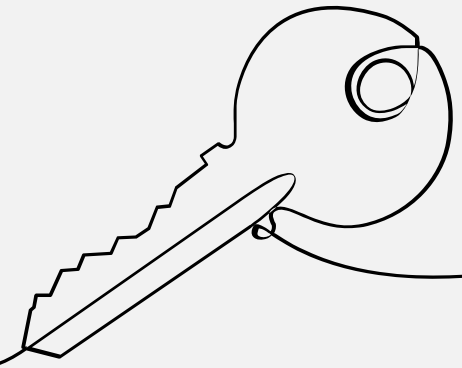




An invitation
to join the
Carry4Good
pledge



The reality



- The world is changing exponentially. Ever more complex social problems require urgent systemic solutions
- Society, employees and investors increasingly expect social engagement from investment funds and individuals
- Social entrepreneurs develop disruptive, scalable solutions that address the root-cause of social problems

Ashoka:

The world's largest network of social entrepreneurs

According to the international platform *NGO Advisor*, in 2024 we rank as the



We've built the world's first and largest network of social entrepreneurs

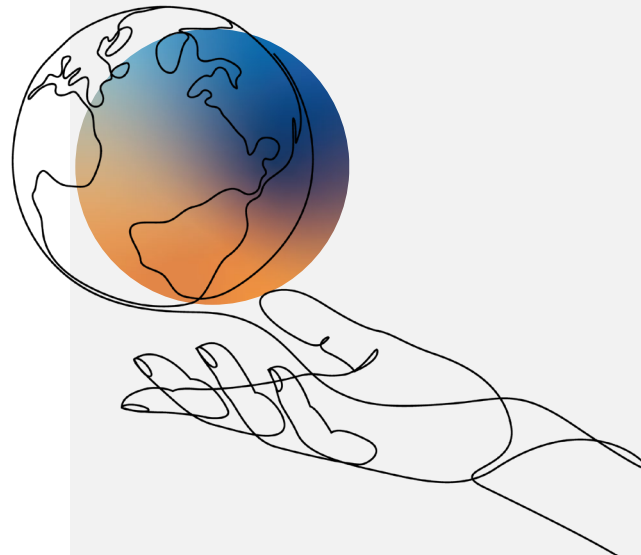



Forbes names Ashoka as one of the most innovative organizations in the world.



**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

*To see all global Ashoka Fellows in one place you can
download the ‘Changemaker Library’ app from the app store.*



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.

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.

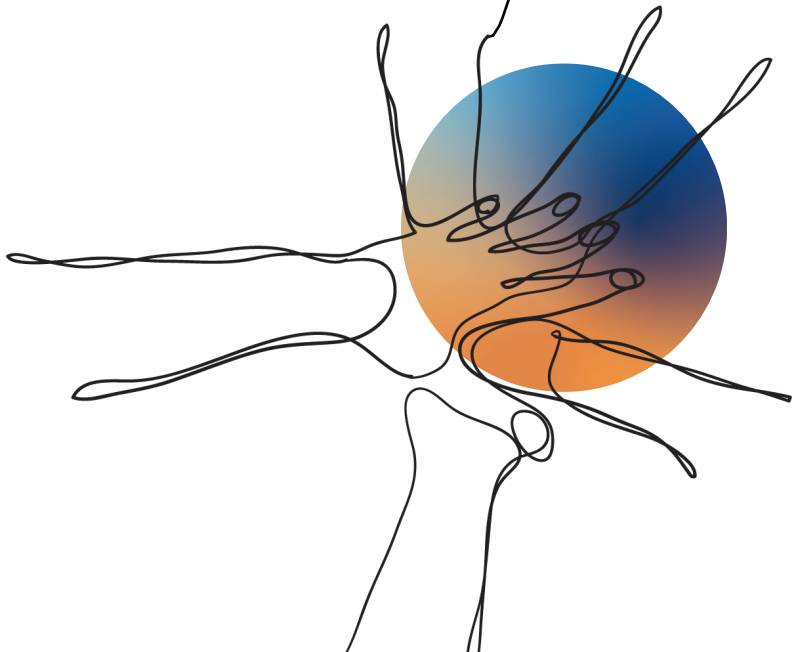


**Nicole
Rycroft**

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 originate in endangered forests globally.

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 in monetary terms but measured in impact.

Share your success

Become a driver of change



Join the
Carry4Good
Pledge

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

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



What we can achieve with your support



Enable us..

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

...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

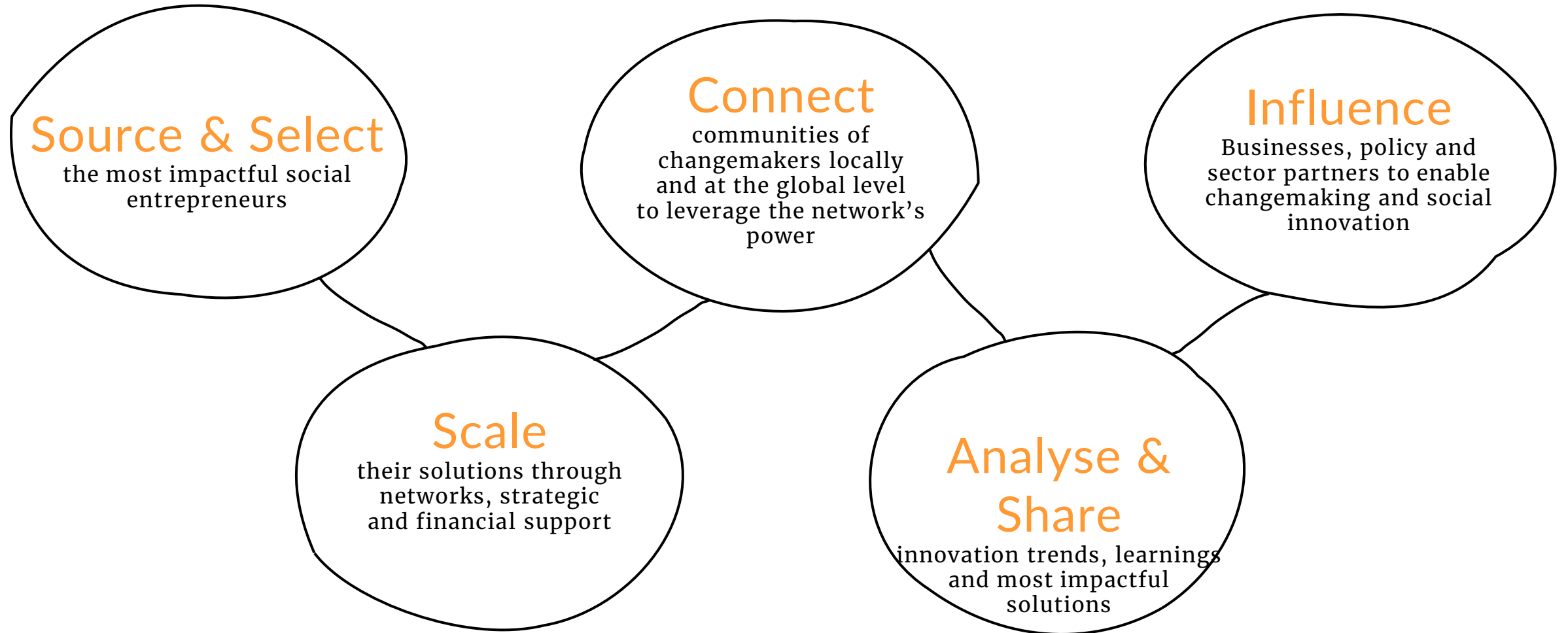
...to increase our reach to underserved regions and topics

...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

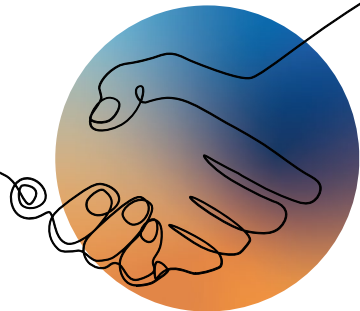
% of Fellows have seen their idea replicated within their country, 42% internationally

(Source: Ashoka Fellows Global Impact Report 2021)

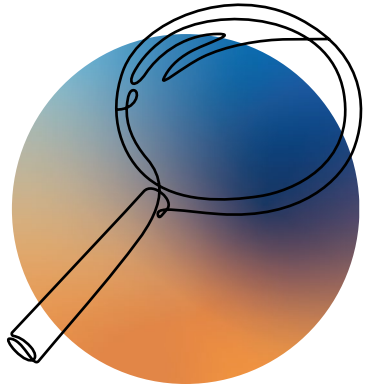


A case study: The German Ashoka Fellowship and its Support Network

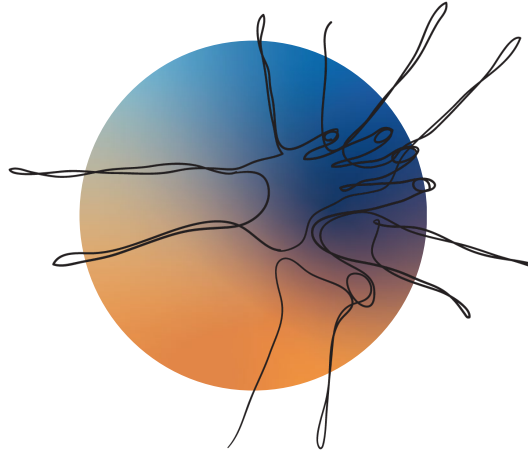
A study of the German Fellowship and its access to pro bono partners showed that Ashoka can multiply every Euro donated by a factor of 7.



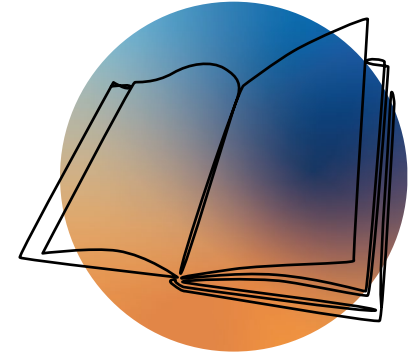
What's in it for you?



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.

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

SuperInvestor

#SUPERINVESTOR

This event is powered by
**Renewable
Electricity**

Delivered by
informa connect



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



ASHOKA

Thought leadership: Where we tell the story



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



In 2023 WhatsUp Corporate Finance broadcasted a podcast about Carry4Good

Forbes

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



Selected pledgers



Klaus Hommels,
Founder of



Dr. Jeannette zu
Fürstenberg,
Managing Director at



Felix Frohn-Bernau,
Managing
Partner at



Joern Pelzer,
Founder of



Michael Phillips,
Managing
Partner at



Selected pledgers



Camille Delibes
and team,
Partner at



Otto Birnbaum,
General Partner at



Thomas Jetter,
Founder of



Christian Figge,
Managing Partner at



Mark Schmitz,
Managing Partner at



Selected pledgers



Alain Nicod,
Managing
Partner at



Caspar
Wahler, Partner at



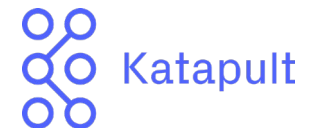
Florian Tappeiner,
Managing Partner at



Nina Foote,
Partner at



Tharald Nustad,
Founder at



Selected pledgers



Michael Altrichter,
Impact Investor at



Laura Seifert,
Investment
Manager at



Sadia Wern-
Sukhera, Founder
& CEO at



Peter Dill,
Managing
Partner at



Armira



Alex Westbrook,
Chief Operating
Officer at



Selected pledgers



Robert Knorrek,
Director at



Daniela Raffel,
Principal at



Martin Kröner,
Partner at



Isabelle Canu,
Partner at



Elena Harumi Stark
Head of Impact at



Selected pledgers



Alexander Brand,
Partner at



Franziska Majer,
Partner at



Florian Gottschaller,
Partner at



Isabella Fandrych,
General Partner at



Maximilian Schwarz,
General Partner at



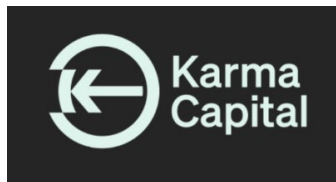
Selected pledgers



Bettine Schmitz,
Founder at
















Theresa Böttger,
Founder at



Selected funds



Ashoka partners

<p>Social entrepreneurship together with</p> 	 <p>Philips Foundation</p>			KEARNEY
	Steelcase		THE in keyLIST™	
		BMW Foundation Herbert Quandt		skoll
	 <p>kersia INVENTING A FOOD SAFE WORLD</p>	 <p>FUNDAÇÃO CALOUSTE GULBENKIAN</p>	BILL & MELINDA GATES <i>foundation</i>	and 200+ more...

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
Genesis Group



The Carry4Good team



Elena Gibson

Partner Ashoka Europe &
Director Carry4Good

egibson@ashoka.org



Ashling Hoare

Finance & Operations
Manager, Ashoka Belgium
and Carry4Good

aclare@ashoka.org



Nikola Pattay

Ashoka Support Network and
Carry4Good advisor

Changemakers
unite for the
new reality



ASHOKA



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