

GenerosityGlobal



MEDIA KIT

2020–21



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Our Mission

Using the power of generosity to serve and improve the lives of people around the world. We give clean water. We uplift women. We give food. We give showers.

WE ARE GENEROSITY GLOBAL



Who we are

Founded in 2010 as grassroots organization, Generosity Global Inc. has always had a commitment to improving the quality of life for people in need. When we started, our focus was just on impacting the lives of the homeless in Baltimore, Maryland. From 2010 – 2013, we grew to become one of the leading social impact organizations in the delivery of nutritious meals and basic living supplies to people experiencing homelessness through our monthly outreach program, Selfless Saturday. Since 2010, through Selfless Saturday, we have fed and loved on over 30,000 homeless men, women, and children.

In 2014, Generosity Global Inc. expanded its mission to focus on bringing clean and safe drinking water to villages in need in Sub-Saharan Africa. Water has always been a great need for many people in Sub-Saharan Africa. In December of 2014, Generosity Global successfully completed its first water project that brought clean water to an orphanage with 42 children and a community of about 2,000 people. To date, Generosity Global has successfully completed 19 water projects (100% success rate) impacting nearly 18,500 people.

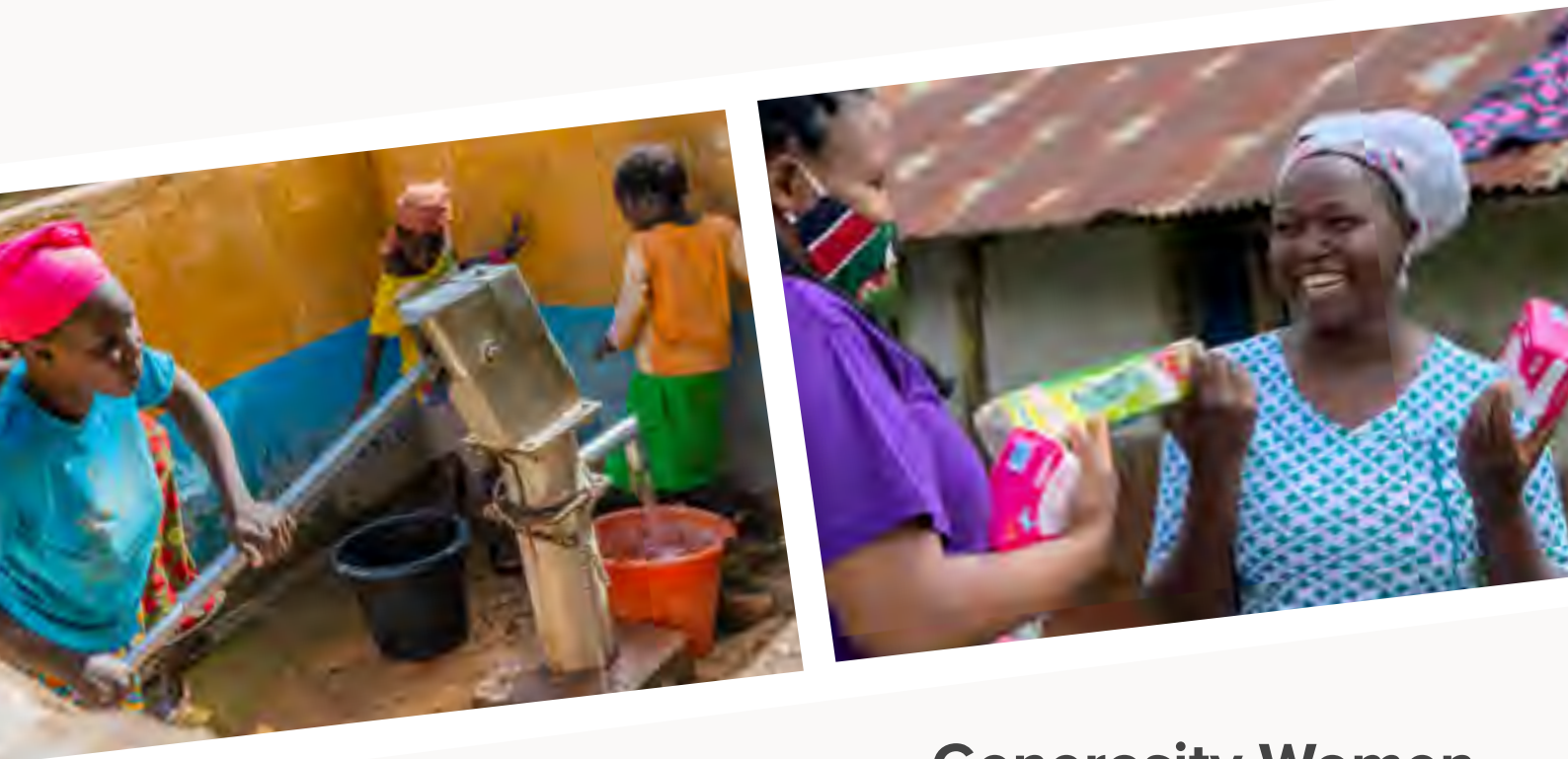
In 2019, we launched our innovative mobile shower trailer to provide shower access and help meet basic hygiene needs to persons experiencing homelessness.



What we do

Generosity Water

Around the world, people in developing countries are facing increasing water challenges. Lack of access to clean drinking water continues to affect close to 650 million of people around the world; 350 million people in Africa alone. At Generosity Global Inc., we are using the power of generosity to bring access to clean drinking water to rural villages in Sub-Saharan Africa.



Generosity Women

When a woman or young girl is on her menstrual cycle and doesn't have access to clean water, she is shamed and ostracized. To absorb the blood flow, many use fig leaves, or sit still on a cardboard box until her period has ended. The challenges of menstruation faced by women is a derivative of one thing; lack of access to clean water. Through our clean water projects in rural Africa, Generosity Women was created with a mission to teach about their menstrual cycle while uplifting, empowering, and restoring their dignity and worth.

Generosity Shower

With very few public spaces available for the homeless to take a shower, many go weeks and even months without bathing. Without access to hygiene, people lose their sense of self and dignity. Without dignity, people eventually lose hope. Lack of hygiene is a major barrier to homeless persons as they seek jobs and housing opportunities. With our newest program, Generosity Shower, we are restoring dignity and hope by providing mobile showers to people in homeless communities in Baltimore City and neighboring cities. Our vision is to replicate Generosity Shower to every city across America where there is a need.



Generosity Food - Selfless Saturday

Through our flagship program, Selfless Saturday, we serve the homeless community in cities across America every second Saturday of each month by providing nutritious home-cooked meals prepared by SELFLESS volunteers, free haircuts, and much more. Through serving, we are forging real relationships, friendships, and trust as we build a bridge of hope into the homeless community, understanding their most important needs and doing our part to transition people from crisis to self-sufficiency. It's been 117 consecutive months of service, and counting.



How we work

100% MODEL We have built a charity where we commit 100% of all public donations to support the program the donation was intended for. Yes, you heard that right: 100% to programs. Unlike other organizations, who use a portion of your donations to pay salaries or office rent, we believe 100% of your money should go to the field to impact the lives it was intended to impact.

So how do we pay our overhead?

We believe a better model to fund administrative costs and pay salaries, like any startup, is to raise funds separately that will empower us to hire deserving people, scale our team and operations, and help our organization become exceptional. In order for us to report impact, we need people who are dedicated to our mission, our team, and focused on bringing you impact day in and day out. In order for us to remain committed to the 100% model, we need a different bank account that makes it possible to pay our team members and help them provide for their families.

So we created the GG FUEL program.



What is GG FUEL

GG FUEL is a membership program made up of a group of donors committing to multi-year support of funding our operating and administrative costs. These funds allow us to pay for overhead cost and help us to become our very best. The investments from GG FUEL members allow us to dream bigger, be bolder and become competitive in the marketplace.

FUEL is an exclusive group of Generosity Global's most generous and committed supporters. They are investors, entrepreneurs, small, medium and large businesses, celebrities, philanthropists, and family foundations, who love our work and do their part to help us succeed. FUEL members not only support us financially, but they are our biggest and loudest brand ambassadors, sharing our work and our impact in their professional and social circles with lots of energy and passion. They are people with vision and their hearts are committed to making a significant difference in the world. These members enjoy the benefits of exclusive private events, marketing collateral for their businesses, trips to the field, and much more.

FUEL members understand that we could never give them direct financial ROI. However, they get satisfaction and joy in the incredible positive human impact and the number of lives that are transformed by our work, all made possible by their investments.

GG FUEL pays for:

- ☑ Salaries
- ☑ Office space rent
- ☑ Flights to the field
- ☑ Special events
- ☑ Administrative costs
- ☑ Printing of large office pictures
- ☑ Laptops and more

GG VILLAGE

We believe everyone has the power to make the world better. We believe change can only happen when good people join hands and support a common cause that is dear to their hearts. **Welcome to GG Village**; a community of change-makers who fuel the mission of Generosity Global month after month. It is a monthly donation program that Generosity Global's most committed and generous donors subscribe to. GG Village is made up of everyday people who are passionate about our work and support us the best way they can. GG Village members simply donate at a level that is comfortable for them. 100% of donations from GG Village support our programs to provide clean drinking water in Sub-Saharan Africa, and food and showers for the homeless in America. It takes a village. WE ARE GENEROSITY GLOBAL



OUR IMPACT

Clean Water



36,000+ people
with clean water
in Cameroon



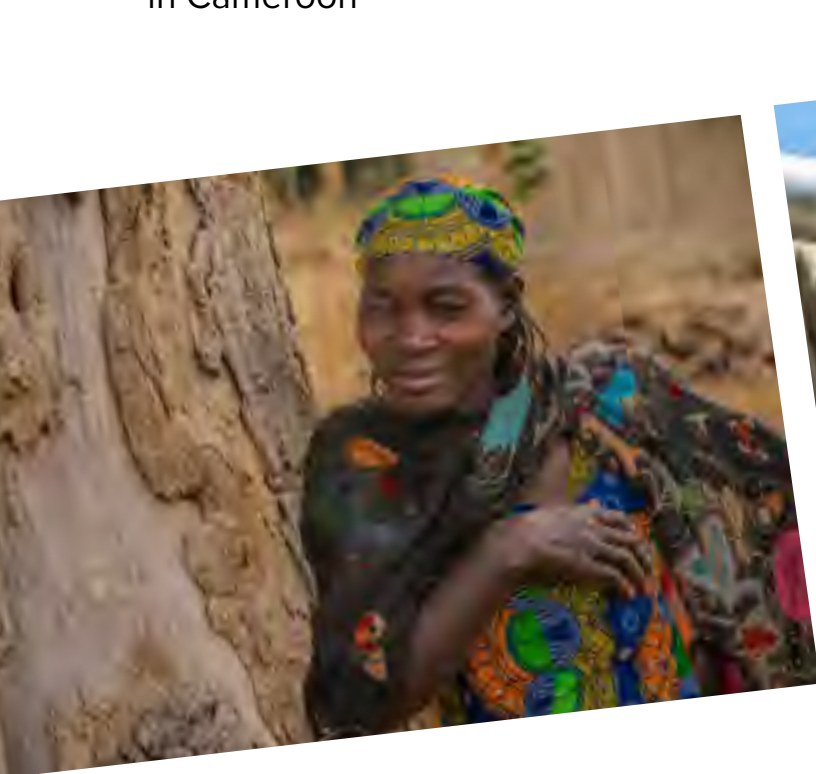
19 successful
water projects



82 new
local leaders



28% increase in
school attendance



Generosity Women



500+ women
served at the
Generosity Women
center



4 hygiene and
sanitation trainings



4 menstrual
hygiene education
and awareness
events organized



750+ menstrual
pads distributed
to 367 girls

Generosity Shower



2,700+ showers
delivered



5,000+ hygiene
kits distributed



10,000+ pounds of
clothes distributed



Creating job
opportunities for
the homeless



Selfless Saturday



40,000+ people
served a warm,
home-cooked meal



1,000+ free
haircuts provided



50,000+
volunteer hours



100+ active
volunteers

Brands That Work With Us

Our Official Partners



Brand Collaborators

Companies / brands that have supported us with in-kind donations, funding or event sponsorship



Engagement



19K followers



1,400 followers



3,500 unique monthly visitors | 8,000 page views

Why Sponsor

Generosity Global Inc. is a recognized 501(c)(3) non-profit organization. All donations and contributions made are tax-deductible up to the extent of the law per the IRS code. Our federal Tax ID number is **45-5606287**.

Your support and investment will allow us to scale as an organization and help us build capacity. Together, we can build something beautiful and change the story.

Here are just a few things you can expect :



Exclusive insights into Generosity Global's behind the scene operations.



Connect your business and services to a vibrant community of change makers.



Help create job opportunities by enabling us to hire and keep talented individuals.



Work with a brand that is innovative, dynamic, and mission-driven



Take joy in the fact that you are doing good and impact lives around the world



Exclusive brand assets that you can use for your marketing collateral



Our audience (volunteers, donors, supporters) can help position your company, product, services among a leading demographic that impacts business consumer lifestyle, taste & practice.

Our Needs | Sponsorship

To pay our team members as well as cover other administrative costs, we depend on the generosity of people and businesses looking to invest in our mission and our growth. We are grateful for your support. Thank you for FUELING us.



App Development
\$15,000



Personnel
\$750,000 / year



Computer & Software
\$15,000



Travel/Flight
\$25,000



Office space rent
\$9,600

US Office – \$550/month
Cameroon Office – \$250/month



Fundraising | Donor
engagement software
\$5,000 / year

In-Kind sponsorship

- | | | |
|---|--|---|
| ☐ Offer Office Space | ☐ Legal services | ☐ Tax preparation services |
| ☐ Office furniture | ☐ Print services | ☐ Camera / Video equipment |
| ☐ Laptops & iPads | ☐ Digital marketing | |

Event Sponsorship

Mission Ball 2021 Annual Fundraising Gala for water projects

- ☐ Underwrite event – **\$50,000**

Support Us

Company

Contact

Title

Phone

Email

Address

City

State

Zip

Signature

If you would like to be part of a vibrant, engaged and impact-focused organization, please indicate the sponsorship level that meets your current need. Thank you for your support and for considering this opportunity.

☐ GG FUEL (Personnel)

☐ Office Space rent

☐ Fundraising | Donor engagement software

☐ Travel

☐ App Development

☐ Underwrite Mission Ball 2021

☐ Computers | Software

☐ In-kind_____

CONTACT US FOR MORE INFO



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