



# GLOBALWA

2015 ANNUAL REPORT

# LETTER FROM THE EXECUTIVE DIRECTOR

The year 2015 stands out as a banner year for Global Washington as we continue to develop valuable opportunities for our members. In its first eight years, GlobalWA has grown and evolved in its mission to connect, promote and strengthen the distinct voices within the global development community in Washington state.

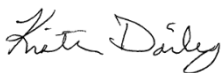
We are the only organization that brings together non-profits, for-profits, academic institutions and philanthropists who are working on issues including global health, education, technology transfer, financial services, rule of law and much more. Working together with our membership — now over 160 strong with the addition of 21 new members in 2015 — we have greater collective capacity and momentum than ever before.

We are known for our convening power, putting the right people in the room to share knowledge, partner and overcome challenges. It's been a year defined by high-caliber events and increasing diversity in our membership. GlobalWA is fulfilling its commitment to actively and effectively support our members, thereby raising the visibility and awareness of the tremendous impact of their work.

Building on the momentum and changes of the previous year, GlobalWA set on a course for new and creative initiatives and programming, with a clear vision of the added, tangible value we seek to provide our members. We continue to deepen existing and cultivate new relationships across diverse areas of global development which provides our members with a dynamic network of stakeholders from which to draw expertise, exchange ideas and form innovative collaborations.

In just over two years since stepping into my role, I have witnessed Washington state solidify its standing as a clear leader in the global development sector. It has served as a poignant reminder that GlobalWA has an important role to play, a role to which we are fully committed and invested.

I am honored to work alongside GlobalWA members and inspired by their perseverance and innovative approaches to achieve positive change. As you read this report, I hope you'll agree that together with GlobalWA as an ally and partner, we are making marked progress toward our shared goals. I want to offer my profound thanks to all GlobalWA members and supporters. It is a privilege to work together and to be united in the effort to create a more equitable, healthy and prosperous world.



**Kristen Dailey**  
Executive Director

## GLOBAL CHALLENGES

Despite extreme poverty rates being cut by more than half since 1990, 836 million people worldwide are still living in this condition, earning less than \$1.25 per day. Poverty is more than a lack of income and resources. Its manifestations include hunger and malnutrition, limited access to education and other basic services like clean drinking water and sanitation, as well as the lack of participation in decision-making.

## A VIBRANT, INNOVATIVE NETWORK

With 160+ member organizations working across the globe that share our vision of improving lives and enriching communities, GlobalWA is an active proponent and invaluable resource for Washington state's global development community.

## GLOBALWA

### WHO

Global Washington is a network of non-profits, businesses, foundations and academic institutions in Washington state working to improve lives in developing countries.

### WHAT

We connect, promote and strengthen our members, increasing their impact and strengthening a vibrant, innovative, multi-stakeholder network.

### WHY

To create a more equitable, healthy and prosperous world.

## DIVERSE EVENTS, DIRECT CONNECTIONS

GlobalWA is the only organization in the Pacific Northwest that unites non-profits, businesses, foundations and academic institutions working in global development.

We shine a spotlight on our members, their work and their impact worldwide. In turn, we have played a central role in establishing Washington state as a hub for this sector. By convening stakeholders in the global development community,



81% OF CONFERENCE ATTENDEES SAID THEY MADE A NEW CONNECTION THROUGH GLOBALWA THAT ENHANCED THEIR WORK.

GlobalWA has become the go-to resource for accessing spheres of influence, to forge meaningful, new connections and to tap a robust network of like-minded partners and advocates.

GlobalWA events serve as exceptional opportunities for members to expand their networks, make individual introductions and connect with potential partners, funders and influencers.

Among the events held in 2015:

**Foreign Aid to Central America:** A panel discussion co-hosted by Seattle International Foundation

**Candid Views:** A Discussion with Women Leaders in Philanthropy co-hosted by Waldron

**Careers in International Development:** A program for young professionals working with GlobalWA member organizations

**He Named Me Malala:** A screening and panel discussion with Hope Solo and Megan Rapinoe

## HIGHLIGHTS

### Microsoft Giving Campaign

GlobalWA worked with leaders of the Microsoft Giving Campaign to promote our non-profit members and a variety of issues and



geographies as an option for employee giving. We also presented Microsoft employees with volunteer opportunities at GlobalWA organizations, which was featured in Microsoft's internal newsletter at the launch of their campaign. GlobalWA assisted non-profit members in registering for Microsoft's campaign by sharing resources and facilitating a dialogue around fundraising best practices.

To build on our goal of increasing employee giving to GlobalWA members, we intend to replicate this model with other companies.

### Engaging elected officials and thought leaders

Conversations and the exchange of ideas and perspectives with elected representatives and prominent development leaders are invaluable for increasing the political clout and standing of GlobalWA members. In 2015, GlobalWA members met with President of Tanzania, Jakaya Kikwete, Washington Rep. Adam Smith and Michelle Nunn, CEO of CARE.

## Presentations to prompt action

Informational presentations and access to corporate workplaces, prospective donors, supporters and volunteers are valuable opportunities to prompt action and engagement.

In 2015, GlobalWA coordinated a tour of PATH and volunteer opportunities at Medical Teams International.

In addition, we coordinated a presentation with Theo Chocolate to 150 Zillow employees. The discussion focused on fair trade, working in conflict zones and conditions confronting farmers.



GLOBALWA WAS THE CONDUIT FOR 92 NEW CONNECTIONS MADE VIA INTRODUCTIONS AND REFERRALS. SEVERAL CONNECTIONS LED TO CONCRETE RESULTS INCLUDING NEW BOARD MEMBERS, FUNDERS AND MOUs.

GlobalWA also curates a Speakers Bureau to facilitate presentations to employees about current global issues.

## A night of comedy with Hasan Minhaj

Our members work hard every day to improve lives across the globe. GlobalWA saw it fitting to bring them together for an evening of fun.

Stand-up comedian and *The Daily Show* correspondent Hasan Minhaj entertained GlobalWA members at Seattle's ACT Theatre following a reception where members mingled with friends, family and donors.

## CONNECTING THE DOTS OF "DISRUPTIVE DEVELOPMENT"

### The 2015 Global Washington Conference

Seattle and Washington state are home to a vibrant high-tech and innovation-minded business and development community. GlobalWA showcased the region's exceptional standing in new technology, innovative problem-solving and transformational approaches — and how our members are realizing this potential to improve lives — at the 2015 conference.

Convening over 400 practitioners in global development, the seventh annual conference brought together subject matter experts, recognized academics and leaders in the non-profit and private sector. Panel discussions and a series of break-out sessions explored cutting-edge approaches to effective programming and leadership, the nuances of best practices and social entrepreneurship, as well as an assessment of how we measure success and truly move the needle forward on the global development agenda.



A line-up of dynamic, insightful keynote speakers delved into the many different ways we can apply novel and non-traditional ideas toward solving pressing global challenges and go beyond the bells and whistles and shiny objects of new technology. Innovation, an issue of critical importance in global development was at the heart of many discussions, and, as in previous years, the conference remains of highest value to our members.

## A STEADY DRUM BEAT OF ENGAGEMENT AND VISIBILITY

Throughout the year, GlobalWA members mobilized to respond to long-simmering issues or newly emerging crises across the globe. And GlobalWA kept in step through bold initiatives to better promote our members and to raise awareness of their work.

In 2015, we took promotional strategies in promising new directions. By developing an enhanced communications framework, we increased audience engagement across all platforms. We maintained a consistent spotlight on our members and their accomplishments on social media channels, in blogs and in e-newsletters. We expanded community outreach and strengthened our media outreach.



Appeared in the Puget Sound Business Journal in June 2015.

Through earned media opportunities and ad buys, we were able to successfully create a steady drumbeat of international features in local news outlets such as the Seattle Times, Puget Sound Business Journal and Seattle Magazine.

### 2015 Monthly Issue Campaigns

GlobalWA recognizes the complexity of challenges worldwide that our members here in Washington state tackle each day. To foster a broader dialogue and greater visibility of member initiatives, we curated a select series focused on key issues that are central to their programs and the geographical regions where they work.

GlobalWA then highlighted these issues throughout digital and social media channels, and through a rich calendar of events such as roundtables and panel discussions.

### KEY ISSUES ADDRESSED BY OUR MEMBERS

#### Solutions for food insecurity

Today, there are approximately 795 million people who are undernourished, a crisis that demands reform in the global food and agricultural system to nourish the world's hungry.

Landesa is a GlobalWA member working on the front lines of the fight for food security. They are a global leader in land right reforms and are working to improve smallholder farmers' livelihoods.

#### The Washington-India connection

India has enjoyed consistently high rates of growth and steady improvement in human development. Despite this progress, persistent poverty and inequality remain.

A number of Washington state organizations, including GlobalWA members Upaya Social Ventures and Unitus Seed Fund, play a significant role in assisting India in its efforts to achieve development targets for poverty reduction, education and health.

#### Realizing universal education

Everyone has a right to education. Between 2000 and 2010, the number of out-of-school primary aged children dropped by almost 37 million, but for 57 million more children, primary school remains beyond reach.

GlobalWA member Sahar works with Afghan communities to support an educated future for Afghan girls by building schools, computer centers and implementing teacher training programs.

**HIGHLIGHTS**

**Syria: Conflict, displacement and women**

After five years of conflict, Syria’s civil war rages on and with no end in sight. It has claimed more than 470,000 lives and displaced more than 11 million people. The country’s infrastructure and institutions have been utterly destroyed and the resulting migrant crisis has spilled across the Middle East and Europe.

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**SYRIA’S CIVIL WAR HAS CLAIMED MORE THAN 470,000 LIVES AND DISPLACED MORE THAN 11 MILLION PEOPLE.**

GlobalWA partnered with The Seattle Foundation, Washington Women’s Foundation and Global Fund for Women to host a well-attended lunch panel discussion, “Beyond the headlines: The Syrian refugee crisis and its impact on women and girls.”

**Coffee: Growing a sustainable economy**

The explosive growth of the coffee industry — for which our region is legend — has revealed an opportunity to create sustainable economic growth through innovative programs in coffee-growing communities worldwide.

For the industry to evolve in a socially responsible manner, business models must support the triple bottom line: profits, people and planet.

Building on conversations and connections forged at the Specialty Coffee Association Expo in Seattle, GlobalWA held an invitation-only reception called “Equity in a cup.”

**KEY ISSUES ADDRESSED BY OUR MEMBERS**

**The fight to end malaria**

Malaria is an infectious disease that threatens the lives of 3.3 billion people around the world and claims approximately 600,000 lives a year.

Among them, 78 percent are children under 5 years of age. Malaria No More is a GlobalWA member leading the race to eliminate the disease.

They engage political and community leaders, rally the public through awareness campaigns and deliver lifesaving tools to families across Africa.



**Cultivating global ambassadors**

As the world becomes ever more interconnected, a global education and mindset are fundamental to dismantle stereotypes and foster collaboration among people from different backgrounds and cultures.

GlobalWA member Global Visionaries is empowering youth to become active leaders and global citizens.

Their cornerstone program is a school-year-long curriculum for high school students that culminates with an immersion experience in Guatemala.

### Nepal earthquake recovery

SATURDAY, 25 APRIL



The death toll from the huge earthquake in Nepal has risen to more than 1,000 victims, a police spokesman says.

In April 2015, a devastating 7.8 earthquake struck Nepal, claiming more than 8,000 lives and destroying villages across numerous districts.



MORE THAN 1 MILLION  
PEOPLE WERE IN NEED OF  
FOOD ASSISTANCE AND 2.8  
MILLION WERE DISPLACED.

In partnership with The Seattle Foundation, GlobalWA facilitated a discussion at the Bill & Melinda Gates Foundation for the Seattle donor community about current, first-hand knowledge of the earthquake response. This effort helped to raise \$96,500 for earthquake relief and recovery.



## RESOURCES TO SET A COURSE FOR GREATER GOOD

GlobalWA is a valued capacity-building resource to Washington's global development community. Events and workshops are excellent opportunities to exchange ideas and insights and to gain access to a broad scope of expertise.

Last year, we made significant strides in improving member services, with clear feedback that the mix of VIP events, topic-specific events and skill-building roundtables effectively serve the varying needs of our member organizations, both large and small.

### Executive Director Roundtables

GlobalWA has proactively supported the leaders of our member organizations through roundtable discussions, with an emphasis on peer-to-peer learning.

Roundtables have addressed emerging leadership trends and new organizational structure models and management topics.

Among the Executive Director Roundtables held in 2015:

- Resources of 501 Commons
- Kentaro Toyama: insights from a renown global development expert and author of "Geek Heresy"
- India: A country focus
- Making the Most of the Microsoft Giving Campaign
- How to Get Media Attention: A discussion with veteran reporter Tom Paulson

### Referrals

GlobalWA is a go-to member resource for support and provides referrals for technical assistance, global trends, volunteers, board members and best practices. For our member organizations, we also provide employees and board members with an orientation to the global development community in our region.

### Online member resources

GlobalWA.org offers a community calendar for member organizations to post their upcoming events such as fundraisers, workshops and speaker presentations. Our online career center is a valuable employment hub to post job and board openings, as well as volunteer and internship opportunities, and our interactive map offers a dynamic representation of our membership and their scope of work.



## GIVEBIG FUNDRAISING CAMPAIGN

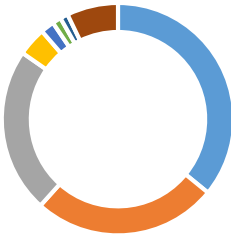
The 2015 GiveBIG fundraising campaign was a huge success for our members in part due to a boost they received through a GlobalWA / Seattle International Foundation partnership.

The 48 GlobalWA member organizations that participated raised a collective \$855,000. Of those, the 43 organizations that met their match were awarded an additional \$177,500.



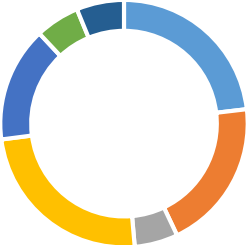
REVENUE	
Foundations	153,525
Membership	110,074
Conference	98,413
Corporate donations	17,113
Special event and other	8,107
Program income	5,185
Individuals	4,651
Donated goods and services	30,563
<b>Total Revenue</b>	<b>427,631</b>
EXPENSES (includes staff and admin allocations)	
Program events	113,852
Publicity for members	97,457
Member stewardship	27,946
Conference	119,777
Administrative (unallocated)	74,043
Fundraising	28,483
In-kind goods and services	30,563
<b>Total Expenses</b>	<b>492,120</b>
ASSETS	
Cash and cash equivalents	112,493
Accounts receivable and other assets	1,625
Pledge receivables	15,000
Property and equipment, net	1,481
<b>Total Assets</b>	<b>130,599</b>
LIABILITIES AND NET ASSETS	
Total liabilities	31,624
Total net assets	98,975
<b>Total Liabilities and Net Assets</b>	<b>130,599</b>

### Sources of Funds



- Foundations
- Membership
- Conference
- Corporate donations
- Special event and other
- Program income
- Individuals
- Donated goods and services

### Uses of Funds



- Program events
- Publicity for members
- Member stewardship
- Conference
- Administrative (unallocated)
- Fundraising
- In-kind goods and services

Note: This financial summary is based on our audited financial statements, which are audited by the firm Clark Nuber P.S. Full copies are available on our website at [www.globalwa.org](http://www.globalwa.org).

## LOOKING AHEAD

The global development sector has taken broad strides to set new Sustainable Development Goals for the next 15 years. GlobalWA is keeping pace while always setting sights higher to be a valued partner to our members.

As a driving force to connect, promote and strengthen, our ongoing commitment remains

firmly rooted in growing a thriving network to extend reach, influence and impact for Washington's vibrant global development community.

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