Effectiveness Trends in Canada
Three Ways to be Effective

1. Reduce non-program costs
2. Meet minimum standards
3. Good deeds, not charitable deeds
Reduce Non-Program Costs

• Pay & Perks
  – Bill C-470 – CDN $250,000 cap on salaries

• Obsession with administrative & fundraising

• “Pushback” against a pure ratio approach
  – Blogs, etc.
  – Globe and Mail May 10, 2010 - education
  – Charity Intelligence Canada – nuanced analysis
Meet Minimum Standards

• Program standards
• Funder standards
• Charity standards
Good Deeds, Not Charitable Deeds

- Some find charity law too restrictive and that it hampers effectiveness, so they avoid charity altogether
  - Social Enterprise
  - Social Media
Where to?

- Outcomes rather than outputs
- Effectiveness rather than activity
- Efficiency of effective outcomes rather than financial efficiency alone
- Democratization of good deeds
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