

**We are
for Good.™**



AN OPEN LOVE LETTER TO PHILANTHROPY

From Our Founders

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We believe in the power of good.

Not simply as a stand alone concept; but as an actionable belief that once harnessed and delivered to communities, the very best of humanity is unleashed.

We believe philanthropy is a sacred space.

Within it lies the potential for revolutionary change, human vulnerability, earth-moving stories and a unique ability to connect people to one another. It possesses an uncanny power to counteract every heavy emotion presented to a burdened people.

Where there is loneliness, philanthropy can provide community.

Where there is curiosity, it can provide education and enlightenment.

Where there is hunger, it can provide nourishment.

Where there is loss, it can provide hope.

Where there is pain, it can provide love and unconventional connection.

Miracles don't have to be earth-shattering moments. In fact, humans reaching out to help one another is the basis of watching a miracle unfold. Philanthropy is uniquely positioned to break into these spaces and shatter what was expected – in the best way possible. These are the moments we want to be a part of and replicate.

We believe creativity brings stories to life like nothing else.

Ok, the jig is up. We fell into development from marketing, but man, did we love the result when we fused the two together. Connecting stories to photos, a beautiful graphic, videos, sounds, a lip quiver, a blank stare, or a message of hope shifts the lens just slightly so we see each other.

Humanity unfolds and our work begins.

At the end of the day, creativity is our happy place (well, that and Costa Rica). So we committed to building a company that was more than delivering the science of fundraising. We wanted to revel in the art. Because the messiness and frailty of the human spirit is where miracles are found in our business. We want to find those people; those stories; that goodness; and ignite a new wave of thinking as we bring people to know and love our missions.

We believe in mission-based work.

Nonprofit organizations live daily in working to outpace need. We are drawn to this kind of nobility and service. Yet, the nonprofit fundraising landscape is one that hasn't changed much in the last several decades. And here's a wicked confession: we're not fans of the donor pyramid. In fact, its very visual basis is the antithesis of what we want to perpetuate.

You know, focusing on that top core of affluent donors whose giving typically makes up 90%+ of your revenue? Sure, basic math says we'll hit our goals if we squat in this safe space, but what if our dreams are bigger than hitting goals? What if we don't want to simply reach our goals, close out campaigns and launch programs? Perhaps we feel that bottom tier sits the secret to a revolution? Because maybe we want to move mission-based mountains, set down roots that build robust cultures of philanthropy, give people deeper meaning, share inspired stories of hope and disrupt what's possible because we gathered everyone at the bottom of our pyramid, awakened their passion for service and put that passion in lockstep with other like-minded people?

This is where We Are For Good stands. In fact, we flipped that donor pyramid (twice!) and created a logo out of this belief, because it resonates with our core belief that everyone matters.

We believe in big ideas and disruption.

We are standing in the middle of a digital explosion of connection. And the great paradox is that this movement physically separates us but connects us virtually like never before. But how do we continue to push the envelope to make our work better, more efficient, smarter and more compassionate when we cannot reach across the table for a handshake (or, in Becky's case, a hug)?

We don't want philanthropy to be stuck in the past. We want to be a part of innovative, ground-breaking, ludicrous, pie-in-the-sky, radically creative, what-in-the-crap-were-you-thinking-but-maybe-that-could-work kind of ideas. And we delight in curiosity and the puzzle of taking "what if" to fruition.

We value trying stuff, failing, trying again, failing some more, but tenaciously running toward big ideas that can change the way we connect and inspire. We appreciate a good record-scratching moment when a big idea drops. Keenly listening, supporting great leaps of faith and keeping people at the center drives our focus on innovation and disruption.

We believe kindness is a super power.

Sure, making money feels good. But making a difference feels better.

At the end of the day, people matter to us most. The moments experienced in their life matter and weave their story. If we believe storytelling is the basis of empathy, and empathy yields goodness, then our connection point begins with kindness.

Go ahead. You can call us the ridiculous idealists. We kind of embrace it.

Telling meaningful stories is our jam.

Theirs are stories the world needs to hear. And once shared, communities encircle, voices rise and hearts are moved to action. Can we change need to wholeness? Can we change doubt into trust? Can we change reticence to shared empathy? We know we can. In fact, we've already started.

And there are people waiting in the wings with ideas, solutions, donations, volunteerism or sometimes just a mom hug. We consider it the honor of our lifetimes to make that connection.

Let's all be For Good.

Join us.

[insert fist bump]



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