

## CHARITIES ACTUALLY MAKING A DIFFERENCE

### CHARITY INTELLIGENCE RELEASES ITS 2018 LISTS OF TOP IMPACT CHARITIES

Toronto, October 30, 2018. Today Charity Intelligence releases its 2018 Top 10 Impact Charities. A growing number of donors each year are looking for terrific charities to support, particularly those that have measurable, high proven impact.

“Impact” and “investing” are popular buzzwords often used by charities along with marketing slogans saying they “make a difference”. Charity Intelligence’s rigorous analysis measures the “difference”, or the impact, charities make.

Like all investments, returns vary considerably. Some charities have high impact returns, some charities have low impact returns. Of the 125 Canadian charities that we’ve analysed for impact, these Top 10 have the highest measurable impact. Our calculations estimate this group of Top 10 Impact Charities delivers returns of 6 times for every dollar donated, compared with average returns of 1-2 times on the dollar.

The 2018 Top 10 Impact Charities cover frontline charities providing social services in Canada as well as international programs. Many of these programs bring evidence-based, life-saving interventions to developing countries, like clean water and vaccinations, can produce high impacts per dollar. Because of this, 5 of this year’s Top 10 Impact Charities work overseas in developing countries.

#### 2018 Top 10 Impact Charities

Charity	Location	Sector
Against Malaria Foundation Canada – <b>New</b>	Montreal, QC	International – Health
Aunt Leah’s Place	New Westminster, BC	Homeless – Youth
CUPS	Calgary, AB	Multi-Service
Canadian Foodgrains Bank – <b>New</b>	Winnipeg, MB	International – Food Bank
Doctors Without Borders	Toronto, ON	International – Health and Disaster
East York Learning Experience	Toronto, ON	Education
Fresh Start Recovery	Calgary, AB	Addiction Recovery
JUMP Math	Toronto, ON	National – Education
One Drop Foundation – <b>New</b>	Montreal, QC	International – Water
Operation Eyesight Universal – <b>New</b>	Calgary, AB	International – Health

**NEW** this year is the **Top 10 Canadian Impact Charities**, charities with high-impact programs in Canada.

## 2018 Top 10 Canadian Impact Charities

Charity	Location	Sector
Aunt Leah's Place	New Westminster, BC	Homeless – Youth
CUPS	Calgary, AB	Multi-Service
East York Learning Experience	Toronto, ON	Education
Eva's Initiatives	Toronto, ON	Homeless – Youth
Fresh Start Recovery	Calgary, AB	Addiction Recovery
Food Banks Canada – <b>New</b>	Mississauga, ON	National – Food Bank
Food for Life	Burlington, ON	Food Bank
Indspire	Ohsweken, ON	National – Education (Indigenous)
JUMP Math	Toronto, ON	National – Education
Moisson Montréal	Montréal, QC	Food Bank

These Top Impact Charities are a breed apart from the 760 Canadian charities we report on and rate. Charity Intelligence's star ratings are based on an assessment of 4 objective aspects: 1. donor reporting, 2. financial accountability, 3. funding need, and 4. cents to the cause. The best charities are listed using this approach in the 2018 100 Highest Rated report.

The impact rating is different and looks at **only one aspect: for every dollar you donate, what's the measurable return?**

Rather than just heart-warming stories, impact donors feel good about proven results, data quality, and strong counterfactuals. Recently a charity asked, "wouldn't you agree that making a child smile is priceless?" Our answer is "no". Impact donors always consider opportunity costs. Impact donors are pragmatic. Money is a scarce resource. If comparing two charities where one charity saves lives for \$100,000 each and a second charity saves lives for \$20,000 each, impact donors will support the second charity that creates 5 times the impact per dollar. Five lives saved compared with one life saved for the same donation. Impact donors give for the highest returns – the biggest bang for the buck.

Some call Charity Intelligence a "charity watchdog". We disagree. We see ourselves as research analysts who help Canadian donors give better. Yes, we hold charities to account for the generous support they receive from Canadian donors and expect them to be financially transparent, and yes, we call out exorbitant overhead costs or charities that don't need more funding. Similarly, each giving season we also call out the best impact charities we've found. Charity Intelligence's reports are independent – charities do not pay for ratings or accreditation.

Charity Intelligence's reports and ratings help Canadians give confidently. With greater confidence, people say they gave 32% more money. Last year, the Top 10 Impact Charities reported receiving \$32.7 million in new funding, partially attributable to being recognized by Charity Intelligence.

**About Charity Intelligence:**

Charity Intelligence researches Canadian charities for donors. Charity Intelligence's website ([www.charityintelligence.ca](http://www.charityintelligence.ca)) reviews and rates over 750 Canadian charities as well as providing in-depth reports on philanthropic sectors like Canada's environment, cancer, and homelessness. Today over 345,000 Canadians use Charity Intelligence's website as a go-to source for information on Canadian charities and have downloaded over 6 million charity reports. Through rigorous and independent research, Charity Intelligence helps donors be informed and give intelligently. Charity Intelligence aims to assist Canada's dynamic sector to be more transparent, accountable and focused on results.

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