

10x10

EMPOWERING
THE NEXT GENERATION
OF GIVING

WHAT IS 10x10

10x10's teams of young professionals collaborate to discover innovative grassroots charities serving the most vulnerable causes in local communities worldwide, then raise funds, volunteers and awareness to help those in need.

Established in 2013, the 10x10 network of millennial and Gen Z volunteers have grown operations to 14 major cities, producing live crowdfunding events of 100+ supporters.

As large events are not always possible, 10x10 now offers live, digital and hybrid events to accommodate lockdowns and social distancing, where required. The new formats have showcased the agility and talents of our volunteers, who have broken records in delivering outcomes for their chosen charities in 2020. Campaigns continue to feature the work of 10 amazing volunteers who form Project Committees, planning engaging ways to inspire 10 friends to get involved and living a life of purpose.

10x10 has expanded to
14 cities worldwide



HOW TO GET INVOLVED

1 Choose your format to suit local rules/restrictions:

- **Live event:** requires permission to host guests at a function with food, beverages & entertainment.
- **Digital event:** utilising virtual tools to inspire, engage & amplify.
- **Hybrid:** where smaller groups are permitted in a central location & you can livestream to remote audiences.

2 Build your team of 10+ to form the Project Committee:

- Form a Project Committee, either from one office or collaborate & serve remotely from any place.
- Access the 10x10 Playbook as the step-by-step event management tool.
- Schedule key workshops with the 10x10HQ team to assist & support the key elements.
- The team self-organises into defined roles.

3 Choose your charities:

- Discuss & decide the cause areas that matter most – climate & environment, health, food insecurity & more.
- Research, nominate, select & work with a grassroots charity (or charities) doing the most important work in the local community.
- Develop knowledge & ideas to deliver a genuine experience & connection with the cause.

4 Create Impact:

- Invite people to your live or digital event.
- Fundraise to help your charity pay for goods & services where there is great social need in the local community.
- Inspire volunteers to sign up to remote or physical volunteering projects with your chosen charity.
- Create awareness for your chosen charities through social media, storytelling & more.

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OUR IMPACT



\$2.5m
raised for
charity



232
charities
helped



10,700
engaged
new donors



909
committee
volunteers

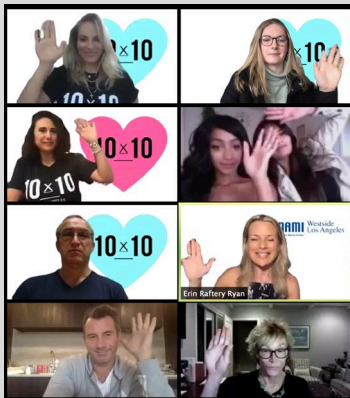


16,450
volunteer
hours
given



6
countries
global
footprint

2020 HIGHLIGHTS



10x10LA partnered with the Westside LA chapter of the National Alliance on Mental Illness in response to the escalating mental health crisis due to the C-19 pandemic.

- The campaign raised a record breaking **\$85,000** to deliver counselling, group therapy & program access to thousands of local Californians when they most need access to help.
- **Over 300 people** participated, donated & volunteered to support NAMI WLA.
- The event featured live entertainment, performances from The Voice US contestants & breakout sessions for group learning, discussions & support.



10x10MEL worked with Food For Change to help scale operations, grow more fresh produce & feed people at homelessness, domestic violence & youth shelters.

- Raised nearly **\$30,000**, **increasing capacity by 15%** & seed **funding a second VIC farm site** (to supply 250k+ meals per year).
- 10x10MEL team got their hands dirty planting broccoli & carrots, returning in Spring to harvest the crop, pack & send to people suffering food insecurity.
- The event featured MasterChef celebrities Dani Venn & Simon Toohey in a live cooking challenge against Food For Change founder, Matt Donovan

JOIN THE GLOBAL MOVEMENT OF MAKING A DIFFERENCE
IN YOUR LOCAL COMMUNITY WITH 10X10

Contact events@10x10philanthropy.com to get involved



ADELAIDE AUCKLAND BRISBANE CANBERRA HONG KONG
LONDON LOS ANGELES MELBOURNE NEW YORK PERTH
SAN FRANCISCO SINGAPORE SYDNEY VANCOUVER

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