

Donating strategically this holiday season

Your guide to multiplying the social impact of your donations

Winter 2023



Short on time? Improve thousands of lives in less than 5 minutes

1 DONATE

Give to an effective charity of your choice, or lean on the expertise of GiveWell, an independent charity evaluator) by donating to their **Top Charities Fund**, and they will make sure your donation goes to the charities that need it most.

Give Now

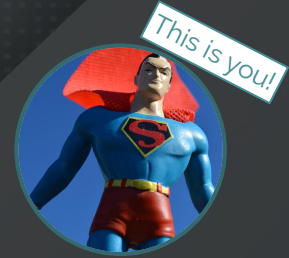
www.givewell.org/charities/top-charities

2 MATCH

If your company has a donation matching program, leverage it to double your impact!

Explore Whether Your Company Matches Here


3 BE PROUD!



You just changed the world!

Note: These donations are likely tax-deductible. Include the donation in your tax return form!

See [appendix](#) for an overview based on your country



EXECUTIVE SUMMARY:

You can **save more lives than a doctor** by donating strategically¹



WHY

- As consultants, most of us **strive to create a positive social impact** in our private and professional lives
- **Donating strategically is relatively neglected** as few of us take an investment approach to our donations
- You yourself are **uniquely positioned to do a lot of good** and create a substantial positive impact
 - If you're reading this, you likely belong to the richest 1% of the world's population
 - You have the consulting mindset that drives you to follow the data and find outlier impact opportunities
- **You can multiply your impact $\times 10-100$** vs typical donations by strategically prioritizing nonprofits
- **Donating makes you happy.** According to research, donating will likely boost your happiness and wellbeing



HOW

- **Best-in-class charities** focus on addressing one of the world's **most pressing problems**, are highly **cost-effective**, and **evidence-backed**
- Donate now to a charitable fund managed by experts, or pick your own high-impact charities, all of which radically outperform their peers' impact
- **Learn more** about how to maximize the ROI of your donations on givewell.org and join the Effective Altruism Consulting Network

1. According to researchers at 80000hours.org



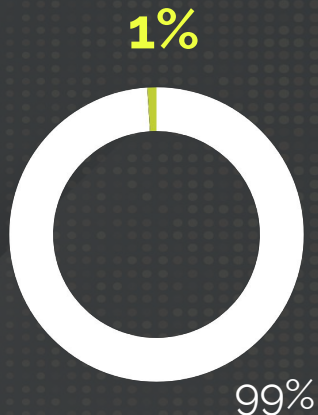
WHY

You are **uniquely positioned** to do a lot of good

With an **annual income of \$100,000**, you...

Belong to the **richest 1% of the world's population**¹...

Can **donate 10% of your income** and still be in the richest **1%**¹...



- People richer than me
- People I am richer than

... all while having dramatically improved the lives of up to

5,000 people

by protecting them from malaria for 3 years when donating to the Against Malaria Foundation²

Smaller commitments are also extremely valuable, as an individual long-lasting insecticidal **net costs less than \$6 USD and malaria kills over 400,000 people annually**

This is just one sample impact illustration – See page 11 for other high impact donation options

1. Giving What We Can 2. GiveWell; Cost-effectiveness may vary between regions



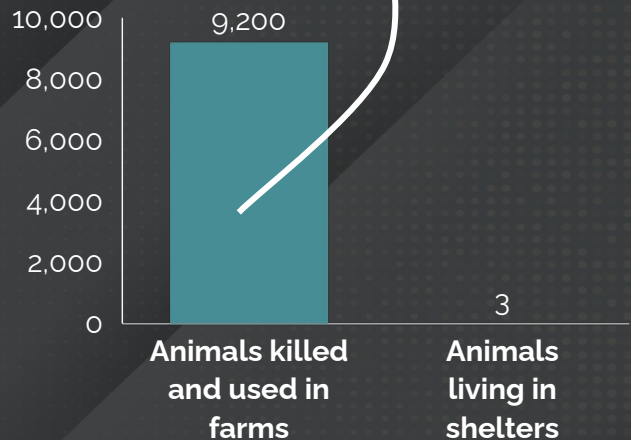
WHY

Few donors think strategically about their charitable impact

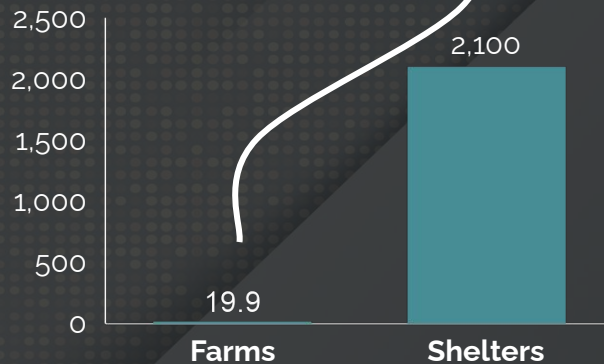
The majority of animal suffering is **experienced by animals who live on farms ...**

... however, the majority of **donations aimed at improving animal welfare go to shelters**

Animals in Millions (USA)



Money donated in \$Millions (USA)



Typically, money is donated to popular causes instead of high-impact causes



Few people assess the ROI of their donations in the way they do for other investments



Why not take an investment approach to your donations with the goal of maximizing your impact?



WHY

You can multiply your impact ~140x
depending on which program you support

How much good can you do with **\$40,000 USD?**



LOCAL

Provide **1 guide dog**
for
a blind person in a
developed country



GLOBAL

Fund **1,400 eye**
operations
to fully restore sight in
Uganda



Helping 1 person is great – **helping more people is even better**



Best-in-class charities radically **outperform their peers** in terms of impact generated



Where you donate is more important for your overall impact than how much you donate



Why is effective, rational donating so neglected?

Challenge



Heart crowds out head

- Emotionally driven preference for personal stories over statistics
- Giving makes us feel good; thinking critically can undermine this effect



Lack of transparency when it comes to impact

- Minimal trustworthy information from NGOs about their actual impact (e.g., # of lives saved)
- Low motivation to donate due to doubt that the donation will amount to any real impact



Preference for giving locally

- Local organizations feel easier to donate to than international, "intangible" organisations
- In practice, the impact of donating in developing countries is often much higher since the need is greater

Solution



Combine your heart and head: use your heart to motivate yourself to give to others and then use your head to ensure that your donation is effective and impactful¹



Use the The Life You Can Save's [impact calculator](#) or refer to [GiveWell](#) to assess how much each dollar can achieve with effective charities; trust [expert-led charitable funds](#).



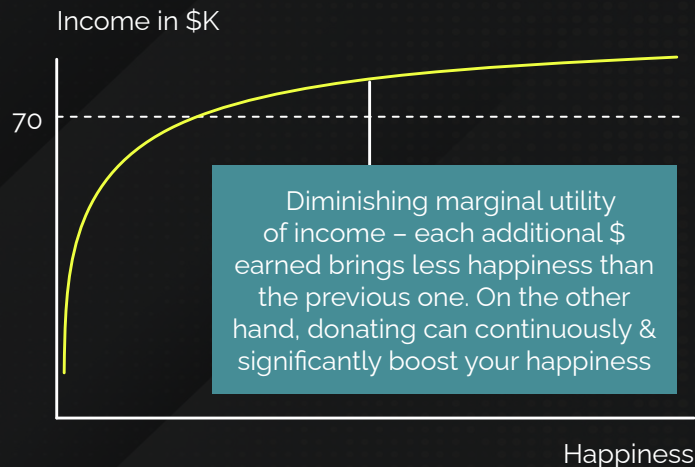
Visualize the 1 person your \$ could help locally vs the 140 people you could help with the same amount by expanding your geographic horizons



WHY

Donating boosts your happiness more than accumulating wealth

Increasing your wealth has diminishing returns on your happiness



Other than the impact, why donate?



Happiness

Research shows that spending our bonuses on helping others will likely boost happiness



Purpose

Giving enables us to become part of building a better world



Justice

Alleviating poverty for those less fortunate than us will make the world more equitable



Financial benefits

Donating to effective charities is tax-deductible in most countries (see [appendix](#))

“

It is **more difficult to give money away intelligently** than to earn it in the first place.

Andrew Carnegie, *The Gospel of Wealth*, 1889



HOW

Prioritize cost-effectiveness when deciding where to donate

How urgent is the issue the charity is addressing?

.....

What is the scale of the problem?
Is the problem neglected by others?
Is it solvable?



How evidence-backed is the charity's approach?

.....

What drives the charity's decisions?
Are there reliable internal or external evaluations of their work?
Is the charity transparent?

How cost-effective is the charity in achieving its goals?

.....

How far does a dollar go?
How far will *my* marginal dollar or donation go?

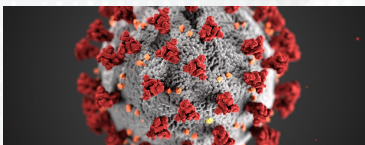
Check out [GiveWell](#) to learn how to have more impact with your donation



HOW

Donate Now: Support best-in-class organizations

Most pressing problems



Global Health



Climate Change



Long-term Future



Animal Suffering

Selection of best-in-class organizations*



Against Malaria Foundation



New Incentives



Clean Air Task Force



Future Cleantech Architects



CHAI



Centre on Long-Term Risk



The Humane League



The Good Food Institute

Impact of your donation

With a \$1000 donation, you can protect 142 children from malaria. Impact report [here](#)

[Donate here](#)

With a \$1000 donation, you can vaccinate 6 infants against 7 diseases. Impact report [here](#)

[Donate here](#)

Reduce CO₂ emissions with smart advocacy and tech investments

[Donate here](#)

Reduce CO₂ emissions with the effective protection of our rainforests

[Donate here](#)

Mitigate negative impacts of AI on society

[Donate here](#)

Invest in research to increase the quality of life for generations to come

[Donate here](#)

Spare animal lives with targeted outreach to companies

[Donate here](#)

Spare animal lives with the development of meat alternatives

[Donate here](#)

*Find more best-in-class organizations [here](#).

Sources: [8000hours.com](#); [The Life You Can Save](#); [GiveWell](#); [Founders Pledge](#); [ACE](#)

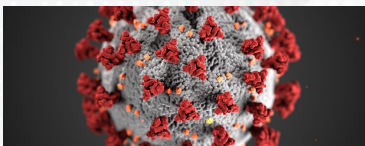
[See appendix for tax-deductible options in your country](#)



HOW

Leverage expert-led charitable funds

Most pressing problems



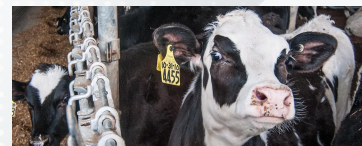
Global Health



Climate Change



Long-term Future



Animal Suffering

Selection of expert managed funds*

Give Well

GiveWell's Top charities Fund



Founders Pledge's Climate Change Fund

 **EA Funds**

Long-Term Future Fund

 **EA Funds**

Animal Welfare Fund

Potential impact of your donations

The cost of saving a life through the GiveWell Top Charities Fund is estimated to be \$5,500. Learn more about GiveWell estimations [here](#).

The Founders Pledge's Climate Change Fund is targeted towards neglected solutions, audacious advocacy and low-carbon innovation. Learn more about the fund's rationale [here](#).

The Long-Term Future Fund Address potential risks from advanced artificial intelligence, build infrastructure and advocate for global catastrophic risk projects. More info on the fund can be found [here](#).

The Animal Welfare Fund is focused on neglected geographic regions or groups of animals, and on promising research into animal advocacy and well-being. More info [here](#).

[Donate here](#)

[Donate here](#)

[Donate here](#)

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*Find more expert-led funds [here](#).

Sources: [8000hours.com](#), [Giving What We Can](#), [GiveWell](#), [Founders Pledge](#), [EA Funds](#)

“

How wonderful it is that **nobody**
need wait a single moment before
starting to **improve the world.**

Anne Frank



Donate **now**



Donate **regularly**

**Thank
you!**



Sign-up for the **Effective Altruism Consulting Network newsletter** if you want to receive more tailored insights on how to maximize your positive impact as a consultant

Subscribe Now

**Want to learn
more about
doing good
strategically?**



Tailored advice for
consultants



The science of doing
good



TED talk Effective
Altruism

Tax-deductible donations to effective charities using local grantmaking organisations

Organisation	Causes	Tax-deductible countries
Giving What We Can	Various	United States, United Kingdom, Netherlands
One for the World	Global Health	United States, United Kingdom, Canada, Australia
GiveWell	Global Health	United States, Netherlands
Animal Charity Evaluators	Animal Suffering	United States, Netherlands
Long-Term Risk Fund	Long-term Future	Germany, Switzerland, Netherlands
RC Forward	Various	Canada
Effective Altruism Australia	Global Health	Australia
Effektiv Spenden Schweiz	Various	Switzerland
Effective Altruism New Zealand	Global Health	New Zealand
The Life You Can Save	Global Health	United States, United Kingdom, Australia, Netherlands
Fundación Ayuda Efectiva	Global Health	Spain
Effektiv Spenden	Various	Germany, Czech Republic
Effektiv Altruisme	Various	Norway
Gi effektivt	Global Health	Norway
Ge effektivt	Global Health	Sweden
Doneer Effectief	Various	Netherlands
Giv Effektivt	Global Health	Denmark