

DARING PREDICTIONS



FUTURE
OF GOOD

Why does predicting the future matter?

While it is the best time in the history of humanity to be alive and working, the systems humans designed decades ago continue to create and exacerbate societal problems all around us, from how we work to how we govern to how we care to how we give.

There are countless proof points that we see through Future of Good's social impact journalism everyday: completing the Truth and Reconciliation Commission's Calls to Action are frustratingly slow; more people in Canada are relying on food banks than ever before; while GDP has grown, Canada has one of the largest inequalities in the world and there have been no meaningful increase in living standards; hate crimes have exponentially risen; caregivers are burning out across the country; inheritance is becoming more important to life chances; there are deeply worrying trends in mental health, and Canada still doesn't pay a majority of its essential workers a living wage, even though we all rely on them everyday.

Changemakers enter 2023 at a moment of profound challenge and change.

To add to the compounding societal challenges, assumptions that have held for decades — that borders should be inviolable, multicultural societies aren't racist, nuclear weapons won't be used, inflation will be low, food will always be abundant, and the lights in well-off countries will stay on — have all been simultaneously shaken. The fragility of the modern world became apparent; by September 2022, a third of the inflation rate in the western world was attributable to energy. A life essential item that cost \$100 in 1960 costs \$924 in 2022 — a price increase of roughly 823 per cent.

This is not just the result of some passing ‘cost-of-living crisis’. It comes instead on the back of decades of economic, environmental and social failure. A failure to anticipate disruption, act on signals, understand complexity, shift worldviews and practices, develop inclusive solutions, and evolve institutions. Think about some of today’s significant societal transitions — all in the past couple of decades — and how poorly the social impact world responded to these signals as they emerged.



You might come up with: the mental health crisis, the caregiver crisis, the climate crisis, the gig economy, voluntourism, the skyrocketing postsecondary tuition fees, the mainstreaming of the internet, the proliferation of data extraction, the systemic racism in communities and social purpose organizations, platforms that up-ended housing affordability, the boom of long-term care homes or the generations of trauma caused by residential schools and the child welfare system.

You could, as many people have done, say, well, the social impact world could’ve done something differently, something swiftly, something proactively, if changemakers had seen these signals coming. At the expense of sounding like a broken record, much of the social impact world didn’t see it coming because it designed its teams, programs, grantmaking, and boards to not see it. The social impact world has a history of deprioritizing learning, development and paying attention to signals that matter.



2023 is a chance to change that.

A chance for changemakers to prioritize learning and be proactive.

But I might as well warn you now: if teams and organizations don't confront the deep flaws in their ways of governing, strategic planning, funding, programming, hiring and engaging, tougher times are ahead for all.

Our society isn't going to thrive in the era ahead by tweaking policies or adjusting the disbursement quota by a couple of points or creating a new granting program or launching a DEI project. It needs something more audacious than that. It requires a sustained culture of learning, unlearning and being proactive. And it requires realism about the massive task ahead.

Predicting 2023: The role of signals

According to the Institute for the Future, a signal is typically a small or local or emerging phenomenon or disruption or innovation that has the potential to grow in scale, significance and geographic distribution. A signal can have positive and negative effects on a sector, sub-sector, set of organizations or demographics. A signal can be a fringe development, narrative, product, practice, policy, or technology. It can be an event, a local trend, or an organization. It can also be a recently revealed phenomenon or problem or state of affairs. In short, it is something that catches our attention at one scale, one sector and in one locale, and points to larger implications for other sectors or demographics or even practices.

In the context of social change, signals are useful for changemakers working in non-profits, charities, community groups, philanthropic organizations, corporate social impact teams, impact investing, social ventures, academia and governments who are trying to navigate an uncertain and complex future. Signals tend



to reveal emergent phenomena sooner so that changemakers can turn their attention to possible opportunities, disruptions, innovations and developments that affect their missions, programs and work. Signals can become mainstream and evolve into trends — when a signal hits a certain threshold, for example, it might become a trend in the broader society or sector, and begin to diffuse rapidly.

How can you use these predictions for your work?

Changemakers coast-to-coast-to-coast rely on Future of Good's journalism to fuel their learning, development and decision-making. As part of our research, scanning and analysis, the editorial team monitors and reports on a range of societal signals shaping the social impact world. Some of these signals are weak; for example, our team has been watching the expansion of medical assistance in dying (MAID) since it was decriminalized in 2016. Other signals are stronger; for example, when it comes to social isolation, more than 1 in 10 people in Canada are always or often lonely, and this number jumps to 1 in 4 for youth aged 15 to 24. Stronger signals indicate that there is a trend or disruption worth watching and acting on. These are the signals that, if changemakers better understand, discuss internally and act on, could change the arc of the signal's effects on people's lives.

Based on a vast set of signals that Future of Good monitors and covers, this report makes educated predictions on how a signal could affect workers, volunteers, teams, boards, organizations or families that depend on programs and services developed and delivered by the social impact world.



In predicting 2023, the report also asks critical questions of changemakers: As we witness the emergence of new forms of volunteering and the decline of existing ones, which types of organizations benefit the most? With urgent humanitarian needs swamping the global development system, what resources will be left for long-term cooperation and development? How can more social purpose funders and organizations be incentivized to assess the intergenerational effects of their work? With greenwashing and socialwashing on the rise, will businesses be held to account on what they deliver? With the proliferation of DEI initiatives, what has actually changed, if anything?

The predictions could help a wide range of changemakers to have more informed discussions, consider new programming, refocus priorities or ways of working, and most of all — better understand the systemic problems of tomorrow that affect the causes they care about.



23 daring
predictions that
will shape
the social impact
world in 2023



1

Polarizing views, divisive reactions and distrust in evidence and institutions will be stronger this year.

What it means for you: According to a recent study by the Canadian Hub for Applied and Social Research, three out of four Canadians felt that our society was increasingly polarized. The spread of misinformation, rising general anxiety, declining trust in institutions and increasing polarization — often inflamed by social media and partisan dogma — will continue to be fuelled by rising distrust in expertise, data, colonial structures and authority.

The endless shifting of narratives and responses to COVID-19 and systemic neglect of support for underserved populations, mixed with bandaid programs and empty promises of social justice and meaningful change will grow louder — and social purpose organizations will have to act on rebuilding trust with the populations they serve. How will social purpose organizations respond?

2

The quiet revolution for intergenerational justice will gain momentum in 2023.

What it means for you: In 2022, for the first time ever, children and youth had an official space at COP27 — the Children and Youth Pavilion. Dr Omnia El Omrani, COP27 Youth Envoy noted, “A child born today would experience four times the extreme weather events than we do.” Moreover, YOUNGO, the official youth constituency of the UNFCCC, celebrated securing official recognition as stakeholders in designing and implementing climate policies. This is the beginning of having a youth seat at this table — and many others.

The pressure will mount for executives as the scales tip for more and more inclusion of youth in design and decision-making, and that goes from governance to strategy to grantmaking and service delivery. Organizations and teams will have their relevancy and legitimacy publicly called out if anything is designed and implemented without an intergenerational assessment and involvement.

Young changemakers will push their funders to understand and assess the intergenerational impacts of their investing, strategic plans and granting. And in 2023, funders and NGOs will have to respond. Will social purpose funders and organizations start assessing the intergenerational effects of their work?

3

Impact measurement and reporting will see renewed momentum in 2023 but will have to contend with a critical and emerging issue: data consent.

What it means for you: Changemakers haven't grappled with the inherent power imbalance and ethics that comes with demanding data from some of Canada's most vulnerable people. However, data is critical to ensuring social purpose organizations and funders are achieving their desired results to address the challenges they intended to address. Central to this intent is high quality disaggregated data — as it represents the experiences of marginalized and racialized communities.

WHAT IF?



As the five per cent disbursement quota requirement goes live, changemakers expect the dollars to go to underserved groups across the country. But what if support for systemically underserved groups falls short? This could lead to outcry that the disbursement quota is a poor measure of progress toward addressing structural and systemic injustices.

But questions of data ethics and data consent have to be solved first. Are people who are asked to hand over their data fully aware of the many ways in which their data could be used? Do they feel empowered to say no? There's often a vast gap between practice and what people perceive. To date, a majority of social purpose funders and organizations don't exactly understand what the disaggregated data really means, how to action data consent, how it informs impact measurement, and why Canada is investing in collecting such data now. In 2023, questions of data ethics, disaggregated data and how they inform impact measurement will become more pressing. Social purpose organizations will have to build their literacy and muscle in data collection, ethics, consent, analysis and reporting.

4

The crypto bubble took a tumble in 2022. But crypto donations will still matter in 2023.

What it means for you: The spectacular collapse of FTX in November 2022, after an \$8 billion hole was discovered in its balance sheet, was a blow. And in May 2022, the international crypto market lost an eye-watering \$200 billion in value.

Experts are calling it a “crypto winter”, a term widely used for a slump in crypto prices. Despite significant setbacks, crypto adoption has gained momentum in recent years. And all that being said, crypto remains valuable for fundraisers, and that’s because roughly a quarter of Canadians aged 18 to 24 own crypto assets. There is no doubt that the digital currency industry is girding itself for an onslaught of regulation. But crypto is here to stay.

There are more and more social purpose use cases being developed every week around the world — from finance to climate change to mental health. Fundraisers: Consider this slump your time to build-up your crypto donations literacy. This is also your time to begin forming strategic relationships with young Canadian donors, as they are more likely to donate crypto than anything else. As one of the fastest growing donation types in the world, crypto will still matter in 2023.

5

Canada's global ranking on the United Nations Sustainable Development Goals progress will drop again in 2023, as interest in the overall framework begins to fizzle out.

What it means for you: The Sustainable Development Goals (SDGs) were created to set ambitious targets to overcome the world's biggest societal challenges by the year 2030.

The SDGs bring all our social, environmental, and economic crises together under a single framework and show us how one challenge is deeply linked to the others.

Although the framework itself has been criticized for its rigidity and lack of evolution post-global pandemic, it remains an instrumental framework for global human progress. Ironically, even though Prime Minister Justin Trudeau is the co-chair for the global SDG Advocates group, which works to raise awareness of the Goals and the need for accelerated action, Canada is moving backwards in relation to the world on our overall SDGs progress — ranking 29th in 2022, down from 21st in the previous year. I predict the country's overall ranking will drop again in 2023.

6

All signs point to a slowing economy, market downturn, and dropping donations, with a possible recession on the horizon. The funding purse strings will tighten across the country — again.

What it means for you: Much of the world will be in a recession in 2023. Higher interest rates, a volatile market, and dropping donations all create a highly fragile economic picture for social purpose organizations.

Services and programs in communities across the country are at risk of pausing or closing, even though the demand is higher than ever before, causing millions of lives to be severely impacted in 2023. Some philanthropic organizations, such as the Campbellford/Seymour Community Foundation have already suspended granting to protect their endowment. In 2023, I predict the purse strings will tighten across the country among grantmakers and donors, as they slide back into old thinking to preserve their capital.

While the increase to five per cent disbursement quota goes into effect this year, there is no clarity or certainty that the new inflow of funds goes to where it's needed most. In 2023, the systemic fragility of the non-profit and charitable business model will be exposed again, with serious implications for the future of the sector and communities. This is the year to reflect on which funders you rely on and the volatility of those dependencies, as well as reimagine your business model and diversify income sources.

7

Following floods, fires, hurricanes and a pandemic as well as their cascading effects, most social purpose organizations will still not have emergency preparedness plans in 2023.

What it means for you: The Canadian Red Cross noted that climate change, global travel, urbanization, and infectious disease outbreaks are on the rise.

Experts have predicted that 2023 will see large-scale outbreaks, hurricanes, floods — and their cascading effects such as: food shortages, loss of work, lack of childcare, increase in domestic violence, and rise in depression and anxiety. Following the 2013 Calgary floods, local stakeholders convened to create and distribute an emergency preparedness plan for nonprofits called EPIC (Emergency Preparedness Initiative for Calgary).

Today, the majority of Calgary's 8,000 non-profits have emergency preparedness plans in place. The same can't be said for the approximately 100,000 non-profits across Canada. More than ever, social purpose teams need to understand how to coordinate action, and understand the immediate and cascading risks for a variety of emergencies in order to prepare for and mitigate the negative effects. 2023 will be the year for alarm bells on pan-Canadian emergency preparedness plans to focus on prevention, coordination and mitigation before organizations find themselves in the middle of yet another crisis.

8

Companies engaging in and funding social justice will increase in 2023.

What it means for you: Companies are feeling investor pressure from above, employee pressure from within and consumer pressure from all around to defend their values and actions.

More than 100 American companies quickly responded to the overturning of Roe v Wade, supporting their female employees by expanding reproductive healthcare options and making public commitments to gender equity and abortion access.

Corporations around the world can no longer remain neutral on political and social issues. Alongside abortion, in 2023, companies will be judged on their approach to climate change and the energy transition, queer and transgender rights, immigrant and refugee rights, ethical labour practices and racial justice. If you're a corporate funder, taking courageous stances will be rewarded by your grantee partners. The key is authenticity — mean what you say and do what you promise.

9

Volunteering is sharply declining in communities across the country. Social purpose organizations will continue to cut program and service delivery — possibly to dangerous levels.

What it means for you: Attracting and retaining skilled volunteers will be tougher in 2023. Community groups as well as larger non-profit organizations have seen a steady decline in the number of volunteers over the past year and experts say pandemic fatigue, fear of getting infected, personal caregiving commitments, changing habits, and financial barriers are all contributing to the drop.

Volunteering — be it at charity runs or as a Big Sister mentor or on non-profit boards — is the backbone of the social impact world and strong communities. A significant number of programs, services and operations are run on volunteer efforts, and in 2023, as volunteering continues to drop, the effects in communities will be crippling.

Social purpose teams will have to resort to creative incentives, including offering honorariums, in order to rekindle the habit of formal volunteering, or completely reimagine their operating model.

10

Salary secrecy is being challenged in a number of sectors and industries in the US. However, pay opaqueness will prevail in Canada's social impact world this year.

What it means for you: The salary transparency movement is well underway. In the US, California and Rhode Island have joined other states to pass pay transparency legislation.

WHAT IF?

In 2023, funders can finally disburse capital to informal, unincorporated groups, otherwise known as non-qualified donees. But what if funders stick to what they know and don't include unincorporated groups in their portfolio? This is a massive missed opportunity. And for funders, it's worth paying attention to your ratio of incorporated versus unincorporated groups.

2023 will be the beginning of the end of salary opaqueness in Canada, too. Mandating upfront disclosures from the employer's side has proven to help close wage gaps across gender, racial and 2SLGBTQ identities. However, teams and organizations in the social impact world have been slow to respond.

Wage opaqueness continues to proliferate wage discrimination which, at a time of high inflation, has a range of negative organizational effects. According to Imagine Canada, the average annual salary for those working in community non-profits is approximately \$38,000 — well under the \$57,000 average in the overall economy.

Also, there are sizeable gaps between executive and non-executive pay in charities, non-profits, philanthropic entities and corporate social impact teams, especially between funder and fundee staff. While there is a patchwork of provincial pay transparency acts across the country for certain employers, it's grossly inequitable and insufficient. Social purpose teams will face increasing pressure in 2023 to make salaries transparent for new hires and existing staff — or risk losing talent.

11

Social isolation within organizations and in communities will continue to rise.

What it means for you: There is more and more evidence demonstrating that social isolation, loneliness and loss of connection is having detrimental physical and mental health outcomes — from increasing risks of diabetes to depression and heart attacks. Experts say that by and large, it has been exacerbated by the pandemic and working from home.

This will become one of the most significant issues facing organizations and communities alike. Coming out of two years of working from home, losing regular contact with friends and colleagues, family and social circles as well as being in and out of lockdowns, have resulted in major health issues — most common in millennials, Gen Z and the elderly.

In the biggest, most diverse city in Canada alone, one in 12 Torontonians have no close family or friends post-pandemic, and social circles have shrunk in the last five years. Social purpose teams are best suited to embed belonging and connectivity to reverse the trend, but only if team leaders prioritize it in 2023.

12

Canada's cost of living crisis will finally be acknowledged as a national emergency.

What it means for you: More and more families across the country will seek community and social support to make ends meet this year — from housing to internet access to food and clothing.

Last year, grocery prices increased at the fastest rate in 40 years, and nearly a quarter of Canadians bought less food because they just couldn't afford it. More Canadians rely on food banks than at any other time in Canadian history. Canada's sky-high mobile and broadband internet rates continue to climb, and remain one of the highest in the world.

From diapers to rent to gasoline, nearly every essential need has shot up. People across the country who are struggling to make ends meet are increasingly turning to crowdfunding platforms for support — personal and family emergencies remain the top and fastest-growing fundraising category on GoFundMe in Canada. These cost increases affect non-profits and charities too.

A recent CanadaHelps survey found inflationary pressures have increased service delivery costs for 83 per cent of small charities, while a further 60 per cent say demand for their services now exceeds their capacity to deliver. In 2023, funders and donors will feel increased pressure to address the program and service delivery gaps caused by the cost of living crisis. Will the funding support be significant enough to make a difference in people's lives?

13

Humanitarian needs will saturate the global development system again in 2023.

What it means for you: The web of humanitarian crises around the world is worsening, and becoming far more frequent, complex and unpredictable.

2022 saw a sharp rise in conflicts, harsh climate change effects, and the continued battle against Covid. Globally, there are now far more than 100 million displaced people. The costs to support emergency aid for them are growing, and will continue to increase in 2023.

Global development funding will be squeezed in this new era of crises. Tight budgets by philanthropic organizations and governments will lead to flat or declining funding for development, while rising humanitarian needs will eat up more and more of the budget.

This is already visible, as international NGOs are seeing the proportion of government budgets going to humanitarian emergencies rising year after year.

The ingredients of long-term cooperation and development such as peacebuilding, economic development, human rights education, civil society support, building institutions, and media freedoms are already being crowded out by urgent humanitarian needs and the pandemic. So, what funding and resources will be left for long-term cooperation and development?

14

With the new subvariant of Omicron on the rise, social purpose funders and organizations will realize long-COVID is not just a medical issue.

What it means for you: Millions of people who caught COVID since 2020 will still be unwell in 2023. The symptoms of long-COVID can be tough, and include heart palpitations, headaches, and fatigue.

While many have been obsessed with numbers like vaccinations and hospitalizations, civil society and governments have taken their eyes off the lingering effects of the virus for those who caught it — and their families. While there are studies underway to map the biological pathways for long-COVID symptoms, the follow-on social, economic, and mental effects can be devastating.

And community services and support programs are grossly lacking for Canada's 3.9 million survivors and their families. Much of that will change in 2023 as doctors, including Ontario's chief medical officer, push for a long-COVID strategy that would improve testing and treatment. With only five provinces having long-COVID clinics, care options are grossly insufficient. But long-COVID is not just a medical issue.

There are cascading social and economic effects, and evidence is mounting that long haulers need social support, retraining for work, caregiving, mental health programs and more. How social purpose funders and organizations step up in 2023 will determine quality of life for millions.

15

Greenwashing and socialwashing will be a concern for every company, as ESG scrutiny grows.

What it means for you: In less than a year after COP26, which took place in November 2021, the number of multinationals, including Canadian companies, pledging to achieve net zero emissions by 2050 grew by almost 40 per cent, now reaching 82 per cent of all multinationals. Among them are notable brands like Loblaw, BMO, Cenovus, Manulife, Enbridge, Shopify.

However, the world is far off-track to limit global warming below two degrees. Climate pledges and ESG offerings have become performative acts, empty promises, lack of transparency in reporting, greenwashing, social washing, and a whole lot more. Attention will turn from pledges to delivery in 2023, and it will be harder to distract people with beautifully written sustainability and impact reports.

Transparency requirements are accelerating, too. Former federal environment minister Catherine McKenna now chairs a UN committee dedicated to developing standards to prevent businesses from greenwashing. In 2023, climate pledges and ESG screens will only be the bare minimum.

16

In 2023, trust-based funding and giving will be challenged as an empty slogan.

What it means for you: People closest to a problem often have the least power to act on it. For a short period, with the pandemic and calls to act on systemic injustices, there was hype around changing this — through trust-based donations, grantmaking and impact investing, the practice of shifting power and capital to people close to the problem. But while online giving exploded in the last two years, there is still only a fraction flowing to Black, Indigenous and people of colour-led organizations.

In 2023, we will see civil society's giving, impact investing and philanthropic apparatus change even more. Even though everyone wants to be like Mackenzie Scott, few funders actually practice what Scott does, and trust-based work will be challenged again with institutions, investors and wealthy donors being given another chance to genuinely shift power.

Pay close attention to how many strings you attach to your RFPs, grantmaking, impact investing and donations, and who gets to decide where the capital flows. Conduct anonymous surveys to evaluate how trust-based your work actually is; you might be surprised by the feedback you receive from grantees and investees.

17

Technologies such as blockchain, artificial intelligence and metaverse will gain steam, prompting a critical decision for social purpose organizations: are you in or out?

What it means for you: Technology is becoming integral to every role — from research to community building and fundraising to HR. The digital revolution will see plenty of action in 2023. You may still mock AI or the metaverse or non-fungible tokens (NFT) art, but you're quickly becoming the minority.

WHAT IF?



The \$755 million Social Finance Fund is set to launch in 2023, but changemakers are already asking: what if it's a bust? What if the program and delivery are poorly and traditionally designed that the capital doesn't actually go to people and the solutions where it can generate the biggest difference? As much as the fund is seen as a bright light, skepticism remains. One just hopes the feedback loops with the ecosystem are tight enough that improvements and adjustments can be done swiftly.

If you can, think about where the internet was in the early 1990s or where smartphones were in the early 2000s, and how much of the social impact world was involved in shaping or harnessing it.

Now think about what could've been possible or what could've been mitigated had there been more intentional organizing and action in the early days of either. Digital adoption isn't just about using today's technologies but experimenting with emerging technologies.

There are piles of social purpose use cases building up with exciting opportunities for nonprofits, charities, impact ventures and funders to get involved.

18

DEI training, chief diversity officers, anti-racism pledge organizers and leaders inside organizations will realize: actually, not much has changed.

What it means for you: In 2023, social purpose teams will be forced to grapple with virtue signalling, positive posturing, performative acts, and faulty DEI training and initiatives — and that might mean tough choices, including letting go of board members, executives, and even DEI programs to start from scratch.

While there are significant numbers of racialized workers in the non-profit sector, only a small minority occupy roles with influence and leadership. It quickly became apparent that the Covid pandemic had an ugly, racist side, and people were being sidelined.

Sparked by the global activism on the heels of George Floyd's murder, a number of businesses, INGOs, philanthropic organizations and non-profits moved to create diversity, equity and inclusion initiatives, staff training programs, solidarity and reconciliation statements, and revisit their policies and programs.

2023 will be a tipping point for DEI in the social impact world, with organizations unresponsive to performative DEI initiatives getting called out or risk losing their talent. Nothing about us, without us, will echo in every executive call and board meeting.

19

In 2023, social purpose funders, organizations and community groups will act on the worsening caregiving crisis.

What it means for you: Caregiving responsibilities have significantly increased in the past few years, but caregivers and their families do not have sufficient financial or well-being supports.

While there were signs and posters in neighbourhoods thanking essential workers during the height of the pandemic, there has been no pan-Canadian movement to acknowledge the invisible unpaid contributions of millions taking care of elderly, immuno-compromised, children and youth, and people with special needs.

A 2021 Canadian Centre for Caregiving Excellence survey found that 87 per cent of caregivers experienced loneliness, 73 per cent experienced moderate to high anxiety and 69 per cent said they noticed a deterioration in their mental health.

There are millions of Canadians in communities who are worse off financially, physically and mentally due to caregiving commitments. This year, social purpose funders, organizations and community groups will begin to coordinate a response with regional and national bodies to understand and address the worsening caregiving crisis. But the cost of inaction this year will mean communities suffer, prompting mass scale caregiver poverty and burnout.

20

In 2023, the majority of social purpose funders will still not have divested from fossil fuels, created a carbon neutral plan, or assessed their current and future environmental harms.

What it means for you: The Intergovernmental Panel on Climate Change was founded in 1988 after scientists had spent decades raising the alarm about global warming. Thirty-five years later, there is effectively zero binding policy to address climate change.

Social purpose funders face no accountability for climate change either, potentially causing and contributing to enormous harm for today's and future generations. In 2023, the relentless increase in global heating will continue, bringing with it ever more disruptive and unpredictable weather that is the signature calling card of climate breakdown.

While the Government of Canada has set a commitment to achieve net-zero emissions by 2050, the social sector has made no such commitment. The vast majority of social purpose funders and organizations have yet to divest from fossil fuels, create a carbon neutral plan, assess their current and future environmental harms, and set targets to achieve. Yet, much of social impact work exacerbates climate change daily — from investment portfolios to international development to fundraisers and zoom calls.

21

Individual humanitarian groups and development organizations will pursue localization on their own terms.

What it means for you: Local groups in the so-called Global South are demanding better and more equitable partnerships, including setting terms on how they will accept international funding. INGOs around the world are beginning to notice and get on board.

They face a reputational risk if their local partners say they're failing to meaningfully engage. Donor governments are also slowly shifting, although the elephant in the room remains the UN, where a majority of aid money is consolidated.

Five years after the Grand Bargain – as it came to be called – was negotiated at the first-ever World Humanitarian Summit in Istanbul in 2016, momentum has slowed. After months of consultations in 2021 with the more than 60 signatories, there is a Grand Bargain 2.0, but it expires in 2023.

This will be a year where global development organizations begin to go beyond nods to localization, but to date, they haven't budged much when it comes to action – still taking up most of the space in how aid is coordinated, and in the share of funding.

22

Only two Truth and Reconciliation Commission Calls to Action were completed in 2022. Unfortunately, the pace will not pick up in 2023.

What it means for you: 2022 marks seven years since the Truth and Reconciliation Commission of Canada (TRC) released its six-volume final report and 94 Calls to Action.

The Calls to Action remain the single most important guidance to achieve reconciliation in our lifetime. Yet, as the Yellowhead Institute notes, only 13 Calls have been completed to date.

At this rate, it will take 42 years, or until 2065, to complete all the Calls to Action. While 2022 saw the second National Day for Truth and Reconciliation, a papal apology, legislative progress towards establishing a National Council for Reconciliation, in the words of AFN National Chief RoseAnne Archibald, “If we were in a chapter of a book on reconciliation — we are, today, on the first sentence of that book.” Progress continues to be frustratingly slow; so slow that many are wondering if meaningful change actually matters to Canada.

In 2023, there will be increased pressure from grassroots and Indigenous groups as well as grantees on social purpose organizations and funders to make tangible progress, beyond symbolism, on the Calls to Action. Will the pace pick up?

23

The search for alternate social media platforms for social impact communications, mobilizing and community-building will kick-start in 2023. But will social purpose organizations turn their back on the algorithm altogether?

What it means for you: As big tech social media platforms like Twitter, Facebook and Instagram become more polarizing and users leave, a growing number of changemakers and social purpose organizations will turn their attention to newer smaller platforms such as Discord, Post, BeReal, Mastodon and Geneva in 2023. Social media platforms have been instrumental in fundraising campaigns, building movements, crowdsourcing ideas, and communicating impact.

Plus, it's taken a number of years for social purpose organizations to even fully adopt existing social media. However, turned off by the trolls, call-out culture, extremists, and burnt out by the pressure of chasing "likes," changemakers will begin to reconsider their relationship with big social networks such as Twitter, Instagram and TikTok in 2023.

A search for safe spaces to organize and mobilize communities will be a key driving force in changemakers' decisions to pause or completely abandon platforms they currently use. If your team uses social media for your mission, now's the time to try out promising alternatives. There won't be a mass exodus from the big social media platforms in 2023, but in 12 months' time, the number of users will drop significantly — and the social media landscape will look very different, as users seek out safer, more welcoming communities.



Start the conversation

MEMBER-EXCLUSIVE: CONVERSATION GUIDE FOR 2023 PREDICTIONS REPORT

Want to discuss these predictions with your board, colleagues, funders, partners, clients and community members, even with friends and family? We've created a guide to help you do just that – with questions to help you dive deep into what the 2023 outlook means for your work. We believe this is how social change happens: through informed conversations with people who can take action.

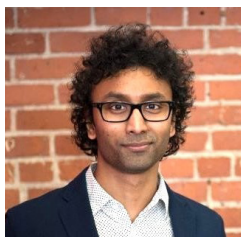
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MEMBER-EXCLUSIVE WEBINAR: 23 PREDICTIONS FOR THE SOCIAL IMPACT WORLD IN 2023

Want to learn more? Gain deeper insights? Ask questions? Tell us which predictions you agree and disagree with? Join a live conversation with Vinod and Future of Good's editor, Kylie Adair. Together, we'll dive deeper into some key predictions, discuss implications, and share more about how you might use them in your work. This is an essential webinar for professionals and team leaders at NGOs and INGOs of all kinds, funders, impact investors, corporate citizenship executives, policymakers and anyone interested in the key issues shaping the social impact world in 2023.

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About the author

An award-winning innovator, Vinod Rajasekaran is Publisher & CEO of Future of Good, a fast-growing digital media organization covering the social impact world for changemakers.

In addition to leading Future of Good, Vinod teaches a Master's level course on the trends and debates shaping the future of philanthropy at Carleton University. Prior to launching Future of Good, Vinod oversaw strategy and business model development as the founding Managing Director of Rideau Hall Foundation, chaired by former Governor General David Johnston. He was Co-founder and Executive Director of Impact Hub Ottawa, the largest multi-sector coworking environment in Canada's capital. Vinod also launched Canada's social R&D network as a Fellow with SiG and McConnell Foundation working to strengthen R&D capacity in Canada's non-profits. His ground-breaking work in social R&D is referenced around the world. Vinod has also worked abroad with various international development organizations.

Vinod is a regular commentator in the media, an invited speaker to conferences around the world on emerging trends in social impact, social finance, innovation, philanthropy, and corporate social responsibility.

Vinod Rajasekaran is available for speaking engagements for your team or at your event. Address any speaking invitations to community@futureofgood.co.



Founded in 2019, and the only Canadian media platform of its kind, Future of Good's journalism and live events equip changemakers like you with insights, analysis and know-how to make a bigger difference at work everyday. Our team of journalists dive deep into the world of impact to report on the news, trends and developments in humanitarian aid, social sector modernization, inclusion and anti-racism, social policy, philanthropy and giving, social finance and impact investing, technology and digital adoption, and corporate citizenship. Future of Good's ground-breaking journalism and interactive events fuel learning, development and decision-making for thousands, and are made possible by our members.

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