

2018



Annual Report



Message from the Chair

2018 was a year of important changes for Public Interest Registry (PIR). We reorganized our management structure to more fully deliver on PIR's Strategic Priorities. We also realigned our promotional efforts. These changes had the dual effect of better meeting the demands of the market and supporting our chartering organization, the Internet Society, in its work to make the Internet available and accessible to all people. While we continued to have a strong focus on our users and customers, we sharpened our efforts to improve the quality of the .ORG base and the security of our registry operations.

I would like to convey a great thank you to the PIR team who worked hard and made this possible in a very short timeframe. I also would like to make special mention of the key role that Jay Daley played in 2018. Following the departure of two senior executives in the second quarter, Jay stepped in as interim CEO. He was responsible for laying the foundation of an enhanced and refocused strategy that ensures the resilience of

.ORG and its continuing success. Thank you Jay, your leadership was and is invaluable! Thanks also to my fellow Board members who all worked very hard in 2018 to ensure that PIR remained as successful as always during the transition.

We remain committed to our mission and growing .ORG. At the end of 2018 we appointed Jon Nevett to lead PIR. He brings a wealth of experience to the organization and has all of the leadership attributes needed to take PIR to an even higher level. I hope you'll join me in welcoming Jon and supporting the continued growth and evolution of the .ORG community.



Lise Fuhr
Chair, PIR Board
of Directors



Message from the CEO

While the end of 2018 marked the beginning of my chapter with PIR, the .ORG story has been going strong for 35 years. .ORG remains the domain name of choice for a wide variety of organizations, businesses, and individuals with a social good mission. In fact, .ORG is open to all of those who dedicate themselves to improving our world. .ORG's recognition and stature continues to strengthen our position as the purpose-driven domain in the market.

PIR are the people behind .ORG. Our mission is to empower people everywhere to use the Internet to make a positive impact in the world. We are champions for a healthy domain name space and foster collaboration among the Internet community, industry leaders, and world governments. Ultimately, we work to preserve a free and open internet that forever serves the public interest.

I accepted the appointment to lead PIR because I share the organization's commitment to ensure that those who work in the public interest have a voice online. I intend to draw upon my industry expertise, non-commercial and commercial experience, ethical values and commitment to the organization's mission to lead PIR as an exemplary registry. Significantly, this means meeting or exceeding our goals to support the Internet Society and its amazing work for an open, globally-connected, secure and trustworthy Internet for everyone. As you'll see in this report, PIR achieved the high expectations we set for ourselves in 2018. This was the result of a lot of hard work and dedication by the amazing PIR staff, the Advisory Council and our Board, and for that I thank you. I'd like to echo Lise's thanks to Jay Daley, who did a wonderful job in 2018 preparing us for the future.

We will undertake several key initiatives in 2019. We will be focused on the quality of domain names in .ORG, providing registrar promotions based on a Quality Performance Index, and strengthening our already robust anti-abuse program. We also are undertaking a rebranding exercise that will better align PIR with the .ORG community that we serve. We will continue to strengthen our Channel Services, Marketing, and Registry Services teams to provide an even better customer experience. We will upgrade our Technology Department to make us more agile in the face of any security threat and also to improve our business intelligence capabilities. We will refresh our Advisory Council to ensure we continue to receive the best insight and recommendations on plans for the communities we serve. Finally, we will invest even more in our Education and Outreach efforts to enhance the sharing of knowledge and tools to help the .ORG community in support of their missions.

In closing, I would also like to thank all of the members of the .ORG community. The great work that you do motivates us to remain diligent in our stewardship of entrusted resources and to be deliberate in the pursuit of our mission.



Jon Nevett
President & CEO, PIR

OUR MISSION

As an **exemplary domain name registry** and industry thought leader, we provide a **trusted digital identity** and help **educate** those who dedicate themselves to **improving our world.**

Background

.ORG is the original domain extension created for all types of organizations. Established in 1984 as one of the Internet's original top-level domain names and managed by PIR since 2003, the .ORG community has long been associated with non-profits—and it is home to many. Over the past 35 years, the .ORG community has grown impressively and its reach is, in fact, quite inclusive—you represent individuals, companies, and organizations of all kinds. A wide variety of organizations, businesses, and individuals with a social good mission rely on .ORG. As an affinity group, arts and culture institution, association, educational institution and resource, family group, non-profit and social enterprise, public news outlet, and even a corporation with a sustainability or Corporate Social Responsibility initiative, you choose .ORG as your digital identity. The diverse communities you represent come together and make up the .ORG community; together we make a positive impact on the world. Using a .ORG domain is not just about who you are; it's about what you do.

Purpose

Just like the .ORG Community, PIR is mission based. We are a 501(c)(3) not-for-profit registered in the United States, and we are chartered by the Internet Society to administer the .ORG registry for the benefit of our end user consumers and the Internet as a whole. We support and assist our sole member, the Internet Society, in achieving its important and significant charitable mission by operating the .ORG, .NGO, .ONG and other top-level domains as model registries within the Internet industry. PIR's proceeds aid Internet Society's work to make the Internet available and accessible to all people in the world, and to keep it as a trusted and secure resource. In fact, for every dollar that comes to PIR, more than fifty cents goes directly to Internet Society to fund its global work and mission. We also use our proceeds to improve the stability and security of the .ORG registry, as well as to deliver a robust Education and Outreach program that enlightens non-profits and NGOs—especially those with limited in-house resources or from technologically deprived countries—about Internet-based resources that can support their missions.



Core Values

It's not an exaggeration to say that PIR's commitment to doing good is part of our DNA. At all levels we seek to live up to PIR's high standards. This is captured in our Core Values and reflects how we manage .ORG.

BOLD STEWARDSHIP

We are entrusted by millions to operate in the public interest and we take that responsibility seriously. We thoughtfully consider the impact of our actions and work in deliberate pursuit of our mission.

RELENTLESS COMMITMENT

We never give up. We are persistent and purposeful in our efforts to get it right and do it well. We recognize that there is always opportunity for improvement and growth, and we continually strive to achieve it.

UNWAVERING INTEGRITY

We are passionate about integrity. We refuse to compromise our ethical standards for the sake of expediency, popularity, or profitability. As a force for good, we will do nothing to undermine the trust the online world places in us.

HONORING PEOPLE

We see the value of the person behind the business card. We believe each employee, customer, vendor, partner, and stakeholder is a whole person, and is to be respected and valued as such.

We live out our core values by believing and supporting our employees. We created a special category of paid leave time that allows our full-time employees to do volunteer work. Under this initiative, each employee is granted 40 hours per year to participate in a wide range of voluntary activities on an individual or a team basis. In addition, the entire company volunteers together assisting local .ORGs in our area like [Loudoun Therapeutic Riding](#) and [Veterans Moving Forward](#). To date, PIR has supported many hundreds of hours of volunteer service and looks forward to doing more in 2019 and beyond.

Our core values are the foundation of the four pillars that constitute **PIR's Strategic Priorities**. Our priorities include:

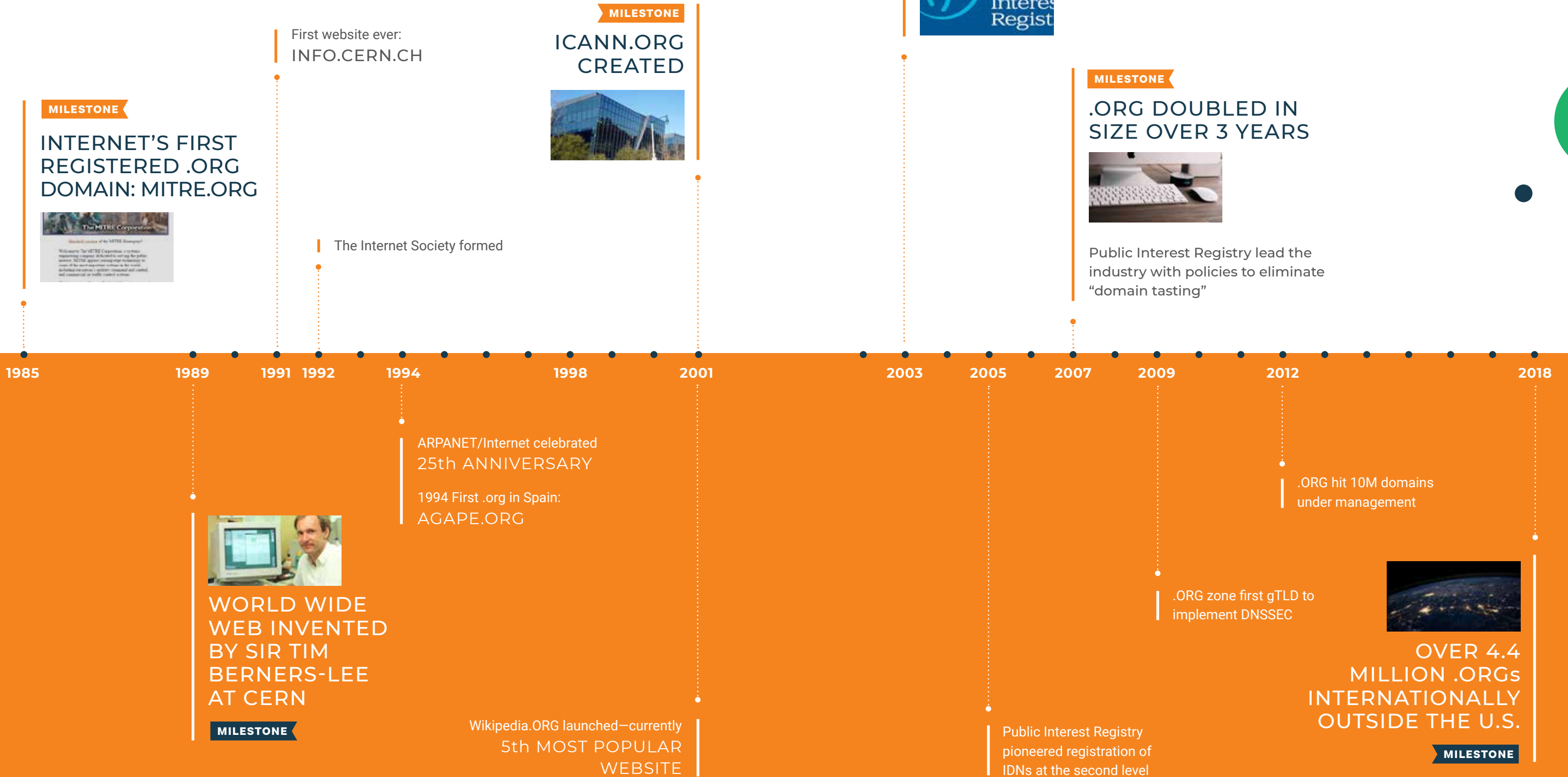
- 1 Managing .ORG and our other domains as an exemplary registry built upon trust;
- 2 Engaging in education and outreach activities focused on enhancing the online presence of non-profits globally;
- 3 Developing a culture of excellence that improves the work environment while executing an organizational technology strategy; and
- 4 Strengthening our financial return and future value in support of the mission of the Internet Society.

All of these are achieved through a wide variety of external and internal programs throughout the year.



Building Trust

since 1985



The PIR Board

As one would expect, these values and priorities also extend to our Board of Directors. Our Directors conscientiously fulfill their obligations to adopt sound, ethical, and legal governance and financial management policies. The Board also regularly engages in strategic planning to help PIR fully achieve its global and broad public interest goals.

The most noteworthy example of the PIR Board meeting its obligations was its 2018 recruitment and selection of our new CEO, Jon Nevelt. Over a six-month period, scores of candidate reviews, multiple rounds of interviews, and a background check were completed. The Board was diligent in appointing a CEO with the experience, commitment, and integrity to take PIR to new heights.

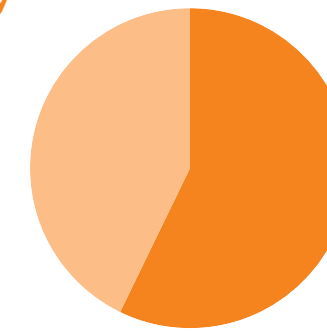
In 2018, PIR welcomed Narelle Clark, Jay Daley, and Suzanne Woolf to the Board of Directors (Board member bios are available on our [website](#)). Our newest Directors are well-respected members of the domain name community and bring a wealth of online security, technical management, and non-profit operations expertise to PIR. We also welcomed Andrew Sullivan as Internet Society Liaison to the Board. Mr. Sullivan was appointed CEO of Internet Society in September 2018, replacing Kathy Brown who stepped down after five years in this role. Also of note, the Board elected Lise Fuhr as Chair and Suzanne Woolf as Vice Chair. All of these appointments also underscore PIR's commitment to gender, cultural, and geographic diversity. We also would like to offer our thanks to Roberto Gaetano for his time as Chair, and to Kathy Brown, Ingrid Srinath, and Hartmut Glaser for their years of service on the Board.

PIR Board in 2018

Name	Nationality	Term
Lise FUHR (Chair)	Denmark	2016-2019-2022
Suzanne WOOLF (Vice Chair)	United States	2018-2021
Tosca BRUNO VAN VIJFEIJKEN (Secretary)	United States	2016-2019
Jeffrey BEDSER (Treasurer)	United States	2017-2020
Roberto GAETANO	Italy	2013-2016-2019
Jay DALEY	New Zealand	2018-2021
Narelle CLARK	Australia	2018-2021
Andrew SULLIVAN (Internet Society Liaison)	Canada	2018-present
Kathryn BROWN (Internet Society Liaison)	United States	2013-2018
Ingrid SRINATH	India	2013-2018
Hartmut GLASER	Brasil	2014-2018

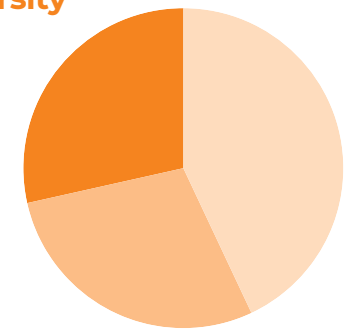
PIR Board of Directors Gender Diversity

- Female
- Male



PIR Board of Directors Geographic Diversity

- Oceania
- Europe
- North America



PIR's Advisory Council

PIR also has an Advisory Council that reflects and further helps us realize our core values. Composed of leaders and activists from a broad spectrum of non-commercial organizations around the world, the PIR Advisory Council represents the voice of the .ORG, .NGO and .ONG end-user communities to PIR. It serves as an intermediary between end users and PIR on everything from technical to policy to social issues affecting the Internet. The Council also provides us with input and recommendations for new registry strategies, policies, services, and education initiatives to meet the needs of the communities we serve.

The Advisory Council underwent a significant change in 2018. Previously set up as two separate Councils, with one focused on .ORG and the other on NGO-related issues, the PIR Board agreed in March 2018 to consolidate these bodies into a single PIR Advisory Council. Six new Councilors are expected to join the three current members in May 2019. PIR would like to offer our thanks to all of the former Advisory Council members for their years of service.

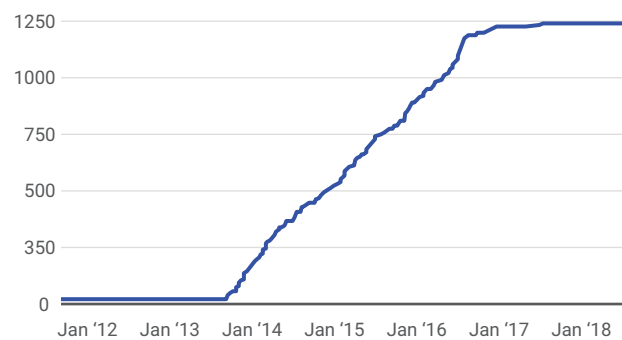
PIR Advisory Council in 2018

Name	Nationality	Term
Maureen HILYARD	Cook Islands	2017-2019
Michel TCHONANG	Cameroon	2017-2019
Vineet KUMAR	India	2017-2019
Allan SALAHEDIN	Palestine	2015-2018
Thomas MACKENZIE	United Kingdom	2015-2018
Justin WATTS	Australia	2015-2018
Nurul KABIR	Bangladesh	2015-2018
Guy Aho Tete BENISSAN	Senegal	2015-2018
JoAnn PATRICK-EZZEL	United States	2015-2018
Marie-Laure LEMINEUR	Costa Rica	2015-2018

Market Overview

The domain name marketplace continues to evolve. While still allocated as either generic top-level domains (“gTLDs” like .ORG, .COM and .INFO) or country code top-level domains (“ccTLDs” like .US, .FR and .ES), there has been a profound change in the general availability of domain names over the years. As noted above, the original six gTLDs, including .ORG, were created in 1984. Another sixteen were added in rounds in the early 2000s. It has now been over six years since ICANN (the Internet Corporation for Assigned Names and Numbers, the California-based overseer of the Domain Name System or “DNS”) authorized the introduction of new domain name extensions for the end user. Today there are almost 1,250 gTLDs available for registration. These include generic terms, city names, and brand identifiers. Specific niches, such as PIR’s .NGO and .ONG reserved for Non-Governmental Organizations worldwide, now have their own namespace. In addition, some of these new extensions are Internationalized Domain Names (IDNs) written in local scripts to better serve specific language groups. PIR’s Cyrillic, Hindi, and Chinese versions of .ORG are examples of IDNs.

Delegation of gTLDs



Source: ICANN.org

It must be noted, however, that relatively few of these new gTLDs have achieved significant market share.

Even amongst the relatively large new gTLDs, a number of these relied on free registrations to grow their base of domains under management (“DUM”). In many cases, as each registration anniversary passes a significant percentage of their base does not renew. Not only does this put pressure on the new registry operators, it also raises doubt about the long-term value of many new top-level domains—which in turn depresses registrations and renewals, further straining the viability of these extensions.

Fortunately, .ORG stands apart from the rest of the domain name marketplace—not only in terms of our mission but also in our performance.



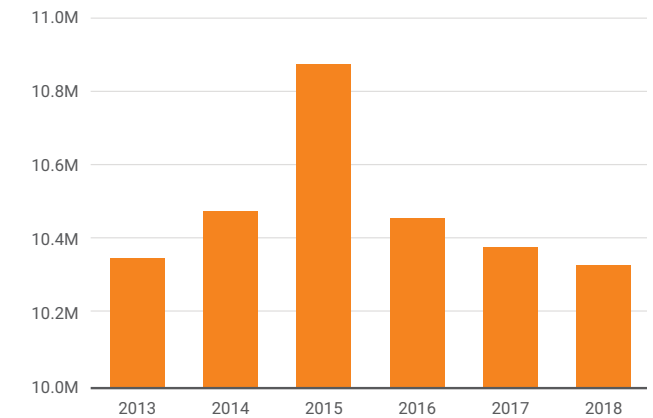
PIR Performance



Financial Results

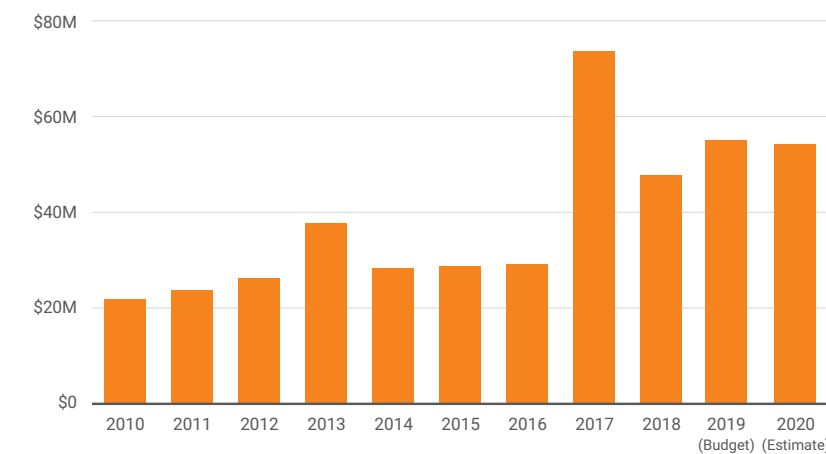
In 2018, we exceeded our financial goals for the year. Our bold mid-year business decisions, financial performance, and results specifically reflect our ongoing commitment to our high ethical standards. Mid-year, we realigned our marketing incentives and placed a renewed focus on the quality (not just the quantity) of .ORG registrations. The .ORG Community grew as the result of this change. We had quality registrations and more users just like you. In return, we were able to ultimately make significant contributions toward Internet Society’s work for an open, globally-connected, secure, and trustworthy Internet for everyone.¹

.ORG Domains Under Management



Source: Public Interest Registry³

PIR Contributions to Internet Society

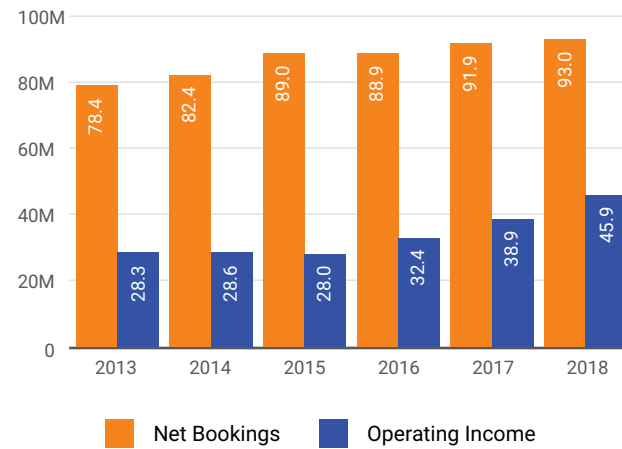


Amounts shown in US Dollars. Source: Public Interest Registry²

PIR’s business model is fundamentally clear: the more .ORGs registered and renewed, the more surplus contributed to fund the work of Internet Society. Our deliberate pursuit of our mission and our commitment to our core values in 2018 yielded improved financial results—even when growth in the overall domain marketplace continued to slow.

- 1 For the sake of simplicity, and because .ORG represents the overwhelming majority of PIR’s domain activity, the rest of this Annual Report will not include results for .NGO, .ONG or our IDNs.
- 2 In December 2017, PIR used its cash surplus to fund an additional one-time contribution to Internet Society, in the amount of approximately US\$43 million.
- 3 In the second half of 2015, the entire domain name market experienced a surge in registration volumes from speculators based in China. While .ORG enjoyed a material bump, very few of these domain names renewed the following year.

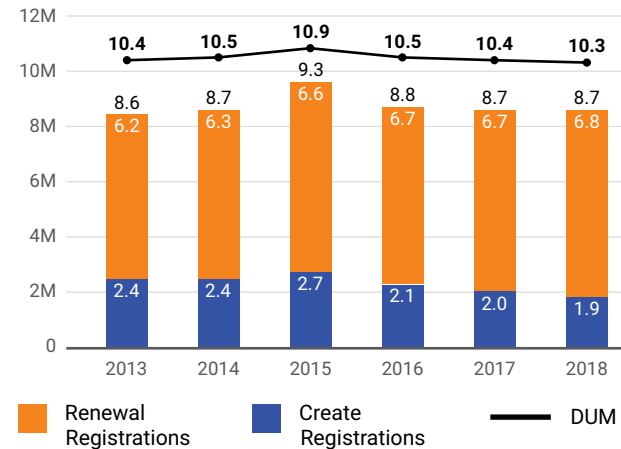
PIR Net Bookings and Operating Income, 2013-2018



Source: Public Interest Registry

We are always committed to getting things right and doing it well—for you, our .ORG Community. We realigned the teams dedicated to growing our community safely and responsibly. Led by our Channel Services and Marketing Teams, we worked hard throughout the year to further strengthen relationships with our registrars (our partners who work directly with you to register the domain), and in several cases were able to drive notable quality registration and renewal volume increases. We announced in September 2018 that we were phasing out our volume discount program. The volume discount program, although common among other gTLD registries, did not allow for broad participation amongst registrars of different sizes and markets. This signaled our shift from a sales-focused organization to a more holistic marketing and sales-integrated team promoting .ORG as the most trusted and highest quality open domain for anyone looking to make a difference in the world. While there were concerns that registration activity might suffer, this did not come to pass. In fact, incremental volume improvements resulted in 2018 ending ahead of projections with just over 10.3 million .ORG domains under management.

Registrations and DUM



Source: Public Interest Registry

2018 Unit Volumes

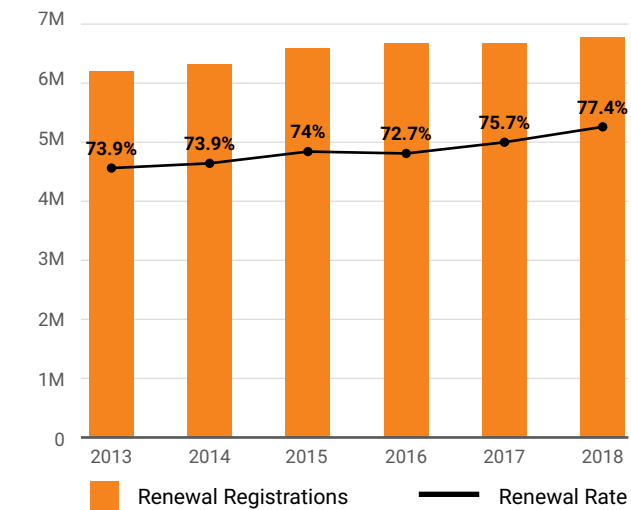
New Creates	1,940,168
Renewals	6,793,094
DUM	10,322,481

These outcomes also give us confidence that PIR's new approach will help further improve the quality of the .ORG base over time. By no longer encouraging and rewarding high volume transactions, we're seeing fewer instances of low-cost bulk registrations favored by spammers.

Ongoing data analysis is also helping us make better informed decisions about the optimal marketing plans that encourage quality registrations and increased trust in .ORG. We will continue to do all that we can to manage .ORG in ways consistent with our mission and commitment to doing good.

Our renewal rates, which are already at impressive levels, continue to improve. We believe that our strong renewal rates reflect our deliberate focus on promoting quality domains in the .ORG base. End users also clearly value their .ORGs as witnessed by the high second—and third-year+ renewal rates, as well as the total or “blended” renewal rate for all .ORG domains under management. In comparison, the most recent data from Verisign reported that the combined .COM and .NET renewal rate for the third quarter of 2018 was 74.8%. Our rates are all the more impressive given that the domain industry's typical gTLD registration term is a little over one year on average.

Renewals



Source: Public Interest Registry

Renewal Rates	
1 year	54.1%
2 years	73.6%
3+ years	86.8%
Blended	77.4%

Source: Public Interest Registry

Combined Financial Results

As summarized in the chart, PIR had strong financial results in 2018. Our updated promotional marketing programs and the administrative changes represent the commitment to our core values. Our future goal is to continue to drive impressive results in order provide the financial means to fulfill our mission in 2019 and beyond.

2018 Financial Results

(in \$000s)

Net Revenue	\$92,905
Cost of Revenue	(32,853)
Gross Margin	\$60,052
Total Functional Expenses	\$13,378
Depreciation/Amortization	\$801
Total Expenses	\$14,179
Operating Income/(Loss)	\$45,873
Internet Society Education & Programs	48,729
Other Inc/(Exp)	(316)
Net Income/(Loss)	\$(3,172)

Source: Public Interest Registry⁴

⁴ The 2018 negative net income reflects the impact of an additional transfer of PIR's cash surplus to Internet Society, its parent organization.

Anti-Abuse Program

PIR aims to operate as an exemplary registry which supports a free, open, and safe Internet. We are entrusted by you to operate our public interest mission and we continue to be bold stewards on your behalf. The abusive use of the DNS undermines these principles. To help maintain .ORG's enviable reputation as a trusted and "clean" namespace, we manage a comprehensive Anti-Abuse Program. We use both proactive and reactive measures in that effort.

Anyone can report abuse referrals directly to PIR by submitting a complaint to abuse@pir.org. In addition, we work closely with Afiliis, our back-end registry services provider, whose Security Investigations' Group uses a variety of investigative techniques as well as industry resources to monitor the .ORG zone and report suspected instances abuse to PIR's Anti-Abuse Team. Upon confirmation that a domain name is engaged in abuse, we will notify the registrar and ask that it conduct its own investigation and remediate. We believe that involving the registrar is important for two reasons: (1) it fosters good relations with our customer (the

registrar); and (2) the registrar has a direct relationship with the registrant and can better ascertain if the registrant is involved in the abuse, or perhaps is the victim of hacking or other unauthorized access to the domain name. If, after notice and a reasonable opportunity to remediate a clearly abusive domain name, the registrar fails to take action, we will disable the domain by placing registry locks on the subject domain.

Our Anti-Abuse Program prohibits distribution or display of Child Sexual Abuse Materials ("CSAM") in our TLDs. In 2018, PIR partnered with the Internet Watch Foundation (IWF), the INHOPE Network Hotline⁵ for the United Kingdom to utilize IWF's "DomainAlert" service. Each day, IWF scans PIR's registrations in order to root out CSAM. When CSAM is located, we first promptly report it to the National Center for Missing and Exploited Children (NCMEC), the INHOPE Network Hotline for the United States. We then contact the Registrar in an effort to get the material promptly removed. If the CSAM are not removed, we will suspend the entire domain name.

2018 CSAM Referrals

Year	Spam	Phishing	Malware	Botnet C&C	Fast-Fix	Other (Hacking, DDos, etc.)	Annual Totals
2015	7,962	1,689	7	0	0	79	9,737
2016	6,695	320	92	3	0	10	7,120
2017	17,604	54	8	1	0	25	17,692
2018	6,208	2,696	114	73	0	12	9,103

Source: Public Interest Registry

⁵ The INHOPE Network is the global collection of national "Hotlines," the watchdog agencies where reports of CSAM should be made: <http://inhope.org/gns/internet-concerns/overview-of-the-problem/child-pornography.aspx>

2018 Child Sexual Abuse Material Referrals

URLs referred from IWF	447
Number of Domains included in those URLs	41
Suspensions by PIR	13
Domains where content was promptly removed	28

Source: Public Interest Registry

Our commitment to removing CSAM from the Internet goes beyond just the .ORG space. In 2018, PIR co-founded the CSAM Referral Discussion Group, a group dedicated to sharing CSAM removal practices amongst domain name registries and registrars. The goal of this group is to share knowledge and improve our collective practices at finding, addressing, and removing CSAM from the

domain name space. Some of the largest registries and registrars participate in this group, which convenes several times a year. We also attended the 2018 INHOPE Summit in Redmond, Washington, with other members of the CSAM Referral Discussion Group, key technology and platform providers as well as the INHOPE Hotline providers "to raise awareness of this borderless crime, emphasize the importance of a multi-stakeholder approach and encourage support and participation from the private sector to eliminate online CSAM."⁶

In addition to CSAM remediation, under our Anti-Abuse Program we also will take action on per-se illegal content (e.g., "buy heroin online!" or "Stolen credit card forum!") as well as for direct and specific calls to violence.

⁶ <http://www.inhope.org/gns/who-we-are/at-a-glance.aspx>



Due Process

Fundamentally, we are dedicated to the principles of a free and open Internet and believe that registrants should be afforded due process prior to the disabling of domain names. Due process means notice and an opportunity to be heard with respect to allegations that the content of a website(s) associated with a domain name(s) warrants the disablement of the subject domain name. Moreover, because PIR does not host, edit, publish, or monitor content, we believe that such complaints are best handled at the hosting level (with reference to the hosting provider's terms of service).

Botnet Domain Take Downs by Court Orders

domains either suspended or seized by LEA

Year	Domains Affected
2015	90,958
2016	16,320
2017	30,267
2018	13,927

Source: Public Interest Registry

Law Enforcement Seizures

in a criminal/non-botnet context

Year	Domains Affected
2015	35
2016	5
2017	30
2018	2

Source: Public Interest Registry

Civil IP Enforcement

Year	Number of Domains
2015	2,569
2016	1,247
2017	534
2018	1,128

Source: Public Interest Registry

PIR also receives numerous court orders directing us to take an action with respect to particular domain names (typically locking, transferring, or suspending the domain names). These orders might be criminal seizures initiated by law enforcement agencies or may be the result of a civil dispute, such as trademark or copyright infringement.

PIR has a strong reputation of operating .ORG as a clean namespace. We monitor external sources for abuse scoring with an eye to ensuring that we remain an exemplary registry operator. One public facing source is the "[Spamhaus Badness Index](#)". Every week, we take a snapshot of this source which provides both the percentage of "bad domains" identified by Spamhaus, as well as the "Badness Score" which takes into account both the percentage of "bad domains" as well as the raw number of "bad domains." Averaging the weekly Spamhaus scores for 2018, .ORG significantly outperforms other legacy TLDs in both the percentage of "bad domains" as well as the "Badness Score."

Spamhaus TLD Badness

2018 averages

TLD	Bad Domains	Badness Score
.org	4.12%	0.41
.com	6.44%	0.84
.net	9.83%	1.09
.info	19.20%	2.08
.biz	40.81%	4.52

Source: Spamhaus.org

As these numbers show, we constantly strive to improve .ORG's domain health and the considerable efforts we have put into combatting domain name abuse is making a difference. We are committed to continue to improve the trust and health of .ORG, and our anti-abuse efforts will be at the forefront of that effort.

Policy and Privacy

PIR has always had a robust Policy program. We commit resources to both champion our principles as well as protect our business interests. This is primarily accomplished by actively participating in ICANN via its multi-stakeholder policy development processes and related initiatives. We also serve in leadership roles in the ICANN community interacting closely with other gTLD and ccTLD registry operators, domain name registrars, commercial interests (i.e. business, intellectual property, and internet service providers), non-commercial actors (i.e. academics, non-profits, and civil society), technical and online security experts, individual users, and government representatives. In fact, in 2018 our Vice President of Policy completed a 3-year term as Chair of the gTLD Registries Stakeholder Group, and our Senior Director of Policy and Privacy was elected Vice Chair of Administration. Furthermore, three members of our Board of Directors serve on ICANN's Security and Stability Advisory Committee, a volunteer group of experts that advises the ICANN community and Board on matters relating to the security and integrity of the Internet's naming and address allocation systems.

Our Policy and Privacy program also works diligently to safeguard the privacy of our partners and those we serve. In 2018, privacy consumed extensive resources as companies globally pushed to meet the compliance deadlines of the European Union's General Data Protection Regulation (GDPR). We undertook both internal and external efforts to improve how PIR approaches privacy. We also served as a leading industry voice and active participant in ICANN's community discussions to develop the Temporary Specification and ultimately the policy development process that followed.



Looking to 2019, we will continue to thoughtfully consider the impact of our actions to our community as we move forward with our efforts.

We are doing this for you. We have a public interest mission, and our anti-abuse efforts are an incredibly important part of protecting and preserving this mission. We will continue to refine our internal efforts and policies and strategically engage the non-profit community and broader .ORG Communities to share our privacy and data protection knowledge, expertise, and lessons learned.

Education and Outreach

Another area of focused activity that deserves highlighting is PIR's education and outreach efforts.

The goal of these initiatives is to facilitate the sharing of knowledge and tools to help non-profits—especially those with limited in-house resources or from technologically deprived countries—learn about Internet-based resources that can support their missions.

We accomplish this by using communication channels like social media, publications, and event opportunities to highlight online best practices and the importance of Internet safety.

We support conferences and regional gatherings focused on improving use of the Internet by non-profits, non-governmental organizations ("NGOs"), and other non-commercial users. These events help bridge the often significant gap between policy development and technical implementation by encouraging collaboration to keep the Internet safe and accessible for all users. In 2018 we co-sponsored regional DNS fora focused on the Middle East, Africa, and Latin America, as well as schools on Internet Governance serving Latin America, the Middle East and Adjoining Countries, and North America. We also actively participate in hands-on global technical training events, such as DNSSEC workshops and the ICANN DNS Symposium.

In 2018, we also collaborated on several unique publications focused on non-profits globally. The [2018 NGO Technology Report](#) was the output of an annual research project that seeks to gain a better understanding of how NGOs use technology.

Sponsored by PIR and researched by Nonprofit Tech for Good, the report summarizes how NGOs use web and email communications, online fundraising tools, social media, mobile technology, and data management and security software. We also collaborated with Nonprofit Tech for Good on the [Global Trends in Giving Report](#) to gain a better understanding of how donors prefer to give and engage with their favorite causes and charitable organizations. This report summarizes donor data across six continents about how online and mobile technology effects giving. The report also examines the impact of gender, generation, ideology, religion, and donor size upon giving and volunteerism. Both are available to download for free and in several languages on specially created .NGO websites that PIR manages.

Finally, we continue to play an active role in the [Internet and Jurisdiction Policy Network](#), serving as Facilitator for the "Due Process" working group. This multi-stakeholder organization addresses the tension between the cross-border Internet and national jurisdictions. Its Paris-based Secretariat facilitates a global policy process engaging over 200 key entities from the world's largest Internet companies, technical operators, civil society groups, academia, governments, and international organizations from over 40 countries. PIR was a founding co-sponsor of the Internet and Jurisdiction initiative in 2011, and is active in both its Domains & Jurisdiction and Content & Jurisdiction programs.



Looking Ahead

We remain committed to delivering on PIR's mission statement. We continue to operate the .ORG registry in an exemplary manner, provide significant financial support to Internet Society to assist it in carrying out its mission, and support initiatives that help those who dedicate themselves to improving our world. As trusted stewards on behalf of our non-profit mission, we responsibly manage the unique resources entrusted to our care.

Besides extending or expanding the 2018 initiatives, we have numerous plans for 2019 and beyond. In our ongoing quest to improve the quality of the .ORG base, we intend to have registrar promotions that are based on a quality score. Here financial incentives will be based on registrations that avoid

abuse and promote domain name usage. Other key priorities include the hiring of a Chief Technology Officer to strengthen our security posture and engage in related educational efforts; the establishment of an annual .ORG Impact Awards program to recognize the incredible work small and large organizations are doing to improve our world; and the creation of a PIR Fellowship Program to connect PIR with highly motivated individuals or groups that are trying to solve challenges of mutual interest. Having already reduced the number of meetings that we fly to, we'll continue to assess our environmental impact with a view towards greater sustainability. Stay tuned for details about these exciting and impactful new initiatives and others in next year's PIR 2019 Annual Report.



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