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

SOCIAL INNOVATION HYBRIDS

Pure Philanthropy