



# ANNUAL REPORT

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2016 - 2017

**REDEFINING PHILANTHROPY**



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# LETTER FROM YOUR CO-FOUNDERS

## Building a STRONGER VOICE



It was perhaps with a thread of idealism that we created our vision years ago — ***To create a network of partnerships fostering a shared responsibility in solving global issues.***

To actually see this come to fruition before our own eyes is a testament to the power of envisioning what *can be*, and us each personally taking active steps to make that happen.

After we celebrated our five year anniversary last year, we quickly set to work on what we could accomplish in the next chapter by setting the bar even higher. Mapping our route forward in a five year strategic plan, we felt it was time to expand in all areas— reach a wider audience of like-minded donors, people and organizations and facilitate ways for creative and innovative information and resources to flow between them. We summed up this desired expansion as having greater visibility and a bigger, stronger VOICE.



Looking back over what has transpired during the first year of this plan, we couldn't be more thrilled with the inroads into each one of these objectives, thanks to all the support that has come in a myriad of ways. In sum, this year we have developed an expanded platform from which to communicate and share what we are contributing to on the frontline. We have Regional Program Managers in place which has stretched our wing span by miles, doubled our network of NGOs, and increased the number of grants we can administer and monitor. We have found a sustainable way to secure and invest in our own growth through the successful inaugural launch of our Founder's Circle. Community Hubs in Santa Fe and Denver have sprouted to support the constant stream of interest from people who want to share their time, skills, resources, and learn more about creating a better global humanity together. And, after years of having a three member Board of Directors, we have an additional three fabulous minds around this important table.

With our warmest regards and deepest gratitude,



Lydia Dean



Linda DeWolf



Tracey Morrell



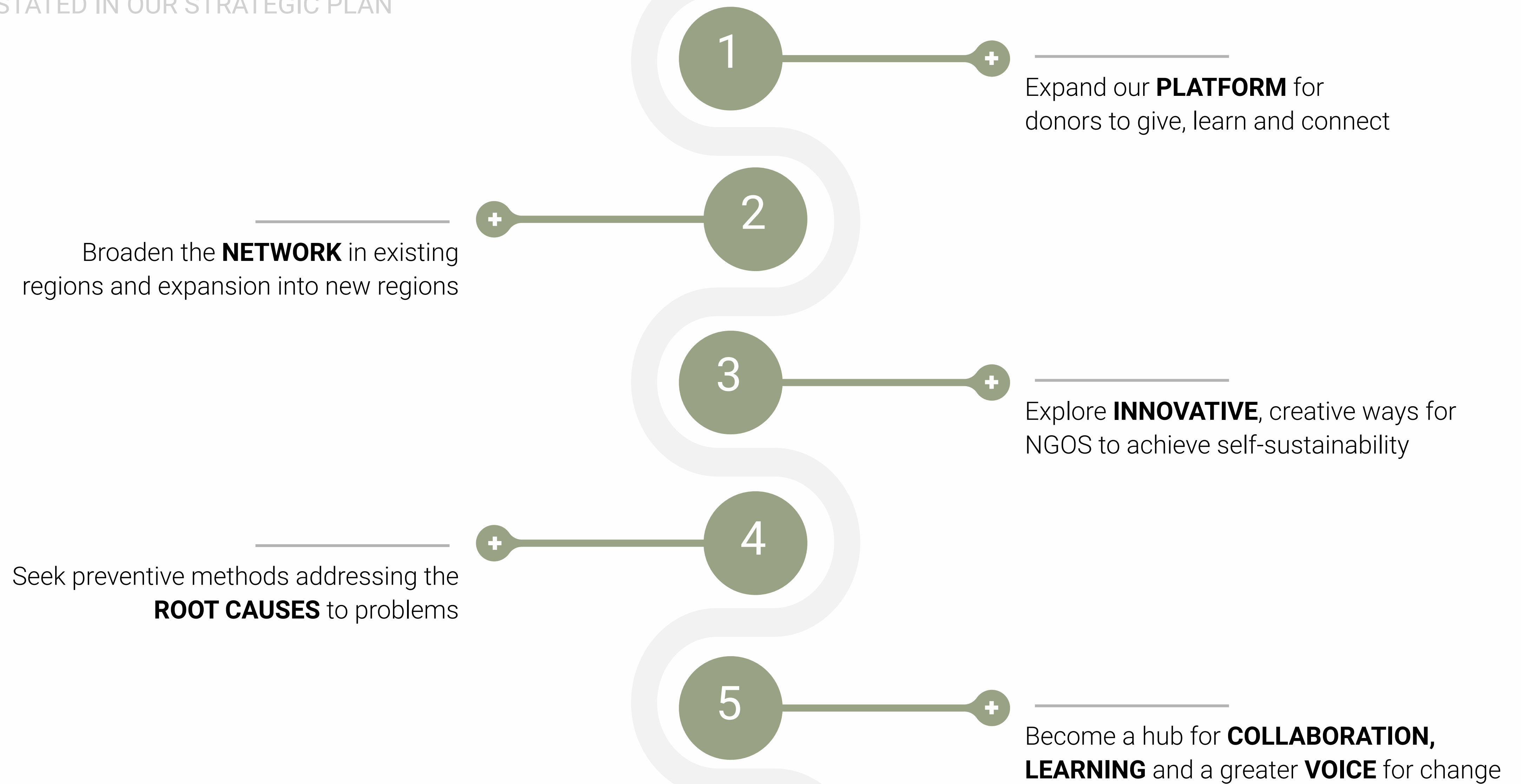
**Our deepest thanks go to all of the various partners and donors who continue to invest in this collective potential.**

**While it would be near impossible to share all that has transpired in the past twelve months, we hope that you enjoy reading some of the highlights of what we have accomplished together in this 2016-2017 Annual Report.**



# FIVE YEAR **OBJECTIVE**

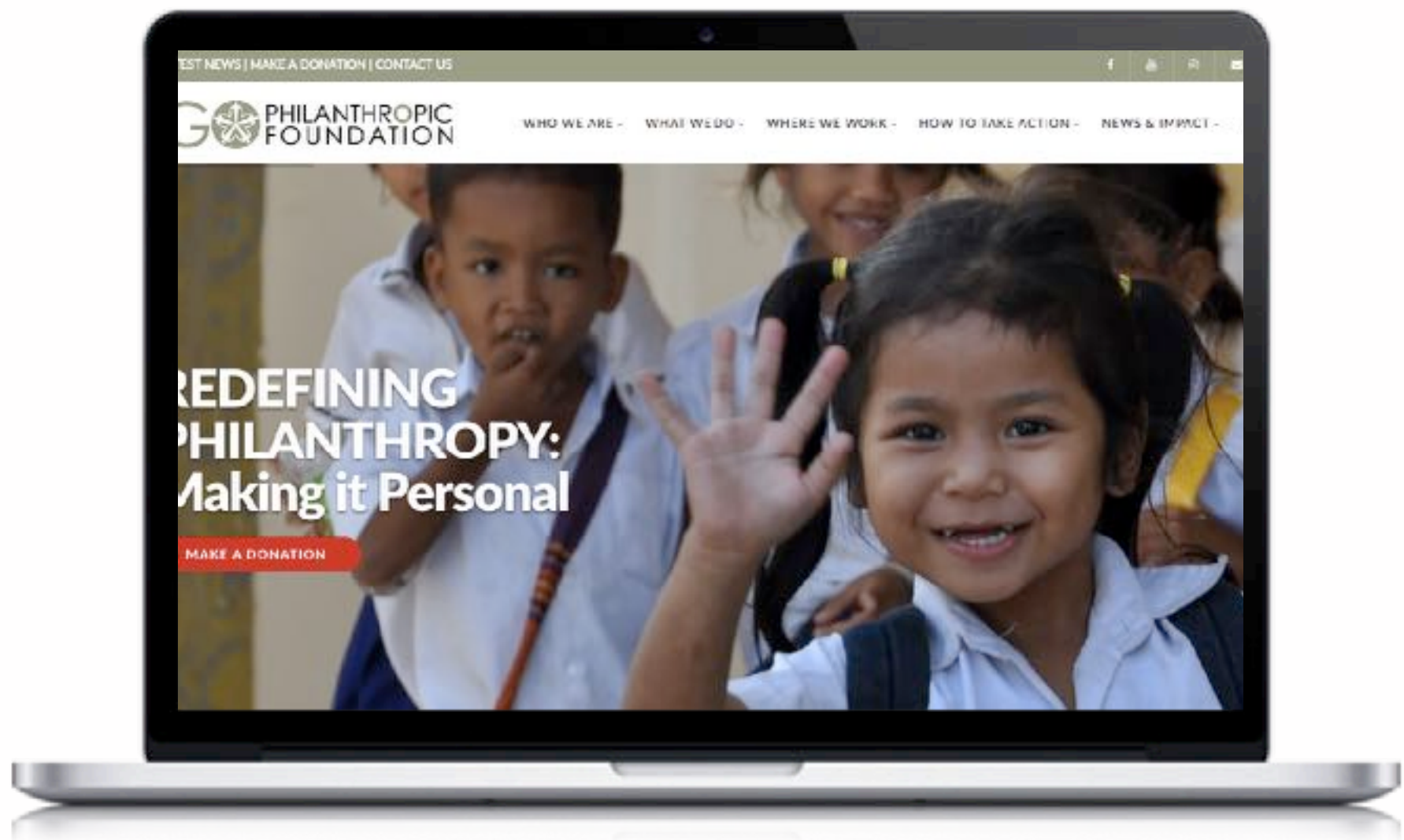
AS STATED IN OUR STRATEGIC PLAN





# AN EXPANDED PLATFORM

Inform, Inspire, Engage





# THE SPIRIT OF OUR COMMUNICATIONS

INFORM, INSPIRE, ENGAGE

Early in the fiscal year we partnered with Travis Day at Sueños Sostenibles (*Sustainable Dreams*) Marketing & Design who helped bring to life this new platform for our desired “bigger voice.” We will never forget his first question as he perused our old website. “And where exactly is your logo?” Hmmm... what logo?

In these early meetings, Travis ever so delicately showed us the importance of building a brand around our unique form of philanthropy, one that could be recognized, replicated, and most importantly - seen and heard. Together we created a more dynamic website, a logo that represented the connectedness of GoPhil and a structure for sharing our day to day impact around the world through our blog and on social media. Our goal was not simply to share what we were learning through our own words, but to provide an authentic way to hear directly from the people, programs, organizations themselves. Once the website was launched early in the year, we set out to share the overwhelmingly powerful content we receive during any given day, both uplifting and at times difficult — reports of the impact our grants have made, results from our sponsored students, moving experiences from donors who are traveling and connecting for the first time with programs they support, day-to-day-challenges faced by our partner NGOs.

Whatever form the content is— be it a Facebook post, an in-depth article or a video clip, we wanted the information to be truly **timely, relevant and informative**. We wanted people to feel they were learning something— topics that they would chew on as or think through more deeply about the day, challenge what they might have already known. Ultimately, we hoped to inspire people to *act for the benefit of a whole*, be it in their own homes, communities or globally.







## CRAFTING CONTENT

Content that is thought-provoking, making you **THINK & QUESTION the STATUS QUO.**

Images, quotes and information that shift something in you or leave you wondering.



## PERSONAL PERSPECTIVE

Implementation of **first-person narrative and story-telling.**

If we are going to be genuine in sharing a global VOICE, we need to transmit these voices directly, in their own words.



## CORE VALUES

Stay true to one of our deepest values: **Capturing Humanity while Celebrating Dignity.**

We learn most from the strength and courage, as opposed to pity, that comes from overcoming adversity.

#powerofpartnerships • #redefiningphilanthropy • #beboldforchange





## OPEN ACCESS

Offer a constant open door with an invitation to **get involved, to take action.**



## POSITIVE MESSAGING

There is so much negativity in world media but GoPhil will always **focus on hope and potential for humanity.**



## RESULTS MATTER

Our work is grounded in what we have learned as well as **evidence-based measurement and evaluation.**

#grassrootsinnovation • #wearenotseparate • #endchildmarriage



# GONEWS

YOUR LATEST NEWS FROM THE FRONTLINE



We spent the year writing thought-provoking blog articles on a regular basis from a variety of perspectives to offer a richer 360-degree view of global issues.

These articles are shared individually but also in a monthly **GoNews** format where our community could browse or deep dive into what was happening on the GoPhil global frontline.







# SUCCESSFUL LAUNCH OF THE **FOUNDER'S CIRCLE**

Our Own Community Investing in the Stability of Our Future

For the first five years of GoPhil's existence, co-founders Tracey Morrell, Linda DeWolf and Lydia Dean learned the delicate balance of spinning every possible plate both at home and abroad. But despite the exhaustion, there was always the knowledge that something more important than sleep and regular yoga classes was at work. "At the time we were so energized by the people and organizations we were meeting and the potential that could come from assisting, that little else mattered. Looking back though, I think we all knew deep down it couldn't possibly be scaled in a similar manner," says Tracey Morrell.

## **HOW THE FOUNDER'S CIRCLE CAME TO BE**

"Why don't you consider getting funding for yourselves," probed long-term donor and advisor, Barbara Burger, over a glass of wine in Kathmandu during GoPhil's journey to Nepal in 2015. "Your donors want to know that this thing they are investing in is going to be around for the long-haul," she said bluntly. She was right.

**Core GoPhil supporters had asked a hundred times over the years: "Beyond supporting your partner programs, what about GoPhil? How will it scale and sustain itself at the same time?"**



The answer came in the form of exactly what Barbara had suggested and what was later formalized this fiscal year as The Founder's Circle – a program designed to offer GoPhil the investment funds needed to expand our wingspan in identifying and supporting innovative NGOs quietly doing the heavy lifting in the global development arena. But it had been etched into our minds from who knows where, that non-profits had to march to a beat bordering on martyrdom – showing the lowest possible administrative costs to ensure the funding goes direct to beneficiaries of the programs themselves.

This self-sacrificial mantra was an easy one to ingest since having seen the scope of the lack of basic human rights, the three Co-Founders were more than motivated to see the dollars go to where they were needed most. “But the fact remained, that by starving ourselves, we were preventing our ability to scale and grow. By not giving to the organization of GoPhil itself, we were cutting off the life force needed to do more of what was clearly working,” said Lydia Dean

GoPhil set out this fiscal year committed, yet with remaining grains of doubt over the ideas's reception, to gather an initial body of 10 members (individuals and/or couples) who would be willing to invest \$5K per year specifically for GoPhilanthropic's own critical internal development such as hiring staff, developing new regions and expanding our communications and public relations tools.

We are proud to announce that we achieved even more than our initial goal of 10 Founder's Circle members.









# VOICES FROM THE FIELD

Introducing GoPhil's Regional Development Managers



GEMMA MARSHALL

Southeast Asia



EMILY BILD

India & Nepal



CHRISTINA BRUCE

Guatemala



The inaugural funds raised from the Founder's Circle allowed GoPhil to take our biggest leap forward to date by hiring two paid part-time in-country staff. This critical strategic move has allowed all three Co-Founders the breathing space needed to focus on strategy, partnerships, processes and developing a bigger platform and stronger voice for the importance of supporting grassroots innovation.

By the end of the fiscal year we had two Regional Development Managers in place — Gemma Marshall based in Siem Reap to cover our SE Asia partners and Emily Bild in New Delhi, overseeing programs in both Nepal and India. A third, US-based bilingual volunteer, Christina Bruce, was brought as Program Manager for Guatemala at the beginning of this new year. What we had attempted to accomplish (cram) in 10 day visits in previous years, we can now stretch more naturally over time, allowing for daily or weekly check-ins with our partners. The luxury of this time afforded us a much more grounded, authentic and pragmatic view of the day-to-day challenges they face and a more realistic look into where they need support. With this vantage point, we are now insiders to their work, true partners, offering a perspective and depth of understanding that we could only dream of offering our donors in previous years. (Click Here to learn more about Gemma and Emily and what they have been accomplishing in their regions.)

“The result is that our donations have a much more targeted impact, and our reporting is more detailed, transparent and personal. More importantly though, it has given us a much more human approach to our work. While GoPhil has never been about ‘the transaction’ or the check-writing, our distance was always a barrier — we are thrilled this is no longer the case. Our donors now have direct information flowing to them directly from the programs they fund. This real-time connection matters.”

*- Linda DeWolf, GoPhilanthropic Co-Founder*







“The challenge was that there are so many NGOs in Cambodia — I knew it would take time to identify those who fit our criteria. I sourced near one hundred NGOs working on job ready skills and / or trafficking through online research, word of mouth and networking. After a more thorough look at their work and ethos, I personally met with around ten of them. From here, the GoPhil team selected three to vet more deeply to ensure our synergies were aligned. GoPhil has a robust vetting process guided by strong ethics. We select grassroots organizations who have their beneficiaries at the center of their mission, programs that show particular innovation, and show transparency in all that they do. In addition, we source NGOs who have a natural desire to share their learnings as we believe this is how impact and ideas are spread most effectively.”

*- Gemma Marshall, Regional Development Manager SE Asia -*







# ROOT CAUSES LEAD TO CURRENT CAMPAIGNS

Three Campaigns That Lead to One



## COMMUNITY HEALTH SERVICES

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Providing community health services for those that need it most.

## THE FIGHT FOR HUMAN RIGHTS

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Prevention of human trafficking, early marriage and gender violence.

## FOCUSING ON FAMILIES FIRST

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Preempting the need for orphanages and institutional care.



At times these three programmatic ‘big buckets’ seem to orbit within their own galaxies, separate from one another, and each with distinct variables at play. But as we search for the root causes within these individual areas of focus, we seem to be constantly led to a single, most fundamental source — the family.

In the most simplistic terms, if a family had better means to strengthen and empower themselves in all aspects of life — economically, educationally, health-wise, etc. — wouldn’t they be less poor, less sick, and less vulnerable? They may be less likely to send their children into labor, less vulnerable to trafficking and less likely to be in the position of believing their child is better off raised in an institution, than under their own roof. The confluence of so many current global issues seem to flow around the general health and stability of the family unit. In the past we have had more of a laser focus on one element— say, offering education to a child within the family. Yes, no doubt this is key, yet providing this child with the best chance of a successful academic career depends on many variables. This important investment is influenced by its context—the family.





Is Mom in good health? Does she understand the need for a balanced diet? Does she value breast-feeding? Are parents aware of the importance of dental hygiene? Do Mom and Dad have a opportunities to adequately support their family? Is Dad abusive when when he drinks? All of these elements will affect how a sponsored child will function at school. **Increasingly, we are taking a more holistic approach, one that treats the whole ecosystem as opposed to an isolated problem.**

## DADS AND BOYS, TOO

Our Families First campaign doesn't just support mothers and children, it also promotes the health of the entire unit— fathers, too. Shifting the gender-biases and harmful traditional practices towards women and girls involves changes at the root, where the bias sits. Education for men and boys is a critical element in fostering strong, healthy families and their inclusion is essential.









# THE PITFALLS OF UNINFORMED GIVING

## Knowing Before Giving

Anyone who knows GoPhil, realizes that we rarely shy away from the hard questions, the difficult topics. This year was no different in this respect as we delved into the delicate concept of how philanthropic and voluntourism efforts can be potentially harmful.

For example, the more funding that comes in for orphanages, the more it becomes an alternative to remaining at home—the sort of “build it and they will come” concept. At what point do we as donors, become a part of this trend of separation of child and family? Is the charitable world unknowingly creating a system whereby leaving one’s family is an easier, more viable option? Shocking facts from Nepal reveal the horrific consequence of this “uninformed charity” where children are trafficked away from their parents with promises of education yet put into fake orphanages.

People are drawn to give where there is need, but they do so emotionally and often without the needed experience or ability to monitor. This past year GoPhil has been very active in networking with people, programs and organizations who are providing both the evidence and the advocacy needed to limit the negative affects of uninformed philanthropy. We continued to encourage donors to be more intellectually invested in their giving, to ask more questions, probe more, learn more, be more diligent and active. We have amplified, through social media and blog writing, our commitment to unskilled volunteering, especially at orphanages, which we believe should be avoided at all costs. Not only is it providing a foundation for the demand for orphanages, but it can be psychologically damaging for children to have a constant stream of under-qualified foreigners through their home. GoPhil supports careful, thoughtful volunteer placements where skills sets are matched with specific needs of the program and where ideally, a volunteer can spend significant time (3 months or more) fully immersed in the culture and context.









# LAYING THE FOUNDATION FOR GOPHIL HUBS

## Voice From Our Community

Our community of donors and travelers have become natural ambassadors for the work at GoPhil. Expanding upon the level of interest and support we currently have in particular cities in the US, GoPhil saw the potential for locally-based Hubs. Santa Fe based Natalie Fitz-Gerald hosted an event in April in Santa Fe which kickstarted the already naturally forming network. Founder's Circle member Barbara Burger followed suit by hosting Lydia Dean and introducing GoPhil to her wide and wonderful network of friends and colleagues in Houston, TX.

The remainder of the fiscal year was spent equipping community members with the tools, key talking points and resources needed to expand GoPhil's presence within the US. The Hubs bring like-minded people together to discuss topics of global concern such as human rights, health and education as well as better understand the work that GoPhil is involved in around the world. Each Hub will meet four or five times a year to discuss relevant philanthropic issues (articles, books, films) and to take on specific philanthropic focused activities.





“The stories of the children somehow make you stronger. You face problems on a personal level but then you look at those children and in your head you go through their stories and you realize what a fighter you have in front of you. And that somehow encourages you to be a better fighter in your life and also for them.”

Sweta Sen

*Project Manager at TARA Tots in New Delhi, India*









# DEEPENING THE FUNDING STREAMS

## Expansion Into Family Foundations

This year GoPhil explored ways in which to diversify and deepen funding streams. To that end, volunteer Laura Misuk has been researching Family Foundations as potentially a good match. Through a Grant Station data base and other sources, 130 foundations were identified and reviewed. Twenty-five to thirty are deemed a possible match based upon subject matter interest, geographic focus as well as process for submitting interest.

In order to understand Family Foundations better, we developed a brief information gathering survey to use during discussions with Family Foundations. We gathered data and have found that "once you've seen one family foundation, you've seen one" as there is great variance in level of sophistication, involvement in process, range of monies etc. We look forward to continuing our exploration of this match between family foundations and learning-based, more engaged connection to our global programs.











# MEET GOPHIL'S NEW BOARD MEMBERS

As we at GoPhil began to look to the future, we realized that we needed to invest not only in our wonderful grassroots NGO partners around the world, but also to invest in ourselves in order to realistically scale and grow. That investment involved, among other things, looking at our own strategies and governance structure including our board of directors. We decided we needed to expand our board to include at least three additional members who reflected GoPhil's values and who brought much needed skills to the table... and that we did! This critical move has allowed us to spread our wings and to focus more on creating a stronger voice and platform for responsible philanthropy. Meet our newest board members.





# NEW BOARD MEMBER



**PETER BANWELL**

Peter brings tremendous organizational as well as real world experience to GoPhil, first as a long-time friend of GoPhil's through our partnership with Laos Educational Opportunities Trust (LEOT) and then as a GoPhil donor and Founder's Circle member. He is a successful businessman having owned his own very successful trucking business and a self-proclaimed "numbers" guy (accountant). Peter is an avid world traveler, deeply engaged and passionate about issues related to education and human rights. He lives in the UK, has 2 daughters, 2 grandsons and his "pal" Tom the dog.



# NEW BOARD MEMBER



**LINDA DEWOLF**

As a Co-Founder of GoPhil, Linda brings extensive experience in the areas of philanthropy, community capacity building and volunteerism, health improvement, innovation and consumer advocacy/ customer service. Before joining GoPhil, she was president of a national not-for-profit public health foundation. Linda has a passion for global travel and is especially interested in supporting women and children's issues as well as health and education. She loves networking and is personally very interested in ensuring the viability of local artisans and their social enterprise efforts. She is, herself, an artist living in Santa Fe, NM. She has two grown sons and 6 grandchildren.



# NEW BOARD MEMBER



**ANNE ELGERD**

Anne believes in the power of community participation and empowerment of local leadership to address deep-rooted challenges of inequality and injustice. As a Public Health expert with over 20 years of experience, she has engaged with many communities around health and human rights issues through dialogue, education, capacity building, advocacy training, and cultivating strategic partnerships. Anne began her journey with GoPhil as a traveler, listening directly to community leaders and members and learning about the issues that most impacted their communities. As a donor, she learned about the thoughtful, respectful process that GoPhil has adopted to engage with partners across the globe. She brings deep experience in non-profit governance, funding and philanthropic strategy. She serves as an advisor to other international funding organizations including Beyond Our Borders, Women's Foundation of Colorado, United Nations Association Denver, Global Fund for Women and Global Health Foundation. Anne is driven to learn more about the places she visits through the lens of culture, people and history. She lives in the foothills of Denver, Colorado with her husband Anders and her dog. Her two sons are in college but still love to find time to travel as a family.







# WHERE WE ARE GOING

Co-Founder, Lydia Dean, reflects on her own personal journey to making a difference in the world as well as thoughts on GoPhil's future and the importance of taking that very first step that can set the wheels in motion to becoming an active, engaged global citizen.









# NETWORKING & LEARNING



GoPhil's core values and principles guide us every day and create a key differentiator for us in the field of philanthropy. An area that we are especially passionate about is partnership, cross learning and networking. Early on we realized that we worked with a wide array of on the ground NGO's who had much to offer to their programs as well as to others in the field. We saw a unique value that we could offer, one that we were not aware many international organizations were engaged in, of bringing like- minded people together to learn from each other.



With this in mind, some four years ago we created a SE Asia Learning Network, representing our NGO partners from that region. We brought these partners together on a regular basis in order to share common challenges and innovative practices, to learn new skills and, perhaps most importantly, to realize they are not alone in their efforts, which can feel quite solitary at times. Through the various networking platforms we have created members have adopted several successful practices and programs that others have replicated, saving them both time and effort and producing great results.

More recently, Emily Bild our Regional Development Manager in India and Nepal has been engaged in two important networking efforts in her region. The first has been an overall assessment of collaboration efforts in Nepal with the result being the development of a new seed grant program promoting further collaboration. The other brings GoPhil's partners in India together to learn about new and best practices in measurement and evaluation. As this is such a critical topic, we plan to share what is learned here with our program partners in our other regions in SE Asia and Guatemala.

Which brings us to our final point, that partnership, networking and cross learning really know no geographic or human boundaries and that the best, perhaps most gratifying collaboration, occurs where passionate people come together for a common purpose. As one of our NGO partners says so eloquently, "Networking is the most unique and greatest value GoPhil can deliver to its partner organizations, perhaps even more than funding."





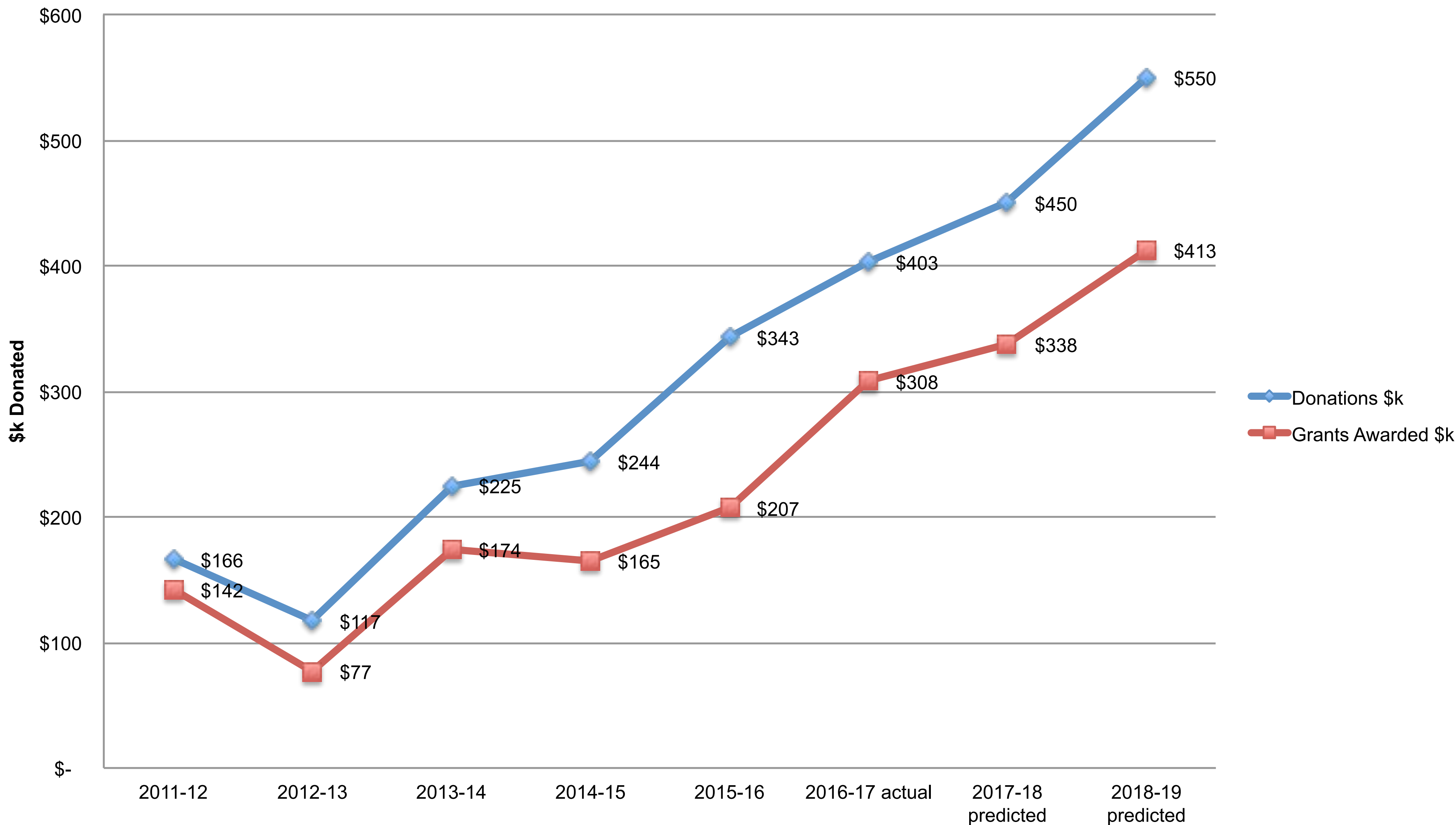
# GOPHIL FINANCIALS

GoPhilanthropic Foundation Growth	Donations \$k	Grants Awarded \$k	Admin %	Program Dev. Costs (Staffing and Programs)	Grassroots Partners	% Growth in Donations	% of income granted
2011 - 2012	\$166	\$142	2%	3%	9		86%
2012 - 2013	\$117	\$77	6%	1%	9	-30%	66%
2013 - 2014	\$225	\$174	7%	6%	11	92%	77%
2014 - 2015	\$244	\$165	8%	7%	15	8%	68%
2015 - 2016	\$343	\$207	5%	6%	21	41%	60%
<b>2016 - 2017 ACTUAL</b>	<b>\$403</b>	<b>\$308</b>	<b>10%</b>	<b>11%</b>	<b>39</b>	<b>17%</b>	<b>76%</b>
<i>2017 - 2018 PREDICTED</i>	\$450	\$338	10%	17%	31	12%	75%
<i>2018 - 2019 PREDICTED</i>	\$550	\$413	10%	16%	36	22%	75%



# GoPhilanthropic Foundation

## Donations Received & Grants Awarded





# STAY IN TOUCH WITH US!



## EMAIL

[info@gophilanthropic.org](mailto:info@gophilanthropic.org)

## FACEBOOK

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