



# Givology

give to learn, learn to give



give to  
learn

# Givology.

Launched in September 2008, Givology ([www.givology.org](http://www.givology.org)) is an online giving marketplace for education that supports student scholarships and grassroots education projects in the developing world. As a P2P community, Givology partners with NGOs and schools throughout the world and bridges the gap between Internet donors and students and villages in need.

Our philosophy is to build lasting sponsor-student relationships and foster cross-cultural communication. Givology not only connects Internet donors to meaningful causes, but also allows them to proactively track the impact of their contribution. Through our online messaging and blogging system, donors can send letters of support to students, as well as receive updates on scholarship recipients, collected by our field partners and fellows on a quarterly basis.

For as little as \$5, with 100 percent of the grant going directly to students, you can send a student to school or even support an entire village's education project. Givology democratizes philanthropy by introducing choice, transparency, and information sharing in education philanthropy.

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why?

Worldwide, millions of people have failed to reach their potential because they are cut off from educational opportunities due to financial limitations, poor school infrastructure or health problems such as malnutrition that severely inhibit learning.

Proven to lift the highest number of individuals per capita of investment out of poverty, education both improves the living conditions of the poorest segments of society and drives economic growth through the creation of high-capacity human capital.

Without access to grants, insurance, or credit, many children struggle with the damaging effects of discontinuity in education. By raising funds and support for grassroots education organizations and schools that work in these countries, Givology bridges the education gap to spur economic development.

Donations as little as \$5 may seem insignificant, but small-denomination contributions add up to a powerful aggregate that can change lives and futures.

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Givology is founded on the principle that donors should always have the right to not only choose their cause, but to also have a proactive involvement in the tracking of their contribution.

### **give 100 percent**

Givology is uniquely a completely volunteerbased organization. That means 100 percent of your donations made to Givology are directly funneled to students and education projects. We keep our overhead as low as possible to maximize social return on our investment, and our administrative costs are raised through corporate sponsorships and grants, so every penny of your money reaches those in need.

Through Givology's web interface, any Internet user can browse student and project profiles, as well as read student and project blog updates, containing photographs, scanned letters written by students, academic transcripts, and videos; donors can also converse with the students they are supporting through letters.

### **learn**

In many instances, Givology donors become so inspired that they join us as volunteers, fellows/interns and full-time team members, providing their services in research, technology, marketing, translation, fundraising and branding. In addition, Givology fellows travel throughout the world, visiting rural villages, school or project sites sponsored by Givology. Acting as the eyes and ears of donors, fellows provide photos, videos, and commentary to supplement the project and student updates.

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# partners.

The formation and management of partnerships constitutes the backbone of Givology's field operations, and more importantly, the foundation of our credibility. Givology partners with community-based non-profits and schools that support innovative grassroots education initiatives or student scholarships in the developing world.

Givology currently partners with over 19 organizations in more than 10 countries, including Brazil, China, Colombia, India, Kenya, Rwanda and Uganda.

In forming the partnerships, Givology targets grassroots organizations that often lack the publicity and marketing resources of larger organizations or do not have a competitive Internet strategy for fundraising and awareness-building. Unlike those larger organizations, Givology's partners are uniquely centered within the communities they are helping, utilizing innovative projects to mobilize the collective efforts in responding to group needs.

In addition to opening up a substantial new source of funding, Givology also spreads awareness, aids in the process of impact monitoring and analysis, and provides translation services for our partners through our P2P platform, broad base of Internet donors and volunteers and various marketing and branding events.

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## Lourdie Joseph



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### Partner



[La Vallee Community](#)

### Grant Status

\$140 / \$140

### Donate

[Add money to your account](#)

### Expected Usage of Funding

Tuition:	\$60
School Supplies:	\$60
Textbooks:	\$0
Transportation:	\$0
Room and Board:	\$0
Other:	\$20

### About

<b>Gender:</b>	Female
<b>Age:</b>	4
<b>State/Province:</b>	Sud Est
<b>Country:</b>	Haiti
<b>Education Type:</b>	Primary School
<b>Education Level:</b>	1st Grade
<b>Distance from School:</b>	0.3
<b>Estimated Family Income:</b>	\$500
<b>Daily Per-Capita Income:</b>	\$ 0.2282
<b>Mother's Occupation:</b>	Other(specify)
<b>Father's Occupation:</b>	Farmer
<b>Number of Household Members:</b>	6
<b>Extracurricular Activities:</b>	playing games
<b>Future Aspirations:</b>	To become a teacher.

### Profile

Lourdie is four, she is living with her grandmother. Her mom is in the tenth grade in high school. Lourdie cannot attend the preschool nearby because of the family's economic situation. Soon, it will be time for Lourdie to attend elementary school. However, her family is still unsure about whether they can afford to send her.



## Expansion of Circle of Peace School



[View my Updates](#)

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### Partner



[Circle of Peace School](#)

### Grant Status

\$808 / \$10000

### Donate

[Add money to your account](#)

### Expected Usage of Funding

Supplies, Furniture:	\$1000
Labor and Salaries:	\$2000
Transportation:	\$1000
Raw Materials:	\$6000
Research:	\$0
Administrative:	\$1000
Other:	\$0

### About

<b>State/Province:</b>	Kampala
<b>Country:</b>	Uganda
<b>Project Type:</b>	School Construction
<b>Number of Students Helped:</b>	200
<b>Type of Students Served:</b>	Primary School
<b>Project Purpose:</b>	To expand the school from its present status to include both Elementary and Middle school by January 2010

### Profile

Circle of Peace School project is an educational initiative designed to provide kindergarten and elementary education. Currently, the existing location of the school will be unavailable after December 2009 because the school is being evicted from its existing property. As a result, the school is moving all primary school students to the Upper school where they will have to share space until new shelters can be provided for them. The Circle of Peace School is asking for help to start building structures to allow their students to continue their education. Most of their students are orphans, aids victims whose parents have died, and poor children who can't afford to pay for education. Currently there are 105 students in the lower school and 100 in the upper school. With these funds, the school will purchase all the necessary materials to begin building.

Please click on "view my updates" (under the profile picture) to see

# events.

Events are critical to Givology because they mobilize the community in support of education and are a great way for supporters and believers to connect in person. To raise additional funding and awareness, Givology holds events benefiting students and education projects. Events are undertaken by a variety of sources, from the Givology core team to chapters to individual donors.

Because 100 percent of event proceeds are directed to helping underprivileged students and communities, we rely on the generosity of corporate partners for seed money and in-kind donations. In the past, Givology has partnered with some of the world's largest and most-recognizable companies.

Some companies we have worked with in the past include:

MARC JACOBS

RALPH  LAUREN

 Shobha

L'ORÉAL

DIAGEO

MARQUEE

NUVO

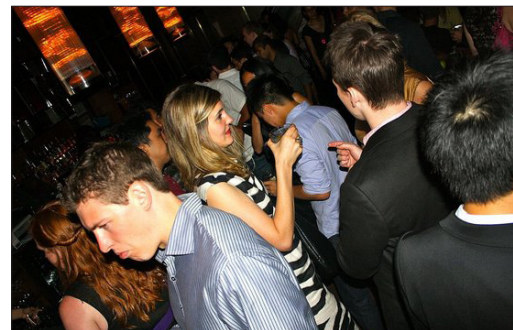
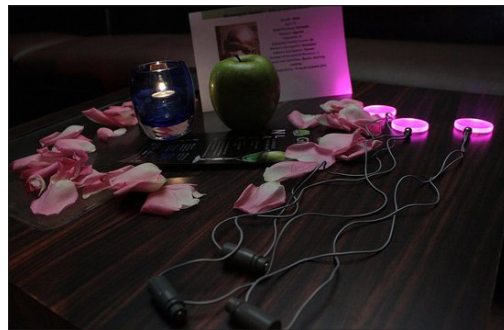
ARBITRAGE 



# givologyNYC launch@Marquee.



On August 15, 2009, the world-famous Marquee Nightclub hosted Givology's official NYC launch. With over 250 attendees, press and VIPs from the worlds of fashion, finance, consulting and entertainment, the event raised over \$12,000 for students and projects. Special thanks to Diageo, Nuvo, Marc Jacobs, Polo Ralph Lauren, L'Oreal, Arbitrage and local NYC retailers for their kind donations and sponsorships.



“(President Obama) need look no farther than across the Potomac River to see his words already in action through a locally founded nonprofit organization.”

-- *The Vienna Connection*

“Penn students' philanthropy inspires.”

-- *The Philadelphia Inquirer*

“Givology's model also provides a productive outlet for the idealism some students don't want to lose as they move on from college.”

-- *The Pennsylvania Gazette*

“...met some students who are running an awesome website that enables direct people-to-people donations....(called) Givology. I'm really impressed — check it out.”

-- **Nicholas Kristof,**  
*The New York Times*

# press.

“...a global community of individuals connected through their belief in the power of education to change people's lives.”

-- *Knowledge@Wharton*

Givology's innovative work has been spotlighted by some of the world's largest media outlets, as well as local papers and online blogs across the world.

“...new site gives donors more control in giving.”

-- *The Daily Pennsylvanian*

“(Givology is one of) four steps you can take in the next ten minutes.”

-- **Nicholas Kristof** and  
**Sheryl WuDunn,**  
*Half the Sky*

# contacts.

**Joyce Meng, CEO/Founder**

joyce.meng@givology.org

*For partnerships questions.*

**Jennifer Chen, President/Founder**

jennifer.chen@givology.org

*For East Coast marketing initiatives.*

**Xiang Li, Vice president/Founder**

xiang.li@givology.org

*For West Coast marketing initiatives.*

**John DeCosta, CFO**

john.decosta@givology.org

*For financial information.*

**Carl Mackey, CTO/Founder**

carl.mackey@givology.org

*For website (back end) inquiries.*

**Maria Davydenko, Creative Director**

maria.davydenko@givology.org

*For website (front end) inquiries.*

**Jennifer Jia, CMO**

jennifer.jia@givology.org

*For Asia marketing initiatives.*

**Catherine Gao, CDO**

catherine.gao@givology.org

*For brand development/HR.*

**Tim Chai, Public Relations Dir.**

tim.chai@givology.org

*For media inquiries.*

**Danielle Matsumoto, Translation Dir.**

danielle.matsumoto@givology.org

*For student/project inquiries.*

**Yuqing Fan, Chapters Dir.**

yuqing.fan@givology.org

*For chapters inquiries.*