

GiveWell Metrics Report – 2014 Annual Review

How much charitable giving did GiveWell influence?.....	1
Traditional charity recommendations	2
Other organizations using our research	2
Experimental work to “seed” potential recommended charities	3
Open Philanthropy Project.....	3
Operating expenses	4
Methodology and uncertainty in money moved	4
Uncertainty	5
Money moved by charity.....	5
Money moved by donor size.....	6
Donor retention.....	7
Unrestricted funding.....	8
How do donors find GiveWell?	9
Major donors.....	9
How they found GiveWell	10
Age and profession	10
The counterfactual: how has GiveWell changed donors’ giving?	11
Web traffic	12
Sources of web traffic	13
Major referring domains	13
Comparison to Charity Navigator and GuideStar.....	14

Note on our reporting period: This report covers February 1, 2014 to January 31, 2015 and, for simplicity, refers to this period as “2014.” For comparison, it presents data for the same period in previous years, e.g. “2013” is February 1, 2013 to January 31, 2014. 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.

Note on our data: The data used in this report can be found here (XLSX): [http://files.givewell.org/files/GiveWell 2014 metrics report - data for public.xlsx](http://files.givewell.org/files/GiveWell%202014%20metrics%20report%20-%20data%20for%20public.xlsx)

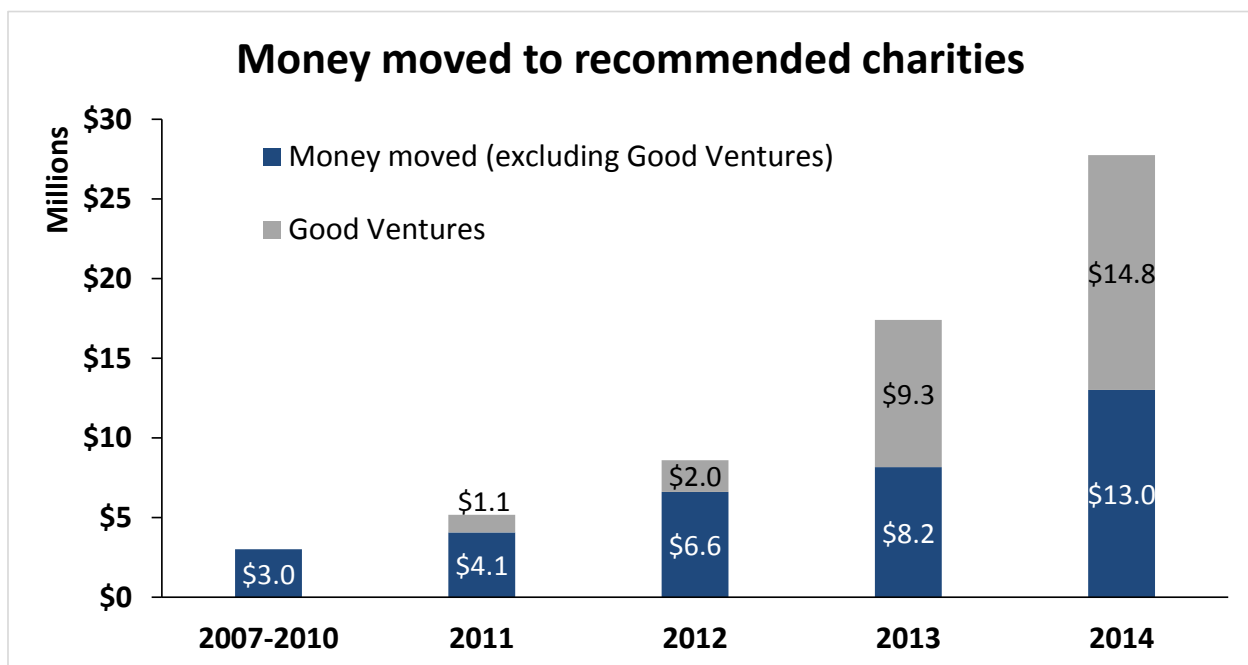
How much charitable giving did GiveWell influence?

In 2014, GiveWell influenced charitable giving in several ways. The following table summarizes the money that we were able to track, and the sections that follow elaborate on each type.

Type of influence	Amount
Traditional charity recommendations:	
Donations we confidently attribute to our research	\$27,754,698
Donations attributable to organizations who use our research	\$1,767,212
Donations with uncertain attribution	<i>Uncertain but we would guess over \$1 million (about \$1 million to AMF and at most \$8.7 million to other top charities)</i>
Experimental grants working to seed future recommendations	
	\$284,000
Open Philanthropy Project:	
Grants by Good Ventures	\$8,123,220
One other grant partially influenced by our work	Up to \$6,000,000

Traditional charity recommendations

In 2014, GiveWell tracked **\$27.8 million** in “money moved” to our recommended charities.¹ This total includes Good Ventures (GV) grants of \$14.8 million. It includes only donations that we can confidently attribute to our recommendations (more below on our methodology).



Other organizations using our research

Some other organizations make charity recommendations and prominently point to our research on their websites such that we believe our research plays a significant role in their

¹ Top charities and standout charities, listed here: <http://www.givewell.org/charities/top-charities>

decisions. In the table below, we show donations to our top charities directly attributed to four of these organizations, which we believe is a measure of our indirect influence.²

Organization with direct attribution	Donations to GiveWell-recommended charities
Giving What We Can	\$775,322
The Life You Can Save	\$552,423
GBS Schweiz / Raising for Effective Giving	\$294,836
Charity Science	\$144,631
Total	\$1,767,212

In the past, we included some donations directly attributed to The Life You Can Save and Giving What We Can in our money moved, but this year we decided to count these figures separately (rather than as part of the headline figure).

Experimental work to “seed” potential recommended charities

GiveWell has considered experimental grants aimed at seeding future charity recommendations. In 2014, we recommended and Good Ventures made two grants towards this end: \$250,000 to Evidence Action to scale evidence-backed programs and about \$34,000 to IDinsight to propose impact evaluations it could conduct.

Open Philanthropy Project

As part of our work on the Open Philanthropy Project, we advised Good Ventures to make grants totaling \$8.1 million (this was in addition to Good Ventures' support for our top charities and standout charities).

² For Giving What We Can, we included donations to AMF, SCI and Evidence Action; it does not currently recommend GiveDirectly. We included donations that charities reported to us as attributed to Peter Singer in our total for The Life You Can Save. The Life You Can Save has published detailed metrics here (our data come directly from the charities and differ slightly): <http://www.thelifeyoucansave.org/Blog/ID/163/The-Life-You-Can-Save-2014-in-Review>.

Organization	Purpose	Amount
Pew Charitable Trusts	Pew Public Safety Performance Project	\$3,000,000
U.S. Association for International Migration	Seasonal Migration from Haiti	\$1,490,500
Center for Global Development	Labor Mobility Research	\$1,184,720
Center for Popular Democracy	Fed Up Campaign 2015	\$750,000
International Development Association	Service Delivery Indicators Project	\$500,000
Center on Budget and Policy Priorities	Full Employment Project	\$335,000
Cochrane Collaboration	General Support	\$300,000
ImmigrationWorks Foundation	General Support	\$285,000
RAND Corporation	Research for Vermont	\$103,000
Center for Popular Democracy	Federal Reserve Campaign	\$100,000
Wait List Zero	Planning Grant	\$50,000
Rockefeller Archive Center	Workshop on the History of Philanthropy	\$25,000
Total		\$8,123,220

In addition, the Laura and John Arnold Foundation provided a commitment of up to \$6 million to the Meta-Research Innovation Center at Stanford. The Open Philanthropy Project was responsible for initially connecting these organizations.³

Operating expenses

Our total expenses were \$1.8 million in 2014.⁴ We estimate that about half supported our traditional top charity work and about half supported the Open Philanthropy Project. Our expenses increased from about \$960,000 in 2013 and about \$560,000 in 2012 as the size of our staff grew.

Methodology and uncertainty in money moved

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 that donors reported to the charities as due to GiveWell's recommendation, or (c) that donors made directly to our recommended charities and reported to us (being cautious not to double count donations reported by the charity and the donor).

³ We discussed our role in more detail in this blog post: <http://blog.givewell.org/2014/04/23/meta-research-innovation-centre-at-stanford-metrics/>

⁴ This includes estimated replacement value of donated office space (valued at about \$140,000) but excludes in-kind donations (valued at about \$405,000) such as Google AdWords that we wouldn't purchase at close to the same level if they were not donated.

Uncertainty

We ask our top charities to collect information from donors on where they learned about the charity to help us develop an accurate measure of our money moved. Our true money moved may be somewhat higher than we've recorded. For example:

1. Some donors who reported other sources (for example, "from a friend" or "in the media") may have been directly or indirectly influenced by our research.⁵
2. Some donors did not report a source. We would guess that some of these donors gave due to GiveWell research.

We do not attempt to estimate the first factor.

Overall, we believe that we have tracked the majority of the donations we influenced in 2014, though the amount of donations that we are uncertain about is larger than in past years. AMF followed up with offline donors who did not initially report where they learned about AMF. For those donors who responded to this request, it found that GiveWell influenced about 50% of the donations. Based on this, we would guess that about 50% of the \$1.9 million in donations to AMF that remain unattributed were influenced by GiveWell (though, given the uncertainty, we have not included this in our money moved). We are more uncertain for our other recommended charities.⁶

Money moved by charity

Our four top charities received the majority of our money moved.⁷ Our four standout charities received about \$1.7 million total (mostly from Good Ventures).

⁵ We have attempted to include this when possible. For example, from 2011-2013 we included about \$290,000 in donations to AMF attributed to NY Times articles that we influenced (in 2014, we did not include this as the amount was under \$100).

⁶ GiveDirectly reported that it received \$6.2 million in donations not attributed to any source, SCI reported \$0.7 million, and Evidence Action reported \$1.7 million (of which, only about \$20,000 was restricted to deworming).

⁷ Evidence Action received significantly less than the other three top charities; this is consistent with our recommendation and review, which noted its limited room for more funding (see <http://www.givewell.org/international/top-charities/deworm-world-initiative>).

Organization	All donors		Total	%
	Good Ventures	(excluding GV)		
Against Malaria Foundation	\$5,066,667	\$4,434,478	\$9,501,145	34%
GiveDirectly	\$5,013,333	\$4,061,487	\$9,074,820	33%
Schistosomiasis Control Initiative	\$3,013,333	\$3,340,403	\$6,353,736	23%
Evidence Action (Deworm the World Initiative)	\$256,667	\$878,044	\$1,134,711	4%
Development Media International	\$350,000	\$162,132	\$512,132	2%
Living Goods	\$350,000	\$64,833	\$414,833	1%
GAIN (Universal Salt Iodization)	\$350,000	\$34,792	\$384,792	1%
Iodine Global Network	\$350,000	\$28,530	\$378,530	1%
Total	\$14,750,000	\$13,004,698	\$27,754,698	100%

Money moved by donor size

In 2014, the number of donors and amount donated increased across each donor size category. The following table excludes Good Ventures and aggregated data for which we do not know the size of individual donations.

Size buckets	Number of donors			Amount donated		
	2012	2013	2014	2012	2013	2014
\$100,000+	12	6	15	\$2,102,370	\$1,353,766	\$4,420,321
\$50,000 - \$99,999	14	6	17	\$758,749	\$331,000	\$1,091,289
\$10,000 - \$49,999	70	117	167	\$1,215,671	\$2,045,129	\$2,847,532
\$5,000 - \$9,999	94	167	194	\$596,184	\$964,920	\$1,208,586
\$1,000 - \$4,999	481	974	1,142	\$883,866	\$1,725,198	\$2,145,844
\$0 - \$999	3,060	7,136	7,435	\$530,090	\$1,137,421	\$1,180,023
Total	3,731	8,406	8,970	\$6,086,930	\$7,557,434	\$12,893,595

In 2013, we observed a drop in money moved among the donors giving over \$50,000. We expected that some of this drop would be temporary.⁸ The table below updates the analysis we did last year.⁹ It shows that the drop in 2013 giving persisted (rows 2, 3 and 4 of the table below),¹⁰ and growth for the group as a whole was driven by other donors.

⁸ See our 2013 report for discussion: [http://files.givewell.org/files/images/GiveWell Metrics Report – 2013.pdf](http://files.givewell.org/files/images/GiveWell%20Metrics%20Report%20-%202013.pdf)

⁹ The totals in this table do not exactly reconcile with the values in the previous table. The previous table classifies donors based on amount given each year; this table is based on a specific subset that we were interested in understanding last year.

¹⁰ Three donors in these groups did not give in 2014 but already gave a total of about \$240,000 in 2015. Also, some of these donors increased or maintained large unrestricted donations to GiveWell.

\$50,000+ donor analysis category	Donors	Amount in 2012	Amount in 2013	Amount in 2014
Maintained or increased giving in 2013	6	\$812,000	\$1,230,000	\$570,963
Decided to wait to give in 2014 or later	6	\$1,084,545	\$165,000	\$390,000
Non-GiveWell-related decrease	4	\$315,200	\$5,000	\$0
Decreased for unknown reasons	9	\$645,000	\$200,000	\$240,000
New donor in 2013	3	\$0	\$220,000	\$400,000
New donor in 2014	8	\$0	\$0	\$2,132,043
Donor increased to \$50,000+ in 2014	12	\$144,814	\$179,704	\$1,808,604
Total	48	\$3,001,559	\$1,999,704	\$5,541,610
Total included in 2013 analysis (top 5 rows)	28	\$2,856,745	\$1,820,000	\$1,600,963

Donor retention

In 2014, the total number of donors giving to our recommended charities or to GiveWell unrestricted did not grow significantly (up 9% to about 9,300). This is largely due to many new donors in 2013 (particularly donors who gave less than \$1,000) not giving again in 2014.

Among all donors who gave to our recommended charities or to GiveWell unrestricted in 2013, about one third gave again in 2014. It is possible that this understates retention as some donors are anonymous or share partial information such that we cannot track them over time.

All donors (excl. GV)	Donors	2013 Amount	2014 Amount
Gave in 2013, did not give in 2014	5,737	\$2,948,751	-
Gave in 2013 and 2014	2,781	\$6,091,627	\$8,976,988
Did not give in 2013, did give in 2014	6,496	-	\$6,796,254
Total	15,014	\$9,040,378	\$15,773,242

Of larger donors (those who gave \$10,000 or more in either of the last two years), about 80% who gave in 2013 gave again in 2014.¹¹

Donors giving over \$10,000 (excl. GV)	Donors	2013 Amount	2014 Amount
Gave in 2013, did not give in 2014	38	\$739,452	-
Gave in 2013 and 2014	140	\$4,103,428	\$6,347,067
Did not give in 2013, did give in 2014	69	-	\$4,130,951
Total	247	\$4,842,880	\$10,478,017

The table below groups 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 27% of new donors in 2013 gave in 2014), the retention rates for

¹¹ Of donors who have ever given \$2,000 or more, about 65% who gave in 2013 gave again in 2014 (data not shown here).

donors who have given for longer are relatively stable (e.g. around 15-20% for donors who first gave in 2011 or early).

First Gift Year	Number of Donors			Percent of Donors	
	Total	Gave in 2013	Gave in 2014	Gave in 2013	Gave in 2014
2009	248	50	45	20%	18%
2010	681	133	118	20%	17%
2011	1,990	404	327	20%	16%
2012	3,220	1,014	781	31%	24%
2013	6,913	6,913	1,840	100%	27%

Unrestricted funding

Prior to 2013, GiveWell relied on a small number of donors to provide unrestricted support for operations. In 2013, we asked more donors to support our operational costs and asked donors to support us at a higher level than we had in previous years. We continued this approach in 2014; at the end of 2014, we also added an option for donors to contribute to GiveWell when donating to our recommended charities. The number of donors and amount donated continued to increase in 2014.

In the past few years, we have used unrestricted funding exclusively for operating costs. We don't 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 receives unrestricted funding from Good Ventures, the William and Flora Hewlett Foundation, the Fund for Shared Insight and an anonymous foundation; the following table shows donors by size of unrestricted donation, separating out these four major institutions.

Donor buckets	Number of donors			Amount donated		
	2012	2013	2014	2012	2013	2014
Major institutions	3	3	4	\$250,000	\$440,000	\$780,897
\$100,000+ individuals	1	3	5	\$130,446	\$510,000	\$1,210,000
\$50,000 - \$99,999	1	3	4	\$75,000	\$150,000	\$207,665
\$10,000 - \$49,000	13	27	28	\$228,666	\$374,064	\$391,585
\$5,000 - \$9,999	16	24	24	\$85,974	\$136,867	\$150,336
\$1,000 - \$4,999	19	79	119	\$32,678	\$142,657	\$209,417
\$0 - \$999	378	592	860	\$30,050	\$44,475	\$77,843
Total	431	731	1,044	\$832,815	\$1,798,063	\$3,027,743

The four major institutions and the nine largest individual donors contributed about 75% of GiveWell's funding in 2014.

Sources	Percent of unrestricted funding		
	2012	2013	2014
\$50,000+ individuals	25%	37%	47%
\$10,000 - \$50,000 individuals	27%	21%	13%
Under \$10,000 individuals	18%	18%	14%
Good Ventures	6%	13%	13%
Anonymous foundation	12%	6%	7%
Hewlett Foundation	12%	6%	3%
Fund for Shared Insight	0%	0%	3%
Total	100%	100%	100%

How do donors find GiveWell?

We survey all donors to find out where they learned about GiveWell. Of the 8,970 donors who gave to GiveWell's recommended charities in 2014, we know where 3,558 of them learned of our work (about 40%). These donors account for about 70% of our money moved (excluding Good Ventures). The table below shows the information we have collected.¹²

Source	Number of donors		Amount donated	
	#	%	\$	%
Peter Singer	823	23%	\$2,089,295	22%
Personal referral	619	17%	\$1,160,462	12%
Online referral	485	14%	\$1,126,801	12%
Internet search	413	12%	\$930,295	10%
Other newspaper/magazine	222	6%	\$233,422	2%
NY Times / Nicholas Kristof	198	6%	\$703,421	7%
LessWrong.com	157	4%	\$251,652	3%
TV/radio	156	4%	\$84,287	1%
Marginal Revolution	69	2%	\$263,893	3%
Giving What We Can	68	2%	\$244,315	3%
Personal connection to staff	51	1%	\$235,070	2%
Other	297	8%	\$2,108,214	22%
Total	3,558	100%	\$9,431,127	100%

Major donors

Donors who give \$2,000 or more have contributed the majority of our money moved. In 2014, about 870 donors gave \$2,000 or more, and they accounted for about 85% of our

¹² Notes:

- "Peter Singer" includes The Life You Can Save and general references to TED talks
- "Internet search" refers to searching online for information about where to give.
- "Online referral" refers to other websites that directed individuals to GiveWell.

money moved. We surveyed this group to gather additional information, and the following tables summarize what we found.¹³

How they found GiveWell

Source	Number of donors		Amount donated	
	#	%	\$	%
Peter Singer	124	14%	\$1,884,137	17%
Personal referral	102	12%	\$1,034,732	9%
Online referral	63	7%	\$997,517	9%
Internet search	64	7%	\$822,433	7%
Other newspaper/magazine	42	5%	\$176,484	2%
NY Times / Nicholas Kristof	39	4%	\$647,641	6%
LessWrong.com	25	3%	\$205,881	2%
Marginal Revolution	21	2%	\$238,938	2%
Giving What We Can	18	2%	\$219,599	2%
Personal connection to staff	14	2%	\$218,397	2%
TV/radio	7	1%	\$35,866	0%
Other	31	4%	\$2,026,841	18%
No information	323	37%	\$2,492,883	23%
Total	873	100%	\$11,001,349	100%

Age and profession

Age range	Number of donors		Amount donated	
	#	%	\$	%
Under 30	126	14%	\$1,904,102	17%
30s	136	16%	\$3,537,916	32%
40s	59	7%	\$941,251	9%
50s	25	3%	\$597,852	5%
60s	17	2%	\$309,368	3%
70s	7	1%	\$39,866	0%
80 or older	1	0%	\$75,000	1%
No information	502	58%	\$3,595,995	33%
Total	873	100%	\$11,001,350	100%

¹³ This was the survey we used in 2014: <http://files.givewell.org/files/images/DonorSurvey2014.pdf>

Profession	Number of donors		Amount donated	
	#	%	\$	%
Software/technology	139	16%	\$3,531,379	32%
Finance	69	8%	\$2,659,118	24%
Academia	44	5%	\$367,691	3%
Other business	27	3%	\$382,780	3%
Non-profit	18	2%	\$168,508	2%
Retired	18	2%	\$157,412	1%
Healthcare	15	2%	\$76,142	1%
Law	13	1%	\$69,868	1%
Government	11	1%	\$77,987	1%
Student	6	1%	\$17,876	0%
Other	5	1%	\$283,750	3%
No information	508	58%	\$3,208,838	29%
Total	873	100%	\$11,001,349	100%

The counterfactual: how has GiveWell changed donors' giving?¹⁴

We asked donors what impact GiveWell had on the amount they give and which organizations they give to.

Counterfactual response	Number of donors		Amount donated	
	#	%	\$	%
Reallocated	207	24%	\$2,786,514	25%
Increased	70	8%	\$639,137	6%
Some reallocated, some increased	12	1%	\$247,785	2%
Decreased	1	0%	\$2,400	0%
Just beginning to give	70	8%	\$3,492,660	32%
No information	513	59%	\$3,832,853	35%
Total	873	100%	\$11,001,349	100%

The 219 donors who answered that GiveWell's influence caused them to reallocate (or partially reallocate) their giving reported that in GiveWell's absence, they would have given to:

¹⁴ Notes:

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

Reallocation response	Number of donors		Amount donated	
	#	%	\$	%
Organizations in developing countries	104	47%	\$1,831,790	60%
Organizations in developed countries	25	11%	\$207,905	7%
Both developing/developed	85	39%	\$893,474	29%
Unknown	5	2%	\$101,129	3%
Total	219	100%	\$3,034,298	100%

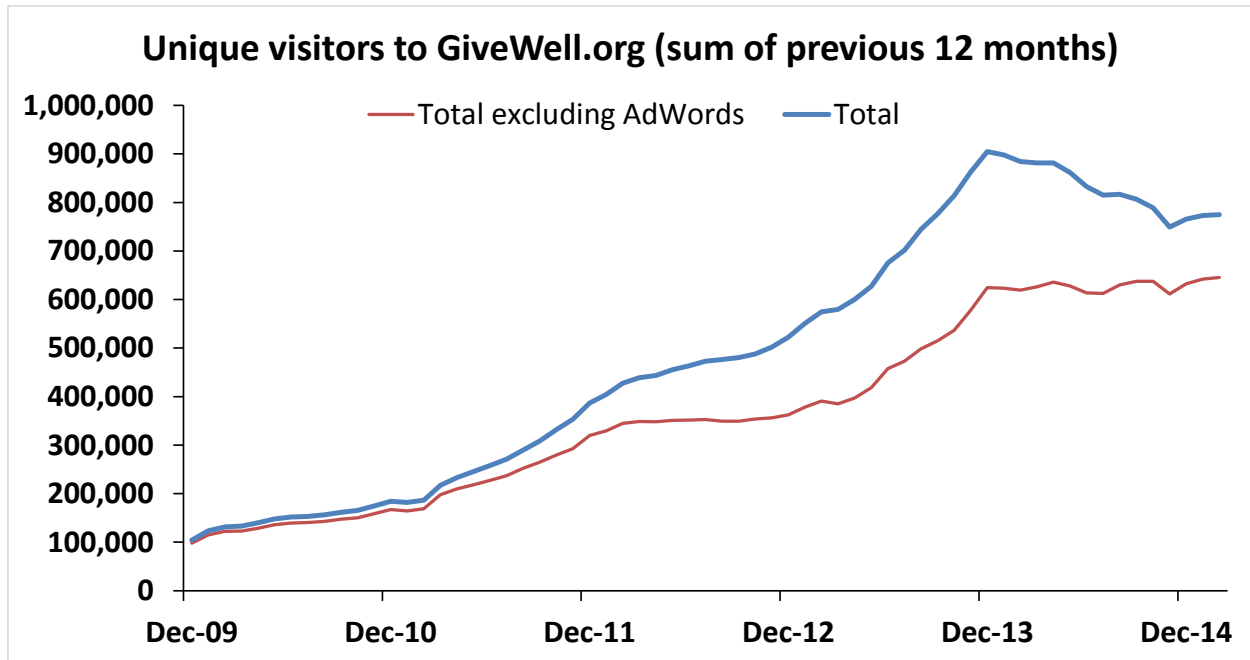
Web traffic¹⁵

We monitor the number of unique visitors to our website (i.e. each person is counted only once per time period). In 2014, unique visitors (excluding AdWords) increased by 9% in 2014 compared to 2013. Including AdWords, the total unique visitors decreased by 11%. We believe that excluding AdWords gives us a more reliable measure of the interest in our research. 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).

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 We generally average Google Analytics and Clicky website traffic data. In January 2015, Clicky had a server failure, and we lost our historic data. Due to this, much of our 2014 analysis relies on Google Analytics data.

¹⁶ All of our data and notes on issues we've run into and how we've handled them, are here: <https://docs.google.com/a/givewell.org/spreadsheets/d/17-vzAl3p8D4Gm0btrAb0Efy42lqdAkyivQcZmtM24034/edit#gid=0>. The chart shows monthly unique visitors (slightly different than the other statistics discussed in this section which use annual unique visitors). Data are from Google Analytics and Clicky.



Sources of web traffic

The table below shows the sources of our web traffic in 2013 and 2014. Traffic directly to our website increased, but traffic from other non-paid sources was basically unchanged.

Source	2013	2014	Change
Search	279,677	286,198	2%
Direct	127,474	174,266	37%
Referrals / other	151,128	150,533	0%
Total ex-AdWords	558,279	610,997	9%
Google AdWords	268,227	126,595	-53%
Total	826,506	737,592	-11%

Major referring domains

Below are the top 5 referral domains in 2013 and 2014. In 2013, articles in the New York Times featuring GiveWell drove significant traffic, which was not repeated in 2014. In 2014, traffic from Facebook continued to grow, and an article on Quartz (qz.com) in reaction to the Ice Bucket Challenge drove about 10,000 visitors.

Top referral domains in 2013	New Users	Top referral domains in 2014	New Users
nytimes.com	17,752	facebook.com	14,147
facebook.com	11,426	qz.com	10,194
reddit.com	9,268	reddit.com	8,635
tampabay.com	7,295	iflscience.com	4,246
givedirectly.org	5,279	nytimes.com	3,939
Visitors from top 5 domains	51,020		41,161
% of referral visitors from top 5	34%		27%

Comparison to Charity Navigator and GuideStar

In the past, we compared GiveWell's online money moved to that of Charity Navigator and GuideStar. This year, we did not find data from Charity Navigator and GuideStar so do not have an updated comparison.