



IMPACT

REPORT 2024

CREATING A WORLD FULL OF GIVING





1 | THE WORLD OF B1G1 2

Words from the Founder
Mission & Unique Approach

2 | THE B1G1 MOVEMENT 5

3 | THE MOVEMENT GROWTH 7

Community Growth
B1G1 Initiative Growth
Business Stories from around the World

4 | 2024 MILESTONES 13

5 | 2024 IMPACTS 16

Impact Summary by Giving Category
Impact Summary by Sustainable Development Goals
Inspiring Beneficiary Stories
Exciting Worthy Cause Updates

6 | B1G1 TEAM 23

7 | FINANCIALS 25

B1G1 Company
B1G1 Giving

A photograph of three children sitting at a table, eating from bowls. The image is covered with a semi-transparent red overlay. The background wall is decorated with various drawings and papers.

Section 1

THE WORLD OF B1G1

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

Aesop



WORDS FROM THE FOUNDER

A Year of Coming Together

2024 became a pivotal year — a year where everything aligned in new and powerful ways. We realised, more than ever, that the true strength of B1G1 lies not in systems or features, but in the people and community we build together. This was the year we fully embraced our identity as a membership-driven movement, bringing businesses, their teams, customers, and the Worthy Causes we support closer than ever.

Our new branding and logo became a powerful symbol of this evolution. And with the launch of the Impact Partnership, we celebrated members who are at the heart of this movement, recognising their daily commitment to making a real difference.

From member gatherings across the globe, also engaging Worthy Causes, every moment reminded us of the power of shared purpose. Each connection and action added momentum to our mission.

Internally too, we experienced remarkable transformation — welcoming new team members, refining our strategy, and celebrating milestones like 350 million impacts and our 17th anniversary.

Challenges in the world continue, but so does our resolve. Together, as a global community, we are redefining what it means for businesses to be a force for good — every single day. Thank you for walking this extraordinary path with us. The future we imagine is within reach, because we're building it together.

A handwritten signature in white ink that reads "Masami". The signature is stylized, with a large, flowing "M" and a cursive "asami".

MASAMI SATO
B1G1 FOUNDER



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.

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



Section 2

THE B1G1 MOVEMENT

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

Dr. Seuss

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

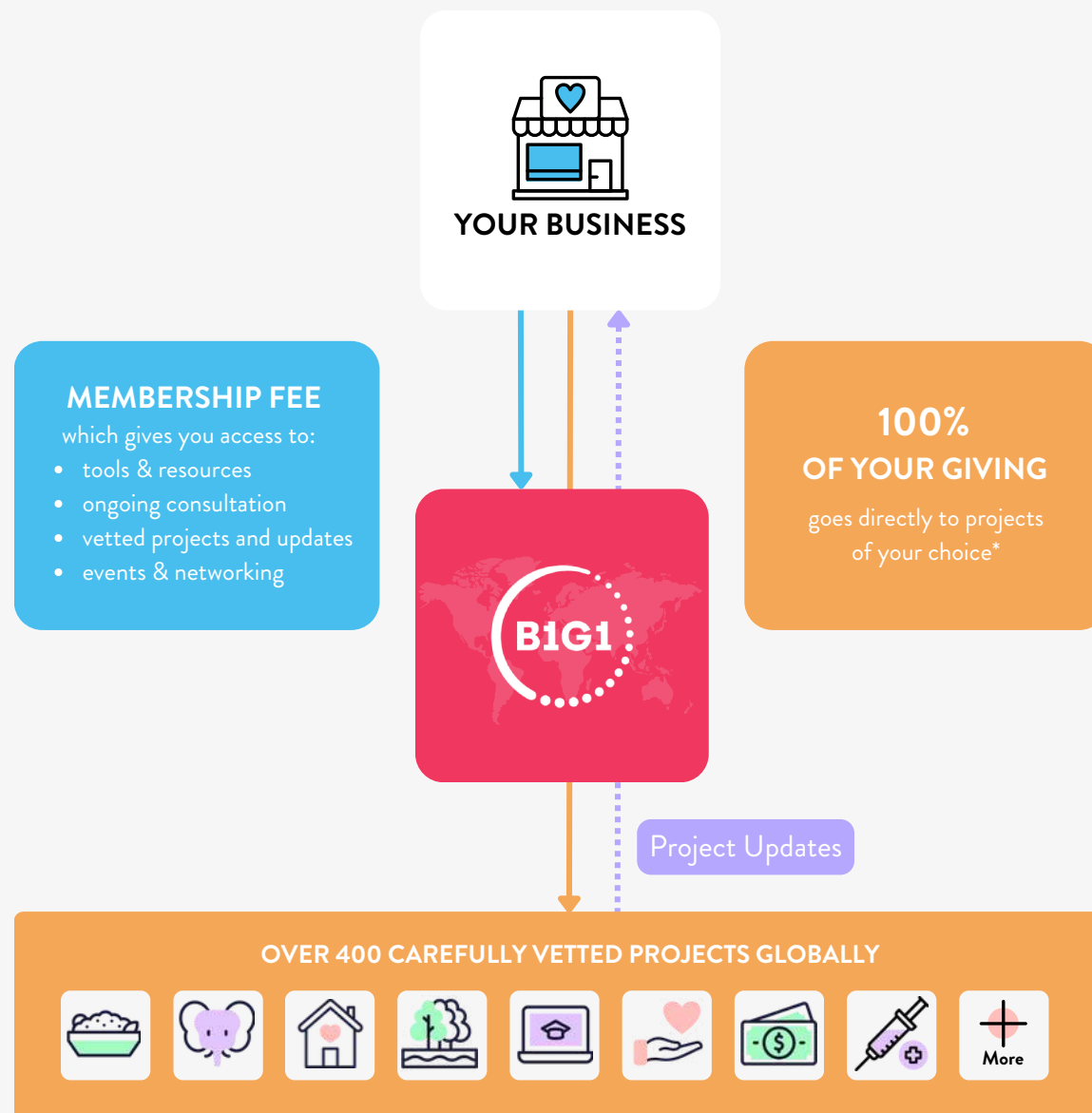
CONTRIBUTION MANAGEMENT

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



A person wearing a wide-brimmed hat and a patterned shirt is lying in a field of tall grass and large leaves. They are holding a long, thin stick or branch. The entire image is overlaid with a semi-transparent red filter.

Section 3

THE MOVEMENT GROWTH

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

William James

COMMUNITY GROWTH

- BUSINESS MEMBERS
- WORTHY CAUSE PROJECTS

The B1G1 Community comprises businesses that give and Worthy Causes that run high-impact projects around the world. We look forward to welcoming many more businesses and Worthy Causes into this Movement.

	BUSINESS MEMBERS	WC PARTNERS	WC PROJECTS
OCEANIA	833	7	22
EUROPE	658	9	38
NORTH AMERICA	255	3	5
ASIA	106	43	204
AFRICA	14	22	146
MIDDLE EAST	11	1	1
THE CARRIBEAN	2	0	0
SOUTH AMERICA	2	2	6
CENTRAL AMERICA	2	3	9
GLOBALLY	1,883	82	445

*WC = WORTHY CAUSE

Impact Highlights

OUR MEMBERS CREATED 25,222,161 GIVING IMPACTS AROUND THE WORLD IN 2024.



1,220,553

Days of Food



603,078

Days of Education



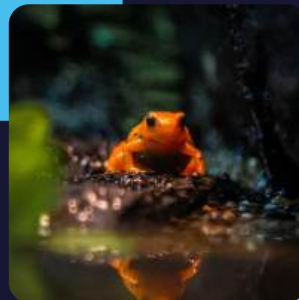
297,710

Days of Medical Support



116,998

Meals Given



6,551

Square Meters of
Rainforest Protection



39,227

Bricks Toward Infrastructure
Improvements

Business Stories From Around the World

Bristol Global – Connection is at the heart of this business for good

Moving all your household goods, finding the right property, new schools for the kids, and on top of that, adapting to a new culture. Everything suddenly feels new and unknown. That's where Bristol Global Mobility (Bristol) comes in.

Bristol is a global relocation management company that manages relocation logistics with an exceptional level of support and care. Bristol has always had a long-standing commitment to social impact through supporting non-profits, team volunteering days, and in office activities to raise money for worthy causes.

While Bristol already does this through the nature of the business, it's important to also encompass real sustainable change for their four core stakeholders: employees, clients, suppliers, and the world (which includes communities and the environment).

Every month, Bristol associates are invited to select their favourite B1G1 project from a list of four or five worthy causes. Based on the results, Bristol will give to those projects on their behalf. If there are special awareness days or campaigns, the projects will relate to a certain theme.

Moving forward, Bristol wants to continue expanding what they're already doing and hopes to involve more associates into the B1G1 process, giving further agency to employees and further integrating the initiative across the whole business.



ARIZONA, UNITED STATES
WWW.BRISTOLGLOBAL.COM



IMPACTS CREATED

296,008

FAVOURITE PROJECT CATEGORY
HEALTH



IMPACTS CREATED

9,678,446

FAVOURITE PROJECT CATEGORY

HEALTH**Business Stories From Around the World****Inspire Accountants – A Stunning Example of What's Possible**

Since joining the B1G1 movement in 2013, Inspire has not only grown exponentially, but has also seamlessly woven the spirit of giving into its very fabric.

This is a place where the principles of giving and social impact are not only discussed, but actively implemented. The team members at Inspire are not mere spectators in this process; they are champions of the giving spirit, actively engaging in the selection of impacts and expressing gratitude to their clients for their contributions.

Inspire's approach to integrating giving into its business model is both innovative and effective. By linking client achievements with global impacts, they create a powerful narrative that resonates with both their team as well as their clients.

By aligning their operations with the values of giving and social impact, companies like Inspire are setting a new standard for success. They are proving that it is possible to achieve prosperity, while simultaneously uplifting communities around the world.

Their story is a powerful example of what can be achieved when businesses embrace the philosophy of giving. Together, we can redefine success, not just by the profits we make, but by the positive changes we inspire in the world around us. And doing good with a genuine care for the world is great for the bottom line as well!

inspire™**QUEENSLAND, AUSTRALIA**

INSPIRE.ACCOUNTANTS

Business Stories From Around the World

Team Medical Supplies – Building Impact for a Healthier World

At the heart of every great business lies a story of purpose, values, and growth. For Team Medical Supplies (TMS), a family-owned business in Australia, their story is one of remarkable progress, from a three-state operation to becoming a key supplier of medical essentials across six states.

Throughout that time they've remained steadfast in upholding a family-like ethos, ensuring every team member feels connected to a shared mission: to create a healthier, more sustainable world.

Each department within TMS is given its own B1G1 account and budget. This autonomy empowers employees to take ownership of their impact journey. TMS has turned giving into a shared experience that strengthens their sense of purpose and camaraderie.

They have also found innovative ways to make giving enjoyable and engaging. Within their office, a games area serves not just as a space for relaxation but also as a hub for impact. The gamification of giving adds an element of joy to the workplace while keeping impact at the forefront of daily activities. It's a testament to how businesses can creatively integrate meaning and purpose (and fun too) into every aspect of their culture.

As a proud Impact Partner of B1G1, TMS serves as an inspiring example of how businesses can transform their operations through giving. By embedding impact into every aspect of their culture, they've shown that purpose-driven businesses not only thrive but also make the world a better place.



NEW SOUTH WALES, AUSTRALIA

WWW.TEAMMED.COM.AU



IMPACTS CREATED

9,628,457

FAVOURITE PROJECT CATEGORY
ENVIRONMENT

A woman with dark hair is smiling while operating a sewing machine. She is wearing a patterned top. The background shows a workshop or classroom setting with other people and equipment. The entire image is overlaid with a semi-transparent red filter.

Section 4

2024 MILESTONES

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

Coretta Scott King

2024 Milestones

CELEBRATING 17 YEARS OF IMPACT TOGETHER WITH B1G1 BUSINESS AND WORTHY CAUSE COMMUNITY.

Here are some key highlights.



FEBRUARY 2024: LAUNCH OF NEW B1G1 BRANDING

This year, we unveiled B1G1's refreshed branding and logo, symbolising a new chapter in our journey. The new look reflects the unity, energy, and growing momentum of our global community. More than just a visual change, it represents our deepened focus on connection, clarity, and our shared mission to make a meaningful impact every day.

JANUARY 2024: CAMBODIA STUDY TOUR

In January, B1G1 members came together in Cambodia to witness the real-world impact of their giving. Visiting local projects and meeting inspiring community leaders, the tour deepened connections and renewed our shared commitment to creating positive change.





OCTOBER 2024: LAUNCHING NEW SYSTEM & IMPACT PARTNER PROGRAM

In October, we proudly launched the Impact Partnership to recognize and celebrate B1G1 members dedicated to creating positive change every day. This new program highlights their ongoing contributions, deepens engagement, and strengthens our shared journey of impact as a global community.



MAY & SEPTEMBER 2024: REGIONAL MEMBER CONNECTION EVENTS

In 2024, we brought B1G1 Members together through vibrant connection events across Australia and the UK. From Sydney, Brisbane, Melbourne, Perth to London, these gatherings created spaces for members to share stories, spark new ideas, and deepen their sense of belonging to a global movement. Each event became a celebration of community and the collective impact we create together.



NOVEMBER & DECEMBER 2024: SEASON OF HOPE

To close the year, we launched the Season of Hope campaign, inviting our community to create "Hope Bundles" filled with life-changing support for families, children, and communities worldwide. Through this special initiative, members came together to spark hope in places where it was needed most, turning the season of giving into a season of shared impact.

UPCOMING DEVELOPMENTS IN 2025

OPTIMIZING THE WAY OUR MEMBERS INTEGRATE IMPACTS

We're refining the tools and experiences that make it easier for Members to seamlessly integrate impact into everyday business. This includes personalised strategic onboarding for SME Members, helping them build clear impact pathways from the start, along with simplified giving journeys and enhanced integration options to make creating meaningful impact effortless for every business.

PARTNERSHIP FOR A BETTER WORLD

We're building a new form of partnership to empower businesses with greater capacity to contribute more significantly to our shared mission. This initiative will not only amplify collective impact but also create new ways to support smaller businesses within the B1G1 community, ensuring we grow stronger together.

CONNECTING WITH THE STORIES OF IMPACTS

Behind every impact lies a powerful story. In the year ahead, we're making it even easier for Members to connect with these inspiring updates, bringing to life the real changes happening around the world. These stories will help deepen connections between our Members, their teams, their customers, and the lives they're transforming.

BUSINESS FOR GOOD CONFERENCE IS BACK

After a long wait, the much anticipated Business for Good Conference returns! We're bringing the global B1G1 community together for an unforgettable experience — to connect, collaborate, and celebrate the collective progress we've made, and to spark new ideas for the future of business and impact.





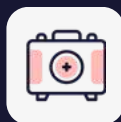
Section 5

2024 IMPACTS

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

Oscar Wilde

IMPACTS BY CATEGORIES

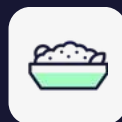


HEALTH

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.

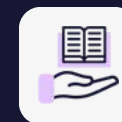


FOOD

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.

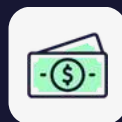


ENVIRONMENT

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.

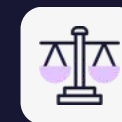


INCOME GENERATION

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.

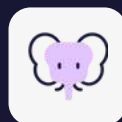


LIFE ENHANCEMENT

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)



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

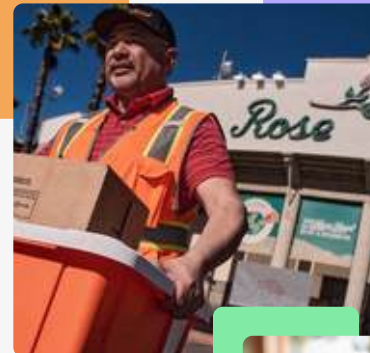
NEW WORTHY CAUSES

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



A group of approximately 15 young people, mostly of Asian descent, are posing in a field of tall grass. They are arranged in several rows, some sitting on the ground and others standing. Many are wearing light-colored t-shirts, some with graphics. Some individuals are making peace signs or other hand gestures. The entire image is covered with a semi-transparent red overlay.

Section 6

B1G1 TEAM

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

John F. Kennedy



MASAMI SATO
FOUNDER & CEO



PAUL DUNN
CO-FOUNDER



STEVEN WILLIAM
HEAD OF OPERATIONS



BRONTE WESTCOTT
MEMBER SUCCESS MANAGER



JACK BLENKINSOPP
PARTNERSHIPS MANAGER



RAKHEE SHAH
PARTNERSHIPS MANAGER



ELVIN MONICA
GIVING PROGRAM MANAGER



NHI DO
MARKETING MANAGER



AMINAH SITI
FINANCE AND ADMINISTRATIVE
EXECUTIVE



REN CABARABAN
MEMBER SUPPORT ASSOCIATE



MARIA FLORA
EXECUTIVE ASSISTANT



MYRA SATO
MARKETING ASSOCIATE



ALONA M ABELLA
GIVING PROGRAM ASSOCIATE

WHAT MAKES WORKING AT B1G1 SPECIAL?

We're united by a shared mission to create real, positive change. Every day, we see businesses make a meaningful impact, and it's inspiring to be part of that.



Section 7

FINANCIALS

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

Winston Churchill

Buy1Give1 Pte Ltd

Buy1Give1 Pte Ltd facilitates the Membership Program of B1G1. It develops membership values and promotes the B1G1 Program. Profits raised by Buy1Give1 Pte Ltd are fully utilized to further develop its initiatives to benefit B1G1 Members and Partners.

STATEMENT OF FINANCIAL POSITION

ASSETS	AS AT 31 DEC 2024 (SGD)
Current Assets	
Cash & Bank Balances	280,531
Deposit and Receivables	137,995
Total Current Assets	418,526
Non Current Assets	
Investments in Associates	38,033
Property, Plant and Equipment	21,904
Intangible Assets	239,398
Total Non Current Assets	299,335
TOTAL ASSETS	717,861
EQUITY & LIABILITIES	
Capital and Reserve	
Share Capital	1,500,000
Accumulated Losses	(1,036,813)
Total Equity	463,187
Current Liabilities	
Trade Payables	224,529
Other Payable and Accruals	12,396
Lease Liabilities	17,749
Total Current Liabilities	254,674
TOTAL EQUITY & LIABILITIES	717,861

STATEMENT OF INCOME

OPERATING INCOME/EXPENSES	AS AT 31 DEC 2024 (SGD)
Operating Income	
Membership Income	744,292
Other Services & Products	32,486
Donation Income	92,392
Total Operating Income	869,170
Operating Expenses	
Employee Benefits Expenses	651,748
Depreciation & Amortisation	157,131
Other Operating Expenses	658,809
Total Operating Expenses	1,467,688
NET OPERATING INCOME/(LOSS)	(598,518)
OTHER INCOME/EXPENSES	
Other Income	
Grants & Rebate	12,604
Total Other Income	12,604
NET OTHER INCOME/(LOSS)	12,604
NET INCOME/(LOSS)	(585,914)

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	<u>232,145</u>

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



WITH GRATITUDE

Thank you to our incredible B1G1 community. Your dedication to the Business for Good mission has been nothing short of inspiring. Because of you, we've been able to make a real impact in the world, together.

We're deeply grateful for your commitment, passion, and the positive change you help create every day. B1G1 wouldn't be what it is without you.

Here's to continuing this meaningful journey, side by side, and making a difference that matters.



Thank you for making a difference with us.

b1g1.org