Our mission is to use technology and grassroots organizing to empower people everywhere to create change in their communities. Our vision is a world where no one is powerless, and creating change is part of everyday life.

The Change.org Foundation is the largest platform for social change across the Global South. Utilizing the platform of Change.org, a sister organisation registered as a Public Benefit Corporation (PBC), we engage more than 120 million people across Latin America and Asia.

Our mandate is to deepen and expand positive social impact driven by regular citizens who are most impacted by issues. We currently operate in 10 countries across Asia, Latin America and Europe. Our local teams support citizen organizers by amplifying their campaigns and connecting them to decision makers. We have a proven model that strengthens local civic leadership, and accelerates movement potential and systems change. We fuel social movements.

The Change.org Foundation offers free training and support to users of the Change.org platform through locally registered not for profit chapters. 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.

Change.org is available in 12 languages, and has local teams in 19 countries:
Our users in countries supported by the Change.org Foundation 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 be able to have a voice on the issues that impact their lives.

In 2019, the Change.org Foundation grew to 98,500,000 users, launched 235,000 campaigns and saw 255,450,000 signatures from Foundation countries.
Around the world, too much power is held by too few people. In this closed system, powerful people are able to set the agenda and make decisions on behalf of others.

We want that system to change. We want to see an open system, where people can fully participate in decisions that affect them and hold powerful people to account.

We believe that a multitude of activists, new organisations and movements will bring about this change. We are not the only ones working in this area, but we do have an important role to play:

- Helping ‘collective action’ influence power in more effective ways
- Demonstrating new, innovative ways of influencing those in power
- Supporting new and more diverse movements to ‘break through’ in national agendas
- Building people’s belief that acting together can change society

As the barriers for participating in collective action fall, change will not be led by professionals, but by the people most affected by critical issues.

Our Impact Framework

Make collective action more accessible, engaging and powerful.

Build society’s belief in collective action.

Support new and more diverse movements to ‘break through’.

Demonstrate new ways of influencing power.

TAKE ACTION! YOUR VOICE MATTERS
The Change.org Foundation is a non-profit based in a diverse set of countries with very different realities.

Technology alone will not maximise the potential for social change. We want to go further, by incubating and accelerating citizen-led, technology-driven social movements on critical issues. We do this by being a learning organisation. We ask big questions about social change and empowerment and find new ways to achieve our mission.

We are building this organisation together, based on these principles:

1. **We have a grassroots mindset.** Our internal decisions and strategies are based on deep listening of our staff and users’ experience. All of the Foundation’s work is focussed on serving the realisation of the mission in our countries and our external projects are true collaborations with users and partners.

2. **We thrive together.** We believe in our collective impact working together as a Foundation. We actively support each other in our learning. We ask questions that go beyond the platform and we make time to reflect and share with our colleagues.

3. **We are free to create.** Fostering new ideas for empowering our users and petition starters is an everyday challenge that every member of staff owns. We are free to decide our strategies and we will be supported to try new things, learning from failures as well as successes.

4. **We are diverse, inclusive and transparent.** We celebrate the diversity of our countries, staff and users in the Foundation. We are all building an empowering place to work, so all Foundation staff will be involved in the decisions that affect them. Our users and colleagues know who we are and what we are working on, because we are proactive and transparent in our communications.

5. **We are impact-driven.** As a non-profit, we will always prioritise maximising impact. Wherever possible, we design our work so that the products and value it creates are free, open and commons-based, creating a shared environment for social good.

These principles connect us at The Change.org Foundation. We aim to be a creative, open and inclusive hub of learning that generates social change for millions of people.
Every month, more than 25,000 petitions 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 in Change.org Foundation countries, what follows is a selection of movements and stories that illustrate the impact citizens in these countries had in 2019.

Impact Moments

As the situation with the Amazon fires continued to deteriorate, people from all over the world turned to Change.org to start petitions. The Foundation created an “Amazon Defenders” movement page, bringing together fifty petitions with over 14 million signatures in defense of Amazon. The campaigns come from more than fifteen countries, including Brazil, Bolivia, Colombia, Costa Rica, Ecuador, Germany, Mexico, Peru and the Philippines.

We published our inaugural Elections Report to share how the Change.org Foundation enabled people to hold political leaders and representatives to account and how citizens used people-powered online campaigns to shape election agendas in 2019. The digital report details stories from Argentina, India, Brazil, Thailand, Turkey and Colombia, and showcases how people took action to have their voices heard, built civic participation and raised the bar for accountability during the electoral period.

We work to dismantle ingrained social constructs by supporting women changemakers to become strong social change champions through our She Creates Change program. Launched in India in 2016, the program gives women the skills they need to build powerful campaigns through training, community, partnerships and strategic guidance.

In 2019, with the support of the Bill and Melinda Gates Foundation, She Creates Change achieved a new evolution, elevating women’s voices across the country through new social movements and the national elections and building a sustainable self-organizing community of women tackling the biggest and most diverse issues affecting India today.

Over four million people supported campaigns started by women in 2019, making India the leading country in the world for women’s rights campaigns on Change.org as a percentage of national engagement. Our team and the changemakers’ work to engage decision makers and political leaders paid off with 102 campaign victories this year - double that of 2018 - and a 540% increase in decision makers responding directly to supporters of campaigns through the Change.org platform.

For the past three years, She Creates Change has been at the forefront of campaigns, engagement and the implementation of Sustainable Development Goal 5 - Achieving gender equality and empowering women and girls. Today, over 150 women are changemakers in the ever-growing She Creates Change community in India.
Thailand held a critical national election in March 2019, the first time since the military took power after a coup d'état in 2014. When the release of the final vote count was delayed, a group of young people started a Change.org petition asking for the impeachment of the seven members of the Electoral Commission. The petition grew to more than 800,000 signatures and became a rallying point for those who felt let down by the election.

Noticias Uno is an award-winning investigative journalism program renowned for reporting on corruption and abuse of power in Colombia. In September of 2019, it was announced that the broadcast would be terminated. In a climate where hundreds of journalists were losing their jobs and independent reporting was becoming harder to access, Juan Pablo Gutiérrez Alzate started a petition to keep the broadcast on air. 280,000 Colombians said #YoVeoNoticiasUno (I watch Noticias Uno), resulting in a commitment from the outlet to keep the weekly show on air and produce additional daily content.

The announcement that Kim Kardashian West was launching a new shapewear collection called “Kimono” sparked a backlash in Japan and a global debate about tradition, language and cultural appropriation. Sono Fukunishi started a #KimOhNo petition to ask that all trademarks registrations or uses of the word Kimono be dropped and that the United States Patent and Trademark Office recognize “Kimono” as a symbol of Japan to avoid any further registration. With over 19,000 signatures in the first day, a victory was declared when Kardashian West changed the name of her line and withdrew all “Kimono” related trademarks.

The most signed petition in the history of Change.org Chile was created by Rodrigo in the midst of a national crisis. Marches and rallies were taking place across the country demanding improved living standards: higher wages and pensions, affordable healthcare and a better education system. The government increased the police and military presence resulting in at least 26 deaths and several thousand injuries. Rodrigo’s petition to hold President Sebastián Piñera responsible for the Human Rights violations was signed by half a million people resulting in a historical achievement. President Piñera is only the second President in Chile’s history to face a recall process.

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Yumi Ishikawa, an actress, model and writer, launched a national conversation about regressive workplace policies requiring women to wear high heels in Japan when she posted a tweet in January with the hashtag #KuToo. The term is a play on the Japanese words “kutsu” (shoe) and “kutsuu” (pain), while also giving a nod to the #MeToo movement.

The #KuToo petition is directed at the Ministry of Health, Labour and Welfare, asking for the prohibition of policies that make high heels a mandatory part of the dress code for women. This campaign took a really specific issue women were facing in Japan and shone a global media spotlight on a country where women make up only 9.5% of parliamentarians and hold only 3.4% of corporate board seats.

Mario and Diana had never met before the petition to save a local park in Metepec from becoming an army parking lot brought them together. In the months to follow they fought together, camped together and united their neighbors to petition the army and local authorities to stop the planned destruction of their local park. After months of peaceful protest, they received confirmation from the National Guard that the park would be preserved.

Cassandra Nazareth, a Changemaker from India’s She Creates Change program and an environmentalist from Mumbai in western India, found out that the indigenous community inhabiting her city’s only green lung, Aarey Forest, were living in complete darkness. Children’s eyes were filled with black soot from using oil lamps to study, and inhaling its toxic fumes late into the night. She started a petition on Change.org to make sure that the children’s dream of having electricity in their village would come true in their lifetime. With the support of over 60,000 signatures, she persuaded the authorities to authorise the electrification of Aarey village.

Andreas Müller, a self-employed florist, was frustrated with insurance contributions that took more than a third of his monthly income. He petitioned the Federal Ministry of Health and Federal Ministry of Labour and Social Affairs to significantly lower health insurance contributions for low-income, self-employed workers. With over 140,000 signatures, the Federal Government complied with the petition request and halved the minimum assessment threshold for health insurance contributions for the self-employed. This campaign demonstrated how ordinary citizens can influence national institutions to update their laws.
Over the past year, the Change.org team in Indonesia have supported campaigns from indigenous communities in Papua, many of whom face injustice, conflict, and violence. One of these campaigns was started by Jan Sedik from West Papua, a part of the most eastern island of Indonesia. His people, the Mpur tribe of Kebar, have been speaking out for years on how their ancestral lands are being unjustly taken by palm oil plantations under permits issued by the government, without the best interest of the local people.

One of the challenges of indigenous rights campaigns is that the people affected are often in remote areas without access to the internet, which makes communicating and coordinating a campaign with external partners a challenge.

Change.org helped Jan set up a petition that ultimately pushed the Minister of Environment and Forestry to revoke the palm oil permits and garnered the support of over 120,000 people across Indonesia. In response to Jan’s campaign and the many others that supported of indigenous people’s land rights, the government has publicly re-committed to revoking permits that have illegally seized indigenous people’s land.

Rebecca Freitag initiated the most international Change.org movement to date. With more than 100 young climate activists in over 50 countries on 5 continents, she campaigned for more climate protection and encouraged petition starters around the world to send a message to their governments, demanding climate action. Rebecca, along with other young activists met a number of politicians and handed the signatures to the UN Secretary-General at the United Nations Climate Action Summit in New York. #AllinforClimateAction raised awareness about the climate crisis and gathered international support with more 1 million signatures from across the globe.

Tired of fighting fires with old equipment and a low salary, the Cabo San Lucas Fire Department in Baja California Sur, started a petition and sparked a national movement. They petitioned the local government for better work conditions for firefighters across the state. The petition gathered national attention, and after meeting with several local authorities a salary increase was secured, inspiring firefighters across the country to do the same.

On a date at a pub, Jeet was told, “Only girl-boy couples are allowed. It’s our policy”, a very common experience for LGBTQ individuals at many restaurants across India. Jeet wanted to change this, so he started a petition to ask Zomato, a food delivery and table booking app with over 80 million users in India, to introduce a “LGBTQ-Friendly” tag as a filter in their app. With the support of 11,000 people, Zomato responded to his petition. An LGBTQ tag was launched to identify inclusive restaurants in 6 Indian cities. Zomato is in the process of rolling this out in all cities where it operates to welcome all people with pride.
Campaigns Are Influencing Power in New and Innovative Ways.

Although the law against animal abuse was approved in 2016 in Colombia, the police and prosecution were not equipped to investigate and apply the law efficiently. OPACC, 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. 2 years and 31,000 signatures later, it became a reality.

The Abrolhos Marine Park is the richest area of marine biodiversity in the South Atlantic Ocean, offering protection to about 1,300 species. Several areas close to the park were included as sites up for auction by the National Petroleum Agency (ANP) for oil exploration. Fearing the irreversible damage an oil spill would have on the park, Tamires Felipe Alcântara created a petition to permanently exclude all sites near the park from auction.

The Change.org team helped the six organizations that make up Abrolhos Connection (Rare, WWF, Oceana, Conservation International, SOS Mata Atlântica and League of Women for the Oceans), deliver the petition to Congress and the Federal Public Ministry. The pressure of 1.1 million people stopped the auction promoted by ANP.

When Afrin Shakeel witnessed a close family member experience domestic violence at the hands of an educated man, she realised that this was a systemic issue, deeply rooted in social and cultural norms. Believing that change begins at home, she sought out to address the issue by engaging more men in peaceful, religious conversations. Afrin started a petition to ask Muslim religious leaders (Imams) in her community to talk about domestic violence in their Friday sermons at least once a month.

Through her petition and the support of 10,000 people in a short span of time, the Chief of the All India Imam Organisation, Dr. Imam Umer Ahmed Ilyasi, became the first faith leader in India to respond to a petition: “As a first step, I announced it during my sermon in my mosque and then requested other Imams to do the same because no form of oppression must continue.”
Small Individual Donors
We cover 100% of our core operating costs through contributions from our users, either to support campaigns they join or through regular membership and one-off donations.

Powering Our Platform Through Membership
Our Membership program enables people to contribute regularly, with 100% of contributions used to fund the free support and tools we offer to help ordinary people win their campaigns every day. These are small, regular membership 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 and exclusive events.

By the end of 2019, more than 37,000 members made regular contributions.

More Than 37,000 Members Made Regular Contributions

We have a scalable and sustainable revenue model that leverages the impact of philanthropic dollars.

Large Philanthropic Grants
We have special programs focused on supporting marginalised groups or demographic of people to create the change they want to see. We have been able to increase our global impact thanks to grants from our funding partners. In 2019, we received funding from:
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 to promote that petition to more users on Change.org.

With more than 365 million users, Change.org represents the largest audience of people taking action on social issues worldwide, and users who promote petitions on our platform are able to raise immediate awareness about the campaigns they support. During 2019, 1.8 million people promoted petitions on Change.org.

We do not accept corporate advertisements, keeping the work of the Change.org Foundation largely funded by and focused on our users.

Thanks to all our donors.

Financials

Change.org Foundation 2019 Global Financial Summary (all figures USD)

- Total Revenue: 3,211,732
- Total Expenditures: 2,593,885

This financial data solely pertains to The Change.org Charitable Foundation, a US-based 501(c)3. Our independent charitable partners report their financials separately.
User Safety & Privacy

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.

Online Safety
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
• Content from organisations recognised as hate groups or individuals linked to them
• 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 they can be asked 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. Where issues are flagged we check the veracity of any claims and remove any content that is proven to be misleading to other users. We also use a banner system which flags content to our users which is a widely held conspiracy theory or difficult to disprove.

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
• Whom we share it with

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 our privacy policy 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 maintain 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.
Our Team

Global Leadership Team

Preethi Herman  
Manager, Operations

Irene Milleiro  
Global Executive Director

Emmy Suzuki Harris  
Asia Regional Director

Irene Milleiro  
Global Executive Director

Susana Fernández Garrido  
Latin America Regional Director

Mike Atkin  
Manager, Operations & Finance

Danny Hutley  
Director, Learning & Analytics

Lucas Preeti  
Head of Product

The Change.org Foundation team includes more than 80 people supporting citizen campaigners across 10 countries in Latin America, Asia, and Europe.

Country Directors

Gaston Wright  
Country Director  
Argentina

Monica Souza  
Country Director  
Brazil

Jonatan Rodriguez  
Country Director  
Colombia

Gregor Hackmack  
Country Director  
Germany

Nida Hasan  
Country Director  
India

Arief Aziz  
Country Director  
Indonesia

Wakaba Takeamura  
Country Director  
Japan

Alberto Herrera Aragon  
Country Director  
Mexico

Warisara Sompet  
Country Director  
Thailand
General Information

Organization Legal Name
The Change.org Charitable Foundation, Inc.

Organization Headquarters
San Francisco, CA 94104 (USA)

Legal form & Registration
501(c)(3) Public Charity registered in the State of Delaware, United States of America.

Mailing Address
The Change.org Charitable Foundation, Inc.
548 Market Street #29993,
San Francisco, CA 94104
e-mail: hello@changefoundation.org
website: www.changefoundation.org

Purpose of The Change.org Foundation according to the Charter / mission:
The Change.org Foundation empowers people to leverage technology and build social movements that create transformational change.

Total number of staff as of Dec 31 2019
Full-time: 84

Associated organizations
The Change.org Foundation primarily carries out its mission by enabling independent NGO’s housed within the countries we operate, and staffed by local nationals.

- Res Non Verba (Argentina)
- Change.org, Brasil (Brazil)
- Change.org e.V. (Germany)
- Create Change Foundation (India)
- Perkumpulan Gerakan Digital Bangsa (Indonesia)
- General Association, Change.org Japan (Japan)
- Change.org Latinoamerica A.C. (Mexico)