



2024 Annual Report



Focusing
Philanthropy

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.**



March 2025

Our 2023 annual report celebrated Focusing Philanthropy's first 12 years of accomplishments – enabling 12.5M people here and around the world to have better lives through the direct deployment of \$150M. We also influenced an additional \$50M donated directly by others to causes we support. As we began 2024, we took stock of the “assets” that made these results possible:

- An extraordinarily loyal, committed, and recurring donor base,
- An exceptional “small but mighty” staff,
- A highly supportive, independent Board of Directors,
- Strong nonprofit implementing partners, and
- Operating practices – refined by experience – that give us confidence in identifying, selecting, evaluating, monitoring and reporting on life-changing programs (in other words, our core value proposition).

With this in mind, we asked ourselves how we could leverage our assets to achieve even greater impact. Our conclusion was that we were positioned to achieve in the next five years (2024-2028) as much as we had accomplished in our first 12. If we had the know-how, relationships, resources, and institutional credibility, of course we should challenge ourselves to do more.

This 2024 annual report presents the results of the first year of this five-year push. And it is my pleasure to share that we exceeded our goals in all key metrics:

- We helped improve the lives of 2.75M people, versus our goal of 2.5M
- We raised \$34.8M, versus our goal of \$30M
- We influenced another \$17M in grantmaking by parties who could not contribute to us, versus our goal of \$10M

This means that Focusing Philanthropy was among the 100 largest philanthropic grant makers in the United States in 2024. And I have total confidence that our, and therefore your, impact per dollar is much greater than the average philanthropist.

Thank you for helping make all of this possible.

A handwritten signature in blue ink, appearing to read 'Larry Gilson', with a long, sweeping underline.

Larry Gilson
Chairman



Impact since inception at a glance

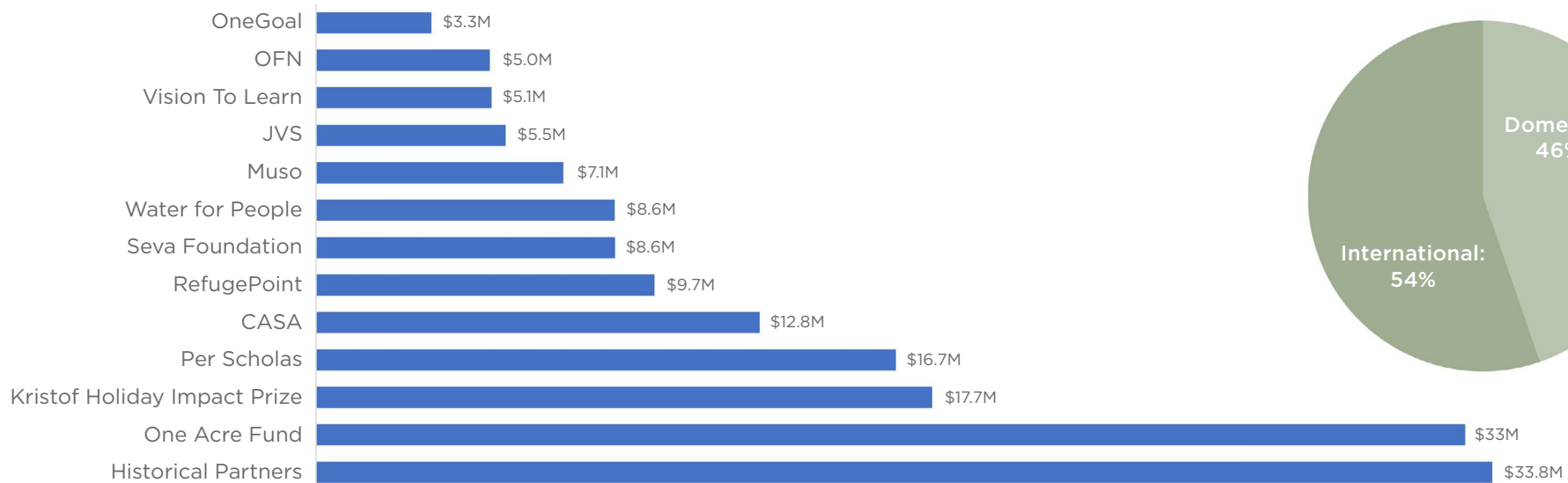
15,850,000 lives changed

\$175.8 million contributed

189 successful campaigns

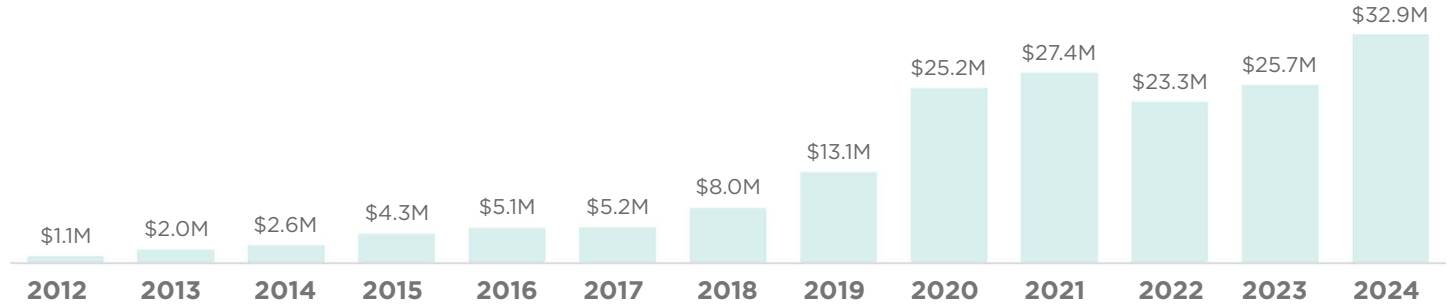
235 diligence and monitoring visits

Funding by organization*

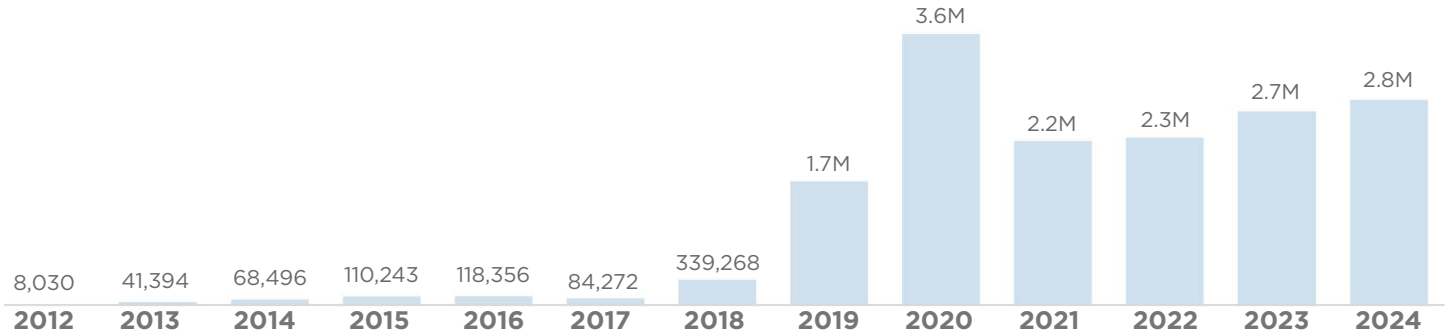


*100% of overhead costs are covered by our founders and a small group of dedicated supporters known as the "Friends of FP"

Dollars per year



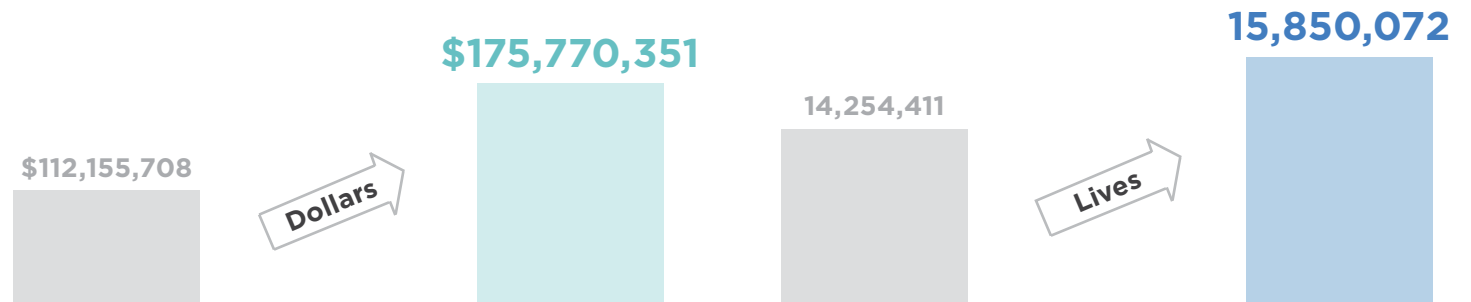
Lives per year



Leverage to date

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

This has transformed an additional 1,595,661 lives as a result:



Transforming lives here and around the world

Internationally

10,869,868 subsistence farm family members are building long-term cashable savings plans through a transformative tree-planting initiative with [One Acre Fund](#)

1,699,822 subsistence farm family members are receiving surge funding for rapid scaling of agricultural productivity and tree-planting with [One Acre Fund](#)

106,753 blind people can see again as a result of sight-restoring surgeries with [Seva Foundation](#)

227,913 people are gaining access to clean water, sanitation, and hygiene training with [Water for People](#)

49,996 of the most vulnerable refugees are being resettled with [RefugePoint](#)

4,461 urban refugees are on a path to self-sufficiency through interventions such as shelter, healthcare, and business training with [RefugePoint](#)

163,000 people are gaining access to proactive, community-led healthcare at no cost with [Muso](#)

11,363 zero-dose or under-immunized children are completing their vaccines with [Muso](#)

In the United States

7,630 foster youth are receiving a full year of life-changing, intensive advocacy provided by a rigorously trained citizen volunteer with [Court Appointed Special Advocates \(CASA\)](#)

8,807 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](#)

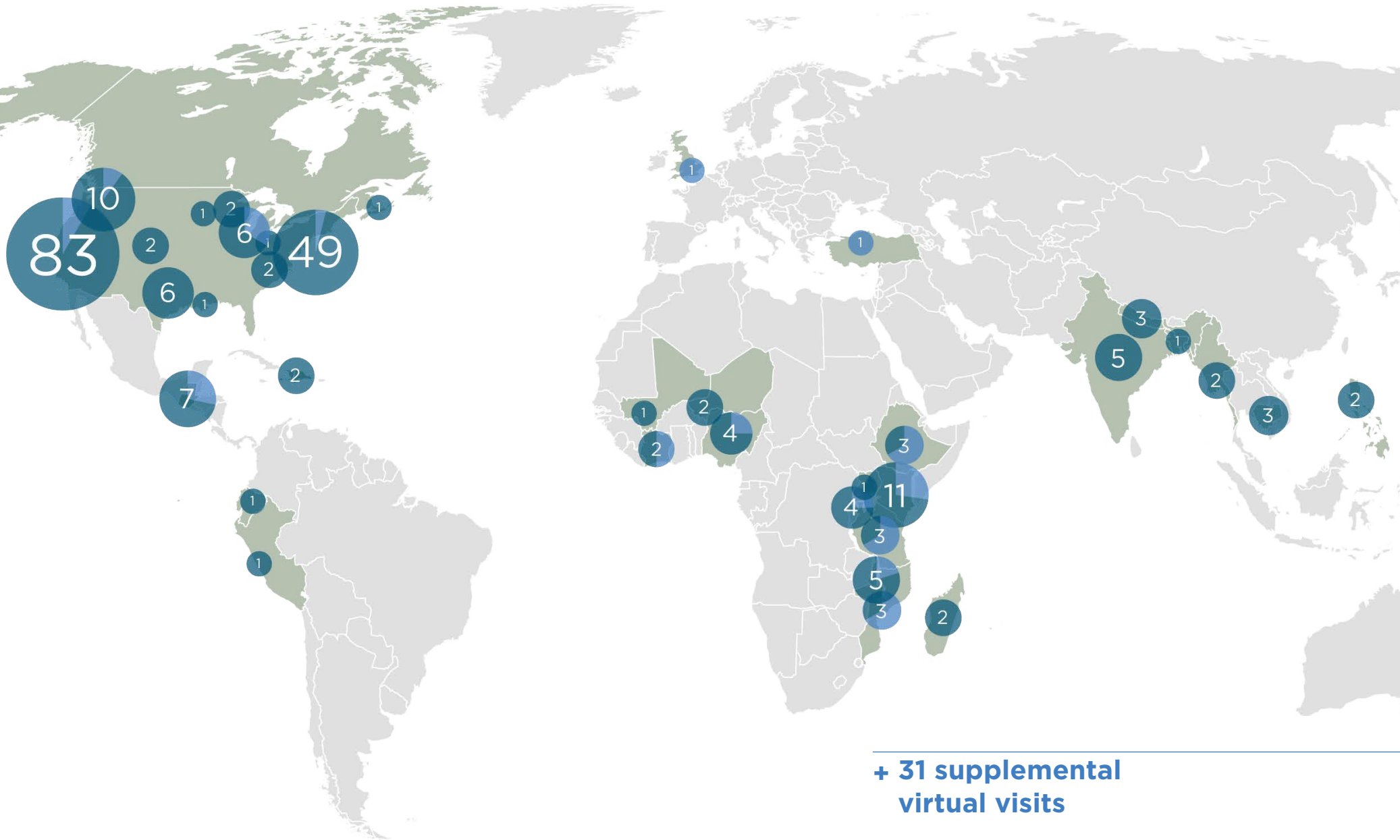
2,215 young people without prior credible college prospects are receiving one year of a program proven to dramatically increase post-secondary success with [OneGoal](#)

1,586 people facing barriers to employment are gaining the training and support needed to begin high-demand careers in healthcare with [JVS](#)

7,920 people from low-wealth communities are benefiting from affordable home or small business loans and financial mentoring with [Opportunity Finance Network \(OFN\)](#)

26,935 children in low-income communities are receiving free glasses via mobile clinics delivering vision screenings and eye exams with [Vision To Learn](#)

**204 in-person
site visits
worldwide**



**+ 31 supplemental
virtual visits**



2024 Impact at a glance

2,752,000 lives changed

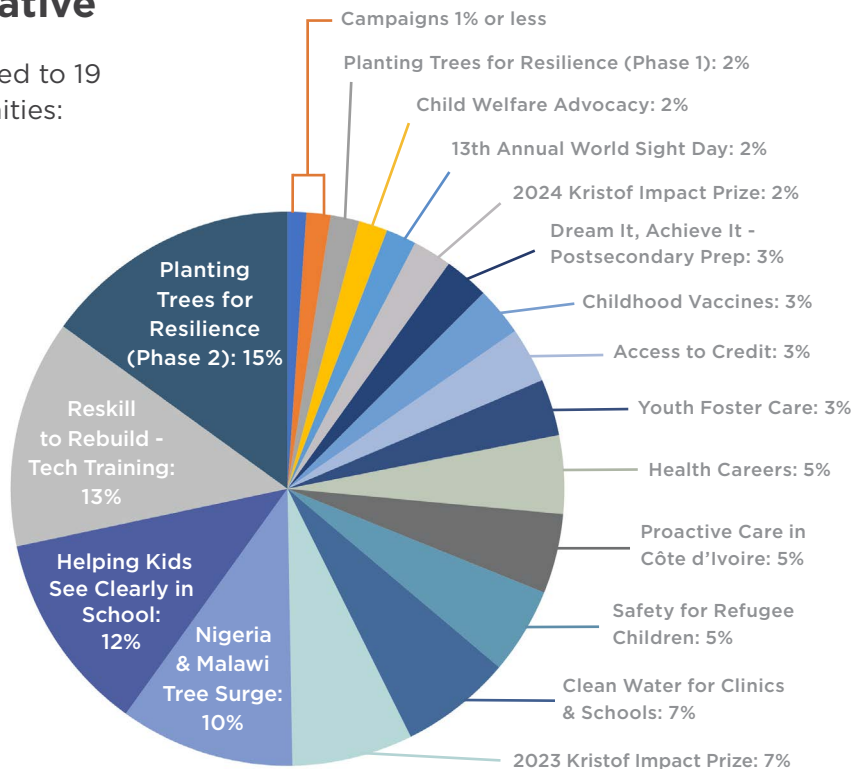
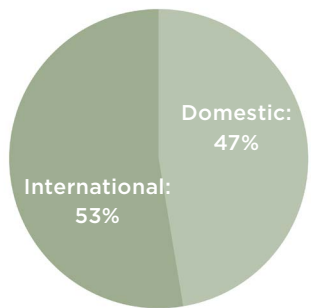
\$34.8 million contributed

11 nonprofit implementing partners

16 diligence and monitoring visits

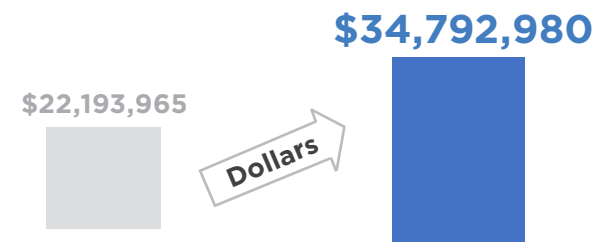
Funding by initiative

\$31,934,925 was deployed to 19 curated giving opportunities:

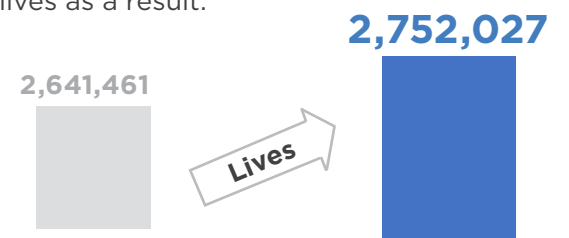


Leverage

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



This has transformed an additional 110,566 lives as a result:



2024 Highlights

Amplifying Impact via Influence



Because of the work we do to vet, monitor, and report on our nonprofit partners, we have a body of evidence and institutional credibility that makes us a resource for other philanthropic entities and allows us to expand support for interventions we find confidence inspiring.

Focusing Philanthropy's mission is to attract more philanthropic dollars to high-impact programs that we can vouch for and know can effectively use more support. Just as we recommend nonprofit programs to our own donors, we also leverage our resources, knowledge, and reputation to provide encouragement to potential incremental funders of those same programs.

When funders who aren't candidates to give to Focusing Philanthropy (mainly large institutions and retail donors) donate to our nonprofit partners as a result of our advocacy and endorsement, we call these types of contributions "influenced dollars." Unofficially tracking these dollars offers insight into Focusing Philanthropy's larger impact beyond what we raise and deploy directly. Since 2018, we have influenced an additional \$68 million in donations to organizations and programs we support via variations of three tactics:

1. Making introductions: We have relationships with a growing network of

funders in overlapping spaces and routinely connect grantmakers to giving opportunities we think would fit their interests and advance our shared philanthropic objectives.

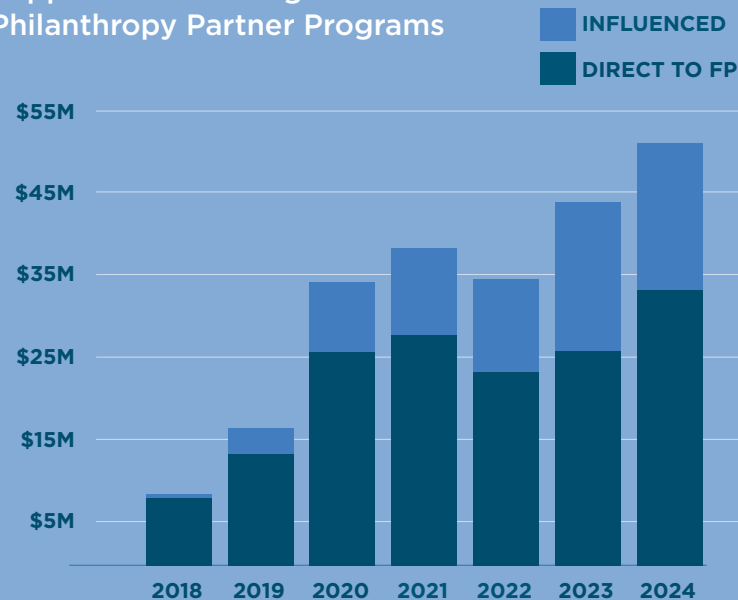
2. Acting as third-party validation: For any of our nonprofit partners cultivating a relationship

with a potential major funder, we can be a voice of independent credibility. Our rigorous diligence process and routine monitoring trips to the field make us a distinct resource for grantmakers seeking additional evidence that the program they are considering is worthy of support.

3. Engaging wider audiences: We partner with The New York Times Communities Fund and Times columnist Nicholas Kristof on two annual holiday giving appeals. These campaigns reach upwards of 50,000 supporters outside our traditional donor base every year and have resulted in the recruitment of thousands of new, often recurring donors for the several of our nonprofit partners who have been featured.

In 2024, Focusing Philanthropy helped secure \$17.5 million in additional funding for programs and organizations we support. In the years to come, we will continue to leverage opportunities to exercise our influence, amplify our impact, and ensure our partners receive sustained funding beyond the life of individual campaigns.

Support for Focusing Philanthropy Partner Programs



2024 Highlights

Expanding Solutions for Refugees



Through our partnership with RefugePoint, we've helped nearly 55,000 refugees facing extreme vulnerabilities rebuild their lives. We focus not only on increasing access to resettlement, but also on providing a path to self-reliance for refugees who are stuck indefinitely in their country of asylum.

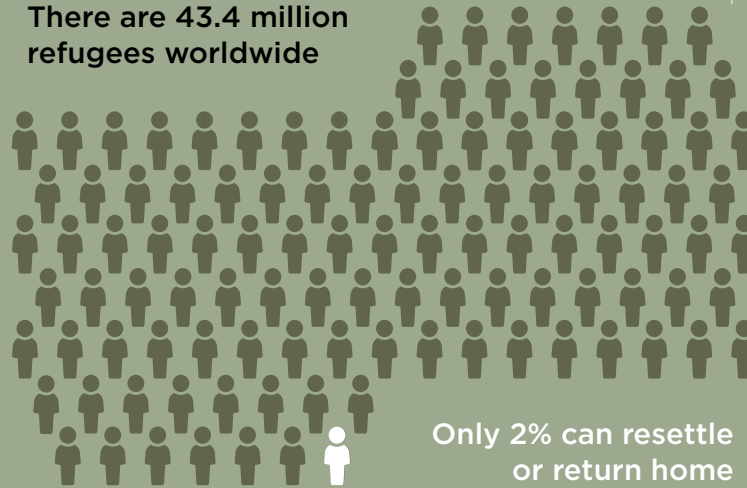
When we think about helping refugees, the first solution that comes to mind is resettlement, but only 2% of the world's more than 43 million refugees have the opportunity to resettle or return home. The vast majority are stuck in limbo for 10-25 years in the country to which they have fled, often in urban centers to avoid the desperate conditions of refugee camps. Denied the right to legally work, move freely, own property, or access public services, they are left dependent on aid programs with little hope for a better future.

Focusing Philanthropy has partnered with RefugePoint since 2017 to expand access to resettlement and advance additional long-term solutions for refugees to rebuild their lives. Our annual matching campaign have helped nearly 50,000 refugees relocate to safe third countries via resettlement and other legal pathways outside traditional quotas, including family reunification, labor mobility, education visas, and private sponsorship. For refugees who must remain in their country of asylum, we've provided support for more than 4,400

others to become self-reliant and achieve a better quality of life where they are.

development and tailored to each household's needs, desires, and capacity. On average, refugee clients graduate from dependence on aid in two years.

There are 43.4 million refugees worldwide



At the global level, RefugePoint co-founded the Refugee Self-Reliance Initiative, a multi-stakeholder collaboration of 300+ organizations supporting more than two million refugees with self-reliance programming, in addition to jointly developing the Self-Reliance Index, the first-ever global tool for measuring the progress of refugee households toward self-reliance, now widely used across the network and sector.

RefugePoint is a leader in refugee self-reliance on a local and global scale. At the local level, its Urban Refugee Protection Program in Nairobi, Kenya starts by addressing the immediate needs of refugee individuals and families (healthcare, food, housing, education, and mental health counseling). Once stabilized, refugees receive livelihoods support focused on small business

With the U.S. administration's recent suspension of all resettlement to the country and dramatic proposed cuts to foreign aid, self-reliance is increasingly the only way most refugees will be able to rebuild their lives. Our 2025 RefugePoint campaign is raising critical funding to ensure refugees don't have to languish in their host country and can achieve dignity, autonomy, and prosperity where they are now.



Gift Ideas That Push Back the Darkness



By **Nicholas Kristof**
Opinion Columnist

2024 Highlights

\$50 Million for Kristof Impact

We celebrated our 6th year of partnering with New York Times columnist Nicholas Kristof on his charitable giving appeals and crossed a major milestone: \$50 million raised to improve the lives of more than two million people, in the U.S. and around the world, who were dealt a tough hand.

Since 2009, two-time Pulitzer Prize-winning journalist Nicholas Kristof has written an annual holiday “gift guide” to bridge a philanthropic gap: readers who want to help but don’t know how and lesser-known organizations who need resources but are off donors’ radar.

In 2019, we partnered with Nick to establish the inaugural Kristof Holiday Impact Prize. Along with two other supporters, Focusing Philanthropy committed a combined \$150,000 to be split among the nonprofits featured in his column. Our team aggregated information from honorees about planned use of funds, interacted with a leading public relations firm for promotion, and built a dedicated website for donations. Nick had estimated that his previous holiday giving columns had raised around \$300,000 annually. The 2019 edition of the Holiday Impact Prize raised 10x that amount.

Every year since, Focusing Philanthropy has conducted due diligence on potential new nonprofit honorees, processed thousands

of donations, reimbursed credit card fees for contributions made via the campaign website, fielded hundreds of reader queries, helped organizations celebrate and capitalize on their inclusion, and collected and reported to supporters on key impact data. Donations to Nick’s giving appeals now average 25x his pre-2019 column levels.

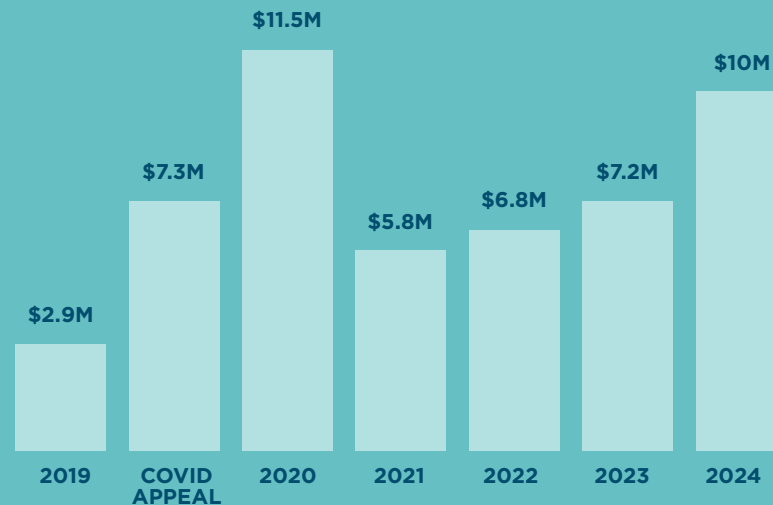
With the 2024 campaign complete, Kristof Impact Initiatives (six editions of the Holiday Impact Prize and a special off-cycle COVID-19 appeal) have collectively raised more than \$50 million and recruited 5,600+ volunteers for carefully-selected nonprofits, and, more importantly, are helping more than two million people lead better lives.

Results achieved with Nick have also led to an ongoing partnership between Focusing Philanthropy and The New York Times

Communities Fund, where we play a similar role in refreshing and strengthening the paper’s century-plus-old holiday giving appeal.

Both Nick and the Communities Fund are deeply committed to impact, which is at the core of Focusing Philanthropy’s mission. As a result of this alignment, several of our own portfolio members have been featured in Nick’s appeals, two of which have gone on to become recurring beneficiaries of the Communities Fund.

Kristof Impact Initiative Donations Raised



2024 Highlights

Prioritizing Impact Over Activity

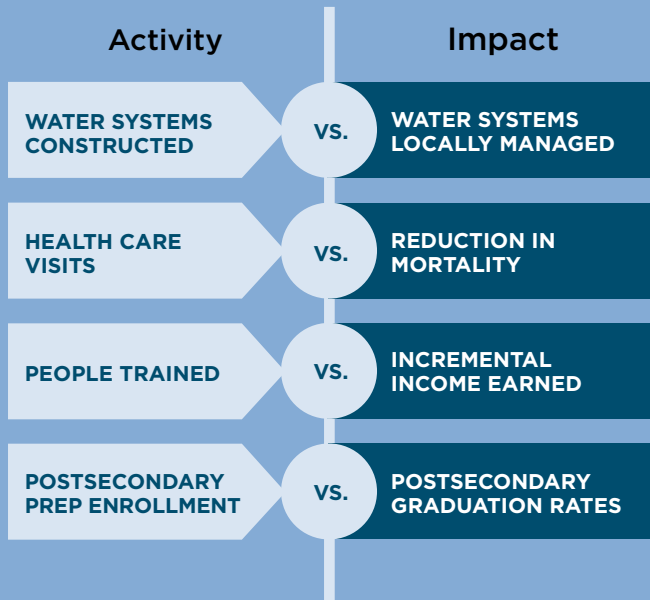
One of our value propositions to donors is distinguishing between activity and impact to ensure their dollars create meaningful, lasting change. Our portfolio organizations use evidence-based approaches and have made a commitment to continuously measure and improve program performance.



While many nonprofits can easily report on their activity, impact is harder to prove. Activities, such as the number of people reached or services provided, are often conflated with impact and can create the illusion of effectiveness. True impact, however, addresses root causes, builds sustainable solutions, and creates meaningful change in a person's life trajectory.

For example, our program partner Per Scholas, a national nonprofit that prepares individuals traditionally underrepresented in tech for high-growth careers in the industry, tracks not only the number of individuals enrolled in IT training and their completion rates, but also the long-term outcomes of the program—post-training income, career progression, and job retention.

allows our implementing partners to continuously improve program performance and often guides the focus of our joint campaigns. After several years of testing and experimentation, our partner One Acre Fund (1AF) concluded that tree-planting is the single most productive asset-accumulation vehicle for rural households. In response, Focusing Philanthropy and 1AF launched our current Bold Initiative to orchestrate the planting of more than one billion trees across sub-Saharan Africa through 2030. Beyond the number of subsistence farmers who receive agroforestry training and seedlings, 1AF tracks the incremental income they earn and how they invest it: in diversifying their diets, sending their children to school, addressing healthcare needs, and/or creating a safety net against personal and agricultural uncertainties.



All Focusing Philanthropy partners must have a proven record of delivering life-changing results. In addition to program measurement conducted by an organization's own staff, we look for independent confirmation of impact through external evaluations from credible sources. Our partner Vision To Learn provides vision screenings, eye exams and glasses to students from low-income communities in the U.S. Their intervention is supported by extensive research, including a multi-year Johns Hopkins study showing that glasses result in higher learning gains than 1:1 tutoring, charter schools, or longer school days—at a fraction of the cost.

There is no single way to determine impact. It is a metric unique to every program, which is why both due diligence and ongoing monitoring—including regular visits to our partners in the field—are key to our approach and confidence that dollars deployed are creating material, lasting change for millions of people.

The routine measurement of impact through different methodologies and perspectives



We have accomplished powerful things together

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