WE CAN END WORLD HUNGER

(IT'S EASIER THAN YOU THINK)

A Common Sense Analysis of
World Hunger Survey 1.0
Results and Implications

Tom Loscalzo

tom@advertithing.com

Introduction: Worldwide Impact of Hunger and Preventable Diseases

- **9 million children die every year**
- 9 million = population of Manhattan
- Intense pain, suffering
- Most deaths preventable
- Cost to save 9 million children: $30 Billion/year

Is 9 Million a Lot of People?

YES and NO

Is 9 Million a Lot of People?

YES:

In our modern world,
no one should experience hunger
or die from malnutrition!

Is 9 Million a Lot of People?

NO:

The problem is not so large that we cannot solve it.
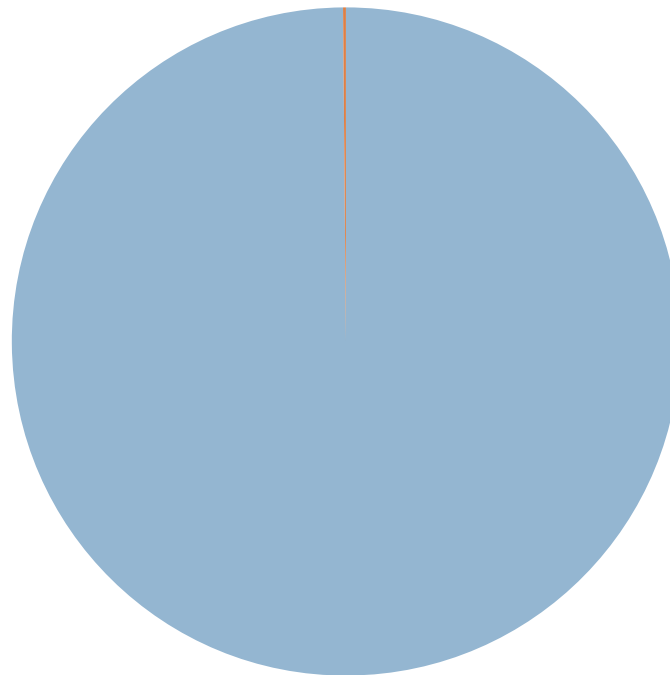
Can we really save 9M Lives?

YES!

99.87% vs. the Unfortunate Few

☐ 1 in 755 people worldwide

☐ 0.13% of population
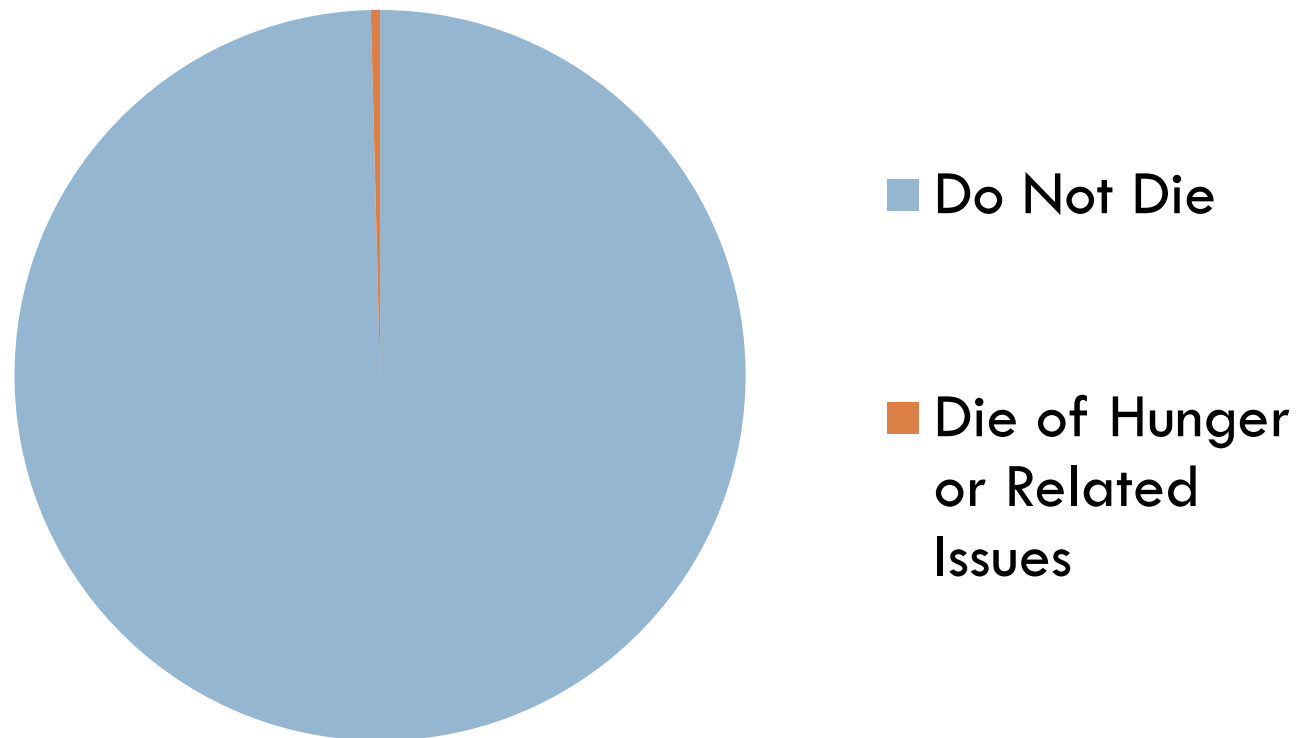
Preventable Deaths vs. Worldwide Population

■ Do Not Die

■ Die of Hunger or Related Issues
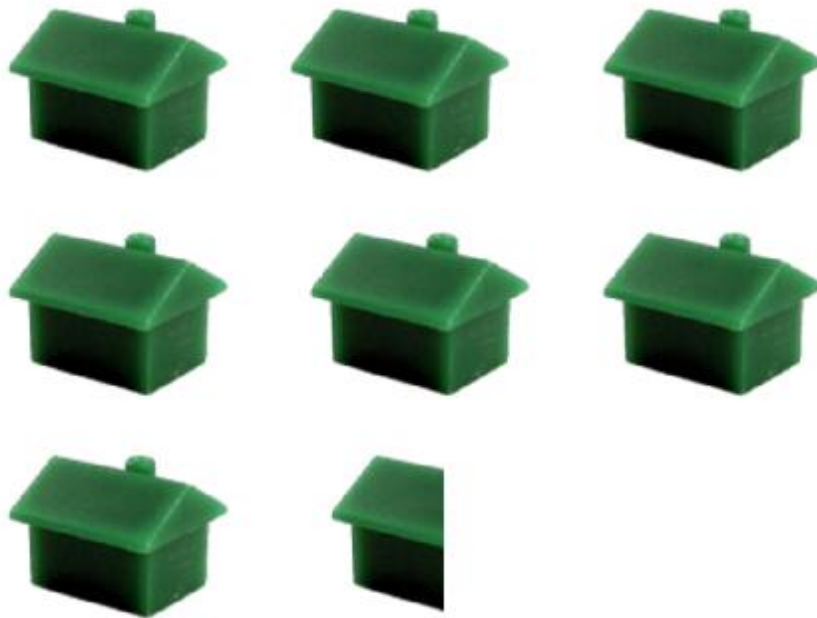
The Worldwide Christian Population Can End Hunger If It Wants To

- 1 in 245 Christians worldwide

- 0.40% of total # of Christians

Preventable Deaths vs. Worldwide CHRISTIAN Population

- Do Not Die

- Die of Hunger or Related Issues

The American Christian Population Can End Hunger If It Wants To

☐ 1 for every 7.6 American Christian Households

How Much Will It Cost?

□ UN Estimates:

  ▪ $30 Billion/year for 10 years

  ▪ $300 Billion Total

  ▪ Amounts independently verified by other nonprofit leaders

Is $30/yr Billion a Lot of Money?

Save 9 million children: $30B/year

$3,300 per life/year

$0.25 per US Citizen per day

Is $30 Billion/yr a Lot of Money?

Less than 1% of US Household Income

Approx. 1.3% of **Christian**
US Household Income

Less than 1% of **North American**
Christian Net Worth

Is $300 Billion (The Total Cost) A Lot?

Less than 10% of **US Economic Bailout**

Less than 3% of **US Millionaires' Net Worth**

Less than ½ of 1% of **Total Net Worth of US Households and Nonprofits**

Is $300 Billion (The Total Cost) A Lot?

In 2013, the Fed (US central bank) spent $900 Billion to buy mortgages at prices that no professional investor would pay.

That's 300% of the total cost to sustainably end world hunger for decades.
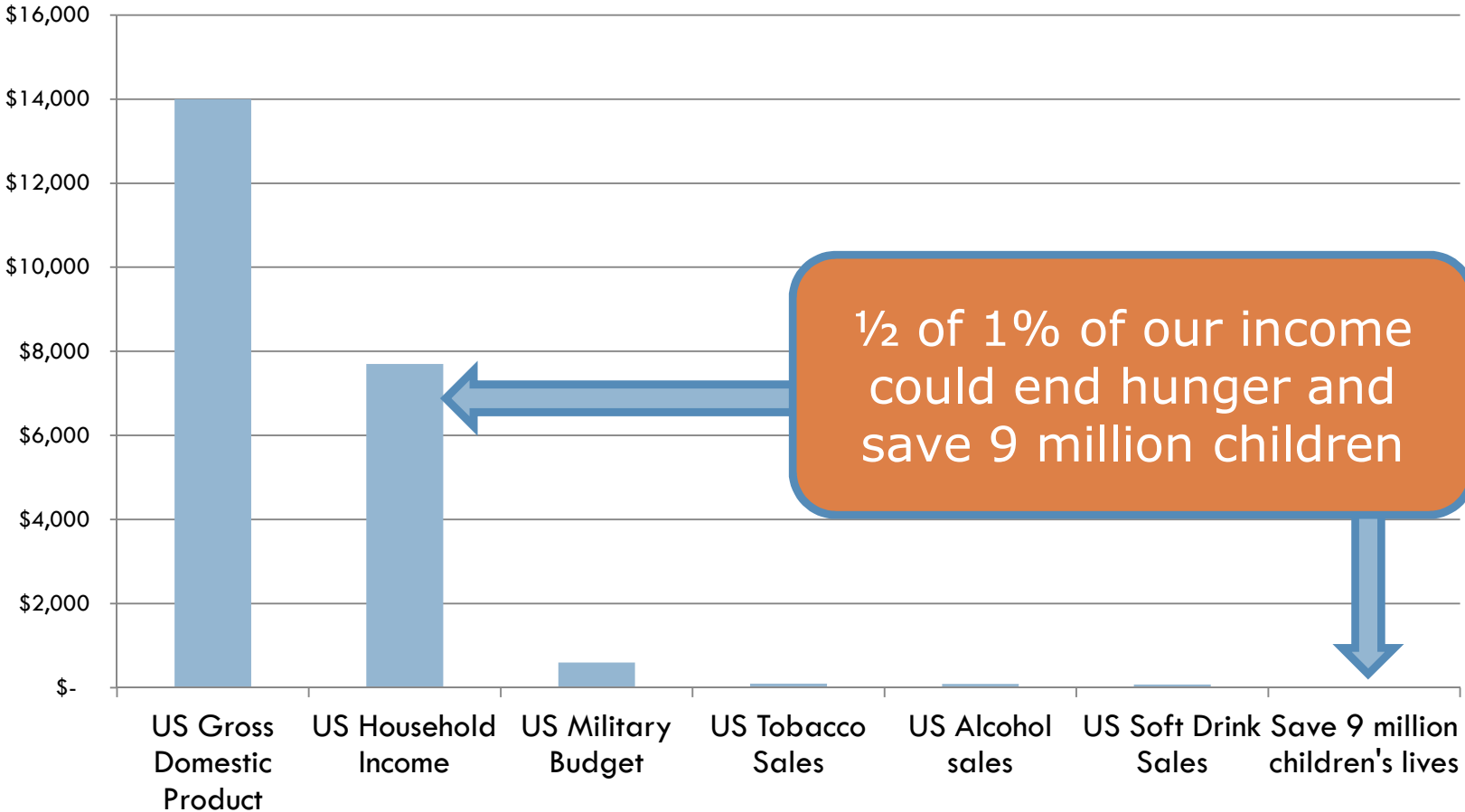
It's a matter of priorities

**Our government thinks that
keeping mortgage rates artificially low
is more important than saving
At least 100 million children from
disease, starvation, suffering, and death.**

Do you?

Visual: US Income and Expenses

Annual Amount ($Billions)

½ of 1% of our income could end hunger and save 9 million children

Zoom In: US Income & Expenses

Annual Amount ($Billions)

Americans spend nine times more each year
on tobacco, alcohol, and soft drinks
than it would cost to end hunger
and save 9 million children
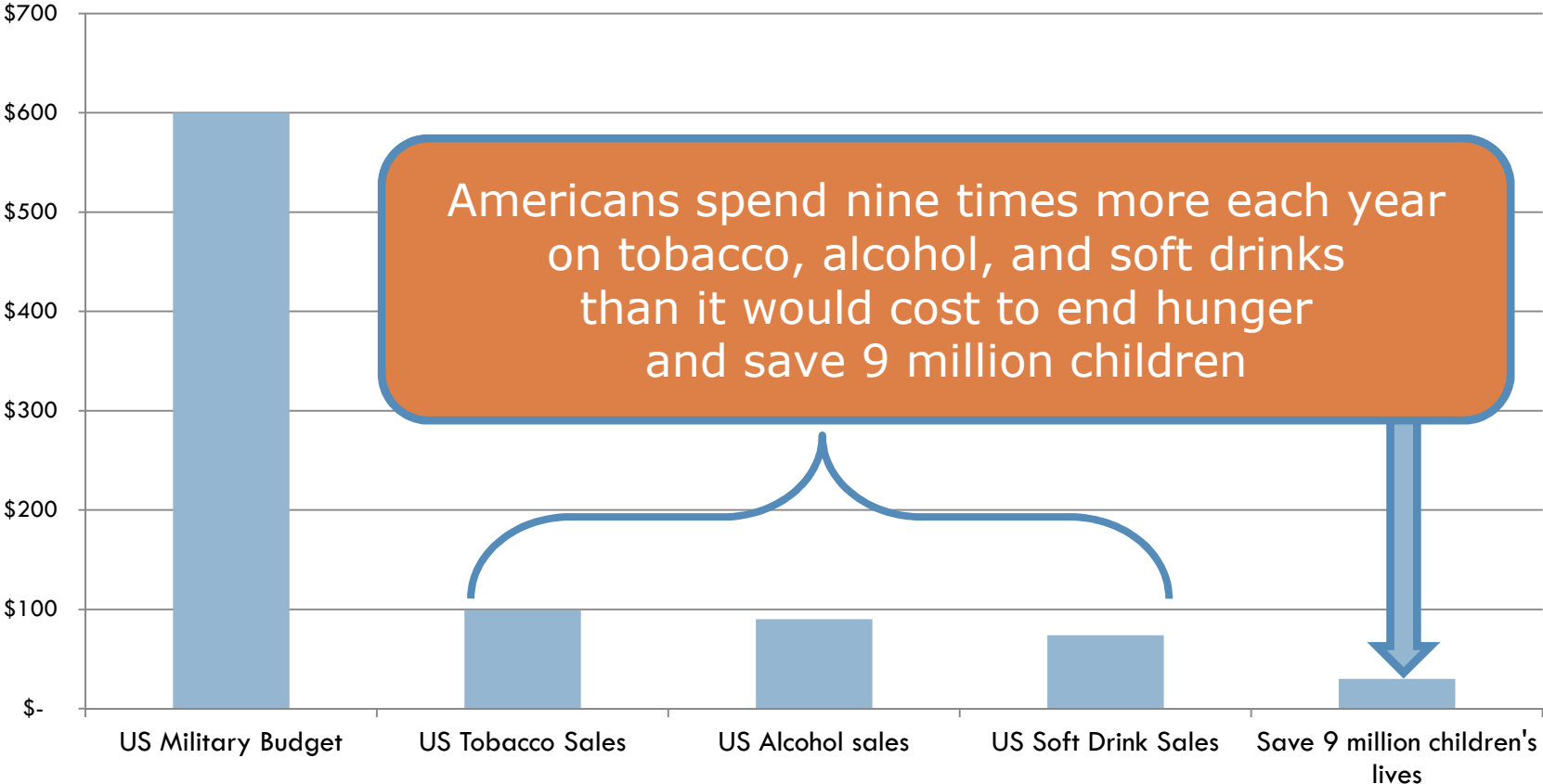
Zoom In: US Income & Expenses

Annual Amount ($Billions)
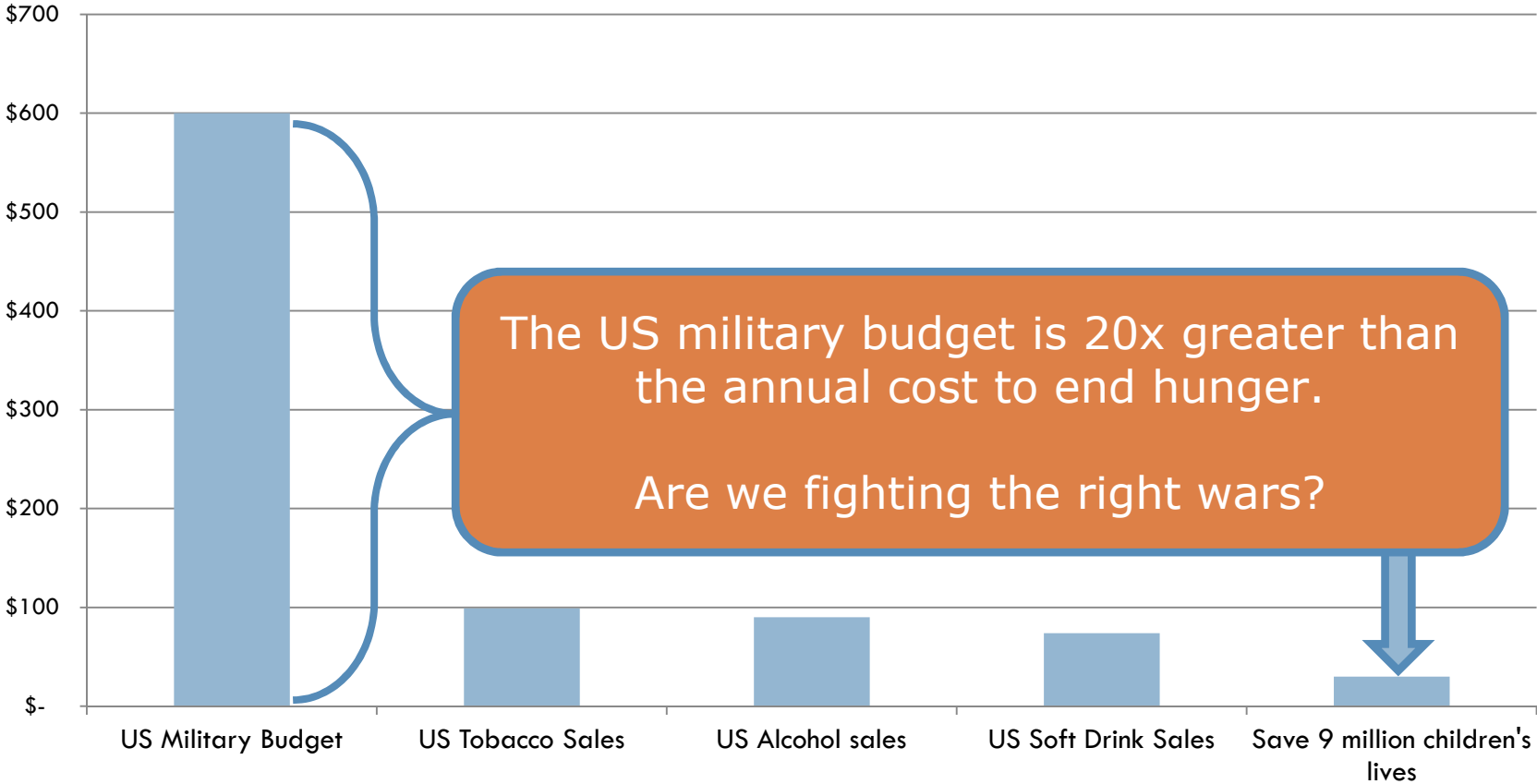
Visual: US and Intl Assets

Asset Values ($Billions)

½ of 1% of our assets
could sustainably end hunger,
saving 315 million children by 2047.

In comparison, the U.S. population is
approximately 300 million people.

Chart y-axis values: $60,000 / $50,000 / $40,000 / $30,000 / $20,000 / $10,000 / $-

Chart categories:
- Total Net Worth of U.S. Households and Nonprofit Organizations
- Net Worth of North American Millionaires
- TARP and other bailouts
- Net Worth of China's Millionaires
- Sustainably end hunger, save 315 million lives (Total Cost)
- Save 9 million childrens' lives (Annual Cost)

Zooming In: US and Intl Assets

Asset Values ($Billions)

North American millionaires could prevent world hunger for decades with a one-time payment of about 2-½ percent of their assets.

$14,000	
$12,000	
$10,000	
$8,000	
$6,000	
$4,000	
$2,000	
$-	

Net Worth of North American Millionaires · TARP and other bailouts · Net Worth of China's Millionaires · Sustainably end hunger, save 315 million lives (Total Cost) · Save 9 million childrens' lives (Annual Cost)
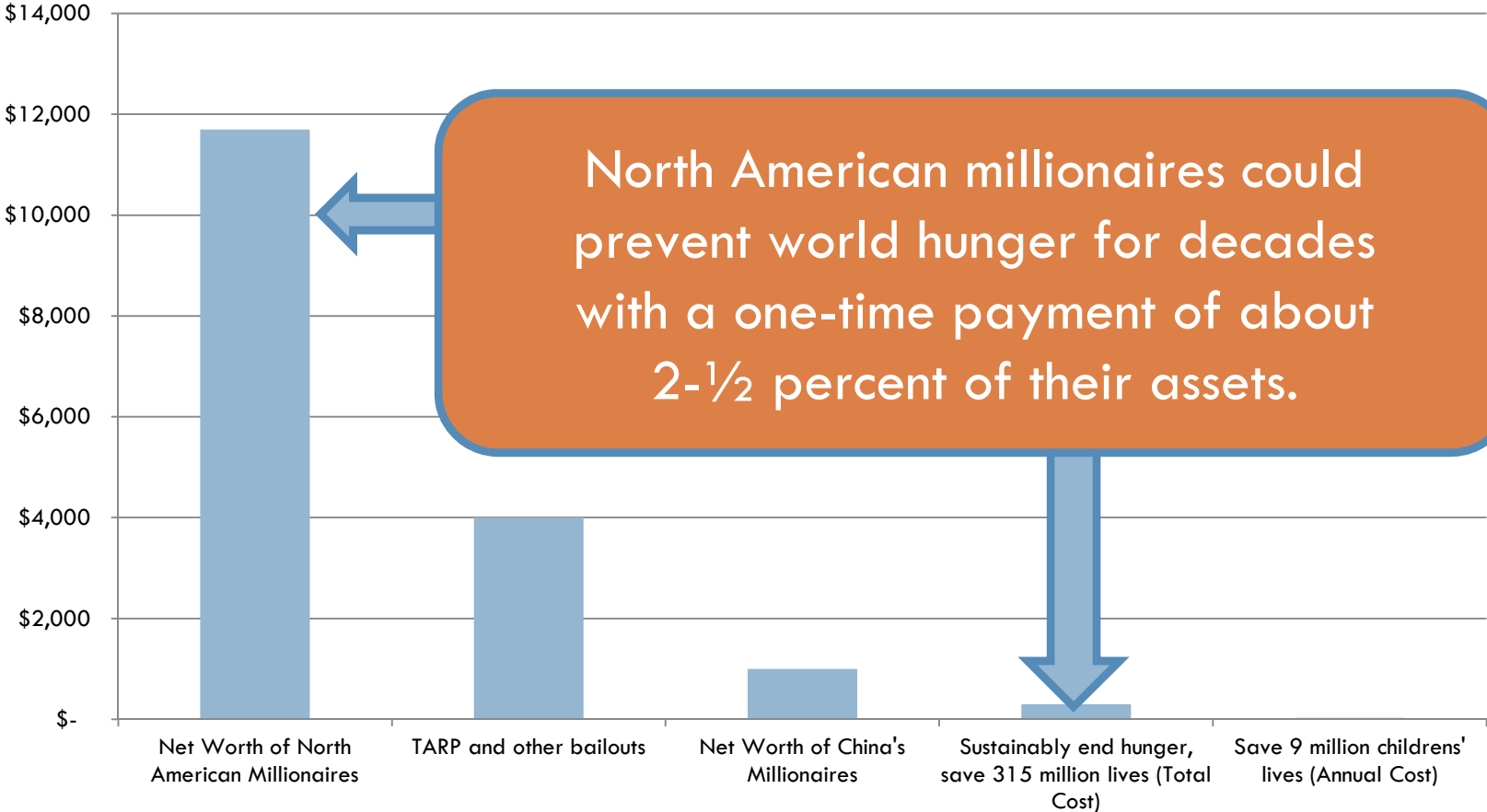
So Why Hasn't It Been Solved?

- No one ever attempted it

- Internet, GPS, viral marketing, global finance, project management, and logistics came of age in last 20 years

- No organizations existed that could tackle the problem on a global scale

Can it Be Solved Today?

- Major worldwide Non-Governmental Organizations (NGO's) have the expertise, experience, and ability to end hunger globally:
  - United Nations
  - World Vision
  - Red Cross
  - Others

Can it Be Solved Today?

- Internet +
- Viral Marketing +
- Private Donors +
- Technology +
- Transparency and Accountability +
- The Results Of This Survey +
- Government Aid Where Appropriate =

- **Donors are Willing To Pay For It!**

Can it Be Solved Today?

- Non-Governmental Organizations +
- Modern Finance +
- Global Logistics and Project Management +
- Government Diplomacy and Assistance +
- Massive Numbers of Unemployed, Idealistic Young People +
- Large Numbers of Experienced, Retired Executives =

- **<u>Together, We Can Reduce or Eliminate Hunger!</u>**

Yes, But Will Americans Give 1%?

- Introducing World Hunger Survey 1.0

- Two Hypotheses:

  - Americans WILL give 1%
    under the right circumstances

  - Best practices will create the right
    circumstances

Version 1.0

□ Survey on a Shoestring:

  ▫ Prototype / Proof of Concept

  ▫ Low Cost

  ▫ Rapid Deployment

WHS 1.0 Goals

- Measure:
  - Donor willingness to give 1% to end hunger
  - Impact of best practices and innovation
  - Donor attitudes :
    - nonprofits
    - charitable giving
    - world hunger
    - ethical issues
  - Demographic and income effects

WHS 1.0 Limitations

- No comparison of "naïve" vs. "informed" donors

- Not statistically significant

- Most respondents Christian, middle income, middle age *(This is OK - matches target market)*

- Living document

- Some design errors (e.g. ambiguous questions)

WHS 1.0 Overview

1. Inform respondent
2. If it would end world hunger:
    1. Would donor give 1%?
    2. Max. donation?
3. Impact of innovations and best practices
4. Views on ethical dilemmas
5. Demographics & financial info
6. Feedback

WHS 1.0: Summary of Results

62% Percent of respondents would give at least 1% of their income to end hunger

1.6% Total overall average giving level, including those who would not give

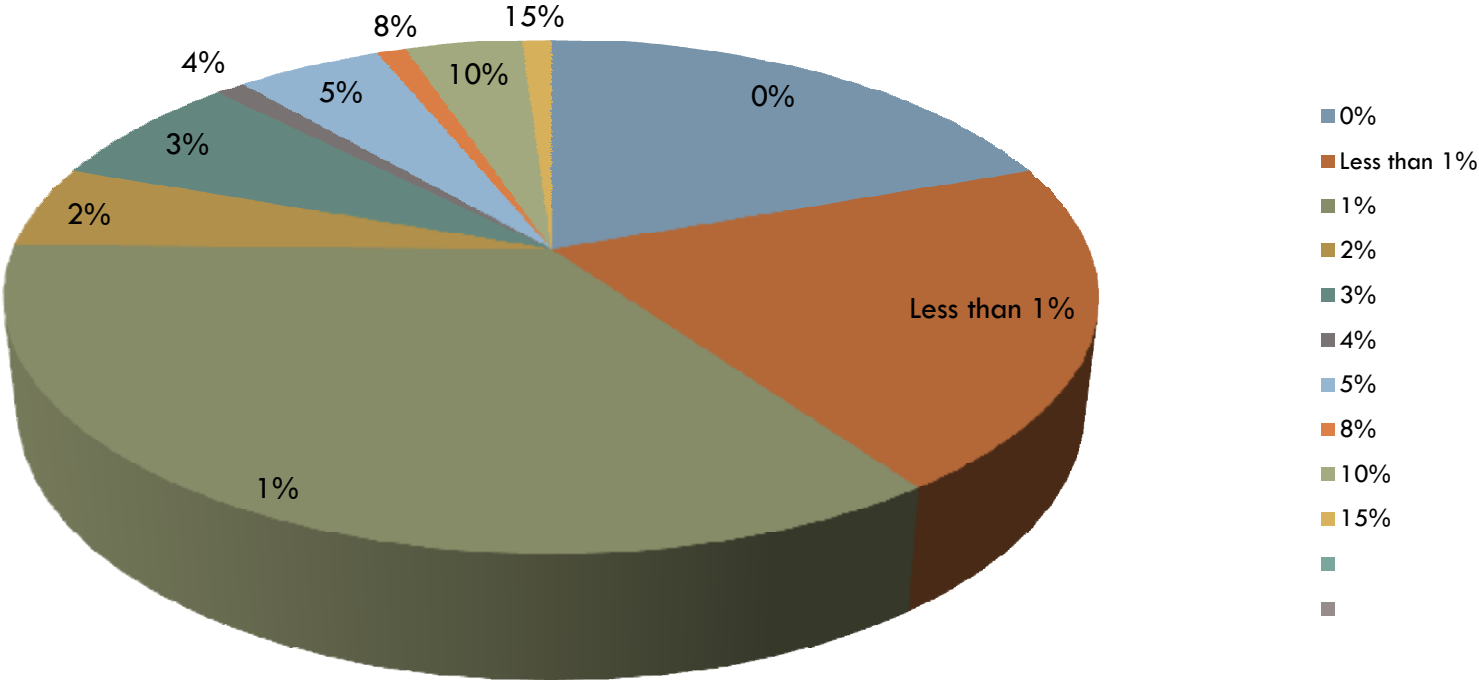*Best practices had a modest impact on results*

WHS 1.0: Summary of Results

**Would you donate 1% of your income
if you were certain it would end world hunger?**

No
6%

Other
7%
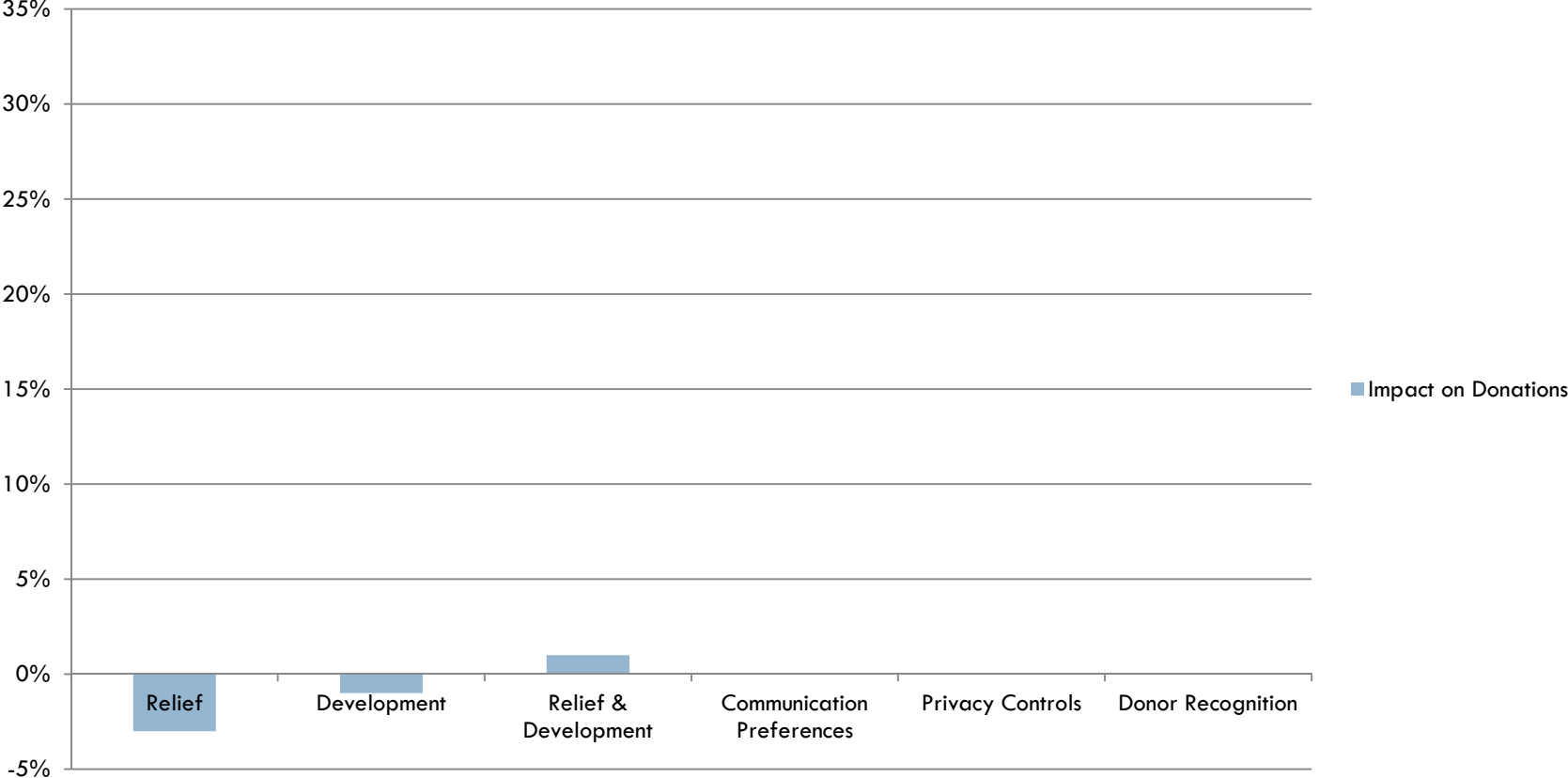
Maybe
25%

Yes
62%

Yes
Maybe
No
Other
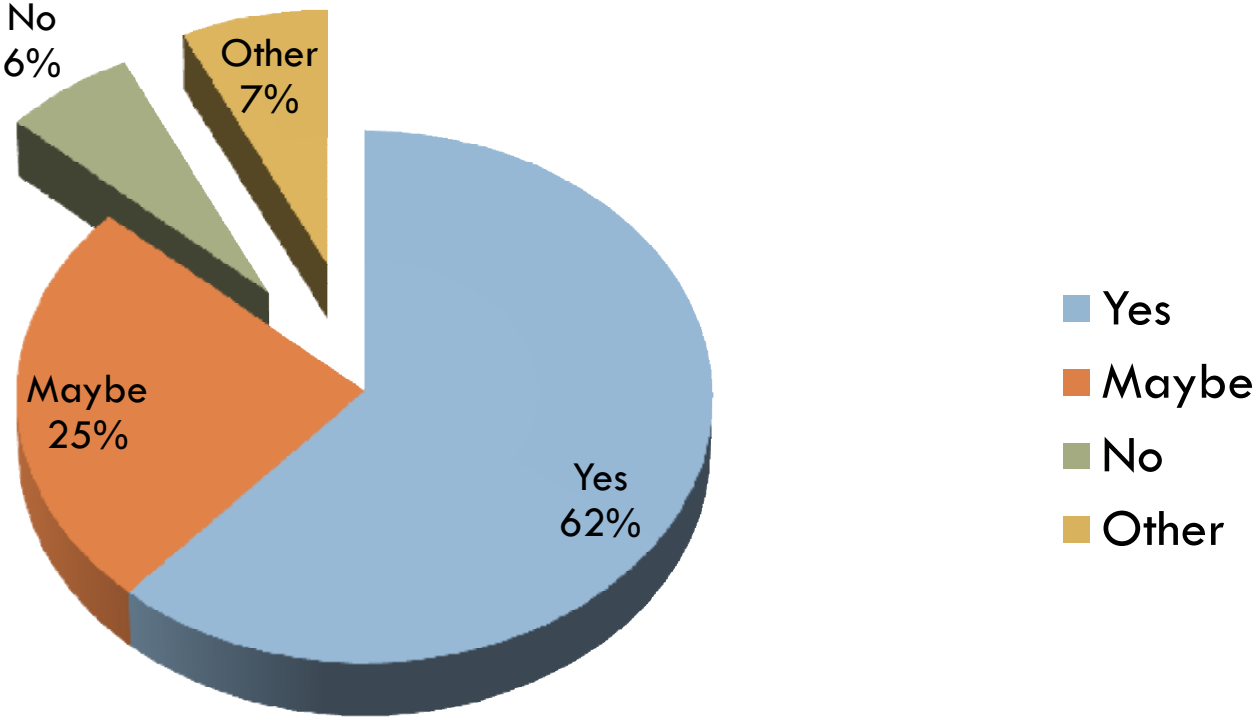
WHS 1.0: Summary of Results

What is the maximum % of income you would donate if you were sure that it would end world hunger?

Legend:
- 0%
- Less than 1%
- 1%
- 2%
- 3%
- 4%
- 5%
- 8%
- 10%
- 15%

WHS 1.0: Low-Impact Factors



Impact on Donations, % Increase

Summary of Results – Low-Impact Factors

☐ **Little or No Impact on Donor Giving:**

- Emphasis on Relief vs. Development
- Donor-Controlled Communications Preferences
- Donor-Controlled Privacy Preferences
- Public Recognition of Gifts
  - *Many commented that they did NOT want public recognition and would not give if publicly recognized.*
- Conclusions cannot be drawn – these factors were not statistically significant

WHS 1.0: High-Impact Factors

Impact on Donations, % Increase
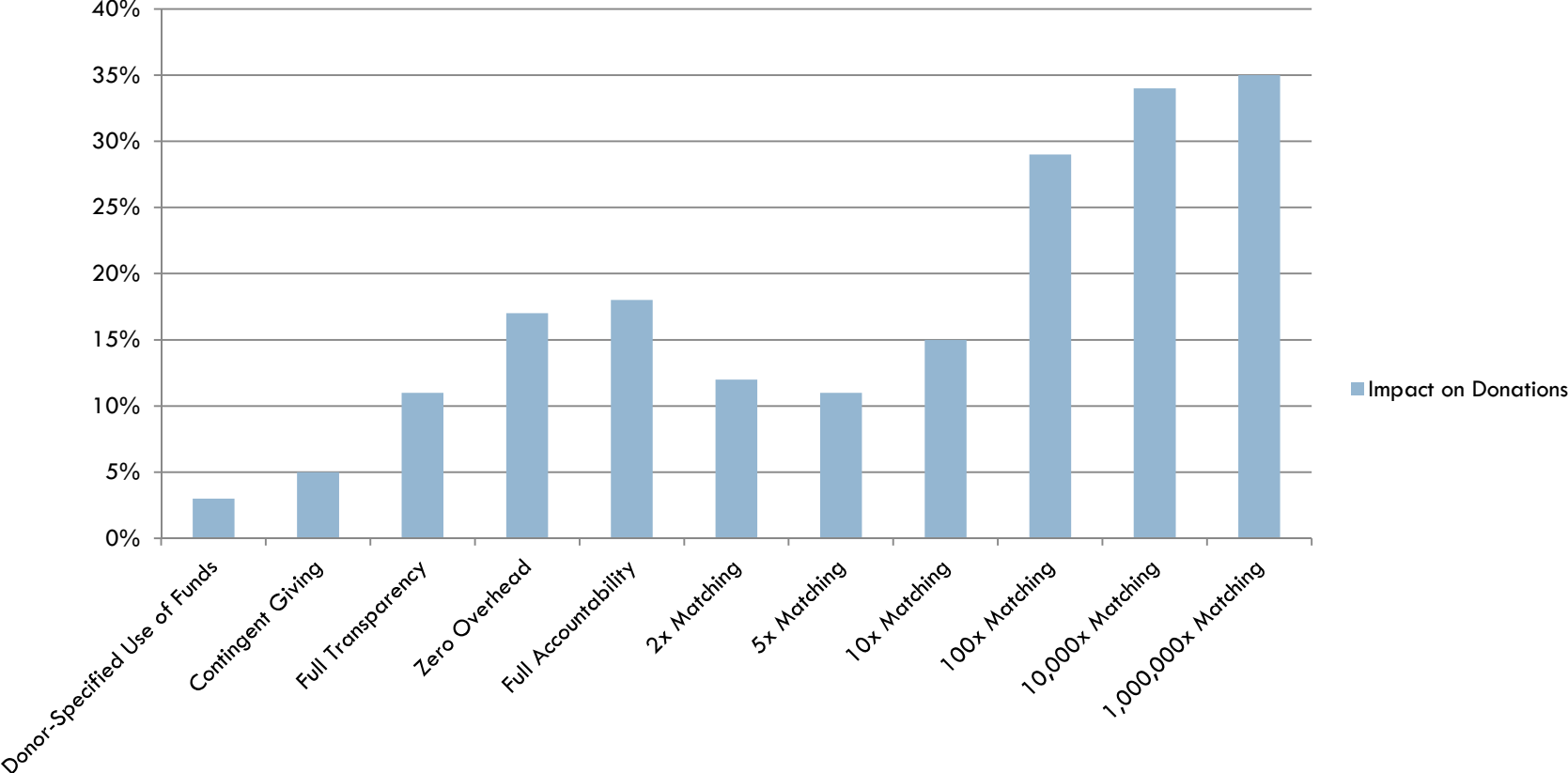
Summary of Results – High-Impact Factors

□ **Positive Net Impact on Giving:**

  ▫ Use-of-Funds Designation: 3% Increase

  ▫ Contingent Giving: 5% Increase

    ▪ Some donors expressed a preference against contingent giving, saying "put the money to work immediately!"

  ▫ Full Transparency: 11% Increase

  ▫ Zero Overhead: 17% Increase

  ▫ Full Accountability: 18% Increase

  ▫ Matching: 12%-35% Increase

Summary of Results – Matching Funds

- **Effect of matching funds on donation amount:**
  - 52% Gave The Same Amt. As Unmatched Donation
  - 29% Gave More When Matched
  - 19% Gave Less When Matched
  - Average Donor Gave 12% more for 2x Match
  - Average Donor Gave 35% more for 10,000x Match

- **Effect of matching multiplier (2x vs. 1,000,000x):**
  - 69% Gave The Same Amt. Regardless of Multiplier
  - 9% Gave Less as Multiplier Increased
    - In this group, avg. 1M amt was 42% of 2x amt
  - 22% Gave More as Multiplier Increased
    - In this group, avg. 1M amt was 135% of 2x amt

WHS 1.0 - Other Areas to Explore

- WHS 1.0 measured the impact of multiple factors on donor willingness to support hunger relief

- Approx. 100 respondents

- Minor impacts noted BUT…

- None was statistically significant

- Appendix slides outline these areas

WHS 2.0 – What's Next?

- Next version (WHS 2.0?) should be:
  - More concise
  - Easier to understand
  - Designed by marketing and statistics professionals
  - Administered more widely
  - Analyzed more thoroughly
  - Coordinated with actual relief and development efforts by major charities such as World Vision and WFP
  - Administered and reported on as part of a worldwide marketing campaign

Appendix: WHS 1.0 Measures

- Summary of all questions in WHS 1.0
- Most had a minor but statistically insignificant impact on giving

WHS 1.0 Innovations/Best Practices

- Would donors give more:
  - To Relief, Development, or Both?
  - If donor can control:
    - Communication Preferences
    - Use of Funds
    - Privacy
  - Public Recognition and Status Reporting

WHS 1.0 Innovations/Best Practices

- Would donors give more if:
  - Separate Overhead and Operating Funds
  - Contingent (Project-based) Donations
  - Complete Financial & Operational Transparency
  - Accountability - Social Measures of Efficiency and Effectiveness
  - Matching Gifts: 2x-1,000,000x

WHS 1.0: Special Ethical Concerns

- Role of Governments and Counterparties
  - Use of Money
  - Use of Force: military engagement
  - Use of Diplomacy: direct and subversive
  - Use of Contractors
- Risk Management Strategies
- Lesser of 2 (or more) evils

WHS 1.0: Demographics

- Age

- Profession

- Employer Organizational Type

- Education

- Religion

WHS 1.0: Giving and Financial

- Income

- Current Giving Levels
  - Primary Place of Worship
  - US Hunger
  - Intl Hunger
  - Other Nonprofit

- Discretionary Income
  - Disposable Income
  - Waste
  - Luxury Purchases

WHS 1.0: Comments & Feedback

- Views on:
  - Charitable Giving
  - World Hunger
  - Nonprofits
- Survey Feedback

Learn More or Get Involved

- Email us:
  - tom@advertithing.com
- Take the survey:
  - http://www.WorldHungerSurvey.com
- Learn more:
  - http://www.YourOnePercent.org
- Help fund our overhead costs:
  - http://www.Adver-Tithing.com
- And finally…
  - GIVE 1% FOR HUNGER RELIEF AND…
  - ENCOURAGE OTHERS TO DO THE SAME!

THANK YOU!!!