



CARRY 4 GOOD

CARRY 4 GOOD

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



The New York Times

"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."

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

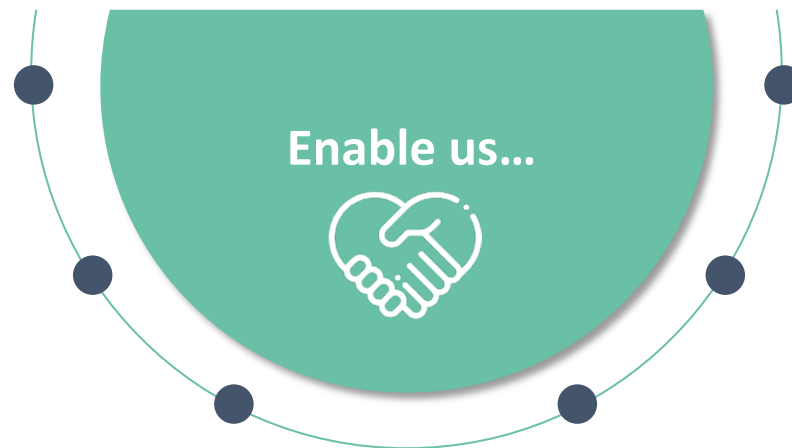
We identify and support the most outstanding social innovators world-wide with transformative solutions to social issues

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



- 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 partnership 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

**CHANGE
MAKERS
UNITED**

[WEBSITE](#)

Why should you support Ashoka and the Carry4Good pledge?



Give back to society with high leverage

Bet jointly on your future success at low risk

Maximize your donation's impact at low effort

Invest in carefully vetted high-impact social entrepreneurs

Show your employees a sense of purpose

Be at the forefront of socially responsible PE and VC funds



Become part of the Carry4Good pledge

Donate a percentage of
your carried interest (%)



Donate an annual
fixed fee (€)

Pledge as a fund or individual



Fund

1) Carried Interest*

1% 2% 3% ____%

2) Fixed Donation*

20,000 EUR

30,000 EUR

50,000 EUR

_____ EUR

Individuals

1) Carried Interest*

1% 2% 3% ____%

2) Fixed Donation*

5,000 EUR

10,000 EUR

20,000 EUR

_____ EUR

* 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

LA FAMIGLIA

Felix Frohn-Bernau
Managing Partner at

palero

Joern Pelzer
Founder of



Thomas Jetter
Founder of



Michael Phillips
Managing Partner of



VC FUNDS

A C T O N

PRIVATE EQUITY FUNDS

What's next?



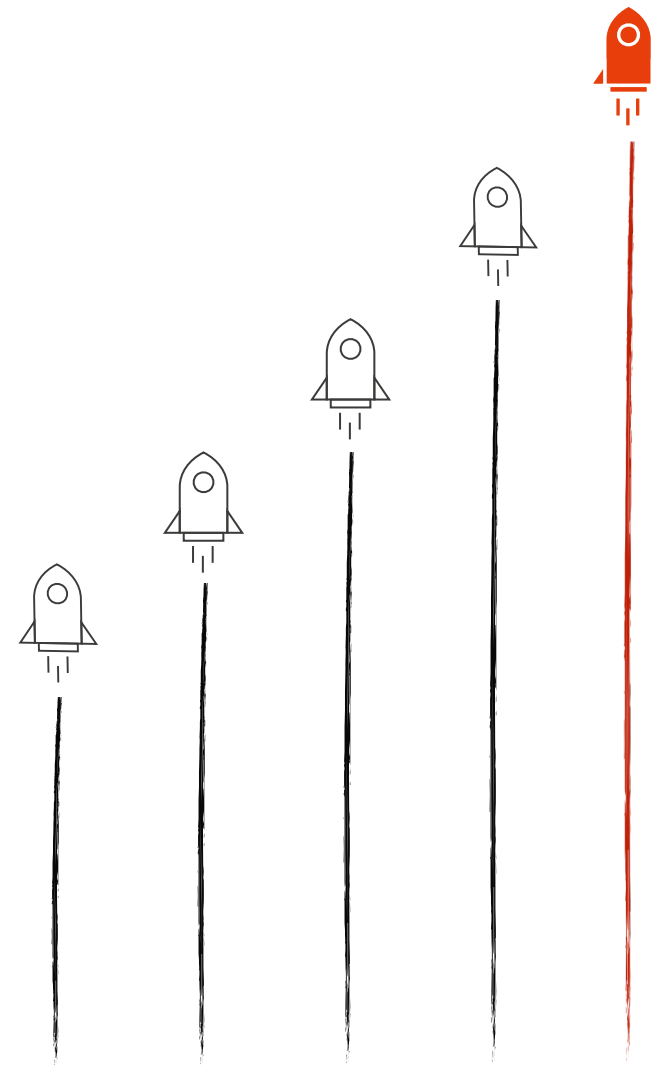
01 Conversation with the Ashoka team

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



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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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- Leading partnerships and programs
- Speaker for social entrepreneurship

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APPENDIX



ASHOKA

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

OUR IMPACT¹



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.



92%

of Fellows report the Ashoka stipend helped them **focus full time on their idea**

86%

of Fellow 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

We select our Fellows through a rigorous due-diligence process



Selection 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

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

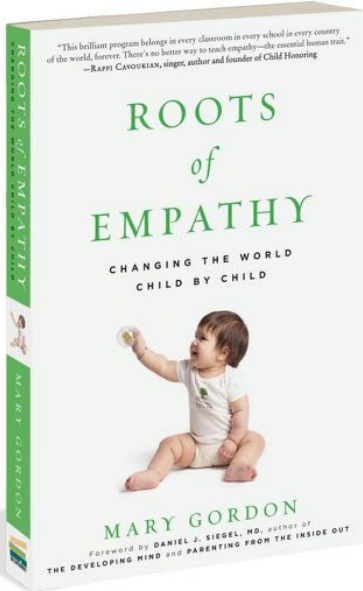


Roots of Empathy
Fellow: Mary Gordon
rootsofempathy.org



Roots of Empathy
Racines de l'empathie

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



„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



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



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

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



Transparency International
Peter Eigen
transparency.org



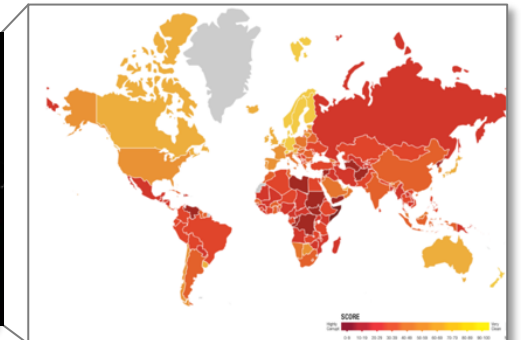
Financial institution that provides microcredits and microfinance to the poor without collateral

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

