



Corporate Social Responsibility Outcome Measurement for Community and Social Investment

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PROGRAM FUNDERS

“We support community programs and want to know our contributions are making a measurable difference.”

“IT’S DIFFICULT”

Our executive and board are asking whether our generous support of community organizations is making a difference. The best we can do is relate anecdotal stories from the agencies we fund. We have no objective way to compare their relative effectiveness.



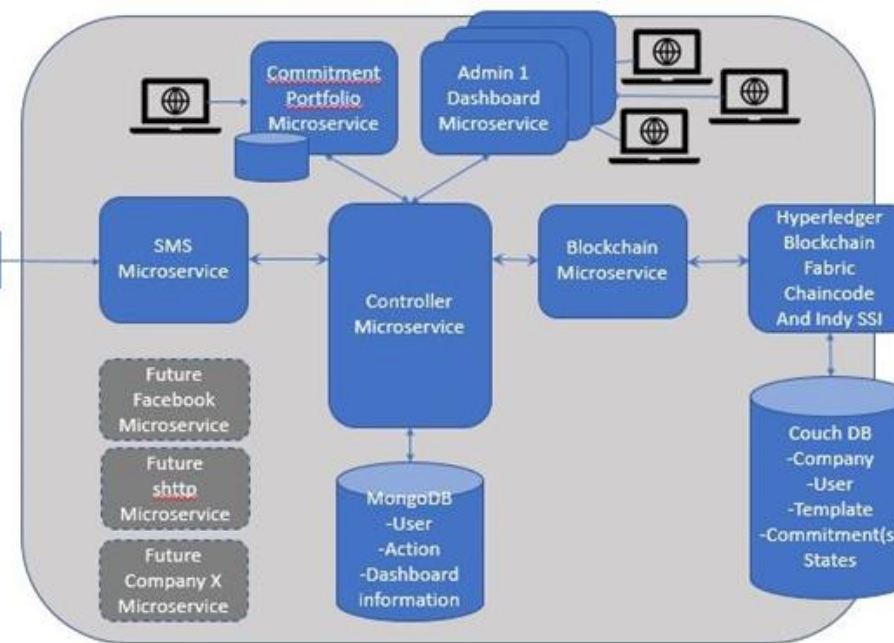
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User
Phone

SMS
(Twilio)

ReliablyME™ Platform Architecture, December 2019, Goodwill Trial





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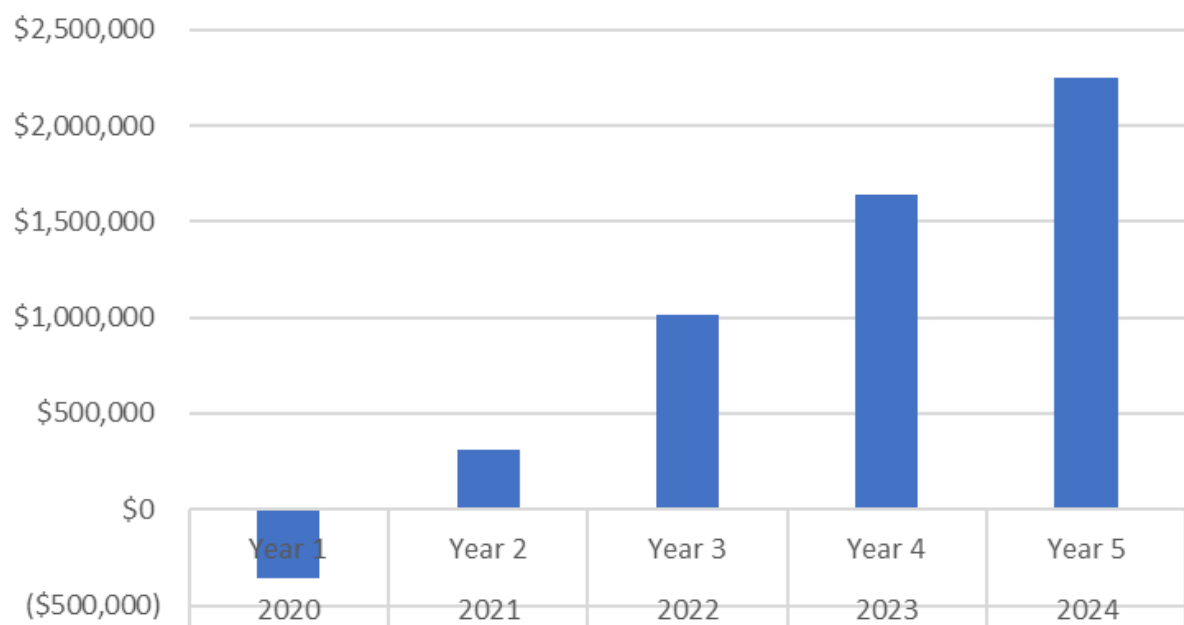


RBC Ventures

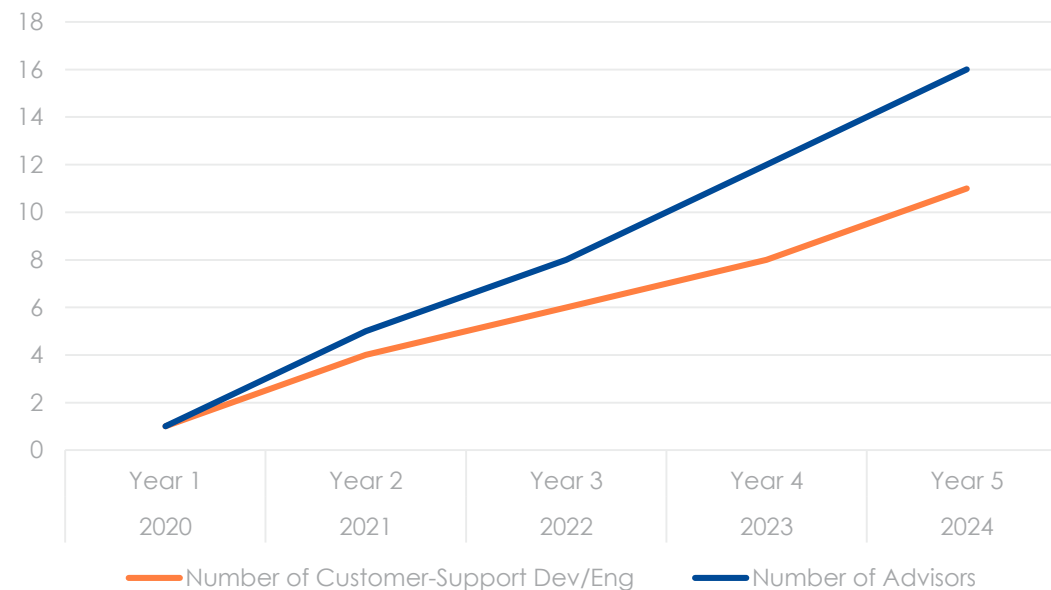


Highline Beta

Profitable in Year 2



Advisors and Customer Dev/Eng





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Canadian CSR Market \$1B - \$2.68B

535 – 1480 Non-profits funded

Impact Measurement \$130M - \$400M

Bank “we’ll spend up to 20%..”

“If we can’t measure ... cap or we’ll spend elsewhere ...”



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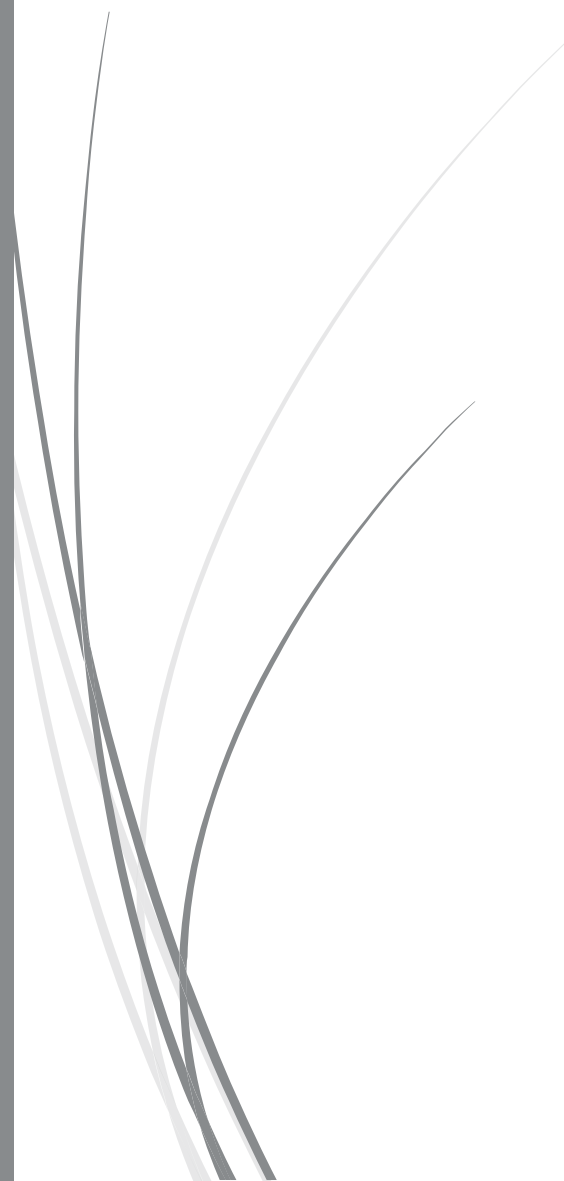
“Leading with purpose and generating profits are not mutually exclusive...”

Larry Fink, CEO, Blackrock

Blackrock manages \$6.3 trillion of assets.



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IMPACT AND OUTCOME MEASUREMENT

