

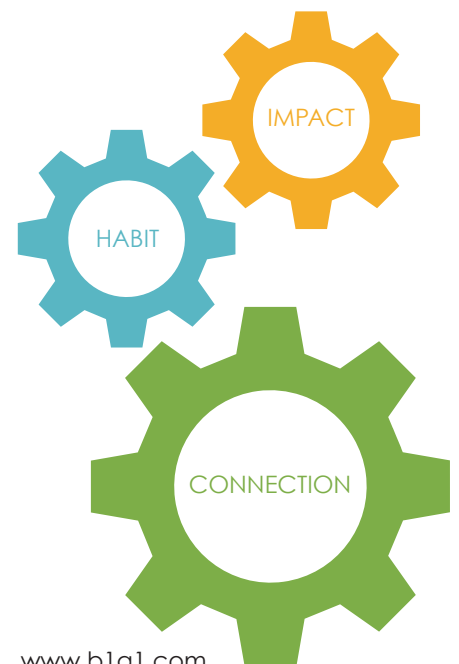
# ANNUAL REPORT 2012



---

## BUSINESSES CREATING A MORE GIVING WORLD

THROUGH THE POWER OF THE B1G1 PROGRAM



[www.b1g1.com](http://www.b1g1.com)

# TABLE OF CONTENTS

---



## THE WORLD OF B1G1

3

- 'To a New World' - Masami Sato, B1G1 Founder
- The Great Gap: Coming Together to Create Real Change
- How B1G1 works



## 2012 OVERVIEW

7

- B1G1: Making-A-Difference Calendar
- 'It's not Just About Giving' - Karen Ormerod, B1G1 Partner
- Connecting More Through the B1G1 Study Tours



## IMPACT & GROWTH

11

- 'Impact • Habit • Connection' - Paul Dunn, B1G1 Chairman
- Total Impact Summary
- 2012 Snapshots



## KEY ACHIEVEMENTS

15

- Spreading the Word: Membership Growth in 2012
- One Step at a Time: Our Effort and Progress
- 'Caring About Small Things' - Paul Petrucci, Vice President, B1G1 Giving



## OUR GOALS

19

- 'A Shower That Keeps Flowing' - Tamaki Tanaka, B1G1 Giving Board
- Our Goals 2013 and Beyond
- Upcoming Developments



## BEHIND THE SCENES

23

- B1G1 Initiative Structure
- B1G1 Project Assessment Process
- 'Benefits and Transparency' - Pang Eng Khew, Treasurer, B1G1 Giving



## GRATITUDE

27

- B1G1 Awards: B1G1 Businesses of the Year
- Supporters and Volunteers
- Gratitude From the Team



## EXTRA INFORMATION

31

- B1G1 Giving Activities
- B1G1 Membership Activities
- The Organisation Information

# THE WORLD OF B1G1

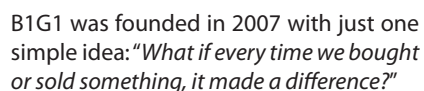


All great things have their origin  
in that which is small.

Lao Tzu



Masami Sato, B1G1 Founder



And since that day, we've been working on building B1G1 initiatives that create this great change through the power of small: focussing on SME businesses.

Today, B1G1 is working with accountants, lawyers, marketers, printers, doctors, dentists, real estate agents, cafes, fashion brands, gardeners, engineers, retail stores and entertainers. In fact, businesses of all kinds are enjoying the giving through B1G1.

Our world still faces many issues. Yet by breaking down our objectives into small units of positive actions, we all can make significant contributions in ways we believe in.

All of us here at B1G1 are truly grateful for being able to be part of your great giving journey.

We hope many more businesses will join us in 2013 and beyond to further move towards a world where every one of us can achieve our highest potential: every second, every day and in every way.

“

**B** 800+ Businesses from 14 countries

**P** 600+ Projects from 30+ countries

800+ Businesses from 14 countries

600+ Projects from 30+ countries

# The Great Gap

Coming Together to Create Real Change



The world is full of gaps.

There is a huge gap between well-to-do countries and economically disadvantaged countries.

There is a big gap between wealthy families and disadvantaged families even in the same country.

There is also a gap between the power of large corporations and that of small businesses.

Again, there are so many gaps in our world... but at the same time, something special is happening now to connect us.

Over the past years, we've already seen the amazing growth of 'connectivity'.

We've seen how a truly connected group can really influence our world.

B1G1 was created to bring us together to create the world where we can all make a difference to each other's lives in meaningful ways.

We focus on business giving because we know that mobilising businesses in a country can achieve much more than what the government can do, and interestingly, most businesses are SMEs!

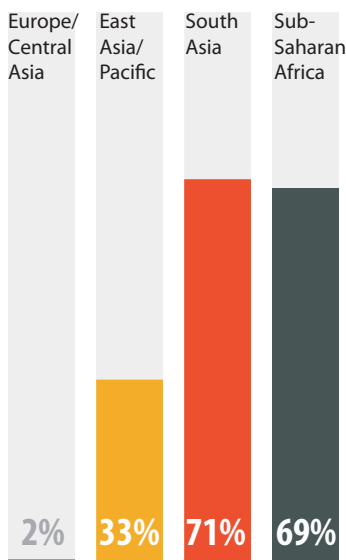
Businesses can be doing so much more for our world. And B1G1 can give your business the power to change lives.

So now, all the gaps we see are actually spaces we can fill with great giving acts.

“Reducing inequality is the highest human achievement.”

Bill Gates

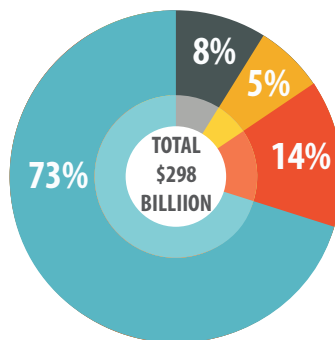
## The Great Gap. And the potential power of small business giving.



Statistics by World Bank

### WORLD FACT

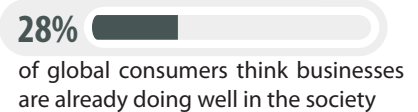
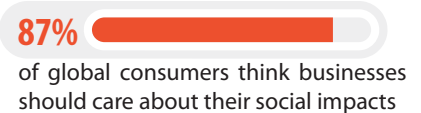
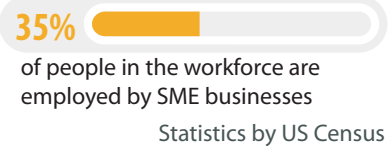
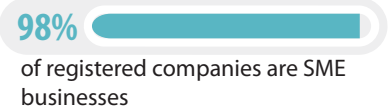
People around the world living on less than 2 USD.



Statistics by Giving USA

### GIVING FACT

Charity donations made from different sectors in US.



Statistics by goodpurpose®

### BUSINESS FACT

Economic value of SMEs and consumer expectations of businesses.

## How B1G1 Works

### The 'Mechanics' of B1G1

People say B1G1 is very different from any other giving initiatives they've ever seen.

That's partly because when people donate to a charity they usually do not know how the fund is used. In fact, much of what people give is used for fundraising because it's very costly for the organisations to raise funds since most people only give on an ad hoc basis.

And while there is already a lot of personal giving happening online and offline, not many small businesses give regularly in a structured way even though they really care about our world too.

B1G1 changes this picture by giving small businesses the power to make great impacts in our world. And this is made possible by the unique SME Membership program.

### THE B1G1 MODEL

B1G1 connects small to medium size businesses with high impact projects from smaller charity organisations allowing them to overcome many of the challenges of conventional giving initiatives. It really transforms how businesses give.



## 2012 OVERVIEW



What we see depends mainly  
on what we look for.

John Lubbock





## B1G1: MAKING-A-DIFFERENCE CALENDAR

### Giving Life Launched



**JANUARY**

Individuals can create their own giving journal with Giving Life

### Grameen Creative Lab



**FEBRUARY**

B1G1 selected as one of the top 5 Businesses at the BootCamp!

### B1G1 GIVING AGM



**MARCH**

B1G1 Giving Board continues to upgrade its integrity guidelines

### B1G1 @ TEDx



**APRIL**

B1G1 Founder inspires the audience at TEDxSingapore

### B1G1 INSPIRE!



**MAY**

B1G1's INSPIRE program inspires many more people in UK and AU

### B1G1 in USA



**JUNE**

B1G1 in the US live for the first time. Welcome to new members!

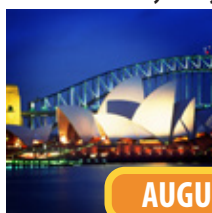
### B1G1 Tour Borneo



**JULY**

Adventurers from some B1G1 Businesses explore in the jungle

### CONNECT in Sydney



**AUGUST**

Re-connecting with the spirit of giving in Sydney via a new event

### B1G1 in Alice Springs



**SEPTEMBER**

In the middle of desert, B1G1 inspires amazing business people

### Business Re-defined UK



**OCTOBER**

Back in UK. Many more members join the B1G1 Community

### GSIF and more!



**NOVEMBER**

B1G1 Chairman awarded Global Social Innovation Fellowship

### Small is BIG



**DECEMBER**

21st million micro-giving impact created - the true power of small



# It's not Just About Giving

Karen Ormerod, Director KOBOMO



Karen Ormerod, owner of the fashion store 'KOBOMO' on Australia's Sunshine Coast jumped on board to become a B1G1 Partner at one of the B1G1 events in early 2012.

*"I felt very strongly in the first 10 minutes of that program that I was in exactly the right place."*

*"I didn't even know at that time the great joy that would come from my connection with B1G1. But as I listened to the presenter, I knew I had finally found someone who was articulating exactly what I thought was true about me and my business."*

Karen's business flourished as her giving continued throughout the year. She

designed and implemented a wonderful swing tag that's now attached to every fashion item they sell in their store.

And to her surprise and delight, many customers actively talked to Karen about their feelings for the giving KOBOMO is doing as a result of their purchases.

*"I had never imagined operating a business that could change people's lives. Making a real difference in our world by just doing what we do normally is a transforming experience."*

Karen's example shows how small businesses are indeed the ones that can make great change in our community.

“ I had never imagined operating a business that could change people's lives. ”

BUYING  
THIS  
ITEM  
CHANGES  
OUR  
WORLD.



By choosing this item you also give a nourishing meal to a child in need in Thailand through our partnership with Buy1GIVE1.

At KOBOMO we believe the much we have been given can be used to help the many who have little.

Thank you. You've helped change our world just by shopping with us today.



KOBOMO is a small retailer on the Sunshine Coast in Australia (the store is just 21 sq.mts). Yet it's already created over twelve thousand micro-giving impacts that include giving 9,347 people nourishing meals and giving 2,175 days of support to farmers in developing countries. KOBOMO now gives every day in B1G1.

## B1G1 Study Tour, Borneo & Bali

30th June - 5th July 2012

A dynamic group of B1G1 Business Members and Partners visited and experienced various projects in Borneo and Bali, Indonesia on the second B1G1 Study Tour.

### BORNEO: The life-changing jungle cruise

We cruised through the deep jungle of Borneo for 3 days on a local boat encountering amazing wildlife along the way.

The most exciting part was the seriously close encounter with the amazing Orang Utans (It means 'Forest People' in the local language) at various locations. But learning about the real cause of their struggle and how we can help prevent the nearing extinction was truly transforming for us all. We were in tears when we had to say good-bye to our beloved guide and inspiring NGO representative, Basuki.



### BALI: Seeing the light for the first time

If you lived your life in darkness, gaining sight can suddenly change your life. And such change is made possible by one of the B1G1 Worthy Cause Partners, John Fawcett Foundation in Bali.

During this tour, we had the rare opportunity to see the actual cataract operation and see the person's life change right in front of us. And then there were 500 other people who received much needed eye care on that one single day. Wow!

“ I could really see how B1G1 Worthy Causes are achieving so much with so little. ”

Tin Hua, TNN Engineering



Heading into the Palm Oil Plantation



In search for wildlife... and much more



Planting trees to help protect the forest



Encountering amazing Orang Utans



Visiting the eye care day with a local NGO



Viewing the cataract operation live!

## IMPACT & GROWTH



Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.

Margaret Mead





# IMPACT • HABIT • CONNECTION

Paul Dunn, B1G1 Chairman



“ 3 powerful words that absolutely define and differentiate B1G1... ”

2012 was one of those breakthrough years, the kind you always try to create.

And as is almost always the case, breakthroughs come from two things: first breaking away from old ways of doing things and secondly from small things.

The articulation of Impact, Habit and Connection as distinguishing ‘marks’ of B1G1 was like that—just a simple idea that came up in a meeting.

And as soon as we said it, it made sense —3 powerful words that absolutely define and differentiate B1G1.

In B1G1 it's NEVER about the CEO of a Company standing up on stage with a large cheque made out to a charity. It's NEVER about the money— it's ALWAYS

about the IMPACT.

And it's not even about a campaign. It's about HABIT. Giving, in an ever-increasing number of B1G1 Businesses now, happens even daily. And those businesses tell us it transforms who they are. Like any habit, it changes who you are!

And then CONNECTION—connection to three sets of people. Connection to the individual business owner because it becomes an expression of who they really are; connection to every single person in the team because they are all now operating from an even higher purpose and a deepening connection to customers because they now see they're helping business do good *and* do well.

And that's the magic.

## 3 KEY ELEMENTS

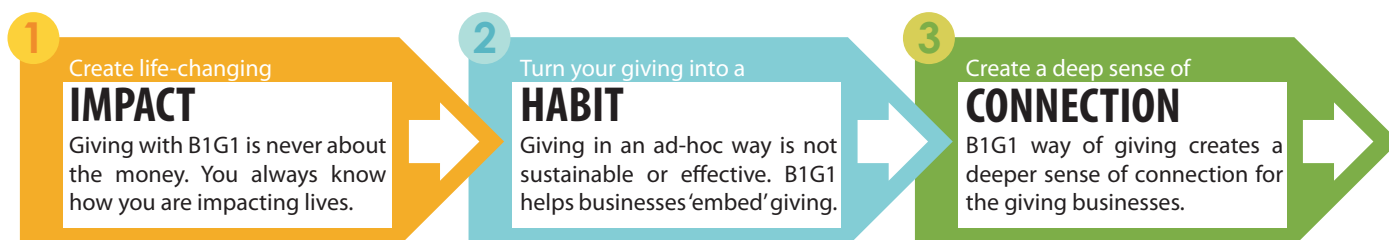
When a business joins B1G1, it receives support, tools and resources (and inspiration) to embed giving and purpose into their business DNA.

Here are the key steps in making that happen:

“ B1G1 makes the giving process simple and pleasurable.

It also involves everyone from our business to the customer. ”

Bruce Sullivan, Una Vita Café



What you can do:

- ✔ Choose from 600+ impact projects
- ✔ Give impactfully online
- ✔ See your live impact statistics
- ✔ 100% of your giving is passed on

What you can do:

- ✔ Set up 'favourites' for express giving
- ✔ Have your own giving reminder
- ✔ Create giving products/services\*
- ✔ Display the B1G1 logo and get listed

What you can do:

- ✔ Invite your team, suppliers and customers
- ✔ Display your giving 'Widget' on your site
- ✔ Share your giving activities with others
- ✔ Utilise 'Gratitude Certificates' and more

\* With B1G1, you can give simply based on the impact (impact-based giving) or link your giving to your product or service (transaction-based giving).

## Total Impact Summary

Total impacts created by B1G1 Businesses based on the break-down of all activities

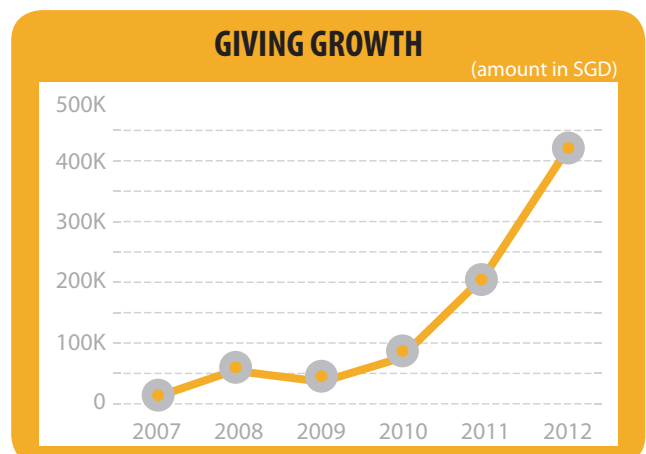
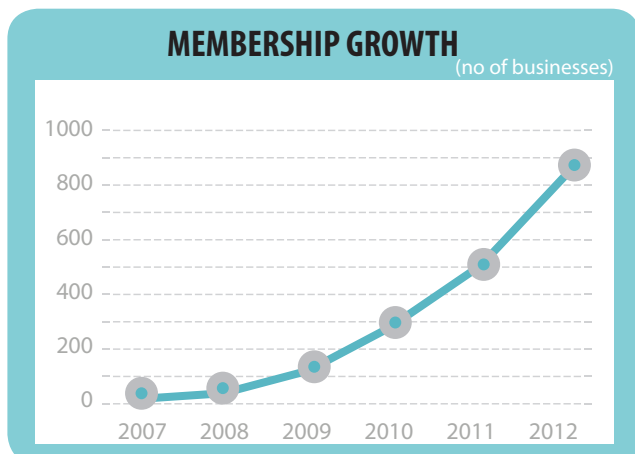
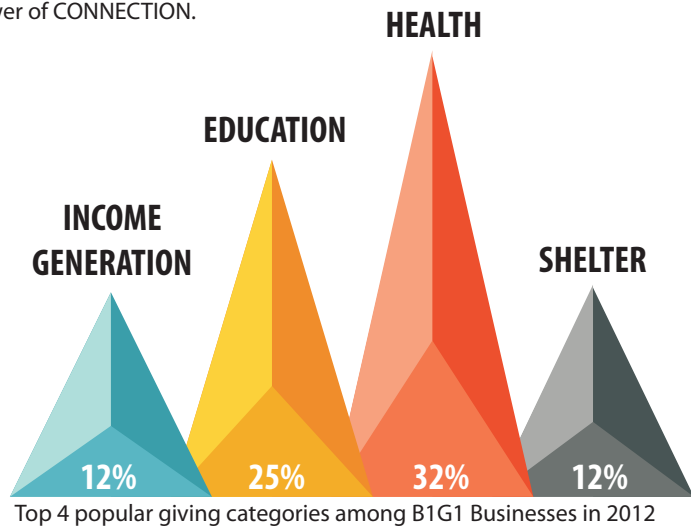
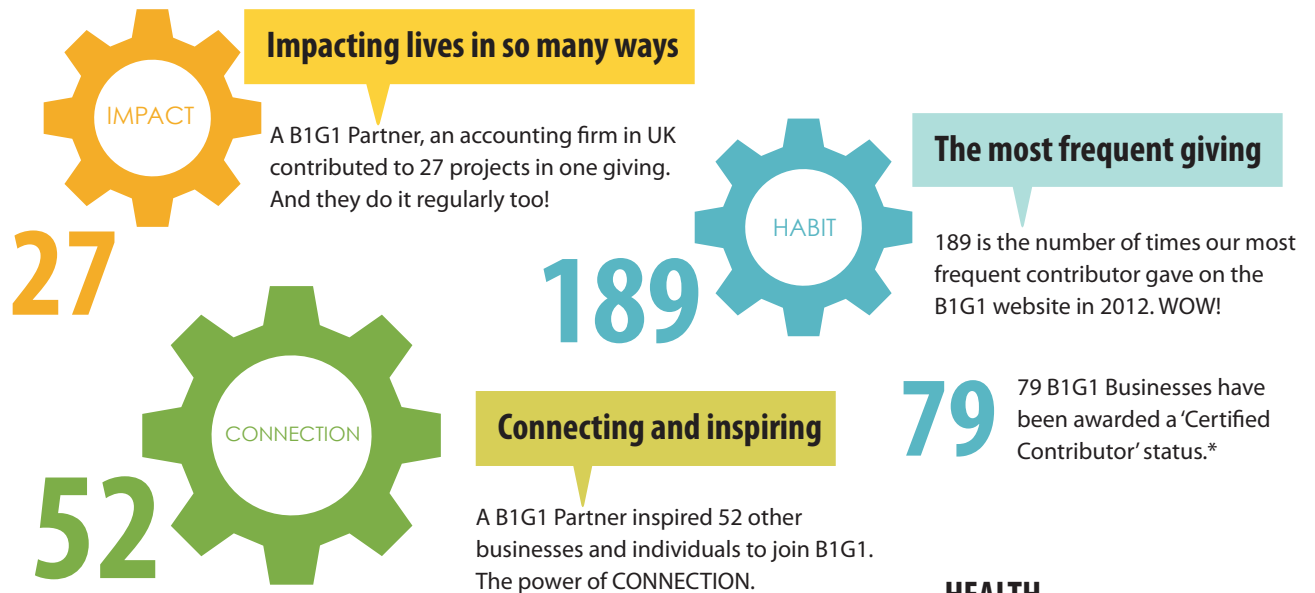
### 2012 Total: 13,044,037 micro-giving activities



Year 2012	Total 31 Dec	
132,996	255,891	<b>nourishing meals</b> were given to people around the world
10,310,091	16,146,111	days of access to <b>life-saving water</b> were given
269,048	461,313	days of <b>accommodation</b> were given to people around the world
256,168	726,245	days of <b>education support</b> were provided to disadvantaged children
7,989	19,385	days of <b>computer education</b> were given to disadvantaged children
131,891	201,691	children received <b>learning tools</b> like books, stationery and uniforms
4,631	157,807	days of <b>occupational training</b> were given
229,059	239,450	children received a special <b>education program</b>
14,300	54,200	days of <b>phone/internet connection</b> were given
1,323	9,162	days of support were given to <b>social entrepreneurs</b>
884,814	1,436,395	days worth of support were given to <b>farmers</b> around the world
554,739	899,575	days of support were given to improve <b>people's health</b> and well-being
21,336	37,991	children received an <b>improved learning environment</b> for a year
2,574	3,996	<b>trips</b> were made possible to people in need to get them to school or hospital
42,758	57,702	<b>trees</b> were planted or adopted
48,032	230,875	square metres of <b>rainforest</b> were protected
132,288	167,362	other micro-giving activities
13,044,037	21,105,118	<b>total micro-giving activities</b>

### 2012 Snapshots

Giving and membership activities and key trends in the past years



\* B1G1 Businesses that meet the sustainable giving criteria set by B1G1 (please see more at [www.b1g1.com](http://www.b1g1.com))

## KEY ACHIEVEMENTS



Only those who attempt  
the absurd can achieve  
the impossible.

Albert Einstein





## Spreading the Word

### Membership Growth in 2012

The number of businesses participating in B1G1 grew steadily in 2012. The map below outlines how the membership base has grown in each region.

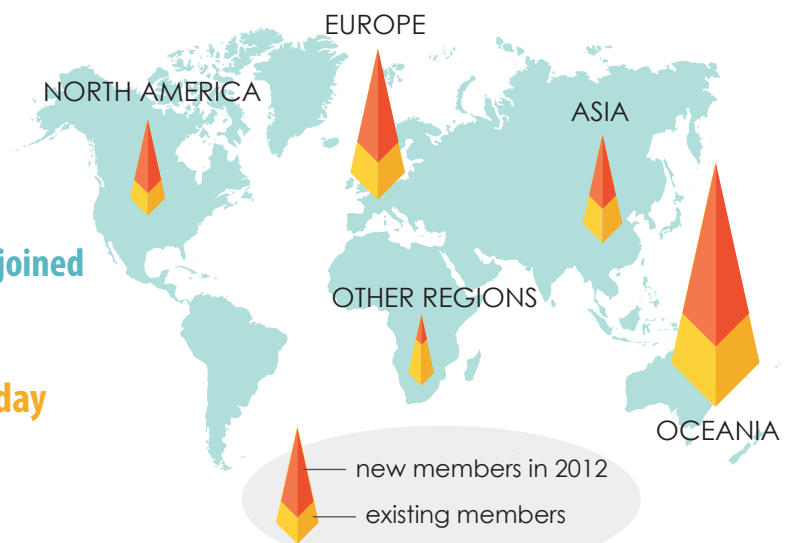
As you can see, B1G1 continues to grow faster in Oceania because of the close connection we've had with the region in the beginning (B1G1 was first founded in Australia). However, the exciting growth is now also present in Europe, especially in United Kingdom.

These regional growths were largely due to the events we ran in those countries.

And here's an interesting way of looking at that growth in 2012.

**416** new businesses joined B1G1 in 2012

That's about **2** every working day in 2012



### LEVERAGED GIVING IMPACT

One of the very special things B1G1 has created for the members is the ability to create a 'chain' of giving connections through your influence and then see how you are together impacting lives.

Leveraged Giving Impact (LGI) shows you the accumulating impact your company is creating aside from your Direct Giving Impact (DGI).

And so many of the B1G1 Businesses are now actively inspiring other businesses to give back.



# One Step at a Time

## Our Effort and Progress in 2012

### INNOVATIONS



### Trial Systems, New Research and More

If you have been with B1G1, you know that B1G1 is supported by many young innovators and inspired students from various universities.

Although B1G1 is now more than 5 years old, we say each day that B1G1 is always a start-up. That means we innovate, we learn from feedback and failures and then we build on the experience to do something even greater.

In 2012, we came up with many great prototypes that we tested with some of the B1G1 Businesses. We will be delivering those to you in 2013.

### The Project Selection Process

Throughout 2012, B1G1 Giving Board worked really hard on streamlining the selection and review process for the B1G1 Worthy Cause Program.

It means it is now harder for the charity organisations to pass our criteria. However, once they are part of the program, we can ensure the effectiveness of the program long-term (you can see more on this on page 25).

It also means your giving with B1G1 is now even more impactful too.

### PROCESSES



### COMMUNICATIONS



### Communicare

When we launched our new system, 'Communicare' in January 2012, we had a massive system issue: our 'intelligent' communication system started sending out many friendly messages to our members - but too many times!!

But thanks to the extremely supportive B1G1 Members and Partners, we were forgiven (we hope so!). We learned a lot and we worked further to make Communicare one of the most important systems in B1G1 today.

### Accountants for GOOD

B1G1's link with accounting firms is truly remarkable.

It's because accountants are actually the change agents for SME businesses. They have the ability to impact the way businesses in the community operate and think.

In 2012, nearly 40 events were sponsored by B1G1 Accountants worldwide.

### PARTNERSHIPS



## Caring About Small Things

Paul Petrucci, Vice President, B1G1 Giving



Over the past few years, I have had the privilege of helping to support the growth of B1G1. During that time, we've focused a lot of attention on "big" things. We've developed complex IT systems to manage our programs, adopted elaborate procedures for evaluating Worthy Cause members, upgraded and redesigned our website to better serve our stakeholders.

As important as that work has been, I prefer to think of B1G1 in terms of the "small" things. The look of delight on a customer's face when she discovers that buying the blouse she's holding will provide clean water to a family in Ethiopia. The jolt of fulfillment an employee gets when he realizes this week's sales will help build a classroom for needy children

in Cambodia. The astonishment on the face of the Indonesian man, blind for many years now, whose sight is restored by a cataract operation funded by B1G1 contributions.

Each of these lives is touched in indescribable ways, all thanks to the tireless, selfless work of our Worthy Cause partners. The work of those partners, and the contributions of our members, reaffirms each day our unshakeable faith in the generosity of our fellow man.

It is the most powerful thing in the world, this sense of the impact of one small act of kindness toward a fellow human being in need. To feel that you are a part of that, even in the smallest of ways – well, it's priceless.

“ Each of these lives is touched in indescribable ways... ”



### How your giving is changing lives everyday.

If you donated \$1 at a Charity Gala Dinner, you might feel embarrassed by your contribution. But this is NEVER the case in B1G1. 100% of EVERY contribution you make via B1G1 makes a great impact. Here are some of the examples:

#### **P** Give access to life-saving water from just 1 cent

Millions of people in the world don't have access to clean water. By giving 1 cent, you can give access to water to one person for one day.

#### **P** Help educate a child from just 10 cents

Education transforms lives. But many children drop out at young age. Through B1G1, you can tap into the opportunity to help more children receive education.

#### **P** Provide health/medical support from just 2 cents

Health is one of the greatest gifts in life. And we can now easily share the gift of healthy living with people around the world through many B1G1 projects.

## OUR GOALS



What would you attempt to do  
if you knew you could not fail?

Robert H. Schuller





# A Shower That Keeps Flowing

Tamami Tanaka, B1G1 Giving Board



“ B1G1 is, right at its core, all about scaling and being sustainable in every sense. ”

I heard someone say once that ‘many drops make a shower’. For me, B1G1 is a superb example of that.

When I first heard of B1G1, I was inspired by the business model, where even small amounts of habitual giving can accumulate to become a huge impact.

With this business model, every member matters and every project matters. And it matters because every beneficiary matters.

And the key to the future “huge showers” boils down to three key focus points: first, how we can grow the number of members; second, how can we help them grow the consistency of their giving; and third, how we can secure a well-balanced variety of high integrity, impactful and

attractive projects.

The great news is that through 2012 we made great strides in all three areas.

We also started clarifying short-term and mid-term goals and preparing the organisational capabilities for a much larger number of members and giving.

Two key words come to my mind whenever I think about B1G1 — ‘Scalability’ and ‘sustainability’. These are the ‘jargon’ words we often see in business articles. But they are not just jargon in B1G1. B1G1 is, right at its core, all about scaling and being sustainable in every sense.

B1G1 is committed not just to many more drops to make the shower bigger but to creating a shower that keeps flowing.



## Creating Giving Businesses

### Accountants: real change agents

Through 2012, Accounting firms around the world played a huge part in ‘leveraging’ the giving by arranging programs with B1G1 Chairman, Paul Dunn.

The firms host a 3-hour program with Paul — an inspiring program that gives business great new ideas to expand their businesses. Some of those businesses then choose to become a part of B1G1. And it also creates new clients for the firm too.

Paul tells us that the most interesting things happen at the end of the program.

*“I’m always asking the firms how many new clients they got. But what amazes me is that they say, ‘Oh ... forget about that .... what’s more important is how many new members joined B1G1.’ And that is just so fascinating.”*

It’s true. It speaks volumes about how existing Members and Partners feel a deep commitment to do all they can to leverage the impact of their own giving across to their own clients, their suppliers and their friends.

It’s an important insight. So the B1G1 team is committed to work on new ways to make the ‘introduction’ process even easier in 2013.



## OUR GOALS

# Our Goals 2013 and Beyond

Our short-term and long-term milestones to create a world full of giving

Numbers alone are not the biggest focus of B1G1. There are so many things that are very important to us like the stories of how individual lives are really transformed.

Saying that, some numbers can be great indicators of how we are growing as a whole. Here are 3 types of numbers we selected to evaluate our progress.

“ For us, it's all part of creating the kind of world we want to live in. ”

Dr. Nadim Majid, Lifestyle Dental

### In 2013

We aim to create...

#### ✓ IMPACT:

**20 million** micro-giving activities<sup>\*[1]</sup>  
(running count: 40 million)

#### ✓ HABIT:

**80 more** B1G1 Certified Contributors<sup>\*[2]</sup>  
(running count 156)

#### ✓ CONNECTION:

**700 more** new B1G1 Members/Partners  
(running count: 1,600)

### In 2015

We aim to create...

#### ✓ IMPACT:

**50 million** micro-giving activities<sup>\*[1]</sup>  
(running count: 120 million)

#### ✓ HABIT:

**200 more** B1G1 Certified Contributors<sup>\*[2]</sup>  
(running count 476)

#### ✓ CONNECTION:

**1,200 more** new B1G1 Members/Partners  
(running count: 3,000)

And if we keep growing at this pace...

### By 2020

The B1G1 Community can reach...

**1 billion** micro-giving activities!<sup>\*[1]</sup>



<sup>\*[1]</sup> Micro-giving activities are not directly related to the monetary amount of contributions made. It is based on the smallest unit of impact created through the B1G1 Worthy Cause Project activities.

<sup>\*[2]</sup> Certified Contributor's status is awarded to giving businesses that meet the criteria set by the B1G1 Giving Board.



## OUR GOALS

# Upcoming Developments

Some of the Exciting Projects Coming up in 2013

### IMPACT SYSTEMS



### B1G1 Connect and Much More

Imagine walking into a shop and seeing a QR code that says, "Thank you for shopping with us today. Now you can scan this QR code and let us know how you want to make a difference."

B1G1 Partners will be able to set up their own 'Public Projects' their customers and clients can support and invite them to use the new 'B1G1 Connect' with their own unique QR code. You'll also be able to invite other businesses to join the B1G1 Community in many great ways and expand your LGI\*.

\* Leveraged Giving Impacts

### Focused Planning & Executions

In 2012, we welcomed more professionals who wanted to dedicate their skills and expertise to help develop B1G1.

One of the key changes this brings us is more focused planning and execution of specific activities and projects. Through 2013 we are focused on 2 key things for the medium-term: increased membership base and increased giving activities. And this naturally helps us advance with our long-term goal of creating a world that's full of giving.

### PLANS & ACTIONS



### INSPIRATIONS



### Stories & Updates for Your Giving

We learned a lot when a group of business school students conducted a 4-month research project for B1G1, which revealed interesting insights from B1G1 Members and Partners: for example, they want to learn the on-going development and successes of the projects they are supporting.

As a result, we'll be working on a new system feature in 2013 that allows you to access more stories, great pictures and updates from the projects.

### B1G1 Tours, Events and More

By the end of 2012 B1G1 had hosted two Study Tours (at the time of writing this, we've already completed the third Study Tour to Cambodia). We learned that these tours are very important because they create a great sense of connection and we learn so much about the projects first-hand.

But if you are too busy to be in these tours right now, don't be disappointed because we are also developing some online and regional programs through which you can get even more connected with other B1G1 Businesses.

### CONNECTING MORE





## BEHIND THE SCENES



Little by little, tiny improvements add up to big improvements. So, tiny steps really can change the world.

Anonymous



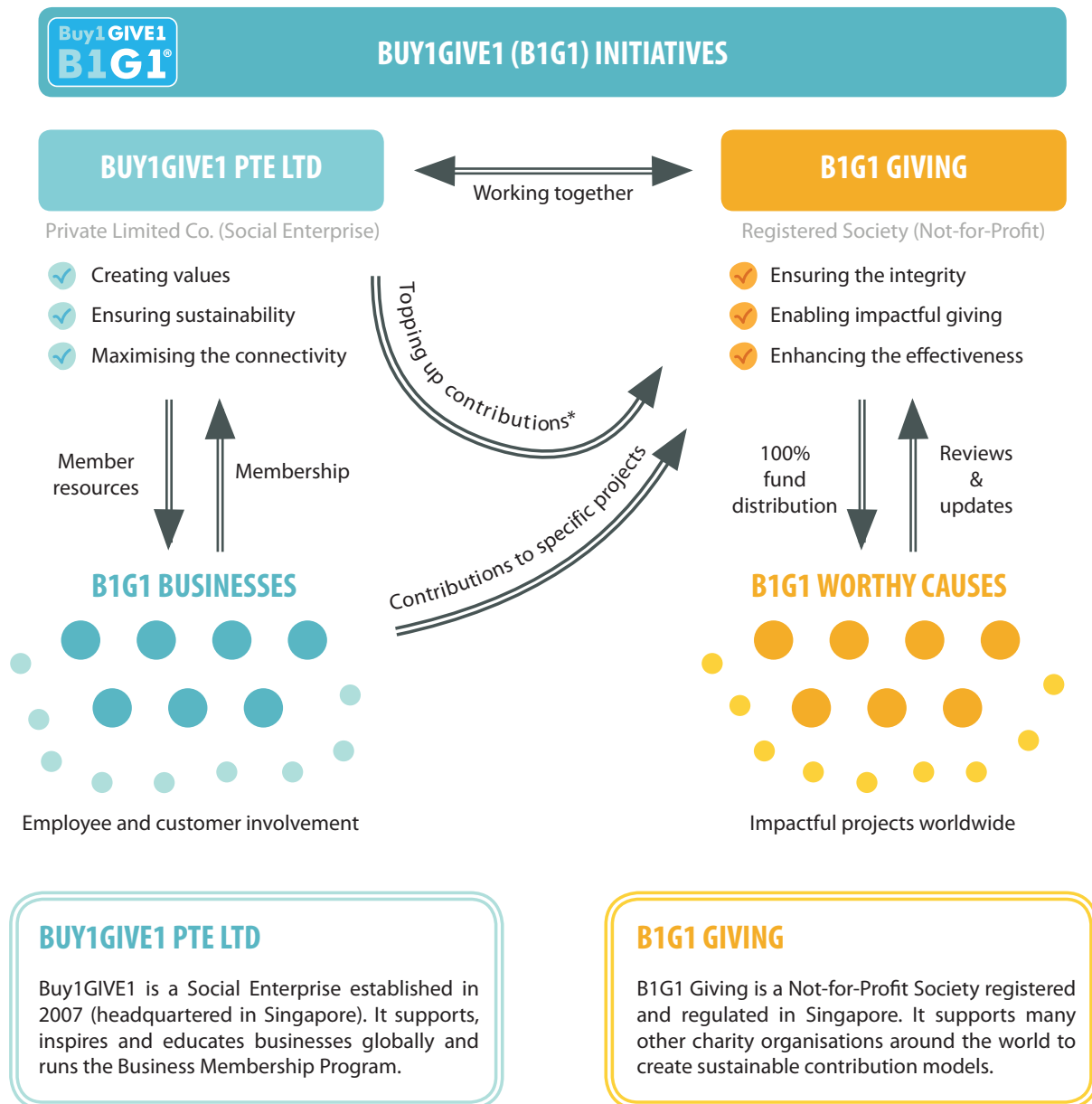


# B1G1 Initiative Structure

## The B1G1 Organisation Model

From the outside, B1G1 is one initiative. You join as a member or partner and subscribe to the program and then after that you get your giving going. Your experience is seamless. But internally, B1G1 is managed by 2 separate entities. This is to provide maximum transparency and effectiveness.

Here is the overview.



100% of contributions made by B1G1 Businesses are forwarded to the Worthy Cause Partners through B1G1 Giving. B1G1 takes nothing from the contributions nor does it receive funds from charities in any way for the services it provides. This is entirely made possible by the membership program run by Buy1GIVE1 Pte Ltd.

\* when you make contributions, the financial institutions take transaction fees. So, Buy1GIVE1 Pte Ltd currently tops up your contributions so that 100% of your giving still goes to the nominated Worthy Causes.

# B1G1 Project Assessment Process

## How to Ensure Transparency, Effectiveness and Efficiency

Throughout 2012, the Board of B1G1 GIVING worked on improving and streamlining the process of accessing the Worthy Causes and the projects that B1G1 introduce to the members. As a result, we now have more clearly defined processes, protocols and documents.

Let us introduce you to a simplified version of how B1G1 assesses new organisations and works with the existing Worthy Cause Partners here.



### Worthy Cause Assessment Flow

#### Action Points of B1G1 Team & Board

- Initial assessment against the criteria

- Preliminary approval

- Verification of financial info

- Adding & updating projects

- Monthly fund remittance & report

- Annual review and approval

**INITIAL ASSESSMENT** 1

**BOARD APPROVAL** 2

**FINANCIAL REVIEW** 3

**PROJECT LISTING** 4

**REMITTANCES & UPDATES** 5

**ANNUAL REVIEW** 6

- Submitting a form & certificates

- Providing more information

- Submitting audited accounts

- Submitting project information

- Execution of projects

- Submitting report and accounts

#### Action Points of Worthy Cause Organisations

### The Key Criteria

Some of the key criteria for B1G1 Worthy Causes:

- ✓ has registered charity status at least in one country
- ✓ can provide audited accounts for the past two years
- ✓ is operating efficiently to deliver the benefits\*
- ✓ has a website with up-to-date information
- ✓ has been operating at least 3 years (5 years preferred)
- ✓ has activities that are tangible with clear costing data
- ✓ has activities that are long-term and growing\*
- ✓ unique from existing B1G1 projects (location, type, etc)\*

You can find out much more on [www.b1g1.com](http://www.b1g1.com).

\* verified against available data and financial information

### Is B1G1 making it too hard?

Many charity organisations around the world don't operate in the way B1G1 expects its Worthy Cause Partners to be operating.

So, we actually had to turn down so many applications in 2012. In fact, more than 60% of applications didn't pass the initial approval process.

Is B1G1 making it too hard ?

The B1G1 Board had to consider this very carefully and decided that what really mattered to B1G1 wasn't about just increasing the number of projects or listing all the well-known organisations you can 'donate' to. It's about the impact your giving can have.

So, the number of B1G1 Projects didn't really increase in 2012. Some of the projects were replaced with new projects and we maintained the balance and improved the effectiveness.

The great news is that because of these processes, we brought on some really great projects in 2012. And most of these came through the recommendations made by B1G1 Businesses. So, please do keep recommending your favourite causes to B1G1 too!

## Benefits and Transparency

EK Pang, Treasurer, B1G1 Giving



“ These greater understandings... will let us make better decisions that are in line with our objectives. ”

Serving on the B1G1 Giving Board is not the easiest thing I've done. You really do have to work hard.

On the face of it B1G1 is such a simple concept. Yet behind the scenes, so to speak, there is much we have to do to ensure the ongoing integrity, transparency and effectiveness of the program.

These past two years have seen us take some great steps forward. It's meant we had to get used to making tough choices too. But always, the integrity (and in my case the financial integrity) of what we do is paramount.

And in order to continue to make B1G1 even more useful for the members and partners and at the same time effective for the Worthy Causes, we have to

continue to learn and understand.

For example, we need to understand our Members even more: what kind of businesses they operate and how they really want to give back. And these greater understandings, I hope, will let us make better decisions that are in line with our objectives.

Each of us on the Board has very specific areas on which we're called to focus. At times, we have to make tough decisions and set clear policies to govern our processes.

I believe providing great benefits and transparent information is essential whether we're in business or in the business of giving. And I hope that B1G1 can become a great example of putting that into action.



### One day with a B1G1 Worthy Cause

**John Fawcett Foundation, Indonesia**

**500 lives transformed in one day**

The tour bus weaved its way through village after village. And in one, the mosquito-like buzz of the motorcycles seemed louder and our bus slowed even more.

Then suddenly we saw why as we moved to the village 'square': 500 people calmly sitting and waiting in line to see. Not see some event. But, quite literally, to see.

For some, just see better through glasses they'll be wearing for the first time. For others, see again and get their lives back after their cataracts are removed.

We marvel at the brilliantly organised team from the John Fawcett Foundation making it all happen seamlessly. And importantly, it's totally free for those 500 villagers thanks to B1G1 and other people who support the project. We marvel at the skill of the surgeon with 36,000 cataract operations done so far. And we see his constant smile which seems to get broader by the minute.

But even that smile pales as you look at the beautifully grateful Balinese 40-year old man who tells us he'll be able now to work and lift his family out of poverty.

And we see clearly now how so little can do so much.

# GRATITUDE



We must find time to stop  
and thank the people who  
make a difference in our lives.

John F. Kennedy





## B1G1 Awards

### B1G1 Businesses of the Year

We believe that all of the B1G1 Businesses deserve an award for taking action to participate in the B1G1 Program. Saying that, we'd like to give a special recognition to some of the amazing businesses for the specific qualities they've demonstrated.

Thank you for inspiring so many others in this great movement!

“ To my mind the B1G1 approach wins hands down every time. ”

Steve Pipe,  
Winner of Influential Giving Award



#### B1G1 Businesses that gave most frequently in 2012

##### KOBOMO

Sunshine Coast, Australia

◀ 189 online givings in 2012!

[www.KOBOMO.com.au](http://www.KOBOMO.com.au)

##### Tayabali Tomlin

Cheltenham, UK

[www.TayabaliTomlin.com](http://www.TayabaliTomlin.com)

##### Cura Integrative Medicine

Perth, Australia

[www.CuraMedicine.com.au](http://www.CuraMedicine.com.au)



#### Top Certified Contributors that have given consistently for the longest time

##### Thavibu Gallery

Bangkok, Thailand

◀ Giving regularly since 2007!

[www.Thavibu.com](http://www.Thavibu.com)

##### Present Perfect

Perth, Australia

[www.PresentPerfect.com.au](http://www.PresentPerfect.com.au)

##### Magic Webs

Singapore

[www.MagicWebs.com.sg](http://www.MagicWebs.com.sg)



#### Top 3 businesses with the highest number of Leveraged Giving impacts\*

##### Steve Pipe

Leeds, UK

◀ 2,567,387 leveraged micro-giving impacts!

[www.AccountantsChangingTheWorld.com](http://www.AccountantsChangingTheWorld.com)

##### Proactive Accountants Network

Brisbane, Australia

[www.ProactiveAccountants.net](http://www.ProactiveAccountants.net)

##### Added Value Solutions

Derbyshire, UK

[www.AVN.co.uk](http://www.AVN.co.uk)

\* Leveraged Giving Impacts (LGI) are the numbers of micro-giving activities created among the people invited to B1G1 by a B1G1 Partner.



# Supporters and Volunteers

## Gift of Your Time and Talent

Clearly, B1G1 cannot exist without its great partners. But neither could it have achieved so much without the amazing and generous support from supporters and volunteers.

Over the past five and a half years, B1G1 continued to develop its initiatives with limited budget, manpower, and knowledge. The road was always bumpy.

Today, B1G1 is ever more equipped, experienced and prepared for the upcoming growth—all because of the people who supported us in various and valuable ways.

So, thank you for being there to help make a great difference through the power of giving.

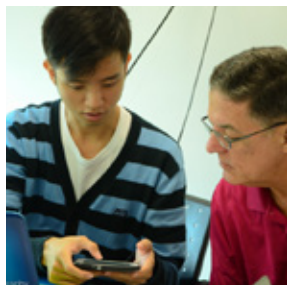
We look forward to continue achieving more with you!



“ Working with B1G1 is much more than a great learning opportunity. It's an opportunity to impact lives. ”

Team Verendus,  
Singapore Management University

## YOU ARE AMAZING...



### Students & Professors from various schools

So many students groups from different schools such as Singapore Management University, NUS Business School, LASALLE The Art College were involved in various B1G1's projects in the past years.

We've seen them literally give up their sleep for many months and put in much more than expected to come up with great things for B1G1. Thank you!



### Members of the B1G1 Giving Board

In 2012, the B1G1 Board put in much more than ever to make B1G1's giving activities even more effective.

Your generous contributions of time, knowledge and ideas have enhanced the capacity of B1G1 so much. And as a result, so many people and organisations benefit from the work of B1G1. You are amazing.



### People & Companies that helped create B1G1 Events

Many of the B1G1 Members and Partners joined B1G1 through the events in 2012. And these events were not created by B1G1 alone.

Many companies put up their hands to sponsor our events and their team members volunteered to help in the organisation and the coordination of all logistics.

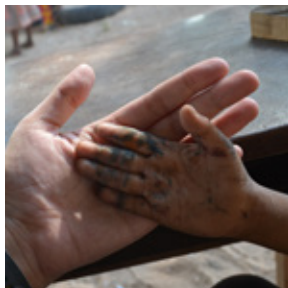
We are so grateful for your wonderful support, great energy and commitment.

...and very special thanks to **GIVE.SG** and **NTU VENTURES** for letting B1G1 have a great office space!



## Gratitude From the Team

Paul Dunn, B1G1 Chairman



“Without you, literally none of this would be possible.”

I wish you could see my inbox .

Barely a day passes without someone saying, “*Oh that felt so good to give,*” or now more frequently than ever before, “*We feel so privileged to be a part of this.*”

And whilst that does feel so good to get that feedback, all of us here are only too aware that the ‘heroes’ of this process are two groups; the volunteers and others who, day-in, day-out do such amazing stuff with the B1G1 projects AND, most importantly, the Business Members and Partners of B1G1 who make it all possible.

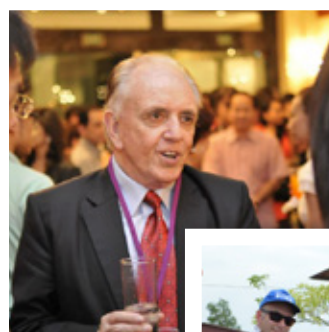
Without you, literally none of this would be possible.

Without you, this would still be simply the small jewel of an idea rather than a brilliant light that shines on and impacts more and more people every single day of each year.

**With you**, this simple jewel expands, grows and redefines what business giving looks like. For good. For ever.

We’re the ones who are privileged to, in effect, be your very own change agents —working with you to build a more connected world; a world full of giving; a happier world. And for giving us that opportunity we are inordinately grateful.

Thank you.



*“B1G1 is about having and giving great chances.*

*B1G1 gives SME Businesses the chance to impact someone else’s life in a habitual way. And these Businesses are giving people in Africa a chance to have proper drinking water, children in Cambodia a chance to have a playground and be happy, or Orang Utans in Borneo a chance to thrive.*

*I’m so grateful that I have the chance to be part of the B1G1 team. And thank you for being part of it too.”*

Elvin Monica,  
Head of Operation & Worthy Cause Partnership

*“Working with an inspiring B1G1 team, outstanding business members and worthy cause partners who continually do amazing things, it doesn’t get any better than this!”*

Hashima Hassim,  
Client Delight Team

## EXTRA INFORMATION



When you know better  
you do better.

Maya Angelou



## B1G1 Giving Activities

Financial activities under **B1G1 Giving**

B1G1 Giving facilitates the contribution management of B1G1. The resources required to ensure the effective activities of B1G1 Giving are covered by Buy1GIVE1 Pte Ltd and its key activities are run by volunteers at this stage. Audited Accounts are also available upon request. The organisation structure is explained on page 24 of this Annual Report.

### Statement of Financial Position

	31 Dec 2012 (SGD)
<b>Assets</b>	
Current Assets	
Cash at Bank	103,438
Amount due from Buy1GIVE1 Pte Ltd <sup>*[4]</sup>	1,679
<b>Total Assets</b>	<b>105,117</b>
<b>Liabilities &amp; Accumulated Funds</b>	
Liabilities	
Payable to Charity (Contributions to be remitted)	99,364
<b>Total Liabilities</b>	<b>99,364</b>
Accumulated Funds	
Opening Balance Funds	2,147
Net Income	3,606
<b>Total Funds Balance</b>	<b>5,753</b>
<b>Total Liabilities &amp; Accumulated Funds</b>	<b>105,117</b>

### Contribution Summary

Movement of **Payable to Charity**

	01 Feb 2012 <sup>*[1]</sup> - 31 Dec 2012 (SGD)
Opening Balance - 01 Feb 2012	39,883
<b>Total Contributions Received</b>	<b>376,891</b>
<b>Total Contributions Remitted <sup>*[2]</sup></b>	<b>317,410</b>
Closing Balance - 31 Dec 2012	99,364

### Statement of Income

(Contributions for other Worthy Causes are not recognised as income)

	01 Feb 2012 <sup>*[1]</sup> - 31 Dec 2012 (SGD)
<b>Income</b>	
Support from Members <sup>*[3]</sup>	3,935
<b>Total Income</b>	<b>3,935</b>
<b>Expense</b>	
Bank Charges for Processing Contributions	11,814
Less: Reimbursement from Buy1GIVE1 Pte Ltd <sup>*[4]</sup>	(11,814)
Loss on Currency Exchange Differences	196
Refunds	6
Bank Service Charges	127
<b>Total Expense</b>	<b>329</b>
<b>Surplus for the year</b>	<b>3,606</b>

<sup>\*[1]</sup> 2012 Accounts for B1G1 Giving is only for the 11 month period due to the adjustment of Financial Year requested by the Board.

<sup>\*[2]</sup> Contributions are remitted monthly to the nominated organisations, however, if the total amount accumulated does not reach SGD 500, the remittance is rolled over to the following month to minimise the bank charges.

<sup>\*[3]</sup> Contributions received from members through the project 'Support B1G1 Giving'. This does not include B1G1 Membership fee

<sup>\*[4]</sup> Reimbursement from Buy1GIVE1 Pte Ltd covers the payment processing fees for contributions made on the B1G1 Website.

## B1G1 Membership Activities

Financial activities under **BUY1GIVE1 PTE LTD**

Buy1GIVE1 Pte Ltd facilitates the Membership Program of B1G1. It develops membership values and promotes the B1G1 Program. Profits raised by Buy1GIVE1 Pte Ltd are fully utilised to further develop its initiatives to benefit B1G1 Members and Partners.

### Statement of Financial Position

#### Assets

##### Current Assets

Cash & Bank Balances

207,415

Total Current Assets

207,415

##### Non-Current Assets

Fixed Assets

62,725

Intangibles - IP, systems & Trademarks

313,207

Less: Accumulated Amortisation

(310,698)

Total Current Assets

65,234

#### Total Assets

272,649

#### Equity & Liabilities

##### Equity

Issued & Paid-up Capital

670,000

Accumulated Losses

(398,971)

Total Equity

271,029

##### Current Liabilities

Accruals

1,620

Total Current Liabilities

1,620

#### Total Equity & Liabilities

272,649

### Statement of Income

(Contributions made for other Worthy Causes are not recognised as income)

01 Jan 12 - 31 Dec 2012  
(SGD)

#### Operating Income/ Expenses

##### Operating Income

Membership Income

390,993

Event Income

114,095

Other Services & Products

17,015

Total Operating Income

522,103

##### Operating Expenses

Staff Salaries & Payroll Expenses

174,375

Depreciation & Amortisation

41,214

Direct Cost (Event & Travel Cost)

50,314

Office & Related Expenses

13,295

Other Operating Expenses

56,378

Charitable Contributions

22,112

Total Operating Expenses

357,688

#### Net Operating Income/(Loss)

164,415

#### Other Income/ Expenses

##### Other Income

Recovery of Travel Expenses (Study Tours)

27,394

Interests & Currency Exchange Gains

389

Government Grants & Other Income

5,752

Total Other Income

33,535

##### Other Expenses

Travel Expenses (Study Tours)

23,303

Currency Exchange Losses

13,304

Total Other Expenses

36,607

#### Net Other Income/(Loss)

(3,072)

#### Net Income/(Loss)

161,343



# The Organisation Information

### B1G1 GIVING & BUY1GIVE1 PTE LTD

B1G1 is run by two organisations that take different roles in the entire initiative. This is to provide total transparency and to clearly separate the contribution management from the membership program management. You can see more about this on page 24.

## B1G1 GIVING

Registered and governed under the Societies Act (Singapore) on 02 February 2009 as a not-for-profit Society. B1G1 Giving exists to manage the Worthy Cause Partnership Program and administration of all contributions made through the B1G1 program. The Constitution and Audited Accounts are available upon request.

Registration number:	T09SS0020H
Registered Address:	Level 15 Prudential Tower, 30 Cecil Street, Singapore 049712 (new address: 14 Robinson Road #13-00, Singapore 048545)
Phone/Fax:	+65 6898 2446 / +65 6898 2445
Auditor:	Paul Wan & Co.
Website:	www.b1g1.com & www.b1g1.org
President:	Masami Sato
Vice President:	Paul Petrucci
Treasurer:	Pang Eng Khew
Secretary:	Elvin Monica
Executive Committee:	Dave Lim Judy Fleming Tamaki Tanaka

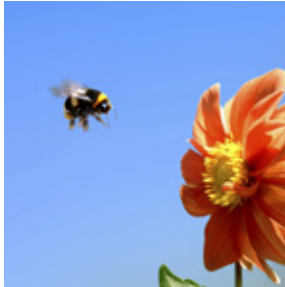
## Buy1GIVE1 PTE LTD

Incorporated under the Companies Act (Singapore) on 26 February 2007 as a limited exempt private company. Buy1GIVE1 PTE LTD manages the Business Membership program. It is incorporated as a for-profit company and is run as a Social Enterprise. It means that 100% of profit raised is utilised for the growth of its initiatives.

Registration number:	200703109E
Registered Address:	Level 15 Prudential Tower, 30 Cecil Street, Singapore 049712 (new address: 14 Robinson Road #13-00, Singapore 048545)
Phone/Fax:	+65 6898 2446 / +65 6898 2445
Executive Directors:	Paul Dunn Masami Sato
Website:	www.b1g1.com
Founding Partners:	Andrew Nesbitt    Ciara Parisi Jacinta Petrie    Kari Sutton Lai Sie Murphy    Liane Simons Nicky Meehan    Philip Krieg Stephen Brown    Zagorka Bozanic

# Finally...

## The Secret Behind the Story



If you have been with B1G1 for some time, you've probably noticed a little bumble bee that sometimes appears on the B1G1 Website and other materials.

When B1G1 was first launched, there already was a very special story associated with the giving concept.

A story of a bee. Yes, just a little bee.

You can read about that special story later on the B1G1 site. But the essence of the story is that the real sustainability and balance in our world and in our lives are always created by small things - like the small bees pollinating flowers everyday.

The micro-giving of B1G1 is a great example of how small everyday activities can produce amazing results—especially when we come together as one.

What B1G1 raises in dollars and cents is still quite small. Running big charity balls and huge marketing campaigns is not the focus of B1G1.

Yet as time passes, our belief about the power of small is continuously reinforced.

As small (yet powerful) change agents, you and your businesses are inspiring and creating amazing long-term impact.

And just like the way our world cannot sustain itself without those small bees, it cannot thrive without small businesses that hold great aspirations for the world tomorrow.

So thank you...

Thank you for sharing the joy of giving—every second, every day and in every way.



“THANK YOU”





[www.b1g1.com](http://www.b1g1.com)

Because your business has  
the power to change lives.