

RC Forward 2024 Year In Review

Dear RC Forward Supporters,

2024 was a year of steady renewal and meaningful progress for RC Forward. Building on the structural changes of the previous year, we focused on strengthening trust, increasing transparency, and deepening our commitment to connecting Canadian donors with some of the world's most effective charities.

We are deeply grateful to you, our donor community, for staying engaged and believing in the power of effective giving. Because of your generosity, RC Forward facilitated millions of dollars in charitable donations this year, support that is already saving and improving lives, reducing suffering, and creating lasting change. Together, we've accomplished incredible impact, impact that reflects both your dedication and the impact we can achieve together.

Our charity partners demonstrated remarkable resilience and collaboration throughout the year. As we refined our operations and streamlined our grantmaking processes, they worked alongside us to ensure Canadian supporters remained closely connected to the global causes they care about most. Their trust and partnership have been vital to our shared success.

We also felt the strength of our wider effective giving networks through shared expertise, encouragement, and new collaborations that continue to expand what's possible.

In this 2024 Year in Review, you'll find updated donation statistics and a look at the evolving infrastructure that powers RC Forward's charitable model. We hope this snapshot of your collective impact reminds you of just how powerful your generosity continues to be.

With gratitude,

The RC Forward Team

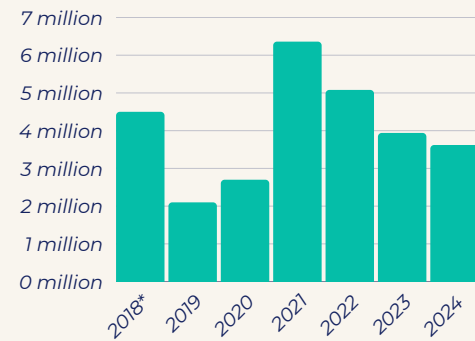
Donation overview

Annual donations over time

In 2024 donations totaled \$3,622,661.32. RC Forward was launched in late 2017, and has received \$28.6 Million dollars in all-time donations! This total reflects the continued commitment of Canadian donors to effective, high-impact giving!

ANNUAL DONATIONS OVER TIME

2024 was RC Forward's 7th full year



*Includes donations from giving season 2017

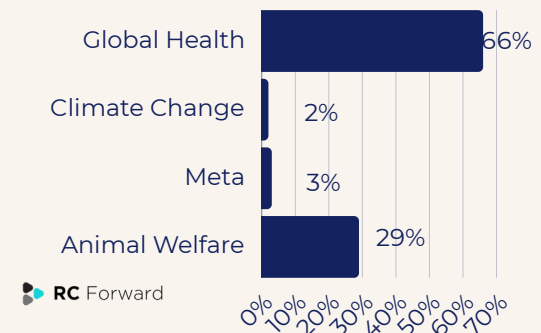
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Causes supported in 2024

Thanks to your generosity, RC Forward donors are making a difference across multiple cause areas. Once again, global health and animal welfare emerged as the most strongly supported. Together, these donations are helping save lives, reduce suffering, and create a more just and compassionate world.

CAUSES SUPPORTED

All 2024 donations ● % donations



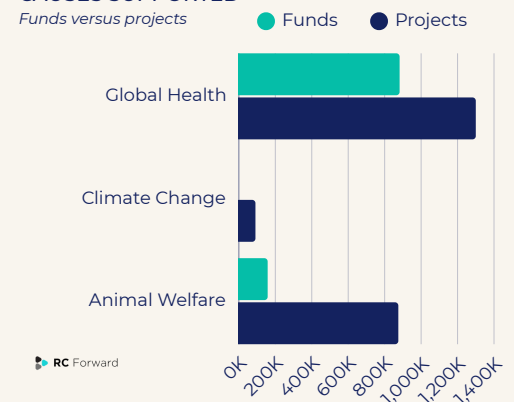
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Project versus fund

This chart compares how the support for each cause came from project recommendations versus Fund recommendations. Notably, Animal Welfare was driven mostly by project-specific donations, while Global Health saw a more level distribution between funds and projects. The Climate Change fund was not active for 2024, hence the distribution in the chart.

CAUSES SUPPORTED

Funds versus projects



RC Forward

RC Forward Funds vs Projects

You supported RC Forward’s two Funds, Global Health and Animal Welfare, with \$1.21 million in gifts in 2024. Our Funds are an easy way to support the latest high-impact projects, guided by expert charity evaluators like GiveWell and Animal Charity Evaluators.

This year, the majority of support for Global Health came through Fund contributions, while Animal Welfare giving was largely driven by project-specific donations, reflecting the diverse ways our community engages with effective giving.

RC FORWARD
DONATIONS

Highlights from 2024



You gave \$882K to the Global Health Fund, advised by GiveWell. Your support contributed to high-impact programs such as malaria prevention and deworming efforts in regions with the greatest need.

882K



You gave \$158K to the Animal Welfare Fund, advised by Animal Charity Evaluators (ACE). Donations supported organizations working to reduce animal suffering worldwide, including efforts to improve conditions in industrial farming.

158K



Animal Welfare projects received just over 1 Million dollars in funding, with the majority coming from project-specific donations. Donors supported a wide range of efforts, from cage-free campaigns to innovation in plant-based food systems, driving change through both advocacy and industry reform.

1M



You gave \$91K to climate initiatives, all through project-specific giving. These donations supported clean energy research and global advocacy work, including efforts to accelerate the transition away from coal and expand sustainable infrastructure in emerging economies.

91K

RC Forward Funds - quarterly gift direction breakdown

For a more detailed picture of what your gifts recommended for the RC Forward Funds supported in 2024, please see the quarterly breakdown below.

Fund	Recipient (with Quarter)	Amount
RC Forward Global Health Fund		
	Q1 2024 - Against Malaria Foundation	\$117,298.52
	Q2 2024 - New Incentives	\$140,420.47
	Q3 2024 - New Incentives	\$176,305.17
	Q4 2024 - Helen Keller International	\$447,613.66
RC Forward Animal Welfare Fund		
	Q1 2024 - Wild Animal Initiative	\$24,703.41
	Q2 2024 - Faunalytics	\$21,012.71
	Q3 2024 - Wild Animal Initiative	\$22,897.81
	Q4 2024 - Wild Animal Initiative	\$89,699.76

Give
Well

GiveWell serves as RC Forward's expert evaluator for global health fund grants. Their rigorous, data-driven approach spotlights organizations that deliver the highest impact per dollar spent within pressing health challenges. When directing quarterly donations to the Global Health Fund, we rely on GiveWell's deep charity evaluations, assessing cost-effectiveness, evidence of health outcomes, and scalability, to determine which health interventions will make the most meaningful difference. Through this partnership, donor contributions are strategically disbursed to initiatives that are best positioned to save or improve lives across the globe.



For the Animal Welfare Fund, RC Forward looks to Animal Charity Evaluators (ACE) to identify where donor support can most significantly reduce animal suffering. ACE's comprehensive charity evaluation program examines factors like cost-effectiveness, room for additional funding, and organizational leadership. This ensures that quarterly contributions are granted to charities with the clearest potential for high impact, whether they actively advocate for policy change, conduct life-saving campaigns, or pioneer innovative strategies to protect vulnerable animal populations. RC Forward's alignment with ACE demonstrates our commitment to directing donor generosity toward rigorously assessed, evidence-based animal welfare initiatives.

Gift direction update for 2024 gifts

Generally the team reviews recommendations and completes gift direction on a quarterly basis. In 2024 we made significant progress in clearing backlogged gifts from previous years while also adapting our systems to align with updated regulatory guidance. Please see the breakdown below. We remain committed to accuracy timeliness and transparent communication throughout this process.

Organization	2024 Q1	2024 Q2	2024 Q3	2024 Q4
Against Malaria Foundation	\$16,098.57	\$23,204.10	\$24,426.70	\$227,997.38
Animal Charity Evaluators	\$600.00	\$400.00	\$300.00	\$52,420.00
Animal Equality International	\$0.00	\$0.00	\$1,000.00	\$11,725.00
Aquatic Life Institute (Fair Fish)	\$30.00	\$50.00	\$1,054.79	\$1,480.00
Carbon180	\$0.00	\$0.00	\$0.00	\$4,290.00
Clean Air Task Force	\$0.00	\$0.00	\$7,340.07	\$56,688.00
Faunalytics	\$0.00	\$0.00	\$972.11	\$75,000.00
Fish Welfare Initiative	\$100.00	\$870.00	\$1,215.00	\$15,892.50
Fistula Foundation	\$0.00	\$0.00	\$0.00	\$14,645.00
GiveDirectly	\$59,980.37	\$45,374.95	\$61,249.52	\$395,897.64
GiveWell	\$0.00	\$0.00	\$70.00	\$25,320.00
Good Food Institute	\$9,009.89	\$3,629.76	\$2,303.47	\$323,581.62
Helen Keller International: VAS	\$0.00	\$0.00	\$0.00	\$179,540.00
Innovations for Poverty Action	\$0.00	\$0.00	\$0.00	\$1,600.00
Iodine Global Network	\$1,530.78	\$1,830.78	\$3,905.52	\$2,470.52
Malaria Consortium	\$0.00	\$0.00	\$972.11	\$125,000.00
Mercy for Animals	\$0.00	\$3,283.83	\$0.00	\$0.00
New Incentives	\$0.00	\$0.00	\$0.00	\$224,229.35
Project Healthy Children (Sanku)	\$0.00	\$0.00	\$0.00	\$1,860.25
RC Forward Animal Welfare Fund	\$24,703.41	\$21,012.71	\$22,897.81	\$89,699.76
RC Forward Foundation	\$7,379.09	\$6,344.84	\$5,884.26	\$5,316.78
RC Forward Global Health Fund	\$117,298.52	\$140,420.47	\$176,305.17	\$447,613.66
SCI Foundation (Unlimit Health)	\$4,581.92	\$11,621.14	\$6,460.03	\$32,854.04
Sinergia Animal	\$0.00	\$0.00	\$972.11	\$87,952.00
StrongMinds	\$0.00	\$0.00	\$0.00	\$23,406.00
TerraPraxis	\$6,468.00	\$5,581.00	\$4,669.00	\$6,245.00
The Humane League US	\$3,880.00	\$2,690.00	\$2,330.00	\$267,988.91
Wild Animal Initiative	\$0.00	\$100.00	\$972.11	\$3,574.00

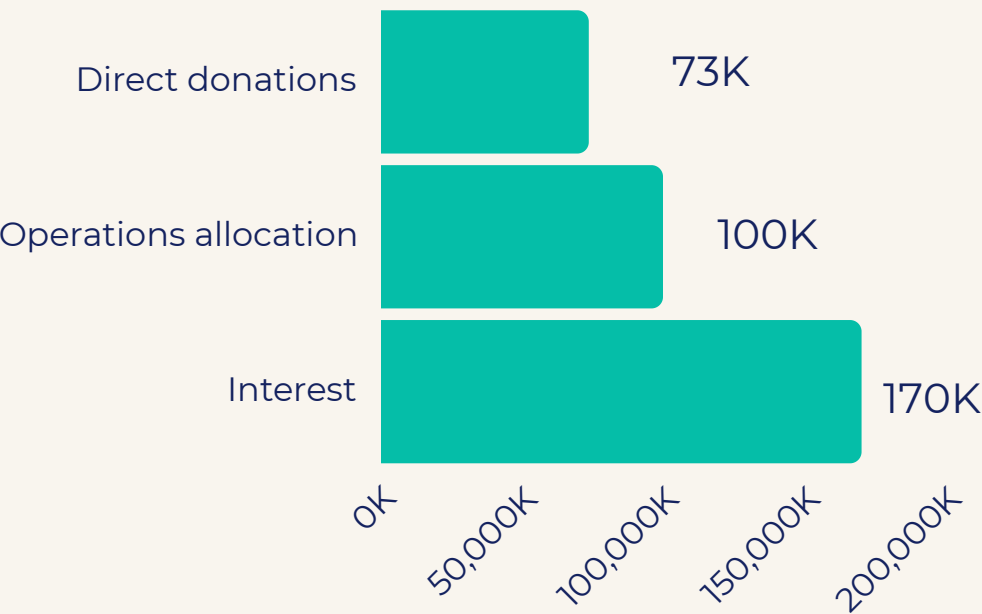
Financial Overview

RC Forward is a project of Rethink Charity. Its team and operations support multiple projects; RC Forward’s revenue and expenses are estimated below.

2024 EXPENSES: \$314K CAD



2024 REVENUE: 343K CAD

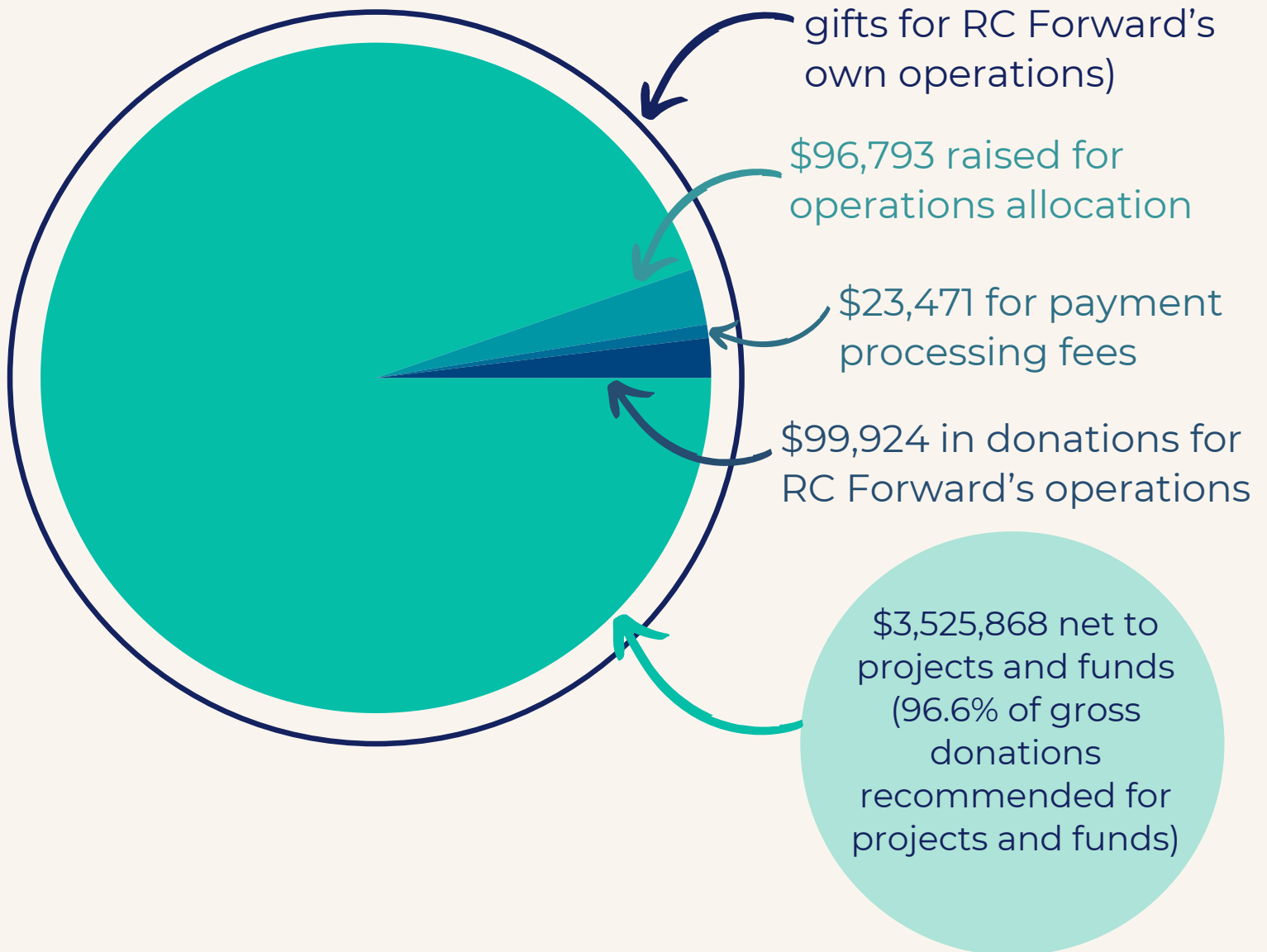


Support for RC Forward

Support for RC Forward's operating expenses help high-impact projects raise more support for their important work. We are extremely grateful to every donor that uses our platform, as your support of the 4% operations allocation enables us to continue operating it. Particular thanks goes to folks who made a gift recommended for RC Forward's operations itself.

NET SUPPORT FOR PROJECTS

\$3,525,868 in support reached projects



Our team

In 2024 the RC Forward team included SoonKhen (SK) OwYong and Nathan Smith. After a year of experimentation with shared leadership in 2023 SK moved into the Executive Director role after Megan's departure while Nathan stepped into a grants and operations focused position. Together they've worked steadily to strengthen RC Forward's internal systems, improve communication with stakeholders, and adapt to new regulatory guidance for Canadian donors giving internationally.



Much of the team's energy this year went into clarifying RC Forward's processes making them more resilient, scalable and transparent for the long term. Nathan took the lead on implementing improved grant and reporting workflows while SK led conversations with legal and finance professionals to ensure RC Forward remains on solid footing as the effective giving landscape evolves.

Working as a lean remote team has its challenges but also its rhythms. Weekly calls thorough documentation and shared systems help bridge the physical distance. The team's complementary strengths SK's strategic vision and grounding in governance and Nathan's clarity consistency and thoughtful problem solving have made 2024 a year of steady progress and deeper alignment.

SK had the chance to attend EAGx in Toronto in 2024 where he connected with donors, charity partners and peers across the effective giving ecosystem. These in person events continue to offer valuable perspective and support especially as the RC Forward team remains fully remote. SK also continued attending EA Vancouver co-working sessions and Giving What We Can meetups throughout the year.



Nathan has focused on backend operations, donor communication and supporting partner organizations through transitions to the Qualified Disbursement Framework. While his work often happens behind the scenes his contributions have been central to ensuring RC Forward's operations remain smooth and responsive.



Board members

In 2024, Rethink Charity Foundation's Board of Directors consisted of Baxter Bullock, Tee Barnett, and Siobhan Brenton. We are grateful to each and everyone one of them for their support throughout their tenure and particularly in 2024. They provided dedicated and compassionate assistance and went above and beyond.

Thank you

To every donor, advisor, partner and community member who supported RC Forward in 2024, we thank you. Your commitment to high impact giving has made it possible for us to not only sustain this project but to deepen its clarity, resilience and reach.

We would also like thank our volunteers, Ruslan Rydvanskiy, Ningyang Pu, Sean Aubin and April Cheng for the tremendous help they have provided us. We also wish the absolute best of luck to Megan Jamer, our former Co-Executive Director in her future endeavours.

This year brought complex regulatory shifts and new opportunities for growth. Your patience encouragement and trust allowed us to stay grounded through change and focused on what matters most, **moving resources to where they can do the most good**. Together we are part of a growing global effort to align generosity with evidence and compassion.

Whether you gave once or give monthly, whether you asked questions or shared feedback, or simply told a friend about RC Forward, you've helped shape the future of effective giving in Canada. We are honored to be in this work with you and energized by what lies ahead.

Thank you for your belief in this project and for the impact you continue to make possible.

 Reach our team: rcforward.org/contact

 Get updates: rcforward.org/rc-forward-newsletter

 Give with impact: rcforward.org/donate