

**We believe the startup sector should be known as a force for good for Canada.
We make it easy for any and all entrepreneurs, and their companies, to give back.**

As a startup founder, we know you want to give back and ensure your company is socially responsible but you have no spare cash or time.

By Sharing Your Upside, we make charitable giving **CASH FREE and EASY**.

How? Early stage companies pledge stock options or warrants to The Upside Foundation, convertible into a small portion of equity (on average, 1%). When your company has a liquidity event (e.g., IPO, acquisition), the Foundation sells its options for cash and donates the proceeds to registered Canadian charities – of your choosing*. It's the most simple way to give back.

Why? It's the right thing to do. And Corporate Social Responsibility (CSR) can create a lasting legacy for your company and lead to a stronger corporate culture. Compelling research on CSR benefits abound – some highlights:

55% of global online consumers are willing to spend more on products	84% of Canadians would switch to a brand affiliated with a good cause	2.3 times the employee retention	29% increase in new hire commitment
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Source: Deloitte Millennial Survey (2016), Ipsos Reid (2015), Neilson Global CSR Report (2014)

How does being a part of the Upside Foundation help you?

- **Networking:** join an exclusive club of the country's most forward thinking founders, investors and influencers – take part in ongoing events and opportunities for collaboration
- **Marketing:** promote your company's social mission
- **Visibility:** logo featured on our website and the global Pledge 1% website
- **Stronger corporate culture:** CSR increases customer loyalty and employee engagement
- **Perks:** including a discounted custom ESOP and complimentary subscription to INC Society

Be part of a movement

The Upside Foundation is the Canadian partner of the global Pledge 1% movement founded by Salesforce and others. Globally, over 1000 companies have pledged to give back.

Many of the leading VCs, incubators and accelerators have already partnered with The Upside Foundation to show their support. See our growing list of partners on our website.

Help ensure our Canadian startup sector can make a huge impact on our local community. Share Your Upside today – pledge online at **www.UpsideFoundation.ca**

** You can choose the charities at any time up until the time of your big exit. Charities must be unaffiliated, in good standing with Canada Revenue Agency and meet Upside Foundation Board approval. Upside Foundation can assist founders to select the most impactful charities within the founders' designated area of focus. With over 85,000 registered charities in Canada – that's another benefit!*

Follow us on Twitter:
@ShareTheUpside