



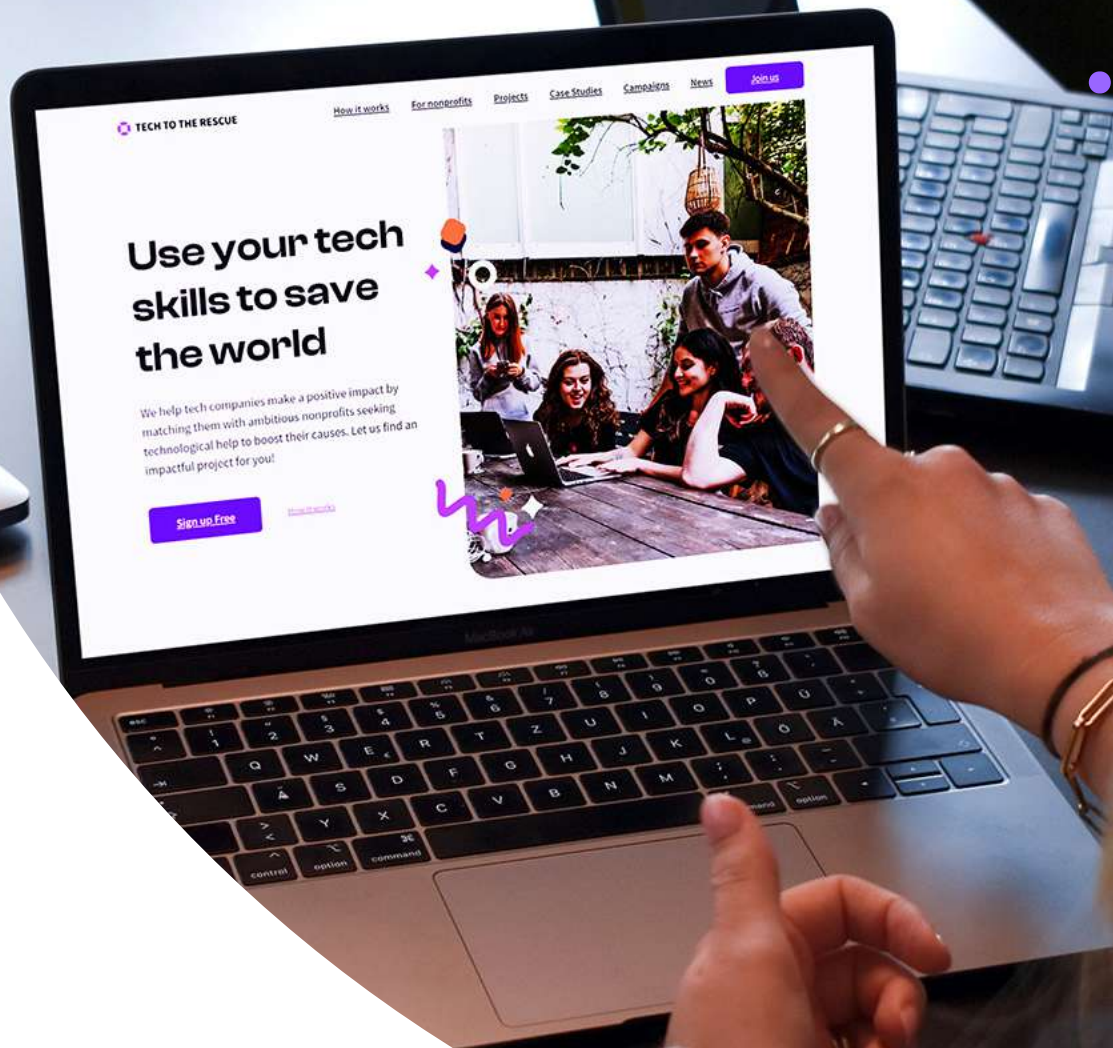
TECH TO THE RESCUE

Impact Report

2023

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Section I:

About Tech To The Rescue

A note from our CEO



Dear Friends, Partners, and Supporters,

As we reflect on the challenges and triumphs of 2023, it is clear that the IT sector faced unprecedented trials marked by cutbacks and a general downturn. Yet, amid this, we at Tech To The Rescue have witnessed a heartening trend.

Despite the situation, more IT companies are offering pro bono technology solutions. This commitment signals a transformative shift in the industry, proving that pro bono work is becoming an integral part of the tech business ethos, just as it has been part of the legal industry for many years.

Igniting a global movement in the tech industry

The past year has been significant growth and international expansion for Tech To The Rescue. We've connected nonprofits and firms across 69 countries, including the US, Ukraine, India, Turkey, and Nigeria. We've enhanced their missions through more than 420 projects, supporting war-affected citizens in Ukraine, providing emergency relief in the Middle East, contributing to historically high voter turnout in Poland, and developing AI-driven animal welfare educational platforms.

Overall this year, the estimated value of the services we facilitated has reached over \$4.6M, impacting critical areas such as good health and well-being, reducing inequalities, quality education, and climate action. We marked our presence on global stages like the UNGA, World Economic Forum, Aidex, and Nethope, contributing to critical discussions about the role of technology in social initiatives.

Our efforts in organizing global nonprofit hackathons to solve real challenges related to air quality, education, migration, and human rights have laid a solid foundation for the challenging yet promising journey ahead, particularly as we embrace the potential of generative AI for nonprofits. This technology offers unprecedented opportunities for empowerment but demands substantial investment in capacity building - a challenge we have begun to address head-on.

Taking nonprofits' impact to the next level with AI

Looking ahead to 2024, we are filled with hope and excitement. The upcoming year promises greater investment in AI capabilities, increased collaboration with market leaders, and a continued rise in adopting pro bono initiatives. We are dedicated to ensuring that thousands of nonprofits have access to state-of-the-art technology and are equipped to use it effectively. Our vision is clear: by 2030, we aim to unlock \$1 billion in value, firmly establishing the pro bono model in the tech industry as robustly as it exists in the legal field.

To experience a positive impact, we need to see more collaboration between the IT and nonprofit sectors

As we move forward, let us remember that the future is bright for technology in the nonprofit sector. With continuous support and collaboration, we can bridge the gap between innovation and social good, ensuring that technology is a force for empowerment and positive change.

Thank you for being part of this journey.

Sincerely, Jacek Siadkowski, CEO, Tech To The Rescue

2023 in numbers

During our third year of operations, we achieved significant growth across key metrics, demonstrating our commitment to driving positive change through technology.

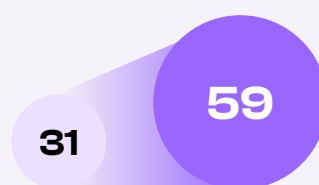
We managed to considerably boost the value of delivered projects, by mainly engaging our existing tech community and, secondly, by attracting new tech companies. Despite the decrease in new tech company registrations – 374 in 2023 compared to 1007 in 2022 (the surge in 2022 resulted from our #TechForUkraine campaign after the war in Ukraine broke out), our strategic approach allowed us to match more projects and engage more tech companies than in 2022.

The estimated market value of the projects facilitated in 2023 reached \$4,6M, with an average market value per project at \$10,900. These figures underscore the tangible and cost-effective outcomes of our initiatives, reinforcing Tech To The Rescue's position as a leading force in the #TechForGood movement.

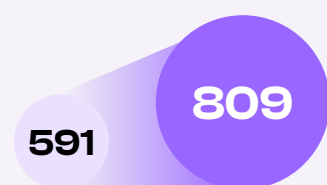
2023 impact in a snapshot:



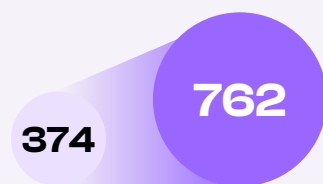
Impactful projects matched
Growth +112% compared to 2022



Implementation
from 31 to 59 countries



Nonprofits joining TTTR
Growth +37% compared to 2022



Tech companies mobilized
Growth +103% compared to 2022



Projects submitted by nonprofits
Growth +34% compared to 2022



Estimated market value of an average project

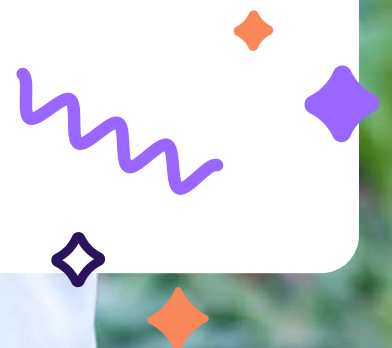


Estimated market value of the matched impactful projects



5 top impact areas where our tech community has enabled tech innovation in 2023:

According to the UN Sustainable Development Goals Framework



Our evolution 2020-2023

Tech To The Rescue is the world's largest organization connecting tech companies with nonprofits to solve the world's most pressing problems through technology. Our mission is to activate tech companies to engage in pro-bono tech projects for nonprofits, and therefore bridge the technology gap existing in the social, and environmental impact world.

Our movement has gained significant traction, with the number of engaged tech companies and nonprofits steadily growing yearly since 2020. In less than 4 years, we have attracted over 1500 tech companies and 1400 nonprofits across five continents to the Tech To The Rescue community, setting the foundations of a global #TechForGood movement based on impactful cooperation.

We believe that tech companies are more willing to engage in pro-bono work when they work directly with a cause or organization, which resonates with them. That is why we work on a 1:1 basis with tech companies and nonprofits, to identify and scope their needs and enable impactful matches. Developing our unique matching system has been fundamental on our journey to enable more than 600 matches on 5 continents since 2020.

Our ultimate goal is to introduce a new standard in the tech industry and make pro-bono projects for nonprofits a natural and frequent choice among tech companies. The more tech companies decide to engage in skilled volunteering (e.g. pro-bono projects for nonprofits), the more opportunities we create for technology used for good. For this purpose, we are tirelessly working on scouting organizations that work with relevant, ambitious and meaningful causes, through a growing network of referral partners and organizations.

More than that, we actively work with various “models of engagement” that resonate with hundreds of tech companies and make it easier for them to choose skilled volunteering. Ranging from implementing CSR strategies and training juniors, to utilizing their bench or events-based volunteering (e.g. hackathon), these models of engagement are real door-openers and inspiring a systemic change in the tech sector.

Ultimately, our mission and ways of working are aligned to deliver value in two ways: on the one hand, to empower nonprofits to enhance their impact with innovative tech solutions, and on the other hand, ensuring that more and more tech companies recognize real business value in pro-bono cooperation with nonprofits.

In this report, we share our biggest highlights from 2023 and some key initiatives that enabled our growth from a local/regional actor to an impact-driven global organization.





Section II:

Key Highlights of 2023

Hackathons

A new #TechForGood model of engagement

We consider the launch of our #TechForGood Hackathons to be a groundbreaking move in our value creation history.

Together with our partners, we spearheaded a transformative #TechForGood engagement model – pro-bono, online hackathons with clear social impact goals.

We invited tech companies to form teams that competed during specially designed events to deliver the best prototype solutions for nonprofits to solve their most pressing, real-world challenges.

In 2023, we have organized 2 hackathons, and we plan to continue building on this new direction in 2024.



Hack To The Rescue: GenAI for Good Hackathon June 2023



Sponsors



Objectives:

- Shift the narrative around AI towards its potential for good, emphasizing how GenAI could be harnessed to drive impactful change.
- Explore the boundaries of positive impact through tools like GPT, Bard, and MidJourney.
- Empower changemakers, enabling them to automate workflows, enhance donor relationships, and elevate their overall impact.



Results:

- The world's largest GenAI for Good Hackathon
- 36 solutions built using innovative GenAI approaches
- 2 days of competition
- 120 registered tech teams
- 400 participants
- Estimated impact on 1 million people

Meticulously designed paths and challenges include using AI for Mental Wellness, Creative Learning, Climate Consciousness, Inclusive Employment, Barrier-Free Democracy, Human Rights Advocacy, Fighting Fake News, Connections for Change, and Speedy Solutions for Crisis Relief.

The standout innovations were delivered by winning teams:

socialbee + miqido

eucap + VISIUM

UNAWĘZA + EY + Deloitte.

TECH TO THE RESCUE + cloudflight

zwolnieni z teorii + vazco

DEMOKRACJA PRZYSZŁOŚCI + DEVINITI

cries + simplifynext

ma voice + bluesoft

Lab Europe + JOBEASER

UNDP + APOSTROPH GROUP

OWAGA + netguru

Hack To The Rescue: Air Quality Hackathon

December 2023



Objectives:

- Raise the awareness on the health risks related to bad air quality, especially in very vulnerable areas like South East Asia and Sub-Saharan Africa.
- Engage a global community of tech companies to tackle real challenges identified and raised by top nonprofit organizations working in the field of air quality.
- Develop new and innovative technological solutions to fight real air quality challenges, related to data gaps, data quality, sensor communication and integration, advocacy, and broader population education needs.



Results:

- 33 solutions built for 7 leading nonprofits
- 400+ registered participants and team captains from 27 countries
- 170+ teams from tech companies
- 50+ mentors and speakers learning
- 3 winning solutions poised to impact the lives of 550 million people

Prize sponsors



The standout innovations were delivered by winning teams:

Polish Smog Alert with Brainhub

Transferring the mobile lung experience to the digital space for the worldwide audience



BlueRider Software

Developing AirVocacy: An air quality awareness platform with live sensor data, chatbot interaction, and real-time updates on air quality



Afri-Set with The Camaraderie & AWS

Streamlining data processing for Affordable Air Quality Sensors in West Africa



As a part of the Hackathon event, we also released a new original report

“Fighting Air Pollution with Technological Innovations”

What’s inside?

- Insights from 10 developing countries
- More than 15 worldwide projects for tech experts to engage
- Inspirational case studies of successful initiatives
- List of digital tools that can bring change
- Key sources of air pollution and most current data



Download the full report here!



At Amazon, we believe that Success and Scale Bring Broad Responsibility and through Amazon Web Services we see cloud technologies having the potential to solve some of the world’s most pressing issues, from bridging gaps in environmental equity, to supporting communities in the wake of disasters, and beyond. We’ve been proudly collaborating with Tech To The Rescue since 2022, helping to drive forward non-profit and tech partnerships to help respond to environmental changes and reduce unequal environmental burdens around the world. Working with Tech To The Rescue team has been extremely rewarding, and we look forward to future projects together.”

Maggie Carter

Social Responsibility and Impact Director at Amazon Web Services (AWS)

Tech for Crisis Response Unit

In our commitment to making technology accessible to nonprofit organizations working on real and meaningful causes, we have created our first Tech for Crisis Response Unit strategy. This unit is designed to act on a needs-based approach, focusing on three key regions in the upcoming years: Central and Eastern Europe (CEE), the Horn of Africa, and the Middle East.

Our approach within the Crisis Response Unit involves a dual focus:



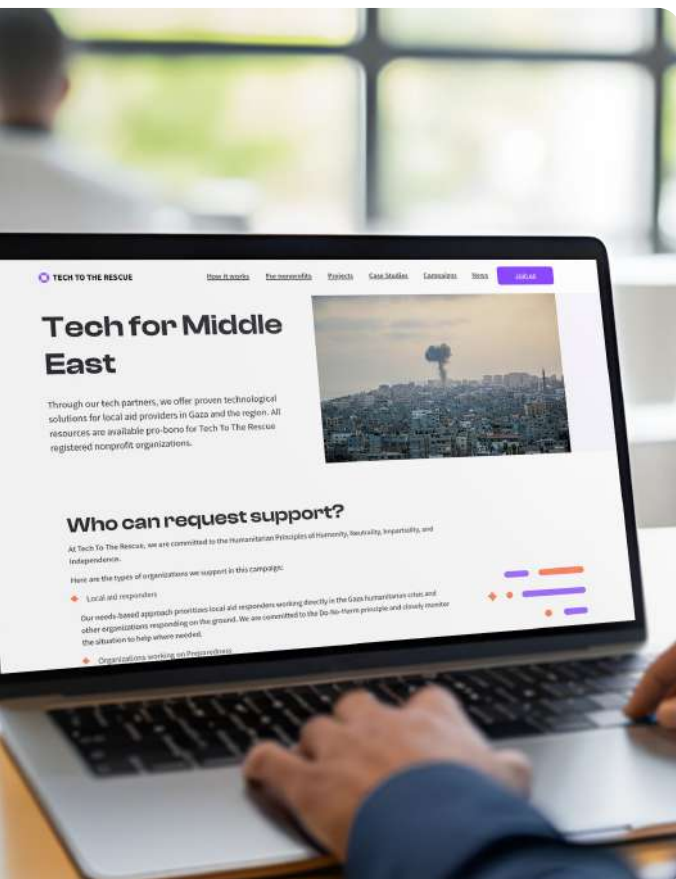
Preparedness through Technology

We aim to assist nonprofit organizations in proactively preparing for the escalation of crises in their respective territories. Through the application of technology, these organizations will be equipped to enhance their readiness and effectiveness in addressing potential challenges. Additionally, we will support technology implementation in their ongoing development activities to strengthen their overall impact.



Enhanced Local Response

The unit will work collaboratively with local civil society organizations, providing them with the tools and resources needed to respond more effectively to the immediate challenges posed by crises. By empowering these organizations with technology-driven solutions, we aspire to bolster their capacity to address urgent issues during critical times.



The Crisis Response Unit, established jointly by Twilio and Tech To The Rescue, enables us to provide critical technological resources and expertise to the most vulnerable groups when support is needed most - in acute crises. This collaboration emphasizes the significance of forging strong partnerships and leveraging technology to achieve our mission effectively and at scale.”

Emily Miller (She/Her)
Senior Impact Fund Manager Twilio

A key milestone has been releasing the digital **Tech for Crisis Response Catalog**, a free resources for nonprofits working in crisis response and preparedness, where we have collected examples of tech solutions developed by our tech partners for organizations engaged in Ukraine, Türkiye or Syria.

This resource also serves as an inspiration for tech companies, who often have no experience in working with nonprofits in the context of crisis response, and who understand what kind of needs these organizations have and now they can help.

With these strategic initiatives, we endeavor to contribute significantly to crisis management and response efforts, making a positive difference in the regions facing the most pressing challenges.



“



This Response Unit will be a dream come true. Bringing TTTR services to organisations that are in conflict or disaster contexts, focusing a little more on the humanitarian sense of our work, is a path we are starting on from 2021 in Ukraine and will consolidate in 2024. The lessons from our early work in the Middle East will be the foundation for a response that ensures secure technology solutions for organisations in countries in crisis.”

Carol Sanchez

Head of Nonprofits Relations at Tech To The Rescue

Strategic internal transformation

In 2023, we reached a remarkable milestone with 429 impactful matches between tech companies and nonprofits, more than doubling the result from the previous year.

Here's how we strategically enhanced our internal processes to scale our impact:



Revamped internal processes

> Enhanced nonprofit account management

On the nonprofit side, we implemented an account management system. Each nonprofit relations manager now oversees specific verticals for nonprofits, projects, and referral partners, enhancing focus and efficiency. Tailoring communication for each region fosters a closer and more contextually relevant engagement approach. We also introduced an initial onboarding process featuring informative calls to broaden our understanding of our services.

> Streamlined tech company journey

We streamlined tech companies' journey throughout the matching process and eliminated handovers between departments to ensure seamless information flow. Our onboarding process is now more efficient and partially automated, ensuring better and more transparent communication between the matching team and the nonprofit relations teams.



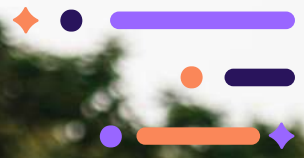
Team growth

To become a global tech for good powerhouse, we also invested in new talent. Our goal is to build a diverse, ambitious, collaborative, and committed team; we see these ingredients as musts to continue growing as a remote-first organization. Team growth has also been a good foundation for exploring and experimenting with frameworks like OKR and establishing a new organization-wide reporting system.



Becoming a learning organization (Tech For Good Playbook)

Based on our experience and exchanges with hundreds of tech companies, we created an internal resource compiling the most popular “models of engagement” used by tech companies when engaging in pro-bono projects for nonprofits. This knowledge allows us to communicate better, attract, and activate tech companies to join TTTR, and also to choose impactful projects which match the tech partner's profile. Our goal is to turn the “Tech for Good Playbook” into a lead-generation campaign in 2024, and to use the models of engagement as inspirational content, showcasing the wide benefits of joining the Tech for Good movement.



Section III:

Individual change

Impacting NGOs and tech companies directly

As Tech To The Rescue, we operate on two strategic pillars: individual change and systemic change, recognizing the reciprocal influence between them.

Individual change broadly refers to the process of influencing and transforming the behaviors, attitudes, and actions of individuals. In the context of TTTR, individual change involves fostering a mindset of pro-bono engagement among tech companies and encouraging professionals to actively contribute their skills and resources to meaningful projects, thereby creating a positive impact on a personal level.

On the nonprofit level, our activities impact organizations directly, ensuring that their needs are addressed through tailored tech solutions. Consequently, those NGOs are able to deliver efficient help to their direct beneficiaries.

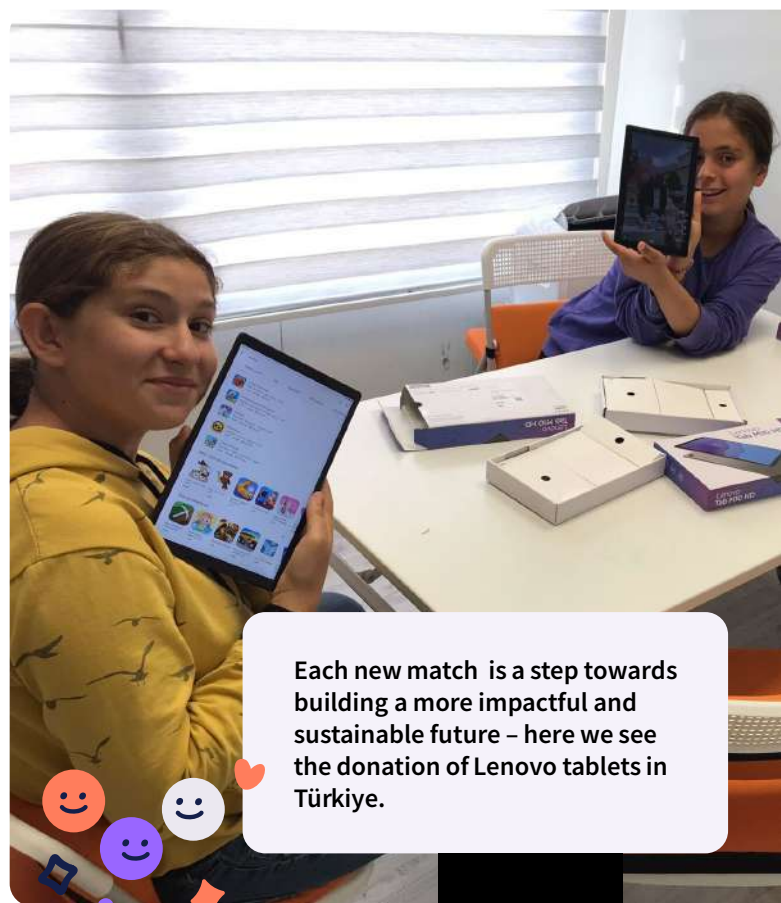
By focusing on individual change, particularly through strategic collaborations, we contribute to systemic change match by match. Conversely, systemic change, characterized by increased resources and reach, enhances the potential for individual impact.

The emphasis on individual change aligns with our current strategy, ensuring TTTR's widespread presence for systemic change readiness. Our approach includes simplifying collaboration engagement, eliminating fees, facilitating projects through TTTR brokering, and ensuring the credibility of nonprofits and companies through verification processes and provided templates.

More impact with each project

Our community is managed as a match-making marketplace, strategically balancing demand and supply for fast, balanced growth. We prioritize flexibility in collaboration forms within digital services, focusing on potentially impactful projects and organizations. Our high-growth ambition is supported by internationalization efforts, particularly in attracting tech partners that can bring a wide range of expertise to the community, from various geographies,

Our commitment to individual change remains paramount, to expand our ecosystem through prioritized projects. As we achieve mass participation, our focus will shift to systemic change, aligning with our overarching mission to harness technology for positive global impact. Until then, each new match, especially those aligned with prioritized projects, is a step toward building a more impactful and sustainable future.



Impactful match stories

In 2023, our tech community has responded to diverse challenges coming from nonprofits through various types of tech services.

The most popular service type we facilitated was Product / Service Implementation, ensuring over 150 transformations of ideas into tangible solutions. Moreover, we've enabled 97 strategic discovery and consultation services, guiding organizations toward conceptualizing new tech solutions.

Hackathons have also proved to be a fertile ground for impactful collaboration based on a problem-solving approach, enabling 68 pro-bono tech projects. Finally, we enabled 57 pro-bono maintenance services, and 23 pro-bono design services, which focus on creating user-centric and visually compelling digital solutions.

Types of pro-bono projects enabled in 2023



Implementation services

150+ matches



Consultation

97 projects



Hackathons

68 projects



Maintenance services

57 projects



Design services

23 projects

Additionally, this year we activated our tech partners to support nonprofits by directly responding to their needs, which go beyond digital innovations. As a response, tech companies have made 6 hardware donation campaigns and 4 cash donation activities for verified nonprofits from our Tech To The Rescue community.

leanconvertHUNGARIAN
HELSINKI
COMMITTEE

An interactive map highlighting human rights violations at the Hungarian-Serbian border, specifically focusing on the issue of pushbacks.

Estimated impact:

The map aims to expose the alarming reality of approximately 150,000 pushbacks by Hungarian police in 2022, violating EU law and human rights obligations. This real-time visualization tool is a crucial resource, enabling advocacy efforts and raising awareness about the pressing need to address and rectify systemic human rights abuses.



TTTR matched us with LeanConvert surprisingly fast. We got to know the team not only as enthusiastic, friendly, and sympathetic guys, but also transparent, proactive, and helpful.”

Kriszta Pokol

Communications Coordinator of the Hungarian Helsinki Committee



Animal Ethics

FREEPORT
METRICS

Support with LLM prompt engineering for training a chatbot to avoid strong popular misconceptions about protecting wild animals.

Estimated impact:

The project focuses on enhancing the effectiveness of Animal Ethics' educational initiatives. By avoiding the insertion of popular misconceptions into the chatbot's responses, the organization ensures accurate and impactful communication in its outreach efforts, particularly in the most neglected area of helping wild animals.

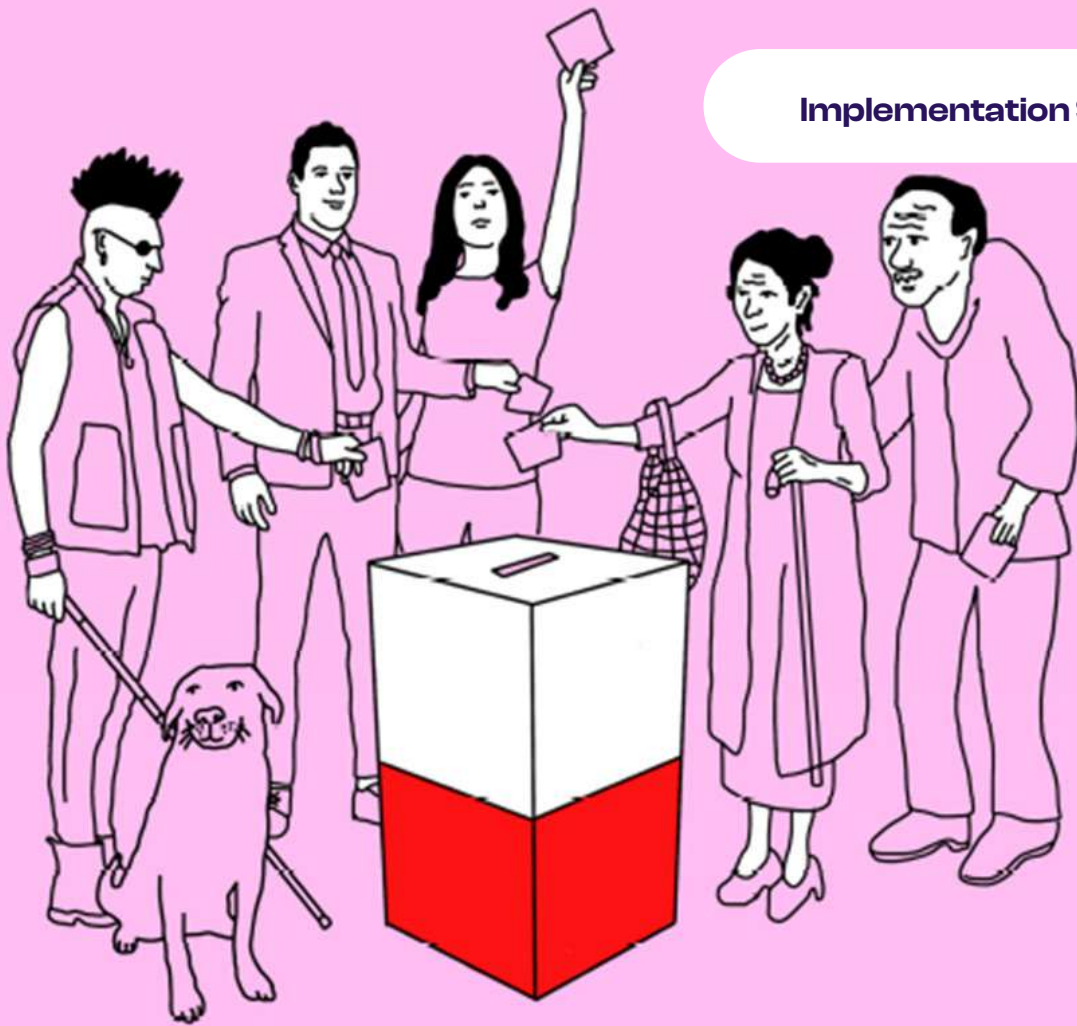


We asked for help setting up a bot for our website, and Freeport Metrics went beyond what we expected, building a flexible and scalable infrastructure and even designing the front end. They made sure we were part of the process every step of the way, and gave us training and detailed documentation. It was an absolute pleasure working with them.”

Leah McKelvie

Director of Animal Ethics




SPEEDNET

Developing a campaign website to empower Polish women to vote in parliamentary elections, collaborating with Sukces Pisany Szminką Foundation.

Estimated impact:

The website and an online questionnaire delivered by SW Research Agency played a pivotal role in motivating Polish women to participate in the elections. The campaign, featured by major media outlets, celebrities, and influencers, reached 20 million people, becoming a powerful voice encouraging women to vote.

#wspieram sukces kobiet



A mobile app aimed at amplifying user engagement for global environmental cleanup initiatives.

Estimated impact:

This ongoing project aims to amplify the global impact of Planet Heroes, a crowdfunding platform for environmental initiatives, by developing a mobile app. The app is designed to enhance user engagement and increase financial support, fostering a broader reach for ecological cleanup actions on a global scale.



On behalf of the entire #planetheroes team and, most importantly, our 60,000+ volunteers, we extend our heartfelt gratitude to you and everyone at Codeclusive for your unwavering belief in our project and invaluable support. Collaborating with the fantastic specialists at Codeclusive has been a game-changer for us”

Przemek Pyziel
founder of Planet Heroes



A filtering tool to moderate child sexual abuse material within a platform reporting these crimes in Colombia.

Estimated impact:

The initiative addresses the critical need for a solution to enhance the safety and well-being of analysts at Red PaPaz. The filtering tool aims to blur images of child sexual exploitation content, reducing the exposure of analysts to sensitive material while enabling them to fulfill their crucial role in combating these crimes.



Conversational AI to help 90 million marginal farmers in India practice sustainable farming

Estimated impact:

Aligned with eKutir's mission as India's first certified B Corp, the initiative empowers small-scale farmers by integrating advanced speech recognition technology into a Conversational AI system. This provides personalized advisory services and facilitates access to diverse resources, contributing to sustainable practices and the well-being of marginalized farmers in India.



TTTR support is valuable and has injected the right energy to reboot our social commitment through technology. Plan with Metafic is going smoothly!

Krishna Mishra

Founder Director of eKutir and Ashoka Fellow



Craft & Slate
creative agency

Website development to support people in low-income, with a particular focus on women in Cameroon, in collaboration with BERDSCO.

Estimated impact:

A new completed website effectively communicates BERDSCO's mission of creating a poverty-free society, specifically focusing on women in Cameroon. The new website and branding, designed by Craft & Slate and an improved CMS, enhance user-friendliness for BERDSCO's team.



Gelbėkit vaikus
Save the Children Lithuania



Objectivity

Discovery session to design an interactive platform to help parents raise their children through positive parenting.

Estimated impact:

This initiative laid the foundation for developing an interactive platform that addresses the unique requirements of STC. The designed platform aims to empower parents in Lithuania and the broader region, fostering positive parenting practices for the well-being of children.



We were pleasantly surprised to have such a great and huge team of professionals working with us, who listened to our wishes and even, dare we say it, our dreams, and helped us create an amazing project.”

Ieva Gaidamavičiūtė-Barkauskė

Programme Manager at Save The Children Lithuania

Sonmaz X KONCEPTED

Website redesign for NGO promoting cooperation and peace between nations through culture.

Estimated impact:

The project seeks to improve the website's professionalism for Sonmaz, enabling more effective promotion of cultural issues and fostering increased mutual understanding and cooperation between nations. The redesigned website will serve as a valuable tool in advancing the nonprofit's mission of cultural relations and peace-building initiatives.



Accessibility audit of the election observation dashboard to be more accessible to persons with disabilities.

Estimated impact:

The project focuses on ensuring the election observation dashboard becomes more accessible. The enhanced accessibility will contribute to creating inclusive products and services, aligning with TAF Africa's commitment to fostering a more inclusive and efficient election observation experience.



Audit and improvement of Google Analytics and migration to Google Analytics 4.0.

Estimated impact:

The project aims to improve MassEnergize's analytics setup and migrate to the latest GA4. The upgraded analytics infrastructure will empower MassEnergize with more robust insights, enabling better decision-making and resource allocation to support sustainable community initiatives.

Türkiye Crisis Response

**Lenovo**

Donation of tablets to organizations dealing with the aftermath of the earthquakes in Türkiye in February 2023.

Estimated impact:

Lenovo donated a total of 295 tablets through the collaboration with Crisis Response in Türkiye, equipping organizations such as Suna'nın Kızları, SistersLab, Mikrofo, and NeedsMap, working on the ground during the aftermath of February 2023 earthquake.

From creating educational hubs for children to supporting mentoring programs and aiding in warehouse management, the donated tablets from Lenovo have played a crucial role in facilitating various relief and recovery efforts, contributing to the overall resilience and support for affected communities.



Thanks to the collaborative approach of Tech To The Rescue, we can amplify the impact of the Lenovo Foundation mission and reach education projects across the continent. A great example of this cooperation was the coordinated response to the Turkey / Syria Earthquake in 2023, where Tech To The Rescue coordinated the donation of Lenovo devices to power remote education projects, especially for girls.”

Santiago Mendez Galvis (He/Him/His)

Head of EMEA Corporate Citizenship, Lenovo Foundation



Donation of phone devices for helping migrants arriving at the Polish-Belarrussian border.

Estimated impact:

The project successfully facilitated the donation of phone devices, enabling migrants to communicate with their families and loved ones. By addressing the communication gap, Egala Foundation and Lenovo contributed to enhancing the dignity and well-being of migrants arriving at the border. The initiative aimed to offer support and connectivity to those facing challenging circumstances, fostering a sense of connection and assistance during their journey.



This is invaluable support and for us a signal of solidarity from other non-governmental organizations and people with a good heart who are not indifferent to the crisis situation of people forced to leave their homes and escape in search of security. Thank you on behalf of our beneficiaries!

Katarzyna Poskrobko
Egala Association



Section IV: 

Systemic Change

Building the global movement

At Tech To The Rescue, we recognize that addressing societal challenges requires more than individual efforts; that's why we are simultaneously working on **systemic change to make technology widely accessible to nonprofits**.

By definition, systemic change involves confronting the root causes of issues by transforming structures, customs, mindsets, power dynamics, and policies. This transformation is achieved through the active collaboration of diverse individuals and organizations united by shared goals, aiming to bring about lasting improvements at local, national, and global levels.

While we currently focus on individual impact, we also actively consider and experiment with systemic change. The approach involves building capacity in terms of talent, advisors, partners, and knowledge, with the aim of fully investing in systemic change in the next 2-3 years. The ultimate goal is to contribute to a world where the positive influence of technology is pervasive and enduring.

Why systemic change?

At TTTR, we envision a world where our pro-bono advocacy has reached every tech company and has motivated most of them to engage in pro-bono work for nonprofits, fostering a culture of impactful collaborations. To achieve this, and change the world in a lasting way, it is imperative to establish systems and partnerships networks that will allow the big shift and increase the pool of resources available to nonprofits.

Systemic change initiatives at Tech To The Rescue

01 | Incentives & nudges

At TTTR, we understand systemic change as a series of market interventions creating incentives and nudges for tech companies to engage in pro-bono work. Examples of incentives include financial and fiscal schemes like tax deductions and expectations from clients, who increasingly seek socially responsible companies that emphasize care for the world. Additionally, job candidates are more attracted by mission-driven organizations that offer purposeful opportunities and skills-based volunteering as a form of employee engagement.

Nudges, conversely, encompass industry platforms recognizing pro-bono as a valuable component of a company's image, encouraging companies to incorporate pro-bono work into their identity. Moreover, a broader cultural portrayal of pro-bono contributions in mass media serves as a nudge by highlighting the positive impact and social responsibility associated with such endeavors.



02 | Creating the Pro-bono playbook

In 2023, we created a comprehensive “Tech for Good Playbook” that catalogs diverse models of tech companies’ engagements observed over the last three years, distilling valuable insights for effective #TechForGood projects.

The playbook is scheduled for publication in 2024, with a dynamic campaign whose goals are to raise awareness about proven models of engagement, spotlight companies actively employing these models, and provide valuable education for CRS/ESG managers and tech leaders.

03 | Building influence: Advisory Board

In order to build toward systemic change, we are also strategically assembling a Members Advisory Board, comprising influential figures poised to drive systemic change in the market.

The board is a diverse ensemble featuring entrepreneurs such as Tomek Karwatka and Wiktor Schmidt, seasoned systemic change experts Agata Stafiej-Bartosik and Maria Zapata, and leaders from prominent industry platforms like Mike Beares and Carolina Henriquez-Schmitz. Notably, stakeholders such as Michal Kowalik from Big Tech Philanthropy and Chris Hoffman from the Tech in the Humanitarian Sector bring their unique perspectives. This eminent board, already an influential force, is anticipated to expand further, ensuring a broader spectrum of expertise and insights to guide TTTR’s endeavors.



Tomasz Karwatka
Co-Founder at
Catch the Tornado



Wiktor Schmidt
Executive Chairman
at Netguru



Agata Stafiej-Bartosik
Country Director at Ashoka



Maria Zapata
ASHOKA ASPIRe Executive Director
and Globalizer Co-Director



Michal Filip Kowalik, PhD
Vice President Alliances, Yext



Christopher Hoffman
Managing Director at
Humanity Link



Michael Beares
Founder, Board Chair at Clutch



Carolina Henriquez-Schmitz
Director at Thomson Reuters
Foundation

04 | Sustainable foundations: Supporters, partnerships, and founding partners

We owe our resilience and growth to a network of dedicated supporters and donors who believe in the organization's mission. Collaboration with marketplaces for digital agencies, including Clutch.co and Pangea.ai, has been instrumental in co-promoting campaigns and initiatives, fostering trust for future initiatives. We collaborate with recruitment sites for IT like Just Join IT and NoFluff Jobs, particularly in the Polish context, exploring the dynamics of employee-driven value creation.

Sponsors:



Influential market shapers, such as Twilio, Lenovo, Google.org and AWS, contribute financially and by jointly engaging in impactful campaigns, exemplified by Ukraine and Air Quality initiatives. These partnerships extend beyond financial support, reflecting a shared commitment to societal betterment.



Supporting nonprofits with the technological expertise and resources they need to develop and scale more effective solutions, is at the core of our mission as a philanthropy - and it's why we believe the work Tech to the Rescue is doing can have a truly transformative impact on the social sector. Over the last three years, and with the help of Google.org Fellows, we've supported Tech To The Rescue to build out their platform and scale their operations. Their growth has been inspiring: From identifying innovative nonprofit organizations addressing the world's most pressing challenges, to successfully mobilizing technology companies in over 80 countries to provide them with much-needed pro-bono tech support, they have been able to catalyze the development of impact solutions across climate, education, migration, and crisis response. We're excited to continue the support of the outstanding Tech To The Rescue team, helping nonprofits leverage advanced technologies to achieve their missions faster and more effectively."



Rowan Barnett

Director Google.org - Europe, Middle East & Africa

At the core of the TTTR development are our Founding Partners: a collective of 13 SME companies from the tech industry, dedicated to ensuring a robust community of doers, that stands firmly behind the organization's transformative vision.

10CLOUDS

netguru

ANIXE

TOOPOOX

DROIDS
ON
ROIDS

AIP SEED

ten square games

Objectivity
Part of Accenture

autopay
BY BLUE MEDIA

cloudflight

Packhelp

KULCZYK
INVESTMENTS

RTBHOUSE =

05 | Tech for Good Badges: Celebrating impactful contributions

Recognizing tech companies for their engagement in the Tech For Good movement, and more specifically, delivering impactful projects is another building block of systemic change.

At TTTR, we are leading the change with the introduction of a new recognition symbol, which will year after year grow to become a recognizable and desirable asset for tech companies worldwide: the Tech for Good Badge. We want the badge to be a prestigious and industry-relevant symbol for tech companies that actively contribute to positive societal transformation.

This year we have developed the concept of the Tech For Good Badge, to allow a distinction between companies that delivered one pro-bono project from companies that engaged in more than one project. Therefore, introduced the Golden Tech For Good Badges, and awarded our Founding Partners with the first batch of golden badges, for supporting Tech To The Rescue as a beneficiary nonprofit, and additionally for engaging in pro-bono projects for our nonprofit community.



In February 2024 (after the release of this report), we will also award badges to all tech companies that completed at least 1 pro-bono project for nonprofits in 2023, after analyzing the data collected in the Yearly Satisfaction Survey that is sent out to nonprofits. We expect to have around 100 tech companies rewarded and we plan to create a recognition campaign, backed by community partners, to create an industry buzz around the Tech For Good Badges.



Number of Referral Partners

370.00% growth compared to 2022



Number of referred organizations

197.22% growth compared to 2022

06 | Nonprofit acquisition and strategic partnerships

In 2023, we have continued our dynamic network-building strategy, underpinned by nonprofit acquisition and strategic partnerships.

Our model of identifying and attracting nonprofits is a symbiotic referral system, empowering partners with a personalized referral code. This code unlocks benefits, enabling partners to prioritize a project each month from their referrals. Leveraging their trusted networks, these partners facilitate seamless onboarding, bypassing our internal verification process. Moreover, we extend educational opportunities through webinars, unraveling the intricacies of TTTR's operations.

The strategic alliances go beyond routine collaborations, leading to special events and webinars for mutual visibility scaling.

This innovative strategy yields high-quality projects from vetted organizations with clear visions. Looking ahead, our vision for the coming year is to amplify our partner network, fostering scalability and elevating the standard of projects received.

Our Referral Partners include:





Section V:

Brand growth

Elevating impact through global engagements

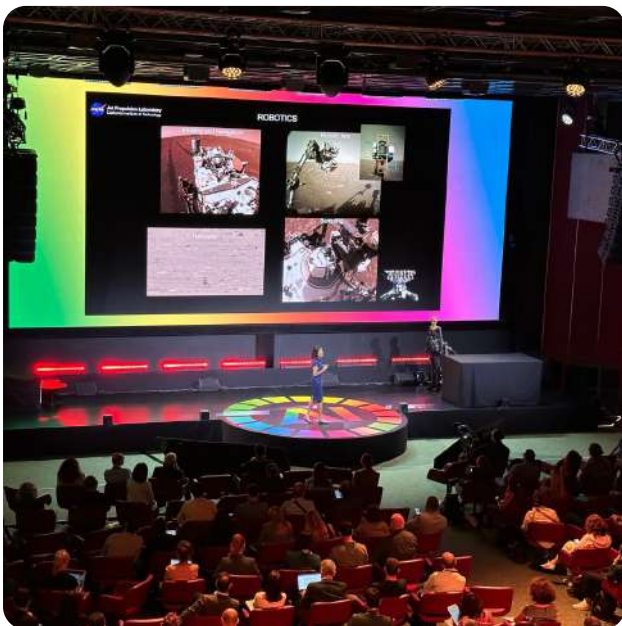
In 2023, Tech To The Rescue actively participated in a series of influential global events, where we used the opportunities to grow our network, meet with potential partners and sponsors and promote our mission of making pro-bono work a new standard in the tech industry.

Here is a timeline of events we took part in.

July 2023

AI for Good Global Summit

Geneva, Switzerland



January 2023

Davos World Economic Forum

Davos, Switzerland



September 2023

UNGA - United Nations General Assembly

New York, USA



September 2023

Code for All Summit

Online event



October 2023

NetHope Global Summit 2023

Munich, Germany



October 2023

AidEx - The Global Humanitarian Aid Event

Le Grand-Saconnex, Switzerland



October 2023

TEDxKazimierz online talk by Daniel Di Giusto: Can technology rescue people and planet?

Online event



Reaching a global audience

We are proud of our achievements related to our brand growth in 2023. We chose to invest in our social media activities, to be able to connect to our key audiences: tech companies, and nonprofit organizations, as well as targetted donors profiling and communication.

We chose LinkedIn as our main channel of communication, both for brand growth as well as our strategic thought leadership activities. Our organization's commitment to fostering positive change through technology resonated with an ever-growing audience.

Brand followers and reach



740k
estimated social media reach
incl. 430k estimated social media reach
for personal accounts of Jacek Siadkowski
and Daniel Di Giusto



Jacek Siadkowski
was recognized as
Top LinkedIn Voice in
#TechForGood area



22k followers
on LinkedIn & Facebook
+30% brand new followers vs 2022



10 new
case studies

Community partners

In 2023, we continued to expand our network of community partners to reach more tech companies. Our definition of a community partner is an umbrella organization, association or portal that caters to the needs and interests of tech companies (software agencies, digital agencies, jobs, or news portals). By working together with these actors we can reach wider audiences organically and build long-term relationships.

Girls
In
Tech



ten square games



Data Science Society



SoDA

4 developers

DOING
GOOD
BRACK & BERNER



Crossweb



netguru

Clutch

SOLID.Jobs



angelhack

ai4impact



MOST
FOUNDATION

ITCORNER



Section VI: Our People

Empowering impact through team synergy

In the wake of the first quarter of 2023, we embarked on a transformative journey, responding to the challenging situation in the IT industry. With a strategic focus on breaking down silos and optimizing the experience for tech company representatives, we underwent a significant restructuring.

Revolutionizing team structure

Previously, three distinct teams – Marketing, Tech Relations, and Matching – handled different user journey stages. In a bold move, we dissolved the Tech Relations Department, redistributing its responsibilities between the Matching and Growth teams (previously known as the Marketing team). This shift aimed to enhance synchronization across various user journey stages, reduce internal processes, minimize handovers, and streamline efforts toward bringing impactful projects to fruition.

In 2023, we re-organized in 6 core teams driving impact:

01 | Solutions Team

Ensuring the seamless operation of TTTR's tech stack, the team maintains current tools and explore research and development for a final product automating matching processes.

02 | Fundraising Team

Focused on identifying opportunities for external investment, this team works to attract capital for the organization's daily operations.

03 | Operations Team

Overseeing the smooth running of the organization, the team introduces processes, manages financial and legal aspects, and handles human-related operations, including recruitment, team building, and career development.

04 | Nonprofit Relations Team

Responsible for expanding our network of NGOs, this team builds close relationships with Key Accounts and guides nonprofit organizations from initial contact to project submission.

05 | Growth Team

Engaged in spreading the word about TTTR through social media, email marketing, PR, and content creation, they focus on acquiring new tech companies and establishing partnerships with tech networks.

06 | Matching Team

The main responsibility is to match submitted projects with technological partners. The team verifies, prioritizes, and posts projects on the website, while also managing accounts of registered tech companies, fostering relationships, and ensuring companies find suitable projects.

Strategic expansion for ambitious goals

Driven by ambitious goals, we expanded our core team from 16 to 22 individuals. New hires included among others matching managers, a nonprofit relations manager, a fundraising specialist, a no-code developer, and a campaign manager.

Collaboration and support

Beyond the core team, we are supported by dedicated volunteers who regularly contribute to proofreading, graphic design, and research. At TTTR, we also work with external contractors on various projects, fostering a collaborative ecosystem. We take the opportunity to thank our volunteers and contractors for their proactivity and dedication to building the #TechForGood movement together.



Impressive growth and future prospects

The larger, fully onboarded team contributed to remarkable growth, with matches increasing from 108 in Q3 to 162 in Q4. Looking ahead, the launch of the AI for Changemakers program in April 2024 is expected to further expand the team and drive us toward new heights of impact.

At Tech To The Rescue, we thrive on the commitment, expertise, and collaborative spirit of its people, collectively steering the organization towards a future where technology catalyzes positive change globally.



Section VII:

Financial summary

Spending by source of income

	Income*	Spending	% Spent
Twilio.org	\$99,995.00	\$100,037.15	100.04%
Twilio.org (Tech Preparedness for Local Responders in the Middle East)	\$99,995.00	\$1,535.01	1.54%
Founding Partners Contributions	\$216,130.69	\$215,712.67	99.81%
Additional donors	\$444,105.46	\$264,958.41	59.66%
Google.org (AI for Changemakers)	\$1,500,000.00	\$0.00	0.00%
Google.org (TechForUkraine)	\$383,873.73	\$383,874.23	100.00%

*The income figures listed in the table encompass funds received from grants in 2023 as well as any remaining funds from prior years. These carried-over funds contribute to the total income available for our activities in 2023.

Conclusions:

> Sustaining Impact through fiscal resilience

We concluded the fiscal year 2023 with remarkable achievements not only in project delivery but also in internal growth, marked by the expansion of the core team to 22 members. This expansion fueled a 159% increase in TTTR's spending, which was effectively matched by a commendable 188% growth in secured financing.

> Yearly budget surge

The initial budget planned for 2023 was \$850,000. However, the strategic acquisition of grants allowed us to enhance our yearly budget by an impressive 13.66%, reaching a total of \$966,117.47. This financial boost not only accommodated the growing internal needs but also secured a safe financial runway for the organization in 2024.

> Allocation for impactful activities

A noteworthy aspect of our financial structure is its commitment to impactful activities. Over 88% of the organization's spending is allocated to statutory activities, emphasizing the prioritization of mission-driven initiatives. Administrative costs, comprising less than 12%, experienced a proportional rise, primarily due to an increase in travel costs for team members attending industry events and engaging with potential donors.

> Sustaining Impact through fiscal resilience

Funds from completed grants, such as Google.org for TechFor Ukraine and Twilio.org, were fully utilized within the stipulated time frame. Ongoing campaigns with AWS (Programs for EMEA and Air Quality) are set to continue until mid-2024. Moreover, the Google.org grant for AI is part of a larger program scheduled to launch in 2024, spanning three years.

> Future financial projection

Looking ahead, the projected budget for TTTR in 2023 is set at \$1,500,000. We have already successfully raised \$1,000,000, but a deficit of \$500,000 remains, and to cover this we will acquire new partners and donors. This strategic approach aligns with TTTR's commitment to financial transparency and sustainable growth.



Section VIII:

Into the future

AI for changemakers

In 2024, we are kicking off a transformative new phase in the history of Tech To The Rescue, with the introduction of the “AI for Changemakers.” program. This major program is meticulously designed to empower 111 organizations across five problem domains: climate, education, health, crisis response, and economic opportunity creation.

Functioning as a living lab of AI for Good, the initiative leverages our unique community of pro-bono vendors. The forthcoming program, supported by a coalition, aims to broadcast learnings widely, fostering collaboration among changemakers. Set to launch in Q2 of 2024 and spanning three years, AI for Changemakers embodies TTTR’s commitment to harnessing AI for social impact.

Tech for Crisis Response – advancing the roadmap

Building on the invaluable insights garnered over the last three years, we are charting a unique path with “Tech for Crisis Response.” This program is strategically designed to enhance the tech preparedness of local aid responders, translating TTTR’s learnings into a globally impactful initiative.

Focused on the Middle East, Horn of Africa, and Eastern Europe, the program encompasses five pillars: building preparedness, capacity-building for the TTTR team, and compiling a roster of tech companies and tools crucial for crisis readiness.

The ongoing testing of assumptions in the Middle East, particularly in Palestine, Lebanon, and Jordan, exemplifies our proactive approach to crisis response. The initiative is made possible through the support of Twilio and aims to expand to its full capacity in the coming year.



Building the Tech For Good movement

Our commitment to building a global movement is unwavering. A pivotal moment on the horizon is the launch of the pro-bono pledge, a significant campaign aimed at encouraging digital agencies to commit to pro-bono initiatives.

Additionally, we are amplifying our impact through storytelling for change, investing in documenting and sharing stories that highlight the profound contributions of both changemakers and technologists. As we look to the future, the roadmap is clear: a dedication to building a movement that thrives on collaboration, innovation, and lasting social impact.

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