



HIGH IMPACT ATHLETES

**WE CONNECT
WORLD-CLASS
ATHLETES
WITH
WORLD-CLASS
CHARITIES**

HIGHIMPACTATHLETES.ORG

CHAMPIONS OF CHANGE

OUR MISSION IS TO CREATE
A GROUNDSWELL OF POSITIVE
IMPACT IN THE WORLD,
DRIVEN BY THE GENEROSITY
AND SOCIAL INFLUENCE OF
PROFESSIONAL ATHLETES.



HIA EXISTS TO TURN THE SPORTING
SECTOR INTO **A FORCE FOR GOOD.**

TEAM UP WITH HIA

- 160+ ATHLETES
- 31 COUNTRIES
- 40 SPORTS
- 1 MOVEMENT

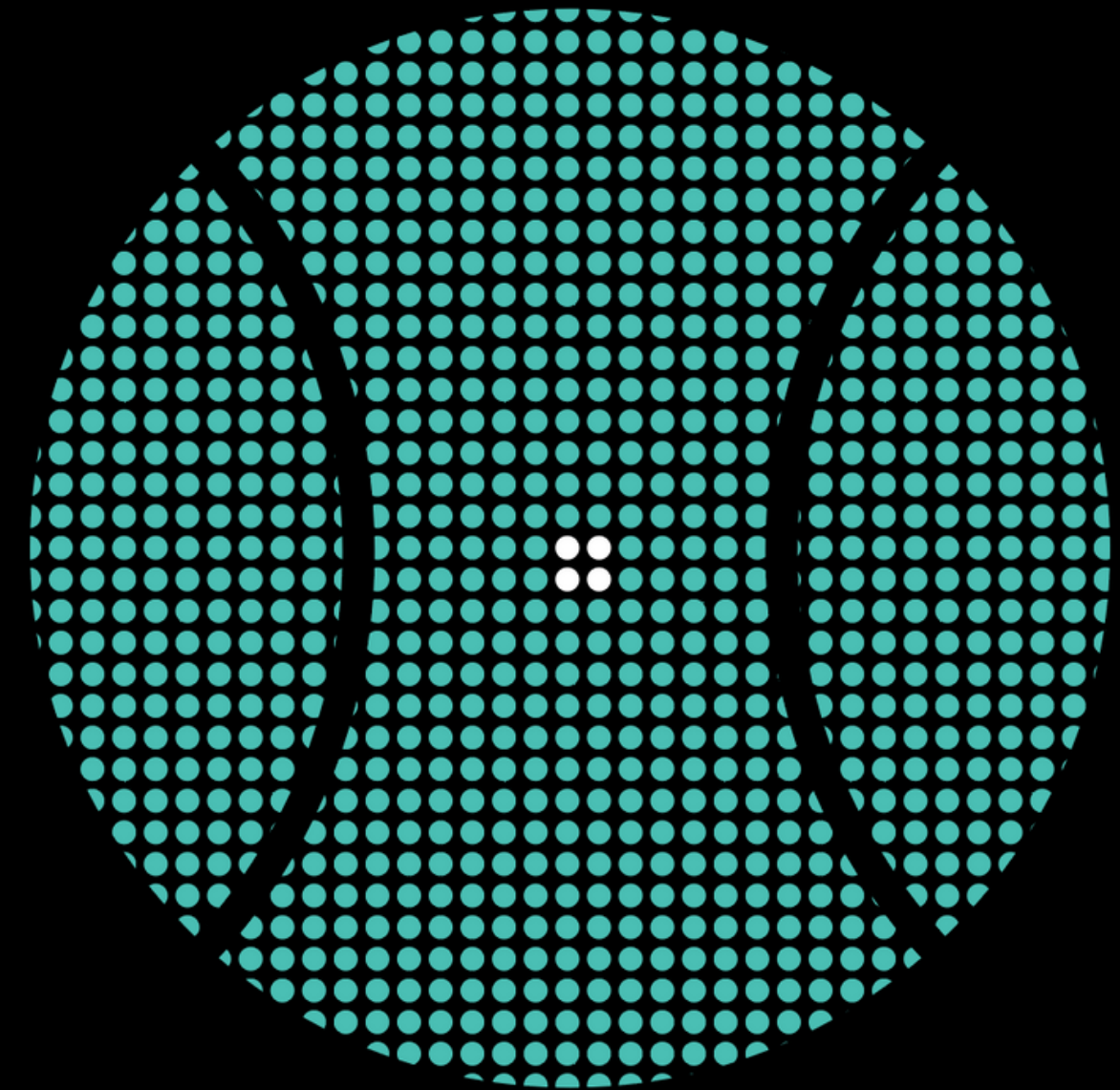
OLYMPIC MEDALISTS.
WORLD CHAMPIONS.
RECORD HOLDERS.
GRAND SLAM WINNERS.

ALL COMMITTED TO USING
THEIR CAREERS FOR
MAXIMUM GOOD.



DO MAXIMUM GOOD

OUR VISION IS A
WORLD WHERE
ALL THOSE WHO
CAN GIVE,
GIVE EFFECTIVELY.



● NORMAL CHARITY EFFECTIVENESS
● HIA CHARITY EFFECTIVENESS

A high-impact charity can be [hundreds or even thousands of times more impactful than the average charity](#), meaning you could save 100 lives instead of 1, simply by donating to the best charities.

Athletes optimise every aspect of performance, training and recovery - it simply makes sense to optimise our charity too.

WHICH ARE THE BEST CHARITIES?

HIA connects you with
the most cost-effective
and impactful charities
across three cause areas.



**GLOBAL
HEALTH
& POVERTY**

**ANIMAL
WELFARE**



**CLIMATE
CHANGE**



THE GOLD STANDARD FOR GIVING

We work with 12 of the most effective charities in the world. Each one goes through an extremely rigorous evaluation by the world's most stringent charity research organisations.



\$100
To 'Helen Keller International' can protect 74 children from preventable blindness.
[see more](#)

\$100
to 'The Humane League' can dramatically improve the lives of 1,000 animals living in factory farms.
[see more](#)



\$100
to 'Clean Air Task Force' can mitigate 100 tonnes of CO2e emissions.
[see more](#)



OUR IMPACT TO DATE

239,700+
HUMAN LIVES
IMPROVED



2,943,000+
ANIMAL LIVES
IMPROVED



160+
ATHLETES

\$732,400+(USD)
DONATIONS

438,200+
CO2E TONNES
MITIGATED





HOW CAN YOU GET INVOLVED?

As athletes we have two big areas of influence: **our voice and donations**. Maximum good means using both. However we recognise each athlete is at a different stage of their journey, so you can choose the best fit for you.

We are different to most nonprofits: **All your donations go directly to the charities - HIA does not take even the slightest percentage.**

PLEDGER

Donate 2% or more of your annual earnings to charity. This adds a deeper purpose to your sporting career - every win for you becomes a win for the world.

DONOR

Donate whatever feels right for you each year. You will make a direct positive impact on the world, and you can ask your followers to join you in giving effectively.

CAN'T DONATE? BE A SUPPORTER.

As athletes we have a massive opportunity to use our social capital to create positive change. It's easy to do, and free. If you use your platform to influence just one other person to make a yearly donation you're already making a big impact.

TESTIMONIALS



PLEDGER

"As a (lazy) athlete, I'm always asking how can I create the largest impact from the smallest input? Donating with HIA enables me to support causes that I care about and ensures that my contribution is making the most effective impact!"

- **Kate Strong, Triathlon World Champion**



DONOR

"HIA makes it easy to have a huge amount of positive impact with your donations. Join me in giving effectively!"

- **Stefanos Tsitsipas, World #3 Tennis Player**



SUPPORTER

"As athletes we have a massive opportunity to use our social capital to create positive change. It's easy to do, and free. If you use your platform to influence just one other person to make a yearly donation you're making a big impact."

- **Joseph Parker, World Champion Boxer**

FAQ'S

CAN'T I JUST DONATE TO MY LOCAL CHARITIES?

Our donations can do hundreds of times the amount of good when directed to the poorest places in the world, which is why we believe that we should Act Locally, Give Globally.

But that doesn't mean we can't volunteer at local soup kitchen too!

HOW MUCH OF MY DONATION GOES TO THE CHARITIES?

100%. HIA is fully funded through grant-makers who believe in the HIA mission. This ensures that 100% of your donation can do good.

WHAT IS THE QUICKEST AND EASIEST WAY FOR ME TO HAVE IMPACT?

On our website you can donate to the Maximum Good Portfolio. Your donation will be split evenly between all recommended charities - no decision-making needed and huge amounts of good done.

HOW MUCH SHOULD I DONATE?

A percentage pledge is a great way to add purpose and meaning to your day-to-day life without feeling squeezed if you have a bad year - it moves up and down with your earnings. Our pledgers all commit to 2% or more, but you can start at 1% to dip your toes in the water if that feels better. Otherwise, simply donate what feels right and comfortable for you each year. Useful donation calculator [here](#).

HOW OFTEN SHOULD I DONATE?

Different donation schedules work best for different athletes, and we are here to help you find that balance. You are able to give on a one-off basis at the end of the year or you can set up a monthly auto payment.

WHAT IS THE QUICKEST AND EASIEST WAY FOR ME TO HAVE IMPACT?

We encourage all athletes to donate, even if it's just a small amount per year to begin with. Having skin in the game creates a more powerful and authentic movement. But if that's simply not possible, using your platform and voice is powerful too!

EVER WONDERED HOW WEALTHY YOU ARE COMPARED TO THE REST OF THE WORLD?

[CHECK OUT THIS CALCULATOR](#)

**JOIN THIS
WORLD-CLASS
COMMUNITY
DOING
MAXIMUM GOOD**

GET IN TOUCH

marcus@highimpactathletes.org

Follow [@high.impact.athletes](#)

HIA

RESOURCES

<https://www.thelifeyoucansave.org/take-the-pledge/>

<https://www.givewell.org/charities/helen-keller-international>

<https://founderspledge.com/stories/animal-welfare-cause-report>

<https://founderspledge.com/stories/climate-change-executive-summary>

<https://80000hours.org/articles/effective-social-program/>