RETHINK CHARITY

Year in Review 2025

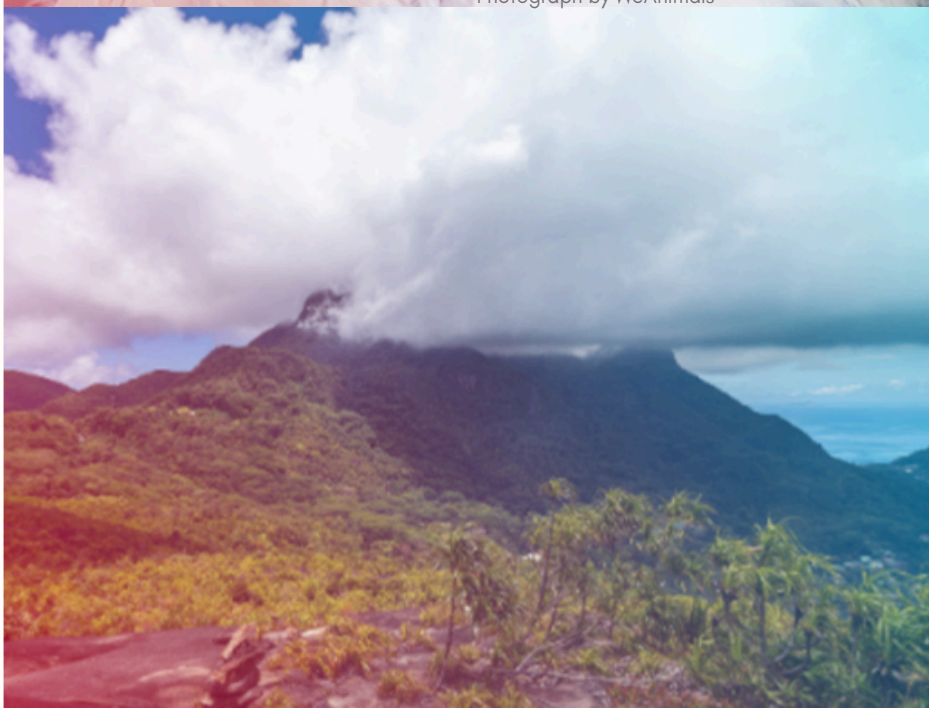
More impact for every dollar that you give



Photograph by Against Malaria Foundation



Photograph by WeAnimals



Dear Rethink Charity Supporters,

In 2025, Canadian donors moved nearly $5.4 million through Rethink Charity to charities working on some of the most important problems in the world, making this our best year since 2021. That brings the all-time total to more than $33 million since we launched in 2017! Behind that number are thousands of individuals clearly thinking about the impact of their gift.

When you give through Rethink Charity, you are trusting a process you cannot see. You won't meet the family that receives a cash transfer, or count the bednets, or sit in the room where a corporate animal welfare commitment is negotiated. You are relying on evaluators to identify the strongest opportunities, on our partner organizations to carry out the work, and on us to move your gift accurately and transparently.

This year, thanks to a lot of hard work solidifying our infrastructure, we were able to keep donation granting on a steady rhythm, to tighten the documentation behind every grant, and to work closely with partner organizations as we all adapted to Canada's new regulations. It's not the most glamorous work we do, but it's crucial to the process that allows your donation to reach its intended destination.

We were also struck by and grateful for something specific this year: support recommended directly to Rethink Charity's own operations grew substantially. This has allowed us, in no small part, to focus on growth in 2026. We do not take that for granted.

To those who gave for the first time in 2025, thank you for taking a chance on an organization you may only have read about. To those who have given multiple times since 2017, you helped build what we've become. And to the donors who recommended a gift to Rethink Charity's own operations, thank you for keeping the lights on.

We can't do this work alone.

With gratitude,



SoonKhen OwYong
Executive Director, Rethink Charity

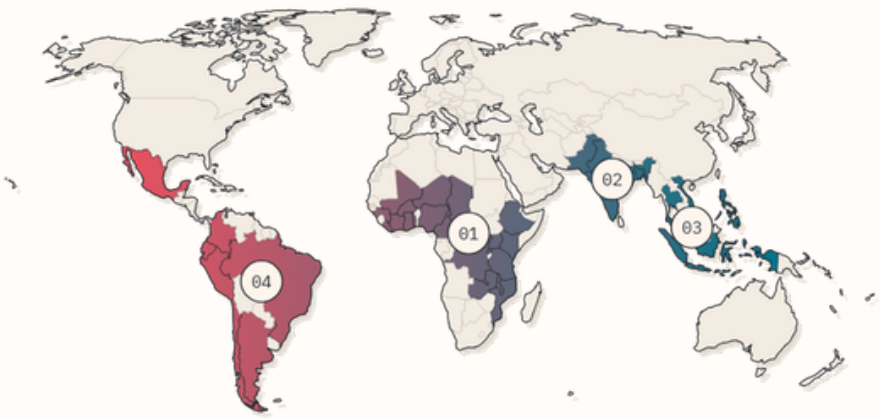


Your Impact

$5,392,267

Moved in 2025 alone
to high-impact projects

Our best year since 2021

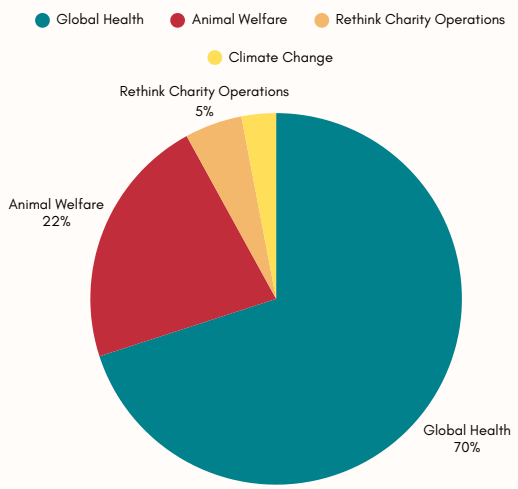


Regions You Helped

$33 Million

Moved since 2017 to
high-impact projects

Causes Supported in 2025



Did you know?

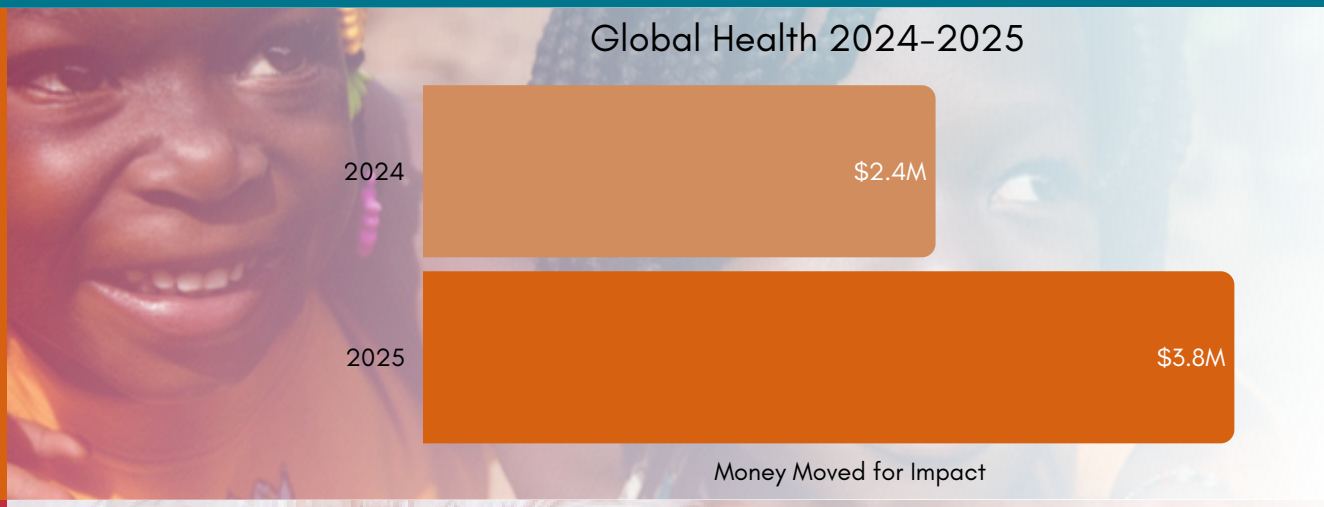
Rethink Charity offers both funds and projects for Canadian donors

FUNDS are broad buckets for when you want to support a cause, but you want an expert to determine the best way to do it. Evaluators outside of Rethink Charity determine quarterly how we will distribute any donations given through these funds.

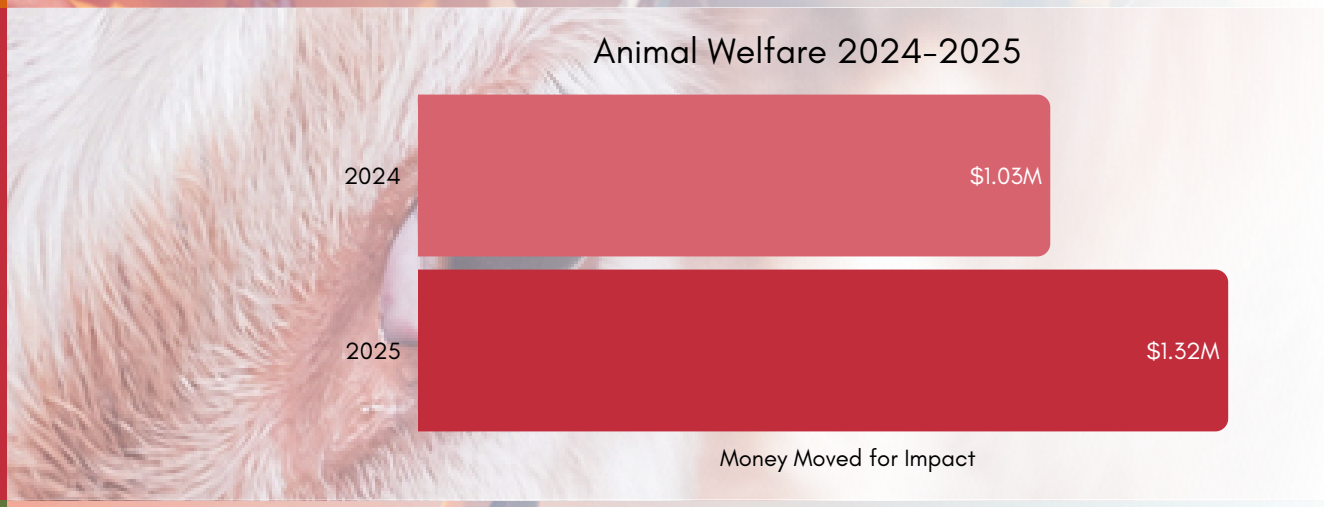
PROJECTS are for when there's a specific initiative or intervention you're looking to support, like anti-malarial bednets.

Our Funds are an easy way to support the latest high impact opportunities, guided by expert charity evaluators including GiveWell, Animal Charity Evaluators, and Founders Pledge, respectively.

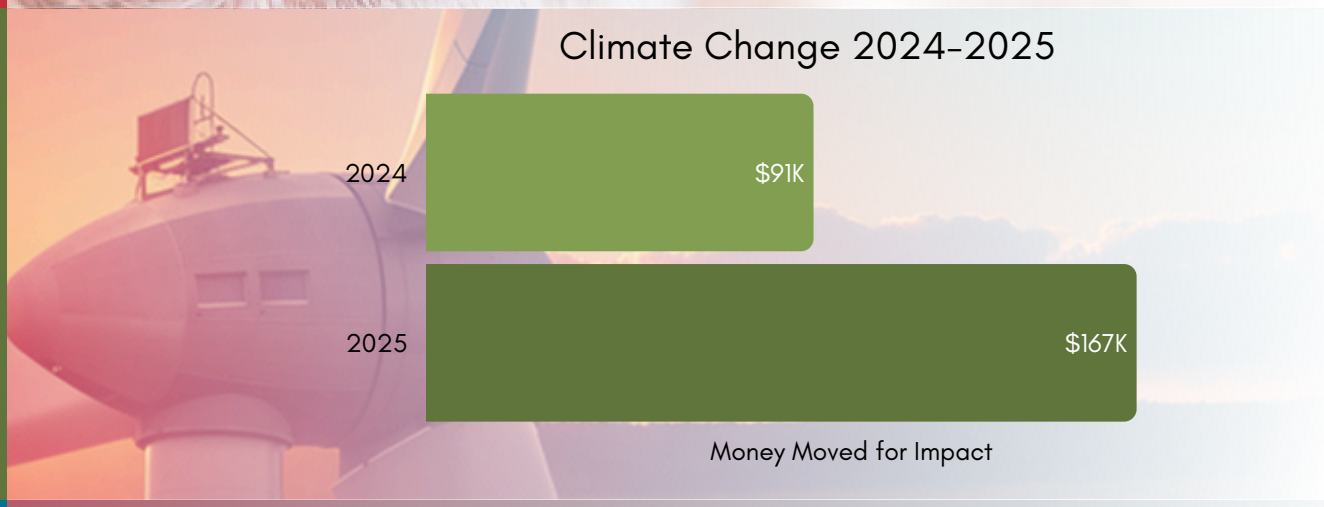
Global Health



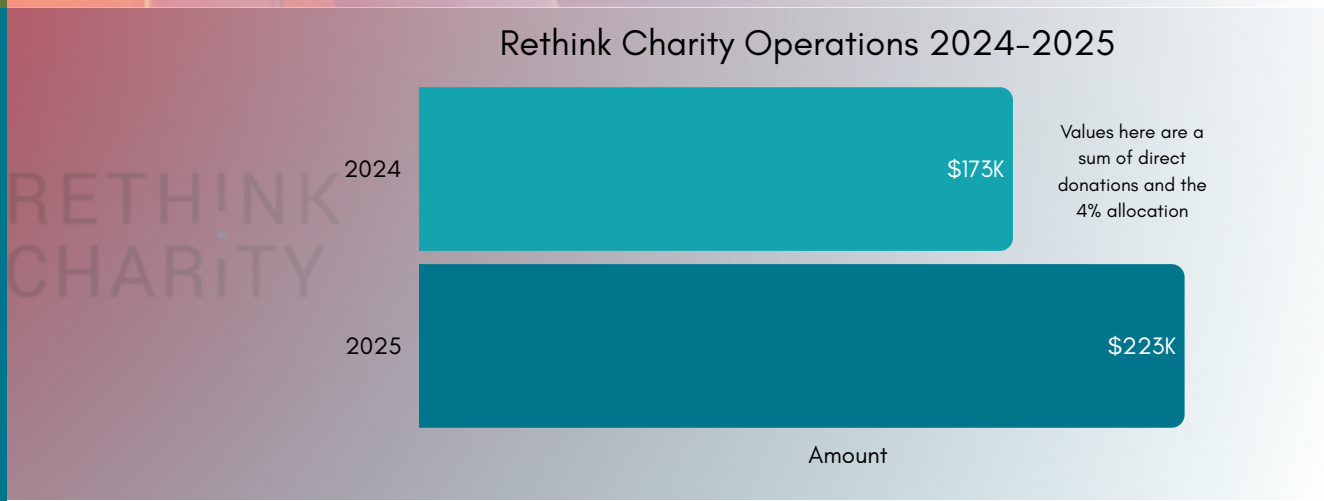
Animal Welfare



Climate Change



Rethink Charity Operations



Distribution by Fund

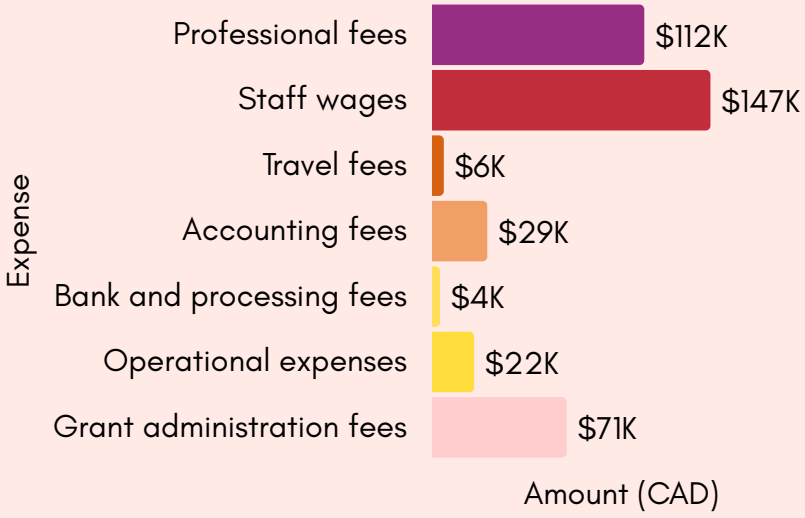
Global Health Fund	Animal Welfare Fund	Climate Change Fund
Evaluator		
GiveWell	ANIMAL CHARITY EVALUATORS	Founders Pledge
GiveWell uses rigorous, evidence-based evaluations focusing on cost-effectiveness, scalability, and proven health outcomes to direct donations toward initiatives that save and improve the most lives per dollar.	Animal Charity Evaluators evaluates charities on cost-effectiveness, leadership, and theory of change to ensure quarterly grants support high-impact initiatives that most significantly reduce animal suffering.	Founders Pledge identifies high-leverage, neglected climate opportunities—evaluating additionality, cost-effectiveness, and long-term impact to fund scalable solutions like clean energy innovation and policy reform.
Amount Moved in 2025		
$1,309,992	$185,797	$69,454
recipient(s)		
• Helen Keller International - Vitamin A Supplementation	• The Humane League • Wild Animal Initiative • Sinergia Animal	TBD. The climate change fund was reactivated in Q3 of 2025

Full Disbursement Breakdown

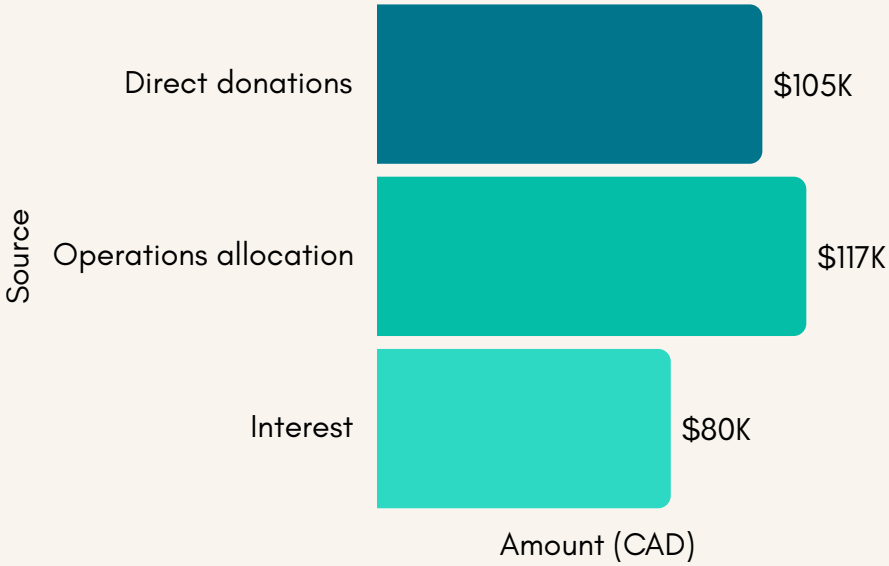
Organization	2025 Q1	2025 Q2	2025 Q3	2025 Q4	Total
Global Health					**$3,799,968.39**
Against Malaria Foundation	$36,250.29	$17,540.42	$35,159.26	$353,300.88	$442,250.85
Development Media International	$0.00	$100.00	$1,125.00	$1,037.00	$2,262.00
Fistula Foundation	$13,845.00	$1,795.00	$1,141.00	$6,939.00	$23,720.00
GiveDirectly	$299,678.14	$104,236.51	$68,952.83	$334,661.88	$807,529.36
GiveWell	$230.00	$680.00	$2,465.00	$2,090.00	$5,465.00
Helen Keller International: VAS	$6,468.00	$93,655.08	$7,020.01	$162,684.78	$269,827.87
Innovations for Poverty Action	$100.00	$150.00	$11,650.00	$1,353.00	$13,253.00
Iodine Global Network	$1,530.00	$2,530.00	$2,540.00	$5,737.00	$12,337.00
Living Goods	$0.00	$100.00	$0.00	$0.00	$100.00
Malaria Consortium	$8,427.50	$610.00	$1,149.00	$237,702.25	$247,888.75
New Incentives	$20,426.90	$8,199.65	$4,524.00	$237,133.87	$270,284.42
Population Services International	$0.00	$0.00	$0.00	$1,470.00	$1,470.00
Project Healthy Children (Sanku)	$8.00	$550.00	$500.00	$10,209.00	$11,267.00
Rethink Charity Global Health Fund	$145,109.88	$131,793.60	$185,936.56	$1,109,976.14	$1,572,815.18
SCI Foundation (Unlimit Health)	$7,112.18	$5,128.52	$4,043.52	$95,678.74	$111,962.96
StrongMinds	$0.00	$15.00	$0.00	$7,520.00	$7,535.00
Animal Welfare					**$1,319,619.59**
Animal Charity Evaluators	$775.00	$2,130.00	$525.00	$56,928.53	$60,358.53
Animal Equality International	$2,290.00	$1,515.00	$1,235.81	$7,515.00	$12,555.81
Aquatic Life Institute (Fair Fish)	$647.50	$70.00	$1,810.00	$260.00	$2,787.50
FarmKind: Select Impact Fund	$0.00	$0.00	$10,000.00	$6,211.44	$16,211.44
Faunalytics	$10.00	$1,110.00	$15.00	$15.00	$1,150.00
Fish Welfare Initiative	$422.50	$625.00	$315.00	$4,355.00	$5,717.50
Good Food Institute	$4,061.74	$6,211.52	$7,974.77	$259,727.03	$277,975.06
Mercy for Animals	$0.00	$3,738.89	$0.00	$0.00	$3,738.89
Rethink Charity Animal Welfare Fund	$45,943.92	$22,405.42	$28,130.13	$98,146.53	$194,626.00
Sinergia Animal	$3,380.00	$1,965.00	$765.00	$299,598.54	$305,708.54
The Humane League US	$4,190.00	$2,695.00	$7,018.00	$349,495.10	$363,398.10
Wild Animal Initiative	$100.00	$0.00	$0.00	$75,292.22	$75,392.22
Climate Change					**$167,355.37**
Carbon180	$1,535.00	$594.00	$1,464.50	$6,546.50	$10,140.00
Clean Air Task Force	$6,811.21	$27,751.44	$8,125.51	$22,420.51	$65,108.67
Rethink Charity Climate Change Fund	$0.00	$0.00	$10,450.00	$62,685.50	$73,135.50
TerraPraxis	$3,487.20	$3,554.00	$5,468.50	$6,461.50	$18,971.20
RC Operations					**$105,323.70**
Rethink Charity Foundation (direct donations only)	$8,610.44	$8,980.02	$3,204.54	$84,528.70	$105,323.70

Financial Overview

2025 Expenses: $392K CAD



2025 Revenue: 354K CAD



Support for Rethink Charity

Support for Rethink Charity's operating expenses allows us to continue to help the most effective charities in the world do great work. We are extremely grateful to every donor who uses our platform and for your support of our 4% operations allocation, which allows us to function and grow as an organization. Particular thanks go to the donors who made a gift recommended specifically for Rethink Charity's operations. That direct support grew substantially in 2025, and it is a meaningful vote of confidence in the infrastructure that makes effective giving in Canada possible.

Stories and Reflections

In 2025, the Rethink Charity team consisted of just SK and Nathan. Much of the team's energy went into deepening Rethink Charity's processes, making them more resilient, scalable, and transparent for the long term. Nathan took the lead on grant compliance and reporting, while SK worked with legal and finance professionals to ensure we remain on solid footing as the effective giving landscape evolves.

After a year of Zoom calls and shared docs, SK and I finally met in person at EA Global in New York. This was my first time attending, and our first time meeting face-to-face. We arrived a day early for a team retreat, walking through Central Park and sharing stories about our lives growing up. We also dove into our work styles to see what was working, and mapped out what 2026 has in store for Rethink Charity.



Nathan Smith
Head of Operations



Another highlight of the trip was connecting with Omar Bahar from Helen Keller Intl. Omar welcomed us for an office tour, where we discussed vitamin A delivery and how our donors can help sustain their work. We continued the conversation over a fantastic vegan lunch, then linked up again at the One for the World meetup, which was a great chance to see our partners engaging with the broader effective giving community.

How 2026 is Going So Far

While we don't yet have the clarity of hindsight, 2026 will likely be remembered as the year RC returned its focus to growth after several years of shoring up compliance and processes. To have made it to this point feels like an accomplishment in itself, but being able to hone our efforts on growing our impact and reach reminds us why we do what we do.

Most notably, we were thrilled to bring two new members to RC's core team: Shanil Wijesinghe has joined as our Senior Growth Specialist, spearheading new and exciting outreach strategies, and Baxter Bullock has transitioned from RC's Board of Directors to assist part-time in day-to-day operations as a Senior Advisor.

We're also excited to share that we'll soon relaunch our AI Safety Fund.

Team Rethink Charity



SK OwYong
Executive Director



Nathan Smith
Head of Operations



Shanil Wijesinghe
Senior Growth and Communications Specialist



Baxter Bullock
Senior Advisor for Strategy & Communications

Rethink Charity's Board



Donald Wheaton



Tee Barnett



Brett Roane

Rethink Charity's Board of Directors has recently said goodbye to two members: Siobhan Brenton, one of RC's founding team, who will continue as an unofficial advisor, and Baxter Bullock who has joined the core team. Board service at a small charity is unglamorous work. It means reading long documents and holding an organization to important standards. We are grateful for the care each member has brought to our organization.



Photograph by WeAnimals

Thank you

Recent procedural changes have asked a great deal of our partner charities. They absorbed new reporting requirements, answered detailed compliance questions, and kept their programs running while the regulatory ground shifted beneath Canadian cross- border giving. Several did this while stretched thin. We truly appreciate their patience as we grow into a more resilient organization.

Whether you're a donor or otherwise in the Rethink Charity sphere, thank you from the bottom of our hearts for your belief in this project and for the impact you continue to make possible.

Reach our team: rethink.charity/contact
Get updates: rethink.charity/newsletter