

Real Insights. Real People. Real Results.

Real Path.

Strategy & insights for
non-profits and social
impact organizations.

THE PROBLEM WE SOLVE

Most non-profit strategies fail because they're built on guesswork. Real Path reveals what your audiences truly think, feel, and do—giving you the clarity and confidence to make decisions that actually drive impact.

WHAT YOU'LL GAIN

Clarity to Act: Get actionable research—know exactly what matters to your community.

Smarter Investments: Prioritize projects that deliver the greatest value for your mission and bottom line.

Strategy That Sticks: Build plans grounded in people, not assumptions.

Stronger Relationships: Deepen supporter, donor, and member engagement.

Aligned Teams: Unify your organization around evidence-based decisions.

Lasting Impact: Design experiences that deliver sustained results.

HOW WE DO IT

We combine rigorous human insight with strategic experience design

In-depth qualitative discovery - genuine, personal conversations with supporters and potential supporters to uncover what truly drives them.

Insight-led experience design - translate those insights to thoughtfully mapped journeys and experiences that build lasting engagement over time

REAL PROJECT NUMBERS

2

Largest single
gifts ever
received

6x

YOY monthly
giving
revenue

8.5x

Increase
in donors

\$4.6m

Additional year
1 revenue

+1k

Rich conversations
with supporters

"Real Path gave us rich insights about our donors, and showed us how we can better connect with them. If my job is to leave the fundraising program in a better position than I found it, our project with Real Path will be a major contributor to that."

Susan Vardon, National
Director, Right To Play Canada

ecojustice



RIGHT
TOPLAY

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