2019 Annual Report
COMIC RELIEF US
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2019 was both another successful year for the Comic Relief US team, and marked an incredible milestone for the organization — our fifth anniversary. So much has happened in those first five years, but certainly what the team is most proud of is the positive outcomes we have helped to create for tens of millions of people facing the toughest of circumstances across the US and in over 30 countries internationally. Since launching in the US, Comic Relief US has raised over $260 million to support programs that further our vision of a just world free from poverty.

With each year Comic Relief US continues to grow and develop, and over the last 12 months has made great strides across the board — further refining and focusing our grantmaking, adding to our staff, and continuing to expand the reach of our Red Nose Day tentpole campaign fueled by activations with a host of long-standing and new partners.

Of course, this year has been a particularly exciting one for me, joining Comic Relief US as CEO in September. I am truly impressed by what has been achieved so far by this talented team and look forward to working with each of them, our board, and our many other partners and supporters as we step into the next five years and beyond — further expanding the organization’s scale, the breadth of our campaigns, and — most critically — the impact we will make together.
OUR MISSION IS

TO DRIVE POSITIVE CHANGE THROUGH THE POWER OF ENTERTAINMENT
WE STAND FOR

A JUST WORLD
FREE FROM POVERTY
WHAT WE DO

A platform for public engagement to raise money at scale for critical issues identified in the United Nations Sustainable Development Goals. Comic Relief US provides grants to partners working on the frontlines.

Raise money & awareness through our fundraising campaigns

Make grants to nonprofit partners that support people facing poverty in the US...

...and in communities around the world
GRANTMAKING AT-A-GLANCE

A JUST WORLD, FREE FROM POVERTY

POSITIVE CHANGE THROUGH
THE POWER OF ENTERTAINMENT

END CHILD POVERTY, ONE NOSE AT A TIME

Vision
Mission
Goals
SGD Alignment
50/50 Split
Red Nose Day Pillars

DOMESTIC

INTERNATIONAL

INTERNATIONAL

1 NO POVERTY
2 ZERO HUNGER
3 GOOD HEALTH AND WELL-BEING
4 QUALITY EDUCATION
5 GENDER EQUALITY
6 CLEAN WATER AND SANITATION
7 REDUCED INEQUALITIES
8 SUSTAINABLE GROWTH
9 COOL CLIMATE
10 LIFE ON LAND
11 LIFE UNDERWATER
12 LIFE ON LAND
13 LIFE UNDERWATER
14 LIFE ON LAND
15 LIFE UNDERWATER
16 LIFE ON LAND
17 PARTNERSHIPS FOR THE GOALS

SAFE
HEALTHY
EDUCATED

COMIC RELIEF

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OUR IMPACT
GRANTMAKING OBJECTIVES

Greater balance across thematic program areas
Rebalance to ensure parity across Safe, Healthy & Educated programs

Increased funding to marginalized communities
Domestically; where poverty is high & resources are low

Greater regional balance
across international portfolio to increase spending & grants in Latin America & Asia

Meet established program priorities & serve target populations
Educated: early childhood focus & girls education
Safe: Street connected youth
Healthy: new partners working close to the ground
Diversity: Orgs lead by the populations they serve
GRANTMAKING APPROACH

CORE GRANTS
Sizable grants made to well established organizations that deliver impact at scale

$27M+
CORE GRANT FUNDING IN 2019

OPPORTUNITY GRANTS
Grants made to organizations to or support underfunded issues and innovative approaches

$9M+
OPPORTUNITY GRANT FUNDING IN 2019

RAPID RESPONSE GRANTS
Grants made to urgently respond to various issues both domestically & internationally

$800K
RAPID RESPONSE FUNDING IN 2019
FOCUS AREAS

SDG ALIGNMENT

1. NO POVERTY
   - 38 GRANTS

2. ZERO HUNGER
   - 9 GRANTS

3. GOOD HEALTH AND WELL-BEING
   - 23 GRANTS

4. QUALITY EDUCATION
   - 21 GRANTS

PILLARS

SAFE
- $10M+ GRANTS

HEALTHY
- $15M+ GRANTS

EDUCATED
- $11M+ GRANTS
WHERE WE WORK

50% of funds are spent domestically across all 50 states & Puerto Rico
50% internationally across Africa, Asia & Latin America

Key

<table>
<thead>
<tr>
<th>Domestic</th>
<th>International</th>
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<tbody>
<tr>
<td>11 Grants</td>
<td>3 Grants</td>
</tr>
<tr>
<td>5–9 Grants</td>
<td>2 Grants</td>
</tr>
<tr>
<td>1–4 Grants</td>
<td>1 Grant</td>
</tr>
</tbody>
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Domestic: 50% of funds are spent domestically across all 50 states & Puerto Rico. 11 grants were awarded domestically.

International: 50% of funds are spent internationally across Africa, Asia & Latin America. 3 grants were awarded internationally.
OUR IMPACT TO DATE

$260M+
Over $260M+ raised since US launch

25M
Nearly 25M children positively impacted

41M+
Meals served

20M
Nearly 20M children with increased access to basic health services

100K+
Youth facing homelessness supported
AGNES’ STORY

Education is the key. Information is power.

“—Agnes’ Grandmother

CONTEXT

In Nairobi, Kenya 8 year old Agnes worked at a dumpsite to support her family.

INTERVENTION

Red Nose Day funds support Pendekezo Letu help young women working in dumpsites further their education.

OUTCOME

There has been a “total transformation” in Agnes, she is now in school at Pendekezo Letu and her favorite subject is English Activities.
## Our Trusted Partners
Delivering Measurable Impact

<table>
<thead>
<tr>
<th>Domestic</th>
<th>Domestic/International</th>
<th>International</th>
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<tbody>
<tr>
<td>City Year</td>
<td>The Ounce</td>
<td>Feeding America</td>
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<tr>
<td></td>
<td>Covenant House</td>
<td>The Global Fund</td>
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<tr>
<td>UnidosUS</td>
<td>Children’s Health Fund</td>
<td>Save the Children</td>
</tr>
<tr>
<td>Boys &amp; Girls Clubs of America</td>
<td>Lumos</td>
<td>Cesip</td>
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<tr>
<td>Greater Houston Community Foundation</td>
<td>Girls Inc.</td>
<td>Rescue</td>
</tr>
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<td></td>
<td>The Chicago Community Trust</td>
<td>Health Africa</td>
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<td></td>
<td>World’s Big Sleep Out</td>
<td>Promundo</td>
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<td></td>
<td>Amref</td>
<td>Consortium for Street Children</td>
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<td></td>
<td></td>
<td>Plan International</td>
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<tr>
<td></td>
<td>The Brotherhood</td>
<td>Jumpstart</td>
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<tr>
<td></td>
<td>SisterSol</td>
<td>Laureus</td>
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<td></td>
<td></td>
<td>Action Against Hunger</td>
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<td></td>
<td></td>
<td>Helen Keller International</td>
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<td></td>
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<td>Room to Read</td>
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HIGHLIGHTS FROM OUR CAMPAIGNS
GIVING + FUN = ENDING CHILD POVERTY
WHAT RED NOSE DAY SUPPORTS

Red Nose Day supports programs that address both the immediate needs of children in poverty while fostering long-term change.

Thematic Focus

Safe
Healthy
Educated

Grantmaking Approach

Balance of strong non-profits with Broad Reach
Deep Impact

Half of the money raised is spent domestically, in America and the other half is spent internationally.
RED NOSE DAY 2019 HIGHLIGHTS

- $50M+ raised in donations
- 7.6M+ children impacted*
- 250+ celebrities & talent participated in the campaign
- 59% general population awareness
- 2.3B social impressions

*Note: These may not be unique beneficiaries
PARTNERSHIP + THOUGHT LEADERSHIP = FOSTERING A JUST WORLD FREE FROM POVERTY
17 ON 17 HIGHLIGHTS

10+
C-suite involvement from 10+ sectors

Official event for the UN National Day for the Eradication of Child poverty

6MM
Prominent speakers from the UN, policy makers, business and media

6MM impressions
OUR FINANCIALS
## FINANCIAL SNAPSHOT

<table>
<thead>
<tr>
<th>2019 AUDITED FINANCIALS</th>
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<tbody>
<tr>
<td>GRANTS</td>
<td>$37,820,109</td>
</tr>
<tr>
<td>PROGRAM SERVICES</td>
<td>$3,516,126</td>
</tr>
<tr>
<td>FUNDRAISING</td>
<td>$4,239,786</td>
</tr>
<tr>
<td>ADMIN</td>
<td>$2,461,801</td>
</tr>
<tr>
<td>TOTAL EXPENSE</td>
<td>$48,037,822</td>
</tr>
<tr>
<td>TOTAL PROGRAM SERVICES</td>
<td>$41,336,235</td>
</tr>
<tr>
<td>PROGRAM RATIO</td>
<td>86.05%</td>
</tr>
<tr>
<td>FUNDRAISING RATIO</td>
<td>8.83%</td>
</tr>
<tr>
<td>ADMIN RATIO</td>
<td>5.12%</td>
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To view the 2019 Audited Financials [click here](#).
MEET THE CR US TEAM
COMIC RELIEF US TEAM

OFFICE OF THE CEO
ALISON MOORE, CEO [Sep ’19–]
JANET SCARDINO, Former CEO [–Jun ’19]
RICK SCOTT, SVP Strategy
KEITA JONES, Executive Assistant to CEO

FINANCE & OPERATIONS
KRISTIN ELLINGTON, SVP Finance & Operations
SUSANA GRAVES, VP Campaign Operations
JANELLE GORDON, Campaign Project Manager
BRIDGET FRAHER, Operations Manager
LISA BUI, Finance Manager

MARKETING
MARY CORIGLIANO, SVP Brand & Marketing
BROOKE WOOD, Director Communications
MITCH HANSEN, Director Digital
SYDNEY PHILLIPS, Partnerships & Integrated Projects Manager
MARY PARHIALA, Digital Marketing Manager
JASMINE FAJARDO, Marketing Coordinator
SOFIANA KOHEN, Digital & Social Marketing Coordinator

FUNDRAISING
LAUREN SPITZER, SVP Fundraising & Development
BETH BRESLAUER, Director Schools & Youth
CHRISTINE MANULA, Director Foundations & Major Giving
HANNAH LYTLE, Direct Marketing & Analytics Manager
TAMANNA SIDDIQUE, P2P Fundraising Manager
SAVANNAH FREED, Experiential Fundraising Manager
MARY CLAIRE GRUBE, Database Coordinator

GRANTS
LORELEI WILLIAMS, SVP Grants [Dec ’19–]
KARIE BROWN, SVP Grants [–Dec ’19]
EMMA LEAVY, Director Grants Programs
MADISON MCCORMICK, Grants Programs & Comms Manager
ETHAN FINKELSTEIN, Grants Programs Sr. Coordinator
BRIANNA BROWN, Grants Intern

PARTNERSHIPS
MARY CATHERINE BURDINE, Director

ENTERTAINMENT
LILY SOBHANI, Entertainment Executive Producer
WENDY GILL, Producer
VALERIE PEARSON, Talent Director
KAITLIN MITCHELL, Talent Manager
OUR COMMUNITY OF SUPPORTERS
JOHN MAKINSON, CHAIRMAN is the Chairman of Kano and was formerly with the Penguin group for almost 15 years as both Chairman and CEO of Penguin Group and Chairman of Penguin Random House.

RICHARD CURTIS is a writer and director and co-founder and co-producer for Comic Relief in the US and the UK and UN Sustainable Development Goals Advocate. As a writer his credits include Notting Hill, Love Actually, Bridget Jones’s Diary.


ANDY COOK is general manager at bgC3, an American research company, where he manages strategy, education and online initiatives including Gates Notes & Big History.

MICHELE GANELESS was most recently President of Comedy Central from 2004–2016 and is also an independent film producer.

CHRISTY GIBB serves as the chair of the Comic Relief US Grants Committee and manages Global Social Responsibility at McKinsey & Company, a leading global management consulting firm for businesses, governments and institutions.

RICHARD HOFSTETTER is a partner and co-chair of Frankfurt Kurnit Klein & Selz’s Entertainment and Sports Group and was recently recognized in New York Magazine’s list of top entertainment lawyers.

JACKI KELLEY is CEO, Americas for Dentsu Aegis Network and has been recognized as a lauded leader in the advertising and media industry for over 25 years.

MICHAEL LYNTON is Chairman of Snap Inc., makers of Snapchat. Previously he was Chairman and Chief Executive of Sony Pictures Entertainment.

ALISON MOORE is Chief Executive Officer of Comic Relief US. She has extensive experience as a top executive in the media and technology industries where she has successfully expanded business operations and growth initiatives for a number of content-driven organizations and world-renowned brands.

RICK TROWBRIDGE is the CFO & Sr VP of Operations for AmeriCares, a non-profit emergency response and global health organization that saves lives and builds healthier lives for people in crisis in the US & around the world.

PAUL TELEGDY is chairman of NBC Entertainment and longtime television executive.
OUR SINCEREST THANKS TO OUR TREMENDOUS PARTNERS WHO HAVE SUPPORTED US AND OUR MISSION. WITHOUT YOU, OUR WORK WOULD NOT BE POSSIBLE.

CORE PARTNERS

CAMPAIGN PARTNERS

And A Warm Thank You To Our Proud Supporters