



CHARIPILLAR

Wellness, Engagement, And Philanthropy

Topic Overview

Charipillar was born from a simple belief: healthier people create stronger organizations, stronger communities, and greater impact.

Co-founded by Ian Tonks and his daughter Sophie, Charipillar combines wellness, personal growth, engagement, and philanthropy into a single platform designed to help individuals improve their lives while generating meaningful charitable contributions.

This conversation explores the connection between wellness, culture, purpose, engagement, and philanthropy, and why organizations increasingly need more meaningful ways to connect people around shared experiences and shared impact.

Suggested Questions

1. What is Charipillar?
2. What inspired the idea?
3. Why combine wellness and philanthropy?
4. What problem is Charipillar trying to solve?
5. What are organizations getting wrong about employee engagement?
6. Why do employees increasingly seek purpose at work?
7. How does wellness affect performance?
8. How does contribution create meaning?
9. How can organizations strengthen culture?
10. Why did you choose to build Charipillar with your daughter?
11. What role does philanthropy play in organizational culture?
12. How can businesses create greater impact in their communities?
13. What makes Charipillar different from traditional wellness programs?
14. What is the long-term vision for Charipillar?
15. How do you plan to raise \$1 billion for charity?

Core Themes

- Wellness drives performance
- Contribution creates meaning
- Culture is built through shared experiences
- Employees increasingly seek purpose, not just compensate
- Philanthropy strengthens connection
- Healthy people contribute more positively
- Small actions can create significant impact
- Organizations can do well while doing good



About Ian

Ian Tonks is an entrepreneur, author, speaker, and co-founder of Charipillar. Together with his daughter Sophie, he created Charipillar to help people improve their lives while generating meaningful charitable impact. The organization's long-term mission is to help raise \$1 billion for charities around the world through the power of wellness, engagement, and contribution.

Relevant Links

Charipillar.org

iantonkscompanies.com

[Ian Tonks | LinkedIn](#)