



Let's be honest:

The ways that purpose-driven orgs attract dollars is drastically changing.

An urgent need to address.

Federal Funding is Shrinking Dramatically.

Federal support for nonprofits has declined. The volatility puts countless mission-driven organizations at risk; in fact, 60–80% of nonprofits relying on government grants wouldn't be able to sustain basic operations without them.*

Donor Attention is Fragmented, and giving populations are aging.

Donor numbers have declined for four consecutive years, with 2024 seeing 4.5% fewer donors compared to 2023**. Smaller donors, who give under \$100, dropped dramatically by over 12% in mid-2024 alone.***

*Urban Institute, 2025

**The Chronicle of Philanthropy, 2025

***Fundraising Effectiveness Project, 2025



Funding is drying up.

Donor behavior has changed.

And it's getting harder to break through.



From:

Federal grants and aid
PEPFAR & USAID contracts
Government block grants

(as primary sources of funding)



To:

- Individual donors (event based & recurring) with a focus on bringing in millennial and GenZ donors
- Corporate partnerships & in-kind collaborations
- Fiscal sponsorships & collaborative models



Your cause isn't the only one that matters. But with the right help, **it can be the one that moves people to act.**

You're likely navigating at least one of these challenges:

- A big mission, and a small comms team
- A brand identity that's not extracting the maximum value
- Unoptimized messaging across audience touchpoints
- Increased competition for your core donor base
- A desire to reach new donors—but not a differentiated path forward

You want:

- New donation sources (audiences and corporate partnerships)
- Campaigns that convert and increased giving
- Internal alignment on how to communicate mission
- A partner who knows what they're doing (*and cares*) *and works within your budget*



What We Actually Do (Plainly Put)

We help you understand who you're talking to and how to speak to them in ways that drive action.

We refine your story so it's magnetic. We build campaigns that raise money.

And here's the part no one else is talking about: corporate brand partnerships.

Our networks run deep with some of the biggest brands and ad agencies globally.

From co-branded campaigns to strategic sponsorships, we help you build the pitch and matchmake with the right partners to demonstrate how your mission aligns with their audience. Driving win-win solutions that bring in badly needed funding and elevates their brand with their audiences.

Why Us:

- Experienced, principal talent without the overhead.
- Deep understanding of multi-entity organizations.
- Strategic design thinking rooted in measurable impact.
- You're the expert, we're your empowerment.

Services Offered:

- Brand strategy and narrative development
- Messaging frameworks and outreach planning
- Visual identity and content design guidance
- Pitch support and partnership expertise
- Implementation roadmaps and training



We deliver impact at all levels.

From local, to national, to global, if your org is doing good – we want to help.
Just a few examples of our prior experiences.

01



Segmented stakeholders for accelerator programs.

02



Clarified strategy to drive \$1M+ corporate sponsors.

03



Built brand partnerships that won global attention.

04



Mined donar insights to stimulate social actions.



If your approach to donor dollars is the same as it was even a year ago – you're missing a massive opportunity.

The truth is, you don't need more ideas.

You need a partner who can support navigating this new, scary landscape.