

RC Forward 2021 Year In Review

In a word, “growth” sums up 2021. RC Forward received \$6.36 million* in support recommended for high-impact charities, a 130% increase from 2020. We served over 1,892 donors across Canada, who made over 13,349 donations.

2021 was our best year yet for donations raised, and our 4th full year in operation. By the end of the year, we had surpassed \$15 million in total donations raised since our launch in late 2017.

RC Forward empowers Canadians to make a significant positive impact on several pressing problems. Of the \$6.36 million raised, 33% went towards improving animal welfare, 33% to improving global health, 18% to boosting human empowerment, 10% to addressing climate change, 2% to protecting the future, and 4% to supporting other promising causes.

Behind the scenes, our team overhauled our systems to improve donation management. We also welcomed 2 of our contractors as new employees, and brought our remote team together for a strategy retreat on Gambier Island in B.C.

Our accomplishments in 2021 were made possible by the generosity of our donors, funders, and volunteers. Ultimately, your support helps high-impact charities around the world continue their important work.

Thank you! — The RC Forward team

Thank you for **\$6.36 million** in donations in support of high-impact causes!



**All figures expressed in Canadian dollars unless noted.*

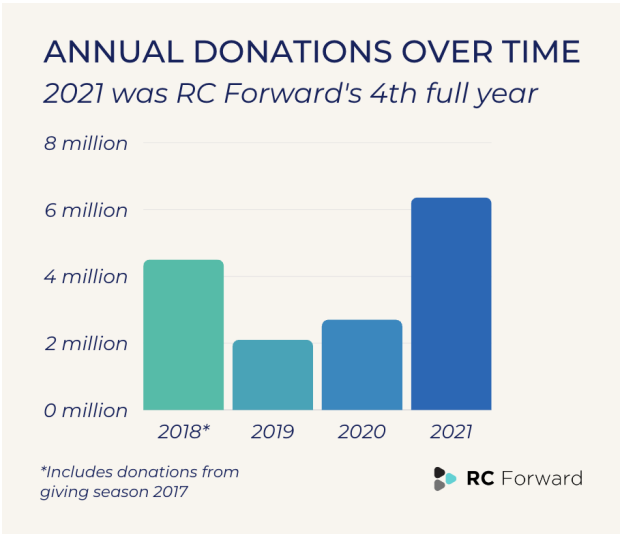
Section 1: Donation Trends

The highlights

- ☀️ The Climate Change Fund had a strong first year, raising \$373K.
- 🏆 Global health and animal welfare tied for 1st place in top cause for donations, but these donations were raised differently:
- 🐾 Animal welfare donations were generally recommended for individual charities.
- 🌍 Global health donations were generally recommended for the Global Health Fund.

Annual donations over time

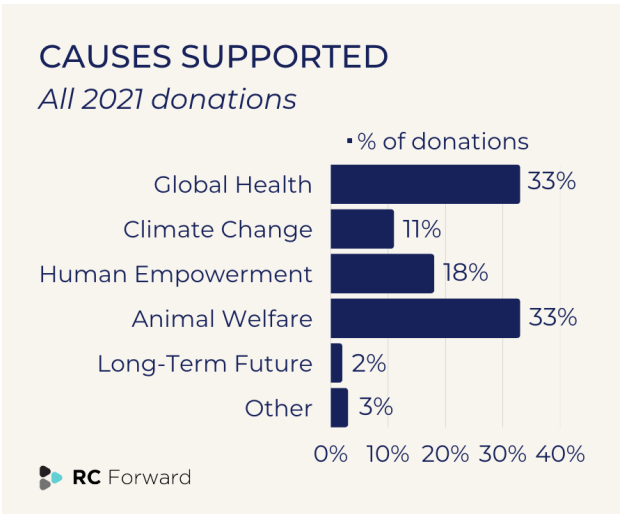
Donations totalled \$6.36 million CAD in 2021, a 130% increase compared to 2020. In 2021 we surpassed \$15 million in all-time donations since RC Forward launched in late 2017.



Causes supported in 2021

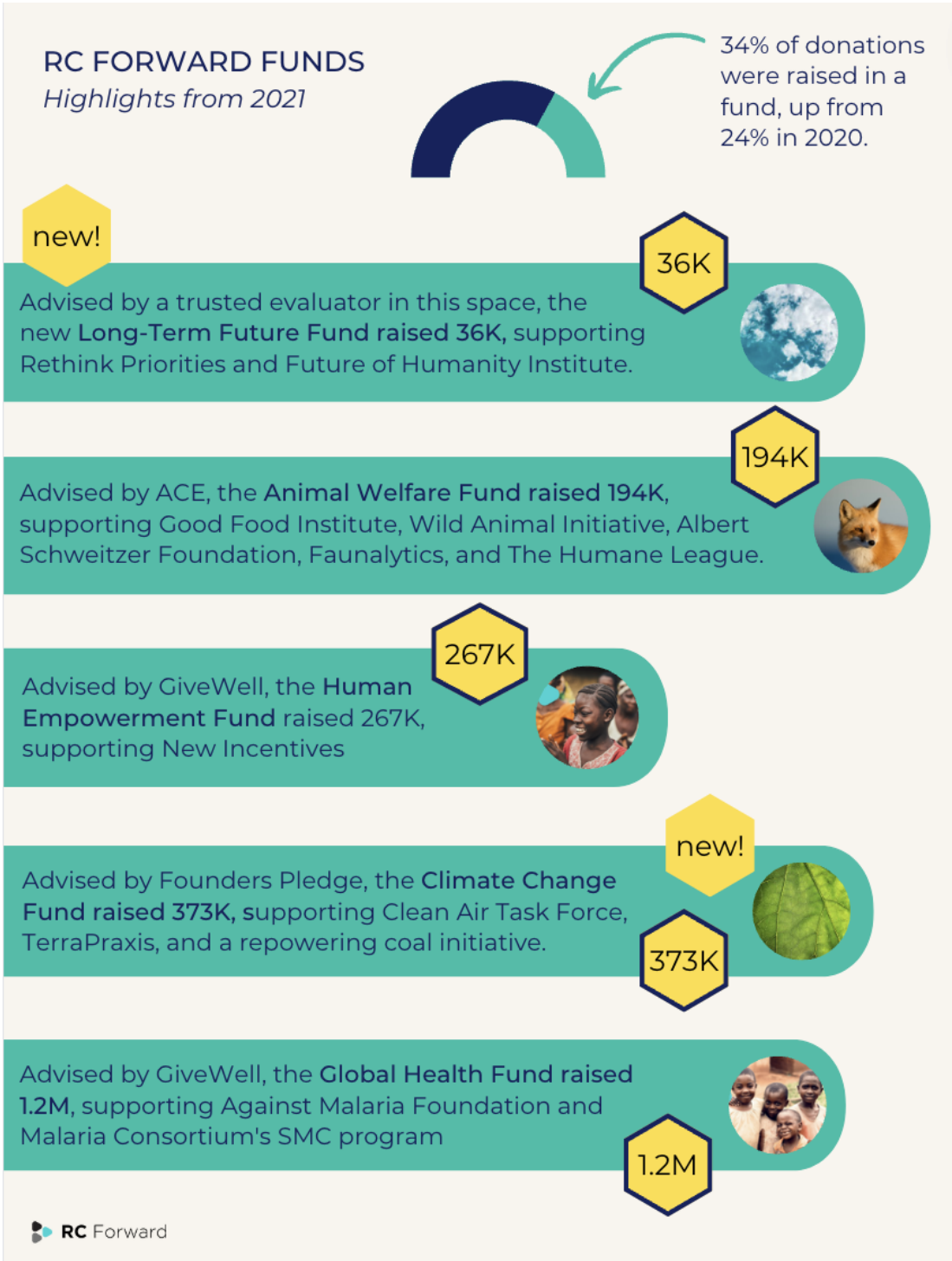
As in past years, global health and animal welfare were top causes supported. In 2021, they each received \$2.1 million, a 1/3 of all donations raised.

Versus 2020, donations to address climate change grew 156% to 668K. Donations to protect the long-term future grew 348%, while remaining modest in absolute terms at 108K.



RC Forward Funds

RC Forward’s 5 funds raised \$2.1 million. The funds offer Canadians an easy way to support the latest high-impact work in a cause. Funds are advised by expert charity evaluators, including GiveWell, Animal Charity Evaluators, and Founders Pledge.

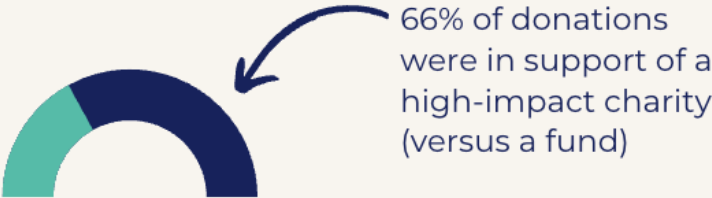


High-Impact Charities

In 2021, Canadians donated \$4.3 million recommended for one of more of the high-impact charities RC Forward partners with. To determine our charity partners, we rely on research by expert charity evaluators. They find and recommend charities offering outstanding positive impact for your dollar.

RC FORWARD CHARITY PARTNERS

Highlights from 2021



In 2021 Canadians donated \$4.3 million with requests to support RC Forward charity partners. We are pleased that all donation requests were able to be fulfilled.

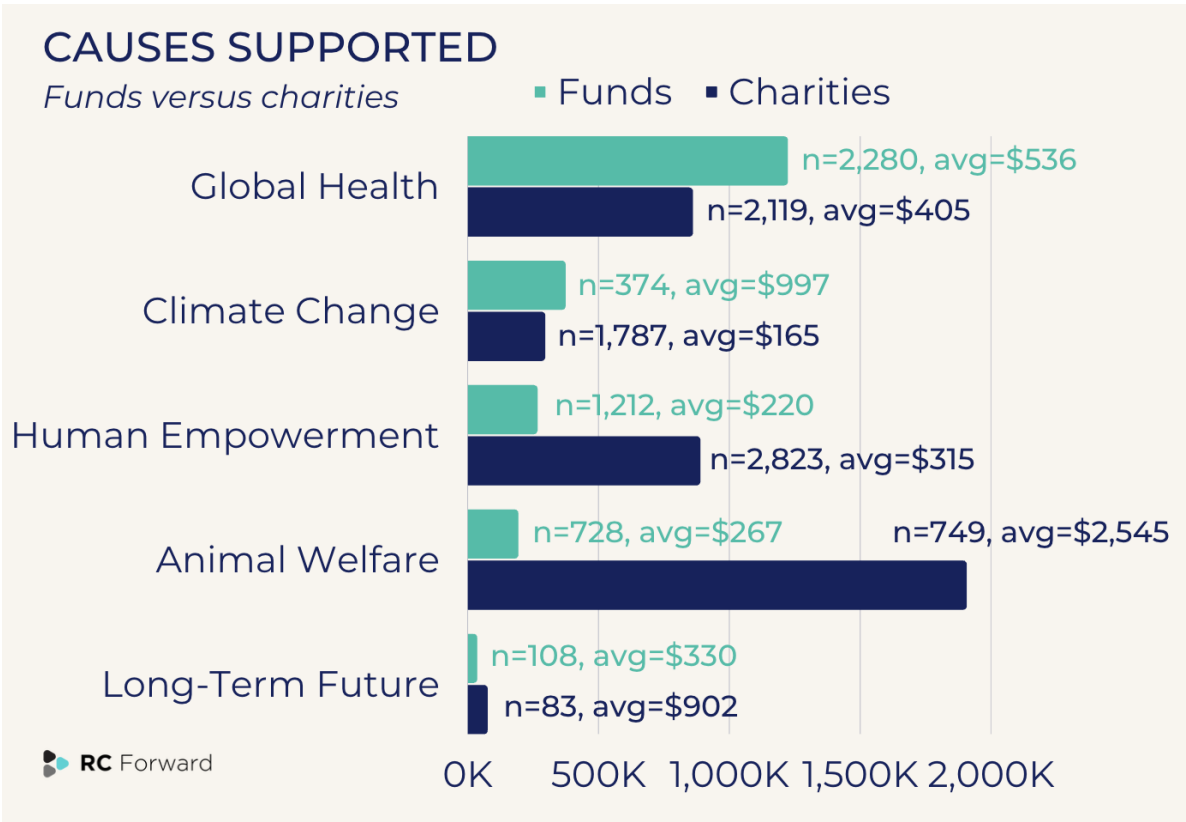


Our trusted charity evaluators include





Causes supported through a fund versus charity

We saw quite different trends by cause, when we looked at donations to a fund versus donations recommended for a particular charity.





Exploring Trends in Causes Supported

 **Global health:** Supporting international, human-focused charities is a [popular choice](#) amongst Canadians broadly. There are multiple evaluators in this space (GiveWell, The Life You Can Save), each with major global reach. Our Global Health Fund's popularity may indicate that many Canadians appreciate the ability to give based on where the need is currently greatest, based on GiveWell's recommendations. Additionally, many Canadians support individual global health charities with longstanding evaluator recommendations, such as the Against Malaria Foundation.

 **Climate change:** Our Climate Change Fund was launched due to donor demand. It is advised by Founders Pledge, whose global focus and ambitious strategy for climate philanthropy seem to be compelling to our donor community. As for climate change charity donations, Founders Pledge has also seen that their

recommendations of individual charities, such as Clean Air Task Force, has led to these organizations growing in popularity among donors who wish to support them specifically.

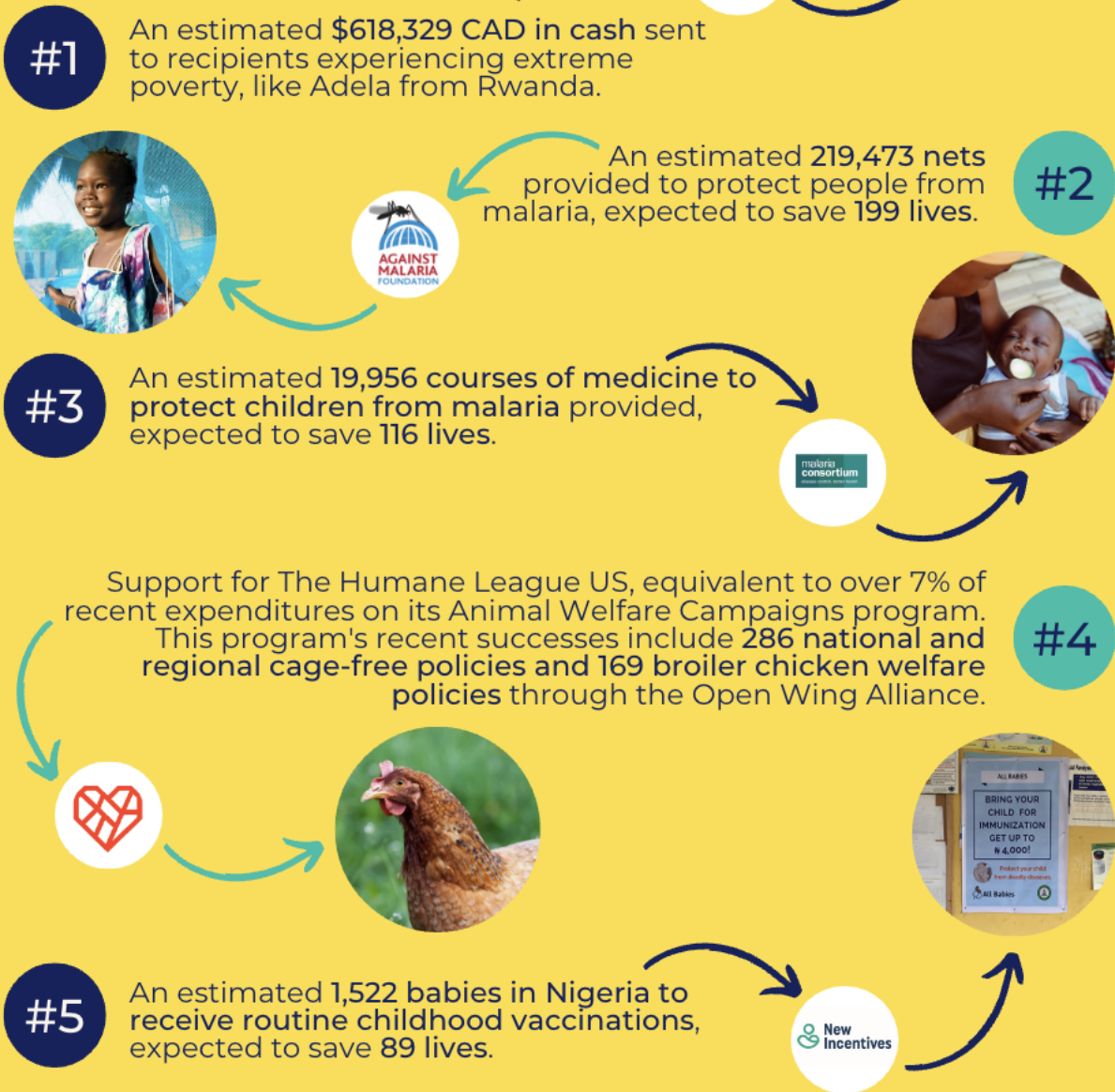
 **Human empowerment:** Ranking 3rd by funds raised, our Human Empowerment Fund's popularity may indicate that our donors care deeply about improving human flourishing in multiple ways, and trust GiveWell to direct their donation. As for the large amount of gifts recommended for a particular human empowerment charity, GiveDirectly is a highly popular choice among RC Forward donors.

 **Animal welfare:** Animal welfare remains a highly neglected cause compared to the scale of the suffering experienced by animals in factory farming and in the wild. Fortunately, many effective animal charities exist around the world. Charities recommended by Animal Charity Evaluators (ACE) vary significantly in their intervention, geographic focus, and the species of animals they help. It could be that donors passionate about helping animals commonly prefer to donate to a specific charity or charities they find compelling. In 2021 the large majority of support for animal welfare came in the form of gifts recommended for individual charities, including several major gifts that will create transformative change for animals.



VISUALIZING YOUR IMPACT

5 examples of the change you created through your giving in 2021



Section 2: Financial Overview

The highlights

- 💡 2021 RC Forward expenses were an estimated 368K.
- 💡 2021 RC Forward revenue was an estimated 383K.
- ❤️ Donor support powered a systems overhaul to improve donation management

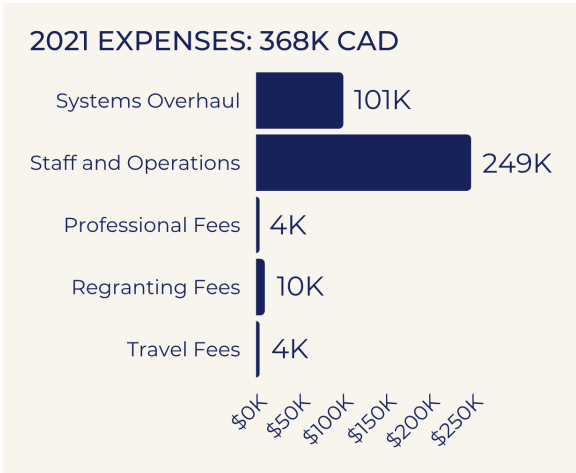
Rethink Charity, home of RC Forward

RC Forward is a project of Rethink Charity, a collective represented by multiple charitable entities. Rethink Charity’s team works across multiple projects, and some operations are shared. The revenue and expenses below estimate the resources directed to RC Forward.



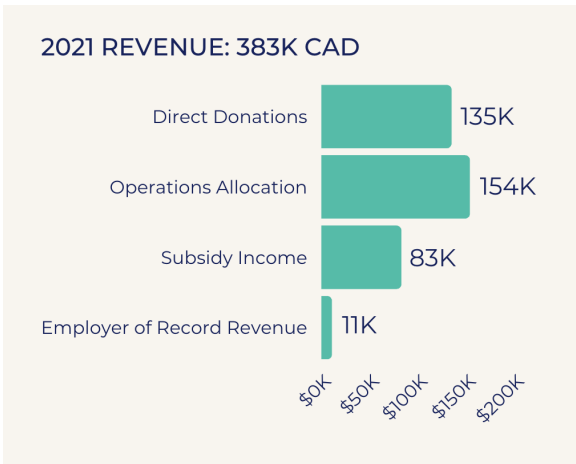
RC Forward Expenses

2021 expenses were approximately 368K. Major expenses included staff, operations, and the launch of new systems. More information about the latter is below.



RC Forward Revenue

Revenue was approximately 383K in 2021. The 4 main revenue sources were the RC Forward 4% operations allocation (154K), direct gifts to RC Forward’s operations (135K), and subsidy income (83K).



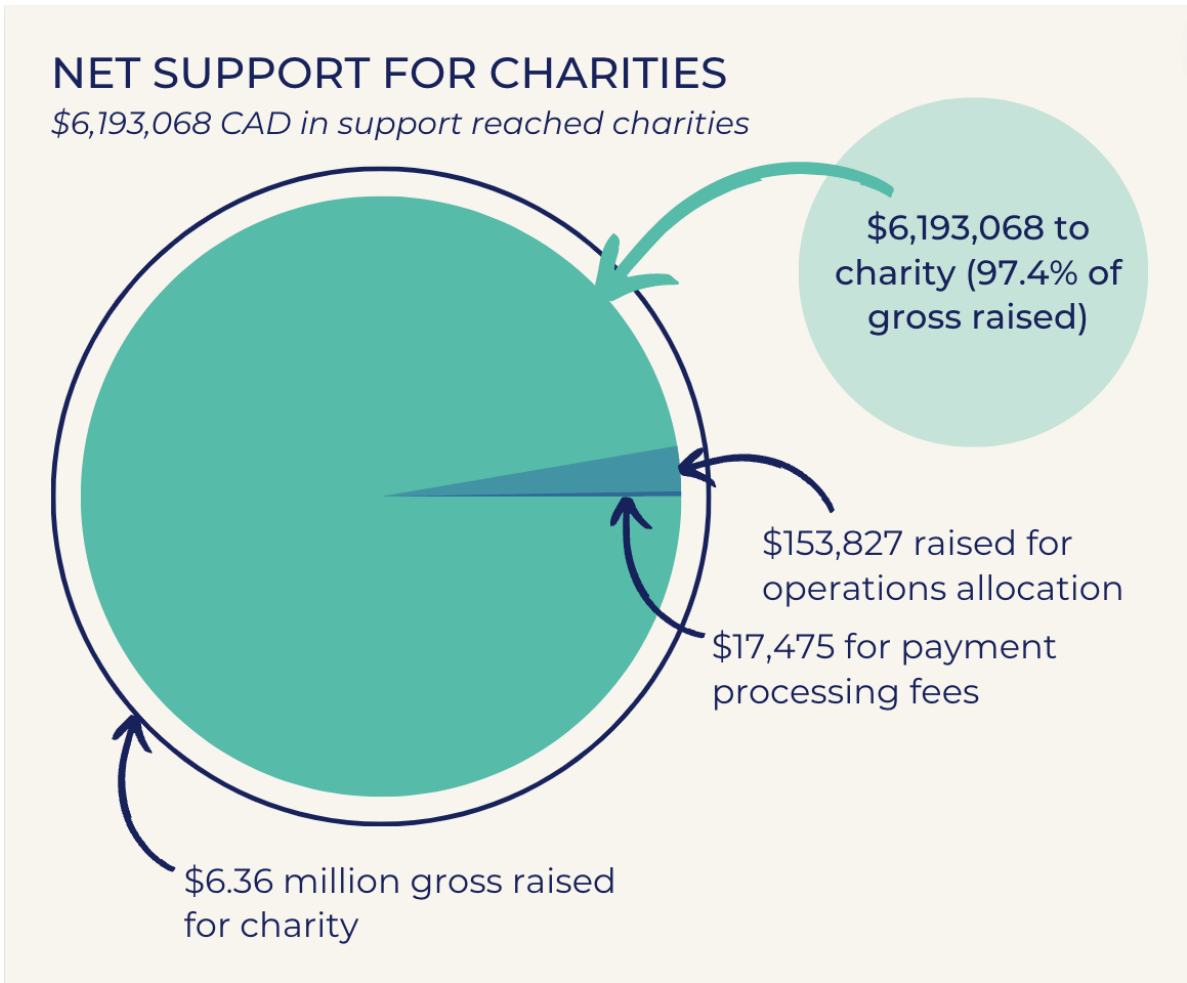
Support for RC Forward

In 2021 289K was raised for RC Forward’s operating expenses: 154K from the 4% operations allocation, and 135K from direct gifts to RC Forward’s operations. Ultimately, support for RC Forward’s operating expenses help high-impact charities raise more support for their important work.

New Systems Launched

Support for RC Forward’s operation allocation played a significant role in our ability to launch new systems in 2021. Several months of planning, building, and learning went into this project. Launching a new CRM for a donation platform that already has many donors and years of data is a complex task, and our team was grateful for the ability to hire NorthPeak Consultants for this project.

The new systems were launched in October. Despite growing pains, the new system automated many tasks, improved donation management, and strengthened data collection and analysis.



Section 3: Community and Team

The highlights

- 🎉 Over 1,892 people made a donation with RC Forward.
- ★ We brought our 100% remote team together for coworking and a strategy retreat.
- 🏆 RC Forward benefited from substantial volunteer support.

Community

We serve a growing community of Canadians who want to maximize the good their donations accomplish.





RC Forward is also part of the global effective community. This community includes over a dozen organizations dedicated to helping people donate effectively in different countries.

Our Staff

In 2021 Rethink Charity was staffed by Baxter Bullock, Siobhan Brenton, Marisa Jurczyk, Ilva Ravinska, and Megan Jamer. Ilva and Megan were brought on as full-time employees in 2021, having previously contracted with Rethink Charity.

By pure coincidence, most of our fully remote team was based in or near Vancouver, BC for much of 2021. We took advantage by holding weekly coworking days at each other's homes. And in September we gathered for a team retreat on Gambier Island to revisit our strategy and assess our projects.

Our Volunteers

RC Forward benefited from the skills and expertise of several volunteers in 2021. Thank you especially to Marek Sklenka, Jacob Grossbard, Braden Wong, Alex Lacasse, Litawn Gan, and Sophie Pelland.

Our Board of Advisors

The Rethink Charity Foundation's Board of Advisors in 2021 was: Peter Wildeford, Jessica Marcus, Ed Prokop, Baxter Bullock, Tee Barnett, Alexander Gordon-Brown, Travis Cooper, Ozzie Gooen, Kalista Barter, Colm ó Riain, and Paul Hughes. We are very grateful for their support and expertise.



Onwards and Upwards!

Thank you for the positive impact you created in 2021. We are very grateful for your high-impact charitable giving, your feedback, and your support of RC Forward.

- 👋 Reach us: rcforward.org/contact
- ❤️ Get updates: rcforward.org/rc-forward-newsletter
- 🌍 Make a meaningful difference, give with impact today: rcforward.org/donate

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