 5,368 | \$28,727,097 | \$28,394,201 |
| Did not give in 2015, did give in 2016 | 12,461 | \$0 | \$9,534,999 |
| Total | 27,822 | \$43,979,514 | \$37,929,200 |

The number of 2016 donors who gave more than \$10,000 (in either of the last two years) increased 13% to 424. This included 138 new donors and 77% retention of 2015 donors (compared to 102 new donors and 78% retention in 2015).

¹⁴ In some circumstances, we cannot accurately track donors over time (e.g. if they were reported anonymously). This likely leads to overstating the number of new donors and understating the retention of previous donors.

| \$10,000+ donors (excl. Good Ventures) | Donors | 2015 amount | 2016 amount |
|---|---------------|---------------------|---------------------|
| Gave in 2015, did not give in 2016 | 87 | \$11,331,989 | \$0 |
| Gave in 2015 and 2016 | 285 | \$24,274,771 | \$23,078,074 |
| Did not give in 2015, did give in 2016 | 134 | \$0 | \$3,891,048 |
| Total | 506 | \$35,606,759 | \$26,969,121 |

The table below categorizes donors by the first year they gave to our recommended charities or to GiveWell unrestricted. While we have seen relatively high attrition following a donor's first gift year (e.g. only 25% of new donors in 2015 gave again in 2016), the retention rates for donors who have given for longer appear relatively stable (e.g. 14-20% of donors who first gave in 2014 or earlier continue to give each year).

| First gift year | Number of donors | | | Percent of donors | |
|------------------------|-------------------------|---------------------|---------------------|--------------------------|---------------------|
| | Total | Gave in 2015 | Gave in 2016 | Gave in 2015 | Gave in 2016 |
| 2010 | 681 | 111 | 101 | 16% | 15% |
| 2011 | 1,991 | 331 | 275 | 17% | 14% |
| 2012 | 3,225 | 792 | 571 | 25% | 18% |
| 2013 | 6,925 | 1,612 | 1,182 | 23% | 17% |
| 2014 | 6,253 | 1,744 | 1,248 | 28% | 20% |
| 2015 | 10,726 | 10,726 | 2,734 | 100% | 25% |

Web traffic

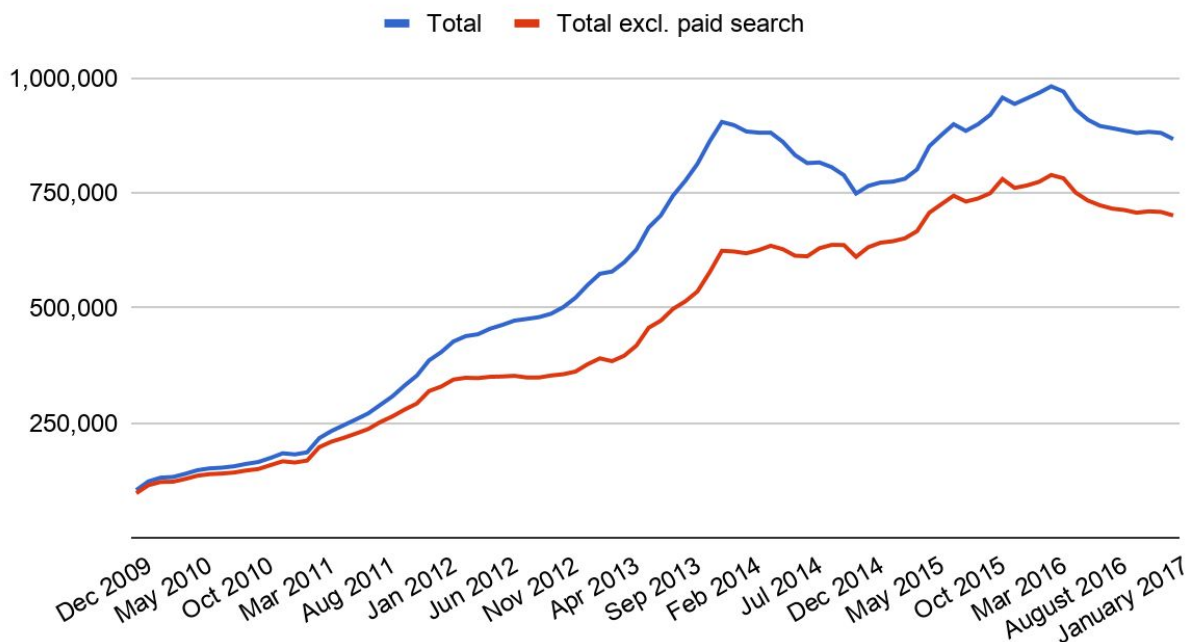
We monitor the number of unique visitors to our website (i.e. each person is counted only once per time period). Google provided us with in-kind credit to use its online advertising product (AdWords). We believe that excluding AdWords visitors gives us a more reliable measure of the interest in our research.¹⁵ In 2016, unique visitors (excluding AdWords) decreased slightly (by 8%) compared to 2015.

GiveWell's website receives elevated web traffic during "giving season" around December of each year. To adjust for this and emphasize the trend, the chart below shows the rolling sum of unique visitors over the previous twelve months, starting in December 2009 (the first period for which we have 12 months of reliable data due to an issue tracking visits in 2008).¹⁶

¹⁵ For example, in late 2013, we removed some AdWords campaigns that were driving substantial traffic but appeared to be largely resulting in visitors who were not finding what they were looking for (as evidenced by short visit duration and high bounce rates).

¹⁶ All of our data and notes on issues we have run into and how we have handled them are [here](#). The chart shows monthly unique visitors (other statistics discussed in this section use annual unique visitors).

Unique visitors to GiveWell.org (sum of previous 12 months)



Sources of web traffic

The table below shows the sources of our web traffic in 2015 and 2016. Direct traffic increased and traffic from other non-paid sources decreased.

| Source | 2015 | 2016 | Change |
|----------------------------|----------------|----------------|------------|
| Search | 368,881 | 345,288 | -6% |
| Direct | 160,381 | 194,152 | 21% |
| Referrals/other | 154,718 | 135,102 | -13% |
| Total excl. AdWords | 683,980 | 674,542 | -1% |
| Google AdWords | 179,903 | 160,095 | -11% |
| Total | 863,883 | 834,637 | -3% |

Major referring domains

Below are the top five referral domains in 2015 and 2016. Facebook, reddit, and Twitter remained top sources of traffic, while other major sources have varied year-to-year depending on when and where we receive coverage in major media outlets.

| Top referral domains in 2015 | New Users | Top referral domains in 2016 | New Users |
|--|---------------|------------------------------|---------------|
| Facebook | 19,994 | Facebook | 20,008 |
| reddit | 13,469 | reddit | 11,309 |
| vox.com | 9,270 | ycombinator.com | 9,517 |
| huffingtonpost.com | 9,820 | deadspin.com | 7,955 |
| Twitter | 7,075 | Twitter | 7,828 |
| Visitors from top 5 domains | 59,628 | | 56,617 |
| % of referral visitors from top 5 | 39% | | 42% |

Appendix 1: Methodology notes

Reporting period: This report covers February 1, 2016 to January 31, 2017 and, for simplicity, refers to this period as "2016." For comparison, it presents data for the same period in previous years, e.g. "2015" is February 1, 2015 to January 31, 2016. We have reported this way since 2012 because donations tend to be clustered in late December and early January, so this provides a more accurate picture of annual growth.

Criteria: "Money moved" refers to donations to our recommended charities that were influenced by our research.¹⁷ We aim to be conservative in calculating our money moved by including only donations that we are confident that we influenced. Our data include only donations that (a) donors made to GiveWell to support our recommended charities, (b) donors made directly to our recommended charities and reported to us, or (c) donors made directly to our recommended charities that donors reported to the charities as due to GiveWell's recommendation (being cautious not to double count donations reported to us by the charity and the donor).

On the other hand, we expect that most donations that we count in our money moved are the result of a complex decision making process, influenced by many factors in addition to our research. Furthermore, we do not attempt to quantify the impact of GiveWell's research compared to the counterfactual of GiveWell not existing (though we are interested in understanding how our research influences donors' behavior and share some findings in Appendix 2).

Appendix 2: Survey responses from major donors

The data in this section is largely based on surveys conducted for the 2015 metrics report and other prior reports. We did not conduct a major donor survey for this report.

¹⁷ Top charities and standout charities, listed here: <http://www.givewell.org/charities/top-charities>.

In 2016, donors who gave \$2,000 or more accounted for about 90% of our money moved (excluding Good Ventures). In this section, we summarize what we have learned about the 1,882 donors surveyed who each gave \$2,000 – \$1 million in 2016 (in total, this set of donors gave \$19.3 million).¹⁸

How they found GiveWell

| Source | Number of donors | | Amount donated | |
|------------------------------------|-------------------------|-------------|-----------------------|-------------|
| | # | % | # | % |
| News media and blogs | 236 | 30% | \$3,131,800 | 29% |
| Personal referral and social media | 173 | 22% | \$2,042,764 | 19% |
| Peter Singer/The Life You Can Save | 193 | 24% | \$1,832,374 | 17% |
| Proactive search | 82 | 10% | \$2,066,091 | 19% |
| Effective Altruism organizations | 88 | 11% | \$1,289,022 | 12% |
| Other | 27 | 3% | \$425,232 | 4% |
| Total | 799 | 100% | \$10,787,283 | 100% |

Age, location, and profession

| Age range | Number of donors | | Amount donated | |
|------------------|-------------------------|-------------|-----------------------|-------------|
| | # | % | # | % |
| Under 30 | 152 | 36% | \$2,117,547 | 30% |
| 30s | 139 | 33% | \$2,541,464 | 36% |
| 40s | 64 | 15% | \$1,061,392 | 15% |
| 50s | 22 | 5% | \$349,494 | 5% |
| 60s | 26 | 6% | \$644,392 | 9% |
| 70s | 15 | 4% | \$373,212 | 5% |
| 80 or older | 1 | 0% | \$2,273 | 0% |
| Total | 419 | 100% | \$7,089,776 | 100% |

¹⁸ The survey we used for our report on 2015 metrics can be seen here: [http://files.givewell.org/files/metrics/Major donor survey 2015.pdf](http://files.givewell.org/files/metrics/Major%20donor%20survey%202015.pdf). We also learned some of this information through conversations with donors. We did not conduct such a survey for this report, but rely on information from previous surveys, surveys donors are sent after each donation, and conversations.

| Country | Number of donors | | Amount donated | |
|----------------|-------------------------|-------------|-----------------------|-------------|
| | # | % | # | % |
| United States | 1,451 | 84% | \$15,833,361 | 87% |
| United Kingdom | 91 | 5% | \$1,249,181 | 7% |
| Australia | 57 | 3% | \$273,751 | 1% |
| Switzerland | 7 | 0% | \$167,302 | 1% |
| Canada | 28 | 2% | \$155,773 | 1% |
| Germany | 16 | 1% | \$154,481 | 1% |
| All others | 86 | 5% | \$461,586 | 3% |
| Total | 1,736 | 100% | \$18,295,435 | 100% |

| Profession | Number of donors | | Amount donated | |
|-------------------|-------------------------|-------------|-----------------------|-------------|
| | # | % | # | % |
| Software | 183 | 40% | \$3,419,786 | 38% |
| Finance | 72 | 16% | \$2,354,175 | 26% |
| Other business | 36 | 8% | \$547,945 | 6% |
| Academia | 55 | 12% | \$479,720 | 5% |
| Healthcare | 23 | 5% | \$203,407 | 2% |
| Government | 16 | 3% | \$199,391 | 2% |
| Retired | 19 | 4% | \$190,009 | 2% |
| Non-profit | 19 | 4% | \$147,423 | 2% |
| Law | 17 | 4% | \$129,506 | 1% |
| Student | 9 | 2% | \$100,389 | 1% |
| Other | 14 | 3% | \$1,266,993 | 14% |
| Total | 463 | 100% | \$9,038,745 | 100% |

How has GiveWell changed donors' giving

We ask donors what impact GiveWell has on the amount they give and the organizations that they give to.¹⁹

¹⁹ Notes:

- "Reallocated" means that the donors said that in GiveWell's absence, they would have given the same amount but to different organizations.
- "Just beginning to give" means that they did not feel they could accurately answer the question because they were just starting to give as they found GiveWell.

| Counterfactual | Number of donors | | Amount donated | |
|----------------------------------|-------------------------|-------------|-----------------------|-------------|
| | # | % | # | % |
| Reallocated | 272 | 47% | \$4,247,252 | 53% |
| Increased | 157 | 27% | \$1,585,326 | 20% |
| Some reallocated, some increased | 82 | 14% | \$898,750 | 11% |
| Decreased | 2 | 0% | \$7,875 | 0% |
| Just beginning to give | 70 | 12% | \$1,271,399 | 16% |
| Total | 583 | 100% | \$8,010,602 | 100% |

For the donors who answered that GiveWell's influence caused them to reallocate (or partially reallocate) their donations, we tracked what they reported that they would have given to in GiveWell's absence.

| Reallocation response | Number of donors | | Amount donated | |
|---------------------------------------|-------------------------|-------------|-----------------------|-------------|
| | # | % | # | % |
| Organizations in developing countries | 148 | 54% | \$2,406,123 | 61% |
| Organizations in developed countries | 34 | 13% | \$331,822 | 8% |
| Both developing/developed | 90 | 33% | \$1,225,438 | 31% |
| Total | 272 | 100% | \$3,963,383 | 100% |

Engagement with GiveWell's research

We ask donors about the ways in which they engage with GiveWell's research (for example, read details carefully, read summaries of research, or mostly just rely on our recommendations). We categorized these responses into several categories of engagement level.²⁰ We do not expect that the sample of donors for which we have this information is representative of all our donors (we would guess it is strongly skewed to include donors who are most engaged).

| Engagement level | Number of donors | | Amount donated | |
|--------------------------------|-------------------------|-------------|-----------------------|-------------|
| | # | % | # | % |
| High engagement | 168 | 40% | \$3,605,749 | 54% |
| Moderate engagement | 180 | 42% | \$2,034,596 | 31% |
| Mostly rely on recommendations | 76 | 18% | \$1,020,908 | 15% |
| Total | 424 | 100% | \$6,661,253 | 100% |

²⁰ The categorization required some judgment calls. Generally, "high engagement" includes anyone who answered that they read the website "carefully," read the blog "regularly," attend events, or talk to staff. Moderate engagement includes anyone else who said that they read "summary information" or read the blog "occasionally." "Mostly rely on recommendations" includes anyone who answered that that was how they engaged with GiveWell.