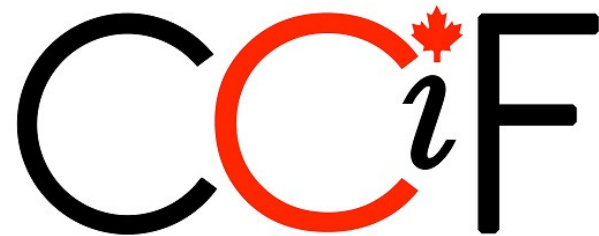


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# 2016 Charity Intelligence Canadian Charity Impact Fund

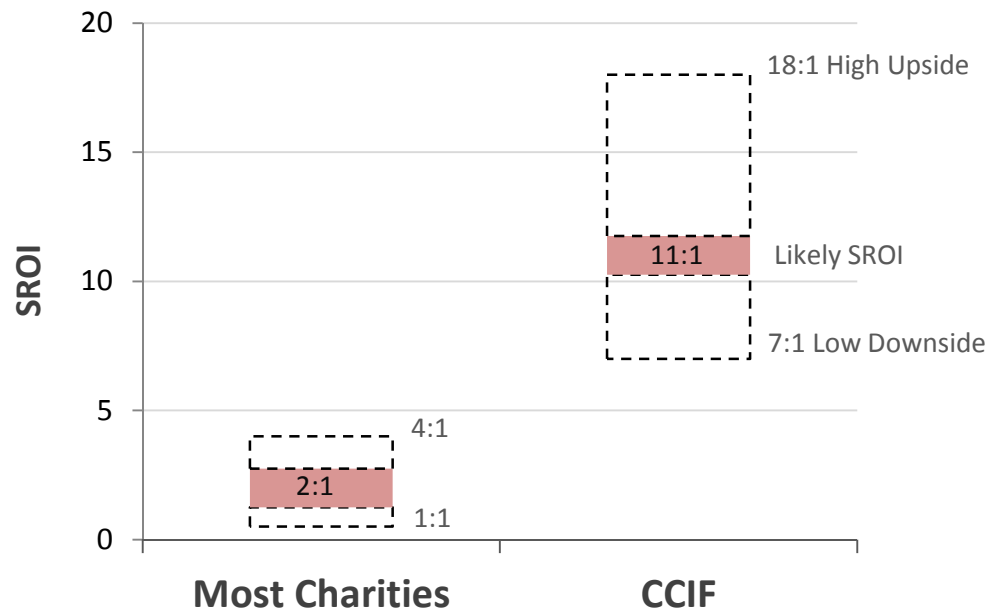


# What is the Impact Fund?

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- The Canadian Charity Impact Fund (CCIF) is essentially a **mutual fund** adapted to the charitable sector - a **donation portfolio** that pools donations and delivers them to 10 **high-impact charities** making a demonstrated difference for Canadians in need
- Charity Intelligence (Ci) and Success Markets Inc. (SMI) have selected the 10 charities based on **formal selection criteria** regarding best, lower and upper bound Social Return on Investment (SROI) calculations
  - 10 were selected from a pool of roughly 100 that ranked highly on current Ci ratings

# Why Donate?



Odds are by donating on your own, your donor dollars will have an **SROI of around 2:1**. The CCIF has an expected **SROI of 11:1** and offers unusual upside SROI potential

# CCIF Charities

Charity	Province	Sector
Calgary Food Bank	Alberta	Food Banks – Distributor
Children’s Cottage Society	Alberta	Homeless – Shelter
East York Learning Experience	Ontario	Education – Adult
Food for Life	Ontario	Food Banks – Distributor
Fort York Food Bank	Ontario	Food Banks – Multi-Service Agency
Fresh Start Recovery	Alberta	Addiction Recovery
Inn From The Cold	Alberta	Homeless – Shelter
JUMP Math	Ontario	Education – Youth
Pathways Clubhouse	British Columbia	Homeless – Mental Health
Youth Fusion Jeunesse	Quebec	Education – Youth

# Why Give Via the Impact Fund?

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## I. Maximize Impact

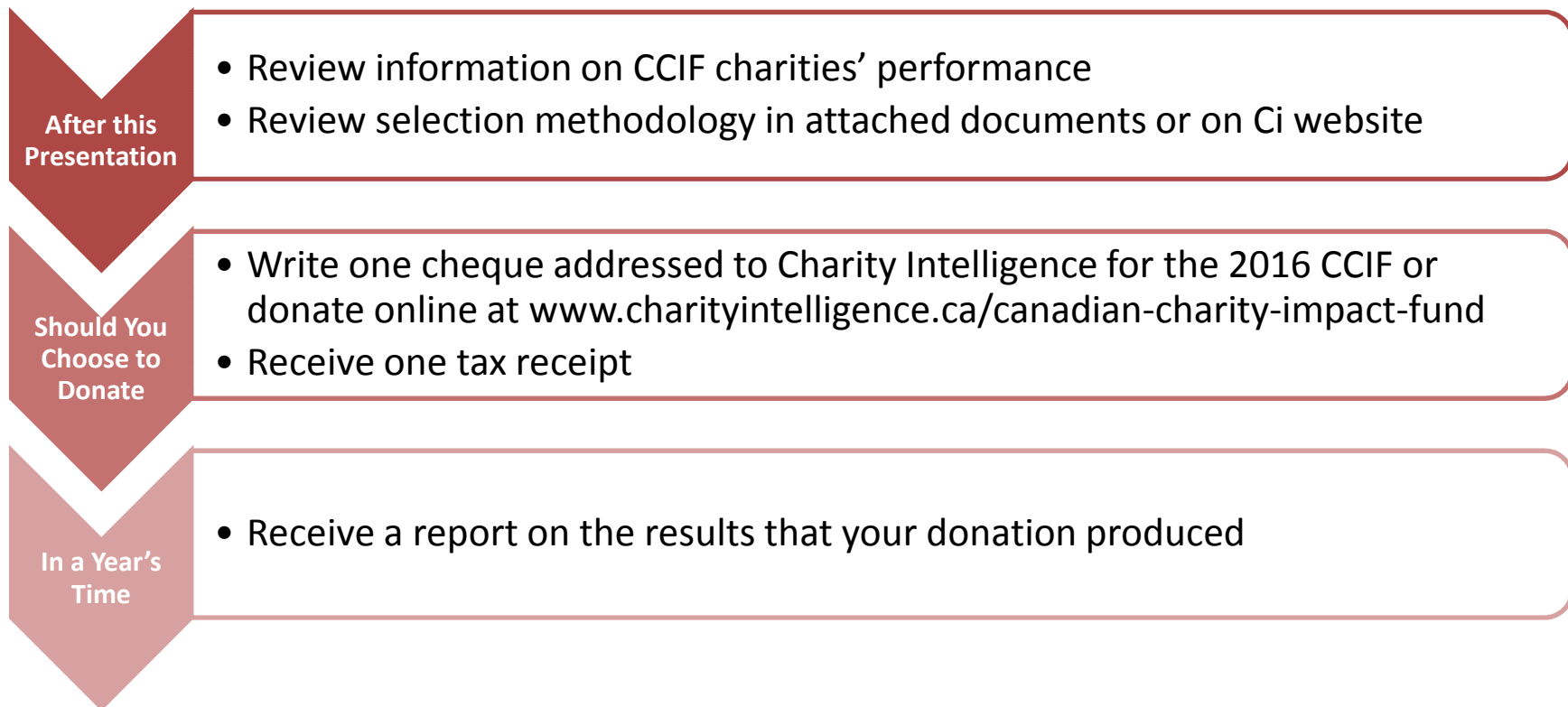
- Charities in the fund are 10 of the **highest impact charities** found by Ci and SMI to date
- Donations to the CCIF have an estimated **11:1 SROI**, as compared to some good charities with SROIs expected to be in the 1 to 3 range
- CCIF's **downside risk of low impact is reduced** through the inclusion of multiple charities across various sectors and locations

## II. For Innovation

- Demonstrate the wisdom, practicality and **ease of giving based on impact**
- **Good information** on donations' likely and actual impacts have been measured, developed and provided on a **consistent, comparable basis**
- The provision of high-quality impact information should lead to wholesale **improvements in the sector**

# Donation Procedure

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# CCIF Procedures

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- All CCIF donations are **divided equally** among the 10 charities up to a **maximum** of 15% of revenues per charity **for any single year**
- Donors can **request to donate to only a sub-set** of CCIF charities of their choice based on sector, location, etc.
- There is currently no minimum donation if donating online
- There is a minimum \$500 donation if donating by cheque

# Disclaimer

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The information in the SROI analyses was prepared by Charity Intelligence and Success Markets Inc. and its independent analysts. All information about each charity's programs has come from interviews with the charity's staff, reports supplied to Ci and SMI by the charity, or from public information. SMI and Ci have no direct knowledge of the programs and has, to date, done no audits of each charity's information. SMI and Ci have used their professional expertise to draw out information from each charity and to organize and process it into what they feel are meaningful groupings. SMI and Ci and their analysts have made endeavors to ensure that the data in this report is accurate and current, but accept no liability.

SMI and Ci appreciate the fact that each charity is attempting to frame its impact in SROI terms. Even as we offer our preliminary judgments, it is important that we point out some areas of concern we have about our current methodology in general. These affect all charities we examine. In most cases, moving from near-term 'output' results-based metrics to long-term outcome-based results metrics requires forecasts of both long term impacts of near term results and of the share of these results that each charity's programs being considered cause. This attribution share may change, as we are currently examining ways of reasonably estimating the appropriate attribution share of results from intervention programs in ways that are fair, consistent, and reasonably accurate.

CCIF charities were chosen from a group of around 100 charities that Ci thought would be among the best in Canada.

Our preliminary hypotheses provided in the above report are based on available information which is constantly being revised for consistency and comparability. A draft presentation of the reasons why the SMI/Ci approach has usefulness and validity is available on request.

Our research reports and services provide original, fundamental insights and analysis for clients; they help donors, charities and governments better understand the issues and trends that affect philanthropy. Our work compares charities within or across sectors and regions. SROIs and Ci charity ratings are based upon a disciplined, systematic approach that evaluates each charity on the basis of a wide variety of donation criteria. SMI maintains a database of charitable outcome values and SROI information enabling us to make evidence-based recommendations on philanthropic giving and policy-making.

SROIs, charity selections and rating scores are provided for informational purposes only. They do not constitute advice or guidance, nor is it an endorsement or recommendation, and are not a guarantee of future performance for any particular program, charity or donation strategy. These are provided to assist donors and funders in using SMI and Ci information as one component of their own research to evaluate charities and opportunities. Donating involves risk, including the risk of loss.