

CONNECTED PHILANTHROPY

A Platform for Impact in Philanthropy

The Fluxx Vision

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Foreword

We live in a world that is changing both rapidly and dramatically. Climate change threatens hundreds of millions. Policy changes have reduced or eliminated many of the benefits in healthcare, education, and other areas. Mass migration overwhelms the availability of resources needed as a result of the influx of new immigrants. The public sector can't keep up, which means that philanthropy needs to work harder than ever to fill the gaps and improve people's lives.

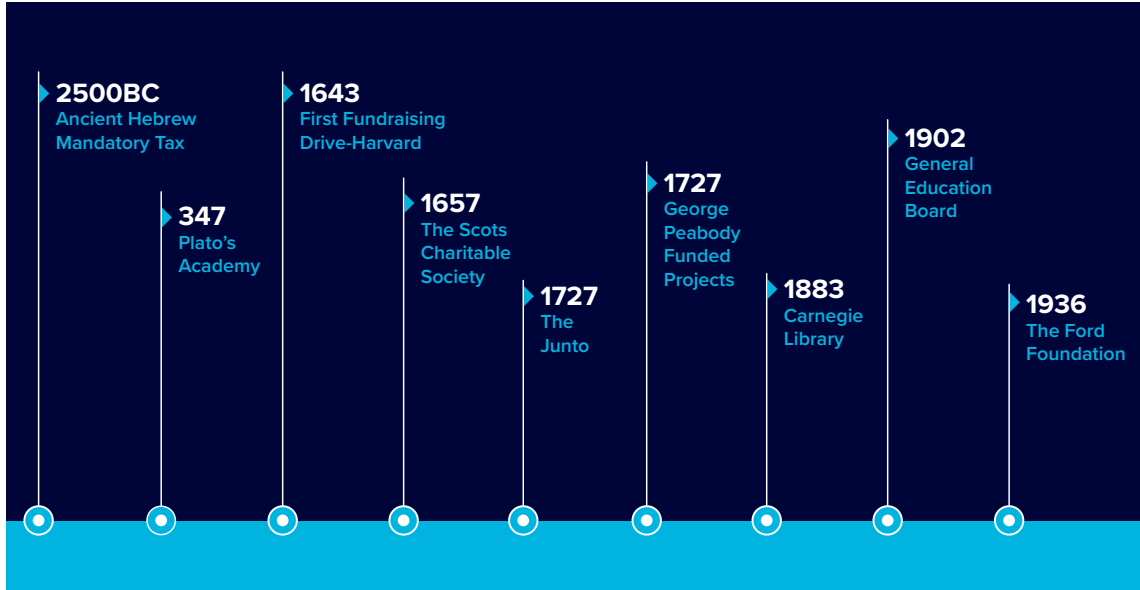
At the same time, philanthropy has a new generation of mega-donors, many of whom come from the tech sector and find the established processes in funding dated and limiting: they lack capacity, visibility, and the ability to collaborate widely. The rapid growth in donors and money flowing through the system, coupled with the increasing demand for nonprofits to meet needs locally and globally, make it harder for all of us to quickly and efficiently connect funders to the boots on the ground.

This is why Fluxx is creating a platform for connected philanthropy to empower the entire network of givers and doers and bring the proven network effects of technology to bear. Having already built grants management solutions for grantmakers and grantseekers, the next step is to evolve this platform.

Connected philanthropy will allow foundations and nonprofits to better find one another and evaluate funding opportunities. It will offer both sides visibility throughout and after the funding process, enable collaboration one-to-one or in groups, and track the success of funding in real time.

This collaboration will create efficiencies, and transform the ability of foundations and nonprofits to get the right money to the right people, much more quickly. We are excited about this future and look forward to seeing you on the journey to a more connected ecosystem.

1 Challenges In Philanthropy



Philanthropy has a long history. As early as 2500 BC, ancient Hebrews used a mandatory tax, or tithe, to benefit the poor. In 347, Plato left his farm to a nephew with instructions that the proceeds be used to support the academy he founded. In the United States, philanthropic organizations predate the Revolution. The first fundraiser was held by Harvard in 1643. Ben Franklin's "junto" began meeting regularly in 1727 to identify opportunities in Philadelphia to improve the quality of life and evaluate the best way to meet its goals.

Perennial challenges

Foundations and their donors today have the same concerns that the first philanthropists faced:

- ◆ **Who should I work with?**
- ◆ **How do I determine the best ways to help?**
- ◆ **How can I ensure that my money is being spent wisely, and for good?**
- ◆ **And how can I manage my efforts, to prevent being stalled from helping people suffering each day that my help is delayed?**

Today's challenges

Today there are over 2,000 billionaires with a collective net worth of over \$9 trillion dollars. Many are becoming philanthropists. Last year alone, they gave away \$15 billion dollars. Despite a new influx of mega-donors, nonprofits and their funding foundations face challenges that can't be solved simply by bringing in more money or in a single grant cycle.

Changes in policy

In the United States alone, the current administration has made sweeping cuts in both services and funding. One example: funds for navigator organizations that help people find and sign up for healthcare under the Affordable Care Act were cut to one-sixth of 2016 levels by mid-2018, putting many nonprofits out of work. Other countries are also cutting services and funds for those who most need them.

Changes in climate

Climate change has already begun creating an unprecedented crisis, even as it is denounced as a hoax. We've seen out-of-control fires and floods, food shortages and heavily populated areas becoming uninhabitable. Funders and nonprofits are challenged to respond to unexpected emergencies, as public sector institutions are both unequipped and too slow to gear up to meet emergent needs.

These are not just this year's problems. They will continue, and probably become more frequent and worse, as the global climate continues to change rapidly well into the next century regardless of human intervention.

Mass migration

Both climate and policy changes (read: wars, violent crime, and poverty) have prompted many tens of millions of people to abandon their homelands and travel far in search of safety and a life beyond day-to-day survival. The projections are that the world will have 150 to 200 million climate change refugees by 2050. Government institutions are overwhelmed, as are nonprofits trying to fill the gaps and meet migrants' basic needs.

2

Platforms: A Solution for Connecting Networks

Platform businesses have already been proven to remake industries and make life better for many kinds of networks. Most of us are part of a network that uses one or more of the most successful of these platforms on a regular, if not daily, basis.

- **Uber owns no cars yet its mobile app platform connects drivers and riders in ways that have redefined the ridesharing market**
- **Airbnb owns no hotels yet its site connects hosts and guests in ways that have changed the market for accommodations and travel experiences**
- **Facebook employs no journalists yet it is the world's largest media company and has changed the way people consume news content**



Fluxx's Vision

Fluxx envisions bringing a positive network effect to philanthropy.

As a philanthropy platform, Fluxx doesn't put up funds of its own, yet our technology connects and powers a broad and growing network of funders and changemakers.

In this way, we plan to bring to philanthropy what the above examples have done to other aspects of life. With a single platform, we can create a level of transparency and impact that is far greater than what we see today.

Benefits of a Platform Connecting Philanthropy

- Foundations can fully see what they and others are funding
- Foundations can see how their grantees are doing in real-time, rather than waiting six to twelve months for a report that is often outdated by the time it arrives
- Nonprofits can manage all of their grants in one place with a single, consistent view across all the foundations they work with for every step in the process
- Nonprofits can more easily report on the metrics requested by foundations but can also share their perspectives on the metrics that they think are most important
- Nonprofits and foundations can leverage learnings from each other to hasten the implementation of solutions that work

In short, with a unified platform, nonprofits and foundations are able to collaborate at a level unheard of in today's world. In this new world, foundations can see who has done what, and where. They can connect with other foundations working in overlapping areas. They can even see who is funding which nonprofits. They can share information in a format that works for everyone, even though they don't all use the same software for everything.

The team at Fluxx knows the frustrations that both foundations and nonprofits face: Silos of information created by incompatible or unconnected systems. Geographic limits which the Internet could erase if everyone were on the same network. Collaboration, creativity, and progress are hampered because people aren't really connected. Fluxx has been working to remove these barriers since 2010, and is now taking a big step forward with a platform for connected philanthropy that eliminates each of these roadblocks to success.



3 The Fluxx Platform

As technologists, we not only have the vision of connected philanthropy but the technical understanding of a platform that can enable that network to thrive and grow.



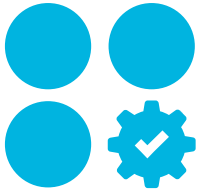
Single sign-on for nonprofits

With a single sign-on into all their grants, nonprofits are able to focus on their work, rather than spending their time creating redundant applications, reports, and profiles in each foundation's portal. They can assign tasks to co-workers and collaborate on key deadlines. They can share key organizational information with their colleagues in the network and are able to report their progress and results in real-time to funders and/or social media channels.



Data visualizations

Both foundations and nonprofits can create data visualizations and share them with colleagues and key stakeholders. A holistic view of organizational insights, data views, and even real-time success metrics, supports internal decision making and external advocacy across the network without having to hunt for information across one or more systems.



Integration with existing tools

The Fluxx platform becomes the place where people live all day, rather than hopping from one application or portal to another. Fluxx integrates seamlessly with the tools that people already use — calendars, Salesforce, DocuSign, Microsoft Office, and accounting systems like NetSuite, Quickbooks, or Intact — so information flows through all of them without needing to be reformatted or re-entered.



Tracking success: Metrics defined by foundations and nonprofits

Grantmakers can work with grantees to define the specific metrics that matter most to both organizations and track those metrics in real time. Nonprofits can provide real-time activity updates that map to the agreed upon metrics. This not only enables deeper ongoing collaboration, but delivers more frequent and more valuable updates to help measure outcomes. This enhanced impact reporting better supports grantees when they most need help while enhancing a shared understanding of beneficiary needs.

4

Attributes Of A Successful Platform

A successful platform has several critical attributes



Secure

It needs to be secure, so outsiders can't break into your confidential records or try to steal your data or funds.



Integrated

It needs to work with the other systems and tools you use, rather than requiring you to adapt to its limitations.



Scalable

It needs to be able to keep up with your success, and easily scale as more and more people use it, or as emergencies challenge its capacity.



Agile

It needs to be able to keep up with change, whether that's regulatory change or a new iPhone in the pockets of field staff.



Resilient

Finally, a platform needs to be reliable and robust so it is always supporting the network for which it was designed.

5 Summary

Fluxx straddles both philanthropy and technology, so we understand how to build a platform for philanthropy - one that can address the general and the often specific challenges that foundations and nonprofits face.

Most importantly, as a dedicated philanthropy platform, improvements and new features for grantmakers and grantseekers are our sole priority. The power of a network is enhanced as more people join and use the platform that supports it.

If you're already a Fluxx customer, you already understand the power our solutions bring your organization. If you'd like to access the benefits of connecting more deeply to the philanthropy network via our platform, please contact us for a demo [here](#).

Watch our CEO, Madeline Duva, bring our vision to life in this [video](#).

