



change.org

Impact Report 2019



About Us	3
Our Users	5
Our Impact Model	7
Victories	9
Funding Model	25
Financials	27
User Safety & Privacy	28
Our Team	30
Our Board	34
Diversity & Inclusion	35
How We Work	37
General Information	39



About Us

Our mission is to empower people everywhere to create the change they want to see. Our vision is a world where no one is powerless, and creating change is part of everyday life.

Change.org is the world's largest platform for social change, with **over 329 million users globally** (as of Dec. 31st, 2019). Every day, millions of people use Change.org to start, sign, and support petitions on issues that matter to their lives and communities, creating powerful campaigns that drive real change.

Change.org is comprised of two organizations that enable us to maximize our impact around the world: a Public Benefit Corporation (PBC) and a charitable Foundation.

Change.org PBC is a mission-driven company that builds all of Change.org's technology and supports users across North America, Europe, and Australia. All of the PBC's revenue comes from our users, whose contributions enable us to offer free online tools and support for people-driven campaigns.

The Change.org Foundation is a non-profit organization that offers free grassroots training and support to users of the Change.org platform primarily in Latin America, Asia, and the Middle East. The Foundation is funded through a combination of small donations and philanthropic funds, and has an independent board, governance structure, finances and administration to the PBC.

A Public Benefit Corporation ("PBC") is a new form of legal status in the US for mission-driven companies. In traditional corporations, company officers and directors have a duty to maximize shareholder value, even where that conflicts with the company's mission. In a PBC, by contrast, the company's mission is legally enshrined in its Articles of Incorporation and directors are legally required to consider all stakeholders when making decisions – including users, staff, the environment, and the surrounding community.

Alongside our status as a PBC, we are a **Certified B Corporation (a 'B Corp')**. B Corps use the power of business to solve social and environmental problems, and must satisfy a regular assessment by the non-profit B Lab – the B Impact Assessment (BIA) – that measures, verifies, and reports on corporate governance, worker benefits, community engagement, and environmental performance.

In 2017, we completed our fourth recertification cycle, increasing our overall score on the B Impact Assessment to 122 points (up from 96.5 in 2015). Our next B Impact Assessment will be reported in 2020, per B Lab guidelines. We are using this report to build upon the B Impact Assessment and offer further insight into the goals, operation, and impact of Change.org PBC.

Change.org is available in 12 languages, and has local teams in 18 countries.



Change.org PBC country teams:

Australia, Canada, France, Italy, Russia, Spain, Turkey, United Kingdom, United States

Change.org Foundation country teams:

Argentina, Brazil, Colombia, Germany, India, Indonesia, Japan, Mexico, Thailand

Our Users

In 2019 Change.org grew to 329,495,413 users and saw 673,668,876 signatures from all over the world.

Our users are as diverse as the countries in which we operate. They span all political, social, and economic perspectives, range from teenagers to senior citizens, and include experienced activists as well as millions of people entirely new to civic action. The one thing they have most in common is the belief that ordinary people should have a voice on the issues that impact their lives.

Every week, more than 1.2 million new people join Change.org’s global audience of more than 329 million, making Change.org a perpetual snapshot of what citizens around the world are working to change at any moment.

Registered users as of 31 December 2019:





change.org/PasTaPotiche

Knowing that we are millions of women offended in the face of this violence has given me the strength to lift my anonymity and to take this fight determinedly.

– Laura Jovignot,
petition starter from France

Laura Jovignot has been a hostess for seven years and started a petition on Change.org to put an end to sexism, discrimination and precariousness in the hostess business in France.

Our Impact Model

We believe that to create a world where no one is powerless, we need social and political systems that ensure people everywhere have a voice on the issues that they care about.

Our strategy to help create more responsive systems of decision-making is to build an accessible platform through which we can do the following:

- 1 empower ordinary people to become powerful campaigners on the issues they care about**
- 2 mobilize people to join together and contribute their voice, time, and money to advance these campaigns**
- 3 engage decision-makers to compel them to respond to the public demand generated by each campaign**

Our goal is to create a virtuous cycle of civic participation: as more people start campaigns on our platform, an ever-larger network of people join those campaigns, increasing the pressure on and incentives to decision-makers to respond to each campaign's demands. This real-world impact, in turn, inspires even more people to start new campaigns, accelerating the virtuous cycle.

We believe this virtuous cycle can be transformative – making people more confident in the power of their own voice and more likely to participate in civic action, and making decision makers increasingly accountable to the public interest.

We are still early in our progress toward building the type of platform that will enable this virtuous cycle, but already see its potential. With more than 41,000 campaigns started each month, a global network of more than 329 million supporters, and thousands of responses from decision-makers worldwide, we see increasing evidence of the potential our platform has for transformative impact.

The virtuous cycle of civic participation



Empower

ORGANIZERS

We provide tools and support that allow people to easily start petitions, enabling anyone to become a powerful campaigner on the issues that matter most to them.



Engage

DECISION MAKERS

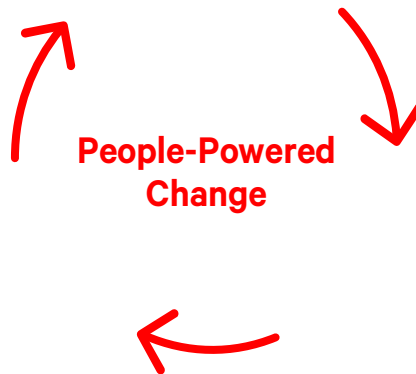
The scale of mobilization incentivizes decision makers to directly engage with the public and agree to the desired change.



Mobilize

SUPPORTERS

These petitions spread through compelling personal stories, and mobilize diverse people to contribute their voice, time, and money to campaigns.



People-Powered Change

PEOPLE-POWERED CHANGE

This cycle helps people recognize the power of their voice and of collective action. As communities become more engaged, governments and companies become more accountable to the people whose lives they impact.

Victories

Every month, more than 41,000 campaigns are launched on Change.org covering hundreds of different issue areas.

Every hour, one of these campaigns wins – changing a law, corporate practice, or a decision by someone with institutional power, and directly impacting the lives of thousands or millions of people.

In 2019, tens of thousands of these campaigns made an impact by educating and influencing the public, compelling decision makers to address an issue they would have otherwise ignored, and changing millions of people’s sense of their own individual and collective agency.

To illustrate the breadth of campaigns on Change.org, what follows is a small selection of victories from 2019 across some of the most popular issue areas on our platform.



Change.org has emerged as one of the most influential channels for activism in the country.

– Washington Post



Women's Rights



Maria de la Fuente change.org/ocientificaomadre

Many campaigns were started to advance women's rights in 2019 from people like Maria de la Fuente. Here's her campaign:

Spanish scientist petitioned to end disadvantages for women in science due to maternity leave

Maria de la Fuente, a 39-year-old scientist from Spain, [launched a campaign](#) after suffering discrimination in her scientific career because of motherhood. Woman scientists have a clear disadvantage to other applicants when being assessed on their professional merits during a specified period of time.

304,126 supporters joined Maria's campaign to stop the discrimination against women in science.

Pedro Sanchez, president of the Spanish government, supported the campaign:

"Because all women have the right to exercise their profession without being penalized by motherhood. This Government is committed to equality and conciliation at all levels and professions so that no one has to choose."

The Government approved the 2019 Strategic Health Action, which now ensures that interruptions due to researchers' pregnancy, guardianship or maternity leave are not taken into account when assessing their merits.

In addition, the Ministry of Science decided to create the "Women, Science and Innovation" Observatory for Gender Equality, a monitoring body to prevent workplace and/or sexual harassment. It will also implement measures and initiatives to ensure that prejudice does not prompt women scientists to abandon their careers.

▶ **304,126 signatures**

Here are a few more examples of women's rights campaigns from 2019:



The sales tax (VAT) on menstrual items such as tampons and sanitary pads has been reduced from 19% to 7% [after years of campaigning](#) by Nanna-Josephine Roloff and Yasemin Kotra.

by Nanna-Josephine Roloff and Yasemin Kotra

190,378 signatures



Lidia's law was part of the Red Code or [Codice Rosso](#), a package of laws passed to [stop violence against women](#), after more than 100,000 people signed the petition of a survivor of attempted femicide.

by C.A.I. CENTRO ANTIVIOLENZA ITALIANO

103,910 signatures



After years without fair wages or health insurance, [domestic workers' rights in Mexico are now recognized by law](#) thanks to this historic campaign.

by Comunicación ILSB

35,815 signatures



A 22-year-old woman with endometriosis [successfully campaigned to get menstrual wellbeing included in the school curriculum](#).

by Alice Smith

106,947 signatures



A victim of sexual harassment in Indonesia was imprisoned for recording her perpetrator's phone call. [This petition managed to free her](#) and reunite her with her family.

by Erasmus Napitupulu

311,711 signatures



On a solo vacation, Kay was sexually assaulted by her tour guide who came highly recommended on TripAdvisor. [Her petition convinced TripAdvisor](#) to take greater responsibility for the safety of their customers by building new features on their website to report sexual assault.

by Kay K.

695,010 signatures

Health & Disabilities



Liliana Haas change.org/KeepMakingVincristine

Numerous campaigns on health and disabilities were started in 2019 by people like Liliana Haas. Here's her campaign:

Child cancer survivor and oncology nurse leads campaign to ensure supply of life-saving medication

Liliana Haas is an oncology nurse at a children's hospital in Savannah, Georgia. Every day she sees young patients who are in the fight of their lives against cancer. It's a fight Liliana knows well, because she also survived leukemia as a child.

A drug called Vincristine helped Liliana when she was a kid, and every day as a nurse she saw Vincristine help countless other children, too. So she was shocked and dismayed to learn that the pharmaceutical company that manufactures Vincristine, Teva Pharmaceuticals, was going to stop production.

Liliana started a petition that mobilized cancer survivors and their families around the United States.

"Vincristine is used to treat so many childhood cancers, most of my patients battling cancer have received it and depend on it for a cure. As a nurse, it's my job to advocate for my patients who cannot speak up for themselves. That's why I started the petition," [Liliana told Yahoo! News.](#)

The people power behind Liliana's petition caught the attention of executives at Teva Pharmaceuticals, [who responded to signers of the petition directly](#) and announced that they would reintroduce the medication to the market.

▶ **215,244 signatures**

Here are a few more examples of health and disabilities campaigns from 2019:



An engineering student with full-time care duties for her mother, who had a cerebral aneurysm, [petitioned successfully](#) for student caregivers to get an extra point on their university results, just as student workers receive.

by Erika Borellini

113,929 signatures



24-year-old Veronika Maier is dependent on an electric wheelchair, but her health insurance company did not want to approve a new one [until she started a petition on Change.org.](#)

by Veronika Maier

102,884 signatures



Kinley lives with a disability, and for that reason the Australian Government was going to deport his entire family back to Bhutan. His childhood teacher [started a petition](#) and helped save Kinley and his family.

by David Randall

50,984 signatures



Meli, a resident doctor in the city of Buenos Aires [was able to stop a law that diminished the labour rights of resident doctors in the city of Buenos Aires.](#)

by Meli S.

112,072 signatures



[Following this campaign](#), for the first-time boys and girls studying in government-run schools in the Indian city of Chandigarh will have access to Menstrual and Adolescent Health Awareness through school-based sessions.

by Iqbal Judge

28,755 signatures



When dentist Romi was not admitted as a civil servant due to her disability, LBH Padang [started a petition](#) that helped her to work at South Solok Hospital.

by LBH Padang

59,523 signatures

Animal Rights



Sydney Helfand change.org/PACTAct

Numerous campaigns on animal rights were started in 2019 by people like 16-year-old Sydney Helfand. Here's her campaign:

Teenager mobilizes national support for first federal-level animal cruelty law in America

A 16-year-old high school student sparked a national movement to create the first-ever federal legislation in the U.S. dealing with animal cruelty and torture.

Sydney Helfand is a passionate animal lover, and she was frustrated that a key piece of legislation kept hitting bureaucratic brick walls in the U.S. Congress. [She started a petition one day after school](#) urging lawmakers to get behind a bill known as the Preventing Animal Cruelty and Torture Act (PACT Act).

The petition caught major traction. Sydney was invited by a bipartisan group of legislators to speak

outside of the U.S. Capitol in support of the bill and on behalf of her petition signers. After more than 866,000 signatures, the U.S. House of Representatives and the U.S. Senate passed the bill with significant bipartisan support.

In November 2019, President Donald Trump signed the bill into law. It has become the most significant animal cruelty prevention law in American history.

► **866,851 signatures**

Here are a few more examples of animal rights campaigns from 2019:



Canada was the largest importer of shark fins outside of Asia, until Oceana Canada led a [successful campaign to ban the shark fin trade in Canada](#).

by Oceana Canada

313,038 signatures



Global superstar Taylor Swift was set to perform at the biggest horse race in Australia, until animal lovers and her fans [called for her to cancel her appearance](#).

by Coalition for the Protection of Racehorses

6,698 signatures



An animal protection organization [created a petition to ask police and prosecution to create specialized work groups in their institutions to effectively enforce the law against animal abuse from 2017](#).

by OPAAC Proteccion Animal

31,025 signatures



Florencia [started a petition asking the city of Buenos Aires to transition animals from the Buenos Aires zoo to animal sanctuaries](#). She focused on Sandra, an orangutan who became very popular following the decision to close the zoo. Sandra is now free.

by Florencia Asensos

84,150 signatures



[After the petition started by Aleyna Gökmen, horse carriages were banned in Antalya, the fifth-biggest city of Turkey](#).

by Aleyna Gökmen

391,563 signatures



Supermarket chain Carrefour [agreed to stop selling foie gras in Italy after a public outcry](#).

by Essere Animali

12,176 signatures

Global Heating & Environment



Zorikto Matanov change.org/Baikal

Numerous campaigns on environmental issues were started in 2019 by people like Zorikto Matanov. Here's his campaign:

A huge campaign stopped the construction of a water bottling plant on the shores of Lake Baikal

Lake Baikal in Russia is a unique place with a special microclimate and biodiversity.

After finding out that a water bottling plant was planned for construction on the shore of this lake, Zorikto Matanov started a petition to the Governor of the Irkutsk Region and the Ministry of Natural Resources of Russia to stop the construction and avoid environmental damage to Lake Baikal.

The campaign was signed by more than 1.2 million people, received extensive media coverage and support from famous public figures such as Sergey Zverev, TV presenters Victoria Bonya and Elena Letuchaya, actress Maria Kozhevnikova and athlete

Vyacheslav Vasilevsky.

Once the petition hit around 1 million signatures, Prime Minister Medvedev intervened and ordered the inspection of the construction. Then a court found the construction illegal, and it was stopped.

► **1,264,100
signatures**

Here are a few more examples of campaigns on environmental issues from 2019:



The UK Parliament set precedent by declaring a national Climate Emergency. [Ariana, a member of Extinction Rebellion, petitioned for this.](#)

by Ariana Jordão

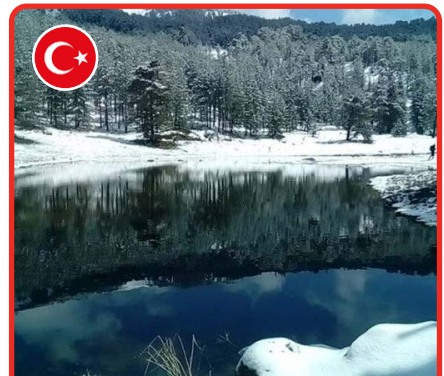
235,458 signatures



27-year-old Alexandre, from his house in the countryside of France, [pushed Amazon to commit to stop destroying new, unsold merchandise](#) and pressed parliament to vote on a law that forbids the practice.

by Alexandre Briolais

211,385 signatures



Plans for gold- and silver-mining in the Murat Mountains of Turkey were canceled [after this successful petition](#) led by a local. The mountains are home to important species and an important source of water for the region.

by Yavuz Alniak

143,690 signatures



After Ontario cancelled funding for its program to plant 50 million trees, [Sambath's petition](#) attracted support from across the province and resulted in the federal government stepping in to continue the program.

by Sambath Kumar

100,080 signatures



[The pressure of 1.1 million people left](#) the auction promoted by the National Petroleum Agency (ANP) without any offers for the exploitation of the basin near the National Park Marinhos dos Abrolhos.

by Tamires Felipe Alcântara

1.2M signatures



The Colombian Congress [approved the ban on single-use plastics in the San Andres archipelago](#) thanks to Natalia's petition and the support of more than 148,000 signers.

by Natalia Parra Osorio

148,793 signatures

Global outcry for the Amazon



Photo by a satellite of © 2019 Planet Labs, Inc on August 20, 2019 shows smoke and fires in Brazil's state Para.

amazonia-change.org

In August 2019, the city of São Paulo turned to night at 3pm in the afternoon. The reason: the heavy smoke billowing from the fires in the Amazon forest. According to the Brazilian Space Agency, in August 2019 the number of Amazon forest fires increased 84% compared to the same period of 2018.

The fires do not only kill biodiversity and ecosystems but also damage the health of millions of people, especially the elderly and children who suffered respiratory problems due to the smoke.

Gabriel Santos, a lawyer from Rio Branco, in the heart of the Amazon, started a petition on Change.org asking for the government to set up an independent commission of inquiry to investigate what was leading to the increase in fires in the region and hold the culprits to account.

His petition went viral all over the world. In just a few weeks, people from over 20 countries had signed his petition, which in a few days reached an impressive 4.8 million signatures.

Gabriel, together with the members of two climate organizations, wrote [an op-ed](#) in one of the biggest newspapers in Brazil. In early September, Gabriel went to Brasília to deliver the petition to the National

Congress. He met with senators, deputies and even the former Minister of Environment. In the end, the president of the Chamber of Deputies, Rodrigo Maia, also received the signatures and then created an External Commission to evaluate and monitor environmental policies. The External Commission will be composed of thirteen deputies and follow the work of ministries such as Environment, Economics and Agriculture, to understand the impacts of socio-environmental policies.

Finally, In October 2019, an independent commission of inquiry was set up to investigate the fires that have been affecting this region for months. More than 5 million users across over eight countries experienced the power of their signature!

#AmazonDefenders:

As the Amazon fires worsened, people from all over the world turned to Change.org to start petitions. The Foundation started an [“Amazon Defenders“ movement page](#), which brought together fifty petitions with over 14 million signatures in defense of the Amazon. The campaigns come from more than fifteen countries, including Brazil, Germany, England, Colombia, Bolivia, Italy, Spain, Peru, France and India.

Economic Fairness



Rena Eda change.org/vaccine_kitaku

Photographer: Nanami MIYAMOTO

Numerous campaigns on economic fairness were started in 2019 by people like Rena Eda. Here's her campaign:

Japanese mother campaigns to get vaccination subsidies for children treated for cancer

Childhood cancer patients need medication to prevent infectious diseases even after they are discharged from the hospital. Their physical strength and immunity are weakened, and the antibodies acquired by vaccination can be destroyed by chemotherapy. As a result, social life for childhood cancer patients can be very limited.

With a child getting chemotherapy treatments, [Rena campaigned to receive subsidies for vaccinations](#) and antibody testing for all childhood cancer patients.

With over 10,000 supporters joining in, the campaign eventually led to a new regulation providing reimmunization support for children who lost immunity due to special circumstances such as childhood cancer.

▶ **10,236 signatures**

Here are a few more examples of economic fairness campaigns from 2019:



Jeremy who delivers food for the company Deliveroo got the company to commit to better working conditions for bikers after riding 1,000 kilometres by bike from Bordeaux to Paris.

by Jeremy Wick

67,413 signatures



Carolina was able to save the only library in the small island of Stromboli, giving new life to a center for learning and engagement of many young people.

by Carolina Barnao

56,774 signatures



Julia, a six-year-old girl with a rare disease, and hundreds of families like hers, will benefit from the campaign started by Julia's parents – which supports parents who need to reduce their working hours to take care of their sick children.

by Sílvia Márquez

128,027 signatures



Ruben, a firefighter captain of Baja California Sur, created a national movement to ask for better working conditions for all the firefighters in the state, and managed to have their salaries increased.

by Bomberos de los Cabos

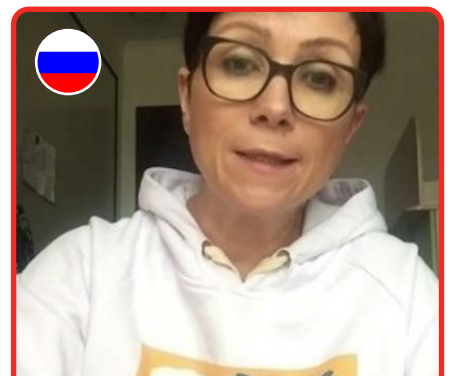
13,115 signatures



When Walmart executives decided to eliminate the Greeter job at about 1,000 stores, a position commonly held by disabled employees, several petitions convinced them to keep these employees on the job.

by By **Jose (129,825)**, **Meghan (11,754)**, and **Scott (168,341 signatures)**

Combined 309,920 signatures



The mother of a child with special needs successfully campaigned to raise the social support allowance for parents like her to the level of minimum wage.

by Svetlana Shtarkova

770,000 signatures

Children's Rights



Raphaël Glucksmann change.org/PourSamira

Numerous campaigns to protect children were started in 2019 by people like Raphaël Glucksmann. Here's his campaign:

Nationwide campaign demands the right of a 10-year-old girl to stay in France after risking deportation

In late 2019, 10-year-old Samira, who fled excision in Côte d'Ivoire to reach France after a terrible passage through Libya, moved the entire country as she was at risk of being deported.

French MEP Raphaël Glucksmann [started a petition](#) that quickly gained support from people all over the country. The campaign also attracted the attention of numerous public figures, such as Omar Sy, Rachida Brakni, Smâil Bouabdellah and Lucie Lucas.

The mobilization paid off, and the authorities canceled the expulsion of Samira – now she can stay in France with her father.

► **170,185 signatures**

Here are a few more examples of children's rights campaigns from 2019:



Angélica [managed to bring her six-month-old son, Lucas, back to Spain](#) after he was detained in Bolivia for administrative reasons.

by [Angelica Villagomez](#)

103,191 signatures



A teenager who survived years of child poverty [launched a petition](#) in September 2019 that led to a debate question being asked of the US presidential candidates' about their plans to fight child poverty.

by [Israel Glenn](#)

79,022 signatures



A Civil Organisation [successfully campaigned to make local authorities rebuild](#) an elementary school that was in very poor condition.

by [Alessandra Begalli](#)

129,381 signatures



SMA (Spinal Muscular Atrophy) Type 2-3 medicines are now covered by social security, after 1.3 million people signed 96 different petitions, most of them started by families of children with SMA.

by [Sevilay Toker, Şeyma Biçen & others](#)

1.3 mln signatures



Priest Pierre Vignon [helped raise awareness about Cardinal Barbarin, accused of covering up child abuse](#) in some french churches, pushing the Pope to accept the Cardinal's resignation.

by [Pierre Vignon](#)

110,580 signatures



A [petition was started](#) by a mother to ensure that the only transplant unit in the country that did kidney transplants for underweight children would continue its work.

by [Marina Desyatskaya](#)

550,027 signatures

Human Rights & Immigration



Kate and Harris change.org/RemoveAnning change.org/ResignAnning

Numerous campaigns were started to advance human rights in 2019 by people like Kate and Harris. Here's their campaign:

Two Australians started Australia's biggest Change.org petition of all time, standing in solidarity with Muslims

After an Australian Senator made Islamophobic statements following the Christchurch massacre in March, two Australians, [Kate and Harris](#), started [petitions](#) to stand in solidarity with Muslims and to call on the government to demand the resignation of the senator.

With the support of nearly 1.5 million signers, the petition was tabled in parliament in April. It was followed by a censure motion of Fraser Anning, supported by all major parties.

In the end, senator Fraser Anning was not re-elected, and the party he started, the Conservative Nationals, did not gain any seats in the upper or lower houses of parliament.

► **1.49 million signatures**

Here are a few more examples of human rights campaigns from 2019:



Gabriel, a trans teen, and his [mother, Pilar, managed to change a law](#) that denied trans minors the right to change their names in their ID cards.

by Pilar Suárez

202,647 signatures



When the Sultan of Brunei announced a new law that put LGBTQ+ people in the country at risk of lashings or even being killed, [students at Oxford started a campaign](#) calling on the University to rescind an honorary degree that had been given to the Sultan.

by L E Dee

118,505 signatures



The Bakare family arrived in Canada as refugees and feared for their lives when they suddenly faced deportation. Their local community and people from across Canada [came together to stop their deportation.](#)

by Adam Schlichther

45,981 signatures



Mody, a 16-year-old from Mali who lost his only family member while crossing the Mediterranean sea, was not moved to another center for young refugees after receiving [massive support from the community with which he had built strong ties.](#)

by Helene Soubise

29,314 signatures



After the federal government threatened to deport Isabel, [a petition by her mother and a nationwide public outcry](#) resulted in Isabel being allowed to stay and receive the medical treatment she needs to survive.

by Karla Bueso

196,669 signatures



[A petition led SAMSUNG to promise to investigate discriminatory actions](#) against a transgender person in their hiring process. The company will also work with LGBT groups to promote gender diversity in their workplace.

by Nada Chaipayit

7,275 signatures

Funding Model

We are proudly funded through revenue that comes directly from our users, whose contributions keep our platform free, independent, and available to everyone. There are two ways we fund our work:

POWERING OUR PLATFORM

THROUGH MEMBERSHIP

Our membership program enables people to contribute monthly, with 100% of contributions used to fund the free support and tools we offer to help people win their campaigns every day. These are small, regular contributions from an incredible community of people who believe that every person should have a voice, and that civic participation is essential to creating responsive and accountable institutions.

We provide members with regular updates on the impact of their contributions through exclusive content.

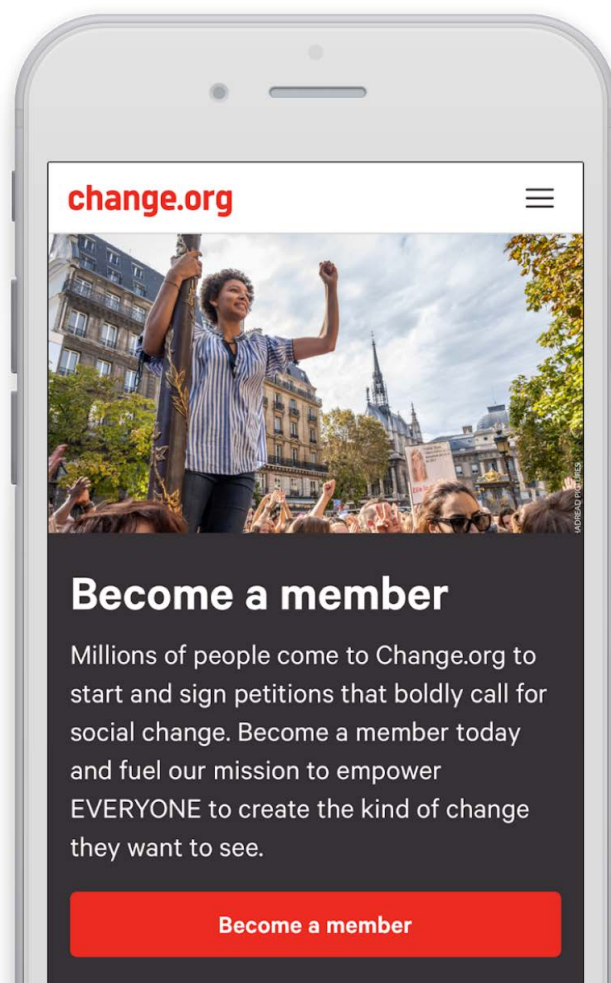
By the end of 2019, more than
139,000 members
 were making monthly contributions



Change.org is the place that gives voice to citizens and campaigns that wouldn't be able to exist in any other way.

For me, Change.org is the new fourth power.

– José Luis, Change.org member from Spain



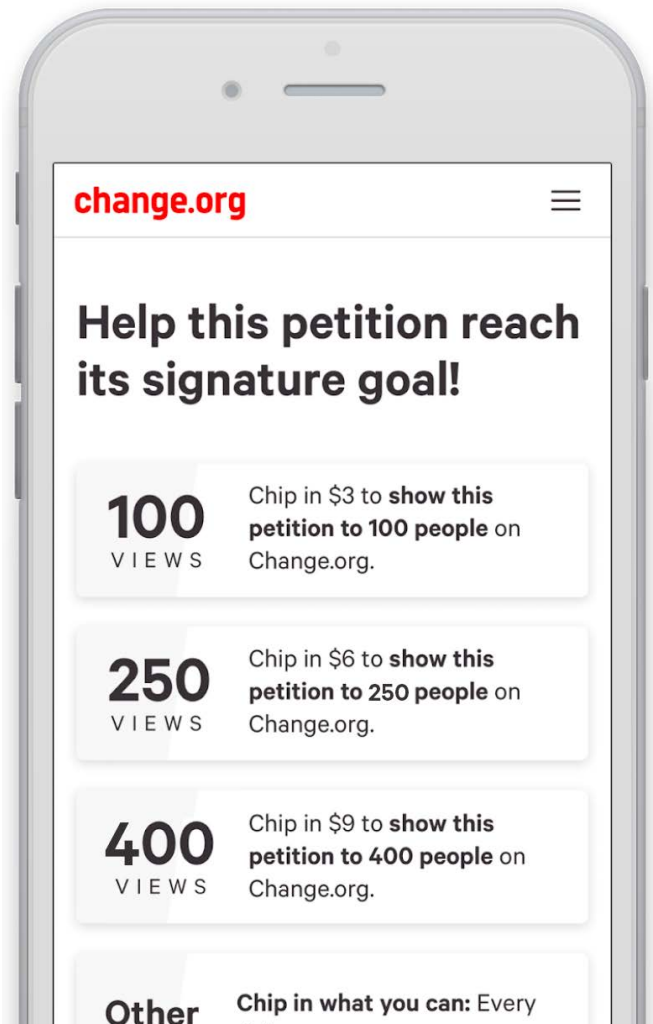
POWERING SPECIFIC CAMPAIGNS THROUGH PROMOTED PETITIONS

Change.org's Promoted Petitions tool enables supporters of campaigns to contribute not only their voice, but also their money to support and grow the campaigns they join. After signing a petition, users can chip in money so that this petition is shown to more users on Change.org or promoted outside Change.org on billboards or online ads.

With more than 329 million users, Change.org represents the largest audience of people taking action on social issues worldwide. Users who promote petitions on our platform are able to raise immediate awareness about the campaigns they support.

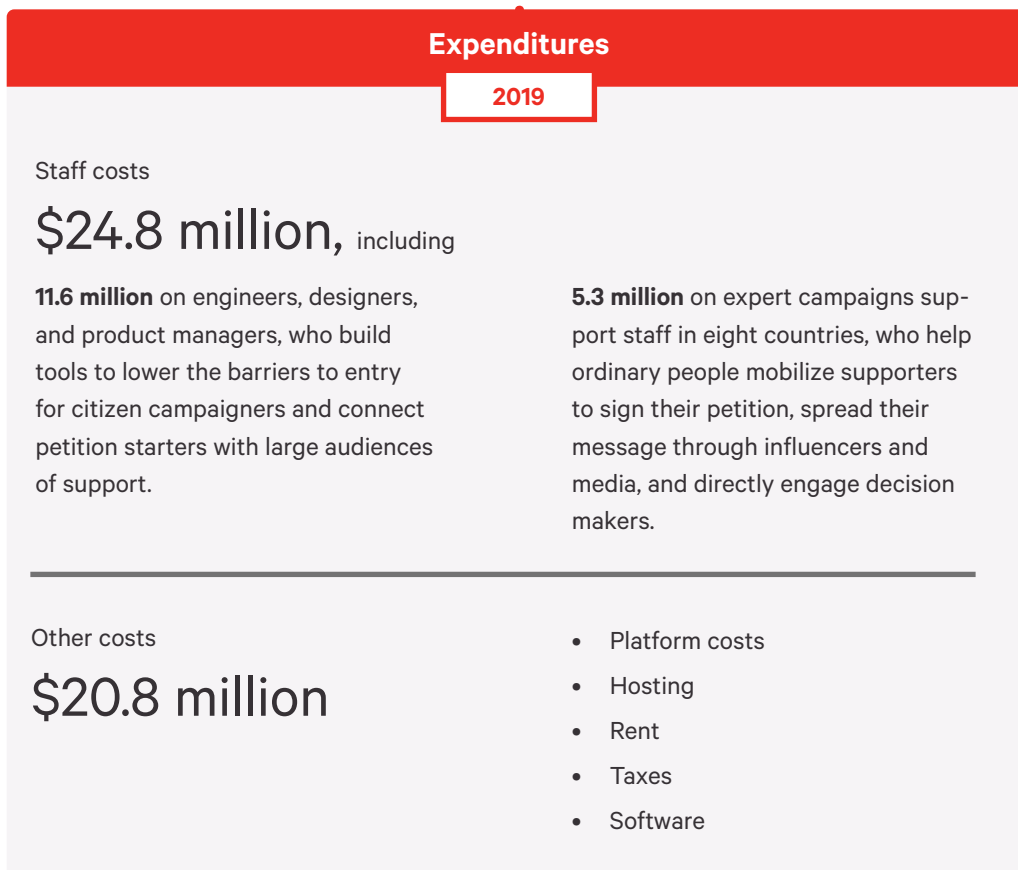
We do not accept corporate advertisements, keeping Change.org entirely funded by and focused on our users.

During 2019,
1.8 million people
promoted petitions on Change.org



We have a **deeply mission-aligned revenue model** with a virtuous cycle, in which the more powerful campaigns that are launched on Change.org, the more revenue we generate from people who join and want to support these campaigns and our platform, which gives us more resources to invest in free tools and support that further increase the number of powerful campaigns.

Financials



The difference between our revenue and expenses in 2019 was covered by funds from our most recent investment round in 2017. This \$30m+ investment round was led by Reid Hoffman, founder of LinkedIn, and joined by existing funders including Bill Gates, Evan Williams, and Sam Altman.

User Safety & Privacy

ONLINE SAFETY

We have a responsibility, as the world's largest platform for social change, to create a safe environment where a plurality of views can be shared in a healthy way, and where even people who disagree on some issues can find common ground around others. We therefore take a strong stance against hate, discriminatory views and other abusive behaviour, and we have detailed policies and processes in place to ensure Change.org is a safe space for our users. The Change.org platform is for people who are at least 16 years of age. However we encourage people under 16 to invite a parent or guardian to create a campaign about areas of interest to them.

We have produced a comprehensive set of [Community Guidelines](#) which establish in clear language the behaviour we expect from our users.

We encourage our users to:

- Speak out on issues they want to change
- Mobilize others to support their cause
- Call on the relevant decision-makers to address the issue
- Engage in healthy debate with the wider Change.org community

At the same time, we are very clear that we will not tolerate:

- Hate speech
- Incitement to violence or the glorification of violence
- Impersonation of other people
- Violation of other people's privacy
- Bullying
- Gratuitously graphic content
- Content that may be harmful to children
- Spam
- Illegal content

In order to identify and deal with any breach of our Community Guidelines, we empower our users to report inappropriate content via 'report a policy violation' buttons which identify any content (petitions and comments) that is not compliant with our Community Guidelines. We have a **dedicated User Safety Team** that acts quickly to respond to guideline breaches. All of our users agree before accessing the platform that we have the right to remove content that is not compliant with Community Guidelines.

Our User Safety Team engages in open dialogue with petition starters whose content has been flagged to help them understand their responsibilities under our Community Guidelines. However, we do reserve the right to remove content and, in the event of serious breaches, restrict the access of a user to the platform.

We review our policies regularly to ensure they are adapted to the changing external environment and that the work of our User Safety Team reflects best practices.

As well as ensuring compliance with our Community Guidelines, our User Safety Team connects users to additional support services on issues such as domestic violence or suicide prevention where appropriate.



MISINFORMATION



We want to minimize the spread of demonstrably false information that is being presented as factual. When issues are flagged, we check the veracity of any claims and remove content that is proven to be misleading and could cause harm to other users. We also use a banner system which flags content to our users which may be a widely held conspiracy theory or contain information which is difficult to disprove but widely disputed.

USER PRIVACY



Our users trust us with their personal data, and we take our duty to protect it very seriously. We incorporate the protection of personal data into the design of all of our platform's features and are fully compliant with data protection and privacy laws across the countries we operate in. **We do not sell our users' data to third parties.**

We have a clearly articulated set of [policies](#) on our platform to ensure that our users are well-informed about how we use and look after their data. These policies explain:

- The information we collect
- How we use it
- How long we retain it
- With whom we share it (e.g. when we are legally obliged to)
- How users can change their privacy settings, ask for a record of the data we hold on them, or ask for all of their data to be erased from the platform

See <https://www.change.org/policies/privacy#3> for more information.

Users can review their privacy options at any time via our Privacy Dashboard. This allows individual users to choose when Change.org will communicate with them and to opt out of emails altogether if they prefer. We honor all data access and deletion requests from our users.

Additionally we ensure our users are informed about our [use of cookies](#) on the platform. We provide users with information on:

- What a cookie is
- The type of cookies we use
- What their purpose is
- The point at which each cookie expires
- How the user can manage their cookie settings

Our goal is to keep our platform open, safe and empowering. To do that we have established and are committed to upholding rights and responsibilities which are robust enough to ensure our users are operating in a safe space but flexible enough to evolve with changing behaviors online.



The Change.org PBC team includes more than 170 technologists, movement-builders, and social entrepreneurs across 8 countries in North America and Europe, and the Change.org Foundation team includes more than 75 people supporting citizen campaigners across 10 countries in Latin America, the Middle East and Asia.



Our Team¹

Executive and leadership



Ben Rattray

Chief Executive Officer (CEO) and Founder

Ben is the Founder and CEO of Change.org. He has been named one of Time’s 100 most influential people in the world and one of Fortune’s ‘40 Under 40’ rising young business leaders, and is a graduate of Stanford University.

Benjamin Joffe-Walt

Chief Operating Officer (COO)

Benjamin Joffe-Walt is responsible for operations and global markets. He was Change.org’s founding Vice President of Communications, and helped to expand Change.org to 18 markets. An award-winning journalist and editor in a previous life, Benjamin’s work has appeared in a wide variety of media, including Bloomberg, The Economist, The Atlantic, The Telegraph, and The BBC.



Portia Kersten

Chief Financial Officer (CFO)

Portia Kersten is Change.org’s CFO as well as a Partner and Co-Founder at Attivo, where she is focused on helping start-ups and early-stage companies raise capital, maximize growth potential, operationalize for scale, and achieve successful exits. Before founding Attivo, Portia spent 15 years as a CFO for startups and high-growth companies.



Paula Peters

Chief Global Officer, Europe

Paula Peters is responsible for the success of teams of expert campaigners who work to support citizen-led campaigns across Europe, Russia and Australia. She founded the Change.org platform in Germany in 2012, growing the German userbase from 60,000 to nearly 2.5 million in just over a year. Before joining Change.org, Paula was the Head of Social Media and Online Campaigning at the World Wildlife Foundation.



¹ Executive and board is current as of July 31st 2020.

Bec Wilson

Chief Global Officer, North America

Bec Wilson oversees Change.org country operations in the United States and Canada, leading the campaigns team in its mission to support people-powered and technology-driven social movements. Prior to this role, Bec served as the Deputy Executive Director at the Centre for Australian Progress and was a senior advisor to the Mayor of Sydney.



Nick Allardice

Chief Product Officer

Nick Allardice leads Change.org's product team. Before that he headed Change.org's global campaigns operation, and oversaw the expansion into 18 markets across Europe, Asia, and South America. Prior to Change.org, Nick founded Live Below the Line, an international online campaign that has raised \$20 million for fighting extreme poverty, and held leadership roles at Make Poverty History and The Oaktree Foundation.



Elana Lopez

Chief People Officer

Elana Lopez leads our People team, including recruiting, people support, culture & diversity, and learning & development. Prior to joining the team at Change.org, Elana was Director of HR at Avaaz.



Preethi Herman

Global Executive Director of the Change.org Foundation

Preethi is a 2018 Obama Fellow, and was selected by the Indian Government as one of the 25 women transforming India as part of its #WomenTransform initiative. She led the expansion of the Change.org platform in India and has been named one of Impact Media's 50 most influential women in Indian media.



Elaine Zhou

Chief Technology Officer

Elaine is our Chief Technology Officer (CTO). She has worked at mission driven companies her whole career, including as CTO of LGBT social network and media publisher PlanetOut, and SVP of Product Development at a clean energy finance marketplace. She speaks regularly and publicly about women and diversity in technology. Before joining Change.org she has led teams of 150+ at mature startups, and grown them from 12 people to 50 at early stage startups.



Country Executive Directors



Jamie Biggar

Executive Director, Canada



Stephanie Brancaforte

Executive Director, Italy



Sarah Durieux

Executive Director, France



Kajal Odedra

Executive Director, UK



Uygar Özesmi

Executive Director, Turkey



Luis Aguado

Country Director, Spain



Sally Rugg

Executive Director, Australia



Mitya Savelau

Executive Director, Russia



Bec Wilson

Chief Global Officer, North America

Our Board



Allen Blue
– Co-Chair

VP Product Management and Co-Founder at LinkedIn, and Chair of the Board of Directors at Hope Street Group.



Aria Finger

CEO at DoSomething.org, Adjunct Professor at NYU, and Board Director at Care for the Homeless.



Joe Greenstein

Co-founder, InnerSpace & Leaders in Tech. Previously Co-founder & CEO of Flixster.



Preethi Herman
– Observer

Global Executive Director of the Change.org Foundation and observer on the PBC board



Sarah Imbach
– Co-Chair

Investor, advisor and entrepreneur. Former COO at 23andMe, VP of Revenue & Chief of Staff at LinkedIn, and SVP at PayPal.



Ben Rattray

CEO and Founder, Change.org



Tabreez Verjee

Co-Founder & Partner, Uprising. Formerly Seed Funder & Board Director at Kiva.org.

Diversity & Inclusion (D&I)

Our work around advancing diversity and inclusion is intimately connected to our mission. In order to advance the pursuit of empowerment, we are working to better position our organization to reconcile societal injustices and play a role in fighting against inequality.

We understand that power dynamics are deeply rooted in our society, so our work is focused on addressing inequities in our operations, in our team, and in our communities in order to create a more just world. This work is motivated by our social responsibility as a digital platform with global reach and influence to contribute to constructive solutions and influence others to pursue them as well.

We conduct an annual Diversity & Inclusion survey to assess where we've made progress and where we need to continue to seek interventions to pursue the type of workplace and world we envision.

We are proud to have made progress on increasing the representation of Women (up from 39% in 2018 to 48% in 2019) as well as on increasing the representation of people of colour (up from 30% in 2018 to 37% in 2019). This is our best understanding of the makeup of the team, acknowledging the data is incomplete because we can't see all groups (for anonymity sake) and exclude respondents who selected "Prefer not to say" in this analysis.

D&I MISSION

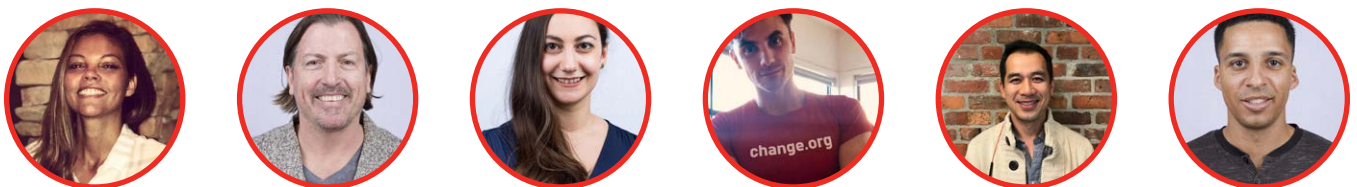
At Change.org, we believe in the power of connection. We work to dismantle the systemic barriers that keep people apart by building and supporting a team that authentically represents the diversity of anyone that comes to our platform, today and into tomorrow.

D&I VISION

Change.org's immediate goal is for our organization to reflect the beautiful and diverse world we inhabit. We are actively questioning and working to disrupt systems that lead to oppression. We see our work in fostering inclusivity as a constant process to improve ourselves, the places we work and the world around us so that everyone can thrive. And we do so with respect, honesty and humility at every step in that journey.

D&I LEADERSHIP COUNCIL

In early 2019, the Diversity and Inclusion (D&I) Leadership Council was established to help guide the organization's efforts. This staff-led body works closely with leaders and across the organization to provide guidance and recommendations on decisions and necessary interventions that accelerate our diversity, inclusion and equity work.

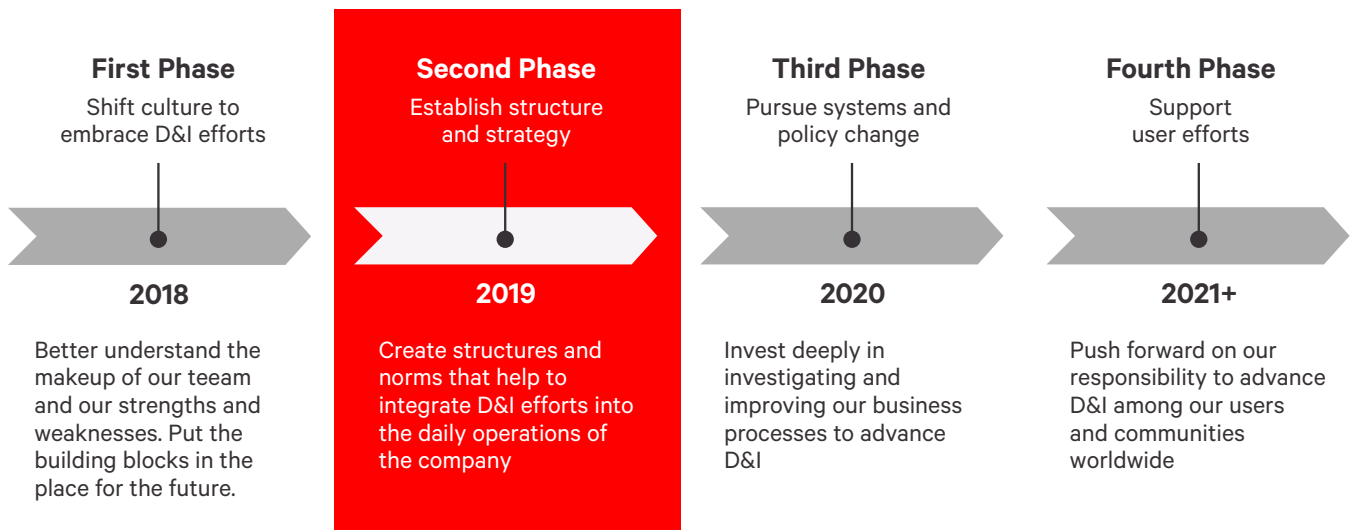


From left to right: **Lindsay Stuiber**, Senior Director of Talent - San Francisco (USA); **Eric Steinle**, Director of Product - San Francisco (USA); **Amanda Mustafic**, Senior Communications Manager - Washington, D.C. (USA); **Nic Holas**, Campaigns Director - Melbourne (Australia); **Richard Phan**, Engineering Lead, Change.org Foundation - Victoria (Canada); **Justin Lyons**, Senior Director, People & Inclusion - Charlotte (USA)

OUR D&I FOCUS

In 2019, The D&I Leadership Council embarked on a journey to continue establishing strong foundations for our organization to build from in the years to come. The Council articulated a company strategy, complete with a D&I vision, mission and priorities, along with a communications plan to help increase representation and inclusion, internally and externally. The Council conducted the organization’s annual D&I Survey and presented the results to the full team, as well as led staff training sessions to share information on issues such as code-switching, ageism, trans rights and more. To foster inclusion, the Council played an integral role in coordinating cultural celebrations across the organization and worked to organize and empower our growing staff identity groups. The Council also provided regular consultation to Executive leaders on internal matters and strategic decisions.

Additionally, our organization more deeply embedded D&I principles into our recruiting processes, which led to more diverse pipelines, job description improvements as well as greater consistency and transparency with our candidate experience. These activities helped our team move steps closer to assembling a team that broadly reflects the lived experiences of our users since 70% of our hires in 2019 came from non-dominant groups (defined as individuals who have been historically marginalized or underrepresented in society).



How We Work

Our goal is to make a positive impact in the world not only in what we do – by pursuing our mission of global empowerment – but also in how we run our organization.



We believe that every organization has the opportunity to play an important role in positively impacting the lives of their staff, and the opportunity to adopt business practices that contribute to a more fair, inclusive, and equitable society.

– Ben Rattray, Change.org CEO

We are proud of the culture and organization we have created – one committed to a workplace infused with purpose, growth, and connection. While it's difficult to capture the nature of this culture in writing, listed below is an outline of some of the programs that reflect and reinforce how we work together.

Staff Board. In addition to a governing Board of Directors, we have a Staff Board that was founded to increase transparency and offer a channel for staff input into key strategic decisions across the organization. Our Staff Board is elected by staff annually and works closely and regularly with our executive team.

Parental leave. We offer 18 weeks of parental leave at full pay for all new parents, regardless of gender. We're proud to say that full parental leave has been taken by 100% of staff, men and women, since we launched this program in 2013.

Pay Equity. We have established clear and consistent growth paths and salary bands for roles across the organization to provide transparency and reduce bias, and we conduct an annual review to ensure that people are paid fairly according to their performance and level. We believe the persistent gender pay gap around the world is a serious problem for fairness and social progress, and are proud to say that women are paid equally for equal work at Change.org.



Unlimited vacation. We believe that the amount of time off given to workers in many countries – particularly in the United States where the average is 2 weeks – is unhealthy, and we work to ensure that all staff have sufficient time throughout the year to rest and rejuvenate. In addition to a policy of unlimited vacation, we actively encourage people to actually take this time off – and estimate that the average staff member takes more than 4 weeks of holiday annually.

Diversity & Inclusion Council. We are committed to building a diverse team that represents the communities we serve, and to create a safe and supportive working environment where everyone has access to opportunity. To ensure we have a clear organization-wide vision and strategy for increasing diversity and improving inclusion at Change.org, we established a Diversity & Inclusion Council at the end of 2018 with a similar structure to our Staff Board. The Council is led by our Senior Director of People & Inclusion.

Women Helping Others Achieve. The most popular group at Change.org is a co-mentorship and leadership-building group called Women Helping Others Achieve (WHOA), which uses a combination of skills-sharing, networking, and other support to assist the professional growth of women across the organization.

The Change.org Fellowship. Launched in 2018, The Change.org Fellowship was established to increase opportunities for aspiring product managers and engineers who are passionate about making a difference using technology, and who have roots in or deep connections with communities that have faced discrimination or marginalization in the tech sector. The program aims to create an entry point for people who might not otherwise get an equal shot at professional opportunities in tech.

Values Ambassadors. Each quarter our team celebrates the staff who best exemplify one or more of our seven organizational values – Embrace Openness, Think Big, Demand Excellence, Serve With Passion, Offer Solutions, Love and Understand, and Take Fun Seriously. Each of the people recognized receives either funds for professional development or an all-expenses paid trip to one of Change.org's 18 country offices.

Change.university. We recently launched a peer-to-peer learning program called Change.university, which creates opportunity for staff to learn new skills, and to step up as teachers to help others with their professional growth. Examples of recent trainings include Time Management; Managing up and Stepping Up as well as an introduction to meditation.



General Information

Organization name	Change.org, PBC
Organization location	San Francisco, CA 94104 (USA)
Legal form & Registration	<p>Public Benefit Corporation (PBC)</p> <p>Change.org, PBC is registered in the State of Delaware, and the “file number” from the Delaware Secretary of State is 4215439.</p> <p>Entity founded: Sep 8, 2006</p> <p>Converted to PBC: Aug 24, 2017</p>
Contact details	<p>Change.org, PBC</p> <p>548 Market Street #29993, San Francisco, CA 94104</p> <p>e-mail: help@change.org</p> <p>website: www.change.org</p>
Purpose of PBC according to the Charter / mission:	The Corporation shall have a specific public benefit purpose of fostering social impact by empowering people everywhere to create the change they want to see.
Total number of staff as of Dec 31 2019	Full-time: 171
Associated organizations	<p>Mexico, Colombia, Brazil, Argentina, Germany, India, Thailand, Indonesia, and Japan are Change.org Foundation countries. They have an independent organizational structure from Change.org, PBC, including independent boards, governance, finance, administration, and counsel. However, all countries and country teams use the global campaigning infrastructure available on the Change.org platform.</p> <div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%;"> <ul style="list-style-type: none"> Change.org Foundation (USA) Change.org Servicios Promocionales España S.L. (ES) Change.org Global Limited (UK) Change.org Worldwide Limited (UK, FR, IT, DE, NL) Change.org International Holdings, Inc. (USA) Change.org India Private Limited (India) Change.org Development & Promotion Services Canada Inc. (Canada) Change.org Australia Pty Ltd. (Australia) </div> <div style="width: 50%;"> <ul style="list-style-type: none"> Change.org Pazarlama ve Satis Destek Limited Şirketi (Turkey) Change.org, Brasil (Brazil) Change.org e.V. (Germany) Create Change Foundation (India) Ek Anek Social Impact Solutions Pvt Ltd (India) Perkumpulan Gerakan Digital Bangsa (Indonesia) General Association, Change.org Japan (Japan) Change.org Latinoamerica A.C. (Mexico) </div> </div>

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