

PLAN INTERNATIONAL CANADA

Innovating finance for a better world



The Organization

Plan International Canada is a member of a global organization that partners with youth, families, communities, local organizations, supporters, celebrated ambassadors, and governments to ensure that children, especially girls, are safe, healthy, educated and empowered.



The Need

The organization has identified a demand from donors and corporate partners for additional support in a consulting format in regards to innovative finance. This approach is also in response to the legal challenges of operating within Canada's charitable structure which has limited their ability to generate profit and provide such support.



The Solution

Introducing Plan Catalyst, a for-profit subsidiary dedicated to forging partnerships and revenue-generation models that drive impactful change. With a focus on innovative finance, Plan Catalyst offers enhanced flexibility to address the unique needs of donors and partners, providing expert support and guidance while creating sustainable impact.



In Their Own Words

"Our focus is on catering to the needs of communities rather than solely prioritizing investor interests. This shift allows us to engage locally and make a meaningful difference. Our goal is to be innovative and expand our impact through exploring new financing possibilities."

Key lesson(s) or best practice(s) shared

It is important to avoid imposing predetermined financial frameworks or ways of thinking on partners and instead foster an inclusive and collaborative approach. Embracing flexibility and adaptability is key, as it allows for constant evolution and adjustment based on the ongoing implementation process.

AT A GLANCE

Type of organization

Registered Canadian Charity

Social finance approach

Technical assistance

Sustainable development goal(s)



Investment readiness stage

Social financial awareness

Organizational ability

Network development



Business model/
plan development



Impact
measurement
and reporting



This case study was developed as part of a research conducted by Imagine Canada, funded by the Government of Canada's Investment Readiness Program. Visit imaginecanada.ca/en/social-finance for more information.

