

# B1G1 IMPACT REPORT

# 2014



Creating a world that's full of giving  
through the power of B1G1 Business for Good



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

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# THE WORLD OF B1G1



© Image from a B1G1 Project | Helping educate disadvantaged children in Thailand (by Hands Across The Water)

*Your dreams can come true  
if you have the courage to pursue them.*

Walt Disney



# RE-IMAGINING a Giving World

*from the Founders of B1G1*



Masami Sato, B1G1 Founder

## B1G1 WORLD: where businesses come together to impact and touch lives

B1G1 is celebrating its 8th Birthday this year.

Looking back at the humble beginnings in 2007, we think it's an amazing achievement to reach the 50 million giving impact milestone in 2014.

And we know that the progress and achievements made by B1G1 in the past years were only made possible by the generous support we received from countless businesses, individuals and Worthy Causes coming onboard to make this vision a reality.

Every person and organisation in B1G1 has a wonderful story too.

And in the coming years, we will be re-focusing on the simple visualisation

“

*We think it's an amazing achievement to reach the 50 million giving impacts in 2014.*

and personalisation of the Giving Stories YOU create as well as connecting you with the real 'on the ground' stories of your chosen causes.

We also look forward to welcoming many more people, causes and businesses to this giving community full of caring, hopes and aspirations.

Welcome to the 8th year!

## Business for Good: It's no longer about the shiny new object

Ah... those shiny new objects. The things we crave. Only to find that several nano-seconds after we get them, they actually don't make the difference we thought they would. They don't give us the feelings we thought they would. They don't really transform our lives.

A lot of people exclaim 'WOW!' when they first see B1G1. Much like they might for a shiny new object. But they quickly come to understand it's not. It actually does transform our lives.

To me that's most evident in the third 'value' we have emblazoned on

our office wall in HUGE letters — it's this: CONNECTION (the other two are Impact and Habit).

And when we say CONNECTION we're not just talking about the B1G1 resources that allow businesses to connect in new and deeper ways with their customers and with their teams.

It's actually first and foremost about connecting with ourselves.

14-year old Jessica Harris put it so well after a B1G1 Study Tour with her Dad and brother. "Often," she said, "we think that when we give it is about us giving to the beneficiaries. But it's actually them giving to us."

And that is much, much more than any shiny new object can ever do.

“

*It's actually first and foremost about connecting with ourselves.*



Paul Dunn, Co-Founder and Chairman



# OUR WHY

*To create a world that's full of giving.*



## Why GIVING?

*Simply because a world that's full of giving is a happier world.*

We know that giving nourishes our lives - we are happier when we are giving.

B1G1 exists to develop a platform and a network of businesses that create more smiles around the world by embedding giving into their everyday business activities.

## Our team's 3 WHYs

- *To give our best and create GREAT impact.*
- *To live a fulfilling life and help others do so too.*
- *To help make our world a better place.*

To us, it's the most rewarding thing to be doing. So thank you so much for allowing us do this by choosing to be part of B1G1.



# Our Goals

By 2020, we aim to create

# 1 BILLION

Giving Impacts

Still a long way to go to create the *World Full of Giving*! You can help create the maximum impact by sharing your thoughts, ideas and suggestions. That's how we achieve this bold target together.



At the end of 2014, we had reached...

- ✓ **IMPACT:** **56 million** Total Giving Impacts\*
- ✓ **HABIT:** **4,108** Contributions Annually
- ✓ **CONNECTION:** **1,228** Business For Good Partners

By the end of 2015, we aim to reach...

- ✓ **IMPACT:** **75 million** Total Giving Impacts\*
- ✓ **HABIT:** **7,000** Contributions Annually
- ✓ **CONNECTION:** **1,600** Business For Good Partners

\*Giving Impacts are not directly related to the monetary amount of giving. They are based on the units of impact created through the giving.



# Harnessing the Power of Small

B1G1 is very different from normal charity giving. It harnesses the real 'Power of Small' by working with small businesses around the world. And to make this happen effectively, we align all our activities and decisions with these 3 things: IMPACT, HABIT and CONNECTION.

*As at 31 December 2014,  
B1G1 Community had created  
56,044,362 giving impacts.*

## Impact

We carefully assess and list high-impact projects and forward 100% of your giving to them. With B1G1, every cent you give creates great impact.

## Habit

Impact requires action, and sustained impact requires sustained actions. With giving embedded, your impact goes a long way.

## Connection

We link arms with businesses, individuals and social causes. By doing so, everyone benefits in highly leveraged ways, creating a deeper sense of connection.

*The fact that relatively small giving can make such a huge impact is a fantastic concept. It's great to be making a big difference in a small way.*

Steve Ruston, a B1G1 Partner  
SR Print Management

# THE B1G1 MODEL



© Image from a B1G1 Project | Giving hospitality training to disadvantaged youths in Cambodia (by Sala Bai Hotel and Restaurant School)

*To accomplish great things, we must not only act,  
but also dream; not only plan, but also believe.*

Anatole France

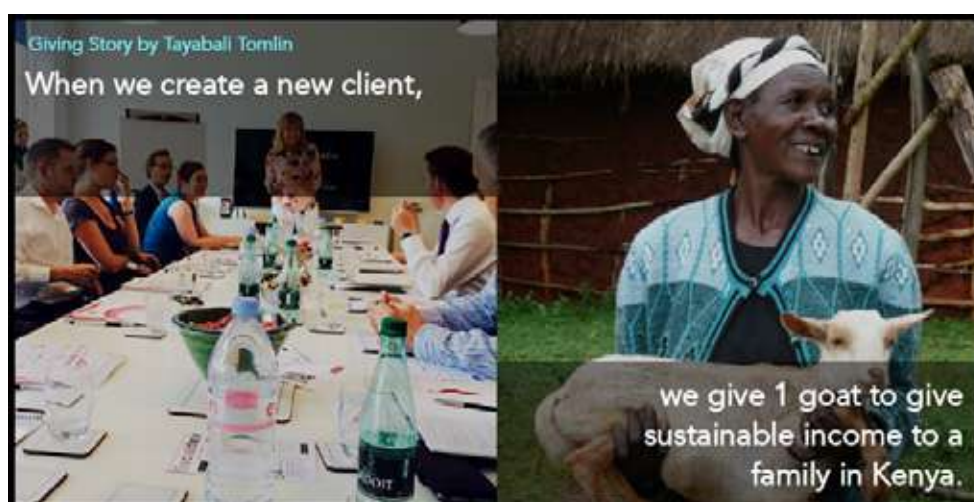


# How B1G1 Works

## The Uniqueness and Benefits of the B1G1 Model

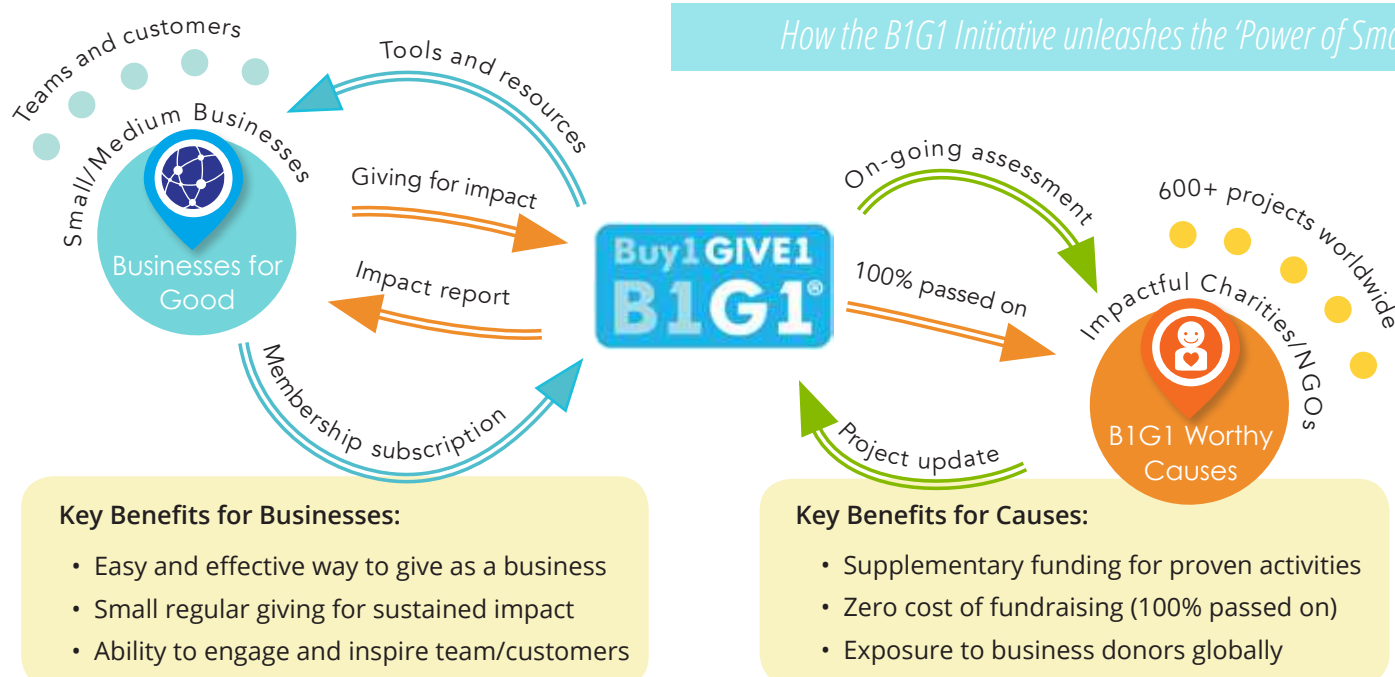
B1G1 is a Social Enterprise initiative to deliver values to businesses by helping them 'embed' giving and purpose into their everyday activities. It empowers participating businesses to create their own Giving Stories.

*Example of Giving Stories that can be created...*



B1G1 is uniquely funded by the Business Membership programme. It sets this model apart from normal charity initiatives that usually rely on donations to sustain them. B1G1 then connects businesses with great giving opportunities while providing great tools and resources that also benefit the business.

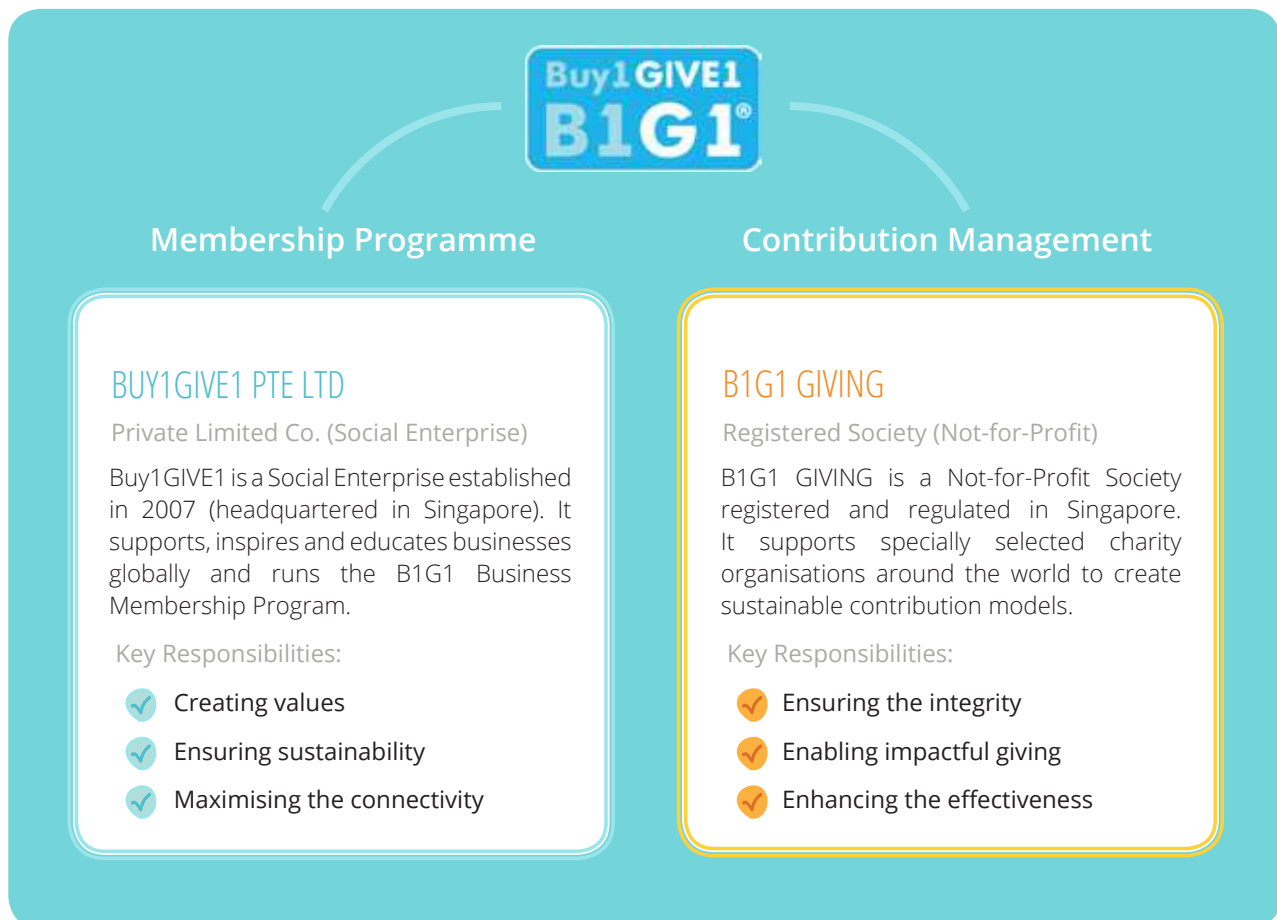
*How the B1G1 Initiative unleashes the 'Power of Small'*



# How B1G1 Works

## The Organisation Structure

B1G1 is run by two interwoven organisations that take charge of different areas of the operation. You'll see how it works by following the diagram below.



B1G1 GIVING's operational expenses are covered by BUY1GIVE1 Pte. Ltd. as well as by the supplementary income from the voluntary contributions from the B1G1 Business Members and Partners. This allows B1G1 to always pass on 100% of all contributions to the Worthy Cause (charity/NGO) Partners creating maximum impact.



# B1G1 Business for Good

The SME Business Membership Programme



*It's so exciting to be able to tell our clients that they made a difference just by working with me.*

Kerrie Phipps, a B1G1 Partner

Here are the key steps for businesses to join and work with B1G1 and create great impacts.

(See more on [www.b1g1.com](http://www.b1g1.com))

## STEP 1:

### Joining B1G1 Business for Good

Businesses that believe in the power of regular business giving join the Membership Programme. In doing so, they gain the ability to make a greater difference together.

Any business can begin this journey.

## STEP 2:

### Implementing the initial giving

Rather than making giving a complicated matter, B1G1 makes it easy for any business to start giving immediately and create great impacts habitually.

Creating a specific impact in B1G1 can cost as little as just one cent, so it's easy to link giving to any business activity, creating a real habit of giving.

## STEP 3:

### Connecting, growing... and impacting lives for good

All businesses have the responsibility to grow. So in B1G1 Business for Good, we also create opportunities for the participating businesses to keep learning important business insights while connecting to help each other's businesses succeed too.

In B1G1, businesses become part of something bigger than themselves.



# B1G1 Giving Stories

Some great giving stories from B1G1 Business For Good Members around the world!

Here are just some examples. You can find out more on [www.b1g1.com](http://www.b1g1.com).



Clear Vision Accountancy, United Kingdom

*Every job completed gives a family in Kenya ability to generate income*

**698** families received goats to generate income



Rusted Iron in DUMBO, South Korea

*Every cup of coffee gives a child access to life-saving water*

**69,016** days of life-saving water have been contributed



The High Street Dental Practice, United Kingdom

*Every visit to a dentist transforms lives for good*

**92,942** giving impacts including:

- giving dental hygiene
- saving animals from poaching
- giving access to water
- supporting youth development and much more!



THE BOO, Australia

*Turning wine into water (and health!)*

**52,070** giving impacts including:

- access to clean water
- medical care for disadvantaged
- nutritional supplements



Knox Audiology, Australia

*Hearing that gives*

**272,307** giving impacts including:

- giving pairs of glasses
- planting trees to protect forest
- sending slum children to school
- giving medical support and much more!

## Three interesting facts about B1G1 Projects

The projects listed on B1G1 are carefully screened and selected through processes set by the Board of B1G1 GIVING over the years. There are some interesting facts you may not know about these projects.

### Fact 1: THE POWER OF SMALL

B1G1 mainly works with smaller charity/NGO organisations that meet our criteria. It's part of our effort to magnify the 'Power of Small' making your small giving to have greater meaning and values. Most of these organisations are not famous charity brands but we choose them based on their efficiency, integrity and impact. The power of small!



### Fact 2: HOW TO ENSURE THE IMPACT

Many people ask us how we ensure the usage of the contributions for creating the promised outcome. The key to this lies in the initial selection process. B1G1 only approves organisations that have a track record of running the specific activities long-term with clear costing, transparent financial reporting and increasing number of beneficiaries. This way, the cost of reviews is kept relatively small. We also periodically organise group tours to visit some of the projects. This is how the review process flows.

INITIAL  
ASSESSMENT

BOARD  
APPROVAL

FINANCIAL  
REVIEW

PROJECT  
LISTING

MONTHLY  
REMITTANCE

ANNUAL  
REVIEW

There is so much more to this. If you are interested, [please see more here](#) or simply ask us questions.

### Fact 3: TURNING CHALLENGES INTO OPPORTUNITIES

The world is full of challenges. And often those challenges seem too big for us to tackle... B1G1 is not about solving one big problem. It's about connecting many different kinds of businesses with opportunities to make a difference in different ways. So we focus on bringing in a wide variety of Worthy Cause Projects from many different places. In B1G1, these projects are not competing with each other. They are working together to create a global difference.



# 3

## IMPACTS & ACHIEVEMENTS



© Image from a B1G1 Member Connection Event at INSPIRE CAFE, Brisbane, Australia

*Coming together is a beginning; keeping together is progress; working together is success.*

Henry Ford



# Your Giving Impacts 2014

Moments of smiles created through your giving

Total Giving Impacts to date\*

## 56,044,362

Impacts in 2014: 18,972,638



Year 2014	Total 31 Dec	
805,450	1,213,902	nourishing <b>meals</b> were given to people around the world
12,718,588	41,289,788	days of access to life-saving <b>water</b> were given
75,323	593,084	days of <b>accommodation</b> were given to people around the world
666,188	1,862,158	days of <b>education support</b> were provided to disadvantaged children and women
173,327	586,376	children received <b>learning tools</b> like books, stationery and uniforms
25,588	93,499	days of support were given to <b>social workers</b> , teachers and social entrepreneurs
1,401	19,695	children received an improved <b>learning environment</b> for a year
94,164	452,829	children received a special <b>life education</b> program
29,337	133,844	days of <b>phone/lighting/internet</b> connection were given
1,071,093	1,904,379	days worth of support were given to <b>farmers</b> around the world
29,024	29,045	people received <b>income-generating tools</b>
1,355,857	2,705,907	days of support were given to improve people's <b>health</b> and well-being
667,298	1,315,222	days of access to good personal <b>hygiene</b> (toilet, shower etc.) were given to people
91,691	275,183	<b>bricks</b> were given toward building homes and schools
107,696	203,015	<b>trees</b> were planted or adopted
3,027	9,827	domestic animals (e.g. <b>goats</b> ) are given to families for a year for increased income
1,057,58	3,356,610	other micro-giving activities
18,972,638	56,044,362	total micro-giving activities

\* The accumulated impacts as at 31 Dec 2014. This is based on the sum of all units of impacts created through the B1G1 Project activities.

## Top Business Types (by number of businesses) in B1G1\*

### B-to-B Businesses

1. Accounting & Finance
2. Coaching & Training
3. Business Consulting
4. Marketing Services
5. Designing & Printing

### Consumer Businesses

1. Health & Wellness
2. Real Estate
3. Domestic Services
4. Food & Beverages
5. Sports & Leisure



*Please spread the word and inspire many more businesses to give.*

## Top Giving Countries

1. Australia
2. United Kingdom
3. United States
4. Canada
5. New Zealand

# 2014 B1G1 Impact Snapshot

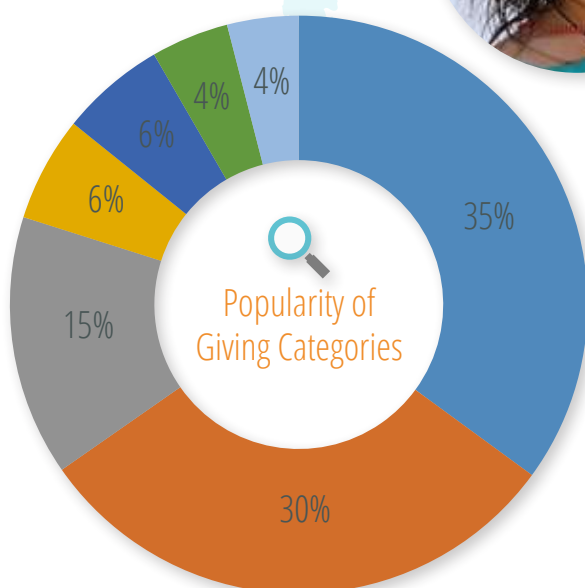
from B1G1 Businesses for Good around the world



## Most Supported Project Countries

1. India
2. Kenya
3. Ethiopia
4. Malawi
5. Cambodia

*Please recommend your favourite charity/NGO organisations to B1G1!*



- Health
- Education
- Food
- Income Generation
- Shelter
- Environment
- Other

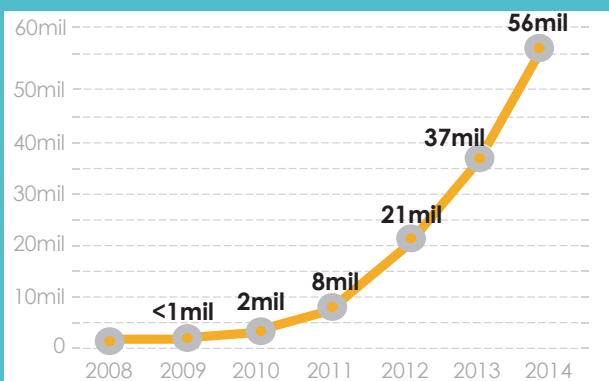


\* Currently, more than 70% of businesses in B1G1 are Business-to-Business (B-to-B) businesses. We have listed the top Business Types here in 2 separate groups: B-to-B Businesses and Consumer Businesses.

# B1G1 Initiative Growth

## IMPACT GROWTH (Giving Impacts)

- Number of accumulative micro-impacts\* -

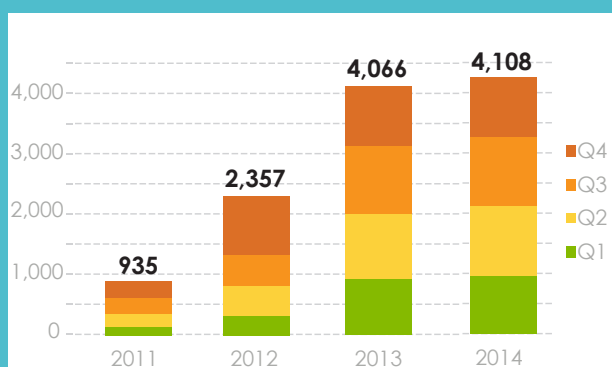


### IMPACT\*: Creating more smiles

Measuring the impact of your giving is only made possible by the unique project breakdown method we employ. In a sense, each impact in B1G1 converts into a smile. From a day's access to life-saving water, to a child receiving a book... Thank you for the 56 million smiles you've created!

## HABIT GROWTH (Giving Habit)

- Frequency of giving\* -



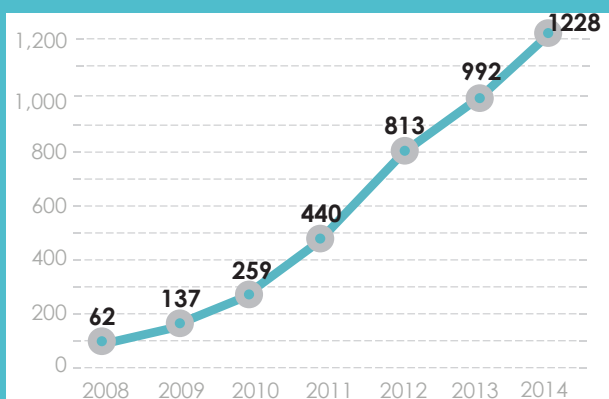
### HABIT: A habit worth spreading

The year 2014 was, in fact, a slower year in terms of the HABIT development. So we see this as the biggest opportunity area for the year 2015 and onward.

Forming a giving habit not only increases the giving amount, it also transforms how we *feel* about our giving. We'll work hard to help you give with more ease and joy!

## CONNECTION GROWTH (Membership)

- Number of total B1G1 Members & Partners -



### CONNECTION: Strengthening the community spirit

In the area of CONNECTION, we have 2 main things to focus on; 1) the number of new members and partners we create, 2) the sense of connection they develop.

Many of the new members we created in 2014 came from your referrals. Thank you for spreading the word!

\* 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).



# Lives Being Impacted

## through your support

### Oun Sros, Cambodia

Supported via Child's Dream, a B1G1 Worthy Cause

*"I'm 19 years old and I have 8 siblings. I'm the last child in my family. I want to become a lawyer. Because I want to help people in my country,"* Oun Sros introduced herself.

Her mother passed away years ago and her father had a heart disease, and that left her family in extreme poverty. They could not even afford to buy basic food. But when she was about to give up on her education, she was selected as one of the students to receive a scholarship from Child's Dream to attend high school.

*"I'm really, really grateful for the opportunity I received. I will commit to studying hard and helping my family and many other people in my country."* Her aspiration against all odds is an inspiration to all her classmates as well.



### Jennifer Croes, Australia

Working with Rainforest Rescue, a B1G1 Worthy Cause

*"Rainforest Rescue is an organisation that has been protecting and restoring rainforests in Australia and internationally since 1998. And to date, Rainforest Rescue has planted more than 50,000 trees in the Daintree rainforest, 120,000 trees in the sub-tropical Big Scrub in New South Wales, and 55,000 trees in Indonesia. Your help through B1G1 also adds to these numbers making a long-term difference in protecting our natural habitat. Thank you everyone in B1G1!"*



### Madhurya Shroff, India

Working with Annamrita, a B1G1 Worthy Cause (Midday Meals Project)

*"This school meal program has benefitted the underprivileged children immensely by addressing classroom hunger, resulting in increased attention span, reduced dropout rates, improved academic progress and also by sharing the financial responsibility of the parents...thereby encouraging them to send their children to school. To many children, their Annamrita meal is the only square meal that they get in a day."*

*Thank you for your support through B1G1 providing 33,248 meals to undernourished children through our Midday Meals Programme."*



### Nyiko Ngobeni, South Africa

Supported via Afrika Tikkun, a B1G1 Worthy Cause

Nyiko Ngobeni lost his mother two years ago and had to start fending for himself. At that time, Afrika Tikkun got involved and started offering learning support, nutritional support and family support. Nyiko passed his Grade 10 in 2013 and is now continuing his education. Recently he became a prominent member of the triathlon team at Afrika Tikkun's Wings of Life Centre, and ended up representing the Centre at the Nevada Triathlon in Las Vegas. Well done, Nyiko!



# B1G1 Awards

## The Businesses Of The Year

### Businesses that created most giving impacts in 2014:



**Mordfin Group**

United States

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

**Flying Dragon Adventures (MegaZip Adventure Park)**

Singapore

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

**Earthing Canada**

Canada

[www.earthingcanada.ca](http://www.earthingcanada.ca)



*B1G1 is a brilliant concept. I love it, our staff love it, our guests love it... Everyone loves it!*

Alex Blyth  
Flying Dragon Adventures



*Paying forward is a wonderful feeling, and your giving comes back to you amplified.*

Paul Lange  
Hedonist Entrepreneur



### Businesses that gave most frequently in 2014:

**Tayabali Tomlin**

United Kingdom

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

**KOBOMO**

Australia

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

**Hedonist Entrepreneur**

Australia

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

### Businesses that made the most referrals in 2014:



**Talent Dynamics**

United Kingdom

[www.talent-dynamics.com](http://www.talent-dynamics.com)

**Entrepreneurs Institute**

Singapore

[www.entrepreneursinstitute.org](http://www.entrepreneursinstitute.org)

**Dr David Dugan**

Australia

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



*Being able to understand the actual impact of giving is the great thing about B1G1.*

Michelle Clarke  
Talent Dynamics



*Making a difference is what drives me these days. It's why I get up in the morning each day.*

Steve Pipe  
Accountants Changing The World



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

**eQ Foundation**

Australia

◀ **Generosity Award**

[www.eqfoundation.org.au](http://www.eqfoundation.org.au)

**RJS Accounting**

Australia

◀ **Generosity Award**

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

**Steve Pipe and Accountants**

United Kingdom

◀ **Influencer Award**

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

**Thavibu Gallery**

Thailand

◀ **Loyal Giving Award (Giving since 2007)**

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



# OUR MILESTONES



© Image from a B1G1 Project | Supporting a Youth Development Programme in South Africa (by Afrika Tikkun)

*Happiness lies in the joy of achievement  
and the thrill of creative effort.*

Franklin D. Roosevelt



# Making-a-Difference Calendar

The key B1G1 Milestones in 2014

*Thank you for helping create the world full of giving.*

## January



### B1G1 Study Tour 2014, Cambodia

On this second tour to Cambodia, we travelled further to build a playground in a more remote school. We also connected with high school students learning about their lives, hopes and aspirations.

## June

Making drinking and giving water a fun, easier habit.



### Joy of Giving Week and Shake The World App

During our 7th anniversary, we launched a unique App that reminds you to drink water while giving water to someone in need just by shaking your phone. More on [www.shaketheworld.me](http://www.shaketheworld.me)

## September



### Celebrating 50 Million Giving Impact

Thanks to the amazing support from the members and partners, we achieved this great milestone in 2014.

50 million can sound like too big a number to connect with, so we translate it as the 50 million *smiles* around the world that your contributions have created. Now 100 million is not too far away!

## November



### Global Impact Summit - Insights into IMPACT

Global Impact Summit was another new online initiative launched in 2014 to bring together 30+ Thought Leaders from various fields to help you grow your business and the impact your business creates. More at [www.globalimpactsommit.com](http://www.globalimpactsommit.com)



# Connecting even more through the B1G1 Study Tours

January 2014, Siem Reap, Cambodia

B1G1 Study Tour is so special.

It's our annual event to bring people from various B1G1 Businesses, their team members and family members together and share the experience of seeing and learning about the real impact on the ground that our regular giving is creating.

It takes amazing amount of time and effort to organise these Study Tours. But when we see what actually happens on the ground and also see what happens to the lives of those who come to experience these tours, we can definitely see how worthwhile it is to host them (we only wish we had a bigger team to manage them). The feedback from the people who have come on the tours is simply fantastic.

On our second tour to Cambodia in January 2014, we learned so much more about the Worthy Causes we work with and connected so deeply with the amazing people from many different businesses that, by the end of the tour, we all felt like life-long friends.

We also brought home great stories, pictures, video footages and even brought onboard great new projects. So the impact of the Study Tours is much more than the actual visit itself.



Getting to see the absolute direct impact  
that such a small investment of money can  
have really highlighted this tour.

Joshua Harris, 17-yr-old son of a B1G1 Partner



And just in case you're curious, here's the itinerary at a glance.

#### DAY 2 Working as a Community

We visited ruins of ancient temples and had a special activity, 'The Walk' with a Worthy Cause Partner, This Life Cambodia, learning the real meaning of community development work.

#### DAY 3 The Power of Small

We visited various enterprising initiatives like the sand water filter production facility, mushroom farm and skills training restaurants...all aiming to equip people with the power to transform their own lives. The real power of small!

#### DAY 4 The Joy of Giving

It was the highlight of the whole tour when we got to visit a rural school and build a colourful fun playground together with the children and teachers. Amazing how adding a playground can also increase school participation.

#### DAY 5 Hopes and Aspirations

On the final day, we joined a group of high school students who were all coming from underprivileged backgrounds. Their sharing inspired all of us and we felt a greater sense of hope and responsibility. And it led to the farewell dinner with an exchange of hugs, tears and inspired sharing from everyone.

I was really, really moved...  
I do think we need to get back to  
the simplicity and community spirit.

Vivian Bateman, a B1G1 Partner



The days in the B1G1 Study Tours are full of experiences that you would not expect. We also make you work hard and wake you up in the early mornings...

But after all that, everyone who has ever been on the tour says that it was the experience of their lifetime. So much to remember. And so much to be positively impacted by.

We hope many more people get to experience these amazing, amazing tours...

Interested? Take a look at the B1G1 Study Tour Page here: [www.b1g1.com/StudyTours](http://www.b1g1.com/StudyTours)

We look forward to having you on one of the tours one day.

## Challenges in Cambodia

- **80%** of the Cambodian population lives on less than US **\$2 a day**.
- Only **30%** of the current adult population has completed some level of schooling.
- Of those beginning schooling in any form, only **52%** of students complete basic education.
- The number of orphanages has **doubled** in the past 5 years, however, **3 out of 4 children** living in orphanages have at least one living parent.
- More than **215 million children** are involved in work each day, which can keep them from attending school.

## Impacts created through the Study Tour

- **One entire school received a fun playground**, making the school environment a much more engaging and aspiring place to be for 142 students.
- **11 bicycles were given** to students from disadvantaged backgrounds making it easier for them to travel to school. They now have more time to study and help their family.
- **36 young people from low income families received a special student kit each** that helps them pursue their occupational training.
- **11 families received special bio-sand water filter** to ensure that their children have clean water to drink.



# 2015 and Beyond

Key Plans for 2015 and more

*We look forward to working with you further!*

## June 2015



### Joy of Giving Week: B1G1's 8th Birthday

The Joy of Giving Week in 2015 will take a different turn in B1G1. It's about you and the smiles you are creating. You also get to learn more about the great impact B1G1 Worthy Cause Partners are creating on the ground. See more on: [www.b1g1.com/smiles](http://www.b1g1.com/smiles)

## October 2015



### The New B1G1 Site Planned Launch

Yes, the new B1G1 site is coming—faster, easier to navigate and much more interactive. We'll be focusing on highlighting your giving story even more! Find out a little more on the next page.

## January 2016



### B1G1 Study Tour 2016, India

By the time you read this Annual Report, we'll be closing off the registration for the 2016 Study Tour. If you are keen to join on this inspiring, rewarding and life-changing tour, please contact us ASAP or register online now at [www.b1g1.com/StudyTours](http://www.b1g1.com/StudyTours).

## June 2016



### B1G1 Business For Good Conference 2016

In addition to the annual Study Tours we have been hosting, we are planning to host a first ever B1G1 Business For Good conference in 2016 in Bali to take you to the birth place of B1G1 and celebrate the 9th Anniversary with you. Please keep June 2016 available for now.

# Upcoming Developments

What's in the new B1G1 System. And how it will benefit you.

If all goes to plan, you'll be experiencing this new system within 2015. We look forward to enhancing your giving even more with this major update.

**Yes, mobile friendly and easier to use.**

The new B1G1 system will be totally mobile friendly. It means that it will be easier (and faster) to give on the move too.

**Your Giving Stories will inspire more.**

You'll get to create inspiring giving stories and it will be more fun and engaging to track and share your giving impacts. You'll also be able to connect easily with others.

2,345,423 giving impact to date

Your connections on B1G1

Want to see more businesses from your neighbourhood on B1G1

Invite Businesses

Giving story by JH Design PTE. LTD.  
Every time we sell a cup of coffee from our cafe  
We give 5 days of access to the children in Cambodia

JH Design PTE. LTD. Created a new giving story and made it happen.  
30 Sep 2013, 04:45 pm  
2 applauses | education | Cambodia

Applaud View Project

Want to see more businesses from your neighbourhood on B1G1

Invite Businesses

Lisa Watson Provided 100 child uniform for poor kids in Indonesia  
29 Sep 2013, 08:00 am  
10 applauses | education | Indonesia

**Giving gets even more meaningful.**

With the new system, your giving will become easier and faster. But the best addition (we think) is how you will be able to learn more about the projects you support. You can access more updates, stories and larger images that relate to your giving in beautiful ways.

**All your favourites will still be there!**

We will be enhancing all the existing features too. Like the Widget (you will be able to display the impacts in more specific ways) and the Gratitude Certificate (you can generate it with your favourite project image, and you can email it to your customers too!)... in addition to all the new things. :)

Have ideas and suggestions? Please write to us at [team@b1g1.com](mailto:team@b1g1.com).

114,645  
Our micro-impacts to date

We've provided 15 days of education to children in Cambodia

We've provided a farmer tool and training in Indonesia

Find Us on B1G1

B1G1 BUSINESS FOR GOOD



## BEHIND THE SCENES



© Image from a B1G1 Project | Sponsoring a Family Visit that prevents Child Trafficking (by Free To Shine)

*An effort made for the happiness of  
others lifts above ourselves.*

Lydia M. Child



# Introduction to The B1G1 GIVING Board



## Responsibilities of the B1G1 GIVING Board

Who runs the B1G1 GIVING Board and what do they do?

The primary responsibilities and scope of B1G1 GIVING Board are: **1) B1G1 Worthy Cause management to ensure integrity and transparency**, and **2) internal organisational management to reinforce our integrity and efficiency**. In 2014 we put in place special 'task forces' based around each board member's expertise) to finely focus on key areas.



## Completed Tasks

From 2012 through 2014, our focus was to develop and refine the operational activities of the B1G1 GIVING Board. We redefined our giving philosophy, our work requirements and our decision-making processes to be more objective, logical and efficient. Each task that we deliver on also contributes to one of the three B1G1 elements, 'Impact, Habit, and Connection'. The specific tasks completed in 2014 were to;

- refine the Worthy Cause review process
- enhance the integrity and transparency of fund management processes
- enhance the project search function for easy giving

## 2015–2016 Plans

Moving forward, our tasks for 2015-2016 are to;

- further improve the worthy cause review process
- enhance the project listing effectiveness
- improve the system for an easier giving flow
- start monitoring project listing efficiency
- improve project update features

We will continuously serve as a bridge between B1G1 and its Worthy Cause Partners, striving to enhance the giving experience of B1G1 members ensuring the maximum transparency, integrity and efficiency.

# The People Behind The Board of B1G1 GIVING



## The Working Bees behind B1G1

Meet some of the people behind the activities of the B1G1 GIVING Board. They are here to make sure that the decisions around our Worthy Cause Partner selections and the contribution management processes are made with fair and objective views independently without any conflict of interest.

Find out more at [www.b1g1.com](http://www.b1g1.com)



### Mickey Tanaka, President

Adjunct Assistant Professor, National University of Singapore

Mickey joined B1G1 in 2012, determined to spend more time in the second half of her career giving back to others. And is she ever giving back! In less than a year, her colleagues elected her President of the B1G1 Giving Board. That's because they recognised not just her dedication and intellect, but also her leadership abilities.

She has extensive (and intensive) experiences in corporate marketing and even teaches that very subject at the top university in Singapore. But she thinks it's exciting that she gets to help spread the joy of giving across the world of small businesses and create more smiles around the world as well. Of course, like any good business advisor, Mickey is intensely focused on getting to scale. And in this case, what she wants to scale is all those smiles.



### Paul Petruccelli, Vice President

VP & Chief Counsel (Retired), Kraft Foods Asia Pacific

Paul is the 'legal guy' at B1G1. After a 20-year career as in-house Legal Counsel for Kraft Foods, one of the largest multinational food companies, he decided to focus more attention on giving back. And it was our good fortune to find him.

What Paul loves most about B1G1 is its focus on delivering real impact on the ground every day. And that tangible sense of impact – the realisation that your effort to help truly mattered to someone – is intensified for those Members who have the good fortune to undertake one of the B1G1 Study Tours and see firsthand the remarkable work our Worthy Causes do each day.

Paul thinks the part he plays in all of this is tiny. But for us, it's huge.

# The People Behind The Board of B1G1 GIVING



**Pang Eng Khew, Treasurer**  
Auditor, Productivity Consultant

EK, as he is affectionately known by everyone, is the financial wizard (a.k.a Treasurer) of the B1G1 Giving Board. Over the past few years, he has significantly upgraded the procedures we use to track and remit donations to our Worthy Cause partners. But he isn't just involved in keeping our books in order and making sure we pay Worthy Causes on time. He's also very involved at the front end of the process – making sure we only take on new organisations that meet very stringent standards, that we review their financials on a regular schedule, and that the promised impact is delivered.

Our only problem with EK is that, as B1G1 continues to grow by leaps and bounds, we're going to need to clone him. We're still working on a system for that.



**Hashima Hassim, Secretary**  
Partnership Manager, Buy1Give1 Pte Ltd

In addition to her Secretary duties, Hashima is also in charge of the Worthy Cause Partnership area, working with the Board to ensure the effectiveness of the B1G1 Worthy Cause projects.

Despite being busy almost nonstop, Hashima says she feels continually inspired by the freshness of the B1G1 mission. She loves the fact that with each decision the Board makes, it drives the organisations we work with to be better, not just for some abstract reason, but for the people around the world whose lives are affected by our work. And the most powerful impact of being involved in B1G1 is that every single one of us can make a difference, even if it's not in terms of monetary giving. As Hashima likes to say, a simple action with the right intention can change the world.



**Zhu Feida, B1G1 Giving Board Member**  
Professor, Singapore Management University

A professor and DS LEE Foundation Fellow at Singapore Management University (SMU), Feida is a leading authority on large-scale data mining and social network analysis. He founded the Pinnacle Lab for Analytics, which has helped large corporations to leverage the power of big data and social media.

As a computer scientist, he's intrigued by the opportunity to contribute his data mining and technology expertise to the various Worthy Causes and projects B1G1 supports. Of course, it's not just the techie side of things that gets him charged up. Feida loves helping to make the right introductions between the vast array of modest needs out there and just the right compassionate donor. And of course, he just loves to help.



# Gratitude From The B1G1 Team



B1G1 becomes 8 this year. Here are 8 wonderful ways you made a difference:

1. You were daring (and caring!) enough to join B1G1.
2. You encourage us and others to do great things.
3. You're transforming lives regularly with your giving.
4. You inspire everyone to be more giving and caring.
5. You challenge the status quo by being different.
6. You're always willing to reach out to help others.
7. You demonstrate the open-mindedness we admire.
8. You believe in helping to create...

**...a world that's full of giving.**

# EXTRA INFORMATION



© Image from a B1G1 Project | Delivering nourishing meals to encourage school participation (by Midday Meals)

*You are always a student, never a master.  
You have to keep moving forward.*

Conrad Hall

# 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.

### Statement of Financial Position

	31 Dec 2014 (SGD)
<b>Assets</b>	
Current Assets	
Cash at Bank	75,168
Amount due from Buy1GIVE1 Pte Ltd <sup>*[3]</sup>	6,196
<b>Total Assets</b>	<b>81,364</b>
<b>Liabilities &amp; Accumulated Funds</b>	
Liabilities	
Provision for Income Tax	95
Payable to Charity (Outstanding Contributions)	68,466
Total Liabilities	68,561
Accumulated Funds	
Opening Balance Funds	9,706
Net Income	3,097
Total Funds Balance	12,803
<b>Total Liabilities &amp; Accumulated Funds</b>	<b>81,364</b>

### Contribution Summary

#### Movement of Payable to Charity

	01 Jan 2014 - 31 Dec 2014 (SGD)
Opening Balance - 01 Jan 2014	45,103
<b>Total Contributions Received</b>	<b>460,514</b>
<b>Total Contributions Remitted <sup>*[1]</sup></b>	<b>(437,151)</b>
Closing Balance - 31 Dec 2014	68,466

### Statement of Income

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

	01 Jan 2014 - 31 Dec 2014 (SGD)
<b>Income</b>	
Support from Members <sup>*[2]</sup>	5,060
Other Income	25
<b>Total Income</b>	<b>5,085</b>
<b>Expense</b>	
Bank Charges for Processing Contributions	14,732
Less: Reimbursement from Buy1GIVE1 Pte Ltd <sup>*[3]</sup>	(14,732)
Loss on Currency Exchange Differences	890
Bank Service Charges	27
Other Expenses	967
<b>Total Expense</b>	<b>1,884</b>
<b>Net Income</b>	<b>3,201</b>
<b>Income Tax Expense</b>	<b>(104)</b>
<b>Surplus for the year</b>	<b>3,097</b>

#### NOTES:

<sup>\*[1]</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>\*[2]</sup> Contributions received from members through the project 'Support B1G1 Giving'. This does not include B1G1 Membership fees.

<sup>\*[3]</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.

### Statement of Financial Position

	31 Dec 2014 (SGD)
<b>Assets</b>	
Current Assets	
Cash & Bank Balances	241,018
Deposit (Office Rental)	5,000
Total Current Assets	246,018
Non-Current Assets	
Fixed Assets	89,091
Intangibles - IP, Systems & Trademarks	318,136
Less: Accumulated Amortisation	(314,857)
Total Non-Current Assets	92,370
<b>Total Assets</b>	<b>338,388</b>
<b>Equity &amp; Liabilities</b>	
Equity	
Issued & Paid-up Capital	670,000
Accumulated Losses	(334,990)
Total Equity	335,010
Current Liabilities	
Accruals	1,500
Other Payables	1,878
Total Current Liabilities	3,378
<b>Total Equity &amp; Liabilities</b>	<b>338,388</b>

### Statement of Income

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

	01 Jan 14 - 31 Dec 2014 (SGD)
<b>Operating Income/ Expenses</b>	
Operating Income	
Membership Income	444,786
Event Income	42,905
Other Services & Products	5,256
Total Operating Income	492,947
Operating Expenses	
Staff Salaries & Payroll Expenses	246,448
Depreciation & Amortisation	40,157
Direct Cost (Event & Travel Cost)	34,343
Office & Related Expenses	48,324
Other Operating Expenses	70,788
Charitable Contributions*	24,898
Total Operating Expenses	464,958
<b>Net Operating Income/(Loss)</b>	<b>27,989</b>
<b>Other Income/ Expenses</b>	
Other Income	
Recovery of Travel Expenses (Study Tours)	54,037
Interests	50
Government Grants	16,120
Total Other Income	70,207
Other Expenses	
Travel Expenses (Study Tours)	43,499
Currency Exchange Losses	1,163
Total Other Expenses	44,662
<b>Net Other Income/(Loss)</b>	<b>25,545</b>
<b>Net Income/(Loss)</b>	<b>53,534</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.

# 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 9.

## 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 & www.b1g1.org
President:	Tamaki Tanaka
Vice President:	Paul Petrucci
Treasurer:	Pang Eng Khew
Secretary:	Hashima Hassim
Executive Committee:	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
Office Address:	3 Fusionopolis Place, Galaxis #04-50 Singapore
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



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

Creating a world that's full of giving.