



Network for Good 2018 Annual Report

Network for Good, Inc. (NFG-DAF) is a Delaware 501(c)(3) corporation that operates donor advised funds that accept charitable donations and in turn makes grants to eligible donor-recommended charities.

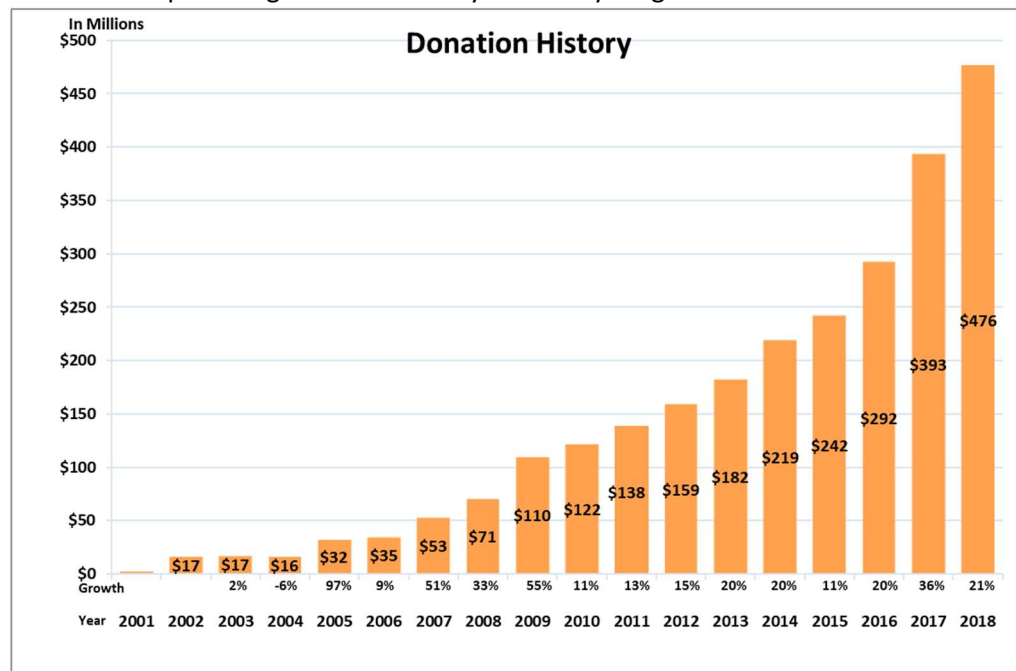
Our Mission:

At NFG-DAF our mission is to increase charitable giving from individuals and decrease the cost of fundraising for non-profits by providing the public with an easy, safe and efficient way to give to the charity of their choice and by enabling non-profits to engage supporters through low-cost online fundraising and communication tools.

Our Accomplishments in 2018:

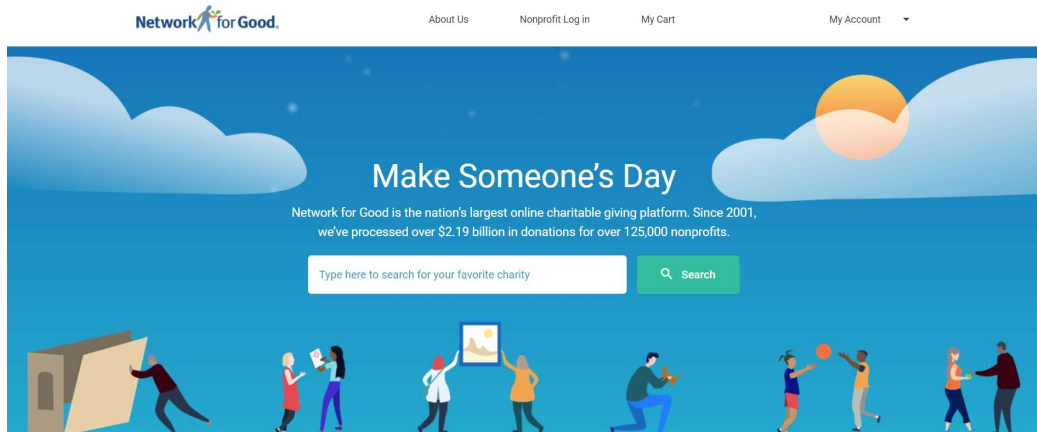
In 2018, we delivered on our Mission.

- Overall we:
 - Exceeded \$2.54 billion in cumulative donations raised for 290,000 nonprofits over the life of NFG-DAF.
 - Created a secure, convenient donation system that makes it possible to give to any eligible charity, anywhere, anytime online.
 - Raised over \$475 million in donations in 2018, which was sent to nearly 200,000 different nonprofit organizations for a year-over-year growth of 21%.



- For individuals, we've helped by:

- Enabling donors to research and give to any of 1.2 million charities in one place, networkforgood.com, raising \$12 million in individual donations.
- Enabling individuals to give the gift of charity with the Good Card, a gift card that the recipient can use to donate to any charity.



- For non-profits, we've worked with Network for Good, Inc., a New York corporation ("NFG"), our B-Corporation certified for-profit affiliate to help by:
 - Processing donations for charities with fundraising pages, peer-to-peer campaigns, and events ticketing pages.
 - Enabling nonprofits to use new donor management tools and improve their fundraising with personal fundraising coaches.
 - Providing charities with free fundraising coaching and resources, including weekly webinars, guides, checklists, templates, and blogposts.



- For corporations and organizations that want to do good, we've worked with NFG to help by:
 - Enabling organizations to collect donations for any charity at their own website or among employees via web services raising over \$293M for charities.
 - Allowing organizations to give employees, clients or customers the gift of charity with Good Cards, a gift card that the recipient can use to give to any charity.
- For funders who want more resources to go to nonprofits, we've helped by:
 - Providing data and analysis on what drives giving.
 - Training nonprofits to be better at outreach and fundraising.

- Lowering the costs of fundraising for all nonprofits.

Through all of these activities, the organization disbursed to nonprofits in all 50 states. The states that received the largest disbursements in 2018 are as follows:

CA \$70.2M

NY \$49.8M

TX \$26.3M

MA \$25.0M

FL \$19.4M

IL \$19.2M

DC \$17.5M

MD \$16.5M

VA \$15.5M

PA \$12.8M

Directors and Leadership in 2018

Scott Case, Chairman of Network for Good
President, Upside

Danica Remy, Vice Chair and Secretary, Network for Good
Chief Operating Officer, B612 Foundation

Brian Sasscer, Treasurer Network for Good
Senior VP, Strategic Operations, Case Foundation

Mike Yutrzeuka, Board Member, Network for Good
Senior Director, Corporate Affairs, Shared Operational Services, Cisco Systems

Amanda Keton, Board Member Network for Good
General Counsel, Tides

Alisa Gravitz, Board Member Network for Good
Executive Director, Green America

Tien Tzuo, Board Member, Network for Good
Chief Executive Officer, Zuora, Inc.

Maureen Sullivan, Board Member, Network for Good

President, Rent the Runway

Robert Deily, Chief Financial Officer, Network for Good

Statement of Financial Position
December 31, 2018 and 2017

	<u>2018</u>	<u>2017</u>
Assets		
Cash and cash equivalents:		
General operations	\$ 4,972,106	\$ 6,189,970
Grants for distribution	154,143,747	118,629,060
	<u>159,115,853</u>	<u>124,819,030</u>
Accounts receivable	18,061,004	12,136,268
Other receivable	106,877	-
Interest receivable	14,805	-
Note receivable - NFG.com	350,000	-
Prepaid expenses and other assets	8,147	779
Property and equipment, net	952	3,178
	<u>177,657,638</u>	<u>136,959,255</u>
Total assets	<u>\$ 177,657,638</u>	<u>\$ 136,959,255</u>
Liabilities and Net Assets		
Liabilities		
Accounts payable and accrued expenses	\$ 110,746	\$ 216,214
Accrued transaction processing costs	1,307,581	1,333,783
Due to NFG.com	1,354,889	2,096,519
Grants payable	171,815,845	130,403,590
Deferred revenue and partner reserves	182,554	164,624
	<u>174,771,615</u>	<u>134,214,730</u>
Total liabilities	<u>174,771,615</u>	<u>134,214,730</u>
Net Assets		
Without donor restrictions:		
Undesignated	2,397,118	2,282,788
Board-designated fund	100,000	100,000
	<u>2,497,118</u>	<u>2,382,788</u>
Total without donor restrictions	2,497,118	2,382,788
With donor restrictions	388,905	361,737
	<u>2,886,023</u>	<u>2,744,525</u>
Total net assets	<u>2,886,023</u>	<u>2,744,525</u>
Total liabilities and net assets	<u>\$ 177,657,638</u>	<u>\$ 136,959,255</u>

Statement of Activities
December 31, 2018 and 2017

	<u>2018</u>	<u>2017</u>
Operating Revenue and Support Without Donor Restrictions		
Contributions to Donor Advised Funds	\$ 475,050,745	\$ 392,756,814
Transaction processing income	12,418,014	17,692,035
Program service revenue	33,231	51,539
Grants and contributions	22,010	32,186
In-kind contributions	25,585	33,856
Other income	480,174	199,190
Interest	15,359	6,669
Net assets released from restrictions	<u>476,130</u>	<u>485,974</u>
 Total operating revenue and support without donor restrictions	 <u>488,521,248</u>	 <u>411,258,263</u>
 Expenses		
Program services	481,480,257	401,592,643
Management and general	338,945	220,171
Fundraising	<u>6,587,716</u>	<u>9,208,352</u>
 Total expenses	 <u>488,406,918</u>	 <u>411,021,166</u>
 Change in net assets without donor restrictions	 <u>114,330</u>	 <u>237,097</u>
 Net Assets With Donor Restrictions		
Good Card purchases	503,298	486,425
Net assets released from restrictions	<u>(476,130)</u>	<u>(485,974)</u>
 Change in net assets with donor restrictions	 <u>27,168</u>	 <u>451</u>
 Non-Operating Activities		
Loss on investment in NFG.com	<u>-</u>	<u>(223,540)</u>
 Total non-operating activities	 <u>-</u>	 <u>(223,540)</u>
 Change in Net Assets	 141,498	 14,008
 Net Assets, beginning of year	 <u>2,744,525</u>	 <u>2,730,517</u>
 Net Assets, end of year	 <u>\$ 2,886,023</u>	 <u>\$ 2,744,525</u>