

**Assess your own beliefs about
how change happens and the full array
of *resources you can contribute*—
including knowledge, networks, skills,
experience, time and money.**

**Don't spread yourself too thin.
Instead, *focus your resources*
to ensure the best opportunity
to make a meaningful difference
and learn along the way.**

**Invest the resources and time needed
to *deeply understand your issue*—
including the outstanding needs
and current actors in the space.**

Understand the systems in which
your causes are embedded and
make intentional choices about
your approach, such as supporting
direct services or public policy
or system change.

DESTINATION **IMPACT**

**Develop your strategy and goals
before selecting the best giving
vehicle to help achieve them.**

**Develop a *theory of change* (i.e. description or illustration of how and why a desired change is expected to happen) with clear goals informed by research and a solid understanding of the issues and landscape.
Track progress and course correct.**

**Stick with new programs or grants
for a *long enough time period*
to realistically determine
whether they can achieve the goal.**

**Ensure the size of your expectations
is properly aligned with the size of
your investment—don't expect big change
if you provide only spare change!**

Partner with people close to the problems
you're trying to solve—
seek their input, listen to their ideas and
invite them to co-create solutions

*Communicate openly and often with
and seek unbiased, regular feedback from
all of your stakeholders—
including intended beneficiaries,
grantees, and other funders.*

Provide *flexible, less-restrictive, multi-year funding* to give grantees the ability to invest in their core human and technological infrastructure.

If providing project or program support, include full indirect costs (overhead) as long as they are in line with organizations of that type.

Engage other funders and
**build a network of peers who may have
similar goals, whenever feasible.**

Fund efforts to collect, analyze,
and build the capacity within nonprofits
to use *relevant data*, so you have
a basis for understanding
what's working and what's not.

**Use all resources available
to inform your work, including peers,
consultants, online platforms, classes,
and in person learning opportunities.**

If you don't have the time to invest in the practices articulated here, you may choose to *give to an intermediary or issue fund* that does that work on your behalf, or *align your contributions* with a respected colleague or funder.