

## **Upside Foundation Introductory Email**

We are always focused on growing our network of member companies- the more companies that give back, the greater the impact we can collectively have. We would be grateful if you would spread the word about the opportunity to give back via Upside and encourage others to join our network.

*If you'd like to help us grow, please send the following paragraph to founders in your network. Feel free to cc us at [info / jennifer@upsidefoundation.ca](mailto:info@upsidefoundation.ca) so we can follow up to answer questions and suggest an in person meeting if they're interested in learning more.*

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I recently made the decision to have [insert your company name] join The Upside Foundation of Canada. It's a really innovative way to have a social mission for the company and give back to our community without spending any of our cash or time. Donating equity in your startup as a way of giving back is a growing movement, with 1300+ startups around the world having done so already. It's a proven platform, easy to do, supported by leading Canadian VCs, influencers and incubators, has a great network of like-minded entrepreneurs, and there are tangible perks and benefits to boot. You can learn more on their website at [www.upsidefoundation.ca](http://www.upsidefoundation.ca). I think it would be a great idea for you and your company. I'd really encourage you to learn more and join me in giving a little today and hopefully having a huge impact later.