Carry4Good
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

Since 1980
We’ve built the world’s first and largest network of social entrepreneurs

3,800
Social Entrepreneurs (Ashoka Fellows)

In more than 90 countries

In 2019
Forbes names Ashoka as one of the most innovative organizations in the world.

5th
in the world for innovation and impact

According to the international platform NGO Advisor, in 2021 we rank
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.
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 smartphone cameras.

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.

Jennifer Lexmond
Easy Peasy
Using tech to help parents teach their children changemaking skills at preschool age to close the attainment gap and increase social mobility.

Bart Weetjens
Apopo
Training rats to detect landmines and dogs to diagnose tuberculosis by smell, both in record time, saving millions of lives.
“Ashoka is a living encyclopedia of social innovation in every field around the world.”

Jimmy Wales, Founder of Wikipedia
Ashoka Fellow
The opportunity

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 face all the challenges linked to exponential growth
- They have to build sustainable organisations
- They suffer from lack of credibility in the early days of their ventures
VC/PE funds and Ashoka also have many similarities

- We bet on founders and teams
- We think in terms of “portfolio”
- We take bets on 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 organisation is that the reward is not in monetary terms but only in impact.

“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.”
What we can achieve with your contribution

Enable us..

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

...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

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
How we accelerate impact

Source&Select
the most impactful social entrepreneurs

Connect
communities of changemakers locally and at the global level to leverage the network’s power

Scale
their solutions through networks, strategic and financial support

Analyse&Share
innovation trends, learnings and most impactful solutions

Influence
Businesses, policy and sector partners to enable changemaking and social innovation
We select Fellows and accompany them along their journey – with catalytic investments, strategic guidance, and with an unmatched peer-to-peer community.

Our impact: Ashoka Fellows drive systems change

97% focus on shifting mindsets and cultural norms

93% have influenced public policy

60% have created new markets and value chains

(Source: Ashoka Fellows Global Impact Report 2018.)
Become a driver of change

Join the Carry4Good Pledge

- Pledge to join as a fund or as an individual*
- Give
  - 1%
  - __% of your Carried Interest
- Give an annual donation before the carry is realized
- Become part of our changemaker community

* Both types of contributions are tax deductible (subject to respective local legislation)
How will you be involved?

**Annual reporting:** Receive regular written updates on Ashoka’s work and impact.

**Update meetings:** Let us present our work and vision to you and your teams. Involve your employees to create a shared sense of purpose.

**A learning journey:** Depending on your needs, tap into Ashoka’s rich engagement opportunities and increase your capacity to create positive impact.
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<th>Selected pledgers</th>
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<tr>
<td>Klaus Hommels, Founder of <strong>LAKE STAR</strong></td>
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<td>Dr. Jeannette zu Fürstenberg, Managing Director at <strong>LA FAMIGLIA</strong></td>
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<td>Felix Frohn-Bernau, Managing Partner at <strong>palero</strong></td>
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<td>Joern Pelzer, Founder of <strong>PINOVA CAPITAL</strong></td>
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<td>Michael Phillips, Managing Partner at <strong>CASTIK CAPITAL</strong></td>
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<td>Michael Altrichter, Impact Investor at <strong>VIA</strong></td>
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<td>Otto Birnbaum, General Partner at <strong>REVENT</strong></td>
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<td>Thomas Jetter, Founder of <strong>DIGITAL+ PARTNERS</strong></td>
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<td>Christian Figge, Managing Director at <strong>GENERAL ATLANTIC</strong></td>
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<td>Mark Schmitz, Managing Partner at <strong>equation</strong></td>
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Selected funds

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Ashoka partners

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and 200+ more...
What's next?

1. A conversation with the Ashoka Carry4Good team
2. Decision whether to pledge as an individual or a fund
3. Commitment through a sign-up sheet
4. Start of the Carry4Good membership
The Carry4Good team

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Changemakers unite for the new reality