



upsidefoundation

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Giving Strategy Playbook

For early-stage, high-growth
companies who want to embed
social responsibility into their DNA

Maximizing impact

With over 86,000 charities in Canada, choosing a cause to support can be daunting, especially when you're busy building your business.

This playbook will provide you with guiding questions and the tools to maximize impact with the resources you have at your disposal.

Guidebook Road Map

- Defining your giving-back priorities
- Questions to ask yourself and your team when selecting a cause area to support
- Selecting a local vs. a global charity
- When you should set up your own fund vs. making a one-time donation
- Misconceptions around the concept of 'impact' in the non-profit world
- Adopting an anti-racist lens to charitable giving
- Further resources

Your Priorities

Ask the questions;

- *What is your priority in giving back?*
- *What values do you hold the strongest?*

This will help narrow down your options in terms of charity selection, as well as identify a concrete giving strategy

Approach	Charity Selection	Giving Strategy
Related to your business sector	Look at charities that align with the company's mission and values. Example; <u>Wattpad's Upside Donation</u>	Tie to business
A cause that you are personally close to	This could be a charity that addresses a founder's family member's illness; a charity the founder sits on the Board of. Example; <u>NuEnergy.ai support Royal Ottawa Foundation</u>	Tie to a personal cause
Collaborative decision-making within the company	Poll employees or customers to solicit input on causes people care about the most. Example: <u>#responsibill by Sensibill</u>	Engage the company
Community-based action and building meaningful relationships with those around you	Collaborate with other companies in your community to support a local cause. Example: <u>#techforsickkids</u>	Band together to make a greater impact
Creating a unique niche or giving process that does not already exist	Launch your own foundation, define a mandate, and invest in multiple charities over multiple years focused on achieving a specific outcome. Example: <u>WealthSimple Foundation</u>	Build the world you want to live in

Nature of Work

Ask the question:

- *What kind of work would you like your money to support?*

While all being philanthropy-focused, charities can work in different capacities.

RESEARCH

Supports research-driven improvements and innovation

CAPACITY BUILDING

Supports root causes and tends to be more proactive work

DIRECT AID

Focuses on 'reactive' work

Cause Areas

Ask the questions;

- *Which area is most underrepresented?*
- *Which area do I feel most drawn to support?*

- Animal welfare
- Arts & culture
- Education
- Environment
- Health

- Human and civil rights
- Social services
- International aid
- Religion

Geographical scope

Determine whether you want to give local or globally

Ask the question

Which geographical scope resonates with you most?

LOCAL CHARITIES

- Support specific issues that affect your community
- Investing locally allows you to witness the direct impact and see your environment flourish
- Form bonds with your community and people in your network who are aligned with the same cause

GLOBAL CHARITIES

- Initiatives run at a significantly larger scale
- Investing globally can potentially address broader issues
- Giving to international charities makes up only 6% of all donations (in the US) ([source](#)).

Over what period of time?

Ask the question

- *Do I want to make a big impact now, or grant funds over time?*

One Time Donation

Pros

- Give to needed causes sooner
- Solve immediate problems

Cons

- Can't give if an important cause comes up in the future
- Can't help long-term
- Can't address ongoing critical needs of a particular community.

Donor Advised Fund (DAF)

Pros

- Time to make a considered decision and pivot over time
- Efficient

Cons

- Not always transparent, depending on the DAF you choose
- Fees incurred depend on sponsor
- Delay charitable giving and solving today's critical problems

A donor-advised fund is a charitable giving vehicle, established through an up-front donation by a donor to an independent organization, typically a foundation or a financial institution.

Evaluating Impact

There is a different set of expectations held for profit vs. non-profit organizations that hinder charities ability to achieve greater impact

INVESTING IN NON-PROFITS

There is an implication that large overheads do not benefit the cause - this is not the case. By investing in the organization, it can improve its overall reach and in turn create a greater impact

NEGATIVE PERCEPTIONS OF OVERHEAD IN CHARITY SURROUNDING

- Compensation
- Advertising
- Risk
- Time
- Profit

SUGGESTED RESOURCE

Dan Pallota - [The Way We Think About Charity is Dead Wrong](#)

TACKLING BIAS IN DONATIONS

There is evidence that bias and racism play a role in the risk calculation that prevents people from donating to grassroots organizations. This is reinforced by the metrics often cited for impact.

1% of Canadian donations goes to Indigenous Peoples organizations ([Source](#)).

1.9% of overall charitable giving goes to women's and girls' organizations ([Source](#))

0.03% of total grant funding goes to black-led organizations ([Source](#)).

85% of government funding goes to 1% of the 86,000 charities ([Source](#)).

"If you want to combat anti-Black racism and white supremacy in your non-profit, stop trying to create a safe space for your funders – and start creating a brave one for the communities that you collaborate with."

- *Paul Taylor, Executive Director of FoodShare*

INTERESTED IN LEARNING MORE?

Charity Navigators

- [Effective Altruism Funds](#)
- [GiveWell: Our Top Charities](#)
- [Charity Navigator - Your Guide To Intelligent Giving | Home](#)
- [Charity Intelligence: Search by Sector](#)

Media Resources

- [Betakit: How tech companies can give back](#)
- [Betakit: Ask an Investor: How can I give back with my startup?](#)
- [Forbes: 4 tips for giving to the right nonprofit](#)
- [Ted Talk Blog: How to pick the charity that's right for you](#)
- [The Globe and Mail: For the sake of the communities they serve, non-profits need to step up in combatting internal inequities](#)
- [For Black Communities: Unfunded Report](#)
- [Harvard: 15 Eye-Opening Corporate Responsibility Statistics](#)