



Frequently Asked Questions

1. What is the S&I 100?

The Social Impact 100 is the first-ever, broad index of U.S. nonprofits that have evidence of results and are ready to grow. Just as the S&P 500 index gives investors an easy way to invest with confidence, the Social Impact 100 tells donors which nonprofits consistently deliver results. It has the potential to transform individual giving by providing a reliable, easy way to find high-impact solutions – something donors have never had before. The S&I 100 was designed in collaboration with leaders from the nation's top private and corporate foundations, ratings firms and universities, to empower donors to make a bigger difference and to help nonprofits with effective strategies find the capital they need to reach more people.

2. Who is the audience for the S&I 100?

The S&I 100 is for funders – donors and foundations – that want to contribute to organizations that consistently deliver impact and are ready to grow to serve more people in need.

3. Why is the S&I 100 important?

The majority of people who invest in the stock market rely on mutual funds and indexes to minimize their risk and maximize their returns. But when it comes to giving to causes, it's hard to know if donations are having a real impact. Most people don't realize there are evidence-based solutions to our pressing social problems. That is because donors have never had an easy way to know which nonprofits are doing the most good and have the potential to do even more. The S&I 100 changes that. For the first time, donors can give with confidence to the causes they care about with one easy online resource. The S&I 100 provides access to vital information about an organization's current and future potential to make a difference including:

- Impact: Results from rigorous independent evaluation studies
- Reach: Current locations and plans for future growth
- Financials: Current and prior year budget and actuals
- Credibility: Major funders that are supporting them

Social Impact 100 lets funders increase the impact of their charitable giving and help deliver solutions that work where they are needed most.

4. Is there a reason why the S&I 100 is launching now?

The S&I 100 launch coincides with the giving season. This year, donors can easily donate their dollars to top-performing programs and have a greater impact on the issues they care about most.

5. How is the S&I 100 different from other giving platforms?

Unlike other charity ratings websites, the S&I 100 is a broad index of U.S. nonprofits with proof of their results and that are ready to grow. The S&I 100 is the most comprehensive donation platform of only evidence-based, growing nonprofits available to donors. It includes 100 high-impact nonprofits and nearly 16,000 local affiliates that are implementing their solutions. The Index features models that address the country's most pressing issues in education, health, youth and poverty. Each of the 100 nonprofits is rigorously screened for evidence of impact through third-party verified studies – made available to donors on the website – and is only included in the Index if it has the ability to serve more people in need. When

donors visit the site, they are able to search for high performing nonprofits in the issue areas and locations that they care about most. Once they select a nonprofit, the S&I 100 allows donors to give directly to the organization in a few quick and easy steps.

6. Why is the S&I 100 referred to as an index?

The [S&I 100](#) tracks the number of people served across the portfolio of high-impact nonprofits the same way the S&P 500 tracks the profitability of America's large-cap companies. Donors are able to give directly to the 100 nonprofits in the [S&I 100](#). A baseline measurement of people served across all organizations will be measured over time, and the S&I 100 will regularly calculate the total percentage increase to provide a metric to measure progress and impact.

7. What are the criteria for selecting the nonprofits in the S&I 100?

Each of the 100 nonprofits is rigorously screened for evidence of impact through third-party verified studies – made available to donors on the website – and is only included in the Index if it has the ability to serve more people in need. Being included on the S&I 100 is a three-part process:

- *Nominations* from experts and engaged funders
- *Eligibility screening* based on third-party quantitative studies demonstrating evidence of impact
- *Third party experts' review and selection* of each organization

8. How was the idea for the S&I 100 conceived?

The S&I 100 was conceived by Social Impact Exchange president, Alex Rossides. It was borne out of years of research and experience in the philanthropy and investment fields, which highlighted the need for a platform that identifies top-performing nonprofits that are ready to grow, in the same way the private sector identifies top companies. By putting the most critical information funders need at their fingertips, donors can maximize the impact of their charitable dollars. As Google made Internet searching easier and more effective, the S&I 100 does the same for giving.

9. What is the relationship of the S&I 100 to the Social Impact Exchange?

The S&I 100 is a new giving platform of the Social Impact Exchange.

10. What is The Social Impact Exchange?

The Social Impact Exchange is a national membership association dedicated to building a capital marketplace that scales high-impact social solutions to improve the lives of millions. The Exchange creates the conditions for breakthroughs to go big in order to deliver impact where it is needed most. Together, members are making it easier for philanthropic giving to achieve major positive change by supporting strategies that improve lives and change systems. By creating standards to evaluate impact, identifying and tracking highly effective nonprofits, and fostering significant collaborative funding to scale up top social interventions, the Exchange helps foundations, donors, business, and government increase the power of giving to achieve greater social good.

11. Where will the S&I 100 be a year from now?

The Social Impact Exchange's ultimate goal is to create a marketplace that efficiently delivers capital to the most effective nonprofits so they can spread their impact in cities and states across the country. Such a marketplace has the potential to direct billions of dollars each year to hundreds of high-impact nonprofits that will improve the lives of millions of people. The S&I 100 is the giving platform to executive this vision.

Social Impact
EXCHANGE

TAKING SUCCESSFUL INNOVATION TO SCALE