

BIG DATA IN THE CHARITABLE SECTOR



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Did you know that you can use Big Data to make smarter decisions about where to spend your social capital? Or that you can use charity sector Big Data to help you power your latest tech solution? This whitepaper takes a look at the data that powers Dexterity Ventures Inc.'s Place2Give site, and how you can use that data for your charitable giving or business needs.

Big Data in the Charitable Sector

WHAT IS PLACE₂GIVE?

Place2Give is an entity of Dexterity Ventures Inc. It is a charity database and search engine that uses advanced algorithms to match donors to the charities that best align with their giving needs. It provides donors with the tools they need to search, evaluate and give to Canadian and American charities that align with their passions.

Place2Give is an aggregator of charity big data. Amongst other things, people have used our 'little' data to create foundations, to develop mobile apps, to manage donations as a tribute to a loved one, to create employee giving platforms, and to simplify the charitable grant application process. Top users of our system are financial advisors, estate planners, private family offices, and everyday individuals with personal giving plans.

WHAT IS BIG DATA?

Big data is a term for a collection of data sets so large and complex that it becomes difficult to process using traditional data managing applications. In order to process this data, algorithms, which are a step-by-step procedure for doing calculations, are developed to decode and organize this information. Dexterity Ventures Inc. (DVI), Place2Give's parent company, owns a number of these algorithms. These algorithms are then used to match donors with charities that align with their giving needs and goals.

With big data, three types of information can be collected. **First**, is actual data, which is all of the raw information that is in the system. **Second**, is normative data, which shows how actual data is being used. **Third**, is metadata, which shows how people are using the data within the data they have collected, and allows the user to see patterns in how the data is being used. One interesting by-product of metadata is that the patterns that can be observed often completely differ from the original intent of the data.

WHERE DOES PLACE₂GIVE GET THEIR BIG DATA?

Place2Give draws from several public data sets. For North American charities we aggregate data from a variety of sources including: the Canada Revenue Agency, Charities.org, Charity Intelligence, Charity Navigator, The Fraser Institute's Donner Award, Give Well, Global Giving, Guidestar, the IRS, Network for Good, and other third party publications.

In addition we also receive data from various social media platforms for real-time information, Google News Feed, donor feedback, and the charities themselves to provide you, the donor, with the information to make an informed charitable decision.

HOW DOES IT WORK?

Our unique algorithms provide prescriptive analysis of the abundance of big data present in the charity sector across North America. These prescriptive analyses allow our users to accurately view how the charities they are interested in operate and perform, thus helping them to make an informed decision about how best to allocate their philanthropic dollars. Philanthropy is the second largest economic contributor to the Canadian GDP with an annual of \$10 billion donated to charity across Canada. Also, The Chronicle of Philanthropy shared a statistic that suggests that \$1 billion dollars is lost each year to fraud in North America's charitable sector. In evaluating these statistics, it is clear that individuals in North America want to make social investments, but should be making well researched donating decisions. Place2Give is a one-stop-shop to help donors make these educated giving choices. Place2Give also aims to alleviate donor hesitation by helping to increase transparency in the industry and encouraging donors to ask more impactful questions around giving.

The data collected by DVI and Place2Give assist in increasing transparency and accountability in the charity sector because it puts all of the information about selected charities in one place allowing users to see a more complete history or record of the organization. This collective information gives donors the information they need to make informed giving decisions. Place2Give and DVI do not evaluate charities - we simply provides donors and financial advisors with the tools they need to draw their own conclusions about social giving.

When data is collected and kept in a central place, like with Place2Give, we can do other things with it. In addition to its original purpose of actual data collection, we can also do predictive data modeling by using normative data and metadata. An example of this is its ability to show the history of a charity's board members. By reviewing this history, the user can see their track record of effectiveness with their previous charitable work. This board member's track record at previous organizations, whether favorable or not, will give the donor insight on the impact that the influential person will have on the operations of the charity they are interested in giving to. This information can be used by the charities themselves when considering the applications of new board members.

Another example of how Place2Give's data can be used in the charity sector is related to healthcare and the government. More and more the government is outsourcing medical care for mental health wellbeing, such as abuse victims, to the non-profit sector without providing further assistance to an already stretched-to-the-limit sector. Essentially, charities must support an underserved population with very little funding. By using this big data, they can provide the justification and substantiate why they need more government assistance. Place2Give offers charities another avenue to collect the information that government requires to allocate more financial aid.

HOW CAN BIG DATA BE USED TO CHANGE THE ECONOMY?

In February 2013 DVI was one of the partner organizations behind Calgary's Charity App Challenge. The aim of the Charity App Challenge was to leverage technology for social good with a hack-a-thon style event. Local developers came together in teams over the two-day event to try and create top-notch apps and brilliant tech solutions that would launch worthy organizations into the mobile technology space. A key resource for the developers in creating their solutions was an API that let them access Place2Give's comprehensive data on the charities. As a direct result of putting our data to use eight new potential

social enterprise businesses were created, two of which have gone to market. These new businesses will inject money into both the economy and the charitable landscape. They have also created new jobs in Calgary's technology sector.

WHAT IS THE FUTURE FOR PLACE₂GIVE AND DEXTERITY VENTURES?

The charity sector is evolving, from the way charities operate to the way the donors give; Place2Give and DVI's other technology offerings are powerful tools that strive to evolve with it and to be a force that drives transparency and accountability. The services that DVI offers have already changed how people view and interact with the charity sector, changed how charities operate and present themselves to donors, and have changed the way we define influential. There is a great deal of competition for donor dollars, and both DVI and Place2Give will continue to help donors choose wisely. By 2015, we want to positively influence 1 million dollars of financial transactions in the charitable sector.

*Are you interested in finding out how you can use Charity Big Data at your company?
Contact us at info@dexterityventures.com.*

About Dexterity Ventures Inc.

Dexterity Ventures Inc. (DVI) creates technology solutions and tools to help financial and legal firms manage their clients' philanthropy and social capital. They also provide philanthropy technology solutions to other software companies such as funeral home website developers and employee giving platforms. DVI is also the umbrella company of Dexterity Consulting, Canada's first philanthropic brokerage firm, The Place2Give Foundation, and Place2Give.com, North America's largest charity search engine.

About Place2Give.com

Place2Give is a Canadian Registered Charity (Donor Advised Fund), and a donor-centered charity search engine. It provides donors with the tools they need to search, match, and give to North American charities that align with their passions. Using DVI's proprietary algorithms and prescriptive data analytics, Place2Give.com matches donors to charities.

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