



**RC Forward**

**2019**

**ANNUAL REPORT**



# From the Executive Director's Desk



These are strange times we're living in. The COVID-19 pandemic has forced us to change the way we think about our actions and how they affect those around us. However, like the silver lining to many tragedies, it has also brought us together like few things have before. More and more people are showing compassion wherever they can.

However, Canadians are faced with a challenge when wanting to do good. With a million different charities in and outside of Canada, how do you know which ones are making the biggest impact? How can you be sure your dollar is helping as much as possible?

Since its launch in 2017, RC Forward has been helping Canadians answer these questions. With over **\$6 million CAD** passed on to high-impact charities to date, it's clear that Canadians have an appetite for knowing where and how they can do the most good possible.

RC Forward has grown to support **over 25 partner charities** dedicated to alleviating global poverty, protecting the environment, improving animal

welfare, and ensuring prosperity for future generations. These charities have all been vetted by experts and renowned charity evaluators such as GiveWell and Animatey Charity Evaluators.

We've put in the leg-work, and we are committed to guiding people to the most impactful charities out there. We are happy to offer personalized one-on-one guidance to those interested in donating. Our **2020 vision** is to help even more Canadians make the world a more compassionate place.

Read on to learn more about our (your) impact and some of the charities we support. Thank you for everything that you do!

**Baxter Bullock**

Executive Director  
RC Forward

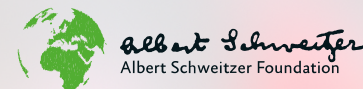


# 2019 Year in Review



**January  
6**

RC Forward adds Animal Charity Evaluators' most recent recommended charity, the [Albert Schweitzer Foundation](#), to the platform.



**April  
12**

Rounding out our list of GiveWell's top charities, we add [Helen Keller International's](#) vitamin-A supplementation program and the [END Fund's](#) deworming program.

**GiveWell**

**May  
6**

RC Forward achieves a major milestone, reaching \$5 million CAD in donations moved to effective charities since launching in 2017.

**May  
24**

Rethink Priorities releases the first [cost-effectiveness analysis](#) of RC Forward based on 2018 data, estimating that each dollar spent on operations resulted in approximately \$13 counterfactually given to effective charities.

**September  
24**

RC Forward's [new website](#) launches, providing donors with a more user-friendly, aesthetically pleasing experience.

**December  
3**

Together with the EA Giving Tuesday team, we facilitate over \$1 million USD in donations from the community, with over 50% being matched by Facebook.

**GIVINGTUESDAY**

**December  
31**

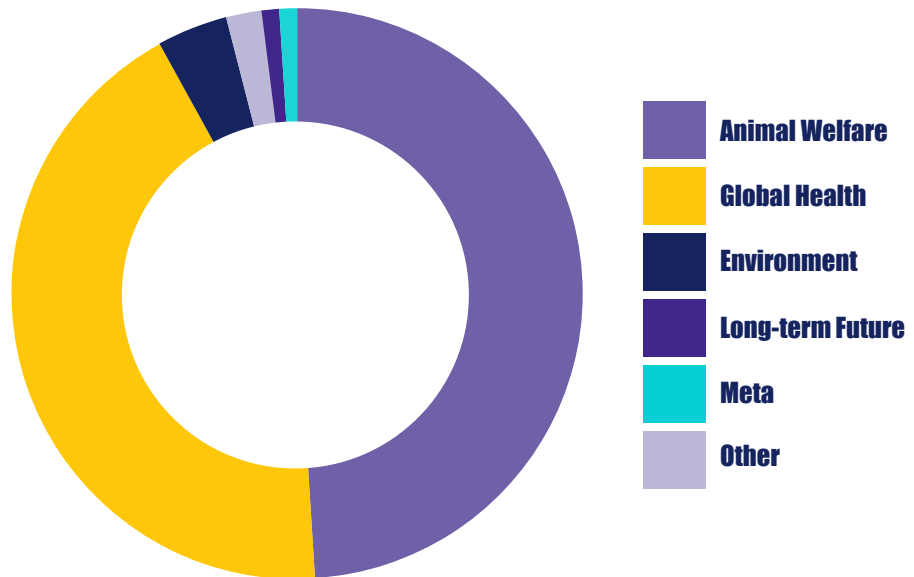
RC Forward facilitated its largest single donation of 2019: over \$900,000 CAD allocated to various effective animal welfare charities.

# Making A Difference: 2019 By the Numbers



**\$2.14 million CAD**  
total granted in 2019

**\$6.7 million CAD granted since 2017**



**2019 Donations by Cause Area**



**2019 Donations by Quarter**

# Leveraging Funds

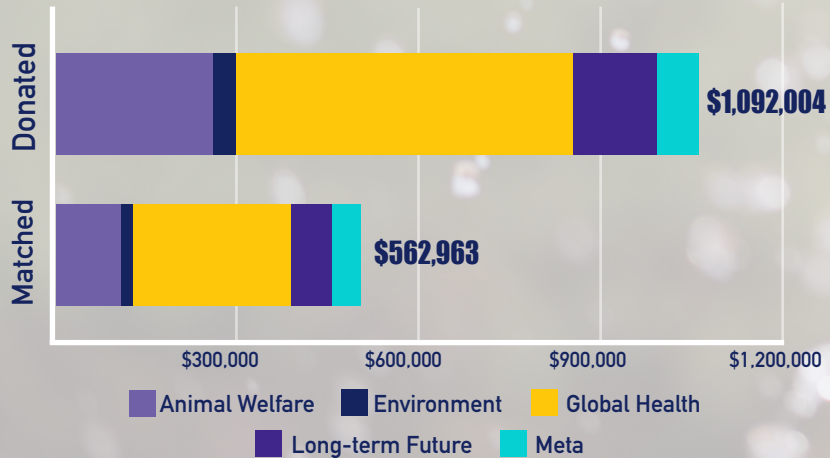
## GIVING TUESDAY

Facebook offered a \$7 million USD matching fund in 2019 on a first-come-first-served basis to donors who give through the Facebook platform.

These funds tend to run out in seconds (12 seconds in 2019) so securing some of this fund is no easy feat. Through an immense amount of planning, coordination and testing, the EA community came through, clinching over \$500,000 USD in matched funds out of around \$1 million donated. Not bad, especially for those on the west coast who had to make their donations at 5AM!

RC Forward is proud to be an important part of this community-wide collaboration, and we are excited to continue our efforts in 2020.

### Funds matched during Giving Tuesday 2019





# Maximizing Impact

We estimate that \$1 spent on RC Forward's operations in 2019 allowed us to move \$6 on average\* to effective charities that they would not have otherwise received.

*\*\$6 is our best estimate within an overall range of \$4-10.*



## A New Board Structure for RC Forward

Making the right choices to maximize impact isn't always an intuitive process, so it can be valuable to have a strong, decision-making network of support at your back. In Summer 2019, Rethink Charity doubled the size of our Board of Directors, welcoming prestigious and diverse additions as part of an ongoing effort to continually invest in governance and accountability infrastructure. We made strides to include representatives from the cause areas and charities we support, experts in relevant fields like research and accounting, and perspectives from outside of the EA community. We are thrilled to be part of such a committed team of philanthropists. [Read more here.](#)

# Our Partners

## StrongMinds

The mission of StrongMinds is to improve the mental health of women in Africa with a goal of treating two million African women with depression by 2025. StrongMinds is top-rated by leading charity evaluator Founders Pledge.

## The Humane League

The Humane League exists to end the abuse of animals raised for food by influencing the policies of the world's biggest companies, demanding legislation, and empowering others to take action and leave animals off their plates. The Humane League is top-rated by leading charity evaluator Animal Charity Evaluators.



## GiveDirectly

GiveDirectly is the first, and largest, nonprofit that allows donors to give money directly to extremely poor households with no strings attached. GiveDirectly is top-rated by leading charity evaluator GiveWell.

## How do we determine our charity partners?

The charities RC Forward supports weren't picked out of thin air. On the contrary, we rely on some of the best analysis the charitable sector has to offer on (a) what are the most significant (and preventable) causes of present or future suffering currently plaguing the world, and (b) what are the most effective ways to reduce or prevent that suffering. Charity evaluators like [GiveWell](#), [Animal Charity Evaluators](#), and [Founders Pledge](#) are regularly producing high quality research that guides us and donors towards charities where we can make the biggest impact possible.

GiveWell



ANIMAL CHARITY  
EVALUATORS



Founders  
Pledge

# What's Ahead for 2020

## Our 2020 Vision

In 2020, we will be helping even more Canadians donate to high-impact charities, while working on ways to bring donors closer to their impact by reporting on our distribution activity. Users will be able to more easily track the journey of a donation to its destination charity. While we anticipate the COVID-19 pandemic will have an effect on the volume of grants, we still expect to have a cost-effective 2020.

## Revenue Generation

While we appreciate the continued support of larger funders who have stuck with us through thick and thin, we continue to work towards the goal of making RC Forward a self-sustaining operation. In 2020, major steps are being made to realize that goal. We will be releasing more information soon about how we have begun simultaneously supporting up-and-coming charitable initiatives, and creating a source of income that will keep our operations running, hopefully for years to come.

## 2020 Operations Allocation

Beginning in late February, RC Forward began allocating 4% of all donations made through our platform to our operations, with notable exceptions. After our 2019 operations fundraising push fell short, leaving our runway for 2020 down to just a few months, we're taking action to make the project more sustainable and working more closely with major donors in order to keep this project operational. [Read more here.](#)

## A note about COVID-19

These are trying times, but RC Forward enables Canadians to battle this pandemic by providing [tax-advantaged high-impact giving opportunities.](#)

These are sources of COVID-19 research and relief that Canadians would otherwise not be able to give to, like the *Center for Health Security at Johns Hopkins* and the *Combating COVID-19 Fund at the Gates Foundation*. We are waiving our allocation to RC Forward operations for these donations.

## 2020 Budget At-A-Glance

Staff & Operations: Leadership, strategy development, day-to-day operations, administrative functions	\$175,000 USD
Cross-border and Fund Transfer Fees: 4% on first \$200,000 CAD moved per year, 0.5% on everything after, bank transfers	\$20,000 USD
Legal/Accounting: Charity registration, tax returns, payroll taxes,	\$19,000 USD
Tech/Design: Technology staff, website management and development	\$5,000 USD
Travel: Attending EA Global and other events	\$2,000 USD
<b>Estimated budget for 2020</b>	<b>\$221,000 USD</b>





**Thank you**  
**for supporting RC Forward!**

## **RC Forward Staff**

**Baxter Bullock**  
Executive Director

**Tee Barnett**  
Senior Director

**Siobhan Brenton**  
Project Manager

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Operations Officer

**Simmo Simpson**  
Operations Officer

**Jacob Grossbard**  
Tech Officer