



Kerrin: Hello, and welcome to the Untapped Philanthropy podcast. I'm your host and Fluxx co-founder, Kerrin Mitchell. I've spent my career exploring technology's role and amplifying impact within our social sector and, more specifically, helping funders to learn to leverage technology and data to connect and better serve our collective causes, constituents, and communities.

In this podcast series, my team and I will profile social sector leaders, public figures, philanthropists, and industry futurists to explore this fascinating intersection of funding, technology, and policy. We're here to analyze the most critical and formative topics and trends that shape philanthropy both today and tomorrow. We hope this series leaves you inspired to think and act through a more collective and visionary lens.

For this month's episode, we're following up on one of our previous episodes on trust-based philanthropy. Today we gear today's discussion around the grantee, and this week's guest has a radical approach to how we can actually place power back in the hands of the grantees and employ trust-based practices at a global level. So without further ado, I am thrilled to welcome the executive director of Move 92, Geneva Prichard.

Geneva, thank you so much for being on with us today.

Geneva: Thanks so much for having me. I'm a huge fan of your podcast. So, I'm excited to be here today.

Kerrin: So Move 92. Tell me more about the name and maybe the story behind it.

Geneva: Yeah, so before we rebranded, we called it the girl's and women's leadership initiative. And we were writing a big research paper on why this style of giving was so important. And we saw a statistic about how \$10 billion is allocated to gender equity worldwide annually. And 92% of that money goes to big international aid organizations, which means only 8% gets into the hands of local leaders. And for us, we were like, "yes, our mission is to move some of that 92% into the hands of the communities." And the cool thing is, since we started just a couple of years ago, we have given grants to 35 different partners in 12 countries. And we also have a network of grantmakers in the US, Australia, New Zealand, Singapore, and Thailand. And week by week, those numbers are growing.

Kerrin: Wow. That's incredible.

Geneva: Yeah, we're proud of it. Because a couple of years ago, this was just a concept. Is this gonna work? Are people going to be interested in this? And the more we share our story; the more people are coming back to us and saying, I want to be a part of this. And what's so interesting is when you're thinking about it in the early days, you spend so much time on the education of why we should do this.

Kerrin: I find this on the technology side too. Like you can have an idea. And you might be like: this is what's going to happen. And is this going to change the world? So much of it is understanding where people are and helping them to take the steps towards a vision that they helped define.

That's something that we experienced in the early days of Fluxx. If we didn't show users a path to the logic, or more importantly, if we didn't let them help define what that end state was, they wouldn't get there. But I think there's this incredible shift that's occurred in philanthropy over the



last two years in terms of willingness and interest to say, “how do we best show up for our grantees?”

And if you're not listening to your grantees, you're not going to have grants deployed in the right manner. So, it's such a cool thing that you and Shaady both have had an opportunity to see your vision that you had years ago come to fruition, and you're seeing this sort of critical inflection point of the grantmakers saying, “tell us more.” And that's such a powerful place and encourages everyone listening to the call to get more information on these orgs and reach out because that's something that continues to keep us all educated on how to apply some of these principles. So, for the audience that may be familiar or may need to learn a little bit more. Tell us a little bit about yourself and what kickstarted you in your career in philanthropy?

Geneva: Well, my background is really in international development. I got my undergraduate degree from Seattle University in international development, which was my first taste of the NGO sector. In my junior year, I worked for CARE International in Nicaragua as part of a one-year program for the university. And it was so eye-opening because it was my first time seeing the magic of community-led solutions and also seeing some of the barriers because of the bureaucracy of big aid organizations. So, my first experience was also the first time I began questioning the sector and seeing how powerful the communities were. After that, I got my graduate degree and masters in global health in Thailand, and I lived on the Thailand/Burma border for a couple of years.

And again, I am continuously blown away by how communities truly know the solutions to the unique issues that they are facing. Now, that might seem obvious. Of course, communities would know the solutions to their unique problems. However, a lot of traditional philanthropy and international development is often rooted in western solutions. So, if we fast forward to today, I have 20 years of experience in the sector. And I'm just so excited to be looking at it from a different perspective in philanthropy, which is slightly different from the international development/aid sector.

So, within philanthropy, we get to work with individual grantmakers, family foundations, or businesses that are looking to give in a different way. And we can harness the power of unrestricted funding. So, it's been a really exciting 20-year journey in international development, culminating in what we're doing today, which I feel is just really working with promoting community-led solutions.

Kerrin: That's something that I think is so interesting because when I speak with our clients at Fluxx and their grantmakers, there is not only a willingness but an interest to hear this perspective and adopt practices that make it something that they can digest. They want the impact, and all those things can actually be made better by applying many of these practices.

You shared that our previous guest, Executive Director of the Trust-Based Philanthropy Project, Shaady Salehi, handles the education component for many of these grantmakers. And you do the work on phase two of these efforts, the implementation; tell us how this works at Move 92.

Geneva: We have developed such a great relationship with the Trust-Based Philanthropy Project. All of it is online because I'm in New Zealand, and we couldn't travel for a long time. But I have to say, Shaady and I just finally met in person a couple of weeks ago in San Francisco, and it was like, trust-based philanthropy fireworks; we had so much fun together. I just can't say enough about how great she is.



The Trust-Based Philanthropy Project is an incredible resource for learning about what trust-based philanthropy is. What are the barriers? What does it mean? What does it mean legally? What does it mean in a corporate setting? And if what you learn resonates with you, we can help you figure out how to get your money to grassroots organizations worldwide.

So, the initial conversation with a new grantmaker can go one of a few ways. We'll ask them if they have a theme or a region of interest — sometimes, it's both. And from there, we can curate recommendations on where to channel their money. So, for example, I work with a grantmaker here in Christchurch. She approached me because she had been giving to World Vision for many years. And she wanted to shift the way she was giving. And she said she spent half of her time in Greece and the other half in New Zealand, and she's really interested in getting money to the asylum seeker population; and in particular, the homeless asylum seekers in Athens. It was so interesting because our team doesn't have experience in Athens. But we do have a lot of experience with refugee and asylum seeker populations.

So, we put together an informal advisory team and asked ourselves, who do we know that works in Athens? Who do we know that's working with these populations? And so that's step one, we activate our network, and we build bridges to figure out who we trust that's working in the space. And after about six months, we found a few organizations that were working with housing and housing needs for asylum seekers in Athens. So, that one was really specific. She had this really specific dream, and our team was able to make that happen and curate the relationships. So that's really how we work. If you want to give in this way, we can help make it happen.

Kerrin: Amazing. It almost sounds like you're looking at and approaching this work from a concierge perspective. Like you're making things happen for funders and helping communities address these problems; people that know the area and the community. There's something very powerful there. What are some of the kind of surprising or interesting data points or anecdotal stories that you can share about some of these experiences and some of these connections you're making?

Geneva: We could have like 15 podcasts about the inspirational stories I've seen, but I'll narrow it down to two in particular that had a tech component. The first one is Purple Code. They're located in Indonesia, and the Purple Code team is a group of women that are promoting a feminist internet. And the reason for this is that women must have a say in how technology is developed. Now, when we met them in 2019, they were rejecting outside funding because funders were coming in and saying, I'll give you funding only if you do A, B, and C, and they're like, No way, we are pushing this agenda. This is ours; we know exactly what is needed to empower women in Indonesia, to have a place on the internet. So, we gave them a \$10,000 unrestricted fund at that time, and they have flourished over the years and are now officially registered. In addition to that, they have become the go-to for both police and policymakers. It turns out the police and policymakers didn't know what online gender-based violence was, didn't know how to define it, and didn't know how to punish the perpetrators or empower the victims. Through small unrestricted grants, they became the go-to organization in Indonesia for feminist Internet and online gender-based violence.

Another great example is in Laos. We work with an organization called Click Laos, which is a farmer network that includes 5000 Individual farmers. Now, the main goal of the Lao farmer network is to link smallholder farmers to markets. But the problem that they were finding is there was a lack of up-to-date information on production and market info. And some middlemen were



taking a big fee to transfer information from the farmers to the market. So, when we met with them, the first thing that we like to say, not only with Click Laos, but with all of our new partners, is “if you were to receive a \$10,000 unrestricted grant, what would you use it for? Do you have any wild dreams that you can't get funding for anything that you feel wouldn't fit into a general grant application?” And let me tell you, our partners are always shocked and excited to hear that.

Kerrin: A magic wand. That's what I always use in my example. I'm always like if I gave you a magic wand, what would you do? And I feel like you get these amazing dreams that are not that unreasonable to ask for. So, I think what you asked makes sense.

Geneva: So, they came back to us with an idea to develop an app that would provide real-time information from the farmers directly to the market. And, of course, we transferred the funding immediately. We're so excited to see this happening. So fast forward to today, the app has been launched. There's already like a couple 100 farmers that are I'm there, and they're doing trainings to try to get it to a wider audience of farmers in Laos. And we're about to give them a second grant that will be storytelling on how this is impacting the lives of farmers.

Kerrin: In many ways, you asked them to do a transition from traditional philanthropy to employing a direct and flexible funding model. Therefore, what needs to change in our industry? What needs to be overhauled? Or what are some things that help employ flexible funding?

Geneva: So from the grantmaker perspective, we're finding that trust is a lot more vulnerable than we anticipated. For those of us that have been in a sector a long time, this all seems obvious. Yes, listen to the community. They know what they need it. But in reality, the philanthropy sector has been built around Western solutions.

And so it's part of our job to work with a grantmaker to uncover the barriers to trust, and it's okay for it to feel uncomfortable at times. And it's okay to question to not how to trust a local leader in another country. And so we take the grantmaker through this journey of addressing where trust feels uncomfortable and how to take the next step.

From the local leader's side, we want them to trust the grantmaker as well. We have a couple of partners in Sri Lanka, and when we first started working there, we heard from some people that after the tsunami, there was a huge influx of international aid. And the international aid really went in and just didn't listen to the needs of the local communities and bulldozed local orgs and took over. And it burned a lot of these local organizations. So, there was a distrust of international aid.

And so when we started working in Sri Lanka, we wanted to be open about that trust and to rebuild it with our partners. And so the trust is on both sides. Trust-based philanthropy is a journey, not a destination, and we are on it. But we are learning every single day.

Kerrin: What are some of the typical pitfalls where you start to see things fail? Where do these pitfalls happen subconsciously?

Geneva: Well, I think two things. I think a lot of people love the concept of trust-based philanthropy. And they'll engage in the dialogue, but they want to give to brands and orgs they know. I mean, I'm not dogging the names like the Red Cross at all, but it's a small portion of overall philanthropy. So it's the transition from trusting a brand to trusting a human. And again,



that transition is it can be a bit sticky, but it's a fun one to bring someone on the journey of shifting trust.

Kerrin: I often joke that it feels like donors sometimes invest in big stocks, like Apple, IBM, things like that. But the truth is in the social sector; impact players come in all forms and sizes.

So, groups like Move 92 offer an amazing opportunity for us to understand who all those players are. It's just such an interesting concept that I think is so unique to the way we work. So, I love that your organization is doing that. How do you look at empowering grantees after they get funding? What does that look like in terms of changes or reporting structures or things that differ beyond just finding those big impact players but actually enabling them to do the work?

Geneva: I think a huge part of it is reporting and how we can decrease the administrative burden on grassroots organizations. I love the Fix the Form.

Kerrin: Yes, the team has started something so special by bringing technology partners in and helping millions of nonprofits with these improvements. So we're just as simple as saying, Here's what nonprofits, you know, really don't need to deal with like, can we figure out better ways to do this? I'm with you; it's so great.

Geneva: A huge part of what we do to work with our partners is narrative reports via phone. So, about once a quarter, we check-in. And we'll have just these open and honest dialogues on how things are going, the challenges, and what's changed along the way — and then that sums up the report. Our partner doesn't have to submit any sort of narrative reporting to us. We're trying to work within the existing systems in the US and follow the reporting the IRS requires. We're exploring various fiscal sponsors in the US to see which ones are pushing the boundaries of trust-based philanthropy. We're questioning, do we need all of these reports? And what can we get rid of?

Kerrin: I was gonna say, if you're not using the information on a report, don't ask for it. Relieve that burden. I'm with you.

Geneva: Do we really need receipts for things like a motorcycle ride that you took from A to B? We trust that you took that motorcycle, right? So we're trying to push the boundaries of finding fiscal sponsors that will require the least amount of reporting that is legally required.

Because these systems are so old, it takes courage to question the nonprofit sector because it's built on altruism. But certain fiscal sponsors and nonprofits are questioning the systems. And that is the space that we are moving toward.

Kerrin: Certain funders will see the light and align with that value set or understand where you're coming from. But how do you convince others to let go of those reins? What aspects make trust-based philanthropy hard to talk about, and where are some of those places that you see people sort of trip?

Geneva: It's fascinating because the number one question I get across the board is, how can you trust that they're not using the money in detrimental ways? Like how do you know they're not swindling you out of your money? When I first started in this role, I spent a lot of time answering that question. And now I'm just like, Are you kidding me? Everybody's going to ask



me this question. It's hard for people to trust someone different than them. For me that it's so difficult for people to trust someone different than them.

Kerrin: It is one of those things that I am always shocked by too. The world is filled with shocking moments. What are some examples of things that people typically have difficulty trusting? Is it letting go of report structures? Like, what is especially hard to let go of?

Geneva: One is control. There is a sense of control when you receive a spreadsheet that is telling you exactly what you think you need to see. What we want is a good conversation where we bring instincts and intuition and personality to the table. Our partners can tell us exactly what's happening in a very honest way.

So the barrier of how things have been reported to us is shifting. Another barrier is letting go of the concept that Western ideologies are more helpful, better, or needed. It's really powerful to bring local leaders to the table and listen; rather than bring local leaders to the table and only offer outside perspectives. But it does mean bringing people to the table that have never had a seat at the table before. And giving them some extra space, because there's a lot we can learn. And there are many, many years of not listening.

Kerrin: You know what's interesting I love New Zealand. But the one thing that struck me about the philanthropy, and I'm curious if you've seen this too, is they were so grantee-minded. They honor their culture. I was struck by it because they were willing to make jumps that I hadn't seen other countries do. And I was wondering if you've ever seen culturally that certain countries have actually gravitated more towards some of this trust-based work faster than others? And I wonder what those attributes are? In New Zealand, community charities and foundations all work together and are interested in each other's work and contribute back to the central social sector they all support.

Geneva: Oh, interesting. Oh, my gosh, we should talk offline more about that. I'm curious. I think the trend I see in New Zealand is that it's a very domestically focused giving. New Zealand is more or less a socialist country. And so it's a different mindset of being very community focused — that's a good example of New Zealand being quite different.

When Christchurch had the mosque shooting on March 15 a couple of years ago, the country launched peace in the face of a terror attack. It was the most astounding time to be living here in Christchurch. And everyone took a moment to embrace the Muslim community, learn a lot from them, and be more inclusive than they probably were before.

My husband's Canadian Kiwi, his parents are from New Zealand, but he was born in Toronto. To me, it showed the mindset of a nation that is open-minded. So, the Friday one week after the mosque happened at the Friday call to prayer. A week later, every radio station, television station, and the whole country stopped and participated in the Friday call to prayer.

So if someone you know is interested in learning more about the next steps to get started in this journey, I would say nobody's doing it better than the Trust-Based Philanthropy Project. The content they're producing is brilliant and describes what this movement is and why it's important.



And then, if it resonates with you and if you're ready to start giving, get in touch with the Move 92 team and begin the journey of curating relationships with local leaders around the world. And we can get your funds to any corner of the world that suits your passions and interests.

Kerrin: Geneva, thank you so much for all the insight today. Let's end this podcast on a rapid-fire note. I'm going to run through a series of short, quick questions. And you shoot back the first answer that comes to mind. You're having dinner with anybody from time — current or historical — who is it?

Geneva: I'm going to cheat a little bit because it will be two people. And that's okay. The Dalai Lama and Desmond Tutu. And the reason for that is I recently read *The Book of Joy*, which is about the journey of their friendship. They bring joy and laughter, and connection in the context of some of the most painful real things happening in the world.

Kerrin: So simple and beautiful. I love that. All right. The next question: if you had a superpower, what would it be?

Geneva: My superpower would be the ability to have myself and everyone around me dip into the present moment.

Kerrin: I have never heard that answer before. And I really like that one. That's very nice. Okay. What are you most proud of accomplishing in your career?

Geneva: I recently turned 40. And I feel like being 40 is my superpower. I'm confident enough to know how important intuition, instincts, and trust are. So it's honing in on when you feel something in your body, listen to it.

Kerrin: I love that. I just turned 43. I feel the same way about my 40s. I'm much more into finding peace and excitement now. It's just a shift. I'm thrilled about it. Alright, and lastly, what podcasts are you listening to that you would recommend to our listeners besides this fabulous podcast that we're on?

Geneva: Well, I'll tell you, I'll tell you what my answer is. And it's going to reveal that I am not hip or cool at all. The podcast that I listen to is one that I go back to often, and it's a 10-part series with Oprah and Eckhart Tolle that unpacks each chapter of a new earth and awakening to your life's purpose. And when my heart or my brain gets tied in a knot, I will go back to one of those episodes.

Kerrin: That is super interesting. I'll have to put it on my list. I had not heard of that one. Well, Geneva, thank you so much for joining the podcast today and sharing more about yourself and your work at Move 92.