

Worksheet 2: Choosing a Social Impact Vehicle

After you've reviewed the Extending the Fundamentals section of the primer, which social impact vehicle(s) could be most beneficial to you? As you use this worksheet, remember the principle of form follows function. Your choice of vehicle(s) should follow your philanthropic purpose and social impact pathways, not the other way around. *The worksheet presumes you're considering starting a new vehicle soon or evaluating if you want to continue to manage an existing one.*

1. Prioritize Your Decision Factors

The chart on the next page lists *decision factors* that most often influence donors' choices of vehicles and ranks the *appropriateness* of vehicles from least on the left to most on the right. The rankings are generalizations, and you may find exceptions or be able to broker better terms. In the "My Priority" column, write how important each decision factor is to you. Assign a value—1 (not important at all) through 5 (very important)—or a "U" for unsure.

2. Make a Choice

Based on your highest priorities, which vehicle(s) appeared most often?

Which vehicle(s) do you most wish to explore next with your advisors, family, or others you trust?

What concerns do you have, if any, about maintaining that vehicle over time?

Which vehicle(s) do you never want to use now or in the future?

Appropriateness of Vehicle for that Decision

Decision Factor	My Priority	← LEAST MOST →			
Tax deductions are a priority for my business or me now or in my estate.		Everything else	501(c)(4)	Private foundation	Charity, DAF, operating foundation, some peer-based
I currently have a lot of time and desire to manage the vehicle.		DAF	Impact investments, peer-based vehicles		Everything else
I want to choose and hire consultants, investment advisors, and/or staff.		DAF, intermediary, crowdfunding, giving circle	Impact investments, peer-based vehicles		Everything else
I want my family and/or others close to me to control the assets after my lifetime.		Charity, intermediary, 501(c)(4), 527, peer-based vehicles	DAF sponsors and impact investing vehicles will vary		Foundations, family-owned business, LLC, family office
I want to maximize opportunities for multi-generation family collaboration over time.		Charity, intermediary, 501(c)(4), 527, peer-based vehicles	DAF sponsors and impact investing vehicles will vary		Foundations, family-owned business, LLC, family office
I want to maximize opportunities for community collaboration and contributions over time.		Private foundation, operating foundation, DAF	Impact investing vehicles	Public policy vehicles	Charity, intermediary; peer-based vehicles
I want some or all of my gifts or investments into the vehicle to be anonymous.		Foundations, 527; founding a new investment, charitable, or public policy entity	Larger donors to charities, larger shareholders in companies		All other vehicles for gifts and investments
I want my vehicle's finances, including grants, to be known to the public.		All other vehicles but some disclosure is key to trust if you wish to attract other donors, investors, or customers		All charitable vehicles, all public policy vehicles, public companies, investment vehicles registered with the SEC	
I want to make contributions to groups of individuals (e.g., emergency assistance, scholarships, fellowships, prizes, etc.).		DAF, public policy vehicles, impact investing vehicles	Public charity, foundations, intermediary		Peer-based vehicles, LLC, family office
I want to easily combine multiple pathways for social impact or easily change them over time.		Everything else	Public charity, foundations, intermediary		LLC, family office

