



The expertise to do it right.
The passion to see it through.



WHO WE ARE

Changing Our World, Inc. is among the country's leading international consulting firms, providing individualized solutions in all areas of fundraising and philanthropy. Comprised of a unique group of passionate experts who pride themselves on a true understanding of the industry and an unfaltering desire to succeed, Changing Our World is widely recognized for outstanding client service and unmatched know-how. We are the trusted advisor to the world's leading nonprofit organizations, corporations, private foundations, and philanthropists.

At Changing Our World, we recognize that fundraising and philanthropy are complex and demanding ventures. It is one thing to *want* to raise money, it's another to *succeed* in doing so. It is one thing to *believe* passionately in something, it's another to *work tirelessly* to make a difference. That's why we've spent the last ten years assembling a team with the drive and knowledge to get it right.

Changing Our World has more than 100 professionals on staff, and operates from five offices: our headquarters in New York City and our regional offices in London, Los Angeles, Washington DC, and Boston. We are a member of the Omnicom Group [NYSE: OMC].

A COMMITMENT TO GETTING IT RIGHT

We provide an unparalleled perspective that is based on years of experience, genuine integration, deep resources, and constant drive. We have a true commitment to providing unsurpassed counsel, no matter the effort required.

We do this through:

- An approach that takes into consideration all aspects of the philanthropic spectrum
- A team with depth of experience, sharp insights, and contagious passion
- A working philosophy based on genuine partnership and unwavering loyalty
- An unparalleled level of resources that can be tapped at a moment's notice
- An internal process that banishes cookie-cutter solutions in favor of individually designed action plans
- A team-oriented consulting model that surrounds each client with the expertise and tools they need to succeed
- A commitment to transforming our clients, always leaving them in a better place

At Changing Our World we have the expertise to do it right, and the passion to see it through.

A BREADTH OF SERVICES

While each of our three primary service areas provides specific expertise, our ability to effectively collaborate to deliver innovative solutions, share best practices, and understand the nuanced strategies that drive clients across the sector forward is what differentiates us from our competitors.

Fundraising

Changing Our World works closely with nonprofit institutions to help them develop and execute strategies that significantly enhance their abilities to secure revenue from both charitable and non-traditional sources. Strategy recommendations only have true value if we know our clients can implement them. Our work is designed to complement the client's specific expertise to ensure efficient and effective execution, ranging from multi-million dollar capital campaigns to comprehensive direct response initiatives to integrated annual fundraising programs.

Fundraising Services

- Capital Campaigns
- Feasibility & Planning Studies
- Annual Giving
- Audits
- Strategic Plans
- Planned Giving
- Major Gifts

Whether it is a traditional or online campaign, we have the capacity to deliver on fundraising programs both large and small.

Corporate Social Engagement

We believe that corporations play an important role in helping to find solutions to societal problems. This entails not only being responsive to the expectations and needs of diverse stakeholders, but also helping to build and sustain healthy communities that are essential to enhancing business performance.

We help our corporate clients plan and implement authentic and robust social engagement strategies – around contributions, volunteerism, and cause marketing – that provide positive return on investment to both the community and the business, reflecting the company’s core competencies. Activating these strategies ultimately helps drive corporate resources toward social good; when done right, corporate social engagement can be synonymous with business success.

CSE Services

- Strategic Planning
- Program Design & Implementation
- Employee Engagement
- Cause-Related Marketing
- Nonprofit Partnership Development
- Measurement
- Grants Management

Interactive Services

Changing Our World believes that no fundraising or corporate philanthropy program is complete without a smart and expertly executed online strategy. The internet has become essential to reaching donors, volunteers, and sponsors and has limitless potential. Our interactive philosophy is about so much more than raising money online. We understand every facet of this challenge and consider every possible path.

Our Interactive Services team analyzes clients’ online communications and marketing efforts, and then helps them to devise and implement strategies that maximize their ability to attract, engage, and solicit the support of individuals through email, the clients’ websites, and through the utilization of social media platforms.

Interactive Services

- Strategic Website Development
- Competitive Analysis
- Program Assessment
- Online Donation Tools
- Online Community Development
- Email & Online Marketing
- Social Network Outreach

TRACK RECORD OF SUCCESS

A selection of education, healthcare, social services, faith-based, corporate, and foundation clients who have benefitted from Changing Our World’s counsel include:

- | | | |
|---|--|---------------------------------------|
| • AIDS Project Los Angeles | • FedEx | • National Peace Corps Association |
| • Apollo Theater Foundation | • Global 4-H Network | • National Urban League |
| • Archdiocese of New York | • Global Network for Neglected Tropical Diseases/Sabin Vaccine Institute | • New Jersey Institute of Technology |
| • Arizona Public Service (APS) | • Greyston Foundation | • OppenheimerFunds |
| • Avon | • Helen Keller National Center | • Plan USA |
| • Bristol-Myers Squibb Foundation | • Hereditary Disease Foundation | • Pearl Harbor Memorial Fund |
| • Brookhaven National Laboratory | • Innocence Project | • Scranton Preparatory School |
| • The Case Foundation | • Jorge Posada Foundation | • St. John’s Riverside Hospital |
| • Casey Family Programs | • Larry King Cardiac Foundation | • St. Patrick’s Cathedral |
| • Catholic Alumni Partnership | • Lighthouse International | • Toshiba America Foundation |
| • Catholic Relief Services | • The McGraw-Hill Companies | • Twin Towers Fund |
| • Christian Blind Mission (CBM) | • MasterCard International | • United Nations World Food Programme |
| • College of Mount Saint Vincent | • Memorial Sloan-Kettering Cancer Center | • United Way of New York City |
| • ConAgra Foods Foundation | • Molloy College | • Vivendi |
| • Diocese of Rockville Centre | • Montefiore Medical Center | • Wal-Mart |
| • Fashion Institute of Technology (FIT) | • National AIDS Fund | • World Vision |
| • Feeding America | | • Xavier High School |



For more information,
please contact us at
212.499.0866
info@changingourworld.com

www.ChangingOurWorld.com

NEW YORK

LONDON

LOS ANGELES

WASHINGTON, DC

BOSTON