



The Lake Washington Declaration

Seattle, Washington, USA

We imagine a world where the stakeholders of social change have access to the information they need to make great decisions and act upon them.

The Markets for Good community first came together to help build the systems to provide that information. The work of this community is guided by the following principles

- We believe that **constituents** are at the center of our work, particularly those constituents most directly affected by the problems being addressed.
- We will be **humble**, acknowledging that we are dealing with **complex and emergent challenges** with no perfect solutions.
- We believe that the work of social change requires **collaboration**. No organization can achieve their goals on their own. We will be allies.
- We will act in the best **interest of the sector** first, not just in the interests of our respective organizations.
- We will default towards **openness** and sharing.
- We are committed to **learning**, and sharing what we learn—including failures.
- We will be promoters of **great giving**. We seek both *more* philanthropy and also *smarter* philanthropy that rewards effective, transparent, and accountable organizations.
- We recognize that social change organizations require many **different types of capital**. We embrace both philanthropic giving and impact investing.
- We recognize ongoing tensions:
 - There can be a tension between **advancing transparency** and **protecting privacy**
 - There can be a tension between **inclusive processes** and **speed of execution**
 - There can be a tension between what is **measurable** and **what is not**
 - There can be a tension between **providing access to information** and **ensuring sustainable business models**

Finally, we commit to an ongoing dialogue that builds upon these principles and further defines these terms. This, and nothing less, is required of those who presume to act for the good of all.