



# IMPACT REPORT

## 2015







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# INTRODUCTION

"Be faithful in small things because  
it is in them that strength lies."

Mother Teresa



## Masami Sato, Founder of B1G1



End of 2015 brings focus to two important milestones we have accomplished: 8 years of service as a global giving initiative and over 80 million giving impacts being created in those 8 years.

And these special milestones reveal to us one important insight: We only managed to achieve these fantastic outcomes because B1G1 is a community and a movement.

It's a movement that harnesses the power of your business and connects that with the power of other everyday businesses that choose to work collectively to create the world that's full of giving.

And knowing that this is only a beginning makes it even more exciting too.

Many more businesses joined us in 2015 and we are seeing the results of that already today as we collate our learning and insight from 2015 in this special Annual Impact Report.

We look forward to celebrating many more aspiring and inspiring milestones with you in the coming years.

Because we believe that businesses with a real sense of purpose can change our world. And now, we really can make that a reality with you.

# FROM THE FOUNDERS

## Paul Dunn, Co-Founder & Chairman

Here's a truth: Annual Reports can make me yawn. The B1G1 one never ever does that though.

And that's because it's always full of insights, surprises and seriously UNcommon achievements. It's also because it's written and made possible with an UNcommon desire to make great things happen in our world.

As you'll read, 2015 was one of those years where we didn't break too many records but where we prepared well to break them.

Just this very day for example, we recorded almost 1 Million Giving impacts on a single day. And that

means that our BHAG (the Big Hairy Audacious Goal) of 1 BILLION impacts by 2020 is doable.

This Annual Report shows us preparing the groundwork for that to happen.

And we imagine that every day — a world where every business, large or small, can say, "Every time you do business with us, we make sure something great happens that has a positive and meaningful impact on our world."

What a world that will be.

Here at B1G1, we get up every morning to make it a reality.





To create a world that is full of giving

*because a world that is full of giving is a happier place*

## OUR WHY

### HABIT

We support you and our Worthy Cause Partners through the giving process to make giving a **HABIT**.

### IMPACT

We ensure 100% of your contributions go to support your intended projects to create real **IMPACT** no matter how small the amount you give.

### CONNECTION

We develop mechanisms to help you feel and create tangible **CONNECTIONS**.

## OUR CORE VALUES

A black and white photograph of two young children, likely of Asian descent, smiling and peeking over a wooden ledge. The child on the left is on the left side of the frame, and the child on the right is on the right side. They are both looking towards the camera with joyful expressions. The background is dark and out of focus.

2

# THE B1G1 MODEL

"Small things make halos around your head."

Maxeen



# HOW B1G1 WORKS



Imagine how you'd feel if with every transaction, something great happens.  
B1G1 makes it possible.

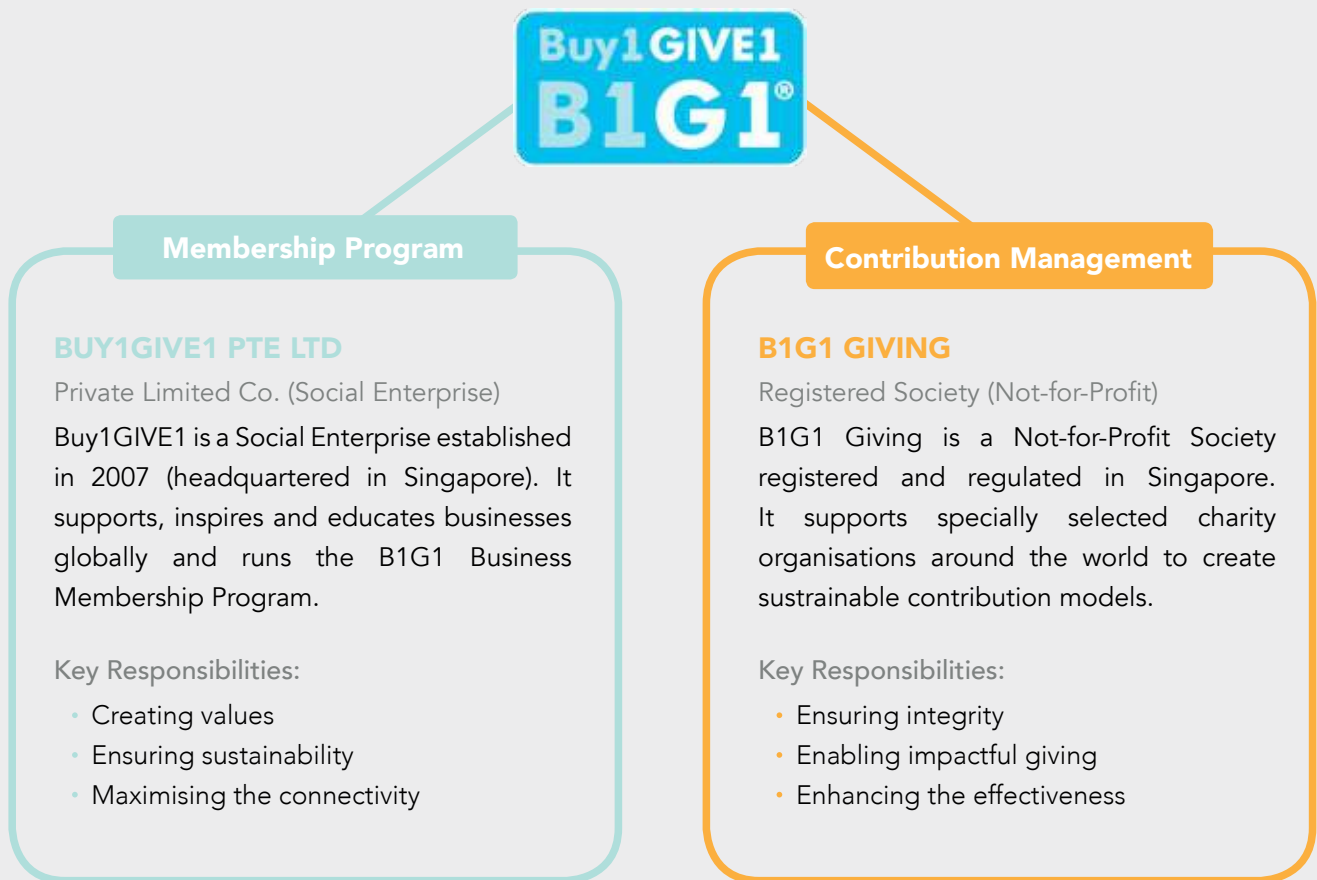
## The Unique B1G1 Model

B1G1 is uniquely funded by the Business Membership Program. It sets B1G1 apart from other giving initiatives that rely on donations to sustain them. This way, B1G1 can provide businesses with greater giving opportunities while providing great tools and resources that benefit businesses.



# The Organisation Structure

B1G1 is run by two interwoven organisations that take charge of different areas of the operation.



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.





Businesses that believe in the power of regular giving join the Membership Program. They gain the ability to make a greater difference together.

B1G1 makes it easy for businesses to start giving immediately and habitually. Giving can be from as little as just one cent making it easy to link giving to any business activity, creating a real habit of giving.

We also create opportunities for members to learn business insights while connecting to help each other succeed. In B1G1, businesses become part of something greater than themselves.

# BUSINESS- FOR-GOOD MEMBERSHIP

## IMPACT



Giving starts from as little as just one cent making it possible for small businesses and individuals to make big impacts.

## HABIT



Members can create the habit of giving easily by embedding giving into their every day business.

## CONNECTION



We provide tools and resources that create a deeper sense of connection among people and businesses.

# WORTHY CAUSE PARTNERSHIP

The projects listed on B1G1 are carefully screened and selected through processes set by the Board of B1G1 GIVING over the years. B1G1 mainly works with smaller charity/NGO organisations that meet our criteria. Its part of our effort to magnify the 'Power of Small' allowing your small giving to have greater meaning and values. To ensure your contributions create the promised outcome, B1G1 has a stringent selection process and only approves organisations that have a track record of running the specific activities long-term with clear costing and transparent financial reporting. We also periodically organise group tours to visit some of the projects. If you are interested to find out more, please feel free to ask us questions.

## CONNECTION

B1G1 develops mechanisms for members and Worthy Cause Partners to create and experience tangible connections.

## HABIT

By breaking down projects to small costs, businesses and individuals can easily create the habit of giving.

## IMPACT

The review process ensures that 100% of your contribution creates real, great impacts.





3

# MILESTONES

"Great things are done by a series of small things brought together."

Vincent van Gogh

# Celebrating

# 72,702,832

## Giving Impacts

(16,658,470 in 2015)

(10,604,908 in 2015)  
**51,894,696**  
days of access to  
life-saving water were  
given

(1,284,019 in 2015)  
**3,183,783**  
days of education  
support were provided  
to disadvantaged  
children and women

(22,225 in 2015)  
**115,774**  
days of support  
were given to social  
workers, teachers and  
social entrepreneurs

(201,507 in 2015)  
**764,918**  
children received  
learning tools like  
books, stationery and  
uniforms

(714 in 2015)  
**20,409**  
children received an  
improved learning  
environment for a  
year

(93,867 in 2015)  
**179,910**  
days of phone/  
lighting/internet  
connection were  
given

(141,039 in 2015)  
**594,518**  
children received a  
special life education  
program

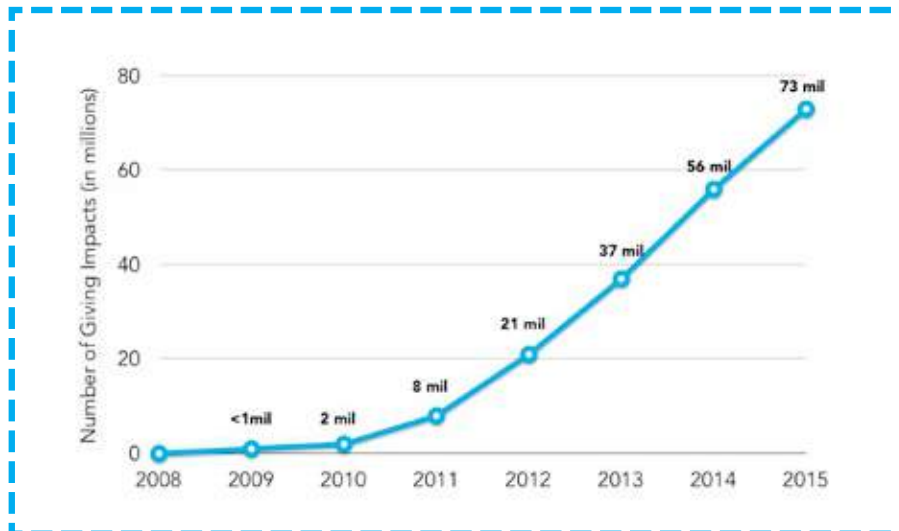




Impact statistics as of 31 December 2015

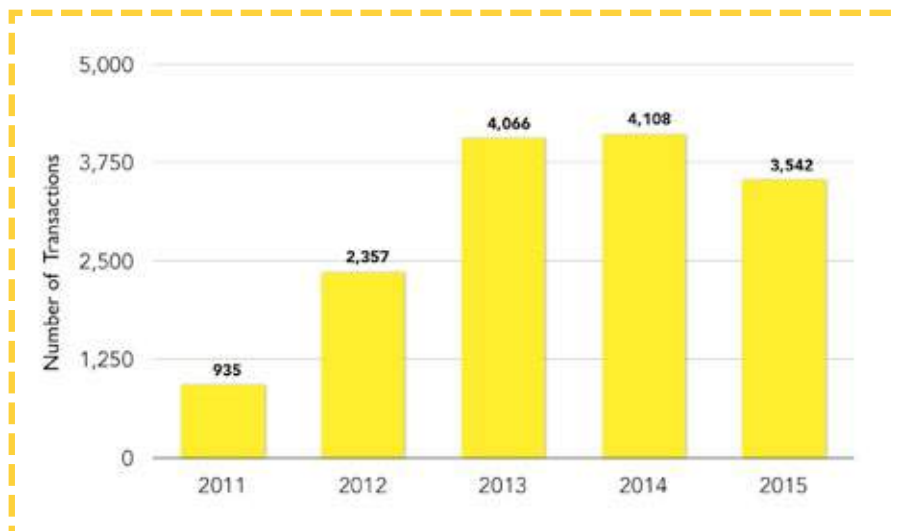
## IMPACT GROWTH

Number of accumulated micro-impacts\*



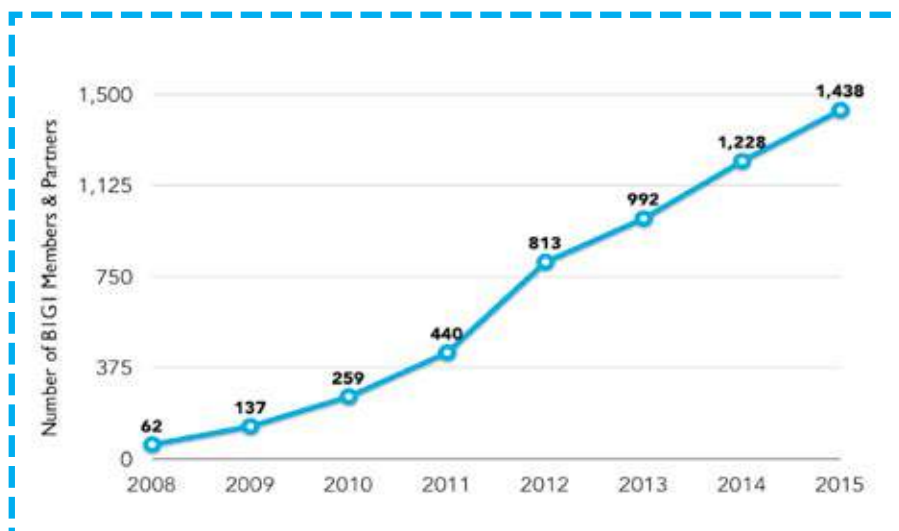
## HABIT GROWTH

Frequency of Giving\*



## CONNECTION GROWTH

Number of total B1G1 Members & 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. 'Frequency of giving' is based on the number of actual payments made through [www.b1g1.com](http://www.b1g1.com)



# B1G1 IMPACTS AND SUSTAINABLE DEVELOPMENT GOALS

On 25 September 2015, world leaders convened to adopt the 17 Sustainable Development Goals (SDGs) and they represent the global community's next step in ending poverty, fighting inequality and injustice, and tackling climate change for the next 15 years.



<http://www.un.org/sustainabledevelopment/sustainable-development-goals/>

Implementation of the SDGs means that there is now a greater call for businesses to give back.

Here at B1G1, we are motivated by the SDGs too. Having these shared goals empowers us to see how B1G1 Business for Good community can also incorporate the SDGs in their businesses, to be aligned with the global goals.

The SDGs have been divided into 3 core elements – **SOCIAL INCLUSION**, **ENVIRONMENTAL PROTECTION** and **ECONOMIC GROWTH**.

In the following pages, you can see some examples of projects that address each SGD we currently target and how we can contribute more from here to address many of the global issues.

# SOCIAL INCLUSION

Many of the B1G1 Projects work on eliminating poverty and inequality. Our Worthy Causes (NGO) Partners work on creating a world where everyone has access to education and quality life.



(2015) **20,953 impacts** (Total) **59,825 impacts**

**Goal:** End poverty in all its form everywhere

**Projects:** Give a Bag of Mushroom Spores for Supplement Income, Support a Family with Income Generating Activity, Coach a Social Entrepreneur



(2015) **1,882,451 impacts** (Total) **7,857,815 impacts**

**Goal:** End Hunger, achieve Food Security and improved nutrition and promote sustainable agriculture

**Projects:** Give a Meal for the Homeless, Give Milk to Supplement Child's Nutrition, Give a Breakfast to a Job Seeker



(2015) **1,662,045 impacts** (Total) **5,496,490 impacts**

**Goal:** Ensure healthy lives and promote well-being for all at all ages

**Projects:** Provide Hygiene Kit for a Girl, Shower a Newborn Baby with Care, Help Restore the Sight of an Elderly Person



(2015) **1,684,436 impacts** (Total) **4,771,938 impacts**

**Goal:** Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

**Projects:** Provide an E-learning Facility for a Rural Village, Buy Bricks for Building School, Give a Visual Arts Lesson for a Child



(2015) **3,623 impacts** (Total) **28,836 impacts**

**Goal:** Achieve Gender Equality and empower all women and girls

**Projects:** Prevent Sex-Trafficking by Keeping Girls in School, Educate a Rescued Child



(2015) **11,106,062 impacts** (Total) **53,711,072 impacts**

**Goal:** Ensure Access to Water and Sanitation for All

**Projects:** Give Access to Clean Water, Build a Water Well, Give Water, Sanitation and Hygiene Education for a Child



# ENVIRONMENTAL PROTECTION

Environmental projects are becoming more popular in B1G1. It shows that more and more businesses care about the sustainability of our future. So, we are looking to expand our reach in this area.



(2015) **2,283 impacts** (Total) **22,229 impacts**

**Goal:** Take urgent action to combat climate change and its impacts

**Project:** Plant a Tree in the Daintree Rainforest

(2015) **296,617 impacts** (Total) **754,627 impacts**

**Goal:** Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss

**Projects:** Educate a Person on Proper Animal Care, Provide Rescued Animals Shelter from the elements, Support Life-Saving Medical Treatment for Injured Animals



# ECONOMIC GROWTH AND MORE

Currently, the projects listed in B1G1 do not directly target some of the SDGs — particularly in the Economic Growth area.

This is because these SDGs are most often addressed through public sector initiatives and through business development in the private sector. So, B1G1 Business for Good Community aims to create positive impact in this area by creating more awareness toward ethical business practices.

Although some of our projects may have positive influence in these areas, we currently classify our impacts only with **the primary aims** of the projects to avoid double counting the impacts.

Nevertheless, we are on the lookout for new projects that can help create impacts in additional areas.



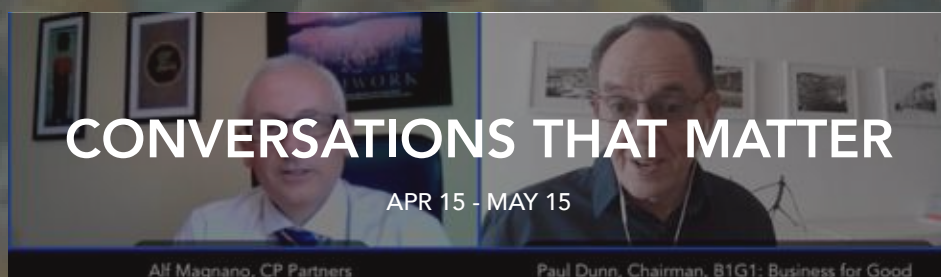
# MAKING-A-DIFFERENCE CALENDAR

Many great things were made possible again this year with your participation. While the year 2015 was also a year of quiet system development behind the scenes (that's why we were so excited to launch the brand new system in February 2016), we experienced some unforgettable moments of connections. Here are some of such moments.

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Our very first Study Tour to the land of magic: India. It was exciting to visit so many different types of high-impact projects in a short week. From a tiny kitchen producing 160,000 healthy school meals a day, to tribal schools that implement eLearning education to transform the quality rural communities, to a school that gives amazing opportunities to disadvantaged and disabled youth... Magical 6 days packed with surprise, amazement and inspiration.



Featuring some of the amazing B1G1 Business Leaders, we ran a range of web events to introduce B1G1 to more and more people. Fast-paced, engaging and interactive. It was truly 'Conversations That Matter'.



Seeing the devastating damage caused by the massive earthquake, the B1G1 Giving Board has sourced a Emergency Relief Action Partner to allow the B1G1 Community to give quickly to help people who are affected. So many B1G1 Members and Partners took action to make a difference. Thank you!

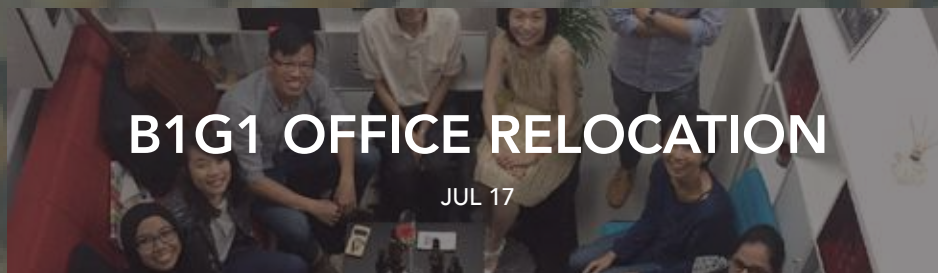




Following the success of Conversations That Matter web events, we launched our monthly B1G1 Connect Plus web events in May so that we can connect online (but almost face to face) on a monthly basis. You can now ask questions, see the real live updates and meet other B1G1 Members.



The Joy of Giving Week 2015 was full of smiles. It was 'Smile for a Smile' Campaign. See the smiles, feel the impact, share the Joy of Giving! [www.b1g1.com/smiles](http://www.b1g1.com/smiles)



The B1G1 team is growing gradually. We were excited to move to a new cool WorkLoft space in the technology hub in Singapore. Come and visit us when you visit Singapore.



As a result of collaboration with ActionCoach International, we had a range of special events in November to actively engage with businesses in USA. Welcome to many new businesses based in USA.

And as we move forward, we look forward to connecting with more businesses from new regions. If you are happy to invite Paul or Masami to speak at your event, please let us know. [info@b1g1.com](mailto:info@b1g1.com)

*Thank you for creating a world full of giving.*



# OUR GOALS



At the end of 2015, we've made...



TOTAL GIVING IMPACTS\*



CONTRIBUTIONS ANNUALLY



BUSINESS PARTNERS

By 2020, we aim to create

# 1 BILLION

GIVING IMPACTS

By the end of 2016, we aim to reach...



TOTAL GIVING IMPACTS\*



CONTRIBUTIONS ANNUALLY



BUSINESS PARTNERS

There's still a long way to go to create a world full of giving. You can help by sharing your thoughts, ideas and suggestions. Together we can achieve this bold target!

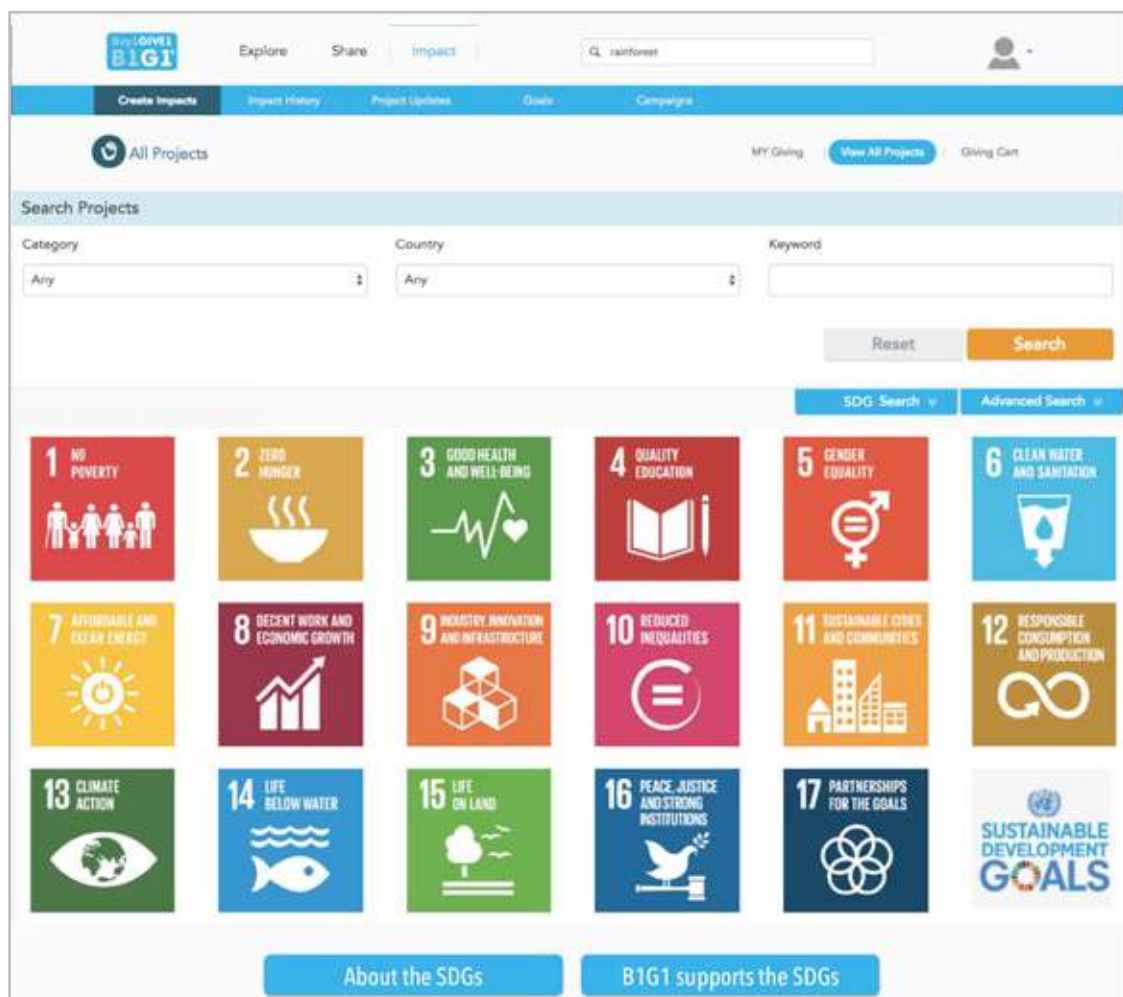
\*Giving impacts are not directly related to the monetary amount of giving. They are based on the units of impact created through the giving.



# UPCOMING DEVELOPMENTS

## 1. Incorporation of Sustainable Development Goals

The 17 SDGs have provided us with a fresh way of looking at our Worthy Cause projects. For those who have used our platform, you would know that we have 8 different project categories. With the SDGs, we realised that there is even more that we can do and we will be bringing you an additional categorisation to allow you to discover causes that are close to your heart and to create more powerful Giving Stories.



We are also planning to work on new ways to visualise your impacts in the new system so that you can set goals and evaluate your progress along with the Sustainable Development Goals as well.

If you have ideas to share, please contact our team: [team@b1g1.com](mailto:team@b1g1.com).

## 2. Active Recruitment of Worthy Causes

We worked on a fantastic project in 2015 to find out how we can continue to grow our Worthy Cause project list to create and maintain the right balance for maximum impact. Here are some of the categories and countries we are looking for new projects in.



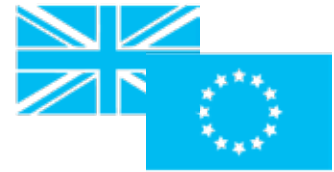
### Environment

Our environment projects are performing very well and we can grow our reach to new areas such as marine life conservation and more tree planting in new areas of the world.



### North & South America

We saw many US based businesses joining us in 2015. This brings a new opportunity for B1G1 to support projects that are based in US and South America.



### UK and Europe

Many of our UK based members are asking for projects that are based in UK and in Europe. The most sought after areas are education, environment and health projects.

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## What makes a perfect B1G1 Project?

It's also useful to know the criteria for becoming a B1G1 Worthy Cause Partner. If you know of great charities/NGOs that fit the following criteria and would love to see them become one of the B1G1 Worthy Cause Partners, do refer them to us at [team@b1g1.com](mailto:team@b1g1.com).

1

#### Power of Small

As part of our effort to magnify "the power of small", B1G1 mainly works with small to medium size, high-impact charity organisations/NGOs that meet our criteria. This magnifies small giving, creating greater meaning and value.

2

#### Efficiency and Integrity

B1G1 only approves Worthy Cause Partners with a proven track record of running specific activities long-term with clear costing, transparent financial reporting and increasing number of beneficiaries. This upholds B1G1's integrity and ensures efficient usage of the contributions.

3

#### Real Impact

Most importantly, B1G1 projects create REAL impact. Projects that can be broken down into discrete units allow B1G1 to measure the tangible impacts made by every single contribution, no matter how small the amount.



### 3. New System Features to be released in 2016

In 2016, new features are to be released to help you create even more impacts with your giving.



#### Giving Story

We are happy to launch a new way crafting your unique Giving Stories. Creating a Giving Story allows you to share your message visually and engage others in the giving activity with more impact.



#### New Gratitude Certificates

We are planning to make your favourite Gratitude Certificate shareable via email as well. Let us know if you have ideas and suggestions regarding how to present your message with more impact.



#### Giving Campaign

B1G1's Campaign feature will make it easy for you to invite others to give and create even greater impacts together. When others give through your Campaign, their giving impacts can be included in your Leveraged Giving Impact, making it trackable.



#### Goal Setting

Each business has its own goals to meet to keep growing. What if we can also set inspiring Giving Goals? We look forward to seeing your aspiring Giving Goals.



## Business for Good Conference

B1G1 will hold its very first Business for Good Conference in Bali, Indonesia from 2-5 July 2016. For the first time, business for good members from all over the world get to interact with one another face to face and of course for B1G1 to connect with you. Look forward to an extraordinary conference!

## 4 Connecting More



## B1G1 Champion Program

The B1G1 Champion Program helps existing B1G1 clients around the world to spread the word about the power of giving more effectively. The B1G1 Champion Kit includes a USB Key with B1G1 videos and presentation files, Business for Good window stickers and referral cards with a unique referral code for each client! The best part? Each champion kit gives one child access to a fun playground for their entire school life, encouraging them to pursue their education. We can't wait for you to share the joy of giving with us too.





# 4

## THE B1G1 COMMUNITY

"We make a living by what we get,  
but we make a life by what we give."

Winston Churchill



# B1G1 AWARDS

Businesses of the Year 2015



We believe that all B1G1 Businesses deserve an award for being part of B1G1.  
We would like to give special recognition to some for their extraordinary qualities.

Thank you for being an inspiration!



*Businesses that created the most giving impacts*

## MORDFIN GROUP

United States | [www.mordfin.com](http://www.mordfin.com)

## VIEW LEGAL

Australia | [www.viewlegal.com.au](http://www.viewlegal.com.au)

## AA CHARTERED ACCOUNTANTS

United Kingdom | [www.aa-accountants.co.uk](http://www.aa-accountants.co.uk)



*Businesses that gave most frequently*

## TAYABALI TOMLIN

United Kingdom | [www.tayabalitomlin.com](http://www.tayabalitomlin.com)

## KOBOMO

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

## LIGHT CHIROPRACTIC PTE LTD

Singapore | [www.lightchiropractic.com](http://www.lightchiropractic.com)



*Businesses that gave the most referrals*

## ACTION COACH

United States | [www.actioncoach.com](http://www.actioncoach.com)

## ENTREPRENEURS INSTITUTE

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

## ACTION COACH (ANGIE SEGAL)

United States | [www.actioncoach.com/angiesegal](http://www.actioncoach.com/angiesegal)



*Businesses that gave most*

## RJS ACCOUNTING SERVICES

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

## AA CHARTERED ACCOUNTANTS

United Kingdom | [www.aa-accountants.co.uk](http://www.aa-accountants.co.uk)

## INERTIA ENGINEERING

Australia | [www.inertiaeng.com.au](http://www.inertiaeng.com.au)



*Businesses that created the most leverage giving impacts*

## RESULTS PLATFORM FOUNDATION LTD

Indonesia | [www.johnabbott.me](http://www.johnabbott.me)

## MAL EMERY

Australia | [www.malemery.com](http://www.malemery.com)

## ADDED VALUE SOLUTIONS LTD

United Kingdom | [www.avn.co.uk](http://www.avn.co.uk)

\*The B1G1 Awards listed here are for the year 2015.



# B1G1 LIFE-CHANGERS

Lives impacted through your giving

Behind every B1G1 project, there are people who make things happen and people whose lives are transformed. Get connected with some of the people behind the life-changing impacts.

**“Community is what drives us.”**



**Billy Gorter, Cambodia, Executive Director at This Life Cambodia**

"This year, we had an absolute honour to be recognized as a high impact and well-managed organisation by the Stars Foundation. Conversations with communities inspired the creation of This Life Cambodia. And additional funding coming through the trust we have built over the years of our work will allow us to continue to ensure that communities are at the forefront of identifying their own development needs. We celebrate this win with all those who have actively participated and supported us through the evolution of This Life Cambodia over the years. Thank you!"

**“I feel like I’m in a new world.”**

**Padma, India, , Supported via Dream a Dream, a B1G1 Worthy Cause**

*"After dropping out of school, I was feeling hopeless – sitting at home, doing household work and nothing else. But now I feel like I’m in a new world."*

Padma was in 8th grade when she joined Dream a Dream. She was part of various programs through the schooling years, struggling through her low self-esteem, but always been a diligent participant. Padma transformed when she found her dream for life. Today, she would eagerly share about her experiences and encourage other young people from diverse backgrounds.



**“I’m committed to making a difference.”**



**John Kamoya, Kenya, Working with New Ways, a B1G1 Worthy Cause**

John Kamoya is 25 years old and he helps run the earth pan dam project at New Ways. His involvement with New Ways goes back many years since New Ways sponsored him for 8 years at school and 2 years at college.

John says he is very happy working for the community back home. The difference is now that he has a career. Not only that but he is aware of how important his work is since access to water means that people are healthy and they have a better quality of life. Today, John finds real sense of purpose in making a difference.

# B1G1 GIVING BOARD



In 2015, the Board strived to improve the processes continuously around the worthy cause assessment and project listing. We also put PDPA compliance in place to ensure ethical conduct of data management.

Moving forward, in 2016, as we implement all the processes we developed thus far, we will set a goal and monitor relevant indicators to ensure continuous improvement.

## 2016 Improvement Goals

### IMPACT

*to make sure that every giving you do creates great IMPACT*

#### Focus Activities:

- New Worthy Cause Assessment and Annual Worthy Cause Review
- Updating B1G1 Project Listing Process
- Implementing PDPA (Personal Data Protection)

### HABIT

*to make it easy for everyone to create great giving HABIT*

#### Focus Activities:

- Updating B1G1 Giving Handbook (our Organisation Guidelines)
- Improving Giving System and Processes

### CONNECTION

*to help create a great sense of CONNECTION around the world*

#### Focus Activities:

- Improving Worthy Cause Partner Experience
- New ways to delight our Members and Partners
- Start recruiting new Worthy Cause Partners



# MEET THE BOARD MEMBERS

Meet some of the working bees 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.



**Mickey Tanaka,**  
**President, B1G1 Giving**  
**Development Consultant**

Mickey joined B1G1 in 2012 and she has been the President of B1G1 Giving for the past 3 years. Utilizing her extensive (and intensive) experiences in marketing & strategy, she currently works as consultant to implement economy development projects in developing countries.

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.

“ It has been my honour to work with such a talented group of members in the Giving Board. We all share clear expertise; accounting, regulatory, IT, strategy, marketing, and NPO management. What’s wonderful about this group is that we all come up with improvement ideas in respective expertise areas, and nobody is being passive expecting to follow somebody else’s idea.

I believe that we have come a long way for the Board to provide objective and efficient services to ensure:

- 1. Fair and clear assessment of worthy cause**
- 2. Efficient project listing**
- 3. Trustworthy financial management**
- 4. Clear regulatory compliance**

We all hope that all Business for Good Members can rest assured that their good cause and generosity would never be wasted in any way... Because we, all the Board members also believe in the same values: Impact, Habit, and Connection.

”



## Paul Petruccelli, Vice President

**Former VP & Chief Counsel (Retired), Kraft Food 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.

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## 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.



## Zhu Feida, 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.



# THE B1G1 TEAM

*What really makes the B1G1 Team tick?*



**MASAMI SATO**

*CEO & Founder*

[masami@b1g1.com](mailto:masami@b1g1.com)

"The opportunity to work with so many dedicated, talented and inspiring people from around the world and doing what matters to us the most."



**PAUL DUNN**

*Chairman*

[paul@b1g1.com](mailto:paul@b1g1.com)

"The magic is being able to do cutting edge stuff that's never been done before (plus I get to work with a great person like Masami)."



**HASHIMA HASSIM**

*Partnership Manager*

[hashima@b1g1.com](mailto:hashima@b1g1.com)

"Being connected with a community that shares the same values of giving, sharing and loving."



**JEFFREY TEO**

*General Manager*

[jeffrey@b1g1.com](mailto:jeffrey@b1g1.com)

"Knowing that the company I work for exists to create a world full of giving and being able to see the tangible impact of the work I do towards fulfilling that vision."



**TRACY OPPENHEIMER**

*Content Director*

[tracy@b1g1.com](mailto:tracy@b1g1.com)

"Knowing that we are making a real, positive impact in the world each and every day and empowering so many other businesses to do the same!"



**REN JEAN CHONG**

*Marketing Manager*

[renjean@b1g1.com](mailto:renjean@b1g1.com)

"Great team, great culture, great purpose!"



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# ADDITIONAL INFO

"We rise by lifting others."

Robert Ingersoll

# 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

#### Assets

Current Assets	
Cash at Bank	104,201
Amount due from Buy1GIVE1 Pte Ltd <sup>*[3]</sup>	2,400

#### Total Assets

**106,601**

#### Liabilities & Accumulated Funds

Liabilities	
Provision for Income Tax	130
Payable to Charity (Outstanding Contributions)	90,788
Total Liabilities	90,918

#### Accumulated Funds

Opening Balance Funds	12,802
Net Income	2,881
Total Funds Balance	15,683

#### Total Liabilities & Accumulated Funds

**106,601**

### Contribution Summary

Movement of Payable to Charity

Opening Balance - 01 Jan 2014

#### Total Contributions Received

#### Total Contributions Remitted <sup>\*[1]</sup>

Closing Balance - 31 Dec 2014

**01 Jan 2015 - 31 Dec 2015**

(SGD)

75,168

**511,314**

**(482,282)**

104,201

### Statement of Income

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

**01 Jan 2015 - 31 Dec 2015**

(SGD)

#### Income

Support from Members <sup>*[2]</sup>	4,836
Other Income	0

#### Total Income

**4,836**

#### Expense

Bank Charges for Processing Contributions	15,426
Less: Reimbursement from Buy1GIVE1 Pte Ltd <sup>*[3]</sup>	(15,426)
Loss on Currency Exchange Differences	251
Bank Service Charges	58
Other Expenses	1,476

#### Total Expense

**1,784**

#### Net Income

**3,052**

#### Income Tax Expense

**(171)**

#### Surplus for the year

**32,881**

#### 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 2015**  
(SGD)

### Assets

Current Assets	
Cash & Bank Balances	389,725
Deposit and Receivables	18,945
Total Current Assets	408,670
Non-Current Assets	
Fixed Assets	114,090
Intangibles - IP, Systems & Trademarks	319,052
Less: Accumulated Amortisation	(315,648)
Total Non-Current Assets	117,494
<b>Total Assets</b>	<b>526,164</b>

### Equity & Liabilities

Equity	
Issued & Paid-up Capital	670,000
Accumulated Losses	(149,311)
Total Equity	520,689
Current Liabilities	
Accruals	1,500
Other Payables	3,975
Total Current Liabilities	5,475
<b>Total Equity &amp; Liabilities</b>	<b>526,164</b>

## Statement of Income

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

**01 Jan 14 - 31 Dec 2014**  
(SGD)

### Operating Income/ Expenses

Operating Income	
Membership Income	575,878
Event Income	64,872
Other Services & Products	44,042
Total Operating Income	684,792
Operating Expenses	
Staff Salaries & Payroll Expenses	284,046
Depreciation & Amortisation	41,042
Direct Cost (Event & Travel Cost)	62,973
Office & Related Expenses	55,008
Other Operating Expenses	51,087
Charitable Contributions*	20,764
Total Operating Expenses	514,920

### Net Operating Income/(Loss)

**169,872**

### Other Income/ Expenses

Other Income	
Recovery of Travel Expenses (Study Tours)	31,626
Interests	105
Government Grants	3,069
Gain in Exchange Rate	6,860
Total Other Income	41,660
Other Expenses	
Travel Expenses (Study Tours)	25,852
Total Other Expenses	25,852

### Net Other Income/(Loss)

**15,808**

### Net Income/(Loss)

**185,679**

#### 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
Auditor:	Paul Wan & Co.
Website:	www.b1g1.com
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 Work Lofts #04-50 Singapore 138523
Phone/Fax:	+65 6898 2446
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

Thank you for making a difference with us.



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