



Give to Colombia

Service Proposal

Give to Colombia (G2C) would like to present its service proposal to anyone interested.

G2C channel international social investment to Ibero-america and Colombia in different areas, such as education, health, environment, economic development, culture, sports, gender equality, humanitarian aid, peace and social inclusion.

Objective:

Philanthropic funds that exist in the United States represent a great opportunity to increase financial, human and the delivery of goods in order to support projects in Colombia. That's why Give to Colombia presents this proposal, considering that it has an extensive experience in securing and managing international resources for social projects in Colombia.

G2C is seeking to provide solutions that allow based organizations in Colombia, with a non-status 501C3 in the United States, increasing the flow of international resources for their different projects in a transparent and efficient manner, as well as to channel those that are destined to social initiatives in Colombia.

In the same way, this proposal aims to address the need of donors to control and monitor the proper execution of resources, measuring the results and their impacts.

Based organizations in Colombia can become a Give to Colombia allied foundation (G2CAF) and receive all the benefits as if it were legally in the United States, without incurring in administrative, legal, accounting and tax expenses required for organizations with a 501C3 status.

The services we intend to provide are the following, which will be detailed throughout the document:

- Give to Colombia can promote "G2CAF" activities, through digital platforms, website and events in the United States.
- Securing financial resources for G2CAF projects and a tax exemption certificate to donor who is taxed in the United States.
- Channeling the fundraised for projects in Colombia led by G2CAF. If the donor has not identified a foundation, G2C will provide support to identify one or more, regarding its interest.
- Support the follow up and the assessment of resources channeled to based organization in Colombia.



- Financial report with impact indicators to international donors.

In the current context, international donors are looking for projects that are increasingly sophisticated, but above can meet with international standards in terms of impact measure and good management of resources. Give to Colombia has an important data based conformed by corporate and individuals in the United States which are susceptible to support projects from different organizations.

G2C has more than 16 years of experience requesting resources from international donors, raising more than USD 25 million from donors interested to support social projects in Colombia. For these reasons, we consider that strategic partnerships can support and provide many benefits.

These partnership objectives answer the following goals:

- Increase the number of financial resources raised in the United States for social projects. Usually, It is necessary to set an agreed goal with the based organization.
- There are a lot of based organizations aiming to support the international promotion through positioning and visibility in the U.S. social sector.

Services

G2C is a non-profit organization, with a 501(C3) status in the United States, incorporated since 2004. Give to Colombia has the capability to support based organizations, receive and manage donor's resources that are looking to support social projects located in Colombia.

Management Resources

1. Consulting/ Strategic Design/ Due Diligence

In the first instance, Give to Colombia support, is about advising and supporting legal and natural persons in their transition to strategic philanthropy and social intervention, reaching the highest level of impact - scope possible, in a strategic, scalable and replicable manner; within the framework of sustainability, maximizing the use of resources in a given field.

In order to fulfill this purpose, we have provided advisory services to Natural Persons (Individuals and Families), private foundations, multilateral entities, corporate foundations and companies.

Give to Colombia offers its consulting services to strategically design the develop of projects to which the resources will be destined and the way in which they will be used and distributed to achieve a greater level of impact.



G2C not only seeks to develop philanthropy strategies, but also includes conducting a due diligence process to the foundations in which the individual or family group has expressed an interest in making a donation, guaranteeing the good use of resources. This is what we call “the individual and family consulting service”.

This means that Give to Colombia, is bearing in mind the interests of the donor and the organization to which they wish to direct their resources (sometimes donors have it clearly identified, sometimes not) offers its services to find foundations that meet the interests of the donor including a due diligence. For this purpose, a series of documents are prepared in which the legality, governance and impact of the foundation in Colombia are clearly identified to see if it can become a based organization in partner with G2C.

In case, the donor has a considerable number of financial resources available (USD 500,000 – USD 1’000.000), but is not clear about their distribution, Give to Colombia offers its services to prepare a strategy that can define the following pillars:

- Geographic area, where the donor seeks to implement the project and the target population, therefore Give to Colombia can provide a guide of different possibilities (foundations with the desirable criteria).

An additional service, which follows the previous idea, is the possibility that offers G2C to elaborate an open call with the proper terms of reference. Therefore, different organizations in the territory can participate and offer projects. Consequently, G2C together with the family/individual, can choose the project that meets all their expectations.

2. Give to Colombia raised platform, channeling process

Once the donor is willing to deliver the funds, G2C makes its platform available to offer the fiscal sponsorship service, whereby:

1. Receive international resources.
2. Tax deduction certificates granted to U.S. taxpayers.
3. Donor management fund.
4. Due diligence sign documents, including a “resource use agreement”.
5. Decision between the donor and G2C for an adequate resource distribution in Colombia.
6. Financial report with impact indicators for international donors.

3. Visibility with organizations

We offer the service of using our digital platforms, website and experience in social events to obtain U.S resources from events, for those based organizations (as mentioned above foundations that are

not incorporated in the United States).

Give To Colombia, Inc c/o Angela Maria Tafur
485 Ridgewood Road, Key Biscayne, FL 33149 · Phone: (1) 305-766-8449 · Fax: (1) 305-675-2946
info@givetocolombia.org www.givetocolombia.org

202 1 | 4



Regarding fundraising events, based organizations, receive administrative and commercial support from G2C, with potential benefit from significant reductions, relating the event production costs. G2C also brings the possibility to receive in-kind donations and our 501C3 status makes us exempt from sales tax.

Additionally, thanks to the digital platform such as social networks and website, we are not just available to support and provide visibility to based organizations, but we are also a fundraising vehicle for our based organizations. Our transaction mechanism allows us to provide a transparent and easy way to receive financial resources, via digital means, through the website by PayPal or Stripe (People who do not have PayPal), transfer or by check.

4. Occasional or contingency events

Given the contingencies of recent times such as COVID-19 and natural disasters that require imperative humanitarian aid, G2C has proposed to carry out “Force major campaigns” where we work to achieve a major level of outreach throughout strategic participation from partners which can give outputs and a different scale for the initiatives. The latter is part of the new job pillar defined by Give to Colombia, due to the COVID19 – contingency, called “Humanitarian Aid”.

To exemplify, in 2020 we created a campaign with Grupo Argos Foundation, where the business group had a presence and we called #UnLlamadoALaEmpatía, seeking to provide food aid to families located in certain areas of Colombia that were most affected by the COVID-19 contingency.

Grupo Argos Foundation was also a partner when we went to Haiti, delivering hygiene kits to a certain number of beneficiaries, together with different partners in the territory who facilitated their distribution.

Currently, we are part of the "Stand Up, Providencia Renace" alliance in which we work together for the reconstruction of San Andres, Providencia and Santa Catalina after Hurricane Iota, which left about 95% of the island in deplorable infrastructure conditions, and aggravated the social, economic and cultural issues, always present on the island.

Experience

Give to Colombia is a non-profit organization with 501C3 status, whose mission is to increase the flow of international donations, talents and technologies to Colombia, supporting social impact projects in the areas of education, health, environment, economic development, culture, sports, gender equality, humanitarian aid, peace and social inclusion.



Give to Colombia is based in the United States and acts as an umbrella organization that promotes and articulates partnerships between the private, social and public sectors, maximizing the social impact from international donors.

Tailored and customized services are one of our strategies to connect international donors with high-level local foundations through a collaborative framework in order to implement their projects. This ensures the donor expectations and the compliance of international standards in terms of reporting, transparency and accountability.

Since 2004, Give to Colombia has been providing its donors with relevant and up-to-date information on the best social initiatives in Colombia. To date, the organization has raised nearly \$25 million in donations, supporting 400 projects and benefiting approximately 500,000 Colombians.

Give to Colombia has a highly qualified professional staff and meets high standards of transparency and accountability, making efficient use of every dollar invested in Colombia.

We have received ratings from independent entities such as "Charity Navigator" highlighting the ethical, consistent, and responsible work that distinguishes us from our peers and demonstrates the public that we are worthy of their trust. Likewise, our meticulous distribution of resources ensures that the vast majority of our budget (between 90 and 93%) goes directly to support the social projects in Colombia.

For all these reasons, our model has been supported by well-known entities such as ExxonMobil, Levi Strauss & Co., Morgan Stanley, Microsoft, JPMorgan, Citigroup, Cisco Systems, Intel, Dell, Motorola Solutions, and General Electric, as well as by thousands of people in the United States and around the world.

Schedule

Give to Colombia can formalize partnerships, defining responsibilities and obligations, and start working together as soon as the proposal is accepted.

Expected results

Although, Give to Colombia does not commit to achieve specific outcomes in terms of fundraising,

we expect that the proposed services will enable the organization to achieve the following results:

- Increase project fundraising.
- An amount can be set as a benchmark.
- Reduce administrative and logistical costs.
- Possible US tax benefits for donors, related to their donations.

Give To Colombia, Inc c/o Angela Maria Tafur
485 Ridgewood Road, Key Biscayne, FL 33149 · Phone: (1) 305-766-8449 · Fax: (1) 305-675-2946
info@givetocolombia.org www.givetocolombia.org

202 1 | 6



- Simplify the management of donations.
- Increased visibility on the network, benefiting from Give to Colombia's experience and recognition in the social sphere in both the United States and Colombia.

Expenses

The graphic below shows in detail the associated costs from the named services in the proposal.

Service	Cost
Fundraising Support	0
Fundraising management in order to receive resources	
Channel resources to projects as a fiscal agent	<p>10% of each donation depends on the following components:</p> <ul style="list-style-type: none"> • If leadership comes from G2C: 10% • If leadership comes from based organization: 7% <p>E.g., If the amount received is USD 1.000, G2C keeps USD 100 or USD 70, depending on the resources contributed by the donor.</p>
Sponsored events	10% from the total amount

Conclusion

We look forward to working with you to support your efforts and empower social- changers of your network through efficient solutions that can channel social investment to Ibero-America and Colombia.

We are confident that we can offer solutions tailored to your needs, and continue to be an important strategic partner.

Give To Colombia, Inc c/o Angela Maria Tafur
485 Ridgewood Road, Key Biscayne, FL 33149 · Phone: (1) 305-766-8449 · Fax: (1) 305-675-2946
info@givetocolombia.org www.givetocolombia.org