Give Directly

https://www.givedirectly.org/

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Purpose/ Mission

- They allocate cash straight to the people that live in poverty
- Their donors have raised over 140 million dollars
- Their headquarters is located in New York, New York
- They focus on serving the citizens of Kenya
- They use a lot of high-tech processors to ensure that the recipient truly needs the money to survive
- They are dedicated to helping any family in need, even in the US
Recent significant activity (Covid-19)

- Give Directly has started to reach out to numerous families in the US during this difficult time
- They are giving $1,000 to each household that they are aiding during the Covid-19 pandemic
- So far they have aided over 4,5000 families across 17 of the states
- They have donated over 5 million dollars to aid those affected by the Coronavirus
- They mainly focus on families impacted the most in poverty stricken areas of the US
Comparison/ Performance Data

- Per $1,000 donated, GiveDirectly is able to increase their earnings by $270, increase their assets by $430, and increase nutrition spending by $330.
- Also, the total economic impact per $1,000 transferred was around $2,600 over the span of 27 months.
- Lastly, transferring over 15% of the local GDP only increased prices by 0.1%
  - Very efficient and effective impacts on local communities
Living & Working in Kenya/ Hofstede score

- Kenya’s power distance score of 70 portrays that they have roles in society and follow a hierarchy.
- Its individualism score of 25 shows that society favors unity.
- A masculinity score of 60 means that society will run on competition and success.
- Kenya scored a 50 in uncertainty avoidance, meaning it is split in society whether they plan for the future or live in the present.
Facts about agency and Financial stability, GDP, imports/exports, currency

- Kenya's GDP is $87.91B
- The currency unit in Kenya is the Kenyan shilling (KES)
- Kenya's main exports are horticultural products, tea, coffee, fish and cement
- Its main imports are machinery, transport equipment, petroleum, iron, steel, resins and plastics
Kenya’s population is 51.39 million (2018).
The population density in Kenya is 94 per Km\(^2\) (245 people per mi\(^2\)).
The geography of Kenya is diverse, varying amongst Kenya’s 47 Counties. Kenya has a coastline on the Indian Ocean, which contains swamps of East African mangroves. Inland are broad plains and numerous hills.
Supporting agencies

- Give directly works with companies such as “US AID,” Google, GiveWell, Good Venture, etc.
  - These companies help with donations, charity, exposure and many other processes.
Total revenue and administrative costs

- As of 2016 the total liabilities and non assets came up to $76,381,373.
Give Directly’s main purpose is to help other and give them a sense of hope.

They impact every area they go to and give many people hope that there is still good in the world.
Give Directly originated as a giving circle made by Paul Niehaus and some of his friends who were students at MIT and Harvard based on their research in philanthropy.

The organization was established in 2012.
Impact/ use of award and reasons to support the agency!

- People should support the agency because they locate poor communities by using data analysis.
- They then transfer money to people who are in need of it.
- This helps poor and impoverished people to get back on their feet and supports them.
APA Works Cited