Leverage your Carried Interest for Social Impact
The situation

A variety of pressing social problems continue to exist that need to be tackled.

Society, employees and investors increasingly expect social engagement from PE and VC firms and individuals.

Social entrepreneurs develop disruptive, scalable solutions that address the root-cause of social problems.
Ashoka: the world’s largest network for social entrepreneurship

World’s first and largest network of social entrepreneurs

5th most influential NGO in the world¹

Supports more than 3,500 social entrepreneurs ("Fellows") in more than 90 countries around the globe

50,000+ young changemakers

We identify and support the most outstanding social innovators world-wide with transformative solutions to social issues

¹ Global NGO Advisor 2018

“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.”

1. Global NGO Advisor 2018
What can we achieve with your contribution?

“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...

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

2. ...to build the fellows’ capacity to change systems by root-cause elimination

3. ...to create vibrant ecosystems for social innovation

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

5. ...to solve global issues in partner-ship with leading institutions

6. ...to inspire a society where everyone is a changemaker
Special section: Ashoka Fellows tackling the Covid19 pandemic

In April 2020 and in reaction to the global Corona pandemic Ashoka launched Changemakers United, a collective effort source, disseminate, support, connect and scale solutions of innovative social entrepreneurs at the forefront of the Covid-19 crisis.

David Cuartielles
Coordinates makers worldwide to build masks and respirators and cabins for hospitals via arduino.cc.

Jen Lexmond
Enables families to support children’s learning throughout social distancing via easypeasyapp.com.

Mehmet Atakan
Debunks false claims on social media about the Covid-19 crisis via teyit.org.

See the complete list of Fellows tackling the Covid19 pandemic on our special “ChangeakersUnited” website
### Why should you support Ashoka and the Carry4Good pledge?

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Description</th>
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<tbody>
<tr>
<td>Give back to society with high leverage</td>
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<td>Bet jointly on your future success at low risk</td>
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<td>Maximize your donation’s impact at low effort</td>
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<td>Invest in carefully vetted high-impact social entrepreneurs</td>
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<td>Show your employees a sense of purpose</td>
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<td>Be at the forefront of socially responsible PE and VC funds</td>
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#### Become part of the Carry4Good pledge

- Donate a percentage of your carried interest (%)
- Donate an annual fixed fee (€)
Pledge as a fund or individual

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<th>Fund</th>
<th>Individuals</th>
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<tr>
<td><strong>1) Carried Interest</strong>*</td>
<td><strong>1) Carried Interest</strong>*</td>
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<td>☐ 1% ☐ 2% ☐ 3% ☐ ____%</td>
<td>☐ 1% ☐ 2% ☐ 3% ☐ ____%</td>
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<td><strong>2) Fixed Donation</strong>*</td>
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<td>☐ 20,000 EUR</td>
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* Both types of contributions are tax deductible (subject to respective local legislation)
How will you be involved?

CORE ACTIVITIES

**Reporting**
Receive regular written updates on Ashoka’s work and Fellows

**Update meetings**
Attend update meetings to stay informed and see Ashoka’s progress

**Presentation of cooperation**
Involve your employees by asking Ashoka to present at your firm
Selected Pledgers

INDIVIDUALS

Klaus Hommels
Founder of

Dr. Jeannette zu Fürstenberg
Managing Director at

Felix Frohn-Bernau
Managing Partner at

Joern Pelzer
Founder of

LA FAMIGLIA

Thomas Jetter
Founder of

Michael Phillips
Managing Partner of

VC FUNDS

PRIVATE EQUITY FUNDS

ACTION

PALERO

PINOVA CAPITAL
What’s next?

01 Conversation with the Ashoka team

02 Decision to pledge as an individual or as a fund

03 Commitment through sign-up sheet

04 Optional: Separate agreement for the right to use Carry4Good stamp

05 Start of Carry4Good pledge membership
Ready to become part of Carry4Good?

Your Contact

Julia Reiche
Partner at Ashoka Deutschland & Lead of Ashoka Support Network

- 10 years at McKinsey & Company and 5 years at Ashoka
- Leading partnerships and programs

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Felix Frohn-Bernau
CEO of Palero Capital GmbH and Consulting Partner of Carry4Good

- More than 15 years PE experience
- Founder of die teilerei

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Andrea Martens
Community & Partner Management at Ashoka Deutschland

- Leading partnerships and programs
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Who is Ashoka?

Ashoka in numbers

Founded in 1980 by Bill Drayton in Washington, D.C.

World’s first and largest network of social entrepreneurs

5th most influential NGO in the world1

Supported more than 3,500 Fellows in more than 90 countries around the globe

50,000+ young changemakers

Our Fellows around the globe

Our mission and impact

Identify and support the most outstanding social innovators world-wide with transformative solutions to social issues

Mobilize a global community to support disruptive approaches to change social systems and mindsets through a focus on root-cause elimination

1. Global NGO Advisor 2018
We have an impact-driven approach to supporting social entrepreneurs

OUR TWO-FOLD APPROACH TO SUPPORTING SOCIAL ENTREPRENEURS

Search and selection of Fellows

- Extensive ongoing search for new social entrepreneurs, incl. utilizing broad network of nominators (650 h p.a.)
- Rigorous due-diligence process (>2,500 h p.a.)
  - Internal shortlisting via interviews and research
  - International selection process incl. external experts

Short-term and life-long support

- **Stipend**: Typically 3-year financial support in form of a living stipend to ensure full-time focus
- **Life-long support**: Life-long intellectual and non-financial support through Ashoka’s network in coachings, legal advice, consulting support, etc.

OUR IMPACT

- **92%** of Fellows report the Ashoka stipend helped them focus full time on their idea
- **86%** of Fellows report that Ashoka helped them see their work at a system change level, and of those fellows, 92% made changes to their strategy
- **93%** of Fellows have achieved change in market systems
- **74%** of Fellows have achieved change in legislation or influenced public policy

1. Ashoka Impact Survey 2018
We select our Fellows through a rigorous due-diligence process.

Selection criteria:

- **New idea**
  - New, effective approach to solve a social problem
  - Innovation was successfully implemented in a pilot project at least once

- **Entrepreneurial approach**
  - Person with entrepreneurial spirit and passion to implement the idea widely
  - Clear strategic plan and vision on which steps are needed to ensure system change

- **Social impact**
  - Scalable approach
  - Potential to fundamentally solve a social problem

- **Creativity**
  - Creativity to overcome obstacles, mobilize resources and reach the target group

- **Integrity**
  - Integer approach with no hidden personal ideological agenda

Selection process:

1. Nomination
2. National evaluation
3. International evaluation
4. Panel review incl. externals
5. Board review
Our definition of social entrepreneurs

SOCIAL ENTREPRENEURS

• **...drive systemic change**, ultimately transforming society’s systems
• **...address root causes** by solving a problem permanently or creating a new standard instead of aiming for quick wins
• **...scale their approach** to change the standards worldwide
• **...create sustainable social impact** through entrepreneurial thinking
• **...create innovative, disruptive solutions** to solve society’s most pressing social, cultural, and environmental challenges
• **...are leaders and role models** who inspire and empower others to create positive and long-lasting social change

Jimmy Wales
Founder of Wikipedia and Ashoka Fellow
Examples of Ashoka Fellows

**Discovering Hands**
Fellow: Frank Hoffmann
*discovering-hands.de*

Training of blind and visually impaired women to become touch-diagnosticians to improve breast cancer detection

**Roots of Empathy**
Fellow: Mary Gordon
*rootsofempathy.org*

Classroom program with babies as ‘facilitators’ to reduce aggression and build social competence and empathy

Source: Discovering Hands, Roots of Empathy
Examples of Ashoka Fellows

Children & Youth Finance International
Fellow: Jeroo Billimoria

- Helps young people understand and get access to financial services

Colalife.org
Fellow: Simon Berry
colalife.org

- Transports life-saving medicines to rural areas via existing infrastructure (e.g. Coca Cola distribution)

„Coca-Cola seems to get everywhere in developing countries, yet life-saving medicines don’t. Why?“
Simon Berry, Founder

“I started my organizations because I believe every one of us can do something to change the world and this was my bit.”
Jeroo Billimoria, Founder

Source: CYFI, Colalife
Examples of Ashoka Fellows

Kiva
Fellow: Matt Flannery
kiva.org

Lending platform to alleviate poverty by leveraging the internet and a network of microfinance institutions

"Microfinance was born from the belief that low-income individuals are capable of lifting themselves out of poverty if they are given access to financial services."
Matt Flannery, Founder

- 3.5 M Borrowers
- 1.8 M Lenders
- 77 Countries
- $1.41 BN Loans funded
- 96.8% Repayment rate

Source: Kiva, Kailash Satyarthi, The Nobel Foundation

Kailash Satyarthi
Fellow: Kailash Satyarthi
kailashsatyarthi.net

Children's rights and education advocate against child labor, and founder of the Bachpan Bachao Andolan Movement

Nobel Peace Prize 2014

"I will see the end of child slavery in my lifetime"
Kailash Satyarthi
Examples: Ashoka Global Academy members

Grameen Bank
Muhammad Yunus
grameen-info.org

Financial institution that provides microcredits and microfinance to the poor without collateral

Transparency International
Peter Eigen
transparency.org

Global civil society organization leading the fight against corruption

Nobel Peace Prize 2006

„Poverty does not belong in civilized human society. Its proper place is in a museum“
Muhammad Yunus

„Corruption is a major cause of poverty as well as a barrier to overcoming it. Corruption must be vigorously addressed if aid is to make a real difference freeing people from poverty.“
Peter Eigen, Founder

Source: Grameen Bank, The Nobel Foundation, Transparency International