



# GIVING

REPORT 2024

CREATING A WORLD FULL OF GIVING





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Section 1

# PRESIDENT'S FORWARD

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*“No act of kindness, no matter how small, is ever wasted.”*

Aesop



## WORDS FROM THE PRESIDENT

### Looking Back, Gearing Up

Like most folks, I enjoy reviewing and savoring past accomplishments from time to time. But always with one eye on the future.

That's how I'm feeling as I pen this message. At B1G1 Giving, even as B1G1 Members in some countries continued to struggle through economic recoveries, 2024 gave us some significant reasons to celebrate. We logged – or rather, you logged – another 25 million plus Impacts, a reflection of the seemingly unstoppable generosity of you and your respective teams.

We also added two new Worthy Causes to our burgeoning portfolio – now numbering 82 Worthy Causes, with more than 450 projects in 48 countries. And, thanks to your generosity, we were able to support critical relief efforts in response to the devastation caused by Hurricane Helene in the United States.

Importantly, speaking of celebrations, after a hiatus of more than 5 years, we were finally able to bring back our super-popular B1G1 Study Tour (the non-virtual version). Focused on several of our Worthy Cause partners in Cambodia, the 2024 Tour was, as always, both eye-opening and heartwarming for everyone involved. Among other activities, Study Tour participants delivered bicycles to This Life Cambodia beneficiaries who previously made long journeys every day from their village to attend school. On another day, Tour participants and Child's Dream representatives rolled up their sleeves, weathering four hours of hard work, sore backs and blistered hands to build a playground for children at the Phnum Leab Primary School. While our Virtual Study Tours over the past several years have been very well-received, there is nothing quite like visiting with on-the-ground teams from our Worthy Causes, learning about their work, lending a helping hand, and meeting the many beneficiaries they serve every day. It truly is a moving experience.

As the year ended, we focused attention on some internal Board processes, to make sure we are following best nonprofit management practices. We were also very fortunate to identify a highly-qualified candidate to add to the B1G1 Giving Board – Yannis Apostolopoulos – who formally joined the Board at its February 2025 meeting. With this new Board seat filled, we feel we are well-positioned for the 2025 growth plans of B1G1 Pte. Ltd.

Our heartfelt thanks go out to all of you – B1G1 Members and their employees, Worthy Cause partners and their teams, and the many supporters of the B1G1 Movement all around the world – for your generosity and your commitment to make the world a better, safer, and more giving place.

**PAUL PETRUCELLI**  
PRESIDENT, B1G1 GIVING INC.



A background image showing a group of children sitting at desks in a classroom, viewed from behind. The entire image is covered with a semi-transparent red overlay.

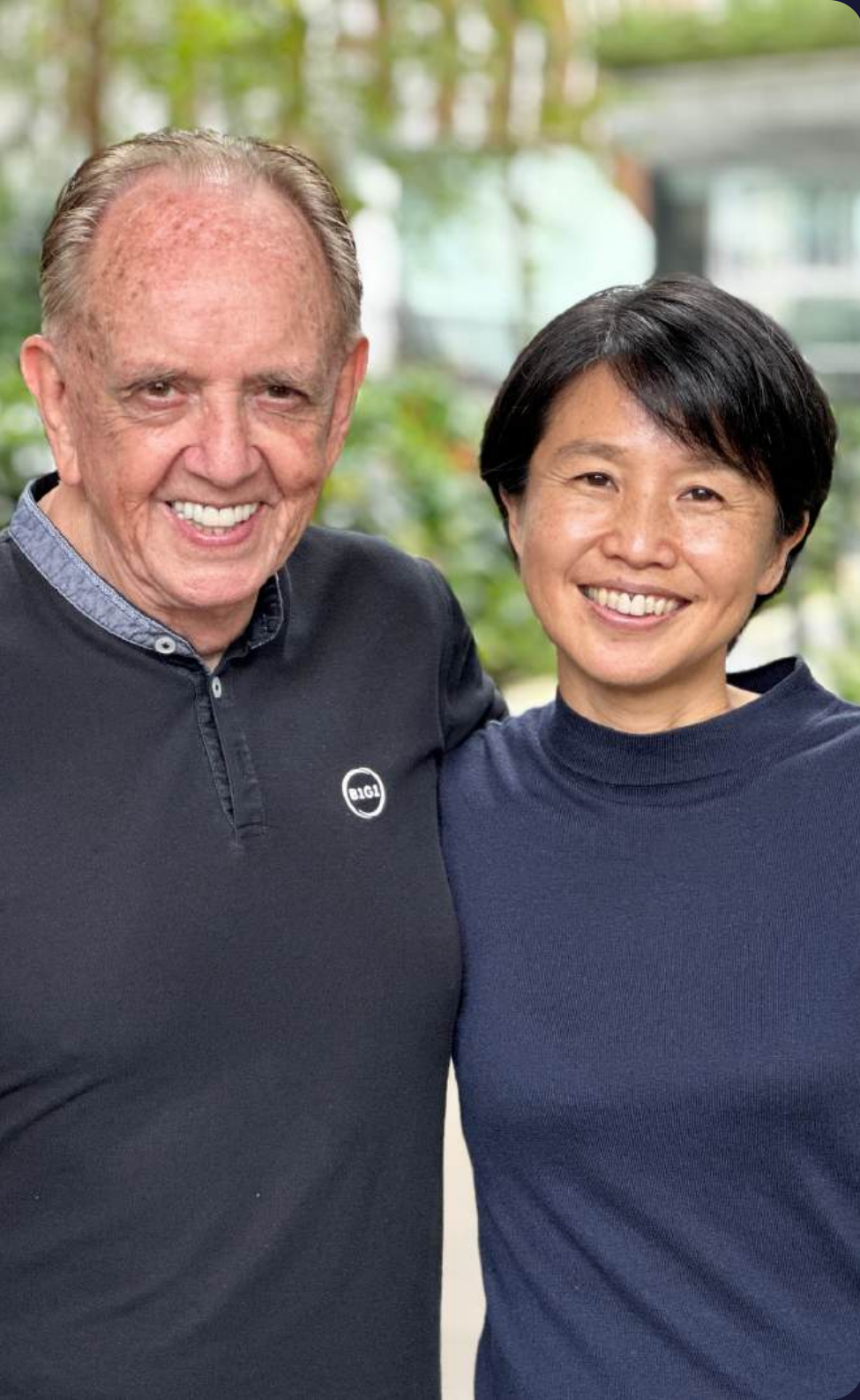
Section 2

# THE B1G1 MOVEMENT

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*“To the world you may be one person, but to one person you may be the world.”*

Dr. Seuss



## LOOKING FORWARD!

2023 was, to say the least, turbulent in many ways for B1G1 and for our Members too..

We also received some ‘overtures’ that could have changed the entire organization structure. This created a period of deep reflection for us.

A few years prior to that, we had started to work towards becoming rather like a ‘SaaS’ platform to make impact creation easy for our Members (‘users’ in SaaS world). And with that comes an idea of scaling and what it means to scale, and what’s required to do so.

Yet in the process of reflection, we remembered something we nearly missed to recognise; that the magic of B1G1 really was the community of our Members who embraced B1G1 and the ‘Business for Good’ idea as their identity.

The outcome of that realization is our new step towards maximizing the Membership value proposition and seizing the opportunities that the new perspective brought.

The result was that we ended 2023 with a renewed sense of clarity, brand new structures and a deeply committed team. It means that 2024 is going to be a foundational year with ‘key seats’ filled with great people to let both of us build B1G1’s membership and presence globally.

It’s a great example of the phrase we heard from a famous poet in the UK: “Have you ever noticed when things break ..... they open.”

And to celebrate that, we launched the new logo and branding in late 2023 — a new ‘openness’ and forward motion.

As we said last year, B1G1 is not about us, it’s about something so much bigger than us. And as always, we’re looking forward so much to making that the reality ... together with you.

**MASAMI SATO & PAUL DUNN**  
B1G1 FOUNDERS





## OUR MISSION

### To Create Giving Businesses

So that together we create positive impacts in the world every day and in every way.

## UNIQUE APPROACH OF B1G1

Impact - We ensure that your contributions are always made impactful and effective.

Habit - We help businesses around the world integrate effective giving into their everyday business activities.

Connections - We develop resources to help you form meaningful connections that make a real difference.

## HOW IT WORKS

B1G1 is uniquely funded by a Business Membership Program. It sets B1G1 apart from other giving initiatives that rely on donations to sustain them. In this way, B1G1 provides businesses with greater giving opportunities as well as fantastic tools and resources that add significant value to them.

### MEMBERSHIP PROGRAM

#### BUY1GIVE1 PTE LTD

BUY1GIVE1 PTE LTD is a Social Enterprise established in 2007 and headquartered in Singapore. It supports, inspires, and educates businesses globally and runs the B1G1 Business Membership Program.

Key Responsibilities:

- Creating value AND values
- Ensuring sustainability
- Maximizing connectivity

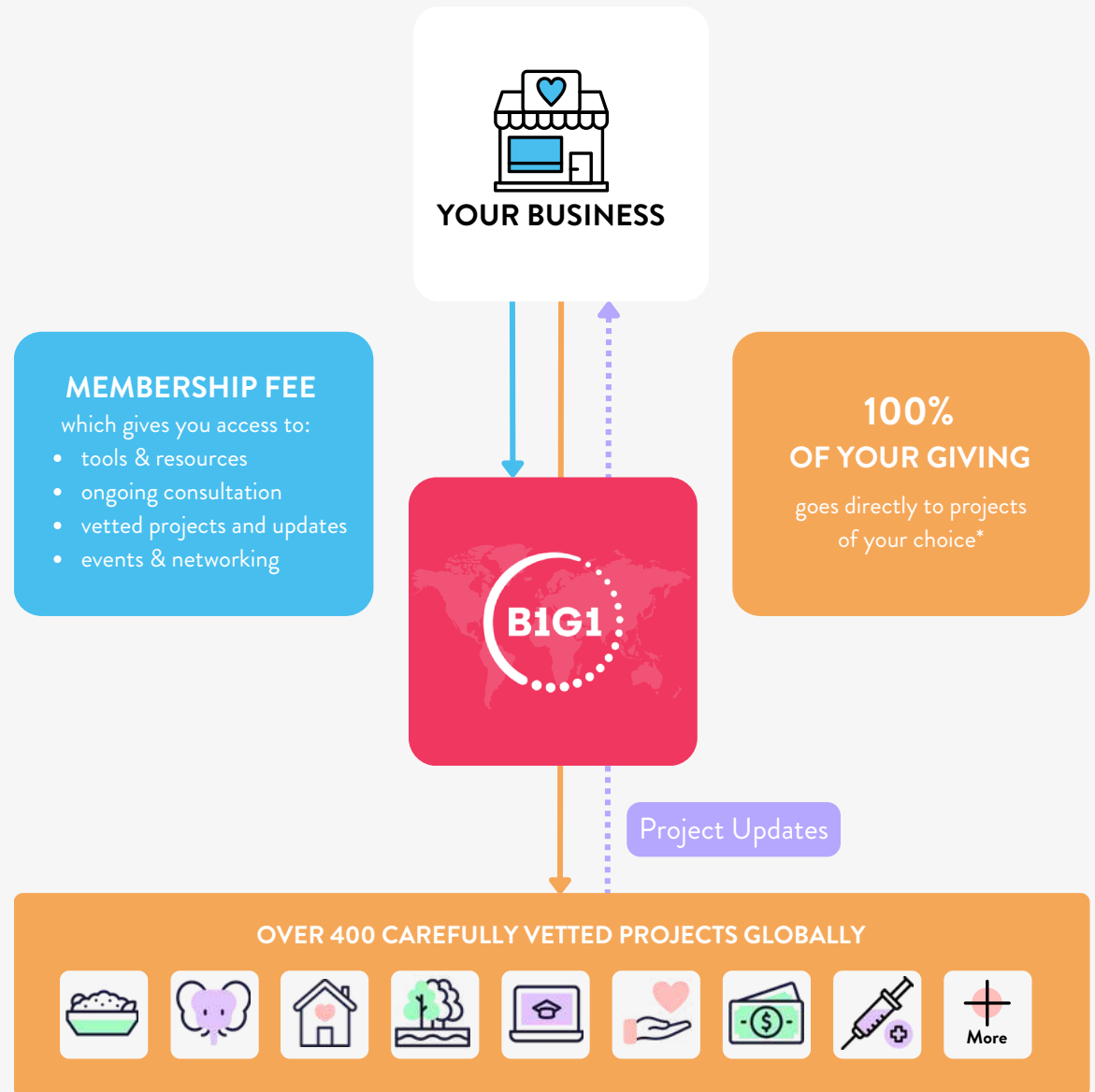
### CONTRIBUTION MANAGEMENT

#### B1G1 GIVING INC.

B1G1 GIVING, INC. Previously a Singapore registered Society, B1G1 Giving moved to the US to become a 501(c)(3) registered Charity. It helps selected charity organizations receive funds to create much-needed social impacts.

Key Responsibilities:

- Enabling impactful giving
- Ensuring integrity and transparency
- Enhancing effectiveness





The background of the slide is a photograph of four students in a library, wearing face masks and using calculators. The image is overlaid with a semi-transparent red filter. The students are seated at a table, and bookshelves filled with books are visible in the background.

Section 3

# 2024 KEY ACTIVITIES

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*“Act as if what you do makes a difference. It does.”*

William James

***In 2024, B1G1 Giving Team focused on increasing the value of its program for B1G1 Business Members and engagement with our Worthy Causes.***



### **The return of the B1G1 Study Tour!**

The last Study Tour we hosted before the pandemic was in October 2019. And finally, we managed to host our first Study Tour in 5 years. Visiting some of the Worthy Causes that have grown significantly made us realise the power of long-term efforts.

Seeing the real progress made on the lives of people and key initiatives, we felt the enormous sense of gratitude for everyone involved in the collective work for the past 18 years.

### **Improved alignment with the B1G1 initiative focus**

As the B1G1 initiative worked through important reflections in 2024 to re-identify as a community centric, member-driven initiative, we recognised the importance of the role the B1G1 Worthy Causes play in creating the deeper sense of connection - through better story-telling and meaningful content sharing.

We hosted a session to introduce some of these ideas with the Worthy Cause representatives and also invited many of them to participate in regional member events.

### **Updated Worthy Cause dashboard development**

So far, the B1G1 platform was primarily designed for B1G1 Business Members. But finally, we decided it's about time that we also make a significant improvement in the Worthy Cause user dashboard.

And as a result, we came up with some simple yet useful changes to make it easier for our Worthy Causes to send in their project updates or compliance documents. Of course, there is so much more to be done. But we have taken important steps forward.



A young orangutan is perched in a tree, holding and eating a piece of fruit. The background is a dense forest with many green leaves. The entire image is covered with a semi-transparent red overlay.

Section 4

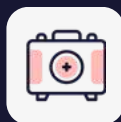
# 2024 IMPACTS

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*“The smallest act of kindness is worth more than the grandest intention.”*

Oscar Wilde

## IMPACTS BY CATEGORIES

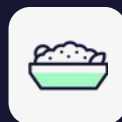


### HEALTH

Impacts

**19,358,136**

Access to clean water and sanitation, healthcare, and mental and emotional support are crucial to good health – the real wealth of a person.

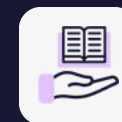


### FOOD

Impacts

**5,996,395**

Our projects ensure people, especially children, have access to healthy meals and supplements necessary for a healthy life.

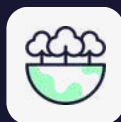


### EDUCATION

Impacts

**1,288,150**

Education is the key to a brighter future. By providing access to education, we're empowering communities to break out of the poverty cycle.

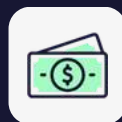


### ENVIRONMENT

Impacts

**3,705,486**

By protecting the Earth, we're not only protecting our home but also ensuring a sustainable future for generations to come.

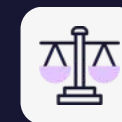


### INCOME GENERATION

Impacts

**1,222,842**

Encouraging entrepreneurship and job creation is key to economic growth, higher productivity and innovation, and greater societal stability.



### HUMAN RIGHTS

Impacts

**356,193**

Everyone deserves to be heard, from the elderly to children in prison to refugees. Our projects help give them a voice.

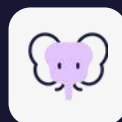


### LIFE ENHANCEMENT

Impacts

**6,711,541**

It is important to create a world where everyone lives and thrives in an environment that gives them the best opportunity possible.



### ANIMALS

Impacts

**3,611,368**

Caring for animals is essential to promoting a compassionate world. Our projects focus on ensuring their well-being and protecting their habitats.



### SHELTER

Impacts

**228,936**

Giving a house and a home is crucial to regaining a sense of security and offers the homeless a second chance to rebuild their lives.



## IMPACTS BY THE SUSTAINABLE DEVELOPMENT GOALS (THE SDGS)



**1,155,413**  
Impacts



**1,999,402**  
Impacts



**12,547,732**  
Impacts



**1,238,873**  
Impacts



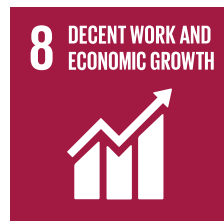
**472,166**  
Impacts



**15,432,210**  
Impacts



**175,419**  
Impacts



**607,945**  
Impacts



**727,756**  
Impacts



**3,623,540**  
Impacts



**9,042,902**  
Impacts



**105,115**  
Impacts



**635,764**  
Impacts



**3,414**  
Impacts



**3,996,465**  
Impacts



**261,598**  
Impacts



MORE ABOUT B1G1 & THE SDGS

[B1G1.COM/SUSTAINABLE-DEVELOPMENT-GOALS](https://B1G1.COM/SUSTAINABLE-DEVELOPMENT-GOALS)

## Inspiring Beneficiary Stories From B1G1 Worthy Causes

# IRENE

Through a conversation with Five Talents, they shared the deeply moving and inspiring story of Irene, a woman who went from struggling in poverty to becoming an empowered entrepreneur and leader in her community.

It's a story that perfectly embodies how micro-impacts can transform not only individuals but entire communities for generations to come.

Irene's journey began in the most modest of ways. She lived in poverty, lacked literacy skills, and had little hope for a different future. However, with the support of Five Talents, Irene learned to read and to count — the things we take for granted.



She was now able to read signs (AND count the change she was given when she bought things! And that led to her first tiny opportunity: an initial loan to buy mice . Yes, mice (a source of protein when you can't afford meat). She learned to breed the mice — not the most conventional start to a business, but that small spark allowed Irene to build her first enterprise.

From that initial step, Irene's business grew. She bought rabbits (they bred too), then chickens which provided eggs to make cakes. She began to employ other women, earning not just income but also the respect of her community.

Today, Irene has multiple enterprises. What started as a humble chance became a profound transformation—not just for her but for those around her. Irene is now recognized as a leader, someone who inspires and uplifts others.

The ripple effects of stories like Irene's go far beyond what is visible on the surface. Irene's success is not just about her own achievements. By employing others, she became a multiplier of opportunities, spreading hope to other women in her village. This cascading effect is why B1G1 focuses on supporting initiatives that create leaders. Leaders like Irene inspire their communities to rise up, take charge, and sustain positive change.

## FIVE TALENTS





## Inspiring Beneficiary Stories From B1G1 Worthy Causes

# ALICE

You've just got to love that "SHE-E-O's" title, haven't you?

In partnership with B1G1 since 2013, Microloan Foundation Australia is dedicated to empowering women in some of the most marginalized communities across the globe.

By offering small loans, business training and mentorship, they enable women to start and grow their own businesses, lifting themselves and their families out of poverty. Over 450,000 female entrepreneurs have been supported to date.

Alice Zulu, one of the many benefactors of their projects, shares her story of hope and success after receiving support from the Worthy Cause.

Alice acquired the necessary agricultural inputs to cultivate maize and soya, ensuring food security for her family despite adversities like termite infestation and erratic rainfall.

"We can afford to purchase what we need to produce good crops. I used to only be able to buy one bag of seeds, but now I can buy two plus fertilizer and pesticides if I need them."

She also diversified her income streams by venturing into microenterprise, establishing a bakery and a chip shop with previous loans.

Since receiving her first loan in 2018, Alice's life has undergone a remarkable transformation — she has built a house, improved her family's living conditions, and gained financial independence.



MICROLOAN FOUNDATION AUSTRALIA



## Inspiring Beneficiary Stories From B1G1 Worthy Causes

# PLANTING SEEDS OF HOPE

With a mission to create hope, joy, and sustainability to communities worldwide, Make Happy transforms everyday actions into powerful actions that restore our planet and uplift lives.

The organization focuses on two primary areas: environmental restoration and disaster recovery.

By actively engaging in reforestation and rewilding efforts, Make Happy helps combat climate change while fostering a sense of collective purpose. Their efforts not only promote environmental conservation but also strengthens bonds between volunteers and local communities, expanding the circle of friendship through hands-on environmental action. Make Happy's mission doesn't stop with reforestation.



Their disaster recovery division, provides vital support to communities affected by natural disasters. Whether it's rebuilding after an earthquake or offering humanitarian aid during a crisis, they bring relief and hope to those in need, helping them rebuild their lives.

At the heart of Make Happy's work is a simple but powerful philosophy: take action with joy. Their mission to build a greener, more resilient world isn't just about restoring ecosystems—it's about brightening lives and creating a better tomorrow for everyone.

Through volunteer opportunities, fundraising, and collaborations, they invite everyone to be part of a movement where small, everyday actions blossom into meaningful stories of hope. Make Happy believes that with a single step from a thousand people, we can make the planet happier and healthier.

## MAKE HAPPY



## EXCITING WORTHY CAUSE UPDATES

In 2024, we had the privilege of welcoming 2 new Worthy Causes and 12 new projects into the Worthy Cause Program.

## NEW PROJECTS IN 2024

New Countries with Projects

- Japan and China (Make Happy)

Emergency Relief Project

- Provide Hurricane Relief Support in Southeastern US (Direct Relief)

Worthy Causes with New Projects

- The John Fawcett Foundation
- Child's Dream
- The Wiggly Worm
- Classroom of Hope
- Five Talents
- Trees, Water & People
- Orangutan Foundation International Australia

## NEW WORTHY CAUSES

Make Happy (Japan)

- Plant Trees for Forest Restoration and Community Protection
- Provide Workshops for Disaster-Impacted Communities

Ronald McDonald House Charities Greater Western Sydney (Australia)

- Provide Necessities to Families in a Hospital
- Provide Educational Resources for Critically Ill Children







Section 5

# 2025 PLANS

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*“The greatness of a community is most accurately measured by  
the compassionate actions of its members.”*

Coretta Scott King

## REVIEWING AND UPDATING OUR INTERNAL PROCESSES FOR EFFICIENCY

We'll conduct a full review of our internal workflows to simplify and streamline our processes, ensuring we reduce friction, improve turnaround times, and better support both our members and Worthy Cause partners as we grow.

## DEEPER ENGAGEMENT OF B1G1 WORTHY CAUSES TO DELIVER MEANINGFUL STORIES

We'll focus on building stronger relationships with our Worthy Causes to capture and share more authentic, impactful stories — helping members see the real-world difference their giving creates and deepening the connection between businesses and the causes they support.

## INTENTIONAL RECRUITMENT OF NEW PROJECTS IN OUR PROJECT MIX

We'll proactively identify and onboard new projects that align with member interests and global priorities, ensuring our project mix remains fresh, diverse, and deeply impactful for the communities we aim to serve.







Section 6

# PEOPLE BEHIND B1G1 GIVING

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*“One person can make a difference, and everyone should try.”*

John F. Kennedy





**PAUL PETRUCCELLI**  
PRESIDENT



**DEANNE FIRTH**  
BOARD MEMBER



**LINDA SADDLEMIRE**  
TREASURER



**ELVIN MONICA**  
SECRETARY

*“Serving on the Board of B1G1 Giving, Inc. is truly special. It is wonderful to be part of the “Giving Movement”, with numerous like-minded business owners around the world.*

*In addition, we continue to be inspired by the work of the Worthy Causes who are making the world a safer and more humane place. Please accept this heartfelt thank you, for how you, are also supporting these efforts.”*

**LINDA SADDLEMIRE**

Section 7

# FINANCIALS

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*“We make a living by what we get, but we make a life by what we give.”*

Winston Churchill

## B1G1 Giving, Inc.

The contribution management of the B1G1 initiative is handled by a sister organization, B1G1 Giving Inc.

### STATEMENT OF FINANCIAL POSITION

#### ASSETS

AS AT 31 DEC 2024 (USD)

Current Assets	
Cash & Bank Balances	232,145
Total Current Assets	<u>232,145</u>

#### LIABILITIES & NET ASSETS

Current Liabilities	
Amounts payable to charitable organizations	227,784
Total Current Liabilities	<u>227,784</u>
Net Assets	
Without Donor Restrictions:	
Undesignated	4,361
Total Net Assets	<u>4,361</u>

**TOTAL LIABILITIES & NET ASSETS** 232,145

### STATEMENT OF INCOME

#### OPERATING ACTIVITIES

AS AT 31 DEC 2024 (USD)

Support and other revenue	
Contributions for Worthy Causes	938,986
Donations for B1G1 Giving	69,327
Bank Charges Sponsorship from Buy1GIVE1 Pte Ltd	38,937
Other Contributions	1,951
Total Revenue	<u>1,049,201</u>

#### EXPENSES

Contributions to Worthy Causes	938,986
Bank Service Charges	41,958
Professional Services	80,222
Total Expenses	<u>1,061,166</u>
Change in Net Assets	<u>(11,965)</u>

#### NET ASSETS

Beginning of the year	16,326
End of the year	<u>4,361</u>





Thank you for making a difference with us.

[b1g1.org](http://b1g1.org)