



Global Poverty Project 2013

Annual Review

Impact and Achievements



From the CEO

Global Poverty Project mobilized hundreds of thousands of global citizens this year to advocate for a world without extreme poverty by 2030. Their efforts, which I'm proud to share in this report, resulted in dozens of breakthroughs for the world's poor in 2013.

In 2013 at the Global Poverty Project, we consolidated our approach around the emerging global consensus that it is possible to end extreme poverty by 2030. For the development sector, 2030 means the hardest sustained push for change in a world consumed by other problems. For governments it means protecting and publicly justifying aid budgets, even in this challenging economic environment. At Global Poverty Project, we demonstrated our resolve to end poverty by 2030 by creating a powerful movement Global Citizen movement, creating a voice that partners with the world's poor and enables people in developing countries to lift themselves out of poverty. So, for global citizens, 2030 means making a commitment to taking regular action until, together, we are an unstoppable force for change.

We know that achieving our vision is possible but we have a long challenge ahead of us. We know that we're up for it. Realizing our vision will require effective, focused efforts on all fronts.

The End of Polio campaign has highlighted this. In 2013, global citizens leveraged US \$800 million in commitments toward ending polio from the Australian, Canadian, UK and Isle of Man governments. Meanwhile, the shifting political landscape in Australia has allowed the government to abolish the Australian Agency for International Development (AusAID), cutting the Australian aid budget by AU \$4.5 billion. Despite these aid cuts the current Australian government has agreed to uphold part of the former government's promise, AU \$15 million will go to polio eradication for 2013-2014.

We've built on the successes enjoyed and lessons learnt from piloting our online GlobalCitizen.org platform in the United States. We've proven that the Global Citizen Festival generates amazing opportunities to realize systemic change for the world's poor. We were honored to share the Global Citizen Festival stage with world leaders including UN Secretary-General Ban Ki-moon and President of the World Bank Jim Yong Kim. We're extremely proud that both leaders gave testimony of their excitement at the growing power of the Global Citizen movement, and the

collective accomplishments of individual global citizens. We look forward to consolidating this support in the future.

In 2014, we look forward to continuing to grow the Global Citizen movement, as we focus on securing tangible victories for the world's poor, with a focus on ensuring all children have the chance to survive and thrive.

**IN 2013 GLOBAL
CITIZENS
LEVERAGED US
\$800 MILLION IN
COMMITMENTS
TOWARDS
ENDING POLIO**

Hugh Evans, CEO, Global Poverty Project



From the board

2013 has been a year of consolidation and growth, exciting possibilities and increasing traction with world leaders.

Looking back over the last 12 months, Global Poverty Project has grown in profile, stature, experience and size. Our growth trajectory is clear – in two years we’ve seen supporter investments and partnerships grow from US \$3 million per year to US \$11 million per year. This has allowed us to more than double our human resources from just 18 to 45 full-time staff, extending our campaigning reach and driving our mission forward globally.

We are proud of our position in the international development sector, our partnerships across the NGO, corporate and government sectors, and our operations spanning five countries. Our work combined with that of our partners creates the opportunity for our message to gain traction with key opinion leaders. To all our partners, we are humbled and thankful.

As the global community comes ever closer to replacing the Millennium Development Goals in 2015, the comprehensive speed at which they are being achieved has led us to review our strategy. Looking forward, we’re implementing our strategy for 2014-2018, “Ending Extreme Poverty by 2030: Scaling up the Role of the Global Citizen.” Yet even in recognizing this fantastic moment we know there is a long way to go. We will continue to develop high-quality, meaningful advocacy and campaigning from the grassroots upwards, while simultaneously developing Global Poverty Project’s organizational capacity towards achieving our vision.

While the whole sector is working together to achieve the end of extreme poverty by 2030, our role is to unite global citizens and focus world leaders’ attention on what needs to be done to end the injustice of extreme poverty – this generation’s call to action.

Peter Murphy, Global Chair, Global Poverty Project



2013 Summary Review

Global Poverty Project was founded in 2008 to catalyze the movement to end extreme poverty and to see an end to extreme poverty within a generation.

We aim to create an unstoppable Global Citizen movement fighting to see an end to extreme poverty by 2030. Global Poverty Project works to grow the number and effectiveness of global citizens to achieve the public, business and political commitments and action needed to end extreme poverty by 2030.

We are inspired by the incredible progress achieved by the global community in halving the percentage of people living in extreme poverty in the last 30 years. The end of 2013 marks the beginning of a new chapter in our story; the first time we can boldly state that we know the injustice of living on less than US \$1.25 per day can be ended by 2030.

Defeating extreme poverty requires us to change the rules, systems and structures that keep people poor so that every person can realize their full potential. This requires the support of charities, businesses and governments. We believe that when an organized, critical mass sees themselves as global citizens, and when that mass is equipped to take meaningful action, they are capable of changing the policies and practices that keep people in extreme poverty. GlobalCitizen.org is our tool to amplify and unite a generation's call for justice. It's the place where the Global Citizen movement comes to learn and act to bring an end to extreme poverty. Since launching in August 2012, more than 250,000 global citizens have joined the movement, taking 1.5 million actions and contributing to more than 35 campaign victories and announcements.

Global citizens share our values, want to learn more about the issues, and take action for systemic change by supporting campaigns and organizations that create sustainable change for the world's poor through GlobalCitizen.org. In joining the movement each global citizen is taken on a journey, providing an introduction to the issues and empowering them to take action.

Global Citizen Festival

The Global Citizen Festival was held on September 28, 2013 in New York City's Central Park where 50,000 global citizens joined artists, influencers, governments and policy makers. For the Global Citizen Festival 2013, 250,000 people took over 900,000 actions on issues of Global Health, Universal Education, Women's



Equality and Global Partnerships. These actions resulted in 25 policy and financial commitments for the world's poor and a plethora of related announcements, proving that taking action and earning points through GlobalCitizen.org can create impact for the world's poorest people. You can read about our full campaigning theory, our partners and our achievements in our report, *The Global Citizen Effect* at GlobalCitizen.org/impact.

The End of Polio

The End of Polio was a key campaign with more than 60,000 global citizens signing our petition calling on world leaders to fully fund polio eradication efforts. Members of the Global Citizen movement tweeted, posted on Facebook, wrote emails, penned letters, made phone calls and even met with their elected representatives to personally encourage them to take up the case. These efforts, combined with the efforts of partners like Rotary International, saw more than US \$4 billion pledged in 2013 towards polio eradication, US \$800 million of which came from countries where we played a significant campaigning role. However, 2013 also brought concerning outbreaks of the virus and security and operational challenges that present ongoing risks to the success of eradication efforts. A change in government in Australia means that AU \$80 million committed in May 2013 is at risk of being retracted from next year. We will continue campaigning to ensure the Australian government keeps its promise to eradicate polio.

Live Below the Line

Live Below the Line, our experiential campaign that challenges participants to spend only the equivalent of US \$1.25 per day on food and drink for five consecutive days, took place in all countries we operate in at different times throughout the year. 2013 saw significant increases in participation (61%), fundraising (91%) and media coverage. *Live Below the Line* has achieved 50,000 participants in the challenge since the campaign launched in Australia in 2010 with our partner Oaktree Foundation. We've raised US \$10 million for anti-poverty initiatives for 72 poverty-fighting partners around the world.

1.4 Billion Reasons

Much of our aid campaigning and educational work to date has been targeted around our *1.4 Billion Reasons* presentation. With

2013 CAMPAIGNS AND INITIATIVES

2015 fast approaching, and the ensuing launch of a new global development agenda, Global Poverty Project shifted focus toward developing the Global Citizen movement through GlobalCitizen.org. To date, 200,000 people have seen *1.4 Billion Reasons*. In 2013, 51,400 people saw the presentation and our work to protect aid led to 209 government contacts and 28 media statements.

It Takes Two

In 2013, we incubated a women's equality campaign, *It Takes Two*. Developed in partnership with Women Deliver, *It Takes Two* seeks to build public support for family planning on a global scale by raising awareness of the US \$2.6 billion in existing commitments to family planning (known as FP2020 commitments) and galvanizing action to encourage countries to be accountable to them. In its first six months, *It Takes Two* engaged over 50,000 global citizens in 25 different countries to take over 200,000 actions in support of women and girls, reaching 105 million people in the press internationally.

Impact

At the close of 2013 we remain committed to understanding and enhancing our impact toward ending extreme poverty. Our approach to strategizing and measuring impact has been overhauled, ensuring that impact is at the forefront of our work by embedding it deeply within all of our policy and campaigning work.

We understand that any single organization will only make a contribution to the movement working to end extreme poverty by 2030. Through our theory of change, our policy framework and our Global Citizen Journey we focus our impact assessment efforts on understanding the outputs and direct outcomes of our work and how these outcomes contribute to our partners' and others' efforts in shifting the policies and practices that keep people in extreme poverty.

For all our achievements this year we are indebted to our partners, particularly The Cotton On Foundation and HP, our pro-bono and volunteer supporters, our staff and all global citizens for their tireless support.

Contents

About Global Poverty Project	p. 1
About Global Citizen	p. 5
Global Citizen Festival 2013	p. 9
Global Citizen launch rocks Australia	p. 13
Live Below the Line 2013 rocks New Zealand into action	p. 14
Global Citizen Tickets	p. 15
The End of Polio	p. 17
Live Below the Line	p. 21
1.4 Billion Reasons and aid campaigning	p. 25
Other Campaigns	p. 29
Looking Ahead	p. 35
Organization and management	p. 37
Our Finances	p. 39
Thank You Partners	p. 41
Thank You Inside Supporters	p. 43
Glossary	p. 43



About Global Poverty Project

Global Poverty Project is an international education and advocacy organization working towards the end of extreme poverty by 2030.

The Global Poverty Project was founded in 2008 to catalyze the movement to end extreme poverty within a generation. We started with the knowledge that the injustice of extreme poverty could be ended within our generation and our mission was to increase the number and effectiveness of people taking action to end extreme poverty.

Starting with the idea that became the *1.4 Billion Reasons* presentation, Global Poverty Project quickly developed a presence in Australia, New Zealand and the UK, adding more campaigns like *Live Below the Line* and *The End of Polio*. In 2011 we began operations in the United States. In 2012 we launched GlobalCitizen.org – an online learning and advocacy platform – and the Global Citizen Festival as our flagship initiatives. In 2013 we began formal operations in Canada.

Following a period of strategic review in 2013, we've emerged with our 2014-2018 organizational strategy. In September 2013, as part of our strategy review, we launched our revised vision and mission statements:

OUR VISION: “A WORLD WITHOUT EXTREME POVERTY BY 2030.”

OUR MISSION: “GROWING THE NUMBER AND EFFECTIVENESS OF GLOBAL CITIZENS TO ACHIEVE THE PUBLIC, BUSINESS AND POLITICAL COMMITMENT AND ACTION TO END EXTREME POVERTY.”

WWW.GLOBALPOVERTYPROJECT.COM

HOW WE CREATE CHANGE:
WE DESIGN AND HOST CAMPAIGNS ON
CRITICAL ISSUES +
WE CAPITALIZE ON INFLUENTIAL
MOMENTS AND KEY PEOPLE +
WE BUILD THE MOVEMENT TO
END EXTREME POVERTY +
WE CHANNEL THE VOICES AND ACTIONS
OF GLOBAL CITIZENS GENERATING
GREATER CAMPAIGN VICTORIES ON
CRITICAL ISSUES
— **SYSTEMIC CHANGES FOR PEOPLE**
— **LIVING IN EXTREME POVERTY**

We continue to be inspired by the incredible progress achieved by the global community. 2013 marks the first time we can boldly state that the injustice of living on less than US \$1.25 per day can be ended by 2030.

Extreme poverty will not be ended by charities, business or governments working alone. Defeating extreme poverty requires us to change the rules, systems and structures that keep people poor. Only then will everyone have the opportunity to realize their potential. Change on that scale will require charities, businesses and governments to work together in a way we have never seen.

We believe that when individuals who aspire to the values of Global Citizen are organized and equipped to take meaningful action, they can change the specific policies and practices that keep people poor. As that process is repeated across many issues, this movement of global citizens working together will help ensure that governments, businesses and individuals act in concert with the interests of the world's poor. Through consistent pressure, the systems, structures and processes will change, creating a world without extreme poverty by 2030.

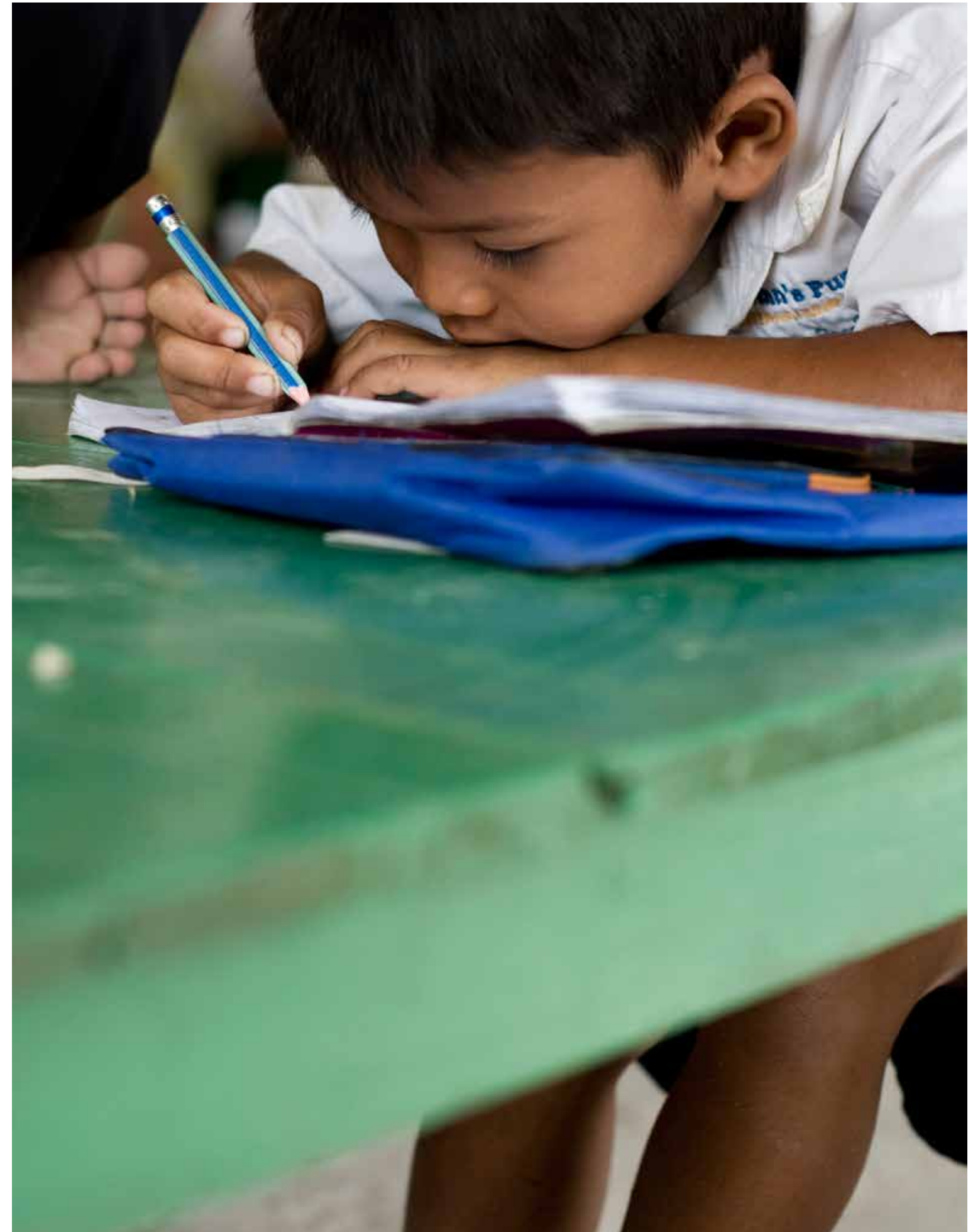
This is why our new strategy is directed at creating an unstoppable movement of global citizens to see an end to extreme poverty by 2030. As part of this process, we've refined our theory of change, and updated our policy framework, and we've set four goals:

- 1. Growing a movement of global citizens.**
- 2. Retaining global citizens.**
- 3. Winning campaigns to reduce extreme poverty.**
- 4. Sustaining Global Poverty Project.**

You can read more about our organizational growth, the highlight moments of our history so far and our 2014-2018 strategy on our corporate website, globalpovertyproject.com.

This year, we sought to harness the collective power of global citizens to achieve real change in support of the world's poor. Progress were achieved for global health, women's equality, education and global partnerships.

This report tells the story of how we've been busy organizing and equipping global citizens to take those meaningful actions, and the difference we've been making for the world's poor in 2013.



GLOBAL CITIZEN



About Global Citizen

Global citizens believe in a world without extreme poverty by 2030.

Global Citizen is the movement to amplify and unite a generation's call for justice. GlobalCitizen.org is the online platform where global citizens come to learn about and act to help bring an end to extreme poverty. This is central to our organizational strategy.

Since launching in August 2012, more than 250,000 global citizens have joined the movement, taking 1.5 million actions and contributing to more than 35 campaign victories and announcements. Over the course of the year, we've transitioned existing supporters who were learning or campaigning through other Global Poverty Project channels to the GlobalCitizen.org platform.

Global Citizen allows us to align with the most trusted and effective organizations working in partnership with the non-profit, public and private sectors to help identify with and commit to action that leads to systemic change for those living in extreme poverty.

GLOBAL CITIZEN USES FOUR PILLARS TO ENSURE IT IS AS POWERFUL AND EFFECTIVE AS POSSIBLE:

- 1. Engaging and informative educational content:** providing global citizens with the knowledge and resources to become advocates for change on issues related to extreme poverty.
- 2. Encouraging effective action:** encouraging meaningful actions on these issues, such as fighting malaria or HIV/AIDS.
- 3. Providing appealing rewards:** rewarding action, like learning, advocating and donating, with points, that can be redeemed for rewards.
- 4. Building a thriving community:** creating meaningful conversations, we connect global citizens with each other and the best organizations working to end extreme poverty.

The Global Citizen Movement

Global citizens know that a world where 1.2 billion people live in extreme poverty is unjust and unacceptable.

Today, around 1.2 billion people live in extreme poverty and are deprived of their basic rights and opportunities. While we join together to celebrate the achievement of cutting extreme poverty in half, we recognize that more still needs to be done. We know that people living in extreme poverty are working hard themselves and that we need to learn and take action to change the rules that trap them in broken systems.

Global citizens share our values, want to learn more about the issues and take action for systemic change by supporting campaigns and poverty-fighting organizations through GlobalCitizen.org. Global citizens believe they must take action to end the injustice of extreme poverty by changing the rules that keep people trapped in the cycle of poverty.



The Global Citizen Journey

When global citizens join the movement to end extreme poverty, they begin a journey of learning and action.

Each global citizen is taken on a journey from the day they register on GlobalCitizen.org. We introduce global citizens to new and complex issues, inviting them to take more action and more effective action at a level that suits them while developing their passion, understanding and confidence. The Global Citizen Journey is fundamental to increasing the number and effectiveness of global citizens, and to ensuring that attitudes change.

Internally, we use these levels to assess the knowledge and attitudes of global citizens, their passion for and engagement with the issues, the behaviours they display (types of content they access) and the actions they take. We also use this system to look critically at ourselves, testing the effectiveness of our rewards and social media to recruit and retain members of the movement.

To aid us in facilitating this journey, we collect data on the behavior of global citizens using GlobalCitizen.org. We then categorize global citizens based on their engagement with content. By analyzing how each global citizen interacts with the platform, we are able to provide them with content that interests them and that fits their level of understanding of development issues. Our objective is to build educated and engaged users. Over time global citizens will gain greater understanding of the issues of extreme poverty, and the level and extent of action they take. We recognize five tiers of engagement:

ROOKIE:

An introductory level, for global citizens just starting out on their journey of learning and action.

SAVVY:

This category encompasses global citizens who are gaining confidence as their understanding of issues and the complexity of the actions they take increases.

PRO:

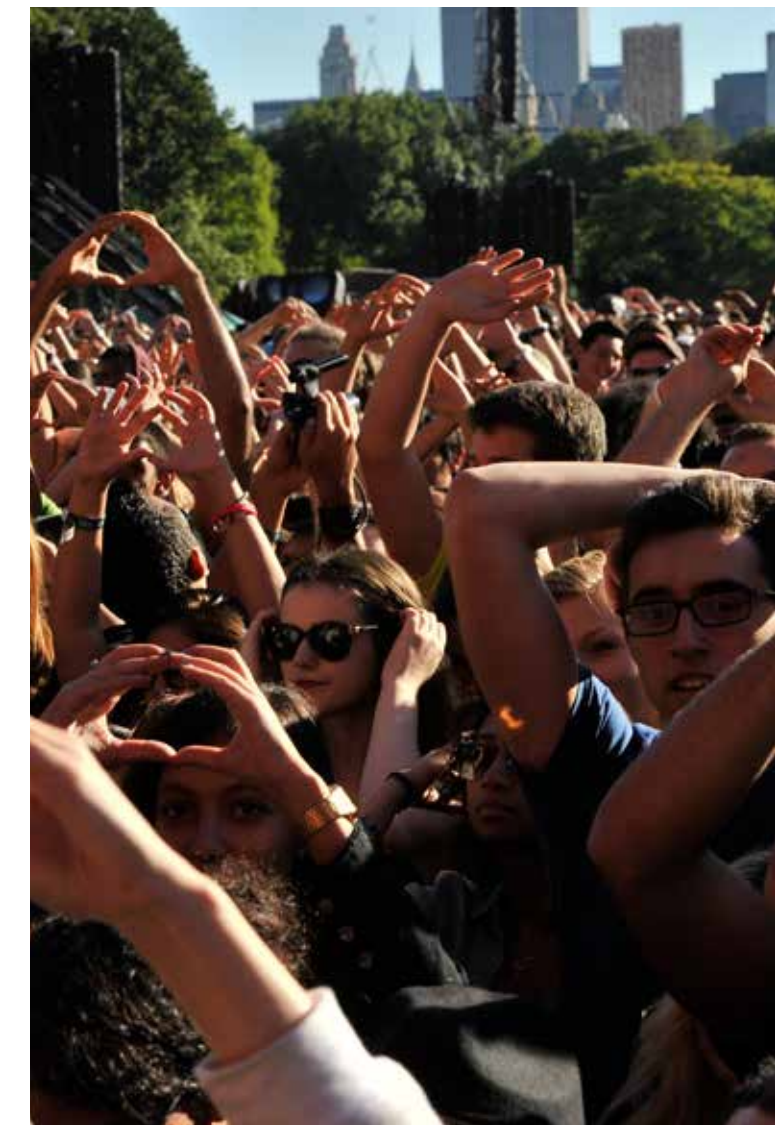
A global citizen who dives deep into content and the issues. This category is for people taking regular, effective action.

AMBASSADOR:

A role trained and supported by Global Poverty Project. This level introduces communities to the concept of Global Citizen and bridges the gap between online and offline action.

LAUREATE:

A leader for global citizenship within their community. Someone able to take deeply informed action with, and on behalf of, the Global Citizen movement.



Global Citizen Festival

"I really appreciate the initiative of the Global Citizen Festival to mobilize so many people."
Ban Ki-moon, United Nations Secretary-General

The 2013 Global Citizen Festival demonstrated the power of global citizens working together in a sustained and focused way to influence business, world leaders, governments and individuals to make commitments to a world without extreme poverty by 2030. We proved that taking action while earning points achieves impact for the world's poor.

On September 28, 2013, we held Global Citizen Festival in New York City's Central Park, in partnership with the Cotton On Foundation. 50,000 global citizens joined artists, influencers, heads of state, elected officials and other policy makers to celebrate progress made toward ending extreme poverty and join the call to do more. 2013's Global Citizen Festival saw 250,000 people take 900,000 actions on issues of Global Health, Universal Education, Women's Equality and Global Partnerships. These actions resulted in 25 policy and financial commitments for the world's poor and a plethora of related announcements.

The festival brought together some of the world's leading artists, each of whom donated their performance to drive the movement to end extreme poverty. This is true of our headline acts, Stevie Wonder, Kings of Leon, Alicia Keys and John Mayer as well as supporting acts and celebrity talent. By joining cultural icons with respected policy figures on the stage, we generated an international profile and a media spotlight that generated over 3.3 billion media impressions. United, we echoed our message throughout all forms of media, that we can be the generation to end extreme poverty if we continue to push for accelerated progress.

You can read about our full campaigning rationale, partners and achievements in our report, *The Global Citizen Effect* at GlobalCitizen.org/impact.

Global Citizen Festival placed a global spotlight on our message to end extreme poverty by 2030 as an unstoppable movement of global citizens.

50,000
attendees

900,000
actions

25 commitments
from business,
governments and
organizations



GLOBAL PARTNERSHIPS

ENTREPRENEURSHIP AND BUSINESS

Highlighting global partnerships between governments, companies, non-profits and individuals as essential to ending extreme poverty.

Hewlett Packard: Global citizens voted and HP awarded US \$5,000 plus an HP EliteBook Revolve notebook PC to Indian entrepreneur Bano Fatimo for starting her small business, Weaver's Hut, using the HP LIFE e-learning platform.

PUBLIC Foundation and Unite4Good: Global citizens voted for PUBLIC Foundation and Unite4Good to award a \$1 million media grant to help support child rights and end child poverty.

FORBES: Forbes pledged to continue supporting health workers in Liberia and presented an award to Rajesh Panjabi for his work with Last Mile Health.

FOOD AID REFORM

35,000 global citizens urged US Congress to take action on food aid reform including buying from local farmers.

Rep. Jim McGovern supports food aid reform. From the stage, Rep. McGovern said "Common sense reforms in how we deliver our food aid would help us reach at least 4 million more."

ZERO POVERTY 2030

30,000 global citizens signed the Zero Poverty 2030 petition calling on governments to support all efforts to end extreme poverty by 2030.

Jim Yong Kim, President of the World Bank agreed to present the petition to leaders at World Bank at the most strategic opportunity. "We need a global movement to end extreme poverty," he said.



GLOBAL HEALTH

ONE MILLION COMMUNITY HEALTH WORKERS

Global citizens called on major health agencies and telecommunications companies to support the training and deployment of community health workers.

GlaxoSmithKline and Novartis committed US \$750,000 each to efforts supporting the deployment of community health workers.

BT pledged US \$100,000 to efforts for community health workers.

Airtel is giving free airtime to community health workers to help cut the operating costs of community health worker programs.

Ericsson committed free hardware and tech support to community health workers.

Joyce Banda, President of Malawi, committed to increase Malawian community health workers from 10,000 to 27,000.

Digicel pledged US \$500,000 to support the campaign to train and deploy community health workers.

CHILD SURVIVAL

Global citizens took over 70,000 action calling on the US Government to fund child survival initiatives.

Rajiv Shah, the head of USAID, accepted a petition from US Fund for UNICEF, calling for increased US child survival efforts.

THE FULLY IMMUNIZED CHILD

Global citizens took more than 55,000 actions in support of efforts to secure greater access to vaccines for children everywhere.

Seth Berkeley, CEO of GAVI Alliance, called for momentum and funding to extend access to vaccines and immunizations to children and adults regardless of their place of birth. "I will do my part to ensure that all children everywhere have access to vaccines and a chance at a healthy life. GAVI is firmly committed to support the requests from developing countries to expand and develop their health workforce."



WOMEN'S EQUALITY

WOMEN AND GIRLS AT THE CENTER

Over 55,000 actions were taken to place girls' and women's equality at the center of the new Post-2015 UN Sustainable Development Goals by calling on UN member states and UN leaders to sign our petition.

2% INDUSTRY PLEDGE

Global citizens took over 45,000 actions to call on leading contraception manufacturers to sign the 2% Industry Pledge to donate 2% of profits to efforts increasing access to contraception.

One Condoms – the official *It Takes Two* design competition partner, signed the 2% Industry Pledge and committed 2% of profits to aid women and girls.

L Condoms promised to donate one condom for every condom sold and another 100,000 condoms to Swaziland.

WomanCare Global pledged 100,000 softcups and US \$250,000 for the movement.

The Female Health Company committed to invest in a 3-year campaign for girls and women and renewed their commitment to donate US \$14 million and 5% of female condoms sold to major purchasers.

Naked Condoms pledged 20% of all future company profits to family planning initiatives and a further 2 million condoms to Uganda.

SANITATION

Global citizens took over 15,000 actions to support efforts like the Water for the World Act.

Csaba Kőrösi, Hungarian Ambassador signed the Keep Your Promises petition calling for access to equal sanitation worldwide.

CATAPULT

Catapult, the online crowd funding platform dedicated to women and girls, committed to raising an additional US \$30 million and secure match funding of a further US \$30 million through a public-private partnership campaign.



UNIVERSAL EDUCATION

COTTON ON FOUNDATION

Global citizens took over 30,000 actions including purchasing Cotton On Foundation Products at the New York City Global Citizen Shops and via the Cotton On Website.

Cotton On Foundation pledged US \$40 million to educate 20,000 children in Southern Uganda by 2020.

REPLENISHING GLOBAL PARTNERSHIP FOR EDUCATION

Global citizens took over 75,000 actions calling for increased access to quality education, most of which focussed on replenishing the Global Partnership for Education.

Alice Albright, CEO Global Partnership for Education (GPE), announced a replenishment need of US \$26 billion to extend access to all children, including all 57 million that currently do not attend school. US representatives and other world leaders spoke in support of GPE, including Rep. Kay Granger, Rep. Charlie Dent and Christian Fris Bach, Denmark's Minister for Development Cooperation.



"We must empower the next generation of women to make their contribution to advancing society."

Ellen Johnson Sirleaf,
President of Liberia

"I will do my part to ensure that all children everywhere have access to vaccines and a chance at a healthy life."

Seth Berkeley,
CEO GAVI

Global Citizen launch rocks Australia

In partnership with the Cotton On Foundation, Global Poverty Project officially launched Global Citizen in Australia in September 2013 with a free, ticketed live feed of Global Citizen Festival in New York from Palais Theatre, St Kilda in Melbourne.

Complementing the live feed from New York, this event featured live performances from Australian artists New Empire and Evermore. We focused on key issues on the Australian policy agenda, including education, and the future of Australia's aid program. As a result of this launch event, thousands of Australians registered to take action on GlobalCitizen.org.

Guest speakers included Viv Benjamin, CEO of the Oaktree Foundation, who spoke on behalf of the Make Poverty History Coalition, and Ross Burrage, who spoke on behalf of the Cotton On Foundation.

The launch was presented in partnership with the Cotton On Foundation and generously supported by The Pratt Foundation and global technology partner Hewlett-Packard, as well as The ISIS Foundation (not the Islamic State!), Ticketmaster, Make Poverty History Coalition, and the Palais Theatre. Media partners included Nova 101.1 Commercial Radio, MTV, and Sunday Style magazine.



Live Below the Line 2013 rocks New Zealand into action

In August 2013, Global Poverty Project hosted a concert for global citizens in Auckland. With seven leading New Zealand artists including, Tiki Taane, Anika Moa, Jamie McDell and A Hori Buzz, New Zealand's global citizens came together to celebrate the launch of the New Zealand *Live Below the Line* 2013 challenge, empowering 2,500 ticket holders to take action.

The project created an album of unique songs and content that are currently being rolled out with our partner charities to put a spotlight on important global causes and raise funds for vital work.



Global Citizen Tickets

Global Citizen Tickets is an opportunity for global citizens to claim rewards for taking action to end extreme poverty. Global citizens earn points for taking action, which they can use to enter into our prize draw to win pairs of tickets to concerts and events in a wide range of cities.

Since launching in May 2013, Global Citizen Tickets has enrolled over 80 international artists and music festivals. Each participant has donated two tickets to each of their shows to Global Citizen. Global citizens using the site can earn enough points to purchase (with points) a position in our draw to win this pair of tickets. To date, Global Citizen Tickets has had nearly 20,000 entries for 700 shows generating 173,000 global citizen actions.

US ARTISTS: Katy Perry, Bruce Springsteen, Depeche Mode, My Morning Jacket, Jim James (My Morning Jacket), Ozomatli, Rihanna, Kanye West, Tony Bennett, John Mayer, Pearl Jam, Fleet Foxes, Kings Of Leon, Ke\$ha, Black Sabbath, Edward Sharpe and the Magnetic Zeros, Beyoncé, One Direction, JAY Z, Neil Young, Bruno Mars, Ozzy Osbourne, Dixie Chicks, Soundgarden, The Joy Formidable, Portugal. The Man, Animal Collective, Beirut, Grizzly Bear, The War on Drugs, Menomena, Sondre Lerche, JBM, CANT, Slightly Stoopid, Gotye, Temper Trap, Chvrches, Tim McGraw, Dierks Bentley, Brandi Carlile, Heart, Usher Raymond IV, Grace Potter and the Nocturnals, Drive by Truckers, Taj Mahal, Angélique Kidjo, Alabama Shakes, The Vaccines, Kaiser Chiefs, Crystal Castles, Vusi Mahlasela, The String Cheese Incident, The Disco Biscuits, Los Lobos, Linkin Park, Michael Franti & Spearhead, Nine Inch Nails, No Doubt, Bruce Hornsby, Fareoh, The Last Bison, Foo Fighters, Joe Satriani, Sasquatch! Music Festival, Voodoo Music Experience, Outsidelands, Coachella, Stagecoach, Lollapalooza, Austin City Limits Music Festival, Kristian Bush, Sweetlife Festival, Bonnaroo Music and Arts Festival, The Lumineers, STS9, Bonnie Raitt.

AUSTRALIA/NEW ZEALAND ARTISTS: Bob Evans, Eskimo Joe, Jebediah, Tigertown, Passenger, Birds of Tokyo, Cold Chisel, Dustin Tebbutt, John Butler Trio, Missy Higgins, Paul Mac, San Cisco, Asta, Bluejuice, Gypsy and the Cat, Josh Pyke, Midnight Juggernauts, North East Party House, Adalita, Tiki Taane, The Jezabels, The Rubens, Art vs. Science, DD Dumbo, YesYou, POND, Tame Impala, Seekae, Anika Moe, Six 60, I Am Giant, Louis Baker, Thomas Oliver, Moana and the Tribe, Muscles, Muriwai Festival.

UK ARTISTS: Alesso, Axwell, Ingrosso, Dirty South, Henrix, Russell Brand, South West Four festival, Lovebox festival, Latitude festival, Leeds festival, Reading festival.



GLOBAL CITIZEN TICKETS

700
Shows

20,000
Entries

173,000
Actions

THE END OF POLIO

THE END
OF POLIO

"I am alive and healthy today because Australian taxpayers contributed funds to vaccinate children - like me - in war-torn Afghanistan. I am incredibly thankful to have had this chance to lead a life free from polio, and I want to do everything I can to ensure that all children, no matter where they live, can be free of the fear of this devastating disease."

Akram Azimi, Young Australian of the Year, 2013.

The End of Polio

This year our campaigning helped secure over US \$800 million in new polio eradication commitments. But with outbreaks in Syria and the Horn of Africa our work is far from over.

Global Poverty Project has been involved with global polio eradication efforts since 2011. When the global community came together to release a new plan to eradicate polio by 2018, we immediately began working to help realize our shared goal.

Working closely with the Global Polio Eradication Initiative (GPEI) partners such as Rotary International, World Health Organization, UNICEF and the Bill and Melinda Gates Foundation, we were proud to contribute to the April 2013 Vaccine Summit which saw commitments of US \$4 billion towards the target of US \$5.5 billion needed to fully fund the eradication effort.

Campaigning for polio eradication was our number one priority for the first six months of 2013. By May these efforts, together with those of partners, had helped to secure US \$800 million for the GPEI from the Australian, Canadian, the Isle of Man and UK governments.

We took a four pronged approach, involving media, events, public action and direct advocacy. We worked to increase both the number and effectiveness of people taking action, directing their efforts towards wealthy governments who could most afford to contribute the necessary funds.

By the end of the year more than 32,000 global citizens had signed our petition, and 14,000 took further actions calling on world leaders to fully fund polio eradication. Global citizens wrote emails, penned letters, made phone calls, used social media and met with their elected officials to personally lobby for the eradication of polio. Together we helped build a global movement in support of eradicating this virus.

Unfortunately, the battle isn't over. There have been concerning outbreaks of polio in the Horn of Africa and conflict-torn Syria. These outbreaks, combined with security and operational challenges in Pakistan and Nigeria, present ongoing risks to the success of eradication programs.

As we know, political landscapes in the global north can also affect these programs. A recent change in government in

Australia has left a cloud hanging over the security of the AU \$80 million committed in May 2013 for polio eradication from 2014. Whether the new government will stand by this commitment is yet to be seen. In this case we commit to rallying our supporters to take further action geared towards convincing the Australian government to keep its promise on funding polio eradication.

Australia and New Zealand in focus

March 12, 2013 was a big day for *The End of Polio* campaign in Australia and New Zealand with both teams hosting polio-focused events at their respective parliaments. Julie Bishop, now the Australian Foreign Minister, commented at our Australian event that she "hopes that our legacy to future generations will be the total eradication of polio across the globe."

We also conducted presentation tours to raise the profile of polio eradication efforts, d'Arcy Lunn presenting through New Zealand and 2013 Young Australian of the Year, Akram Azimi touring Australia. Azimi capitalized on being honored Young Australian of the Year, a title awarded by the Australian government, to draw crucial attention to this important issue. He engaged with the media and spoke face-to-face with more than 300,000 people over the course of the year. Additionally, Simon McKeon Chair of Global Poverty Project Australia played a visible role as a business leader. This resulted in an AU \$80 million commitment to polio eradication from the previous Australian government. Following the election, we continue to advocate for the new government to confirm this commitment.

United Kingdom in focus

Our UK team invested their efforts in achieving a multi-year commitment from the UK government towards *The End of Polio*. Global Poverty Project mobilized global citizens to sign our petition, and by targeting embassies diplomatic missions in Britain with direct advocacy, we won. By combining our efforts with Rotary International and the Bill and Melinda Gates Foundation, the UK government announced their commitment of GB £300 million in six annual contributions of GB £50 million.

"By the end of the year more than 65,000 global citizens had signed our petition..."

The government of The Isle of Man (independent from the United Kingdom) made a commitment of GB £90,000 over three years. Importantly, the Isle of Man is not a traditional aid donor. We are proud of the efforts of global citizens, through our Global Poverty Ambassador program, for securing this smaller but significant victory towards *The End of Polio*.

United States in focus

In 2013, over 22,000 *The End of Polio* supporters and global citizens in the United States wrote emails to their politicians advocating for polio eradication. Our campaigners held 33 meetings on Capitol Hill demonstrating the groundswell of support for polio eradication to United States leaders. Responding to our US campaigns team and our supporters, *The End of Polio* champion Senator Collins (R-ME) said, "As the Senate discusses the fiscal year 2014 budget, I will keep the views of those who have signed this petition for polio eradication in mind." Senator Kirk (R-IL) showed his agreement when he said, "I support *The End of Polio* campaign and hope that we can soon see a world that is free from polio."

Canada in focus

Working alongside Rotary International, RESULTS Canada and the Bill and Melinda Gates Foundation, *The End of Polio* campaign in Canada played a key role in achieving a historic CA \$250 million commitment towards polio eradication from the Canadian government.

Combining grassroots advocacy from global citizens across the country with high impact educational efforts aimed at parliamentary leaders led to a robust and effective campaign. A particular highlight came on April 19, 2013 when *The End of Polio* gathered parliamentarians, members of Canada's Pakistani community, International Cooperation Minister Julian Fantino, Pakistani High Commission Akbar Zeb and Senator Salma Autaullahjan at Parliament in Ottawa. We also published a joint op-ed by Dominic Mishio, Global Poverty Project's Canada Country Director, and Minister Fantino in Ottawa Citizen and four other newspapers. The op-ed celebrated Canada's commitment to polio eradication and garnered 968,500 media impressions.

\$800m
New funding

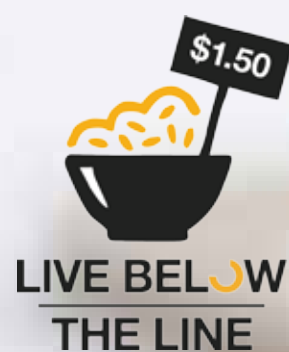
14,000
Political acts

5,900
Activists

174
Media pieces

416
in 2013

LIVE BELOW THE LINE



Live Below the Line

Live Below the Line changes the way everyday people think about poverty by challenging them to eat and drink for five days on the equivalent of the extreme poverty line.

Around 1.2 billion mothers, fathers, brothers and sisters face the unnecessary injustice of extreme poverty. Even though the extreme poor are working hard to overcome poverty themselves, they are working in systems that all too often work against them. To succeed, these individuals need support to change the broken rules, policies and practices that are trapping them in a cycle of extreme poverty.

Live Below the Line works in partnership with charities, NGOs and non-profits, raising funds to support the operations of organizations fighting hard to change this system. *Live Below the Line* is an experiential campaign that challenges participants, alone or in teams, to spend no more than the equivalent of US \$1.25 per day for five consecutive days on food and drink. This experience provides an eye-opening encounter with just a few of the difficult decisions that the world's poorest people face every day.

2013 saw significant increases in participation (61%), fundraising (91%) and media coverage. Since its inception, this campaign has successfully engaged 50,000 people, allowing them to experience something of the lack of choice inherent in extreme poverty, while raising US \$10 million for anti-poverty initiatives.

New Zealand in focus

New Zealand rocked into action for the *Live Below the Line* 2013 challenge, launching with an Auckland concert event. By living on just NZ \$2.25 per day for five days 1,800 challenge participants raised nearly NZ \$500,000 for 21 non-profits all doing vital work to alleviate poverty. Generating 13.7 million media impressions, the campaign raised awareness for our partners and the complex issues that cause poverty. Challenge participants overwhelmingly rated their experience as eye-opening and educational with more than 60% planning to take more action for the worlds poor.

United Kingdom in focus

The UK's 2013 *Live Below the Line* campaign saw 5,500 individuals participate, raising GB £940,000 for our 35

charity partners and securing a media reach of 196 million from 608 pieces. Our post participation survey showed that 40% of respondents had never taken action to end extreme poverty before they undertook *Live Below the Line*. Thus, we successfully engaged new supporters, reaching them with development issues and action for the first time. Over 17,000 participants and sponsors agreed to stay in touch with their chosen charity.

United States in focus

4,305 people participated in the United States' *Live Below the Line* campaign, raising US \$444,285 for 12 charity partners. A team of "Road Scholars" travelled across the United States giving 87 presentations and building engagement in the campaign. *Live Below the Line* achieved nearly 1.5 billion media impressions over the year. We were excited by support from celebrities like Ben Affleck, Sofia Bush, Josh Groban, and Carla Hall.

Canada in focus

Live Below the Line was a key feature in establishing Global Poverty Project in Canada. From our office in Toronto, we officially launched *Live Below the Line* in February. It was a successful inaugural year for the campaign, with participants fundraising over CA \$110,000 for six charity partners.

"This campaign has successfully engaged 50,000 people"

THE LIVE BELOW THE LINE EFFECT, 2013

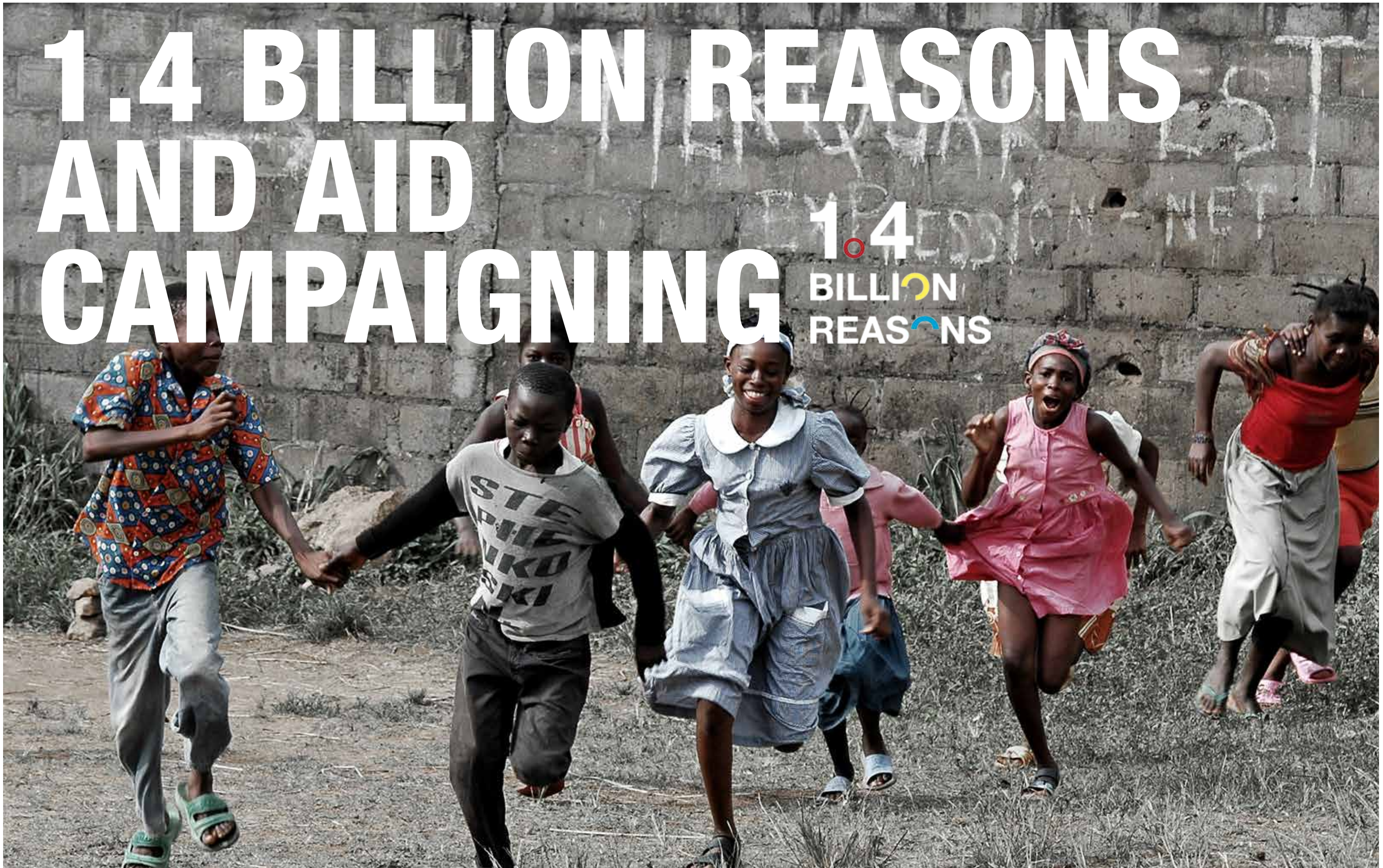
12,100
Participants

\$2,400,000
Funds raised

72
Charity partners

1.4 BILLION REASONS AND AID CAMPAIGNING

1.4
BILLION
REASONS



1.4 Billion Reasons and aid campaigning

As the 1.4 Billion Reasons presentation enters its final year as a strategic priority, we celebrate reaching over 200,000 people, with its positive message of hope and call to action.

Throughout 2013, we've upheld our strategy of activating and maintaining global citizens as effective campaigners throughout 2013. Despite achieving more Global Citizen actions than ever before and celebrating some strong wins we've not always achieved the extent of impact for the world's poor that we aspired towards.

In Canada and the United Kingdom we continued to build public and political support that sees both governments sticking to their existing commitments. We're particularly proud that the UK has stood by their 0.7% aid budget, even under pressure. However, we are mindful that despite raising public support and building strong relationships with the British and Canadian governments, even working in collaboration with the whole development sector, our efforts may not be sufficient to protect sustainable aid budgets from external shocks, which means that the resources to end extreme poverty by 2030 are far from assured.

In Australia, foreign aid became a victim of politics, with both major parties slashing their commitment to aid in the run-up to the election. Despite sector wide best efforts, a lack of public understanding and support for foreign aid has made it an easy target for budgetary cuts. The development sector now faces the huge task of rebuilding the political support necessary for Australia to fulfil its promises to the world's poorest people.

As the Millennium Development Goals are set to expire and be replaced in 2015, it became clear that our 1.4 Billion Reasons presentation requires significant overhauling.

Having reached over 200,000 people through the 1.4 Billion Reasons presentation since its inception, and aware that the efforts of our sector will be radically refocused by the upcoming Sustainable Development Goals, we placed our strategic efforts towards resourcing Global Citizen through our GlobalCitizen.org platform.

United Kingdom in focus

Through 2013, our grassroots ambassadors initiative continued to share the 1.4 Billion Reasons message in communities across

the United Kingdom, in partnership with The Co-operative and Concern Worldwide and with support from Joffe Charitable Trust.

150 Ambassadors were trained and supported, delivering 1.4 Billion Reasons presentations 293 times to more than 23,000 people and providing a platform to activate Global Poverty Project's other campaigns at an intimate, community level.

After years of consistent pressure from Global Poverty Project, the sector at large and global citizens, the UK government achieved 0.7% of Gross National Income (GNI) for overseas aid in 2013. These funds are important for improving the lives of millions through crucial programs. The UK's commitment also serves as an example for other higher income country's governments, by demonstrating that making significant contributions to aid and development can still be made a priority, even when times are financially difficult.

Australia in focus

In Australia, our Youth and Schools Program, delivered in partnership with Plan International, engaged young people as leaders in the movement to end extreme poverty. In 2013 we made some revisions to the 1.4 Billion Reasons presentation, rebranding as the *Global Citizen Presentation* in Australia only. This small divergence with the rest of our global delivery enabled us to test how our presenting might better reflect our launch of Global Citizen in a country market, and recognize the global conversations about the post-2015 development agenda which will determine the new Sustainable Development goals. The *Global Citizen Presentation* reached over 15,000 young people in Australian schools and youth organizations.

United States in focus

Taking a similar approach to Australia, our United States office adapted the 1.4 Billion Reasons presentation to incorporate new materials available from the GlobalCitizen.org platform. We gave the presentation 104 times across the country in 2013, reaching 8,777 people. After seeing the presentation, 48% of our audience committed to take further action towards the end of extreme poverty.

THE 1.4 BILLION REASONS AND AID CAMPAIGNING EFFECT

200,000

People reached since 2009

51,400

People reached in 2013

209

Decision-maker contacts

28

Decision-maker statements



OTHER CAMPAIGNS



**It Takes Two
See Through Fashion
The Big IF Campaign**

It Takes Two

Most men have the right to determine their own futures. It Takes Two seeks to extend that right to every girl and woman through access to education, contraception and economic opportunity.

The goal of *It Takes Two* is to promote gender equality, especially in health and education, by building a mass constituency around the world of support for equality for girls and women. We're proud to have launched this campaign together with Women Deliver at their conference in Kuala Lumpur in May 2013.

Our primary campaign focus is to build support for family planning on a global scale. We will continue building momentum on this issue by raising awareness of existing and as yet unfulfilled commitments made at the London FP2020 summit in July 2012, supporting access to modern contraceptives and family planning information. We'll keep calling on countries to be accountable for their commitments, which amount to US \$2.6 billion.

The campaign specifically targets young people using online and mobile tools, making advocacy relevant and fun. By tracking actions on the GlobalCitizen.org platform, users accumulate points for rewards.

It Takes Two demonstrates that aligning digital entertainment, grassroots organizing and social media opens up opportunities for young people to gain vital information and participate in civil society. This bridges the gap between young people and the leaders who set policy priorities.

In its first six months, *It Takes Two* engaged over 50,000 global citizens in 25 different countries to take over 100,000 actions in support of women and girls, reaching 45 million people in the press internationally.

The goal of
It Takes Two is to
promote gender equality

THE IT TAKES TWO EFFECT

25
Countries

50,000
Global citizens

114,378
Actions



See Through Fashion

The clothes we buy should lift people out of extreme poverty not trap them in it.

See Through Fashion was the UK's first Global Citizen campaign, responding to the Rana Plaza factory collapse, an eight-storey textile manufacturing industrial building in Dhaka, Bangladesh. Like many in Bangladesh, garment workers in Rana Plaza worked in unsafe conditions for extremely low wages. Despite working in the country's largest industry, most families dependent on the textile industry for their income continue living below the extreme poverty line. There are currently 4 million people making clothes, 3.6 million of these are women.

As the Bangladeshi textile and garment industry is a major supplier to the UK fashion industry, *See Through Fashion* aimed to secure five of the leading British clothing retail companies to sign the Bangladesh Fire and Safety Accord to ensure that no British retailer sells clothes made by workers in unsafe conditions or receives unfair pay. The Bangladesh Safety Accord is a first step toward addressing this problem, requiring all signatories to release information about their supply chains and creating a legal framework to protect workers against unsafe conditions.

Through a combination of tactics including mailing, targeting companies through social media, and placing articles in news and fashion press, *See Through Fashion* secured four of the five corporate commitments we campaigned for, adding to the sector pressure that resulted in a 70% increase in the basic wage of Bangladeshi garment workers.

THE SEE THROUGH FASHION EFFECT

**4 OUT OF 5
TARGET
COMPANIES**

signed the Bangladesh Safety Accord, resulting in a 70% increase in garment workers' basic wage.



Enough Food for Everyone IF

Global Poverty Project UK was proud help lead this joint campaign, securing GB £2.7 billion for nutrition and a tax transparency agreement with our partners.

In June 2013 the UK government, as part of the UK's presidency, chaired the 39th G8 summit of world leaders.

Otherwise known as *The Big IF*, the campaign strategically aimed to pressure G8 country leaders into taking action on nutrition, food security, tax and transparency. Global Poverty Project helped lead the coalition as a member of the Board and organizing committee.

The campaign stood up for the nearly one billion people who go to bed hungry every night and the three million children who die from malnutrition every year. The *Enough Food for Everyone IF* campaign brought together 208 organizations and tens of thousands of campaigners in the UK to call for the end of global hunger.



THE BIG IF COALITION EFFECT

£2.7 BILLION
Financial commitments

45,000
Hyde Park event attendees

208
UK NGOs aligned in one coalition

1,000,000
Online reach

NUTRITION AND AID

We called on the Chancellor to meet our historic commitment to spend 0.7% gross national income (GNI) on aid. We won!

We asked for donations for to tackle malnutrition from other governments and donors, raising £2.7 billion in new pledges.

We also called for improved tax transparency to overcome tax dodging. While the argument has been won with the general public, the political battle remains.

Looking ahead

In 2014, we're scaling up the Global Citizen movement by engaging hundreds of thousands more people in the fight to end extreme poverty by 2030.

In 2014, we will focus on ending extreme poverty by 2030 by creating an unstoppable movement of global citizens. By recruiting hundreds of thousands of new global citizens, all taking actions that secure policy wins on key issues like vaccines and education, we'll scale up the movement in the United Kingdom, Australia, New Zealand and Canada, and extend our reach and operations in the United States to end extreme poverty by 2030.

Increasingly, we'll operate global campaigning strategies that achieve impact for the world's poor by positioning the Global Citizen movement at the heart of everything we do. We have seen that when we operate together, we achieve so much more for the world's poor. We'll also be making a significant investment in the Global Citizen technology, enhancing our ability to leverage the power of the GlobalCitizen.org platform in all five countries we operate in.

ZERO POVERTY 2030

In 2013, Global Poverty Project committed the Global Citizen movement to do all it can to create a world without extreme poverty by 2030. We now know, thanks to the research of the World Bank, that if all nations commit to developing and funding implementation plans, reaching our goal is possible. Inspired by the actions of global citizens signing a petition calling for these plans, Dr. Jim Yong Kim, President of the World Bank, responded that he will personally present the petition to the 188 finance ministers attending the World Bank meeting in April 2015. So far, 65,973 people have signed this petition. Global Poverty Project has set a goal, to reach 100,000 signatures by April 2014, and we won't stop there: over the next 12 months we will push to grow this campaign globally and demand action from finance ministers worldwide.

THE FULLY IMMUNIZED CHILD

The Global Alliance for Vaccines Initiative (GAVI) is a multilateral public private partnership saving children's lives and protecting people's health by increasing access to immunizations in poor countries. The GAVI Alliance's new strategy aims to resource

the immunization of 29 million infants, saving the lives of six million children. Global citizens will be campaigning extensively throughout 2014 in the US, Canada, the UK, Australia and New Zealand to ensure GAVI receives this life-saving funding. That's because every child, no matter where he or she is born, has the right to a healthy life and routine vaccines are the cheapest, most effective way to ensure that kids can live happy, healthy lives.

EDUCATION

Despite the world's promise to put every child in school by 2015, 57 million children lack access to an education. 31 million of these children are girls, and tens of millions more drop out of school early to support their families. Global citizens are campaigning in 2014 for the Australian, British, Canadian and US Governments to make significant contributions to the Global Partnership for Education.



Photographer: Susan Sinclair-Bell

Organization & management

Global Poverty Project is registered as a non-profit/charitable entity in five countries, with our head office in the United States, and country offices in Australia, New Zealand, United Kingdom and Canada. Canada is the newest member of the Global Poverty Project family, opening in February 2013.

In 2013, we continued to focus on developing partners and fostering new global citizens as we expanded our market. We've also seen some changes in our global leadership team. The global leadership team holds day-to-day management responsibility for the smooth running of Global Poverty Project's operations and sets the organization's strategy with agreement from the board.

AS OF THE END OF 2013, OUR KEY LEADERSHIP STRUCTURES INCLUDED:

GLOBAL BOARD:

Peter Murphy (chairperson)
Simon McKeon
Martha Fray
Hugh Evans (ex officio)

GLOBAL LEADERSHIP TEAM:

Hugh Evans	CEO
Simon Moss	Managing Director, Programs
Wei Soo	Managing Director, Operations
Jane Atkinson	Director of Communications
Michael Trainer	Creative Director
Michael Sheldrick	Policy and Advocacy Manager
Justine Lucas	US Country Director
Stephen Brown	UK Country Director
Dominic Mishio	Canada Country Director
William Waterson	NZ Country Director, Acting AU Country Director



**Global Poverty Project
in Canada**
In 2013, Global Poverty
Project established our
Canada office in Toronto.

Governance

Global Poverty Project is governed by a global board, supported by country boards and advisory committees.

The global board approves strategy goals, plans and budgets and ensures country consistency. Additionally, the global board approves policies and ensures robust compliance systems are in place. The board meets at least six times a year and operates in line with our Governance Policy and Global Board Charter. Country boards meet at least quarterly, and operate in line with our Governance Policy and our Country Board Charter.

GLOBAL POVERTY PROJECT CONSISTS OF THE FOLLOWING LEGAL ENTITIES, WITH THE FOLLOWING BOARD MEMBERS IN 2013:

PARENT ENTITY: Global Poverty Project, Inc. Registered 501(c)(3), EIN: 42-1772557. Board members: Peter Murphy (chairperson), Simon McKeon, Martha Fray, John Wilkerson, Hugh Evans (*ex officio*).

USA: Global Poverty Project, Inc. Governance for US-specific activities provided by a US advisory board: John Wilkerson, David Ray, Alan Court, Anthony Gordon, Trish Daley.

UNITED KINGDOM: Global Poverty Project UK. Registered Charity in England & Wales #1137815. Board members: Martha Fray (chairperson), David Fletcher, Laurie Lee, Patty O'Heyer, Elisha London (*ex officio*), Hugh Evans (*ex officio*).

CANADA: Global Poverty Project. Board members: Martha Rogers (chairperson), Tony Chapman, Paul Koidis, Hugh Evans (*ex officio*).

AUSTRALIA: Global Poverty Project, Ltd. Board members: Simon McKeon (chairperson), Michael Smellie, Ian Allen, Samah Hadid (*ex officio*), Hugh Evans (*ex officio*).

NEW ZEALAND: Global Poverty Project. Board members: Will Watterson (chairperson), Simon Moss, Hugh Evans.

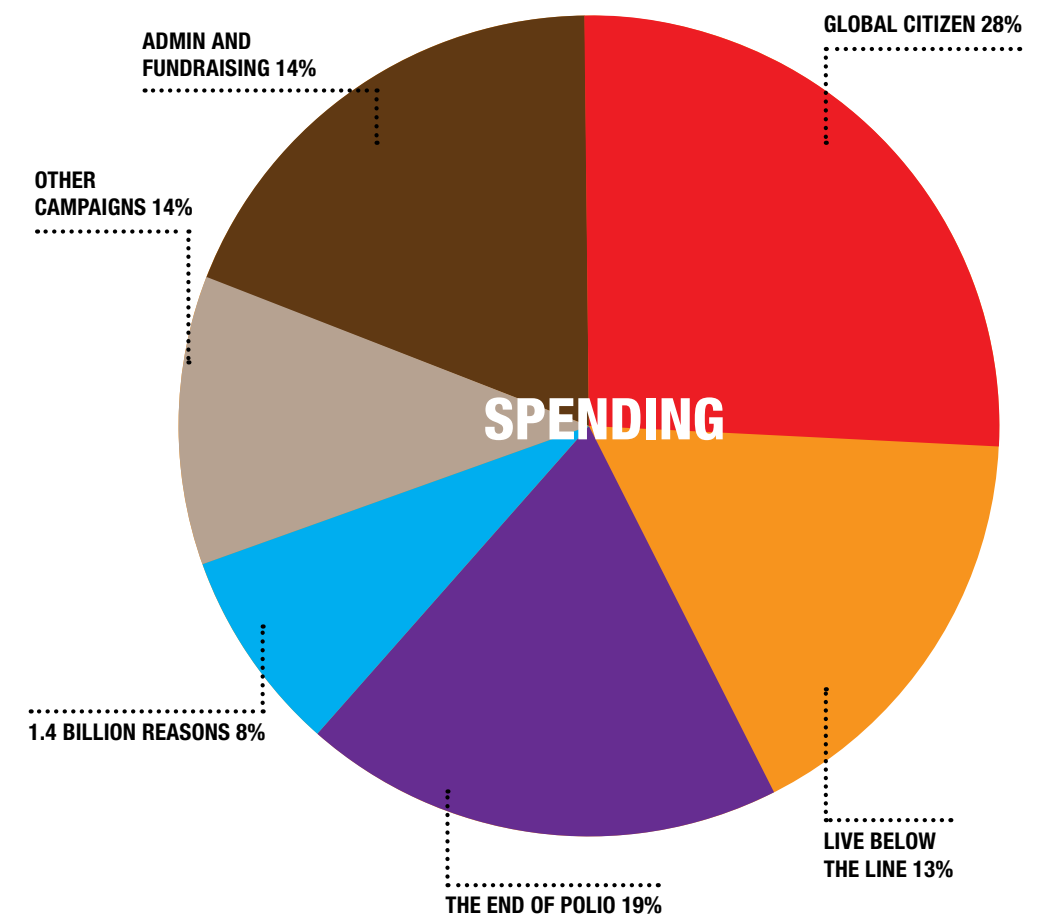
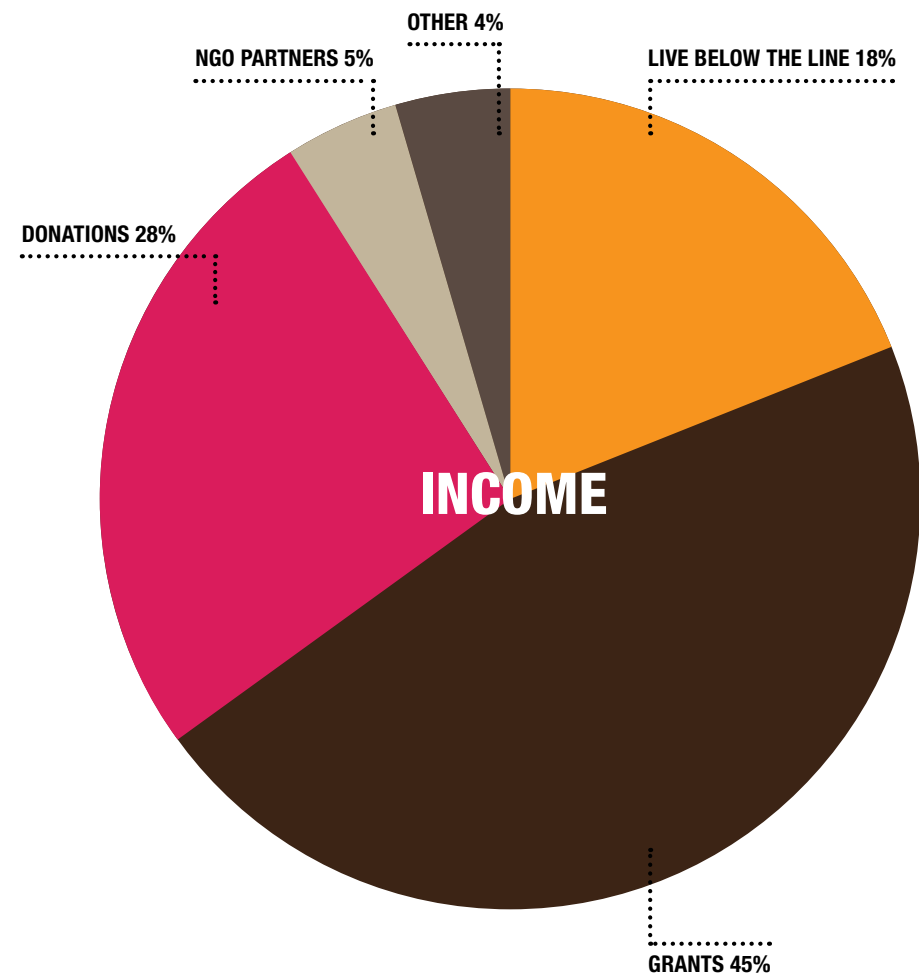
Finances

Accounts are overseen and audited on an entity by entity basis, with full financial information available in the governance section of our website, www.globalpovertyproject.com/governance/

We believe in transparency and accountability for our own operations as much as we believe in transparent systems for the world's poor. Full details concerning our financial accounts, governance structures, and global and country board members can be found at globalpovertyproject.com/governance/. We have also published our annual reviews at the same link.

This section provides a brief summary of the consolidated finances of all five Global Poverty Project country offices. We saw continued growth in 2013, with a 30% increase in amalgamated turnover, from US \$9.5 million to US \$12.1 million. The Global Citizen Festival was again the largest single initiative undertaken by Global Poverty Project, with the Festival fully funded through a mixture of sponsorship, donations and grants, and event income including some ticket sales.

EXCLUDING THE GLOBAL CITIZEN FESTIVAL, OUR INCOME AND EXPENSES CAN BE SUMMARISED AS BELOW:



Thank you partners

Our heartfelt thanks to all our partners throughout the world. Together, we can end extreme poverty.

In 2013 we worked with Cotton On Foundation as our presenting partner for the Global Citizen Festival. We also partnered with HP and HP LIFE, FedEx, Pratt Foundation, Sumner Redstone Foundation, Coca-Cola, EcoCycle, unite4:good, Citi Bank & The Color Run, Podio and Allen & Overy. Other partners included, Mohawk Digital, The Riot House, NYC Parks, and LCD Hospitality.

GLOBAL CITIZEN FESTIVAL MEDIA PARTNERS

BROADCAST: Clear Channel Media + Entertainment, NBC.

PRINT/ONLINE: The New York Times, RYOT News, Time Out New York.

OUTDOOR: CBS Outdoor, The Chuck Agency, City Outdoor, Clear Channel Outdoor, Clear Channel Spectacolor, Thomson Reuters.

GLOBAL CITIZEN FESTIVAL HOSTS: Soledad O'Brien – our lead host with Barbara Pierce Bush, Bono, Bridget Moynahan, Deborra-Lee Furness, Erin Heatherton, Freida Pinto, Gerard Butler, Jake Clemons, Karolina Kurkova, Katie Holmes, Olivia Wilde, Prof. Jeffrey Sachs, Professor Muhammad Yunus, Rachel Brosnahan, Russell Simmons, will.i.am..

GLOBAL CITIZEN FESTIVAL SPEAKERS AND INFLUENCERS: Alice Albright – CEO GPE, Ban Ki-moon – UN Secretary-General, Claudia Gonzalez – Global Fund, Congressman Chaka Fattah, Congressman Earl Blumenauer, Csaba Kőrösi – Hungarian Ambassador to the UN, David Ray – Care US, Dr. Rajiv Shah – USAID, Ellen Johnson Sirleaf – President of Liberia, H.E. Dr. Tedros Adhanom, Jim Yong Kim – President of World Bank, Kweku & Ndaba Mandela, Mary – Crown Princess of Denmark, Najib Razak – Prime Minister of Malaysia, Rachael Swanson – UNICEF, Joyce Banda – President of Malawi, Randall Lane – Forbes CEO, Rick Leach – WFP, Seth Berkley – CEO of GAVI Alliance.

GLOBAL POVERTY PROJECT PARTNERS

FOUNDATIONS

The Co-operative Foundation
Cotton On Foundation
Joel Joffe Foundation
The Pratt Foundation
PVBLIC Foundation
Sumner Redstone Foundation

NON-PROFITS/ NGOS

A World at School
Action Against Hunger
Action on Poverty
Aotearoa Development Cooperative
Bead for Life
Build Africa
CARE USA
Catapult
charity: water
Childfund NZ
Childhope UK
Christian Aid
Christian World Service NZ
Chuck
Concern Worldwide
DAWNS Digest
The Earth Institute
Eastern Congo Initiative
Engineers Without Borders
Fair Trade ANZ
Forum
Fred Hollows Fund
GAVI Alliance
Giving Africa
Global One Foundation
Global Partnership for Education
Global Volunteer Network
Foundation
Habitat for Humanity
Half the Sky Movement
The Happiness Assembly Happy
Hearts Fund
Health Poverty Action
Heifer International
HIAS
HOPE

The Hunger Project
Indian Ocean Disaster Relief
The ISIS Foundation*
** Not the militant Islamic State!*
Karunai Illam Trust
Keep a Child Alive
Kidnected World
Kiva
Leaders' Quest
Leprosy Mission
Made in Europe
Make it Happy
Make Roads Safe
Malaria No More
Mike Campbell Foundation
Milaap
NPH
NVader
Nyaya Health
Opportunity International
Orphans Aid
Oxfam
P3 Foundation
Palms For Life Fund
Partners Relief & Development
Peace Direct
Pencils of Promise
Plan International
Positive Women
Progressio
Rainforest Foundation US
Raleigh International
Restless Development
RESULTS UK
Rising Star Outreach
Salvation Army
Save the Children
Schistosomiasis Control Initiative
Somali Relief and Development
Somaly Mam Foundation
Spafford Children's Center
Spinning Top
St Vincent de Paul
Tearfund
Think Global
To Catch a Dollar
Toilet Hackers
Tony McClean Nepal Trust
Tzedek
Ubuntu Education Fund

UNICEF
unite4:good
United Nations (We can end poverty 2015 Millennium Development Goals)
VSA
VSO
Water Collective
Women Deliver
The World Bank Group
World Food Program USA
World Vision

PRIVATE SECTOR

AEG
Allen & Overy
Billionaire.com
Black Ship
Citi Group
Clear Channel
Coca-Cola
The Color Run
Costa Vida
Cotton On
EKOCYCLE
FedEx
Flip Flip Wines
Forbes
Grand America Hotel
Hewlett-Packard + HP LIFE
LC Hospitality
LDV Hospitality
Mohawk Digital
More Partnerships
Peczu Printing
Podio
Qui Tequila
ReverbNation
RFR/Paramount Hotel
The Riot House
Starr African Rum
Stella Artois
Vivent

PUBLIC SECTOR

Adelphi University
NYC Parks Department

Our work wouldn't be possible without the dedication of our partners.
THANK YOU.

THANK YOU SUPPORTERS

Our staff and interns

To all our staff and interns, we are proud of what our small but well formed team can accomplish — it takes our breath away.

Volunteers

We are indebted to everyone that has worked with us in the course of the year in a voluntary capacity, from our Global and Country board members to our advisors, our ambassadors and volunteer presenters and especially everyone who made Global Citizen Festival 2013 possible.

Global citizens

Without the power of our incredible Global Citizen movement, which grows every day, we would not achieve impact worthy of this report. Your actions and passion for the cause bring us ever closer to a world without extreme poverty.

GLOSSARY OF ACRONYMS

AU	Australia/ Australian
BT	British Telecom
CA	Canada/ Canadian
CEO	Chief Executive Officer
GAVI/GAVI Alliance	Global Alliance for Vaccines Initiative
GB	Great Britain/ Great British
GNI	Gross National Income
GPE	Global Partnership for Education
GPEI	Global Polio Eradication Initiative
HP	Hewlett Packard
NGO	Non Governmental Organization
NZ	New Zealand
UK	United Kingdom
UN	United Nations
UNICEF	United Nations Children's Fund
US	United States
USAID	United States Agency for International Development

This annual review covers all Global Poverty Project operations globally for the period from 1 January to 31 December 2013. Global Poverty Project is a non-profit charity registered in USA, United Kingdom, Canada, Australia and New Zealand.

Parent entity: Global Poverty Project Inc, Registered 501(c)3, EIN 42-1772557

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For full governance and contact information for our country offices, please visit www.globalpovertyproject.com