

*The Data Commons Capital Campaign*

## BUILDING NEXT GEN DATA INFRASTRUCTURE FOR THE SOCIAL SECTOR

### What is The Data Commons?

The social sector desperately needs what the commercial sector has long benefited from: big data to drive better decision-making and increased revenues.

That's why we've created **The Data Commons**. To build the infrastructure to support a radically renewed and resilient 21st century social sector.

### The Data Commons will:

- ✓ Enable a dramatic increase in individual giving
- ✓ Build a more resilient and effective social sector
- ✓ Accelerate equitable social innovation
- ✓ Increase giver agency and engagement

### The Data Commons offers:



Analytics that enable organizations to respond with agility and effectiveness to emergent trends and sudden crises;



A dynamic and granular understanding of the rapidly evolving giving ecosystem and marketplace to increase resources and resilience; and



Actionable insights to drive greater and more sustainable giving.

### It also delivers:



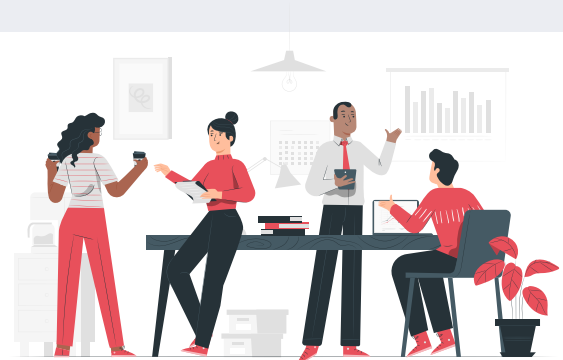
A community of practice connecting research to action;



Accessible data to drive informed public discourse and policy; and



Collaborative tools that foster innovation.



With over 800 collaborators and 50 global data chapters The Data Commons is already the largest philanthropic data collaboration ever built. And yet we've only scratched the surface of our potential to change the world.

The Data Commons is now ready to scale up its visionary and groundbreaking work for maximum impact. Doing so will require catalytic investment from forward-thinking donors who share our vision for transformative systems change.

The Data Commons applies the proven distributed model and collaborative culture of GivingTuesday to reimagine both the traditional research institute and the industry data marketplace.

Our target budget for this work over the next five years is \$26M and we have at least 40% of this goal confirmed.

The social sector needs 21st century tools to meet 21st century needs. It needs The Data Commons, a transformative global platform for good.

If you see what we see, we invite you to join us in building the future.

