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.**
May 2024

Focusing Philanthropy grew out of a desire by our family, and other families we knew, to be more confident that our donations would actually make a difference in the lives of the people we hoped to help and that promised (and reported) impacts were confirmed by substantial diligence. We also wanted to maximize our impact by finding cost effective interventions and, wherever possible, leveraging our support to unlock other dollars.

From the beginning, we have crafted matching campaigns where, together, we could fund all of the budget of well-vetted priorities of our nonprofit partners for which they lacked other funding. Through 2023 we have launched, overseen, and reported on 177 matching campaigns where we could confirm life-changing human impacts at scale via cost-effective, proven-successful strategies.

In later years, as we deepened our partnerships with our most confidence-inspiring long-term partners, we saw opportunity for a small number of far more ambitious multi-year initiatives designed to achieve transformative results for entire populations. Adding these Bold Initiatives to our “core” matching challenges gave us another tool to maximize results, consistent with our priorities. We now offer three Bold Initiatives and are incubating others.

As the magnitude of our life changing human impacts have grown through adherence to our goals and practices, it is gratifying that our credibility with other admirable individuals and institutions has grown too, creating more opportunity. In 2019, two-time Pulitzer Prize winning New York Times columnist Nicholas Kristof and we began partnering to strengthen his long-standing annual holiday giving column, increasing donations to the nonprofits he features (prominently including some from FP’s own roster) 20-fold.

As you will read in this report, we began a partnership in 2023 with The New York Times itself. They explain it this way: “We collaborate with Focusing Philanthropy to maximize impact.” We couldn’t have said it better ourselves!
Impact since inception at a glance

- 13,297,582 lives changed
- $156.7 million contributed
- 177 successful campaigns
- 219 diligence and monitoring visits

Funding by organization*

*100% of overhead costs are covered by our founders and a small group of dedicated supporters known as the “Friends of FP”
Dollars per year

Through the leverage of our matching campaigns, the impact of our donors’ contributions was multiplied by 1.6x:

Lives per year

This has transformed an additional 1,580,567 lives as a result:

Leverage to date

$142,942,661

13,297,559
<table>
<thead>
<tr>
<th>Internationally</th>
<th>In the United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>514,097 subsistence farm family members are permanently out of starvation poverty through our partnership with One Acre Fund</td>
<td>6,699 foster youth are receiving a full year of life-changing, intensive advocacy provided by a rigorously trained citizen volunteer with Court Appointed Special Advocates (CASA)</td>
</tr>
<tr>
<td>9,332,491 members of Africa’s rural poor are building long-term cashable savings plans through a transformative tree planting initiative with One Acre Fund</td>
<td>13,596 low-income individuals are attending an IT job training course providing intensive hands-on technical skills, job placement, and career development services with Per Scholas</td>
</tr>
<tr>
<td>101,433 blind people can see again as a result of sight-restoring surgeries with Seva Foundation</td>
<td>1,659 young people without prior credible college prospects are receiving one year of a program proven to dramatically increase post-secondary success with OneGoal</td>
</tr>
<tr>
<td>155,605 people are gaining access to clean water, sanitation, and hygiene training with Water for People</td>
<td>1,012 people facing barriers to employment are gaining the training and support needed to begin high-demand careers in healthcare with JVS</td>
</tr>
<tr>
<td>46,199 of the most vulnerable refugees are being resettled with RefugeePoint</td>
<td>6,287 people from low-wealth communities are benefiting from affordable home or small business loans and financial mentoring with Opportunity Finance Network (OFN)</td>
</tr>
<tr>
<td>4,203 urban refugees are on a path to self-sufficiency through interventions such as shelter, healthcare, and business training with RefugeePoint</td>
<td>6,946 children in low-income communities are receiving free glasses via mobile clinics delivering vision screenings and eye exams with Vision To Learn</td>
</tr>
<tr>
<td>180,000 remote community members are receiving lifesaving medicines and vaccines via drone technology with VillageReach</td>
<td></td>
</tr>
<tr>
<td>175,956 un- or under-immunized children are completing their vaccinations with VillageReach</td>
<td></td>
</tr>
<tr>
<td>173,799 people are gaining access to proactive, community-led healthcare at no cost with Muso</td>
<td></td>
</tr>
</tbody>
</table>
188 in-person site visits worldwide

+ 31 supplemental virtual visits
2023 Impact at a glance

- **2,745,411** lives changed
- **$24.4** million contributed
- **13** nonprofit implementing partners
- **21** diligence and monitoring visits

**Funding by initiative**

$25,363,776 was deployed to 22 curated giving opportunities:

- **Planting Trees for Resilience (Phase 1):** 11%
- **Reskill to Rebuild - Tech Training:** 14%
- **2023 Kristof Holiday Impact Prize:** 3%
- **2022 Kristof Prize:** 7%
- **Nigeria & Malawi Tree Surge:** 9%
- **Immunization Equity for Mozambican Children:** 2%
- **Access to Credit:** 3%
- **Child Welfare Advocacy:** 3%
- **Health Careers - New Jersey:** 2%
- **11th Annual World Sight Day:** 2%
- **2023 Kristof Holiday Impact Prize:** 3%
- **Dream It, Achieve It - Postsecondary Prep:** 3%
- **12th Annual World Sight Day:** 3%
- **Planting Trees for Resilience (Phase 2):** 4%
- **Proactive Care in Côte d'Ivoire:** 4%
- **Brighter Futures Foster Care:** 4%
- **Health Careers - Boston:**
  - **Helping Kids See Clearly:** 5%
  - **Clean Water, Her Freedom:** 6%

**Leverage**

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

- **$24,410,185**
- **$17,680,887**

This has transformed an additional 150,645 lives as a result:

- **2,594,766** lives
- **2,745,411** lives
Across the 30 largest tech employment markets in the U.S., there are more than 350,000 unfilled tech jobs each month that pay an average of $56,000 a year. 80,000 of these openings do not require a college degree. Yet in the same markets, 2.7 million adults are out of work, and millions more struggle to make ends meet in low-paying jobs.

Per Scholas is a national organization that prepares individuals traditionally underrepresented in tech for high-growth careers in the industry. In 15 weeks or less, Per Scholas learners (85% people of color, 38% women) gain knowledge and skills, pass industry recognized credentialing exams, and present themselves as highly attractive candidates for technical, entry- to mid-level career-track jobs with good benefits. 85% of learners graduate and 80% of graduates obtain jobs within one year.

We added Per Scholas to the Focusing Philanthropy portfolio in 2018 to double down on our efforts to address economic inequality in the U.S. Initially, we supported extra classrooms in established Per Scholas locations and later pivoted to fund the launch of remote courses at the onset of the COVID-19 crisis. Over the following two years, despite the pandemic, we helped Per Scholas grow in numbers of learners and locations. As we saw Per Scholas manage this growth under such challenging circumstances, while still maintaining the same program results, our confidence level in their leadership and capacity to execute at scale grew.

The experience made Per Scholas an excellent candidate for our second Bold Initiative, and, in 2021, we launched a $40 million campaign to expand their evidence-based proven model nationwide. Through our Reskill to Rebuild initiative, Per Scholas is growing its footprint to 25 cities and training 25,000 learners from 2021-2025. By 2035, this new infrastructure and experience will make it possible to train 30,000 every year. For comparison, all the community colleges in the U.S. graduated just 32,000 new computer and information science associate degree holders in 2018-19.

In the first three years of our five-year campaign, Per Scholas has more than doubled its scale of operations, launched in seven new markets, and helped more than 11,000 newly enrolled learners train for careers in the tech workforce. Most importantly, program graduates (64% of whom were unemployed at the time of application) have seen their annual income grow from an average of ~$17,000 to ~$48,000 in their first post-training job.

2023 Highlights
Expanding Per Scholas Nationwide

In 2021, we launched our second Bold Initiative, embracing the goal of dramatically increasing our workforce development ambitions with Per Scholas over the next five years. Three years in, Per Scholas has more than doubled its scale of operations and is on track to train 4x as many people annually by 2025.
2023 Highlights
On the Road to 1 Billion Trees

Through our Bold Initiative with One Acre Fund, Focusing Philanthropy program partner of 12+ years, we are engaging more than five million farmers across Africa to plant 1 billion trees by 2030. We’re well on our way to the milestone as we enter the second and final phase of the campaign.

Over half of the world’s poorest people are subsistence farmers, a large fraction of whom live in sub-Saharan Africa. We have long supported One Acre Fund (1AF) to alleviate starvation poverty among these farmers and their families—a collaboration that has changed the lives of more people than any other partnership in our history. 1AF’s core program focuses on increasing yields of traditional annual crops. But beyond food security, farm families need assets to protect against unexpected costs and allow for investments in their futures.

When we explored with 1AF the challenge of helping farmers take the next step upward, their research found that tree-planting was the best answer, not only providing powerful economic benefits but also helping the environment—a win/win!

In 2019, we launched our first Bold Initiative, working with 1AF to engage over 5 million farmers to plant 1 billion trees across eight African countries by 2030. Phase 1 involved the planting of 250 million trees while refining the program so the even more ambitious Phase 2 goals could be de-risked. We are delighted to report that the 250 millionth tree was planted in Kenya in April 2024 and the 750 million second phase is now underway.

The lessons from Phase 1 give us confidence that we are on track to planting the 1 billionth tree in 2030. Since 2019, the program has shifted from distributing tree seeds to seedlings, establishing over 4,000 farmer-managed nurseries. This has resulted in a much higher germination rate and ensures that seedlings are available within walking distance of all participating farms.

The number of tree species has been dramatically increased to ~40 varieties, permitting a tailoring of offerings selected by agroforestry experts to best fit each microclimate and local market. To complement their existing field agent distribution system, 1AF has also opened branded retail outlets where farmers can buy farm inputs and sign up for seedling distributions. And the expansion of cell phone and tablet technology has improved farmers’ ability to discuss species selection, receive advice, and ask questions throughout.

Aside from these and many other program refinements, Phase 1 saw outsized scaling potential for tree-planting in Nigeria and Malawi. In response, we launched a surge campaign for the two countries in 2023 to act as catalyst for reaching our one billion tree milestone sooner.

Entering Phase 2, we are profoundly improving the financial circumstances and climate resilience of millions of hard-working farm family members across the African continent—with many more to follow!
2023 Highlights
Meet Our Newest Program Partner

Focusing Philanthropy searched for a program that helped low-income students improve their grades. We concluded that providing prescription glasses was among the most impactful, scalable interventions—enabling students to read assignments, see the board, and engage in class. This led us to Vision to Learn.

One in four school aged children need glasses. In low-income communities, 95% of the kids who need glasses don’t have them. Youth with poor, uncorrected vision are at a major disadvantage because during childhood 80% of all learning is visual. These students are more likely to have trouble focusing in class, be labeled slow learners, and drop out of school.

Beginning in 2012, Vision To Learn brought comprehensive vision screenings to students at their schools. What started as a single van in one city is now a fleet of vans—mobile vision clinics—in 15 states and Washington DC. Each one is staffed by licensed doctors who visit schools during the academic year and Boys & Girls Clubs and libraries over the summer.

Vision To Learn has grown to be the largest school-based eye care provider in the country, partnering with classroom educators and school nurses. To date, the program has provided 3 million children with vision screenings, 560,000 with eye exams, and 460,000 with glasses.

Over the last decade, researchers have independently validated the effectiveness of Vision To Learn. In 2013, a UCLA study found students’ grades improved materially when they were provided with the glasses they needed. More recently, researchers at John’s Hopkins University conducted the largest, most rigorous study on the connection between glasses and academic achievement:

Vision To Learn vs. Other Interventions

<table>
<thead>
<tr>
<th>% HIGHER ACADEMIC SCORES THAN CONTROL GROUP</th>
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<tbody>
<tr>
<td>Vision To Learn (low achievers)</td>
</tr>
<tr>
<td>Tutoring</td>
</tr>
<tr>
<td>Vision To Learn (full sample)</td>
</tr>
<tr>
<td>Technology</td>
</tr>
<tr>
<td>Extended school day</td>
</tr>
<tr>
<td>Charter schools</td>
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</table>

They found the glasses provided by Vision To Learn yielded more improvement in academic performance than lengthening the school day, providing computers, or creating charter schools—with the greatest gains for students in the bottom quartile of their classes. And, obviously, the provision of glasses is a much less expensive, and more scalable, intervention.

In all, the Vision to Learn program costs less than $150 per child for everything: vision screening, and, as needed, eye exam and glasses. The model is a sustainable public-private partnership, using Medicaid reimbursement and other public funding sources to substantially reduce the need for private philanthropy. All K-12 students at participating schools and organizations are helped free-of-charge regardless of insurance, immigration status, or financial circumstances. ~90% of Vision To Learn students qualify for the federal Free and Reduced-Price Meal program, and more than 90% are children of color.

Our inaugural 2023 matching campaign with Vision To Learn raised $1.8 million and is providing 9,613 students in low-income communities with the glasses they need.
2023 Highlights
Growing Relationship with the NYT

Our continuing partnership with two-time Pulitzer Prize winning New York Times journalist Nicholas Kristof has produced a 20x increase in donations via his giving columns; in 2023, we began a similar partnership with the New York Times Company to refresh and strengthen the paper’s legacy holiday giving fund.

In 1911, The New York Times established the Neediest Cases Fund to encourage the paper’s readers to help their neighbors in need. Since then, the annual holiday appeal has raised a total of more than $330 million for selected nonprofit organizations that have helped millions of people—in New York and, increasingly, across the country and the world—lead better lives.

In the run-up to their 2023 campaign, The Times launched an effort to refresh the legacy appeal. The fund was renamed The New York Times Communities Fund to reflect a more modern philanthropic approach and heightened ambition. The goal was to capitalize on The Times’s extended reach, increasingly diverse platform, and credibility to solicit more support for the campaign’s nonprofit beneficiaries.

The New York Times Company is collaborating with Focusing Philanthropy to leverage our experience accomplishing similar objectives with Nick Kristof.

Nick’s widely read annual column has offered holiday giving suggestions for ~15 years. For the past five editions, plus a special COVID-19 giving appeal, he has partnered with us to create a platform and promotional strategy that has increased per-column donation levels 20-fold and resulted in more than $42 million raised.

Focusing Philanthropy adapted and applied some of what has worked so well for Nick to the Communities Fund.

We built nytcommunitiesfund.org (the initiative’s first-ever dedicated website), assembled a small group of large catalytic institutional supporters to augment reader contributions, and provided substantial new resources to help featured nonprofits celebrate their inclusion and promote the overall appeal. As always, we remained focused on anticipating, confirming and reporting on impacts achieved.

To further strengthen the connection and capitalize on cross-promotion, the three nonprofits featured in Nick’s 2023 giving column (two of which—OneGoal and Per Scholas—are Focusing Philanthropy partners) were also included among the list of 10 Times fund recipients.

Our approach worked: in its first year as The New York Times Communities Fund, the appeal raised $7.9 million, up from $6.1 million in the prior year. As we prepare for the 113th edition of The Times’s annual campaign launching in the fall of 2024, we have big ambitions to attract more donors, raise more money, and help more people.
We have accomplished powerful things together

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