



2020 Annual Report

January 2021

Focusing Philanthropy is a 501(c)3 nonprofit organization that believes donations should be made with the same level of strategic intent, information, and confidence as other investments. We target serious human challenges that individual donors can successfully address, choose tactics that are demonstrably effective, identify confidence inspiring implementing partners, conduct ongoing monitoring, and assure substantive reporting. These services are provided free to both donors and partners in an effort to scale interventions that work.

At the onset of the pandemic early in 2020, it was unclear at what level our donors would be able to give. We soon started to field queries that signaled what was to follow: “How can I help?” “What gaps can I fill?” “Where is the greatest need?” Through the extraordinary generosity of our supporters, we raised \$30.5M in a single year. This made possible unprecedented results: 3,552,590 lives materially changed for the better in 2020 alone—more than the collective human impact from Focusing Philanthropy’s launch in mid-2012 through the end of 2019. This powerful result was only possible because of the strength of our portfolio of exceptional nonprofit implementing partners, our wonderful team, and our truly awesome donors. While 2020 was challenging in innumerable unanticipated ways—it also proved that the philanthropic vehicle we have all worked together to create and nurture was adaptable and powerful, even when stressed by the unforeseen.

As the contours of the pandemic began to come into focus, we worked with each of our 13 nonprofit partners to understand the institutional and programmatic implications they faced, the prospects of leveraging their programs to address COVID impacts, and how we could be most helpful (p. 8-9). At the same time, we partnered with New York Times columnist and two-time Pulitzer Prize winner Nicholas Kristof to launch the Kristof C-19 Impact Initiative (p. 11), an emergency response effort that raised more than \$7M for five frontline organizations.

With these demanding COVID-focused initiatives in play, we were still able to advance our pre-existing goals for the year, adding four new international nonprofits to our list of program partners (p. 10). Fortuitously, each was well positioned to help us respond to the pandemic even though nearly all our 1+ year diligence process preceded any thought of the virus. We also successfully completed the second annual Kristof Holiday Impact Prize (~\$10M raised, 2K+ volunteers recruited, five nonprofits). Our partnership with Nick Kristof began with the launch of the Prize in 2019 (~\$3M raised, four nonprofits). From that start, and the C-19 and Prize initiatives in 2020, our collaborative appeals have collectively raised ~\$20M for deserving nonprofits of Nick’s choosing, four of which have been Focusing Philanthropy program partners (CASA, Catalyst Kitchens, Reading Partners, and Water for People).

We will look back on 2020 as a year in which—despite times of great uncertainty for us all—the community of Focusing Philanthropy supporters did so much for others who had been dealt a more challenging hand. We have accomplished powerful things together, with more to come.



Larry Gilson
Chairman



Impact since inception at a glance

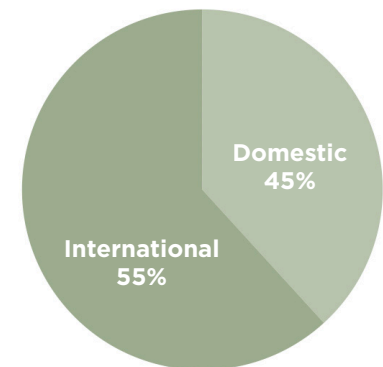
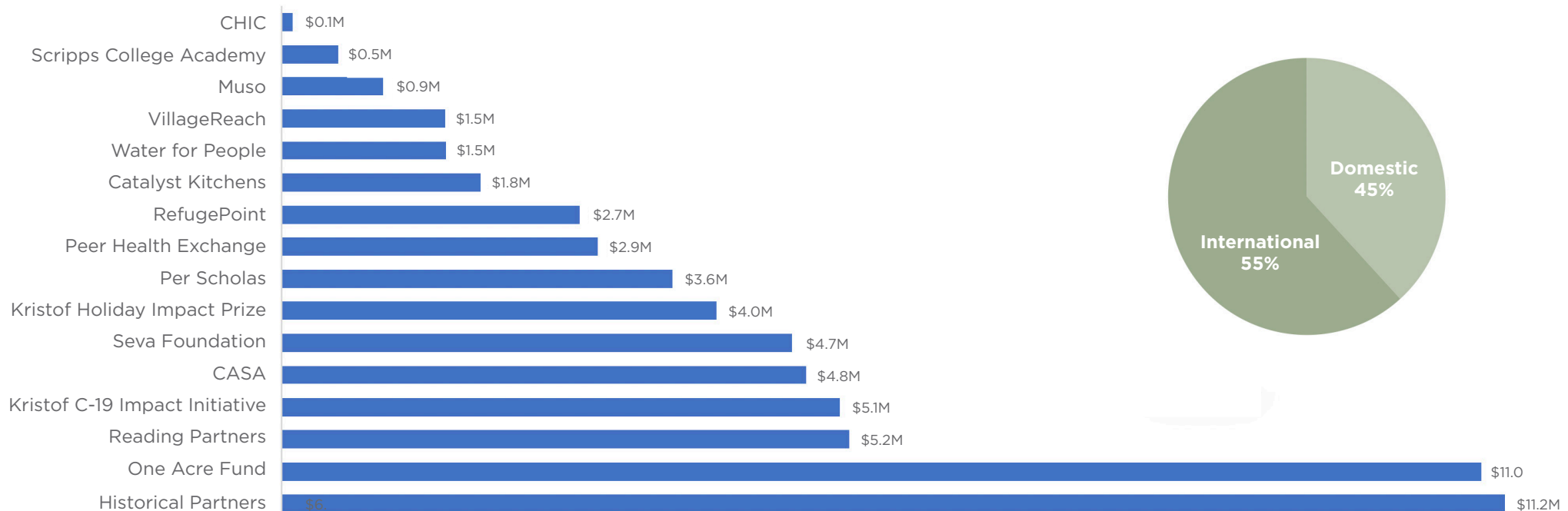
6,301,852 lives changed

\$77.1 million contributed

102 successful campaigns

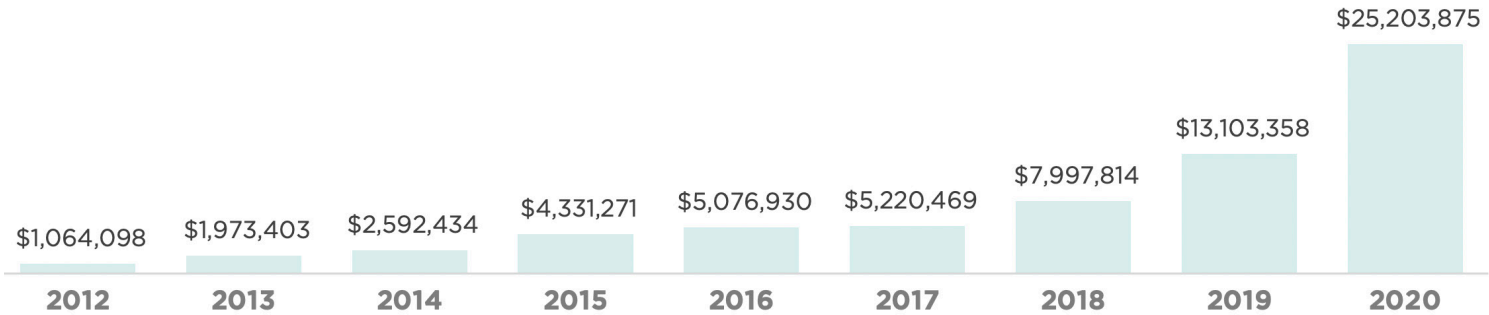
153 diligence and monitoring visits

Funding by organization*

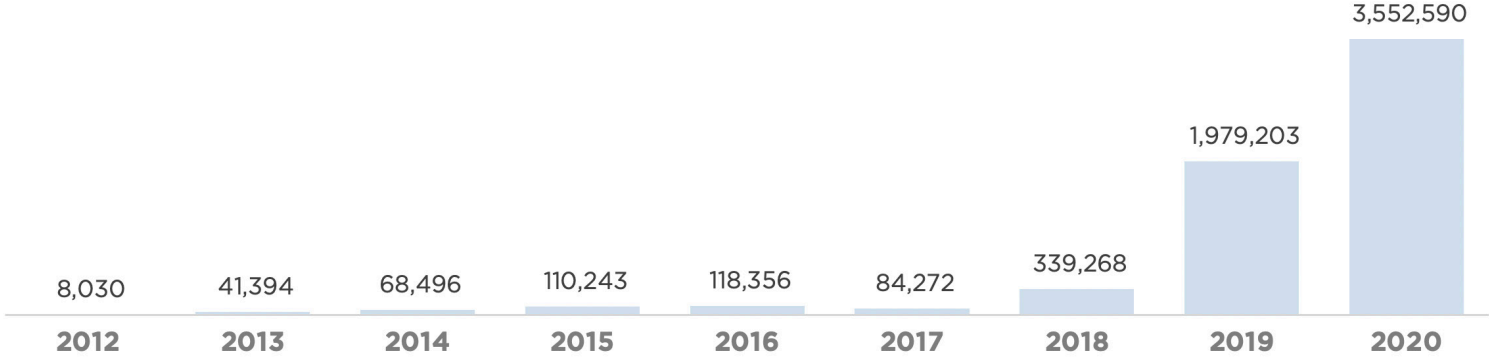


*100% of overhead costs are covered by our founders

Dollars per year



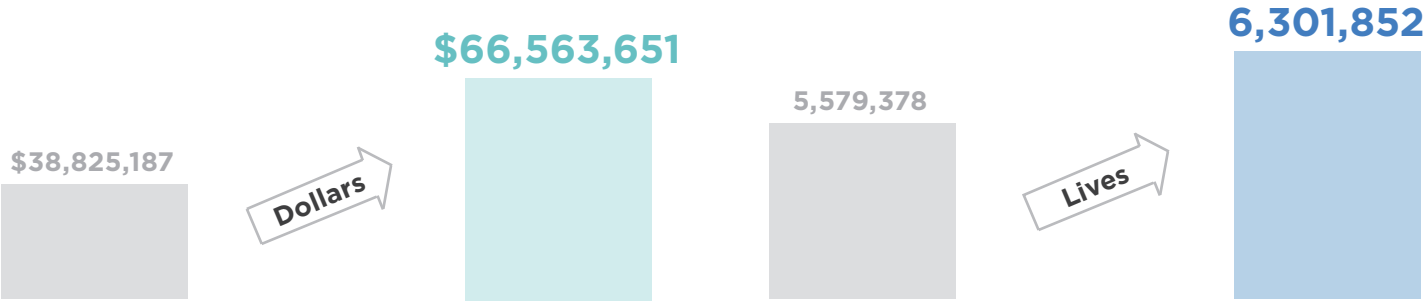
Lives per year



Leverage to date

Through the leverage of our matching campaigns, the impact of our donors' contributions was multiplied by 1.7x:

This has transformed an additional 722,474 lives as a result:



Transforming lives here and around the world

Internationally

514,097 subsistence farm family members permanently out of starvation poverty through our partnership with [One Acre Fund](#)

4,528,607 members of Africa's rural poor are building long-term cashable savings plans through a transformative tree planting initiative we launched with [One Acre Fund](#)

65,883 blind people can see again as a result of sight-restoring surgeries with [Seva Foundation](#)

34,166 people are gaining access to clean water, sanitation, and hygiene training with [Water for People](#)

35,797 of the world's most vulnerable refugees are being resettled with [RefugePoint](#)

2,219 urban refugees are on a path to self-sufficiency through the delivery of interventions such as shelter, healthcare, and business training with [RefugePoint](#)

514,782 people served through scaling healthcare-by-phone call centers; remote or socially distant COVID training and personal protective equipment (PPE) for healthcare workers, contact tracers, and monitors; and training on oxygen use in hospitals with [Muso](#), [CHIC](#), and [VillageReach](#)

In the United States

347,452 emergency meals provided to low-income adults and children during the pandemic with [Catalyst Kitchens](#)

3,831 homeless or recently incarcerated receiving culinary job training and wrap-around social services, then obtaining good-paying jobs with [Catalyst Kitchens](#)

3,044 foster youth receiving a full year of life-changing, intensive advocacy provided by a highly-trained volunteer with [Court Appointed Special Advocates \(CASA\)](#)

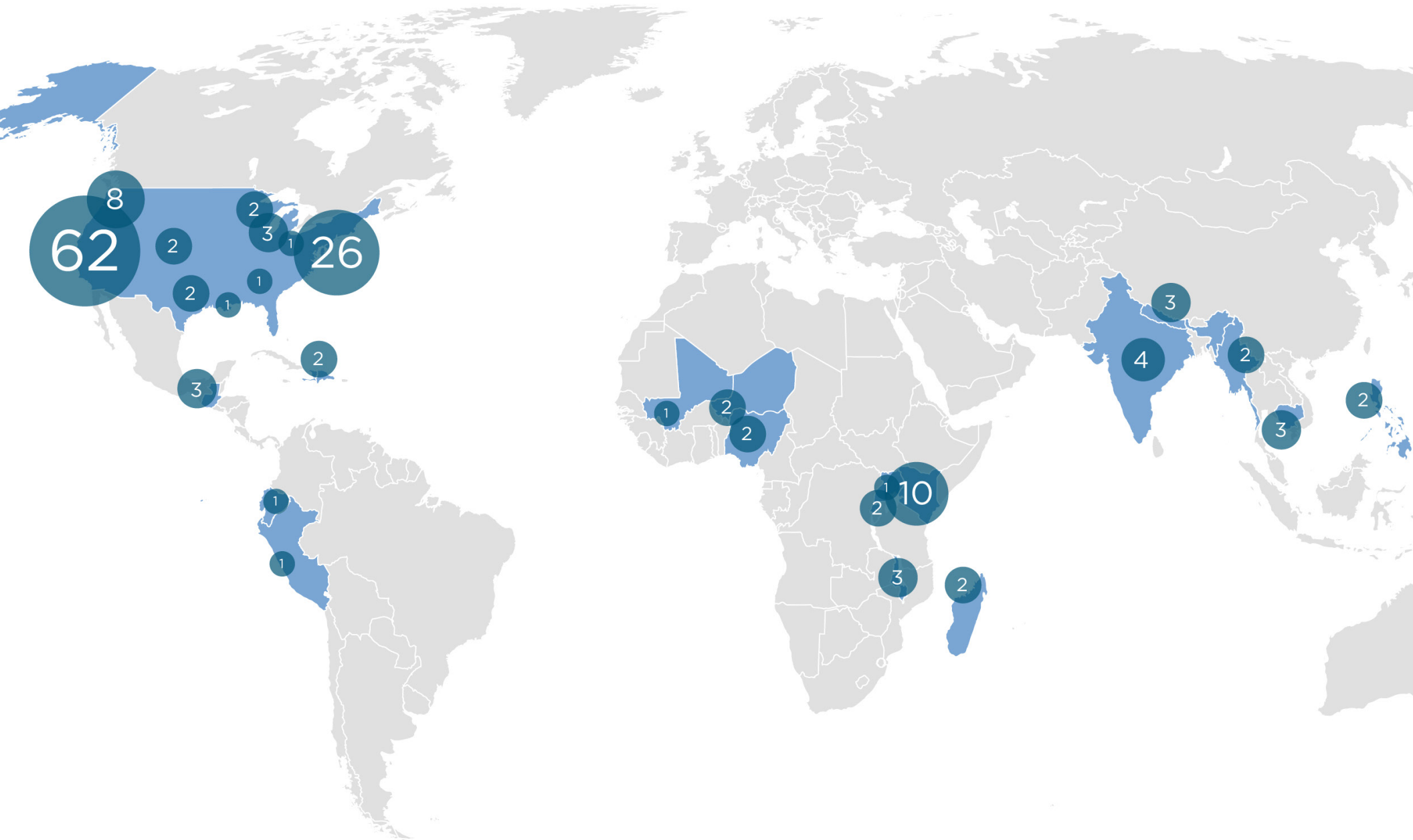
4,981 underperforming elementary school students closing the gap with their reading-proficient peers with [Reading Partners](#)

836 low-income students attending an IT job training course providing intensive hands-on technical skills, job placement, and career development services with [Per Scholas](#)

11,586 ninth graders completing a semester-long health education curriculum to help address personal health choices, peer pressure, bullying, and mental health issues with [Peer Health Exchange](#)

463 low-income high school girls without credible prior college prospects admitted to top colleges and universities with [Scripps College Academy](#)

**153 site visits
worldwide**





2020 Impact at a glance

3,552,590 lives changed

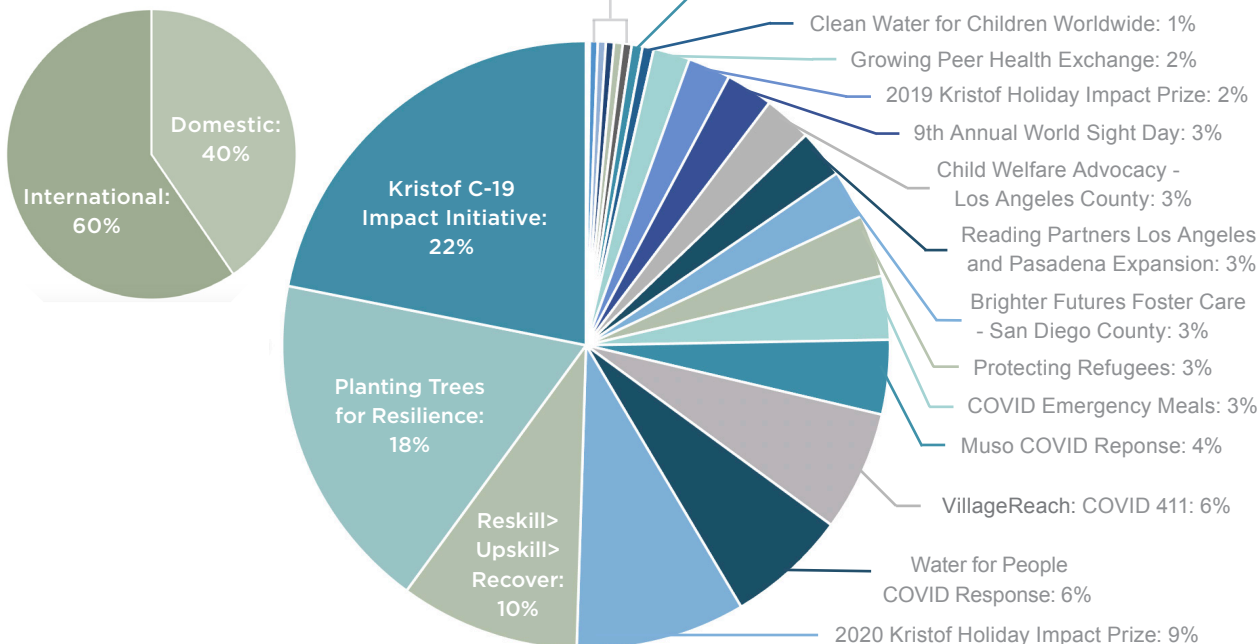
\$30.5 million contributed

13 nonprofit implementing partners

16 diligence and monitoring visits

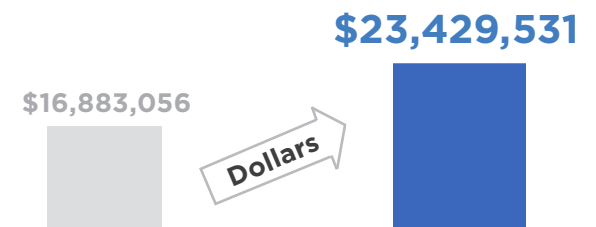
Funding by initiative

\$23,429,531 was deployed to 26 curated giving opportunities:

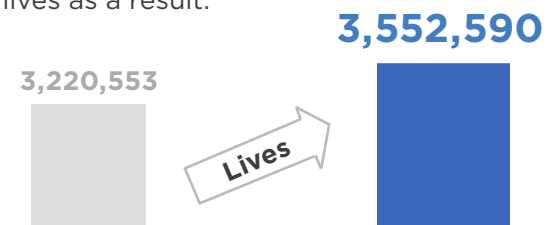


Leverage

Through the leverage of our matching campaigns, the impact of our donors' contributions was multiplied by 1.4x:



This has transformed an additional 332,037 lives as a result:



2020 Highlights

Domestic COVID Response

At the onset of COVID-19, Focusing Philanthropy worked with its nonprofit partners across the country to adapt their programs in response to the global pandemic. Together, we launched and successfully completed nine matching campaigns to help ensure their services continued to reach people in need.



Catalyst Kitchens - We identified Catalyst Kitchens members with existing social service food security programs and the capacity to ramp up to meet rapidly growing demand. Through our own campaign and the C-19 Impact Initiative presented by Nicholas Kristof, we funded the preparation, packaging, and delivery of more than 700K healthy meals for those who would otherwise go hungry. The surge in meal production permitted the organizations to provide good-paying jobs to out-of-work kitchen staffs—many drawn from the previously low-income populations these programs had trained and helped place in the food service industry.

CASA (Court Appointed Special Advocates) - Our campaigns with CASA programs in San Diego, LA, and Riverside counties made possible individualized advocacy by specially-trained citizen volunteers (CASAs) for 913 children in the foster care system. Volunteer recruitment and training is now conducted via online platforms, and many CASAs are still able to participate in court proceedings remotely. When lockdowns prevent in-person meetings with the children they serve, volunteers are guided

toward creative means of providing ongoing support: dropping off care packages, writing letters, virtual face-to-face conversations—to the end that it is likely children have experienced more rather than less interaction with their CASAs during this critical time.

Peer Health Exchange (PHE) - We partner with PHE National and PHE LA to fund high-quality, effective health education for high schoolers who would otherwise not receive it. Our campaigns supported the PHE program in-classroom before mandated school closures and will fund the development of virtual programming in 2020-21, serving a total of 2,772 additional students.

Per Scholas - We supported the launch of remote technology training in Boston, Columbus, Dallas, the D.C. area, Newark, and New York City—as well as in-person classes where permitted—for 330 individuals to gain the skills necessary to enter or re-enter the workforce. All six locations are experiencing major impacts from COVID and Per Scholas is encountering intense new demand for job reskilling and upskilling in each one. Even after in-person training has fully resumed,

Per Scholas will leverage our contribution by expanding remote training opportunities, especially for students outside regions with physical locations.

Reading Partners - Our 2020 campaign funded the implementation of the Reading Partners Beyond program at 11 Los Angeles elementary schools serving a total of 440 students. The program leverages technology to provide a blend of remote-based distance tutoring and family literacy engagement resources, including virtual read-alouds and access to a digital library. Online tutoring made possible by the campaign has allowed Reading Partners to continue to serve students using its evidence-based curriculum, proven to help 80% of readers achieve their primary end of year literacy growth goals.

Scripps College Academy - We supported 30 low-income high school girls from Southern California through a year of an intensive three-year program that helps them gain admission to and succeed in top colleges and universities. Program size was down from 50 girls pre-COVID in order to retain quality and tailored support during the transition to an online platform.

2020 Highlights

International COVID Response



One impact of the pandemic was that many donors turned their attention toward domestic issues. This made the seven international matching campaigns we ran in 2020 particularly valuable as ways to increase funding and fill budget gaps in countries hit hard by COVID in Africa, Asia, and Latin America.

Water for People - For healthcare systems to be effective, defense against COVID and other infectious diseases requires not only clean water for handwashing but improved sanitation facilities and hygiene training to avoid the spread of infection. We identified health clinics and other community centers in need of urgent water, sanitation, and hygiene upgrades across eight countries in Africa, Asia, and Latin America. Our 2020 campaign, together with the Kristof C-19 Impact Initiative, brought sustainable water services to 180 sites benefiting 51K+ people.

VillageReach / Muso / CHIC - We crafted a priority initiative with The Community Health Impact Coalition (CHIC) and two of its members (VillageReach and Muso) to help curb the spread of COVID across Africa. Our Health Access campaign established a phone-based platform and curricula to train Community Health Workers (CHWs) on virus prevention and diagnosis; organized a cadre for contact tracing and monitoring of those infected; supported free health hotlines, integrated with voice and text messaging, to make COVID information accessible to all; provided oxygen training at

health clinics, and supplied catalytic funding for the establishment of a collaborative effort to equip CHWs in 20+ countries with personal protective equipment. Our efforts are serving more than half a million people.

RefugePoint - In 2020-21, we are helping protect nearly 9K refugees during the pandemic and associated economic shutdown, and will contribute to the post-pandemic recovery of many more. We doubled our 2020 commitment to ensure RefugePoint had the resources necessary to fill critical gaps in service provision and maintenance of infrastructure—remote job training, school and national health care fees, access to resettlement, child protection, and family reunification—as other sources of funding declined. In 2021, we will continue to provide a heightened level of support as well as capitalize on opportunities made possible by the new administration.

One Acre Fund - We remain focused on our goal of planting 250M trees across Africa through our Planting Trees for Resilience campaign, with the ultimate goal of one billion trees planted. While

the pandemic has led to more conservative agroforestry reforecasts in the near-term, it has only underscored the importance of planting trees as a means of building assets—and resilience—for Africa's vulnerable farm families. We have therefore extended our campaign end date from 2023 to 2024. In a context of lower, less reliable annual crop yields and incomes, long-term, profitable tree cultivation can provide a crucial buffer to blunt the impact of COVID and similar future shocks.

Seva Foundation - The end-of-the-year timing on our 9th annual World Sight Day campaign helped us achieve our goal of providing sight-restoring surgeries for 9.6K people (including 700 children) in 15 countries in Africa, Asia, and Latin America, in addition to continuing our pilot initiative to prevent premature babies from developing permanent blindness. The campaign launched in September 2020, when most clinics had already reopened and many nationally instituted lockdowns had expired. Even through the most acute phases of the pandemic, 80% of Seva partner hospitals were able to continue to provide eye care services at reduced capacity.

2020 Highlights

Expanding Our International Portfolio

Focusing Philanthropy added four new international nonprofits to our roster of program partners in March 2020. After more than a year long due-diligence process, our team returned safely from a successful field visit to Mali and Malawi just days before the state of emergency was declared across California.



1. **Water for People** - Over the past 10 years, Water for People (WFP) has put in place water, sanitation, and hygiene (WASH) facilities in 164 clinics, 1,583 schools, and 3,913 community sites in nine countries in Africa, Asia, and Latin America, and created 2,436 jobs along the way. WFP partners with local governments, businesses, and individuals, helping them bring sustainable water and sanitation solutions to their communities by ensuring they have the training and tools necessary to maintain each system for generations—a model they call Everyone Forever. We appreciate Water for People's market-based approach to sanitation; rather than provide toilet hand-outs, WFP supports entrepreneurs to develop and supply sanitation products and services. This approach is more sustainable, creating jobs and lifting local economies along the way.

2. **VillageReach** - With international vaccine coverage rates at ~80%, 1.5 million children still die from vaccine preventable diseases each year. Although vaccines and other medical commodities are widely available, in many low- and middle-income countries, delivering them

and reaching the final 20% remains a significant and complex challenge. VillageReach (VR) works inside public health systems to increase access to care in rural, Sub-Saharan Africa. Focusing on the most remote and underserved communities, VR introduces new approaches and technologies that improve health worker capacity and productivity, data collection, and availability of vaccines, medicines, and supplies. Over a two-year pilot period, the supply chains VR created in Mozambique increased vaccination coverage from 65% to 98%, decreased cost per dose delivered from \$1.50 to \$1.18, and lowered stock-outs in rural health centers from 80% to 1%. VillageReach programs are now improving the lives of over 35 million people in 14 African countries.

3. **Muso** - Muso reduces maternal and child mortality rates by employing a proactive health care model to find and treat patients where they live. By employing trusted members of the community to deliver care and eliminating all user fees, Muso removes serious barriers that keep patients from getting the help they need. A 2008-2015 study showed that the introduction

of Muso Community Health Workers (CHWs), decreased child mortality 10-fold. At baseline, under-five mortality was 155 per 1,000 live births. After three years, it was seven per 1,000 live births—a rate comparable to the U.S. Founded in Mali in 2005, Muso CHWs have delivered care to more than 350,000 patients. The Malian government is now rolling out Muso's model to its existing national corps of 3,000 CHWs, and Muso recently partnered with the government of Cote d'Ivoire in building a new national community health system to serve the country's 24 million people.

4. **Community Health Impact Coalition (CHIC)** - CHIC is a coalition of 16 healthcare nonprofits from 30+ countries formed to promote quality Community Health Worker programs and to make professionalized CHWs a standard form of care worldwide. Mounting evidence over the last 20 years shows that CHWs are a cost-effective solution to the global health worker shortage. The World Health Organization estimates that expanded access to key CHW interventions can prevent an additional three million deaths per year. Muso and VillageReach are CHIC members.

2020 Highlights

New York Times COVID Feature

Focusing Philanthropy partnered with New York Times columnist and two-time Pulitzer Prize winner Nicholas Kristof to find and present the most immediate and effective ways to help during the global pandemic, raising over \$7 million for five organizations fighting on the frontlines of COVID-19.

After working with Kristof to launch his inaugural Holiday Impact Prize in late 2019, we pooled our resources once again at the onset of the pandemic to support his recommendations for ways to help. Kristof identified five nonprofits capable of scaling up their life-saving COVID

response work if they could raise additional funding. Our team aggregated information from each organization on plans for expansion, worked with a web agency to build a dedicated microsite and donation processing system, and interacted with a PR firm to promote the initiative. For four months,

we fielded reader inquiries, monitored web analytics, and had regular check-ins with each recipient organization to gather impact data for donor reports. Focusing Philanthropy reimbursed all 11,200+ credit card donations made on the microsite so that 100% of funds contributed went to Kristof's featured nonprofits.

C-19 IMPACT INITIATIVE



Catalyst Kitchens - delivering nutritious meals to America's hungry prepared by homeless, in recovery, or formerly incarcerated individuals

Johns Hopkins Center for American Indian Health - distributing food, water, and PPE to tribal communities across the U.S.

Water for People - bringing water, toilets, and hygiene education to clinics and schools in Asia, Africa, and Latin America

Save the Children - providing meals and educational resources to American children out of school

International Rescue Committee - restoring health, safety, education, economic well-being, and power to refugees and displaced people

Opinion

Here's How You Can Change Lives in the Pandemic

These causes will make great use of your money or your time.



By Nicholas Kristof
Opinion Columnist

April 25, 2020

When we launched the initiative, we didn't know how many people would be able to give in such unprecedented times, but decided that any amount raised would be better than not trying at all.

Nick's column was published on April 25, 2020. By the next day, we had received more than \$1 million in donations. By the end of the week, we had raised more than \$3 million. When the initiative closed at the end of the summer, we had topped the \$7 million mark. In times of great uncertainty and challenge, we were blown away by the generosity of donors. It was a joy and an honor to participate in an effort to protect so many lives alongside them.



We have accomplished powerful things together

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