

Pure Profit



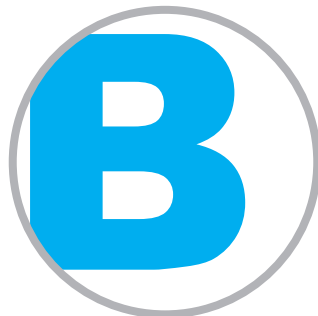
Corporate Social Responsibility
Do no harm
Fair Hiring
Greenwashing
eg. Starbucks, GAP



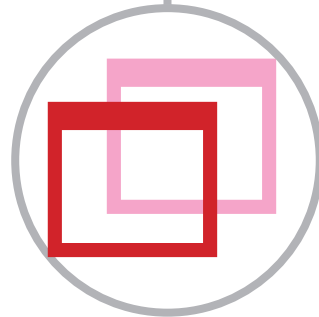
Foundational Arm
Targeted Giving
Grant Giving
Giving for Studies
eg. Microsoft, Ford



Social Enterprise
Achieve social impact through business
eg. Newman's Own, Comic Relief



Certified B Corp
For-profit meeting rigorous social and environmental certification
eg. Ben & Jerry's, Ethical Bean



Subsidiary Profit
Nonprofit with for-profit subsidiary
eg. Mozilla



Revenue Generating
Nonprofit supported through donations and services
eg. Symphony Orchestra, Blue Cross

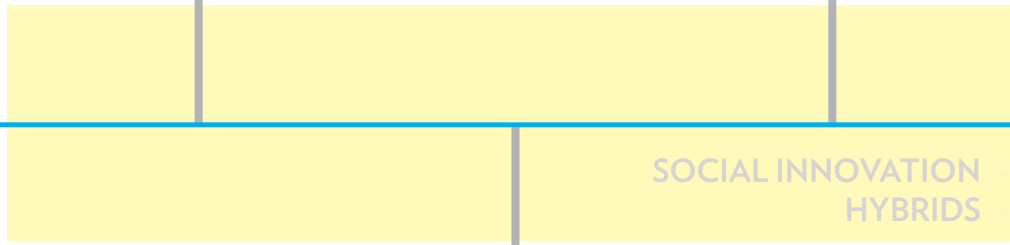
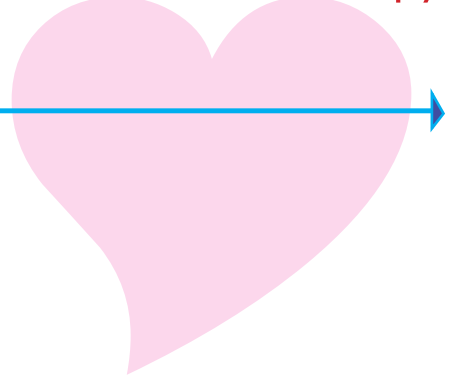


Government Funded
State Colleges
Libraries
Museums
eg. University of Michigan, Smithsonian



Donation-based
Nonprofit supported through donations alone
eg. Habitat for Humanity, Red Cross

Pure Philanthropy



SOCIAL INNOVATION
HYBRIDS