

BETTER ANGELS NETWORK POLICY

We work with nonprofit organizations that:

- Are mission driven and working to make a larger contribution to civic society
- Support diversity and equity through their work and within the communities they serve
- Advocate for better outcomes through policy and marketplace change
- Believe that data should drive those outcomes and are willing to collaborate to create more inclusive and complete data for other mission aligned organizations

We succeed because we understand the connection between human engagement and algorithmic understanding. We support organizations that are poised for impact, ready for growth, and have on-the-ground community trust.

Our core principles for the Better Angels Network:

1. **We will not profit off of our network's efforts to serve their community.**
 - a. For start-up and emerging organizations that are in the process of applying for their 501c3 designation, we act as a fiscal sponsor without charging an administrative fee.
 - b. Nonprofit organizations whose operating budget is less than \$50,000 annually will not be charged the annual subscription fee to participate in the Better Angels Network.
 - c. Nonprofit organizations whose budget exceeds \$50,000 annually are asked to pay a \$6,000 annual fee for the administrative costs for us to apply for and run the \$10,000 a month google ad grant program.
2. **We will support those who serve.** Any nonprofit organization that is run by veterans or focuses on delivering resources to veterans that desires to be and qualifies for the Better Angels Network is admitted for free.
3. **We want to create an environment to share, to learn, and to serve.**
 - a. **Pay-it-Forward:** When organizations that we have waived subscription fee for (under \$50,000.00 in annual operating expenses) reach a level where they can afford a subscription we will ask them to underwrite a new partner or veteran organization to help the network continue to grow since their grant will already be in place.
 - b. **Content Partners:** PDA has partners that do not have 501c3 designation or do not qualify for google grants are able to join the network as content partners and share their resources for us to promote when possible through our existing network.
 - c. **Channel Sponsors:** Aggregating data and learnings is key to this program and we have partners and funders who have the resources to build their own channel networks and sponsor their partner C3s by underwriting their subscription.

- 4. We will protect our partner's data to help them recognize the value in it for the communities they are serving and help them have greater impact.**