

# Social Impact Exchange

Taking successful innovation to scale

Communities across America are struggling to overcome pressing social problems in education, health, and poverty alleviation. Demand continues to grow, and charitable resources have become even more limited.

Increasingly, donors are seeking greater assurances that their charitable giving will have a measurable impact. A recent study, *Markets for Good II*, found that donors want third-party information about nonprofits' impact, financials, and legitimacy, yet they do not always have the time or specific expertise to do the research. The study also stated that affordable access to impact and effectiveness data is the greatest unmet need in the philanthropic sector.

That is where the **Social Impact Exchange** and the **S&I 100** come in.

## AN INDEX OF TOP NONPROFITS

# S&I 100

## CREATING SOCIAL IMPACT

The **S&I 100** is the first-ever, broad index of U.S. nonprofits with proof of results and readiness to grow! This web-based platform shows donors which nonprofits consistently deliver impact – featuring 100 top-performing nonprofits and nearly 16,000 local affiliates that are implementing their solutions. The resource allows donors to learn from and leverage the knowledge and practices of leading philanthropic experts.

## A Wealth of Expertise, at Your Fingertips

- Nonprofits in education, health, poverty and youth located across the U.S.
- Rigorous selection process developed and conducted by a sector-wide collaboration
- Proof of impact with evidence studies and ability to expand reach
- Key information for decision-making including evaluation studies, financials, lists of funders, and more
- Ability to support the local communities and issues donors care about with one easy online resource: [www.SI100.org](http://www.SI100.org)

The screenshot shows the S&I 100 website. At the top, there is a navigation bar with links: ABOUT, MARKET CREATION, S&I 100, FUNDER WORKING GROUPS, KNOWLEDGE CENTER, SPECIAL INITIATIVES, and WHAT'S NEW. Below the navigation bar is the S&I 100 logo and the tagline "AN INDEX OF TOP NONPROFITS CREATING SOCIAL IMPACT". There is a "View" and "Edit Panel" button. The main content area features a dark blue header with the text "Welcome to the S&I 100 Index". Below this, there is a paragraph of text: "The S&I 100 is the first-ever broad index of nonprofits with proof of their results and are ready to grow! Choose from among 100 high-impact solutions to America's most pressing problems and nearly 16,000 local affiliates implementing them. You can easily give to issues and locations you care about and trust you're making a difference. Click on the issues below to get started! Read more about our selection process and supporters." To the right of this text are three sections: "Impact" (All nonprofits have effective, high-impact interventions serving large numbers of individuals in need), "Growth" (Each organization is expanding to serve more people locally or nationally with their successful programs), and "Evidence" (Every nonprofit has demonstrated impact validated by third-party studies available on the site). At the bottom, there are four categories with images: EDUCATION (a classroom), POVERTY (a woman and child), YOUTH (a group of children), and HEALTH (a woman and child).

For the first time, donors can learn how to increase the impact of their charitable giving and deliver solutions that work where they are needed most.