



 **RC** Forward

2020

ANNUAL REPORT



A Letter from Our Executive Director

Our team is humbled that even in the midst of a global pandemic, hundreds of people across Canada collectively donated \$2.7 million dollars to high-impact charities.

By donating through our effective giving platform, RC Forward, they had the opportunity to amplify their impact by unlocking tax-efficient giving options. In what may be the most exciting part of filing Canadian income taxes, charitable tax credits can be worth up to 50% of the amount donated! RC Forward remains the only way for Canadians to donate tax efficiently (and therefore, cost effectively) to virtually all of the high-impact charities we partner with.

When we launched RC Forward at the end of 2017, we could not have imagined that less than four years later, Canadians would have leveraged it to give over \$9 million to the high-impact charities featured on the platform. It is so exciting to see these donors act on their convictions to give effectively. And it is gratifying to help them stretch their donations' impact even further.

When we started, RC Forward featured around 10 high-impact charities. At the time of writing, we partner with over 30 high-impact charities working in global health, climate change, animal welfare, the long-term future, cause research, and education and outreach about effective giving and effective altruism.

Although this growth certainly warrants celebration, we remain committed to adding partner charities only with good reason. Our partner charities featured on rcforward.org/donate are recommended or endorsed by renowned charity evaluators like GiveWell, Animal Charity Evaluators, EA Funds, Open Philanthropy, Founders Pledge, and The Life You Can Save.

Additionally, our team and the donors we support were compelled to respond to 2020's extraordinary events, while remaining committed to the principles of effective giving. Through two special initiatives, we offered donors options to tax-efficiently support select organizations addressing the COVID-19 pandemic and criminal justice reform.

Whether you're a donor who gives with RC Forward, a partner charity, or a funder who helps cover the platform's operating costs, we really couldn't do it without you. Thank you! Read on to learn more about your impact in 2020 and what progress the RC Forward team made towards our goal of making this effective giving platform more sustainable and impactful.

Baxter Bullock

**Executive Director
RC Forward**



What We Do

We connect Canadian donors and high-impact charities by facilitating an international regranting process. Regranting to dozens of high-impact partner charities in a cost-effective manner is a complex, resource intensive process that our small team facilitates quarterly.



"RC Forward is an invaluable partner, playing a key role in helping The Good Food Institute continue to build our programs and impact. The RC Forward team members are also a delight to work with!"

- Clare Bland, Director of Philanthropy, The Good Food Institute



RC Forward removes two barriers that stand between Canadians and giving effectively:

Barrier: You want to make a donation guided by impact. You learn that there's several high-impact cause areas, each with multiple organizations working on them. Where do you start?



What we do: RC Forward synthesizes the work of evaluators and experts, to offer Canadians a single high-impact donation marketplace.

Barrier: You're on the website of a high-impact charity you're excited to support. You're ready to give, but then you learn that your donation won't be eligible for a Canadian donation receipt.



What we do: We issue you official donation receipts when you give through RC Forward. You can use these receipts to apply for Canadian charitable tax credits.

2020 Year in Review

\$196,085
donated in Q1.

\$374,651
donated in Q2.

\$346,472
donated in Q3.

\$1,799,244 million donated in Q4,
a phenomenal giving season!

MARCH

We spotlighted COVID-19 giving opportunities based on recommendations from 80,000 Hours and Founders Pledge, and offered Canadians tax-efficient giving options.

JUNE

We spotlighted criminal justice reform giving opportunities based on recommendations from Open Philanthropy's criminal justice reform research team, and offered Canadians tax-efficient giving options.

SEPTEMBER

With tremendous help from volunteer Marek Sklenka, we undertook a behind-the-scenes transfer of rcforward.org to a new platform. This greatly improved our ability to update and improve our website.

NOVEMBER

We helped organize the inaugural International Effective Giving Day, and our very own Siobhan Brenton was one of the event's speakers.



Effective Altruism **Australia**



The Life You Can Save



DECEMBER

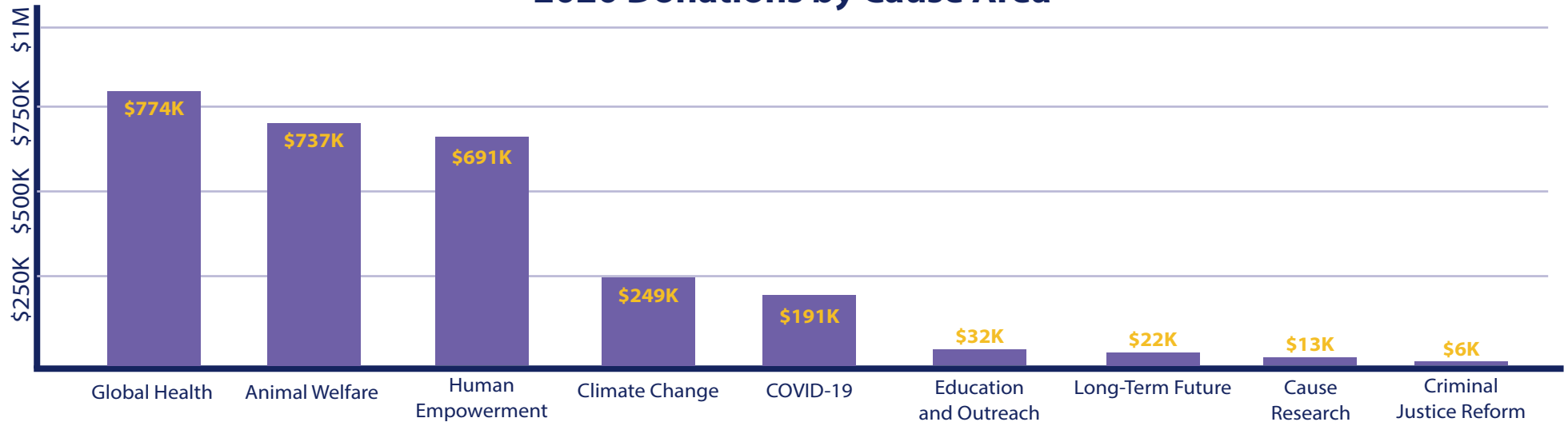
Our volunteer translation team was hard at work on a French version of rcforward.org (which went live in early 2021).

Your Impact through RC Forward in 2020

Over \$9 million donated since RC Forward's 2017 launch!

\$2.7 million
donated in 2020

2020 Donations by Cause Area

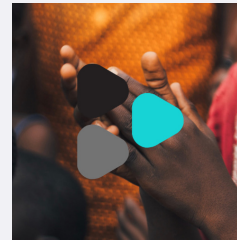


Global Health Fund

Purpose: Improving health and saving as many lives as possible

Amount donated in 2020: \$393,297

Fund Consultant: GiveWell

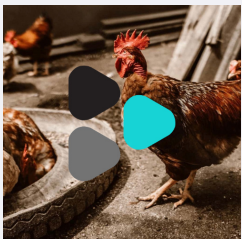


Human Empowerment Fund

Purpose: Educating and empowering people experiencing extreme poverty

Amount donated in 2020: \$157,446

Fund Consultant: GiveWell

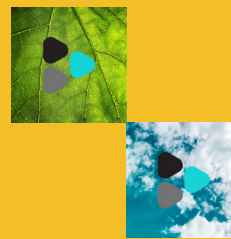


Animal Welfare Fund

Purpose: To help as many animals as possible through high-impact interventions

Amount donated in 2020: \$104,458

Fund Consultant: Animal Charity Evaluators

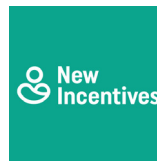
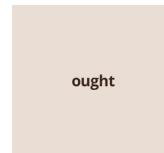


Announcing Two New RC Forward Funds!

In early 2021, we also launched the [RC Forward Climate Change Fund](#), and the [RC Forward Long-Term Future Fund](#).

Our Partners

Click each logo to learn more about our partner charities!



How we determine our charity partners

We rely on some of the best analysis the charitable sector has to offer. This analysis investigates the most significant (and preventable) causes of present and future suffering, and the most effective ways to reduce or prevent that suffering. We primarily rely on the research and recommendations of [GiveWell](#), [Animal Charity Evaluators](#), [Founders Pledge](#), [The Life You Can Save](#), and [Open Philanthropy](#).



Responding to Extraordinary Events in 2020

The world we all share was (and continues to be) significantly impacted by the COVID-19 pandemic, as well as by the reverberations arising from the murder of George Floyd in the United States.

We were compelled to facilitate your generosity in responding to these important events, while remaining committed to the principles of effective giving.

Through two feature portals, we provided you with gateways to tax efficiently support select initiatives.



COVID-19 Special Initiative

You gave \$191,260 to the key COVID-19 organizations that we spotlighted based on recommendations and analysis from Founders Pledge and 80,000 Hours.

Our COVID-19 donation portal also highlighted the response programs of our partner charities, and shared the rationale for continuing to support organizations working to improve global health.

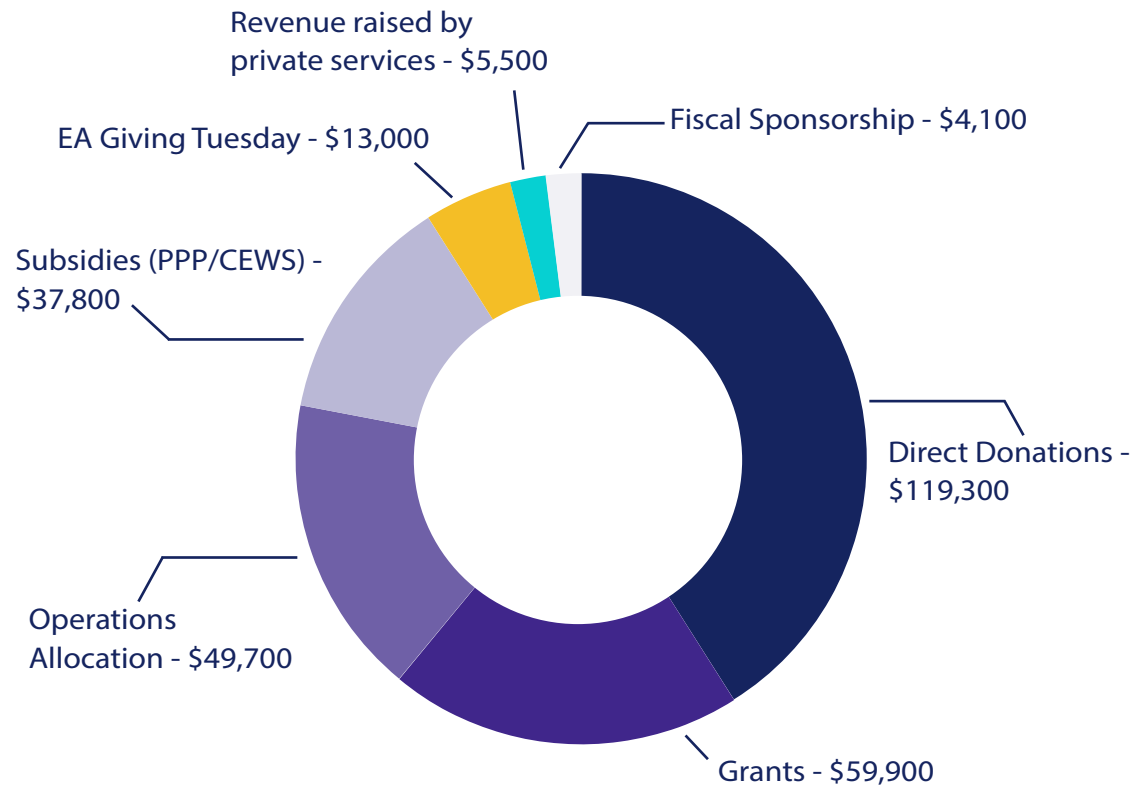


Criminal Justice Reform Special Initiative

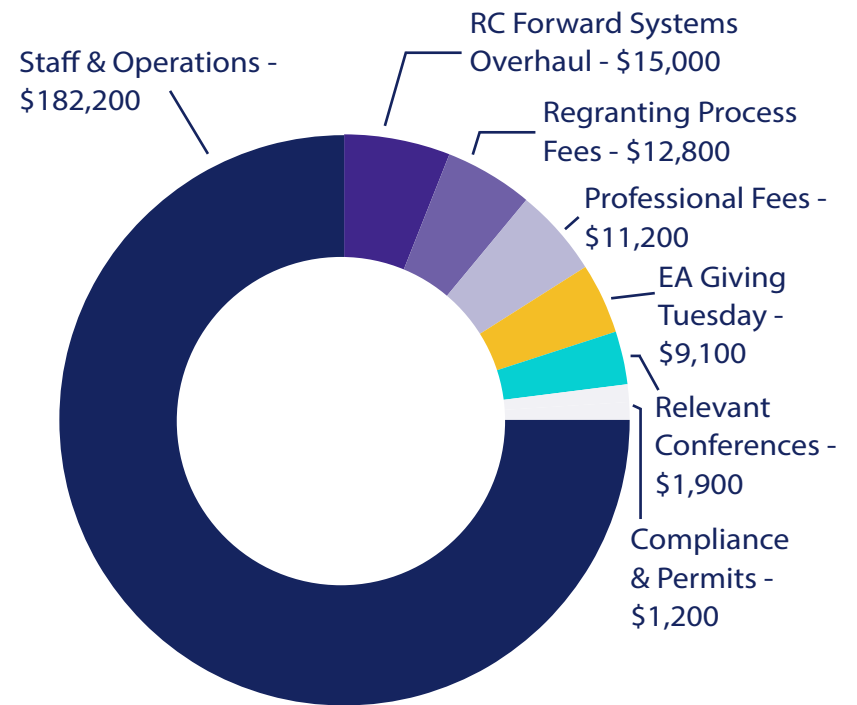
You gave \$6,175 to the key US criminal justice reform organizations that we spotlighted based on recommendations from members of Open Philanthropy's criminal justice reform research team.

2020 Revenues and Expenditures Overview

RC Forward is a project of [Rethink Charity](#). As virtually all of our staff, contractors, and volunteers do work that simultaneously benefits both RC Forward and Rethink Charity, many of our revenue and expenditure categories are best understood as overall Rethink Charity costs, rather than as specific to RC Forward.



Total 2020 Revenue:
\$289,300



Total 2020 Expenditures:
\$243,500

All figures are presented in USD, are rounded to the nearest 100, and are approximate due to reporting across organizations and across currencies.

Recent Improvements

Bienvenue, fr.rcforward.org

We've long hoped to offer RC Forward in both of Canada's official languages. Thanks to months of meticulous translation work by volunteers Sophie Pelland, Louise Verkin, and Helena Lang, we were able to launch fr.rcforward.org in early 2021!

Tracking your donation's progress

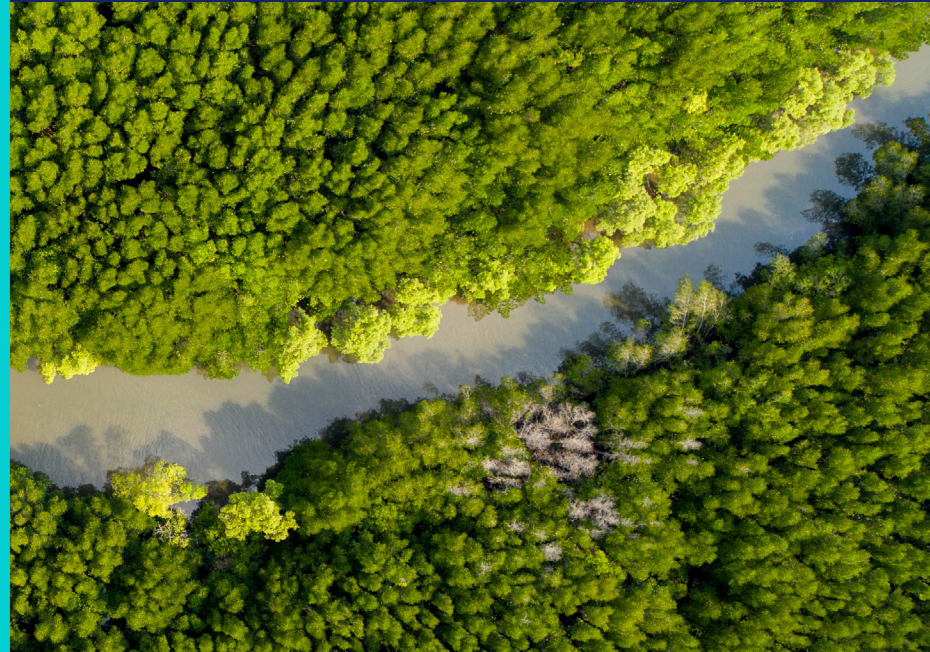
"Where is my donation?" It's one of the most common questions we receive, and we get it! Our new "[Where Is My Donation?](#)" page keeps you up to date.

A more diverse selection of high-impact funds

We're delighted to now offer Canadians general [funds](#) for 5 high-impact cause areas: global health, human empowerment, animal welfare, climate change, and long-term future!

A critical infrastructure overhaul

We're truly excited to be building a more impactful and sustainable RC Forward. RC Forward's simple website belies its complexity and the resources required to run it, so we're investing in a critical infrastructure upgrade. This includes building a new CRM system and donor platform. This new system is set to launch Summer 2021!



2021 and Beyond

What we're focusing on

- Training on Salesforce for the launch of our new CRM and donor platform
- Investigating ways to speed up the international regranting process
- Supporting our partner charities to help them make the most of RC Forward
- Introducing more Canadians to our outstanding partner charities

How you can help

We're excited to announce that, as of publishing this report, we're fully funded for the 2021 calendar year! However, a big reason for this is the COVID-19 government subsidies we received, which are a one-off funding source.

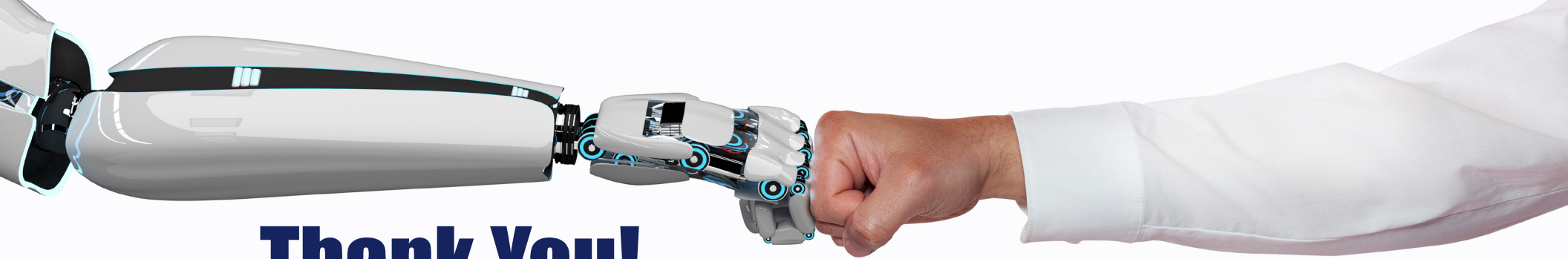
We need your help for 2022 and beyond, as well as to help us raise earmarked funds for our infrastructure overhaul. We think that funding this project is a great opportunity to have an impact, because these improvements will help us maximize Canadian donations to the dozens of high-impact partner charities [featured on RC Forward](#).

If you live in Canada, donate [here](#).

If you live outside of Canada, see your donation options [here](#).

Our average monthly operating expenses: \$26,100 USD

- | | |
|---|--|
| - Staff: \$18,900 | - Regranting fees: \$1,600 |
| - Legal, accounting, tech: \$3,200 | - Contingency and one-off costs: \$1,900 |
| - Subscriptions: \$500 | |
| - Major one-off 2021 expense: RC Forward systems overhaul: \$80,000 | |



Thank You!

On behalf of our partner charities and their beneficiaries, thank you for your generosity and commitment to effective giving.

By donating through RC Forward, you made a significant difference in our ability to keep this project running, by supporting our operations allocation. Thank you especially to everyone that went above and beyond by making a donation to RC Forward's operational costs. We're also grateful to the EA Infrastructure Fund for a grant that helped us make RC Forward a more efficient project.

RC Forward is a project of Rethink Charity. The core Rethink Charity team was six people in 2020:

Siobhan Brenton

Baxter Bullock

Tee Barnett

Megan Jamer

Marisa Jurczyk

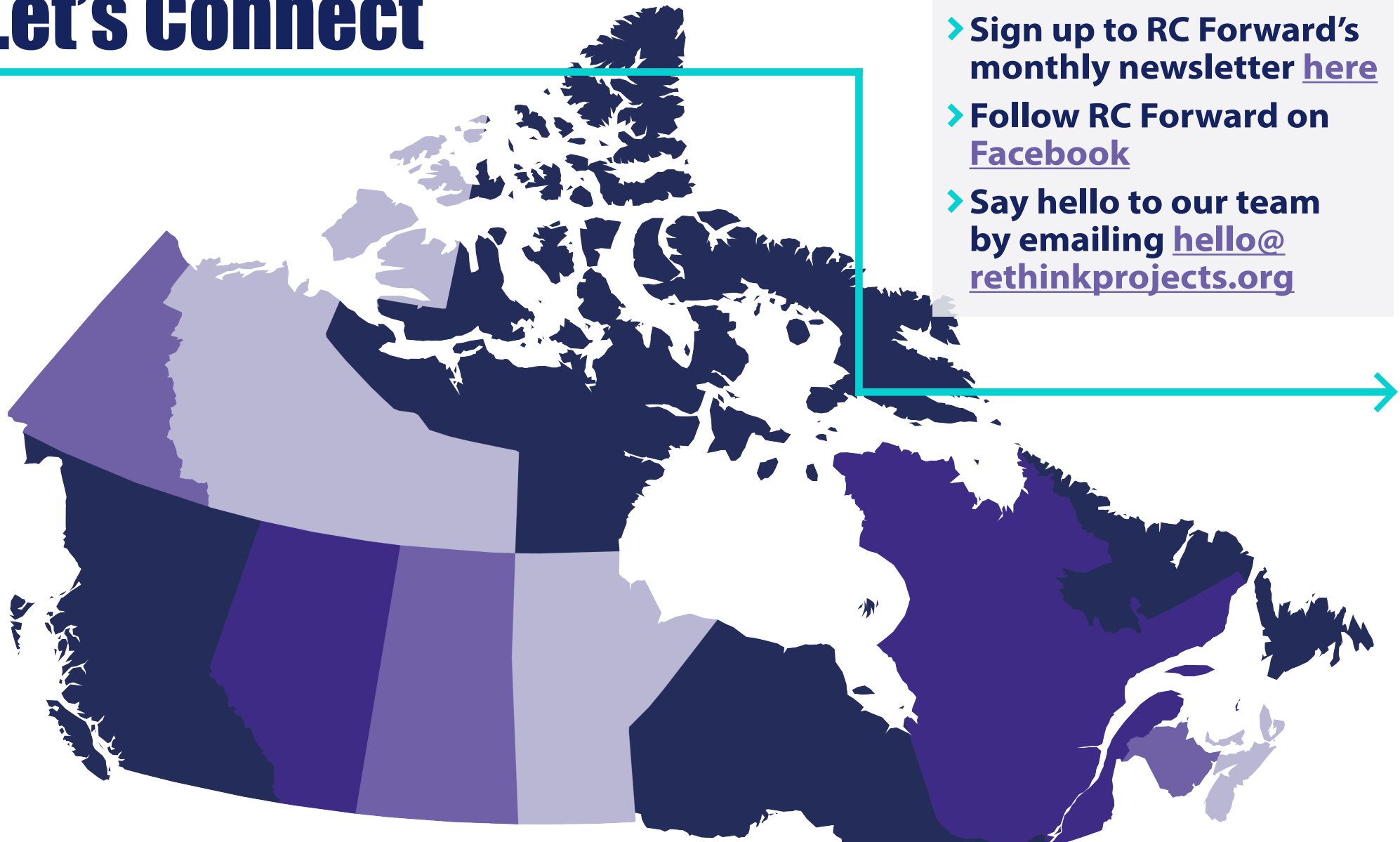
Ilva Ravinska

Special Thanks

- ▶ Tee Barnett has given years of service as a co-founder of Rethink Charity. We wish him all the best in the future, and we're thrilled to have him remain on our Board of Directors!
- ▶ Marisa Jurczyk has made tremendous contributions and we congratulate them on pursuing exciting new opportunities.
- ▶ Jacob Grossbard continued to provide valuable technology assistance throughout 2020.
- ▶ Our talented and experienced Board of Directors includes Peter Wildeford, Jessica Marcus, Ed Prokop, Alexander Gordon-Brown, Travis Cooper, Ozzie Gooen, Kalista Barter, Paul Hughes and Colm Ó Riain.
- ▶ Several volunteers made significant contributions to in 2020: Thank you Marek Sklenka, Helena Lang, Louise Verkin, Sophie Pelland, and Litawn Gan.

Let's Connect

- Sign up to RC Forward's monthly newsletter [here](#)
- Follow RC Forward on [Facebook](#)
- Say hello to our team by emailing hello@rethinkprojects.org



"[RC Forward accepts] donations as a registered charity in Canada, and forwards these donations to charities selected according to Effective Altruism principles (in some cases, simply mirroring GiveWell's choices). They keep a 4% cut of these donations, however, helping RC Forward to grow is beneficial in itself: Their 2019 Annual Report estimates that each dollar spent on their operations allows them to move six dollars to these evidence-based selections that otherwise would likely have gone to less-impactful charities."

- Burke Libbey, "Giving What I Can"