Carry4Good

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An invitation to join the Carry4Good pledge



The reality

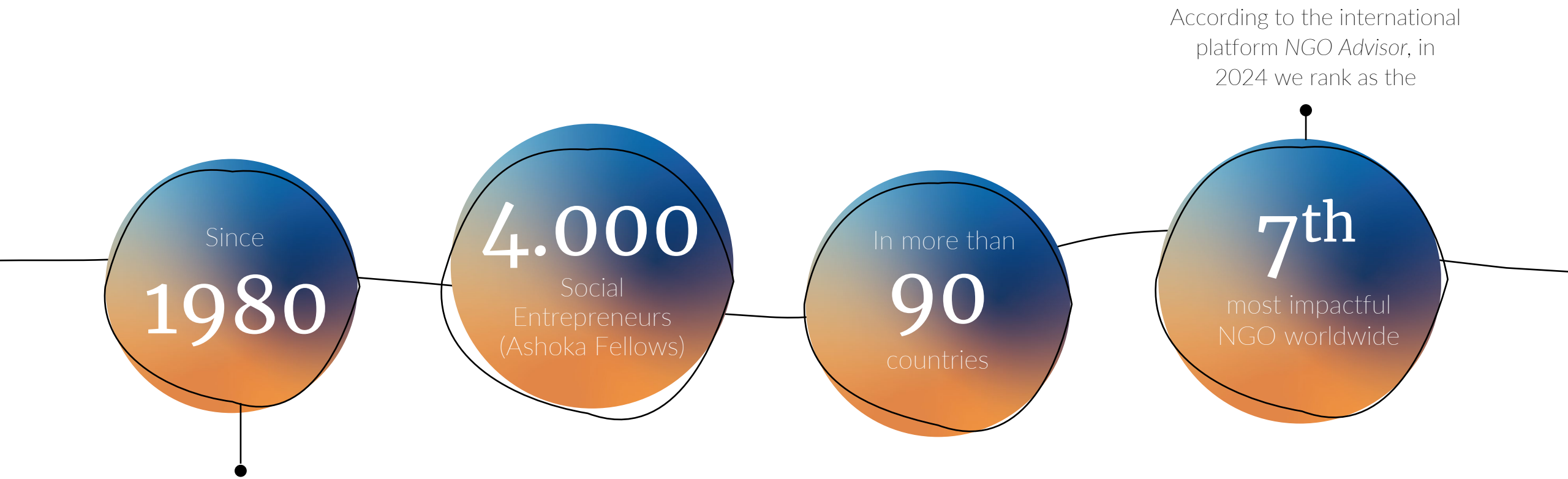


- The world is changing exponentially. Ever more complex social problems require systems-changing solutions
- Social entrepreneurs develop disruptive, scalable solutions that address the root-cause of social problems
- Society, employees and investors increasingly expect social engagement from investment funds and individuals
- The urgency and complexity of current challenges demand transformative approaches with the capacity to improve systems (versus deliver programs.) Such approaches require courageous capital and visionary funders

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Ashoka

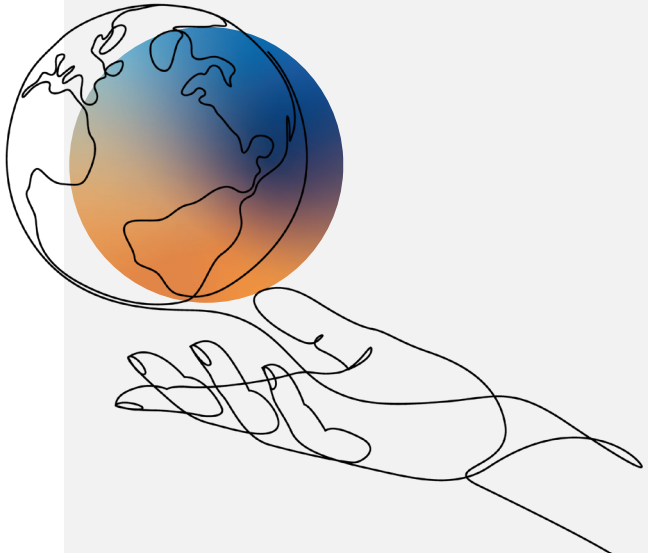
The world’s largest network of social entrepreneurs



Forbes names Ashoka as one of the most innovative organizations in the world.

We select and support the world's most impactful social entrepreneurs

Ashoka has 40 years of experience in finding and selecting the most systems-changing innovators. Following a rigorous due diligence process, around 1% of nominated changemakers fit the criteria for becoming an Ashoka Fellow.





“Ashoka is a living encyclopedia of social innovation in every field around the world."

Jimmy Wales, Founder of Wikipedia
Ashoka Fellow

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Meet 4 of nearly 4000 Ashoka Fellows



Andrew Bastawrous

Peek Vision

Technology-based solution allowing health care workers in the last mile to detect early signs of avoidable blindness using ordinary smart phone cameras in more than 154 countries.



James Thornton

Client Earth

A law firm whose only client is planet Earth. Using strategic litigation to challenge air pollution levels and fight climate change.



Morgan Dixon

GirlTrek

A health revolution for black women with over 1 million women and girls taking daily 30 minute walks within their communities, improving health outcomes while launching a powerful movements in black liberation.



Bart Weetjens

Apopo

Training rats to detect landmines and dogs to diagnose tuberculosis by smell, both in record time, saving millions of lives. Opened +416,500 square meters of minefields to date.

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Meet 4 more...



Thorkil Sonne

Specialisterne

Harnesses the special characteristics and talents of people with autism and uses them as a competitive advantage in software testing, programming and data entry which has resulted in the employment of +10,000 autistic people.



Jeroo Billimoria

Childline

The world's first and largest 24h helpline for children in danger or suffering from loneliness or abuse. Operating in over 133 countries, answering the calls of over 140 million children.



Mark Koska

Safepoint Trust

His work led to the 3rd ever WHO policy recommendation - a mandate on injection safety - by inventing the world´s first auto-disable syringe, which has saved millions of lives by avoiding contamination.



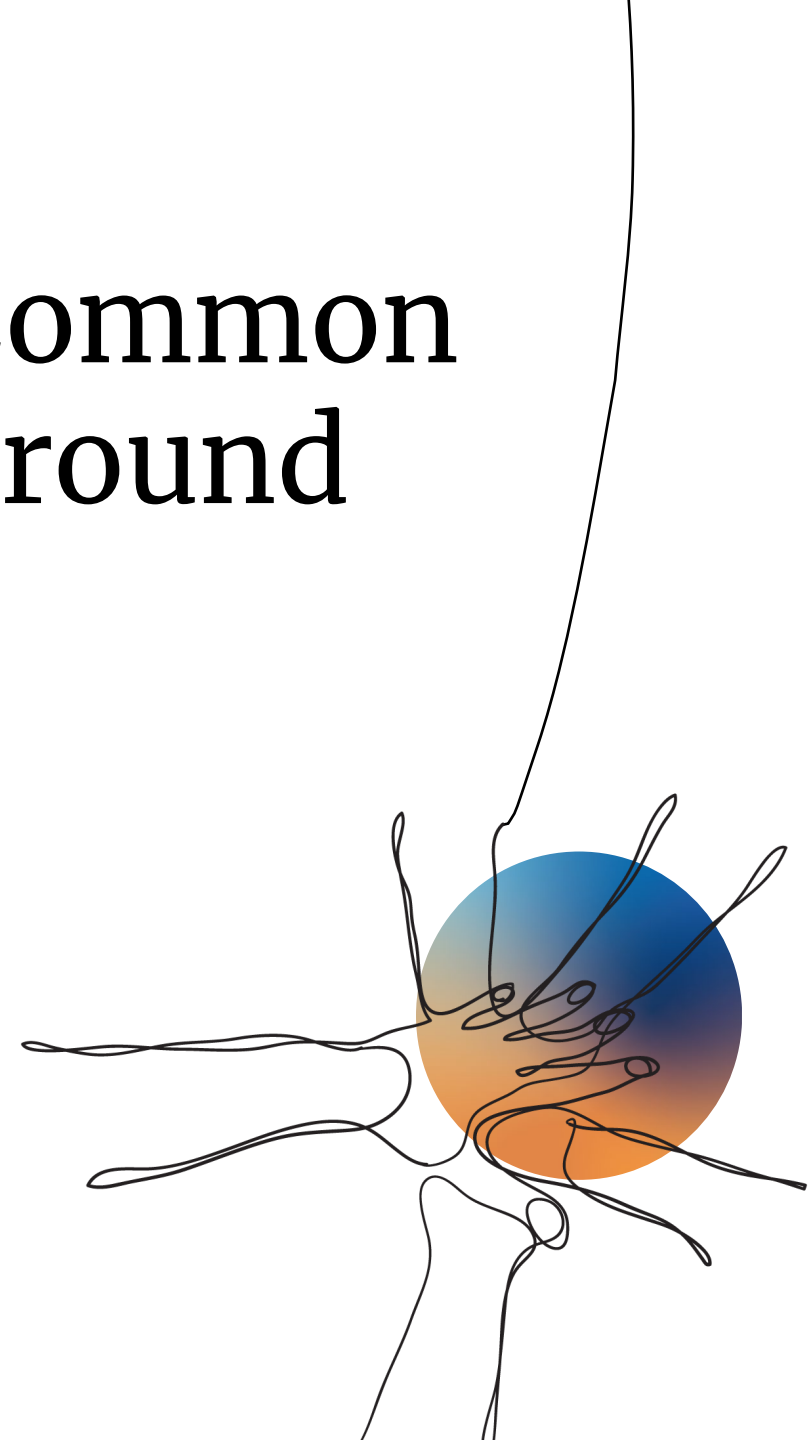
Nicole Rycroft

Canopy Planet

Safeguarding the long-term survival of ancient forests by collaborating with over 900 companies and shifting heavy paper consuming sectors away from products that origin in endangered forests globally.

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Common ground



What we have in common

Venture backed founders and social entrepreneurs share many similarities:

- They are disruptive
- They are obsessed with execution
- They want to change markets and systems
- They understand their markets deeply
- They have to build sustainable organizations

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."

VC/PE funds and Ashoka also have many similarities

- We spot, select and support the best founders and teams
- We work closely with the organizations with the largest markets/ biggest possible impact
- We love (and are good at) working with system changing entrepreneurs

The challenge for Ashoka as a not-for-profit organization is that the return is not financial, but measured in impact.

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Share your success

Become a driver of change



- Pledge to join as a fund or as an individual*
- Pledge to give 1 or more % of your Carried Interest
- Become part of our global changemaker community

* Both types of contributions are tax deductible (subject to respective local legislation)

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What we can achieve with your support



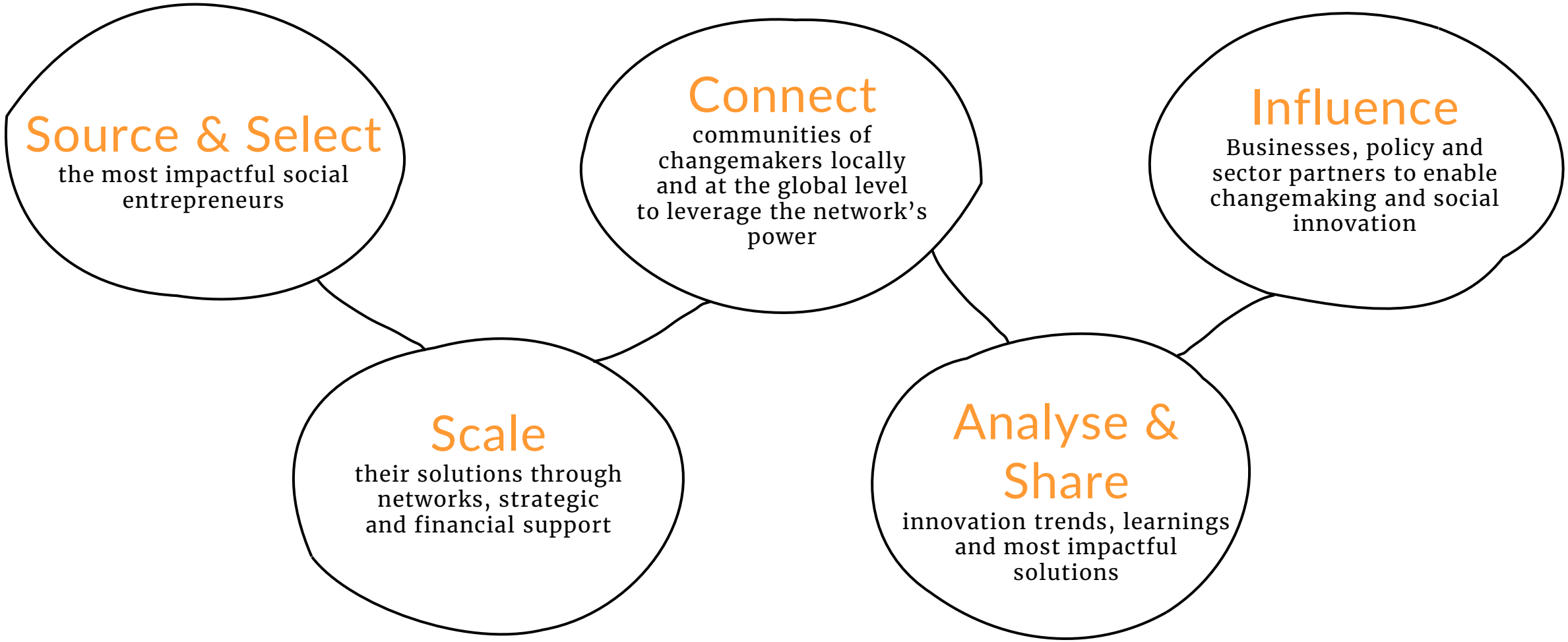
Social entrepreneurs are the essential corrective force. They are system-changing entrepreneurs. And from deep within they are committed to the good of all.

Ashoka founder Bill Drayton

Enable us..

- ...to find and support more Fellows around the world
- ...to build the Fellows' capacity to create systems change
- ...to create vibrant ecosystems for social innovation
- ...to increase our reach to underserved regions and topics
- ...to solve global issues in partnership with leading institutions
- ...to inspire a society where everyone is a changemaker

How we accelerate impact



Our impact

Ashoka Fellows drive systems change

"Ashoka is a powerful force in the world. Just the power of all the connections between all the changemakers in the community is intoxicating. I can't think of a better environment to radically change the world"

Jacek Purski,
Poland,
Institute of Social Safety



71 % of Fellows changed policy at a national or international level

72 % of Ashoka Fellows have influenced legislative change

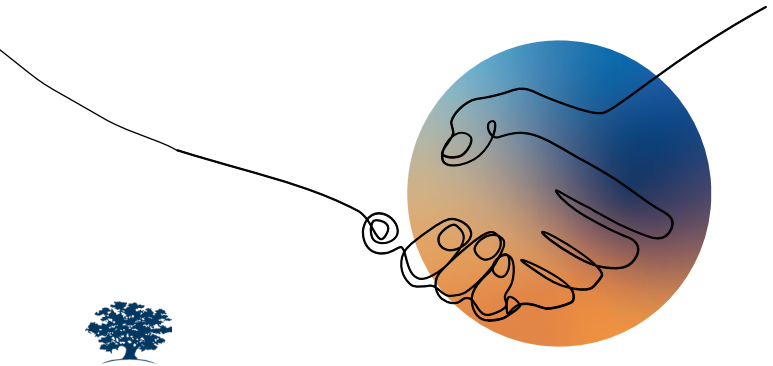
61 % of Fellows have seen their idea replicated within their country, 42% internationally

(Source: Ashoka Fellows Global Impact Report 2021)

A case study

The German Ashoka Fellowship and its Support Network

A study of the German Fellowship and its access to pro bono partners showed that Ashoka can multiply every Euro donated by a factor of 7.



PSP MÜNCHEN

EgonZehnder

MILLER & MEIER CONSULTING
STRATEGIE · LOBBYING · LEADERSHIP

NW

McKinsey&Company

Hogan Lovells

KEKST CNC

Steelcase

HELGA BREUNINGER STIFTUNG

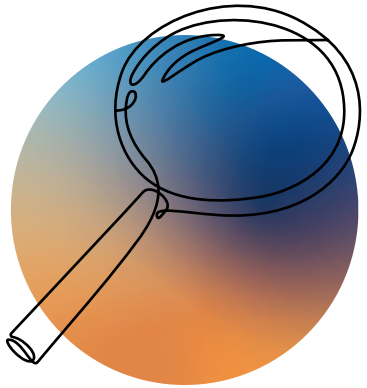
LATHAM&WATKINS LLP

HILL+KNOWLTON STRATEGIES

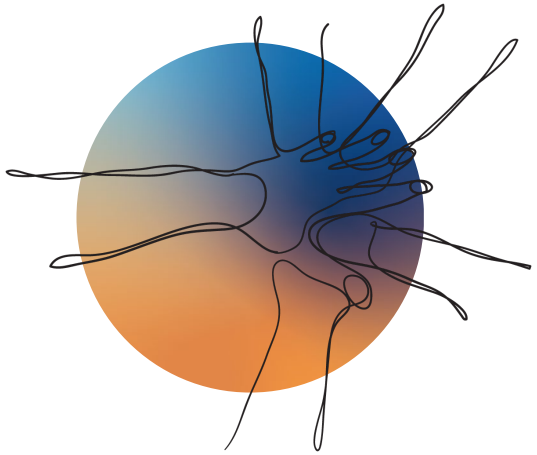
SIMON • KUCHER & PARTNERS
Strategy & Marketing Consultants

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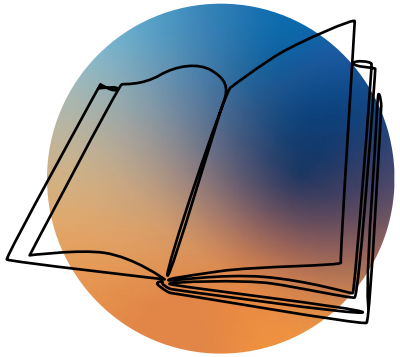
What's in it for you?



Leverage your social impact:
We are the best at finding the best. Know that your donation will go to the most impactful organisations, rigorously selected and leveraged by our global network of partners



Unite through purpose:
Let us present our work and vision to you and your team. Involve your employees and share stories with your investors to create a shared sense of purpose.



A learning journey:
Depending on your needs, tap into Ashoka´s rich engagement opportunities and powerful network of changemakers and increase your capacity to create positive impact.

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Testimonials

Christian Figge, Armira Growth

''Ultimately, I want my philanthropic efforts to be scalable, but I can't do that on my own. I see it as my own asset allocation in terms of giving back. It's just like our investors. They give us their money because they trust us. The same is true for Ashoka and the Carry4Good pledge. I trust them as the experts in scaling social innovation.''

Felix Frohn-Bernau, Palero

''The idea behind Carry4Good is simple and powerful. Donating depending on your returns and involving Ashoka as the best at finding and scaling the best social entrepreneurs. It's a win win: we can contribute to a changemaking system of social entrepreneurship and at the same time benefit from Ashoka and its network and learn more about things beyond our core business.''

Conferences:
Where we speak



Nov 2022
SuperInvestor
Speaker « Partnering to achieve social impact at scale »

June 2023
SuperReturn
Guest

Sep 2023
Bits & Pretzels
Speaker "Tech for good or bad? Who are the custodians of the internet?"

November 2023
SuperInvestor
Speaker "Sharing success to scale social innovation"

Jan 2024
DLD
Guest

Nov 2024
SuperInvestor
Speaker "How investors leverage their philanthropy"

Jan 2025
Private Markets One
An introduction to Carry4Good

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Thought leadership

Where we tell the story

Forbes

In 2024 Forbes published an article about Carry4Good naming it "a way of investing in humanity"

CEO MAGAZINE
INSPIRING THE BUSINESS WORLD

In 2024 the CEO magazine published an article on Carry4Good and the link between investors and social entrepreneurship



Private Equity Inside out published an article introducing the Carry4Good pledge and social entrepreneurship to their readers

WHAT'S UP ? CORPORATE FINANCE

In 2023 WhatsUp Corporate Finance broadcasted a podcast about Carry4Good

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Selected pledgers



Klaus Hommels,
Founder of

LAKE STAR



Dr. Jeannette zu Fürstenberg,
Founding Partner at

LA FAMIGLIA



Felix Frohn-Bernau,
Managing Partner at

palero



Joern Pelzer,
Founder of

PINOVA CAPITAL



Michael Phillips,
Managing Partner at

CASTIK CAPITAL

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Selected pledgers



Camille Delibes
and team,
Partner at

idiCo
Private Debt



Otto Birnbaum,
General Partner at

REVENT



Thomas Jetter,
Founder of

YTTRIUM



Christian Figge,
Managing Partner at

Armira



Mark Schmitz,
Managing Partner at

equation

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Selected pledgers



Alain Nicod, Managing Partner at

ViPARTNERS



Caspar Wahler Partner at

HEDOSOPHIA



Florian Tappeiner, Managing Partner at

Armira



Nina Foote, Partner at

VOLUTION



Tharald Nustad, Founder at

Katapult

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Selected pledgers



Michael Altrichter, Impact Investor at



Laura Seifert, Investment Manager at

HV CAPITAL



Sadia Wern-Sukhera, Founder & CEO at

Vertevis CAPITAL PARTNERS



Peter Dill, Operating Partner at

Armira



Alex Westbrook, Chief Operating Officer at

HEDOSOPHIA

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Selected pledgers



Robert Knorrek,
Director at

AUCTUS



Daniela Raffel,
Principal at

dawn.



Martin Kröner,
Partner at

GEI



Isabelle Canu,
Partner at

GEI



Elena Harumi Stark
Head of Impact at

AENU

ASHOKA

Selected pledgers



Isabella Fandrych,
General Partner at

NUCLEUS CAPITAL



Maximilian Schwarz,
General Partner at

NUCLEUS CAPITAL



Bettine Schmitz,
Founder at

AUXXO FEMALE CATALYST FUND

Alexander Schemann,
Partner at

Armira



Christian Bailly,
Partner at

Armira

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Selected pledgers



Thomas Dollhopf,
Managing Partner at

Melius Pflege



Oksana Tiedt,
Co-Founder/CEO at

clementine capital



Fabian Heilemann,
Founder and CEO at

AENU



Lukas Klipper,
Partner at

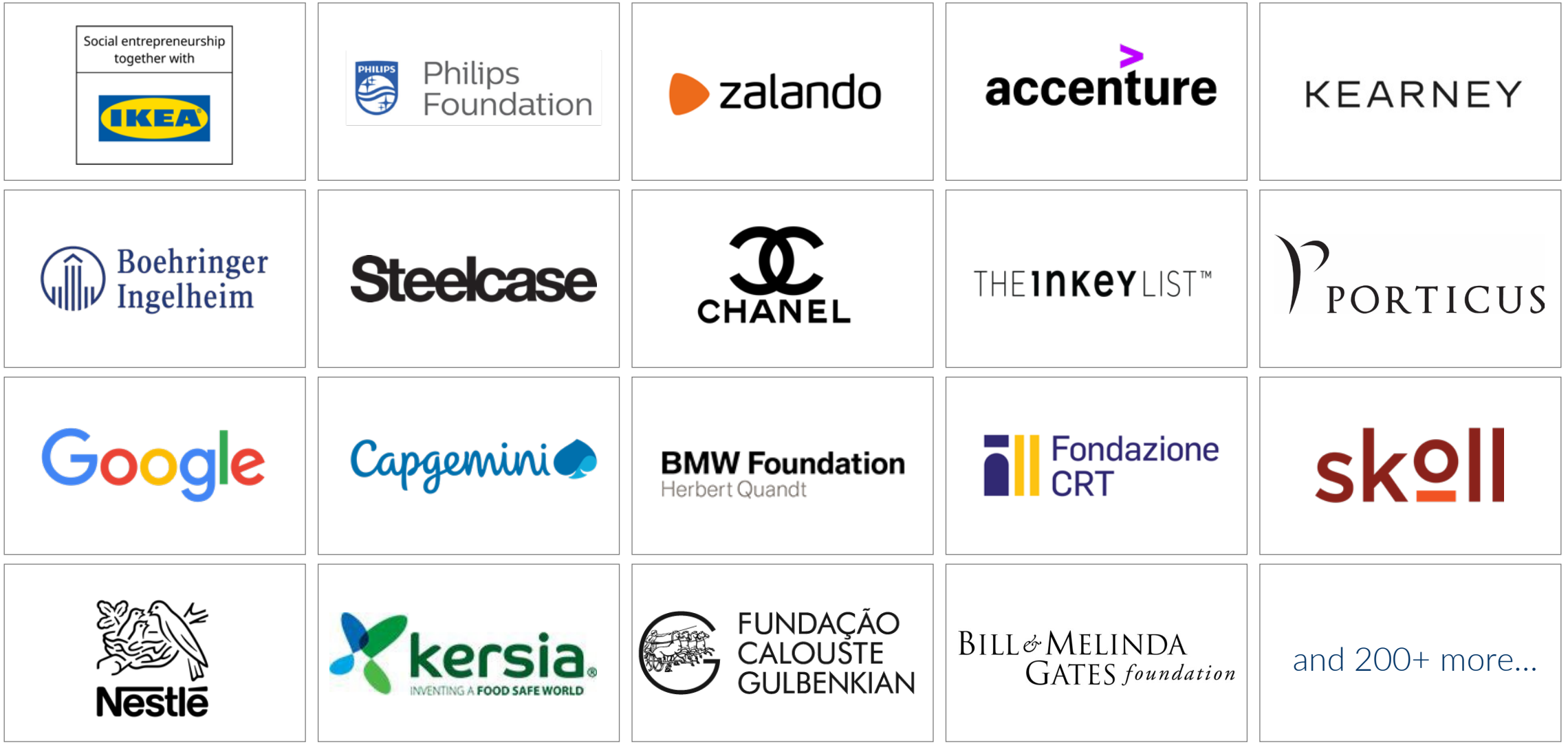
Gaíus

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Selected funds



Ashoka partners



What they say about us



"Ashoka provides us with a great model for best practices. The engaged global community of social entrepreneurs that Ashoka has fostered helps each one of them to have more impact than would have been possible individually."

Pierre Omidyar
Founder and Chairman of Ebay
Chair of the Omidyar Foundation



"Ashoka is a world-class organization, internationally renowned for its pioneering work in the field of social entrepreneurship."

Jeff Skoll
Founder of the Skoll Foundation
First President of E-bay



"The world needs more social innovations. Ashoka Fellows [are] passionate, highly innovative and truly focused on making a difference. I had never seen that kind of passion before. ... Being involved with Ashoka set a high bar for the rest of the philanthropy that we get involved with because I can see these are people who are driving true change."

Anne Wojcicki,
Co-Founder and CEO
23andMe Inc.



"You are not going to find a better bang for your philanthropic investment dollar than investing in Ashoka and Ashoka Fellows."

James Jensen
Executive Director of the
Jenesis Group

The Carry4Good team



Elena Gibson

Partner Ashoka Europe & co-Director Carry4Good

egibson@ashoka.org



Nikki Gravning

Partner Ashoka Europe & co-Director Carry4Good

ngravning@ashoka.org



Ashling Hoare

Finance & Operations Manager, Ashoka Belgium and Carry4Good

ahoare@ashoka.org



Nikola Pattay

Ashoka Support Network and Carry4Good advisor

Oda Heister

Ashoka Support Network and Carry4Good advisor

Changemakers unite for the new reality

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