

---

# Give Directly

<https://www.givedirectly.org/>



The GiveDirectly logo, consisting of the words "GiveDirectly" in a bold, dark green sans-serif font, centered on a white rectangular background.

Lauren Bahl, Nick Lyons, Evan Schwarz, and  
Elliott Ahlbrand

---

# 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



---

## COVID-19 RELIEF & RECOVERY FUND



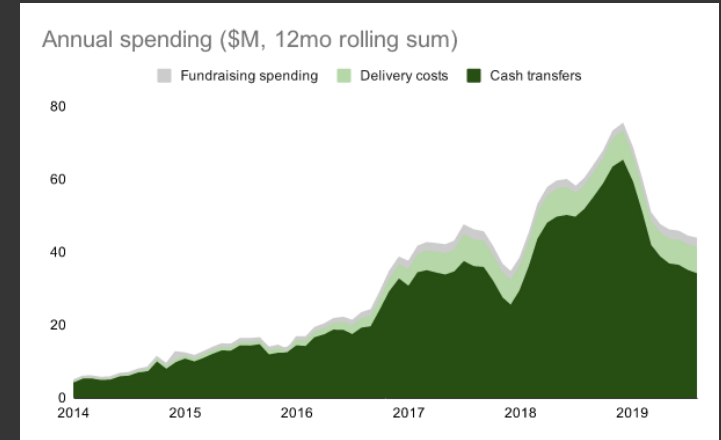
---

## 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





# Population, density, geography/ locale served

- Kenya's population is 51.39 million (2018)
- The population density in Kenya is 94 per Km<sup>2</sup> (245 people per mi<sup>2</sup>).
- 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

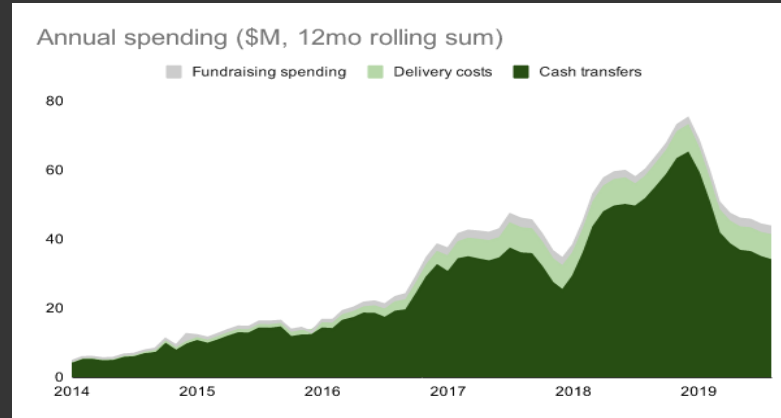
- Give directly works with companies such as “US AID,” Google, GiveWell, Good Venture, etc.
  - These companies help with donations, charity, exposure and many other processes.





## Total revenue and administrative costs

- As of 2016 the total liabilities and non assets came up to \$76,381,373.



# Cultural impact information

- 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



## History of service & brief analysis of growth

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

- Now responding to Covid-19. (n.d.). Retrieved from <https://www.givedirectly.org/>
  - Research at GiveDirectly. (n.d.). Retrieved from <https://www.givedirectly.org/research-at-give-directly/>
  - Kenya\*. (n.d.). Retrieved from <https://www.hofstede-insights.com/country/kenya/>
  - Funders and Partners. (n.d.). Retrieved from <https://www.givedirectly.org/funders-and-partners/>
-