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Philanthropy and Impact Investing Ecosystem in Developing World Landscape Overview Q2 2022

May 2022

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Philanthropy and Impact Investing Ecosystem in Developing World

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Introduction

The '**Philanthropy and Impact Investing Ecosystem in Developing World Landscape Overview Q2 2022**' report, created by Deep Knowledge Philanthropy, provides an overview of the philanthropy space and its impact worldwide, by subsector and as a whole. The research focuses on the importance of philanthropy in economically and socially challenging times, its actors, key tendencies and projections, and the role of advanced technologies in solving global social problems.

The report discovers the landscape of philanthropy and impact investing, identifies important emphasis areas and solutions that help to improve people's lives and environmental condition, touching upon the philanthropy trajectory of developing countries and their potential.

Artificial intelligence and machine learning, cryptocurrency and blockchain, robotics, augmented and virtual reality, and other **advanced technologies are assisting in the rise of tech in philanthropy and the social sector**, opening up new growth plans.

The report presents an overview of philanthropy top entities - **progressive startups, impactful nonprofits and investors**.

Methodology and Approach

Methodology

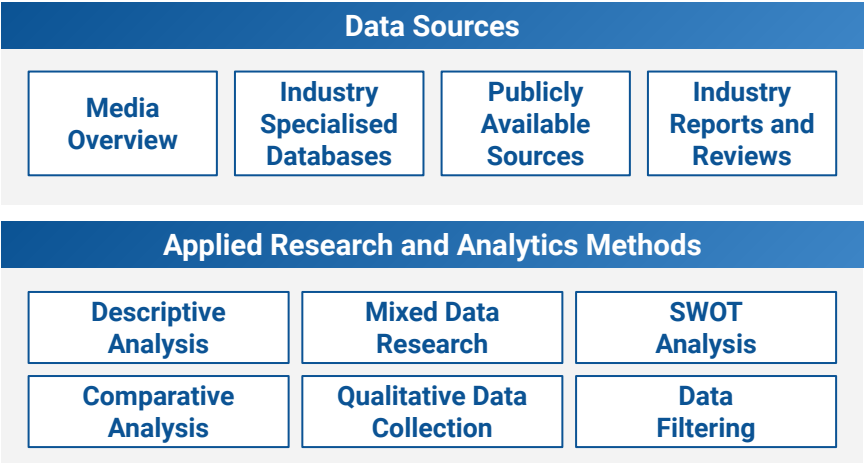
The report analyzes over 600 companies, 660 investors, and 440 of the most influential nonprofit organisations.

Companies were categorised into 6 specific subsectors optimized from the UN Sustainable Goals. All the startups and corporations are directly or indirectly involved into impact activity, and intentionally invest to generate social and environmental impact alongside profits.

The data on the main trends in the ‘Philanthropy and Impact Investing Ecosystem in Developing World Landscape Overview Q2 2022’ report has been aggregated from a variety of reputable and public data sources, including general and industry-specific databases, media and news reports, and conferences and government websites. While the information presented here is believed to be reliable, the authors make no representation as to the accuracy or completeness of its constituent materials, information, and data.

Approach

Relying on various research methods and analytic techniques, the analytical report provides a comprehensive overview of the Philanthropy and Impact Investing Industries. This approach has certain limitations, especially when using publicly available data sources and conducting secondary research. Deep Knowledge Philanthropy is not responsible for the quality of the secondary data presented herein; however, we do our best to eliminate risks by using different analytic techniques and cross-checking data.



Executive Summary

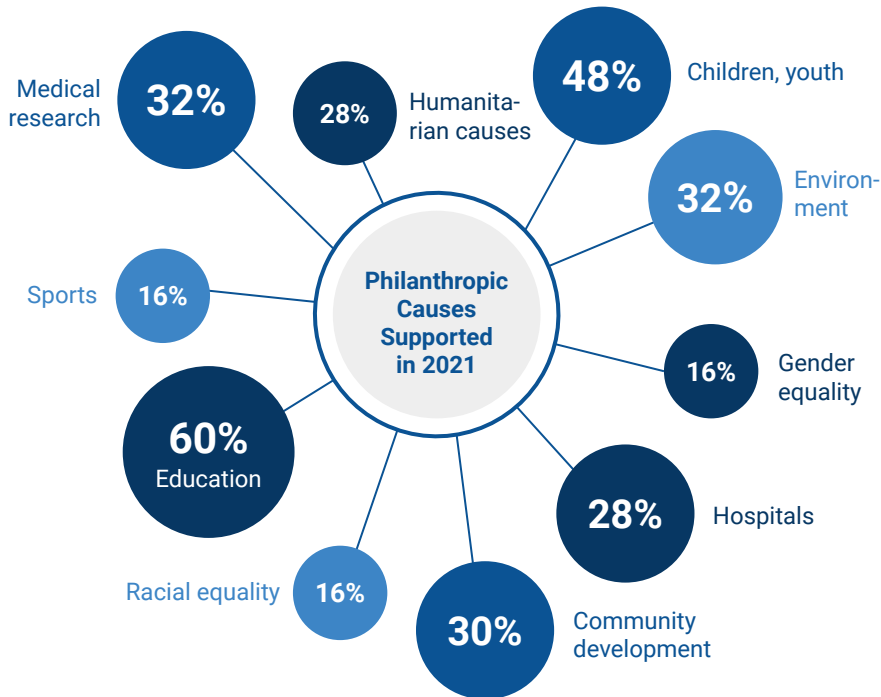
Philanthropy refers to charitable acts or other good works, such as volunteering time and efforts that help others or contribute to the well-being of society as a whole. This decade sees philanthropy as a key point. The evolving geopolitical landscape, the rapid creation of new wealth, and a greater awareness of how philanthropy can bring about social change have already led to exciting innovation and new thinking. This affects approaches to giving and social responsibility around the world.

DeepTech is one of the main drivers in the social sector. DeepTech's 'profound enabling power' has the potential to bring about real change. It harnesses cutting-edge technologies to create tangible societal shifts, and never has it been more relevant. The COVID-19 pandemic, the urgency of the climate crisis, and the rapid expansion of global populations have added strain on fragile systems, and it is these fundamentals that DeepTech is designed to address.

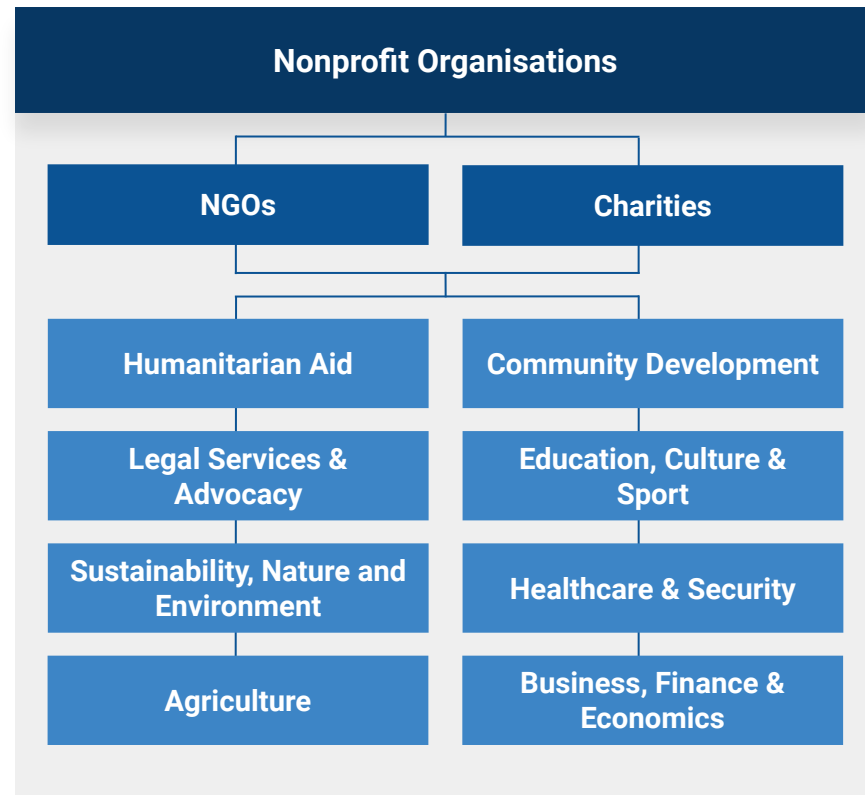
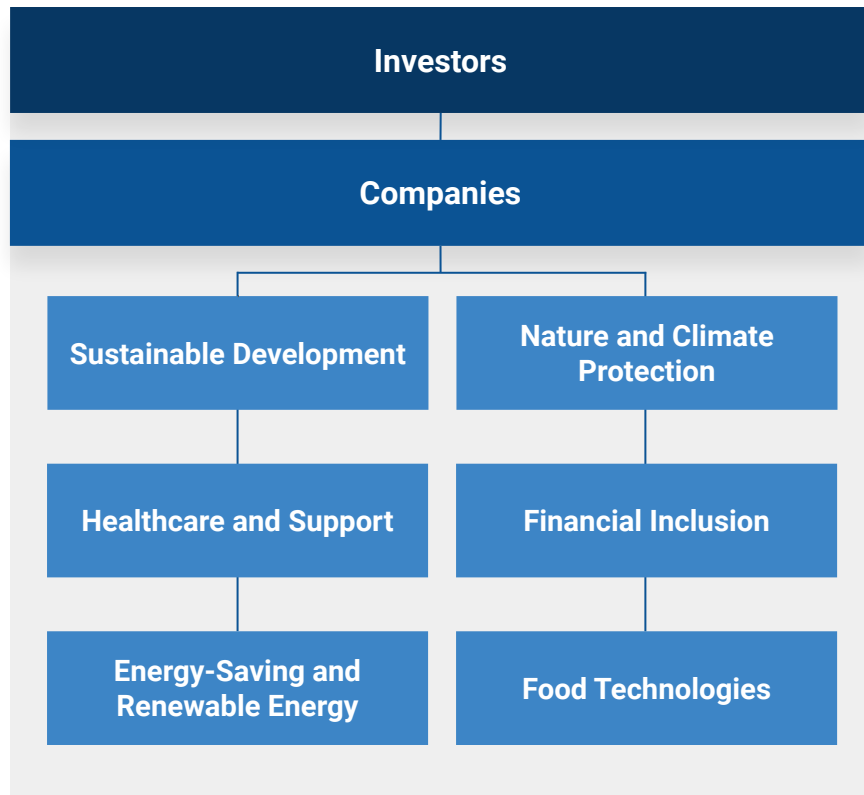
Moreover, **Deep Technologies are also called upon to solve global problems.** Among such problems are food loss and waste, global hunger, environmental problems, public health issues, poverty, etc.

Over the last decade, **philanthropists have become more influence-oriented, seeking to set clear goals and gather evidence of influence.** Cooperation has grown - and the growth of public-private partnerships is seen.

Under the influence of the United Nations Sustainable Development Goals (SDGs), people are focusing more on issues than on the ground, and an increase in big-ticket-donors is observed. At the same time, philanthropy is becoming more accessible to the general public and growing interest in climate change and biodiversity.



Philanthropy and Impact Investing Ecosystem in Developing World Framework



Philanthropy and Impact Investing Ecosystem in Developing World Q2 2022

Financial Inclusion

Businesses with the purpose

NGOs and Charities

Investors

Sustainable Development

Food Technologies

Businesses with Purpose – 600+
Investors – 660+
NGOs and Charities - 440+

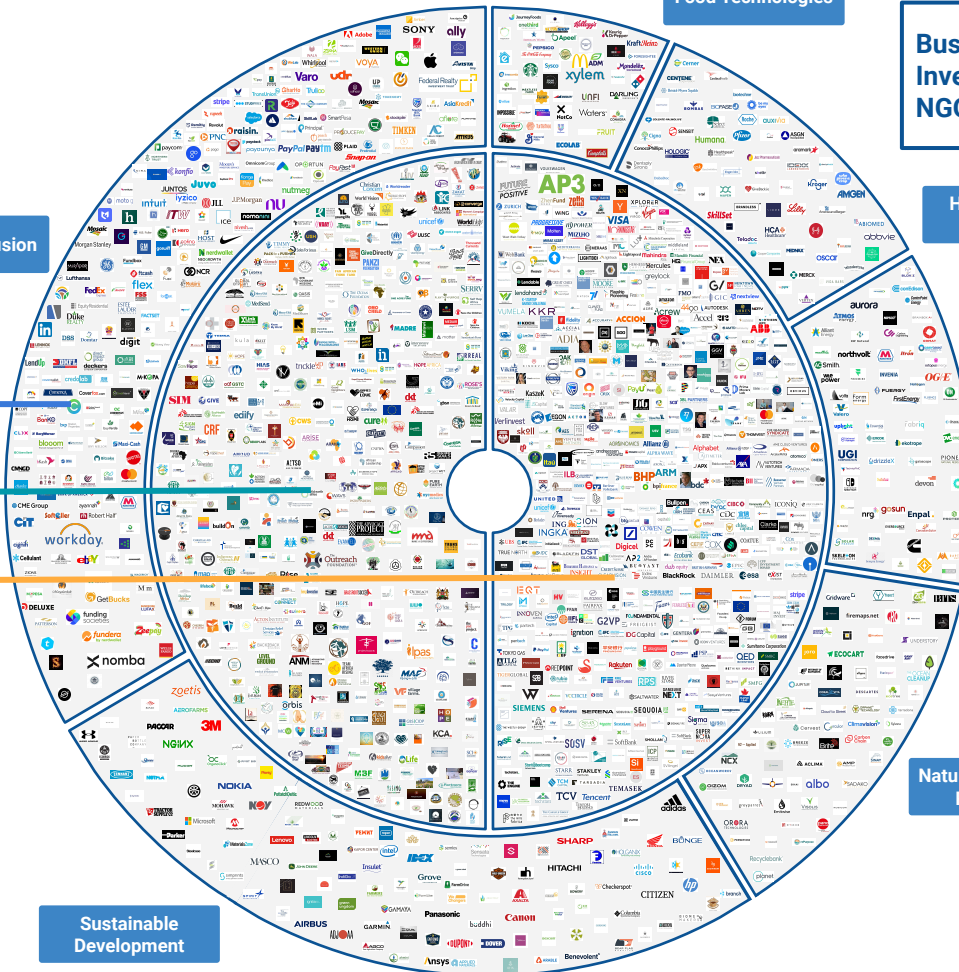
Healthcare and Support

Energy-Saving and Renewable Energy

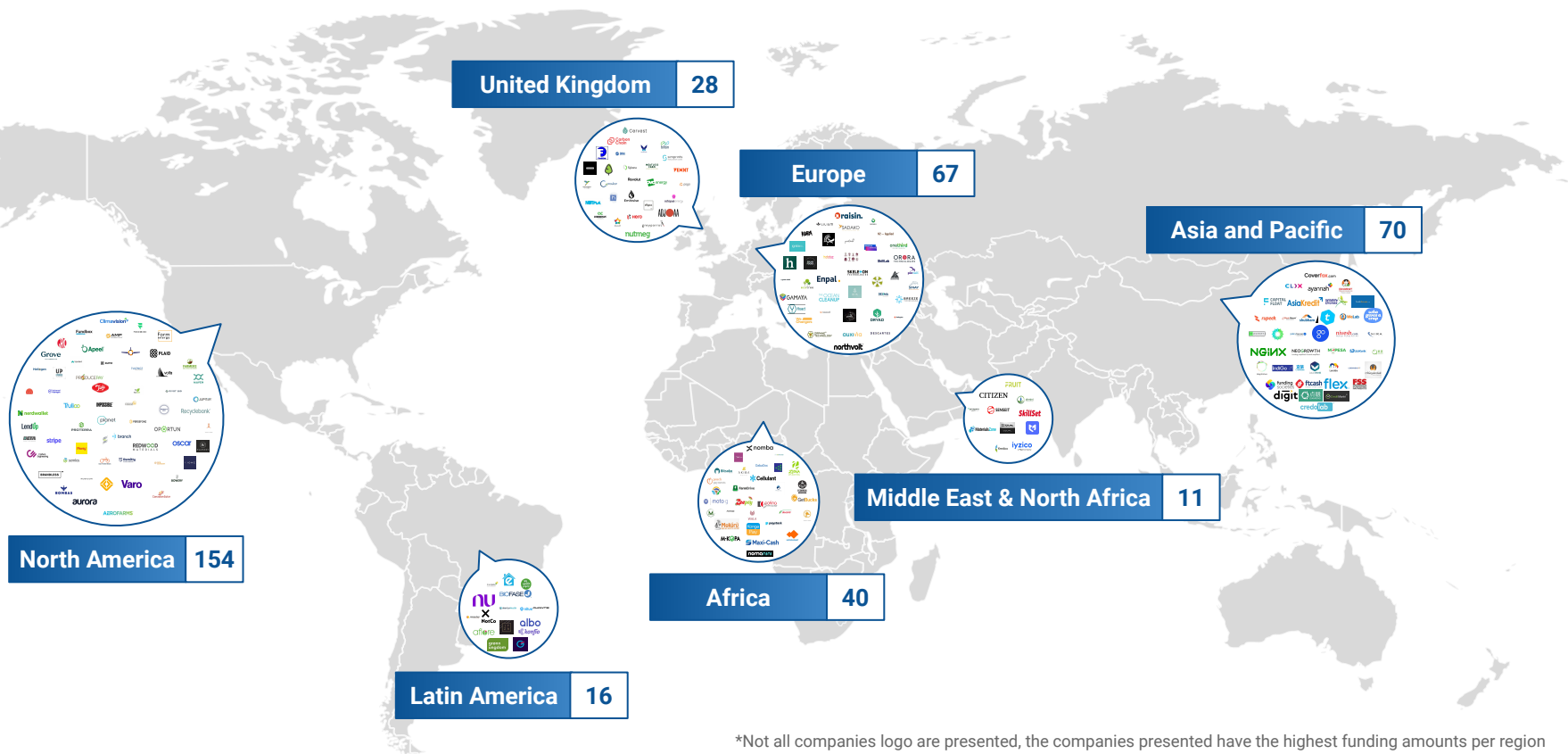
Nature and Climate Protection



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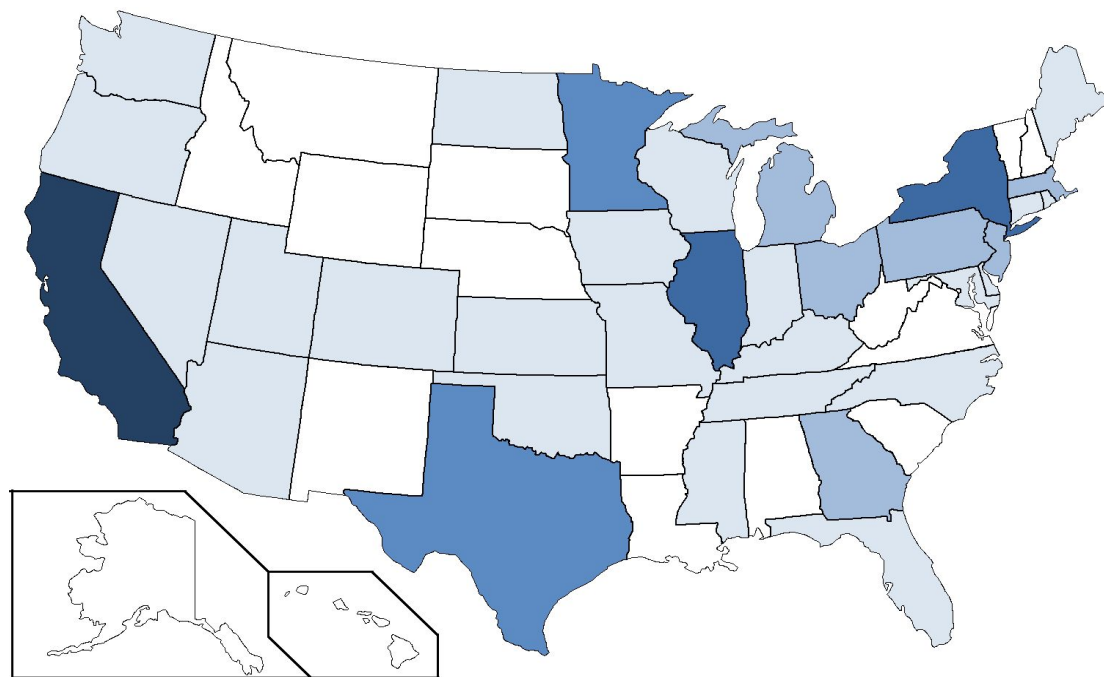


Philanthropy Startups by Region*



*Not all companies logo are presented, the companies presented have the highest funding amounts per region

Corporations Involved in Philanthropy by US Region



21+

16-20

11-15

6-10

1-5

0



Philanthropy and Impact Investing Landscape and Regional Overview



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Philanthropy and Impact Investing Landscape Overview

\$550B

Direct donations generated by global philanthropy in 2021

\$1.75T

The value of volunteering in 2021

58%

The share of North America in the Philanthropy and Impact Investing Ecosystem

>10%

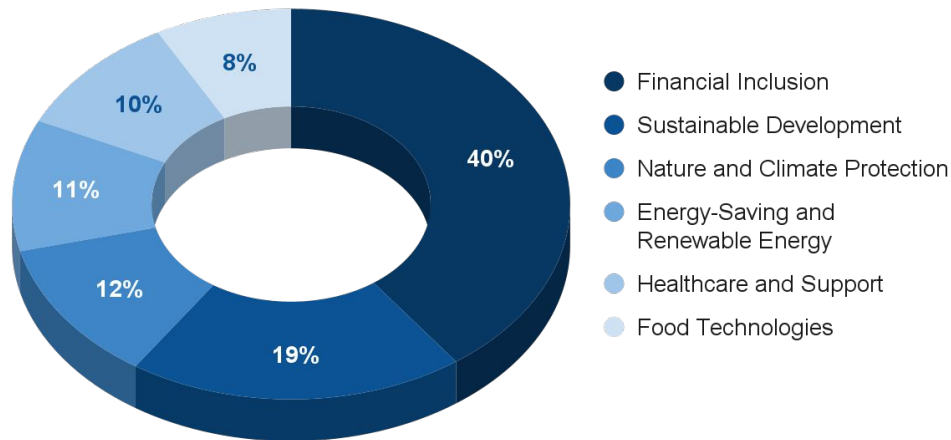
Of GDP is the value of philanthropic activity in some advanced economies

Philanthropy and Impact Investing Ecosystem Q2 2022: Main Parameters

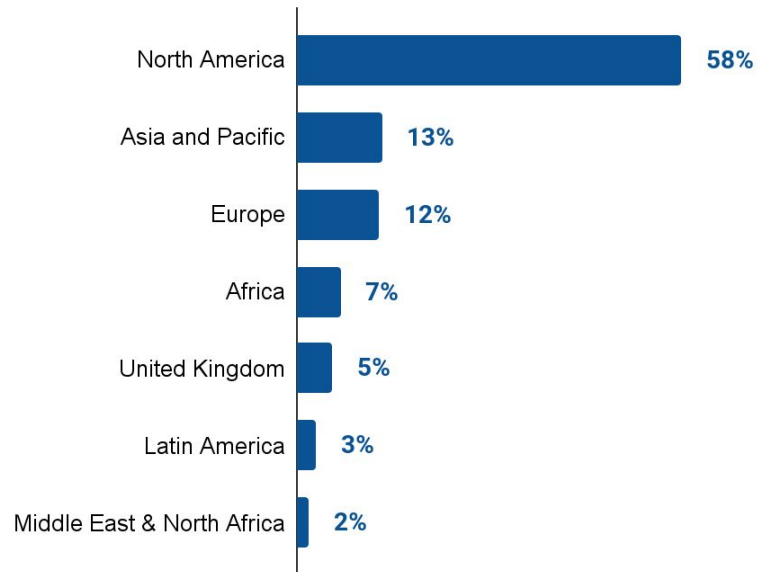


Subsector and Regional Distribution of Philanthropic Companies in 2022

Companies Breakdown by Subsector



Companies Breakdown by Region

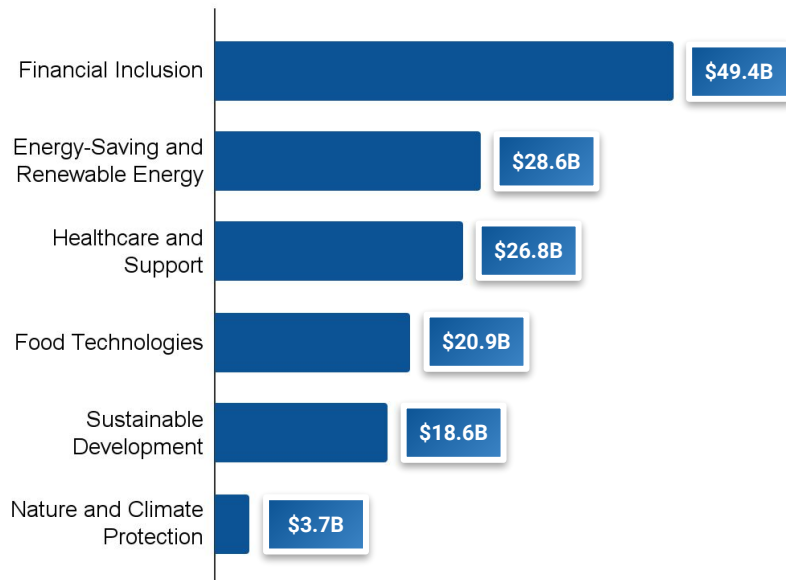


Financial Inclusion is the largest category in the Philanthropy and Impact Investing Ecosystem, comprising 40% of all analysed companies. The second and the third biggest types are Sustainable Development and Nature and Climate Protection, with a share of 19% and 12%, respectively.

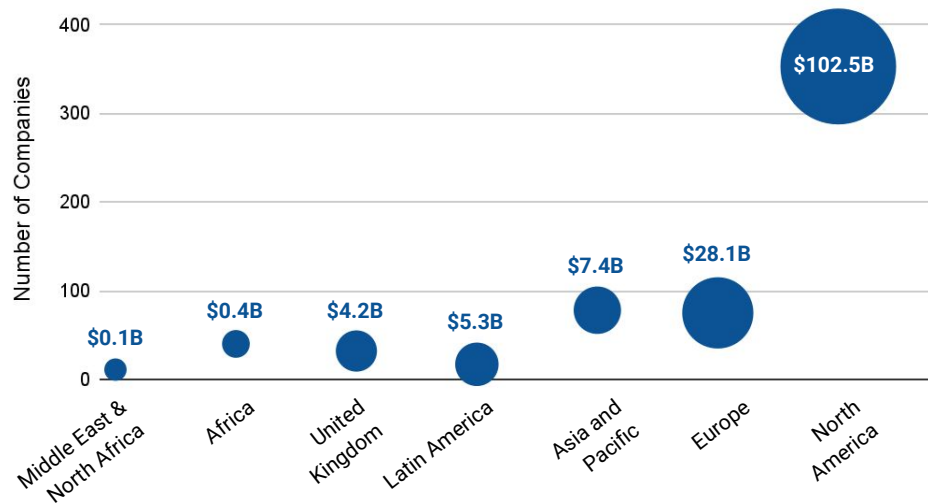
Majority of the ecosystem companies (58%) are based in the North America region with the US as a leading country. Asia and Pacific is the second biggest region accounting for 13% from the total number of companies. Europe has the third place with 13%.

Companies Funding in 2022

Total Funding Amount of Companies by Subsector



Total Funding Amount by Region and Number of Companies

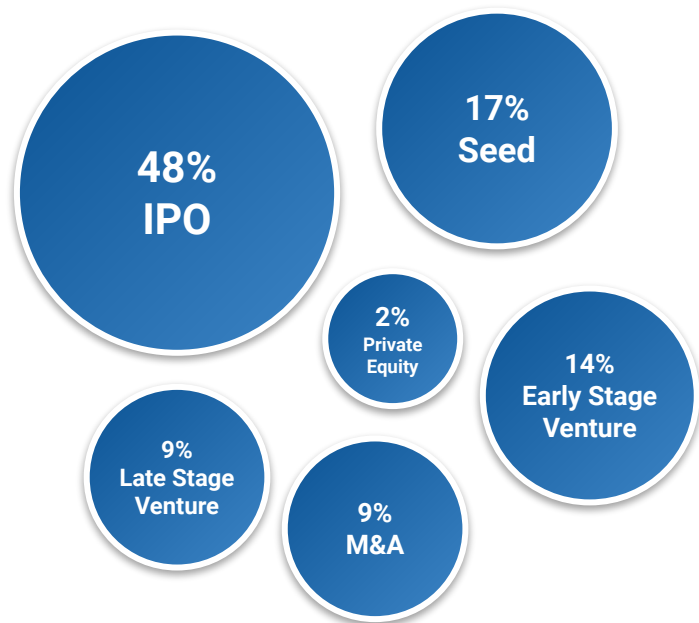


As of May 2022, the total funding of Philanthropy companies reached \$150B globally. Being the largest category by the number of companies, Financial Inclusion is also leading by the total funding amount, which is reaching almost \$50B.

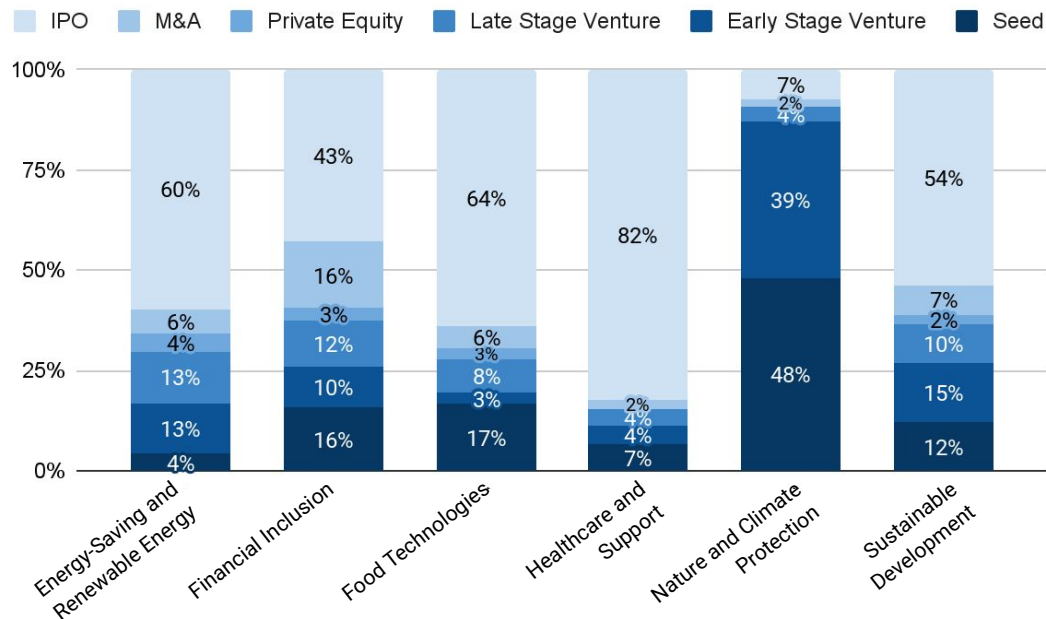
North America is the undisputed leader by funding, with total value at \$102.5B. With nearly equal number of companies in Europe and Asia & Pacific regions, funding in Europe is almost four times larger.

Funding Status of Philanthropy Companies in 2022

Companies Share by Funding Status



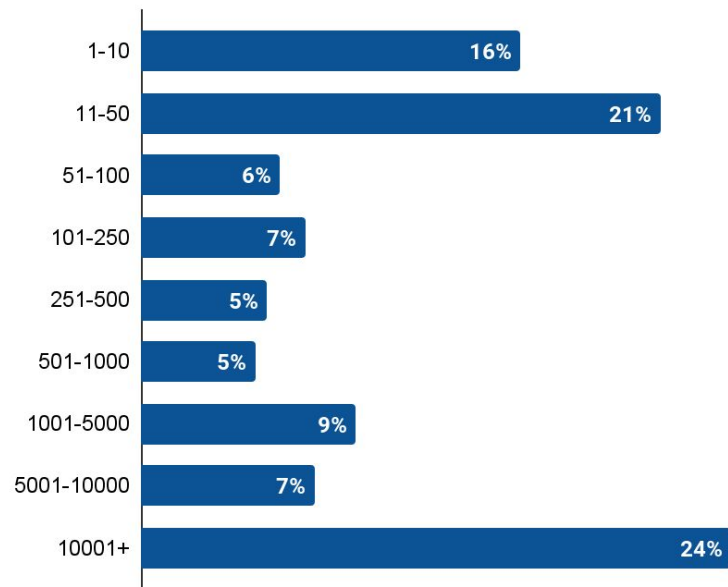
Companies Breakdown by Subsector and Funding Status



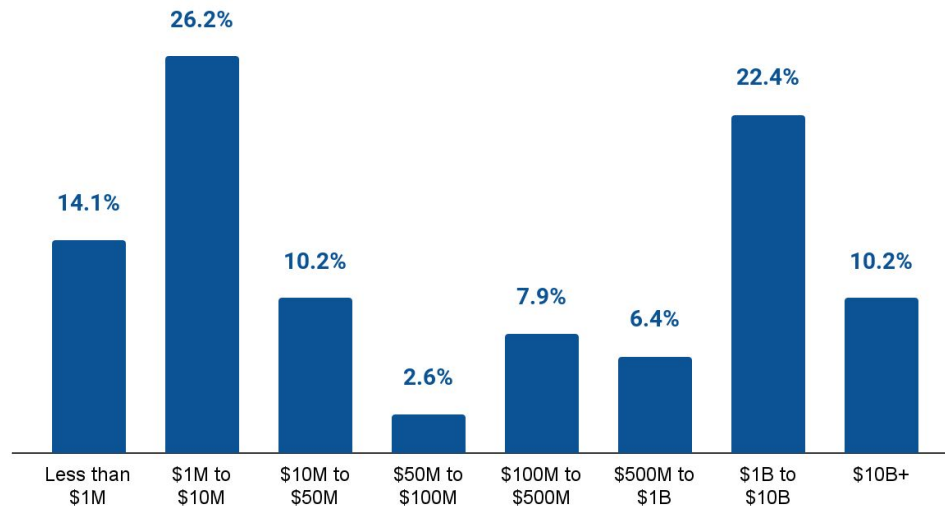
Given the funding status of companies in the philanthropy ecosystem, IPO is the major type, comprising almost a half of the general quantity. Subsector-wise, the funding status structure of companies is very differentiated. Notably, IPO is the main status for five out of six subsectors, accounting for 43-82%, depending on subsector. Nature and Climate Protection is an exception, for which Seed stage (48%) and Early Stage Venture (39%) are leading.

Companies Analysis by Staff Number and Revenue in 2022

Companies Grouping by Number of Employees



Companies Distribution by Estimated Revenue

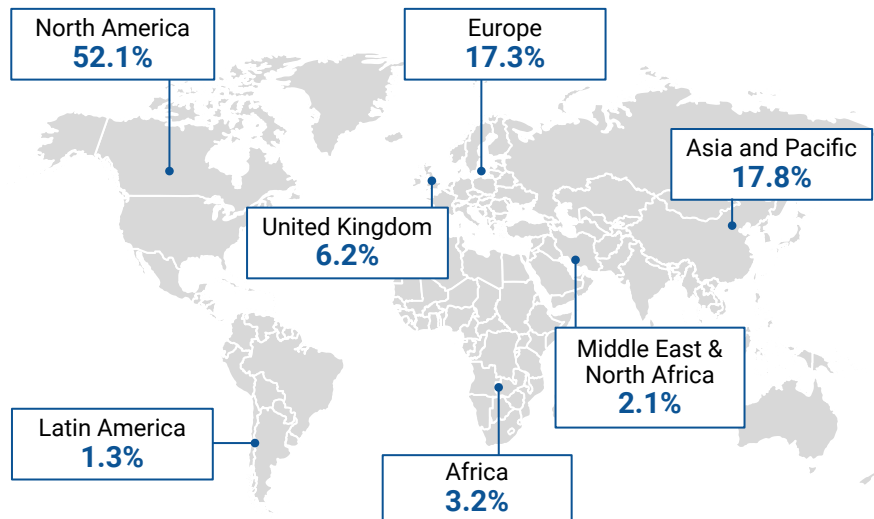


Analysis of companies by employees number shows predominance of small and large companies, while medium-size are less presented. In particular, the share of organisations with staff of 1-50 people is 37%, and with personnel of 1000 and more is 40%.

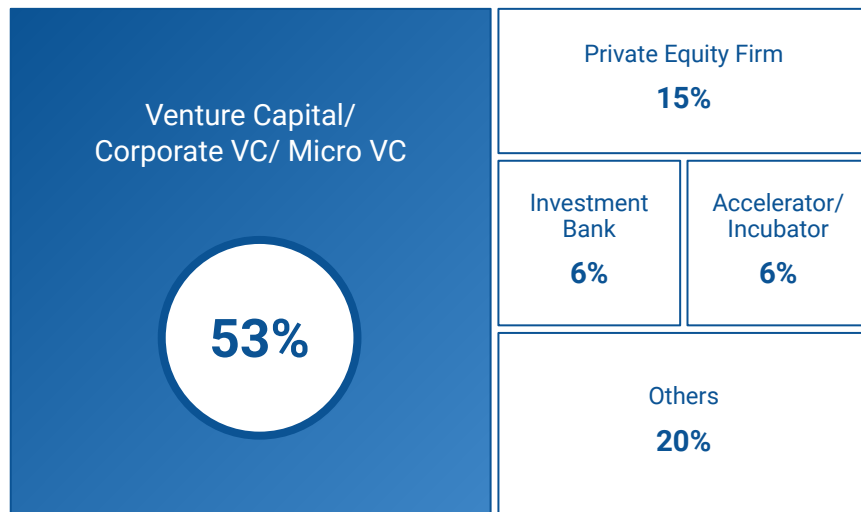
By the revenue range, the two largest groups are \$1M-\$10M (26.2% of all companies) and \$1B-\$10B (22.4%).

Investors Overview

Distribution of Investors by Region, 2022



Investors Share by Type



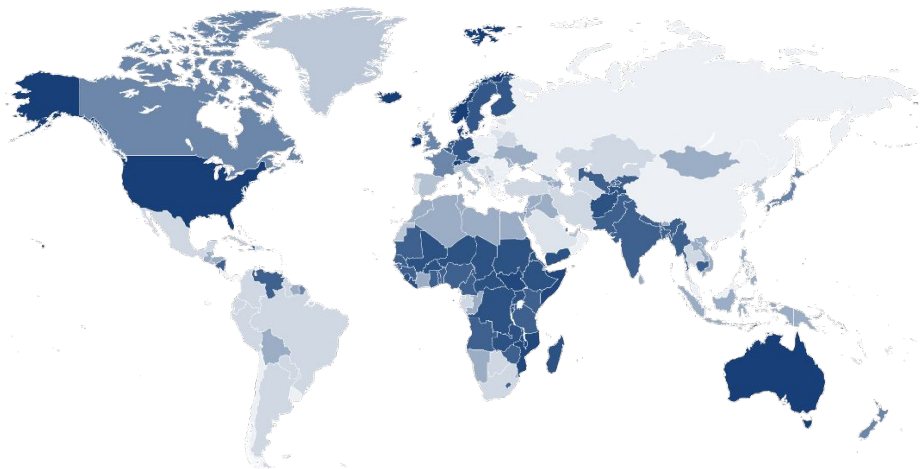
As a global investment hub, North America is extremely active in financing companies from Philanthropy and Impact Investing Ecosystem, with a share of 52.1% in total number of investors, including powerful accelerators like [Y Combinator](#), [Techstars](#), [MassChallenge](#), [500 Startups](#), [SOSV](#), and others. The Asia & Pacific region is the second largest by investors quantity with 17.8%, including [IDG Capital](#), [ZhenFund](#), and [Sequoia Capital India](#). European investment organisations comprise 17.3%, including [EAS'ME](#) and [Venture Kick](#).

Venture Capital firms dominate in investors' structure by type with a share of 53%.

Entrepreneurship in Africa

- Entrepreneurship levels in Africa are the highest in the world
- 22% of Africans are starting new businesses
- Loan providers need to increase their lending by at least \$135 billion to meet demand by Africa SMEs

Countries with Low GDP Have Low Financial Inclusion Ratio



Countries or territories by GDP (nominal) per capita in 2021.

>\$60,000	\$20,000 - \$30,000	\$1,000 - \$2,500
\$50,000 - \$60,000	\$10,000 - \$20,000	\$500 - \$1,000
\$40,000 - \$50,000	\$5,000 - \$10,000	<\$500
\$30,000 - \$40,000	\$2,500 - \$5,000	No data

GDP per Capita 2021

More people start a new business in Africa than in LAC or Asia



Who are the African entrepreneurs?

22% of Africans are starting new businesses

Young



31 years old on average in Africa
36 in Asia
35 in LAC

African women are twice as likely to start a business than women elsewhere

Mostly in services

Top early-stage entrepreneurs:



Trade, hotels and restaurants



Agriculture, forestry and fishing



Manufacturing

Innovative



20% of new African entrepreneurs are introducing a new product or service

Advancing Technologies and Impact on Philanthropy

There are huge opportunities for philanthropic organisations in the digital future, and they will also play an important role in managing and ensuring the equity of the digital transition.

Opportunities



Digitise the donor, service user, and volunteer experience.



Use data to measure impact, deepen engagement, and improve transparency.



Active in growing digital literacy.

Challenges and Solutions



A lack of awareness of new technology benefits - Data specialist consultancies can help implement strategic change.



A lack of skilled staff - Corporates can provide in-kind donations of time and skills.



Programmatic funding limits operational investments, including technology - Extend time horizons for impact measurements to include technological benefits.

DeepTech as an Innovative Driver in the Social Sector

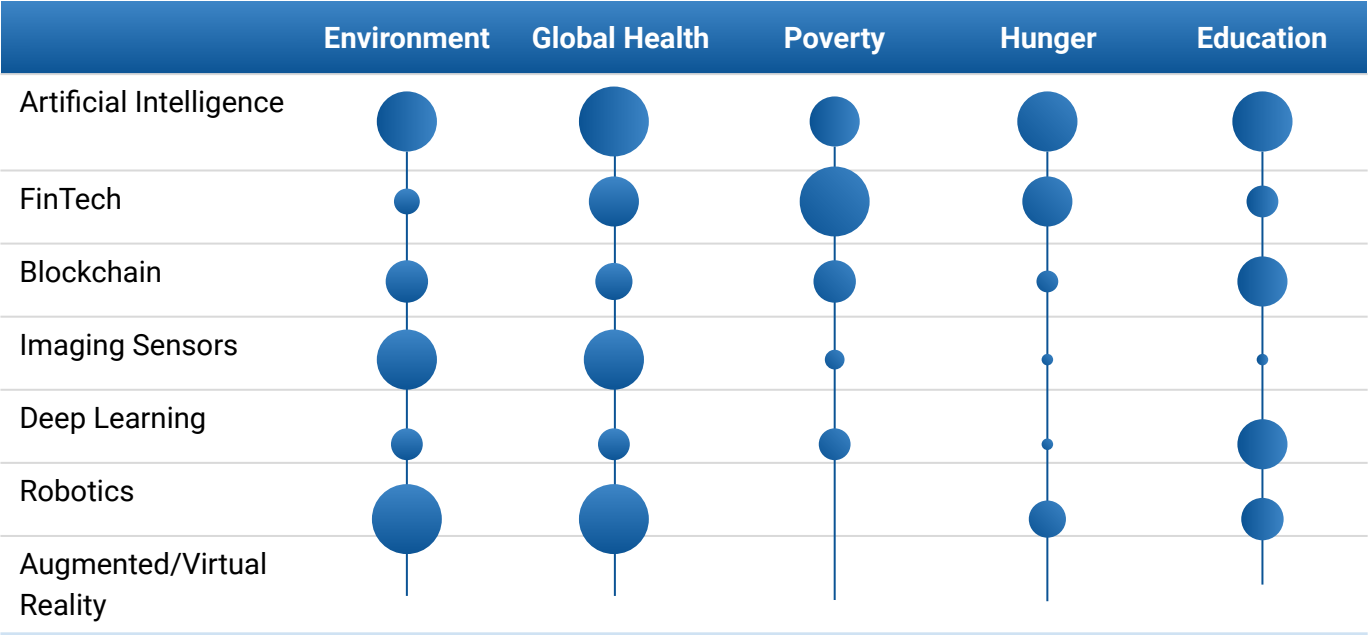


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DeepTech as an Innovative Driver in the Social Sector

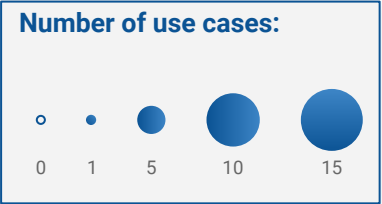
DeepTech’s ‘profound enabling power’ has the potential to bring about real change. It harnesses cutting-edge technologies to create tangible societal shifts, and never has it been more relevant. The COVID-19 pandemic, the urgency of the climate crisis, and the rapid expansion of global populations have added strain on fragile systems, and it is these fundamentals that DeepTech is designed to address.

Frequency of Use of Deep Technologies to Solve Global Problems



This chart is constructed from a database of 220 use cases of advanced technologies aimed at solving global societal and environmental issues.

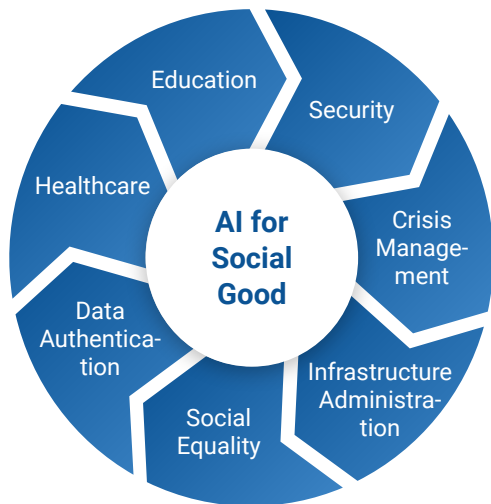
Frequency of use is an estimate of the number of applications of a given technology to one of the major global challenges.



Deep Technologies for Social Sector (1/3)

Artificial Intelligence (AI)

At the crossroads of technology, innovation, and sustainability, Artificial Intelligence can have a significant impact on investing in ESG, i.e., considering environmental, social, and governance risks and opportunities when investing. While AI can find key data for investors looking to make sustainable investments, recognising unreliable information will be a key issue and humans will not be replaced anytime soon.



Blockchain: Helping in Humanitarian Efforts

A Unified View of the Truth

Blockchain technology creates a distributed, shared record system among network participants that eliminates the need for and contention between different ledgers.

Immutable, Tamper-Proof Records

Consensus of all members of the blockchain network is required to confirm each transaction, and all verified transactions are permanently recorded on the blockchain. No one can delete them.

Permitted Participation

Each member of the network must have access rights to participate while keeping intruders out. In addition, information is shared with other network members only when necessary.

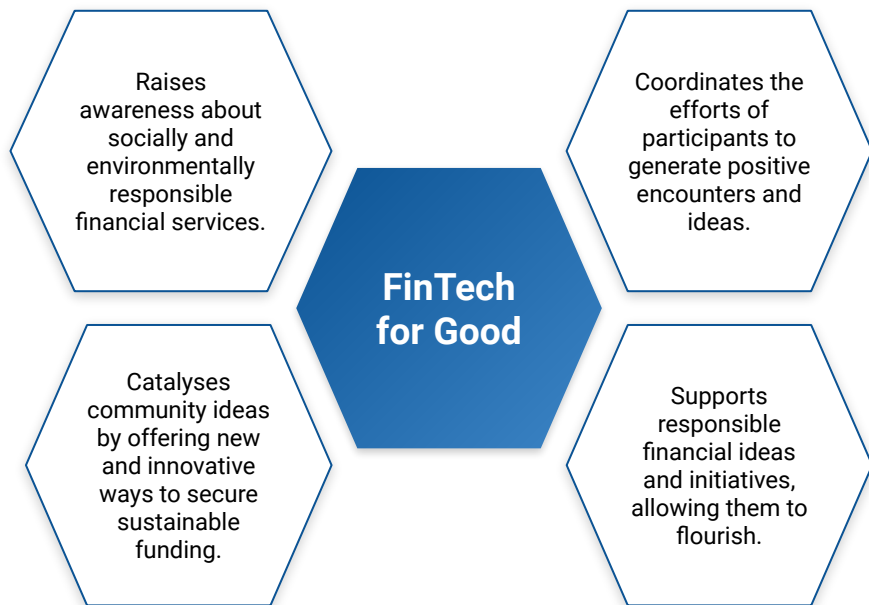
Creation of New Models for Change

Every day, blockchain innovators are discovering how to use the unique advantages of the technology to decentralise power, redefine value, forge new alliances, and change the status quo.

Deep Technologies for Social Sector (2/3)

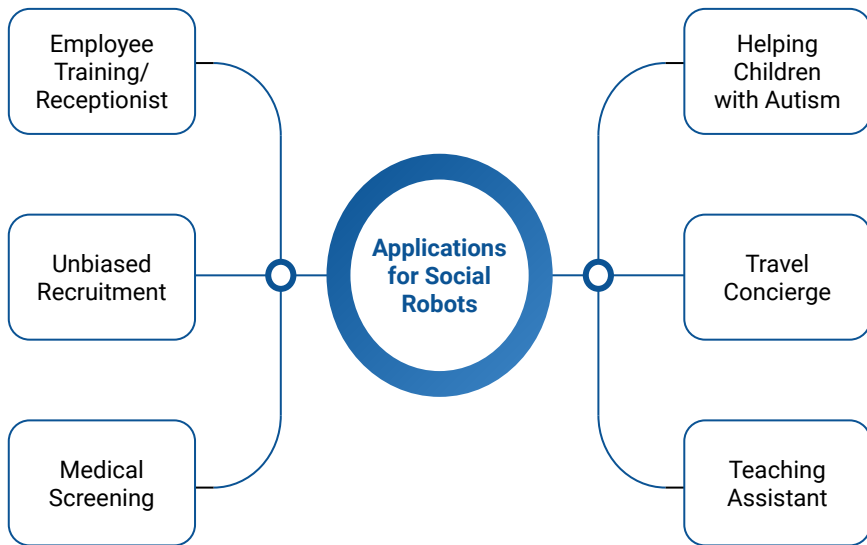
FinTech

Traditional players in the financial services industry may consider FinTech to be revolutionary, but those who invest in technology are transforming the industry from within and succeeding where traditional players have failed.



Robotics

Social robots is a breakthrough innovation with the potential to have a huge impact on society, especially at home. Robots are increasingly evolving as social actors, penetrating public and private spaces such as airports, malls, care centres, and even homes. They are using human or animal social methods to work with humans.



Deep Technologies for Social Sector (3/3)

Imaging Sensors

Social sensing is rapidly evolving as a pervasive perceptual paradigm in which humans are used as sensors to achieve situational awareness of the physical world. With the advent of the COVID-19 outbreak, several lines of research have introduced methods to monitor the spread of COVID-19.

Crowdsensing-Based Disease Tracking



Analytics Framework



Deep Learning / Machine Learning

Machine Learning is particularly well suited to solving two kinds of problems. First, there are problems of prevention. If a nongovernmental health organisation can predict where a disease is most likely to spread, it can prioritise public healthcare. Secondly, problems with lack of data. The data that governments and nonprofits use to target social programmes are rarely detailed, recent, or accurate enough to pinpoint the specific regions or communities that will benefit the most. Collecting better data is often prohibitively expensive.

Practical Requirements for Using Machine Learning

Good Predictors

High-Quality Outcomes Data

The Capacity to Act on Predictions

The Ability to Maintain the Machine

Augmented / Virtual Reality

Both virtual reality and augmented reality have the potential to be used for the 'public good'. They can be used to solve problems that have an impact not only at the individual level but also at the societal and global levels.

Selected Areas of Usage

Physical Inactivity

Mental Health

Dementia

Autism

Poverty

Education

Environmental Issues

Deep Technologies Solving Global Problems



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DeepTech Solves Food Loss & Waste and Insecurity

According to different estimations, between 30 and 40 percent of food produced for human consumption is lost or wasted globally. Large inefficiencies in the global food system along the entire food supply chain result in food going uneaten, representing significant economic, environmental, and social costs. Reducing food loss and waste promises significant benefits, including positive impact on food security worldwide. Businesses are responding to this issue by aligning their corporate vision and culture with sustainable development goals.



The technology nonprofit **Food Rescue Hero** redirects food waste toward food insecure communities. Since its launch, the organisation has given more than 68 million pounds of food to people in need. Currently, it operates in 12 cities in the United States and Canada, with more than 22,000 drivers volunteering their time.



Too Good To Go

Too Good to Go is an app for fighting food waste that gives shops and restaurants in many cities a platform to sell their surplus food at reduced prices at the end of the day. Its vision is to create a world where food produced is food consumed.



Phenix developed a zero-waste app working in 5 countries with 27 local branches. Phenix supports vulnerable communities by giving away free, unsold products to charities; businesses, manufacturers, and large retailers by coaching them on how to better manage their unsold stock and avoid the bin; consumers by helping them save on their everyday purchases.

Global Impact of Food Loss and Waste

Hunger Impact:
811M people

An estimated 811M people were affected by hunger in 2020 and 3 billion more were unable to afford a healthy diet.

Water Use:
66T gallons

66T gallons of water go toward producing food that is lost or wasted.

Land Use:
1.7M sq miles

The total area of land used to produce food that was lost or wasted on farms globally equates to nearly 1.7M square miles – an area larger than the Indian subcontinent.

Climate Impact:
3.3B tons

Wasted food emits more than 3.3B tons of greenhouse gases – 10% of global greenhouse gas emissions.

DeepTech Solves Global Hunger



Integrated IoT sensors collect data regarding the greenhouse conditions and allow farmers to automatically adjust to them



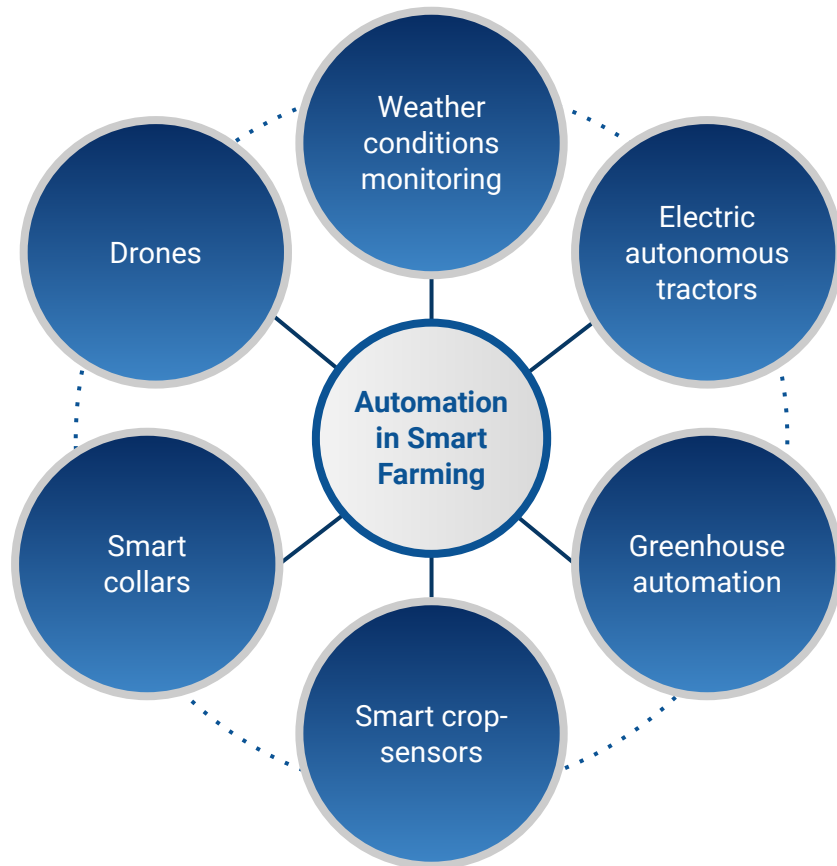
For those who produce food such as farmers, AI can help to identify weather patterns and to optimise the use of land, leading to a sustainable agriculture.



For those who distribute food, the intelligent use of data brings insights on how to best feed the population with the available resources, also minimising waste and foreseeing food shortages.



For those who consume food, AI can build on conversational AI to enhance a better interaction with those in hunger



DeepTech Solves Environmental Problems

Top Environmental Issues Facing the Earth

Pollution

Global warming

Overpopulation

Waste disposal

Ocean acidification

Loss of biodiversity

Deforestation

Ozone layer depletion

Acid rain

Public health issues

Resource conservation
and recycling

Environmental impact reduction in
materials

Development of new/alternative materials

Enhancement of reuse and recyclability

Reduction in resource input

Reduction in size and weight and a longer life cycle

Energy conservation and
prevention of global
warming

Energy conservation through products

Most efficient power-saving functions for the image forming process

Improvement of energy conversion efficiency

Energy conservation through
production

Improved efficiency for production processes

Reduction in paper use

Creation of paperless environment through IT

Introduction of reuse/rewritable technologies to replace paper

Pollution prevention

Environmental amenity

Emission-free

Sophistication of measurement technologies

DeepTech Solves Environmental Problems: AI Solutions



Climate change

- Clean power
- Smart transportation options
- Sustainable production and consumption
- Sustainable land-use
- Smart cities / drones



Biodiversity

- Habitat protection and restoration
- Sustainable trade
- Pollution control
- Invasive species and disease control
- Realising natural capital



Healthy Oceans

- Fishing sustainably
- Preventing pollution
- Protecting habitats
- Protecting species
- Impacts from climate change (including acidification)



Water Security

- Water supply
- Catchment control
- Water efficiency
- Adequate sanitation
- Drought planning



Clean Air

- Filtering and capture
- Monitoring and prevention
- Early warning
- Clean fuels
- Real-time, integrated, adaptive urban management



Weather and disaster resilience

- Prediction and forecasting
- Early warning systems
- Resilient infrastructure
- Financial instruments
- Resilience planning



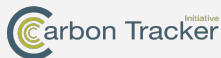
Google uses an AI model to reduce the energy load of its resource-hungry data centres, reducing the energy cost of cooling by 40%.



IBM is using AI for better weather forecasting, making their predictions 30% more accurate. This helps renewable energy companies to better manage their plants, maximizing renewable energy production, and reducing carbon emissions.



Xcel Energy, a coal-burning and nitrous oxide-emitting utility company, is using AI to better predict energy consumption patterns and adapt its operating systems, thus significantly boosting efficiency (~20%).



Carbon Tracker, a climate advocacy think-tank, uses AI to track emissions from coal plants using satellite imagery. Using satellite data they help guide investments toward lower-footprint ventures.

DeepTech Solves Environmental Problems and More

Fighting Climate Change Consequences, Especially Fires	Water Security	Food Security
Cheaper Ways to Construct Buildings and Infrastructure	Discovering, Developing, or Extracting Materials	Infrastructure and Solutions for the Emerging Renewables-Powered World
Infrastructure for the Future Electric and Autonomous Vehicles	Distributed, Supply-Chain-Resilient Manufacturing	Environmental Pollution
Future of Industrial Biotech	Healthcare Cost Reduction	Sustainable Transportation

Deep technology is difficult, but it may also be the cavalry in the fight against climate change. According to recent research, humanity is nowhere near fulfilling the Paris Accord targets. None of the G20 countries are meeting their obligations. **If the Paris Agreement commitments are kept, global warming might reach 2.4 degrees Celsius, which is so extreme that we cannot foresee all of the repercussions.** Climate Action Tracker estimates that if current policies were followed, the world would warm by nearly 3 degrees Celsius.

The firms listed below all use a "DeepTech" approach, combining breakthrough science with new methodologies in machine learning, data science, and cloud computing to solve previously unsolvable issues, all with venture capital funding.

Humanity wants another 25 years to make the world a better place. According to the International Energy Agency, **half of the technologies required to reach net-zero emissions have yet to be developed.** There are appealing technologies in the works to combat climate change, but only a small number of them can reduce emissions significantly now or in the near future.

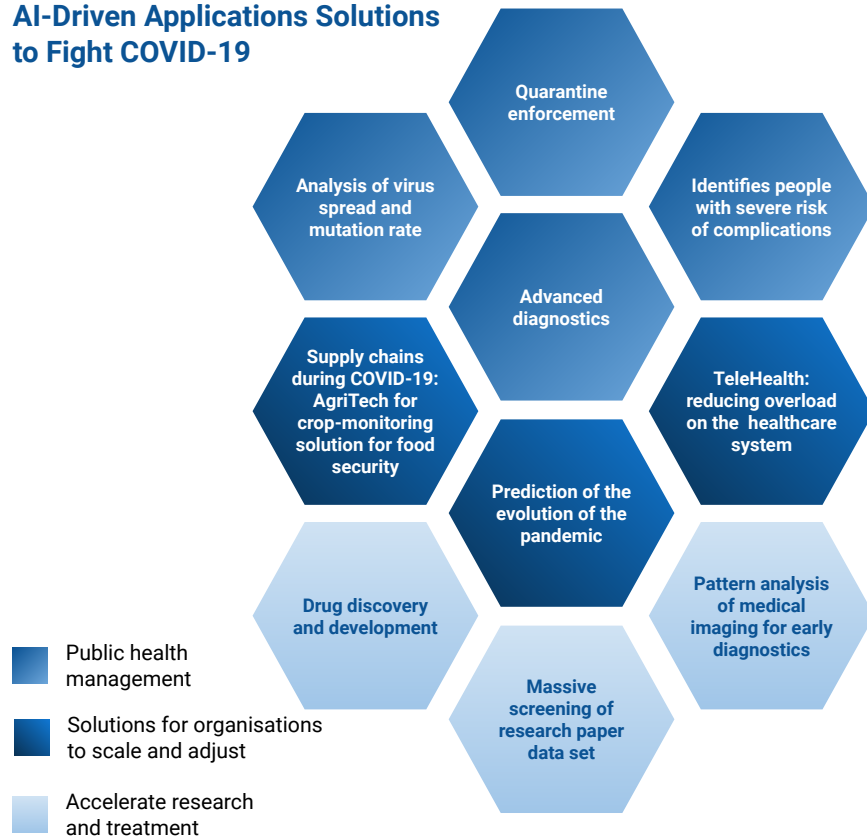
DeepTech Solves Public Health Issues: COVID 19

Artificial Intelligence has the potential to **accelerate scientific discoveries** through **faster data processing**. The scientific and research communities hope to fill gaps in their understanding of COVID-19 by utilising intelligent AI algorithms and Machine Learning.

The usual pace of drug development is too slow to meet the challenges of the COVID-19 pandemic, and thus BenevolentAI, a Machine Learning-based drug discovery platform, has been developed to **rapidly identify** already existing drugs that demonstrate anti-COVID activity. This platform identifies **promising candidates that may inhibit COVID-19 infection**. These include Baricitinib, a drug available on the market and approved for rheumatoid arthritis. Baricitinib is now in the late stage of clinical trials as a potential treatment of COVID-19.

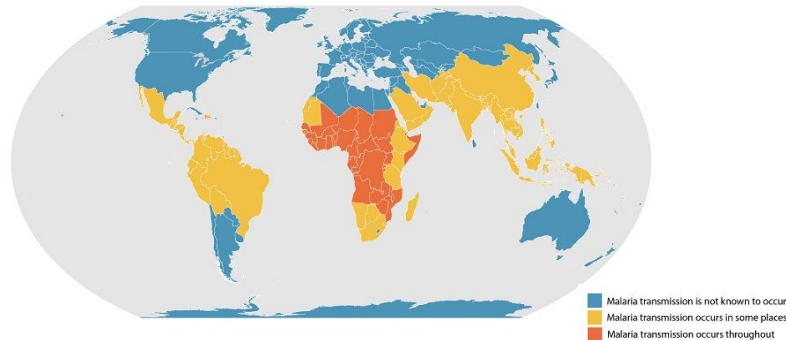
Mobile applications have rapidly taken on a pivotal role in **public health management**. For example, the Babylon app, developed by the Babylon Health, is an AI-based alternative chatbot acting as a medical helpline. It aims to **reduce pressure on healthcare helpline systems** as well as **provide more accurate patient diagnosis**. This app performs a range of **TeleHealth** functions: automotive symptom checker, fully-qualified consultant therapist, and so on. In 2020, the NHS also launched a **contact tracing app**, while the **COVID Symptom Study app**, an epidemiological research app, helps shed light on the spread of the virus and explores ways to fight the pandemic.

AI-Driven Applications Solutions to Fight COVID-19



DeepTech Solves Public Health Issues: Malaria

Malaria has decreased by 40% in the fifteen years since 2000. This, according to a paper released by NCBI, is due to mosquito prevention techniques such as bed netting and insecticides. At-risk people can benefit from these interventions and behaviours, such as wearing light-colored clothing. Mosquitos, on the other hand, are learning to fight back. Mosquitos are developing insecticide resistance, and malaria continues to afflict millions. Malaria still caused 228 million illnesses and 405,000 deaths in 2018. Over 90% of these cases and deaths occurred in Sub-Saharan Africa, however there are numerous measures that could prevent malaria. Here are three cutting-edge malaria-prevention technologies.



Beyond the traditional netting and spray, the SolarMal initiative is part of a new arsenal of countermeasures against mosquitos and related diseases. SolarMal is a mosquito trap powered by the sun. The solar panel is primarily used to power a vent in the SolarMal, but it can also store and deliver electricity to the homes it protects. The SolarMal initiative on Rusinga Island has reduced mosquito population by 70% and malaria incidence by 30%.

The DJI Phantom is a low-cost drone that can explore the countryside and locate mosquito breeding areas. The Phantom is the most indirect, but also one of the most important, of these three revolutionary malaria-fighting devices. This drone can capture 30 hectares in 30 minutes of flight time to evaluate for still bodies of water. Only half of the water bodies discovered by the drone were discovered through field investigations of breeding sites.

Target Malaria is a non-profit organisation that uses CRISPR gene editing technology to produce mosquito remedies. Target Malaria goes through three stages of genetic alteration. Scientists are generating sterile male mosquitos to release into the wild in the first phase. The number of female mosquitos will drop 10-fold if a male bias mutation is effectively passed down through generations, severely limiting the population.

DeepTech Solves Public Health Issues: HIV



Nearly 38 million people around the world are living with human immunodeficiency virus (HIV), nearly 21 million of them in eastern and southern Africa.

amfAR

MAKING AIDS HISTORY

2015 - 2020

- **\$53 million invested;**
- **109 cure-focused research** projects in **15 countries** supported;
- **Launched Ending the HIV Epidemic (EHE) Database** website to help policymakers, public health officials, advocates, and other stakeholders to understand the opportunities and challenges across EHE jurisdictions.



An estimated one-fifth of all people living with HIV are unaware of their status.

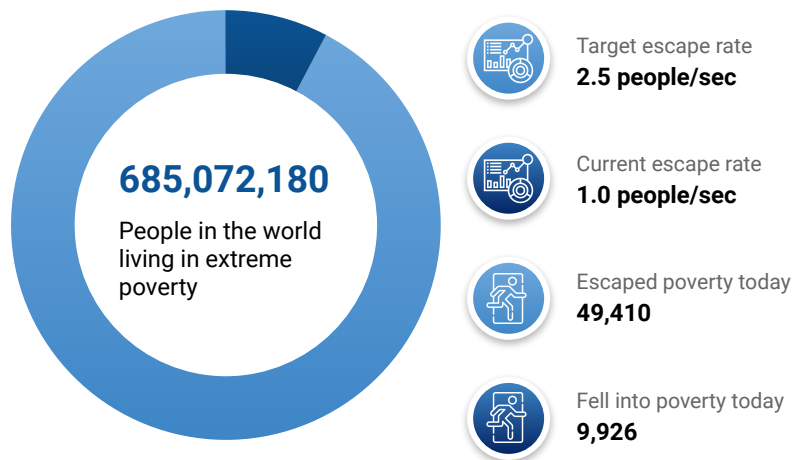
BILL & MELINDA
GATES *foundation*

Areas of focus

- Improving diagnostic and expanding treatment coverage;
- Improving treatment retention;
- Expanding the use of existing preventive measures;
- Developing long-acting prevention measures;
- Developing an HIV vaccine.

To date, it was invested nearly \$3 billion in HIV grants to organisations around the world and nearly \$3 billion to the Global Fund to Fight AIDS, Tuberculosis and Malaria.

DeepTech Solves Poverty



Under 700 million people, or 10 percent of the world population, still live in extreme poverty today, struggling to fulfil the most basic needs like health, education, and access to water and sanitation, to name a few. The majority of people living on less than \$1.90 a day live in sub-Saharan Africa. Worldwide, the poverty rate in rural areas is 17.2 percent – more than three times higher than in urban areas.

Both regions, Asia and Africa, have similar challenges in the financial inclusion process. Modern companies which are operating on the ground and want to succeed need to find a proper solution.

The challenges to financial inclusion include:

Banks are often too far away from the place where the person lives

Bank services are too expensive

Lack of documentation - inability to pass KYC to open a bank account

Lack of trust towards financial institutions and banks

Highly illiterate population

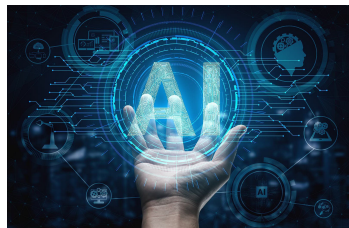
Lack of money makes it unnecessary to be engaged in financial life

Cultural and religious reasons

Institutional regulations and adoption is important for crypto startups

DeepTech Solves Poverty

A Detailed Overview of Several Technologies which Serve as the Hallmarks of Successful Financial Inclusion Technologies and Services:



Artificial Intelligence

which, for instance, is widely used by lending companies in order to choose clients.



Bio-identification

mechanisms which can be used in order to integrate those who do not have a government issued IDs.



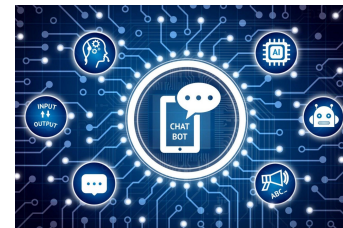
Blockchain

technologies make transactions secured and proved, using the safest cyber security protocols.



Gamification

will help to optimise the technologies adoption and quick penetration into the market.



ChatBots

will make the procedures look easier and reduce the documents load from social institutions.

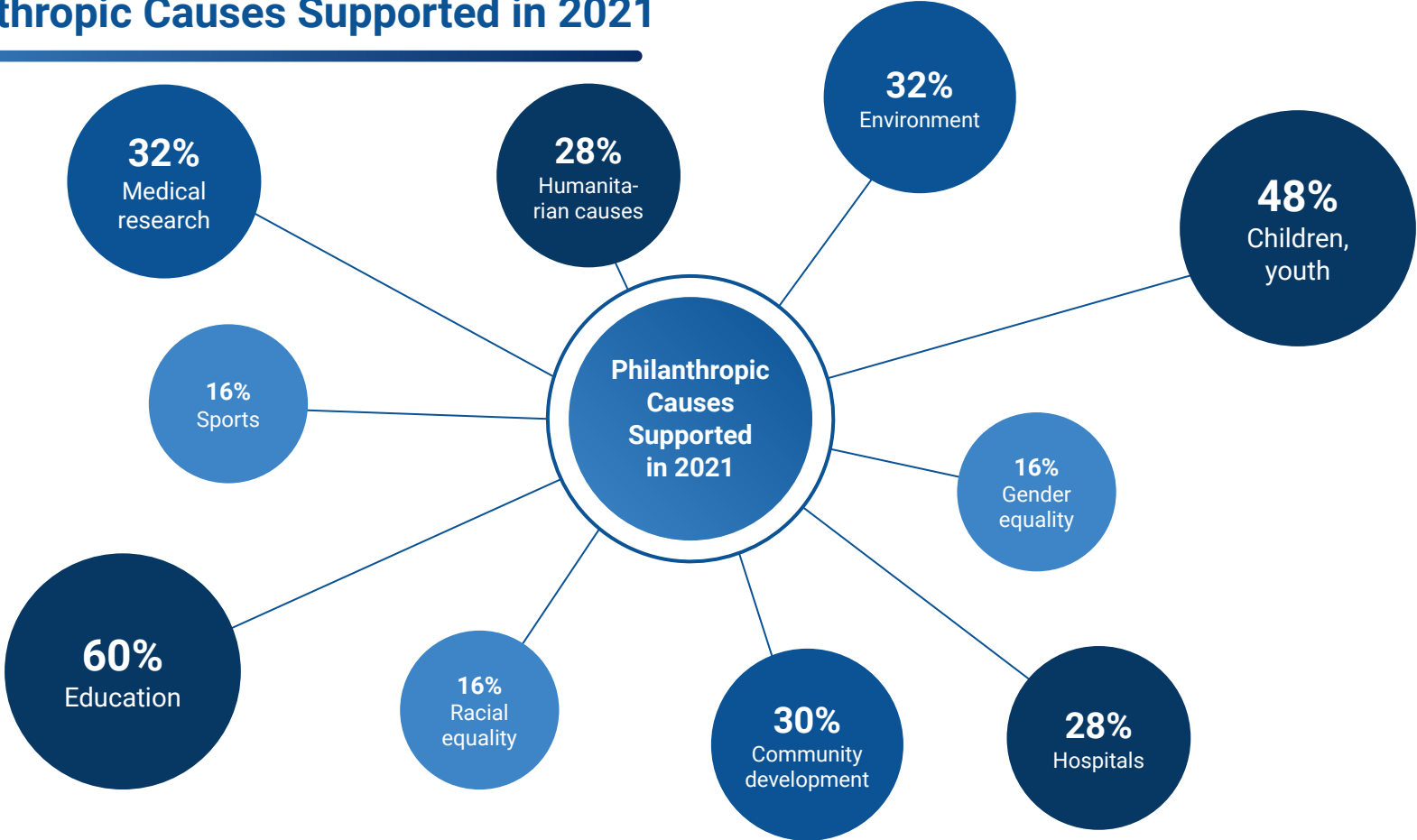
The weaker sections of the society are generally ignored by the formal financial institutions in the race to make huge profits. Financially educated customers tend to make better financial choices. Access to financial services at an affordable cost will improve life of the poor.

Philanthropy Top Entities



DEEP
KNOWLEDGE
PHILANTHROPY

Philanthropic Causes Supported in 2021



Top Philanthropic Startups



LaLa World



Helios.do



Uulala



Blok-Z



Form Energy



Fluence

SOLAR FOODS

Solar Foods



Journey Foods



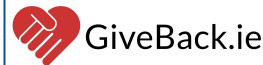
Senoptica
Technologies



Auxivia

UNHOUSED

Unhoused



GiveBack.ie



EcoCart



Treeapp



Persefoni



Benevolently



WeChangers



Piantando

Top Philanthropic Startups: Financial Inclusion

LaLa World is a blockchain-based technology firm that aims to connect the unbanked, migrants, and refugees to a financial ecosystem. The LaLa ecosystem enabled by LaLa World is a single sign-on platform that focuses on issues and problems faced by the unbanked, undocumented, micro-entrepreneurs, and students, such as employment, digital identity, healthcare, community building, and government and NGO partnerships by capitalizing the blockchain revolution to bridge the gap between cash and the digital world.



Helios.do is a sustainable banking alternative that is building, together with its community, a new banking model focusing on transparency and sustainability. Based in Paris and Nantes, Helios works tirelessly to reinvent banking rules to finance a sustainable future for all. It finances projects that make a concrete contribution to ecological transition. At Helios, no single euro is used to fund industries that endanger our environment, biodiversity, or people, such as coal and oil production, as well as weaponry, intensive farming, and chemical pesticides.



Uulala is the blockchain startup that empowers the underbanked population across the Americas with financial inclusion to connect the cash consumer to the formal economy. Uulala offers a full financial ecosystem that aims to improve the lives of millions of low-income people, migrants, and refugees throughout the world by using financial technology that aims to empower, elevate, and sustain their financial future. Uulala has a worldwide user base through its connections with international NGOs, governments, and faith-based groups.



Top Philanthropic Startups: Energy-Saving and Renewable Energy

Blok-Z is a Greentech blockchain startup with the goal of transforming energy from a commodity to a Web3 service by verifying renewable energy's source. The company was founded in 2018 to help accelerate the digital transformation of the energy industry using blockchain technology. Blok-Z's mission is to help energy companies unlock new digital energy services necessary for a decentralised, and carbon-free energy sector that will enable consumers to make impactful and individualised energy decisions.



Form Energy is an American energy storage company focused on working to build a new class of cost-effective, multi-day energy storage systems that will enable a dependable and fully-renewable electric grid all year. Form Energy's first commercial product is a rechargeable iron-air battery with a 100-hour storage capacity at system costs competitive with legacy power plants. Their groundbreaking battery technology will completely alter and transform the worldwide electric system.



Fluence is the world's largest provider of energy storage technology and services, founded by Siemens and AES, two industry giants and energy storage pioneers. Fluence provides proven technology solutions and services that help energy networks modernise by overcoming economic and regulatory barriers. With enhanced applications, the Fluence IQ Digital Platform increases the value of renewables and its storage, allowing clients to build and consume more clean energy with higher ROI.



Top Philanthropic Startups: Food Technologies

Solar Foods is a Finnish food-tech startup that is pilot testing a technology that uses electricity to produce hydrogen which is combined with carbon dioxide, water, vitamins and minerals to feed and grow microbial biomass that can be used as edible protein. Solar Foods's mission is to create a sustainable food future with an infinite variety of proteins. Solar Foods' unique natural single-cell proteins are made from air – CO₂, water, nitrogen – and electricity, and are not reliant on agriculture, weather, or climate.

SOLAR FOODS

Journey Foods is a software startup that provides food companies with an integrated platform for managing and launching products and ingredients to improve food science inefficiencies and troublesome supply chains in order and better feed the world's 8 billion people. JourneyAI uses cutting-edge AI, machine learning, and its highly actionable database to decrease the time and expenses generally required in the product creation and product improvement processes, from nutrition to sustainability, pricing and packaging recommendations.



Senoptica Technologies is a startup that has created a ground-breaking new sensor that will aid in the reduction of food waste on the most resource-intensive and precious foods. The Senoptica sensor detects pack oxygen levels non-invasively, which is the main sign of a malfunctioning pack. The Senoptica sensor is printed into active packaging (Modified Atmosphere Packaging (MAP), Vacuum Packaging and Vacuum Skin Packaging) and enables non-invasive, nondestructive identification of pack defects.



Top Philanthropic Startups: Healthcare and Support

Auxivia is a France-based startup that focuses on developing new services and connected items to improve the quality of life and care for people with a loss of autonomy. This HealthTech company develops and sells the first service based on connected glasses that automates water intake monitoring in retirement homes and at home. To do so, they depend on their expertise in creating, testing, and assessing IoT experiences and solutions, as well as their privileged ties with medico-social partners.

The logo for Auxivia, featuring the word "auxivia" in a lowercase, sans-serif font. The "auxi" is in blue and the "via" is in orange.

Unhoused is a social impact business that uses technology to assist the homeless. The British social impact startup Unhoused works on FreshTech, self-cleaning fabric technology. FreshTech is a nanotechnology coating that is applied to garment fibers to prevent liquid, dirt, and sweat. Users may buy whatever they want on the Unhoused online store, after which the startup matches the order and sends the clothing to its charity partners fighting homelessness.

The logo for Unhoused, featuring the word "UNHOUSED" in a bold, uppercase, sans-serif font.

GiveBack is an Irish startup that develops solutions to social concerns in Ireland, such as homelessness. The company offers a web-based extension that allows customers to buy as usual while also donating one to ten percent of the transaction price to homeless-related nonprofits. GiveBack is able to attract more people to use their extension when shopping for everyday items and clothing because of its 1.000+ store relationships. The fund raised is presently being sent to Inner City Helping Homeless through GiveBack.

The logo for GiveBack.ie, featuring a red heart icon with a white hand inside, followed by the text "GiveBack.ie" in a sans-serif font.

Top Philanthropic Startups: Nature and Climate Protection

EcoCart is a free and simple way to show customers that companies care about the environment just as much as they do. EcoCart is a climate and sustainability-focused eCommerce enablement startup pitching consumers on ways to offset their carbon footprint. It's a Chrome extension that assesses and offsets the carbon footprint of orders automatically. EcoCart aims to make fighting climate change easy, affordable, and accessible for everyone.



Treeapp is a mobile app that allows anybody to plant a tree for free, every day, in under a minute. Users may choose which initiative they want to support and plant a tree with a simple tap, as well as measure their effect and carbon footprint. The platform, which is part of the London Business School Incubator, allows over 80+ sustainable brands to market their products, reach their target audience, gather insights, and help the environment by funding reforestation projects.



Persefoni is the platform for climate management and accounting (CMAP) to assist businesses in measuring, analyzing, planning, forecasting, and reporting their carbon footprint. The company uses AI to give corporations and institutions a completely visible and auditable image of their carbon footprint, making sustainability reporting and regulatory disclosures easier. Persefoni solutions help organisations transform data about consumption and emissions into action, allowing for real and meaningful progress toward a lower environmental impact.



Top Philanthropic Startups: Sustainable Development

Benevolently is a social venture enterprise that aims to produce states of compassion and gratitude as a product. The startup created a digital platform that curates possibilities for people to help one another without expecting anything in return. Benevolently brings people together to perform acts of kindness. Benevolently is used by businesses to promote employee engagement and meaningful relationships in their daily lives. Employees are more likely to connect to themselves when they do acts of kindness and compassion for others.













WeChangers is a social global startup empowering individuals, communities, and organisations to solve problems and make the world better. It's an online platform that links Social Purpose Organisations and Funders by offering tools, stories, and up-to-date data on World Changers, as well as improving market insights and networking possibilities. Social entrepreneurs, according to WeChangers view, should be able to easily share their story and impact on the ground. WeChangers aims to become the world's premier social network for social change.



Piantando is a startup with the aim of connecting individuals with worthwhile initiatives in Italy and throughout the world, allowing them to make a difference. Piantando sells plants that are associated with environmental projects in the areas of land, water, climate, biodiversity, and local communities. Each plant is equivalent to a transparent and unique contribution, destined to an initiative certified by our Value Chain. Everyone can become ambassadors for a new style of green living and realise their responsibility to the environment.



Top Philanthropic Investors by Number of Investments

Investors		Number of Investments	Number of Portfolio Organisations	Description
Y Combinator		4,369	3,472	Y Combinator is a American technology startup accelerator that invests in a wide range of startups twice a year.
EU Executive Agency for SMEs		3,689	3,465	EASME is the European Union executive agency for SMEs in charge of Enterprise Europe Network, COSME, and other programs.
Techstars		3,568	2,984	Techstars is a global platform that provides investment and innovation.
MassChallenge		3,050	2,901	MassChallenge is a global non-profit startup accelerator with a focus on high-impact, early-stage entrepreneurs.
500 Startups		2,771	2,132	500 Startups is a global venture capital firm with a network of startup programs for founders, mentors, and investors.
SOSV		2,303	1,212	SOSV is a global VC firm with \$1B AUM and 1,000+ investments, that operates HAX, IndieBio, Chinaccelerator, MOX, and dlab.
National Science Foundation		2,174	1,668	NSF is an independent agency of the US government supporting research in all the non-medical fields of science and engineering.
New Enterprise Associates		2,024	1,085	New Enterprise Associates is a global venture capital firm investing in technology and healthcare.
Accel		1,797	864	Accel is an early and growth-stage venture capital firm that helps a global community of entrepreneurs.
Sequoia Capital		1,670	887	Sequoia Capital is a VC firm that invests in startups in the energy, financial, enterprise, healthcare, internet, and mobile industries.

Other Notable Philanthropic Investors

Who are investors for impact?

1

Problem-focused, innovating the way to tackle societal challenges

2

Put the final beneficiaries at the centre of the solutions

3

Are highly engaged for the long term, striving for lasting impact

4

Take risks that most others are not prepared to take

5

Measure and manage social impact

6

Provide extensive non-financial support

7

Tailor their financial support to the needs and of social purpose organisations

8

Proactively enhance collaboration with others

9

Work to mobilisation of resources in the social impact ecosystem

10

Uphold high ethical standards

Philanthropic Investing Ventures Changing the World

OBVIOUS



ACCION



AquaSpark
Foundation

Other Notable Philanthropic Investors

The Accion Frontier Inclusion Fund invests in financial technology and services firms that help the two billion people in emerging nations who don't have full access to savings accounts, checking accounts, insurance, credit, or other financial services. Also, Accion provides equity, quasi-equity, and loan guarantees to help grow companies sustainably and support a financial ecosystem.

The logo for Accion, featuring the word "ACCION" in a bold, orange, sans-serif font.

Aqua-Spark is a worldwide investment fund located in the Netherlands investing in sustainable aquaculture firms that provide financial returns while also having a good social and environmental impact. Mainly Aqua-Spark invests in businesses that are trying to produce safe aquaculture production without endangering the planet's health. The fund invests in alternative feed solutions, farming, technology, disease control, and market access.



The Ecosystem Integrity Fund is focused on identifying promising solutions to key threats to the ecosystem, from the perspective of both investment value and environmental benefit. The partners have the diverse and complementary skills and backgrounds needed to invest in clean technology enterprises, platforms, projects, and project developers.



Obvious Ventures was founded on a simple belief that the most valuable companies of our time will be the ones solving humanity's biggest problems. The funds purpose is to support the world positive entrepreneurs building these disruptive solutions.

The logo for Obvious Ventures, featuring the word "OBVIOUS" in a bold, black, sans-serif font, enclosed within a black rectangular border.

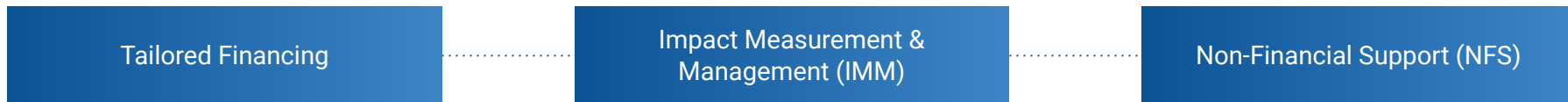
Vox Capital is Brazil's first certified impact investing venture capital fund. It invests in high-potential startups that provided healthcare, education, and financial services to the Brazilian low-income population. Vox Capital now manages over USD 50 million in assets and made over 20 investments. Vox Capital is a founding member of the Aspen Network of Development Entrepreneurs Brazilian chapter.

The logo for Vox Capital, featuring the word "VOX" in a bold, white, sans-serif font, with the word "Capital" in a smaller, white, sans-serif font below it, all set against a pink rectangular background.

Venture Philanthropy Framework

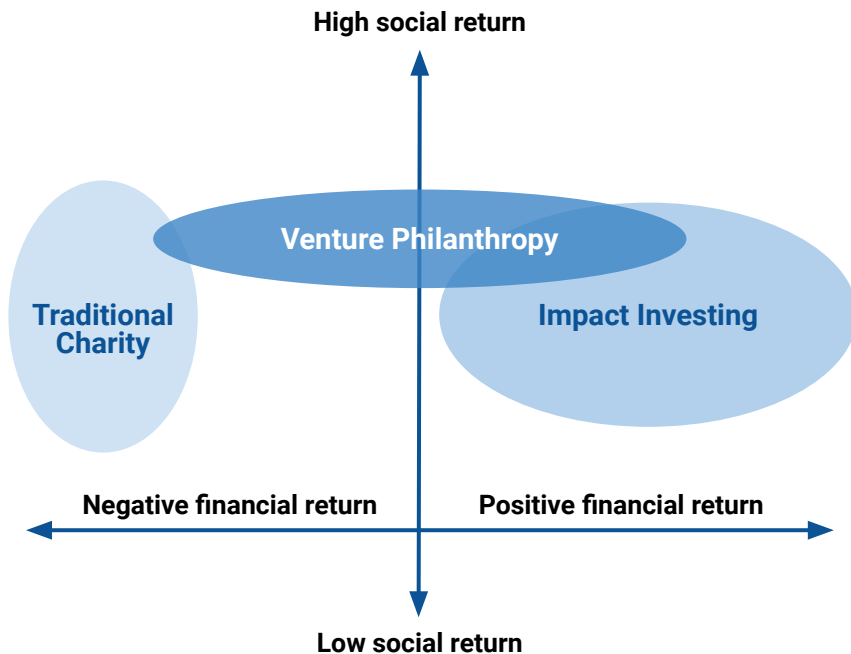
Venture Philanthropy is a high-engagement and **long-term approach** whereby an investor for impact supports a social purpose organisation (SPO) **to help it maximise its social impact**.

Highly-engaged investors for impact use a Venture Philanthropy approach, based on three main principles to support the SPOs:



Sustainable Social Impact Investment Types

Differentiating between Traditional Charity, Venture Philanthropy and Impact Investing



Philanthropy



Fully oriented to impact

Venture Philanthropy



Hybrid oriented: primarily focused on impact but also on trade

The major difference between traditional philanthropy and venture philanthropy lies in its goals: Venture philanthropy seeks measurable results; whereas, traditional philanthropy either has no goals or goals that are very hard to measure.

Venture philanthropy specifically focuses on social causes, while impact investing has a broader remit of social and environmental causes. Both generally aim for a financial return while having a positive impact on the world, but not all investments yield a financial return.

Top Philanthropic NGOs and Nonprofits

Acumen is a nonprofit impact investment fund that focuses on investing in social companies that serve low-income people in the United States. It aims to demonstrate how small amounts of philanthropic capital, combined with business acumen can result in thriving enterprises that serve large numbers of the underprivileged.



Ashoka is an international organisation that promotes social entrepreneurship by affiliating individual social entrepreneurs into the Ashoka organisation. Ashoka builds and cultivates a community of change leaders who transform institutions and cultures so they support changemaking for the good of society.



Bangladesh Rehabilitation Assistance Committee (BRAC) is a leading international nonprofit empowering people and communities in situations of poverty, illiteracy, disease, and social injustice. BRAC USA works closely with international partners to develop and implement cost-effective and evidence-based poverty innovations worldwide.



Doctors Without Borders/Médecins Sans Frontières (MSF) cares for people affected by conflict, disease outbreaks, natural and human-made disasters, and exclusion from health care in more than 70 countries. Medical ethics and the principles of impartiality, independence, and neutrality guide MSF's conduct.



The International Rescue Committee (IRC) is a global humanitarian aid, relief, and development non-governmental organisation. IRC responds to the world's worst humanitarian crises, they help to restore health, safety, education, economic well-being, and power to people devastated by conflict and disaster.



Charity: The Nyaka AIDS Orphans Project

Nyaka provides free, high quality education for more than 700 orphaned and vulnerable children through two primary schools and one secondary & vocational school in rural southwest Uganda. The donation provides clean drinking water, nutritious meals, tuition, medicine and school supplies. Nyaka, for almost two decades, has empowered students through education and holistic support to complete their education so that they can access further education or take up employment and rise out of poverty.

They work with communities living in poverty in southwest Uganda—many families are subsistence farmers living on \$1-2 per day. There are large numbers of orphaned, abandoned or vulnerable children being cared for by grandmothers. They work holistically with communities to provide health, education and income generating programs to empower grandmothers and children to start small businesses, access medical care and education, access opportunities, plan for the future and improve family wellbeing. Early cohorts of Nyaka students have now graduated and gone on to study at universities in Uganda and across the world. The support has helped to nurture a generation of journalists, doctors and lawyers who are committed to supporting their communities and making the world a better place.

Education



\$500K
Goal

2400+
Donors

\$420K
Raised

87
Fundraisers

Charity: TLC Adopt-A-Cot

TLC Children's Home provides high quality care for abandoned and at-risk babies and children. They care for up to 35 children under the age of 3 years old, while They work to place them into a responsible forever family. They have placed over 900 children since 1993. To continue their work, they need monthly donations of \$26,000. It is \$550 a month to fully sponsor a child at TLC.

Not only are South Africans struggling against an unrelenting social crisis, which has lead to hundreds of thousands of abandoned infants and children, but also against a drastically declining economy. Sadly, financial income of many social service, nonprofit organisations such as TLC have been severely affected by this. Many of which have been forced to close down, leaving children stranded. They are working hard to build their donor base by promoting sustained giving of small monthly amounts.

Having the full annual costs of providing quality care to the babies in our charge funded would mean they are able to focus on their goal of becoming a Centre of Excellence. They hope to become a model to other children's homes in South Africa so that together they can effectively address the issues facing the forgotten children in our country and help them to thrive as resilient adults. Once realised they hope to extend their impact into the community by addressing the challenges of expectant mothers.

Child Protection



\$275K
Goal

358
Donors

\$246K
Raised

2
Fundraisers

Charity: Help Feed Hungry Children in Zimbabwe

Despite a change of leadership, nothing has changed for the ordinary citizen of Zimbabwe. Prices keep escalating and unemployment is around 99%. This project aims to assist the 250-day scholars at the local Primary School with daily nutritious lunch, essential stationery, exercise and textbooks, by assisting with these essential resources they hope to alleviate external struggles so that the children can focus on their education and continue further.

The project supports local primary schools in rural Zimbabwe. All their day scholars receive a lunch funded by the donors, this is most of the time, the only meal they receive in a day. Providing lunch helps our students engage and focus on a much-needed education to give a chance to access employment and break the poverty cycle. Their project not only funds the local school meals but also provides access to education for all.

Their objectives are simple: to continue to assist the local community in every way they can - particularly with the feeding of primary school children, and providing resources to maximise their education and eventually their employment opportunities. This will help them concentrate and focus on their studies while they are at school and will also provide them with some of the nutrients that they are lacking.

Famine Relief



\$250K
Goal

5395
Donors

\$189K
Raised

17
Fundraisers

Charity: From Exploitation in Mines to a Hope Filled Future

Every day, young children are being exploited to work in the artisanal mines in DR Congo. The hours are long and they are often threatened with violence, all for 8p a day. Operating in Katanga province, close to these mines, Kimbilio is able to offer support to some of these young children; transforming their lives from exploitation to a hope-filled future. Kimbilio offers holistic support to children who have lost contact with their families and are trying their best just to survive.

Kimbilio is committed to offering children who have become separated from their families a place of safety. Children that they meet through our outreach program are offered care. Kimbilio provides a safe place to sleep, food, clothes, access to health care and education. Where possible, they will try to reunite children with their families, using a safe, sustainable approach. Otherwise, the child can go to live at part of a family in one of their homes.

We will be decreasing the number of children in the artisanal mines. For the individual child, this will mean the opportunity to grow into a healthy young person, ready to engage in their community. It will decrease the risk of being further exploited or encouraged to join local militia as child soldiers. This will in turn have a positive impact on the local province and the country, where more children will be able to grow into fully engaging citizens of a democratic nation.

Human Rights



\$90K
Goal

226
Donors

\$54K
Raised

2
Fundraisers

Charity: Forests4Water Brazil

Brazil's Atlantic Rainforest is a treasure house of biological riches, some still unidentified by science. Yet, due to centuries of deforestation, the once mighty forest is now approaching its tipping point. Temperatures are rising, soils are eroding, species are vanishing, and weather patterns are becoming increasingly unpredictable. Previously abundant water is becoming more scarce, and, as the forests dry out, rainfall patterns across the hemisphere will be progressively more disrupted.

The COP26 conference reminds us that one of the quickest, most effective ways to mitigate the effects of climate change is through restoring forests. And the best forest guardians are the local and indigenous communities. Iracambi works with local communities to restore forests and protect water, donating seedlings, planting and maintaining the young forests until they are well established. Our goal is to plant 80,000 trees by the end of 2023.

Restoring ecosystems demands awareness raising, people power, time, energy and money. As degraded land regenerates and young forests grow they provide the fresh air and pure water that we all crave. They stabilise the climate through storing carbon and increasing rainfall. They improve soil fertility, recuperate springs, enlarge habitat, protect biodiversity, and bring new hope to forest communities - humans, fauna and flora. Good for people, good for the environment and good for the planet is the project's slogan.

Nature Protection



\$250K
Goal

2200+
Donors

\$215K
Raised

29
Fundraisers

Charity: Afghan Institute of Learning Empowers Women

AIL empowers Afghan women by expanding their educational and health opportunities, fostering self-reliance and community participation. AIL provides education from preschool through post secondary level. An educated and health-aware woman is more likely to succeed personally, contribute economically to family and so create self-supporting family units. Education elevates girls' standing in society, provides opportunity.

AIL's centres provide women and children with education such as literacy, math, tailoring, computer and English skills. These women go on to start home sewing businesses or get jobs. Quality health care provided by AIL clinics mean women are healthy and understand how to take care of themselves and their children. Healthy families can work, study and prosper. Educated women want their daughters educated. Girls are raised up in society and the gap in gender equality is closed.

AIL is trusted and highly respected so conservative villages trust its staff to come into their communities and provide services. Thousands of isolated, underserved and desperate women, with few options to improve their lives, are provided with services. Raising up women and girls through education, healthcare, training in leadership and human rights, is the way to close the gap in gender equality and to allow women to reach their potential and contribute to community and nation.

Women Empowerment



\$520K
Goal

2600+
Donors

\$500K
Raised

51
Fundraisers

Philanthropy Trends and Forecasts



DEEP
KNOWLEDGE
PHILANTHROPY

Philanthropy Trends Overview

Over the last decade, philanthropists have become more influence-oriented, seeking to set clear goals and gather evidence of influence. Cooperation has grown - and the growth of public-private partnerships is seen. Under the influence of the United Nations Sustainable Development Goals (SDGs), people are focusing more on issues than on the ground, and an increase in big-ticket-donors is observed. At the same time, philanthropy is becoming more accessible to the general public and growing interest in climate change and biodiversity.



Philanthropy Trends: Next Generation

The Millennial generation is now 25 to 40 years old, and they are bringing a new look. They have the power to make the world a better place, so they approach everyday decisions - such as where to work, what products to buy and where to invest their savings - through the prism of charity. In 2021, \$3B from the Giving Account was allocated to impact investments, compared to \$1.8B in 2020. The growing popularity of influential investments signals the transition of the next generation from charity giving to charity living.

New generations are eager to become active agents of change - through the way they consume, the work they do, the way they give and invest. The next generation is increasingly showing a strong need to demonstrate their influence by gathering evidence, using the capabilities of their networks to raise awareness, including the use of social networks, and further aligning their investments and lifestyles with their purpose. After all, we see a much more holistic approach to influence - and we believe it will remain.

Steps Nonprofit Leaders Should Take to Attract and Retain Next-Gen Donors for Life-long Giving

Participation Should Be Easy. The first communication with a business is often a small step, such as liking a post on social media, volunteering or signing a petition. It is important to continue the conversation and attract new supporters to your organisation and mission.

The Story Is Important. Potential donors are most concerned with social issues, when history is based on the impact on real life. If next-generation donors see that they or someone they know has been affected for some reason, they will be more inclined to act.

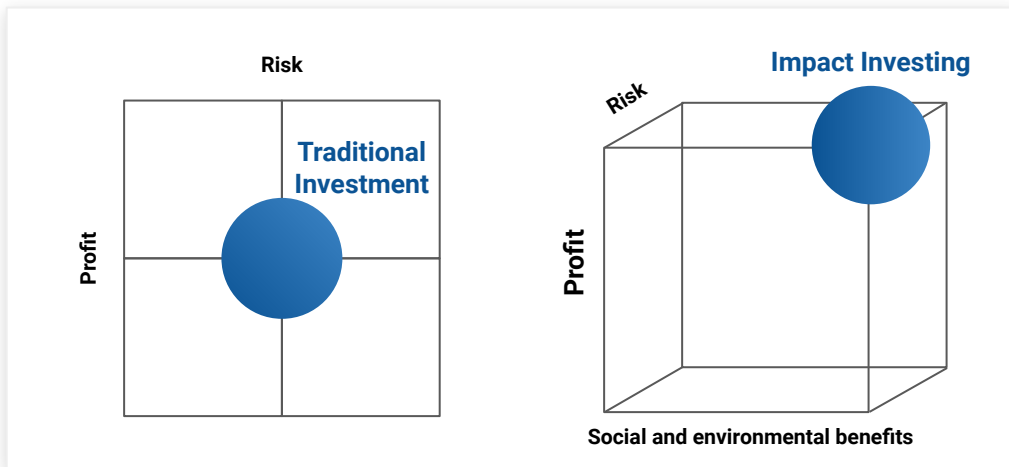
Keep Bold Looks. Organisations need to share their views on social issues with concrete examples of what they are doing to promote progress. Young philanthropists want to stand up for something that is important to them.

Intersectoral Cooperation. The organisation should cooperate with other organisations and cooperate between sectors on issues that contribute to a positive impact on society. Young donors often want organisations to come together to create action and change through innovative solutions.

Philanthropy Trends: Impact Investing

For many years, there has been a conviction that the ideal of delivering a financial return while doing good is hard to reach, and, therefore, philanthropy cannot be integrated with investing. The growing danger of the inevitability of global problems at the same time as the growing awareness of corporations of responsibility for both financial and nonfinancial indicators has formed the direction of investment of social impact.






Investors are now increasingly moving towards an investment criteria model that adds social and environmental impacts to traditional risk and return parameters.



	<div> <div>← Market Forces</div> <div>Deliberate Impact →</div> </div>		
	Traditional Investment	Impact Investing	Traditional Philanthropy
Approach:	Investing into well-known and most promising assets	Sustainable influence Focus on social benefit	Selfless devotion to improving recipients' well-being
Intention:	Striving to generate financial returns	Investigating solutions with the highest social impact	The fastest and most targeted social impact that does not imply a return of the costs incurred

Philanthropy Trends: Social Media

Almost 5 billion people in the world are actively using social networks. Social media has become a must for non-profit organisations that want to promote their program and attract supporters.

Social Media Accounts	
 YouTube YouTube	In 2021, YouTube became the second most visited website, second only to Google. Nonprofits need to use their digital presence and assets to remain sustainable and efficient in 2022. According to a Salesforce study in 2021, digital maturity nonprofits better collect and use data to make decisions, personalise reach and identify new audiences, and forecast revenue from fundraising and other sources of revenue.
 TikTok TikTok	The short video platform has been downloaded two billion times worldwide in just five years, and 41% of users are between the ages of 16 and 24. That's why charities are using it to reach the next generation of supporters - the British Red Cross is boosting it.
 Facebook	With more than 2.9 billion active users worldwide each month (Statista, 2021), Facebook places great value on nonprofits as a way to raise awareness, engage the community, and raise funds. Facebook claims to have raised more than \$5B for nonprofit and private purposes since 2015, when it began promoting online donations (The NonProfit Times, 2021).
 Twitter	Twitter Spaces is a new way to have audio conversations on Twitter. Currently, the platform is mainly used by those involved in cryptocurrency and NFT, but it is expected to be the most common platform for non-profit organisations seeking to conduct live events on social networks in 2022, as it requires almost no production experience. or resources.
 Instagram	Instagram Live could be used for donations and fundraising, in which 100 percent of the money raised goes directly to the chosen nonprofit. Live videos receive an average of seven times more reactions and 24 times more comments than native videos created by the same broadcasters. All of this means more organic viewers and more engaged online viewers of nonprofit content.

Philanthropy Trends: Cryptocurrency

A cryptocurrency is a unit of payment for a digital payment network called a blockchain. No central bank or government regulates the cryptocurrency market, and like most currencies, cryptocurrency has no intrinsic value other than that to which people collectively agree. Cryptocurrency also supports the growth of new donor demographics. Young people (millennials and Generation Z), male investors, own cryptocurrencies more often than others, and many of them are just starting to do charity work. Even with first-time charities, people who invest in cryptocurrencies are more likely than traditional investors to donate at least \$1,000 to charity in 2020¹.

Benefits of the Cryptocurrency Donations

Cheaper Transaction Costs

Crypto investors can avoid capital gains tax through donations. Direct donations of long-term valuable assets can also unlock additional funds for charity, as well as potential savings for donors and nonprofits on transaction fees that are built into traditional financial services platforms. The transaction costs of receiving cryptocurrency donations are lower than the costs of credit or debit cards, which was the best way to donate to 63% of donors worldwide.

Attractive Tax Deductions

Donations of cryptocurrencies to non-profit organisations are not taxable in the United States, the United Kingdom, Canada, Australia and New Zealand and other countries. However, the conversion of cryptocurrency into fiat can lead to taxes on capital gains. Cryptoinvestors can avoid capital gains tax through donations. Direct donations of long-term valuable assets can unlock additional funds for charity, and potential savings on transaction fees that are built into traditional financial services platforms.

Protecting Donors' Anonymity

Donors often prefer to remain anonymous as pressure to help from nonprofits increases. Similarly, donating a large amount may require meeting your Know Your Customer (KYC) and other identification requirements. Donations in cryptocurrencies help donors remain anonymous, even when donating millions of dollars. However, such anonymity may not last long, as many countries are tightening their rules on cryptocurrencies.

Philanthropy Trends: Usage of Advanced Ways to Get the Data

With limited budgets, the nonprofit sector has always been overcoming the challenge of collecting data it needs from a range of sources – communities, staff, donors, policymakers – to demonstrate impact. For information about the communities they serve, many organisations have normally depended on existing programmatic information or publicly available databases. However, thanks to the availability of new technologies and new partnerships, nonprofits are taking advantage of the rise of data philanthropy, predictive analytics, and machine learning to demonstrate effect.

Data Philanthropy

Nonprofits can use private data that would otherwise be unavailable to them to better serve their communities through data philanthropy.

In the worldwide pandemic response, data philanthropy is also playing an important role. Many mobile gadgets keep track of their users' whereabouts. As a result, private corporations such as Google are able to acquire mobility data and share with nonprofit health organisations.

Data Dashboards

The number of data dashboards is on the rise. These more effective tools for extracting and displaying information on specific populations and industry ecosystem are making it easier for nonprofits, foundations, investors, donors, and individual users to access and display the data they require without having obtained it themselves.

Predictive Analytics

Predictive analytics is gaining traction in fundraising and development. Instead of a time-consuming search and analysis of donors, predictive model can be used to streamline the process. Based on prior giving behaviors and other donor characteristics, each donor can be assigned a donation probability. Donors with a high likelihood of donating can be targeted in fundraising initiatives.

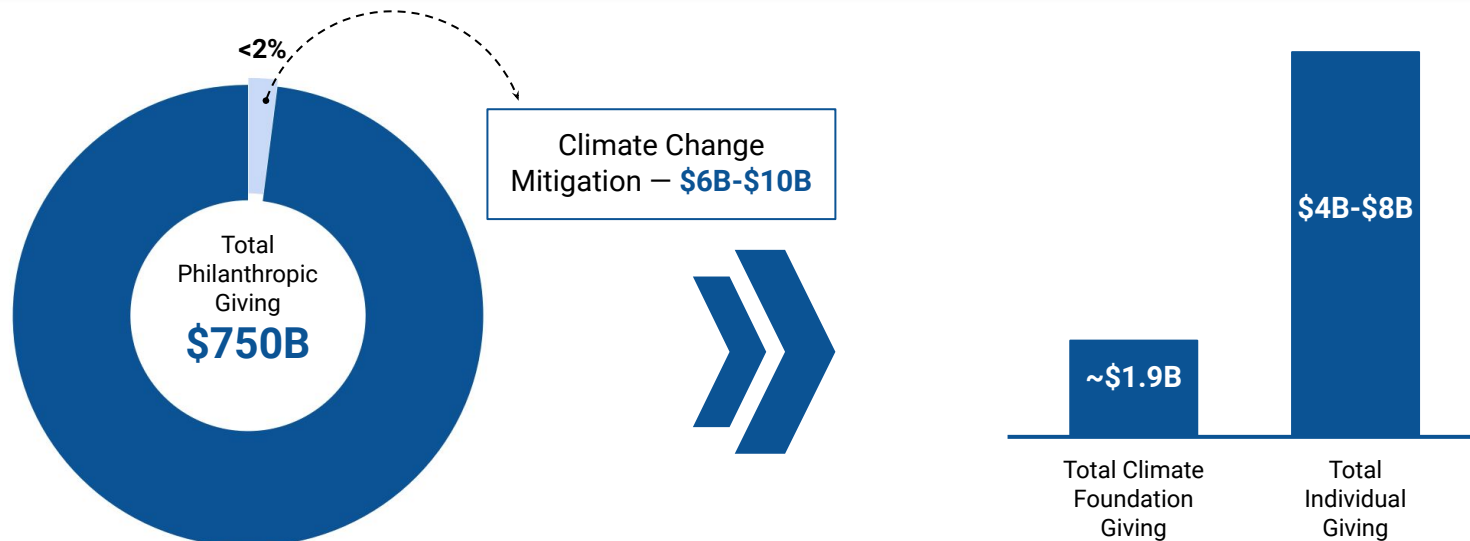
Artificial Intelligence & Machine Learning

Artificial intelligence and machine learning are being used by some NGOs to take predictive analytics to the next level. Thanks to AI, predictive analytics for nonprofits is faster, better, and more affordable. AI can go through far more data than a human can and, using machine learning, construct prediction models that are far more complicated and powerful than anything a human could do on their own.

Philanthropy Trends: Climate Change

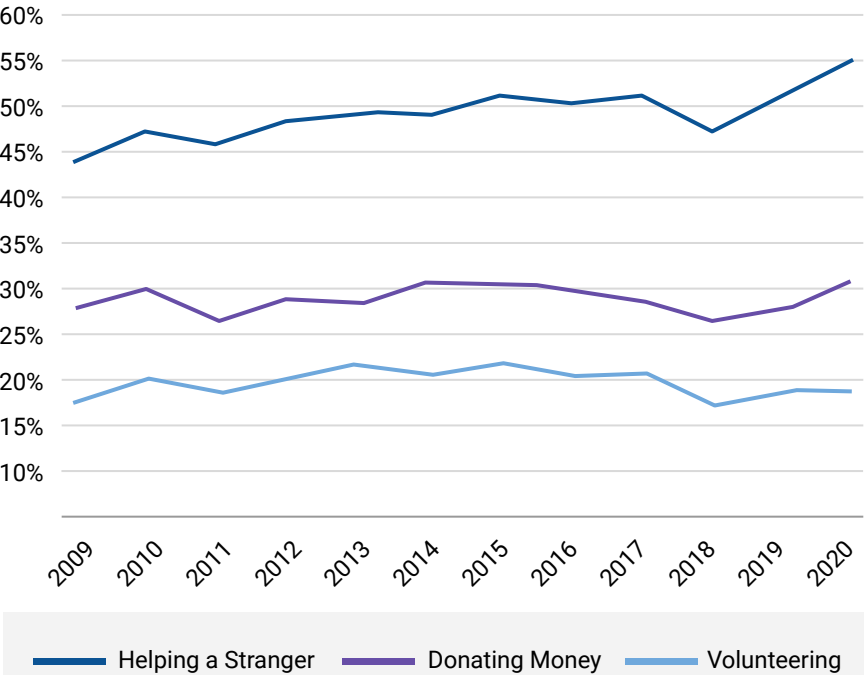
Philanthropists are spending more than ever to mitigate the effects of climate change, but accelerated donations are still far from what is needed to address the "massive" problems they pose to the world's people. Importantly, there is a wide range of climate solutions that are ready for rapid growth through investment, including charity. From vehicle electrification to forest protection, clean energy and other initiatives, charity can support solutions that have been shown to work. As more and more funders enter this space, highlighting the gap between current funding levels and what is needed to maintain effective climate action can lead to targeted charitable contributions to close these gaps.

Global Philanthropic Giving on Climate Change Mitigation¹



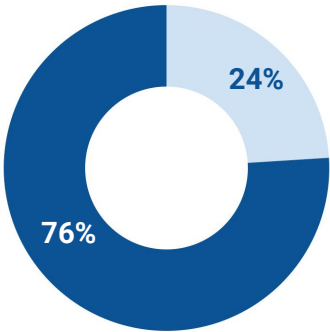
Drivers for Philanthropy

Number of People Donating Money, Time or Helping Strangers



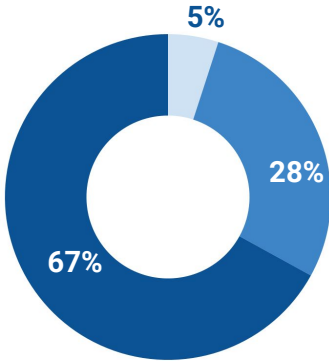
Source: Charities Aid Foundation

Three-Quarters of Donations Globally are in Time Volunteered¹



■ Time ■ Money

The Majority of Cash Donated Comes from Individuals¹



■ Individuals ■ Foundations
■ Corporations

The number of people donating money or volunteering around the world has been relatively stable over the last 20 years. In addition, over the last decade, an increase in aid to strangers has been seen, especially during the pandemic, which indicates that the mood for charity could grow.

Philanthropy Forecasts

This decade sees philanthropy as a key point. The evolving geopolitical landscape, the rapid creation of new wealth, and a greater awareness of how philanthropy can bring about social change have already led to exciting innovation and new thinking. This affects approaches to aid delivery and social responsibility initiatives around the world.

Three Principal Drivers That Could Indicate a Turning Point This Decade

Growing Middle Class

By 2030, 2.4 billion people will enter the middle class worldwide.

Spending is expected to double to nearly \$64T.

Shifting 0.5% of the cost of charitable donations increases annual donations by \$319B a year.

Rise of Women as Philanthropists

By 2035, women will inherit 70% of intergenerational wealth transfer.

Women are more likely than men to:

- Support equality
- Distribute donations to more charities and sectors
- Make donations without restrictions

Post-Pandemic Reset of Donation Expectations as Inequality Increases

The pandemic is thought to have exacerbated inequality through:

- Reducing access to education
- Increasing gender imbalance

Key Takeaways



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Key Takeaways



The global philanthropy generated \$550 billion of direct donations in 2021. Philanthropy refers to charitable acts or other good works, such as volunteering time and efforts that help others or contribute to the well-being of society as a whole. Among the most supported philanthropic causes in 2021 are education (60%), children support (48%), medical and environmental research (38% each).



DeepTech is one of the main drivers in the social sector. DeepTech's 'profound enabling power' has the potential to bring about real change. It harnesses cutting-edge technologies to create tangible societal shifts, and never has it been more relevant. The COVID-19 pandemic, the urgency of the climate crisis, and the rapid expansion of global populations have added strain on fragile systems, and it is these fundamentals that DeepTech is designed to address.



Financial Inclusion is the largest category in the Philanthropy and Impact Investing Ecosystem in Developing World, comprising 40% of all analysed companies. The second and the third biggest types are Sustainable Development and Nature and Climate Protection, with a share of 19% and 12%, respectively. Majority of companies (58%) are based in the North America region with the US as a leading country. Asia and Pacific is the second biggest region accounting for 13% from the total number of companies. Europe has the third place with 13%.



Countries with low GDP tend to have low financial inclusion, however it is aimed to change by targeted philanthropy. More people start a new business in Africa than in LAC or Asia. Entrepreneurship levels in Africa are the highest in the world. 22% of Africans start a new business, moreover African women are twice as likely to start a business than women elsewhere. Additionally, 20% of new African entrepreneurs are introducing a new product or service.



No central bank or government regulates the cryptocurrency market, and like most currencies, cryptocurrency has no intrinsic value other than that to which people collectively agree. Cryptocurrency supports the growth of new donor demographics. Young people (Millennials and Generation Z), male investors, own cryptocurrencies more often than others, and many of them are just starting to do charity work. Even with first-time charities, people who invest in cryptocurrencies are more likely than traditional investors to donate at least \$1,000 to charity.

Key Takeaways



DeepTech solves global hunger via smart farming. For those who produce food such as farmers, AI can help to identify weather patterns and to optimise the use of land, leading to a sustainable agriculture. For those who distribute food, the intelligent use of data brings insights on how to best feed the population with the available resources, also minimising waste and foreseeing food shortages. For those who consume food, AI can build on conversational AI to enhance a better interaction with those in hunger.



Artificial Intelligence has the potential to accelerate scientific discoveries through faster data processing. The scientific and research communities hope to fill gaps in their understanding of COVID-19 by utilising intelligent AI algorithms and Machine Learning. BenevolentAI, a Machine Learning-based drug discovery platform, has been developed to rapidly identify already existing drugs that demonstrate anti-COVID activity. This platform identifies promising candidates that may inhibit COVID-19 infection.



The weaker sections of the society are generally ignored by the formal financial institutions in the race to make huge profits. Financially educated customers tend to make better financial choices. Access to financial services at an affordable cost will improve life of the poor. Bio-identification mechanisms which can be used in order to integrate those who do not have a government issued IDs. Blockchain technologies makes transaction secured and proved, using the safest cyber security protocols.



Venture Philanthropy is a high-engagement and long-term approach whereby an investor for impact supports a social purpose organisation (SPO) to help it maximise its social impact. Venture philanthropy specifically focuses on social causes, while impact investing has a broader remit of social and environmental causes. Both generally aim for a financial return while having a positive impact on the world, but not all investments yield a financial return.



Over the last decade, philanthropists have become more influence-oriented, seeking to set clear goals and gather evidence of influence. Cooperation has grown - and the growth of public-private partnerships is seen. Investors are now increasingly moving towards an investment criteria model that adds social and environmental impacts to traditional risk and return parameters. The evolving geopolitical landscape, the rapid creation of new wealth, and a greater awareness of how philanthropy can bring about social change have led to innovation.

Africa Charity Dashboard by Deep Knowledge Philanthropy



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Charities in Africa Dashboard

Charities in Africa Dashboard highlights the state of charitable sphere in Africa. The dashboard includes the map divided into the districts and indicates such key data as:

Population

Density

Hunger Insecurity

IDPs

Sanitation

Clean Water,
Sanitation and
Hygiene

Deep Knowledge Analytics is building a sophisticated cloud engine for advanced analytics in healthcare and philanthropy in Africa.

Main Features of the Platform:

- General state of the country / districts analysis
- Identification of critical challenges
- List of charities operating in the country
- Key financial indicators of charities
- List of African charitable programs

Value Proposition:

- Platform shows the full landscape of philanthropic industry in Africa
- Up-to-date information regarding the country could be provided to interested parties
- Platform could be shaped to meet specific needs

The range of parameters will depends on the objective and further product development.

To learn more: platform.dkv.global/dashboards/africa-charities-dashboard-operation

Charities in Africa Dashboard's Statistics

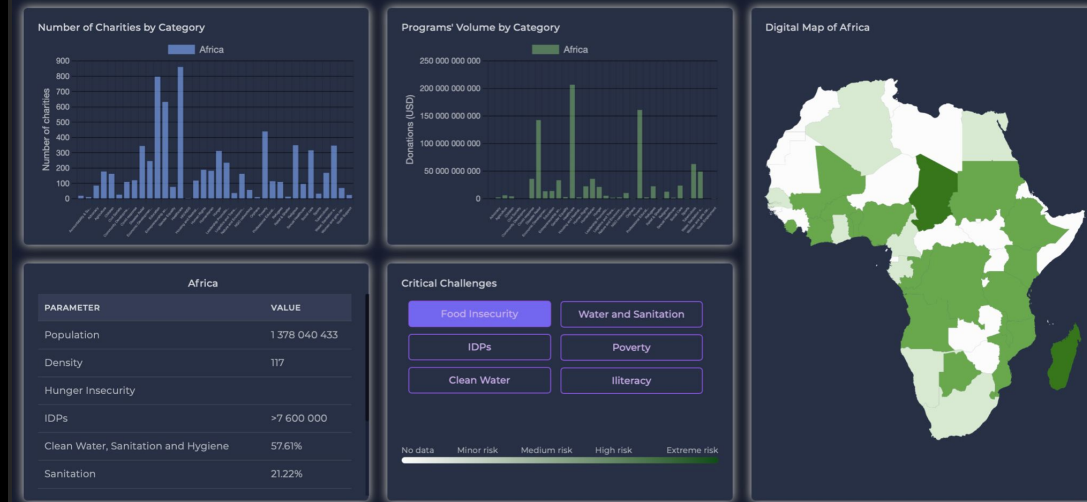
217
Charities

1,300+
Programmes

65,000+
Parameters

35
Categories

~\$900B+
Value of Support



Charities Operated in Africa

Parameters



Charity



Board Leadership



Mission



Revenue



Expenditure



Net Assets



Grants

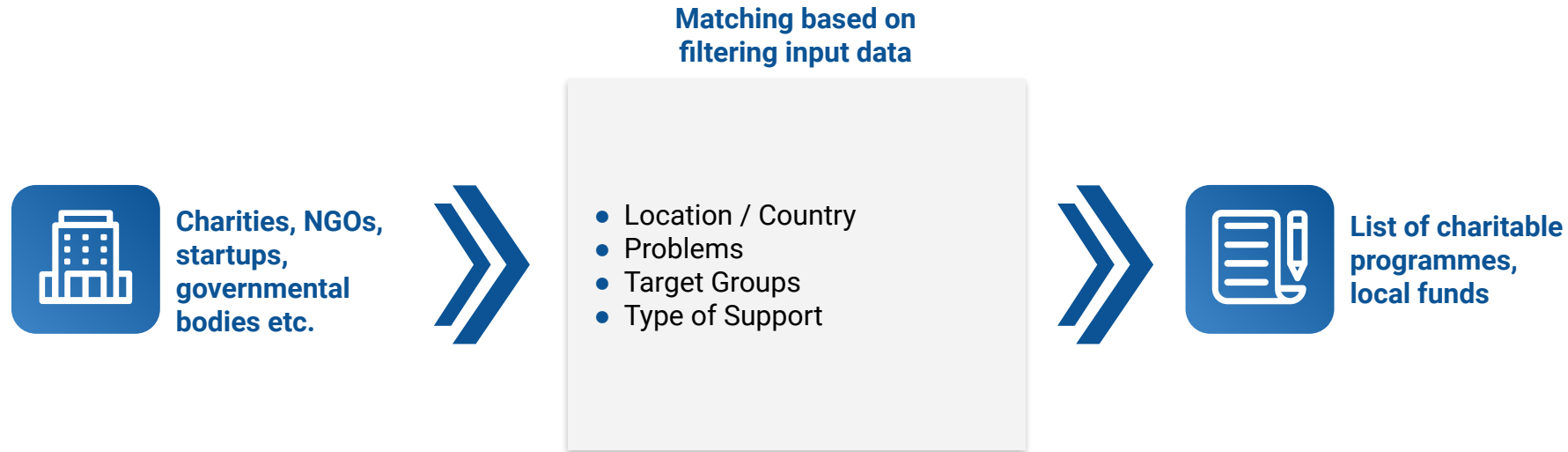


Administrative Expenses

Charities in Africa Dashboard includes a comprehensive overview of more than 200 charities in the country. The overview combines both qualitative and quantitative indicators to provide the customer with the up-to-date information regarding the most demanded charities in Africa.

Africa								
Clear all			Select country		Select category		All people	
NAME	BOARD LEADERSHIP		MISSION	REVENUE	EXPENDITURE	NET ASSETS	GRANTS	ADMIN EXPENSES
Esperan'a	Martin Board Royce	Johnson Chair, Jeri	Since 1970, Esperan'a has been providing Healthcare and hope for the w ...	\$3,599,363	\$3,332,408	\$3,617,437		
Ashoka	Bill Drayton		Founded in 1980, Ashoka strives to shape a global, entrepreneurial, co ...	\$40,990,598	\$36,954,523	\$50,249,352	\$38,295,290	\$4,345,971
Rise Against Hunger	Brian Martin	Neil Neville	Rise Against Hunger is growing a global movement to end hunger by empo ...	\$59,299,161	\$60,818,336	\$3,710,824	\$59,243,503	\$5,279,267
All God's Children International	Brittany Norman		All God's Children International (AGCI) is an orphan care ministry ans ...	\$5,899,335	\$5,010,510	\$1,500,601	\$2,739,088	\$186,143
Hope for Africa International	Charles Mwape		HOFAI is using HIV awareness as the main strategy in combating HIV/ AI ...					
The Fund for Global Human Rights	Chris Canavan		The Fund for Global Human Rights equips grassroots activists across th ...	\$21,961,665	\$13,874,597	\$17,032,540	\$21,905,689	\$1,033,882
Jewish World Watch	Diana Buckhantz		Jewish World Watch is an expression of Judaism in action, bringing hel ...	\$1,441,202	\$1,546,854	\$985,372	\$1,044,396	\$199,716

Smart Matching Platform for Charitable Purposes in Africa



Smart Matching Platform connects different charities, NGOs and other players of the philanthropic industry with charitable programmes and local funds based on their location, problems, target groups, and type of support. It enables charities to find the best entities for cooperation and to build a mutually beneficial relationship. Thus, it optimises the supply chain of the support related to problems in Africa.

Charity Funding Platform Coming Soon



KYC procedures will ensure the integrity of donors, and enable a “one-click” sponsorship experience by pre-validating sponsors before they can actively utilise the platform.



Visualisation mechanisms and video game-style incentives to gamify philanthropy and charitable donations, where potential donors will have digital avatars with visualised statistics, rankings and graphs.



Interactive search and multiparametric filter capabilities to enable donors to efficiently discover projects based on causes of interest, geography and project founder track record.



Users will be able to see the other donors in shared charitable cause categories, and compare their own sponsorship statistics and scorings with others dedicated to the same causes.

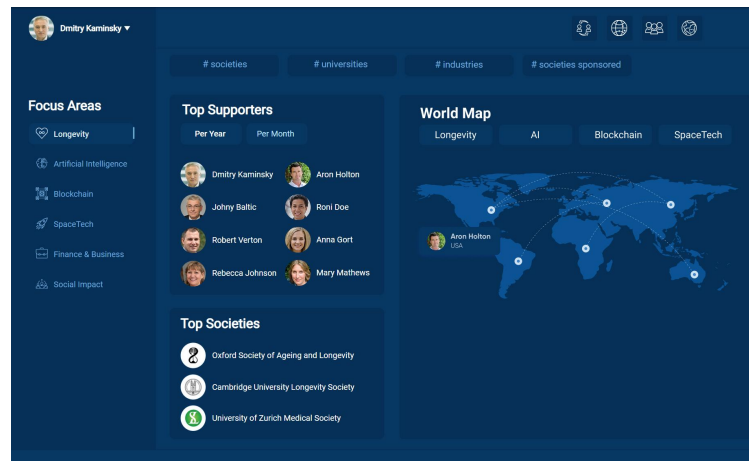


Founder-funder smart-matching, in which donors fill in a questionnaire about their interests and preferences, and they are suggested projects that match their interests or provide the most impact in boosting personal brand.



The dashboard will feature donor benchmarking and highlight the top donors per month and per year in specific cause categories, and in specific humanitarian deliverables (including social impact ranking of top donors).

Machine learning specialists will be responsible for designing, testing, and validating (via small-scale proof of concept to demonstrate feasibility, and then validated-to-scale) the specific machine learning approaches used to smart-match donors to projects (based on user-input data specifying causes of interest, budget range and other parameters) and projects to donors (based on the same parameters used to connect donors to projects, but with additional analysis of which donors have funded similar projects in the past).



About Deep Knowledge Philanthropy



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Deep Knowledge Philanthropy

Deep Knowledge Philanthropy is a non-profit organisation that employs the most sophisticated approaches to analytics used by its founder the Deep Knowledge Group **leader of proprietary analytical research** in the longevity and advance science fields . We aim to use pioneering scientific discoveries to efficiently prolong human lifespan and bring socially-inclusive humanitarian benefit by supporting innovations, science, charitable and sponsorship projects.

Deep Knowledge Philanthropy utilises advanced benchmarking, predictive forecasting and data-driven strategy formulation and execution in order to deliver 10x-50x the social impact and deploys Deep Knowledge Group's extensive distributed international network for extremely efficient and productive engagement with Governments, Progressive Corporations, Top-Tier Media, NGOs, angel networks, universities, and other interested parties.

Deep Knowledge Philanthropy is committed to using the latest proprietary DeepTech innovations to further progress in the socially-inclusive development of DeepTech itself, and the delivery of technologies' foremost humanitarian impacts in an accelerated, smarter and more efficient manner.



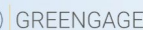
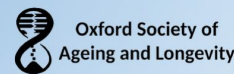
About Deep Knowledge Philanthropy

The organisation was founded in 2021 to house the sum of philanthropic, nonprofit, and influence investment activities, projects, and initiatives conducted over the past 5 years under the Deep Knowledge Group umbrella. Its activities are backed by the quantitative analytics produced by Deep Knowledge Group's 10+ analytical subsidiaries, implementing the most advanced approaches to analytics, benchmarking, predictive forecasting, and data-driven strategy formulation and execution in order to deliver 10x-50x the social impact and ethical ROI per dollar than the nonprofit and philanthropy sector average.

Deep Knowledge Group's analytical and nonprofit activities are powerful tools for extremely efficient and productive engagement with governments, progressive top-tier corporations, industry influencers, journalists, and a wide range of other strategically relevant personalities and organisations. All Deep Knowledge Group's activities (both for-profit and nonprofit) are structured in order to support, develop, and leverage the power of DeepTech for socially-inclusive humanitarian benefit, based on the foundational principle that technological innovation is the key driver and most efficient tool for improving quality of life, safety, stability, and growth potential for global society and the belief that the highest return on investment is not just profit but ethical returns and the delivery of added quality of life and developmental opportunities for humanity.



Partners & Contributors



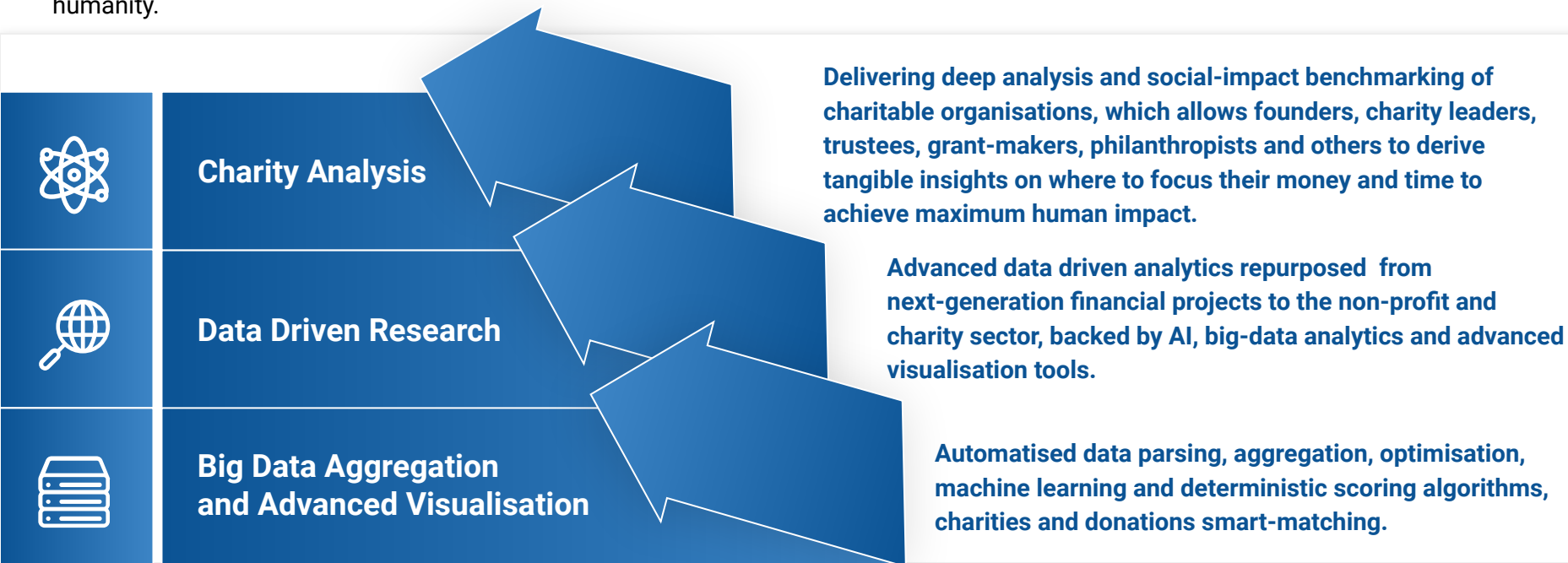
Deep Knowledge Group: Analytical Reports on Industries for Social Good

Deep Knowledge Group's analytical subsidiaries have produced a number of special analytical case studies on industries focused on social good and humanitarian benefit, highlighting crucial work being done by Non-Profits, Governmental Organisations and NGOs. Its analytical subsidiaries also work actively with national and international policy organisations to help drive growth in innovation economy sectors, and have produced a number of reports in coordination with the UK All-Party Parliamentary Groups on AI and Blockchain.

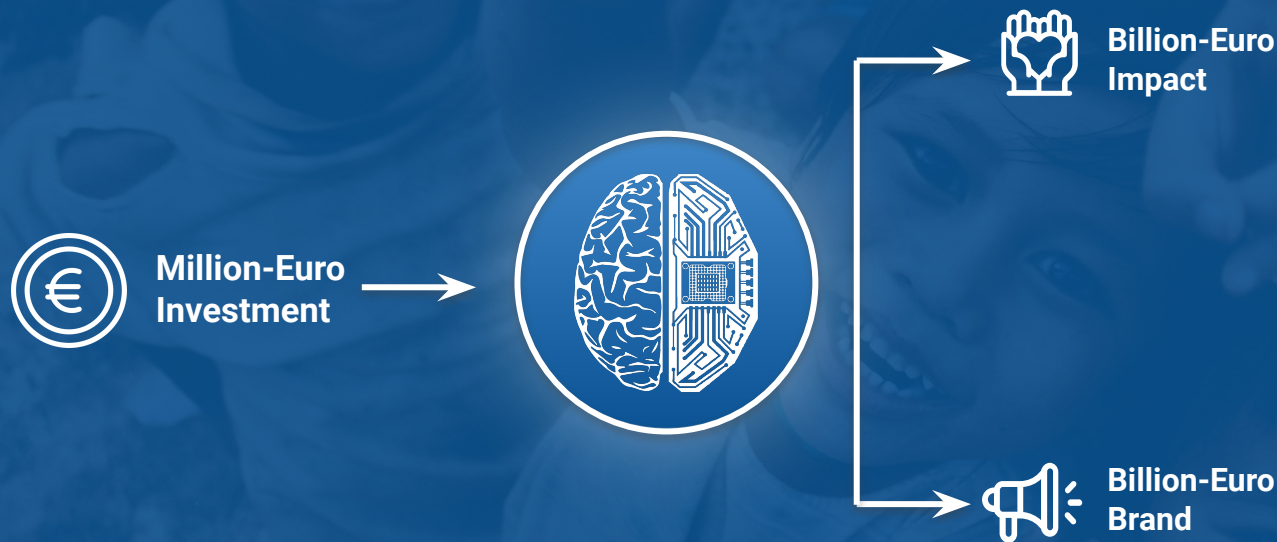


DeepTech Innovation for Maximum Social Impact and Humanitarian Benefit

All of Deep Knowledge Group's activities (from for-profit to non-profit) are structured in order **to support, develop and leverage the power of DeepTech for socially-inclusive humanitarian benefit**, based on the foundational principle that technological innovation is the key driver and most efficient tool for improving quality of life, safety, stability and growth potentials for global society, and the belief that the highest return on investment is not just profit, but ethical returns and the delivery of added quality of life and developmental opportunities for humanity.

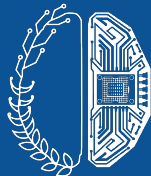


Our proposal is **more than a charity offer** – it is an **investment opportunity**.

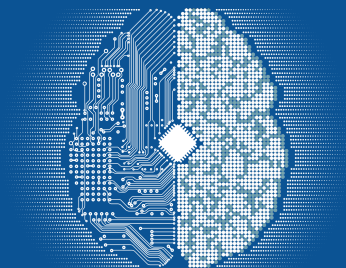


Join us and your million-euro contribution will result in a billion-euro return in **global social impact** and **international personal brand** development.

Venture Philanthropy Is the Most Profitable Long-Term Investment.



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Link to the Report:

www.deep-knowledge.org/philanthropy-ecosystem-in-developing-world-q2-2022

E-mail: info@deep-knowledge.org

Website: www.deep-knowledge.org

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