

# We help small charities deliver big impact.



**See the Good**  
FOUNDATION

Canada has nearly

## 86,000

registered charities.\*

**90%** employ fewer than 10 people.

**77%** generate less than \$500K in revenue.

**56%** have no full-time staff.

**Small charities deliver vital programs and services in our communities but they often struggle to:**

- Communicate compelling stories
- Develop long-range strategic plans
- Find new funding sources
- Recruit staff and retain volunteers
- Build capacity through staff training
- Adapt and adopt new technology

**We bring charities together to overcome these challenges.**



**Find peer support**  
through our  
e-community.



**Exchange knowledge**  
through our  
conversation circles.

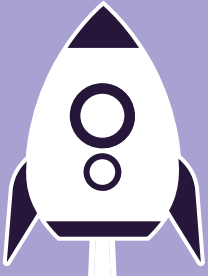


**Leverage insights**  
from our resource  
commons.

**Help us build a healthy, vibrant, and responsive charity sector.**

[seethegoodfoundation.org](https://seethegoodfoundation.org)





# Will you donate \$2500 to help us launch this mission?

Your launch donation will help us:

1. Build essential technical infrastructure
2. Validate our prototype with charities
3. Enroll charities in our e-community
4. Design a low-friction giving experience

## Mission to Launch



I transitioned from academia to help launch meaningful projects into the world. See the Good is one such project.

**I am excited to lead our mission to increase the health and well-being of small and mid-sized charities in this country.**

To create the positive change we want to see in our world, and in our communities, we need a strong charity sector.

**Let's connect. We're better together.**

**M.J. D'Elia**, Executive Director  
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**See the Good**  
FOUNDATION



**\$2500**  
**LAUNCH**  
**CAMPAIGN**