

GiveDirectly

Executive summary

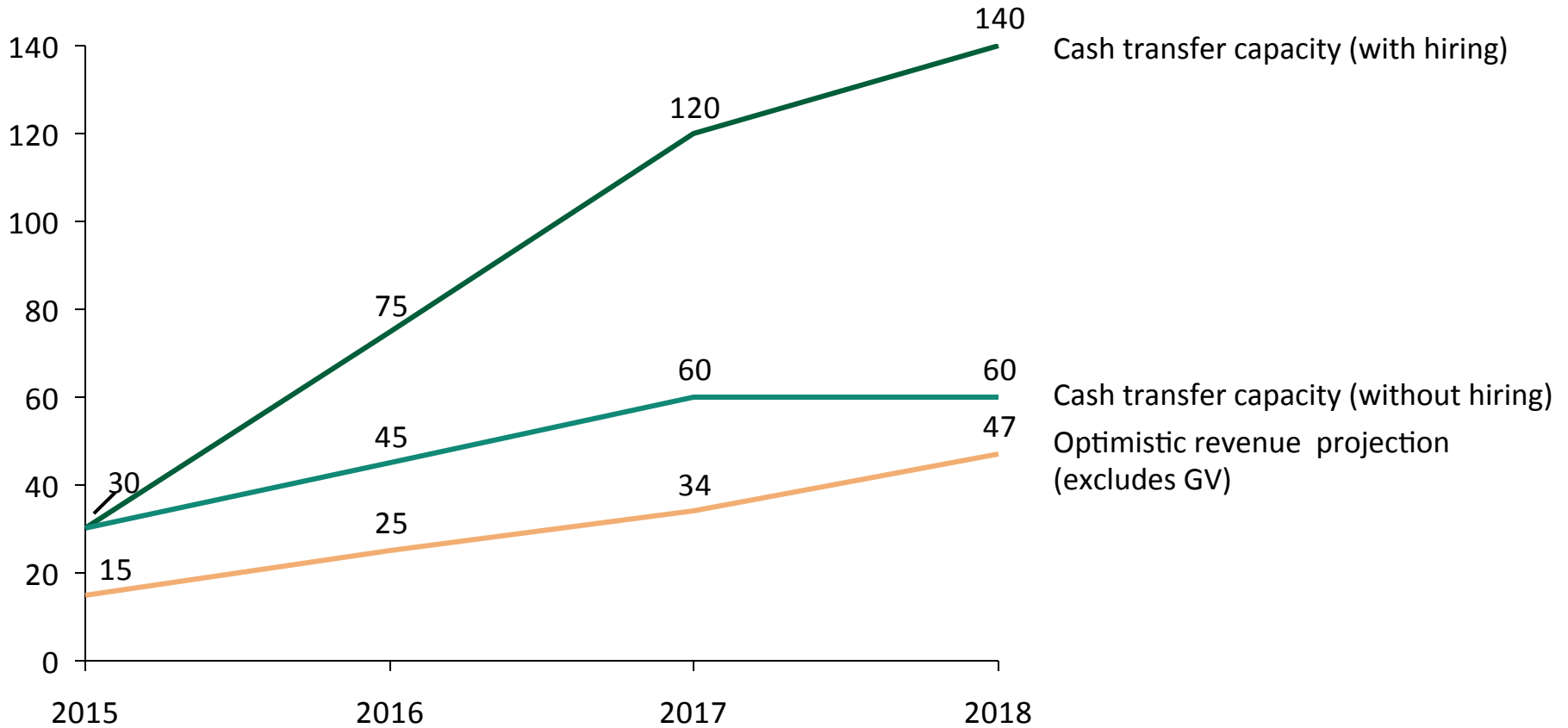
- We estimate that we could deploy \$23.5 – 89M in capital at rates of return at or above those we have achieved thus far, broken down as follows:

	Range	Range definition
1 Direct transfers	10-60	1-2 years cash transfers capacity without/with hiring, less 90 th percentile retail raise.
2 Fundraising budget	6-9	3-4 years fundraising budget
3 Partnership initiatives	7.5-20	Single project v.s. initiative

- We estimated these ranges by asking how much capital we could either (a) deploy in the next 1-2 years, or (b) benefit from being able to commit to spending further out, without crowding out other sources of funding
- Detail on uses of funding that follows is illustrative and might differ from what we actually do if we identify yet better uses
- Funding at this scale would fundamentally expand our ambition and organization

1 With unlimited funding, we would hire aggressively to increase throughput capacity to > \$100M over the next 2 years

Cash transfer capacity and revenue projections
\$ M

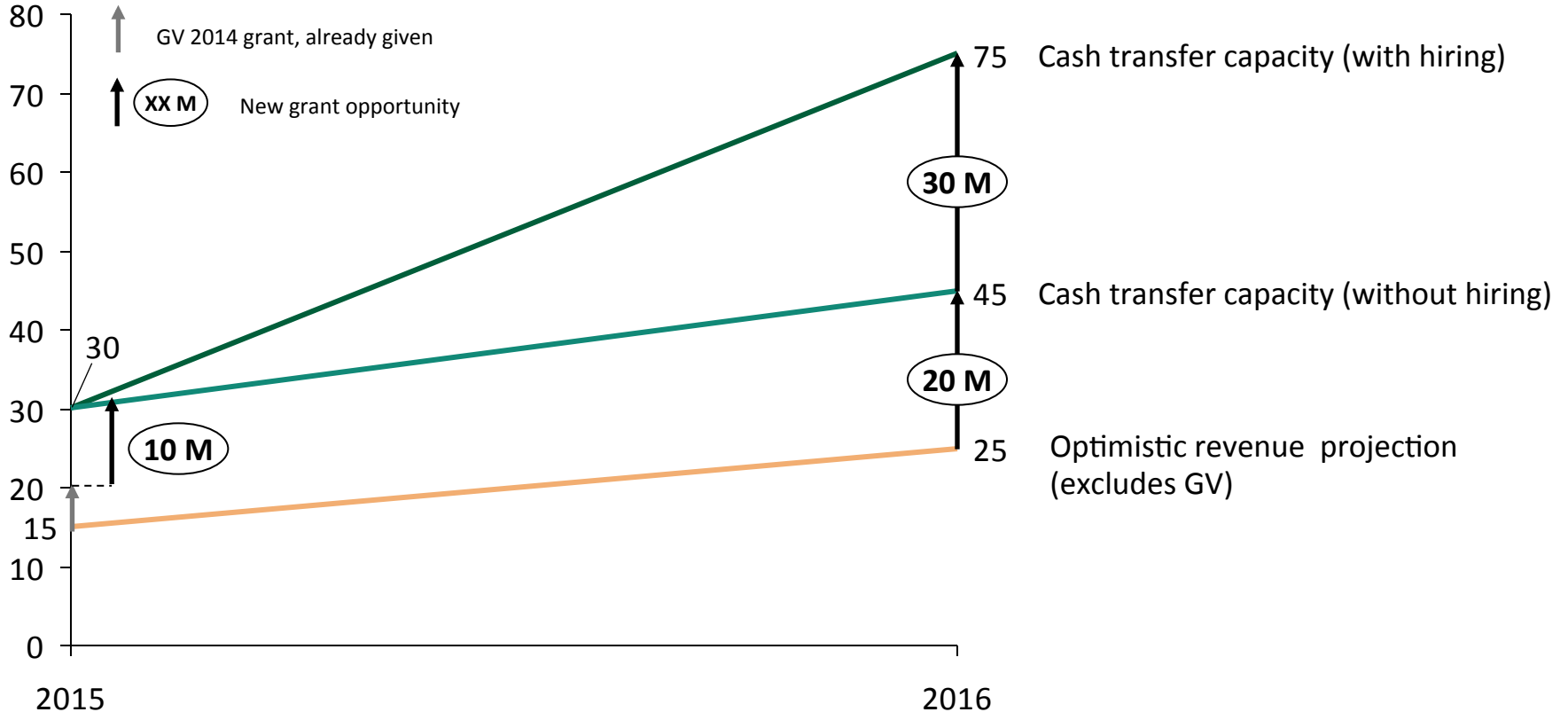


Note: Revenue is reflected in the year it would be spent vs. the year it was raised, one year offset, to show the gap between capacity and funds raised (e.g., money raised in 2014 is shown on this chart in 2015).

1

We project a gap of 10-60 M over the next 1-2 years, depending upon the hiring scenario

Cash transfer capacity and revenue projections, with potential GV investments
\$ M



Note: Revenue is reflected in the year it would be spent vs. the year it was raised, one year offset, to show the gap between capacity and funds raised (e.g., money raised in 2014 is shown on this chart in 2015).

1

Closing that gap would both directly impact ~250K individuals – more than a district– while also enabling addt'l learning

Potential learning objective

Estimate macroeconomic and long-term impacts of transfers

Develop organizational capability to target the poor in any context

Cross-cut cash transfers with aspirations intervention (w/ [redacted])

Estimate returns to various transfer sizes and interaction with social protection payments (as requested by [redacted])

Estimate impacts of a lifetime Basic Income Guarantee offered to young men / women

Funding requirement and status / rationale

\$0M. Fully funded; funds deployed by end of CY2015

\$6M. Pilots budgeted for CY2015; additional funding required for full-scale experimentation with three arms of 50 villages each.

\$7M. \$2M in transfer funding committed, revised estimate of \$9M required after latest power calculations.

\$10M. Lump-sum transfers of +/- 50% current sizing, cross-cut with stream transfers at current (\$20/mo) and proposed (\$70/mo) levels in [redacted], at 90% power.

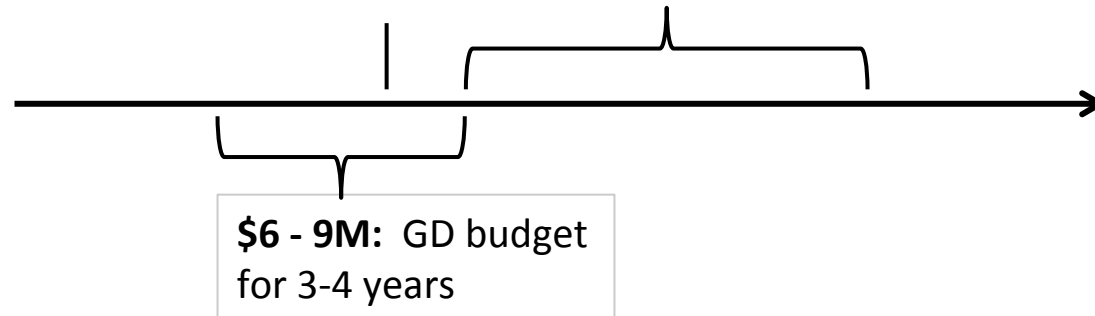
\$45M. Income of 65 cents/person/day across an average-sized location for 30 years. Assumes we create a fund that gets a 4% return.

2 A fundraising budget of 6-9 M over 3-4 years would plausibly attract top marketing talent and yield significant revenue growth

This figure is in the range of comparator marketing budgets...

\$8M: 1-yr marketing budget @ Pepsi for undergrad hire

\$9-12M: est. 4-yr marketing budget for consumer brand on trajectory of Warby Parker¹



...and would yield growth comparable to other marketing-led int'l NFPs (see Appendix and excel for detail)

	2015	2016	2017	2018	2019	Total
Projected revenue (M)	24	31	41	53	69	217
Fundraising budget (M)	1.5	1.9	2.5	3.2	4.2	13
Growth rate (%)		30%	30%	30%	30%	30%

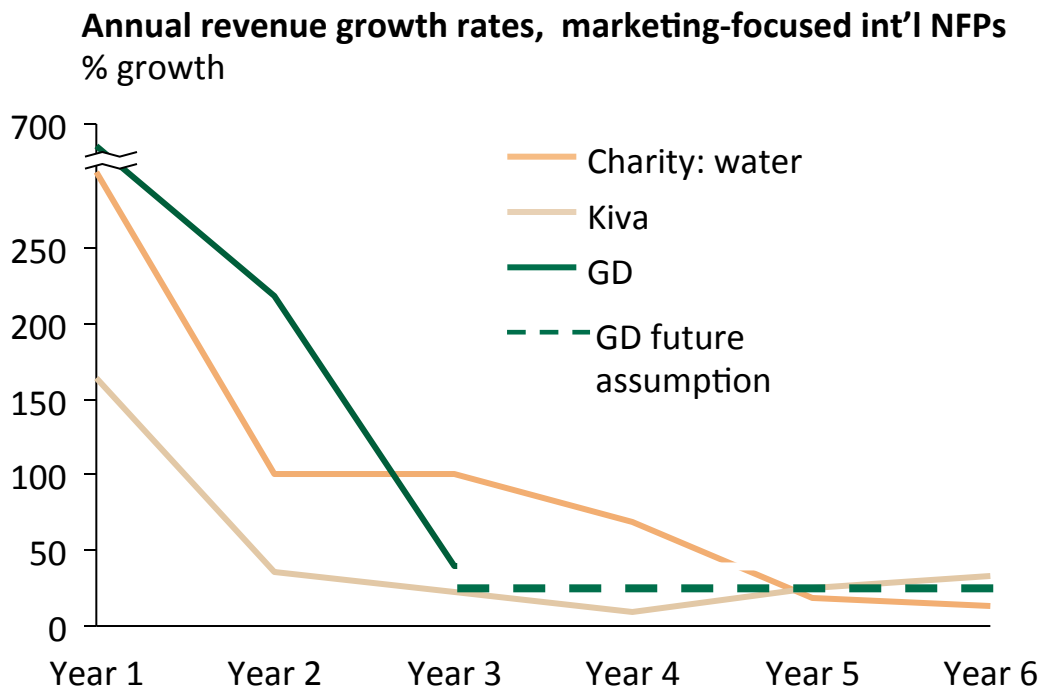
3 A \$7.5-20M partnership budget would enable us to credibly propose collaborations with targeted institutional players

Potential partner	Opportunity	Estimated matching commitment & rationale
[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]

Appendix

2

A 30% CAGR at \$0.06 CPDR going forward is in line with the growth experience of several marketing-focused int'l dev't nonprofits



Cost per dollar raised
Most recent year available

Charity water	\$0.09
Kiva	\$0.04
Donors choose	\$0.05
GD, 2013	\$0.01
GD future assumption	\$0.06

- GiveDirectly is well-positioned relative to these competitors as we control our own operations and host all data of interest to donors (photos, recipient goals) in Segovia