



# IMPACT | 20 REPORT | 18

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## "JUMP-STARTING" VOLUNTEERISM.

IVolunteer International is only two years old, but its aggressive techniques to spread passion hasn't slowed down. The idea of a geo-connecting volunteer platform was first put together in 2016 and since then, we have been entangled in our vision. Each day, we keep a step closer towards our goal and the ultimate achievement of *creating a volunteer inside every human being around the world.*

Our growth isn't "up-in-the-air." It's real, grounding, and calculated. This annual report will take you through the goals we laid out for the year 2018 and how well we achieved it and navigated through our challenges. The most important take-home is the lessons we learned during this journey. 365 days felt like a really long time - not because we were tired, but because we achieved so much. We hope you enjoy reading our impact report for 2018.

Throughout 2018 we steadily focused on 3 strategic goals. While some of them included setting the foundations for 2019, others included strengthening our operations and reaching out to individuals around the world to post volunteer projects and to volunteer in their local community. According to the State of the World's Volunteer Report published by the United Nations Volunteers, volunteers in local communities are connected to create resilient communities more than ever. It's thrilling to know that we are a confident contributor to that process.

**3,000+  
VOLUNTEERS**

**100+  
PROJECTS**

**10,000+  
REACH**



## "WE EMBRACED OUR PASSION."

There is a reason we call this report an "impact" report and not an "annual" report. That is because our core value is impact. Impact to people who are working with us, impact to the people who we will never see. When I'm typing this message to be included in the report, none of our staff members are getting compensated for the work they do - they are all volunteers. But that in itself is the biggest compensation they have ever received. It goes without saying - working with a team is challenging, even in a very successful corporate setting. But when there is a team behind you that is filled with passion and belief in the work we are doing, the operations tend to go a lot more smoother than you expect.

Everything we have achieved in the past year is thanks to our aggressive donors and our team. There have been quite a few donors who have really rooted for what we are working to build and their support has kept us going forward. IVolunteer International is a coalition of individuals, corporations, and service leaders coming together to invest in one of the most essential sub-sections of society; volunteers. Though they are a "sub-section" of society today, when we advance towards our vision in the next few years, volunteers will comprise of our whole society.

In the "State of the World Volunteer's Report" published by the United Nations Volunteers they state that local people who gather to volunteer in their immediate community build resilient communities. They unite under a common goal to help themselves, prepare themselves and uplift themselves. We believe that with the launch of our mobile app it will empower them even more - to bring volunteers to their local projects and thereby using the tools of tomorrow to tackle the issues of today.

I have had the opportunity to work with a vibrant and resilient group of people in this organization and we are keeping an eye out for others out there with the right attitude. The support, advice, and guidance provided to us by our Panel of Advisors (and now our Board of Directors) have been essential for our growth and sustainability. In 2019 we hope to continue our journey strong, keeping our eye on the goal. 2019 is going to be one of the most exciting and thrilling years because we plan to launch the app. We will not dust our hands and move away when the app is launched. We will introduce it to every corner of the growing population of smartphone users, join hands with corporations to strengthen our vision and make volunteering a part of the global culture. Volunteering doesn't have to be something different. It is the vehicle of hope, peace, and resilience and we are bringing it to the world next year. As always, thank you for your support.

Nipuna Ambanpola  
Co-Founder & Executive Director





# 3 GOALS FOR 2018





# 1. INSPIRING VOLUNTEERISM THROUGH AWARENESS AND PARTICIPATION.

The basis of our operation as a nonprofit organization is to inspire and encourage people around the world to volunteer in their local community. By inspiring volunteerism through awareness and participation, we wanted to instill the idea of volunteerism and the altruistic act of goodwill within our audience.



"BirthdayDeed," where individuals from around the world can sign up to celebrate their birthday through an act of volunteerism was a massive success in 2018. There are 219 individuals signed up from 6 countries to celebrate their birthday with a good-deed.



We posted 29 projects within 2018 that took place in a range of countries including United States, Sri Lanka, India, Panama, Kenya, Uganda, Sudan, and Angola. All projects in total required about 300-500 volunteers in total and ranged on a variety of social service activities.



In 2018, we rolled out the strongest year for the Writers' Council. Our blog operates as a platform for young people from around the world to discuss social issues, youth engagement, and innovation. In 2018, we published 18 articles from 8 writers from around the world.

The biggest project of all was our "Thanksgiving Volunteer" initiative which was rolled out primarily to our audience in the United States. The "Thanksgiving Volunteer" initiative encouraged and connected individuals in the Coastal Georgia area to volunteer during the Thanksgiving season. While promoting the goodwill during the Thanksgiving holiday, about 600 hits were recorded on those projects.





## 2. ADVANCING TOWARDS LAUNCHING THE MOBILE APPLICATION.

In 2018 we made some bold moves to make the mobile app a reality in 2019. It included launching a fully functional fundraising campaign to raise \$25,000, partnering with nonprofit and corporate organizations to spread awareness of our vision and compiling our 360-view business plan.

- **Publishing the Business Plan**

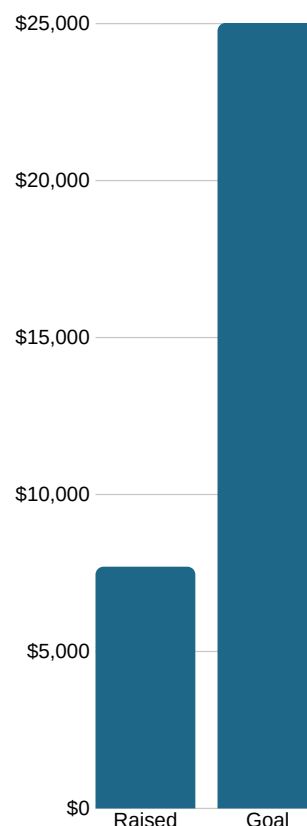
We spent 3 months gathering research data and compiling our first business plan for the IVolunteer Mobile Application. With the guidance of our Panel of Advisors and the support of our fantastic team, the official business plan is now published, including the official wireframes of the app.

- **Strengthening Partnerships**

We reached out to other nonprofit organizations, corporations and NGOs that are doing very impactful work in other countries to support them. Some of the partnerships include the Youth-Peace-Security (YPS) coalition in Sri Lanka, The Hilton Head Concourse d'elegance, The 18+ Campaign headed by SOS Village in Sri Lanka etc.

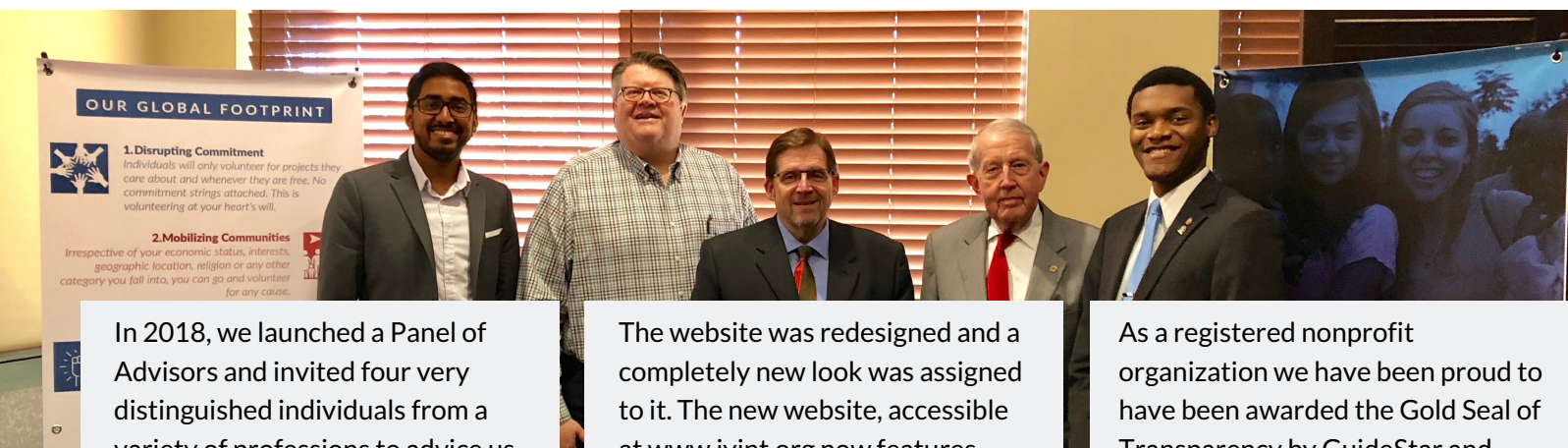
- **Launching the 2018-campaign**

In 2018 we took a bold initiative to launch a fundraising campaign to raise \$25,000 to invest in the mobile app development. While we were undergoing conversations with software companies to request bid-proposals, the importance of raising a substantial capital ahead of time was evident. The first initiative was completed through a series of presentations to Rotary Clubs in the State of Georgia who provided us some great support. The following clubs welcomed us and provided us some great support; the Rotary Club of Savannah South, Rotary Club of Glennville, Rotary Club of Skidaway Island, Rotary Club of Savannah West, Rotary Club of Savannah Sunrise, Rotary Club of Metropolitan Savannah, Rotary Club of Hinesville, and Rotary Club of Jesup. The fundraising campaign also included video-recordings of some of our individual supporters. By December 2018, we had raised 30% of our total goal.



# 3. STRENGTHENING INTERNAL OPERATIONS AND FUNCTIONS.

The sustainability of an organization is as strong as how much time and commitment we have invested on its internal functions and operations. That's why at the beginning of 2018 we understood the importance of improving our day-to-day functions such as a more user friendly website, stronger marketing ability, a professional board of directors, and recognition.



In 2018, we launched a Panel of Advisors and invited four very distinguished individuals from a variety of professions to advise us on long term operations of the organization. The professionals include Andy Lohn, Lynn Hadwin, Bob Lee, and Donald Fountain. These four gentlemen have contributed their time, money, and energy to steer the organization in a very successful direction.

The website was redesigned and a completely new look was assigned to it. The new website, accessible at [www.ivint.org](http://www.ivint.org) now features three upcoming projects on the homepage and includes better user interface and easier navigation capability. Since May 1, 2018 there has been 6,512 sessions with 83.5% of them new visitors on our website searching for volunteer opportunities.

As a registered nonprofit organization we have been proud to have been awarded the Gold Seal of Transparency by GuideStar and continue our membership at FastForward; a tech nonprofit incubator. As a recognition of the work we do as young people, Georgia Southern University published an article on their newsroom about student involvement in a start up nonprofit.



**Kynder Ann** was recruited as a volunteer to the organization in May 2018 as the new Marketing Coordinator to strengthen our social media operations. Since her involvement the organization's social media engines have had a tremendous success. Her expertise on the subject and agile ability to innovate has expanded our reach through social media.

**Tyler D'Alto** was recruited as a volunteer to the organization in August 2018 as the new Chief Financial Officer. Since Tyler's involvement, the organization has received a new perspective on donor relationship management, recordings on financial transactions, donations, and the future outlook of investments as a nonprofit organization.





# IN THE RIGHT DIRECTION

Apart from the significant achievements listed above, below are some of the accomplishments we are proud of as a team. The time, energy, and commitment devoted to achieve our vision bore fruit in one whole year.

## PRIVACY AND ONLINE INFRASTRUCTURE

- **PayPal Nonprofit Status:** IVolunteer International received nonprofit status with PayPal and Facebook, which allows us to accept donations online with PayPal: low, Facebook: none transaction fees.
- **Careers Page on the website:** A new and redesigned careers page was added to the official website. This allows us to display recruitment vacancies and accept online applications through a uniform application through our website, making recruitment and available opportunities easy to process and expose.
- **Google G-Suites:** IVolunteer International confirmed the nonprofit status with Google Inc., which allows the organization to utilize the full suite of Google apps (Gmail, Google Drive, etc.) free-of-charge, which would otherwise cost \$5/month per user. This has allowed us by providing a hassle free platform to manage all our email accounts with plenty of storage.
- **Privacy and Non-Discrimination Policy:** In 2018, the organization adopted a non-discrimination policy, committing to uphold diversity which is an important function of our growth and sustainability. The organization also adopted a Privacy Policy to promote transparency of the use and storage of personally identifiable information collected from our users while browsing our official website.
- **GDPR:** As laws evolve across the world, it is important to adapt to them and cater to the needs of the worlds' people. Therefore, the privacy policy was enhanced to meet the guidelines of GDPR, which was signed into law in 2018 by the European Union.

- **Donor Management Database:** As a nonprofit organization, the importance of donor management and transparent recording of donations is very high. Therefore, the organization adopted a new donor management and recording mechanism, which will be transferred to Quickbooks in 2019, to build better relationships with donors and to create better records of financial transactions. With promising efforts from the donor management initiative, the organization also wrote thank-you cards to Rotary clubs and individuals who have supported the organization's 2018-campaign.
- **Grants List:** IVolunteer International also compiled a national-wide grant list in the hope of applying and earning grants to be invested towards the mobile app development in 2019. This was also done in an effort to maintain a grants list database to be used in future years for fundraising activities.

## DONOR MANAGEMENT

# SOCIAL MEDIA ACCOUNT OPERATIONS

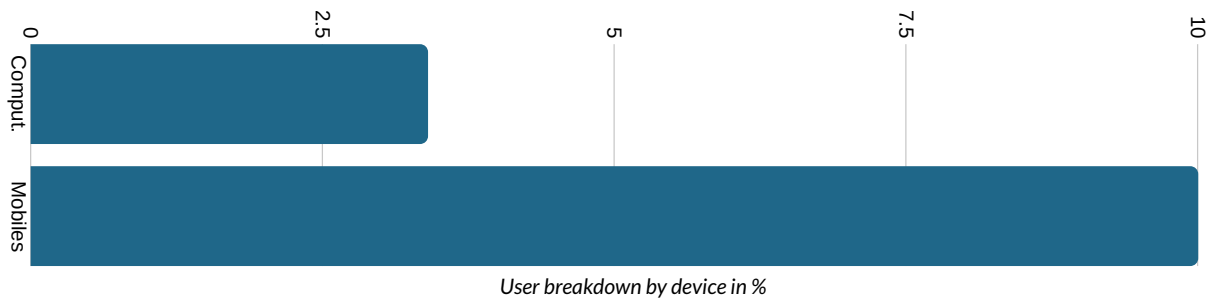
Most of the organization's projects are exposed through social media to an audience connected through the same platform. When an event is posted, that event is promoted to the audience it requires through social media. Below is a social media rewind of 2018. Social Media has an uncapped potential to reach millions of young people wanting to make a difference in the world. In 2018, we saw a definite interest in our platform. Based on of user data, it's important to tap into Paid Media and focus on marketing in the upcoming year. All social media accounts are operated through an engine called Buffer.

- **Social media engine**

we invested on a social media engine, which enables the organization to efficiently publish and schedule social media posts. The newest investment is Buffer for \$7.50/month. It has given great benefits to the organization in analyzing social media outreach.

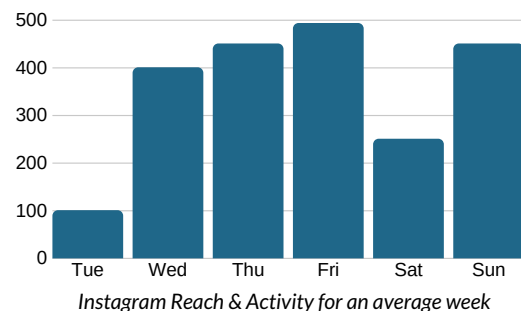
- **Users by device: Facebook and Instagram**

As indicated in the graph below, majority of our audience is viewing our social media on a mobile device, with about 34% viewing on computers. It is evident that we need to cater to a "mobile first" platform.



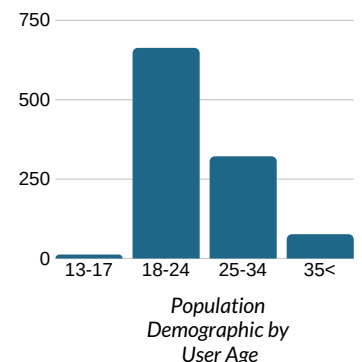
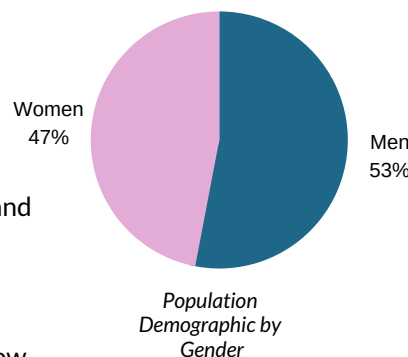
- **Instagram Reach & Activity**

For a average 7-day period, there is about 18-20 organic visits on the Instagram account. For an average 7-day period, the account's media reach 450-500 audience, with approximately 2,000 impressions.



- **Instagram Demographics**

Of the 1,067 followers on Instagram, our audience consists of 53% men and 47% women. 46% of the followers are from Colombo, Sri Lanka while 3% is from Melbourne, 2% from Savannah, 1% Kandy, and 1% from Sydney. 62% of our followers are between 18-24 years of age.



- **A Social Media Calendar**

We recognized the importance of raising awareness and celebrating internationally recognized days and campaigns around the world. Therefore, one of our biggest marketing initiatives was to compile a social media calendar which enabled the organization to show appreciation and support for internationally recognized days through social media.





# THE TEAM





# BOARD OF DIRECTORS

In 2018, the Panel of Advisors was created. The organization unanimously agreed to invite the Panel of Advisors to the Board of Directors in an investment to strengthen the long term support, advice, and stability of the organization. Below is an introduction to our Panel of Advisors who will transition to the organization's Board of Directors in 2019.



- **Bob Lee, President.**

Bob Lee, is a professor of entrepreneurship at Georgia Southern University and is in his eighth year as the Executive Director of Heroes of Horseback, an equine-assisted therapeutic riding program for special needs individuals. He is also treasurer for the Hilton Head Island Concours d'Elegance and serves as Chairman of its Driving Young America Foundation, which provides grants for youth and outreach learning activities. Before his involvement in non-profit, Bob had an extensive career in banking, finance, and manufacturing.

- **Donald Fountain, Secretary**

Donald Fountain is the Chief Operations Officer for Rotary Corporation. Donald has been employed by Rotary Corporation, the world's largest supplier of outdoor power equipment aftermarket parts and accessories for 44 years. He has been very active in his local community serving on the Glennville City Council as well as sitting Chairman for two terms on the Tattnall County Board of Education. Donald has been a member of the Glennville Rotary Club for 34 years and has served the Club and District 6920 in various leadership rolls.



- **Lynn Hadwin, Treasurer**

Lynford (Lynn) B. Hadwin is a member of Savannah Board of Realtors operating Hadwin Realty, Inc. in Savannah, GA. He is active in community affairs with membership in Georgia Historical Society, Telfair Museum, Georgia Trust for Historic Preservation, previously served on the Davenport Museum Committee, presently on the Board of Bonaventure Historical Society, Chair of the Diaconate of First Baptist Church of Savannah. He has been a member of The Rotary Club of Savannah South for 31 years, having perfect attendance.



- **Andy Lohn, Legal Counsel**

Andy has over 25 years of experience representing high net worth individuals, entrepreneurs, and business owners in domestic and international estate planning, asset protection planning and wealth management planning. Additionally, Andy works with early stage companies and alternative asset investments. Andy is a member of the Georgia and Alabama Bar associations, the Planned Giving Advisory Council for Georgia State University. Locally, Andy is a member of the Rotary Club of Savannah South.





# VOLUNTEER STAFF

The day-to-day operations of a virtually operating nonprofit is hectic, but the achievement and growth we encountered in 2018 wouldn't have been possible without the strong attitude and perseverance of our fabulous volunteer staff.



**Nipuna Ambanpola**  
Executive Director



**Thimal Wickremage**  
Chief Operating Officer



**Akash Shah**  
Chief Technical Officer



**Tyler D'Alto**  
Chief Financial Officer



**Kynder Ann**  
Marketing Coordinator



**Prabuddhi Wariyapperuma**  
Chief Volunteer Officer



**Antoinette Jerom**  
Editor-in-Chief



**Tajae Francis**  
Representative; U.S.A.



**Pasindu Liyanage**  
Representative; Sri Lanka

A collage of images featuring smiling people and hands stacked together, with a large white arrow pointing left.

**IN PICTURES**



# WORTH A THOUSAND WORDS

Not everything we do are documented from the perspective of our narrative, but some of the most fond memories are the pictures we have. Here is a collection of pictures and what they mean to us.



E.D. Nipuna Ambanpola addressing a full-house of Rotarians at the Rotary Club of Hinesville #RotarySeries and informing them about the 2018-campaign.



IVolunteer International receiving a grant in Hilton Head at the Hilton Head Island Concourse d'Elegance motoring festival. The grant was awarded by Bob Lee, who is the President of the Board of Directors at IVolunteer International. The grant will be utilized to develop the app and launch it in 2019.



Tajae Francis, Tyler D'Alto and Nipuna Ambanpola attending a Rotary meeting at the Rotary Club of Jesup as speakers. The first club that IVolunteer International had the opportunity to present as a part of the #RotarySeries was the Rotary Club of Jesup. Rotary District 6920 has been a tremendous support.

The Panel of Advisors of IVolunteer International meet at Georgia Southern University for a meeting to talk about the business plan and the operations for 2019. We discussed app proposals, establishing the new board of directors and the operations for the year 2018 and how that has shaped the organization.



Tajae Francis, Tyler D'Alto and Nipuna Ambanpola pose for a photo at one of the Rotary presentations in the Rotary District 6920.

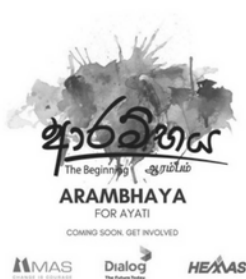


# OFFICIAL PARTNERS

IVolunteer International has forged partnerships across the world with other service-oriented nonprofit organizations and corporations for a mutually beneficial service and support engine.



The GNG Network is a space for youth who are leaving care homes in Sri Lanka to find the support they need to face the challenges of an independent life, through a nation-wide peer network.



Ayati Trust is a national charity involving The Faculty of Medicine, University of Kelaniya and the private sector coming together to find a long-term, sustainable solution for children with disabilities across Sri Lanka. Ayati are currently in the process of constructing the first National Centre for children with disabilities in Sri Lanka. This will also be equipped and run by the Trust with Medical Expertise being provided by the University of Kelaniya Faculty of Medicine.



Cloudcone LLC., is a stack of cloud services that collaborates together to provide a reliable and an efficient infrastructure for your online presence. Cloudcone provides IVolunteer International with free hosting services.



Syndicate is a software company based in Sri Lanka which provides software solutions on a variety of aspects. Syndicate developed and maintains IVolunteer International's website and other online aspects for free.



The United Nations Security Council Resolution 2250 on Youth, Peace and Security adopted in December 2015 requested the Secretary-General "to carry out a Progress Study on the youth's positive contribution to peace processes and conflict resolution, in order to recommend effective responses at local, national, regional and international levels". IVolunteer International is a proud member of the YPS coalition in Sri Lanka, advancing awareness and engagement of youth in the peace building process.





# FINANCIAL REPORT





# PROJECTIONS & REPORTS

As a nonprofit organization, the purpose of the business entity is to reinvest all revenue in our programs and services. The financial projects are separated into three categories; programming, administrative, and fundraising.

## Proposed & Working Budgets - 2018, 2019, 2020

\*All Amounts in U.S. Dollars (USD - \$)

REVENUES	PROPOSED BUDGET FY 2018	WORKING BUDGET FY 2018	PROPOSED BUDGET FY 2019	PROPOSED BUDGET FY 2020
Donations through Facebook	\$1,000.00	\$1,245.37	\$2,000.00	\$5,000.00
Donations through the Website	\$500.00	\$117.07	\$1,000.00	\$2,000.00
Donations through Rotary Clubs	\$12,000.00	\$2,263.00	\$5,000.00	\$10,000.00
Donations from Corporations	\$1,000.00	-	\$2,000.00	\$15,000.00
Individual Donations	\$3,000.00	\$1,000.00	\$10,000.00	\$16,500.00
Revenue from Mobile Application	-	-	\$10,000.00	\$30,000.00
Private Grants (Foundations)	-	-	\$20,000.00	\$25,000.00
Grants from United Way, Savannah	-	-	\$2,000.00	\$5,000.00
Government Grants	-	-	\$500.00	\$5,000.00
<b>Total Cash Revenue</b>	<b>\$17,500.00</b>	<b>\$4,652.44</b>	<b>\$52,500.00</b>	<b>\$113,500.00</b>
<b>Total in-kind Revenue</b>	<b>\$67,056.00<sup>1</sup></b>	<b>\$52,448.68<sup>2</sup></b>	<b>\$60,000.150</b>	<b>\$18,000.00<sup>3</sup></b>
<b>Total Revenue</b>	<b>\$84,556.00</b>	<b>\$57,074.12</b>	<b>\$112,501.50</b>	<b>\$131,500.00</b>

1. For the FY 2018, the Executive Salary is Revenue-in-kind, as services were provided for free, voluntarily.

2. For the FY 2018, the Executive Salary is Revenue-in-kind, as services were provided for free, voluntarily.

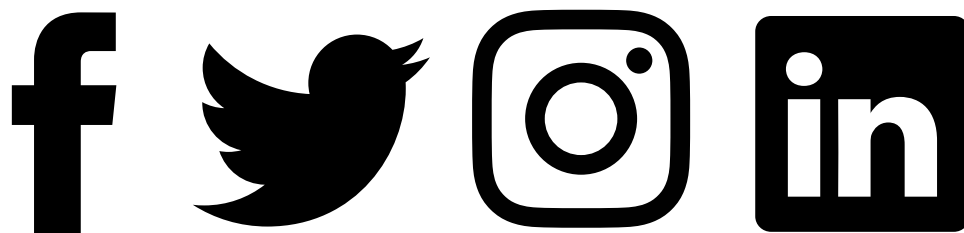
3. For the FY 2020, rent (location of operation) is expected to be Revenue-in-kind, obtained through a partnership.

EXPENDITURES	PROPOSED BUDGET FY 2018	WORKING BUDGET FY 2018	PROPOSED BUDGET FY 2019	PROPOSED BUDGET FY 2020
<b>ADMINISTRATIVE</b>				
Executive Salary	-	-	\$8,333.50	\$33,334.00
Insurance	-	-	\$440.00	\$1,000.00
Communication	-	-	\$1080.00	\$2,160.00
Printing & Paper	\$50.00	-	\$100.00	\$250.00
Supplies	\$50.00	-	\$100.00	\$250.00
<b>Total Admin Exp.</b>	<b>\$100.00</b>	<b>-</b>	<b>\$10,053.50</b>	<b>\$36,994.00</b>
<b>FUNDRAISING</b>				
Executive Salary	-	-	\$4,583.50	\$18,334.00
Marketing & Ad.	-	-	\$2,000.00	\$5,000.00
<b>Total Fundraising</b>	<b>-</b>	<b>-</b>	<b>\$6,583.50</b>	<b>\$23,334.00</b>
<b>PROGRAMMING</b>				
Executive Salary	-	-	\$7,083.50	\$2,334.00
App Purchase	-	-	\$20,000.00	-
Marketing & Ad	\$500.00	-	\$4,000.00	\$10,000.00
Equipment	-	-	-	\$5,000.00
Travel & Meetings	\$1,000.00	-	\$4,000.00	\$10,000.00
Website Mainten.	\$20.17	\$20.17	\$20.17	\$20.17
Volunteers	-	-	\$750.00	\$1,500.00
<b>Total Programming</b>	<b>\$1,520.17</b>	<b>\$20.17</b>	<b>\$35,853.67</b>	<b>\$52,854.17</b>
<b>Total Cash Expense</b>	<b>\$1,620.17</b>	<b>\$20.17</b>	<b>\$52,490.67</b>	<b>\$113,182.17</b>
<b>Total in-kind Exp.</b>	<b>\$67,056.00</b>	<b>\$145.00</b>	<b>\$60,000.15</b>	<b>\$18,000.00</b>
<b>Total Expense</b>	<b>\$68,676.17</b>	<b>\$52,448.68</b>	<b>\$112,492.17</b>	<b>\$131,182.17</b>
<b>Revenue-Expense</b>	<b>\$15,897.83<sup>4</sup></b>	<b>\$4,625.44</b>	<b>\$9.33</b>	<b>\$317.83</b>

4. Revenue over Expenses for FY 2018 is expected to be high, as money collected through fundraising in 2018 will be reinvested in FY 2019 to build and launch a mobile app that geo-connect volunteers.



# THANK YOU FOR YOUR SUPPORT.



IVolunteer International, Inc., is a 501(c)3 non-profit organization registered in the State of Georgia.  
15 Lake Street, Suite 280, Savannah, Georgia 31411.  
[www.ivint.org](http://www.ivint.org) | [contact@ivint.org](mailto:contact@ivint.org)

All checks must be written in favor of "IVolunteer International Inc." Donations are accepted via PayPal and Facebook as well. All donations are tax-deductible. Data in this report may change since the published date. This report was published on December 15, 2018 and is the property of IVolunteer International.