

2016
ANNUAL
REPORT



Give A Day Global

MISSION AND VISION

Our Mission:

Give A Day Global's mission is:

- To empower travelers to make a difference,
- To support communities creating change, and
- To connect people as global citizens, one day at a time.

Our Vision:

We believe that all people should have access to education, healthy food, medical care, shelter, a sustainable environment, and economic opportunities. By connecting travelers with nonprofit organizations who pursue these same goals, we aim to engage more people in making the world a better place, one day at a time.

2016 OVERVIEW

Our accomplishments:

Impact/Volunteers

- Coordinated 249 days of volunteering - doubled from 2016
- Coordinated our first small group Corporate Volunteering trip and scheduled our first large group Corporate Retreat (75 people for Jan 2017)

Program Development

- Vetted 12 new partner organizations
- Consulted with Airbnb to build their Social Impact Experiences program

Strategy

- Revised our Mission Statement
- Participated in the StartX accelerator

Financials

- Raised over \$86k
- Distributed over \$25k to nonprofit organizations

Outreach

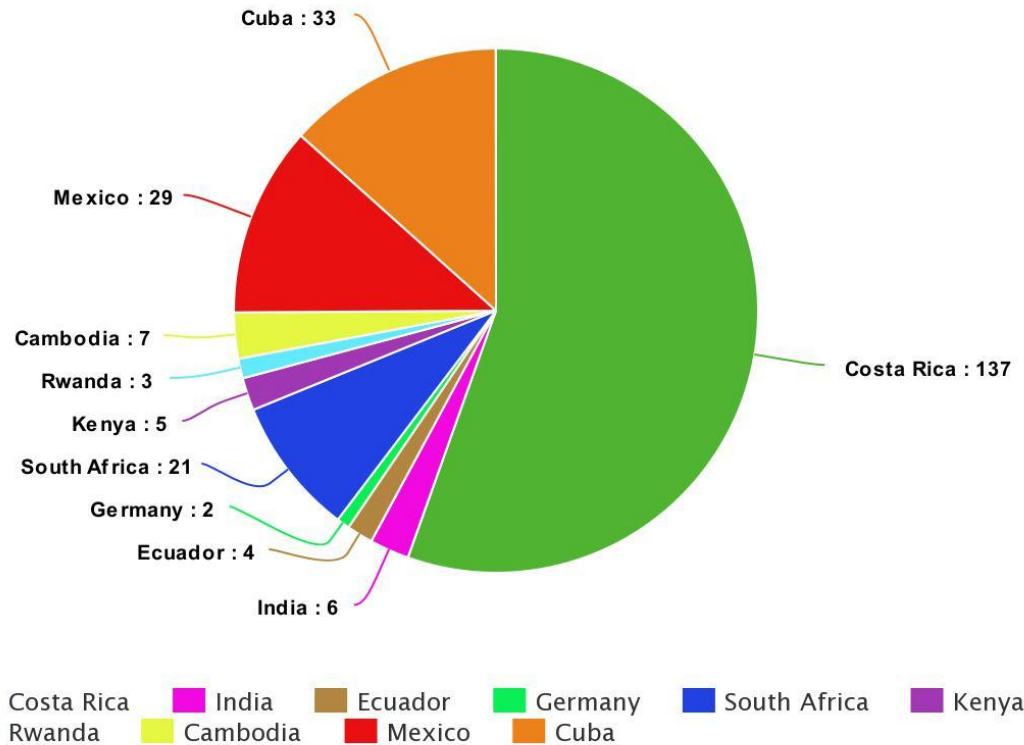
- Featured in Virtuoso Magazine and Stanford Magazine
- Presented at Microsoft StartX demo day
- Exhibited at two Corporate Social Responsibility Fairs at HPE

Team

- Our first employee became full-time
- Added new board members, consultants, pro bono members, advisors, and interns

In 2016 Give A Day Global coordinated 249 days of volunteering!

Location Distribution of Volunteer Days



meta-chart.com

Vast majority of our volunteers were in Costa Rica, Cuba, & Mexico.

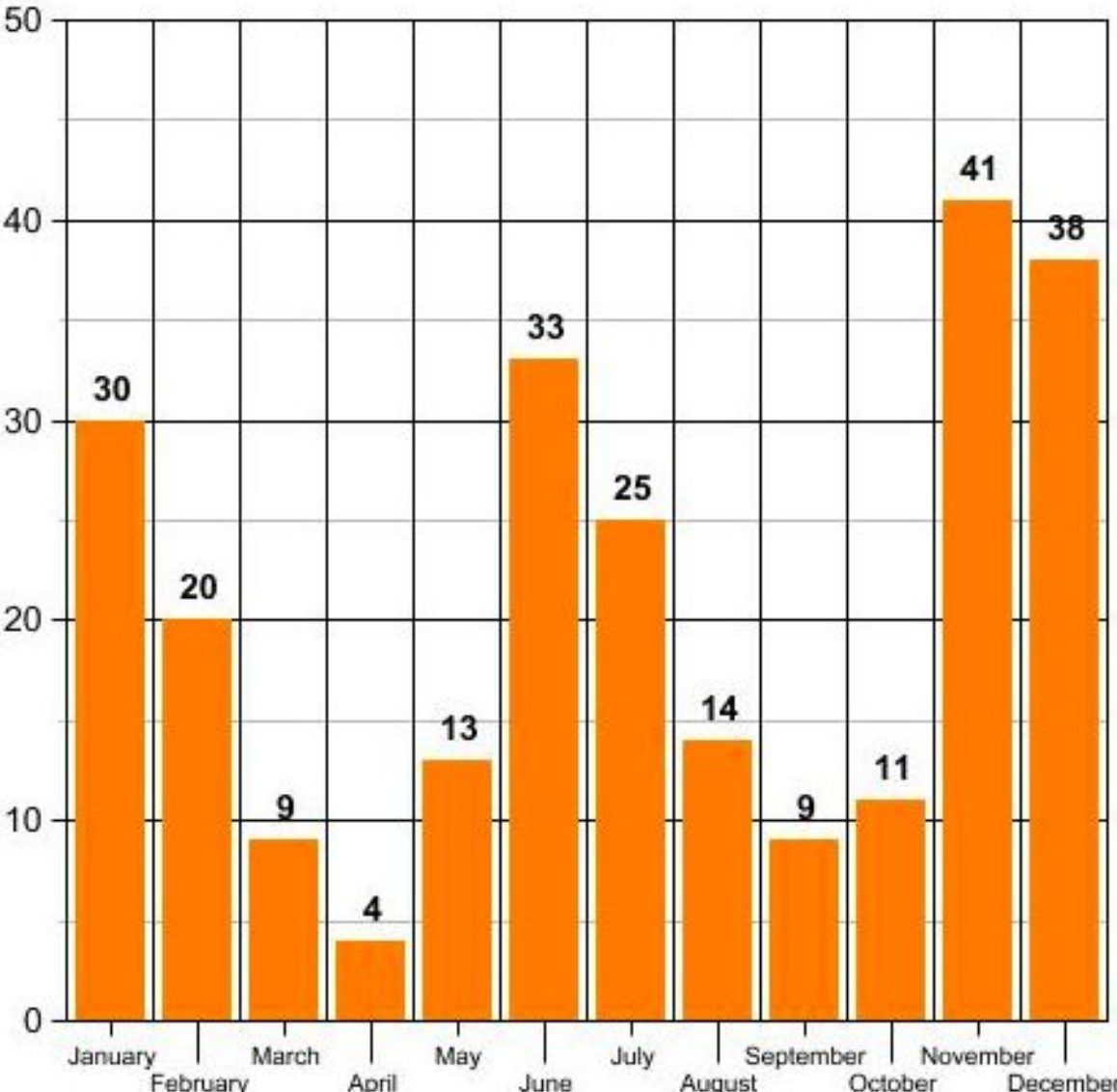
Wide range of traveler demographics:

- Backpackers, honeymooners, singles, groups, couples, families
- 80% adults, 20% children

ONE
DAY
VOLUNTEERS
IN
2016

Month over Month Growth

GROWTH



NEW
PARTNER
ORGS
IN
2016

We recruited 12 new partner organizations in 2016:

- **Bolivia:** Fuller Center
- **Cambodia:** Elma School
- **Cuba:** Finca Tungasuk
- **El Salvador:** Fuller Center
- **Germany:** Berliner Tafel
- **Guatemala:** From Houses to Homes
- **India:** Akshaya Patra
- **Mexico:** VCEP & EntreAmigos
- **South Africa:** Afrika Tikkun, Green Shoots, & Ikamva Youth
- **Thailand:** Elephant's World

MEDIA & OUTREACH

In 2016 we received pro bono public relations services from ZM Communications and began pursuing more publicity for our work with their help. Our accomplishments include mention on a number of media mentions:

Virtuoso Life Magazine

[Good Causes: Uniting Travelers with Daylong Volunteer Opportunities](#)

Stanford Alumni Magazine

[Travel. Connect. Help.](#)

Medium Opinion Blog

[Crowdsourcing Global Change: Why Voluntourism Matters](#)

Yahoo Travel

[Voluntourism - Scam, or Does It Really Do Good?](#)

A Little Bit Adrift

[Volunteering Abroad FAQ's - Kelsey from Give A Day Global](#)

Ecophiles

[The Real Cancun - A Volunteer's Experience](#)

[Vacationing in Cape Town? Give A Day To The Children of Baphumelele](#)

We also began advertising on Facebook, thanks to Olga Levin and Gabrielle Gibbs, employees at Facebook.

FEEDBACK FROM VOLUNTEERS

"It's often difficult to find a way to gain accessibility to what's beyond the world of tourism and Give a Day Global helped us achieve this in a very safe and simple way. They've helped us show our children how they can become more aware of and helpful to those in a world that seems quite far away from our own."

-Savitha Viswanathan-Schwarz, CENIT, Ecuador

"It enriches our experience in a place to have the opportunity to work within a community. Allowing us to understand the social and environmental aspects of a particular place increases understanding of the challenges people face as well as the accomplishments they achieve. The exchange of giving back to a place that has hosted us on our travels allows the seeds of cooperation to grow in our wake."

-Lee Lee, Costas Verdes, Costa Rica

"My experience on an organic farm in Cuba was fantastic! I could see that the work we did really was needed and would have had to be done by others if not us. We saw the connection between the work and the big picture of the farm to market. I learned so much about the challenges they face and the pride in building the farm literally from the ground up. One of the top highlights of the trip."

-Kathleen H, Finca Tungasuk, Cuba



Clockwise from top left:
Huellas de Pan - Mexico,
Elephant's world - Thailand,
Finca Tungasuk - Cuba





Clockwise from top left:
Akshaya Patra - India,
VCEP - Mexico,
Door Step School - India

FEEDBACK FROM NONPROFITS

"I wish you all the success in this new project that you've started and I want to tell you thanks to your support we were able to repair our van, acquire kitchen equipment, wholesale purchases of meats and vegetables and cover operating expenses that allowed us to provide abundant, quality food and to our children. Now they have improved their health which means they have not missed school, in addition to having enjoyed living the great experience of meeting people of other nationalities. Beautiful memories that they will keep forever!

Personally...thank you, thank you very much for your initiative. In this moment of uncertainty in our country due to political discourse of discrimination and racism, it is comforting to know that there, on the other side, there are people like you and the whole team of Give A Day Global, all working for a future of peace, fraternity and equality to prevail forever."

-Maria Elena - director of Huellas de Pan in Cancun

"Everything was great, [the volunteers] had a fantastic time. The children were very engaged and asked a lot of good questions during lunch. Kris [a volunteer] even sponsored two Junior and High school students. Our kids had a blast. What you guys do is amazing"

- Myra, director of VCEP in Puerto Vallarta

"I really am thankful for the ways GADG has been able to support us; thank you so much for all your hard work!"

-Andrea Keith, Director of CREAR in Costa Rica



StartX is an educational non-profit that accelerates the development of Stanford's top entrepreneurs through experiential education and collective intelligence.

Out of 400+ teams that have been admitted to StartX, Give A Day Global was the 3rd ever nonprofit to join. We gained some great mentors, advice, and exposure.

Nishchal Chaudhary joined Give A Day Global to participate with Kerry and Kelsey in StartX. Nishchal has 10 years of technology industry experience in designing, architecting and developing elegant solutions to complex engineering problems. He holds a master's degree in engineering science from University of Mississippi.



STARTX
ACCELERATOR

2016 REVENUE

Thank you to our donors!

We are extremely thankful to all of our donors who continue to support our organization! None of our work would be possible without your generous contributions.

In 2016 we raised \$46k for our operational expenses, \$15k directly for our partner organizations, and additional earned revenue. See details below.

Donations	Individual Donations & corporate sponsorship (recruited by Board Members)	\$46,208
	Suggested Donations from Volunteers (includes employer matching donations)	\$15,397
Other Revenue	Consulting Income	\$24,300
	T-shirt Sales	\$166
Revenue Total		\$86,608

2016 EXPENSES

In 2016 we continued to keep our expenses extremely low. We leveraged the labor of many volunteers, including our Board Members, our Advisory Board Members, and our volunteer Executive Director.

Distributed Funds	(Distributions to Partner Orgs)	\$25,549
Operations	(Insurance, Banking Fees, Office Supplies, Wages, etc)	\$50,182
Total Expenses		\$75,731

Total assets: \$23,630
(as of December 31, 2016 after accounts payable)

NEW PRO BONO SERVICES

CONTINUING PRO BONO AND CORPORATE SPONSOR



ZM Communications, Pro bono PR

Kim Ziesemer and Heath Meyer are nationally-recognized communications experts with expertise in corporate communications, public relations, media relations, social media, events, industry thought leadership, content development and digital media.



WSGR, Pro bono legal services

Wilson Sonsini Goodrich & Rosati began representing GADG in 2013 and helped us file for nonprofit 501c3 status that year. Since then, WSGR has continued to advise us in any and all legal matters. We are extremely grateful for their excellent counsel and continued support.



Extreme Pizza, Corporate Sponsor

In 2014, Extreme Pizza became our first corporate sponsor, regularly designating one of their globally themed pizzas [to benefit Give A Day Global](#). We are thrilled to be affiliated with their brand. Thank you Extreme Pizza!

CONTINUING TEAM MEMBERS 2016



Kerry Rodgers, Executive Director

Kerry is an artist, educator, and entrepreneur who is passionate about social justice. In 2015 Kerry oversaw all operations and strategy, including marketing, volunteer coordinating, fundraising, board development, volunteer recruitment, and program development with partner organizations.



Kelsey Solomon, Program Manager

Kelsey earned her Bachelor's Degree in International Relations from California State University of Long Beach, focusing on Sub-Saharan Africa and Sustainable Development. She spent the summer of 2013 in Dakar, Senegal interning at an eco-village development nonprofit organization. Kelsey joined Give A Day Global as our first employee in September 2015 and she has lead our efforts in volunteer coordination, partner organization research, social media, and marketing.



Andrew Strong, Technical Consultant

Andrew is an artist, educator, and entrepreneur based in the Bay Area. Recent projects of Andrew's include co-developing a community arts organization and residency program in Northern Indiana as well as working with international high school students in Himachal Pradesh. Andrew began consulting for Give A Day Global in 2014. In 2015 he has lead our website updates and improvements, migrated our accounting to Xero, in addition to a number of other special projects.

CONTINUING AND TEAM MEMBERS 2016

INTERNS



Stephanie Hong, AdWords Consultant

Stephanie has over 8 years of experience in marketing, advertising, and consumer research from the largest names in the entertainment, consumer, & nonprofit industry. She currently utilizes her marketing skills at Hack Reactor Core, a network of schools that produces the best workplace-ready software engineers. Stephanie began consulting for Give A Day Global in July 2015, and has lead our Digital Marketing strategy, including all of our Google AdWords Marketing campaign.

INTERNS

Hayley Carlson - Branding and Design Intern

Kayla Durham- Social Media Intern

Lewis Kitowski- Operations and Research Intern

Stephanie Rios Campa - Computer Science Intern

Monica Salvador - Social Media Intern

NEW BOARD AND TEAM MEMBERS IN 2016



Kathleen Schaffer, Treasurer of the Board

Kathleen is currently the Director of Finance at Fluxx Labs. She earned her MBA from Haas School of Business at UC Berkeley and holds a BS in Economics from UCLA. She loves traveling and is passionate about leaving a positive impact on the world.



Jennifer Vettel, Consultant

Jennifer is a veteran educator and fundraiser, having worked for schools and nonprofits and currently serves as a board member on a number of organizations (Riekes Center, Eastside College Prep's adjunct board, Princeton University Institute for International and Regional Studies). She is passionate about international travel and providing her own children with volunteering experiences while traveling. She holds a bachelor's degree from Princeton University and a master's in education from Stanford University.



Debbie Yeh, Board Member

Debbie is a world traveler, do-gooder, outdoor enthusiast and digital marketer at Google. She currently resides in San Francisco, coming back full circle after living in Sydney, Australia and Singapore. One of her favorite trips was volunteering abroad in West Timor and she wants every traveler to experience that amazingness for at least one day.

CONTINUING BOARD MEMBERS 2016



Courtney Regan, Chair of the Board

Courtney is a former marketing professional and is currently an Independent Advisor with Brownell Travel, a Virtuoso agency. In 2015 Courtney focused on outreach with travel industry professionals, onboarding GADG with a tour operator named Costa Rica Vacations, vetting a new organization in Costa Rica, and hosting a travel industry fundraiser.



Kathleen Ruffle, Secretary of the Board

Kathleen is a former Peace Corps volunteer and a learning support specialist at Bentley School. In 2016 Kathleen continued engaging our corporate sponsor, Extreme Pizza.



Francis Flynn, Board Member

Francis is the Paul E. Holden Professor of Organizational Behavior at Stanford University's Graduate School of Business. As a researcher, he focuses on the topic of prosocial behavior. In addition to teaching young leaders in the MBA program, he designs and directs custom executive education programs for senior leaders in many organizations. In 2016 he focused on advising the team about strategy and operations.



Mitali Pattnaik, Board Member

Mitali is an entrepreneur and has been a product leader at a number of Silicon Valley companies including Twitter, Google, Yahoo, and Microsoft. In 2016 she focused on advising the team on user acquisition, growth, branding, operations.

NEW ADVISORY COMMITTEE MEMBERS 2016

Dan Aufhauser – Dan is an international media and entertainment executive with experience producing creative marketing campaigns for brands and ad agencies. He is an avid traveler, having backpacked alone around the world and having lived in Europe for nearly seven years. He has volunteered in Ethiopia and Vietnam.

Tasha Dimond – Tasha is an accounting professional and a new San Francisco resident. She is passionate about world travel and other cultures.

Marissa Gomes – Marketing is her day job, and Marissa leverages this expertise for Give a Day Global. She has enjoyed visiting 36 countries and found that her volunteering experience she had in Nicaragua made a lasting impact. She wants other travelers to have the same types of poignant experiences.

Bre Johnson – Bre's perfect world consists of travel and volunteer work. Majoring in Sociology and Anthropology set the template for her emphatic love of culture and understanding worldly interaction. She currently works for Cisco Meraki and is on the committee for the Bay Area Red Cross.

Catheline Leung – Catheline is a Bay Area native, digital marketer and supporter of social impact causes. In her free time, she loves discovering places near and far. Catheline is excited to share the GADG mission to all travelers!

Nate Richardson – Nate is a Web Developer and IT Consultant with a passion for helping others do what they love, better. He manages multiple businesses along with his day job, including a hosting company and a Photography, Design, and Web studio.

Stephanie Scott – Stephanie is a seasoned nonprofit fundraiser and the Chief of Staff for the nonprofit Room to Read.

Danny Shapiro – Danny is a business analyst at a charter school organization, and has previously taught middle school English and history. Before joining the education sector, Danny traveled, studied, and worked in international development and public policy in the US, EU, and Asia.

Molly Whelan - Molly is a business leader and the Vice President of Client Experience for a major bank. She has volunteered with Refugee Transitions as well as with GADG on our Development Committee.

CONTINUING ADVISORY COMMITTEE MEMBERS 2016

Shelley Eades – Shelley is a photographer, business manager, and a dedicated international volunteer. Shelley advises GADG on communications and partner organization descriptions.

Gabriel P. Elizondo – Gabriel is an energetic engineer and MBA student at Stanford who has developed a career solving complex problems by leveraging technology and talented people. He is especially passionate about the intersection of education, technology and economic development.

Brett Finkelstein – Brett is an entrepreneur with a particular expertise in sales, marketing and partnerships in the healthcare industry. Brett advises GADG on organizational and board development.

Priyam Joshi – Priyam is a fashion entrepreneur and a marketing, outreach and events coordinator for The Expat Woman in the bay area. She also has experience in public speaking and doing Emcee work. Priyam joined GADG in November 2015 to help with public relations, outreach and marketing. She has a passion for travelling and social issues.

Brianne Kimmel – Brianne is a social marketer and professional educator. She has provided solutions for start-ups and consumer brands including Nikon, Krispy Kreme, HotelClub and Orbitz Hotwire. She is advising Give A Day Global on how to improve social media and content marketing.

Yan Liu – Yan is an avid traveler, supporter of good causes, and technology transactional attorney with 20+ years experience in Silicon Valley. He shares his travel and dining adventures on his blog, Perfect Outings.

Jane Martz – Jane is a seasoned travel advisor who firmly believes that travel is an experience that stays with you forever, as does the act of kindness through volunteering. Jane advises GADG on travel industry outreach.

William Mee – Will is a South African software engineer who combines love of travel with an appreciation for the way volunteering helps engage with the world; he's done both most of his life, and combines them as much as possible.

CONTINUING ADVISORY COMMITTEE MEMBERS 2016

Zanoon Nissar – Zanoon works in Social Responsibility at Google where she helps employees give back. Her favorite travel experiences include volunteering at a vocational school in the Amazon and at a brace & limb center in Bangladesh.

Mark Olsen - Mark is a senior Information Technology leader and has worked for multiple startups and corporations in diverse industries. He has a passion for building teams, innovation, travel, and volunteering.

Kathleen Ruffle – Kathleen is one of the original co-founders of Give A Day Global and served on the Board of Directors from 2013-2016. Her passion for making a difference began as a Peace Corps volunteer in Botswana. She has volunteered in Rwanda through Open A Door Foundation and is currently a learning support specialist at the Bentley School in Oakland.

Smith Schwartz – Smith is a former museum experience designer and digital nomad. She is an Interaction Designer and helps to implement and advise GADG on design projects.

Stephanie Scott – Stephanie is a seasoned nonprofit fundraiser and is the Chief of Staff for the nonprofit Room to Read. She advises GADG on marketing, board engagement, and fundraising.

Mark Zafra - Mark is a leading procurement and sourcing expert for technology companies. He spent two years in the Peace Corps and has served on a number of nonprofit boards. He joined GADG in 2014 and joined the Advisory Board in 2015.

Maria Zhukowsky - Maria has volunteer recruitment experience for the Super Bowl 50 Host Committee and is passionate about international volunteering and different cultures. She recently started helping GADG with volunteer coordination and has previously volunteered in South America.

LOOKING FORWARD TO 2017

2016 was a big year for Give A Day Global. We made big progress this year, scheduling almost twice as many volunteers as in 2015.

However, we still had big questions regarding the viability of our current model. Despite applying for numerous grants to invest in our growth and to help us reach a point of long-term sustainability, we were unable to secure any significant funding.

As the year neared it's conclusion, our Board of Directors was at a crossroads.

We weighed our options and unanimously decided to re-structure our work, to minimize our daily operations (obviating the need for funding) but keeping our organization going to still offer valuable information to travelers. With this decision, our site would remain an informational resource, but we would no longer have a direct hand in coordinating volunteer days.

In January 2017, Andrew, Kerry, and Kelsey overhauled our website, communicated the change with all of our nonprofit partners and any scheduled volunteers. Most of the nonprofit organizations were very supportive and chose to remain on our site, and the scheduled volunteers were happy to finish any planning with the nonprofits directly. I have continued consulting with Airbnb, now as an individual contributor. Kelsey has transitioned from being a full-time employee, to a part-time consultant with Give A Day Global.

Like every chapter in starting a nonprofit organization, this too is an experiment. Earlier this year I entitled my weekly team email updates "weekly pasta" - and always started with the quote: *"Starting a nonprofit is like throwing a bunch of pasta against the wall, and seeing what sticks!"* We forge ahead with this philosophy, passionate to continue making a positive difference in our world, and inspiring others to do the same.

Sincerely,



Kerry Rodgers, Executive Director