



#ColombiaGivesBack

SERVICE PROPOSAL

PREPARED BY
G2C TEAM



Our History

Give To Colombia (G2C) is a tax-exempt non-profit organization that facilitates the channeling of resources towards high-impact social projects in Colombia and Latin America. We mobilize resources, talents, and technologies to benefit the most vulnerable communities, which include disabled, displaced, and demobilized populations. We also act as an umbrella organization that promotes and articulates partnerships between the private, social, and public sectors, maximizing the social impact from international donors. Our main pillars of work are:

- Education
- Health & Nutrition
- Economic Development
- Environment
- Water & Sanitation
- Humanitarian Aid

Since 2004, **G2C** 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 over \$27 million**, supported more than **410 projects**, and directly **benefited over 423,000 Colombians** (indirectly that number increases to over 3,000,000 Colombians).

We have been rated by independent entities, such as Charity Navigator, highlighting the ethical, consistent, and responsible work that distinguishes us from our peers and demonstrating to the public that we are worthy of their trust. Likewise, our meticulous distribution of resources ensures most of our budget (between 90 and 93%) goes directly to supporting social initiatives in Colombia.

For all of these reasons, our model has been supported by well-known entities, such as the Inter-American Development Bank, Levi Strauss & Co., Morgan Stanley, Microsoft, J.P. Morgan, Citi Foundation, Bank of America, Cisco Systems, Intel, Dell, Motorola Solutions, and General Electric, among others, as well as by thousands of people in the United States and around the world.

Objective

In the current context, international donors are looking for projects that are increasingly sophisticated and can meet with international standards of reporting, transparency, and accountability. **G2C** hopes to use its extensive experience in securing and managing international resources, to channel the philanthropic efforts that exist in the United States towards opportunities and projects in Colombia. Our goal is to provide a transparent and efficient solution for organizations based in Colombia seeking international resources.

This can be achieved by becoming a Give To Colombia partner so as to receive all the benefits of a U.S. established non-profit, without incurring the administrative, legal, and financial expenses required of non-profit organizations with 501(c)3 status.



Services

1. Open Calls/Grant Applications

Give To Colombia provides foundations in Colombia with the ability to apply to any open call or grant, whether from a company, private foundation, or any entity based in the U.S., by becoming the representative of that foundation. Our goal is to open doors to our partners in Colombia via this process. However, it is limited to foundations with either extensive reporting experience or previous G2C partners. This process includes translation services, creation of the LOI and the project proposal, budget, and other supporting documents, delivery of all legal and financial documents requested during the process, as well as completing the application itself. In addition, G2C will assign our Project Coordinator to closely monitor and report on the project.

2. Fiscal Sponsorship

G2C also provides a fiscal sponsorship platform through which donors can easily channel funds to the desired foundation or project, once it has gone through our due diligence process. The steps for this service are detailed below.

1. Initial point of contact is established between G2C and the donor or the foundation.
2. G2C conducts the due diligence required.
3. Memorandum of Understanding is signed between G2C and the foundation.
4. International resources are sent to G2C.
5. Tax deduction certificates granted to U.S. taxpayers.
6. Collaboration Agreement is signed between G2C and the foundation.
7. Funds are sent to the foundation.
8. G2C conducts follow-up to address the needs of donors and monitor the use of resources.

3. Campaigns

In 2022, we created our Campaigns platform through which foundations in Colombia can now easily raise funds through crowdfunding. This platform is open to all foundations that have passed our due diligence process and wish to have the ability to target donors outside of Colombia. Through this service, the foundation will receive administrative support and marketing/communications materials, as well as guidance and training in how to more effectively present their projects and initiatives to an international audience.

4. Social Events

We offer foundations based in Colombia the service of using our digital platforms, website, and experience in social events to obtain U.S. resources from events. The foundations will receive administrative and commercial support from G2C, along with potential benefits such as sales tax exemptions, in-kind donations, and event production costs. Our transaction mechanism allows us to provide a transparent and easy way to receive financial resources, via digital means (through PayPal, Stripe, or AFRUS), wire transfer or check.



5. Consulting/ Strategic Design

G2C provides consulting services to individuals, private foundations, multilateral entities, corporate foundations, and companies by either strategically designing projects that maximize the use of resources and their impact or by conducting a due diligence process in which the legality, governance, and impact of the organization chosen by the donor are identified to see if it can become a G2C partner. In the first instance where the donor has a considerable number of financial resources available (USD \$100,000 – USD \$1,000,000), but is not clear about their distribution, G2C offers its foundation database as well as its services to prepare a strategy that can define the following guidelines:

- Geographic area where the donor seeks to implement the project.
- Target population by type of beneficiary.
- Pillar of the initiative.
- Timeline, impact, and goals of project to be implemented.

Expected Results

Although, G2C 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.
- Reduce administrative, legal, and logistics costs.
- Possible tax benefits for donors located in the U.S.
- Facilitation in 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 the associated costs for the services listed in the proposal.

Service	Cost
Open Calls/Grant Applications	15% due to G2C's involvement and monitoring responsibility.
Fiscal Sponsorship	Depends on the origin of the donation: <ul style="list-style-type: none"> • Originating from G2C: 10% • Originating from the foundation in Colombia: 7%
Campaigns	7% from each donation channeled.
Social Events	10% of the total amount.
Consulting/Strategic Design	Starts at 7%, depending on G2C's involvement. **

**May involve but is not limited to: Conducting open calls for foundations, structuring projects, coordinating allies, creating additional programmatic and/or financial reports, and carrying out on-site monitoring, among others.



THANK YOU



FOR ANY INQUIRIES CONTACT
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