**Informed Giving: Information Donors Seek Before Donating**

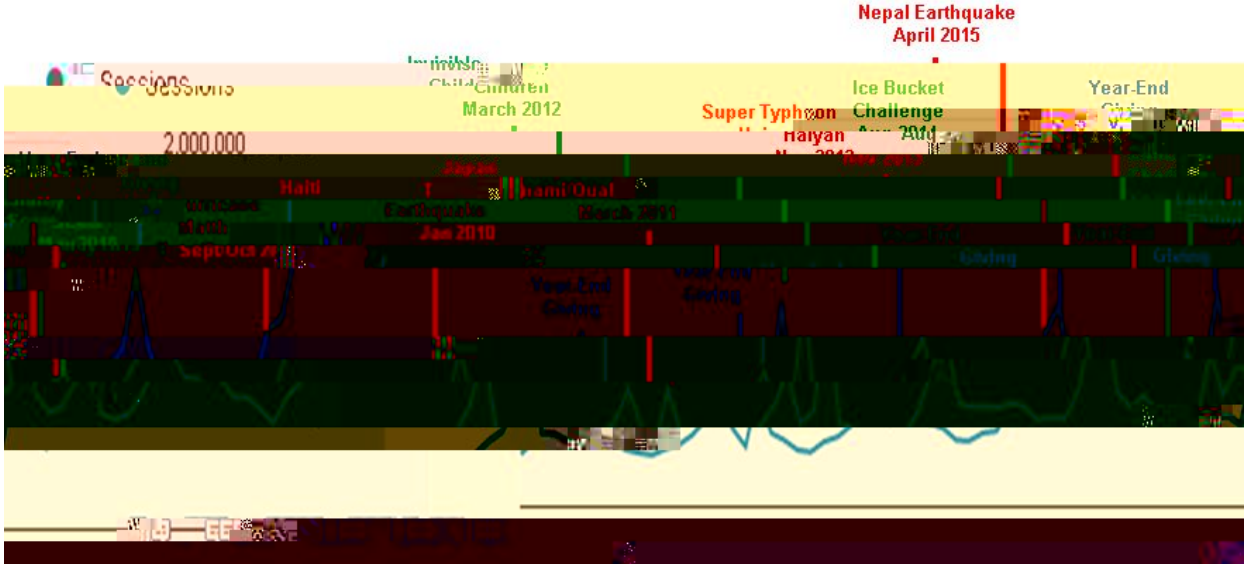
**Information Donors Seek**

***outcomes impact logic***

***model results***

***The Overhead Myth*,**

***solely***


Nepal Earthquake
April 2015
Sessions
2,000,000
March 2012
Super Typhoon
Haiyan
Ice Bucket
Challenge
Year-End
Haiti
Japan
Tsunami Quake
March 2011
Jan 2010
Year-End
Giving

## Information Donors Should be Encouraged to Consider