



# IMPACT REPORT 2013

B1G1: Business for Good

Because your business has the power to change lives, for good.

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



# FOREWORD

## Welcome to the 7th year of B1G1!

First of all, thank you for being part of the development of B1G1 during the past 6+ years.

When we started to work on this Annual Report, we had a dilemma. We were so busy with so many other things and a 'report' didn't seem as important as working on future projects... So we asked ourselves, "*How can we make this Annual Report really valuable for the B1G1 community?*"

So we decided to make a few distinctions upfront;

- We call this report an 'Impact Report' and report to you how you've helped change lives for good.
- We want this report to be something that you'd proudly share with others, to spread the great change you are helping to create. So we included a section explaining the 'WHY & HOW' of B1G1 too.
- Instead of printing it, we kept it electronic (and saved trees). Please pass it on freely! :-)

We hope you'll enjoy reading it and continue to enjoy being part of this giving community.

Because you make it possible.

With Gratitude,



Masami Sato, Founder



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People behind the organisations, financial information and other organisation information you might want to know.







“Imagine the world where we all give back whenever we buy or sell something, sharing the joy of having and giving.”



## ‘WHY’ OF WHAT WE DO



To help you positively impact lives and share the joy of giving, every second, every day and in every way.

When we didn't even have a mission statement, B1G1 was founded just because we IMAGINED: a world full of giving where we could share the joy of having and giving by including small giving acts in everything we do.

We imagined a world which is not driven just by the desire to get more for ourselves, but where every one of us is happily sharing a little extra to make sure someone else also gets to experience an enhanced life.

It simply felt good to imagine such a world, and it still feels good to be working on that world today.

Yet aside from the feeling side of it all, we also see the power of businesses in a very logical and tangible way. We recognise that businesses (and our purchasing choices) have the real power to bring sustainable change in our world, reaching places and touching people beyond all our differences.

And we believe that each small business is driven by

a sense of caring, by a desire to serve the community. B1G1 harnesses the generosity those businesses already have and unleashes the power.

Imagine all the seemingly ordinary businesses making a difference each and every day, just by doing what they normally do. We really can change our world.

With B1G1, many of them are already making it happen right now, every second and every day, even while you are reading this report!

**Did you know?** The ice-cream industry in Europe alone is a \$11 billion industry. On the other hand, giving access to water to everyone in the world can be achieved with \$9 billion. Now think of all other kinds of businesses. Then we know that we (and our businesses) have the power to solve all the problems in the world! (source: [www.globalissues.org](http://www.globalissues.org))

# Limitations of current business giving

## Lack of IMPACT

It's not easy for small businesses to give. And where the money goes is often unclear.

## Lack of HABIT

Giving is often just ad-hoc. And many give through a sense of guilt or obligation; it's not sustainable.

## Lack of CONNECTION

Business giving is often perceived as CSR (Corporate Social Responsibility), which is not easy for people to feel connected with.

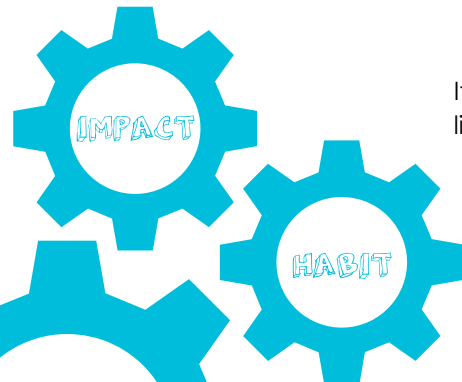
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## 'WHY' OF WHAT WE DO

**B1G1**

BUSINESS  
FOR GOOD

## B1G1 transforms business giving because:



It makes it possible for small businesses to create great **IMPACT** no matter how much (or how little) they give, while making sure 100% of their giving is passed on to the projects they select.

It helps businesses create a long-term giving **HABIT** by making giving easy to embed in business activities. As a result, it also makes the giving more effective and sustainable.

It offers mechanisms for businesses to involve their customers and team members in their giving activities and helps create a deeper sense of **CONNECTION**.

Now see how

**Did you know?** In our 2012 survey, more than 90% of business owners said that they had already done some kind of giving or intended to do so but that finding the right cause or finding extra time/funding made it challenging

# 2

## HOW BIG1 WORKS

B1G1 connects small to medium sized businesses with high impact projects from carefully selected charity organisations allowing those businesses to overcome many challenges of the conventional giving model. And it transforms how we give.

Operating as a Social Enterprise, B1G1 funds its own activities by providing the value added membership program to businesses (not relying on donations). Naturally, B1G1 takes nothing off your giving.

This unique model aims to create a more sustainable giving eco-system, 'unleashing the power of small'. Just like the small bees that pollinate flowers as they collect nectar, small businesses can embed giving into their small transactions, making a difference in their own unique ways. Through B1G1, the small things we do regularly create a big impact together.





# 2

## HOW BIG1 WORKS



### How a business becomes a 'Business for Good'



#### B1G1: Business for Good Program

The B1G1: Business for Good Program is not just another giving or CSR program. It's a movement of giving businesses; a shared belief that businesses have the power to change our lives and the world, for good.

#### Step One: Join & Give

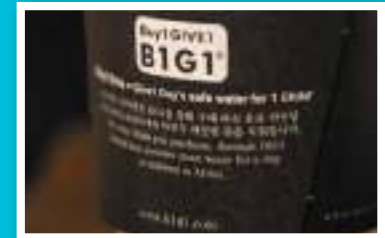
A business joins the giving community and starts giving. Small giving from a small business creates great impact.

#### Step Two: Embed

Once the business is officially a B1G1 Business for Good, it can embed giving messages in its communications.

#### Step Three: Connect & Share

Using B1G1's tools and resources, the business can share the impact (and joy) of giving with its team, customers ...and more!



#### Embedding Giving

With B1G1, you can easily create giving products and services (e.g. 'Every cup of coffee gives a child access to water for a day') or simply give regularly to impact lives.



**Did you know?** More than 70% of the economy is driven by SME businesses in many countries. But usually only large companies implement Corporate Giving or CSR.

# 2

## HOW BIG1 WORKS

### How BIG1 Projects are listed for your giving

= About the BIG1 Worthy Cause Program =



#### The B1G1 Giving Board

The criteria for the Worthy Causes and their projects, as well as the decision making process is set and managed by the B1G1 Giving Board. The key focus of the Board is to evaluate the projects' sustainability, scalability, transparency and efficiency by using selected indicators\* while also ensuring the efficiency and transparency of B1G1 itself.



#### Step One: Assessment

Each organisation is assessed carefully to ensure it meets the criteria set by the B1G1 Giving Board.

#### Step Two: Project Listing

If the organisation is approved, it works with B1G1 to break down its activities in small units with clear costs before they are listed.

#### Step Three: Impact Delivery

Contributions coming from various businesses are tracked and remitted monthly with a detailed report about the impact\*



#### Example



GIVE

#### Give a Child Blindness Prevention

\$0.01 | Kenya

Renew the gift of sight and prevent blindness in one child by distributing vitamin A pills...

#### How B1G1 works with the Worthy Causes\*



\* Learn more about Worthy Cause assessment process and the fund management process at [www.b1g1.com](http://www.b1g1.com).





## 2013 MILESTONES

### The Power of Small

The year 2013 was the year when the B1G1 community re-defined what B1G1 really meant.

'The Power of Small'

We saw the powerful accumulations of great small steps, small impacts and small acts of kindness.

Here are the snippets!

### B1G1 Study Tour, Cambodia

The year 2013 began with an amazing week full of adventure, joy of giving and inspiration with some of the B1G1 Partners who were very lucky (they all agreed that they were) to be on the 4th B1G1 Study Tour.

Creating a B1G1 Study Tour is not the easiest of things to do — it takes months of work — detailed work — connecting with NGOs, making sure schedules match, connecting with guests, with tour companies; the whole enchilada (as our US-based friends would say).

Yet it's SO worthwhile when you realise the impact the tour has — not just the direct impact on the projects and their beneficiaries, but the impact on the tour guests. Significantly, every single one of them rated this tour as 'life-changing'.

Find out more: [www.b1g1.com/buy1give1/study-tours](http://www.b1g1.com/buy1give1/study-tours)



**"You just have to go.  
It really is life-changing."**

Rob O'Bryne, Logistic Bureau

JAN '13

DEC '12

**20** million  
impacts

### Events that impact lives



Throughout 2013, many more businesses joined B1G1 at the events that were hosted by existing B1G1 Partners!

## JOY of Giving Week = BIG1 6th Birthday!

JUN '13

To celebrate the great impacts the BIG1 community created in the previous 6 years, we ran a special week-long 'Joy of Giving Week' at the BIG1 Office and pumped one blue balloon for each giving that was made each day for the 7 day period.

The result was the sea of blue balloons that totally filled up our office by the end of the week! See the fun videos and images featuring the week of joy:

[www.facebook.com/big1giving](http://www.facebook.com/big1giving)

Thank you for making us pump hard!



↑ We re-lived how BIG1 had developed year after year since the 2007 beginning.

APR '13  
25 million impacts

## OCT '13 Business for Good Program

We asked the community to vote for their favourite logo for the new branding of BIG1 program. Now, you can spread the concept 'BIG1 Business for Good' using the new logo.



DEC '13  
35 million impacts

## DEC '13 Business for Good Map (Beta) Launch!

Originally created by a group of university students as a prototype project, the beta version of **Business for Good Map** was launched in late December. And thanks to the great feedback and ideas you shared, we have made significant improvements and it's now making people go 'WOW!'.

This interactive map can display the giving impact created by every business participating in BIG1 Business for Good Program. You can also embed the map banner on your website too!

See it for yourself at [www.BusinessesForGood.com](http://www.BusinessesForGood.com)



You can also see our milestones in previous years on the BIG1 Milestone page: [www.big1.com/milestones](http://www.big1.com/milestones)

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# 2013 MILESTONES





## 2013 MILESTONES

Some additional developments you might not know about

### The Beginning of Small



A series of videos that tell stories of the beginning of BIG1 was launched. You'll be inspired to see this and really learn about how it all started... even if you thought you knew the story!

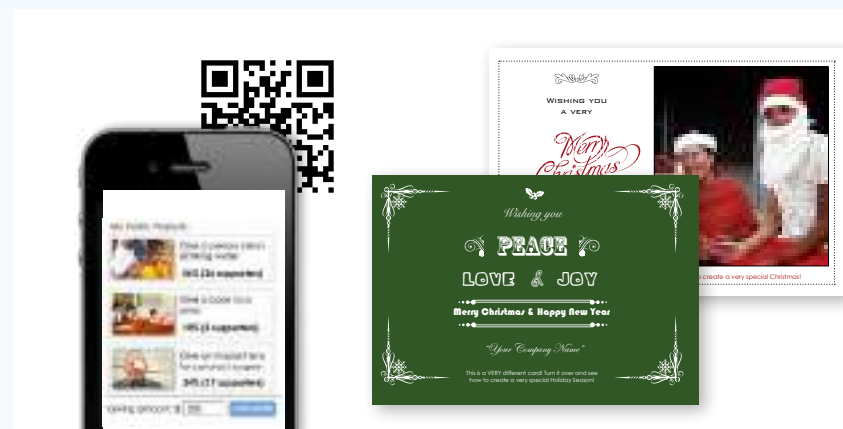
[www.youtube.be/Ly8T0C7XZGY](http://www.youtube.be/Ly8T0C7XZGY)

### BIG1 News Updates

During 2013, we streamlined our email communications. Our newsletters became quarterly instead of monthly. And instead, we added special Quarterly Business Updates for BIG1 Business for Good Partners so that we communicate less overall but more effectively. All the latest updates are shared on our Facebook Page.



### BIG1 Connect



#### Unique QR code to connect even more

BIG1 Connect is a mobile site your customers can visit to see your giving activities and even engage in your giving. And it all revolves around your BIG1 QR code. By downloading and displaying it, you can share the joy of giving and REALLY connect!

#### Create your own Giving Gift Cards

This QR code can be integrated with your greeting cards as well — creating Giving Gift Cards. You can order early for next Christmas and for other special occasions too.





“ I see our business as an enabler for changing the way the world sees. ”

Carol Pearce, Naked Specs



## STORIES



### Changing the way the world sees by Jennifer Barbour

Founded by Carol Pearce in Perth, Australia, Naked Specs gives customers the opportunity to shop for glasses with a conscience.

It all came about after Carol felt a misalignment in values with the corporate organization she used to work for. This misalignment made her think about what she really wanted to do with her career.

Her son has a visual processing disorder, and other family members have compromised vision as a result of illness. So when Carol learned of the statistics that 285 million people around the globe are blind or visually impaired and 80% of the reasons for these impairments are in the curable or preventable area,

she knew she wanted to help. And she decided to take action as a Social Entrepreneur.

Today, Naked Specs is an online optical store that sells prescription glasses and polarized sunglasses aiming to bring clear vision to 10 million people on the planet. Carol chose to work with B1G1 to make this happen because it is important to her that Naked Specs' giving is completely transparent (or naked).

Naked Specs is also dedicated to providing high quality and unique glasses to its customers, bringing color and styles that people don't normally find in an optical store. You can even see what the glasses will look like on you with their "virtual try on" feature.

**Every pair gives a gift of sight  
to someone else...**



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

“ We believe that businesses have the power to change lives. ”

Ben Walker, Inspire CA



## STORIES



BUSINESS  
FOR GOOD

### Doing the work that matters

When we met Ben Walker, the 'CIO' of Inspire CA in Brisbane, we knew we were in for something VERY different. Ben told us "The CIO stands for *Chief Inspiration Officer*."

Then we met Cam Silk, the CEO, or "*Chief Espresso Officer*" of the Inspire Café. We've never met one of those either at ANY Accounting Firm anywhere.

And the Inspire Café is at the very core of Inspire CA — the 'CA' stands for 'Chartered Accountant'. The team at Inspire CA decided to create this a brilliantly conceived café right in their offices to bring business owners together so that they could connect and share great ideas over great coffee.

Very quickly, you realise that these folks are not your average, every day kind of accountants... And when you listen to Ben, you'll find one great example of B1G1 Business for Good Partners that deeply care.

"We work with people from all kinds of backgrounds," Ben told us. "People with amazing skills and rich deep knowledge. And all this time we've been wondering how to get all these great, passionate, inspiring and aligned people together in the same room to talk about doing the work that matters."

"And working with B1G1 gives everyone involved, us, our team, our customers an extra sense of purpose in everything we do. And that's just a great feeling."

**Every email we send, every meeting we have and every consultancy we offer gives back in a unique way.**



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





“ We couldn't even imagine how having something like a playground or a bicycle can be so life-changing.”

Freyja and Lara Campbell



## STORIES



### The things we don't get to see at home

Arriving at the airport in Siem Reap, the 13 year old Freyja Campbell was not the happiest teenager in town. She had a big frown on her face as the B1G1 team greeted the Campbells at the very beginning of the B1G1 Study Tour. But we cannot blame her for the misery — how can a 13 year old not be unhappy when she just dropped her iPhone and broke it...?!

It was how the tour began on the 5th of January in 2013 for the two young participants, Freyja and Lara Campbell, whose parents run an established pharmacy just outside of Sydney, Australia. The business, which is one of the franchise outlets of a well-known brand, was successful, and they had been giving back consistently through B1G1.

But the rest of the tour was a total surprise as we started to see these teenage girls opening their eyes and hearts like no other. Being closer in age to the local children we met, they really 'got it'.

After a visit to a house of a local village student who received a solar lantern to study at night, Lara, who was almost thirteen exclaimed, “We're spoilt brats!” She'd begun to realise the amazing privilege they had — things that were easy to take for granted.

Seeing Freyja and Lara transform through those simple yet touching experiences impacted all other tour participants too — never mind their parents, who were moved beyond words. Life-changing, isn't it?



B1G1 Study Tour gives the businesses and their families much deeper understanding and insights into the impact we can all have on others...





## STORIES

“Yes, business is about values. But B1G1 revealed to me that business is even more importantly about PURPOSE.”

Paul Dunn, B1G1 Chairman



### Moving beyond the ‘WOW’ of business

So many of the business owners who decided to join B1G1 say that the reason they joined was because of Paul Dunn, the chairman of B1G1.

It's partly because Paul is a compelling and insightful (and fun) speaker and visionary who has been going around the world presenting really remarkable ‘wow’ business philosophies for 30+ years. So many people had known Paul even before he started to work with B1G1. For instance, Paul, in his earlier profession, transformed how accountants did what they did. He made them think beyond the spreadsheet!

Even though he's not an accountant, he worked with tens of thousands of accountants because

he believed that the accounting profession was a change-making agent in the world of small businesses — every business worked with an accountant.

After much success though, he quite happily retired to Southern France....only until another opportunity presented itself to him. And this time, it wasn't about helping businesses achieve financial success through great marketing and strategy, it was about something bigger: helping businesses leave a real legacy through giving back.

There are a lot of very personal stories Paul might share with you if you get a chance to spend some time with him. And you should. It's life-changing.



Paul mentoring students at an Entrepreneurship Competition in Singapore. More and more young people are becoming keen to engage in Social Entrepreneurship to change the world for good.

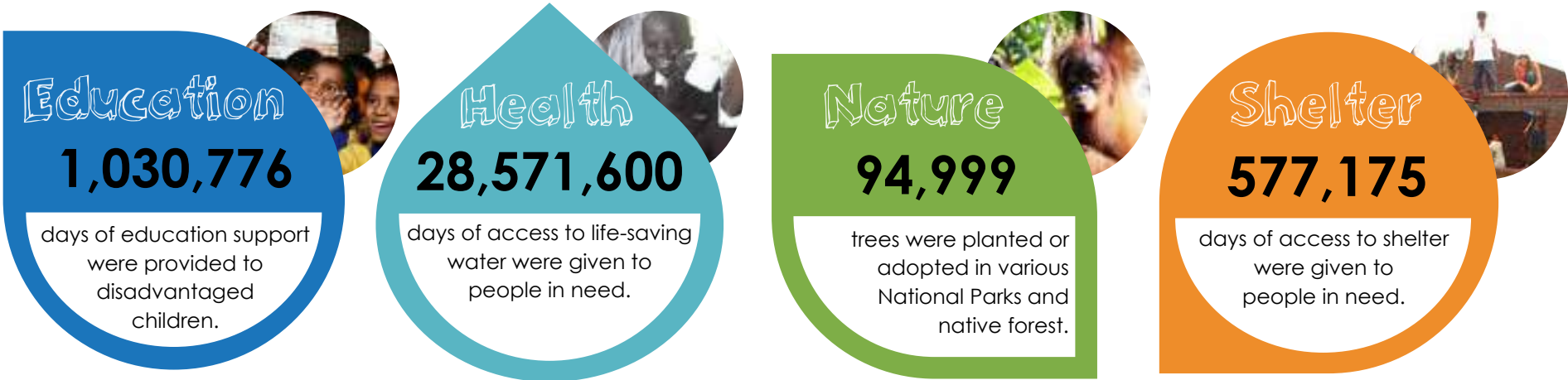


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# BIGI IMPACT OVERVIEW

**BIGI** BUSINESS FOR GOOD

Total as at Dec 2013: **37,149,761** micro-impacts



(cumulative impacts as at 31 Dec 2013)





# BIG1 IMPACT OVERVIEW



## Impact Summary



Year 2013	Overall Total as at 31 Dec 2013	
125,036	380,927	nourishing <b>meals</b> were given to people around the world.
12,425,489	28,571,600	days of access to life-saving <b>water</b> were given.
115,862	577,175	days of <b>accommodation</b> were given to people around the world.
304,531	1,030,776	days of <b>education support</b> were provided to disadvantaged children.
3,085	22,470	days of <b>computer education</b> were given to disadvantaged children.
223,115	424,806	children received <b>learning tools</b> like books, stationery and uniforms.
9,600	167,407	days of <b>occupational training</b> were given.
26,307	265,757	children received a special <b>education program</b> .
1,245	55,455	days of <b>phone/internet connection</b> were given.
3,046	12,208	days of support were given to <b>social entrepreneurs</b> .
401,435	1,837,830	days worth of support were given to <b>farmers</b> around the world.
971,924	1,871,499	days of support were given to improve people's <b>health</b> and well-being.
1,262	39,253	children received an improved <b>learning environment</b> for a year.
17,707	21,703	<b>trips</b> were made possible to people in need to get them to school or hospital.
37,297	94,999	<b>trees</b> were planted or adopted.
29,850	260,725	square metres of <b>rainforest</b> were protected.
1,347,809	1,515,181	other micro-giving activities.
16,044,610	37,149,761	<b>total</b> micro-giving activities.

**Did you know?** It took B1G1 more than two years to get to the first one million micro-impacts. Now, it takes average of 4.5 weeks to add one million micro-impacts.



## The Giving Trends & Opportunities

B1G1 is here to enable people and businesses to make great impacts with the small things they do regularly. So, we primarily count the number of impacts to evaluate our growth.

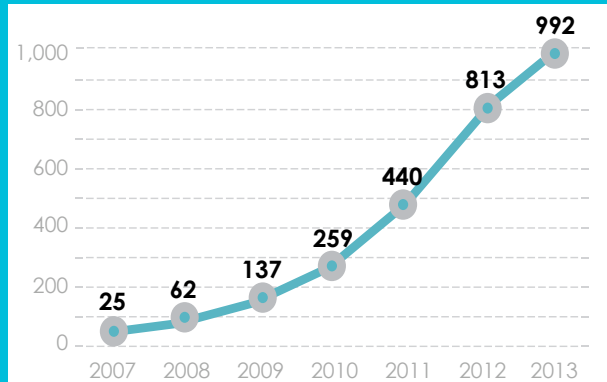
Yet the number of these micro-giving impacts is largely a result of two other factors; number of businesses B1G1 works with and how regularly these businesses give (habitual giving). These 3 things work together side-by-side to create the overall growth.

Here are some of the numbers we've observed during the past years. Just from these simple statistics, we can see that the biggest opportunity for the B1G1 initiative lies in the membership growth (the more members, the greater the impacts).

So, we continue to focus strongly on connecting with more and more businesses that are looking for opportunities to make a difference. You can help create more impacts by introducing B1G1 to others!

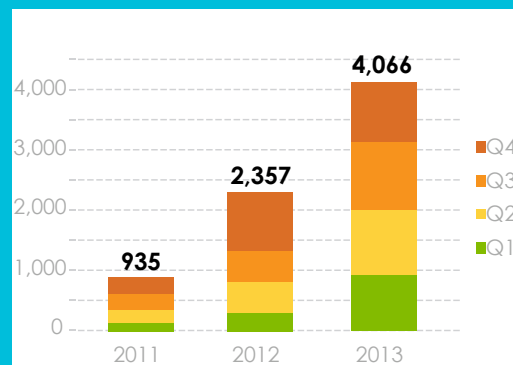
### MEMBERSHIP GROWTH

(Number of total B1G1 Members & Partners)



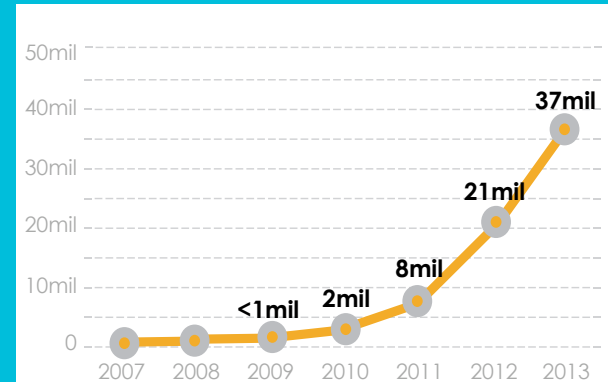
### HABIT GROWTH

(Frequency of giving\*)



### IMPACT GROWTH

(Number of accumulative micro-impacts\*)



\* The number of micro-giving activities is not the monetary amount of contributions. It is based on the sum of all units of impacts created through the B1G1 Project activities.

\*Frequency of giving\* is based on the number of actual payments made through [www.b1g1.com](http://www.b1g1.com). 'Size of giving' is measured in actual amount received in Singapore Dollars (SGD).



## 2014 AND BEYOND

**B1G1** BUSINESS FOR GOOD

### Our Target

#### To reach ONE BILLION micro-impacts by the end of 2020

(Yes, it's a very ambitious goal... We can only make it happen together, with you and with many, many more businesses around the world.)

##### Current Position

At the end of 2013, we have reached:

- ✓ **IMPACT**  
37 million micro-giving activities\*
- ✓ **HABIT**  
4,066 contributions annually
- ✓ **CONNECTION**  
992 Business for Good partners

##### One Year Target

By the end of 2014, we aim to reach:

- ✓ **IMPACT**  
50 million micro-giving activities\*
- ✓ **HABIT**  
6,000 contributions annually
- ✓ **CONNECTION**  
1,500 Business for Good partners

##### Three Year Target

By the end of 2016, we aim to reach:

- ✓ **IMPACT**  
100 million micro-giving activities\*
- ✓ **HABIT**  
17,000 contributions annually
- ✓ **CONNECTION**  
4,000 Business for Good partners

\* The number of micro-giving activities is not the monetary amount of contributions. It is based on the sum of all units of impacts created through the B1G1 Project activities.



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## 2014 AND BEYOND

Some of the things we are working on in 2014

### Impact Communication



The partners who love B1G1 are spreading the word to encourage more businesses to join the movement. So, we are going to unleash the power of these messages by offering impactful communication resources and more integrated Social Sharing features.

At the same time, we'll focus on sharing the life-changing stories through various media outlets to raise more awareness for the amazing businesses that are impacting lives for good.

So, keep sharing your stories!

### Giving On-The-Go



Many B1G1 Partners mentioned to us that they would love to give more frequently on the go if B1G1 had a Mobile App for easy giving.

Yes, we've heard you! :-)

So this year, we will be launching a Giving App for you that integrates giving in your everyday business activities much more closely.

For now, keep sending us your ideas so that we can create a great one together.

### Connecting Even More!



We will be connecting with our partners even more, and in many new ways in 2014. One of those are the web-based Partner Get-together where we can connect B1G1 Businesses from different countries and industries to exchange the ideas, to grow our businesses together.

We'll also have another life-changing Study Tour coming up that's even better than ever!

And of course, we will be connecting with the world more powerfully with enhanced social media and PR activities.

Every good idea we implement in B1G1 creates leveraged impacts. So, please keep sharing your suggestions and ideas. We cannot pay you but we'll be paying it forward in life-changing ways!

Email us: [team@b1g1.com](mailto:team@b1g1.com) | Call us: +65 6898 2446



## GRATITUDE

“...because you believed that it was possible to give the power to our small giving if we did it together and did it habitually.”

Masami Sato, B1G1 Founder

### Thank you for believing in the power of small by Masami Sato

When you browse through the project list on the B1G1 site, you'll notice that most of these projects are surprisingly tiny projects that you can support with a very small amount of money.

Can we really give a pair of glasses for one dollar or give access to water to someone for one day for just one cent...? That's so little!

Imagine trying to send one dollar or one cent to a charity. They probably wouldn't even want your money because it will cost them more to process the payment or take counts of the money. So, how???

The B1G1 model was only made possible because people like you believed that it was possible: that it was possible to give the power to our small giving if we did it together and did it habitually; that it was possible to deliver the small amounts of support to where they are most needed and create the impact if we had the right processes and mechanism.

B1G1 is still a work in progress; we're barely at the beginning of perfecting this model. Our projects are not yet in every corner of the world, there are so many other countries we haven't reached. We only have just over 1,000 businesses working with us

although millions of businesses exist in the world. And most people in the world are yet to know even the existence of B1G1.

But the reality is that there is you, and then there are those 1,000 other businesses and their team members and customers, and then the hundreds of projects B1G1 already works with and the people whose lives are transformed through those projects.

So with the biggest gratitude in our hearts, for what you've already accomplished with us, we continue to achieve a big dream, with small, tiny steps.

**Did you know?** More than half of B1G1's projects cost less than ten dollars. And there are more than 200 projects that are less than one dollar (USD). The power of small!





# GRATITUDE



BUSINESS  
FOR GOOD

## Thank you, You are amazing!

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. You are amazing!



### IMPACT AWARD

#### Businesses that created most micro-impacts in 2013:

1. The Magic Goggles ◀ **1,013,516 impacts in 2013!**  
[www.TheMagicGoggles.com](http://www.TheMagicGoggles.com)
2. Earthing Canada  
[www.EarthingCanada.ca](http://www.EarthingCanada.ca)
3. Mordfin Group  
[www.Mordfin.com](http://www.Mordfin.com)



### HABIT AWARD

#### Businesses that gave most frequently in 2013:

1. KOBOMO ◀ **317 online givings in 2013!**  
[www.KOBOMO.com.au](http://www.KOBOMO.com.au)
2. Tayabali Tomlin  
[www.TayabaliTomlin.com](http://www.TayabaliTomlin.com)
3. People 2 Profits  
[www.people2profits.com](http://www.people2profits.com)



### CONNECTION AWARD

#### Businesses that made the most referrals in 2013:

1. Results Platform Foundation ◀ **Created 23 Businesses for Good in 2013**  
[www.EntrepreneursInstitute.org](http://www.EntrepreneursInstitute.org)
2. Xero  
[www.Xero.com](http://www.Xero.com)
3. Urquhart Warner Myers  
[www.UWM.co.uk](http://www.UWM.co.uk)



### SPECIAL AWARD

#### Thank you. You made a difference in unique ways:

- ✓ Steve Pipe ◀ **Created the most Leveraged Impacts!\***  
[www.AccountantsChangingTheWorld.com](http://www.AccountantsChangingTheWorld.com)
- ✓ Manchester Orthodontic Centre ◀ **Most Web referrals!**  
[www.ManchesterOrthodonticCentre.co.uk](http://www.ManchesterOrthodonticCentre.co.uk)
- ✓ Thavibu Gallery ◀ **Still giving regularly since 2007!**  
[www.Thavibu.com](http://www.Thavibu.com)

\* When a business that is part of B1G1 invites their employees or other businesses to B1G1, the giving done by these connections are counted as their Leveraged Giving Impacts.

“ ... spreading the belief and the happiness of small giving across small businesses, where we all help in a chain to give back to the world. ”

Mickey Tanaka, President, B1G1 Giving



## EXTRA INFORMATION

### Structure behind the B1G1 Model

From the outside, B1G1 is one initiative. You join as a B1G1 Business for Good 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 two separate entities. This is to provide maximum transparency and effectiveness.

Let us explain a little more:

- **Buy1GIVE1** is a Social Enterprise established in 2007 and headquartered in Singapore. It supports, inspires and educates businesses globally and runs *B1G1 Business For Good Program*. It generates the funding to sustain the whole B1G1 initiative while working on adding values to businesses.
- **B1G1 Giving** is a Not-for-Profit Society registered and regulated in Singapore and is in charge of the vetting of B1G1 Worthy Cause Partners and the

transparent management of contributions that go through B1G1. It's separately governed by **the B1G1 Giving Board** which is comprised of a mixture of people with diverse skills, expertise and experience.

You can find out more about this on the B1G1 website too. [www.b1g1.com](http://www.b1g1.com)

#### BUY1GIVE1

- ✓ Creating values
- ✓ Ensuring sustainability
- ✓ Maximising the connectivity

#### B1G1 GIVING

- ✓ Ensuring the integrity
- ✓ Enabling impactful giving
- ✓ Enhancing the effectiveness

**Did you know?** According to Wikipedia, a social enterprise is an organisation that applies commercial strategies to maximize improvements in human and environmental well-being, rather than maximising profits for external shareholders. Then, every business can (and should) become a Social Enterprise and so should every charity organisation!





# EXTRA INFORMATION

## Meet some of the BIG1 Giving Board Members

These are some of the people from the BIG1 Giving Board, who continue to make improvements in the vetting process of Worthy Causes, fund management processes, overall governance and transparency of the initiative. Listen to what they have to say!

The Master Strategist



Mickey Tanaka, **President**  
Adjunct Assistant Professor, NUS

"I hope to contribute to bring even more focus and efficiency to the works revolving around BIG1 so that everybody's efforts will be utilized to the full capacity. It's exciting to be part of spreading the belief and the happiness of small giving across small businesses, where we all help in a chain to give back to the world."

The Legal Guru



Paul Petruccielli, **Vice President**  
Former Legal Counsel, Kraft Foods

"As a lawyer, I have always focused a certain amount of attention on governance issues. Saying that, I also have a strong interest in other areas — things that help grow BIG1. I think the unique feature of the BIG1 model is its focus on encouraging small business giving and embedding the giving into everyday business practice."

The Auditor



EK Pang, **Treasurer**  
Auditor, Productivity Consultant

"In order to continue to make BIG1 even more useful for the members and partners and at the same time effective for the Worthy Causes, we have to continue to learn, understand and improve. There is much we have to do to ensure the ongoing integrity, transparency and effectiveness of the program."

The Idea Curator



Dave Lim, **Board Member**  
Curator, TEDx Singapore

"BIG1 is one great example of how a simple idea can really impact lives and our world when combined with great processes, social network and technology. Being connected in the TED and TEDx Community, my role in BIG1 is to stir up ideas that can create greater impact by bringing in the insight learned from many other world-class innovators and thinkers."

The Preparator



Elvin Monica, **Secretary**  
BIG1 Team & Worthy Cause Manager

"BIG1's giving model is special because every business can have a reason to give now. It eliminates excuses like: I'm not successful yet so I'll wait until it's the right time to give. With BIG1, giving can be done anytime, for any transaction in your business, and with the great choice of projects — which you can trust — with a click of a mouse. So why wait? :)"

The Data Miner



Feida Zhu, **Board Member**  
Prof, Singapore Management University

"To me, BIG1 is special because of its focus on "small" givings which could be at anywhere, any moment and by anyone. I think my focus here would be to leverage my research, vision and collaboration from technology perspective to help BIG1 maintain its lead in terms of technological innovation, readiness and responsiveness."



# EXTRA INFORMATION

## 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 Statements are also available upon request.

### Statement of Financial Position

	31 Dec 2013 (SGD)
Assets	
Current Assets	
Cash at Bank	37,480
Amount due from Buy1GIVE1 Pte Ltd <sup>*[3]</sup>	3,928
Other Receivables <sup>*[4]</sup>	13,582
Total Assets	54,990
Liabilities & Accumulated Funds	
Liabilities	
Provision for Income Tax	181
Payable to Charity (Outstanding Contributions)	45,103
Total Liabilities	45,284
Accumulated Funds	
Opening Balance Funds	5,753
Net Income	3,953
Total Funds Balance	9,706
Total Liabilities & Accumulated Funds	54,990

#### NOTES:

<sup>\*[1]</sup> Contributions are remitted monthly to the nominated organisations. If the total amount accumulated does not reach SGD 500, the remittance is rolled over to the following month to minimise the bank fees.

<sup>\*[2]</sup> Contributions received from members through the project 'Support B1G1 Giving'. This does not include B1G1 Membership/Partnership fees.

<sup>\*[3]</sup> Reimbursement from Buy1GIVE1 Pte Ltd covers the payment processing fees for contributions made on the B1G1 Website.

<sup>\*[4]</sup> To be received for the recalled contribution remittances (for adjustment of the amount).

### Contribution Summary

Movement of Payable to Charity	01 Jan 2013 - 31 Dec 2013 (SGD)
Opening Balance	99,364
Total Contributions Received	399,163
Total Contributions Remitted <sup>*[1]</sup>	453,423
Closing Balance	45,104

### Statement of Income

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

	01 Jan 2013 - 31 Dec 2013 (SGD)
Income	
Support from Members <sup>*[2]</sup>	6,162
Other Income	57
Total Income	6,219
Expense	
Bank Charges for Processing Contributions	14,420
Less: Reimbursement from Buy1GIVE1 Pte Ltd <sup>*[3]</sup>	(14,420)
Bank Service Charges	352
Other Expenses	1,477
Total Expense	1829
Net Income	4,390
Income Tax Expense	(437)
Surplus for the Year	3,953





# EXTRA INFORMATION

## 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

	31 Dec 2013 (SGD)
<b>Assets</b>	
Current Assets	
Deposit (Office Rental)	5,365
Cash & Bank Balances	195,182
Total Current Assets	200,547
Non-Current Assets	
Fixed Assets	81,590
Intangibles - IP, systems & Trademarks	315,404
Less: Accumulated Amortisation	(312,504)
Total Current Assets	84,490
<b>Total Assets</b>	<b>285,037</b>
<b>Equity &amp; Liabilities</b>	
Equity	
Issued & Paid-up Capital	670,000
Accumulated Losses	(388,524)
Total Equity	281,476
Current Liabilities	
Other Payables	1,911
Accruals	1,650
Total Current Liabilities	3,561
<b>Total Equity &amp; Liabilities</b>	<b>285,037</b>

#### NOTES:

\* This includes the amounts contributed to B1G1 Giving to cover the bank charges for processing contribution payments made from the members and partners of B1G1.

### Statement of Income

	01 Jan 13 - 31 Dec 2013 (SGD)
<b>Operating Income/ Expenses</b>	
Operating Income	
Membership Income	355,068
Event Income	36,981
Other Services & Products	5,500
Total Operating Income	397,549
Operating Expenses	
Staff Salaries & Payroll Expenses	214,950
Depreciation & Amortisation	32,524
Direct Cost (Event & Travel Cost)	52,320
Office & Related Expenses	25,815
Other Operating Expenses	49,678
Charitable Contributions*	21,502
Total Operating Expenses	396,789
<b>Net Operating Income/(Loss)</b>	<b>760</b>
<b>Other Income/ Expenses</b>	
Other Income	
Recovery of Travel Expenses (Study Tours)	34,400
Interests & Currency Exchange Gains	1,590
Other Income	539
Total Other Income	36,529
Other Expenses	
Travel Expenses (Study Tours)	26,812
Total Other Expenses	26,812
<b>Net Other Income/(Loss)</b>	<b>9,717</b>
<b>Net Income/(Loss)</b>	<b>10,477</b>



# EXTRA INFORMATION

## 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.

### 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: 14 Robinson Road #13-00, Singapore 048545

Phone/Fax: +65 6898 2446 / +65 6898 2445

Auditor: Paul Wan & Co.

Website: [www.b1g1.com](http://www.b1g1.com) & [www.b1g1.org](http://www.b1g1.org)

President: Tamaki Tanaka  
Vice President: Paul Petrucci  
Treasurer: Pang Eng Khew  
Secretary: Elvin Monica  
Committee Members: Dave Lim  
Feida Zhu  
Masami Sato  
Paul Dunn

### 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: 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](http://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





Looking forward to sharing many  
more milestones with you,



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