

LinkedIn Direct Message

Subject: **#TeamHumans: What if your next campaign would raise funds for people directly?**

Hi Matt,

I hereby would like to suggest two outstanding charities that could work very well as a continuation of the great work you are doing with #TeamSeas and #TeamTrees: GiveDirectly and the Against Malaria Foundation. Both are symbols of highly research-based, cost-effective charities, a message that fits perfectly into the content strategy of MrBeast and Mark Rober. For more details, please see the pitch presentation attached.

I am not affiliated with any of the organizations, but can easily organize first conversations at the EA Global conferences in London on April the 15th, or in San Francisco (29th of July) and New York (23rd of September), or virtual.

If you are interested, please suggest a time for a follow up meeting or use <https://calendly.com/heye-gross/45min>



#TEAM**HUMANS**

How Much Lives Can  
**YouTubers** Save?  
How Many Families Could  
They Lift Out Of **Poverty**?



Following the success of  
**#TeamTrees** and **#TeamSeas**  
the next campaign could focus on  
Global Health and Development.

**BY GIVING TO TWO OUTSTANDING CHARITIES**

BY RAISING 20 MILLION \$ EACH  
#teamhumans could be



Saving **4400 children**,  
by delivering  
**4 million** bed nets



Helping **16 thousand**  
households, giving  
each **1000 \$** in cash

CHARITY 1

CHARITY 2

## GIVE DIRECTLY

GiveDirectly transfers cash to households in developing countries via mobile phone-linked payment services. It targets extremely low-income households and people affected by humanitarian crises.



GiveWell estimates that 83% of the money donated will directly reach the people in need.



Video Idea

## MrBeast x GiveDirectly

The methods of GiveDirectly fit perfectly into MrBeasts content strategy. A video could include a journey through Africa, interviewing past recipients (see [GDLive](#)) of what they have done with the money, with plenty of giveaways on the way.



CHARITY 1

CHARITY 2

# AGAINST MALARIA FOUNDATION

AMF provides funding for long-lasting insecticide-treated net (LLIN) distributions (for protection against malaria) in developing countries.

GiveWell estimates that saving a life this way costs **4500\$** by distributing one net every **5\$**



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Of the 100 billion people to have lived on planet earth, more than half, it's estimated have died of malaria.

**Mark Rober,**  
[Science Facts with Tom Carroll](#)







Video Idea

## Mark Rober x AMF

Potential ideas could include a factory tour through one of AMF's suppliers, or a video recording the distribution and tracking of bednets.

A collaboration with Bill & Melinda Gates backed Intellectual Ventures to showcase their Mosquito Laser, or interviewing the scientists behind the new Malaria Vaccine, could also be used to introduce Malaria as a problem.

# ABOUT ME

I am Heye Groß, chairman of the board for an ocean conservation NGO, lobbying for environmentalism in Germany. I have become very engaged with the effective altruism movement and want to start new projects in Global Health, as well as spread the ideas behind effective giving.

I am not affiliated with GiveDirectly or AMF and would be open to discussing other possible outstanding charities, or even #TeamAnimals (see [ACE](#)).



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