

Carry4Good



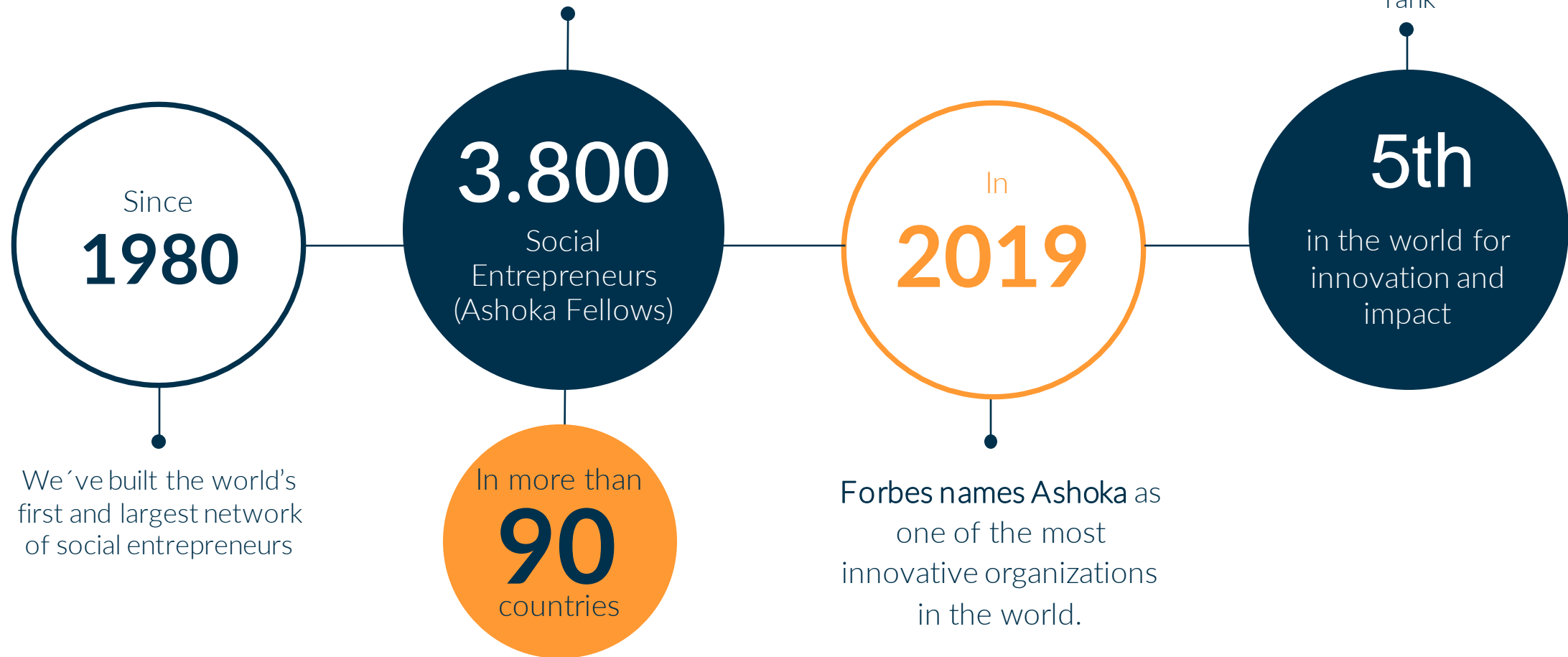


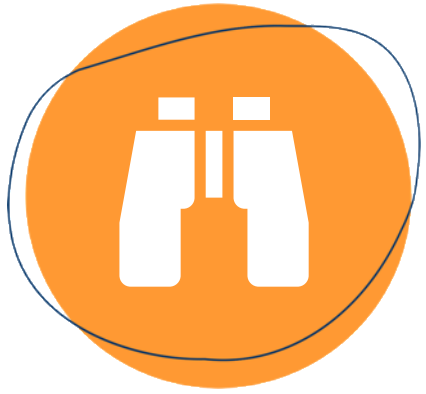
The reality

- The world is changing exponentially. Ever more complex social problems require urgent systemic solutions
- Society, employees and investors increasingly expect social engagement from investment funds and individuals
- Social entrepreneurs develop disruptive, scalable solutions that address the root-cause of social problems

Ashoka: The world's largest network of social entrepreneurs

According to the international platform *NGO Advisor*, in 2021 we rank





**We select and
support the
world's most
impactful social
entrepreneurs**

Ashoka has 40 years of experience in finding and selecting the most systems-changing innovators. Following **a rigorous due diligence process**, around 1% of nominated changemakers fit the criteria for becoming an Ashoka Fellow.

Meet 4 of nearly 4000 Ashoka Fellows



Andrew
Bastawrous
Peek Vision

Technology-based solution allowing health care workers in the last mile to detect early signs of avoidable blindness using ordinary smart phone cameras in more than 154 countries.



James
Thornton
Client Earth

A law firm whose only client is planet Earth. Using strategic litigation to challenge air pollution levels and fight climate change.



Regina
Honu
Soronku Solutions

Bringing ICT training and curricula to tens of thousands of women & girls in low-income and rural communities in Ghana by exposing them to role models and introducing a creative coding curriculum.



Bart
Weetjens
Apopo

Training rats to detect landmines and dogs to diagnose tuberculosis by smell, both in record time, saving millions of lives. Opened +416,500 square meters of minefields to date.

Meet 4 more...



Thorkil
Sonne

Specialisterne

Harnesses the special characteristics and talents of people with autism and uses them as a competitive advantage in software testing, programming and data entry which has resulted in the employment of +10,000 autistic people.



Jeroo
Billimoria

Childline

The world's first and largest 24h helpline for children in danger or suffering from loneliness or abuse. Operating in over 133 countries, answering the calls of over 140 million children.



Mark
Koska

Safepoint Trust

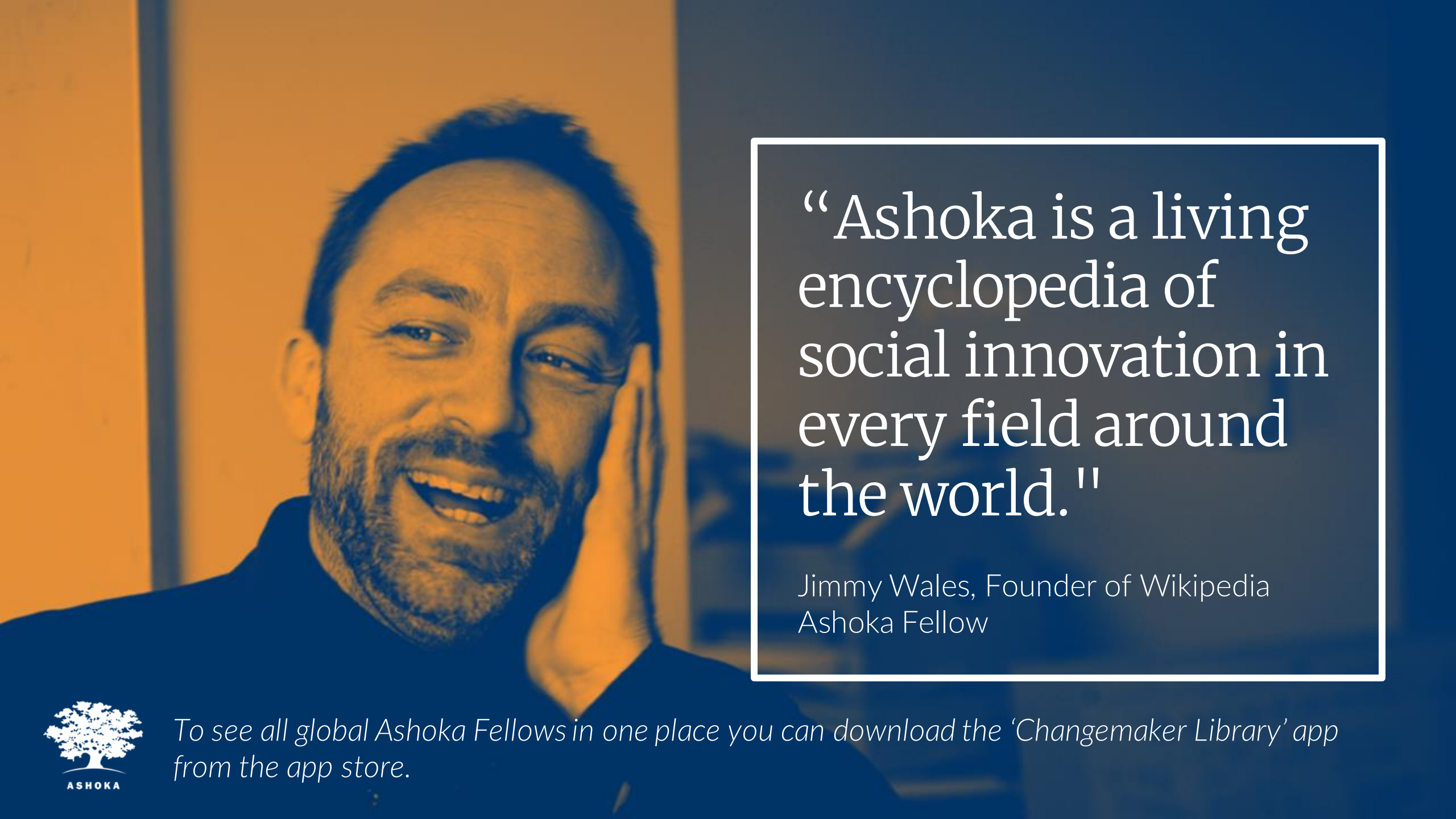
His work led to the 3rd ever WHO policy recommendation - a mandate on injection safety - by inventing the world's first auto-disable syringe, which has saved millions of lives.



Nicole
Rycroft

Canopy Planet

Safeguarding the long-term survival of ancient forests by collaborating with over 750 companies and shifting heavy paper consuming sectors away from products that origin in endangered forests globally.



“Ashoka is a living encyclopedia of social innovation in every field around the world.”

Jimmy Wales, Founder of Wikipedia
Ashoka Fellow



To see all global Ashoka Fellows in one place you can download the 'Changemaker Library' app from the app store.



Common ground

What we have in common

Venture backed founders and social entrepreneurs share many similarities:

- They are disruptive
- They are obsessed with execution
- They want to change markets and systems
- They understand their markets deeply
- They face all the challenges linked to exponential growth
- They have to build sustainable organizations



The New York Times

“Ashoka seeks to catalyze the citizen sector by adapting the venture capitalist approach. The idea is to search for budding innovators, to supply them with seed money and to connect them in a global Fellowship.”

VC/PE funds and Ashoka also have many similarities

- We spot, select and support the best founders and teams
- We think in terms of “portfolio”
- We work closely with the organizations with the largest markets/ biggest possible impact
- We love (and are good at) working with system changing entrepreneurs

The challenge for Ashoka as a not-for-profit organization is that the reward is not in monetary terms but measured in impact.

Share your success – become a driver of change



Join the
**Carry4Good
Pledge**

- Pledge to join as a fund or as an individual*
- Give
 - 1% of your Carried Interest
 - __% of your Carried Interest to Ashoka
- Become part of our changemaker community

* Both types of contributions are tax deductible (subject to respective local legislation)

What we can achieve with your support



Social entrepreneurs are the essential corrective force. They are system-changing entrepreneurs. And from deep within they, and therefore their work, are committed to the good of all.

Ashoka founder Bill Drayton

Enable us..

...to find and support more Fellows around the world

...to build the fellows' capacity to create systems change

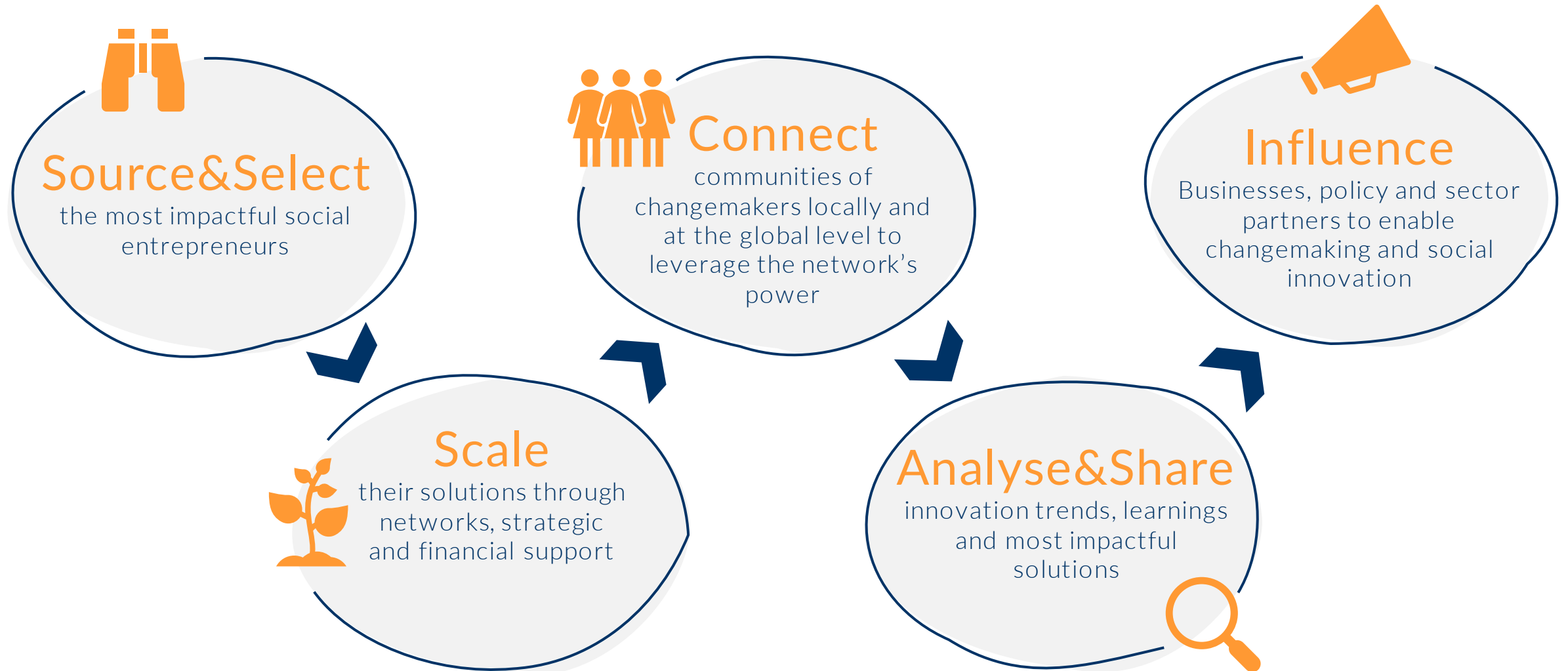
...to create vibrant ecosystems for social innovation

...to increase our reach to underserved regions and topics

...to solve global issues in partnership with leading institutions

...to inspire a society where everyone is a changemaker

How we accelerate impact





Our impact: Ashoka Fellows drive systems change

“Ashoka is a powerful force in the world. Just the power of all the connections between all the changemakers in the community is intoxicating. I can’t think of a better environment to radically change the world”

Jacek Purski, Poland, Institute of Social Safety

87 % of Fellows' innovation have been replicated by others 10 years after their election

61 % of Fellows have seen their idea replicated within their country, 42% internationally.

72 % of Fellows changed policy at a national or international level

71 % of Fellows changed policy at a national or international level

(Source: Ashoka Fellows Global Impact Report 2021)

Scaling impact: We help Ashoka Fellows scale their impact, not their organisations

CHILD SAFETY

Street children have long been exploited and abused by the police, employers, and many others. Ashoka Fellow Jeroo Billimoria introduced Childline in India, a free hotline for street kids - answered by street kids.

Impact indicators:

- The Indian government mandated that the services be implemented in all of India's districts.
- The Childline model is replicated in 133 countries.

Growth indicators, since 1996:

- From covering 1 district to 598 in India
- From assisting 1,140 children to 390,000 in 2021

ORGAN DONATION

Globally, only one out of 20 people who need an organ transplant receive it. Ashoka Fellow Rafael Matesanz, designed and implemented an efficient national organ donation and transplantation system, placing Spain at the very top of the organ donation list.

Impact indicators:

- Spain is the world's largest organ donor, with 38 donors per million people (vs. EU average of 22).
- In Spain, the waiting time for a kidney transplant is 8 months (vs. 3,6 years in the US)

Growth indicators, since 2012:

- Steady increase of organ donations in the last 10 years.
- Model is being replicated in all five continents, in collaboration with WHO.

LAND MINES

Founded by Ashoka Fellow Bart Weetjens, APOP O's scent detection rats help to rid the world of landmines - returning safe land back to communities, and freeing people from serious illness.

Impact indicators:

- + 150,000 landmines removed in 7 countries, including Cambodia, South Sudan and Turkey.
- In 2015, Mozambique declared free of all landmines, with the support of HeroRats..

Growth indicators, since 1997:

- Has evolved to training dogs to detect tuberculosis. Over 250,000 patients tested.



The X factor: Leveraging our network for impact

Ashoka is a powerful, global network. Through the **Ashoka Support Network**, a community of business leaders and entrepreneurs, as well as dozens of pro-bono partners, we are able to give our Fellows access to networks and services they couldn't reach on their own.

A case study: The German Fellowship and its Support Network

A study of the German Fellowship and its access to pro bono partners showed that Ashoka can multiply every Euro donated by a factor of 7.



What's in it for you?



Leverage your social impact: We are the best at finding the best. Know that your donation will go to the most impactful organisations, leveraged by our global network of partners.



Unite through purpose: Let us present our work and vision to you and your team. Involve your employees and share stories with your investors to create a shared sense of purpose.



A learning journey: Depending on your needs, tap into Ashoka's rich engagement opportunities and powerful network of changemakers and increase your capacity to create positive impact.

Testimonials

Christian Figge, GA

"Ultimately, I want my philanthropic efforts to be scalable, but I can't do that on my own. I see it as my own asset allocation in terms of giving back. It's just like our investors at General Atlantic. They give us their money because they trust us. The same is true for Ashoka and the Carry4Good pledge. They are the experts in scaling social innovation."

Felix Frohn-Bernau, palero

"The idea behind Carry4Good is simple and powerful. Donating depending on your returns and involving Ashoka as the best at finding and scaling the best social entrepreneurs. It's a win win: we can contribute to a changemaking system of social entrepreneurship and at the same time benefit from Ashoka and its network and learn more about things beyond our core business."

Caspar Wahler, Hedosophia

"Ashoka with its history and global footprint is uniquely positioned to partner with funds and investors from around the world who assess innovation day in day out. It's the idea of applying my experience to social innovation and to work with an learn from social entrepreneurs here in London that got me to join the Carry4Good pledge."

Selected pledgers

Klaus
Hommels,
Founder of



Dr. Jeannette zu
Fürstenberg,
Managing
Director at



Felix Frohn-
Bernau,
Managing
Partner at



Joern
Pelzer,
Founder of



Michael Phillips,
Managing
Partner at



Michael Altrichter,
Impact Investor
at



Otto Birnbaum,
General Partner
at



Thomas
Jetter,
Founder of



Christian Figge,
Managing Director
at



Mark Schmitz,
Managing Partner
at



Selected pledgers

Alain Nicod,
Managing
Partner at



Caspar
Wahler,
Partner at

HEDOSOPHIA

Florian
Tappeiner,
Managing
Partner at



Selected funds

ACTON



Ashoka partners

Social entrepreneurship
together with



Philips
Foundation



 **accenture**

KEARNEY



Boehringer
Ingelheim

Steelcase



THE **in**KEY LIST™

 PORTICUS

Google

Capgemini 

BMW Foundation
Herbert Quandt

 **Fondazione
CRT**

skoll



 **kersia**
INVENTING A FOOD SAFE WORLD



FUNDAÇÃO
CALOUSTE
GULBENKIAN

and 200+ more...

What they say about us



"Ashoka provides us with a great model for best practices. The engaged global community of social entrepreneurs that Ashoka has fostered helps each one of them to have more impact than would have been possible individually."

Pierre Omidyar

Founder and Chairman of Ebay
Chair of the Omidyar Foundation



"Ashoka is a world-class organization, internationally renowned for its pioneering work in the field of social entrepreneurship."

Jeff Skoll

Founder of the Skoll Foundation
First President of E-bay



"The world needs more social innovations. Ashoka Fellows [are] passionate, highly innovative and truly focused on making a difference. I had never seen that kind of passion before. ... Being involved with Ashoka set a high bar for the rest of the philanthropy that we get involved with because I can see these are people who are driving true change."

Anne Wojcicki,

Co-Founder and CEO
23andMe Inc.



"You are not going to find a better bang for your philanthropic investment dollar than investing in Ashoka and Ashoka Fellows."

James Jensen

Executive Director of the Genesis
Group

What's next?

1

A conversation with the Ashoka Carry4Good team

2

Decision whether to pledge as an individual and/ or a fund

3

Commitment through signing a brief MOU

4

Start of the Carry4Good membership

The Carry4Good team



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Director Carry4Good

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Changemakers
unite for the
new reality



ASHOKA