SOCIAL INNOVATION HYBRIDS

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

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

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

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

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

**Social Enterprise**
- Achieve social impact through business
  - eg. Newman’s Own, Comic Relief

**Subsidiary Profit**
- Nonprofit with for-profit subsidiary
  - eg. Mozilla

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

**Pure Profit**

**Pure Philanthropy**