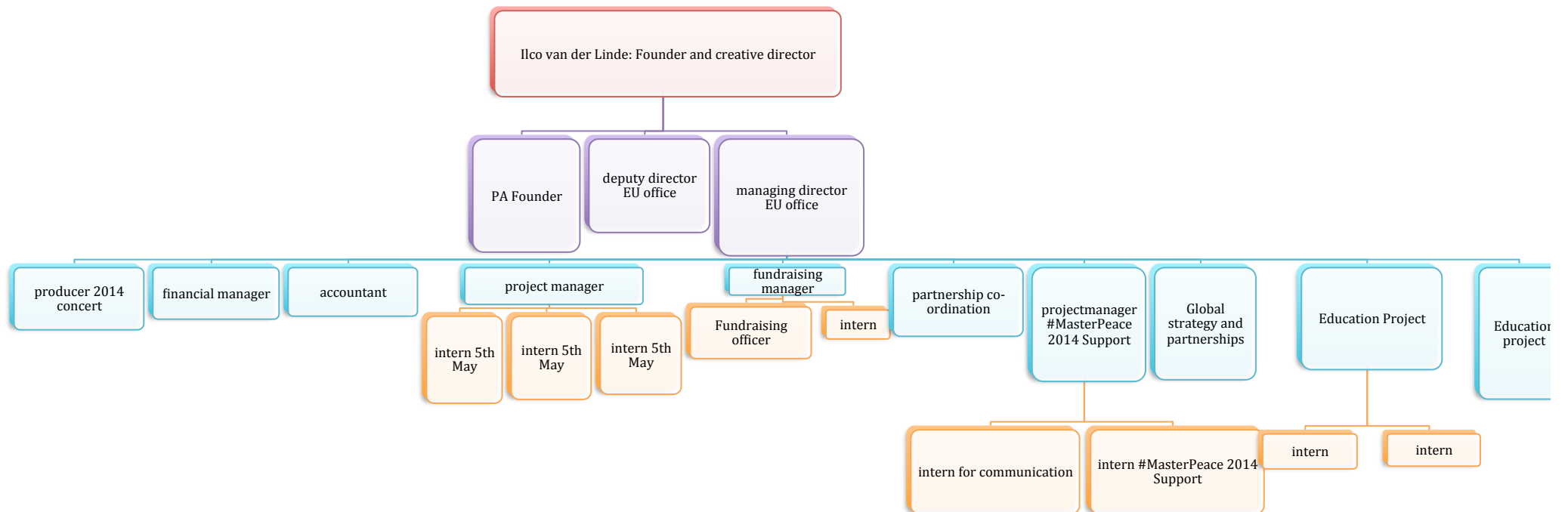






Appendix A

Organizational Structure MasterPeace EU Office



Appendix B

	Amnesty International	Cordaid	Oxfam International	MasterPeace
Comparison MasterPeace vs. competitors				
Founding year and country	1961, UK	1999, The Netherlands (merge)	1995, UK	2010, The Netherlands / Egypt
Religion	None	Catholic	None	None
Work field	Human rights	Development aid in areas of conflict	Poverty and injustice reduction / emergency aid	Development aid / Peace Building
Offices	HQ in London Offices in 80 countries	HQ in The Hague 10 others	6 offices worldwide	2 offices worldwide (The NL and Egypt)
Subsidiaries	Offices per country	5: Cordaid Memisa, Microkrediet, Bond Zonder Naam. Kinderstem, Mensen in	Offices per country	Clubs in countries worldwide

	Nood			
Partners	No funding partners No others mentioned	36 funding partners 34 strategic partners 450 field partners	10-15	5 Founding partners 4 funding partners 41 collaborative partners
Workforce	400 in the HQ, London 1800 staff members around the world	200 in The NL 300 abroad	10.230 staff members world wide	< 30 permanent staff worldwide
Ambassadors	Not mentioned	Not mentioned	17 global ambassadors	Not mentioned on website
Countries	150	36	94	30
Number of donating people	280.000 members in The NL	400.000 in The NL	382.178 (2011, The NL)	-
Volunteers base	27.000 active volunteers 105.000 participants digital writing-actions	370,000 contributors who support Cordaid financially	47.000 worldwide (2011-2012)	-
Financial resources	Budget 2012: € 25,8 million	Income 2011: Around € 150 million	Income 2011/2012: € 918 million	-
Social media	(International)	(Dutch)	(Dutch)	(International)

(15-04-2013)	Facebook 147.013 Twitter 615.918	Facebook 2170 Twitter 4254	Facebook 22.207 (International) Twitter 359.425	Facebook 96.233 Twitter 2.609
Activities	Research Campaigning Special projects Online petitions Texting/Writing/Email actions	Projects Emergency aid	Campaigns Emergency aid Fundraising events	Events Projects: #MasterPeace2014, Journey, WorldBand, Clubs
Type of advertising worldwide	TV commercials Online banners Posters YouTube channel Newsletter Press releases	Posters Newsletter Press releases	YouTube Channel Posters TV ads Press releases Newsletter	Social media YouTube channel Press releases
Annual reports available online	Yes	Yes	Yes	No
Local and international websites	Yes	No, just website in different languages	Yes	Yes

Possibility to donate on website	Yes, on all websites	Yes	Yes, on all websites	No
Possibility to become volunteer via website	Yes	No	Yes	Yes
Focus on positive or negative?	Negative, all pictures and facts are shocking	Neutral	Both	Positive
Newsletter?	Yes, you can sign up through website	Yes, you can sign up through website	Yes, you can sign up through website	Yes, but no possibility to sign up online
Wikipedia site?	Yes	Yes	Yes	No