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Explore our digital Impact Report to learn about everything Founders Pledge and our community achieved in 2022.

**Headline figures** ↓

**Our community** ↓

**High-impact giving** ↓

**Founders Pledge funds** ↓

**100% for impact** ↓

**Our supporters - a thank you** ↓

# Empowering entrepreneurs to do immense good

Evidence shows the most effective charities can be orders of magnitude more impactful than the average, meaning \$1 million given strategically can achieve the equivalent of a \$1 billion donation to an average charity.

We make it easy for our community to be strategic with every aspect of their giving by being their go-to partner for all their philanthropic needs, including when, where, and how to give to have the greatest impact.

The economic downturn of 2022 hit the tech industry hard. Despite the challenges they and their companies faced, our community continued to give generously and strategically to charities working to make a dent in the world's most pressing challenges.



*“Joining Founders Pledge aligns with my personal values and the values of my company. It's not just about building a successful company, but also about taking responsibility for our global community to make a tangible difference in the world.”*

Charles Gorintin, co-founder and CTO of Alan

# What we accomplished **together** in 2022

**\$1.3 billion pledged**  
to charity  
**from 80 new members**

**\$67 million in grants**  
to end-user charities and funds, including  
**\$26 million to high impact**  
funding opportunities

**616 grants**  
across  
**37 cause areas globally**

# Impact at scale

**\$839 million**

donated to the charitable sector by our community  
since 2015

**\$284 million**

in grants to end-user charities and funds

including

**\$66 million**

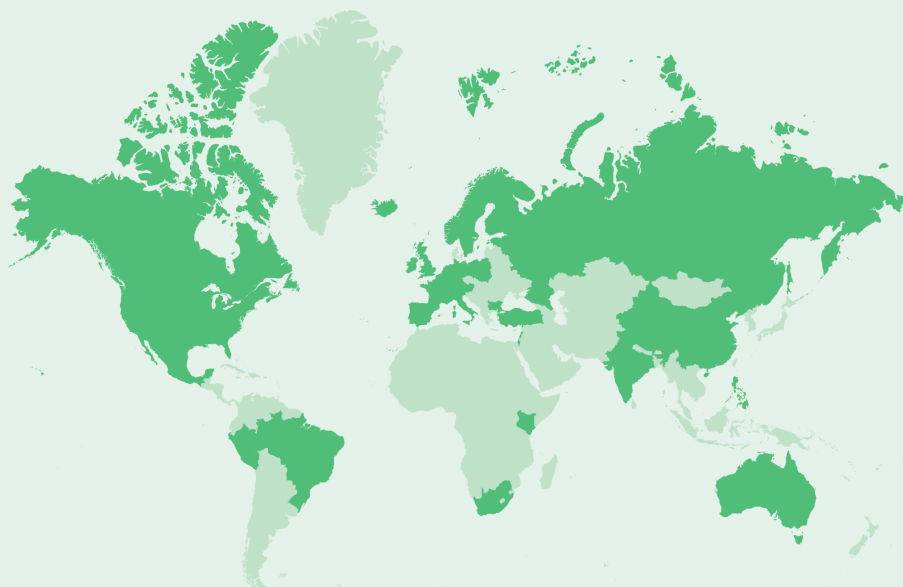
in funding to our recommended charities and funds

**1,767**

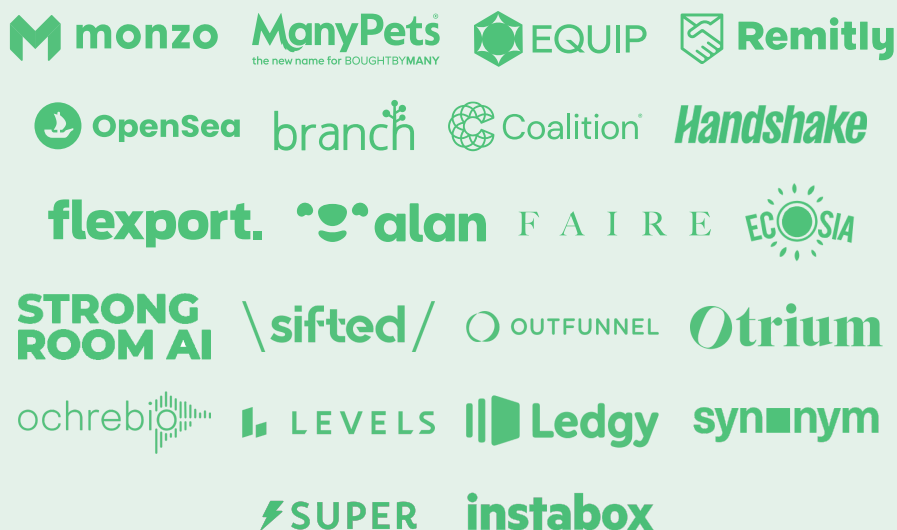
members from 39 countries and growing



# Member and community support drives our impact



We are a global community of entrepreneurs and investors from 39 countries committed to finding and funding solutions to the world's most pressing problems. In 2022, a wonderful cohort of members joined from companies such as:



# Providing unique opportunities to learn and connect

By having a seat at the table when new ideas are discussed, and learning from the leading thinkers behind some of the world's biggest challenges, our members can become more informed givers and enhance their understanding of how to move the needle on issues close to their heart.

In 2022, we curated and hosted **15 events**, comprised of dinners with expert speakers, and intimate **4-day retreats**. The focus is always on connecting members with high-impact solutions and charities to inform their giving. Because of the quality of experience we strive to provide at our events, some of our events are ticketed to offset the cost to Founders Pledge.

Our events in 2022 were attended by **173 of our members from over 15 countries** and featured:



An intimate dinner in San Francisco with Ken Caldeira, Bill Gates' former climate advisor

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Our first North American retreat, held over five days in Tulum, Mexico

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A preview of our report on air pollution and viewing of the Wellcome Collection's 'In the Air' exhibition in London

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An in-conversation webinar with best-selling author, Sam Harris and Founders Pledge Research Director, Matt Lerner



# High-impact giving

## Our advisory service: a right-sized solution

Founders Pledge advisors support members when they are ready to give, ensuring that both first-time and deeply experienced givers can be as effective as possible. Members build **trusted relationships** with their advisors and together create a space to reflect on their values, articulate their worldviews and **discover** which problems they'll endeavor to solve through their philanthropy.

The team's domain expertise eases the challenges of **complex grantmaking decisions**, provides access to funding opportunities not often available to individual philanthropists, and leads members to become confident in their giving strategy and expected impact.

In 2022, we provided bespoke philanthropic advice to 136 members, with **60% of recommendations followed**. This resulted in more than **\$21 million** being donated to our recommended, high-impact funding opportunities.



*“The Founders Pledge advisory service gave us a lot of food for thought, opened our eyes to a number of causes, and, more broadly, helped us understand how we should think about maximizing the impact of our charitable giving.”*

Philipp Mohr, co-founder of  
DataTiger,  
and Sarah Grogan, co-founder of  
Within Yoga School

# Insights from our research team

Our research team continued their work to find the most important, neglected and tractable cause areas and identified the highest-impact charities working to address them. In 2022, our experts identified and evaluated 10 new high-impact funding opportunities and published 8 [research reports ↗](#) and 10 [articles ↗](#) exploring important issues such as:

 [Policy reform to safeguard future well-being ↗](#)

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 [The risk of artificial intelligence \(AI\)-enabled military systems ↗](#)

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 [The use of mass media interventions to promote behavior change ↗](#)

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 [The impact of air pollution in low-income countries ↗](#)

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 [What the war in Ukraine means for climate ↗](#)



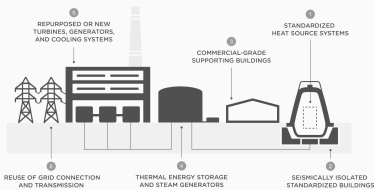


# Our recommended charity spotlights

In 2022, we empowered our members to give \$26 million to our recommended high-impact charities. We are pleased to share a snapshot of them below.

## CLIMATE

### TerraPraxis



Repowering existing coal plant infrastructure is the single largest carbon abatement opportunity on the planet. TerraPraxis is combining its expertise in energy with Microsoft to deliver a digital solution to repurpose more than 2,400 coal-fired power plants worldwide to run on carbon-free energy. These carbon negative power plants are cheaper to operate and ensure continuity for communities reliant on them for power and jobs.

## EXISTENTIAL RISK

### Berkeley Risk and Security Lab



With seed funding from Founders Pledge, the Berkeley Risk and Security Lab - a new research institute at the University of California (UC), Berkeley - was launched in 2022. Its researchers are focused on the study of existential threats from frontier military technologies and are set to answer some of the most pressing questions regarding the future of war and peace.

## GLOBAL HEALTH AND DEVELOPMENT

### Helen Keller International

Vitamin A supplementation



Vitamin A is critical to childhood development of vision and immune systems, but is too frequently severely lacking for many families living in poverty around the world. Every year, HKI distributes tens of millions of Vitamin A supplements, a simple twice-yearly dose that reduces childhood mortality by more than 25% and helps prevent blindness.

## A STORY OF IMPACT

# Saving lives in Guinea

In March 2021, our Global Health & Development Fund provided a grant of \$11,000 to the Against Malaria Foundation (AMF), and we've followed the story from donations to lives saved.

The funding allowed AMF to buy 7,747 mosquito nets, protecting an estimated **11,156 people** for over two years, including **4,994 children**. These were distributed in the Labé region of Guinea during June 2022, with post-distribution net checks taking place the following winter.

We expect the nets to reduce malaria prevalence for those protected by 27%, averting 10 deaths, most of which would be of children under the age of five. Children are particularly vulnerable to the disease since, unlike adults living in endemic regions, they have yet to develop immunity.

Following on from this success, we **increased our giving** to AMF to \$100,000 in 2022. This is impact we can all be proud of.



*My message is a message of hope. With impregnated mosquito nets... the people of Guinea have the weapons to defeat malaria.*

**Dr Mamadou Péthé Diallo, Guinea Minister of Health**

# Founders Pledge Funds

Our Funds allow our members to pool their resources with others to tackle global issues they care about in an easy and effective way. Managed by dedicated Fund Managers (predominantly Founders Pledge Researchers), grants from our Funds are made when and where they're needed most.

## INTRODUCING THE

# Global Catastrophic Risks Fund

October 2022 marked the 60th anniversary of the Cuban Missile Crisis, during which the world experienced a nuclear close call.

Sixty years later, we continue to face immense global catastrophic risks – risks that could kill hundreds of millions or even billions of people alive today. To help mitigate them, Founders Pledge introduced the Global Catastrophic Risks (GCR) Fund.



Christian Ruhl

Founders Pledge Researcher & GCR Fund Manager

*“Humanity faces large and growing risks, including war between great powers, natural and engineered pandemics, nuclear war and threats from AI and frontier military technologies. But scientists, policymakers and the the public can come together to mitigate them. We’ve done it before.”*





# Global Health & Development Fund


Aim: To tackle global inequalities in health, wealth and opportunity



## \$658k directed to charities focused on

 Leveraging community ambassadors and SMS reminders to ensure children receive their immunizations against vaccine-preventable diseases in India

 Delivering cost-effective treatments that protect school children in Sub-Saharan Africa from parasitic infections that, if left untreated, could affect their cognitive and physical development

 Averting maternal deaths in Nigeria through radio campaigns that provide clear, compelling and accurate information on modern contraception





# Climate Change Fund


Aim: To sustainably reach net-zero emissions globally



## \$2.3m to

 Develop an application designed to estimate the feasibility, cost and time to transform existing coal plants into emission-free generators

 Support strategic communications around the Breakthrough Agenda launched by 46 world leaders to accelerate the innovation and deployment of clean technologies




 Conduct techno-economic research and mainstream the idea of repowering coal in key Asian emerging economies

# Animal Welfare Fund

Aim: To improve the welfare of animals



## \$305k in funding to charities working to


-  Safeguard fish welfare in global aquaculture, helping to preserve our oceans, buffer against disease risks and improve the lives of billions of fish
-  Help scientists and decision-makers investigate important and understudied questions about wild animal welfare
-  Engage young people in campaigning for a just world for animals


# Patient Philanthropy Fund

Aim: To safeguard and improve the future of humanity



## \$750k raised to safeguard the future

 These funds are invested to be deployed at the time when donations are most beneficial for the long-term future

 First small grant made in nuclear security to investigate the impact of a major nuclear security funder withdrawing from the space

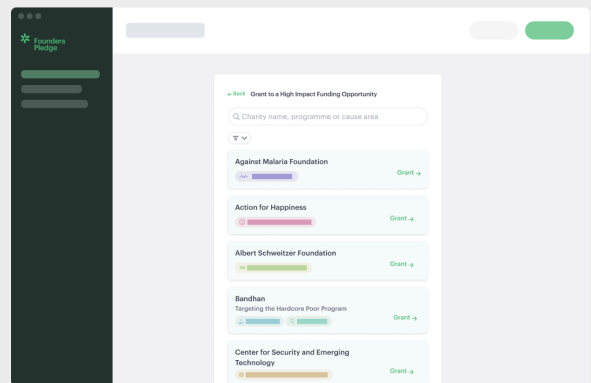
# Fine-tuning the Founders Pledge experience

In 2022, we fine-tuned the experience across every stage of the member journey, moving the dial from good to great, and improving our products and services to be robust, efficient and future-proof, such as:

**Standardizing** our charity evaluation process, increasing research specialization across cause areas and expanding our relationships with research partners, such as GiveWell, Open Philanthropy, Charity Entrepreneurship, and the Happier Lives Institute, enabling us to source recommendations more rapidly.

**Refining** our global grantmaking infrastructure to support a sustainable, consistent, seamless service based on industry best practice.

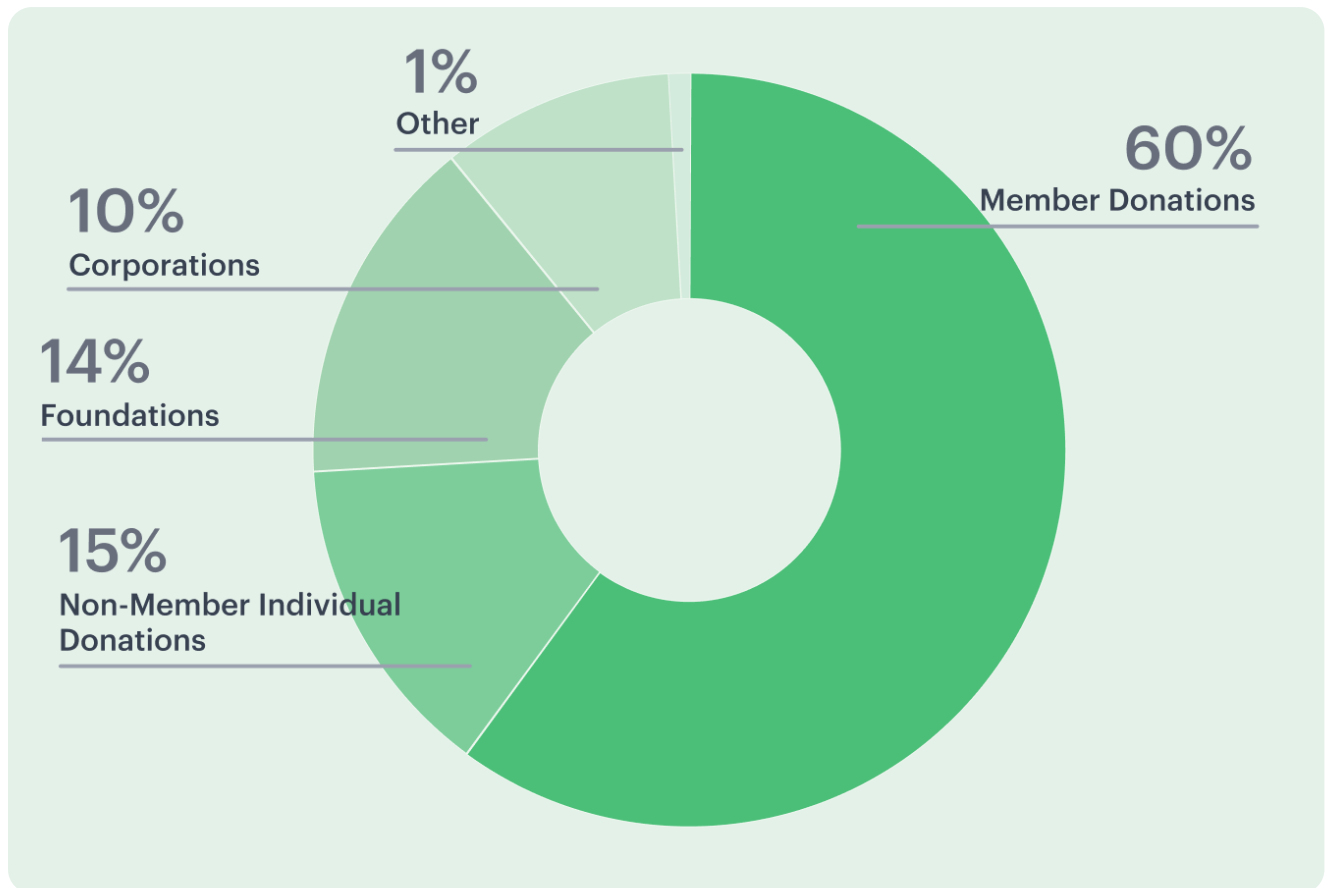
**Launching** a new version of our Member App that supports contributing and granting for Founders Pledge DAF holders.



**Creating** optimal member journeys to maximize member engagement into and within our philanthropic advisory service, allowing our team to deliver a quality, values-aligned service more efficiently.



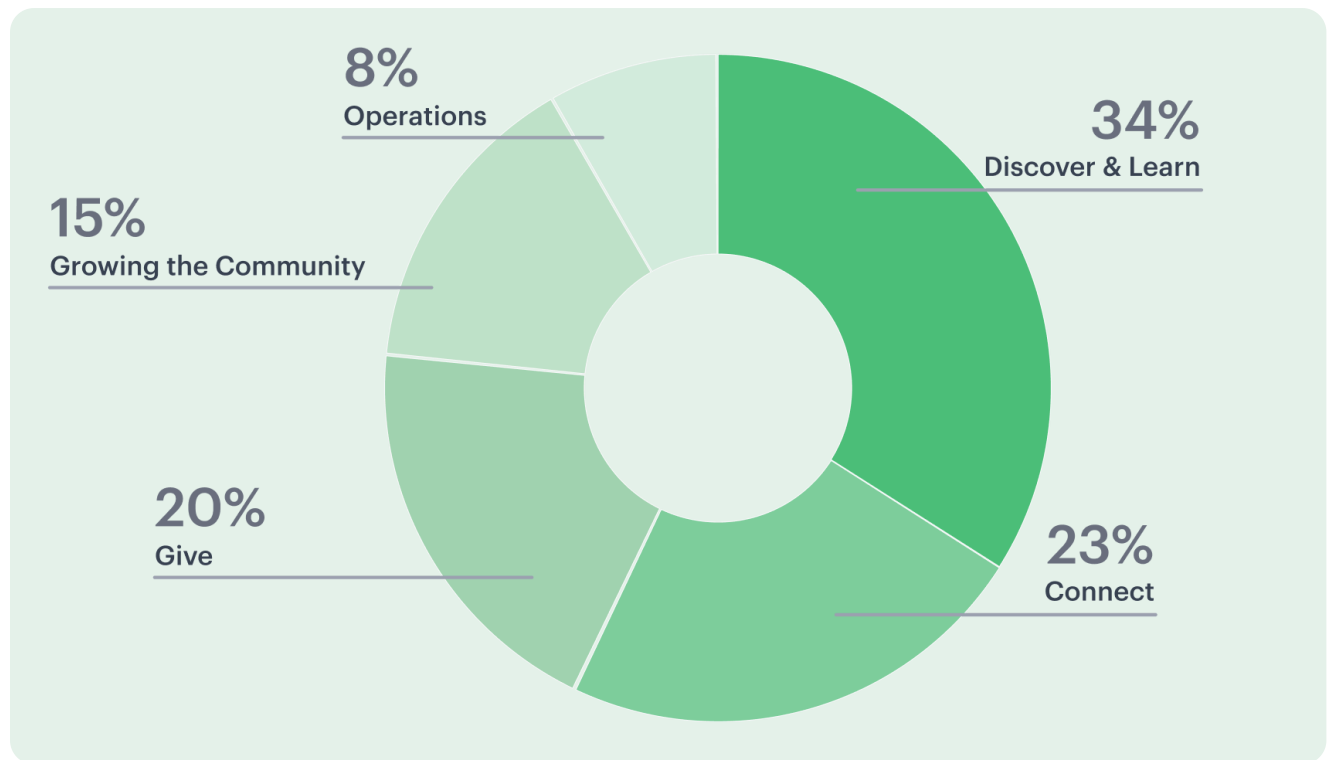
# 2022 Funding



Our work is simply not possible without the support of our members and other generous donors. Your donations powered our mission and the many minds working behind the scenes, including:

- Our **in-house researchers** finding the **most impactful giving opportunities**
- Event curators developing **programmes to engage and inspire** our community
- Advisors introducing **funding opportunities that align with members' values**
- A team of grantmakers ensuring **every dollar makes it to our members' chosen charities.**

# 2022 Expenses



## 34% Discover & Learn

Charity research, philanthropic advising, and educational programs

## 23% Connect

Community building and events

## 20% Give

End-to-end giving infrastructure, including a global Donor Advised Fund

## 15% Growing the Community

Recruiting and onboarding new members

## 8% Operations

Resources and infrastructure to deliver our mission

# Looking ahead

In 2023, we will continue to focus on what matters most to our community and get better at helping our members to maximize every charitable dollar in 2023 and beyond. There is much in store to be excited about:

**2x**

**Nearly doubling** the amount of money moved to our recommended charities – from \$26m in 2022 to \$50m in 2023



**Delivering** a better giving experience for our community through enhanced Donor Advised Fund offerings, such as investment services and complex gift acceptance



**Bringing** our members even closer to the changes our high-impact charities are making around the world



**Researching** cause areas and identifying high-impact charities working in the areas of global catastrophic risk, climate, maternal and neonatal mortality, education, and scientific research



**Making improvements** to our Member App, such as providing complementary onboarding support to new members during their first year of membership and strengthening grant-making feedback loops for members who are giving

# Thanks to our Foundry Members



Vikrant Bhargava  
&  
Dr Surbhi Virmani



Shirley &  
Curtis Chambers



Luke Ding



David Helgason



Taavet Hinrikus &  
Silvia Fantauzzi



Neil Hutchinson &  
Jessica Stroup



Eric &  
Wendy Schmidt



Jaan Tallinn



Moaffak Ahmed &  
Anne Badan



Erik Bergman



Andrew White &  
Nicola Kelly



Alex Gerko

and other Foundry members who wish to remain anonymous



# 2022 Sustaining Partners

Adam & Dana Katz

Andy McLoughlin

Andy Phillipps

Bernd Roggendorf

Blaine Vess

Brian & Ela Crain

Carly Stockdale & Tom  
Griffiths

Caspar & Ursula Woolley

David & Eli Gardner

Emmanuel Tahar

Erik Byrenius

Fabian & Anna Heilemann

Ferry & Jennie Heilemann

Greenbridge Family  
Foundation

Ignaz Forstmeier

Jack Smith & Dawoon  
Kang

James Herbert

Jascha Hoffman

Jeremy Yap

John & Susan Baird

Jose Marin

Jussi Laakkonen

Kathrin & Andreas Haug

Katie & Damian  
Kimmelman

Marcus Swanepoel &  
Frieda Mennen

Nick Popovici

Rand Hindi

Ryan & Margaret McKillen

Steve & Rosita Newman

William Todd

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## Corporate Partners

**Cooley**

**Great.com**  
A SWEDISH INITIATIVE

 **PICTET**  
1805

 **SONIC  
FUND**

**svb** 

# Supporting Foundations



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## In-Kind Partners

**BELUGA**  **BMH BRÄUTIGAM**  **contentful**



**MACFARLANES** **miro**   **Notion**

WATSON FARLEY  
&  
WILLIAMS

# Making effective giving the norm



2023