

# FY2018

*a year of growth*





## ABOUT CAF AMERICA

Since 1992, Charities Aid Foundation of America (CAF America) has worked to break down the barriers to cross-border giving. As a global donor advised fund serving corporations, foundations, and individuals, we streamline the domestic and international grantmaking process to eliminate risk and administrative burden.

Through our work, we help donors support great causes by assisting them in making strategic, effective, and tax-advantaged grants around the world.

## Our Global Reach



With offices in the DC area, San Francisco, London, Toronto, and Vancouver, CAF America offers tax-effective giving solutions for donors from the United States, the United Kingdom, and Canada. As a member of the CAF Global Alliance, which has offices on six continents, we have access to on-the-ground advisors and partners across the world. This truly global reach enables us to facilitate grants to thousands of charities in more than a hundred countries at the request of our donor clients.



**ROB BUCHANAN**  
Chairman of the Board

*"As CAF America continues to grow in terms of contributions, grants and the wide range of charitable activities that we support around the world, it is important to recognize that a singular focus on growth at any cost is inherently unwise. In today's fast-paced and results-driven world, building and maintaining a positive work environment is essential, as are constantly strengthening staff capacity and improving technology to meet or exceed donor expectations. All these must work together to produce healthy growth, as I believe we are at CAF America."*

# FY2018

## Fiscal year 2018 was a pivotal year for CAF America.

We have embarked on a multitude of new journeys that we are eager to share with you as they greatly benefit our donor clients, charity partners, as well as the CAF America team.

## HIGHLIGHTS

In our ongoing commitment to support donors and grantmakers in their efforts to engage in regulatory compliant international grantmaking, CAF America partnered with 17 experts to join us as co-authors of our book, **Cross-Border Giving: A Legal and Practical Guide**.



To strengthen the spirit of philanthropy across the globe, we are supporting diaspora in giving back to their communities of origin. We invited diasporans to explore models of engagement during our **Diaspora Philanthropy Summit** and launched **Diaspora Gives Bangladesh**.

To facilitate international and domestic giving for hundreds of companies and their employees utilizing online platforms we've created **new partnerships with technology providers**.

Learning from the nonprofits we support across the globe is an important way for us to keep abreast of challenges that they may face and of opportunities that may benefit our donor clients. This year we held our first **Charity Roundtable in Hong Kong**, bringing together twenty grantee organizations to have an open conversation with our President and CEO, Ted Hart. With the success of this event, we are planning more of these gatherings across the globe.



While the regulations surrounding cross-border giving are complex, donors must be able to support causes they care about. To continue the work of our donors in the Asia Pacific region, we've expanded our local expertise by **partnering with the China Global Philanthropy Institute** to share lessons learned and best practices, and support their efforts to build the philanthropic sector in China.



As the number of donors working with CAF America and the scope of their philanthropy is expanding, our team at CAF America is also growing. Accordingly, last fiscal year was a pivotal one from an organizational point of view, as we have arrived to the need to **move into a larger office!** As we onboard our new team members, we remain committed to maintaining our personal touch in supporting our donor clients and partner charities. We hope you'll stop by!

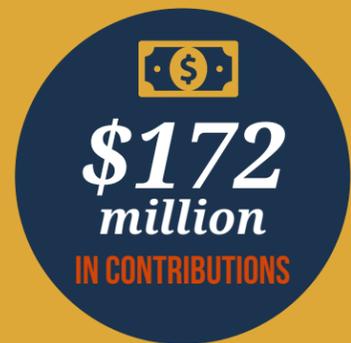


No organization can succeed without having the right people, and we are grateful that our office culture has attracted and retained the talent we have. Because of our great staff, we were recently **recognized as the 36th highest-ranked Best Nonprofit to Work For in the United States**.



## MAKING A DIFFERENCE

CAF America believes in spreading the spirit of philanthropy and making it easier for Americans to give across the globe. The giving solutions we provide allow for this generosity to manifest itself in a multitude of inspiring ways.



### CAF FACT

CAF America has a Donor Advised Fund payout rate of **95%**

# FY18 BY THE NUMBERS

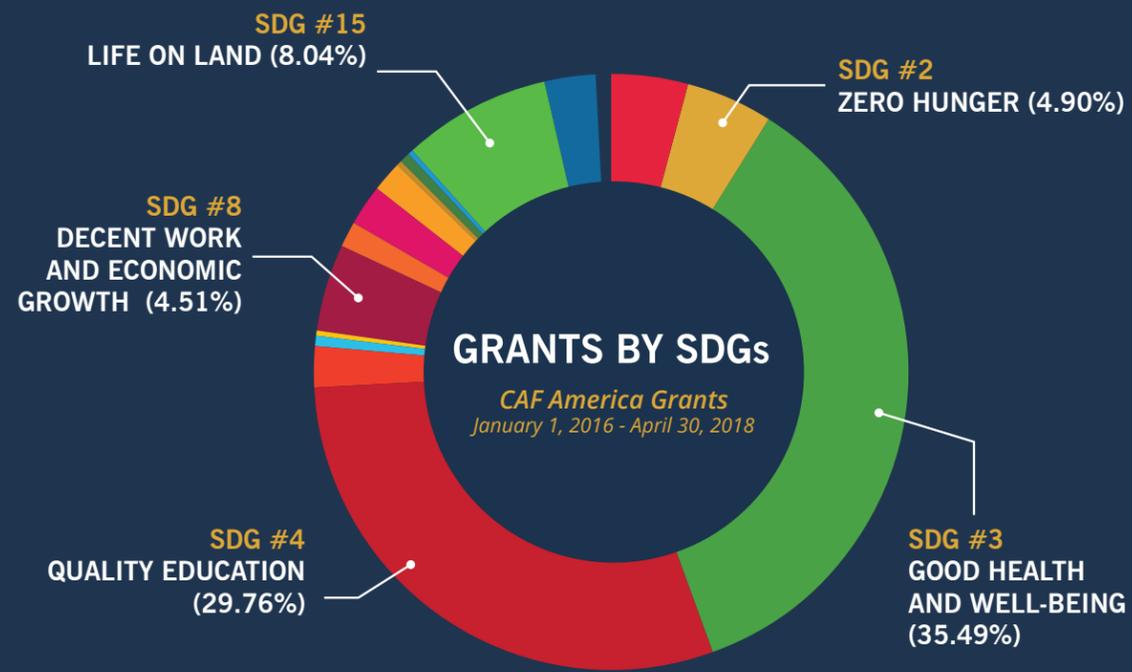
# WE ARE SERVING...

## Fortune 500 Companies

CAF America serves as a grantmaking partner for many Fortune 500 companies, assisting them to structure international and domestic philanthropic programs, manage employee matched giving cycles, create and administer RFP programs, and align their grantmaking strategies with the Sustainable Development Goals (SDGs).

### SDG ALIGNMENT

Since November of 2016, CAF America has been actively aligning every grant with the SDGs. By doing this, we are able to show our clients how their funding contributes to these global efforts.



\*5 Most supported SDGs labeled

## Top 5 SDGs

### SDG #3

#### GOOD HEALTH AND WELL-BEING

923 GRANTS | \$15,525,144

### SDG #4

#### QUALITY EDUCATION

753 GRANTS | \$13,019,810

### SDG #15

#### LIFE ON LAND

108 GRANTS | \$3,514,875

### SDG #2

#### ZERO HUNGER

216 GRANTS | \$2,144,662

### SDG #8

#### DECENT WORK AND ECONOMIC GROWTH

117 GRANTS | \$1,974,914





## WE ARE SERVING...

### *High Net Worth Individuals and Their Advisors*

According to the *U.S. Trust Study of The Philanthropic Conversation (2018)*, the vast majority of advisors (**91 percent**) believe that discussing philanthropy with their client is important, and **53 percent** perceive it to be very important.

Serving as a back office, CAF America aims to provide holistic services to philanthropic advisors and serve as a resource as they discuss giving with their clients. To harness and share best practices, we launched ***Wealth Strategy and Charitable Giving***, a series of interviews with Wealth Advisors and other professionals of the financial sector discussing questions pertaining to philanthropic giving. To date we have interviewed six advisors from firms such as PNC, Fidelity Charitable, and Schwab Charitable.

Visit [www.cafamerica.org/wealth-advisor-interview-series/](http://www.cafamerica.org/wealth-advisor-interview-series/) to learn from these experts.

### CAF AMERICA'S WEALTH ADVISOR COUNCIL

Our Council is comprised of leaders in the wealth advisor field, and their expertise extends across a myriad of subjects. CAF America works closely with Council members to ensure that we are providing the most pertinent and valuable information to enable advisors to best serve their clients' philanthropic goals.

**J. Max Barger, J.D.**  
Vice President | Senior Wealth Planner  
*PNC Wealth Management*

**Jennifer Murtie**  
Chief Operating Officer  
*Pathstone Federal Street*

**Brad Bedingfield**  
Counsel  
*Hemenway & Barnes LLP*

**Jane Peebles**  
Partner and Attorney  
*Karlin & Peebles, LLP*

**Peter M. Cohen**  
Chairman of Trident Trust Company  
*(South Dakota) Inc.*

**Miki Akimoto**  
Senior Vice President & Practice Expert  
*U.S. Trust*

# WE ARE SERVING...

## Diaspora

Diaspora giving is not a novel concept, but we believe that the philanthropic potential of many diaspora groups is yet to be fully explored.

CAF America has facilitated diaspora giving since 1992, but recently we have increased our focus on more strategically engaging with diaspora donors and encourage their giving. Such efforts include our Diaspora Gives Bangladesh program and our Diaspora Philanthropy Summit. There is perhaps no greater philanthropic power in the world than diasporas and we will continue to serve as a safe, easy, and effective way for them to give.



[www.diagives.org](http://www.diagives.org)



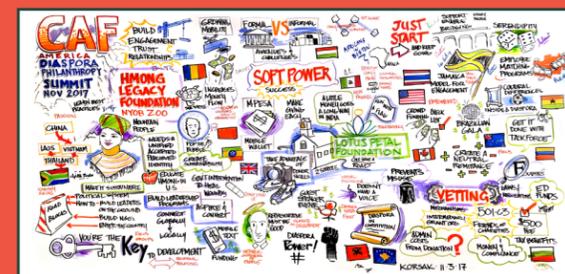
# 93.5%

OF USERS ACCESSED  
WWW.DIAGIVES.ORG ON  
A MOBILE PHONE

### Diaspora Gives Bangladesh

As part of CAF America's commitment to serving diaspora donors in a targeted manner, we have created Diaspora Gives Bangladesh (DGB). DGB ([diagives.org](http://diagives.org)), a tri-sector partnership led by CAF America with USAID and Chevron as funding partners, provides a solution for international tax-effective charitable giving. The program enables the Bangladeshi diaspora and other donors to give in a concerted manner to support all 17 of the Sustainable Development Goals (SDGs) and advise donations to every region of Bangladesh.

#### PARTNERS



A graphic interpretation of the Summit

### Diaspora Philanthropy Summit

A CAF America and CAF Canada Initiative in Partnership with Boston University

The Diaspora Philanthropy Summit took place on November 2-3, 2017 in Washington D.C. and brought together diaspora groups from US and Canada to explore their role in the development of their home communities through charitable giving.

Delegates shared their plans to engage and inspire fellow diasporans while learning from CAF America's, CAF Canada's, and other delegates' various models. The discussions focused on how to provide tax-effective support to vetted charities and projects in their established or ancestral homeland.



18  
Participants



20  
Countries Represented



15  
Educational Sessions

#### PARTNER



Boston University Pardee School of Global Studies  
African Studies Center



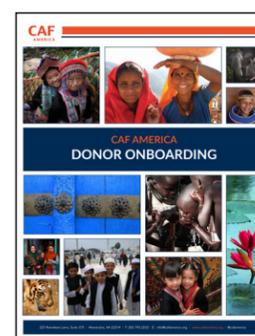
## ENHANCING THE EXPERIENCE OF GIVING

As a global grantmaking intermediary, CAF America serves a wide array of donors, charities, and partners. For us to be effective in our work, it's important that our services are easy for everyone to use and understand.

For charities across the world, understanding the legal requirements of the IRS and the intricacies of the due diligence process can be burdensome. We continuously strive to better serve our global audience. We are happy to share that **our Grant Eligibility Application is made available in 10 different languages\***, and our entire grant application and grantee reporting process is now conducted online.

*\* Russian grantees work with our office in Russia to complete the Grant Eligibility Application.*

- SPANISH **HOLA**
- FRENCH **SALUT**
- PORTUGUESE **OLÁ**
- GERMAN **HALLO**
- JAPANESE **KON'NICHWA**
- CHINESE **NI HAO**
- KOREAN **ANNYEONG**
- TURKISH **MERHABA**
- DUTCH **HALLO**
- POLISH **CZEŚĆ**



For our donors and partners, we believe that transparency and technology are two key drivers of success. By creating a new **Donor Onboarding Packet** succinctly outlining CAF America's services, operations, and procedures, we start off new client relationships with full transparency and mutual understanding, thereby ensuring a positive giving experience.

To truly be a 21<sup>st</sup> Century grantmaking organization, technology must be central to our efforts and we are always seeking efficiencies that simplify the giving process. Within the past year, CAF America has begun integrating our charity database with a variety of different partners, allowing donors to give easier, faster, and safer.

For all of our stakeholders, CAF America was at the forefront of recognizing the importance of **aligning our donors' charitable giving with the Sustainable Development Goals (SDGs)**. Corporations, foundations, individuals, and charities are all working to contribute to these goals in different ways. CAF America monitors SDG alignment of all grants recommended by our donors. Having this knowledge adds value to every program and allows our donors and charities to better understand expectations and results of philanthropic programs.



Our mission to encourage the philanthropic spirit is equally relevant at home in the United States. Recognizing the efforts of technology companies working to streamline the grant management and employee volunteering programs of a wide array of US companies and foundations, **we formed partnerships with various such technology providers** to strengthen their offerings. CAF America works with these companies to provide a variety of services such as our industry-leading due diligence.

# CUSTOMER SERVICE

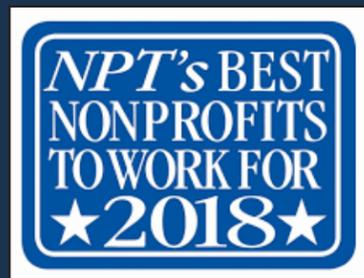
Whether it's creating a customized RFP process, identifying local partners across the globe, or researching specific foreign legislation and conducting analysis, CAF America's staff are always ready to assist our donor clients and charity partners.

International grantmaking is complicated, with unforeseen challenges and delays that can test even the most experienced grantmaker. At CAF America, we strive to respond to these challenges professionally, expediently, and with candor. Our clients appreciate our timely response rates and willingness to fully explore all available solutions while ensuring comprehensive **regulatory compliance**, mitigating potential **risks**, and protecting their **reputation**.



THE REDUCTION IN  
VETTING TIME  
**45%**

**28%**  
THE INCREASE IN THE  
NUMBER OF FUNDS OPENED  
IN FY2018



Given an increasing demand for domestic and international grantmaking services, comprehensive due diligence, and high-quality customer service, CAF America has grown its staff significantly over the last year. Recently, **CAF America was recognized as the 36th Best Nonprofit to Work For**, which reflects our commitment to excellence. We believe that a happy team is a team that can provide the best customer service to our clients and charity partners!



## Widowed Women Goat Project

**Grant Recipient:**  
**CANDLE: Community, Action, Development,  
 Liberative, and Education**

**Grant Amount: \$5,500**

Widowed women across the world struggle to provide for themselves and their families. In India, widowed women, especially of lower castes such as the dalit, are unable to gain access to financial resources.

Community Action, Development, Liberative, and Education (CANDLE) is an organization which aims to lift widowed women in India out of poverty and instill in them a sense of pride and ownership. Over the past year, CAF Canada has worked with CANDLE for a CRA-approved project that provides goats to these women as a means of income and livelihood.

Through the Widowed Women Goat project, each woman is given a healthy goat and provided training by a veterinary doctor about goat rearing. Part of the training focuses on financial literacy and discusses ideas on how to market various goat-based products to provide the women with the fundamental skills and income to become self-reliant.

Read more inspiring stories at  
[www.cafamerica.org/about/stories](http://www.cafamerica.org/about/stories)



## EXPERTISE

To drive forward CAF America’s mission of enabling regulatory compliant philanthropic giving, we remain committed to serving as a resource for the philanthropic sector. Having well-informed donors, charities, and other grantmakers strengthens collaboration and feeds the spirit of generosity.

Drawing from our 25+ years of expertise in international grantmaking, CAF America dedicates the majority of our content to discussing the regulatory environments for giving around the world. We closely monitor developments in the domestic and international arenas, providing quick digests and exploring the practical implications of the various regulations. To address a growing demand in the market for trainings and analysis around topics pertaining to international philanthropy, CAF America has undertaken various initiatives. **Our premier educational training, the International Grantmaking Symposium (IGS) is in its fourth iteration.** Our expertise is sought by external audiences including Fortune 500 companies, financial services companies, tax attorneys, grantmaking organizations, and nonprofits across the globe.



**FROM 2015 - 2017**

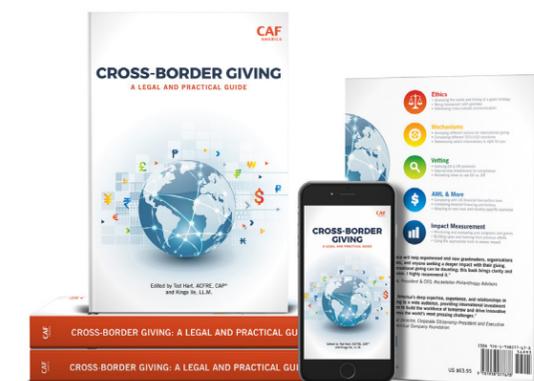
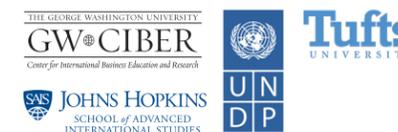
<b>75</b> Alumni	<b>10+</b> Countries Represented	<b>45</b> Speakers	<b>80</b> Organizations Represented
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### International Grantmaking Symposium (IGS)

We are immensely proud of the evolution of our very own educational training, the International Grantmaking Symposium. With the help of all of our partner institutions to date, the IGS has become a globally-recognized convening for leading organizations working in international philanthropy.

#### Our partners so far:

- 2018** The George Washington University, Center for International Business Education and Research
- 2017** Tufts University, Tisch College of Civic Life
- 2016** The United Nations Development Programme
- 2015** The Johns Hopkins University, Paul H. Nitze School of Advanced International Studies



### Cross-Border Giving: A Legal and Practical Guide

CAF America recently released **Cross-Border Giving: A Legal and Practical Guide**, a timely and comprehensive book that is relevant to everyone committed to international philanthropy and is required reading for any professional or organization working across borders. *Cross-Border Giving* (Charity Channel Press, 2018), is co-authored by 17 expert contributors and covers a multitude of topics including: ethical grantmaking, the closing space for civil society, equivalency determination & expenditure responsibility, preparing for an audit, and many more.



**Providing Inclusive Programs to Disabled Kids**

**Grant Recipient:**  
**AbleChildAfrica**

**Grant Amount: \$1,662.41**

Individuals with disabilities suffer disproportionately in developing countries and communities where access to proper healthcare and other support systems aren't easily available. In certain areas of rural Africa, life with a disability can be a profoundly difficult experience, particularly for school-age children and their families.

AbleChildAfrica, a UK charity which operates in the East African countries of Kenya, Uganda, and Tanzania has partnered with independent African organizations to operate several projects which strive to promote and achieve equal rights for children with disabilities and their families.

With support from CAF America donors, AbleChildAfrica and its partners provided improved access to healthcare and education to the most vulnerable children in East Africa by strengthening existing cross-border partnerships & developing their shared learning systems, creating parent support groups, and combating the stigma associated with disabilities through grassroots advocacy.

Read more inspiring stories at  
[www.cafamerica.org/about/stories](http://www.cafamerica.org/about/stories)



Internationally, philanthropy has been faced with complying with an array of new legislation targeting civil society. Since 2012, according to the International Center for Not-for-Profit Law (ICNL), **60 countries have passed more than 90 laws that impact civil society organizations.** Two-thirds of these laws restrict the operating environment for civil society organizations, while one-third enable CSOs and their operations. CAF America maintains a strong knowledge base surrounding these regulations and we provide our clients with giving solutions which are fully compliant with ever-changing regulatory environments in the 100+ countries where we give.

## COMPLIANCE

This past year has brought unprecedented changes to regulatory environments across the globe that impact cross-border giving and the flow of charitable funds. Within the US, we not only witnessed substantial tax reform legislation but new interpretations released by the IRS concerning donor advised funds as well as due diligence processes required by the IRS to give to foreign charitable organizations.



**Perhaps the most widely discussed change in the past year was the case of China,** where the Law of the People's Republic of China on Administration of Activities of Overseas Nongovernmental Organizations in the Mainland of China, otherwise known as the Overseas NGO Management Law, disrupted the philanthropic sector and the operations of thousands of international nonprofits. CAF America immediately responded by restructuring our grantmaking processes to China and became one of the first funders to continue making grants to the country in a compliant manner. As similar laws arise across the globe that render foreign funding more burdensome for both funders and recipients, CAF America will continue to adapt and allow our clients to give where they desire while maintaining our high standards of compliance.

In our ongoing commitment to provide analysis on regulatory changes, we have covered these new regulations in our publications and provided updates to our clients about how these changes would affect them.



## Heart Health in the Himalayas

**Grant Recipient:**  
**The Nepal Heart Foundation**

**Grant Amount: \$20,000**

The Himalayan state of Nepal is home to nearly 27 million people, with over 80% of the population living in isolated areas prone to natural disasters such as landslides, earthquakes, and flooding. In such remote areas, it is common for access to healthcare to be virtually nonexistent or, at the very best, lacking adequate resources.

One of the most immediate threats to health in Nepal is Rheumatic and Ischemic Heart Disease (RHD & IHD), which often stems from untreated infections such as strep throat and scarlet fever. Established in 1988, The Nepal Heart Foundation (NHF) is an NGO operating out of Patan city in central Nepal that “aims to ensure a better life, free of heart disease, in Nepal”. The foundation provides screenings, follow-ups, and medical procedures for at-risk communities throughout the country. Since the 2015 Gorkha earthquake, NHF has provided heart screening for over 50,000 students in Nepal.

Using funds granted through CAF America, NHF was able to provide 16 medical professionals and 127 community health workers with special training in identifying heart problems. Workers were trained not only to treat existing problems, but also to identify early signs of RHD & IHD in young people.

Read more inspiring stories at  
[www.cafamerica.org/about/stories](http://www.cafamerica.org/about/stories)

# SPEAKING ENGAGEMENTS & CONFERENCES

As an expert and thought leader in international philanthropy, CAF America shares our expertise at various conferences and trainings around the world. Topics we present on include the recent changes to the IRS rules for international grantmaking, charitable giving to challenging markets, and more.



President and CEO, Ted Hart, and Vice President of Donor Advised and Grant Services, Jessie Kraftt present at the PEAK Grantmaking Conference in Orlando, Florida.

## HIGHLIGHTED EVENTS:

### PEAK Grantmaking

March 19-21, 2018 | Orlando, FL

### AIP Conference on Philanthropy

April 30-May 2, 2018 | Nashville, TN

### STEP Educational Training

March 13, 2018 | Los Angeles, CA

April 26, 2018, 2018 | Seattle, WA

### HECKERLING Institute on Estate Planning

January 22-26, 2018 | Orlando, FL



The 2018 Celebration of International Philanthropy was held at Disney's Hollywood Studios Indiana Jones Stunt Spectacular!



## Celebration of International Philanthropy

CAF America has the privilege of partnering with corporations, foundations, and individuals to help fulfill their international charitable aspirations. For two years now, we have celebrated the inspirational and important work that our clients are doing to make the world a better place. The annual Celebration of International Philanthropy awards gala recognizes a handful of industry leaders for their international philanthropic achievements.

### Past awardees include:





## PARTNERSHIPS

To advance our mission of expanding philanthropic services to US donors in a fully compliant manner, CAF America has identified and built relationships with the goal of establishing new partnerships across sectors and geographic areas.



## SUBSIDIARIES

 **CAF Canada** is a registered Canadian charity working to expand the culture of giving by making it easy, reliable, and effective for Canadians to give both internationally and domestically.

 The **CAF American Donor Fund (CADF)** allows US/UK dual taxpayers to claim 'Gift Aid' — which can increase the value of their gifts by up to 25% — and qualify for a tax deduction in the UK and in the US.

## PRODUCTS

- Donor Advised Funds
- Invested Donor Advised Funds
- Employee Engagement Funds
- Donor Advised Gifts
- Equivalency Determination
- Enhanced Expenditure Responsibility
- Friends Funds
- CAF American Donor Fund (for dual US and UK taxpayers)



**TED HART, ACFRE, CAP®**  
President and CEO,  
CAF America  
President, CAF Canada

*“CAF America continues to witness exponential growth, as we adapt to new environments and continue to meet the needs of our donor clients and charity partners. In just the past year, CAF America became the 255th largest nonprofit in the United States, our International Grantmaking Symposium reached its fourth iteration, and we published a Cross-Border Giving: A Legal and Practical Guide (Charity Channel Press, 2018). We are thrilled about these accomplishments and remain committed to enabling global philanthropy.”*



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